



Development Services Department

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 temporary and permanent signage for Otay Ranch Village 8 East as described below:

Date:	October 31, 2025
Applicant:	HomeFed Village 8E, LLC
Project Number:	PSP24-0002
Project Location:	Generally, south of the eastern extension of Main Street, east of Otay Ranch Village Eight West, west of State Route 125, and north of the Otay River Valley (APNs: 646-010-08-00 & 644-070-21-00)
Project Planner:	Valeria Tarka

The proposed PSP consists of comprehensive regulations for a variety of permanent and temporary signage including, but not limited to, monument signs, wall signs, commercial tenant signs, model home identification signs, and community directional on the subject properties (“Project”). The approximately 315.6 acres are owned by HomeFed Village 8E, LLC (“Property Owners”) and are zoned Village Core (VC), Medium-High Residential (MH), Park (P), Community Purpose Facility (CPF), and School (H) with a General Plan designation of Town Center (TC) and Medium High Residential (RMH).

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 8 East Planned Community District Regulations and the Chula Vista Municipal Code.

Section 9 of the Otay Ranch Village 8 East Planned Community District Regulations provides criteria for PSPs within the Village to ensure unity and cohesiveness. Further, CVMC Section 19.60.050 (J) 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 8 East 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 8 East Design Guidelines.

The proposed sign regulations complement the overall design of Otay Ranch Village 8 East and maintain consistency in terms of proportion and scale to ensure that the sign elements are designed cohesively throughout the Village. The proposed PSP is consistent with Section III of the Village 8 East Village Design Plan, as it includes provisions for Village entry signs and community monument signs. Additionally, Section X (H) of the Village 8 East Village Design Plan requires

the development of a PSP to establish signage design standards within the Village Core to guide the visual character of the area.

BASED ON THE FINDINGS ABOVE, THE ZONING ADMINISTRATOR hereby approves Planned Sign Program PSP24-0002 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:

Planning

1. Signs shall comply with this approved PSP and all applicable provisions of the California Building Code, the Otay Ranch Village 8 East Planned Community District Regulations, and the CVMC.
2. Any sign located within the public right-of-way shall require a City of Chula Vista Encroachment Permit.
3. All signs within Otay Ranch Village 8 East shall require a Sign Permit and/or Building Permit as required by the CVMC, this PSP, the Otay Ranch Village 8 East Planned Community District Regulations, or the Director of Development Services, or their designee.
4. Each sign shall be installed in accordance with this approved PSP and the approved Sign Permit and Building Permit.
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. 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.

Land Development

7. All proposed signage and monuments located adjacent to the public right-of-way shall comply with the City's Monument/Pole Sign Permit Guidelines, including, but not limited to delineating distances to and from private property lines and or general hardscape elements in the public right-of-way and maintaining sight distance visibility requirements in accordance with CVMC 12.12.120 and 12.12.130 and Chula Vista Design Standard RWY-05. Additionally, signs shall not obstruct the visibility of drivers at street intersections and/or driveways.

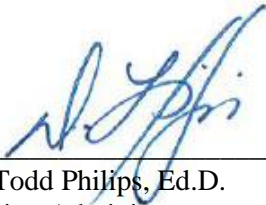
Erin Ruhe
for HomeFed Village 8E, LLC (Applicant)

Date

Erin Ruhe
for HomeFed Village 8E, LLC (Property Owner)

Date

APPROVED BY THE ZONING ADMINISTRATOR OF THE CITY OF CHULA VISTA, CALIFORNIA, this 31st day of October 2025.



D. Todd Philips, Ed.D.
Zoning Administrator