

RESOLUTION NO. 2024-017

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA APPROVING AMENDMENTS TO THE
GENERAL PLAN PERTAINING TO THE DISSOLUTION OF
THE GROWTH MANAGEMENT OVERSIGHT COMMISSION

WHEREAS, on November 8, 2022, the City Council approved revisions to the General Rules and structure/scope for various City Boards and Commissions, including the dissolution of the Growth Management Oversight Commission (“GMOC”); and

WHEREAS, parts of the Chula Vista General Plan were in need of amendments as a result of the GMOC’s dissolution to streamline residential development within the City; and

WHEREAS, a separate municipal code amendment package will also amend several Chula Vista Municipal Code (“CVMC”) Titles to reflect that all such appeal applications are to be submitted and processed through the City Clerk’s Office; and

WHEREAS, staff presented the proposed CVMC amendments regarding the amendments to the General Plan to the Development Oversight Committee on September 27, 2023, which recommended adoption; and

WHEREAS, the Planning Commission held a duly noticed public hearing on December 13, 2023 at 6pm on the subject Ordinance and voted 7-0-0 to adopt Resolution No. 2023-26 regarding the amendments to the General Plan and its Implementation Plan, and thereby recommends that the City Council adopt this Resolution; and

WHEREAS, the proposed amendments to the General Plan shall become effective upon adoption of this Resolution by the City Council; and

WHEREAS, the Director of Development Services has reviewed the proposed activities described in the related Staff Report for compliance with the California Environmental Quality Act (“CEQA”) and has determined that the subject activities are not a “Project” as defined under Section 15378(b)(1) of the State CEQA Guidelines because the proposed activities consist of updates and modifications to the General Plan related to state law compliance and ministerial adjustments for consistency purposes that will not result in a significant physical change in the environment. Therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. The City’s Planning Commission concurs with this determination; and

WHEREAS, if the activities described in the related Staff Report for this matter are deemed to be a “Project,” then the Director of Development Services has reviewed the proposed activities for compliance with CEQA and has determined that the actions qualify for the “common sense” exemption under State CEQA Guidelines Section 15061(b)(3). The action partially involves updates to some City General Plan Elements to ensure compliance with State law. The actions of updating and modifying the General Plan with procedural and clerical changes will not result in

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an intensification of uses or a change in development potential within the City above what already is permitted under the existing land use and zoning policies of the CVMC and under State law. Based on an analysis of the nature and type of these procedural and clerical changes to the CVMC and the General Plan, the actions will not have a significant effect on the environment. The City Planning Commission concurs with this determination; and

WHEREAS, the City Council set the time and place for a hearing on the subject General Plan amendments, and notice of said hearing, together with its purpose, was given by its publication in a newspaper of general circulation in the City, at least ten (10) days prior to the hearing; and

WHEREAS, after review and consideration of the Staff Report and related materials for this matter, the hearing was held to consider said General Plan amendments at the time and place as advertised in the Council Chambers, 276 Fourth Avenue, before the City Council and the hearing was thereafter closed.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it does hereby amend the City's General Plan and its Implementation Plan, pertaining to the dissolution of the GMOC. The amendments shall become effective upon adoption of this Resolution by the City Council.

The City Council of the City of Chula Vista, in the exercise of its independent judgment, as set forth in the record of its proceedings, does hereby also adopt all findings made by the Planning Commission, which are attached hereto and incorporated herein by this reference, as if said findings were their own (Exhibits 1, 2, 3, and 4).

Exhibits:

- 1 – Draft Amendments to General Plan Land Use Element
- 2 – Draft Amendments to General Plan Housing Element
- 3 – Draft Amendments to General Plan Environmental Element
- 4 – Draft Amendments to General Plan Implementation Plan

[SIGNATURES ON THE FOLLOWING PAGE]

Presented by

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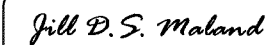


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Laura C. Black, AICP
Director of Development Services

Approved as to form by

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Jill D.S. Maland
Lounsbery Ferguson Altona & Peak
Acting City Attorney

PASSED, APPROVED, and ADOPTED by the City Council of the City of Chula Vista, California, this 23rd day of January 2024 by the following vote:

AYES: Councilmembers: Cardenas, Chavez, Gonzalez, Preciado, and McCann

NAYS: Councilmembers: None

ABSENT: Councilmembers: None

DocuSigned by:



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John McCann, Mayor

ATTEST:

DocuSigned by:



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Kerry K. Bigelow, MMC, City Clerk

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO)
CITY OF CHULA VISTA)

I, Kerry K. Bigelow, City Clerk of Chula Vista, California, do hereby certify that the foregoing Resolution No. 2024-017 was duly passed, approved, and adopted by the City Council at a regular meeting of the Chula Vista City Council held on the 23rd day of January 2024.

Executed this 23rd day of January 2024.

DocuSigned by:



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Kerry K. Bigelow, MMC, City Clerk

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The Circulation Plan was analyzed using the San Diego Association of Governments (SANDAG) regional transportation demand model (TRANPLAN Series 10 population and employment forecasts). Technical evaluation was performed to confirm that the system will have sufficient capacity to provide acceptable Levels of Service (LOS).

5.2.1 Complete Streets

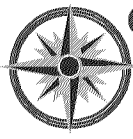
Creating a safe, healthy, and vibrant community as well as a sustainable transportation circulation system that provides transportation choices is integral to a healthy and connected community. Complete Streets are balanced, multimodal roadways which enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Transportation modes can include walking, bicycling, driving automobiles, riding public transportation, or delivering goods.. The transportation sector is the largest contributor of greenhouse gases in the State of California and the San Diego region, and therefore better coordination between transportation and land uses is also essential to a healthy community.

Chula Vista is committed to plan, design, operate and maintain Complete Street design considerations and best practices into community planning and municipal operations to create a multi-modal transportation system that adequately provides for bicyclists, pedestrians, transit riders, equestrians (where appropriate), and motorists. Complete streets promote healthy communities and reductions in traffic congestion and greenhouse gas emissions by offering viable alternatives to driving.



5.3 Measurements of Traffic

The measurements and standards for movement of traffic within the San Diego region are currently vetted in the San Diego Regional Traffic Engineer's Council, SANDAG's technical advisory committee. The City of Chula Vista is committed to implementing industry best management practices for evaluating impacts of various transportation modes and the perception of such conditions by all users. Several measures may be used to evaluate performance, gaps or deficiencies in the network to help balance the needs of all users.



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Level of Service (LOS) is a measure of actual traffic conditions and the perception of such conditions by motorists. It is used to describe the average daily number of vehicles on a street relative to the street's vehicular capacity and the resulting effect on traffic. There are six defined Levels of Service, A through F, which describe conditions ranging from "ideal" to "worst", as defined in Table 5-8, Level of Service (LOS) Descriptions, below.

**TABLE 5-8
LEVEL OF SERVICE (LOS) DESCRIPTIONS**

Level of Service (LOS)	Description of Operation
A	Traffic is typically free-flowing at average travel speeds, with very little delay. Vehicles are seldom impeded in their ability to maneuver in the traffic stream. Delays at intersections are minimal.
B	Represents reasonably unimpeded operations at average travel speeds. The ability to maneuver in the traffic stream is slightly restricted but the majority of vehicles do not stop and it is not bothersome.
C	Represents stable operations with acceptable delays; if an intersection is signalized, a few drivers may have to wait through one signal cycle. The ability to change lanes and maneuver may be more restricted than LOS B.
D	Congestion occurs and a small change in volume increases delays substantially during short periods, but excessive backups do not occur.
E	Congestion occurs with extensive delays on one or more signal cycles and low travel speeds occur.
F	Arterial traffic flows at extremely low speeds, intersection congestion occurs with excessive delays; and back ups from other locations restrict or prevent movement.

In order to determine the LOS for a designated point along a street or at an intersection on a daily basis, the Average Daily Traffic (ADT) volume is compared to the street's intended capacity. This type of LOS analysis is a general indicator of roadway segment performance, and does not take into account intersection operations during peak commuting hours. Table 5-9, Street Segment Performance Standards and Volumes, shows acceptable LOS and volume for various street classifications. The acceptable LOS is C for all street classifications, except for select streets in the Urban Core and Otay Ranch Subareas, which have an acceptable LOS of D. This is discussed fully in Section 5.4, Urban Circulation Element.

Circulation Plan - West

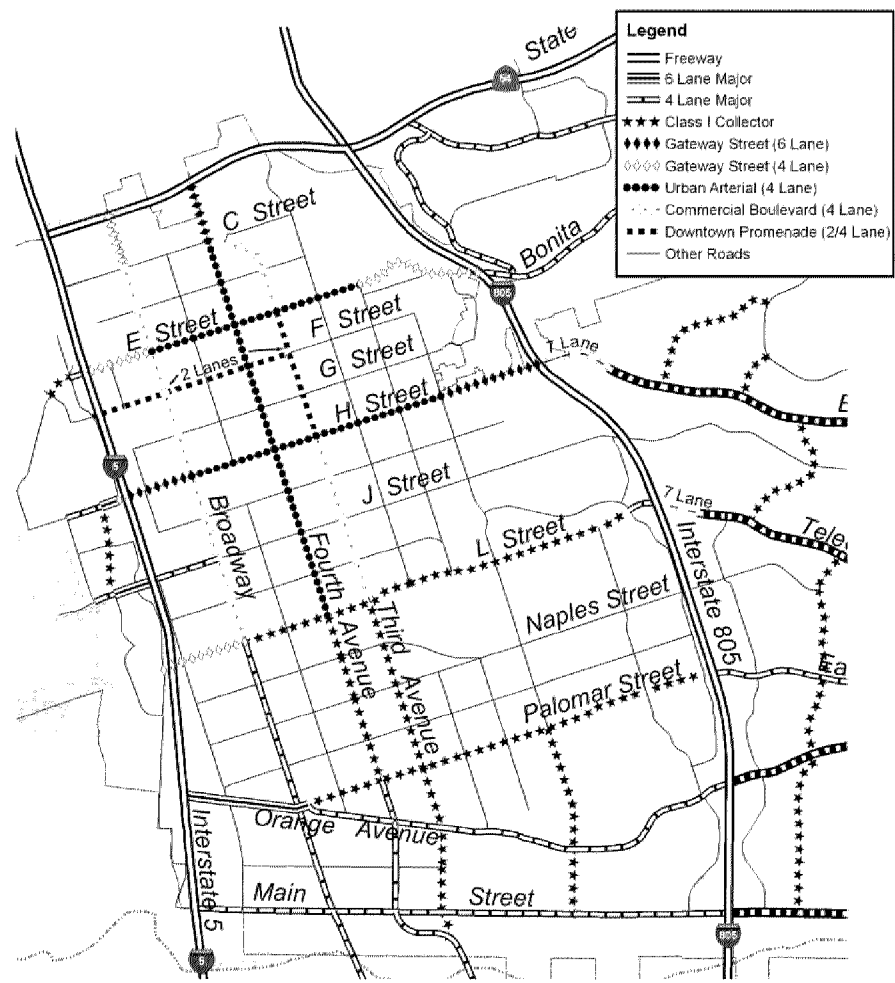
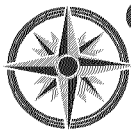


Figure 5-13W





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Circulation Plan - East

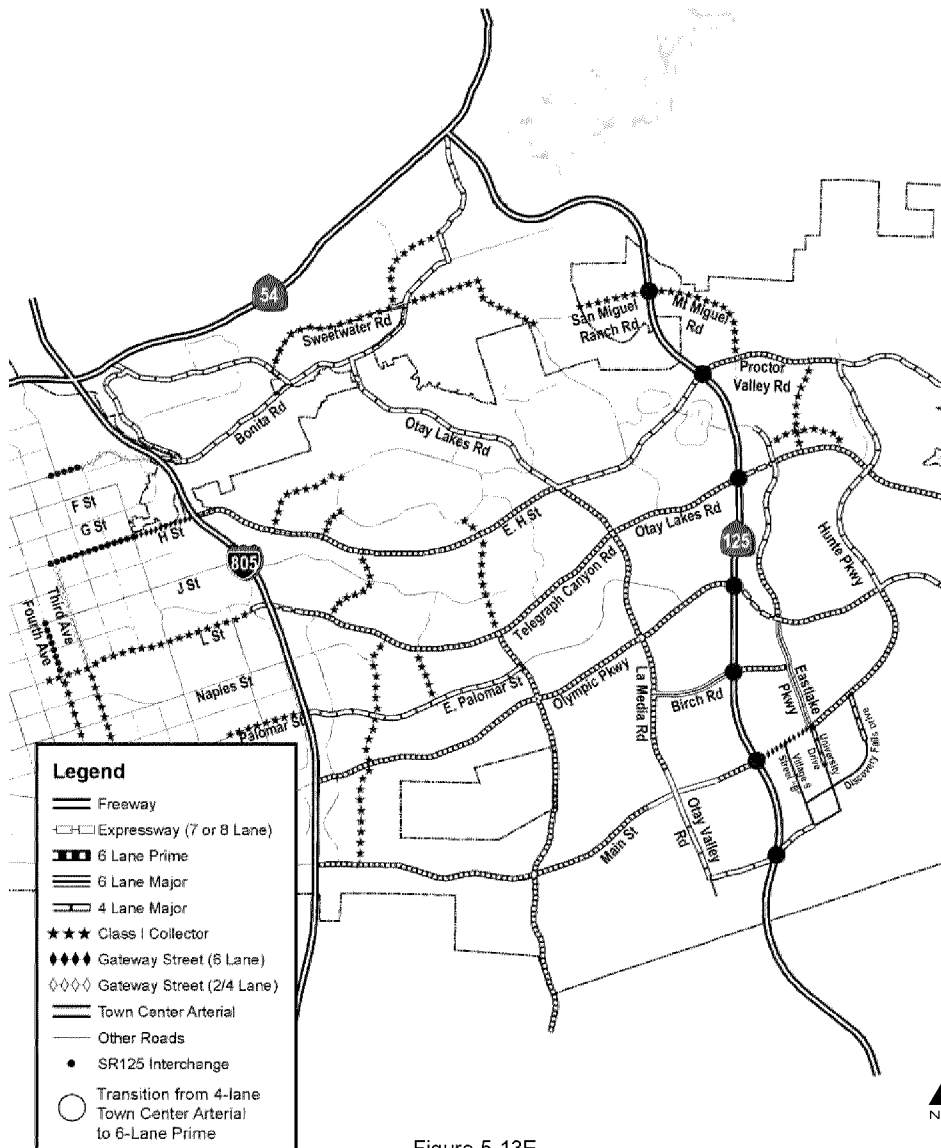


Figure 5-13E



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TABLE 5-9
STREET SEGMENT PERFORMANCE STANDARDS AND VOLUMES

Street Classification	Acceptable LOS	Acceptable Volume (ADT)
Expressway	C	70,000
Prime Arterial	C	50,000
Major Street (six lanes)	C	40,000
Major Street (four lanes)	C	30,000
Class I Collector	C	22,000
Town Center Arterial (four lanes)	D	43,200
Gateway Street	D	61,200 (six lanes) 43,200 (four lanes)
Urban Arterial	D	37,800
Commercial Boulevard	D	33,750
Downtown Promenade	D	14,400

A roadway's capacity is primarily a function of the number of lanes provided to carry traffic volumes, and whether or not the roadway is divided with a median or center turn lane. Typically, the more lanes provided, the more capacity the roadway has to accommodate traffic demand.

The peak hour capacity of a roadway is influenced by a number of variables, including: the type of intersection controls; signal timing; the presence and frequency of driveways; on-street parking; the percentage of the daily traffic in the peak hour; the direction of traffic in the peak hour; and other factors.

5.3.1 Analyzing and Measuring Traffic Impacts

The City of Chula Vista conducts traffic analyses and planning through a three-tiered system that allows the City to cover a broad range of time frames and conditions spanning from 20-year future forecasts, to near-term project evaluations, to actually driving the roadways to determine real-time current performance. These three analyses have different degrees of precision in determining impacts based on several considerations which include: the type of project being considered; the study years chosen; whether the analysis will consider short-term impacts, long-term impacts or both; and whether the analysis is being conducted to satisfy a CEQA requirement or is strictly a City traffic review. Further, the Institute of Transportation Engineers (ITE) guidelines to encourage the design of multi modal traffic.



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Long Term Forecasts

Long-term forecasts are utilized for determining theoretical traffic impacts in the distant future, and are typically applied in analyzing timeframes 15 years or more into the future, and/or at build-out of an area when all land use capacity is assumed to be developed. These are the types of forecasts used in conjunction with General Plan evaluations that are typically based on build-out conditions for the area under study. Long term forecast for the San Diego region utilize SANDAG forecasts such as RTP.

Table 5-9, Street Segment Performance Standards and Volumes, identifies those roadway classifications that comprise the City Circulation Plan. The Circulation Plan developed for the General Plan was based on forecasted ADT volumes resulting from build-out of the proposed General Plan land uses, as described above.

Mid- to Short-term Analyses

Mid- to short-term horizon analyses typically review projected conditions looking out more than five years. Both mid- and short-term traffic analyses are usually conducted in conjunction with individual project-level evaluations through a Traffic Impact Report in order to determine project specific or project cumulative impacts. The mid-term analysis is typically done in five-year increments.

Traffic Monitoring Program (TMP)

Under this third tier of traffic analysis, Traffic Monitoring Program (TMP), the City of Chula Vista monitors the actual performance of the street system by conducting roadway segment travel time studies annually in accordance with the City's Growth Management program and Traffic

Threshold Standards. The standards generally require that arterial roadway segments throughout the City maintain operating conditions of LOS C or better, with the exception that LOS D may occur for not more than two hours per day, typically in the peak travel periods. This periodic review of roadway operations and volume levels also provides the opportunity to consider geometric modifications that may provide additional capacity necessary to maintain an acceptable LOS.



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5.4 Urban Circulation Element

Traditional LOS methodologies and traffic study guidelines often favor improved automobile flow, which may have a negative impact on pedestrian and transit mobility, and have the unintended effect of limiting development opportunities in more developed areas. The Urban Circulation Element, however, recognizes that the automobile is just one of several modes of travel that can move people in urbanized environments, and that more intensive developments in built-up areas should not be constrained by policies that focus exclusively on moving vehicular traffic.

The overall goal of the Urban Circulation Element is to support the development of great places and neighborhoods by providing transportation choices and supporting those choices with attractive, safe, convenient, and functional infrastructure for all modes of travel. The Urban Circulation Element provides opportunities to make policies and standards sufficiently flexible to support Transit Oriented Development (TOD) in select transit corridors and town centers while maintaining the commitment of new development to mitigate impacts of new travel demand, and to improve the transit, pedestrian and bicycle environment.

The Urban Circulation Element recognizes that in certain corridors and centers served by transit, it is acceptable to reduce the vehicle level of service standards that are applied to suburban areas of the City under certain circumstances. These circumstances would include ensuring that the area's transportation system is able to move people effectively by a combination of modes and providing a sound analytical approach for evaluating traffic LOS. The Urban Circulation Element promotes the use of revised level of service standards, alternative ways of measuring level of service for vehicles, and possibly establishing level of service criteria and performance measures for other modes of travel. The following steps were taken to develop the Urban Circulation Element, which applies to the Urban Core Subarea in western Chula Vista and portions of the Otay Ranch Subarea in the East Planning Area.



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1. Identification of context-specific street classifications

The following Urban Street classifications are proposed within the Urban Core, its immediate environs, and portions of the Otay Ranch Subarea:

- Gateway Street
- Urban Arterial
- Commercial Boulevard
- Downtown Promenade
- Town Center Arterial

See Section 5.5.6 for a more detailed discussion of the above-described Urban Street classifications.

2. Development of capacity standards for the Urban Core Circulation Element.

The capacities for the Urban Circulation Element were developed based on Highway Capacity Manual (HCM) procedures. The values presented in Table 5-9, Street Segment Performance Standards and Volumes, were obtained from the Generalized Planning Analysis method, which provides a method for estimating 24-hour street segment capacity using HCM 2000 procedures. Whereas, ADT-based thresholds in the City of Chula Vista and many other communities, have evolved over time as a general practice, the Generalized Planning Analysis method provides a scientific method to relate peak hour HCM-calculated results to acceptable ADT volumes on certain classes of roads. The acceptable 24-hour volume is adjusted to account for design elements that move traffic efficiently. These include traffic signal spacing and timing. The results provided by the method were tailored to the Urban Streets classification to account for peak hour spreading. Because the Urban Core and portions of the Otay Ranch Subarea will become destinations rather than waypoints, the 24-hour volume will be less concentrated in peak commuting hours. The maximum capacities shown in this table assume implementation of traffic and multi-modal improvements.

3. Identification of appropriate performance standards for the Urban Core Circulation Element.

The Urban Circulation Element will accommodate all modes of travel (vehicular; transit; bicycling; and walking) and a variety of different trip types (shopping; entertainment; dining; as well as commuting). As discussed above, the existing capacities and performance standards used for streets throughout the City of Chula Vista emphasize vehicular commuting trips, and have the unintended effect of limiting the potential for a more urbanized downtown environment. Accordingly, within the Urban Core its immediate environs, and portions of the Otay Ranch Subarea, the minimum performance standard for the Urban Circulation Element is LOS D. Previously referenced Table 5-9 presents the proposed LOS criteria for the related Urban Street classifications.

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The approach of using a performance standard of LOS D for more urbanized areas is not unique to Chula Vista. Both the City of San Diego and San Diego County use LOS D as their performance standard in urbanized and built-out communities. The City of San Diego uses LOS C as the minimum performance standard in newly developing areas. The City of Chula Vista will have the same two-tiered performance standards that are tailored to the context of surrounding development. Further, the Urban Circulation Element follows the precedent of California Senate Bill 1636 (which allows for relaxing of LOS standards in “infill opportunity areas”) and the City of San Diego, which has established a performance standard of LOS E for streets in their Centre City District. Continuing to use existing procedures and suburban-based performance standards would effectively discourage development in the Urban Core Subarea and portions of the Otay Ranch Subarea, hindering implementation of two of the primary themes of this General Plan.

As discussed above, because of existing and projected future land use patterns in the City, there is a strong distinction between the operating characteristics of the street systems within and outside of the Urban Core Subarea and portions of the Otay Ranch Subarea. The LOS and volume standards in the City's Circulation Plan will be applied throughout Chula Vista, with special considerations in the Urban Core Subarea, where LOS D will be acceptable. LOS D is appropriate in the Urban Core Subarea and portions of the Otay Ranch Subarea because development will have a more urbanized character, and physical constraints exist, such as limited area to expand rights-of-way. Also, the change in performance standards will help balance and serve all transportation modes (i.e., Transit, pedestrian, bicycling, etc.) and will avoid the disruptive effects of widening streets in a built environment or oversizing roadways during the planning process. In accordance with that urban character, projects within the Urban Core Subarea and portions of the Otay Ranch Subarea will need to comply with urban development standards, as presented in Section 7.2 of this element.

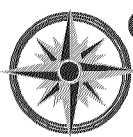


5.5 Roadway Classifications

Roadway classifications for the City of Chula Vista are described below. The roadway volume and acceptable LOS for each roadway classification is summarized in Table 5-9, Street Segment Performance Standards and Volumes. Detailed information regarding roadway design and roadway sections are found in the City of Chula Vista Subdivision Manual, which contains general guidelines for roadway design, including street cross-sections and other related improvements. Urban Core streets are described below and are addressed in more detail in Section 9.3.5, Urban Core Street Network.

5.5.1 Freeways

Freeways are an important part of the overall circulation system, serving as a means of bypassing regional through traffic, as well as supplementing the local thoroughfare system. Capable of carrying large volumes of unimpeded traffic at high speeds, freeways serve as the primary corridors between communities and other major traffic generators, such as large commercial; industrial; recreational; and residential centers.



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The freeway system serving Chula Vista consists of the following:

- Interstate 5, running north-south through the General Plan area, will continue to link Chula Vista with central San Diego to the north and Otay Mesa and Mexico to the south.
- Interstate 805 provides access to the center of the Chula Vista residential and commercial areas. This north-south freeway connects the inland portions of Chula Vista with communities to the north and south.
- State Route 54 (South Bay Freeway) provides access to and from the northeast communities of La Mesa and El Cajon. This east-west freeway also serves as the most efficient route between the coastal area and areas to the east and northeast.
- State Route 125 Tollway, a north-south route, will provide access from the eastern part of the City north to La Mesa and eastern San Diego, and south to Otay Mesa and Mexico.

5.5.2 Expressways

Expressways are essentially enhanced prime arterials whose principal function is to accommodate immediate access to the freeway system for regional travel patterns. The design of expressways, therefore, emphasizes design features to increase capacity and speed, while limiting "friction" associated with driveway access and parking maneuvers. The predominant design feature of this roadway is the number of lanes it has, eight lanes total with four in each direction. A raised median is required to separate the two directions of travel and to provide for landscaping or other visual enhancements.

5.5.3 Six-Lane Prime Arterials

This facility is designed to carry high volumes of traffic and serves to distribute traffic to and from the freeway system. The prime arterial facility proposed in the City's Circulation Plan is designed to move traffic between major generators.

5.5.4 Six- and Four-Lane Major Streets

The major street facility proposed in the City's Circulation Plan accommodates either six or four lanes of traffic. These facilities are designed to carry high volumes of traffic and serve to distribute traffic to and from the freeway system and arterials. Major streets are designed to distribute more localized (rather than regional) trips. Varying or hybrid configurations (such as 5 or 3 lanes) may be permissible on a case by case basis subject to discretion of the city engineer, provided that functional capacity needs are met.

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5.5.5 Class 1 Collector Streets

Collector streets allow access to residential areas by relieving traffic pressure on arterials and major streets by providing alternate routes for short trips. Class I collector streets primarily circulate localized traffic, and distribute traffic to and from prime arterials and major streets. Class I collectors are designed to accommodate four lanes of traffic; however, they carry lower traffic volumes at slower speeds than major arterials.

5.5.6 Urban Streets

The following five roadway classifications found in Chula Vista's Urban Core Subarea and portions of the Otay Ranch Subarea, have a different acceptable LOS standard than the City's other roadway classifications. Their acceptable LOS D is in accordance with the concepts described above in Section 5.4 of this element.

Gateway Street

These roadways include segments of Broadway, Fourth Avenue, E Street, H Street, I Street, and L Street, which connect the Urban Core to State Route 54, Interstate 805 and Interstate 5; and the segment of Main Street between SR-125 and Eastlake Parkway, which connects the Eastern Urban Center and Eastern University District to State Route 125. These facilities are analogous to six- or four-lane major roads in other parts of the City, but will provide special design features and amenities to encourage access for the full spectrum of travel modes. These streets will be the major entry points to and from these areas, and special landscape and entry treatments will be incorporated into the design.

Urban Arterial

These roads include portions of E Street, H Street, and Fourth Avenue. Urban arterial cross-sections are similar to four-lane major roads in other areas of Chula Vista, but with special features to support multi-modal trip-making, such as wider sidewalks, transit station curb "bulb outs", and pedestrian amenities.

Commercial Boulevard

These streets include segments of Broadway and Third Avenue (north of E Street and South of H Street) and will serve existing and future shopping districts. Design will be generally consistent with four-lane majors in other areas, but with special design features reflecting the multi-modal nature of streets in more urban areas.



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Downtown Promenade

These roads (including portions of F Street and Third Avenue) will provide access to retail establishments in the heart of the Urban Core. Cross-sections will be similar to a two-lane or four-lane collector, but with multi-modal features and amenities that accommodate the surrounding urban context.

Furthermore, and in order to help promote pedestrian friendliness, these streets will provide, in varying amounts, the following generalized amenities:

- Way finding maps; grated planters; trash receptacles; and benches strategically located throughout the Urban Core Subarea. Streetscapes should be designed with inviting wider sidewalks that should be passable without having to maneuver around hedges or other obstacles.
- On-street parking, limited driveway cuts, and landscaping or planting strips, that create a buffer between traffic and pedestrians and provide canopy shade. A well-designed streetscape makes people feel comfortable and invites and motivates residents to walk or bike to destinations, such as shopping or work. Urban Core Subarea street design should include mid-block crosswalks and neighborhood pass-throughs to future open space areas and common areas. This helps to create a human scale.
- Behind the sidewalk, easily accessible building entrances with minimum building setbacks, windows at street level, and no blank walls on adjacent buildings.
- Distinctive public transit amenities to increase ease of use and attractiveness of neighborhoods. Transit amenities should include next-bus information kiosks, bicycle facilities, and interconnections to other routes and bikeways; bike racks; lockers; and shower facilities. The objective of this design is to provide convenient public access by reinforcing bikes as a mode of transportation connected to and coordinated with other modes and bus lines, connecting people and places through a complete street network that invites walking and bicycling.



Town Center Arterial

The Town Center Arterial is intended for use primarily in the East Planning Area's Otay Ranch Subarea. Its main purpose is to bring traffic into and through the heart of a Town Center. The unique separated travelway design through the Town Center encourages multi-modal circulation and enhances pedestrian activity that fosters a vibrant commercial mixed-use Town Center. Many conflicting movements are reduced through the use of paired one-way streets that may include on-street parking, wider sidewalks, and neckdowns at intersections. The Town Center Arterial provides a more efficient traffic flow by eliminating wide roadway arterials, with their inherent long signal cycle lengths and segregated left turn lanes at major intersections, and it creates a more energized, mixed use pedestrian-oriented community within an enlarged urban transit

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network. The “split” or “paired” couplet design allows for double frontage exposures of commercial uses, and slower traffic speeds that promote pedestrian activity and help define the Town Center as an identifiable place.

5.6 Public Transit Plan

The proposed public transit system is a comprehensive network combining existing and planned public transit facilities to provide affordable, efficient public transportation for the residents of Chula Vista. It integrates the needs of both regional travel and local travel. The key routes of the proposed public transportation system are discussed in the following sections. The public transit network is based on SANDAG's Regional Transit Vision (RTV) and has been augmented with additional routes by the City.

5.6.1 Regional Transit Plan

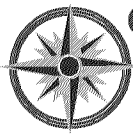
The Regional Transit Vision (Figure 5-14) calls for a network of fast, reliable, and convenient services that include rubber-tired vehicles (referred to as Bus Rapid Transit (BRT)) that connect residential areas with employment and other major activity centers. The figure also delineates routes as well as transit stations stops, and park and ride facilities. Using market research and analyzing people's travel patterns, four service concepts have been identified to address varying needs (see Table 5-10). Together, these different service concepts make up a comprehensive system that complements and supports existing and planned land uses.

Yellow Car and Red Car services form the backbone of the regional transit system, providing rapid and relatively frequent service. The Coaster commuter rail system is an example of Yellow Car service, while the San Diego Trolley is an example of Red Car service in Chula Vista. Yellow Car (BRT) service is planned for the Interstate 805 corridor, and Red Car (BRT) service is planned for east/west corridors (H Street, Palomar Street, and Main Street) and the State Route 125 corridor.

Blue Car service is essentially the local bus network, while Green Car service includes local shuttles that connect local activity centers and the backbone transit network. Green Car service would connect the Bayfront Planning Area and the Northwest Planning Area's Urban Core Subarea in Chula Vista.

5.6.2 Public Rapid Transit Expansion - South Bay Transit First!

SANDAG's adopted Regional Transit Vision and Transit First! Strategy, which is discussed in Section 1.5.1 of this element, incorporates Bus Rapid Transit (BRT) vehicles into Chula Vista's circulation system, replacing the previously planned light-rail transit system envisioned for eastern Chula Vista. The BRT system uses high quality, rubber-tired vehicles, offering the speed, comfort and amenities of a trolley with the flexibility of non-fixed modes of transportation. BRT vehicles travel in their own lanes and/or receive priority at signalized intersections in mixed flow conditions. Upgraded transit stations will have shelters, passenger information and other features that may also include adequate parking for commuters.



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These service concepts and their characteristics are summarized in Table 5-10, Transit Service Concepts, below.

**TABLE 5-10
TRANSIT SERVICE CONCEPTS**

SERVICE	TYPES OF TRIPS	TRIP CHARACTERISTICS
Green Car Service	Community Trips	Community-based shuttles, lower speed, frequent stops
Blue Car Service	Short Trips	Basic mobility, local service, lower speed, frequent stops
Red Car Service	Medium Trips	Corridor-focused service, higher speed, less frequent stops
Yellow Car Service	Long Trips	Regional service, highest speed, limited stops

SANDAG approved the Otay Ranch Transitway Alignment for planning purposes in March 1993 and is currently examining new alignments and variations in southeast Chula Vista, including the area east of State Route 125. Ultimately, the Otay Ranch segment would travel south along State Route 125 to meet the Otay Mesa Segment at the Otay Mesa Transit Center and Otay Mesa Road. In the Northwest and East Planning Areas, stops in Chula Vista may include those in the vicinity of Plaza Bonita; H Street/Terra Nova; Otay Ranch Villages 1, 5, 6, and 9; Freeway Commercial; the Otay Ranch Eastern Urban Center; the proposed university; and all of the Light Rail Transit (LRT) stations at E, H and Palomar Streets.

Routes that will link eastern Chula Vista with the western areas of the City and the existing trolley stations include:

- Route 628/694: Downtown San Diego to Otay Ranch (Phase 1) and ultimately to East Otay Mesa and the Mexican border (Phase 2)
- Route 627: H Street Trolley Station to Otay Ranch via Southwestern College
- Route RC-1/635: Palomar Street Trolley Station to Eastlake Business Center via Main Street and Otay Ranch.

In addition to the existing San Diego Trolley (Route 510), other first tier routes identified in the South Bay Transit First Study that will traverse Chula Vista providing north/south links include:

- Route 540/640: San Ysidro international border crossing to Old Town Transit Center, providing express service using Interstate 5 to supplement the corridor service provided by the existing trolley.
- Route 680: San Ysidro international border crossing to Sorrento Valley, primarily along Interstate 805.

Regional Transit Vision

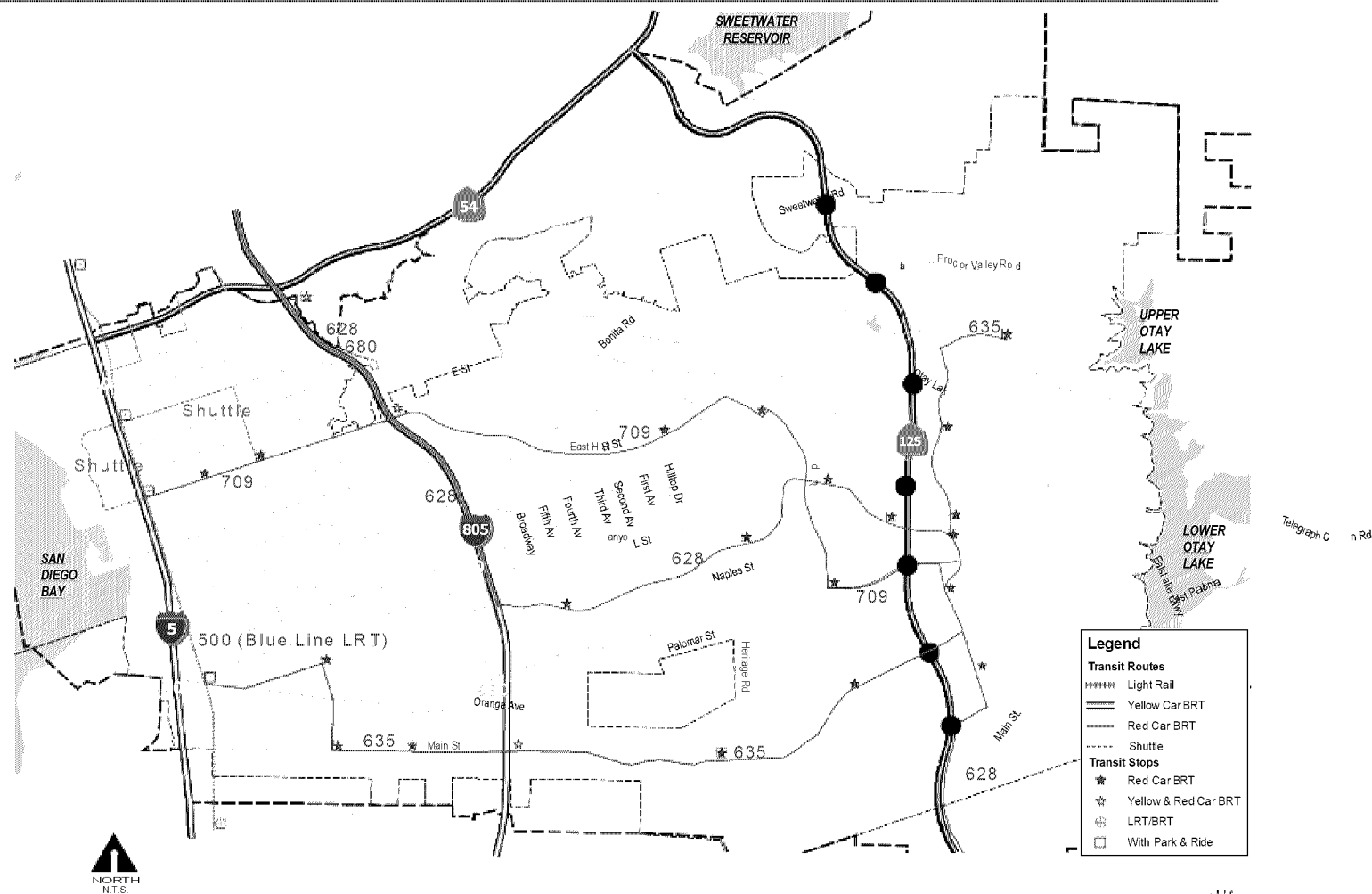


Figure 5-14

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5.6.3 Local Feeder Bus Routes

The proposed public transit system also includes a network of local bus routes oriented to each of the community activity centers, as well as the Urban Core Subarea and eastern activity centers. Community activity centers serviced by the local bus network include Bayfront; Terra Nova; Bonita; Southwestern College; Eastlake; Otay Ranch villages; the proposed university; Sharp Hospital; and the Montgomery area. The local bus network will loop into the neighborhood area collecting riders for the east-west express bus route and the north-south regional transit system.



5.6.4 Connection Services

The Urban Core Subarea have will have the greatest diversity of public; commercial; civic; financial; cultural; and residential uses, emphasizing its role as the hub of Chula Vista. Extension of streets from the Urban Core Subarea into the Bayfront Planning Area provides strong east-west linkages for all forms of vehicular and transit movement, including pedestrians and bicyclists. An appropriately designed local feeder bus route (Green Car Service), e.g., a transit loop operating on E or F and H Streets, Third Avenue and Marina Parkway, is intended to connect the Bayfront's activities and amenities to the Urban Core Subarea's Downtown Third Avenue and Civic Center; H Street; and the mixed use transit-oriented developments surrounding the E and H Street trolley stations, (See Figure 5-15 Bayfront Green Car Line).

Additional local feeder bus loops should connect areas as planned land uses are implemented and future needs arise. Examples may include connections between the Eastern Urban Center and other areas in the East Planning Area with the Northwest and Southwest Planning Areas; connections between the Southwest and Northwest Planning Areas; or connections between specific activity centers and nearby major transit stations. See Section 7.7 of this element for policies on transit shuttles between activity centers.



5.7 Bikeway System

The City of Chula Vista Bikeway Master Plan identifies existing facilities and bicycle deficiencies throughout the City, evaluates the existing bikeway system's relationship with other mobility systems, and provides cost estimates to make improvements.

Bicycle paths, lanes, and routes are provided on a number of Chula Vista's roadways. The bike



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system provides bicyclists with connections between neighborhoods, parks, schools, and other neighborhood and recreational facilities. There are a few Class I facilities (bike lane separated from traffic) within the City, but virtually all arterial roadways east of Interstate 805 have Class II facilities (on-street bike lanes marked at the curb or in the parking lane). There is a significant amount of Class III bikeway facilities (signage, no paint in right-of-way), primarily within western Chula Vista. See Figure 5-16 for the City's existing and programmed bikeway facilities.

There are three regional bikeway projects being planned for the City of Chula Vista.

In addition to the City's bikeway system, the regional San Diego Bayshore Bikeway is a 26-mile bikeway around San Diego Bay, which includes a Class I segment along the Bay's east side, through Chula Vista's Bayfront Planning Area, with a bridge across the Sweetwater River. There are three regional bikeway projects being planned or scheduled for completion within or very near to the City of Chula Vista:

- Sweetwater River/Otay River Loop, which includes joint planning by City of Chula Vista, City of National City, and the County of San Diego;
- State Route 905 Corridor, which provides access from the City to two U.S.-Mexican border crossings; and
- State Route 94/State Route 54 Corridor, where the State Route 54 portion will connect to the Sweetwater River Bikeway.



5.8 Pedestrian Sidewalks, Paths and Trails








Pedestrian sidewalks, paths, and trails are important for several reasons, including: mobility and access; connectivity between land uses; safety; health; and community interaction. Not all people get to their destination by automobile, including those too young to drive, the elderly, or those who prefer to walk. Even for people who do drive or take transit, all trips begin and end by walking. Sidewalks and other pedestrian pathways are important for providing connections to schools; parks; shopping; jobs; and between neighborhoods. Children, in particular, should be able to walk safely to school. Increased numbers of

people walking along streets creates a safer environment, and, thereby, encourages others to walk also. Vibrant urban areas always have high levels of pedestrians.

Bayfront Green Car Line

LEGEND

-  City Boundary
-  Proposed Bayfront Green Car Shuttle Route
-  Alternate Route
-  Existing or Future Red Car Transit Route
-  Civic Center

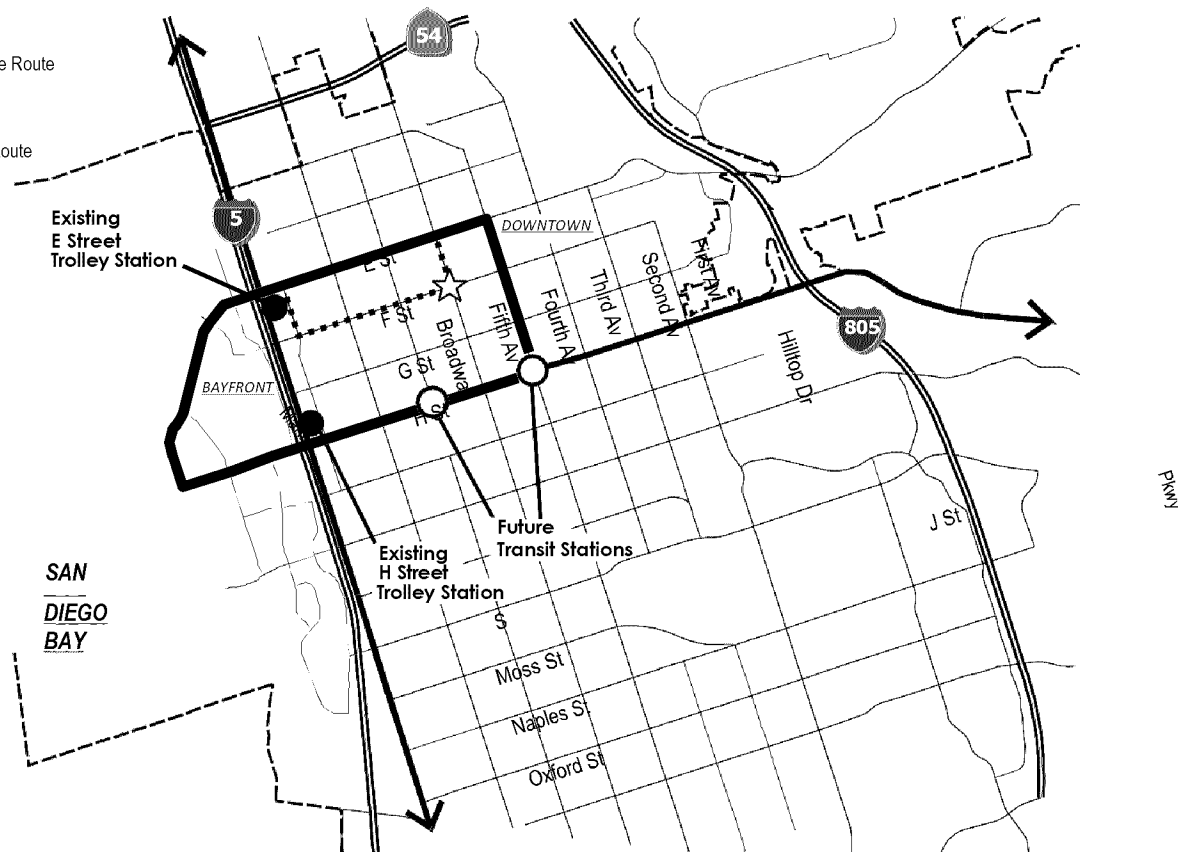


Figure 5-15

Existing and Programmed Bikeways

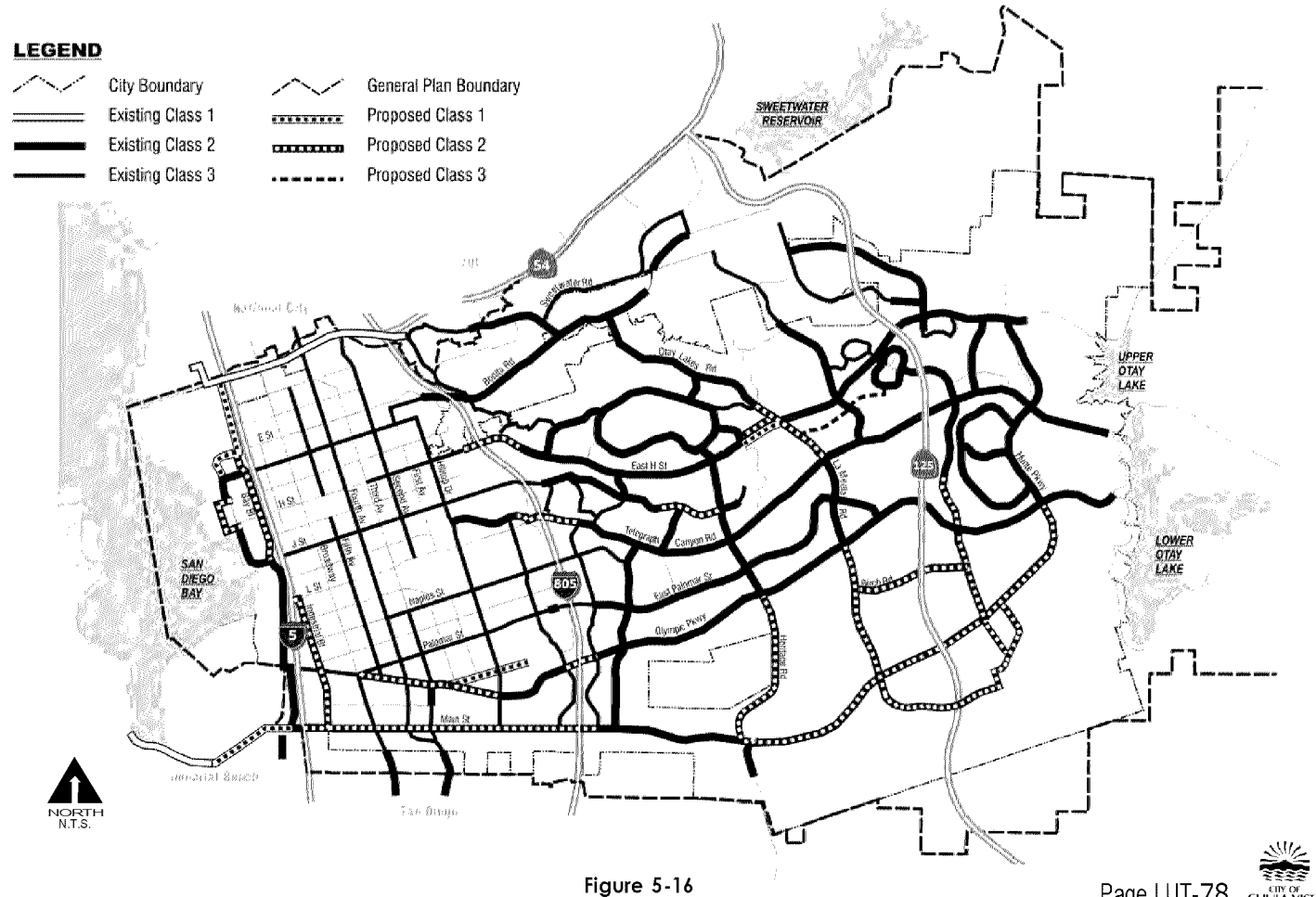


Figure 5-16

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Walking is a healthy activity and helps prevent certain diseases, as medical authorities in the United States have become increasingly concerned about the rise of weight-related health problems in our population. Walkers have opportunities to window shop; observe their neighborhood; people watch; and socially interact with others, which can make them feel more connected to their community in a positive way, and improve their health.

Although most of Chula Vista has sidewalks, some neighborhoods that were annexed into the City from unincorporated San Diego County areas are not completely served and need upgrades or improvements. Also, areas intended for increased intensity may have sidewalks that are too narrow to accommodate the envisioned activity levels or may lack convenient connections to adjacent land uses, neighborhoods, or transit service. The safety and comfort of pedestrians need to be considered.

Although most of Chula Vista has sidewalks, some neighborhoods that were annexed into the City are not completely served and need upgrades or improvements.

5.9 Movement of Goods

The efficient movement of goods is vital to the economic stability and growth of both Chula Vista and the San Diego region. A brief discussion of the rail, air, marine, and trucking facilities for movement of goods is found below, and Figure 5-17, Movement of Goods Facilities, shows major facilities used for goods transportation.

Rail

Two primary rail haulers of freight, the Burlington Northern Santa Fe (BNSF) and the San Diego and Imperial Valley (SDIV) railroads, link the San Diego County coastal region (including Chula Vista) to the larger national railway system. BNSF maintains a freight easement over the 62 miles of San Diego County coastal mainline that terminates at the National City Marine Terminal north of Chula Vista. BNSF also interchanges freight with the SDIV. The SDIV operates freight service on the SANDAG-owned railway in the southwestern part of the County, including Chula Vista, where it is known as the San Diego and Arizona Eastern (SD&AE) Railway. Freight





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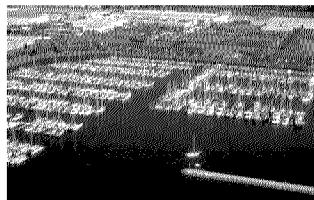
hauling occurs during night-time hours when the trolley is not in service. The SDIV operates "short haul" railroad service south through Tijuana to the eastern areas of Tecate, Mexico and California's Imperial Valley.

Air

Chula Vista's commercial air transportation needs are served by Lindbergh Field, San Diego's international airport (passenger and freight traffic), and by Brown Field Municipal Airport, a general aviation facility with one runway located south of Chula Vista on Otay Mesa within the City of San Diego. Abelardo L. Rodriguez Airport, in Tijuana, is approximately one quarter mile south of the U.S.-Mexico border, with a single runway that provides passenger and cargo service to major cities in Mexico.



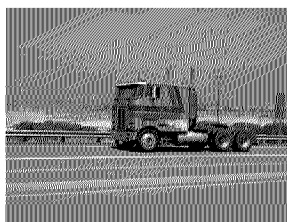
Marine



Maritime shipping needs for Chula Vista are provided by two major marine terminals, the Tenth Avenue Marine Terminal in San Diego and the National City Marine Terminal in National City. The City of Chula Vista's marina at the south end of San Diego Bay, located at the west end of J Street in the Bayfront, is used for recreational boating and also has some boating-related light industrial uses.

Trucks

Although a portion of goods movement from and through Chula Vista is via the rail, air, and marine services discussed above, the vast majority of goods movement throughout Chula Vista is by trucks. SANDAG studies from 1981 onward show a steady increase of heavy-duty trucks (defined as having over a one ton carrying capacity) over the years. In Chula Vista, most truck traffic is through traffic on the regional freeways, but there is also internal truck traffic generated by economic activity typical of a mid-sized city, such as Chula Vista.



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Chula Vista has designated select roadways as truck routes to provide for the regulated movement of trucks throughout the City. This is intended to route truck traffic to those streets where neighborhood intrusion, noise, and other potential impacts are minimized. Roadways providing access to the freeways and major activity centers are the most likely candidates for truck route designation. The designation of truck routes does not prevent trucks from using any other streets to make deliveries or for other reasons, as defined in the Vehicle Code of the State of California.

Chula Vista has designated select roadways as truck routes to route truck traffic to those streets where neighborhood intrusion, noise, and other potential impacts are minimized.



5.10 Noise

Noise is closely related to land use and transportation. See Section 3.5, Noise, of Chapter 9, Environmental Element, for information on noise levels, with objectives and policies that address protecting people from excessive noise and minimizing noise from transportation.

Movement of Goods Facilities

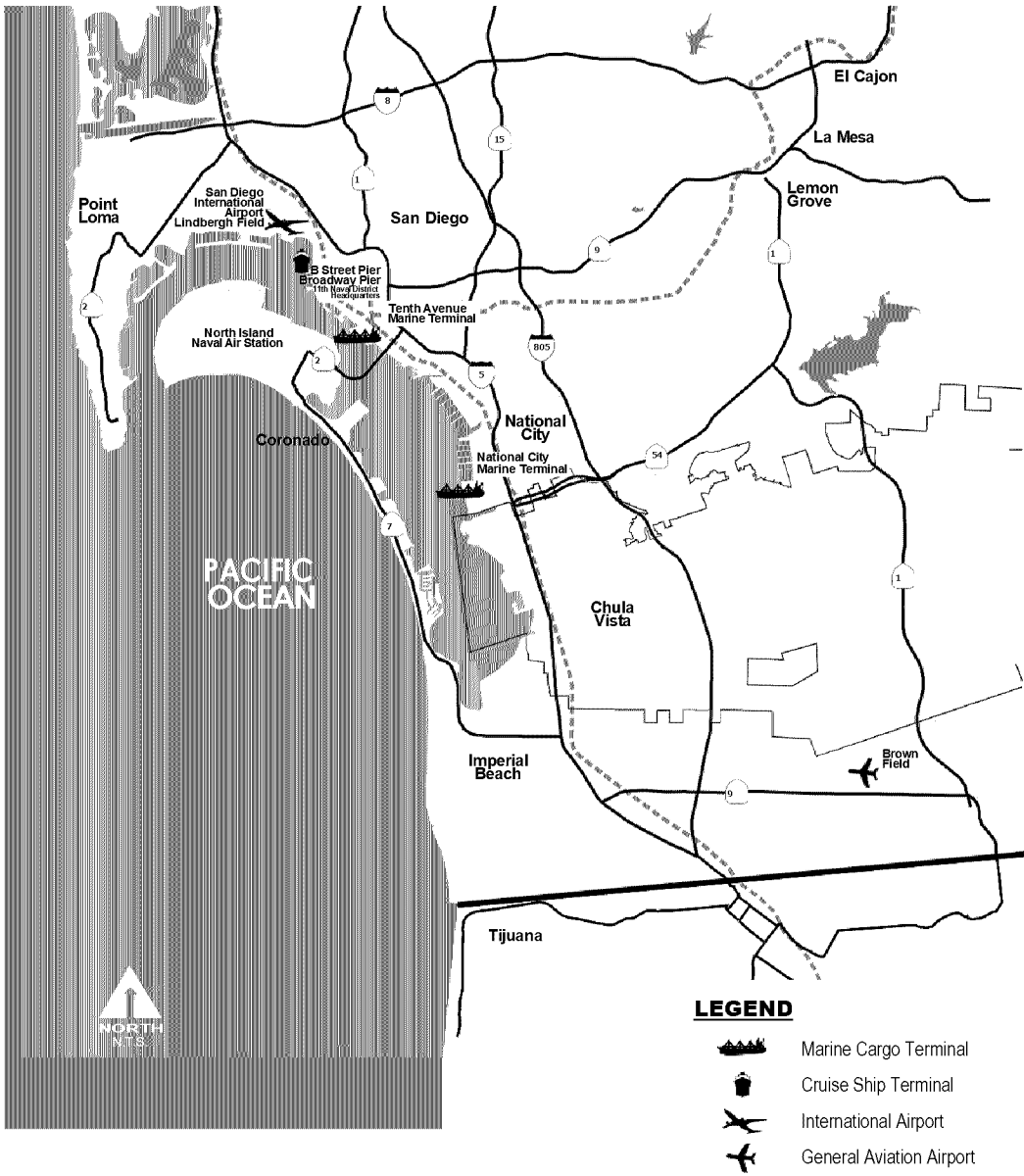


Figure 5-17

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6.0 GOALS

The overall goals of the Land Use and Transportation Element are:

- 6.1 Safe; healthy; sustainable; walkable; and vibrant community with a balance of jobs, housing and access to healthy food options and a variety of options for recreational activity
- 6.2 A mix of land uses that meets community needs and generates sufficient revenue for public facilities, services, and amenities.
- 6.3 A circulation/mobility system that provides safe travel by any mode, meets the needs of travelers of all ages and abilities and is well-integrated with the City's land uses.



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7.0 | PLANNING FACTORS, OBJECTIVES, AND POLICIES

There are several planning factors involved in achieving the three goals of the Land use and Transportation Element. Such factors are discussed in Sections 7.1 - 11.4.3 of this element. Each factor has at least one objective, or focused goal, and each objective has at least one policy, which describes how the City will meet the objectives.

7.1 A Balance of Land Uses

A balance of land uses—residential; employment; commercial; recreational; civic/cultural; and open space, provided at the appropriate intensity and density, location, and mix—is important for a sustainable Chula Vista future. Benefits include: a healthier community, reduced commute times; improved air quality; higher sales tax revenues; safer mobility; and an improved quality of life for City residents. For example, Smart Growth techniques, such as a balance of land uses, provide for more attractive, affordable, and healthier places to live. Currently, Chula Vista has fewer jobs than housing units. Adding more jobs, shopping, and restaurants to our City can help to reduce trips outside the City and increase local revenues. A full range of commercial services, from regional shopping centers to specialty stores, is convenient for residents, can attract non-residents to shop here, and keeps sales tax revenues in the City, where it will most benefit residents. Residential areas with nearby stores, services, and restaurants allow residents to walk or bike for their daily shopping needs, which is a healthier alternative to driving.

Residential; commercial; industrial; educational; recreational; and civic facilities should provide a balance and combination of uses that both complement the existing community and accommodate the future needs and desires of the community. Ideally, this balance would meet the needs of Chula Vista's residents of all ages and abilities and contribute towards meeting regional needs.

Objective - LUT 1

Provide a balance of residential and non-residential development throughout the City that achieves a vibrant development pattern, enhances the character of the City, and meets the present and future needs of all residents and businesses.

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Policies

- LUT 1.1** Ensure that land uses develop in accordance with the Land Use Diagram and Zoning Code in an effort to attain land use compatibility.
- LUT 1.2** Coordinate planning activities and resources to balance land uses, amenities, and civic facilities in order to sustain or improve the quality of life.
- LUT 1.3** Identify specific focus areas in Chula Vista where the majority of future development should occur.
- LUT 1.4** Seek to achieve an improved balance between jobs and housing in Chula Vista.
- LUT 1.5** Endeavor to create a mixture of employment opportunities for citizens at all economic levels.
- LUT 1.6** Attract and maintain land uses that generate revenue for the City of Chula Vista, while maintaining a balance of other community needs, such as housing, jobs, open space, and public facilities.
- LUT 1.7** Provide high-quality public facilities, services, and other amenities within close proximity to residents.
- LUT 1.8** Pursue higher density residential categories and retail demand that are not being met within the City.
- LUT 1.9** Provide opportunities for development of housing that respond to diverse community needs in terms of density, size, location, and cost.
- LUT 1.10** Maintain an adequate supply of land designated and zoned for residential use at appropriate densities to meet housing needs, consistent with the objective of maintaining a balance of land uses.
- LUT 1.11** Promote and assist the growth and vitality of existing commercial centers.



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- LUT 1.12** Encourage regional-serving, high-volume retail or other uses to locate near freeway access to minimize traffic on City streets.
- LUT 1.13** Maintain neighborhood and community shopping centers of sizes and at locations that offer both choice and convenience for shoppers and residents, while sustaining a strong retail base for the City.
- LUT 1.14** Provide sufficient sites to meet the need for commercial services that can be supported by local residents, businesses and workers, such as automobile sales and repair; construction contractors; building material; warehousing and storage; home repair services; and maintenance supplies.
- LUT 1.15** Allow office uses that are associated with complementary commercial service businesses in commercial service areas.
- LUT 1.16** Maintain and promote the Northwest Planning Area's Urban Core Subarea as the major office; financial; civic; and cultural center of Chula Vista by directing higher intensity office uses; government; urban residential; retail; restaurants; and entertainment uses to locate there.
- LUT 1.17** Encourage the development of cultural and performing arts nodes in different areas throughout the City, each with a specific non-competing focus, such as viewing performances or works of art, and learning about, creating, or purchasing art.
- LUT 1.18** Prepare Specific Plans or other appropriate plans to further define and implement the General Plan's intent for the Northwest and Southwest Planning Areas.
- LUT 1.19** Evaluate land use intensities in conjunction with the review of any zone change and/or General Plan Amendment to permit density or modify intensity. Factors to be considered include, but are not limited to, the maximum intensity allowed for the applicable land use designation in the General Plan, traffic circulation patterns, environmental constraints, and compatibility with surrounding land uses.
- LUT 1.20** Redevelop the Bayfront Planning Area as a world-class Bayfront that will benefit citizens and visitors through the development of entertainment, retail, cultural, residential, office and parks and the preservation of natural open spaces.
- LUT 1.21** Establish procedures to track community health information for use in land use decisions.

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7.2 Urban Design and Form





As introduced in Section 3.5 of this element, establishing and reinforcing Chula Vista's urban design and form is necessary to ensure that the desired character and image of the City is protected and enhanced as the City grows and develops over time. The evolving urban design and form of Chula Vista are considered to be key to the City's community character and image, and should be addressed carefully. As noted, in particular, under Theme 8, "Shaping the Future through the Present and Past", such change and evolution must be accomplished in a manner that complements Chula Vista's heritage and unique sense of place, and improves the quality of life for all people who live, work and play in Chula Vista. This includes consideration of a number of inter-related factors, such as preserving and enhancing stable residential neighborhoods, a built environment that provides a variety of healthy, accessible and affordable options, focusing on edges between new development and redevelopment to ensure compatible land use and edge transitions, and historic preservation, among others. This approach to ensuring harmony between needed and desired changes and harmony between the City's past and present, is carried out through a number of objectives and policies, both in this Section and in Sections 7.3 through 7.6, as well as in the Area Plans in LUT Sections 8.0 - 11.0

Given Chula Vista's past, and the community's concerns about image and character, another key component of this General Plan is clearly identifying those areas where the highest intensities and densities should be focused. In the General Plan, these areas consist of the Mixed Use Transit Focus Area (TFA) designated lands in Northwest Chula Vista at the E and H Street trolley station areas, and the area around Third Avenue and H Street. Within the Bayfront, higher intensities and densities are planned near the marina. In Eastern Chula Vista, they are focused within the Eastern Urban Center of Otay Ranch. These areas are targeted for the highest intensity and density of land uses, the largest potential building forms, and in western Chula Vista, some are located proximate to existing residential areas. Therefore, it is important that provisions for transitions and edges among building masses, and land uses relationships both within the TFAs, and between the TFA-designated areas and adjoining existing neighborhoods, be clear and well-defined. These provisions must address such topics (among others) as building setbacks, screening and landscaping, solar access and shadowing, and pedestrian and vehicular circulation. The following Objectives and Policies, as well as those in Section 7.5, address these topics.

Historically, taller buildings (over four or five stories) have occurred rarely, and certainly not through a strategic effort to define the City's skyline, to identify where prominent building mass would be beneficial, or to signify important activity centers. As shown on Figure 5-18, Urban Form, this General Plan identifies four, limited locations where urban development intensities would be most appropriate. These include the two Transit Focus Areas (TFA) in Urban Core of western Chula Vista; around the existing E Street and H Street trolley stations, within the Bayfront Planning area, and in the Eastern Urban Center in Otay Ranch which has been planned for urban development since the Otay Ranch General Development Plan was approved in 1993.

Urban Form

LEGEND

-  General Plan Boundary
-  City Boundary
-  Potential High-Rise Locations
-  H Street Transit Corridor Special Study Area

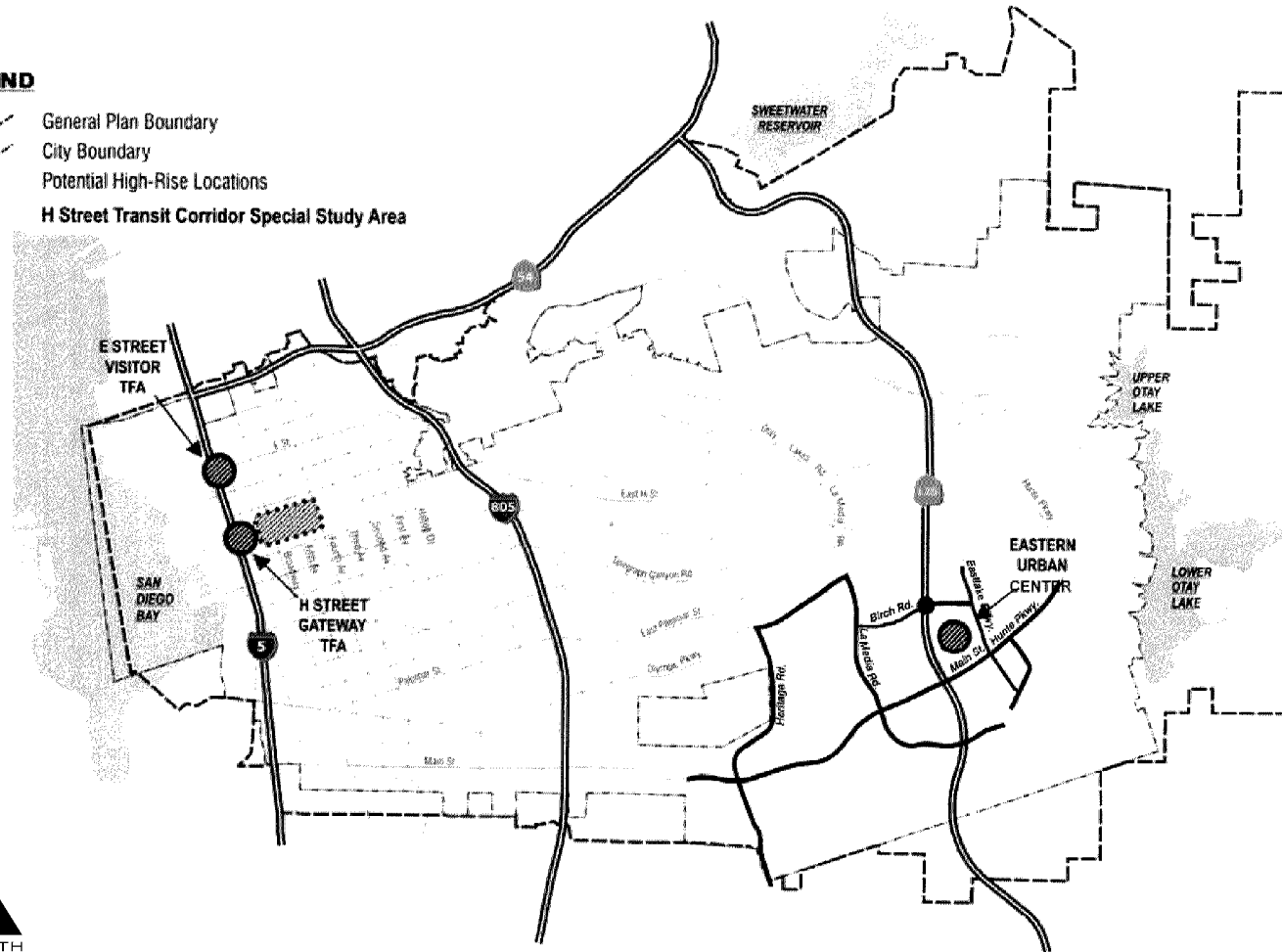


Figure 5-18

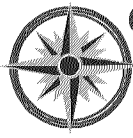
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Also depicted on Figure 5-18 is the H Street Transit Corridor Special Study Area. The purpose of this special study is to analyze and evaluate the appropriateness of plan changes that could result in mixed land uses, increased intensities, and potential high-rise buildings along H Street between Interstate 5 and Fourth Avenue. An important consideration of the study is that the area is a major activity corridor, and functions as the primary entry into the urban core. It is a major link between Broadway and the downtown area, is targeted as a major transit connection between the eastern portion of the City and the west, and currently consists primarily of community or sub-regional-serving non-residential land uses. These uses include the South County Regional Center and Superior Court; medical offices; several bank facilities; a major hospital and medical facility at Scripps; major commercial uses at the Chula Vista Center; numerous restaurants; retail businesses; and professional offices. In view of these existing land uses along H Street, the future intensification planned with the two TFAs at either end of the corridor, and the potential for future market forces to focus on H Street as a key corridor, a special study is needed that examines further potential changes in land use and intensity; building mass; the potential for taller buildings; and the relationship and appropriate transitions to adjacent stable neighborhoods (see Policy LUT 2.6).

The identification of the above-mentioned TFAs and corridor within the City's Urban Core, the Bayfront, as well as within the Eastern Urban Center (EUC), are intended to establish places where people are attracted to active; pedestrian-oriented experiences, including: shopping; restaurants; entertainment; and employment, and which are located along major thoroughfares and transit routes where they can be most readily accessed. While allowance for higher intensities and taller buildings, (or "high-rise" structures), in these locations provides more housing, employment and other opportunities on a smaller amount of land, the principal reason for high-rise structures is to provide landmarks and skyline recognition for key areas of the City, and punctuate them as vibrant, active and successful community centers.

The following objectives and policies are provided to ensure that the evolution of more urban land use areas within Chula Vista is strategically focused and harmoniously integrated to adjoining, stable neighborhood areas, and that the allowance of high-rise structures of eight or more stories is appropriately managed. In addition, please see Planning Area Plans in Sections 8.0 - 11.0 of this element for further site area specific discussions and policies, as well as the Otay Ranch General Development Plan (GDP), which addresses development within the EUC.



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Objective - LUT 2

Limit locations for the highest development intensities and densities, and the tallest building forms, to key urban activity centers that are also well-served by transit

Policies

- LUT 2.1** Locate Mixed Use Transit Focus Areas where major transit stations exist or are planned.
- LUT 2.2** Locate the highest development intensities and residential densities within Mixed Use Transit Focus Areas where strong City Gateway elements exist or key urban activity areas occur.
- LUT 2.3** Limit the location of high-rise structures to within the E Street and H Street Transit Focus Areas at Interstate 5, the Bayfront, and the Eastern Urban Center area of Otay Ranch.
- LUT 2.4** High-rise buildings will be subject to discretionary review in order to ensure they are a positive addition to the City, in accordance with the following provisions:
- The building must reflect unique, signature architecture that symbolizes the City and can be immediately recognized as a positive Chula Vista landmark.
 - The building must be accompanied by clear public benefits in acceptance of the height, such as increased public areas, plazas; fountains; parks or paseos; extensive streetscape improvements; public venues or amenities, and energy efficiency and sustainable design.
 - The overall building height and massing must reflect appropriate transitions to surrounding areas, in accordance with the future vision for those areas, or if the building is on the periphery of an area of change, to the adjoining neighborhood. Specific Plans, General Development Plans/Sectional Planning Area Plans or other zoning regulations will provide the basis for defining such transitions.

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LUT 2.5 Require proposals for development within TFAs to conduct studies to assess the effects on light and solar access, and shadowing and wind patterns on adjacent areas and buildings.

LUT 2.6 Conduct a special study to examine the potential for higher land use intensities and taller buildings along the H Street Transit Focus Corridor between Interstate 5 and Fourth Avenue, and to address compatibility issues with adjacent stable neighborhoods. The precise boundaries will be established at the time of the study, and all land use policies within in this General Plan shall apply until modified or amended, as a result of study findings.

Objective - LUT 3

Direct the urban design and form of new development and redevelopment in a manner that blends with and enhances Chula Vista's character and qualities, both physical and social.

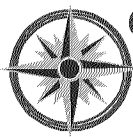
Policies

LUT 3.1 Adopt urban design guidelines and/or other development regulations for all Districts or Focused Areas of Change as presented in Sections LUT 8.0 - 11.0 of the LUT Element, as necessary, to ensure that new development or redevelopment recognizes and enhances the character and identity of adjacent areas, consistent with this General Plan's Vision.

LUT 3.2 Any such urban design guidelines and/or other development regulations shall be consistent with other, related policies and provisions in this General Plan, including Sections 7.3 through 7.6. and 7.16 Healthy Communities.

LUT 3.3 Buildings within the TFAs should be context sensitive and not adversely affect public views or view corridors, and should be designed to be sensitive to adjacent buildings and areas.





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7.3 Preserving and Enhancing Stable Residential Neighborhoods

Planning for existing neighborhood preservation, identity and protection is one of the most important purposes of the City's General Plan. Existing residential neighborhoods in the City consist of either mostly single-family dwellings, mostly multi-family dwellings, or areas in transition. Residential neighborhoods that are not considered in transition are considered stable, and should be protected. (Please refer to LUT Section 4.7 for discussion of this terminology.)

To maintain the quality of existing, stable residential neighborhoods requires that the City conserve existing housing, ensure good street design, minimize and control traffic in residential neighborhoods, and ensure that development adheres to quality design standards. Please refer to Section 7.3 for additional policies on the protection of stable neighborhoods.

Objective - LUT 4

Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable residential neighborhoods.

Policies

- LUT 4.1** Preserve and reinforce the community character of existing, older, well-maintained, stable residential neighborhoods located outside of the Districts or Focus Areas identified for change in this document.
- LUT 4.2** Protect existing, stable, single-family neighborhoods through zoning or other regulations that discourage the introduction of higher density residential or other incompatible or potentially disruptive land uses and/or activities.
- LUT 4.3** Require that new development, or redevelopment, through consideration of site and building design, and appropriate transition and edge treatments does not negatively affect the nature and character of nearby established neighborhoods or development.

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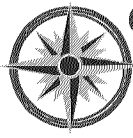
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- LUT 4.4** Ensure that proposals for new construction, remodels and additions within existing stable, neighborhoods are appropriately sized and designed to be compatible with the neighborhood's character, and to minimize impacts on adjacent parcels.
- LUT 4.5** Establish zoning or other regulations to ensure that non-residential uses or activities in stable residential neighborhoods occur only when the character and the quality of the neighborhood can be maintained.
- LUT 4.6** Minimize through circulation design and/or traffic-calming features (to the maximum extent practicable), the use of neighborhood streets in stable residential neighborhoods for regional or cut-through traffic, to protect those neighborhoods from adverse traffic effects. This would include access to and from side streets and alleys.
- LUT 4.7** Recognize established communities and neighborhoods within the City through signage, landscaping, or other identifying features.
- LUT 4.8** Ensure that roads provide safe mobility for all travelers customized to the characteristics of the area the street serves including the provision of sidewalks, safe and accessible transit stops, frequent and safe crossings for pedestrians, and shared-use paths.



7.4 Implementing Mixed Use Areas

This General Plan proposes mixed use developments to create a more vibrant and healthy environment. These mixed use areas are intended to provide housing and jobs near existing and proposed transit locations, as well as at activity centers located throughout the City. The mixed use areas allow the City an opportunity to provide appropriate areas with a healthier, more urban living and working environment than currently exists in the City.



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Objective - LUT 5

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

Policies

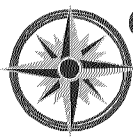
- LUT 5.1** Promote mixed use development, where appropriate, to ensure a pedestrian-friendly environment that has opportunities for housing; jobs; childcare; shopping; entertainment; parks; and recreation and more physical activity.
- LUT 5.2** Encourage new development that is organized around compact, walkable, mixed use neighborhoods and districts in order to conserve open space resources, minimize infrastructure costs, and reduce reliance on the automobile.
- LUT 5.3** Authorize and encourage mixed use development in focus areas, including high-density residential housing, neighborhood-serving commercial, and office uses.
- LUT 5.4** Develop the following areas as mixed use centers: Urban Core; Bayfront; Palomar Trolley Station; Eastern Urban Center; and Otay Ranch Village Cores and Town Centers.
- LUT 5.5** Amend the Zoning Ordinance to implement mixed use zoning districts that provide development standards for mixed use development, which should address minimum density and intensity requirements; allowable uses; building heights; and any shared parking standards
- LUT 5.6** Allow for the revitalization and intensification of infill sites within the Northwest and Southwest Planning Areas, consistent with FAR limitations; and amend the Zoning Ordinance so that it does not inhibit appropriate infill development.
- LUT 5.7** Encourage new ownership or rental housing in mixed use designations and near major transit services, where compatible with adjacent neighborhoods. Mixed use housing should minimize impacts on designated single-family neighborhoods.

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- LUT 5.8** Encourage a wide variety of retail and commercial services, such as restaurants and cultural arts/entertainment, in appropriate locations.
- LUT 5.9** Encourage active and inviting pedestrian-friendly street environments that include a variety of uses within commercial and mixed use areas.
- LUT 5.10** Support the continued development of a visitor economy in the Northwest Planning Area and additional visitor commercial uses and amenities in the Bayfront Planning Area.
- LUT 5.11** Endeavor to reduce the number of peak hour automobile trips by supporting increased services near workplaces.
- LUT 5.12** Minimize local and regional traffic by concentrating higher density employment near major transit services.
- LUT 5.13** Higher density residential and mixed use residential/commercial development should be designed to:
- Create a pleasant walking environment to encourage pedestrian activity;
 - Maximize transit usage;
 - Provide opportunities for residents to conduct routine errands close to their residence;
 - Integrate with surrounding uses to become a part of the neighborhood rather than an isolated project;
 - Use architectural elements or themes from the surrounding neighborhood; and
 - Provide appropriate transition between land use designations to minimize neighbor compatibility conflicts.
 - be energy efficient using environmentally friendly building materials, green building and sustainable design practices.





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7.5 Compatible Land Use and Edge Transitions

Incompatible land uses immediately adjacent to one another, such as residential and industrial uses, may significantly affect the health of a community. Uses should be appropriately buffered, or incompatibilities should be addressed through redesignation of uses or mitigation of impacts to adjacent uses in the area. Mixed use areas will inherently have higher levels of activity and intensity than solely residential neighborhoods. Both the pattern of mixed use areas and individual project designs must be sensitive to edge transitions between neighborhoods and strive to minimize potential impacts on adjacent residential neighborhoods.

Objective - LUT 6

Ensure adjacent land uses are compatible with one another.

Policies

- LUT 6.1** Ensure, through adherence to design guidelines and zoning standards, that the design review process guarantees excellence in design and that new construction and alterations to existing buildings are compatible with the best character elements of the area.
- LUT 6.2** Require that proposed development plans and projects consider and minimize project impacts upon surrounding neighborhoods.
- LUT 6.3** Require that the design of new residential, commercial, or public developments is sensitive to the character of existing neighborhoods through consideration of access, compatible building design and massing, and building height transitions, while maintainin the goals and values set forth in the General Plan. Within TFAs, design provisions should include requirements for a minimum building setback of 15 feet for every 35 feet in height, for edges abutting residential uses.
- LUT 6.4** Discourage additional multi-family development in existing single-family designated neighborhoods.
- LUT 6.5** Require, through sensitive and attractive design, that neighborhood retail centers and commercial service buildings are compatible with the surrounding neighborhood.

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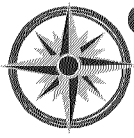
- LUT 6.6** Establish design guidelines and development standards for commercial and mixed use development that respect and complement the character of surrounding neighborhoods and uses.
- LUT 6.7** Require that outdoor storage areas or salvage yards be screened from any public right-of-way.
- LUT 6.8** Require that any land use that handles, generates and/or transports hazardous substances, will not negatively impact existing or future sensitive receptors/land uses, as defined by state and federal regulations.
- LUT 6.9** Coordinate with adjacent landowners, the Port of San Diego, cities, and San Diego County in establishing compatible land uses for areas adjacent to the City's boundaries.
- LUT 6.10** Coordinate and work closely with the City of San Diego, National City, and San Diego County in the Otay Valley Regional Park and Sweetwater/Bonita areas to participate in the development review processes of projects proposed in these areas. Work to ensure that such development takes applicable City of Chula Vista standards into consideration, as appropriate.

Objective - LUT 7

Appropriate transitions should be provided between land uses.

Policies

- LUT 7.1** Protect adjacent, stable residential neighborhoods by establishing guidelines that reduce the potential impacts of higher intensity mixed use, commercial, and urban residential developments (i.e. transitional areas).
- LUT 7.2** Require new or expanded uses to provide mitigation or buffers between existing uses where significant adverse impacts could occur.



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LUT 7.3 Require that commercial and industrial development adjacent to residential or educational uses be adequately screened and buffered to minimize noise, light, glare, and any other adverse impacts upon these uses.

LUT 7.4 Require landscape and/or open space buffers to maintain a naturalized or softer edge for proposed private development directly adjacent to natural and public open space areas.

LUT 7.5 Projects within TFA shall provide appropriate and sufficient features to soften the transition to adjacent buildings and properties, through the following techniques.

- Project landscape plans should include shade tree and screening plantings to reduce heat gain upon, and visually soften building edges.
- Exterior lighting designs shall focus internally in order to reduce light pollution on neighboring properties.
- Fencing and/or buffers shall be required to screen features such as dumpsters, rear entrances, utility and maintenance structures, and loading facilities.
- Walls or fencing along project edges shall be articulated and incorporate features to avoid presenting a monotonous or blank wall to the street or adjacent property.

LUT 7.6 In order to ensure appropriate separation from existing development to new, taller buildings forms within TFAs ensure a minimum 15-foot rear yard setback for structures up to 84 feet in height.



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7.6 Enhancing Community Image

Community image is the impression held in the minds of Chula Vista residents and visitors to the City. It is created by both natural and man-made features, such as views; open space; city entryways; primary or secondary gateways; streetscapes; buildings; parks; and plazas.

Preservation and enhancement of scenic resources, and the positive visual aspects of Chula Vista's urban, suburban, and rural character are important factors as the City continues to grow. Continued environmental protection of our open space network is important to City residents and will continue. Directing new and infill growth to areas along major arterial corridors and transit routes is beneficial to open space areas and will benefit our City as a whole. In addition, preservation, enhancement, and accessibility to those things that make Chula Vista a unique place, such as Chula Vista's scenic resources, can have a direct, and positive effect on the overall health and sustainability of the community.

Urban design refers to the various physical design elements that make up the City's built environment, including buildings; public spaces; gateways; streetscape; and landscaping. The quality, physical form, and arrangement of these elements contribute to the City's image, neighborhood identity, and overall quality of life.

Gateway areas into the City or its districts that are well-designed, attractive, and exhibit a special character help to enhance the City's image and instill community pride. Quality architecture and landscape design are also important elements of city building and place-making. Preservation of important cultural buildings and landmarks contribute to the community's unique sense of place. Programs for public art, signs, and landscaping help to create an attractive and special environment for both Chula Vista's residents and visitors.

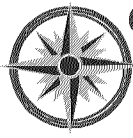
Community Image and Identity

Objective - LUT 8

Strengthen and sustain Chula Vista's image as a unique place by maintaining, enhancing, and creating physical features that distinguish Chula Vista's neighborhoods, communities, and public and recreational spaces, and enhance its image as a pedestrian-oriented and livable community.

Policies

LUT 8.1 Develop a program to enhance the identity of special districts and neighborhoods



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to create variety and interest in the built environment, including such items as signage, monuments, landscaping, and street improvements.

- LUT 8.2** Emphasize certain land uses and activities, such as cultural arts; entertainment; specialty retail; or commercial recreation, to enhance or create the identity of specialized districts or Focus Areas in the City.
- LUT 8.3** Ensure that buildings are appropriate to their context and designed to be compatible with surrounding uses and enhance the desired character of their District.
- LUT 8.4** Encourage and require, where feasible, the incorporation of publicly accessible urban open spaces, including: parks; courtyards; water features; gardens; passageways; paseos; and plazas, into public improvements and private projects.
- LUT 8.5** Prepare urban design guidelines that help to create pedestrian-oriented development by providing:
- Pedestrian circulation among parcels; uses; transit stops; and public or publicly accessible space and ensure that pedestrian routes and sidewalks are integrated into the overall transportation network;
 - Human scale design elements;
 - Varied and articulated building facades;
 - Visual (first floor clear glass windows) and physical access for pedestrians;
 - Ground floor residential and commercial entries that face and engage the street; and
 - Pedestrian-oriented streetscape amenities.
- LUT 8.6** Develop a master plan policy for artwork in public places that would identify the types of art desired and establish appropriate settings for the display of art, including within public rights-of-way and landscape medians.
- LUT 8.7** Ensure that vacant parcels and parcels with unsightly storage uses, such as auto salvage yards, are appropriately screened from the street to reduce their negative visual effects.
- LUT 8.8** Encourage the upgrading, beautification, and revitalization of existing strip commercial areas and shopping centers.

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Gateways and Streetscapes

Objective - LUT 9

Create enhanced gateway features for City entry points and other important areas, such as special districts.

Policies

- LUT 9.1** Create consistent entry features for City entryways and gateways so people recognize that they are entering Chula Vista.
- LUT 9.2** The City will prepare, or cause to have prepared, entryway/gateway master plans for each of the identified entryways/gateway within the City to appropriately guide development within these areas (see LUT Section 3.2 and Figure 5-6). These master plans will provide design guidelines and standards for public improvements, as well as for private or public development within these designated areas. Examples may include: enhanced pavement and/or sidewalk standards; enhanced landscape standards; thematic sign standards; and special architectural standards for buildings or other structures.
- The City will prepare a General Plan Implementation Program to assure establishment of these gateway master plans, and it will include interim provisions for the processing of any projects within these areas prior to completion and adoption of the according entryway/gateway master plan.
- LUT 9.3** As part of the approval process for projects within designated City entryway/gateway areas, the City shall confirm that the design conforms to applicable entryway/gateway design guidelines and standards.
- LUT 9.4** Cooperate with Caltrans to improve freeway landscaping, especially at on- and off-ramps and at freeway interchanges.
- LUT 9.5** Establish a pedestrian paseo along F Street (F Street Promenade) that will link downtown with the Interstate 5 Corridor District and the Bayfront Planning Area.



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Objective - LUT 10

Create attractive street environments that complement private and public properties, create attractive public rights-of-way, and provide visual interest for residents and visitors.

Policies

- LUT 10.1** The City shall create unique landscape designs and standards for medians for each major thoroughfare to distinguish each from the other and to provide a special identity for districts and neighborhoods.
- LUT 10.2** Landscape designs and standards shall include a coordinated street furniture palette, including waste containers and benches, to be implemented throughout the community at appropriate locations.
- LUT 10.3** Provide well-designed, comfortable bus stops throughout the City.
- LUT 10.4** Prior to the approval of projects that include walls that back onto roadways, the City shall require that the design achieves a uniform appearance from the street. The walls shall be uniform in height, use of materials, and color, but also incorporate elements, such as pilasters, that add visual interest.
- LUT 10.5** Require undergrounding of utilities on private property and develop a priority-based program of utility undergrounding along public rights-of-way.
- LUT 10.6** Study the locational requirements of utility, traffic control, and other cabinets and hardware located in the public rights-of-way to determine alternative locations for these items in less obtrusive areas of the street environment.
- LUT 10.7** Work with utility providers to coordinate the design of utility facilities (e.g., substations, pump stations, switching buildings, etc.) to ensure that the facilities fit within the context of their surroundings and do not cause negative visual impacts.

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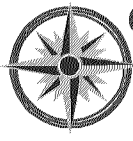
Quality Design

Objective - LUT 11

Ensure that buildings and related site improvements for public and private development are well-designed and compatible with surrounding properties and districts.

Policies

- LUT 11.1** Promote development that creates and enhances positive spatial attributes of major public streets; open spaces; cityscape; mountain and bay sight lines; and important gateways into the City.
- LUT 11.2** Promote and place a high priority on quality architecture, landscape, and site design to enhance the image of Chula Vista, and create a vital and attractive environment for businesses, residents, and visitors.
- LUT 11.3** The City shall, through the development of regulations and guidelines, ensure that good project landscape and site design creates places that are well-planned; attractive; efficient; safe; and pedestrian-friendly.
- LUT 11.4** Actively promote architectural and design excellence in buildings, open space, and urban design.
- LUT 11.5** Require a design review process for all public and private discretionary projects (which includes architectural, site plan, landscape and signage design) to review and evaluate projects prior to issuance of building permits to determine their compliance with the objectives and specific requirements of the City's Design Manual, General Plan, and appropriate zone or Area Development Plans.



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Historic Resources

Objective - LUT 12

Protect Chula Vista's important historic resources.

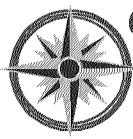
Policies

- LUT 12.1** Establish a formalized process for historic preservation by evaluating requirements for certified local government status, as defined by the state historic preservation office.
- LUT 12.2** Amend City zoning codes, as necessary, to implement the recommendations contained in "An Evaluation of Historic Preservation in Chula Vista" and related subsequent evaluations and studies..
- LUT 12.3** Adopt a Historic Preservation ordinance that implements the goals established by the City Council in February, 2000; the City Council strategic themes of 2003; and the document "An Evaluation of Historic Preservation in Chula Vista".
- LUT 12.4** Conduct an objective, comprehensive City-wide survey of Chula Vista's historical assets for the purpose of establishing a list of buildings appropriate for formal historical designation.
- LUT 12.5** Recognize the inherent public value of historic preservation in contributing to the beauty, character, and sense of place in Chula Vista, and promote and facilitate participation in the Mills Act and other appropriate incentive programs to encourage the preservation of cultural resources.
- LUT 12.6** Through the City's development regulations, acknowledge and recognize those areas of the City that have historic resources. Examine current and future zoning and development regulations and design guidelines to ensure they support preservation and restoration of designated historic resources, and, as appropriate, require new development or redevelopment to acknowledge these in context.

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- LUT 12.7** Continue to assess and mitigate the potential impacts of private development and public facilities and infrastructure to historic resources in accordance with the California Environmental Quality Act.
- LUT 12.8** As practicable, the City will support and encourage the rehabilitation of sound, historic buildings.
- LUT 12.9** Encourage and promote the adaptive reuse of historic resources and buildings, and, where appropriate, the non-historic buildings that embody Chula Vista's cultural or historic character.
- LUT 12.10** Promote the maintenance; repair; stabilization; rehabilitation; restoration; and preservation of historical resources in a manner consistent with federal and state standards.
- LUT 12.11** Prior to the approval of any projects that propose the demolition or significant alteration of a potentially significant historic resource (as defined pursuant to applicable state and federal laws), require the completion of an historic survey report to determine significance. If determined to be significant, require appropriate and feasible mitigation pursuant to CEQA Guidelines, Section 15064.5.
- LUT 12.12** In instances where projects may adversely affect significant historic resources, require the implementation of an appropriate conservation program in accordance with applicable state and federal laws.
- LUT 12.13** Protect, preserve, and seek to restore publicly-owned historical resources (such as Rohr Manor House and the Chula Vista Women's Club).



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Scenic Resources

Objective - LUT 13

Preserve scenic resources in Chula Vista, maintain the City's open space network, and promote beautification of the City.

Policies

LUT 13.1 Identify and protect important public viewpoints and viewsheds throughout the Planning Area, including features within and outside the planning area, such as: mountain; native habitat areas; San Diego Bay; and historic resources.

LUT 13.2 Continue to implement the City's planned open space network.

LUT 13.3 Screen unsightly industrial properties on the Bayfront, or convert such properties to uses that are consistent with the desired visual character of the Bayfront. As described in section 11.0 of this Element and the Bayfront Master Plan.

LUT 13.4 Any discretionary projects proposed adjacent to scenic routes, with the exception of individual single-family dwellings, shall be subject to design review to ensure that the design of the development proposal will enhance the scenic quality of the route. Review should include site design, architectural design, height, landscaping, signage, and utilities. Development adjacent to designated scenic routes should be designed to:

- Create substantial open areas adjacent to scenic routes through clustering development;
- Create a pleasing streetscape through landscaping and varied building setbacks; and
- Coordinate signage, graphics and/or signage requirements, and standards.



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7.7 Linking Chula Vista Internally and to the Region

Chula Vista is an integral part of the larger San Diego region and is emerging as the dynamic hub of the south San Diego County area. To maintain and continue to develop in this role, it is crucial that Chula Vista's transportation system is well connected to the region's overall transportation network. It is equally important that Chula Vista's internal connections function efficiently and provide convenient access between the City's various activity centers, and from residential areas to activity centers.

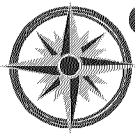
This General Plan anticipates full funding and completion of State Route 125, including the Otay River crossing, essential interchanges in Chula Vista, and accommodation of regional transit service as central to supporting the development concepts of the General Plan.

Objective - LUT 14

Coordinate with appropriate regional and local agencies to create an effective regional transportation network that links Chula Vista to the surrounding region and Mexico.

Policies

- LUT 14.1** Support the study, design, expansion, and construction of a regional freeway system that will have the capacity to carry forecasted regional traffic demand in and through the City of Chula Vista.
- LUT 14.2** Support planning for regional freeways and state highways to allow mitigation of anticipated impacts from external trips on the Chula Vista circulation system.
- LUT 14.3** Plan for high capacity regional freeway and Transit First facilities to adequately serve the regional travel demand resulting from the land uses associated with adjacent areas.
- LUT 14.4** Focus regional traffic corridors traversing the General Plan area to Interstate 5; Interstate 805; State Route 54; and State Route 125. Major east-west roads should be used to effectively distribute traffic to the freeways and tollways.



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- LUT 14.5** Continue to actively participate in regional organizations and processes to ensure the integration of Chula Vista circulation system facilities with circulation systems planned for by other agencies.
- LUT 14.6** Define and evaluate quality of life standards for transportation, and establish an implementation plan for financing needed facilities.
- LUT 14.7** Coordinate with regional agencies to ensure adequate transportation links with regional population, employment and activity centers.
- LUT 14.8** In order to provide direct access to the University, RTP, Village Nine Town Center, and to provide regional transit service across the Otay Valley, support the construction of the Main Street and Otay Valley Road interchanges with State Route 125, as warranted in accordance with the City of Chula Vista Toll Road Agreement with San Diego Expressway Limited Partnership and Agreement Affecting Real Property, as amended.
- LUT 14.9** Work with regional planning agencies to incorporate revisions in the regional mobility network proposed to support the City of Chula Vista's General Plan.
- LUT 14.10** Work with regional funding agencies to prioritize transportation system improvements as they are needed in Chula Vista, local smart growth opportunity areas, and south San Diego County.

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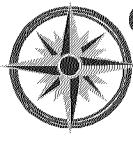
Objective - LUT 15

Improve transportation connections within Chula Vista and between eastern and western Chula Vista, particularly transit connections between major activity centers.

Policies

- LUT 15.1** Study and consider physical and operational improvements to increase street and intersection capacity, provided they are compatible with other City goals.
- LUT 15.2** Optimize and maintain the performance of the traffic signal system and the street system to facilitate traffic flow and to minimize vehicular pollutant emission levels.
- LUT 15.3** Support the implementation of enhanced transit service concepts (such as Transit First!) on H Street and other major east/west arterials. Enhance east/west accessibility with use of Bus Rapid Transit (BRT).
- LUT 15.4** Develop an overall transportation system plan and standards, including an evaluation of service levels, to address mobility, accessibility, and linkage between eastern and western Chula Vista.
- LUT 15.5** Develop a convenient, destination-oriented shuttle system within the City that links activity centers, recreation opportunities, and other appropriate important destinations. Ensure that such a system is environmentally-friendly, affordable, and accessible, and connects Downtown Third Avenue, the Civic Center, H Street, and the Bayfront.





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7.8 Land Use and Transportation Integration

Transportation and travel are important quality of life components for Chula Vista residents. Ease of getting back and forth to work and school, the amount of time spent commuting, and the number and degree of choices available for getting around are very important to the health and sustainability of Chula Vista. Land use type, function, and location all have a major effect on transportation use, and decisions about transportation influence what is built and where. Planning for land use and transportation facilities must be considered together to achieve the best solutions. Land use and transportation integration that provides for safe access to all modes of travel improves overall public health and sustainability, and decreases air pollutants, greenhouse gas emissions, and natural resources.

Objective - LUT 16

Integrate land use and transportation planning and related facilities.

Policies

- LUT 16.1** Promote the development of well-planned communities that will tend to be self-supportive and, thus, reduce the length of vehicular trips, reduce dependency on the automobile, and encourage the use of other modes of travel.
- LUT 16.2** Ensure that new development and community activity centers have adequate transportation and pedestrian facilities and safe connections to.
- LUT 16.3** Provide direct and convenient access to public transit stops within residential, commercial, and industrial areas.
- LUT 16.4** Develop plans, policies, and standards for enhancing interchanges and bridge crossings along (or over/under) the Interstate 5, Interstate 805, State Route 54, and State Route 125 corridors to support transit, vehicular, non-motorized, and pedestrian connections.
- LUT 16.5** Work with local transit agencies to determine if there are gaps in bus routes that provide service from underserved neighborhoods to healthy food opportunities.
- LUT 16.6** Work with local transit agencies to improve transit service linking residents with destinations (such as jobs and retail, especially in underserved neighborhoods)

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- LUT 16.7** Work with local transit agencies to ensure that bus routes provide service from underserved neighborhoods to healthy food retail outlets and farmer markets.

Objective - LUT 17

Plan and coordinate development to be compatible and supportive of planned transit.

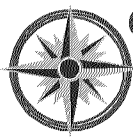
Policies

- LUT 17.1** Designate sufficient land at appropriate densities to support planned transit and require that development be transit-oriented, as appropriate to its proximity to transit facilities.
- LUT 17.2** Direct higher intensity and mixed use developments to areas within walking distance of transit, including San Diego Trolley stations along E, H, and Palomar Streets, and new stations along future transit lines, including Bus Rapid Transit (BRT).
- LUT 17.3** Establish new Town Centers in the East Planning Area to be transit-oriented and include a transit stop or station.
- LUT 17.4** Require developers to consult and coordinate with SANDAG and the City to ensure that development is compatible with and supports the planned implementation of public transit.



7.9 Improving Vehicular And Transit Mobility

The City of Chula Vista will continue its efforts to develop and maintain a safe and efficient transportation system with adequate roadway capacity; however, the City's ability to widen roads to accommodate increased demand from automobile traffic is limited. In some areas road widening is not consistent with goals to create streets that are pedestrian-friendly and safe. Chula Vista is committed to creating streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.



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Objective - LUT 18

Reduce traffic demand through Transportation Demand Management (TDM) strategies, increased use of transit, bicycles, walking, and other trip reduction measures.

Policies

- LUT 18.1** Support and encourage the use of public transit.
- LUT 18.2** Provide an efficient and effective paratransit service for elderly and handicapped persons unable to use conventional transit service.
- LUT 18.3** Provide and enhance all feasible alternatives to the automobile, such as bicycling and walking, and encourage public transit ridership on existing and future transit routes.
- LUT 18.4** Use master planning techniques in new development and redevelopment projects to enable effective use of public transit.
- LUT 18.5** Implement TDM strategies, such as carpooling, vanpooling, and flexible work hours that encourage alternatives to driving alone during peak periods.
- LUT 18.6** Encourage employer-based TDM strategies, such as: employee transportation allowances; preferential parking for rideshare vehicles; workplace-based carpool programs; and shuttle services.
- LUT 18.7** Support the location of private “telework” centers.
- LUT 18.8** Encourage establishment of park-and-ride facilities near or at transit stations, as appropriate to the area's character and surrounding land uses.
- LUT 18.9** Adopt roadway design guidelines that enhance street connectivity for pedestrians.

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Objective - LUT 19

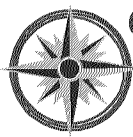
Coordinate with the regional transportation planning agency, SANDAG, and transit service providers such as the Metropolitan Transit System (MTS), to develop a state-of-the-art transit system that provides excellent service to residents; workers; students; and the disabled, both within the City, and with inter-regional destinations.

Policies

- LUT 19.1** Designate transportation corridors as potential express transit facilities, such as Bus Rapid Transit (BRT).
- LUT 19.2** Actively support and contribute to local and regional planning efforts for the design and implementation of regional transit facilities.
- LUT 19.3** Support the implementation of Transit First! concepts and other innovative technologies to raise the standard of transit service.
- LUT 19.4** Provide incentives to promote transit in higher density areas.
- LUT 19.5** Plan for and promote improved access between the Palomar Street, E Street and H Street light rail stations and land uses east of those stations and to the Bayfront. This may involve the construction of separate bridges or ramps connecting Chula Vista streets to transit facilities and/or a deck over Interstate 5 to the Bayfront.

Objective - LUT 20

Make transit-friendly roads a top consideration in land use and development design.



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Policies

LUT 20.1 Incorporate transit-friendly and pedestrian-friendly elements into roadway design standards, such as signal priority for transit and adequate sidewalk widths for pedestrians.

LUT 20.2 Protect rights-of-way where possible to facilitate future transit service and support the development of secure park-and-ride lots within walking distance of transit stations.

Objective - LUT 21

Continue efforts to develop and maintain a safe and efficient transportation system with adequate roadway capacity to serve future residents, while preserving the unique character and integrity of recognized communities within the City.

Policies

LUT 21.1 Provide alternatives and mitigation strategies, as reflected in SANDAG's Regional Comprehensive Plan, so that the area's transportation system is able to move people effectively through a combination of modes.

LUT 21.2 Conduct periodic analysis of the existing circulation system to verify that acceptable levels of service are provided on circulation corridors, as well as individual signalized intersections, as part of a comprehensive growth management program.

LUT 21.3 Minimize adverse impacts of the transportation system on adjacent land uses

LUT 21.4 Maintain and improve existing infrastructure for the movement of people, goods, and vehicles within and throughout the City.

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LUT 21.5 Consider public and personal safety and comfort factors in the design of major transit centers and their connections to the surrounding area, including consideration of crime prevention through environmental design (CPTED) principles and minimizing potential vehicle/pedestrian conflicts..



7.10 Grade Separated Transit Crossing at E Street and H Street

The San Diego Trolley Blue Line passes through the western part of the City of Chula Vista, along the east side of Interstate 5, with stations at E Street, H Street, and Palomar Street. Because the Trolley crossings of City streets are currently at-grade, station stops block the flow of traffic between Interstate 5 and western Chula Vista, resulting in delays and queues. This is especially true on E Street and H Street, which are major east/west roads linking the freeway and the western part of the City. These conditions will worsen due to local and regional traffic growth and the planned increase in Trolley service. Grade separation will reduce east/west traffic delays. Projected gridlock-like conditions will be substantially improved, because east/west traffic will flow through intersections without the queues and delays caused by increased Trolley crossings and their gate operations.

Objective - LUT 22

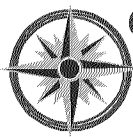
Encourage regional and local efforts to continue planning for enhancements to Light Rail Trolley service along the west side of the City.

Policies

LUT 22.1 Provide grade separated Trolley crossings at E Street and H Street.

LUT 22.2 Pursue regional, state and federal funding for grade separated Trolley crossings of E and H Streets.





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7.11 Increase Mobility Through Use of Bicycles and Walking

Bicycles are an alternative to driving, accommodating longer trips than walking, especially when combined with transit. Every trip begins and ends with walking, so the pedestrian environment becomes the primary transportation element that connects all travel modes. For walking and bicycling to be viable alternatives to travel by car, the bicycle and pedestrian systems must efficiently and conveniently connect residential areas and activity centers in a safe and comfortable manner, and within an interesting environment.

The creation of a transportation system that integrates Complete Streets design features and maximizes safety for drivers, transit users and pedestrians of all ages and abilities will increase mobility throughout the City. Complete Streets should be designed and operated to enable equal safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities; the result being transportation projects that make the street network better and safer.

Objective - LUT 23

Promote the use of a balanced transportation system that maximizes safe and non-polluting alternatives for mobility

Policies

LUT 23.1 Encourage the use of bicycles and walking as alternatives to driving by providing safe routes..

LUT 23.1a Set a walkability distance goal of .25 to .5 miles (maximum distance a person needs to walk) for residents' access to daily retail needs or nearest transit stops.

LUT23.1b Support walkability audits to identify inconvenient routes or route with potential hazards; and prioritize infrastructure improvements in communities with the most need.

LUT 23.2 Foster the development of a system of inter-connecting bicycle routes throughout the City and region.

LUT 23.3 In order to provide more choices for mobility, preserve, restore, or provide the opportunity for a cyclist to ride a bicycle or pedestrian to walk to virtually any chosen destination including transit hubs.

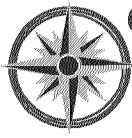
LUT 23.4 Link major residential areas with principal trip destinations, such as schools; and recreational opportunities, such as schools, parks; trails; community centers and shopping centers.

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- LUT 23.5** Provide linkages between bicycle facilities that utilize circulation element alignments and open space corridors.
- LUT 23.6** In addition to using open space corridors, off-street bicycle trails should use flood control and utility easements. The trails shall be designed to minimize interaction with automobile cross traffic.
- LUT 23.7** Provide bicycle support facilities at all major bicycle usage locations.
- LUT 23.8** Provide and maintain a safe and efficient system of sidewalks, trails, and pedestrian crossings.
- LUT 23.8a** Use traffic calming techniques to improve integration between pedestrians, bicyclists and motor vehicles.
- LUT23.8b** Ensure that pedestrian routes and sidewalks are integrated into continuous networks.
- LUT 23.8c** Establish street/sidewalk/trail design guidelines that accommodate a range of users; including access for disabled and bicyclists where feasible.
- LUT 23.9** Promote walking by providing short, direct, safe, and pleasant routes between residential areas and transit stations and/or activity centers.
- LUT 23.10** Promote the system of trails envisioned within the Chula Vista Greenbelt.
- LUT 23.11** Implement recommendations of the City's Bikeway Master Plan and Greenbelt Master Plan.
- LUT 23.12** Provide opportunities for use of personal mobility devices.
- LUT 23.13** New overpasses and interchanges should incorporate the Complete Streets design to accommodate safe travel for all users of all abilities.
- LUT 23.14** Require new development projects to provide internal bikeway systems with connections to the citywide bicycle networks.





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7.12 Regional Cooperation and Coordination

Many important issues affecting Chula Vista's quality of life, such as traffic congestion; air quality; jobs; and economic prosperity are regional issues shared by San Diego County's other cities, and unincorporated areas. Region-wide discussion and planning, with coordinated action and implementation, can address and improve regional issues and concerns that affect Chula Vista. The Regional Comprehensive Plan (RCP) approved by SANDAG in July 2004 provides a common basis for the region's cities to address issues of mutual concern and to provide balanced, regional solutions. It is important that the City continue to participate on regional bodies that address these issues, and continue to advocate and support proposed RCP solutions that will improve the quality of life for City residents.

The City is also influenced and affected by activities that take place immediately adjacent to its corporate boundary, such as National City, San Diego, and the Port of San Diego; within its sphere of influence, such as San Diego County's Sweetwater Community Plan area; or in the nearby surrounding area, such as the Otay Valley and Otay Mesa. Chula Vista needs to address issues of concern or problems in these areas, including establishment of appropriate municipal service boundaries and clear community identity, and proactively work with the appropriate jurisdiction to develop solutions.

Objective - LUT 24

Work cooperatively with other agencies and jurisdictions to address regional issues that affect the quality of life for Chula Vista's residents, such as land use, jobs/housing balance, transportation, mobility, and economic prosperity, and advocate proactively with appropriate agencies regarding key issues.

Policies

LUT 24.1 Continue to coordinate with regional planning agencies to address regional issues integral to Chula Vista residents' quality of life, and advocate proactively with appropriate bodies regarding key issues.

LUT 24.2 Coordinate City strategies with SANDAG, member jurisdictions and other appropriate agencies and/or organizations to meet housing and employment needs.

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LUT 24.3 Coordinate and cooperate with, and advocate the City's position and strategies on key issues with, appropriate State-wide agencies and organizations, including but not limited to Caltrans and the League of Cities.

LUT 24.4 Coordinate airport land use compatibility planning with the San Diego County Regional Airport Authority, in its role as the San Diego County Airport Land Use Commission.

LUT 24.5 Coordinate and work closely with the Port of San Diego to ensure compatible land uses to meet recreational, visitor serving, housing, commercial, and maritime needs in the Chula Vista Bayfront.

Objective - LUT 25

Address issues of concern or specific problems in areas immediately adjacent to the City's boundaries or within nearby surrounding areas, and proactively work with the appropriate jurisdiction to develop solutions.

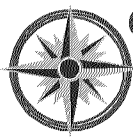
Policies

LUT 25.1 Work with the City of San Diego to adjust the boundary between San Diego and Chula Vista to generally follow the Otay River.

LUT 25.2 Work with the National City to adjust the boundary between National City and Chula Vista to generally follow the Sweetwater River/State Route 54.

LUT 25.3 Work with the Port of San Diego to adjust the boundary between the Port Lands and Chula Vista in conformance with the Bayfront Master Plan.





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7.13 Relationship of Density / Intensity to Amenities

Development in Chula Vista over the past 50 years has been primarily suburban in nature -- relatively low-density housing, well served by roadways where residents usually need to drive to shop, work, and play. Now Chula Vista is evolving from a suburban community into a city with a more urban-type environment in certain areas, primarily eastern Chula Vista's Eastern Urban Center (EUC) and portions of western Chula Vista. Urban-type environments are characterized by a mix of land uses and housing types, especially higher density, within walking distance of daily shopping needs; restaurants; entertainment; parks; plazas, and community facilities.

Various strategies will be employed to provide the needed community amenities for existing and new development in mature areas of Chula Vista.

Future urban-type development in the City will bring increased demand for services, infrastructure, and other needs. Due to the mostly built-out condition in the more mature areas west of Interstate 805, available land for acquisition for public parks and plazas is scarce and expensive. Various strategies will be employed to provide the needed community amenities for existing and new development in these mature areas of Chula Vista.

All new construction, redevelopment, and infill development will observe City requirements and standards to provide necessary improvements. Implementation will be guided by appropriate plans and documents, including, but not limited to, the development standards and guidelines found in existing and future Specific Plans and other regulatory documents. The allowable density and intensity of development is tied to the provision of amenities needed to achieve the community's vision for a well-balanced urban environment. The amenities and incentives are intended to achieve the General Plan's vision and objectives for a vibrant and varied community that enhances and preserves Chula Vista's unique features. Mixed use development, additional housing opportunities, and a transit-oriented, pedestrian-friendly urban environment provide for improved livability for residents, workers, and visitors.

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Objective - LUT 26

Establish an Urban Core Improvements Program for the Urban Core Subarea.

Policies

LUT 26.1 Through the Urban Core Specific Plan, determine an urban framework for streets and gateways; transit accommodation; a network of parks and urban plazas; pedestrian-oriented streets; pedestrian and bicycle linkages; and activity nodes.

LUT 26.2 Establish an Urban Core Improvements Program that addresses the urban framework elements; implements Urban Mobility techniques and parking strategies; determines what is needed in various areas; and sets priorities for implementation.

LUT 26.3 Develop methods to finance the Urban Core Improvements Program, including but not limited to, Developer Impact Fees, tax increment financing (in redevelopment areas), and/or other financing programs.

Objective - LUT 27

Establish a program for development to provide public amenities, and/or community services necessary to support urban development and implement the following policies.

Policies

LUT 27.1 Establish a program that relates the allowable floor area ratios (FAR) and residential densities of projects to the provision of the following potential public benefits or amenities and community services, as well as others not listed:

- Public plazas and pocket parks
- Water features in public open spaces



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- Public art
- Streetscape improvements
- Pedestrian path improvements
- Enhanced pedestrian connections between parks, public spaces, and neighborhoods by means of paths and open space areas
- Jogging, walking, and fitness trails
- Outdoor through-block connections
- Sidewalk widening
- Arcades
- Upper-level setbacks for buildings more than 30 feet above grade
- Lower-level planting terraces or landscaping
- Underground parking and loading
- Parking concealed by occupiable space
- Additional on-site structured parking for adjacent commercial or residential uses
- Off-site park and open space contributions
- Transit station access and improvements
- Bike lockers
- Locate secure bicycle parking facilities near transit centers and major public and private buildings
- Human services programs, such as child daycare or senior daycare
- School or educational amenities
- Acquisition and maintenance of significant architecture or historical buildings or features
- Larger lot sizes created through lot consolidations
- Streetfront facades/windows
- Affordable housing

Objective - LUT 28

Consider use of lot consolidation, where appropriate, so that projects meeting the objectives of this General Plan can be achieved, and a high level of community amenities can be provided.

Policies

LUT 28.1 Recognize that small lot sizes existing in the Urban Core Subarea and elsewhere may hinder implementation of projects; therefore, where appropriate, encourage and facilitate the consolidation of lots in order to meet the objectives of this General Plan and achieve a higher quality project with enhanced community amenities.

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LUT 28.2 Encourage development of projects on larger lots and consolidated lots in order to achieve the objectives of this General Plan and to take advantage of any incentives program.



7.14 Clustering of Residential Development

The concept of residential clustering involves the aggregation or grouping of allowable residential units onto a reduced land area on a particular site, typically in response to the site's unique physical characteristics. These characteristics include such items as: topography; geology; biological resources; or other similar constraints. Clustering may also be used to provide additional amenities for project residents, such as creating open space and/or recreational opportunities. Clustering is most effective when both the site resources and the residents are benefited.

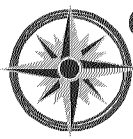
One concern with clustering is that the resulting residential type and/or configuration becomes different than that intended for the area (in a non-clustered situation), and raises issues of consistency and compatibility. To respond, the degree of clustering should not result in housing types inconsistent to the area, such as creating multi-story, multifamily units in a single family designated area. In such an instance, smaller lot single-family dwellings, and single-family attached units or townhomes would be more appropriate. To address another concern, use of clustering is not intended to yield a number of units that would otherwise not be approved on the site in a normal configuration.

Objective - LUT 29

Allow for the clustering of residential development to respond to site constraints, and improve amenities for project residents.

Policies

LUT 29.1 Clustering in response to site constraints must accomplish one or more of the following: preservation of natural landforms; significant reduction in the amount and extent of grading; response to geologic, soil or other hazards; and/or protection of sensitive biological resources.



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LUT 29.2 Clustering may be allowed when it aggregates open space with the project for amenity and recreational purposes, and/or improves the visual and functional qualities of the project.

LUT 29.3 Clustering shall not result in the creation of dwelling product types that are substantially out of character with the intended dwelling type for the subject General Plan residential classification. The introduction of some unit types typically applicable to the next highest residential density classification may be allowed, provided that the predominant character of the project maintains consistency with the applicable residential classification.



7.15 Parking

Parking is a major component of existing and new development or redevelopment; however, parking demand and how it is met should not dominate or detract from the urban environment. Excessive land used for surface parking reduces residential and commercial densities and increases the distance between buildings and streets. A neighborhood or district's parking supply should be appropriate for the area's land uses and level of transportation service. Parking facilities should fit well within the area and not negatively affect its pedestrian-oriented environment, aesthetic qualities, or overall appearance.

Objective - LUT 30

Use parking management to better utilize parking facilities and implement policies to reduce parking demand before considering public expenditures for additional parking facilities

Policies

LUT 30.1 Consider limiting parking in appropriate areas to discourage single-occupant vehicle commuting and to reinforce non-auto travel modes, but not so limiting as to adversely affect the viability and vitality of the area.

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LUT 30.2 Consider establishment of maximum allowances for off-street parking spaces in mixed use zones where parking demand could be offset by close proximity of uses or availability of transit.

LUT 30.3 Emphasize the provision of short-term parking (e.g., parking duration limits, time-of-day, restricted parking zones) over long-term parking in commercial areas.

Objective - LUT 31

Provide parking facilities that are appropriately integrated with land uses; maximize efficiency; accommodate alternative vehicles; and reduce parking impacts.

Policies

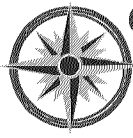
LUT 31.1 Strategically locate parking structures to serve commercial and employment centers, and to provide park and ride opportunities for use of express shuttle, trolley service, and other transit.

LUT 31.2 Encourage consolidation of surface parking lots into structured parking facilities where appropriately located and well-designed.

LUT 31.3 Provide parking and recharging facilities for alternative vehicles such, as bicycles and electric and low-emission vehicles.

Objective - LUT 32

Evaluate the use and applicability of various strategies to provide parking.



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Policies

- LUT 32.1** Consider the joint use of parking facilities in mixed use areas where peak parking occurs at different times of the day or week and the parking facility is within one quarter mile of the uses it will serve.
- LUT 32.2** Consider the establishment of parking districts that may include a variety of public parking facilities, including surface lots and parking structures, to provide parking for a bounded geographical area.
- LUT 32.3** Consider the use of parking credits for developers in exchange for transit facility placement, bicycle facilities, and/or monetary contribution toward public parking.
- LUT 32.4** Consider the use of in-lieu fees, whereby a specified amount is submitted to the City for each parking space not provided on site, which the City shall subsequently use for the construction of public parking facilities.

Objective - LUT 33

Ensure that parking facilities are appropriately sited and well-designed in order to minimize adverse effects on the pedestrian-oriented environment, and to enhance aesthetic qualities.

Policies

- LUT 33.1** Off-street surface parking areas should be located and designed in a manner that supports and does not conflict with pedestrian activity, such as to the side or rear of buildings, wherever feasible. In pedestrian-oriented areas, locate surface parking lots to the rear or side of buildings, wherever feasible.
- LUT 33.2** Establish design guidelines for the siting and creation of parking structures, including the requirement that parking structures adjacent to street frontage have ground floor commercial uses along the frontage and that their facades incorporate design features that enhance the street frontage.

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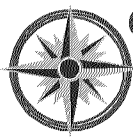
7.16 Planning For Healthy Communities

Both Land use and transportation, have a strong influence on people's lifestyles and in promoting a healthy and sustainable community. Land use arrangements and mixes that provide safe, easy and convenient access to, transit and other non-auto modes of travel ,access to daily needs, conveniences, and employment, and phisical activity create the underpinnings for a healthy community.

Auto emissions are the single largest source of air pollution, and air quality is a major environmental health factor therefore multi-modal options that reduce reliance on the auto should be pursued. The availability of safe, convenient and connected walking paths, trails and bikeways, and neighborhood-based park and recreational options also promote physical activity and exercise. Providing mobility options can improve environmental healthy by reducing reliance on auto usage.

Highlighting the growing awareness of the need for healthy planning the national “Healthy Community” Initiative stresses healthy choices at all levels from appropriate placement of land uses to ensure that citizens are not adversely affected by uses that may present health risks, development of an interconnected transportation system that meets the varied modal needs of all travelers, to opportunities for exercise and easy and convenient access to physical activity, to recreation facilities and healthy food choices.

Another important facet of the Healthy Community initiative is increasing availability and access to healthy food choices. This is particularly relevant in lower income areas that may have limited food choices. Those areas are likely to be prone to concentrations of fast-food restaurants and an over-concentration of small grocery stores that do not carry a full range of products including fresh produce. Increased focus toward ensuring that neighborhood-serving commercial areas provide access to a full range of healthy food is fundamental to the success of a healthy community. This section includes policies designed to ensure that sources of healthy foods are accessible in all neighborhoods. Other parts of the General Plan also relate to the notion of a healthy and sustainable community and address topics such as mixed use and transit oriented development, a balanced interconnected and safe transportation system, access to trails and park and recreation facilities and services; sustainable development; protection of the environment and people from air and water pollution and hazardous materials. For instance, other sections of this Land Use and Transportation Element address Land Use and Transportation Integration, Improving Vehicular and Transit Mobility, and Increasing Mobility Through Use of Bicycles and Walking; Section 3.5 of the Public Facilities and Services Element deals with Parks and Recreation, and includes an objective and policies on Joint Use of Park and School Facilities; the Environmental Element (Chapter 9) contains sections on Sustainable Development; Promoting Clean Air including indoor air quality; Protecting Water Quality; and Hazardous Materials and Waste.



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Objective - LUT 34

Support healthy lifestyles among residents through increasing opportunities for regular physical activity and healthy food choices.

Policies

- LUT 34.1** Encourage the development of parks and open space, as well as a network of pedestrian walkways for physical activity in all neighborhoods.
- LUT 34.2** Provide adequate lighting for streets; parks; recreation facilities; sidewalks; and bike paths to promote their use.
- LUT 34.3** Promote access to fresh healthy, and affordable foods through opportunities such as farmer's markets
- LUT 34.4** Encourage fresh food access in all neighborhoods.
- LUT 34.5** Utilize existing incentive programs, and create new programs to encourage neighborhood grocery stores to sell fresh, healthy foods, such as produce, in underserved areas..

Objective - LUT 34A

Avoid concentrations of unhealthy food providers within underserved neighborhoods.

Policies

- LUT 34A.1** Encourage the development of incentives to attract businesses that provide healthy food options particularly in underserved areas and neighborhoods with a prevalence of convenience, fast food, and liquor stores.
- LUT 34A.2** Evaluate limiting the number or concentration of fast food restaurants through amendments to the zoning ordinance.
- LUT 34A.3** Consider developing a policy or a program that limits the number or concentration of liquor stores or other retailers that sell alcohol for off-site consumption.
- LUT 34A.4** Prioritize healthy food development incentives in areas with a high ratio of convenience, fast food, and liquor stores.

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LUT 34A.5 Provide incentives such as fast-track permitting for grocery stores that are located in or want to locate in underserved areas.

Objective - LUT 34B

Foster health and well being of all residents by building relationships and implementing procedures that makes access to fresh food a priority

Policies

LUT 34B.1 Support Community Gardens as a means to enhance the availability and appreciation for fresh fruits and vegetables and to provide an opportunity for exercise, additional green space and a place for community gatherings.

LUT 34B.2 Modify and update the Community Garden Policy to encourage the use of underutilized parcels, both public and private, for community gardens; and other modifications as necessary.

LUT 34B.3 Through implementation of the adopted Community Garden Policy identify and inventory potential community garden sites on underutilized parcels, schoolyards and public spaces and pursue appropriate agreements to facilitate development of community gardens at these sites.

LUT 34B.4 Encourage community-based organizations to take an active role in sponsoring community gardens and other opportunities for access to fresh and healthy foods.

LUT 34B.5 Explore the idea of amending the municipal code and city policies to address opportunities for urban agriculture.

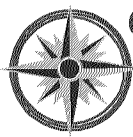
Objective - LUT 34C

Encourage healthy eating habits and the promotion of good nutrition and healthy eating

Policies

LUT 34C.1 Through the City's various means of communication disseminate information about healthy eating habits.

LUT 34C.2 Consider requiring restaurants to post nutrition information for menu items.



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LUT 34C.3 Create programs to encourage restaurants to adopt menus consistent with dietary guidelines.

LUT 34C.4 Create incentives to encourage restaurants to use locally grown produce.

LUT 34C.5 Collaborate with health officials, school districts, and community members to educate the public about the benefits of good nutrition and healthy eating and opportunities for access to healthy and fresh food.

LUT 34C.6 Create a marketing plan that focuses on educating the community on the importance of good nutrition and healthy eating and identifying Chula Vista as a healthy community.



7.17 Evaluations for Mobilehome Developments; Mobilehome Overlay District

As noted in LUT Section 7.1 and in Housing Element Part 1, Section 3.0, maintaining an adequate supply of land designated and zoned at appropriate densities to support a variety of residential housing types is an important component of ensuring sufficient diversity and balance to meet the needs of existing and future residents.

In Chula Vista, mobilehome developments have historically been a part of that supply, and have effectively provided a unique and affordable housing source. Housing costs for mobilehome living are often lower than market rates for other types of housing such as comparable sized rental apartments. As such, it is not uncommon to find that many of the households residing in mobilehome developments are living on fixed incomes, or are otherwise in need of lower-income affordable housing. Additionally, many residents own their own coach, but rent or lease the land space, leaving them vulnerable to changes in land use. These circumstances can present added challenges in finding suitable replacement housing options for mobilehome residents in the event of potential closure of one or more of these developments.

As shown on Figure 5-18(A), there are currently 32 mobilehome developments within the City in a variety of settings ranging from well organized and maintained parks with exclusive Mobile Home Park (MHP) zoning, to less formal and often smaller trailer parks in areas zoned for commercial or other development. Within the Urban Core Subarea, several mobilehome developments fall within the Interstate 5 Corridor District where higher density housing and transit-focused mixed uses are envisioned to occur. With increasing housing demands and rising land costs throughout the region, the likelihood for potential closure of some mobilehome Developments over time is real.

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In recognition of these circumstances, and in order to better balance the often unique needs of mobilehome residents with the challenges in locating suitable replacement housing, it is important that analysis and planning be undertaken in accordance with the principles of the Housing Element objectives prior to the City's consideration of any requested change in use and/or rezoning affecting any of the existing mobilehome sites. In order to accomplish this, the Mobilehome Overlay District is established to ensure that the appropriate evaluation and consideration of the affects of potential changes in use and/or urban redevelopment on this Unique form of housing from the standpoints of housing opportunity, affordability, and displacement, replacement and/or relocation assistance is conducted in accordance with the Principles et forth in the Housing Element and the Municipal Code.

As stated in the following Objective and Policies, the Mobilehome Overlay District ensures that the analysis and planning on the affects of closure on existing mobilehome residents is conducted and that the property owner and/or project proponent has prepared and carried out a Plan to address those affects as required by the Municipal Code.

Objective - LUT 34-D

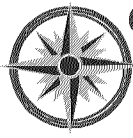
Ensure sufficient evaluation and response to the effects of any change
Of use or urban redevelopment of existing mobilehome developments.

Policies

LUT 34.D.1 Prior to the City's consideration of any proposed change of use and/or rezoning pursuant to Municipal Code Chapter 9.40 of any mobilehome development properties within the City as identified on Figure 5-18(A), the property owner and/or project proponent shall prepare a plan in conformance with applicable State and City regulations including Municipal Code Chapter 9.40, and to the satisfaction of the Director of Planning and Building and the Director of Community Development, that provides steps and provisions to mitigate any adverse impacts of the conversion on the affected residents.

LUT 34.D.2 At the time of consideration of any change of use and/or rezoning of any of the mobilehome properties noted above, the City Council shall review the plan prepared under Policy 34.A.1, and prior to taking action on said change of use and/or rezoning in accordance with the requirements of Municipal Code Chapter 19.06 and section 19.12.020, shall make the following findings:

- That the proposed change of use and/or rezoning will not adversely affect attainment of the City's goal to provide a variety of housing options within the City. (Housing Element Objective 3)



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- That the proposed change of use and/or rezoning is supported by sound planning principles, and higher density, affordable replacement housing within the City will remain in sufficient supply. (Housing Element Objective 3)
- That the property owner and/or project proponent plan does ensure sufficient evaluation and response to the effects of the change of use and/or rezoning of the existing mobilehome development. (Housing Element Objective 4)
- That the proposed change of use and/or rezoning will not result in severe or undue hardship on affected mobilehome residents. (Housing Element Objective 4)
- That the property owner and/or project proponent plan complies with applicable City and State mobilehome conversion and relocation regulations. (Housing Element Objective 4)
- That prior to the commencement of any closure of the mobilehome development, that the property owner(s) will prepare and ensure performance of a detailed closure and relocation plan consistent with the requirements of CVMC Section 9.40 and applicable State regulations, and to the satisfaction of Directors of Planning and Building and Community Development.

Objective - LUT 34-E

Explore opportunities to reduce Disease, Injury and Obesity

Policies

- LUT 34.E.1** Utilize quantitative data such as Health Impact Assessments as a means of assessing the health impacts of city policies, plans, and both public and private projects.
- LUT 34.E.2** Implement systematic measurement and reporting techniques to monitor and assess the health of Chula Vistans and utilize the data to identify and implement policies and programs for improvement.
- LUT 34.E.3** Include health advocates into program and project review processes.
- LUT 34.E.4** Encourage the location of health services throughout the community and especially within underserved communities.

Mobile Home Overlay District

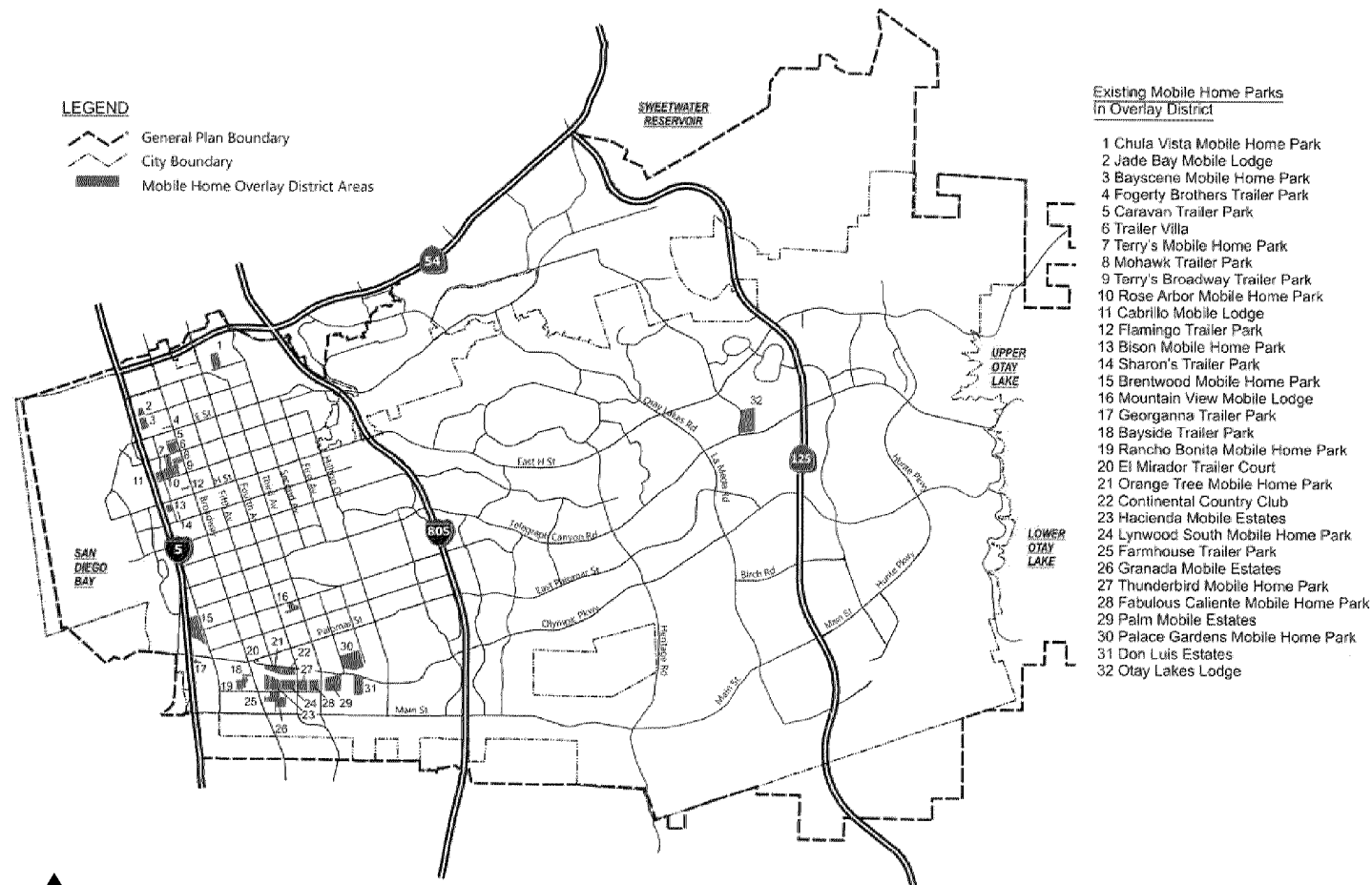


Figure 5-18A

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APPENDIX B

2.2 Growth Management

The following programs and plans have been adopted to guide future development of Chula Vista:

Chula Vista citizens recently voted to pass Measure A and Measure P. These measures provide funding for public safety and infrastructure to meet the needs of increased demand for public safety and improve existing facilities and infrastructure, which can satisfy growth management efforts and facilitate residential development.

The City recently adopted Accessory Dwelling Unit and Junior Accessory Dwelling Unit Ordinances that provide affordable housing on lots with existing or proposed dwellings in zones where residential development is allowed including multifamily and commercial zones. These units generally do not significantly impact public service and infrastructure capacity while increasing the number of available housing. As of January 2020, the State enacted laws that promote accessory dwelling development by mandating municipalities to reduce or eliminate zoning regulations and fees.

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APPENDIX B



2.3 Density Bonus

State law allows a developer willing to provide a percentage of the housing units for targeted populations an increase in the density of a residential development, implementation of prescribed parking standards, and for certain developments, waivers of developments standards and additional incentives or financial equivalent (such as modified development standards or reduction/waiver of application or development impact fees).

% of DUs to be Restricted	Targeted Populations
5%	Very Low-Income households (incomes 50% and less of median)
10%	Lower-Income households (incomes 80% or less of median)
10%	Moderate-Income households (120% of median income) but only if project is common interest for sale development
10%	Transitional Foster Youth, Disabled Vets or Homeless Persons and restricted to Very-Low-Income rents (AB 2442; 09/28/2016)
100%	Lower-Income households, but may include a max of 20% for Moderate Income (AB 1763; 10/09/2019)
20%	Low-Income student housing (SB 1227; 09/29/2018)
100%	Senior citizen housing development

With recent State legislation passed since the 2013 Housing Element, the City will need to revise Chapter 19.40 of the Chula Vista Municipal Code (CVMC) for compliance with State Density Bonus law at California Government Code Section 65915.





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APPENDIX C



2.3 Availability of Public Services and Facilities

Prior to the approval of future residential development, the provision of adequate infrastructure is a required finding to assure adequate infrastructure and services are in place as development occurs. Additionally, Chula Vista currently has adequate public services and facilities to serve all new residential development that may occur throughout the City, and, fees are collected for new and infill development to maintain said services and facilities.



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APPENDIX G

meeting City staff provided an update of the current status of the 6th Cycle Housing Element Update process. The meeting provided an opportunity for the Commission to review proposed policies and programs for the 6th cycle Housing Element update, receive public comment and provide direction to staff on housing issues and policies of the Housing Element.

- Commission on Aging - On February 12, 2020 a publicly noticed meeting was held to discuss the RHNA allocation, understand the Housing Element process and requirements, review data, receive public comment and provide direction to staff on housing issues and policies of the Housing Element.
- Growth Management Oversight Committee meeting of September 17, 2020 - This publicly noticed meeting provided an opportunity to the Committee to hear an update on current housing legislation, the Housing Element process, policies and status of the 6th Cycle Housing Element Update process and allowed the Commission to review data, receive public comment and provide direction to staff on housing and its impact on quality of life of the community.
- Development Oversight Committee was provided a presentation on **RHNA** and the kickoff the Housing Element 6th cycle and on January 28, 2021 was provided an overview of the Housing Element and proposed Housing Element policies and programs, particularly those that were being revised and new to the 6th cycle related to recent housing legislation.

The City hosted four online meetings with stakeholders and community organizations on August 20 and 24, 2020. Attendance for all events were low with three to five persons attending each event.

On August 20, 2020, City staff hosted two meetings for community stakeholders, one for market rate and affordable housing developers and other housing industry professionals and one for social service providers, advocates and educators. Over 40 developers and organizations were mailed invitations, a Public Notice was circulated for both meetings and the meetings were advertised on the City's website.

On August 24, 2020, City staff hosted online meetings with the public both in English and Spanish. Advertisement of these meetings were placed in the City's newsletter, on its website and posts

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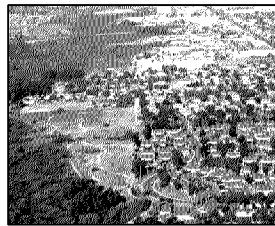
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1.0 INTRODUCTION

1.1 Purpose and Scope

The Environmental Element establishes the policy framework for improving sustainability through the responsible stewardship of Chula Vista's natural and cultural resources, promotion of both physical and environmental health, and protection of persons and property from environmental hazards and noise. It contains policies that reconcile conflicting demands created when population growth and development consumes natural resources--both renewable and non-renewable, finite resources and environmental justice policies to help achieve a healthy sustainable community for everyone



The California Government Code requires General Plans to include conservation, open space, noise, and safety elements. These elements address relevant environmental issues, including: open space; water quality and conservation; biological resources; mineral resources; air quality; cultural resources; agricultural resources; energy; noise; and geologic, flood, and wildland fire hazards. These and other issues and topics are addressed in this Environmental Element, which is divided into the following sections: Conservation; Open Space; Natural Hazards; Hazardous Materials and Waste; and Noise.

1.2 Implementing the Vision and Themes

The Vision for Chula Vista is to preserve and enhance the unique features that give Chula Vista its character and identity, while at the same time improving our community and meeting the opportunities and challenges that lie ahead. Achieving this Vision requires that the City recognize that its natural resources are finite, and that responsible and just stewardship is essential for the future enjoyment and utilization of these resources. The City further recognizes that integrating policies that promote a healthy and sustainable community is essential to the quality of life for all residents.

A full discussion of our Vision and seven Themes is found in Chapter 4 of this General Plan. This Environmental Element focuses on and develops four of those Themes:

- Theme 1: Strong Community Character and Image**
Chula Vista continues to develop as a city with a distinct identity that its citizens are proud to call home.



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Theme 4: Improved Mobility

Chula Vista provides a wide range of convenient and affordable mobility options that allow people to go from where they are to where they want to be, in a safe; pleasant; rapid; cost-effective; and environmentally friendly manner.

Theme 5: Healthy and Sustainable Community

Chula Vista is committed to the health and wellbeing of all of its residents.

Theme 6: High Quality Community Services

Chula Vista places a high priority on exemplary community services and facilities (such as police and fire protection, libraries, and park and recreation), and continues to ensure that services and infrastructure expand to match needs created by growth and redevelopment.



1.3 Relation to Other General Plan Elements and Policies

The elements of a general plan are closely interrelated. Each element must be internally consistent as well as consistent with one another. The Land Use and Transportation Element addresses the location and compatibility of land uses and provides for a planned pattern of land uses, including lands designated for habitat conservation, open space, and parks and recreation uses. Integration between Land Use and Transportation, such as mixed use, transit oriented development, is an integral part of a sustainable community. The Public Facilities and Services Element addresses municipal water and sewer services; parks and recreation facilities; solid waste disposal; and energy, all of which relate to the Environmental Element. Cross-references are provided, where applicable, throughout the Environmental Element to identify where these interrelationships with other elements exist.



1.4 Related Plans and Programs

1.4.1 Regional Growth Management Strategy

The Regional Growth Management (Strategy) was adopted by the San Diego Association of Governments (SANDAG) in 1993, as mandated by the voters through Proposition C, the Regional Planning and Growth Control Initiative. The Strategy takes “a quality of life” approach to growth management, and contains standards, objectives and recommended actions for nine quality of life factors, such as: air quality; water; sensitive lands and open space preservation and protection; and solid waste management. Through a joint powers agreement, local jurisdictions, including Chula Vista, have agreed to certify that their general plans are consistent with the Strategy.

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1.4.2 Regional Comprehensive Plan

SANDAG serves as the forum for decision-making on regional issues in San Diego County. Significant growth throughout the region and beyond has resulted in numerous challenges and anticipated future growth represents further challenges. As a result, SANDAG adopted the Regional Comprehensive Plan (RCP) in 2004 to help chart where the region's future growth should be focused and to prioritize public infrastructure investments. While new construction in the region in recent decades has occurred largely in previously undeveloped areas, the vision of the RCP is that future population growth will be focused away from rural areas and closer to existing and planned job centers and public facilities, including transit. The RCP was not designed as a regulatory plan, but rather as a guidance plan. As such, the preferred implementation approach is that local and regional agencies incorporate the recommended policy objectives and actions into their local and regional plans as these plans are updated in the future. Additionally, the RCP recommends that incentives be provided to member agencies for including the policy objectives in their plans, and for helping to implement the actions contained in the RCP. The City's General Plan supports relevant RCP policy objectives and actions.

1.5 Sustainable Development

Chula Vista's Vision to preserve and enhance the unique features that give the City its identity, while at the same time creating a healthy and sustainable community that meets the opportunities and challenges that lie ahead, can be achieved, in part, through the promotion of sustainable development.

The most widely accepted definition of "sustainable development" as presented by the United Nations World Commission on Environment and Development in 1987, is as follows:



"Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainable development is a means of balancing growth and economic progress with the protection of natural resources and the environment in a socially responsible manner. Sustainable development consists of three key components--economic security, environmental integrity, and social/cultural equity--that overlap and function together, as illustrated in Figure 9-1.



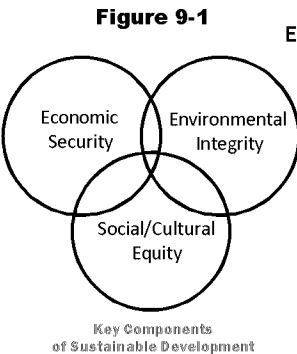
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These three components are equally important in developing a basis for sustainability, and are not mutually exclusive. Community sustainability is strengthened through identifying and addressing the issues that affect sustainable development, and creating measures to secure, protect, and enhance valuable resources and the physical health and well being of the community.



Sustainability issues exist on a global level and at all levels of government. This General Plan addresses sustainable development at the local, community level. Such a local effort requires coordination and cooperation between all agencies that provide services within the community. While not all aspects of sustainability can be affected locally, much can be achieved by including policies and programs in a jurisdiction's General Plan that promote sustainable development. Chula Vista currently implements a number of programs to promote sustainable development, and strives to expand upon such programs.

Based upon the three key components illustrated in Figure 9-1, the following discussion addresses the characteristics of sustainability related to municipal planning functions:



Economic Security focuses on balancing revenues and expenditures needed to provide sustainable services and improve the quality of life for local residents. This can be accomplished by creating a General Plan that facilitates revenue-generating sources sufficient to support the ongoing operation of a jurisdiction and its ability to provide the facilities and levels of service desired by the community. Jurisdictions can promote a mix of diverse jobs and affordable housing that provides the opportunity for residents to live and work within their community. By expanding educational opportunities within a community, residents can increase their marketable skills without leaving the area. A local economy that provide such opportunities is considered to be sustainable.

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Environmental Integrity deals with the preservation and conservation of natural resources, including water, biological resources, and air quality, and with improving environmental sustainability, such as increasing development of and reliance on renewable energy sources. Jurisdictions can take a major step towards securing environmental integrity and ensuring a sustainable community by developing a consistent approach to environmental issues through the adoption of appropriate General Plan policies.

Social/Cultural Equity is realized through fair and equal access to community facilities and services, including: health care; social services; education; cultural arts; and natural resources. This can be achieved through a general plan by identifying health as a core value, identifying future community services needs and by establishing policies to ensure that such needs can be met.

Closely related to sustainable development is the notion of an environmentally sustainable economy. On a local level, the backbone of an environmentally sustainable economy could consist of: facilitating the use of renewable sources of energy; an urban mobility system centered on a state-of-the-art public transportation system; and transit- and pedestrian-oriented development; and a comprehensive reuse/recycle program.

Local jurisdictions can take steps towards promoting and achieving sustainable development, as well as economic and ecological sustainability. Through various existing policies, programs, and procedures, Chula Vista has taken significant initial steps in this direction. Through various goals, objectives, policies, and implementation measures established through the adoption of this General Plan, Chula Vista will continue to move forward in supporting the ability to meet present needs without compromising the ability of future generations to meet their own needs.





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1.6 Environmental Justice

State law defines environmental justice as:

"The fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies."

The U.S. Environmental Protection Agency states:

"Fair treatment means that no group of people, including a racial, ethnic, or a socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or the execution of federal, state, and local policies."



Environmental justice problems are often related to procedural inequity and geographic inequity. Procedural inequity occurs when the planning process is not applied uniformly, resulting in disproportionate impacts to lower income or minority populations. Geographic inequity occurs when the burdens of undesirable land uses are concentrated in certain neighborhoods while the benefits are received elsewhere. It also describes a situation in which public amenities are concentrated only in certain areas.

The following topics, discussed in detail below, represent areas in which environmental justice can be addressed at the local level -- General Plan land use planning and policies; the promotion of a healthy and active lifestyles; equitable distribution of public facilities and services; overconcentration of industrial uses; and transit-oriented development.

1.6.1 Relationship to General Plan Land Use Planning and Policies

Planning policies that promote healthy, livable communities and smart growth can be tools for achieving environmental justice. The primary purpose of planning, and the source of government authority to engage in planning, is to protect the public health, safety, and welfare. Traditionally, land use planning has attempted to minimize health and safety risks by segregating land uses. However, rigid separation of land uses has resulted in disconnected islands of activity and contributed to sprawl, counter to sustainable development goals. Mixed use development is a more sustainable approach to land use planning and a means to address health considerations. Despite the desirability of mixed use development, it is important to recognize that there are certain land uses (e.g., industrial, agricultural, major roadways and freeways) that will, in most cases, be incompatible with sensitive receptors, including residential

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and school uses. Sensitive receptors may be adversely impacted by incompatible land uses as a result of air pollutant emissions, exposure to hazardous materials and related accident risks, and excessive noise. Most land use incompatibility issues can be addressed at the General Plan level through appropriate land use planning and the inclusion of policies addressing the siting and development of potentially harmful land uses in proximity to sensitive receptors.

1.6.2 Equitable Distribution of Public Facilities and Services

To the extent feasible through its General Plan, a jurisdiction should plan for the equitable distribution of new public facilities throughout the community, and services that increase and enhance community quality of life. Public facilities and services that enhance quality of life include: parks; open space; trails; recreational facilities; child care facilities; libraries; and museums. The equitable distribution of facilities and services has two components. The first component is the number and size of facilities -- a community should have adequate facilities and services to serve all residents equally. The second component is access, which can be measured as the distance or travel time from residential areas to facilities and services.

1.6.3 Overconcentration of Industrial Uses

Overconcentration occurs when two or more industrial facilities or uses, which do not individually exceed acceptable regulatory standards for public health and safety, pose a significant hazard to adjacent sensitive receptors, due to their cumulative effects. It is important to differentiate between overconcentration and the mere presence of materials that may be classified as hazardous. Many neighborhood businesses, such as, gas stations, retail paint stores, and dry cleaners, utilize hazardous materials. While these activities must be conducted in a responsible manner in accordance with applicable environmental regulations, they should not be confused with those truly industrial activities that are inappropriate within or adjacent to residential or mixed use areas. A General Plan should seek to avoid the development of sensitive receptors in close proximity to land uses that pose a significant hazard to human health and safety, due to the quantity, concentration, or physical or chemical characteristics of the hazardous materials that they utilize, or the hazardous waste that they generate or emit.

1.6.4 Transit-Oriented Development

Expanding opportunities for transit-oriented development (TOD) promotes healthier and livable communities. TOD is defined as moderate- to high-density development located within an easy walk of a major transit stop, generally with a mix of residential, employment, and shopping opportunities. TOD can provide mobility choices; increase public safety; increase disposable household income by reducing transportation costs; reduce air pollution and energy consumption rates; help conserve resources and open space; assist in economic development; and expand the supply of housing.



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By improving access to multi-modal transportation options, jobs and housing and revitalizing existing neighborhoods, TOD can be a tool for promoting a healthier community and environmental justice. Jurisdictions can promote TOD through general plan policies that support the value of a healthy community, mixed use development; higher land use densities; reduced parking requirements; and increased transit service. TOD policies should facilitate a pedestrian-oriented environment with features such as traffic calming strategies and architectural and streetscape design that orients buildings to sidewalks, plazas, parks, and other public spaces, rather than to parking.

The promotion of environmental justice on a local level may be accomplished through a broad range of actions taken on various fronts, including through land use planning and policies at the general plan level. The issues of land use incompatibility; access to nutritious and healthier food options, equitable distribution of public facilities and services; overconcentration of industrial uses; and transit-oriented development can be addressed in a general plan. Through various goals, objectives, policies, and implementation measures established through the adoption of this General Plan, Chula Vista is taking steps to address these issues in the interest of promoting environmental justice.

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2.0 | GOAL

The overall goal of the Environmental Element is to:

Provide a healthy and sustainable community through the improved health of all citizens, environmental justice, the responsible stewardship of Chula Vista's natural and cultural resources; promotion of environmental health; and protection of persons and property from environmental hazards and the undesirable consequences of noise.



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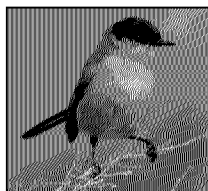
3.0 PLANNING FACTORS, OBJECTIVES, AND POLICIES

There are several planning factors involved in achieving the goal of the Environmental Element. Such factors are discussed in Sections 3.1 - 3.6 of this element. Each factor has at least one objective, or focused goal, and each objective has at least one policy, which describes how the City will meet the objectives.

3.1 Conservation

Conservation is the planned management, preservation, and wise utilization of natural resources to assure their continued availability for use, appreciation, and enjoyment. The Conservation Section of this Environmental Element provides the City with the necessary direction towards that end. The topics presented in this section include:

- Multiple Species Conservation Program
- Protecting Water Quality
- Meeting Water Demand Through Conservation and Efficient Use
- Preserving the Opportunity for Agricultural Uses
- Wise Use of Mineral Resources
- Promoting Clean Air
- Creating a Sustainable Energy Future
- Promoting Solid Waste Reduction Strategies
- Protecting Chula Vista's Cultural Resources
- Protecting Paleontological Resources



Photograph: Jeff Priest

3.1.1 Multiple Species Conservation Program (MSCP)

Background

The Multiple Species Conservation Program (MSCP) is a comprehensive, long-term habitat conservation plan developed to address the needs of multiple species and the preservation of natural vegetation communities in San Diego County. The MSCP Subregional Plan was adopted by the City of San Diego and San Diego County in 1997, and conditionally approved by the City of Chula Vista in October 2000. The MSCP Subregional Plan encompasses an area of approximately 580,000 acres and 12 local jurisdictions, including the City of Chula Vista.

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City of Chula Vista MSCP Subarea Plan

On May 13, 2003, the City of Chula Vista City Council and Planning Commission approved the City of Chula Vista MSCP Subarea Plan (Subarea Plan) and formally adopted it as part of the City's General Plan. The Subarea Plan is the policy document through which the MSCP Subregional Plan is implemented within the City's jurisdiction. The Subarea Plan provides the framework for habitat planning and specifically establishes areas of conservation and development within the Chula Vista MSCP Planning Area. Figure 9-2 depicts the designated conservation and development areas within the Chula Vista MSCP Planning Area. It should be noted that select areas designated for development in the Subarea Plan are not necessary to conserve for biological purposes. However, other local City plans, policies, or guidelines may further regulate or prohibit the extent of development in these areas for a variety of reasons, such as topographical constraints or aesthetics (for example, the peak of Rock Mountain).



Photographers: Julie Vanderweir

Additionally, since the completion of the County Subarea Plan and the approval of the City's Subarea Plan, several areas within the northern part of the City, as well as the unincorporated County portion of the Otay Ranch, have been acquired by public/quasi-public agencies to be preserved as Permanent open space. These areas are depicted on Figure 5-12.

The Subarea Plan is intended to implement all relevant sections of the MSCP Subregional Plan, including the habitat and species conservation goals and requirements found in Table 3-5 of the Subregional Plan. Any project approved by the City must be in conformance with the Subarea Plan.

The complete Subarea Plan document has been included as part of this General Plan and is provided under separate cover as Appendix 1. The Subarea Plan goals found on page 1-2 of the Subarea Plan are as follows:

Subarea Plan Goals

1. To conserve Covered Species and their habitats through the conservation of interconnected significant habitat cores and linkages.
2. To delineate and assemble a Preserve using a variety of techniques, including public acquisition, on- and off-site mitigation, and land use regulations.



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3. To provide a preserve management program that, together with the federal and state management activities, will be carried out over the long-term, further ensuring the conservation of Covered Species.
4. To provide necessary funding for a Preserve management program and biological monitoring of the Preserve.
5. To reduce or eliminate redundant federal, state, and local natural resource regulatory and environmental review of individual projects by obtaining federal and state authorizations for 86 species.

Biological Resources

The majority of the natural biological resources within the City consist of native upland habitats, including coastal sage scrub (3,815 acres), grasslands (3,125 acres), and small areas of maritime succulent scrub (293 acres). Approximately 15 percent of the natural vegetation communities within the City also consist of wetland resources, including: southern coastal salt marsh (204 acres); riparian/tamarisk scrub (604 acres); and natural flood channels (159 acres). (Source: City of Chula Vista MSCP Subarea Plan, February 2003.)

The Otay Ranch area includes important habitat resources, most notably the Otay River Valley and its tributary canyons: Salt Creek, Poggi, and Wolf Canyons.

As identified in the Subarea Plan, a total of approximately 2,251 acres of the MSCP Preserve (approximately 1,940 acres of undisturbed habitat types) will be conserved within the central and northern areas of the City. The Subarea Plan specifically provides protection for major canyon systems within the City, including Rice Canyon and Bonita Long Canyon. These canyon systems support large areas of coastal sage scrub and maritime succulent scrub. Additionally, a variety of narrow endemic plant species will be conserved, as well as documented locations of the Quino checkerspot butterfly. The federally listed endangered Quino checkerspot butterfly was not included as a Covered Species under the MSCP Subregional Plan. However, because the Subarea Plan defines the actions to be undertaken to provide for the long-term conservation and recovery of this species in the Chula Vista Subarea, the Quino checkerspot butterfly is included as a Covered Species under the Subarea Plan.

The portion of the Otay Ranch located within the City boundaries includes substantial areas of land that have historically been used for dry farming. Approximately 2,742 acres within Otay Ranch will be conserved within the subarea boundaries (approximately 2,617 acres, which represent undisturbed habitat types). The Otay Ranch area also includes important habitat resources, most notably the Otay River Valley and its tributary canyons; Salt Creek; Poggi, and Wolf Canyons.



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Implementation of the MSCP

Implementation of the Chula Vista MSCP Subarea Plan will ensure conservation of core biological resource areas and associated habitat linkages identified in the MSCP Subregional Plan located within the boundaries of the Chula Vista Subarea, comprised of the land area within the incorporated boundary of the City. In addition, implementation of the Subarea Plan will contribute significant conservation outside the Chula Vista Subarea, within the Chula Vista MSCP Planning Area, in the unincorporated County Multi-Habitat Planning Area.

Objective - E1

Conserve Chula Vista's sensitive biological resources.

Policies

E 1.1 Implement the City of Chula Vista MSCP Subarea Plan.

3.1.2 Protecting Water Quality

Water quality refers to the purity of water and the lack of pollutants. Urban runoff discharged into streams, bays, and oceans is one of the principal causes of poor water quality. Pollutants such as motor oil, antifreeze, fertilizers, and pesticides accumulate on impervious surfaces and are picked up and transported downstream via the storm drain system, ultimately reaching the Sweetwater and Otay Rivers, San Diego Bay, and the Pacific Ocean. These pollutants in urban runoff can cause both short-term and long-term impacts to local water bodies.

Clean Water Act

The Clean Water Act focuses on improving the quality of the nation's water and provides a comprehensive framework of standards and technical tools to address the causes of pollution and poor water quality. To satisfy the requirements of California Water Code Section 13241 and Clean Water Act Section 303, water quality criteria are assigned to all waters of the state. In Chula Vista, water quality objectives are achieved primarily through establishment of waste discharge requirements, and through implementation of the Water Quality Control Plan for the San Diego Basin (1994).



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NPDES

On February 21, 2001, the San Diego Regional Water Quality Control Board issued a National Pollutant Discharge Elimination System (NPDES) Permit (Municipal Permit) to the 18 municipalities within San Diego County, including the City of Chula Vista. San Diego County and the San Diego Unified Port District were co-permittees of the Municipal Permit. The minimum requirement of the Municipal Permit is to ensure that pollutants in discharges from storm drain systems owned and operated by the co-permittees are reduced to the maximum extent practicable. The Municipal Permit outlines the individual responsibilities of the co-permittees, including, but not limited to, the implementation of management programs, best management practices (BMPs), and monitoring programs. The NPDES regulations also consider the need to conserve natural areas, minimize impervious surfaces, and encourage the use of native or drought tolerant plant material in landscaping.



In accordance with NPDES requirements, construction projects in Chula Vista are required to implement BMPs to minimize the discharge of pollutants from construction sites. For certain types of developments, the Municipal Permit requires the implementation of permanent, post-construction BMPs, as described in the Chula Vista Standard Urban Stormwater Mitigation Plan and in the City of Chula Vista Development and Redevelopment Projects Storm Water Management Standards Requirements Manual.

The Chula Vista Pollution Prevention Policy addresses pollution reduction practices for City facilities and incorporates BMPs to prevent and reduce water pollution. The Pollution Prevention Policy identifies procedures and other practices for various City operations, including using environmentally friendly products for equipment maintenance; cleaning; swimming pool maintenance; and the use of chemicals and pesticides in parks, parkways, and street medians.

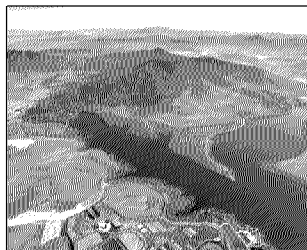
Watershed Planning

The State Water Resources Control Board uses watershed planning to improve and protect the quality of local and regional waters. Watersheds are the areas above and below ground that drain into a particular water body. This watershed planning approach recognizes that BMPs and treatment facilities may be more effective when located within a watershed or drainage basin, rather than on individual project sites. Watershed management practices can provide an integrated approach to protecting water quality.

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- San Diego Bay Watershed

The San Diego Bay watershed is comprised of three subwatersheds, two of which are within the General Plan area (Sweetwater River and Otay River watersheds), and a third (Pueblo San Diego watershed), situated to the north (Figure 9-3). The 2001 Municipal Permit required local co-permittees to implement a comprehensive Urban Runoff Management Program at both the jurisdictional and watershed level. In compliance with the Municipal Permit, Chula Vista prepared a Jurisdictional Urban Runoff Management Program. Additionally, the City, along with seven other municipalities, San Diego County, and the Unified Port District, prepared the San Diego Bay Watershed Urban Runoff Management Program, which is a collaborative and comprehensive watershed plan for the San Diego Bay Watershed. Both of these watershed planning programs have been developed to identify and prioritize areas where local water quality can be improved and provide solutions to mitigate problems attributable to local urban runoff.



- Sweetwater River Watershed

The Sweetwater River watershed is the largest of the three subwatersheds comprising the San Diego Bay watershed, with 230-square-miles of the approximately 415-square-mile total. Over 86 percent of the Sweetwater River watershed is within unincorporated jurisdictions, with the urbanized lower portion of the watershed containing portions of the cities of San Diego, National City, Chula Vista, La Mesa, and Lemon Grove. Major water bodies in the watershed include the Sweetwater River, Sweetwater Reservoir, Loveland Reservoir, and the San Diego Bay. The most important watershed issues are related to the protection of municipal water supplies and the protection and restoration of sensitive wetland and wildlife habitats.

The Sweetwater River watershed is the largest of the three subwatersheds comprising the San Diego Bay watershed, with 230-square-miles of the approximately 415-square-mile total.

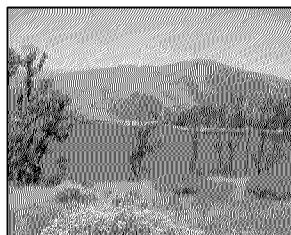
The Sweetwater River flood control channel, which generally represents the jurisdictional boundary between Chula Vista and National City, extends from Interstate 5 east to Interstate 805. The Sweetwater Regional Park extends from Interstate 805 east through the Chula Vista and Bonita golf courses to the County's Summit Park on the west edge of the Sweetwater Reservoir; the park comprises 570 acres, 178 of which are within Chula Vista. No recent watershed planning efforts for the Sweetwater River watershed have been undertaken and none are planned at this time.



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- Otay River Watershed

The Otay River watershed, which encompasses approximately 160 square miles, is the second largest of three hydrologic units that discharge into San Diego Bay. The Otay River watershed consists largely of unincorporated area, but also includes portions of the cities of Chula Vista, Imperial Beach, Coronado, National City, and San Diego. The major inland water bodies, Upper and Lower Otay Lakes, are two water supply reservoirs that also provide important habitat and recreational opportunities. Approximately 36 square miles of the watershed are within the Chula Vista MSCP Planning Area that contains habitat for a wide range of endangered plant and animal species.



Currently, San Diego County is leading the efforts in the development of a Watershed Management Plan (WMP) and Special Area Management Plan (SAMP) for the Otay River watershed. The WMP will identify critical resource areas and recommend BMPs needed to prevent water pollution. The WMP will provide the framework for management activities to be implemented within the watershed, which will ensure the protection of existing beneficial uses and natural resources. The SAMP will be a comprehensive assessment of the Otay River watershed, which will provide regional protection of wetlands and wetland species. Furthermore, the SAMP will streamline the regulatory permitting process by assisting the federal, state and local regulatory agencies with their decision-making and permitting authority to protect aquatic resources.

Both plans will identify measures needed to preserve sensitive wetland species and habitat while still providing for reasonable economic growth. The goals of the watershed planning process include preventing water pollution and protecting natural resources and existing activities that are beneficial to the public, such as the Otay Valley Regional Park.

Implementation of Water Protection Measures

With further growth and redevelopment in Chula Vista, the protection of local and regional water resources must be adequately addressed. Chula Vista will continue its efforts to reduce the discharge of pollutants into the municipal storm drain system and natural water bodies in accordance with established NPDES standards and watershed planning efforts involving the City.

San Diego Bay Watershed Map

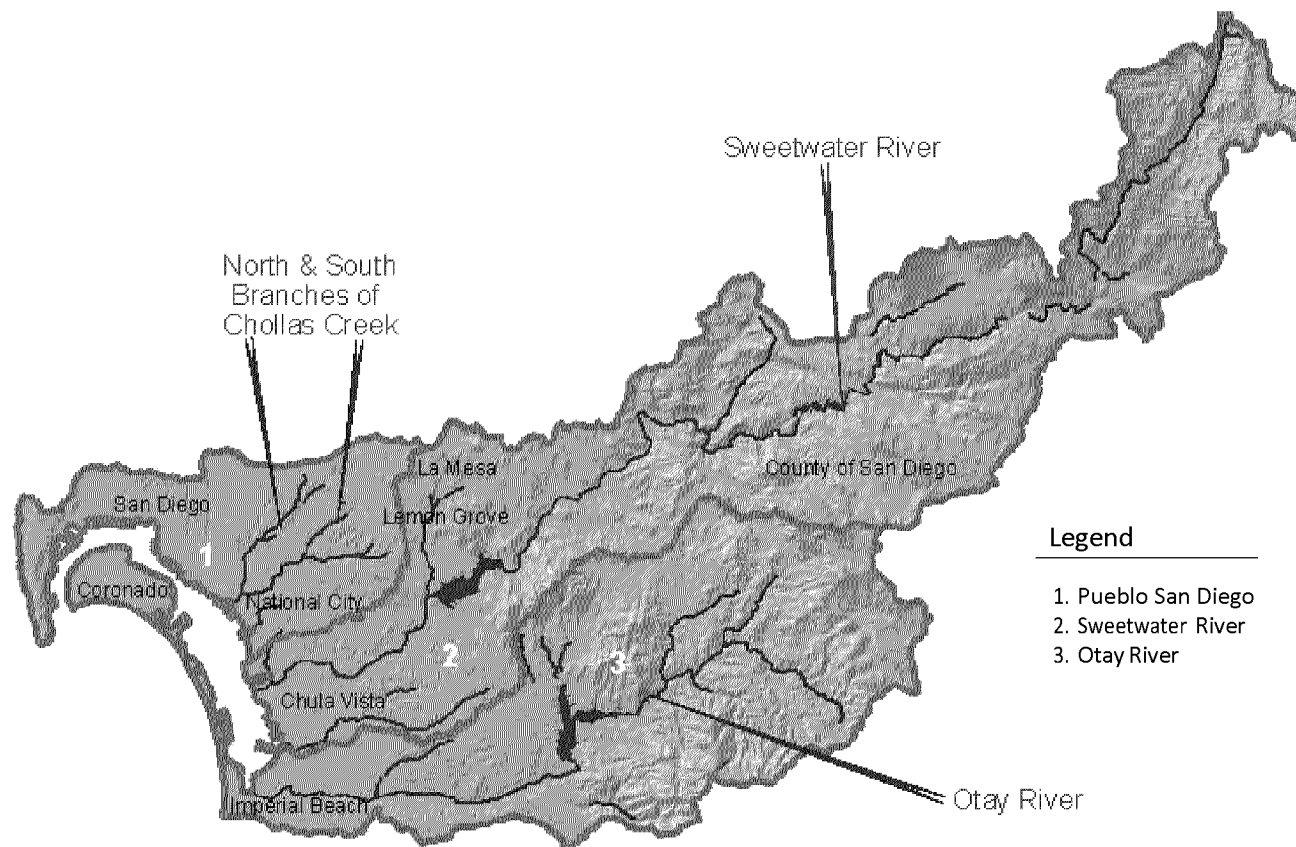


Figure 9-3

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Objective - E 2

Protect and improve water quality within surface water bodies and groundwater resources within and downstream of Chula Vista.

Policies

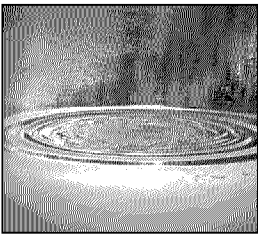
- E 2.1** Ensure safely swimmable and fishable surface waters through careful management of land uses and activities within Chula Vista.
- E 2.2** Pursue safe alternatives to traditional pest management methods in order to reduce toxics in urban runoff and large open uses of land (e.g., golf courses, parks, and agricultural lands).
- E 2.3** Educate residents, business owners and City departments about feasible methods to minimize the discharge of pollutants into natural drainages and the municipal storm drainage system.
- E 2.4** Ensure compliance with current federal and state water quality regulations, including the implementation of applicable NPDES requirements and the City's Pollution Prevention Policy.
- E 2.5** Encourage and facilitate construction and land development techniques that minimize water quality impacts from urban development.
- E 2.6** Maximize the protection of potable water supply resources from pollutants.
- E 2.7** Collaborate with other applicable jurisdictions in the development and funding of regional watershed management plans that will provide a balance between watershed protection, regional economic growth, and development of public infrastructure and services consistent with the goals and objectives of the General Plan.



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3.1.3 Meeting Water Demand Through Conservation
and Efficient Use

This section of the Environmental Element addresses the conservation and efficient use of water. The Public Facilities and Services Element addresses current and future water supply and delivery issues.



Three water districts serve Chula Vista: The Otay Water District, Sweetwater Authority, and Cal-American Water Company. These districts base their facility master plans and capital improvement programs on projected population growth. Within the Otay Water District's service area, which includes the planned future development areas within eastern Chula Vista, all potable water comes from imported sources purchased from the San Diego County Water Authority. Due to the lack of significant undeveloped land area within the boundaries of the Sweetwater Authority's service area, future increases in the demand for potable water will be associated with infill development and redevelopment projects. The Sweetwater Authority's water supply is derived from a variety of sources, including Sweetwater Reservoir, a brackish groundwater demineralization facility, and deep freshwater wells. Seventy percent of the Authority's water supply comes from local sources. Areas served by the Cal-American Water Company are presently built out and significant growth in water demand is not anticipated.

Chula Vista can help to ensure adequate water supply by continuing to promote the development of water efficient communities and to implement water conservation programs.

Water recycling and conservation are major issues in southern California, as water suppliers strive to meet the increased water demands from population growth. New development shall analyze potable and recycled water usage, and incorporate proven methods to reduce per capita water consumption. Water- efficient development and community awareness of valuable water resources shall be promoted as a result. The City identifies the need for water conservation practices to be consistent with state law and the State Department of Water Resources Water Conservation Act. In addition, the City's Landscape Manual requires the use of recycled water to irrigate landscaped areas of residential, commercial, and industrial developments, as well as schools, parks, and golf courses, where recycled water is available.

Deleted: Chula Vista's Growth Management Program and Growth Management Ordinance require that a Water Conservation Plan (WCP) be prepared for all major development projects. WCPs provide an ...

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Within the General Plan area, only the Otay Water District provides recycled water. Its Code of Ordinances requires recycled water to be used wherever it is technically and financially feasible, including the irrigation of greenbelt and open space slopes; roadway medians; parks; and the common areas of schools and multi-family residential properties. The Otay Water District's recycled water supply originates from the District's Ralph W. Chapman Water Recycling Facility in Rancho San Diego and is pumped to eastern Chula Vista. In the future, 6.0 million gallons per day (mgd) of recycled water will be supplied from the City of San Diego's South Bay Water Reclamation Plant. As required by an agreement with the City of San Diego, the Otay Water District is responsible for installing the infrastructure necessary to distribute recycled water within its service area. Recycled water is not a part of the potable water supply.

The demand for water will continue to increase as Chula Vista experiences further growth. Chula Vista can help to ensure adequate water supply for future generations by continuing to promote the development of water efficient communities and to implement water conservation programs.

Objective - E 3

Minimize the impacts of growth and development on water supply resources through the efficient use and conservation of water by residents, businesses, and city government.

Policies

- E 3.1** Promote state-of-the-art water conservation practices in existing and new development, where proven to be safe and environmentally sound.
- E 3.2** Promote the use of low water demand landscaping and drought tolerant plant materials in both existing and new development.
- E 3.3** Where safe and feasible, promote and facilitate the continued use of recycled water in new developments, and explore opportunities for the use of recycled water in redevelopment projects.
- E 3.4** Support the continued use of graduated rate structures by water suppliers in order to promote water conservation.



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For all development, promote water conservation by residents and businesses through appropriately targeted education and community programs.

E 3.5

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3.1.4 Preserving the Opportunity for Agricultural Uses

Through the early 1990s, the last of the large-scale agricultural operations in Chula Vista were located primarily on large landholdings within the eastern portion of the General Plan area. Agricultural production on lands within this area has been historically constrained due to the limited availability of water for irrigation and the high cost of water where it has been available.

Although the General Plan area does not contain any lands specifically designated for agricultural uses, the potential remains for agricultural uses to occur within certain portions of the General Plan area on both an interim and long-term basis. 2002 State Department of Conservation mapping identified 13 acres of Prime Farmland within the City limits (plus an additional 21 acres within the remainder of the General Plan area). There are no active Williamson Act contracts or properties, which are established agricultural preserves, within the General Plan area.

Within the General Plan area the potential remains for some degree of agricultural uses to occur on both an interim and long-term basis.



A limited number of parcels retain agricultural zoning, which is considered a holding zone, pending development proposals in conformance with the applicable land use plans. Much of the land zoned for agriculture west of the Sweetwater Reservoir has been incorporated into parkland. Only a relatively few landholdings within the western portion of the General Plan area, located primarily in the vicinity of the Otay River, still retain small-scale agricultural operations. Agricultural production on these parcels may include seasonal fruit and vegetable crops but may also

include nurseries; apiaries; riding facilities; or similar uses. Lands zoned for agriculture within the eastern portions of the Otay Ranch, east of the Otay Reservoir, and north and south of Dulzura Creek, are generally located in areas containing biological resources and interim agricultural uses

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are being phased out. Intermittent cattle grazing and dry land farming occur primarily on the non-irrigated land in the east. Production associated with these uses is not significant in terms of countywide agricultural value. Long-term agricultural use is not planned for the General Plan area, but is allowed where it is consistent with the Chula Vista MSCP Subarea Plan and zoning, including within portions of the Chula Vista Greenbelt open space system.

Although agriculture has a long history within Chula Vista and the surrounding area, the economic contributions of agriculture have continually decreased in both production and employment value over time. Although agricultural production within the General Plan area will not be a major factor in the local or regional economy, the potential remains for some degree of agricultural uses to occur on both an interim and long-term basis. Furthermore, recreational and educational benefits can be derived from agricultural-related uses, such as community gardens, which can be integrated within development areas.

Objective - E 4

Maintain the opportunity for limited agricultural and related uses to occur as an interim land use within planned development areas and as a potential permanent land use within appropriate locations

Policies

- E 4.1** Allow historical agricultural uses to continue within planned development areas as an interim land use in accordance with the MSCP Subarea Plan.
- E 4.2** Allow agricultural uses on privately-owned property within the Chula Vista Greenbelt and elsewhere, provided the use is consistent with the provisions of the Chula Vista MSCP Subarea Plan, as well as the zoning of the property.
- E 4.3** Encourage the development of community gardens and similar related uses within appropriate, compatible locations throughout the City.



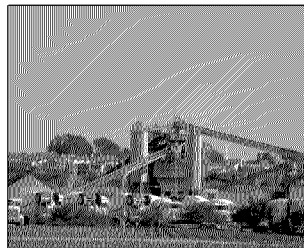
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3.1.5 Wise Use of Mineral Resources

Mineral resources are important commodities in the state of California. The Surface Mining and Reclamation Act of 1975 (SMARA) includes requirements and programs to ensure the long-term availability of mineral resources and that the significant adverse environmental impacts of surface mining are adequately mitigated. Mineral Resource Zones (MRZs) are areas identified by the State of California relative to known or expected mineral resources. Portions of the Otay River Valley within the General Plan area are identified as an MRZ-2 area -- an area where adequate information indicates that significant mineral deposits are present or where it is judged that a high likelihood for their presence exists (Figure 9-4). Two other MRZ-2 areas are located on and just outside the General Plan area: one in the Sweetwater River Valley east of the Sweetwater Reservoir; and the other along the Jamul/Dulzura Creek east of Lower Otay Lake (Figure 9-4).

The most valuable mineral resource in Chula Vista is construction aggregate.

Of the mineral resources identified in the MRZ-2 zone, the most economically valuable to the state and the San Diego region is the mining of sand, gravel, and crushed rock resources, known collectively as construction aggregate. Construction costs are significantly reduced if aggregate materials are available close to and in sufficient quality and quantity to support nearby construction. Given that the need is greatest in rapidly urbanizing areas, a problem facing sand and gravel producers throughout the region is that they are being replaced by the urban growth that they support.



Both the Sweetwater River and the Otay River valleys contain significant deposits of construction quality sand reserves. The reach of the Sweetwater River that falls within the General Plan area is also within a regional park and, therefore, no further extraction of this resource is permitted. In addition to sand and gravel resources, Rock Mountain, situated immediately north of the Otay River, is currently being mined for boulders, which are processed into crushed rock. Although the MRZ-2 zone within the Otay River Valley has experienced sand and gravel mining in the past, the majority of this area is now within the Chula Vista MSCP Preserve.

The MSCP is a comprehensive, long-term habitat conservation program that addresses the needs of multiple endangered, threatened, and sensitive plant and animal species. Pursuant to the Chula Vista MSCP Subarea Plan, in the long-term it is envisioned that no mining, extraction, or processing facilities and/or activities will occur in the Preserve. The Subarea Plan mandates that all temporary sand mining and related activities must be consistent with the objectives, guidelines, and requirements of the MSCP Subregional Plan, the City of Chula Vista's ordinances, and SMARA. The MSCP Subregional Plan states that: "New or expanded mining operations on lands conserved as part of the Preserve are incompatible with MSCP Preserve goals for covered

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1.0 | INTRODUCTION

1.1 Purpose and Scope

If the City's vision is to become reality, the goals, objectives, and policies stated in this General Plan must be effectively served by implementation measures that are carefully chosen and carried out. Such implementation measures should be reviewed periodically, and amended as necessary, according to State guidelines.

Implementation takes many forms, from adopting zoning regulations to establishing environmental guidelines or a facility or service master plan. Considering this, the chapter is divided into the following parts:

Section 2.0 - General Plan Implementation Tools

This section presents and explains the various regulatory, legal and funding mechanisms necessary to guide development within the City in order to successfully carry out the broad vision and intents presented in the General Plan. These include the Chula Vista Municipal Code, subdivision ordinances, zoning regulations, and subsequent plans such as Specific Plans, as well as facility master plans, capital improvement programs, and related funding tools such as bonds, assessment districts, fee programs and development exactions.

Section 3.0 - General Plan Maintenance

As the long-range vision and policy master plan for future growth and development of the City, other plans, programs and regulations must be consistent with the General Plan. As a long range guide, the General Plan is also intended to be a "living" document subject to some interpretation, and the need for amendment in response to changing circumstances. This section discusses General Plan consistency, General Plan amendments and use of the Program Environmental Impact Report (EIR), along with related objectives and policies.

Section 4.0 - Implementing Plans and Programs by General Plan Element

Some implementation measures -- or major actions, plans and programs -- are identified that directly correspond to the various General Plan Elements. These are the critical link between the General Plan's provisions and tangible actions.

Section 5.0 - Periodic Review and Reporting

This section outlines how the City will periodically assess the progress made in implementing the General Plan, and as necessary, make according adjustments to implementation efforts and/or amend the Plan.



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Section 6.0 - City Boundary Reorganizations

Because the General Plan Area includes land beyond the City's current (2004) corporate boundaries, changes in boundaries may be necessary in order to implement the General Plan. In this section, the following topics are discussed: City and Sphere of Influence Boundaries; Potential City Boundary Reorganizations; Annexation Procedures; and Objectives and Policies are all addressed.



1.2 Implementing the Vision and Themes

By establishing the land use, circulation, public facilities, economic development, and environmental policies stated in this General Plan, the City of Chula Vista has expressed its commitment to maintain existing high-quality standards in the community, to keep improving, and to successfully meet the opportunities and challenges that lie ahead. Achieving the City's vision requires that the City be vigilant in enacting programs that implement the policies stated in earlier elements. This chapter, General Plan Implementation, provides the framework within which the City can review and monitor the effectiveness of the General Plan as it works toward achieving the vision of a vibrant community with opportunities for comfortable and safe living, recreation, and economic development that enrich the lives of its citizens.

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A full discussion of our Vision and eight Themes is found in Chapter 4 of this General Plan. This Implementation Chapter focuses on aspects of Theme 7, Effective Growth Management and Plan Implementation.

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2.0

GENERAL PLAN IMPLEMENTATION TOOLS

This section presents the tools to guide development in the City by implementing the policies within this General Plan.

2.1 Chula Vista Municipal Code

The Chula Vista Municipal Code (CVMC) consists of all the regulatory ordinances and certain administrative ordinances of the City, codified pursuant to the provisions of Sections 50022.1 through 50022.8 and 50022.10 of the Government Code. The CVMC includes the City's Subdivision Ordinance and Zoning Ordinance.

2.1.1 Subdivision Ordinance

In California, proposed subdivisions that would result in the sale, lease or financing of land must first obtain local government approval. The Subdivision Map Act establishes statewide uniformity in local subdivision procedures while giving cities and counties the authority to regulate the design and improvement of subdivisions, require dedications of public improvements or related impact fees, and require compliance with the objectives and policies of the General plan. Through the Chula Vista Subdivision Ordinance, the City has the authority to approve and design street alignments, street grades and widths; drainage and sewer facilities; lot sizes and lot configuration; traffic access; and other items. The ability to require these standards and improvements enables the City to promote the goals and objectives of the General Plan, particularly those in the Land Use and Transportation Element, the Public Facilities and Services Element, and the Environmental Element. No subdivision map can be approved unless the City finds that the subdivision, together with design and improvement provisions, is consistent with all aspects of the General Plan.

2.1.2 Zoning Ordinance

Zoning classifies the immediate, permissible uses of land and is one of the primary means of implementing the General Plan. The Chula Vista Zoning Ordinance divides the City into districts or zones specifying what uses are permitted, conditionally permitted, or prohibited within each zone. The Zoning Ordinance also establishes procedures for considering projects; standards for minimum lot size; building height and setback limits; fence heights; parking; open space; and other development requirements. To successfully implement the General Plan, the zoning must be consistent with land use designations, goals, and objectives established in the general plan, in particular, in the Land Use and Transportation Element. Zoning can also be used to further the



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goals and objectives of the General Plan by requiring design review, allowing floating zones and mixed use zones, and establishing overlay zones requiring additional reviews for specified reasons.

2.2 Local Coastal Program

Local Coastal Programs (LCP) are planning tools used to carry out the shared partnership between the California Coastal Commission's (CCC) mandate to protect coastal resources and local governments' regulation of land use. The LCP includes a land use plan with land use classifications, types and densities of allowable development, plus goals, objectives, and policies concerning development and use of coastal resources. After the CCC approves an LCP, their permitting authority is delegated to the local government.

Chula Vista's LCP consists of the General Plan Land Use Diagram and the associated goals, objectives and policies that relate to coastal areas within the City.

2.3 Land Use Plans and Permits

Several plans and permits are used to further define and develop land uses throughout the City. These plans and permits are described below.

2.3.1 Redevelopment Plans

The State Legislature, under the California's Community Redevelopment Law, allows the adoption of redevelopment plans by cities. Redevelopment plans are intended to reverse deteriorating economic and physical conditions; redevelop blighted, underutilized, and vacant properties; improve infrastructure and public facilities; and produce revenues through the development of job-generating properties. Where the private sector alone is unable or unwilling to assemble land and invest resources, the City can help by providing planning and financing incentives.

Redevelopment plans must be in conformance with the General Plan. As such, redevelopment is a powerful tool for Chula Vista to implement the goals and policies of its General Plan, particularly the Land Use and Transportation Element, Housing Element and the Public Facilities and Services Element. Any redevelopment plan must include plans for streets; buildings; open space; a statement of the effect of the plan on existing residents in the area; a description of proposed financing methods; and a plan for participation of affected property owners. (See Section 1.4.2, Redevelopment Plans, in Chapter 5, the Land Use and Transportation Element of this General Plan.)

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2.3.2 General Development Plans

A General Development Plan (GDP) is a smaller scale version of a general plan that typically has addressed large, previously undeveloped areas of a City, such as those in eastern Chula Vista. GDPs are further discussed in Section 1.4.4 and Section 10.0, Eastern Area Plan, of the Land Use and Transportation Element. GDPs must be in conformance with the General Plan.

2.3.3 Specific Plans

Specific Plans are customized regulatory documents that provide more focused guidance and regulation for particular areas. They generally include: a land use plan; circulation plan; infrastructure plan; zoning designations; development standards; design guidelines; phasing plan; financing plan; and implementation plan. (See Section 1.4.3 of the Land Use and Transportation Element.)

2.3.4 Sectional Planning Area Plans

A Sectional Planning Area (SPA) Plan is a comprehensive master plan that addresses a portion of a planned community area. The SPA illustrates the overall urban design, and includes building, site and landscape guidelines. It is created for the purpose of having an integrated pattern of land uses and circulation, a strong internal identity, and identified common services. Chula Vista has numerous SPA plans.

2.3.5 Precise Plans

The Precise Plan is a cross between a Planned Unit Development (PUD) and a larger specific plan. It allows for flexibility, innovation, and public involvement. Chula Vista has "P" (Precise Plan) modifying districts to allow diversification in the spatial relationship of land uses, density, buildings, structures, landscaping and open spaces. The "P" designator requires design review of architecture and signs through the adoption of specific conditions of approval for development of property in the City. Within the boundaries of the "P" district, the location, height, size and setbacks of buildings or structures; open spaces; signs; and densities indicated on the Precise Plan take precedence over the otherwise applicable regulations of the underlying zone.

2.3.6 Miscellaneous Land Use Permits

The City processes a variety of permits, that facilitate development, including, but not limited to, conditional use permits, variances and building permits. Since all approvals must show consistency with zoning and General Plan policies, these permits further the goals and objectives of the General Plan.



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2.4 Facility Master Plans and Capital Improvement Plans

Facility Master Plans and Capital Improvement Plans guide the funding and construction of public improvements developed to serve the City. Such improvements include roads, sewers, water facilities and parks. Since Facility Master Plans and Capital Improvement Plans must be consistent with the adopted General Plan, they further the goals and objectives of the General Plan.



2.5 Development Agreements, Memoranda of Understanding, and Memoranda of Agreement

A Development Agreement is a contractual agreement between the City and a developer that identifies rights that apply to a specific development project, in return for appropriate benefits to the City. It provides that, for a specified time period, the rules, regulations and policies applicable to a particular development will not change. Memoranda of Understanding (MOU) and Memoranda of Agreement (MOA) are agreements between the City and a developer, or the City and another jurisdiction. Typically, MOUs and MOAs state the benefits and opportunities to be gained from a certain plan or project and the anticipated actions or tasks to be carried out by the parties involved. By their nature, development agreements, MOUs and MOAs offer opportunities to ensure that general plan objectives and policies will be implemented as development occurs in an area.



2.6 Funding Mechanisms

2.6.1 Benefit Assessments

Benefit assessments, also known as special assessments, are historically popular techniques for financing construction and maintenance of such physical improvements as sidewalks; sewers; schools; streets; storm drains; lighting; and flood control that benefit distinct areas. Most assessment acts authorize the use of bonds, paid for by an assessment. A benefit assessment cannot be levied on a piece of property that does not receive a direct benefit from the improvements or service being financed.

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2.6.2 Bonds

Cities, counties, school districts, and other districts may issue General Obligation (G O) Bonds for the acquisition or improvement of property such as buildings; streets; sewers; water systems; and other infrastructure. G O Bonds must be approved by two-thirds of the voters casting ballots. They are secured by the local government's ability to levy property taxes, but may also be repaid from other revenue sources.

2.6.3 Exactions and Impact Fees

Exactions are dedications of land, improvements, or impact fees imposed on new development to fund the construction of capital facilities. They cannot be used for operations or maintenance. Exactions may only be imposed where they will further a legitimate interest (that is, health, safety, and welfare issues, such as traffic flow, availability of recreational facilities, sewer and water service, etc.) and mitigate an adverse impact that would result from the project. Exactions and impact fees can only be levied once, at the time of project approval.

2.6.4 Privatization

Privatization is the use of private contractors or private ownership to provide local services, such as garbage collection, emergency medical service, and street or landscape maintenance. Although not strictly a financing method, privatization is a funding strategy that, together with other methods, can help stretch limited public funds and further the goals and objectives of the General Plan.



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3.0 GENERAL PLAN MAINTENANCE

3.1 Consistency with the General Plan

Projects and plans within the City of Chula Vista must be consistent with the adopted General Plan. The City must determine that they further, and do not obstruct, the attainment of the General Plan vision, goals, and objectives. Consistency determinations must be made for zoning, subdivisions; land uses; densities; and circulation element roads. Determinations must also be made that the proposed project or plan is consistent with the various objectives and policies within the General Plan. By requiring consistency, the City ensures that future development implements the vision and themes established by the community through the General Plan process.



3.2 General Plan Amendments

Generally, local governments limit amendments of the mandatory elements of their general plans to no more than four per calendar year. The most common type of general plan amendment is one associated with a privately initiated development project. Other amendments may originate from requests to accommodate affordable housing, to comply with a court decision, and to implement the local coastal program. Since each amendment may include more than one change to the land use plan and/or the general plan elements, the City may group together several requests. The proposed amendments are reviewed individually and analyzed for cumulative effects. Any one proposal in the grouped package may be altered or deleted up until the time of adoption. If the City finds that frequent, project-specific requests are resulting in piecemeal amendments, internal inconsistencies may result. At such time, the city may consider a comprehensive update to address certain issues.



3.3 Reliance on the General Plan Program EIR

The City of Chula Vista General Plan is subject to the California Environmental Quality Act (CEQA). As such, a Program Environmental Impact Report (PEIR) was prepared and certified in conjunction with General Plan adoption. The PEIR identifies environmental impacts that could result from implementing the development goals established in the General Plan. For significant impacts, the PEIR requires appropriate mitigation measures to reduce or avoid the impacts, where available and feasible.

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State law permits subsequent projects to rely on the environmental analyses within the General Plan PEIR as a base for project-level environmental review. Environmental review of project specific impacts must still be performed for subsequent projects and plans. Required mitigation measures must also be identified, pursuant to such project level review.



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4.0 PLANNING FACTORS, OBJECTIVES, AND POLICIES

There are several planning factors involved in implementing this General Plan. Such factors are discussed in Sections 4.1 - 7.4 of this element. Each factor has at least one objective, or focused goal, and each objective has at least one policy, which describes how the City will meet the objectives

4.1 Developing Plans and Programs to Carry Out the General Plan

To make the long-range comprehensive nature of the General Plan more meaningful, a link between the General Plan and day-to-day actions of local government is required. Achieving Chula Vista's vision for the future relies on land use proposals and development that successfully implement the goals, objectives, and policies of the General Plan. Coordination with other jurisdictions and with regional plans and policies ensures that Chula Vista's implementing programs also address regional goals. Funding for needed infrastructure and improvements is also critical to successfully create the city envisioned by this General Plan.

Objective - GPI 1

Efficiently implement the vision established by the Chula Vista General Plan

Policies

- GPI 1.1** Upon adoption of the General Plan, embark on a General Plan Implementation Strategy to identify the timing and responsible parties for preparation of a Comprehensive Zoning Code Update, appropriate timing for creation of specific plans for key areas of the city such as transit oriented development (TOD) areas, and other implementation measures.
- GPI 1.2** Ensure that the implementing tools available to the City, including the zoning, subdivision review, redevelopment planning, capital facilities programs, and land use permits, reflect the vision, goals, objectives and policies established in this General Plan.

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- GPI 1.3** Identify project and infrastructure funding at the earliest possible point in the land use review and development process.
- GPI 1.4** Collaborate with other jurisdictions on regional plans and policies affecting land use decisions to ensure that Chula Vista's General Plan and implementing plans and projects remain responsive to regional issues.



4.2 Achieving Consistency with the Chula Vista General Plan

A general plan is broad in nature and must address a wide range of aspects relative to a city's future development. In California, the general plan has been institutionalized through the enactment of statutes requiring consistency of certain local actions with the general plan. Additional statutes, while not mandating consistency, require findings or a report on whether proposed actions conform to the general plan. The state's general rule for consistency determination is stated as:

“An action, program or project is consistent with the general plan if it, considering all aspects, will further the objectives of the general plan and not obstruct their attainment.”

Objective - GPI 2

Provide consistency between the Chula Vista General Plan and subsequent documents, plans, projects, and development.

Policies

- GPI 2.1** Pursue zoning in the City that is consistent with the land use designations of the adopted Chula Vista General Plan.
- GPI 2.2** Require findings of consistency with the General Plan for all subdivisions, planning approvals and building permits.





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4.3 Amending the General Plan

To remain effective, a general plan must maintain flexibility and be able to respond to changing economic, social and other factors impacting land use decisions. The Chula Vista General Plan reflects substantial participation by residents, City departments and public agencies. In addition, significant regional and local planning studies that have had a major impact on the General Plan have been completed or are under way. Key ongoing regional planning studies, including those related to public transit, conservation and open space; waste management; and housing, will continue to impact land use planning in Chula Vista. As such, a process for amending the General Plan is important.

Objective - GPI 3

Maintain a current and effective General Plan.

Policies

- GPI 3.1** When appropriate, group general plan amendment proposals in any calendar year to accommodate efficiency of review, analysis and evaluation of cumulative land use, fiscal, environmental, and other impacts.
- GPI 3.2** Establish general plan amendment application guidelines and requirements to ensure that general plan amendments further the vision and themes established by the community in this General Plan.
- GPI 3.3** Place approval authority for general plan amendments with the City Council, after review by the City Planning and Building Department staff and Planning Commission recommendations.
- GPI 3.4** When appropriate, require fiscal analyses for General Plan Amendments involving changes in land use designations to identify net fiscal impact to the City.

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4.4 Using the General Plan Program EIR

The Chula Vista General Plan provides the broad framework for achieving the City envisioned by the community. The General Plan relies on subsequent programs, actions and projects to develop and realize the goals and objectives within the various elements. Such programs, actions, and projects may be subject to environmental review under CEQA. The State CEQA Guidelines permit the Program Environmental Impact Report (PEIR) prepared for the General Plan to be used as the foundation for analyzing the environmental effects of ensuing projects. Specific guidelines for the proper use of the PEIR for subsequent projects are found in the California Public Resources Code and the State CEQA Guidelines.

Objective - GPI 4

Use and rely upon the General Plan PEIR for subsequent program and project proposals where appropriate.

Policies

- GPI 4.1** Permit subsequent program and project proposals to incorporate the studies and findings found in the Chula Vista General Plan PEIR as part of the base, background analysis for review of the project under CEQA.
- GPI 4.2** Require project-specific review and analysis, as well as project-specific mitigation measures, for subsequent projects that rely in part upon the Chula Vista General Plan PEIR.



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5.0 | IMPLEMENTING PLANS AND PROGRAMS BY GENERAL PLAN ELEMENT

This section of the General Plan identifies key implementation measures - actions, plans and programs - associated with carrying out the direction of each of the General Plan Elements. These measures are designed to achieve and accomplish the goals and objectives and policies that will bring about the vision established for Chula Vista's future. In effect, the implementation measures serve as the critical link between the General Plan and tangible actions. A more detailed implementation and monitoring program, including schedules; funding sources; companion agencies; and related General Plan policies will be prepared and maintained separately from the Chula Vista General Plan text.

5.1 Land Use and Transportation Element

The primary actions, plans and programs that will implement the goal, objectives and policies within the Land Use and Transportation Element include the following:

- Zoning Code (updated as needed to reflect current General Plan)
- Urban Core Specific Plan
- Other specific plans and related focused plans and programs
- Bayfront Master Plan
- Comprehensive survey and inventory of historic properties
- New or revised regulations and incentives to facilitate mixed use and other smart growth principles
- Plans and programs to implement transit enhancements, including new regional express and corridor routes, and local shuttle route
- Introduction of urban mobility concepts and new roadway classifications and approaches in the Urban Core
- An Urban Core Improvement Program
- Preparing a Framework Strategy for the University Study Area
- Expanded regional coordination programs, including participation in subregional plans, and implementing focused plans in smart growth concept areas



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5.2 Economic Development Element

The major actions, plans and programs that will implement the goal, objectives and policies within the Economic Development Element include the following:

- Zoning to accommodate a regional technology park and a multi-institutional university center
 - Zoning to accommodate employment lands and increased densities near transit facilities
 - Zoning provisions for mixed use projects, home-based businesses and ancillary commercial development in business parks
 - A Marketing Program, to include an image enhancement component, promotion of international trade opportunities and Chula Vista's tourism, and recreational opportunities
 - Maintenance and implementation of the Chula Vista Economic Development Strategy
-

5.3 Housing Element

The major actions, plans and programs that will implement the goal, objectives and policies contained in the Housing Element include the following:

- Comprehensive Housing Plan, including components for the following:
 - Affordable Housing Program
 - Neighborhood Revitalization Program
 - Housing Rehabilitation Program
 - Condominium and Mobile Home Conversions
 - Transitional Housing Programs
 - Annual Fair Housing Assessments
 - Zoning provisions for mixed use residential projects and flexible development standards
-

5.4 Public Facilities and Services Element

- Facility Master Plans (updates and revisions, as necessary)
- Public Facilities Financing Plans (project-specific and City-or area-wide)
- Capital Improvements Programs
- Development Impact Fees
- Urban Water Management Plans
- City Emergency Response Plan
- Hazard Mitigation Plan
- Zoning provisions for post-disaster development



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- Zoning to accommodate an institution of higher education
- Park Dedication Ordinance
- Development guidelines and standards for new development within and adjacent to the Otay Valley Regional Park
- Feasibility study for the location and design of a landmark park in Chula Vista
- Zoning provisions to accommodate childcare facilities and other health and human services near homes, schools, work places, activity centers, and major transit facilities and routes
- Cultural Arts Master Plan and a feasibility study for the location and development of a cultural arts center in the City of Chula Vista
- Chula Vista Energy Strategy
- Zoning provisions to address proper design and placement of public facilities and services, including telecommunication facilities and solid waste disposal facilities



5.5 Environmental Element

- City of Chula Vista Multiple Species Conservation Program Subarea Plan (MSCP)
- Jurisdictional Urban Runoff Mangement Plan
- San Diego Bay Watershed Urban Runoff Management Program
- Chula Vista Carbon Dioxide (Co2) Reduction Plan
- Chula Vista Energy Strategy Action Plan
- Otay Ranch Resource Management Plan
- Greenbelt Master Plan
- Trails Master Plan
- Otay Valley Regional Park Concept Plan
- Parks and Recreation Master Plan
- Project-Specific Environmental Analysis pursuant to CEQA
 - Project-Specific Plans, including;
 - Water Conservation Plan
 - Water Quality Study
 - Air Quality Improvement Plan
 - Solid Waste Management Plan
- Zoning provisions to permit mixed use developments, encourage efficient use of water and energy, reduce risk associated with natural hazards
 - Various development codes and ordinances, including but not limited to:
 - Urban-Wildland Interface Code
 - Noise Control Ordinance
 - California Building Code
 - Zoning Code Hazardous Waste Facilities Regulations (Municipal Code Section

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- 19.58.178)
- Development and Redevelopment Projects Storm Water Management Standards Requirements Manual
- Surface Mining Operations Ordinance
- Various city programs and policies, including but not limited to:
 - Pollution Prevention Policy
 - Household Hazardous Waste Program
- Zoning Provisions to address the proper siting and design of hazardous waste facilities
- An evaluation of Historic Preservation in Chula Vista, including a comprehensive survey and inventory of historic properties

5.6 Growth Management Element

The major actions, plans and programs that will implement the goal, objectives, and policies within the Growth Management Element include the following:

- Public Facilities Financing Plans (project specific and City-or area-wide)
- Development Agreements for major development projects
- Fiscal Impact Analysis for major development projects
- Annual City-wide Economic Assessment

Deleted: <#> Growth Management Program¶



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5.7 Using the General Plan Implementation Measures Tables

At the end of this section, there is an implementation table for each General Plan element. The tables, designed to be a reader's guide for those putting together work programs, cover all the policies of a particular element and the implementation measure(s) action, plan or program -- that needs to be accomplished. They are set up with various implementation measures in the left-hand column, and corresponding policy numbers in the right-hand column. Each implementation measure may apply to several policies; therefore, several policy numbers may be listed beside it. Additionally, particular policy numbers may appear beside more than one implementation measure if multiple measures apply to a policy. The State's Office of Planning and Research General Plan Guidelines state that "Each policy must have a least one corresponding implementation measure."

Objective - GPI 5

Establish an implementation program to achieve the General Plan policies

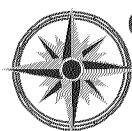
Policies

- GPI 5.1** Within 120 days of General Plan adoption, the City will adopt a detailed implementation and monitoring program, identifying activities that must be undertaken to implement the General Plan, and consistent with items identified in Tables 11-1 through 11-5, including proposed schedules.
- GPI 5.2** The City will adopt necessary interim measures to manage projects, prior to adoption of the Implementation Program, and prior to updating the Zoning Ordinance or other regulations necessary to implement the General Plan.

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Table 11-1 Implementation Measures Land Use and Transportation Element	
IMPLEMENTATION MEASURE	POLICIES
Administer the Chula Vista Parks and Recreation Master Plan	LUT 34.1- 34.2, LUT 39.1, LUT 39.3, PFS 14.1 - 14.10
Administer the Economic Development Element (Also see ED Element Table 11-2)	LUT 35.2, LUT 61.2, LUT 64.1, LUT 74.1 - 74.3
Administer existing GDP's and SPA's	LUT 61.1, LUT 69.2, LUT 80.2
Administer the Growth Management Program (Also see GM Element Table 11-6)	LUT 1.7, LUT 35.3, LUT 68.1 – 68.2, LUT 76.1
Administer the Otay Ranch Resource Management Plan	LUT 67.1 – LUT 67.2
Administer the Otay Valley Regional Park Concept Plan	LUT 39.2, LUT 40.2 – LUT 40.4, LUT 82.1 – LUT 82.3
Complete a Bayfront Master Plan	LUT 9.5, LUT 13.3
Implement the Bayfront Master Plan	LUT 98 - LUT 106.8
Create Cultural Arts Master Plan (Also see PF&S Element Table 11-4)	LUT 1.17, LUT 8.6, LUT 51.1 – 51.5
Comply with the Design Review Manual	LUT 10.7, LUT 11.1 – 11.5, LUT 13.4
Conduct comprehensive survey and inventory of historic properties (Also see Environmental Element Table 11-5)	LUT 4.1 – 4.2, LUT 12.1 – 12.13, LUT 35.4, LUT 44.11
Conduct Open Space Inventory	LUT 13.1, LUT 39.1 - 39.3, LUT 67.2, LUT 75.1 – 75.2, LUT 77.5
Establish Community Identification Policies	LUT 9.1 – 9.5, LUT 61.3
Establish expanded regional coordination programs, including participation in sub-regional plans and implementing focused plans in smart growth concept areas	LUT 8.7, LUT 28.1 – 28.2, LUT 29.1 – 29.3, LUT 52.1 – 52.8, LUT 60.1 – 60.4, LUT 66.1 – 66.2
Create Main Street Corridor Specific Plan(s)	LUT 45.1 – 45.15, LUT 70.1 – 70.5
Implement the MSCP (Also see Environmental Element Table 11-5))	LUT 80.1, LUT 82.2
Create new or revise existing regulations and incentives to facilitate mixed use and other smart growth principles (Also see ED Element Table 11-2)	LUT 2.1 – 2.6, LUT 3.1 – 3.2, LUT 5.4, LUT 15.1, LUT 36.1, LUT 41.1 – 41.16, LUT 42.1 – 42.17, LUT 43.1 – 43.14, LUT 44.7 – 44.8, LUT 50.1 – 50.18, LUT 52.1 – 52.8, LUT 53.1 – 53.4, LUT 54.1 – 54.7, LUT 55.1 – 55.15, LUT 56.1 – 56.8, LUT 57.1 – 57.11, LUT 58.1 – 58.12, LUT 59.1 – 59.9, LUT 72.1 – 72.2, LUT 72.4
Establish plans and programs to implement transit enhancements, including new regional express and corridor routes, and local shuttle routes	LUT 14.1 – 14.11, LUT 15.2 – 15.4, LUT 16.1 – 16.4, LUT 17.1 – 17.4, LUT 18.2, LUT 18.5 - 18.7, LUT 19.1 – 19.5, LUT 20.1 – 20.2, LUT 21.1 – 21.5, LUT 22.1 – 22.2, LUT 23.1 – 23.14, LUT 38.1 – 38.5, LUT 44.4 – 44.5, LUT 44.9 – 44.10, LUT 44.12, LUT 46.1 – 46.3
Preparation a comprehensive Zoning Code Update, and other regulations or specific plans necessary to implement the General Plan in the noted areas.	LUT 1.8, LUT 5.5 – 5.6, LUT 6.7 – 6.8, LUT 7.1 – 7.4, LUT 28.2, LUT 29.1 – 29.3, LUT 31.1 – 31.3, LUT 32.1 – 32.4, LUT 33.1 – 33.2
Ensure that the implementing tools available to the City reflect the vision, goals, objectives and policies established in the General Plan.	LUT 1.1



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Foster coordination and cooperation between city departments, outside agencies, service providers and adjacent jurisdictions.	LUT 24.1 – 24.3, LUT 25.1 – 25.2, LUT 44.2 – 44.3, LUT 62.1
Provide sufficient land for industrial and commercial (non-retail) uses; preserve and expand existing industrial uses.	LUT 1.6, ED 3.4
Plan and facilitate development that generates regional serving retail and service jobs, increased employment densities near transit stations and routes, and a diverse supply of housing types and costs. (Also see ED Element Table 11-2)	LUT 1.4, 1.5, LUT 34.3
Improve traffic flow and transportation linkages between the bayfront, southwestern and eastern areas of the City; link activity centers through strong public transportation and combined land uses; and develop activities and institutions that will attract residents citywide.	LUT 6.9 – 6.10, LUT 38.1 – 38.5, LUT 63.1, LUT 66.1 – 66.2
Promote the establishment of a multi-institutional university center; facilitate partnerships with school districts and industry; collaborate with industries and trades regarding curriculum needs; work with job training programs; and work to facilitate employment by improving transportation, childcare, job training opportunities and other employment readiness factors. (Also see ED Element Table 11-2)	LUT 44.6
Develop an overall transportation system plan and standards, as well as a convenient destination-oriented shuttle system within the City that links activity centers and other appropriate important destinations.	LUT 63.1, LUT 73.1 – 73.6
Foster the development of a system of inter-connecting bicycle routes throughout the City and region.	LUT 34.1 – 34.2, LUT 63.1, LUT 73.1 – 73.6
Prepare a Framework Strategy for the University Study Area	LUT 65.1 – 65.2, LUT 87.1 – 87.3, LUT 88.1 – 88.4, LUT 89.1 – 89.4, LUT 90.1 – 90.14, LUT 91.1 – 91.3
Prepare Sectional Planning Area Plans	LUT 64.1 – 64.6
Self-Implementing	LUT 13.2, LUT 35.5, LUT 37.1, LUT 39.1, LUT 67.1, LUT 69.1, LUT 71.1, LUT 82.3, LUT 83.1 – 83.2
Create Specific Plans and related focused plans and programs	LUT 10.1 – 10.7, LUT 11.1 – 11.5, LUT 43.1, LUT 44.1 – 44.12, LUT 45.1 – 45.15, LUT 52.1 – 52.8, LUT 77.1 – 77.4, LUT 78.1 – 78.6, LUT 79.1 – 79.5, LUT 81.1 – 81.9, LUT 84.1 – 84.3, LUT 85.1 – 85.6, LUT 86.1, LUT 92.1 – 92.6, LUT 93.1 – 93.3, LUT 94.1 – 94.9, LUT 95.1 – 95.6, LUT 96.1 – 96.2, LUT 97.1 – 97.4
Update the Housing Element	LUT 1.9, LUT 27.1 – 27.3, LUT 27.5, LUT 35.1, LUT 36.1, LUT 64.2, LUT 72.3, LUT 77.1

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Prepare an Urban Core Improvements Program	LUT 26.1 – 26.3
Complete an Urban Core Specific Plan	LUT 1.11, LUT 1.13, LUT 1.16 – 1.18, LUT 4.3 – 4.7, LUT 5.1 – 5.3, LUT 5.5 – 5.13, LUT 6.1 – 6.6, LUT 7.3, LUT 8.1 – 8.6, LUT 8.8, LUT 9.1 – 9.5, LUT 10.1 – 10.6, LUT 11.1 – 11.5, LUT 13.1, LUT 13.3 – 13.4, LUT 15.3, LUT 15.5, LUT 16.1 – 16.3, LUT 17.1, LUT 17.1, LUT 18.3 – 18.4, LUT 18.8, LUT 19.4 – 19.5, LUT 20.1 – 20.2, LUT 22.1, 23.1- 23.14, LUT 26.1 – 26.3, LUT 27.2, LUT 27.4 - 27.5, LUT 30.1, LUT 30.1 – 30.3, LUT 31.4 – 31.6, LUT 33.1 – 33.4, LUT 33.1 – 33.2, LUT 46.1, LUT 46.3, LUT 47.1 – 47.2, LUT 48.1 – 48.6, LUT 49.1 – 49.26, 50.1 – 50.18, 51.1 – 51.5, 52.1 – 52.8, LUT 53.1 - 53.4
Prepare entryway/gateway master plans for each of the identified entryways/gateways	LUT 54.1 – 54.7, LUT 55.1 – 55.15, LUT 56.1 – 56.8
As applicable, establish interim provisions and guidelines regarding the processing of projects prior to the completion of rezonings, and/or other regulations, plans and guidelines to implement the General Plan.	LUT 57.1 – 57.11, LUT 58.1 – 58.12, LUT 59.1 – 59.9, LUT 60.1 – 60.4



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Table 11- 2
Implementation Measures
Economic Development Element

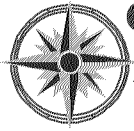
IMPLEMENTATION MEASURE	POLICIES
Establish zoning to accommodate a regional technology park and a multi-institutional university center (Also see LUT Element Table 11-1)	ED 1.4, ED 2.1, ED 4.1 – ED 4.4, ED 11.1 – ED 11.6
Establish zoning to accommodate employment lands and increased densities near transit facilities (Also see LUT Element Table 11-1)	ED 1.2, ED 1.3, ED 1.4, ED 2.2, ED 7.2
Establish zoning provisions for mixed use projects, home based businesses and ancillary commercial development in business parks (Also see LUT Element Table 11-1)	ED 1.3, ED 1.4, ED 2.4, ED 2.5, ED 3.6, ED 7.1 – ED 7.5, ED 9.1 – ED 9.7
Establish a Marketing Program, to include an image enhancement component, promotion of international trade opportunities and Chula Vista's tourism and recreational opportunities	ED 1.1, ED 3.1 – ED 3.3, ED 3.5, ED 4.1, ED 5.1 – ED 5.7, ED 6.1 – ED 6.6, ED 8.1 – ED 8.3
Maintain and implement the Chula Vista Economic Development Strategy (Also see LUT Element Table 11-1)	ED 1.5 – ED 1.6, ED 2.3, ED 2.6, 3.1, ED 3.2, ED 10.1 – ED 10.5, ED 12.1 – ED 12.4

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Table 11-3
Implementation Measures
Housing Element

IMPLEMENTATION MEASURE	OBJECTIVES
A. The Affordable housing Program (AHO) requires a minimum of ten percent of each housing development of 50 or more units to be affordable to low- and moderate-income households, with at least one half of those units (five percent of project total units) being designated for low-income households.	Objective 1: Achievement of a balanced residential community through integration of low- and moderate-income housing throughout the City, and the adequate dispersal of such housing to preclude establishment of specific low-income enclaves.
A. Facilitate the Use of Federal Funding as Available B. Facilitate the Use of State Funding as Available C. Assist Non-profit Community Development Corporations D. Encourage and Support Federally Assisted Housing Projects E. Support a Shared Housing Program F. Assist the County Housing Authority to Produce a Minimum of 80 Public Housing Units G. Encourage Use of the Density Bonus Program H. Investigate Need for Single-Room Occupancy Hotels	Objective 2: The provision of adequate rental housing opportunities and assistance to households with low and very low incomes, including those with special needs such as the elderly, handicapped, single-parent households, and large families.
A. Expand Home Ownership Opportunities through the Affordable Housing Program B. Distribute General Marketing and Home-Loan Information to the Public C. Institute First-Time Home Buyer Loan Programs D. Implement Community Reinvestment Home Loan Programs E. Explore Equity Share or Deferred Loan Programs F. Explore Participation in Sweat-Equity Projects G. Inform Seniors of the Reverse Annuity Mortgage Program H. Investigate Feasibility of Applying for Mortgage Credit Certificates I. Pursue Additional Tax-Exempt Single Family Mortgage Revenue Bonds J. Encourage Educational Programs for Homeowners	Objective 3: The broadening of available housing types and the increase of home ownership opportunities for low- and moderate-income households.
A. Continue to provide grants to low-income families to rehabilitate their mobile homes through the Mobile Home Rehabilitation Grant Program (Trailer/Mobile Home CHIP Program).	Objective 4: Preservation of mobile home park living as a source of affordable housing.



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<ul style="list-style-type: none"> A. Continue to provide grants to low-income families to rehabilitate their mobile homes through the Mobile Home Rehabilitation Grant Program (Trailer/Mobile Home CHIP Program). B. Explore upgrading trailer parks to allow conversion to exclusive mobile home park zones. C. Monitor and enforce the City's Rent Arbitration Ordinance to protect the rights of mobile home residents in preserving this affordable housing alternative. To provide financial assistance to low-income residents requesting arbitration through the Rent Arbitration Assistance Fund. D. Monitor and enforce the City's Mobile Home/Trailer Park Conversion Ordinance to protect the rights of mobile home residents. E. Assist mobile home park residents to purchase their parks and convert to resident ownership by operating the City's Mobile Home Assistance Program and assisting with the application for other funding sources, such as the State Mobile Home Assistance Program. F. Promote participation by referring eligible residents to the San Diego County Mobile Home Rent Assistance Program. G. Identify new programs in cooperation with the Western Mobile Home Park Owners Association to preserve the affordability of mobile home park residency. 	<p>Objective 4: Preservation of mobile home park living as a source of affordable housing.</p>
<ul style="list-style-type: none"> A. Preserve At-Risk Affordable Housing Units B. Implement a Proactive Neighborhood Improvement Program C. Implement the Multi-Family Housing Inspection Program D. Removal of Dilapidated Structures E. Implement Rehabilitation Programs F. Implement the Neighborhood Revitalization Program (NRP) G. Continue to Regulate Condominium and Stock Cooperative Conversions to Prevent Existing Residents H. Encourage Educational Programs for Homeowners 	<p>Objective 5: The systematic renewal, rehabilitation, conservation, and improvement of the residential neighborhoods of the Chula Vista Planning Area.</p>
<ul style="list-style-type: none"> A. Participate in a Regional Approach to Address Homelessness B. Facilitate Transitional Housing Programs 	<p>Objective 6: To provide housing assistance to individuals and families who are homeless and enable them to move back into permanent housing.</p>

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<ul style="list-style-type: none"> A. Continue to provide grants to low-income families to rehabilitate their mobile homes through the Mobile Home Rehabilitation Grant Program (Trailer/Mobile Home CHIP Program). B. Explore upgrading trailer parks to allow conversion to exclusive mobile home park zones. C. Monitor and enforce the City's Rent Arbitration Ordinance to protect the rights of mobile home residents in preserving this affordable housing alternative. To provide financial assistance to low-income residents requesting arbitration through the Rent Arbitration Assistance Fund. D. Monitor and enforce the City's Mobile Home/Trailer Park Conversion Ordinance to protect the rights of mobile home residents. E. Assist mobile home park residents to purchase their parks and convert to resident ownership by operating the City's Mobile Home Assistance Program and assisting with the application for other funding sources, such as the State Mobile Home Assistance Program. F. Promote participation by referring eligible residents to the San Diego County Mobile Home Rent Assistance Program. G. Identify new programs in cooperation with the Western Mobile Home Park Owners Association to preserve the affordability of mobile home park residency. 	<p>Objective 4: Preservation of mobile home park living as a source of affordable housing.</p>
<ul style="list-style-type: none"> A. Preserve At-Risk Affordable Housing Units B. Implement a Proactive Neighborhood Improvement Program C. Implement the Multi-Family Housing Inspection Program D. Removal of Dilapidated Structures E. Implement Rehabilitation Programs F. Implement the Neighborhood Revitalization Program (NRP) G. Continue to Regulate Condominium and Stock Cooperative Conversions to Prevent Existing Residents H. Encourage Educational Programs for Homeowners 	<p>Objective 5: The systematic renewal, rehabilitation, conservation, and improvement of the residential neighborhoods of the Chula Vista Planning Area.</p>
<ul style="list-style-type: none"> A. Participate in a Regional Approach to Address Homelessness B. Facilitate Transitional Housing Programs 	<p>Objective 6: To provide housing assistance to individuals and families who are homeless and enable them to move back into permanent housing.</p>



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<ul style="list-style-type: none"> A. Participate in a Regional Approach to Address Homelessness B. Facilitate Transitional Housing Programs C. Identify Non-profit Providers to Operate Emergency Shelter Programs D. Support Existing Services for the Homeless 	Objective 6: To provide housing assistance to individuals and families who are homeless and enable them to move back into permanent housing.
<ul style="list-style-type: none"> A. Review and Revise Affordable Housing Standards B. Implement an Ongoing Monitoring and Evaluation Program C. Establish an Affordable Housing Quality of Life Threshold Standard 	Objective 7: Ensure the successful implementation of housing policies and programs through effective coordination, monitoring, and evaluation.
<ul style="list-style-type: none"> A. Continue Fair Housing Counseling Services and Referral Activities B. Conduct the Annual Fair Housing Assessment C. Require Developers of Housing Projects (20 units or more) to Submit Affirmative Fair Marketing Plans 	Objective 8: The elimination of racial, age, religious, sexual, and economic bias and discrimination in the housing provision, and to ensure fair lending practices.
<ul style="list-style-type: none"> A. Expedite the Processing of Affordable Housing Projects B. Designate an Affordable Housing Ombudsman C. Establish specific procedures for evaluating requests for subsidies involving fees, land write downs, and other forms of City assistance. 	Objective 9: Reduction and/or removal to the greatest extent possible of identified constraints to the development, maintenance, and improvement of housing within the planning area.
<ul style="list-style-type: none"> A. Encourage energy and water conservation features and recycling storage areas in new housing in conjunction with the City's existing policy for the "Conservation of Energy and Water" within the City of Chula Vista. B. Continue to encourage the weatherization programs for low-income households currently sponsored by the MAAC project. C. Continue to require the installation of dual-piping systems in new projects to accommodate the use of reclaimed water for landscaping and other applications as feasible. D. Continue to require the submission of a "water management plan" and "air quality improvement plan" for large development projects at the Sectional Planning Area (SPA) Plan stage or similar level of review. E. Title 24 Compliance Review – The Planning and Building Department will continue to perform residential Title 24 energy analysis as part of building plan to check procedures 	Objective 10: To encourage the development of new housing, and the retrofitting of existing housing, with features to address environmental issues such as energy and water conservation and recycling.

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**Table 11-3
Implementation Measures
Housing Element**

<ul style="list-style-type: none"> A. The City will Encourage a Balance of Housing to Jobs B. Investigate the Need or Appropriateness of a Housing Linkage Fee C. Protect Coastal Zone Housing – Implement the Housing Demolition Rules and the Ten Percent Affordable Housing Requirement D. Provide Relocation Assistance as Required by Law 	<p>Objective 11: To fully address specific housing issues as they affect our community and to enforce applicable laws and ordinances.</p>
<ul style="list-style-type: none"> A. Five-Year Capital Improvement Program (CIP) – The City will continue to implement the ongoing CIP program B. Implement the 20-year Neighborhood Revitalization Program C. Continue to Require Facilities Financing Plans for All Master Planned Communities and Other Facility Financing Methods D. Continue Maintenance of Public Improvements and Facilities 	<p>Objective 12: To provide and maintain adequate public improvements, facilities, and services to support residential growth.</p>

Deleted: in a manner consistent with the Growth Management Element and Program.

NOTE: The format of this table is different than the other five tables (the right column contains objectives, rather policies) because the Housing Element is on its own state dictated update timetable and uses objectives and implementation measures, rather than objectives and policies.



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**Table 11- 4
Implementation Measures
Public Facilities and Services Element**

IMPLEMENTATION MEASURE	POLICIES
Administer Facility Master Plans, and perform updates and revisions as necessary.	GM 1.7
Administer Capital Improvements Programs	PFS 4.1 – PFS 4.3
Collect Development Impact Fees	
Administer Urban Water Management Plans	PFS 1.1 – PFS 1.7, PFS 2.1 – 2.3, PFS 3.1 – PFS 3.4
Administer City Emergency Response Plan	PFS 5.1 – PFS 5.8, PFS 6.1 – PFS 6.3, PFS 7.1 – 7.5
Establish zoning provisions for post-disaster development	PFS 8.1 – PFS 8.4
Develop Park Dedication Ordinance	PFS 14.1 – PFS 14.10, PFS 15.1 – PFS 15.11
Follow development guidelines and standards for new development within and adjacent to the Otay Valley Regional Park	PFS 16.1 – PFS 16.3
Conduct a feasibility study for the location and design of a landmark park in Chula Vista	PFS 17.1 – PFS 17.3
Establish zoning provisions to accommodate childcare facilities and other health and human services near homes, schools, work places, activity centers and major transit facilities and routes	PFS 19.1 – PFS 19.10
Develop a Cultural Arts Master Plan and a feasibility study for the location and development of a cultural arts center in the City of Chula Vista (Also see LUT Element Table 11-1)	PFS 19.1 – PFS 19.10, PFS 20.1 – PFS 20.3
Establish Chula Vista Energy Strategy	PFS 22.1 – PFS 22.5, PFS 23.1- PFS 23.5
Establish zoning provisions to address proper design and placement of public facilities and services, including telecommunication facilities and solid waste disposal facilities	PFS 21.1 – PFS 21.3, PFS 24.1 – PFS 24.3, PFS 25.1 – PFS 25.4, EE 23.2 – EE 23.4
Develop a plan that will assure quality education and recreation for people of all ages	PFS 9.1 – 9.5, PFS 10.1 – 10.6, PFS 11.1 – PFS 11.5, PFS 12.1 – PFS 12.3, PFS 13.1 – PFS 13.3, PFS 18.1 – PFS 18.3, EE 23.4

GENERAL PLAN IMPLEMENTATION

CHAPTER 11

**Table 11-5
Implementation Measures
Environment Element**

IMPLEMENTATION MEASURE	POLICIES
Administer the City's Multiple Species Conservation Program Subarea Plan (MSCP) (Also see LUT Element Table 11-1)	E 1.1, E 4.1 – E 4.2, E 5.1, E 5.3, E 12.1, E 16.1
Administer the Jurisdictional Urban Runoff Management Plan	E 2.1 – E 2.7
Administer the San Diego Bay Watershed Urban Runoff Management Program	E 2.1 – E 2.7
Administer the Standard Urban Storm Water Mitigation Plan	E 2.1 – E 2.7
Administer the Carbon Dioxide (CO ₂) Reduction Plan	E 6.1 – E 6.11
Administer the Energy Strategy Action Plan	E 7.1 – E 7.4
Administer the Chula Vista Greenbelt Master Plan	E 4.2 – E 4.3, E 11.1 – E 11.10, E 12.1 – E 12.2
Administer the Chula Vista Trails Master Plan	E 11.1 – E 11.10, E 12.1 – E 12.2
Administer Project-Specific Environmental Analyses pursuant to CEQA	E 3.6, E 10.1 – E 10.2
Administer Project-Specific Plans, including: Water Conservation Plan; Water Quality Study; Air Quality Improvement Plan; Solid Waste Management Plan	E 2.1 – E 2.7, E 3.1 – E 3.6, E 6.1 – E 6.11, E 8.1 – E 8.6
Establish zoning provisions to permit mixed use developments, encourage efficient use of water and energy, reduce risk associated with natural hazards	E 3.1 – E 3.6, E 6.1 – E 6.11, E 7.1 – E 7.4, E 13.1, E 14.1 – E 14.5, E 15.1 – E 15.2, E 16.1, E 22.4
Administer various development codes and ordinances, including but not limited to: Urban-Wildland Interface Code; Noise Control Ordinance; California Building Code; Zoning Code Hazardous Waste Facilities Regulations (Municipal Code Section 19.58.178); Development and Redevelopment Projects Storm Water Management Standards Requirements Manual; Surface Mining Operations Ordinance	E 5.1 – E 5.3, E 21.1 – E 21.4, E 22.1 – E 22.5
Administer various City programs and policies, including but not limited to: Pollution Prevention Policy; Household Hazardous Waste Program	E 2.1 – E 2.7, E 18.1, E 19.1
Establish zoning provisions to address the proper siting and design of hazardous waste facilities	E 17.1 – E 17.2, E 19.1 – E 19.2, E 20.1 – E 20.3
Conduct an evaluation of Historic Preservation in Chula Vista, including a comprehensive survey and inventory of historic properties (Also see LUT Element Table 11-1)	E 4.1, E 9.1 – E 9.3



GENERAL PLAN IMPLEMENTATION CHAPTER 11

6.0 PERIODIC REVIEW AND REPORTING

6.1 Purpose of Periodic Reporting

The goals, objectives and policies found in the Chula Vista General Plan are far-reaching in their scope and purpose. As the City continues to develop and mature, changes in social and economic factors, as well as changes in local and regional transportation, public facilities, and environmental factors will occur. To remain effective, the City will periodically assess the progress made in implementing the General Plan, as required by Section 65400 of the California Government Code.

6.2 Format and Content Reporting

The progress report will be prepared and reviewed with the City Council, and submitted to the State. It may be formatted to focus on individual policies and implementation programs or on development activities and approved projects. It will address progress made in meeting Chula Vista's share of regional housing needs, and will make recommendations for any revisions to the General Plan elements, including the chapter on General Plan Implementation, that will ensure more effective implementation and achievement of the vision established for Chula Vista.

6.3 Assessing General Plan Implementation

Implementation is critical to realizing the vision established by the citizens of Chula Vista through the general plan update process. Monitoring is necessary for the city to evaluate if the various programs and policies are successfully achieving the goals and objectives established by the plan.

GENERAL PLAN IMPLEMENTATION

CHAPTER 11

Objective - GPI 6

Conduct periodic reviews to assess progress made in General Plan implementation.

Policies

- GPI 6.1** Prepare a periodic implementation progress report that assesses progress made in implementing the plans, programs, and mitigation measures established by the Chula Vista General Plan and associated Program Environmental Impact Report (PEIR).
- GPI 6.2** Use the General Plan Implementation Chapter, the General Plan PEIR and the General Plan Implementation Strategy as the basis for preparing a periodic progress report. Assessing progress made in implementing the plans, programs, and mitigation measures established by the Chula Vista General Plan and associated Program Environmental Impact Report (PEIR).
- GPI 6.3** When appropriate, hold a joint Planning Commission and City Council public meeting where the community can comment on the status of implementing the General Plan and on the priority of implementation programs.
- GPI 6.4** Submit the periodic implementation progress report to OPR and HCD to comply with requirements established by the State of California Public Resources Code.
- GPI 6.5** If indicated by the periodic implementation progress report, allow for general plan amendments that are needed to increase the effectiveness of implementation.



GENERAL PLAN IMPLEMENTATION CHAPTER 11

7.0 CITY BOUNDARY REORGANIZATIONS

7.1 City and Sphere of Influence Boundaries

This General Plan addresses existing and future land uses within the jurisdictional boundaries of the City of Chula Vista, as well as within Chula Vista's "Sphere of Influence." A sphere of influence is an area outside of the City's boundaries that relates to the function and operation of the City. Annexations, technically known as reorganizations, are defined as the "inclusion, attachment or addition of territory to a city or district" (California Government Code). Areas proposed for annexation must first be within the City's sphere of influence and within the City's General Plan area.



7.2 Potential City Boundary Reorganizations

The boundary between the City of Chula Vista and the City of National City, between Interstates 5 and 805, crosses the Sweetwater River Valley and State Route 54 in several locations. This border is, therefore, one that may lend itself to reorganization to use the river valley or State Route 54 as the boundary between the two jurisdictions. Another potential boundary adjustment may be appropriate in the area of Otay Ranch Village 13, currently in unincorporated territory of San Diego County, where future urban development and services may relate to the City of Chula Vista. Reorganizations may be logical along other City boundaries, as well.



7.3 Annexations Procedures

The San Diego Local Agency Formation Commission (LAFCO) is responsible for reviewing and approving annexations and detachments, or changes to the Chula Vista sphere of influence and jurisdictional boundary. An application is made and submitted to LAFCO, along with reports on the effects of the proposed reorganization. Factors considered in the review may include, but not be limited to, the following:

- Population, density, and proximity to other populated areas;
- Land area, land use, and likelihood of significant growth in the area;
- Topography, natural boundaries, and drainage basins;
- Need for organized community services and the ability to provide them;
- Cost of providing services and infrastructure, and the probable effect of providing those services;
- Creation of islands or corridors of unincorporated territory; and
- Comments of any affected local agency.

GENERAL PLAN IMPLEMENTATION
CHAPTER 11



7.4 Changes to City Boundaries

Objective - GPI 7

Promote logical revisions to the Chula Vista sphere of influence and jurisdictional boundaries.

Policies

- GPI 7.1** Permit, and, in some instances, promote requests for reorganization of jurisdictional or sphere of influence boundaries that further the vision established by the Chula Vista General Plan.
- GPI 7.2** Require analyses to consider and review impacts to services, infrastructure and fiscal health anticipated by proposed changes to sphere of influence or jurisdictional boundaries.