



Development Services Department

ZONING ADMINISTRATOR NOTICE OF DECISION

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

Date:	August 22, 2025
Applicant:	Paul Mayer, Pemcor Development
Project Number:	PSP24-0001
Project Location:	750 Main Street (APN: 644-040-81)
Project Planner:	Jeff Steichen

The proposed PSP consists of sign regulations for an industrial/commercial center known as “Maxwell at Main” located on the subject property. Proposed signage contained in the PSP includes the following sign types: pylon, gas, and tenant wall signs (“Project”). The approximately 8.21-acres is owned by 750 Main Street, LP (“Property Owner”). The property is zoned Limited Industrial Precise Plan (ILP) within the Auto Park East Specific Plan (“APESP”) and with a General Plan Land Use Designation of Limited Industrial (IL).

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed 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 because it consists of on-premises signs for the proposed industrial center. No further environmental review is required.

HOUSING IMPACT

The Project Site is located within the ILP zone of the APESP, which is intended as an area for light industrial and limited-service commercial uses. No housing is proposed as part of this Project. Neither the subject property nor any portion thereof was identified in the General Plan’s Housing Element to accommodate a portion of the City’s allocation toward addressing regional housing needs.

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 APESP and the CVMC.

Section III (G) of the APESP requires the approval of a PSP for all parcels contained therein. This Section further indicates that approval of said PSP shall comply with all provisions of Chapter 19.60 of the CVMC, including that the Zoning Administrator shall approve the sign program.

All of the signage provisions contained within the PSP are generally compliant with the CVMC in terms of sign design, size, compatibility, and placement. A few minor exceptions are discussed in paragraph below along with justifications to allow for said deviations.

- *A request to modify the pylon sign's distance from the ground to the bottom of the sign from 8 feet to 6 feet.*

A reduction of 2 feet separation maintains the sign's proportion and balance. In addition, it would eliminate the need to remove one of the tenant signs, thereby reducing their sign visibility. Because the pylon sign is proposed within the Landscape Easement on private property, the reduction will not impact pedestrian activity or circulation.

- *A request to allow additional secondary signs for buildings on the project site, as follows:*

- *Building B (Wendy's) – The request is for an additional secondary sign on the east elevation.*

The purpose of this request is to improve tenant visibility for westbound traffic on Main Street and to readily identify the business for those entering the site from the Main Street entrance.

- *Building C (Quick Quack Car Wash) – The request is for a secondary sign on the east elevation.*

The purpose of this request is to improve tenant visibility for westbound traffic on Main Street and to readily identify the business for those entering the site from the Main Street entrance.

- *Building F (Starbucks) - One additional secondary sign is requested for the west elevation.*

The purpose of this request is to improve visibility to eastbound traffic on Main Street and to readily identify the business for those entering the site from the Main Street entrance.

Additionally, the Project is primarily a commercial product type within an industrial and auto park area. The commercial uses rely on visibility and name recognition for its customers. The Project's frontage is over nine hundred feet and only one pylon sign is permitted. This provides limited opportunities for Project and tenant visibility for those traveling along Main Street. Further, an additional twenty-foot landscape buffer easement is required from Main Street in addition to the parkway. This landscape requirement results in additional building setbacks, further reducing visibility from the street.

The Project is consistent with the APESP Guidelines.

The proposed pylon 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. All signage provisions contained within the PSP are consistent with the design standards contained in the APESP.

BASED ON THE FINDINGS ABOVE, THE ZONING ADMINISTRATOR hereby approves Planned Sign Program PSP24-0001 as described above, subject to the following conditions. Additional requirements may be imposed at the

time of development, depending upon the permit drawings submitted for City review. Unless otherwise specified, the following shall be completed to the satisfaction of the Director of Development Services prior to the issuance of building permits for the Project and/or approval by the City for the use of the subject property in reliance upon this approval:

Planning

1. Proposed signs shall comply with this approved PSP and all applicable provisions of the California Building Code, the APESP, and the CVMC.
2. Within five (5) business days of Project approval, the Applicant/Property Owner shall make the appropriate payment for the CEQA filing fee and County Clerk Processing Fee (Categorical Exemption/Notice of Determination).

Land Development

3. All proposed signage shall conform to the City of Chula Vista's sign 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 driveway entrances.
4. The Project shall comply with all requirements of the Municipal Separate Storm Sewer System (MS4) Permit and the City of Chula Vista Best Management Practice ("BMP") Design Manual (as amended) for the construction and post-construction phases of the project. A copy of the BMP Design Manual is available on the City's website: <https://www.chulavistaca.gov/departments/public-works/services/storm-water-pollution-prevention/documents-and-reports>.
5. Prior to issuance of sign/building permits in compliance with this sign program, the Applicant shall obtain an encroachment permit for private improvements proposed within public rights-of-way and/or City easements.

Landscaping

6. Per the Landscape Manual, all freestanding/ground mounted signage shall have a minimum of 18 inches of soil cover over footings to provide adequate room for small shrubs and ground cover root growth.
7. The Landscape Architecture Division shall review and approve permanent encroachment permits for signage within the landscape easement.

The following ongoing conditions shall apply to the subject property as long as it relies upon this approval:

1. Each sign approved in this PSP shall obtain a sign permit, and a building permit as required by the APESP, 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 Notice of Decision shall require amendment of this PSP by the Zoning Administrator.
2. 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 building permit issuance.

3. The Applicant/Property Owner shall and does agree to fully and timely indemnify, protect, defend, and hold harmless the City and its City Council 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 sign program and (b) the City’s approval or issuance of any other permit or action, whether discretionary or non-discretionary, in connection with this sign program. The Applicant/Property Owner shall acknowledge their agreement to this provision by executing a copy of this notice where indicated below. The Applicant/Property Owner’s compliance with this provision shall be binding on any and all of the Applicant/Property Owner’s successors and assigns.
4. Any violations of the terms and conditions of this sign program may result in the imposition of civil or criminal penalties and/or the revocation or modification of this approval.
5. If any of the foregoing conditions fails to be met, or if they are, by their terms, to be implemented and maintained over time, if any of such conditions fail to be so implemented and maintained according to their terms, the City shall have the right to revoke or modify all approvals herein granted; deny or further condition issuance of all future building permits; deny, revoke, or further condition all certificates of occupancy issued under the authority of approvals herein granted; institute and prosecute litigation to compel their compliance with said conditions; or seek damages for their violation. Neither the Applicant nor a successor in interest gains any vested rights by the City’s approval of this sign program.
6. The Applicant/Property Owner shall execute this document by making a true copy and signing this original Notice of Decision and the copy on the lines provided below, said execution indicating that the Applicant/Property Owner have each read, understood, and agreed to the conditions contained herein and will implement 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 shall indicate the Applicant/Property Owner’s desire that the Project, and the corresponding applications for building permits and/or business license, be held in abeyance without approval.

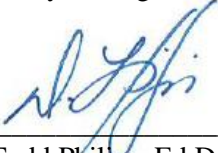
Paul Mayer
for Pemcor Development (Applicant)

Date

Paul Mayer
for 750 Main Street, LP (Property Owner)

Date

APPROVED BY THE ZONING ADMINISTRATOR OF THE CITY OF CHULA VISTA, CALIFORNIA, this
22nd day of August 2025.



D. Todd Phillips, Ed.D.
Zoning Administrator