



## ZONING ADMINISTRATOR NOTICE OF DECISION

Date: September 27, 2019  
Applicant: Village of Escaya Apartments, LLC  
Case Number: PSP19-0004  
Project: Planned Sign Program for The Shops at Escaya (ORV3)  
Address: 1925 Avenida Escaya  
Project Manager: Janice Kluth  
Project Planner: Genevieve Hernandez

Notice is hereby given that on September 27, 2019, the Zoning Administrator considered application PSP19-0004 for the Planned Sign Program for the Shops at Escaya in Otay Ranch Village 3 (ORV3) (Project), filed by Village of Escaya Apartments, LLC (Applicant). The Project is located along Avenida Escaya between Heritage Road and Camino Prado (Project Site). The 10-acre Project Site is owned by Village of Escaya Apartments, LLC (Property Owner). The Project Site is zoned for Mixed Use, with a General Plan Designation of MUR.

The Project provides thematic guidelines for specific allowable sign types, including sign design standards for size, scale, location, color, type, logo, and illumination.

The Director of Development Services has reviewed the Project for compliance with the California Environmental Quality Act (CEQA) and has determined that the Project was adequately covered in previously adopted FEIR 13-01. Thus, no further environmental review or documentation is required.

The Zoning Administrator finds that the Planned Sign Program complies with the requirements of Chapter 19.60 of the Chula Vista Municipal Code, the Comprehensive Sign Regulations in the adopted Village 3 SPA Plan, and the Site Design Guidelines in the adopted Village 3 Core Master Precise Plan. The Zoning Administrator therefore approves the request based on the following findings of fact:

**1. The Project is consistent with the Chula Vista Municipal Code.**

The Project provides sign guidelines for the Shops at Escaya in the Village 3 Core in conformance with the Chula Vista Municipal Code (CVMC) Section 19.60 (Signs), as well as the Village 3 Planned Community (PC) District Regulations, which establish comprehensive sign regulations for on and off-site signs and requires a Planned Sign Program to be approved for all commercial and mixed-use land uses. The purpose of the Planned Sign Program is to integrate signs with the adopted architectural and landscaping design guidelines. Signs which are permitted under the CVMC, that are not expressly prohibited by the Village 3 PC District Regulations, shall be permitted. The proposed Project is compatible with the Village Core design scheme, landscaping, lighting and architecture and is therefore consistent with the code and SPA requirements.

**2. The Project is consistent with the Site Design Guidelines of the Village 3 Core Master Precise Plan.**

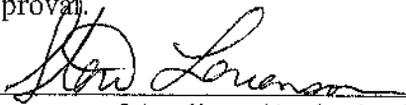
The Project provides sign guidelines for the Shops at Escaya in the Village 3 Core in conformance with the Master Precise Plan. The proposed Planned Sign Program complements the existing architecture, scale, design concept, landscaping, lighting and materials. Signage shall inform and direct but not dominate the visual character of the area. Signs must be thoughtfully designed and proportioned to the individual architectural façade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation of individual tenants and contribute to the development's overall success.

BASED ON THE FINDINGS ABOVE, THE ZONING ADMINISTRATOR hereby approves Planned Sign Program PSP19-0004, as described above, subject to the following conditions of approval:

- I. Prior to the approval by the City of Chula Vista for the use of the subject property in reliance upon this approval, the Applicant shall satisfy the following requirements:

**Development Services Department – Planning Division**

1. The Applicant/Representative and Property Owner shall execute this document by making a true copy and signing both this original Notice of Decision and the copy on the lines provided below, said execution indicating that the Applicant/Representative and Property Owner have each read, understood and agreed to the conditions contained herein, and will implement the same. Upon execution, the true copy with original signatures shall be returned to the Development Services Department. Failure to return the signed true copy of this document within 30 days of the effective date herein shall indicate the Applicant/Representative and Property Owner's desire that the Project, and corresponding application(s) for building/sign permits and/or business license, be held in abeyance without approval.

  
\_\_\_\_\_  
Signature of Applicant/Authorized Representative

10/17/19  
\_\_\_\_\_  
Date

Steve Levenson  
\_\_\_\_\_  
Print

\_\_\_\_\_  
Signature of Property Owner/Representative

\_\_\_\_\_  
Date

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2. The Applicant shall pay all applicable fees, including any unpaid balances of permit processing fees related to the Planned Sign Permit within deposit account DDA0491.
3. Prior to installation of corresponding signage, Applicant shall execute an encroachment agreement with the City of Chula Vista for all signage on public property.

**Development Services Department – Landscape Division**

4. The Applicant shall remove any temporary signage that is located at a vacant lot or vacant parcel for temporary marketing purposes upon commencing the construction of the final design condition for the vacant lot or parcel.
  5. All signs, kiosks, banners, monuments or other items included in the Planned Sign Program PSP19-0004 shall be maintained by Village of Escaya Mixed Use, LLC, and/or its assigns.
- II. The following on-going conditions shall apply to the Project as long as it relies upon this approval:
6. The Applicant shall maintain the corresponding signage in accordance with the plans for PSP19-0004, approved on August 26, 2019, which includes a site plan, architectural elevations, and details on file in the Planning Division, the conditions contained herein, and Title 19.
  7. Approval of this request shall not waive compliance with all sections of Title 19 of the Municipal Code, and all other applicable City Ordinances in effect at the time of Project approval.

APPROVED BY THE ZONING ADMINISTRATOR OF THE CITY OF CHULA VISTA, CALIFORNIA, THIS 27th DAY OF September 2019.



Michael Walker  
Zoning Administrator