



THE CITY OF SAN DIEGO  
Date of Notice: November 28, 2012

# NOTICE OF DECISION

DEVELOPMENT SERVICES DEPARTMENT

Internal Order No. 24003301

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**APPROVAL TYPE(S):** Neighborhood Use Permit – CEQA Exempt  
**PROJECT NAME/NUMBER:** WESTFIELD UTC SIGNS  
**APPLICANT:** Justine Nielson

**COMMUNITY PLAN AREA:** University  
**COUNCIL DISTRICT:** One

**CITY PROJECT MANAGER:** Patrick Hooper, Development Project Manager  
**MAILING ADDRESS:** 1222 First Avenue, MS 501, San Diego, CA 92101-4153  
**PHONE NUMBER/E-MAIL:** (619) 557-7992 – phooper@sandiego.gov

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On November 28, 2012, Development Services Staff APPROVED an application for a Neighborhood Use Permit for a Comprehensive Sign Plan to increase the allowable wall sign area from 350 square-feet to 672 square-feet along the Genesee Avenue Frontage of the Westfield UTC Shopping Center located at the Southeast corner of Genesee Avenue and La Jolla Village Drive in the CR-1-1 Zone. If you have any questions about this project, the decision, or wish to receive a copy of the resolution approving the project, contact the City Project Manager above.

The decision by staff can be appealed to the **Planning Commission** no later than twelve (12) business days of the decision date. See Information Bulletin 505 “Appeal Procedure”, available at [www.sandiego.gov/development-services](http://www.sandiego.gov/development-services) or in person at the Development Services Department, located at 1222 First Avenue, 3rd Floor, San Diego, CA 92101. Please do not e-mail your appeal as it will not be accepted. The decision of the Planning Commission is final. The final decision by the City of San Diego is not appealable to the California Coastal Commission. If you want to receive a Notice of Final Action, you must submit a written request to the City Project Manager listed above.

This project was determined to be categorically exempt from the California Environmental Quality Act on November 20, 2012 and the opportunity to appeal that determination ends December 12, 2012.

This information will be made available in alternative formats for persons with disabilities upon request.

cc: Janay Kruger