



## Development Services Department

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### ZONING ADMINISTRATOR NOTICE OF DECISION

NOTICE IS HEREBY GIVEN THAT THE ZONING ADMINISTRATOR FOR THE CITY OF CHULA VISTA considered an application for a Planned Sign Program (“PSP”) for wall and monument signage at an existing industrial center as described below:

<b>Date:</b>	<b>February 4, 2025</b>
<b>Applicant:</b>	<b>YESCO Signs, LLC</b>
<b>Project Number:</b>	<b>PSP24-0003</b>
<b>Project Location:</b>	<b>3330-3390 Heritage Road (APNs: 644-061-03, 644-061-56, and 644-061-55)</b>
<b>Project Planner:</b>	<b>Valeria Tarka</b>

The proposed PSP consists of regulations for wall signage, back-of-house/bay door signage, window signage, and two monument signs on the subject properties (“Project”). The approximately 11.63 acres are owned by Exeter 3330 Heritage, LLC, Exeter 3360 Heritage, LLC, and Exeter 3390 Heritage, LLC (“Property Owners”) and are zoned Industrial (I) with a General Plan designation of Limited Industrial (IL).

The Director of Development Services has reviewed the Project for compliance with the California Environmental Quality Act (“CEQA”) and determined that the Project qualifies for a Class 11 categorical exemption pursuant to Section 15311 (Accessory Structures) of the CEQA Guidelines. No further environmental review is required.

The Zoning Administrator, under the provisions of Section 19.60.050(J) of the Chula Vista Municipal Code (“CVMC”), makes the following findings:

***The proposed Project is consistent with the sign guidelines adopted for the Otay Ranch Village 3 and a Portion of Village 4 Planned Community District Regulations and the Chula Vista Municipal Code.***

Section IX(D) of the Otay Ranch Village 3 and a Portion of Village 4 Planned Community District Regulations requires comprehensive sign programs for industrial developments with four or more tenant spaces to ensure unified design that is integrated with the building architecture. Further, Section XI(C) of the Planned Community District Regulations authorizes the Zoning Administrator to approve sign programs. All signs on the Project site will be required to conform to the approved PSP. All signs are also generally compliant with the Otay Ranch Village 3 and a Portion of Village 4 Planned Community District Regulations and the CVMC in terms of sign design, size, compatibility, and placement.

***The Project is consistent with the Otay Ranch Village 3 North Business Park Design Guidelines.***

The proposed monument sign colors and materials are compatible with the primary buildings’ colors and materials. The proposed wall signs are complementary to the overall design of the industrial center and consistent with the proportion and scale of elements within the primary buildings’ facades.

BASED ON THE FINDINGS ABOVE, THE ZONING ADMINISTRATOR hereby approves Planned Sign Program PSP24-0003 as described above, subject to the following conditions. These ongoing conditions shall apply to the Project for as long as it relies upon this approval:

1. Signs shall comply with this approved PSP and all applicable provisions of the California Building Code, the Otay Ranch Village 3 and a Portion of Village 4 Planned Community District Regulations, and the CVMC.
2. All signs must be placed on private property unless an encroachment permit is obtained from the City for any signs located within the public right-of-way.
3. All proposed signage shall conform to the City of Chula Vista's sight distance visibility requirements in accordance with CVMC 12.12.120 and 12.12.130 and Chula Vista Design Standard RWY-05. Signs shall not obstruct the visibility of drivers at street intersections and/or driveways.
4. Each sign approved in this PSP shall obtain a sign permit and building permit if required by the Otay Ranch Village 3 and a Portion of Village 4 Planned Community District Regulations, the CVMC, or the Director of Development Services. Signage shall be installed in accordance with this approved PSP, and approval of additional signage not authorized by this permit shall require amendment of this PSP by the Zoning Administrator.
5. Approval of this PSP shall not waive compliance with any applicable provisions of the CVMC nor any other applicable laws and regulations in effect at the time of permit issuance.
6. This PSP shall become void and ineffective if not utilized within three (3) years of the effective date thereof (February 5, 2028), in accordance with CVMC 19.14.260. Failure to comply with any conditions of approval shall cause this program to be reviewed by the City for additional conditions or revocation.
7. The Applicant shall and does agree to fully and timely indemnify, protect, defend, and hold harmless the City, its City Council Members, Planning Commission Members, officers, employees, and representatives from and against any and all liabilities, losses, damages, demands, claims, and costs, including court costs and attorney's fees (collectively, "liabilities") incurred by the City arising, directly or indirectly, from (a) the City's approval of this PSP; (b) the City's approval or issuance of any other permit or action, whether discretionary or non-discretionary, in connection with the use contemplated on the Project Site; and (c) any environmental determinations for the Project. The Applicant shall acknowledge their agreement to this provision by executing a copy of this permit where indicated below. The Applicant's compliance with this provision shall be binding on any and all of the Applicant's successors and assigns.

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Scott Hampton  
for YESCO Signs, LLC (Applicant)

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Date

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Danielle Wood  
for Exeter 3330 Heritage, LLC (Property Owner)

\_\_\_\_\_  
Date

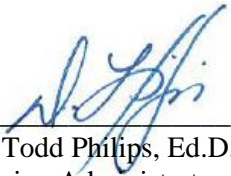
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Danielle Wood  
for Exeter 3360 Heritage, LLC (Property Owner)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Danielle Wood  
for Exeter 3390 Heritage, LLC (Property Owner)

\_\_\_\_\_  
Date

APPROVED BY THE ZONING ADMINISTRATOR OF THE CITY OF CHULA VISTA, CALIFORNIA, this  
4th day of February 2025.



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D. Todd Phillips, Ed.D.  
Zoning Administrator