

# PLANNING COMMISSION STAFF REPORT



April 22, 2026

## ITEM TITLE

Conditional Use Permit PLN25-0043 (CUP25-0043) to allow for a Convenience Market and Alcohol Sales (“Project”) within an existing commercial tenant space in the Transect 4 (T4): Town Center (TC) Zone.

**Location:** 1982 La Media Parkway South (APN: 644-071-03)

**G.C. § 84308 Regulations Apply:** Yes

**Environmental Notice:** The Project qualifies for a Class 1 Categorical Exemption pursuant to Section 15301 (Existing Facilities) of the California Environmental Quality Act (“CEQA”) Guidelines.

## Recommended Action

Conduct a public hearing and adopt a Resolution approving Conditional Use Permit PLN25-0043 (CUP25-0043) to allow a convenience market and the sale of alcoholic beverages within an existing commercial space at 1982 La Media Parkway South based on the findings and CEQA exemption, and subject to the conditions contained therein.

## SUMMARY

Nader Hanna for Cota Vera Mini Market (“Applicant”) filed an application on August 29, 2025, proposing a new convenience market with the sale of alcoholic beverages within a vacant commercial tenant space of a mixed-use building owned by Otay Affordable I V8, LP, which authorized George Russo, CFO of MHCMT Otay, LLC, to sign on their behalf.

## HOUSING IMPACT STATEMENT

The subject property was designated in the Housing Element as a site to contribute to the City’s regional housing needs. However, the proposed Project would be situated within an existing commercial suite of an existing mixed-use commercial and residential affordable housing development. Therefore, there would be no net loss of housing capacity toward fulfilling the City’s housing allocation.

## ENVIRONMENTAL REVIEW

The proposed Project qualifies for a Class 1 categorical exemption pursuant to Section 15301 (Existing Facilities) of the California Environmental Quality Act (CEQA) Guidelines. Section 15301 exempts the operation, permitting, and licensing of private structures, which may include permitting and licensing for a convenience market and the sale of alcohol. Furthermore, the Project proposes to occupy an existing

commercial tenant space which involves a negligible expansion of the use at this location. None of the exceptions described under Section 15300.2 of the CEQA Guidelines applies.

**DISCUSSION**

***Project Description***

The Project proposes a convenience market with the sale of beer, wine, and distilled spirits for offsite consumption in an existing vacant tenant space in a mixed-use commercial and residential building within the Otay Ranch Village 8 West Sectional Planning Area. The proposed market would operate between the hours of 9:00 A.M. and 9:00 P.M., daily. The Police Department has included a condition of approval that the sale of alcoholic beverages shall be permitted inside the premises only between 8:00 A.M. and 12:00 A.M. (midnight) each day of the week. In accordance with Chapter 3 (Development Code), Section 3.3.7(C) – Transect 4 (T-4): Town Center (TC) Zone of the Otay Ranch Village 8 West Sectional Planning Area (SPA), convenience markets are permitted with a Conditional Use Permit approved by the Zoning Administrator and the sale of alcohol is permitted with the issuance of a Conditional Use Permit approved by the Planning Commission. Per Chapter 9 (Implementation & Administration), Section 9.1.4 – Multiple Applications of the SPA, when an applicant applies for more than one permit or other approval for a single development, the applications shall be consolidated for processing and shall be reviewed by a single decision maker or decision-making body pursuant to the requirements of Chula Vista Municipal Code (CVMC) Section 19.14.050. No significant alterations to the building or property are proposed beyond what exists today.

***Project Site Characteristics***

The subject property is located along the west side of La Media Parkway South between Main Street West and Main Street East (Attachment 1). The purpose of the T4-TC Zone is to allow for Mixed-Use Commercial and Residential uses. The table below identifies the General Plan land use designations and zoning designations of the subject property and its surroundings.

<b>Land Use Designations and Existing Land Uses</b>			
	<b>General Plan</b>	<b>Zoning Designation</b>	<b>Existing Land Use(s)</b>
<b>Project Site</b>	Town Center (TC)	Transect 4 (T-4): Town Center (TC)	Mixed-Use Commercial and Residential
<b>North</b>	Open Space Preserve (OSP) & Parks and Recreation (PRK)	Special District (SD): Park (P)	Vacant
<b>East</b>	Town Center (TC)	Special District (SD): Park (P)	Park
<b>South</b>	Town Center (TC) & Residential – Medium High (RMH)	Transect 4 (T-4): Town Center (TC) & Transect 3 (T-3): Neighborhood Center (NC)	Multifamily Residential
<b>West</b>	Residential – Medium High (RMH)	Transect 3 (T-3): Neighborhood Center (NC)	Vacant

## ***Analysis***

Pursuant to Chapter 9 (Implementation & Administration), Section 9.3.4 – Permits, Variances, and Zoning Applications of the SPA, the administration of uses requiring a Conditional Use Permit must comply with the applicable provisions of the CVMC Section 19.14.080, which includes the following findings for a CUP:

- a) That the proposed use at the particular location is necessary or desirable to provide a service or facility which will contribute to the general wellbeing of the neighborhood or the community;
- b) That such use will not, under the circumstances of the particular case, be detrimental to the health, safety or general welfare of persons residing or working in the vicinity, or injurious to property or improvements in the vicinity;
- c) That the proposed use will comply with the regulations and conditions specified in Title 19 (or the applicable land use standards) for such use;
- d) That the granting of a conditional use permit will not adversely affect the City’s General Plan or the adopted plan of any governmental agency; and
- e) That the proposed conditional use, if located in the coastal zone, is consistent with the certified local coastal program and is consistent with the intent of the zoning district.

The proposed use is located in the T4-TC Zone of the Otay Ranch Village 8 West Sectional Planning Area. The T4-TC Zone is designed as a high-density, mixed-use area that fosters a vibrant, 24-hour urban experience through pedestrian-oriented design and public spaces. By occupying a vacant ground-floor storefront within an existing shopping center, this project directly supports the primary purpose for the zone. The new market would enhance the local retail mix and promote walkability by providing convenient products in a space intended for active pedestrian-accessible use. The operational characteristics of the proposed use have been reviewed and analyzed in consideration of the suitability of the site. Based upon hours of operation, operational characteristics, and location of the establishment among many similar and compatible commercial uses, it has been determined that the proposed convenience market with alcohol sales would be suitable in type and intensity for the subject site. To further ensure compatibility with surrounding uses, conditions have been placed on the Project to minimize potential negative impacts created by the use, including limits to the hours of operation and placement of signage. Furthermore, the Applicant will be required to provide Responsible Beverage Service (RBS) training and video surveillance for the investigation and prosecution of criminal acts within or near the premise. Further, the proposed use, as conditioned, is consistent with policies of the T4-TC Zone of the Otay Ranch Village 8 West Sectional Planning Area and the Town Center (TC) land use designation in the Chula Vista General Plan and would not adversely affect its implementation. Finally, the Project is not located within the coastal zone.

### ***Alcoholic Beverage Control (ABC)***

In addition to a Conditional Use Permit approved by the Planning Commission, the Applicant is required to obtain a Type 21 license from the California Department of Alcoholic Beverage Control (ABC), which is the state agency authorized to license and regulate the manufacture, importation, and sale of alcoholic beverages. ABC’s decision for an alcohol license application takes place after the City has completed its discretionary review.

### ***Public Convenience or Necessity Findings***

A Public Convenience or Necessity Findings hearing was held on June 18, 2025, and the license was approved on June 25, 2025, per CVMC Section 5.09.010.

### ***Public Notice***

In accordance with the City of Chula Vista Public Participation Policy, a Notice of Application was sent to property owners within 500 feet of the project site and posted on the City's website on December 29, 2025. In addition, pursuant to CVMC Sections 19.12.070 and 19.12.080, a notice of public hearing was sent and published within 10 business days prior to the Planning Commission hearing.

### **CONCLUSION**

Consistent with the objectives of the Otay Ranch Village 8 West Sectional Planning Area and Chula Vista General Plan, staff recommends that the Planning Commission approve the Project. This recommendation is supported by the above findings, the CEQA exemption, and the specific conditions of approval, set forth in the attached resolution.

### **DECISION-MAKER CONFLICT**

Staff has reviewed the property holdings of the Planning Commission members and has found no property holdings within 1,000 feet of the boundaries of the property which is the subject of this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, Section 18702.2(a)(7) or (8), for purposes of the Political Reform Act (Cal. Gov't Code §87100, et seq.).

Staff is not independently aware and has not been informed by any Planning Commission member of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

### **FISCAL IMPACT**

All costs incurred processing this application are borne by the Applicant, resulting in no net fiscal impact to the Development Services Fund or the General Fund.

### **ATTACHMENTS**

Resolution No. 2026-XXX, approving PLN25-0043 (CUP25-0043)

1. Location Map
2. Project Plans
3. Disclosure Statement

*Staff Contact: Mathew Sterling, AICP, Associate Planner, Development Services  
Reyna Ayala, Principal Planner, Development Services  
Anna Colamussi, Deputy Director, Development Services*