



CITY OF ESCONDIDO  
OFFICE OF THE CITY CLERK  
201 NORTH BROADWAY  
ESCONDIDO, CA 92025-2798  
(760) 839-4617

**NOTICE OF PUBLIC HEARING**

NOTICE IS HEREBY GIVEN on WEDNESDAY, AUGUST 17, 2016 at 4:30 p.m., the Escondido City Council of the City of Escondido will hold a Public Hearing to consider the following item:

**REGIONAL MARKET SIGN PERMIT AND ZONING CODE AMENDMENT – PHG 16-0009; AZ 16-0004:**

**REQUEST:** A modification to an existing Regional Market Sign Permit to upgrade the appearance of the existing Escondido Auto Park digital sign near Interstate 15 by constructing a slightly larger, more modern-looking sign. The existing sign is approximately 630 SF per side, and includes an electronic message board of approximately 267 SF, as well as 126 SF of fixed copy. The new sign would be approximately 778 SF per side, and would include an LED message board of approximately 574 SF, as well as 67 SF of internally-illuminated fixed copy. The two existing sign poles would be retained in their current location, though the overall height of the sign would be lowered from 80' to 73'6" and the poles would be painted gray. Since the proposed changes would cause the sign to exceed current Regional Market Sign size limits as codified in the City of Escondido Zoning Code, the project includes an Amendment to Article 62 of the Zoning Code to modify those limits. The proposal also includes the adoption of the environmental determination prepared for the project.

**PROPERTY SIZE AND LOCATION:** The project site is 1.17 acres in size and is addressed as 1130 Simpson Way (Assessor's Parcel Number 232-061-36). The site is located on the north side of Simpson Way, near its intersection with North Hale Avenue and immediately west of Interstate 15.

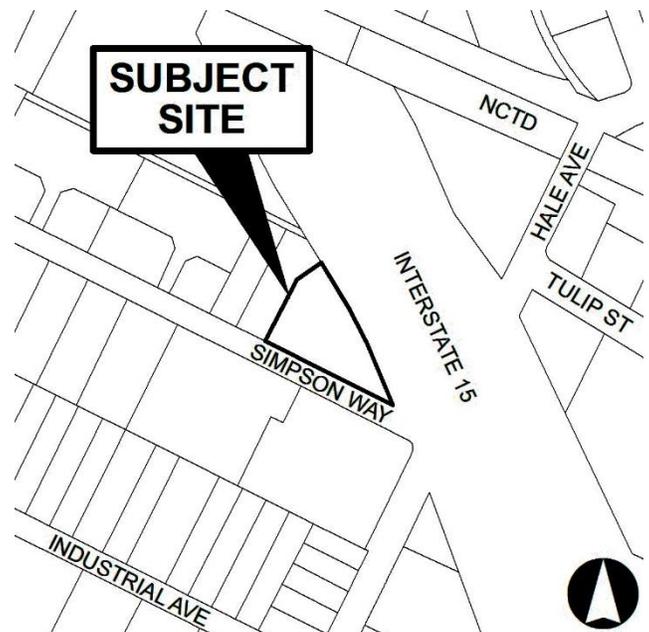
**ENVIRONMENTAL STATUS:** The proposed project is categorically exempt from environmental review in conformance with CEQA Section 15302(b) – Replacement or Reconstruction (replacement of a commercial structure with a new structure of substantially the same size, purpose, and capacity).

**PLANNING COMMISSION ACTION: Approved on July 12, 2016 with a vote of 6/0/1 (Romo Absent)**

IF YOU CHALLENGE this item in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice, or in written correspondence delivered to the City Council, at or prior to the Public Hearing.

The City of Escondido recognizes its obligation to provide equal access to public services for those individuals with disabilities. Please contact the American Disabilities Act (A.D.A.) Coordinator (760) 839-4643 with any requests for reasonable accommodations, to include sign language interpreters, at least 24 hours prior to the meeting. The City of Escondido does not discriminate against any person with a handicapped status.

ALL INTERESTED PERSONS are invited to attend said Public Hearing to express their opinion in this matter. Said Public Hearing will be held in the Council Chambers, 201 N. Broadway, Escondido, California, 92025. **For additional information, please contact Ann Dolmage, (760) 839-4548, and refer to Case No. PHG 16-0009.**



DIANE HALVERSON, City Clerk  
City of Escondido  
Date: August 2, 2016