

RESOLUTION NO. 3519

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA ADOPTING THE CHULA VISTA GENERAL PLAN - 1990

WHEREAS, the Chula Vista City Planning Commission has heretofore held two public hearings as required by law to consider the Chula Vista General Plan, and

WHEREAS, the Commission, by Resolution No. 307 and No. 316, has adopted the General Plan and recommended its adoption by the City Council, and

WHEREAS, the Chula Vista City Council has held a public hearing to consider the adoption of said Plan.

NOW, THEREFORE, BE IT RESOLVED that the City Council does hereby adopt the Chula Vista Plan - 1990, a copy of which is attached hereto and on file in the office of the City Clerk.


BE IT FURTHER RESOLVED that the City Planning Commission shall conduct a regular annual review of the General Plan in October of each year and report on needed changes and extensions.

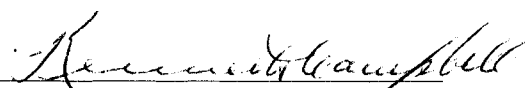
ADOPTED AND APPROVED by the CITY COUNCIL of the
CITY OF CHULA VISTA, CALIFORNIA, this 22nd day of September,
19 64, by the following vote, to-wit:

AYES: COUNCILMEN McAllister, Sparling, McCorquodale, Anderson, McMains

NAYES: COUNCILMEN None

ABSENT: COUNCILMEN None


Mayor of the City of Chula Vista

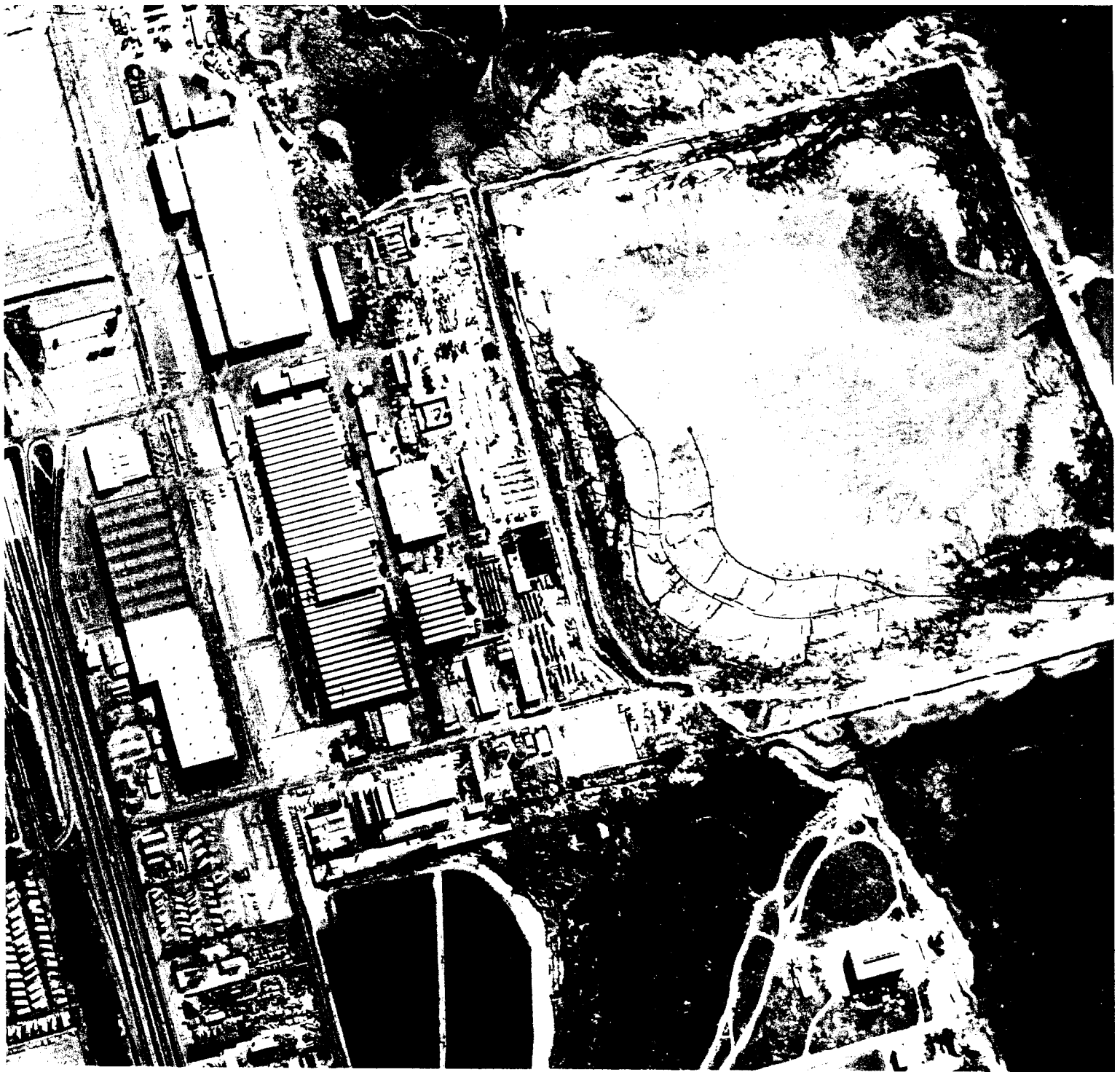
ATTEST 
City Clerk

STATE OF CALIFORNIA }
COUNTY OF SAN DIEGO } ss.
CITY OF CHULA VISTA }

I, KENNETH P. CAMPBELL, City Clerk of the City of Chula
Vista, California, DO HEREBY CERTIFY that the above and foregoing
is a full, true and correct copy of _____,
and that the same has not been amended or repealed.

DATED: _____

City Clerk



CHULA VISTA California

THE GENERAL PLAN 1990

WILLIAMS AND MOCINE : CITY AND REGIONAL PLANNING

1136 CLEMENT STREET SAN FRANCISCO 18, CALIFORNIA

R-3579



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June 1, 1964

Chula Vista City Council
Chula Vista Planning Commission
City Hall
Chula Vista, California

Gentlemen:

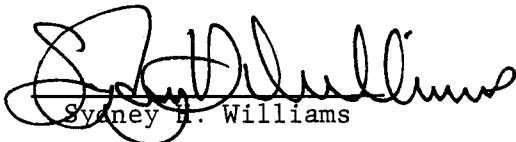
Pursuant to our contract with the State of California, we are pleased to submit the General Plan for the City of Chula Vista.


Now nearing the end of the first century of community life, Chula Vista is looking forward to continued growth and expansion. The General Plan is designed to guide the City in its development so that growth will bring a finer community and a stronger economic base.

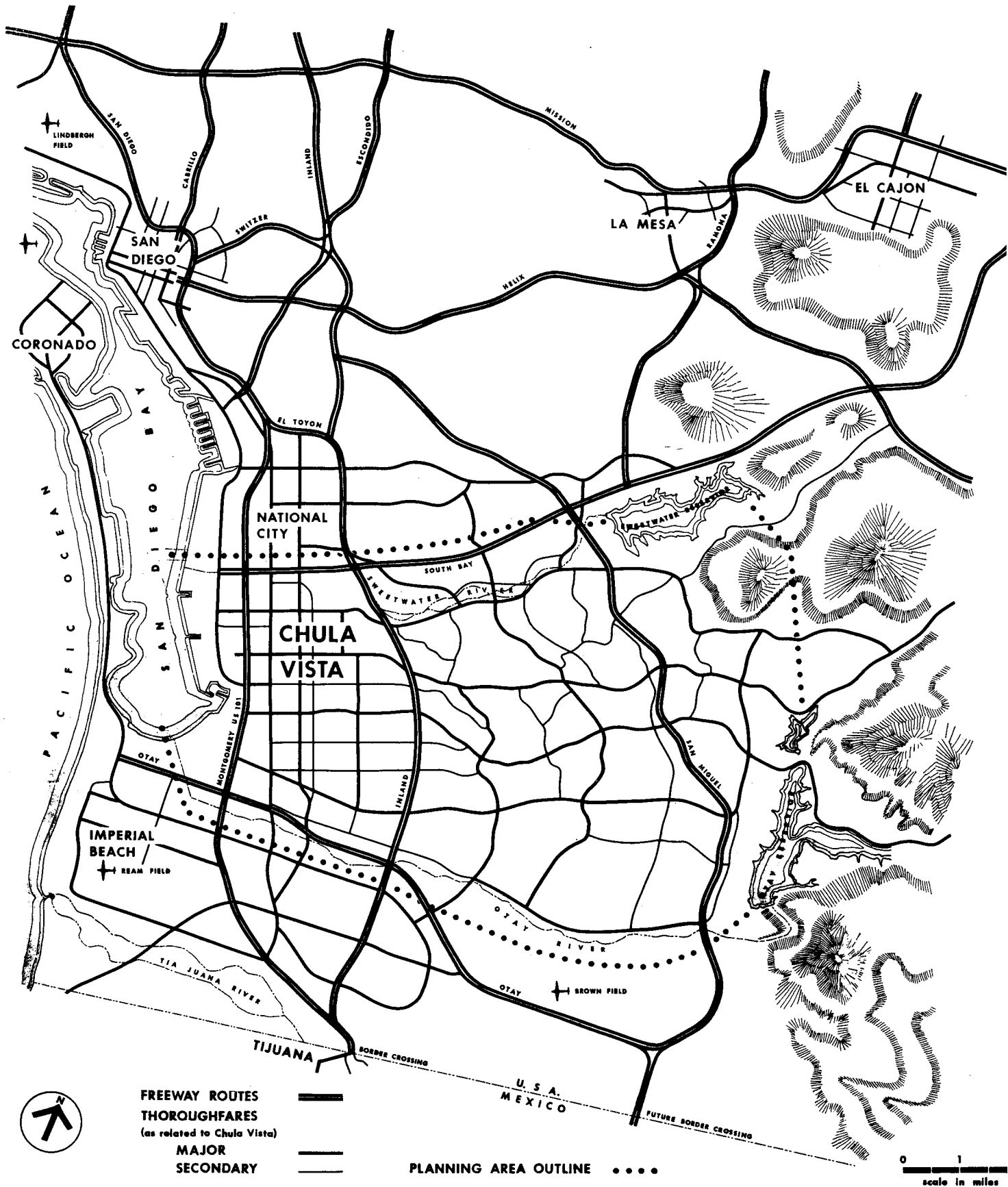
The General Plan must now be adopted by the Chula Vista Planning Commission and City Council. Adoption of the General Plan is not the end of Chula Vista's general planning program. The establishment of new zoning and subdivision regulations and the completion of important capital improvement projects are other steps necessary to carry out the policies of the General Plan.

We have had the assistance of many citizens of Chula Vista in the preparation of the General Plan. We wish to acknowledge the guidance given us by the Chula Vista Master Planning Committee. We wish also to thank the Planning Commission, the City Manager, the Planning Director and all other individuals who assisted us in the preparation and review of this General Plan.

Sincerely,


Sydney H. Williams


Corwin R. Mocine



FREEWAY ROUTES
THOROUGHFARES
 (as related to Chula Vista)
MAJOR
SECONDARY



PLANNING AREA OUTLINE

0 1
 scale in miles

GENERAL PLAN SUMMARY

The General Plan is designed to accommodate and guide the future development of the City of Chula Vista. Many factors of growth and development are considered in the Plan. While each detail of community development is important, certain key proposals are particularly influential in determining the character of the future community. A knowledge of these key proposals will enable the citizens to understand better the development potentials of Chula Vista and the ways in which they are dealt with in the Plan. The five major proposals in the General Plan are as follows:

Industrial Development

Improvement and diversification of the industrial base is one of the principal objectives of the General Plan. To this end approximately 3,000 acres of land are set aside for immediate and long-range future use for industry. The General Plan emphasizes the need for high standards of development, zoning regulation of the performance standard type, and the designation of an industrial reserve to insure the orderly programming of industrial land development. It is recommended that Chula Vista set as its industrial expansion goal 14,000 industrial jobs by 1990, a number estimated to be equal to the number of industrial workers in the Chula Vista population.

Central Chula Vista

Central Chula Vista is proposed to continue as the principal shopping, service, cultural, and governmental center of the City. In order to achieve this objective, important changes and improvements are suggested in the General Plan. Retailing will increasingly be attracted to the Chula Vista Center, but special retail, service, administration and financial activities should be centered in the Third Avenue District. This will require replanning and redevelopment of the district, increases in off-street parking space, and a closer tie with an expanded and improved Civic Center. Cultural facilities including a municipal auditorium should be located in an adjoining park. More detailed plans for this development are included in a special report entitled Third Avenue-Civic Center Sketch Plan.

The Easterly Expansion Area

By 1990, it is expected that more than half the population of Chula Vista will be living in new communities located on the mesas and foothills easterly of the Inland Freeway. The sound development of this presently undeveloped area is therefore of extreme importance to the City. The principal General Plan recommendations for this area are as follows:

- . A wide range of carefully-planned residential areas including suburban estates, medium density single-family developments, and higher density areas of town houses, cluster houses, and garden apartments.

- . Development of a community center for this entire area centered around Southwestern College and including a community commercial center, a high school, and an elementary school.
- . Creation of a network of open spaces including golf courses and agriculture in the Sweetwater Valley, an agriculture-reserve south of Telegraph Canyon Road, recreational developments around the lakes, and reservation of several important canyons throughout the district.

Regional and Internal Circulation

In order for Chula Vista to attract its share of the growth of population and commercial and industrial investment of the San Diego metropolitan region, it will be necessary to improve both regional access routes to the City and the system of major streets within the City. Among the more important planned improvements are the following:

- . A regional freeway net including Montgomery, Inland and San Miguel freeways in a north-south direction and South Bay and Otay freeways running from east to west.
- . Extension of H Street as a major thoroughfare linking the industrial district, Chula Vista Center, the Third Avenue District, and the proposed new center at Southwestern College.
- . Development of a new set of major and secondary thoroughfares to serve the growth areas to the east.
- . Relocation of the Arizona and Eastern Railroad from its location east of and parallel to the Montgomery Freeway to the center of the tidelands industrial area.

Tourist and Recreation Development

Chula Vista's location on the south bay and close to Mexico should insure a strong tourist potential. To turn this potential into reality, the General Plan proposes the designation of ample areas for high quality tourist accommodations, including motels, restaurants, and gas stations convenient to the Inland and San Miguel freeways. Private and proposed public golf courses, a new marina on the waterfront, and recreational development of the lake shores would provide important tourist attractions.

OFFICIALS

CITY OF CHULA VISTA

CITY COUNCIL

Cecil Sparling - Mayor
Keith Menzel, former Mayor

Eleanor Anderson
Robert R. McAllister
Daniel McCorquodale
Peter De Graff - former
Councilman
John Smith - former
Councilman

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Kyle O. Stewart, Vice Chairman

Edward H. Adams
E. Alan Comstock
Comdr. William Guyer
Bruce Johnson
Ross M. Willhite

CITY ADMINISTRATOR

Fred A. Ross

F. S. Fulwiler, former
City Administrator

DIRECTOR OF PLANNING

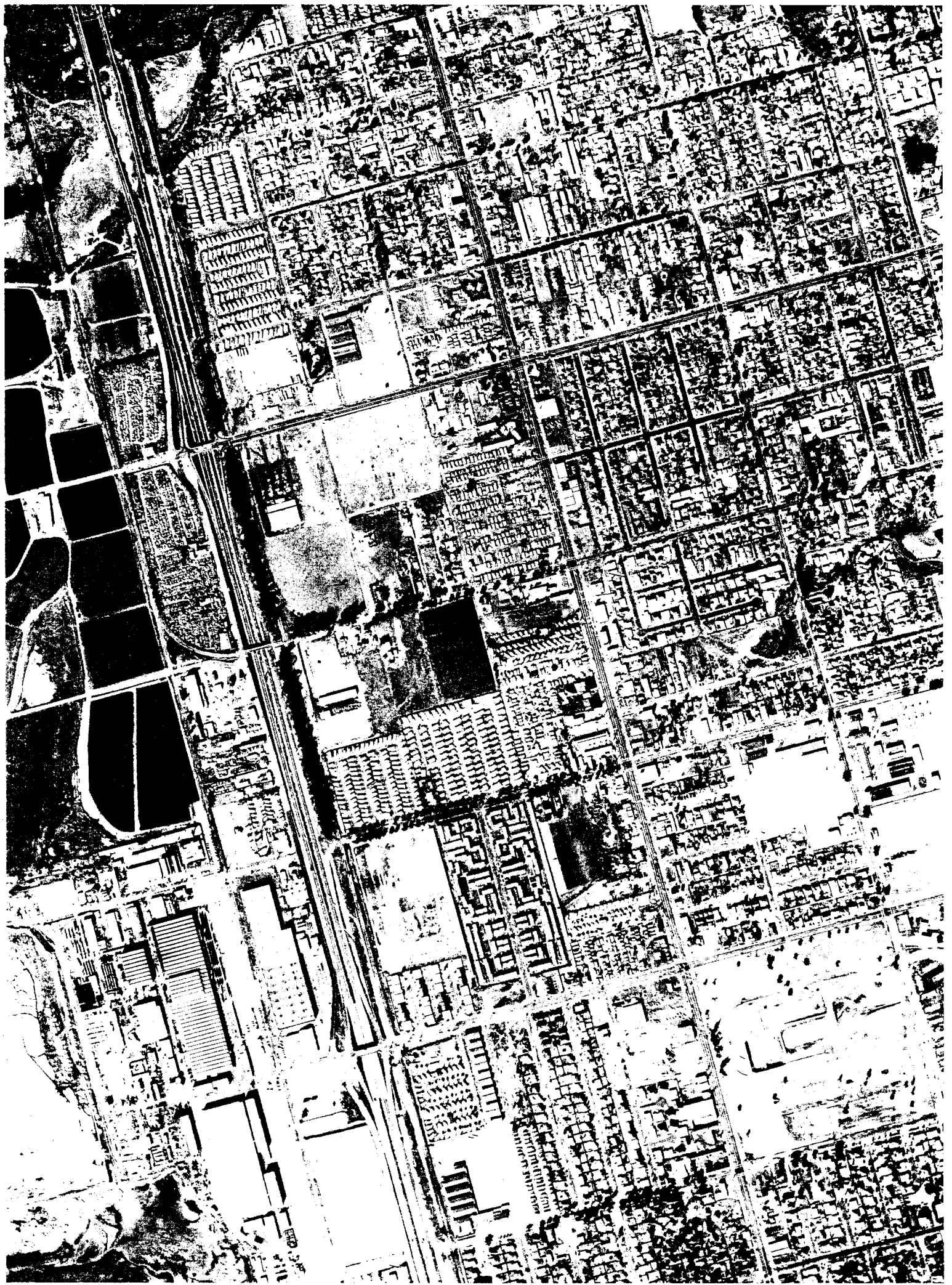
Bruce Warren, Planning Director

George H. Fretz, former
Planning Director

DIRECTOR OF PUBLIC WORKS

Lane Cole

Part I
Chula Vista Today



PART I
CHULA VISTA TODAY

THE PLANNING AREA

Chula Vista is located on San Diego Bay between the Sweetwater and Otay rivers about eight miles south of San Diego and ten miles north of the Mexican border. The City occupies an attractive and varied physical site. Its older areas are on the coastal plain adjacent to San Diego Bay and its expansion areas lie in the valleys and mesas to the east. The expansion areas consist of an old plateau, broken up by a number of canyons, rising steeply at first and then more gently toward the eastern mountains. The climate of the coastal plain is uniformly temperate and quite arid, with mean temperatures ranging from about 56° in January to about 70° in July, and rainfall averaging about nine inches a year. Elevations within the Planning Area range from sea level to over 600 feet, though the adjacent mountains on the east rise abruptly to elevations of several thousand feet. The Planning Area is generally bordered by the San Diego Bay to the west; the Sweetwater Valley and South Bay Freeway on the north; the Sweetwater and Otay reservoirs, and mountains to the east; the Otay Valley on the south. It encompasses an area roughly 5 miles by 12 miles or about 40,000 acres. The incorporated area, located in the northwest portion of the Planning Area, is approximately 2-1/2 miles by 2-1/2 miles with many extensions east and south into the balance of the Planning Area, and comprises about 9,000 acres.

Accessibility

The Chula Vista area is readily accessible by highway, water, railroad, and airplane. U. S. Highway 101, a freeway, as well as other existing and planned highways in the San Diego Metropolitan highway network, provides direct access to the Planning Area. San Diego Bay constitutes a water route to Chula Vista. Ocean-going vessels will have access to the Chula Vista tidelands when the planned deepwater channel is constructed in the Bay. The Arizona and Eastern Railway, a subsidiary of the Southern Pacific Railroad, provides freight service to Chula Vista. Lindbergh Field, the major passenger air terminal in the San Diego area, is located about ten miles to the north; National City airport, a small, executive aircraft facility, is on the north side of Chula Vista; Brown Field, a general aviation facility, is located about 10 miles to the southeast.

HISTORICAL DEVELOPMENT

Settlement of Chula Vista began in 1886 when the townsite was laid out by the San Diego Land and Town Company. The town occupied part of the 42-square-mile National Ranch, an original Mexican Land grant which had been bought by the Kimball Brothers in 1868.

Coincident with the establishment of the City, two railroads were developed permitting economical shipment of the lemons and other fruit which were the principal products of the City at that time. These railroads and the presence of ample rich agricultural land brought rapid initial growth to the new community immediately after its founding.

The boom of 1886 to 1888 was short-lived, however, and thereafter until the time of the first World War, the population of the area did not increase significantly. Production of citrus fruits--mainstay of Chula Vista economy--was subject to the vagaries of the weather, such as the 7-year drought of 1897 to 1904 which caused great economic distress in Chula Vista.

When the City of Chula Vista was incorporated in 1911, its population was only 650 (1910 Census figure). By 1920, however, the population had almost tripled to 1,718; and despite the disastrous flood of 1916 in which both the Sweetwater and the Otay dams failed, the peak of the lemon industry was reached in the early 1920's. Steady production of lemons and celery, the second largest crop, continued until the mid-1930's. This economic strength was reflected in the growth of the town's population which increased to 3,869 in 1930 and 5,138 in 1940.

After 1936, however, the lemon industry began to falter and it was further hurt as an indirect effect of the war effort. During the war the Japanese farmers of the area were relocated and pressure to build housing for war industries became intense. In 1941, the Rohr Aircraft plant moved to Chula Vista from San Diego and immediately became the major employer in the City. At this time the Chula Vista economy changed rapidly from predominately agriculture to manufacturing and defense-oriented industries.

While tomatoes, celery and cucumbers replaced lemons as the major crops of the area, total farm acreage in Chula Vista was more and more supplanted during the 1940's and particularly during the 1950's by housing development as the San Diego metropolitan area expanded. The result was that the population more than tripled between 1940 and 1950 and almost tripled again between 1950 and 1960, rising from 15,927 to 42,034.

METROPOLITAN SETTING

Chula Vista is part of the San Diego Metropolitan area which occupies the extreme southwest corner of the United States. The San Diego area enjoys an exceptionally attractive climate; it has striking physical characteristics in its coastline, beaches, mountains, and desert resorts; adjacent Mexico offers further recreational advantages. The area has a long history as a tourist and retirement center, and a reputation as a pleasant place for year-round living.

In the San Diego economy, which supports a population of about one million people, manufacturing (primarily aircraft and ordnance industries) is by far the largest and most important element; military employment is

second; and tourism is third. Also of significance are the activities of the Port of San Diego, which have increased in importance in recent years through growing foreign imports.

The main east-west Transcontinental Railways and highways are located about 125 miles to the north at Los Angeles. However, U.S. Highway 80 gives the San Diego area a decided advantage in serving rapidly expanding central Arizona. The distance to Phoenix, Arizona, via U.S. Highway 80 is only 359 miles, 34 miles shorter than U.S. Highway 60-70 between Los Angeles and Phoenix. Chula Vista is the second largest city in the San Diego area and constitutes a striking microcosm of the larger metropolitan area. The entire Chula Vista Planning Area comprises some 40,000 acres, or about ten per cent of the land within 20 miles of downtown San Diego.

PHYSICAL CHARACTERISTICS

Existing Land Use Pattern

Table I (appendix) contains a comparison of land use in Chula Vista with that in ten satellite cities 1/ and eleven urban areas 2/. This comparison indicates lower than average density in residential development; an above-average proportion used by industry and railroads; a below-average proportion of land devoted to parks and recreation; and extensive undeveloped land.

Housing Characteristics

The quality of housing in Chula Vista has helped to create the City's reputation as a good place to live. About half of the housing units have been built since 1955. Almost 80 per cent of the houses are valued between \$12,500 and \$25,000; the median value of owner-occupied housing, \$16,600, is higher than the San Diego urban area which stands at \$16,300, and higher than the State median of \$15,100. The Chula Vista median gross rent, \$100, is also well above the \$86.00 median of the San Diego area, and above the State's \$79. Four-room dwelling units comprise 47.8 per cent, and five-room dwelling units, 44.5 per cent of the total. Sixty nine and one-half per cent of all occupied dwellings are owner-occupied in Chula Vista compared with 58.4 per cent for California and 57.4 per cent for the San Diego urban area. Housing in Chula Vista is relatively sound and above average in value. Only 4.4 per cent of all structures are deteriorating compared with 10.7 per cent for California and 7.9 per cent for the San Diego urban area. Chula Vista has, however, a gross vacancy rate of 9.5 per cent compared with 8.9 per cent for California and 8.8 per cent for the San Diego urban area.

1/ Bartholomew, Harland, Land Uses in American Cities, Harvard University Press, Cambridge, 1955.

2/ Niedercorn, John H. and Edward F. R. Hearle, Recent Land-Use Trends in Forty-Eight Large American Cities, The Rand Corporation, Santa Monica 1963.

Traffic and Circulation

Two principal highways serve Chula Vista. U. S. Highway 101, or Montgomery Freeway, is the main trafficway extending north to downtown San Diego and Los Angeles, and south to the Mexican border at Tijuana. Most of this route is developed as a freeway and already the principal interchanges serving the City at E and H streets are inadequate for the traffic volume, causing congestion and delay.

San Diego County S17 extends northeast to El Cajon. It will be replaced as an important route with the completion of the South Bay Freeway. The street system in the older sections of Chula Vista is basically a grid-iron system with through streets at quarter mile intervals. In the more mountainous sections to the east, the street pattern is irregular, influenced by the rough topography.

The traffic problems in Chula Vista are those of a gridiron system, in which one street tends to be as available as another for traffic. Through traffic in residential areas is difficult to control and presents safety and nuisance problems.

The growth and development of the commercial centers in Chula Vista pose problems of traffic circulation such as means of bypass, ease of access and circulation, as well as adequate parking facilities. The Third Avenue Business District needs special consideration and should be provided with an improved circulation pattern to relieve the present congestion and conflict of shopper and through traffic on Third Avenue. The new Chula Vista Shopping Center, because of its size and regional importance, needs improved direct access, not only from the present developed areas, but also from anticipated development to the east and, in particular, the new Inland Freeway.

The most significant traffic problems, however, are those of facilitating traffic movement to and from Chula Vista rather than within the City. Capacity of major routes is inadequate as is access to them.

Public Facilities

The Civic Center. The present 15-acre Civic Center site, recently expanded by the acquisition of the 8-acre F Street school property, is sufficiently large to permit needed expansion of facilities to accommodate both Chula Vista and San Diego County governmental functions.

The existing joint City and County facilities have 32,053 square feet of floor space, which, according to estimates by both jurisdictions, is currently deficient about 5,000 square feet. This figure excludes the F Street school building which must be replaced or completely renovated to be useful.

Fire Stations. Chula Vista has three fire stations to serve its presently developed area. The balance of the Planning Area is protected by two additional stations in the Sweetwater and South Montgomery fire districts.

Hospitals. The Chula Vista Planning Area is part of the National City Hospital Service Area which encompasses the entire South Bay Area including the communities of National City, Chula Vista, San Ysidro and Imperial Beach. This hospital service area is part of the Hill-Burton California State Plan for Hospitals. In June 1960 the Hospital and Health Facility Planning Commission was incorporated to serve San Diego County and as yet has not prepared a hospital master plan for the Chula Vista area.

Two and one-half beds per thousand population is a commonly used standard for estimating hospital facilities. On this basis, Chula Vista would need about 120 beds to meet current requirements. Upon completion of the 128-bed Chula Vista Community Hospital and the 54-bed South Bay Community Hospital, the City will have an excess of beds sufficient to accommodate a modest future population growth.

Schools

The Chula Vista Planning Area is served by two school districts: The Chula Vista City School District serves students from the Kindergarten through the sixth grade; the Sweetwater Union High School District includes junior high grades 7-9, and high schools, grades 10-12. Both districts have expanded by annexation at rates equal to or greater than those of the City of Chula Vista. There is every indication that this trend will continue.

Most of the school facilities of these two districts lie within the City boundaries of Chula Vista; four elementary schools do not: Sunnyside and Allen to the northeast, Rogers, just beyond the city limits on East Naples Street, and Montgomery to the south.

The number of school-age children per family in Chula Vista is quite high, well above those of San Diego County and California, as shown in the following table:

<u>Place</u>	<u>School Age Population</u>			<u>School Enrollment Per Family</u>
	<u>K-6</u>	<u>7-12</u>	<u>Total</u>	
Chula Vista	.53	.38	.91	.89
San Diego County	.46	.33	.79	.75
California	.44	.30	.74	.73

Parks and Recreation

Chula Vista has almost 60 acres of land devoted to neighborhood and community parks and recreation facilities. An additional 400 acres are developed in three private 18-hole golf courses.

According to the California Committee on Planning for Recreation Park Areas and Facilities*, Chula Vista on the basis of its 1960 population, should have an additional 110 acres of park and recreational facilities. The gross figure of 170 acres would include 130 acres of neighborhood recreation centers adjoining elementary schools and 40 acres of community parks adjoining junior or senior high school sites.

Chula Vista enjoys easy access to several major recreation areas and facilities which are a strong attraction for vacationers and tourists. Mexico and tourist-oriented Tijuana are only about 10 miles to the South. The Silver Strand beaches are just a few miles west. San Diego Bay gives Chula Vista a waterfront and the potential of a protected boating area. The Sweetwater and Otay reservoirs provide fresh-water recreation at the east side of the Planning Area. The California Riding and Hiking Trail begins at the Otay Reservoir. A mountainous expanse providing almost unlimited recreational opportunity extends from the San Miguel and Jamul mountains on the eastern border of the Planning Area to the eastern border of San Diego County including the immense Anza Borrego Desert State Park.

Public Utilities

Water. The entire Chula Vista Planning Area is within the service area of the California Water and Telephone Company. Water mains are extended throughout the incorporated area from the Sweetwater Reservoir. In the unincorporated area, service is provided in the Otay area, though the mains appear inadequate in size; the balance of the Planning Area lacks service altogether.

Sanitary Sewers. Chula Vista is part of the Metropolitan Sewerage District which processes sewage in a central disposal plant. Collection facilities extend throughout the old section of town; mains have been laid in Telegraph Canyon to the new Southwestern College site and in the Sweetwater Valley to Spring Valley.

A special sewer district has been formed in the Otay Area to the south of Chula Vista. This new district has contracted with Chula Vista for trunk and disposal plant capacity in the metropolitan system. Thus, two agencies will provide sewerage in the Chula Vista Planning Area.

Storm Drainage. Much of the storm drain system in the older, western, parts of the City was constructed when the City was undeveloped. As the areas upstream developed, the agricultural lands with relatively low runoff were converted to houses and to paved streets with a high rate of runoff which resulted in overloading of the drains. To point out these inadequate drains and to provide information from which future drains may be sized for ultimate development conditions, a comprehensive drainage study has been prepared as a supplement to the General Plan.

*California Committee on Planning for Recreation, Park Areas and Facilities, Guide for Planning Recreation Parks in California, State of California, 1956.

Power and Telephone Service. The San Diego Gas and Electric Company provides both natural gas and electric power in the Planning Area. Telephone service is provided by Pacific Telephone Company.

POPULATION GROWTH

After a short boom following its founding, Chula Vista grew slowly during the early years of the twentieth century. The growth rate has increased during the last two decades, however, as shown on the following page.

This rapid rate of increase can be attributed to the following factors:

1. The accelerated manufacturing activities in the San Diego area (particularly aircraft and ordnance) and increased employment at Rohr Corporation in Chula Vista.
2. The attractiveness of the general area for retirement, recreation, and tourism.
3. The return of many former service men and war workers who liked the living environment of the San Diego area.
4. The movement of growth to the suburbs.

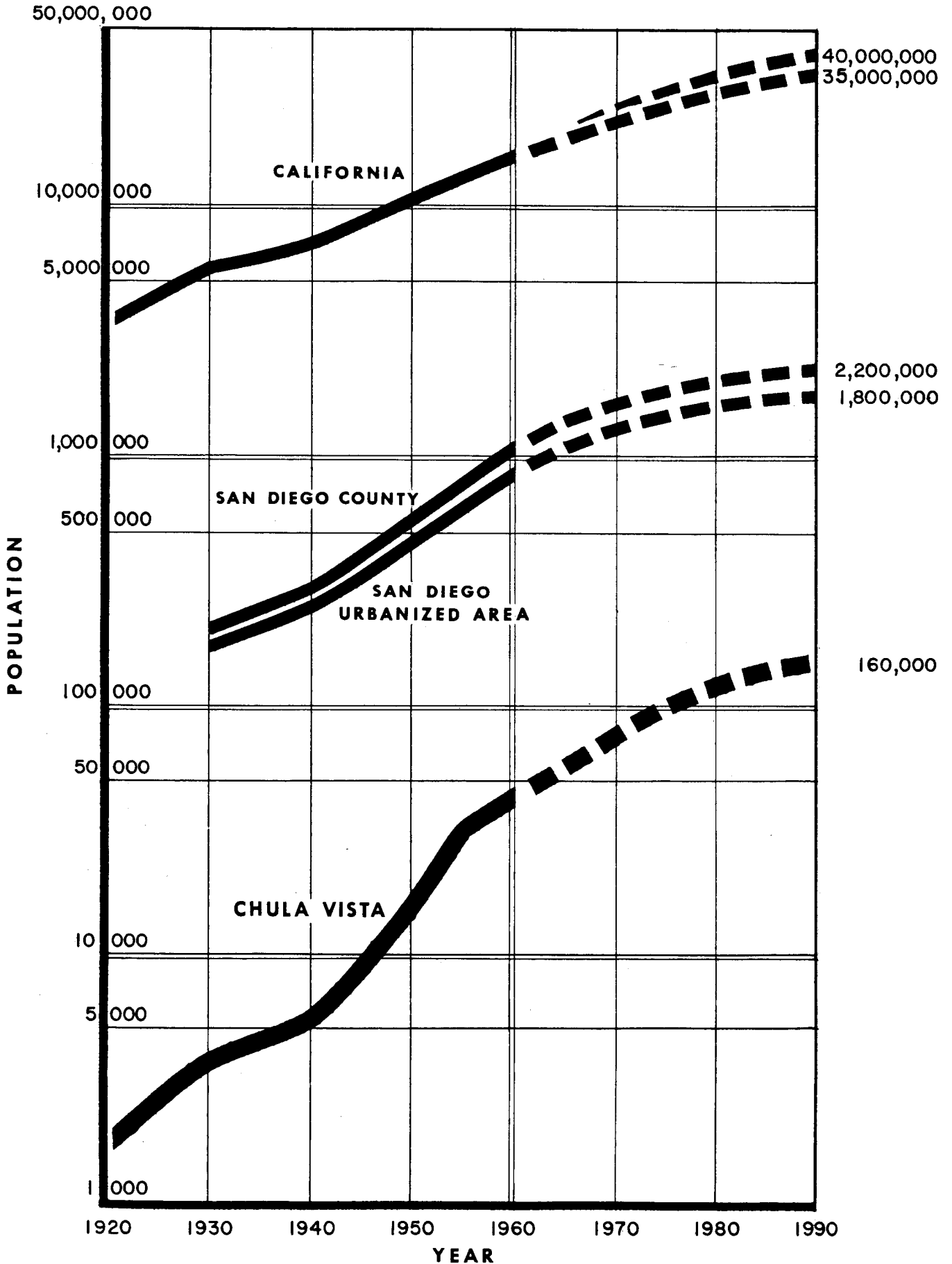
POPULATION CHARACTERISTICS

Chula Vista has a young population, though slightly older than that of the surrounding area. The median age is 28.2 compared with 26.9 for the San Diego urbanized area, and 30.0 for California. The population per household is 3.29 compared with 3.05 for California, and 3.08 for the San Diego urbanized area. 38.9 per cent of the population of Chula Vista is under 18 years of age. This is a high proportion compared with California's 34.7 per cent, and the 34.8 per cent in the San Diego urban area. The fertility ratio (number of children per 1,000 females 14-49) is slightly low in Chula Vista, 449, both by comparison to its 1950 level, 467, and in comparison with California, 472, and the San Diego urban area, 492.

Chula Vista is almost wholly a white community. Only one per cent of its population is non-white, compared with 8 per cent in California as a whole, and 5.9 per cent in the San Diego urban area.

The median family income in 1959 for Chula Vista, \$6,969, was higher than the California median, \$6,726 and that of the San Diego urban area, \$6,706. However, the per cent of families with \$10,000 income or more was the same as the San Diego urban area, 21.1 per cent, and slightly lower than the State, 21.8 per cent. Families with \$3,000 or less income represented 11.4 per cent of the families in Chula Vista, lower than in the San Diego urban area with 14.0 per cent, and the State with 14.1 per cent.

POPULATION TRENDS AND PROJECTIONS



EMPLOYMENT

In Chula Vista, population increased more rapidly than the number of employed workers during the 1950's.

Employment in manufacturing, finance, insurance and real estate, professional and related services increased at a faster rate than the growth of population, but there was an actual decline in the number of agricultural jobs. These changes were consistent with the trends in the San Diego Metropolitan Area. Table XII, appendix I, shows a comparison of employment characteristics.

Unemployment was very high for Chula Vista residents in 1960--8.5 per cent of the labor force, compared with 5.8 per cent for the State, and 6.8 per cent for the San Diego urban area. In 1960 nearly all categories of experienced workers had higher unemployment rates in Chula Vista than in the San Diego urban area as a whole. Chula Vista had an unusually high percentage of employment in manufacturing, 31.9 per cent, compared with 25.1 per cent in the San Diego urbanized area and 24.1 per cent in California. Over 85 per cent of the manufacturing labor force in Chula Vista were engaged in the aircraft and ordnance industries concerned with national defense.

ECONOMIC CHARACTERISTICS OF CHULA VISTA

Industrial Trends

The economy of Chula Vista has shifted from a dependence on agriculture to manufacturing during the past several decades. In 1950 the U. S. Census showed 23.1 per cent of the labor force engaged in manufacturing and 3.8 per cent in agriculture; the 1960 figures showed manufacturing had increased to 34.4 per cent while agriculture had decreased to 1.2 per cent.

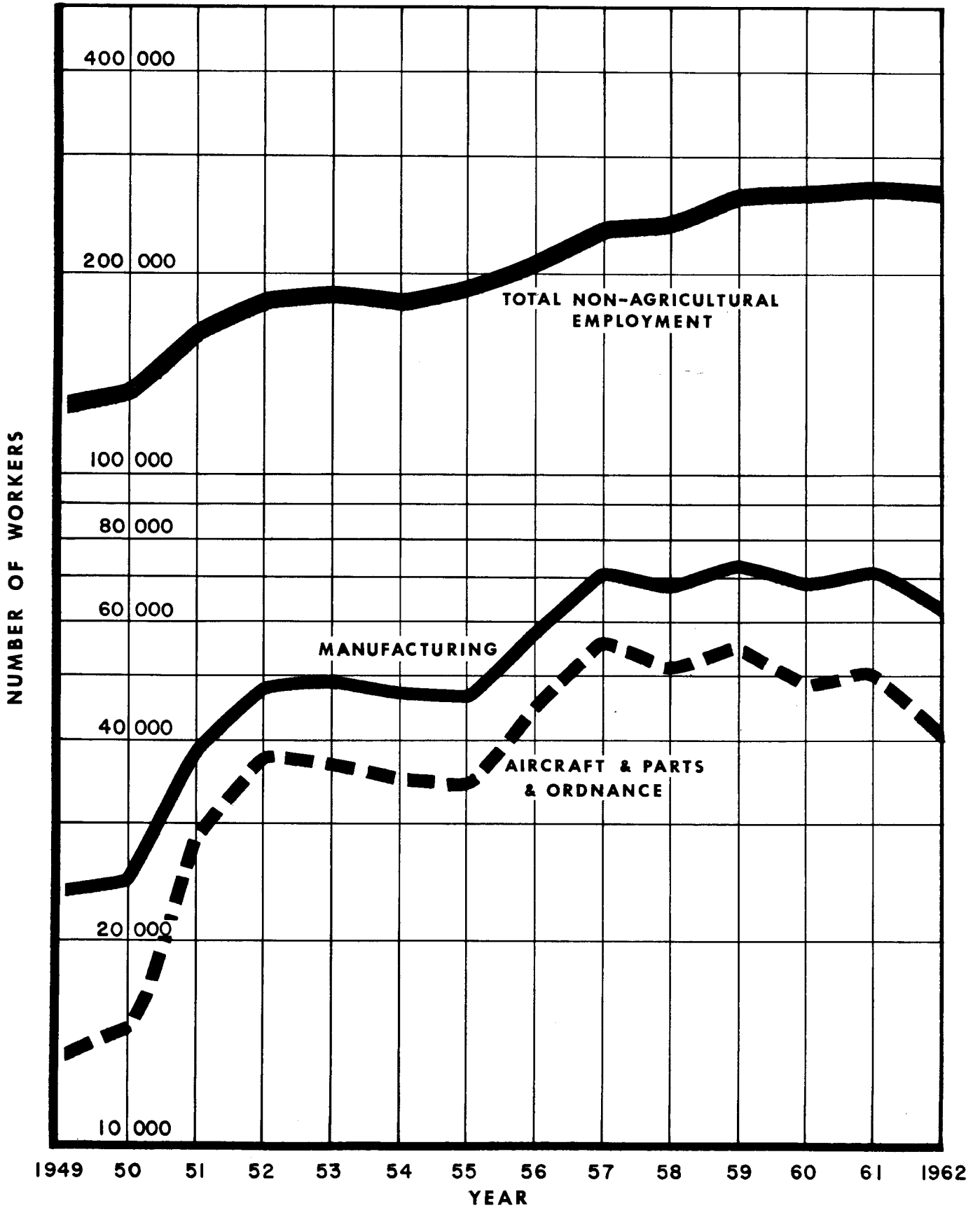
Of the 6,200 industrial workers employed in Chula Vista according to a Chamber of Commerce survey of March 1963, 5,400 workers are employed in one manufacturing company (aircraft and building components) and an additional 300 in other companies in related aircraft and ordnance activity. Thus most of the industrial employment of Chula Vista is in the relatively unpredictable defense-oriented aviation industry.

These facts point to the need to improve and diversify the industrial base of Chula Vista. This objective becomes one of the principal goals of the Chula Vista Plan.

Commercial Trends

Commerce constitutes the other principal element of the Chula Vista economy. The opening of two major retail centers--the Unimart Center in the fourth quarter of 1960, and the Chula Vista Shopping Center during the fourth quarter of 1961--has apparently helped Chula Vista capture much of the area's new growth in retail sales. Taxable sales

SAN DIEGO COUNTY EMPLOYMENT TRENDS *



* Source: California Division of Labor Statistics

for Chula Vista in 1961 were up to about \$859 per capita, somewhat above the level of San Diego County (\$835) but below National City (\$1,366), San Diego City (\$925), and California (\$1,025).

The average return per square foot for all retail commercial sales area in the City appears to be low and seems to indicate some premature development of commercial property in Chula Vista at present. This suggests a conservative policy governing future commercial zoning and development, to protect and increase the potential of existing commercial centers.

Chula Vista's location on San Diego Bay, close to old Mexico and the ocean beaches should result in a substantial tourist business potential. Present experience in the motel, restaurant-bar and automotive sectors of the economy indicate that this potential is not being realized. Capture of a larger share of this valuable economic activity is the objective of several recommendations of the General Plan such as the creation of special tourist commercial areas in the easterly parts of Chula Vista adjacent to the Inland and San Miguel freeways and the establishment of an attractive marina on the waterfront.

Municipal Fiscal Characteristics ^{1/}

In comparison with 10 other California cities with similar characteristics ^{2/}, Chula Vista is somewhat below average in per capita assessed value and retail sales, both indicators of a City's ability to raise revenue. During the past ten years the City has demonstrated a more than average willingness to allocate current funds to capital improvement. In addition, local voters passed two large bond issues for major recreation and harbor improvements. The harbor bonds were retired early as a corollary of the transfer of tidelands to the new Unified Port District. This healthy civic climate will be of great assistance in General Plan implementation even though the limited revenue resources, as indicated above, will have to be used carefully. The City's long-term street improvement needs, though substantial, are not abnormal.

To augment the financing of an expanded program of capital improvements, the City might use revenue bonds as well as some additional general obligation bonds, and should--through the General Plan--strengthen its commercial and industrial tax base.

^{1/} Prepared by William R. Zion, Governmental Research Consultant.

^{2/} Alhambra, Los Angeles Co.; Arcadia, Los Angeles Co.; Culver City, Los Angeles Co.; Hawthorne, Los Angeles Co.; Montebello, Los Angeles Co.; National City, San Diego Co.; Ontario, San Bernardino Co.; Oxnard, Ventura Co.; S. San Francisco, San Mateo Co.; Sunnyvale, Santa Clara Co.

Part II
Future Growth of
Chula Vista



PART II
FUTURE GROWTH OF CHULA VISTA

CHULA VISTA POPULATION PROJECTIONS

The Chula Vista population projections reflect an expected gradual increase in Chula Vista's share of the total San Diego area population from the 1960 level of 5 per cent to a level which may ultimately approach 10 per cent in the future beyond the time span of this Plan. This projected steady increase will continue the trend of the past 30 years, during which Chula Vista's share of total San Diego area population rose from 2.9 per cent in the Thirties and Fourties to 3.7 per cent in 1950 and 5.0 per cent in 1960. The long-range estimate assigning 10 per cent of the population of the San Diego urban area to Chula Vista would give it a share of population roughly equal to its percentage of the land area within a 20-mile radius of San Diego. These trends are shown graphically on the facing page.

The rate of Chula Vista's growth and, in fact, whether it ever achieves the growth potential of 10 per cent of the metropolitan area, will depend on such factors as rate and quality of land development, quality of civic development, and relative convenience to both shopping and work centers. Chula Vista will continue to be tributary to San Diego but will depend increasingly, for its employment, on its own industries and commercial activities.

	<u>Population Increase</u>				<u>United States</u>
	<u>Chula Vista</u>	<u>San Diego Urban Area</u>	<u>San Diego County</u>	<u>California</u>	
1920	1,718	n.a.	112,248	3,426,861	105,710,620
1930	3,869	182,070	209,659	5,677,251	122,775,046
1940	5,138	253,645	289,348	6,907,387	131,669,275
1950	15,927	432,974	556,808	10,586,223	150,697,361
1960	42,034	836,175	1,033,011	15,717,204	178,464,236

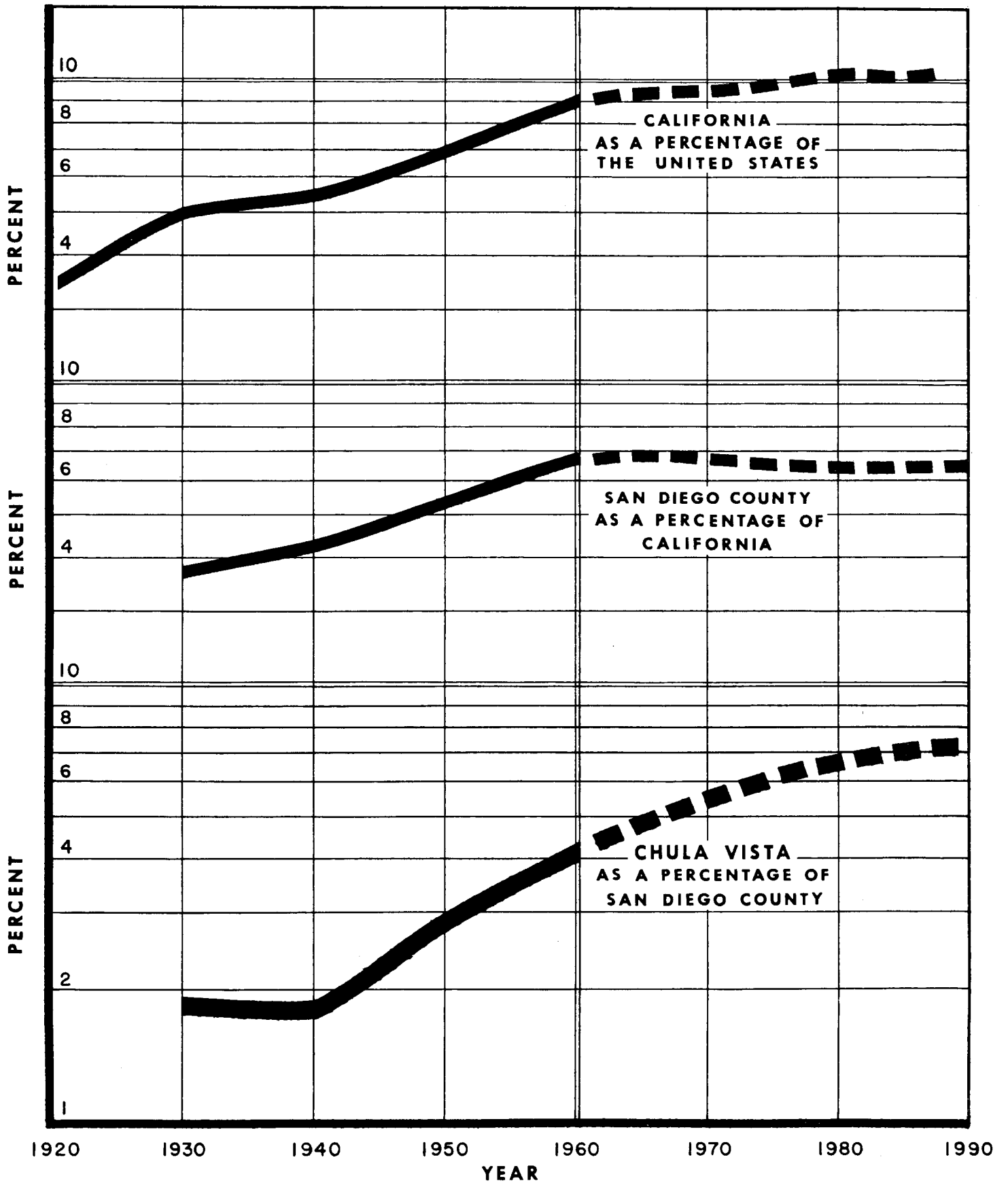
The population growth estimate for Chula Vista has been derived from San Diego urban area population projections published by the City of San Diego and the State as well as from a study of trends in the City itself.* It is expected that Chula Vista will maintain its above-average rate of growth without drastic change during the next 20 to 30 years. Growth is expected to average approximately five per cent per year.

n.a. - Not available

Source: U. S. Census

*San Diego City Planning Department, The San Diego General Plan Study, December, 1961. California Department of Finance Projections. California Department of Water Resources.

CHULA VISTA POPULATION PROPORTIONAL RELATIONSHIPS



The projected population of the Chula Vista Planning Area to 1990 is set forth in the following table:

Population Projection for Chula Vista

<u>Year</u>	<u>Chula Vista Area Population % of San Diego Urbanized Area</u>	<u>Population in San Diego Urbanized Area</u>	<u>Chula Vista Area Population</u>
1960	5.0	836,175	42,034
1970	6.2	1,200,000	74,500
1980	8.1	1,500,000	122,000
1990	8.9	1,800,000	160,000

Note: Based on population of incorporated area in 1960 and the entire Planning Area by 1990.

FUTURE POPULATION DISTRIBUTION

Of the total projected population of 160,000, between 69,000 and 78,000 may reside in the area between the Montgomery and Inland freeways and from 91,000 to 102,000 east of the Inland Freeway.

For statistical and planning purposes, the Chula Vista Planning Area has been divided into six sub-areas or communities: Central Chula Vista; Otay; Telegraph Canyon; Bonita; Lake Area; and Tidelands Industrial belt.

1. Central Chula Vista is bounded by the Montgomery, South Bay and Inland freeways and L Street. It is the older originally developed portion of the Chula Vista Planning Area.
2. The Otay area is bounded by L Street, the Inland, and Montgomery freeways and the line of the future Otay Freeway. It includes the small original community of Otay and much of the southerly expansion of Chula Vista.
3. The Telegraph Canyon section comprises the area between the Inland and San Miguel freeways and south of the proposed extension of H Street in the Rice Canyon area.
4. Bonita includes the area north of the Rice Canyon Road and bounded by the Inland, South Bay and San Miguel freeways.
5. The Lakes Area includes the area east of the San Miguel Freeway.

6. The Tidelands Industrial Belt comprises the waterfront of Chula Vista west of the Montgomery Freeway and also includes areas north of the South Bay Freeway and south of the Otay Freeway.

Table VII in Appendix I shows the proposed population distribution in each of these sub-areas.

FUTURE AGE DISTRIBUTION IN CHULA VISTA

Age distribution in the future is expected to reflect the continuation of the 1950-1960 in-migration trend, the maturing of present residents, and the tremendous increase in the formation of young families from the post-World War II children. People born in the late 1940's and during the 1950's will reach marriageable age and form new families during the late 1960's and 1970's.

Large numbers of children from new young families are expected to maintain the present proportion of pre-school children. The in-migration of families with school-age children will probably maintain the 5-17 age group at almost the present proportion. These young families will also result in a higher proportion of persons 18-24 years old. The relative proportion of the population in the 25-49 age group will probably drop because of the large increases of persons in other age groups. There is expected to be an increase in the proportion of the 50-64 age group and, even more, of the 65 and older group, reflecting the maturing of the present population and the attractiveness of Chula Vista as a residential and retirement area. Table V, in Appendix I shows the projected age group proportions.

FUTURE EMPLOYMENT

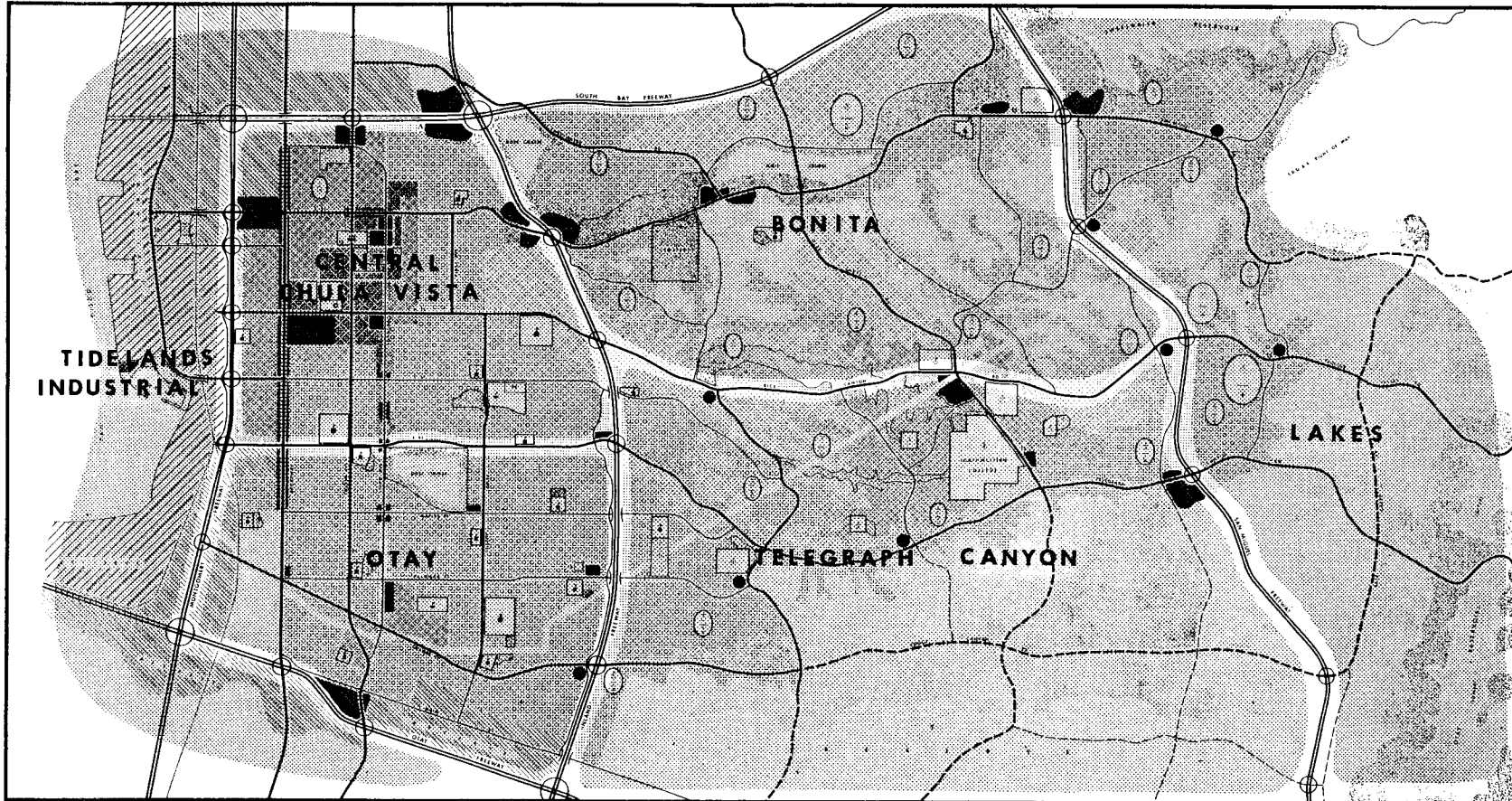
In the future, a smaller percentage of employees is expected to be engaged in manufacture, and a larger percentage engaged in non-manufacturing activities--e.g. the professions, business administration, finance, insurance, real estate, construction, personal and business services and public administration.

There is no way to forecast accurately how many residents in Chula Vista will work in other parts of the San Diego metropolitan area, or how many workers in Chula Vista will commute from other parts of the metropolitan area. It is recommended, however, that Chula Vista provide sufficient area for industrial development to create manufacturing jobs equal to the number of residents who will be engaged in manufacturing by 1990. Assuming that 35 per cent of the 160,000 projected population in Chula Vista, or 56,000 workers, will be employed in 1990 (up from 31 per cent in 1960) and that about 25 per cent of the employment will be in manufacturing (down from 32 per cent in 1960) the estimated 1990 resident manufacturing labor force would be about 14,000 workers (an increase of about 10,000 over 1960).

To provide for this number of workers, industry will have to create additional jobs at an average rate of 300 to 350 per year during the planning period. Industrial development would require 700 acres at an average employment of 20 workers per acre.* Since development parcels would tend to be scattered within the industrial area, it would be reasonable to allocate 1,500 to 2,000 acres for industrial development. In order to provide for some of the industrial requirements beyond the planning period, it would be reasonable to allocate an additional 1,000 to 1,500 acres for long-range industrial reserve. Thus approximately 3,000 acres of land should be designated for eventual industrial development.

*Industrial and research development employment densities average from five per acre in very low density operations to 50 in high quality industrial and research parks. The present employment density at Rohr Corporation is about 50 workers per acre (approximately 5,500 workers on about 110 acres). At peak employment in 1957, Rohr employed about 11,000 workers for a density of 100 workers per acre. San Diego City requires a minimum employment density of 30 workers per acre in its new Industrial and Research Parks. The employment density of 20 workers per acre is used in Chula Vista as a likely over-all average for potential industrial development, taking into account a full range of possible development densities.

CHULA VISTA, CALIFORNIA GENERAL PLAN: 1990



Residential

VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH
1	2	3	4	5

Commercial

RETAIL	OFFICE	PROFESSIONAL & ADMINISTRATIVE
HYPERMART	WIMCOP	

Industrial

RESEARCH & LIMITED	GENERAL
--------------------	---------

Open Space, Public & Quasi Public Uses

AGRICULTURE & PRIVATE	PUBLIC USES
WATER	QUASI PUBLIC USES
PARKS & PUBLIC OPEN SPACE	

Symbols

CIVIL CENTER	PSYCHOLOGICAL	SENIORS
FIRE STATION	FS	ELEMENTARY
HOSPITAL	H	SUNSHINE INQUIRY
PARK	P	HIGH
HELIPORT	HP	JUNIOR COLLEGE

Circulation

FREEWAY	FRONTAGE ROAD
MAJOR THOROUGHFARE	R/W RESERVED
SECONDARY THOROUGHFARE	WATER TOWER
	RAILROAD

PREPARED FOR THE CHULA VISTA CITY PLANNING COMMISSION BY WILLIAMS AND MOCINE CITY AND REGIONAL PLANNING SAN FRANCISCO, CALIFORNIA

Chula Vista , California Community Areas

Part III
The Chula Vista
General Plan - 1990



PART III
THE CHULA VISTA GENERAL PLAN - 1990

GOALS OF THE CHULA VISTA PLAN

Before a community can plan, there must be agreement on what it is planning for--that is, on the principal goals which the community believes important to achieve over the next two decades. The following five goals represent the thinking of the Chula Vista Master Planning Committee, the Planning Commission and the City Council regarding important objectives in the future development of Chula Vista.

Following each general goal is a list of more specific actions or policies designed to achieve that goal. This list attempts to identify the principal steps which should be taken to implement the Plan but does not pretend to be exhaustive.

1. Improve and expand the economic base.
 - a. Enlarge and diversify industry.
 - b. Maximize commercial potential.
 - c. Exploit tourist potential, particularly the proximity to Mexico and the beaches.

2. Preserve and enhance the residential quality of Chula Vista.
 - a. Establish a high quality for new development, both single and multi-family.
 - b. Preserve existing sound areas.
 - c. Promote orderly expansion of multiple housing in appropriate areas.
 - d. Avoid undesirable economic or other segregation in Chula Vista.
 - e. Annex lands to the east of Chula Vista in order to assure that development will meet City standards.

3. Provide adequate and convenient public facilities to serve anticipated population.
 - a. Bring neighborhood and community recreation areas up to accepted standards.
 - b. Provide one or more large parks in areas best suited to this use.
 - c. Provide for recreational use of a portion of the waterfront.
 - d. Continue to develop and improve the civic center as a major focus and service center for the community.
 - e. Provide for adequate storm drainage, particularly through preservation of natural channels.
 - f. Encourage development of Southwestern College as a major community cultural and educational center.

4. Develop a circulation system within the City of Chula Vista and linkages to the region and to Mexico which will be convenient, efficient, and harmonious with an optimum pattern of land development.
 - a. Determine best location for freeways and freeway connections.
 - b. Provide adequate internal circulation system serving major destinations and protecting neighborhoods and principal activity areas.
 - c. Provide an efficient rail and highway system to serve the tidelands industrial area.

5. Preserve and enhance the beauty of Chula Vista.
 - a. Provide for appropriate and attractive development of the bay shore.
 - b. Establish controls to prevent ugly scarring and grading in development of eastern lands.
 - c. Provide for street trees and adequate planting of all available public areas to relieve arid environment.
 - d. Identify and preserve strategic areas such as lookout areas, lake shores, deep and interesting canyons, etc.
 - e. Encourage and protect crop and orchard uses wherever and for as long as economically feasible.

PRINCIPAL PROPOSALS OF THE PLAN

Residential Development

General Principles Relating to Residential Development. The Planning of the future residential development in Chula Vista will be influenced by the following considerations:

- . The character and value of existing desirable neighborhoods should be maintained. Redevelopment and rehabilitation should be employed to correct deficiencies of blighted or deteriorating areas when they occur.

- . Residential areas should be planned with centrally located schools, and parks; arterial traffic should be routed around rather than through the neighborhoods.

- . Objectionable, hazardous, dangerous and other incompatible uses of land should be prevented from intruding upon residential neighborhoods.

- . New concepts in the design of residential areas should be encouraged, such as provision of communal open space compensating for reduced lot sizes, and the introduction of planned mixtures of dwelling types.

- . The highest densities should be located at the points of greatest service and accessibility near the central district and the more important outlying commercial areas. The most difficult topography, should be developed at the lower densities.
- . Care should be taken in the design of future residential areas to preserve the natural amenities which make Chula Vista a desirable place to live today.

Density Categories. The General Plan is intended to form a basis for the conservation and improvement of the existing residential neighborhoods of Chula Vista, and to guide the development of the new residential areas to the east. The residential development in Chula Vista is divided for purposes of planning into five categories of density. The density categories as indicated on the General Plan Map are not intended to suggest uniform patterns of either single- or multi-family development. They are intended, rather, to indicate the general range within which a harmonious but varied combination of different housing types will fall for any given area of the City

General Plan Density Categories

<u>Designation</u>	<u>Dwelling Units Per Gross Acre</u>	<u>Total Acres Within Planning Area by Category</u>	<u>1990 Population Estimated to be Accommodated</u>	
			<u>Population</u>	<u>% of Total</u>
Very low density	less than 1	1,640	2,500	1.6
Low density	1 to 3	2,710	19,100	11.9
Medium density	4 to 7	8,250	99,700	62.3
High density	8 to 15	1,500	32,000	20.0
Very high density	16 to 30	180	6,700	4.2
			<u>160,000</u>	<u>100.0</u>

These density categories may be described as follows:

Very Low Density. A small estate type of development with individual sites ranging from one to several acres. Rugged topography would usually characterize areas in this density category.

Low Density. A predominately single-family development on building sites ranging from about one-third of an acre to over one acre. Much of the present suburban area easterly of Chula Vista is characteristic of the type of development anticipated in the Low Density areas.

Medium Density. This density category combines single-family dwellings on average city lots with limited numbers of duplex dwellings and small apartments. It is characteristic of the development of much of the older level portion of Chula Vista where single-family residence is the predominant land use, but where limited numbers of multi-family units exist in appropriate locations. Selective and appropriate mixing of building types should be encouraged in this and the following density districts.

High Density. Single-family and small apartment units in this density category would be combined with larger garden apartments and also with town-house and cluster developments.

Very High Density. This density category is intended to designate areas which would be characterized by high-rise and garden apartments. Although single-family units would continue to exist within the Very High Density area in the early years of the planning period, ultimately these areas are expected to be almost exclusively multi-family in character.

Distribution of Residential Densities. The General Plan Map shows residential development expanding eastward into the mesas and foothills. Surrounding Southwestern College, a limited area of high density development is proposed on the more level hilltops for the convenience of students and faculty, and to encourage development of an active community center for this new easterly area.

This high density neighborhood is expected to remain at the low end of the range for this category, i.e. to achieve a density of about 8 to 10 families per acre. Terrace houses, cluster development, and informal garden apartments should constitute the predominant dwelling types in this section of the community.

Future development in this foothill area will be formed into neighborhoods free of through traffic and served by centrally-located schools and playgrounds. Small convenience shopping centers will be situated to serve each two or three neighborhoods. In general, development should be confined to the most suitable topographic areas, avoiding the steepest slopes and narrow canyons. The density of development in this area will vary with the topography, ranging from the high density development described above, to medium and low densities in the more rolling and steeper slopes. Where land is very broken and rough, density should be reduced to an average of one or less dwellings per gross acre.

In general, the density of the residential area between the Chula Vista Shopping Center and the Third Avenue Business District, and that surrounding the Third Avenue Business District, is proposed to increase substantially from the existing average of 6 to 10 dwelling units per net acre to over 20 as a result of the development of high rise apartment buildings in the area designated as very high density. This intensity of land development is intended to provide a feasible alternative to undesirable ribbon commercial development as well as to strengthen the market of both centers. The area between the Third Avenue Business District and the Montgomery Freeway, and other areas designated high density, are expected to reach a net density averaging as high as 15 dwelling units per net acre. Such an increase in density will be the result of continuing construction of multi-family structures on remaining vacant sites and as a replacement for older single-family units.

In the remaining portions of presently developed Chula Vista, the densities are not expected to change substantially from the present range of 4 to 7 dwelling units per net acre. Some increase toward the high end of this range can be expected, due to the development of now-vacant property and to limited apartment construction.

Commercial Development

The General Plan considers commercial development in four categories: 1) retail centers; 2) thoroughfare-commercial areas, providing for automobile-oriented services and wholesaling activities; 3) visitor-commercial uses and; 4) professional-administrative uses. There is evidence of some overdevelopment of commercial facilities at present based on the average return per square foot of commercial establishments. A conservative policy is recommended in adding new land to the commercial land supply. It is further recommended that every effort be made to increase the efficient use of existing commercial areas.

Retail Commercial Areas. The principal retail centers are the Third Avenue Business District, on Third Avenue between E and G streets; the Unimart Center, on Fourth Avenue at C Street, and the new Chula Vista Shopping Center on Broadway between H and I streets.

The recently developed retail centers are providing serious competition for the Third Avenue Business District, requiring aggressive action on the part of the latter, if it is to maintain itself as a shopping area. Specific steps, such as traffic and parking improvements, beautification, and intensification of surrounding uses, are proposed in a separate detailed study.

Neighborhood shopping centers (5-8 acres in size) are proposed or are already existing. The scale and location of new centers should be carefully related to their appropriate markets. The same care should be exercised in behalf of existing centers. A community shopping center of about 25 acres is proposed adjacent to the new Southwestern College campus, to provide a commercial nucleus for the mesa and foothill area. This center should be designed to complement the services of the three regional shopping centers in Central Chula Vista.

Inasmuch as the regional centers also provide neighborhood services, the total number of 21 shopping centers will serve an average of about 7,500 persons or 2,500 families each. This average service area suggests approximately 2,500 square feet of supermarket floor space (1 or 2 supermarkets) together with other closely related neighborhood services.

Thoroughfare Commercial Areas. Thoroughfare uses are now largely concentrating along Broadway (Business U.S. 101) as well as in certain locations along Third Avenue and E Street. It is proposed that this trend be continued and the clustering of thoroughfare commercial uses be encouraged in order to overcome the undesirable scattering now in evidence. Broadway is the most appropriate location for the thoroughfare uses already concentrating along its frontage. Third Avenue is not an appropriate location for extensive thoroughfare commercial uses which should be restricted to the several compact locations shown in the General Plan. E Street, like Third Avenue, should be restricted for thoroughfare commercial development except for the frontage between Broadway and the Montgomery Freeway, and the area north of the Third Avenue Business District between Fourth Avenue and Church Avenue as shown in the General Plan.

Visitor-Commercial Areas. With its great advantages of climate, beaches, boating facilities and the proximity of old Mexico, tourist activity should be an important and growing component of the economy of the San Diego region. It now appears that Chula Vista is not attracting its share of this valuable resource. A substantial step in the direction of achieving the basic General Plan goal of a stronger and more diversified economic base for Chula Vista would be taken if the City were to develop the facilities to enable it to attract a larger share of the tourist dollar. With this objective in mind, visitor-commercial development is proposed on the waterfront in conjunction with a new marina, and near the following freeway interchanges: 1) Inland and South Bay freeways; 2) Inland Freeway and Bonita Road; 3) San Miguel Freeway and San Miguel Road; 4) San Miguel Freeway and Telegraph Canyon Road. Adequate areas are shown in the Plan at these locations to permit the development of complexes of high quality tourist facilities including motels with meeting and convention facilities, restaurants, service stations, and related facilities to serve the visitor or traveler.

Professional and Administrative Areas. Many professional and administrative offices in Chula Vista are in or near the Third Avenue-Civic Center Area. It is proposed to continue this concentration of offices, thus helping the Third Avenue-Civic Center Area attract new activity to replace retail volume appropriated by other shopping centers. A more complete treatment of this proposed development is included in the Third Avenue-Civic Center Area Plan.

Industrial Development

In accordance with the objective of improving the industrial base of Chula Vista, nearly 3,000 acres of land are designated in the Plan for future industrial use. Since this acreage is substantially in excess of anticipated need within the planning period, about a third of this amount is designated as reserve.

The amount of industrial land is based upon the following assumptions:

1. That the Planning Area by 1990 will have a total labor force of about 56,000 (35 per cent of the 160,000 projected population).
2. That the manufacturing labor force will constitute about 25 per cent of the total labor force for about 14,000 workers.
3. That an average density of 20 workers per acre will be employed in the areas designated for industry, and will require about 700 acres.
4. That the amount of land designated for industrial use in the General Plan should be about three times the estimated need in order to:
 - a. Assure the free functioning of the real estate market and avoid creation of an industrial land monopoly.
 - b. Permit prospective developers a wide choice of sites.

c. Provide a factor of safety in the provision of this resource which is so important to the economic future of the City.

5. That the remaining potential prime industrial land, approximately 1,000-1,500 acres, should be designated as an industrial reserve and preserved for use beyond the planning period.

Industrial Development Principles. The following principles are proposed for industrial development in Chula Vista:

1. Reserve an adequate supply of land for industrial development which is properly located in relation to other land uses in Chula Vista.
2. Encourage industrial park development in appropriate locations.
3. Schedule development of industrial land, insofar as possible to assure compact and orderly use of industrial districts in accordance with the absorption rate of the industrial land market.
4. Establish industrial classifications based upon performance standards.
5. Locate the most compatible industrial uses close to residential areas and less compatible ones away from residential areas.
6. Use Urban Renewal to make appropriate areas of presently mixed or deteriorated land uses available for industrial development.

Industrial Locations and Uses. The area proposed for industrial development in Chula Vista is located in a crescent shaped belt along the western side of the Planning Area. This belt includes portions of the Sweetwater and Otay valleys, the tidelands, and selected areas east of the tidelands and west of Broadway. Proposed industrial development is divided into two classes: 1) general industry, about 1,400 acres, and 2) research-limited industry, about 1,600 acres.

General industrial use is proposed along the waterfront on the southern tidelands and in nearby Otay Valley, the southerly portion, about 800 acres being included in the industrial reserve. Expansion and development of ocean shipping facilities by the Port of San Diego as proposed in their Tidelands Master Plan will permit the use of the substantial portion of the area designated general industry for port facilities and associated manufacturing, processing and storage.

Tidelands and Waterfront

The tidelands in Chula Vista constitute a unique and valuable asset for the long-range development of the City. Nearly one-half of the Chula Vista tidelands has been granted to the San Diego Unified Port District by the City which received them from the State. Santa Fe Railroad owns an

additional 400 acres. Thus, this valuable industrial land is divided between private and public ownership. It is important to note that the development plans for this area prepared by the Unified Port District are in harmony with the proposals of the Chula Vista General Plan. Tentative plans of the San Diego Unified Port District include the construction of a terminal facility on the Chula Vista tidelands comparable to the San Diego 10th Street Terminal, an associated industrial complex west of Rohr Aircraft, and a small-craft marina. On December 19, 1961, a Tidelands Master Plan was adopted by Chula Vista; the Plan was subsequently concurred in by the Unified Port District.

A more restricted industrial activity emphasizing research, development, light manufacturing and warehousing is proposed in the Sweetwater and Otay valleys, on a portion of the tidelands, and in the areas shown east of the Montgomery Freeway. The southern portion of the light industrial area in the Otay Valley is also designated as a reserve. Industrial parks, highly controlled industrial development and warehousing should be encouraged within this light industrial area.

Freeway, railroad and water access to the industrial belt, combined with an attractive urban environment and progressive municipal government, should insure a sound, competitive situation for development of the anticipated diversified industrial complex.

Industrial Land Development Standards.

Parcel Size. A variety of parcel sizes is important for a balanced industrial development. A study of sites occupied by existing industry in the San Francisco Bay Area indicates the following acreage classifications:

	<u>Parcel Size in Acres</u>			
	<u>Under 3</u>	<u>3-10</u>	<u>10-25</u>	<u>Over 25</u>
Per cent of Establishments	88	9	2	1
Per cent of Land	25	25	25	25

Road Spacing. Efficient road spacing is related to the size of the parcels of land to be served. The following table sets forth

standards for efficient road spacing in industrial areas:

	<u>Road Spacing in Feet</u>		
	<u>500</u>	<u>1,000</u>	<u>2,000</u>
Economical Parcel size in acres based on optimum site frontage to depth ratios.	1/2	2	10
Possible range in parcel size in acres.	1/2-2	2-12	10-50

Agriculture

Agriculture in Chula Vista has largely been replaced by urban development, i.e. housing, commerce, industry and public uses. The remaining 330 acres of prime agricultural land in the Chula Vista coastal plain is also being steadily taken out of production in favor of urban development.

Nonetheless agriculture remains a significant segment of the Chula Vista economy. Farm land also provides valuable open space for the community and constitutes a productive interim use of land pending its ultimate conversion to more intensive development.

The economic feasibility of farming in the Chula Vista area can be substantially affected by public policy regarding road development, utility extensions, public services, and zoning. The General Plan designates substantial areas of land for continued agricultural use during the planning period. This agricultural land is principally in two locations: on the coastal plain near the junction of the Montgomery and Otay freeways, and in the eastern part of the Planning Area generally south of Telegraph Canyon Road. Public policy as suggested above should be directed to the support of agricultural activity in these locations through the discouragement of premature development.

Traffic and Circulation

Three classes of vehicular trafficways are shown in the General Plan: 1) Freeways; 2) Major thoroughfares, and 3) Secondary thoroughfares and frontage roads. The function of each type of route in the traffic circulation network for Chula Vista is explained below.

1. Freeways. A freeway network is an important part of the overall circulation network, serving as a means of bypassing regional through traffic, as well as supplementing the local thoroughfare system. Freeways make good boundaries between different types of land use such as between residential and industrial development. Freeways are less obtrusive when heavily landscaped and depressed below grade. This is particularly true when they cut through built-up residential areas as is the case with the Inland Freeway. New freeways

should complement the City's thoroughfare system with respect to right-of-way, location, siting and spacing of interchanges.

The freeway network serving Chula Vista will consist of the following elements:

- a. The Montgomery Freeway (U.S. 101) will continue to link Chula Vista (and its industrial belt) with Downtown San Diego to the north and Tijuana, Mexico to the south.
 - b. The Inland Freeway (Route 241) will provide a bypass of the industrial belt and provide access from the heart of the Chula Vista residential area north to San Diego and South to Tijuana.
 - c. The San Miguel Freeway (Route 282) located in the far eastern part of the Planning Area will be the third north-south freeway through the Planning Area providing access to San Diego and other metropolitan destinations to the north, and also establishing a third inland route to Mexico via a new border crossing.
 - d. The South Bay Freeway (Route 280) on the north side of Sweetwater Valley will provide good access to and from the northeast, La Mesa and El Cajon. It will also be the shortest route from the industrial belt to U.S. Highway 80 and the rapidly expanding Phoenix, Arizona area.
 - e. The Otay Freeway (Route 281) in the Otay Valley will provide east-west access from the Silver Strand to Brown Field and the future new Mexican Border crossing on the San Miguel Freeway.
2. Major Thoroughfares. Thoroughfares provide for local high volume needs and serve as distributors for the freeway system. The major thoroughfare system proposed in the General Plan consists of improved existing routes and new routes needed to handle four to five times the traffic volumes existing today. New routes are needed to serve the eastern parts of the Planning Area. Major thoroughfares are placed one to two miles apart in the new outlying areas and 1/2 to 1 mile in the older more concentrated areas, reflecting the increased traffic volume near the central part of the City. Major thoroughfares extend out of the Planning Area to connect with roads serving other parts of the County.

The east-west system of major thoroughfares includes the following:

- a. E Street--Bonita Road--San Miguel Road extends from the industrial area on the tidelands through central Chula Vista, passing to the north of the Third Avenue-Civic Center area. It continues along the south side of the Sweetwater River and near Sweetwater Reservoir turns south along the base of the San Miguel and northern

Miguel mountains into Proctor Valley. It has interchanges with the three north-south freeways and intersects major north-south thoroughfares.

- b. H Street--Rice Canyon--Proctor Valley Road begins on the tidelands, traverses central Chula Vista passing adjacent and to the north of the Chula Vista Shopping Center and 1/4 mile south of the Third Avenue-Civic Center. It generally follows Rice Canyon past the community shopping center and Southwestern College, and thence around upper Otay Reservoir into Proctor Valley. It has interchanges with the north-south freeways and intersects the major north-south thoroughfares.
- c. L Street-Telegraph Canyon Road commences at the Montgomery Freeway, passes to the north of the San Diego Country Club and to the south of Southwestern College on to the Otay Lakes area. It has interchanges with the three north-south freeways and intersects the major north-south thoroughfares.
- d. Orange Street-Poggi Canyon Road begins at the Montgomery Freeway and goes to Salt Creek Canyon Road via Poggi Canyon, though the eastern half is designated for future development when the agricultural land is converted to residential use which is expected to take place after 1990.

The north-south major thoroughfare system includes the following:

- a. The tidelands thoroughfare which continues a comparable street from the National City boundary through the tidelands industrial area to J Street.
 - b. Business 101 (Broadway or National Avenue) is the old north-south highway. It interchanges with the Otay Freeway and intersects the major east-west thoroughfares and gives access to the Chula Vista Shopping Center. On this street is located the principal thoroughfare commercial development in the City.
 - c. Fourth Avenue traverses Chula Vista from National City and the South Bay Freeway on the north to the Otay Freeway on the south giving access to the Third Avenue-Civic Center area and the Chula Vista Shopping Center.
 - d. First Avenue and Hilltop Drive serve as a major north-south thoroughfare serving the residential area east of Third Avenue.
 - e. The Otay Lakes Road provides access from the South Bay Freeway on the north to the Southwestern College community center and Telegraph Canyon. Its southerly extension to the Otay Valley is reserved for use after 1990.
3. Secondary Thoroughfares and special frontage roads complete the thoroughfare network by providing traffic distribution at closer intervals and will relieve traffic pressure on major thoroughfares by providing alternative routes. Where major thoroughfares are spaced widely, secondary thoroughfares are provided between them for efficient distribution. Because the secondary

thoroughfares seldom have interchanges with freeways, freeway frontage roads in appropriate locations are provided to connect the secondary thoroughfares to the interchanges of major thoroughfares and freeways.

In addition to the principal traffic network described above, there are two classes of streets necessary to complete the system: collector streets, and local service streets. Although these essentially local streets are not designated on the General Plan Map, their proper design and location are important to the development of the City. The following functional and design standards are part of the policy of the General Plan:

1. Collector Streets. Collector streets distribute locally destined traffic from the thoroughfares to the local frontage streets. These streets should be designed to be discontinuous so as not to function as thoroughfares attracting unnecessary through traffic to local areas or residential neighborhoods.
2. Local Service Streets. Local service streets provide access to the great majority of residences and other parcels of property. These streets should be designed to be as discontinuous as possible and be accessible from local collector streets. This design policy will promote the desirable quiet atmosphere of a street without through traffic and serving only the property fronting on it.

Development Standards. Rights-of-way for streets and thoroughfares are based on the number of lanes needed to handle anticipated traffic volumes, combined with other requirements such as: 1) median dividers sufficiently wide to accommodate left turn refuge lanes; 2) on-street parking, if desirable; 3) sidewalks and planting space. Protection of future rights-of-way against adverse development is important. "Official Plan Line" legislation should be adopted for this purpose. Wherever possible, major thoroughfares should be developed for maximum traffic flow rather than access to individual properties. This can be accomplished through the use of frontage roads or subdivisions designed with lots backing rather than facing major thoroughfares. Right-of-way and lane standards of the General Plan are as follows:

	<u>Right-of-Way Width</u>	<u>Number of Lanes</u>
Major Thoroughfares	102 - 130	4 - 6
Secondary Thoroughfares and Frontage Roads	66 - 106	2 - 4
Collector Streets	60 - 92	2 - 4
Local Streets	50 - 60	2

Public Transit. Public transit, in the future as at present, is expected to play a minor yet significantly necessary role in the movement of people in Chula Vista. Public transit should be encouraged to improve and expand service into the new outlying areas, particularly the Southwestern College area, linking all parts of the Planning Area with central Chula Vista.

Southwestern College will attract many local students living at home who will need public transit to enable them to attend. The high density concentration surrounding the college site will probably house many students and other families without private automobiles who will need transportation to central Chula Vista and elsewhere in the San Diego metropolitan area.

The expected increase in the number of retired people, who may be unable or unwilling to drive, also suggests increasing demand for public transit linking the various parts of the Planning Area to central Chula Vista and other destinations in metropolitan San Diego such as the airport, railroad depot, bus station, recreation areas, etc.

The efficiency of public transit suggests its desirability from an economic point of view. The cost of a high level of transit service compares favorably with the cost of providing the additional traffic lanes, downtown parking spaces, and policing of a traffic circulation system based exclusively on the use of private automobiles.

Public Facilities

A fundamental responsibility of local government is the provision of adequate public facilities and services. Construction or expansion of the Civic Center, libraries, hospitals, fire stations, schools, parks, utilities, etc. must proceed in concert with the growth of the community to insure the continued health, safety and enjoyment of its citizens.

Site and building standards for public facilities and the extension of utilities should be based upon the distribution and density of population and the type of land use to be served. Natural and scenic sites in particular should be developed for public purposes in harmony with surrounding private uses.

Civic Center. General Plan studies indicate that the existing Civic Center is appropriately located in proximity to the Third Avenue Business District and other major elements of central Chula Vista. In the future, the Civic Center will contain expanded administrative facilities for the City and branch facilities for San Diego County. An 8-acre site addition for this purpose has already been purchased. A more detailed plan for the future development of the Civic Center together with a recreation and cultural center and the Third Avenue commercial district is being separately published.

Hospitals. The location and planning of hospital facilities is a responsibility being assumed by the Hospital and Health Facility Planning Commission in San Diego County which is expected to prepare a hospital master plan in the near future. When the Hospital Master Plan

is completed, it should be incorporated as part of this General Plan. However, the General Plan studies indicate that the undeveloped area at 5th Avenue and H Street, adjacent to the South Bay Community Hospital and opposite the Chula Vista Shopping Center, is appropriate for expansion of hospital and related medical facilities in the Chula Vista area because of its ease of access and strong relationship to central Chula Vista.

Fire Stations. As Chula Vista expands and includes large industrial areas as well as commercial centers and residential communities, additional fire stations will be needed. Assuming that none of the present five fire stations located in the Planning Area could be economically relocated, five additional sites are proposed to complete the fire protection coverage of the expected development. The fire station locations are based on the following principles *:

1. No structurally occupied area should be over three miles running distance from the nearest fire station with running distance measured along actual access streets.
2. All parts of commercial districts should be within 1-1/2 miles from the nearest station and 2-2-1/2 miles from the second nearest fire company.
3. Industrial districts should be within one mile of the nearest station, approximately two miles of the second station, and from 2 to 3-1/2 miles from the third and fourth stations or fire companies.
4. Residential and apartment districts should meet approximately the same standards as for commercial areas.
5. Stations should be located close to arterial street intersections giving running routes in all directions.

Schools

By 1990, as shown on the General Plan, about 40 elementary (grades K-6), 7 or 8 junior high schools, and 5 high schools will be needed. These numbers are based on an average enrollment per school of 550-650 in elementary, 1,200 in junior high, and 1,500 in high schools. The following ratios were used for estimating public school attendance: children per household at the elementary school level 0.51, at the junior high school level 0.18, and at the senior high level 0.16.

* Based on information received in a letter from John H. Calton, Division Engineer, Pacific Fire Rating Bureau, Los Angeles, California, March 1964.

This 1990 total of 0.85 students per family is slightly higher than the 1960 figure of 0.89 if allowance is made for deducting 0.06 students attending private schools.

The following table shows the projected 1990 distribution of students and school facilities by community area:

Projected Schools by Community Areas--1990

<u>Community</u>	<u>Popu- lation</u>	<u>D.U.'s</u>	<u>Elementary</u>			<u>Junior High</u>			<u>High School</u>		
			<u>Exist</u>	<u>New</u>	<u>K-6 Pop.</u>	<u>Exist</u>	<u>New</u>	<u>7-9 Pop.</u>	<u>Exist</u>	<u>New</u>	<u>10-12 Pop.</u>
Central Chula Vista	40,600	13,100	6	0*	5,480	2	0	1,920	2	0	1,740
Otay Area	28,500	8,500	8	0	4,430	1	0	1,550	1	0	1,400
Telegraph Canyon Area	38,800	11,700	2	9	5,890	0	1	2,060	0	1	1,870
Bonita Area	35,300	10,000	2	9	5,930	0	2	2,070	0	0	1,880
Lakes Area	16,800	4,900	0	5	2,750	0	1	960	0	1	870
	<u>160,000</u>	<u>48,240</u>	<u>18</u>	<u>23</u>	<u>24,480</u>	<u>3</u>	<u>5</u>	<u>8,560</u>	<u>3</u>	<u>2</u>	<u>7,760</u>

Southwestern College will provide two years of higher education for many of the college age students in Chula Vista.

It is assumed that private or parochial schools will attract about the same proportion of students during the planning period as in 1960.

Parks and Recreation

Fine beaches, mountain and desert areas, resorts, and the attractiveness of adventure in Mexico offer much regional recreation to the Chula Vista area. The "Silver Strand" forming the west shore of San Diego Bay, with its excellent and extensive sandy beaches, has become the major recreational area of the South Bay. Shallow waters and pollution have militated against recreational development on the east shore of the bay. With the elimination of pollution now substantially complete, and the provision of a deep-water channel, it appears that boating activities could be attractive on the

* One existing school is proposed for relocation.

Chula Vista waterfront. A marina with associated boat sales, motel, restaurants, and yacht club would form a valuable addition to the recreational facilities of Chula Vista and would also provide an attractive, character-setting entrance to the tidelands, encouraging a higher quality of industrial development.

Playgrounds and local park facilities must be located, designed and built to complete the recreation program with opportunities close to home and school. Thirty-five neighborhood parks and playgrounds are shown on the General Plan primarily in conjunction with and complementing school sites. Eight larger parks, playfields and large open areas are shown, including a large park in the Sweetwater Valley, two large parks and reservations in the Rice Canyon area, and an expanded park in conjunction with the Civic Center. The proposed small craft marina and water-oriented recreation area on the tidelands will permit and encourage recreational use of San Diego Bay. The San Diego Gas & Electric right-of-way crosses the Planning Area as an open space corridor and can provide pedestrian access to many schools, parks, the lakes and the California Riding and Hiking Trail in the mountains to the east.

The proposed neighborhood and community parks shown in the General Plan will fully meet the standards suggested by the California Committee on Planning for Recreation, Park Areas, and Facilities but represents a substantial increase over the 56 acres now devoted to these uses. The City should also consider the establishment of one or more public golf courses to supplement the three private courses now in the area. The total area designated for parks, playgrounds, marina, golf courses and open space preserves in the General Plan is 1,700 acres. This acreage includes large areas of canyons and hillsides suggested for greenbelts, drainage areas and natural open space. Some of these areas are quite well adapted for golf course or other more intensive uses in the future. Their reservation at this time will provide an invaluable land resource for the community as well as enhancing the residential quality of the developing area to the east.

Air Terminals

A heliport is proposed on the tidelands between E and F streets, to serve the increasing need for a fast efficient means of travel between Chula Vista's industrial and business areas and Lindbergh Field, the major air terminal in San Diego, and the various military establishments. The proposed location is in the heart of the industrial complex and will be within easy reach of other parts of the Planning Area.

No other airports are proposed. The State alignment for the South Bay Freeway eliminates the existing National City airport. Thus, except for helicopter service, the only civilian aircraft facilities envisioned to serve the Chula Vista area during the planning period are Brown Field about 10 miles to the southeast and Lindbergh Field 10 miles to the northwest.

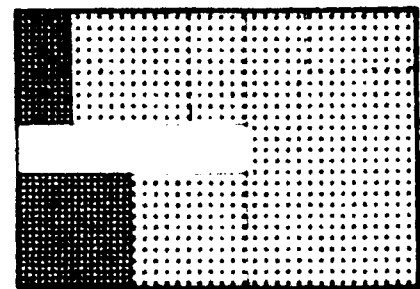
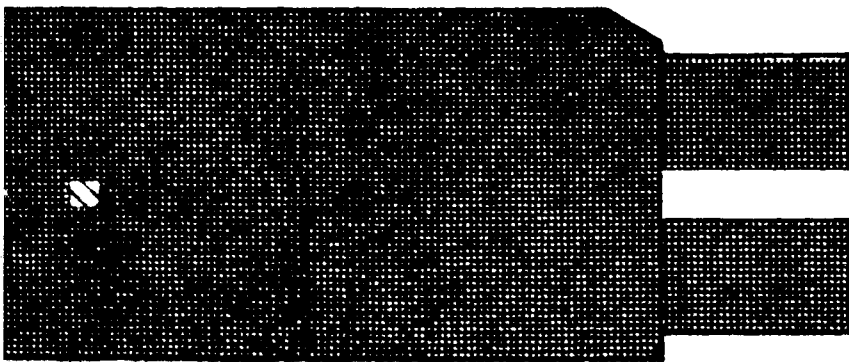
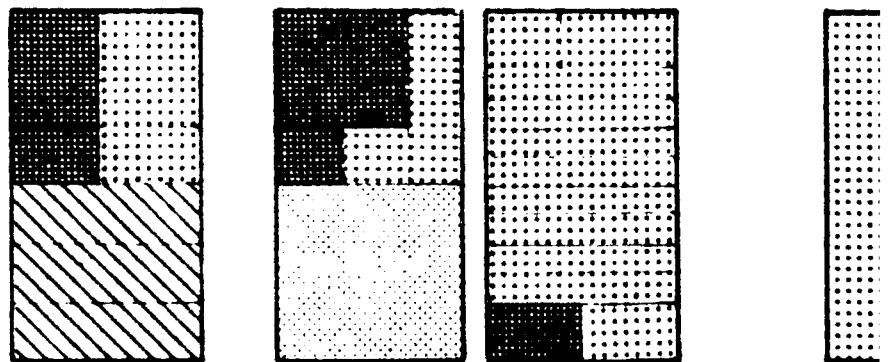
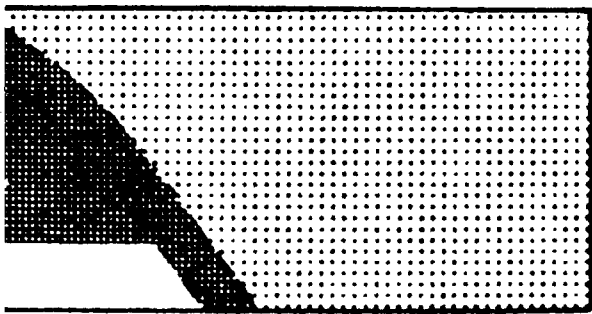
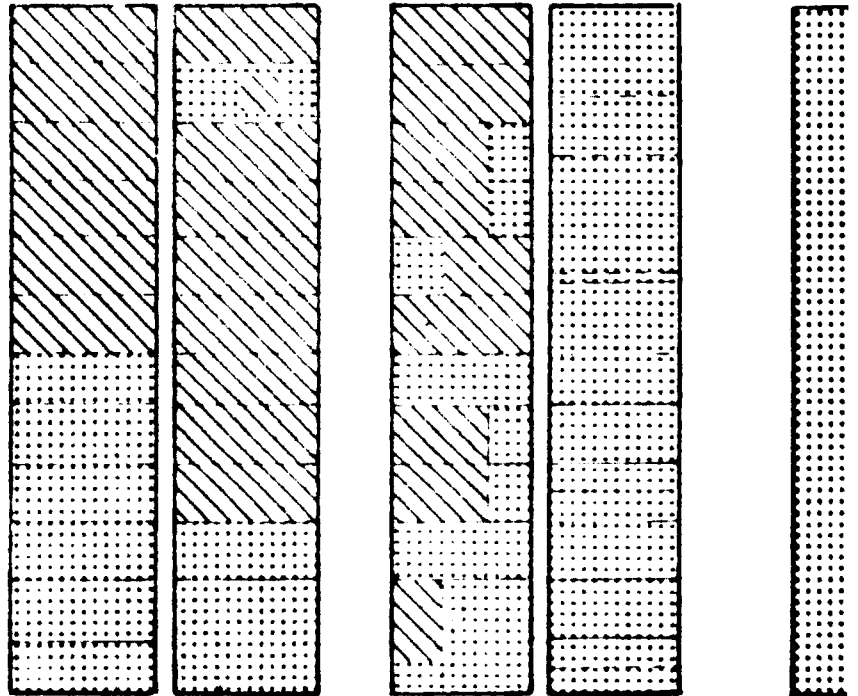
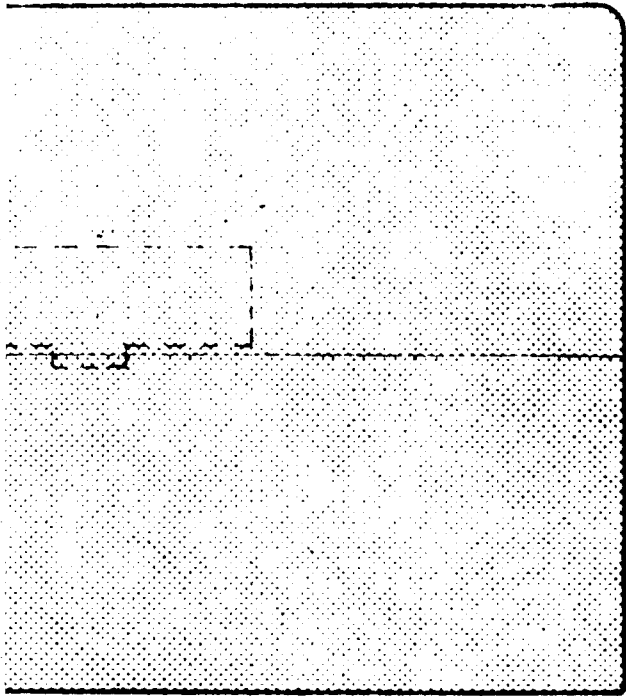
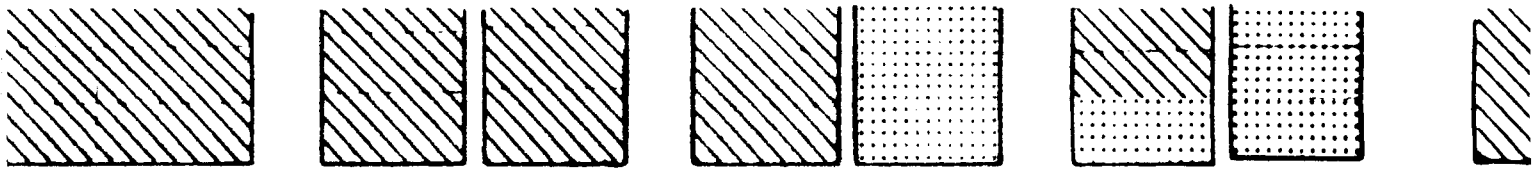
It is hoped that the problem of air travel and facilities will be studied on a regional basis resulting in a regional master plan of airports for the entire San Diego area.

Public Utilities

The City and Planning area are served by San Diego Gas & Electric Co. and Pacific Telephone Co. It would be desirable to require that their service lines be placed underground initially in newly developing subdivisions and gradually be moved underground in already developed sections of the City.

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PART IV
CARRYING OUT THE GENERAL PLAN

For about two years Chula Vista has been working on the task of developing this General Plan to guide the future development of the community. Over 75 citizens have served on study committees to consider every aspect of the City's growth. Hundreds of other citizens have carefully followed the progress of their work, attending presentations, discussion groups and public hearings, contributing their thinking to the Plan. The Planning Commission and City Council, working with the City's staff and its planning consultants, have discussed and weighed each element of the General Plan throughout the study.

All the hard work put into this Plan will be meaningless unless the Plan is used. Citizens, developers, and investors will turn to the General Plan for answers to their questions about the City's future. Developers and investors are likely to accept the General Plan and follow it if it is logical and persuasive, and particularly if the City itself gives evidence of respecting the Plan in its own development activities. Each development decision made in accordance with the principles and policies of the Plan becomes a reason for making the next decision in the same direction. Thus a major function of the Plan is to serve as a source of public information and education.

There are also legal and administrative tools to aid the City in achieving its planned objectives. Among these are zoning, the regulation of land subdivision, urban renewal, a capital improvement program, and a referral procedure. Each of these is discussed below.

The strength of each of these procedures, educational, legal, or administrative, however, depends on mutual recognition by citizens and officials alike that the Plan does, in fact, present the most desirable pattern for future development. Conditions change and so do the desires and aspirations of the citizens. A Plan must, therefore, be able to be adapted to new developments and changing needs. The General Plan, which represents so much hard work on the part of all sectors of the community, will soon be out of date unless it is carefully and systematically reviewed. It is recommended that the City Council establish a regular annual review of the General Plan and instruct the Planning Commission to report each year on needed changes and extensions. A sound initial General Plan kept up-to-date by regular review and amendment will provide a strong foundation for the legal and administrative procedures set forth below:

ZONING

The Chula Vista General Plan serves as a comprehensive long-range, general guide. By contrast a zoning ordinance is specific, immediate, and limited primarily to control of private land development. Because it provides controls over land use, heights and volumes of buildings, and open spaces around buildings, the zoning ordinance is the single most important tool to carry out the General Plan. It must insure high standards of land

development without unduly restricting private initiative or causing excessive development costs.

In recent years, the scope of zoning legislation has been widened to include many phases of community development previously regarded as beyond the scope of the police power. The courts have reasoned, for example, that the external design and appearance of buildings may be controlled by zoning ordinances. It is now recognized to be important that some districts be zoned exclusively for specific types of uses. Industrial and major commercial uses are protected from encroachment by residences as firmly as residential areas are protected from industrial uses. As a result, zoning ordinances have become more complete and effective, and in some respects (such as in the procedures for the design of integrated residential and commercial developments), more flexible. To do this job properly, they have also become longer and somewhat more complex.

Chula Vista's existing zoning ordinance will need to be rewritten in order to carry out many of the provisions of the General Plan. Additional zoning districts will be required as well as additional regulatory sections.

Zoning Principles

A new zoning ordinance, in order to obtain the greatest benefits from the opportunities which exist in the City of Chula Vista, should reflect the following principles:

1. Its pattern of land uses should be based on the Chula Vista General Plan.
2. In order to give realistic guidance to the location of future development, without unduly restricting the location of such development, land should be zoned for future intensive development about five years in advance of such development.
3. The importance to the community of all legitimate uses of land should be recognized--residential, commercial and industrial. Thus, each district should be quite exclusive in respect to every other zoning district, i.e. industrial uses should be protected from encroachment by residential uses as firmly as residential uses are protected from industrial encroachment.
4. The importance to the public welfare of beauty and order should be emphasized. This principle can be implemented by provision for site plan review, architectural review, and landscaping requirements. Such provisions do not stifle individual initiative or force adherence to any particular style of design, but provide the minimum amount of direction necessary to promote orderliness of appearance throughout the City.

5. Area, yard, off-street parking, and other standards should be based on the best accepted contemporary practices, in order that the ordinance may exercise positive control over future development. Variance from the strict application of such standards is available where hardship conditions can be demonstrated.
6. Uses which if improperly planned or located might adversely affect adjoining uses, should be "conditional uses," subject to review by the planning commission. Wherever possible, special requirements for conditional uses should be specified in the ordinance.
7. Industrial uses should be controlled by "performance standards," rather than through the use of long lists of permitted industries. This would enable potential industrial nuisances to be measured factually and objectively thus protecting industries from arbitrary exclusion based solely on past performance, and at the same time protecting the community against unsatisfactory performance of any industry.
8. An agriculture-reserve zone may be used in areas where change from open land to intensive development is expected at an undetermined future time. This zone is designed to permit the proposed new subdivision regulations together with the planned community district provisions of the zoning ordinance to be effective in bringing about a type and quality of land development consistent with the Chula Vista General Plan.

Zoning Districts

It is recommended that the present zoning ordinance be revised to include additional districts. At present, the Chula Vista zoning ordinance contains nine zoning districts and ten supplemental zones which may be applied to further restrict the standards required in the zoning districts. They are as follows:

R-1	one-family zone)	
R-2	multiple-dwelling zone)	Residential districts
R-3	multiple-dwelling zone)	
C-1	Limited commercial)	
C-2	Commercial)	Commercial districts
M-1	Limited Industrial Zone)	
M-2	Light Industrial Zone)	Industrial districts
A	Agriculture Zone)	
T	Tidelands zone)	Extensive districts

Supplemental Zones:

B-2	2,000 sq. ft. per dwelling unit)	
B-3	3,000 sq. ft. per dwelling unit)	combined with R-3
B-4	4,000 sq. ft. per dwelling unit)	zone
B-9	9,000 sq. ft. minimum lot	
B-12	12,000 sq. ft. minimum lot	
B-15	15,000 sq. ft. minimum lot	
B-20	20,000 sq. ft. minimum lot	
B-25	25,000 sq. ft. minimum lot	
B-30	30,000 sq. ft. minimum lot	
B-1a	1 acre minimum lot	
E	Conditional Use requirement for all uses	
D	Design review requirements.	

Many of the districts in the present ordinance are too broad and inclusive. For example commercial uses are permitted in the industrial districts.

A total of 13 districts are recommended for consideration in a new zoning ordinance. The additional districts would be tailored closely to anticipated types of new development in Chula Vista, such as tourist-serving and automobile-oriented commercial uses, and being less all-inclusive, would give the City more precise control of new development. The districts proposed are summarized on Table 1, and described briefly below:

1. An agriculture-reserve district would protect existing agriculture and preserve in open use land suited to eventual development for other uses if and when needed.
2. Four residential districts, subdivided into a wide range of density categories, are proposed to provide for a variety of dwelling types and a gradual increase in density from less than one family per gross acre to over 20 families per gross acre.
3. Five commercial districts are proposed to accommodate a wide range of commercial activity systems including two retail districts (central commerce and neighborhood shopping), a thoroughfare commercial (automobile-oriented) district, a visitor commercial (visitor and transient services) district, and a professional-administrative (offices) district.

4. Three industrial districts are proposed to furnish flexibility and a high standard of development: one oriented toward industrial part development, one toward light manufacturing and warehousing, and one for processing and heavy manufacturing including port activities.

Other Provisions

Planned residential, or commercial and industrial development projects and projects combining various uses should be permitted subject to development plan approval in accordance with a procedure outlined in the new zoning ordinance. Rigid adherence to otherwise applicable provisions of the zoning ordinance would then not be necessary or required.

Improvement of the appearance of Chula Vista is an important objective of the proposed new zoning. Architectural review of developments in critical areas and strict regulation of signs is recommended. Billboards are unnecessary in Chula Vista and should be prohibited.

Highly inappropriate non-conforming uses--such as industrial or heavy commercial uses in residential areas or residential uses in an industrial area--should be gradually eliminated through provisions for amortization and removal of such non-conforming uses.

The Zoning Map

Chula Vista's present zoning map has assisted in the orderly development of the City. Nevertheless the present zoning map is unable to reflect the land development policies contained in the General Plan. Inconsistencies of the zoning map in relation to the General Plan include:

1. Extensive commercial zoning, particularly on Third Avenue and north Fourth Avenue, which far exceeds the need for commercial land in Central Chula Vista.
2. Some small areas zoned for light industry are not properly located and are intermixed with residential use to the disadvantage of each.
3. Some areas zoned for multi-family use are insufficient in area and not properly located.

In the preparation of a new zoning map the following changes are suggested:

1. Utilization of the proposed new zoning districts will permit more precise control of the types of uses, such as thoroughfare commercial zones for appropriate locations on Broadway, "E" Street and Third Avenue in place of the all inclusive light or heavy commercial categories.

SUGGESTED ZONING DISTRICTS FOR THE CHULA VISTA ZONING ORDINANCE

District Designation	Principal Permitted Uses	Building Site Area	Area Per Dwelling Unit	In Feet			
				Lot Width	Front Yard	Side Yard	Rear Yard
		<u>In Acres</u>					
A-R	Agriculture-Reserve	40	40				
	Customary agriculture uses; one-family dwellings	10	10	200	50	20	50
		<u>In Square Feet</u>					
R-1	Residence-One-Family Detached	40,000	40,000	160	35	10	40
	One-family dwellings; schools, churches & usual community facilities	20,000	20,000	100	20	10	40
		10,000	10,000	80	20	8	30
		7,000	7,000	60	20	6	25
R-2	Residence-Group or attached	6,000	4,000	60	20	None	25
	One-family row group or terrace houses, & duplexes; schools, churches, & usual community facilities		3,000	30	20	"	25
R-3	Residence-Garden Apartment	10,000	3,000	80	20	10	10
	One to three story multi-family dwellings; schools, churches & usual community facilities		2,000	80	20	10	10
R-4	Residence-High-Rise	10,000	2,000	80	10	Variable	10
	High Rise multi-family dwellings; related commercial facilities, related public facilities		1,000	80	10	W. Height	10
C-V	Commerce-Visitor	5,000		50			
	Motels, hotels, restaurants, commercial recreation & specialty shops (conditional)						In Commercial Districts side and rear yards would be required only adjacent to "R" districts.
C-0	Commerce-Professional	5,000		50			
	Professional & administrative offices; medical & dental clinics.						
C-T	Commerce-Thoroughfare	5,000		50	20		
	Vehicle-related sales and service establishments, recreation & entertainment facilities, restaurants.						
C-N	Commerce-Neighborhood	5,000		50			
	Shops, stores & offices providing for the day-to-day needs of residential areas.						
C-C	Commerce-Central	5,000		50			
	Retail establishments, services, offices, banks, & entertainment establishments, hotels.						
I-R	Industry-Research	20,000		100	50	20	
	Executive offices, research & experimental laboratories & facilities						
I-L	Industry-Limited	10,000		80			
	Warehousing, processing, assembly & light manufacturing meeting strict performance standards.						Side and rear yards required only adjacent to "R" districts.
I-G	Industry-General	20,000		100			
	Port facilities, manufacturing & processing activities meeting prescribed performance standards for cleanliness, etc.						

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1. It requires an annual review of community needs and an estimate of resources available to satisfy them, with the General Plan serving as a guide.
2. It provides a forecast of long-term demands on the City's tax revenues and borrowing power.
3. It can result in a more stable tax rate.
4. It can facilitate efficient use of municipal manpower and equipment both in the planning and construction stages of projects.
5. It can make possible the purchase of public sites at substantially lower cost in advance of subdivision or improvement.
6. It can afford an opportunity for private investors, public utilities, business and industry to coordinate their development programs with those of the City.
7. It can protect the City Council from the pressure of special interest groups, and insure that public facilities are provided where needs are greatest and justification is strongest.
8. It can permit the City to secure the maximum value from its capital investments; e.g., allow the use of City capital investments to match federal and state funds for urban renewal, open space, and other programs.

Method of Preparing Program

There is no one accepted method of preparing a capital improvement program, but most of the programs in operation in U. S. cities have the following general characteristics:

1. Each operating department prepares a list of capital expenditures anticipated within the next six years. Projects are listed in order of priority. Projects requested for the ensuing year are identified as the current capital budget request.
2. A form is prepared for each listed project giving information as to justification, service area, construction or acquisition cost, source of funds if known, additional operating costs or savings, etc. The greatest detail is required for those projects to be included in the current capital budget request.
3. The six-year capital improvement program of each department is submitted to the City planning department for review by the planning staff and commission. The planning staff and commission review each project in relation to the following factors:

- a. Is the project properly located as determined by the land use recommendations in the General Plan?
- b. Is the project of the proper size within the life of the improvement to serve the number of people, volume of traffic or other requirements projected for its service area by the General Plan?
- c. Can the proposed improvement be combined with a project of another department in such a way as to result in construction or operating economies or improved community service?
- d. Will the project conflict with a project of another department in such a way as to impair the efficiency of either?
- e. Are the operating or access requirements of the project such that it will require the provisions or extension of services by another department beyond those now available?
- f. Are there any peculiar characteristics of size, shape or operation of the project which require special treatment in either location or design in order that the project may fit smoothly into its environment?

In connection with this review, the planning staff meets one or more times with each of the operating departments in an effort to arrive at a mutually agreed upon program and avoid basic conflicts. Where conflicts are unavoidable, however, the operating department should be given an opportunity to present its arguments directly to the City Administrator at the time the Planning Commission's report (see 4 below) is submitted.

4. The Planning Commission and staff prepare a report for the City Administrator and City Council setting forth the result of their review, recommending approval, disapproval or modification of each project and giving their reasons therefore based on the proposals, principles and standards in the General Plan. The Planning Commission may also point out areas of the City, or types of public improvements, which in their opinion are omitted or improperly represented in the total program.
5. The City Administrator will then prepare the current capital budget and a capital program for the ensuing five years based on the report of the Planning Commission and on the fiscal capabilities of the City, the fiscal policy of the City Council, and the City Administrator's fiscal program.
6. The City Administrator's budget and program are next transmitted to the City Council together with the Planning Commission's report and any dissenting reports of operating departments. In this way, the Council is presented with all of the data necessary to enable it to make a decision on the capital budget and six-year program. The Council, of course, has the final responsibility for the number and priority of the items listed in the current budget and the six-year program.

As the capital improvement process becomes established, a continuity is developed under which the Council, the operating departments and

the citizens of the City are encouraged to look ahead and plan for meeting the long-term needs of the community. Each year new projects are added to the top of the list to replace those which are accomplished and removed from the bottom. Priorities are re-examined each year, where necessary, individual projects are advanced or retarded on the list.

The procedure described above may be considered to be typical for the average city. In any particular city the exact procedure will vary according to local custom and desire. Any program for Chula Vista should be initiated with sufficient flexibility to allow the procedures to develop in the way that seems most natural to the city. As capital improvement programming begins to be better understood by citizens, department heads, Planning Commission, City Administrator and Council, the benefits listed above begin to multiply.

Chula Vista General Plan shows many of the major capital improvements of City-wide significance anticipated to be needed by 1990. Public facilities for which the City is or may be responsible such as thoroughfares, recreation facilities, the Civic Center, fire stations, and sewer systems, will have to be coordinated with district and private utility functions, such as schools and utility lines.

Engineering and precise planning studies are necessary to establish the costs of the projects proposed in the General Plan. Federal loan assistance is available for the more detailed planning of certain municipal projects such as storm and sanitary sewer improvements, the Civic Center, and new thoroughfare alignments.

Projects Recommended for Capital Improvement Consideration in the General Plan

A preliminary analysis should be made by the City to evaluate capital improvements proposed in the General Plan and indicate those projects which will first need detail planning and cost estimation. The following projects are believed to be the most important to Chula Vista:

1. Detailed planning, official plan lines, land acquisition, or improvement of the following thoroughfares:
 - a. Extension of H Street to Proctor Valley Road via the proposed Rice Canyon Road route.
 - b. Extension of Orange Street into Poggi Canyon.
 - c. Extension of J Street east to proposed secondary thoroughfare between Inland Freeway and Otay Lakes Road.
 - d. Extension of Naples east to proposed secondary thoroughfare between Inland Freeway and Otay Lakes Road.
 - e. Extension of Palomar east to proposed secondary thoroughfare between Inland Freeway and Otay Lakes Road.
 - f. Extension of J Street west to Tideland thoroughfare.
 - g. Tideland thoroughfare from J Street to National City.
 - h. 4th Avenue extension south to Third Avenue.
 - i. Frontage roads along Inland Freeway.

- j. Secondary thoroughfare between Inland Freeway and Otay Lakes Road.
 - k. Other thoroughfares proposed in General Plan.
2. Planning, cost analysis, or construction of the following public works:
- a. Additional off-street parking in Third Avenue-Civic Center area.
 - b. Expansion of City and County facilities on Civic Center site.
 - c. Expansion of the Third Avenue-Civic Center Park to accommodate proposed site for civic auditorium and tie with Civic Center.
 - d. New main library in Civic Center and branch library in commercial center near Southwestern College.
 - e. Small craft marina and recreation area on the tidelands.
 - f. City corporation yard at F Street and Woodlawn.
 - g. Storm drainage system.
 - h. New school sites and facilities.
 - i. New parks and recreation facilities.

REFERRAL

Referral is the procedure by which the Planning Commission reviews public land purchases or development programs for conformity with the adopted General Plan, whether such actions have or have not previously been included in a Capital Improvement Program. This important procedure, prescribed in the State Planning Act, enables public improvements to proceed in accordance with the Plan, and helps to eliminate conflicts between proposals by various City departments and other public bodies such as the school board, the County and the State. It is extremely important that the Planning Commission be consulted early in all project planning to make Referral effective.

URBAN RENEWAL

Chula Vista does not have any extensive areas of blighted structures. The small percentage of deterioration is scattered and largely in the older sections. The south end of the Third Avenue Business District, however, according to a survey made by the City's staff was found to contain a high percentage of deterioration. Urban Renewal offers a means of removing or improving substandard development and allowing the replanning of deteriorated areas which are not being used to their best advantage. The Federal Government will pay up to two-thirds of the net cost of carrying out an approved urban renewal project. For Chula Vista to engage in an urban renewal program, the following four steps are required.

1. Determination by the City Council that one or more areas of deteriorated (usually termed blighted) development exist in Chula Vista.

2. Appointment of an urban renewal agency (which may be the City Council itself) by the City Council, to study the desirability of an urban renewal program in Chula Vista.
3. Designation of one or more urban renewal project areas by the Agency.
4. Application by the Agency to the Federal Government for loan funds to survey and plan the project and funds to pay two-thirds of the cost of carrying out the project. The City's one-third can be met partially through public works carried out to serve the project, and the remainder by the issuance of bonds which can be paid for out of the increase in taxes resulting from new development in the project.

ANNEXATION PROGRAM

Chula Vista has maintained an aggressive annexation program for many years and has thus usually been able to keep ahead of and control development on its fringes. In order to insure a high standard of development, a high level of urban services and effective coordination of development activities in the Planning Area, a continuing active annexation program is recommended. A long-range annexation policy should be adopted and new incorporations or annexation of areas in the Chula Vista Planning Area to other municipalities should be discouraged.

FUTURE PLANNING PROGRAM

To continue an effective planning program the following studies are necessary:

1. Complete revision of zoning and subdivision ordinances as previously described.
2. Detailed Third Avenue-Civic Center Area Development Plan and program, including off-street parking district recommendations.
3. Community area (or sub-area) plans containing more detailed land use proposals than the General Plan, particularly for the eastern expansion area.
4. Long-range Park and Recreation Plan, determining park needs and precise locations for park facilities, including detailed development plans for each park.
5. Detailed traffic analysis and thoroughfare study, including precise planning of all thoroughfares recommended for improvement and all new thoroughfares.
6. Long-Range Public Transit Program--study and development program.

7. Comprehensive Annexation Program.
8. Street Tree Plan and Program.
9. Long-Range Urban Renewal Program.

Part V
Appendices



APPENDIX A

STATISTICAL TABLES AND PROJECTIONS

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TABLE I

LAND USE IN CHULA VISTA COMPARED WITH VARIOUS URBAN AREAS

	<u>Chula Vista ^{1/}</u>			<u>10 Satellite Cities ^{2/}</u> <u>25,000+ Population</u>		<u>11 Urban Areas ^{2/}</u>	
	<u>Acres</u>	<u>% Total Developed</u>	<u>Acres Per 100 Population</u>	<u>% Total Developed</u>	<u>Acres Per 100 Population</u>	<u>% Total Developed</u>	<u>Acres Per 100 Population</u>
Residential	2,124	48.8	4.53	40.24	2.33	27.99	4.16
Single-Family	1,716	39.4	3.66	30.98	1.79	25.05	3.72
Duplex	112	2.6	.24	5.33	.31	1.63	.24
Multi-Family	296	6.8	.63	3.93	.23	1.31	.20
Commercial	254	5.8	.54	3.10	.18	2.65	.39
Industrial and Railroad	424	9.7	.90	19.48	1.12	11.86	1.76
Streets	1,067	24.5	2.27	26.84	1.55	27.61	4.10
Parks and Recreation	56	1.3	.12	3.51	.20	4.59	.68
Public and Quasi-Public	428	9.8	.91	6.83	.40	25.30	3.75
Developed Land	4,353	100.0		100.00		100.00	
% of Total Land	51.3			77.12			
Vacant & Agricultural Land	4,128			22.88			
% of Total Land	48.7						
Total City Land	8,481						

^{1/} Source: Chula Vista City Planning Dept., October 25, 1962^{2/} Source: Harland Bartholomew, Land Uses in American Cities, (Harvard University Press 1955), Tables 7 and 10.^{3/} Niedercorn, John H. and Hearle, Edward F. R., Recent Land-Use Trends in Forty-Eight Large American Cities, The Rand Corporation, Santa Monica, June 1963.

TABLE II

PROJECTED LAND USE - 1990

Land Use Categories	<u>Chula Vista Planning Area</u>			<u>Sub-Planning Areas Within the Chula Vista Planning Area</u>					
	<u>Acres</u>	<u>% of Total</u>	<u>Acres Per 100 Pop.</u>	<u>Central Chula Vista</u>	<u>Tidelands Ind. Belt</u>	<u>Otay Area</u>	<u>Telegraph Canyon Area</u>	<u>Bonita Area</u>	<u>Lakes Area</u>
<u>Residential</u>	<u>14,280</u>	59.5	8.92	<u>2,560</u>		<u>2,280</u>	<u>3,110</u>	<u>4,570</u>	<u>1,760</u>
Very low density	1,640							1,320	320
Low density	2,710			250			730	1,500	230
Medium density	8,250			1,430		2,170	1,840	1,600	1,210
High density	1,500			700		110	540	150	
Very high density	180			180					
<u>Commercial</u>	<u>620</u>	2.6	.39	<u>320</u>	<u>40</u>	<u>90</u>	<u>80</u>	<u>50</u>	<u>40</u>
Retail	235			105		30	55	30	15
Thoroughfare	195			135		60			
Tourist	155			45	40		25	20	25
Prof.-Adm.	35			35					
<u>Industrial</u>	<u>3,020</u>	12.6	1.89	<u>160</u>	<u>2,330</u>	<u>530</u>			
Research & Limited	1,590			160	900	530			
General	1,430				1,430				
Reserve									
<u>Public & Quasi-Public</u>	<u>2,690</u>	11.2	1.68	<u>280</u>	<u>35</u>	<u>430</u>	<u>560</u>	<u>1,200</u>	<u>185</u>
Parks & Marina	620			55	35	30	160	300	40
Schools	990			200		150	320	200	120
Other	1,080			25		250	80	700	25
Total Developed Land	20,610			3,320	2,405	3,330	3,750	5,820	1,985
All Other Land	3,390	14.1	2.12	580	645	720	550	680	215
Total Acres ^{1/}	24,000	100.0	15.00	3,900	3,050	4,050	4,300	6,500	2,200

1/ Balance of 40,00 acre planning area is agriculture-reserve cost and south of described areas.

TABLE III

A COMPARISON OF SIGNIFICANT POPULATION CHARACTERISTICS, 1950 AND 1960

	<u>Chula Vista</u>		<u>Urbanized Area</u>		<u>California</u>		<u>El Cajon</u>		<u>La Mesa</u>		<u>National City</u>	
	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>
Population	42,034	15,927	836,175	432,974	15,717,204	10,586,223	37,618	5,600	30,441	10,946	32,771	21,199
% Increase over past 10 yrs.	163.9	210.0	93.1	-	48.5	53.3	571.8	280.7	178.1	178.9	54.6	104.9
% Under 18	38.9	31.7	34.8	27.2	34.7	28.0	40.9	32.2	36.3	27.4	40.3	33.6
% 18-64	55.3	61.5	58.0	64.8	56.6	-	52.8	59.3	55.4	62.2	53.2	59.8
% 65 and older	5.9	6.8	7.2	8.0	8.8	8.5	6.3	8.5	8.3	10.4	6.5	6.6
% Married male	76.5	77.9	64.7	-	68.5	-	75.2	76.7	77.4	79.2	75.1	77.3
% Married female	72.6	73.4	69.3	-	66.7	-	73.4	73.6	70.8	71.1	72.4	73.0
Male % of pop. 18 and older	47.5	50.2	51.8	51.5	49.3	49.7	48.3	-	47.2	-	47.0	-
Fertility Ratio	449	467	492	-	472	401	498	-	405	368	608	540
Number of households	21,725	5,017	251,944	146,275	4,981,024	-	10,683	-	9,418	3,712	9,744	6,461
% Increase in households	147.9	-	90.1	72.2	49.3	-	504.6	-	154.5	-	51.4	-
Population per household	3.3	3.1	3.1	3.0	3.1	3.0	3.5	-	3.2	2.9	3.3	3.2
Population in group quarters	131	-	60,568	-	509,772	-	525	-	220	-	304	-
% Pop. in group quarters	0.3	-	7.2	-	3.2	-	1.4	-	0.7	-	0.9	-
Median age	28.2	30.2	26.9	30.0	30.0	32.1	26.7	30.8	31.2	35.3	24.6	27.5
Median family income	\$6,969	\$3,738	\$6,706	\$3,565	\$6,726	-	\$7,021	-	\$7,907	\$3,703	\$5,574	\$3,294
% Families over \$10,000	22.1	-	21.1	-	21.8	-	21.0	-	30.5	-	11.6	-
% Families under \$3,000	11.4	-	14.0	-	14.1	-	11.5	-	8.3	-	20.8	-
Housing												
% Single-family detached dwelling units	84.2	-	78.8	-	6.9	-	9.0	-	87.8	-	75.5	-
% Owner-occupied units	69.5	-	57.4	-	58.4	-	76.1	-	76.2	-	49.5	-
% All dwelling units deteriorating or dilapidated	4.4	-	7.9	-	10.7	-	6.6	-	2.4	-	12.8	-
Median value owner-occupied homes	\$16,600	-	\$16,300	-	\$15,100	-	\$16,300	-	\$17,400	-	\$13,800	-
Median gross rent	\$100	-	\$86	-	\$79	-	\$95	-	\$96	-	\$76	-

TABLE IV

AGE GROUP DISTRIBUTION
For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

	<u>Chula Vista</u>		<u>San Diego Urbanized Area</u>		<u>California</u>		<u>El Cajon</u>		<u>La Mesa</u>		<u>National City</u>	
	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>	<u>1960</u>	<u>1950</u>
Total Population	42,034	15,927	836,175	432,974	15,717,204	10,586,223	37,618	5,600	30,441	10,946	32,771	21,199
0-9 Years	9,682 23.0%	3,491 21.9%	21.5%	18.5%	21.3%	18.4%	24.3%	19.9%	21.3%	17.9%	26.6%	23.4%
10-19	7,545 18.0	1,904 12.0	17.7	12.6	16.0	12.1	18.8	14.7	17.0	11.2	16.3	12.5
20-29	4,662 11.0	2,515 15.8	15.1	18.9	12.7	16.0	11.1	14.2	10.0	12.0	15.4	19.3
30-39	7,163 17.0	3,076 19.3	15.1	17.2	14.8	16.6	16.1	16.4	15.8	17.7	14.3	16.3
40-49	6,083 14.5	2,015 12.7	12.3	12.1	13.0	13.6	13.6	13.8	15.4	15.3	10.8	11.3
50-59	3,301 7.9	1,350 8.5	8.1	9.0	9.7	10.6	7.3	8.7	9.1	10.9	7.6	7.6
60-69	2,060 4.9	905 5.7	5.6	6.8	7.0	7.8	4.8	7.1	6.0	8.3	4.8	5.3
70 and over	1,538 3.7	671 4.2	4.5	4.9	5.5	5.0	4.0	5.2	5.4	6.7	4.2	4.3

TABLE V

AGE GROUP DISTRIBUTION--PROJECTION
For Chula Vista, San Diego County, California and the United States

		<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>
0-4	Chula Vista	12.9%	11.5%	11.5%	11.5%	11.5%
	San Diego County	11.0	11.6	12.0	11.5	11.0
	California	10.5	11.3	10.0	9.8	9.7
	United States	10.7	11.2	11.7	12.5	12.6
5-17	Chula Vista	18.8	27.4	26.3	25.8	25.5
	San Diego County	17.9	24.2	24.5	25.0	25.0
	California	17.8	24.0	24.8	23.1	22.6
	United States	20.4	24.4	25.3	26.0	27.0
18-24	Chula Vista	8.5	7.3	11.2	10.7	11.2
	San Diego County	12.0	12.4	12.5	12.0	12.0
	California	9.1	8.0	11.1	11.5	10.8
	United States	10.4	9.0	11.3	11.4	11.5
25-49	Chula Vista	41.5	37.5	31.5	30.5	29.1
	San Diego County	38.0	33.6	32.0	31.5	31.0
	California	38.9	34.1	31.7	32.8	33.1
	United States	36.0	32.1	28.4	27.9	29.1
50-64	Chula Vista	11.6	10.5	12.8	13.4	12.0
	San Diego County	12.9	11.0	11.0	11.5	12.0
	California	15.1	13.7	13.8	14.0	13.5
	United States	14.3	14.1	13.9	12.8	10.2
65 & older	Chula Vista	6.7	5.8	6.7	8.1	10.7
	San Diego County	8.0	7.2	8.0	8.5	9.0
	California	8.6	8.9	8.6	8.8	10.3
	United States	8.2	9.2	9.4	9.4	9.6
		<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>
Total Population						
	Chula Vista	15,927	42,034	74,500	122,000	160,000
	San Diego County	556,808	1,033,000	1,412,000	1,800,000	2,200,000
	California	10,586,223	15,717,204	21,462,000	27,880,000	(35,000,000 (40,000,000)
	United States	151,326,000	180,677,000	214,222,000	259,584,000	(300,000,000 (320,700,000)

TABLE VI

PROJECTED CHULA VISTA SCHOOL POPULATION BY SUB-PLANNING AREA--1990

Sub-Planning Area	Density ^{1/} Classi- fication	Gross No. of Hshlds.	Gross School Age Pop.		Net School ^{2/} Age Pop. (89%)	School Population ^{3/}			Elementary		Junior High		High School	
			Per Hshld.	Total		Elem. (60%)	Jr. Hi (21%)	High (19%)	Needed	Proposed	Needed	Proposed	Needed	Proposed
Central Chula Vista	LD	500	1.32	660	600	360	120	120	9	6	1½	1	2	
	MD	5,700	.89	5,070	4,510	2,710	950	850						
	HD	5,600	.60	3,360	2,990	1,790	630	570						
	VHD	2,900	.40	1,160	1,040	620	220	200						
Total		14,700			9,140	5,480	1,920	1,740						
Otay Area	MD	8,700	.89	7,740	6,890	4,130	1,450	1,310	7	8	1½	1	1	
	HD	900	.60	540	490	300	100	90						
	Total		9,600			7,380	4,430	1,550						1,400
Telegraph Canyon Area	LD	1,400	1.32	1,850	1,650	990	350	310	10	11	1½	1	1	
	MD	7,400	.89	6,580	5,860	3,520	1,230	1,110						
	HD	4,300	.60	2,580	2,310	1,380	380	350						
	Total		13,100			9,820	5,890	2,060						1,870
Bonita Area	VLD	700	.95	665	600	360	120	120	10	11	1½	3	1½	
	LD	3,000	1.32	3,960	3,540	2,120	750	670						
	MD	6,400	.89	5,690	5,090	3,050	1,070	970						
	HD	1,200	.60	720	650	400	130	120						
	Total		11,300			9,880	5,930	2,070						1,880
Lakes Area	VLD	200	.95	190	180	110	40	30	5	5	3/4	1	1	
	LD	500	1.32	660	600	360	130	110						
	MD	4,800	.89	4,270	3,800	2,280	490	430						
	Total		5,500			4,580	2,750	960						870
Total		54,200		45,685	40,800	24,480	8,560	7,760	41	41	7	7	5	5

^{1/} Density Classifications:

- VLD - Very Low Density - less than 1 dwelling unit per gross acre
- LD - Low Density - 1 to 3 dwelling units " " "
- MD - Medium Density - 4 to 7 " " "
- HD - High Density - 8 to 15 " " "
- VHD - Very High Density - 16 to 30 " " "

^{2/} Net school age population is based on an 89% occupancy factor in projected gross housing units.

^{3/} It is estimated that 60% of the school age population 5-17 years old will be enrolled in elementary schools, 21% in junior high schools, and 19% in high schools.

- ^{4/} Grades K-6 (E) 550-650 students per school
- " 7-9 (JH) 1,200 students per school
- " 10-12(HS) 1,500 students per school

TABLE VII

PROJECTED CHULA VISTA POPULATION AND HOUSING DENSITIES BY SUB-PLANNING AREA

<u>Sub-Planning Area and Housing Density</u>	Gross Res. Acres Shown on GP(1990)	<u>Existing 1960</u>				Average Density DU's/ Gross Ac.	No. of Hshlds.	Pop./ Hshld	Popu- lation	Gross Popu- lation	Net Popu- lation ^{1/}
		Average Density DU's/ Gross Ac.	(No. of DU's) No. of Hshlds.	Pop./ Hshld	Popu- lation						
<u>Central Chula Vista</u>	<u>2,560</u>	4.65	(11,914)	3.15	34,490	<u>5.8</u>	<u>14,700</u>	<u>3.1</u>	<u>45,700</u>	<u>40,600</u>	
Low Density	250		10,950			2	500	4.0	2,000	1,800	
Medium Density	1,430					4	5,700	3.4	19,400	17,200	
High Density	700					8	5,600	3.0	16,800	14,900	
Very High Density	180					16	2,900	2.6	7,500	6,700	
<u>Otay Area</u>	<u>2,280</u>	2.12	(4,830)	3.91	17,290	<u>4.2</u>	<u>9,600</u>	<u>3.35</u>	<u>32,100</u>	<u>28,500</u>	
Medium Density	2,170		4,425			4	8,700	3.4	29,500	26,200	
High Density	110					8	900	3.0	2,600	2,300	
<u>Telegraph Canyon Area</u>	<u>3,110</u>	.19	(594)	4.47	1,730	<u>4.2</u>	<u>13,100</u>	<u>3.32</u>	<u>43,600</u>	<u>38,800</u>	
Low Density	730					2	1,400	4.0	5,600	5,000	
Medium Density	1,840					4	7,400	3.4	25,000	22,200	
High Density	540					8	4,300	3.0	13,000	11,600	
<u>Bonita Area</u>	<u>4,570</u>	.26	(1,205)	3.70	4,200	<u>2.5</u>	<u>11,300</u>	<u>3.52</u>	<u>39,700</u>	<u>35,300</u>	
Very Low Density	1,320		1,135			$\frac{1}{2}$	700	3.5	2,300	2,000	
Low Density	1,500					2	3,000	4.0	12,000	10,700	
Medium Density	1,600					4	6,400	3.4	21,800	19,400	
High Density	150					8	1,200	3.0	3,600	3,200	
<u>Lakes Area</u>	<u>1,760</u>	<u>not available</u>			est. 40	<u>3.1</u>	<u>5,500</u>	<u>3.44</u>	<u>18,900</u>	<u>16,800</u>	
Very Low Density	320					$\frac{1}{2}$	200	3.5	600	500	
Low Density	230					2	500	4.0	1,800	1,600	
Medium Density	1,210					4	4,800	3.4	16,500	14,700	
<u>Industrial Belt (No Residential)</u>	14,280		16,910	3.4	57,750		54,200	3.3	180,000	160,000 ^{2/}	

1/ Net population represents 89% occupancy of gross theoretical residential density.

2/ Chula Vista population projected to 1990.

TABLE VIII

A COMPARISON OF SIGNIFICANT HOUSING CHARACTERISTICS - 1960

	Chula Vista		San Diego Urbanized Area	California	El Cajon	La Mesa	National City
	No.	%	%	%	%	%	%
Total Housing Units	14,065		276,315	5,465,870	11,661	10,107	10,674
Occupied	12,725	90.5	91.2	91.2	91.6	93.2	91.2
Owner	8,845	69.5	57.4	58.4	76.1	76.2	49.5
Renter	3,880	30.5	42.6	41.6	23.9	24.8	50.5
Vacant	1,340	9.5	8.8	8.8	8.4	6.8	8.7
Year Built							
1955-60	6,211	44.2	29.2	21.9	46.0	33.7	21.6
1950-54	3,548	25.2	20.6	18.1	25.3	29.9	17.5
1950-49	2,627	18.7	20.7	20.1	19.8	23.5	29.9
1939 or earlier	1,643	11.7	29.5	39.9	8.9	12.9	31.0
Detached Single-Family Units - % of Total		84.1	78.8	76.5	89.8	87.9	75.4
Condition All Units	14,065						
Sound	13,450	95.6	92.1	89.3	93.4	97.6	87.2
Deteriorating	567	4.0	6.4	8.1	4.6	2.1	11.3
Dilapidated	48	.4	1.5	2.6	2.0	.3	1.5
Owner-Occupied Units	8,845	62.8	52.3	53.3	69.7	71.0	45.2
Condition							
Sound	8,714	98.6	96.5	94.4	96.8	98.9	93.5
Deteriorating	123	1.4	2.9	4.5	2.2	1.1	4.9
Dilapidated	8	.1	.6	1.1	.1	-	.6
Median Value	\$16,600		\$16,500	\$15,100	\$16,300	\$17,400	\$13,800
Renter-Occupied Units	3,880	27.6	38.8	37.9	21.0	22.2	46.1
Condition							
Sound	3,553	91.5	87.2	84.4	85.1	94.1	81.2
Deteriorating	306	7.0	10.4	11.9	10.7	4.8	16.8
Dilapidated	21	.6	2.4	3.7	4.2	1.1	2.0
Median Gross Rent	\$100		\$87	\$79	\$95	\$96	\$76
Vacant (year round) Units							
Sound & Deteriorating	1,322	99.0	96.5	93.9	96.2	99.7	96.1
Dilapidated	13	1.0	3.5	6.1	3.8	.3	3.9

TABLE VIII

A COMPARISON OF SIGNIFICANT HOUSING CHARACTERISTICS - 1960 (Continued)

	<u>Chula Vista</u>	<u>San Diego Urbanized Area</u>	<u>California</u>	<u>El Cajon</u>	<u>La Mesa</u>	<u>National City</u>	
Total Housing Units	14,065	276,315	5,465,870	11,661	10,107	10,674	
	<u>No.</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>	<u>% of Total</u>	
Units in Structure		100.0	100.0	100.0	100.0	100.0	
1	11,831	84.2	76.1	76.5	89.8	87.8	
2	747	5.3	5.2	4.7	2.2	4.3	
3 & 4	751	5.3	6.0	5.2	1.6	2.5	
5-9	398	2.8	7.3	4.9	2.2	2.7	
10 or more	338	2.4	5.4	8.6	4.1	2.6	
Value, Owner-Occupied							
Total No. of Units	<u>7,246</u>	100.0	100.0	100.0	100.0	100.0	
Under \$5,000	30	.4	.6	2.5	.6	.2	
\$5,000-7,400	43	.6	2.0	4.4	1.4	.7	
7,500-9,900	162	2.2	4.8	8.3	3.1	1.7	
10,000-12,400	520	7.2	11.4	15.5	11.9	7.4	
12,500-14,900	1,827	25.2	19.1	18.8	22.5	19.8	
15,000-17,400	1,673	23.1	18.9	15.8	20.8	21.4	
17,500-19,900	1,282	17.7	16.4	10.8	17.5	17.8	
20,000-24,900	1,039	14.3	12.6	10.9	13.1	16.8	
25,000-34,900	532	7.3	7.9	7.4	6.1	9.9	
35,000 & Over	138	1.9	5.9	5.5	3.9	4.2	
Gross Rent							
No. of Units							
Renter-Occupied	<u>3,880</u>	100.0	100.0	100.0	100.0	100.0	
Less than \$20		0	.1	.5	0	0	
\$20-29	8	.2	.7	1.9	.2	.2	
30-39	24	.6	3.2	4.3	1.2	1.2	
40-49	50	1.3	4.1	6.0	2.0	2.3	
50-59	113	2.9	6.6	10.0	4.9	2.1	
60-69	208	5.4	10.2	12.3	7.1	6.9	
70-79	366	9.4	13.5	13.2	12.2	9.9	
80-99	1,154	29.7	29.3	23.4	28.6	34.3	
100-149	1,667	43.0	25.3	19.3	35.8	34.9	
150 & more	193	5.0	4.1	3.7	2.8	5.6	
No Cash Rent	97	2.5	2.9	4.6	5.2	2.6	
Median Gross Rent	\$100.		\$85.	\$79.	\$95.	\$96.	\$76.

TABLE IX

DISTRIBUTION OF FAMILIES BY ANNUAL INCOME

For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

	Chula Vista		San Diego Urbanized Area		California		El Cajon		La Mesa		National City	
	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950	1960	1950
Number of Families	11,264	4,450	207,030	114,000	3,991,500	2,827,110	9,639	1,810	8,311	3,085	8,519	5,860
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$ 0-\$ 1,000	462	340	8,263	8,680								
	4.1%	7.6	4.0	7.6	3.3	9.6	2.8	17.1	2.1	7.3	6.4	7.4
1,000- 2,000	332	330	8,669	11,405								
	2.9	7.4	4.2	10.0	4.7	11.2	4.3	11.0	2.4	9.7	6.3	12.5
2,000- 3,000	500	690	12,064	19,185								
	4.4	15.5	5.8	16.8	6.1	16.2	4.4	14.4	3.8	13.3	8.1	20.5
3,000- 4,000	660	1,095	15,501	27,005								
	5.9	24.6	7.5	23.7	7.3	21.5	5.5	23.2	4.7	26.4	10.9	25.8
4,000- 5,000	984	845	18,549	17,085								
	8.7	19.0	9.0	15.0	8.9	15.1	7.4	14.1	6.8	16.9	11.6	15.2
5,000- 6,000	1,370	420	23,373	10,570								
	12.2	9.4	11.3	9.3	11.3	9.9	12.0	6.4	8.9	12.3	11.8	6.9
6,000- 7,000	1,367	280	24,221	5,940								
	12.1	6.3	11.7	5.2	11.6	5.9	13.5	3.6	11.0	5.5	11.7	3.5
7,000- 8,000	1,299	80	21,243	2,030								
	11.5	1.8	10.3	1.8	10.1	2.3	11.2	1.1	11.3	2.1	9.2	1.2
8,000- 9,000	981	80	17,896	2,030								
	8.7	1.8	8.6	1.8	8.3	2.2	9.9	.6	9.6	1.9	7.3	1.1
9,000- 10,000	818	80	13,401	2,030								
	7.3	1.8	6.5	1.8	6.6	2.2	8.1	.5	8.8	1.9	5.2	.9
10,000 & over	2,491	110	43,850	3,670								
	22.1	2.5	21.1	3.2	21.8	3.8	21.0	1.4	30.5	2.9	11.6	1.1

10,000- 15,000	1,897		31,935									
	16.8		15.4		11.4		16.3		22.5		9.6	
15,000- 25,000	473		8,763									
	4.2		4.2		3.6		4.1		5.8		1.7	
25,000 & over	121		3,152									
	1.1		1.5		1.4		.6		2.2		.3	
Median Family Income	\$6,969	\$3,738	\$6,706	\$3,565	\$6,726	\$3,583	\$7,021		\$7,907	\$3,703	\$5,574	\$3,294
Husband-Wife Families, Head an Earner												
2 children under 18												
Number of Families	1,920		32,161		595,935		1,729		1,463		1,318	
% of all Families	17.0		15.5		14.9		18.0		17.7		15.5	
Median Income	\$7,351		\$7,111		\$7,278		\$7,409		\$7,988		\$5,980	

TABLE X

TOTAL TAXABLE SALES IN RETAIL STORES
For Chula Vista, San Diego County, San Diego City, and California
(In Thousands of Dollars)

	<u>1957</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
<u>Chula Vista</u>							
1st Qtr.	5,647	5,866	7,220	7,296	7,651	8,260	10,563
2nd "	6,126	6,795	7,915	7,985	8,417	9,446	11,662
3rd "	6,508	6,960	8,759	8,677	8,824	9,909	
4th "	<u>7,047</u>	<u>7,811</u>	<u>8,840</u>	<u>8,608</u>	<u>10,003</u>	<u>12,718</u>	
Total	<u>25,328</u>	<u>27,432</u>	<u>32,734</u>	<u>32,566</u>	<u>34,895</u>	<u>40,333</u>	
<u>San Diego County</u>							
1st Qtr.	171,294	162,191	203,026	207,592	193,955	205,360	215,680
2nd "	185,588	187,066	222,361	219,845	212,941	225,937	235,268
3rd "	187,927	199,740	236,492	218,390	225,729	230,037	
4th "	<u>198,722</u>	<u>227,747</u>	<u>250,229</u>	<u>235,250</u>	<u>251,230</u>	<u>257,571</u>	
Total	<u>743,531</u>	<u>776,744</u>	<u>912,108</u>	<u>881,077</u>	<u>883,855</u>	<u>918,905</u>	
<u>San Diego City</u>							
1st Qtr.	115,765	108,255	134,386	135,386	125,816	130,365	131,834
2nd "	121,703	123,703	146,367	141,972	135,916	140,213	141,162
3rd "	124,466	132,759	155,158	140,959	146,689	141,291	
4th "	<u>132,877</u>	<u>153,896</u>	<u>167,361</u>	<u>154,602</u>	<u>161,551</u>	<u>158,710</u>	
Total	<u>494,811</u>	<u>518,613</u>	<u>603,272</u>	<u>572,899</u>	<u>569,972</u>	<u>570,759</u>	
<u>California</u>							
1st Qtr.	3,103,466	2,864,794	3,398,080	3,639,594	3,506,885	3,843,011	4,170,182
2nd "	3,396,834	3,264,309	3,832,671	3,946,561	3,916,682	4,333,502	4,607,953
3rd "	3,398,492	3,376,636	3,906,503	3,903,712	4,031,350	4,298,945	
4th "	<u>3,679,300</u>	<u>3,811,024</u>	<u>4,321,220</u>	<u>4,327,735</u>	<u>4,621,999</u>	<u>5,046,763</u>	
Total	<u>13,578,092</u>	<u>13,316,763</u>	<u>15,458,474</u>	<u>15,645,361</u>	<u>16,076,916</u>	<u>17,522,221</u>	

TABLE XI

1962 PER CAPITA TAXABLE SALES, BY TYPE OF RETAIL STORE
For Chula Vista, Neighboring Cities, San Diego County and the State

	Chula Vista (Est. Pop. 46,900)	San Diego County (Est. Pop. 1,167,000)	California	San Diego City (Est. Pop. 616,500)	National City (Est. Pop. 35,000)
Apparel Stores	\$ 57.06	\$ 55.84	\$ 76.31	\$ 71.67	\$ 55.57
General Merchandise	212.05	155.85	167.07	207.50	307.60
Food Stores	82.69	65.51	88.23	66.44	74.09
Packaged Liquors	22.07	26.84	35.94	30.35	26.74
Eating & Drinking Places	65.57	80.75	111.86	102.35	78.71
Drug Stores	52.45	34.67	39.14	38.58	49.00
Home Furnishings & Appliances	39.91	52.35	68.64	65.41	52.60
Building Mtls. & Farm Implements	17.59	57.43	96.75	46.32	137.54
Motor Vehicle Dealers	189.00	175.96	220.06	170.22	482.69
Service Stations & Auto Accessories	34.11	30.92	47.36	33.78	53.94
Other	<u>87.48</u>	<u>50.80</u>	<u>73.69</u>	<u>92.88</u>	<u>47.69</u>
Total	\$859.98	\$786.92	\$1,025.05	\$925.50	\$1,366.17

TABLE XII

TRENDS IN TAXABLE RETAIL SALES
For Chula Vista, Neighboring Cities, San Diego County, and the State

	1957		Chula Vista 1962		% Change 1957-62	San Diego County % Change 1957-62	California % Change 1957-62	San Diego City % Change 1957-62	National City % Change 1957-62
	Amount of Sales (\$000)	% of Retail Sales	Amount of Sales (\$000)	% of Retail Sales					
Retail Outlets	25,328	100.0	40,333	100.0	59.2	23.6			
Apparel Stores	2,205	8.7	2,676	6.6	21.4	16.6	26.7	12.3	-32.5
General Merchandise	2,404	9.5	9,945	24.7	313.7	77.1	41.8	59.8	110.0
Food Stores	3,661	14.5	3,878	9.6	5.9	24.1	34.7	12.2	-11.3
Packaged Liquor & Tobacco	815	3.2	1,035	2.6	22.7	11.3	31.8	4.2	-11.5
Eating & Drinking Places	2,576	10.2	3,075	7.6	19.4	23.4	31.6	20.7	39.1
Drug Stores	1,198	4.7	2,460	6.1	105.3	5.8	9.9	16.4	-13.2
Home Furnishings & Appl.	1,908	7.5	1,872	4.6	-19.8	2.1	14.6	-4.9	-24.4
Bldg. Mtls. & Farm Impl.	1,482	5.9	825	2.0	-44.3	1.0	29.5	-15.7	300.0
Motor Vehicle Dealers	5,182	20.5	8,864	22.0	71.1	13.0	24.6	-4.2	2.4
Service Sta. & Auto Supply	633	2.5	1,600	4.0	152.8	29.1	37.4	21.1	84.2
Other Retail	3,266	12.9	4,103	10.2	25.7	33.9	50.8	18.9	15.3
Personal Service Establ.	926		1,791		93.4	46.3	47.7	40.7	12.0
Mfg., Whal., Contr. & Misc.	8,465		5,117		-39.6	12.1	25.3	8.3	-10.9
Total	35,019		47,241		34.9	22.7	29.5	15.0	17.7
Population	34,000		46,900		38.0%	31.1%	19.9%	N.A.	N.A.
Per Capita Taxable Retail Sales	\$ 744		\$ 860		15.5%	-5.7%	7.3%	N.A.	N.A.
Per Capita Taxable Transactions	\$1,030		\$1,000		-2.9%	-6.4%	6.9%	N.A.	N.A.

* "Itinerant-Mail-order Vendors" is omitted throughout, because (a) until 1961, it was lumped in with manufacturing, wholesaling, etc., and (b) due to the necessity of safeguarding confidential information it has been lumped in with personal services in recent reports on Chula Vista and other cities. This causes some increase in manufacturing, wholesaling, etc. for 1957, and in Personal Services for 1962, but the discrepancy is very slight due to the small amount of mail-order sales.

TABLE XIII

A COMPARISON OF EMPLOYMENT CHARACTERISTICS
For Chula Vista, Neighboring Cities, San Diego Urbanized Area, and the State

BY INDUSTRY	Chula Vista					San Diego Urbanized Area			California			El Cajon			La Mesa			National City			
	1950		1960		% Change 1950-1960	1950		1960		% Change 1950-1960	1950		1960		% Change 1950-1960	1950		1960		% Change 1950-1960	
	No.	% of Tot. Empl.	No.	% of Tot. Empl.		% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.		% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.		% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.	% of Tot. Empl.		% of Tot. Empl.
Agriculture, Forestry & Fishing	239	4.6	185	1.3	22.6	3.1	1.5	6.7	7.6	4.6	-10.2	3.3	1.0	108	2.9	.9	-8.4	2.6	1.1	-33.8	
Mining	4	.1	36	.3	800	.1	.1	217	0.8	0.5	-14.3	.2	.1	225	.1	.1	160	.1	.1	60.0	
Construction	400	7.6	775	5.9	94.0	7.5	7.7	99.7	7.7	6.3	21.1	16.8	13.4	451	9.6	8.1	149	9.8	9.4	48.3	
Mfg.-Durable Goods	967	18.5	3,610	27.6	273	10.1	20.9	304	10.8	15.9	117.0	11.6	20.4	1317	9.3	18.4	484	12.1	20.6	162	
Mfg.-Non durable goods	240	4.6	556	4.3	132	5.6	4.2	46.4	8.6	8.3	41.0		3.5		4.3	4.1	180	7.7	5.8	17.4	
Trans., Comm. & Pub. Util.	304	5.8	645	4.9	112	6.1	5.1	62.8	8.2	6.8	23.5	6.4	5.5	497	6.8	5.3	129	7.1	6.1	31.3	
Whol. & Retail Trade	1,206	23.0	2,413	18.5	100	24.4	18.7	49.8	22.4	18.8	24.0	26.8	19.6	406	25.8	21.6	147	23.1	18.8	26.0	
Finance, Insurance & Real Estate	203	3.9	736	5.6	263	4.8	5.4	122	4.6	5.1	62.4	3.3	4.6	869	5.4	6.7	269	2.8	3.7	100.0	
Business & Rep. Serv.	183	3.5	330	2.5	80.5	3.3	3.1	8.8	3.3	3.4	52.2	4.7	3.8	458	3.5	3.5	198	2.8	2.9	57.5	
Personal Services	271	5.2	643	4.9	137	8.4	6.6	52	6.7	5.7	24.1	8.0	5.2	350	5.9	4.9	141	6.4	5.8	40.7	
Entertainment & Rec.	74	1.4	153	1.2	107	1.6	1.2	43.7	2.0	1.4	6.6	1.0	.9	550	1.3	1.0	122	1.5	1.0	9.3	
Prof. & Related Services	546	10.4	1,422	10.9	160	11.0	12.8	127	9.7	12.5	90.0	9.4	12.3	802	12.7	16.4	281	11.2	11.9	64.5	
Public Administration	554	10.6	1,309	10.0	136	12.9	9.3	40	6.3	6.1	43.8	7.5	6.6	511	11.3	8.0	109	12.2	9.7	22.3	
Industry Not Reported	44	.8	251	1.9	471	1.2	3.5	473	1.2	4.7	482.0	1.0	3.0	1956	1.1	1.1	198	.7	3.0	59.3	

BY OCCUPATION																					
Professional & Tech.	573	11.0	1,885	14.4	229	11.9	15.5	154	11.1	13.7	82.2	8.9	13.7	1015	14.8	19.4	289	9.1	8.7	46.9	
Farmers & Farm Mgrs.	73	1.4	59	.5	-19.2	.4	.4	87.9	26.8	1.4	25.0	.6	.2	210	.9	.1	-54.5	.5	.4	48.1	
Mgr., Officials & Proprietors	650	12.4	1,235	9.5	90.0	12.0	9.1	47.8	11.3	9.6	24.6	10.8	9.6	513	13.9	13.0	176	10.1	5.9	-9.9	
Clerical & Workers	752	14.4	2,480	18.9	230	14.4	17.7	139	14.1	16.3	70.4	9.2	14.9	1022	14.4	18.1	269	11.5	14.3	92.9	
Sales Workers	452	8.6	1,110	8.5	145	10.0	8.7	71.4	8.6	7.8	34.4	10.2	8.5	475	11.9	11.2	179	8.7	7.1	26.1	
Craftsmen & Foremen	989	18.9	2,333	17.9	136	17.5	16.2	80.0	15.2	13.9	35.2	24.2	21.0	494	21.5	15.5	112	22.0	21.8	52.8	
Operatives	922	17.6	1,939	14.8	110	13.8	13.0	84.1	15.3	14.9	43.0	14.7	14.3	571	10.1	9.6	178	19.9	19.5	51.5	
Private Household Wkrs.	90	1.7	228	1.7	153	2.3	2.2	84.9	2.1	2.1	46.3	2.2	1.8	465	1.6	1.8	227	1.1	1.5	115	
Service Workers	390	7.5	927	7.1	138	10.0	8.7	70.0	8.8	8.3	38.5	8.7	8.1	548	6.6	6.8	206	9.7	10.2	62.2	
Farm Laborers	95	1.8	72	.5	24.2	.5	.4	67.6	3.9	2.4	-9.2	2.2	.4	17.9	.6	.2	4.3	.8	.2	66.7	
Laborers (Other)	202	3.9	451	3.5	123	6.0	4.1	33.4	5.6	4.3	12.1	7.0	4.0	291	2.7	2.4	163	6.0	6.6	70.5	
Occupation Not Reported	47	.9	345	99.9	634	1.1	4.0	599	1.0	5.4	700.7	1.3	3.6	1865	.9	1.8	488	.7	3.8	75.2	

Civilian Employment	5,235	85.9	13,064	82.4	150	71.0	72.8	95	88.3	89.5	48	88.3	91.4	590	91.7	93.6	195	77.4	78.9	54	
Civilian Unemployment	318	5.2	1,214	7.6	282	5.8	5.3	75	7.7	5.8	10	9.8	6.0	315	5.0	4.3	150	6.4	7.3	73	
Military	540	8.9	1,580	10.8	193	23.2	21.9	80	4.0	4.7	72	1.9	2.6	800	3.3	2.1	84	16.2	13.7	28	
Total Labor Force	6,093	100.0	14,644	100.0	140	100.0	100.0	90	100.0	100.0	49	100.0	100.0	568	100.0	100.0	189	100.0	100.0	51	

APPENDIX B

CHULA VISTA MASTER PLANNING COMMITTEE SUMMARY REPORTS

Master Planning Committee: Co-chairmen: C.R. Campbell and O.L. Pemberton

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RESIDENTIAL SUBCOMMITTEE

Jim Patten, Dr. Alvin May, John J. Senes, Mrs. L. W. Fry, Art Schuller, Ross M. Wilhite, Rev. Paul Veenstra, John DeBello

In an attempt to guide the development of a Master Plan and to help maintain the attractiveness of the City that now exists, the committee offers the following recommendations:

1. That in areas east of the City where topography dictates the need, zoning for a minimum of half-acre lots should be imposed. In such zones, the developers should be encouraged to maintain the existing natural contours as much as possible.
2. The present minimum lot size of 7,000 square feet be maintained and that the minimum lot width be increased from 50 to 60 feet.
3. To keep an equitable balance between single family and multiple family use, not more than 20% of the City's area should be developed with multiple family use.
4. That the present multiple zone classification should be expanded to permit more flexibility with less density in garden-type apartment developments and to provide new regulations permitting high-rise apartment developments.
5. That an ordinance be studied to provide for condominium and Planned Unit Development containing mixed uses and housing types.
6. That architectural control be exercised in any area where a specific character exists.
7. That the following points be considered in developing new neighborhoods:
 - a. Schools and neighborhood parks should be located in the core, preferably on a collector street.
 - b. Major traffic ways should not bisect a neighborhood, but should serve as boundaries with a minimum of collector streets within the neighborhood.
 - c. When residential subdivisions are developed adjacent to major traffic ways, the following rules are suggested:
 - 1) Dwellings should front on residential streets which would intersect the major street at right angles.
 - 2) With reference to prime arterials, lots should either have double frontage or face a frontage road paralleling the prime arterials.

- d. Churches should be located within the center of population in a community. Generally, churches should not be located within a commercial area, but are ideally located between the commercial and residential areas.
The following standards should be used as a guide for church development.
- 1) Minimum size of site - 1-1/2 acres.
 - 2) Located on a collector or major street.
 - 3) Minimum street frontage - 200 feet.
 - 4) Off-street parking - one per three seats in the nave.
8. That developers be required to provide land for parks, schools and other community facilities as needed, but the developer should be adequately compensated.
9. That trailer parks not be encouraged in Chula Vista, but when allowed, high standards be required for their development. Future applications for trailer parks should be denied if our trailer space per capita ratio is already high.
10. That improvements in subdivision design standards should be established as follows:
- a. "T" intersections should be used in residential subdivisions whenever practical, because of their built-in safety factor.
 - b. In streets, major drainage should be confined to storm sewers.
 - c. Monolithic curbs and sidewalks should be used wherever practical.
 - d. Improvement of street name signs:
 - 1) Signs should be consistently located on the same corner at each intersection.
 - 2) An attempt should be made to locate signs to allow illumination by street lights.
 - 3) Lettering on street signs should be reflective.
 - 4) Signs should be lowered to an allowable minimum.
 - e. Underground utilities should be used where practical; all other developments should employ a modified underground system, involving underground service from the poles to the house.
 - f. A minimum of one street tree should be planted on each lot of future subdivisions. Where adequate street right-of-way is not available, an easement should be acquired on the lot.
 - g. Presently many front yard setbacks are being misused for vehicle repair, boat and trailer storage. Such practices continuing longer than might be considered incident to normal residential activity should be prohibited. In an effort to facilitate control of this problem, better access to rear yards should be provided by requiring sideyards to total 15 feet with a minimum of 10 feet on one side.
 - h. Residential minimums should be upgraded to 1200 square feet per single-family dwelling and minimum parking requirements should be a two-car garage.

COMMERCIAL SUBCOMMITTEE

R. J. Halferty, Lawrence Kuebler, Keith Atherton, Thomas Huntington, Henry W. Algert, William H. Eckhart, John W. Gardner, Jr., Walt J. Duvall, Morey M. Weakland.

The Commercial Subcommittee offers the following observations and recommendations in an attempt to help our shopping areas be more functional, aesthetic and profitable.

1. As the City grows and spreads out, it experiences a need for convenience-type shopping facilities. The Committee thoroughly discussed this subject and concludes as follows:
 - a. The size of outlying centers should be restricted to that set by standards to serve the needs of the area.
 - b. The services offered should be of a type compatible with the surrounding area and should be limited in quantity to that which the areas served can support.
 - c. Adequate off-street parking should be required in quantities dictated by the size and use of the buildings in the center.
 - d. Loading facilities should be adequate and at the rear of the buildings; in no case fronting on a public street.
 - e. Signs should be non-flashing and of a type compatible with the surrounding area.
 - f. Access, landscaping and screening should be controlled by the Planning and Engineering Departments.

The Committee recommends that a modern ordinance be created to encompass these recommendations, such ordinance to be distributed (at cost) to all realtors and developers.
2. The Committee observed that there is considerable pedestrian and vehicular conflict in the Third Avenue Central Business District and recommends the following:
 - a. A high standard of off-street parking should be provided.
 - b. Emphasis should be placed on re-routing "non-shopper" or "through traffic" as it compounds the problem and decreases the effectiveness of the area as a shopping center.
 - c. Angle parking is a deterrent to good circulation but it does provide more parking immediately adjacent to shops and should not be removed unless ample off-street parking, conveniently located is available.
 - d. Conversion of Third Avenue to a mall was discussed. The inadequacy of paralleling streets to carry traffic was deemed to be a deterrent to mall development.
3. A new sign ordinance should be studied to exercise more stringent control over signs on business buildings. A form of competition seems to be compelling business men to outdo their neighbors in magnitude of signs and such a practice creates an unsightly business district.

4. Where a definite character or type of architecture prevails in a business district, some form of architectural control should be imposed on any new buildings. The newly initiated supplemental "D" zone was endorsed and should be applied to all newly zoned commercial areas when feasible.
5. All off-site advertising and billboards should be prohibited in commercial zones. There is a current trend to beautify commercial areas and such advertising signs are a deterrent to achieving this goal.
6. Highway commercial developments are necessary to provide such tourist services as service stations, restaurants and motels. Standards for control of these commercial areas should be incorporated in a special Highway-Commercial zone. An ordinance delineating standards and areas of application should be studied by the Planning Commission and staff.
7. Until an economic base study has been conducted and population projections have been completed, the Committee felt that it did not possess the information needed to pinpoint a percentage of land that should be zoned as commercial land. The Committee does believe that an ample quantity of surplus commercial land (probably 100%) should be zoned subject to need as determined by the Planning Commission and staff.
8. To help maintain residential character, for traffic safety and to provide sound commercial areas, zoning of outlying commercial centers should ordinarily be restricted to one corner of an intersection; although in some situations it is recognized that two corners may be necessary if need for expansion occurs.

INDUSTRIAL SUBCOMMITTEE

Kenneth D. Frye, Col. Marlowe C. Williams, Ben H. Williams, E. Alan Comstock, William H. Link, Donald E. Pederson

The Industrial Subcommittee has met several times during the summer and also several times during the months of September and October. The Subcommittee were all in agreement that the following final recommendations should be presented to the Master Planning Committee:

1. That the existing ordinance be rewritten not so much as to change the uses allowed but to put the text in more understandable language. In rewriting, it is suggested that the Pomona Ordinance be used as a guide and that the intent of each section be "spelled out."
2. It is strongly recommended that all types of industries that might emit objectional odor or smoke be excluded due to the prevailing westerly winds.
3. That industrial zoning be exclusive. However, it was felt that various commercial establishments will be needed within the industrial area to service the manufacturing plants. In these cases, it is recommended that they be grouped in a designated area, set aside in a "C" zone within the "M" zone, when the need arises. The Committee was definitely against any "spot" zoning within this exclusive industrial zone.
4. Land Use. It was noted that Chula Vista has approximately 1000 acres of not in use land in the "M-1" and "M-2" zones; also, that 450 acres of these are tidelands which are restricted in use. We recommend that so far as it is practical in the Master Plan, 20% to 30% of the land within the planning area be shown for industry, exclusive of tidelands.
5. The Committee observed that there are both water and sewer facilities on our extreme eastern limits, east of the intersection of Otay Lakes Road and Telegraph Canyon Road. The topography of much of this area lends itself to light industrial development while other areas immediately east of Chula Vista would not be suitable due to the rough topography. The Committee felt that if adequate highways are provided, that research-type industry would be an asset in this area.
6. That study be given to a long range plan of rezoning the area between Broadway and 101 from "C" to Main Street in Otay. That restrictive commercial and industrial zoning be considered in these changes.
7. That long range planning include both sides of Main Street in the Otay area as industrial.

8. The area adjacent to proposed Highway 241, south of Palomar Street to the San Diego City limits is another area that lends itself to industrial development, except for rough topography in certain portions.

The Committee strongly urges that the first recommendation be brought to the attention of our Planning Commission with the suggestion that the rewriting of the zoning ordinance should be the first item of implementation of the Master Plan.

AGRICULTURE SUBCOMMITTEE

Sam Piety, J. N. Williams, William F. Rogers, Jr., John E. Helm,
Carl Iwashita, Richard Takashima, Edward H. Adams, Maurice L. Nixon

The Agriculture Committee of the Master Planning Committee for Community Development submits its findings and recommendations as follows:

1. The entire South Bay area from the ocean to the slopes of Otay and San Miguel mountains, and from the Mexican Border to the south boundary of metropolitan San Diego, constitutes one of the most favorable growing climates for early and late vegetables in the entire state of California. However, only a small portion of the undeveloped land in the South Bay area qualifies as "prime agriculture soil." Most of the prime land has been urbanized and the chief remaining incentive for agriculture is the favorable climate of the area. An attempt should be made to preserve what desirable agricultural land remains. A significant portion of San Diego County's economy is dependent on agriculture, both directly and indirectly.
2. The City of Chula Vista is in the center of this high yielding agricultural district and offers many services to the farmers. Much of the income from these farms is spent in Chula Vista. One crop, tomatoes, brought over \$15,000,000 into this area in 1961, and celery and cucumbers each brought in well over \$1,000,000 each. Other vegetables, such as peppers, lettuce, romaine, beans, squash, and cabbage also added to this total. Dairys and poultry farms contributed substantially to the local agricultural income. It is estimated that at least 80% of the produce raised in this area is shipped out bringing in new money. Many local businesses are dependent on agriculture. A method of offering such limited services as agricultural land may need, on a fee basis, would facilitate future annexation when taxes on agricultural land are levied on a more equitable basis. Leapfrog development into rural areas should be discouraged. Such moves place operational restrictions on the remaining farms, and the per capita costs to the City to serve isolated areas is far greater than to contiguous areas.
3. The inclusion of Agricultural Zones in future planning will help provide a balanced income for the entire community as well as open fields which contribute materially to the over-all beauty of the area and to more healthful living.
4. Generally, existing acreages of agricultural land should be allowed to remain as long as is practical, unless totally incompatible with the implementation of the master plan. The present Agricultural Zone regulations are adequate, but it is suggested that there be no restrictions on area requirements. Rezoning of most agricultural areas or granting of zone variances should be discouraged.

COMMUNITY FACILITIES SUBCOMMITTEE

Leonard Lee, Al Duran, Troy Homer, A. M. McBeth Hamilton Marston,
Francis Drag, Carl Stahlheber, Virgil Stevenson, Manuel Kugler,
Norman Beenfeldt

To aid in determining the kinds of facilities that are needed at the various geographical - political levels throughout the City, this committee recommends the following:

1. That in the expansion of Civic Center facilities, the headquarters of all civic functions should remain centralized. Branches should be established in outlying urban areas as needed.
2. That the entire eight acres of the "F" Street School site be purchased for expansion of Civic Center and general governmental facilities.
3. That in the preparation of the Master Plan, consideration be given to a site for a four-year college, and the possibility of creating an international university on the boundary between the U. S. and Mexico.
4. That where appropriate, the City and schools should develop neighborhood parks in conjunction with elementary school sites. A series of well-placed neighborhood parks will better serve the City than one large central park. The construction and maintenance cost of a regional park would probably greatly deter the development of neighborhood parks when needed.
5. That the auditorium planned for the new Junior College Campus be constructed at the earliest possible date to help meet the community needs for a Civic auditorium.
6. That a study should be conducted to determine the feasibility of providing permanent businessmen-owned, non-profit shuttle bus service to the Chula Vista Central Business District.
7. That a study be conducted of present hospital facilities and that plans for new hospitals be developed according to need on an over-all metropolitan basis.
8. That in view of the high educational and cultural level of Chula Vista residents, high priority be placed on providing expanded library facilities in the Master Plan. A study should be made to determine the feasibility of supplementing the public library with the school libraries on an "off-hour" basis.
9. That in developing recreational facilities, the planning consultant should place emphasis on providing facilities for participant activities. Our proximity to San Diego tends to minimize the need for expansion of our "spectator" facilities.

10. That consideration be given to providing modified museum facilities, possibly as an addition to the Library. The display of private collections of a historic nature or general displays "advertising the South Bay area" should be included.

TRANSPORTATION AND HIGHWAYS SUBCOMMITTEE

Cecil Sparling, Kyle Stewart, Clint Mathews, Walt J. Duvall, H. L. Michaels, John Hoffman, Harding Campbell, Lara P. Good

1. In discussing the function of Montgomery Freeway, the Committee concluded that the number of existing grade separations is generally adequate, although the committee emphasized that there is a real need for improvement of all existing structures providing for complete separation of movements to allow free flow of traffic.

The committee recommends that in planning for the proposed Freeway #241, that further study be given to providing more right-of-way for more complete development of interchanges with Bonita Road, Telegraph Canyon Road and Main Street.

2. The committee observed that our city has a quarter-mile grid system of potential major streets, each having 80 feet of right-of-way. With this in mind, the committee concluded that the concept of one-way streets is acceptable but questioned the actual need except possibly in limited areas on secondary streets.
3. The committee recommends that on-street parking in business districts be limited when adequate off-street parking is available and as traffic needs justify. The committee noted that one of the problems of the Third Avenue business district is the extreme conflict of pedestrian and vehicular traffic caused in part by the role that Third Avenue presently plays in our major street system.
4. The committee recognized that a need for flexibility of improvement standards exists in future large lot residential areas, and recommends the following:
 - a. Interior residential streets should be improved as at present with variations when needed, at the discretion of the Planning Commission.
 - b. Collectors should have a minimum of 60-foot rights-of-way with 36 or 40 foot travel-ways as needed.
 - c. Major streets at approximate one-half mile intervals should have minimum 80-foot rights-of-way with 64-foot travel-ways and houses and garages siding upon the major street whenever possible.
 - d. Monolithic curbs and sidewalks should be encouraged, but at the discretion of the Engineering and Planning departments.
 - e. Maximum curb height should be six inches and street crowns kept to a minimum.
 - f. In residential areas of rough topography, the extent of improvements required should relate to the size and width of lots involved. If pavement is less than 36 feet, it should be based on off-street parking being provided allowing on-parking to be restricted.

5. Considering the rough topography east of Chula Vista, the practicality of a continuous circumferential route around the City seems doubtful even though highly desirable. If precise planning can conceive of a feasible route, new subdivisions should be designed to conform.
6. Basically, the only Freeway location that has not been established in Chula Vista is that portion of route #280 in Sweetwater Valley north of Chula Vista. The committee feels that due to many extenuating conditions, they cannot suggest a specific route for #280, but recommend that it be so located as to be of maximum utility to Chula Vista.
7. The committee recommends that service roads be used whenever feasible to provide control of access to prime arterials and highways. If double frontage lots are utilized, some form of permanent screening should be used, and lots should have extra depth.

Major streets and prime arterials should be shown in the Master Plan and standards for treatment of adjacent property should be included.

8. The committee recommends that any outdoor advertising adjacent to Freeways should be prohibited and that an ordinance should be studied providing for the abatement of existing advertising on a fair amortization plan.

WATERFRONT SUBCOMMITTEE

Jim M. Edmunds, Ken W. Wear, C. C. Alley, Chuck Shippey, Neal Harper, Melvin Cowherd

The Waterfront Committee believes that our frontage on San Diego Bay is one of our prime assets for future growth and development.

For this reason, the Committee concentrated its thoughts on how this irreplaceable asset can best "be used", recognizing the relative location of this area to the balance of the City and its strategic position on the bay.

1. To help maintain the present desirable living characteristics of Chula Vista, it is important that the types of industry allowed west of Montgomery Freeway be restricted. The Chamber of Commerce has developed a list of water-oriented industries considered suitable for location on our tidelands. The Committee endorses and recommends this list.
2. In planning the detailed use of the tidelands, the actual water frontage should be retained for those uses needing direct access to deep water. This area should be available for short-term leases prior to the time that permanent facilities such as docks and terminals are feasible.
3. The vast recreational potential of the bay and the ocean must always be kept in mind, particularly with the "tourism factor" of the San Diego area growing so rapidly.

The Committee agrees with the Tidelands Master Plan that location of recreation should be to the south of our tidelands; it recommends that the area shown be expanded if found economically feasible.

4. In reference to standards for landscaping and setbacks, the Committee recommends that they be flexible enough to encourage development.
5. Standards relative to off-street parking and loading facilities should be completely adequate. Both should be permitted in setbacks if properly screened and access is controlled.
6. Comparable standards should be maintained where tidelands abut privately-owned land. Control can be exercised through lease restrictions and zoning.

PARKS AND CITY BEAUTIFICATION SUBCOMMITTEE

Warren Purdy, Mrs. Edwin Fuller, Maj. John S. Harmstead, R. F. Johnson, Mrs. M. J. Behrens, Mrs. S. J. Kodish, Edwin Campbell, Jr.

The Committee finds after studying the recreational opportunities of the entire San Diego area, that the City of Chula Vista is "ideally located" relative to such recreational facilities as ocean beaches and parks, mountain retreats, San Diego Zoo and many others. The committee therefore believes that the need for a large locally-financed park is minimal. However, it should be strongly emphasized that this type of facility does not fulfill the need for relatively small, close-at-hand, neighborhood and community parks. The following recommendations recognize the above basic finding.

Committee recommendations:

1. The committee finds that park development has lagged far behind population growth in our City and highly recommends that "normally good" standards of neighborhood and community parks be included in the General Plan and that capital improvement plans include orderly acquisition and development of these two categories of recreational facilities.
2. The committee recommends that recreational facilities on a neighborhood level be developed coordinately with school sites. The present Greg-Rogers school-park should be closely observed as a pilot and future plans should be based on its popularity and use. Wherever possible, and as need dictates, existing school sites should be expanded to provide neighborhood park facilities.
3. It is recommended that more extensive use be made of plant materials and turf in developing school playgrounds so that these areas will not only serve functionally but aesthetically as well.
4. The committee recommends that bridle paths be created and maintained as the City grows into more rural areas such as Bonita. The committee also felt that there is a good possibility that a bridle path along the San Diego Gas and Electric transmission line right-of-way could connect this area to the State Riding and Hiking Trail.
5. The committee recommends that a new subdivision ordinance require subdividers to contribute so much per acre to a "park development fund."
6. The committee believes that the major drainage ways, particularly Sweetwater Valley and Otay Valley, are ideal locations for such recreational uses as golf courses, ball parks, stables, polo grounds, etc. Development of these valleys in this manner would do much to enhance the character of the entire area and the committee recommends that "all avenues" be explored and used to preserve these areas' recreational open space.

7. That a new street tree ordinance be adopted by the City coincident with the adoption of a new subdivision ordinance.
8. That a plan be developed for planting street trees.
9. That all vacant city-owned property be well maintained and that all city-owned property that is not to be built upon, be landscaped.
10. That a city-wide competition to beautify property should be encouraged.
11. That when approval is granted for demolition or removal of buildings, provision be made to require total clearance of the site.
12. That the present system of refuse collection at the curb be changed and trash picked up at the side or rear of residences.
13. That ordinances should be enacted which would:
 - a. Prohibit the repair of trailers, boats and vehicles in the front yard.
 - b. Prohibit the storage and sale of junk on residential property.

ANNEXATION SUBCOMMITTEE

Earl T. Martin, Paul Miller, Mrs. Daniel Olsson, Dr. Richard Gilman, Comdr. William Guyer, Dr. Charles Smith, Harold E. Ratay, Stephen Gassaway, Charles Dawson

The committee recognizes that growth and development are inevitable in this area, and for Chula Vista, this basically means an expansion of the corporate boundaries if the City is to control and direct these changes.

For this growth to be as economically sound as possible, the Committee believes that the City should have some guiding principles. After due study and deliberation, the following seven general rules are recommended:

- a. The area must be contiguous to the City.
 - b. It should have a unity of interests with the municipality and be really a part of it.
 - c. There should be an indication that the density of potential residential development would be sufficient to warrant the extension of services.
 - d. The deficit of income against expense to the City must not be unreasonable.
 - e. The advantages both to the City and to the area must outweigh the disadvantages.
 - f. The City must be willing and able to provide services to the newly annexed area within a reasonable time.
 - g. A preliminary feasibility study should be conducted by the Planning Commission and staff.
1. The committee recommends that subject to justification by a feasibility study, areas in the urban fringe of Chula Vista should be annexed even though initial financial liability to the City may be excessive.
 2. The committee felt that it is important to establish some form of "hold" on the unincorporated land in the planning area to discourage annexation to other cities or sanitation districts. The committee recommended that the City discourage formation of independent sanitation districts and investigate the possibility of Chula Vista together with the unincorporated areas forming one sanitation district.
 3. The City's costs of annexing territory to the City were discussed and the Committee recommends that a performance bond or cash deposit be posted by the proponents to cover costs, if the annexation is withdrawn or protested out.

4. The concept of providing tax relief for agricultural land within the City was discussed, but the committee concluded that no such plan is presently possible. The committee recommended that if, in the future, tax relief is available, it would be advantageous to the City to annex agricultural land and zone it "Agriculture."

PHOTOGRAPH CREDITS

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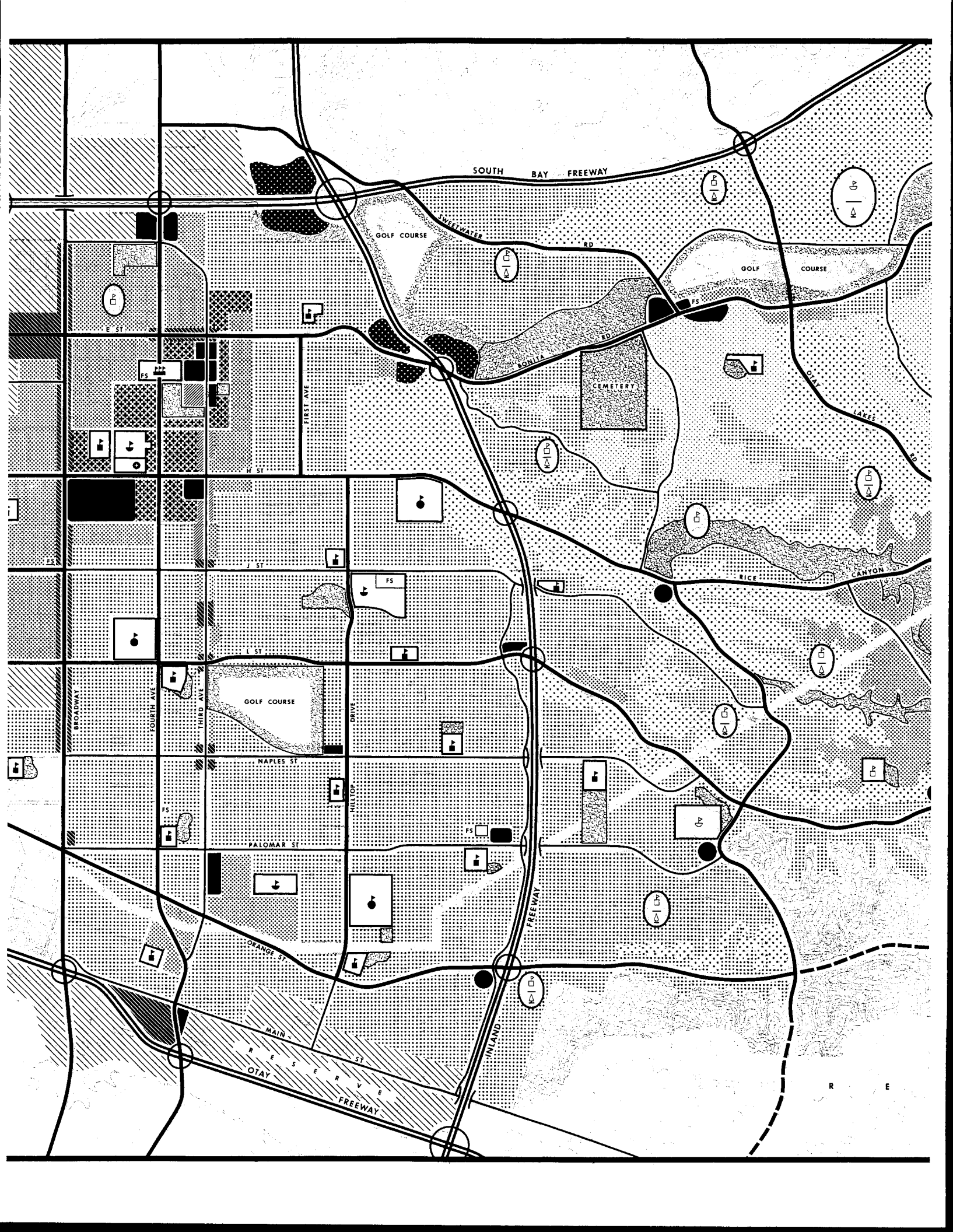
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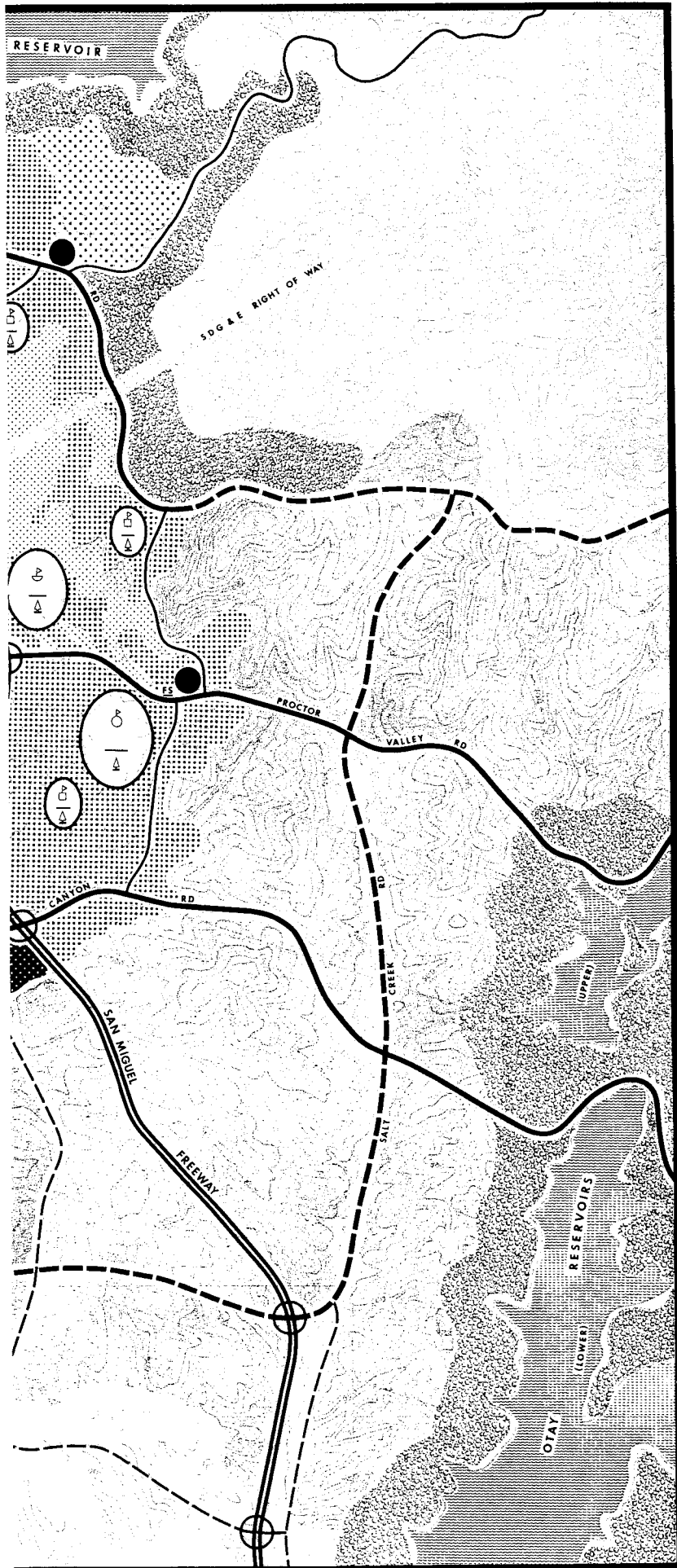
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CHULA VISTA, CALIFORNIA GENERAL PLAN: 1990



Residential

	FAMILIES PER GROSS ACRE		FAMILIES PER GROSS ACRE		
	VERY LOW	-1		HIGH	8-15
	LOW	1-3		VERY HIGH	16-30
	MEDIUM	4-7			

Commercial

	RETAIL		VISITOR
	THOROUGHFARE		PROFESSIONAL & ADMINISTRATIVE

Industrial

	RESEARCH & LIMITED		GENERAL
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Open Space, Public & Quasi Public Uses

	AGRICULTURE & PRIVATE		PUBLIC USES
	WATER		QUASI PUBLIC USES
	PARKS & PUBLIC OPEN SPACE		

Symbols

	EXISTING	PROPOSED		EXISTING	PROPOSED
CIVIC CENTER			SCHOOLS:		
FIRE STATION			ELEMENTARY		
HOSPITAL			JUNIOR HIGH		
PARK			HIGH		
HELIPORT			JUNIOR COLLEGE		

Circulation

FREEWAY		FRONTAGE ROAD	
MAJOR THOROUGHFARE		R/W RESERVED AFTER 1990	
SECONDARY THOROUGHFARE		RAILROAD	



PREPARED FOR
THE CHULA VISTA CITY PLANNING COMMISSION BY
WILLIAMS AND MOCINE
CITY AND REGIONAL PLANNING
SAN FRANCISCO, CALIFORNIA

MARCH 1964



Part IV
Carrying Out
The General Plan

CERTIFICATION

RESOLUTION NO. 316

RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF CHULA VISTA, CALIFORNIA, ADOPTING THE
CHULA VISTA GENERAL PLAN REPORT

WHEREAS, the Planning Department of the City of Chula Vista with the services of a Consultant, has made studies including land use, population, circulation, transportation and public services and facilities, and

WHEREAS, the results of these studies have been integrated into a comprehensive General Plan Report for development of the Planning area, and


WHEREAS, the Planning Department and Citizens Master Plan Committee have reviewed the proposed General Plan Report and all its elements, and recommended approval to the Planning Commission, and

WHEREAS, the Planning Commission has considered the proposed General Plan Report for development of the planning area at two public hearings, notices of which were given in the manner prescribed by law.

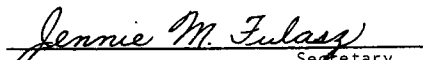
NOW THEREFORE BE IT RESOLVED that the Planning Commission recommends that the City Council of the City of Chula Vista adopt said document as the Chula Vista General Plan Report.

Passed, adopted and approved by the Planning Commission on the 5th day of August, 1964 by the following vote, to-wit:

AYES: Members Comstock, Johnson, Stevenson, Guyer and Stewart
NOES: None
ABSENT: Members Willhite and Adams


Virgil D. Stevenson, Chairman

ATTEST:


Secretary

RESOLUTION NO. 3519

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA ADOPTING THE CHULA VISTA GENERAL PLAN - 1990

WHEREAS, the Chula Vista City Planning Commission has heretofore held two public hearings as required by law to consider the Chula Vista General Plan, and

WHEREAS, the Commission, by Resolution No. 307 and No. 316, has adopted the General Plan and recommended its adoption by the City Council, and

WHEREAS, the Chula Vista City Council has held a public hearing to consider the adoption of said Plan.

NOW, THEREFORE, BE IT RESOLVED that the City Council does hereby adopt the Chula Vista Plan - 1990, a copy of which is attached hereto and on file in the office of the City Clerk.

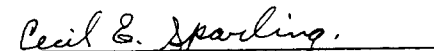
BE IT FURTHER RESOLVED that the City Planning Commission shall conduct a regular annual review of the General Plan in October of each year and report on needed changes and extensions.

ADOPTED AND APPROVED by the CITY COUNCIL of the CITY OF CHULA VISTA, CALIFORNIA, this 22nd day of September, 1964, by the following vote, to-wit:

AYES: Councilmen McAllister, Sparling, McCorquodale, Anderson, McMains
NAYES: None
ABSENT: None

Attest


City Clerk


Mayor of the City of Chula Vista

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

I, KENNETH P. CAMPBELL, City Clerk of the City of Chula Vista, California, DO HEREBY CERTIFY that the above and foregoing is a full, true and correct copy of Resolution No. 3519, and that the same has not been amended or repealed.

Dated: September 22, 1964


City Clerk

COURTEOUS SERVICE



MRS. LORENE LACY, MGR.

Andrew Hom's
BROADWAY DRIVE-IN MOTEL

"THE PLACE TO REST FOR LESS"

333 BROADWAY
CHULA VISTA, CALIF.
GARFIELD 2-0416 OR GARFIELD 2-9278

September 18 1964

FAMILIES WELCOME

All Electric Units
1 or 2 Room Suites
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TELEVISION — KITCHENS
LAUNDRY — CAFE
Roof Top Garden with
Shuffleboard
Conference Room - Commercial Rates
WE ACCEPT ALL CREDIT CARDS

Chula Vista City Council
Civic Center
Chula Vista, California

Gentleman:

Under discussion, the general planning in our City for our future growth, that will serve as a guide line for years to come.

You are to be congratulated on this action.

I wish to express my views on the land use matter. I think the industrial, commercial and R3 area will be located from third ave to the west, residential area will third ave to the East. Since our land is blocked off by National City and San Diego, we must reserve land for recreational purpose for the future. The bay front of Chula Vista will be ideal for such use, because of limited space on our waterfront.

As far as the waterfront industry is concerned let other cities have the fish canneries, scrap iron, stock yards or any other undiserable factories. I would like to see the waterfront of Chula Vista, develop into the tourist industry, ssuch as the Shelter Island type of develop-ment. That will really put us on hhe map, in the county and maybe the world.

No other city now can utilize the bay front as we can, since the ship channel may be cut through the South Bay. We should not lose sight of this important fact.

The freight docks would serve for no purpose other than sailors to jump ship.

The future of Chula Vista is in your hands.

Sincerely

A. Hom
A. Hom

AH/11



DAVID K. SPEER
Surveyor and Road Commissioner

County of San Diego

OFFICE OF THE SURVEYOR AND ROAD COMMISSIONER

Bldg. #2, County Operations Center, 5555 Overland Avenue
San Diego, California 92123 Phone: 278-9200

H. M. TAYLOR
Chief Deputy Road Commissioner

J. F. MULGREW
Chief Deputy Surveyor

J. W. COLQUHOUN
Deputy Road Commissioner for
Administration

September 4, 1964 (1-3)

*Received
9/10/64
H.E.*

City Council
City of Chula Vista
Chula Vista, California

Gentlemen:

Subject: General Plan for the City of Chula Vista

The General Plan for the City of Chula Vista, which will be before you for consideration on September 8, 1964, properly includes an area external to the existing limits of the City, but within its zone of influence. In this area, the pattern of the proposed road network shows substantial differences from the corresponding pattern in the County Master Plan of Major Highways, adopted April 14, 1964, by the Board of Supervisors.

Where the two plans differ, any official action taken by the County within areas outside the city limits of Chula Vista necessarily must conform to the County's Master Plan, rather than to that of the City.

Some of the differences between the two plans are significant; others, very probably, merely represent different selection from the several workable alternatives. It is important that the first category be identified at the earliest possible date and that the differences be reconciled. If this is not done, the County's actions will tend to direct the growth of this area into channels other than those envisioned by your planning staff and consultants.

It is regrettable that almost concurrent effort has been expended on producing two differing plans for the same area which are not fully compatible when the incompatibility might have been avoided. However, it would be even more regrettable if the incompatibilities were allowed to continue unresolved. We therefore strongly recommend that early meetings be scheduled to reconcile the two plans, and that the resulting adjustments and alterations formally be incorporated into both plans by their amendment as soon as reasonably possible and certainly not later than the hearing on proposed amendments to its Master Plan of Major Highways, which the County will schedule in the spring of 1965.

Very truly yours,

D. K. Speer
D. K. SPEER, County Surveyor
and Road Commissioner

Willis H. Miller
WILLIS H. MILLER
Director of Planning

DKS:FBJ:ab

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

BUSINESS OFFICE

Hearing
Sept 22

San Diego, September 14, 1964

City Council
City of Chula Vista
Chula Vista, California

Honorable Council Members:

Congratulations on your new general plan. Carried out Chula Vista will no doubt enjoy a sound economic future.

With reference to Section 2, Page 40, "Public Utilities," we agree in principle with the plan. When the time comes to implement the Master Plan with specific ordinances, we would appreciate the opportunity to confer with city officials on the drafting of such legislation.

Thanking you in advance for your consideration.

Sincerely,

Charles R. Brown
C. R. Brown
Manager
Pacific Telephone

CRB:JW

POST OFFICE BOX 23
BONITA, CALIFORNIA

September 6, 1964

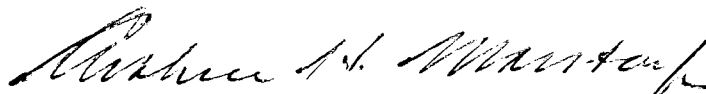
The City Council
City of Chula Vista
Civic Center
276 Guava Avenue
Chula Vista, California

Since I shall not be able to attend the hearing to consider adoption of the General Plan on September 8, 1964, I am writing to place before you the following comment.

I believe it is important to continue in the plan the proposed extension of H Street as a major thoroughfare linking the industrial district, Chula Vista Shopping Center, the Third Avenue District, and the proposed new center at Southwestern College.

Good communication between the two principal commercial areas of the city of the future is important to the development of both areas and the city as a whole.

Respectfully yours,



Arthur H. Marston, Jr.

cc: Planning Director

SAN DIEGO GAS & ELECTRIC COMPANY

P. O. BOX 1831 - SAN DIEGO, CALIFORNIA, 92112

September 8, 1964

FILE NO. MUD 010

Honorable City Council
276 Guava Street
Chula Vista, California

Attention: Bruce Warren
Planning Director

Gentlemen:

This letter is written in connection with the Chula Vista General Plan Report, prepared by Williams and Mocine, City and Regional Planners; San Francisco, California. Your city is to be complimented on the foresight to plan for the orderly expansion of the undeveloped areas of the city and the manner in which you propose to make Chula Vista a pleasant community in which to live.

In order for San Diego Gas & Electric Company to play a part in the growth and development of the area, with particular emphasis on the installation of electric and gas service facilities, it is requested that the statement under Public Utilities, contained on Page 40 of Part 2, "Future Growth of Chula Vista" be changed to read as follows:

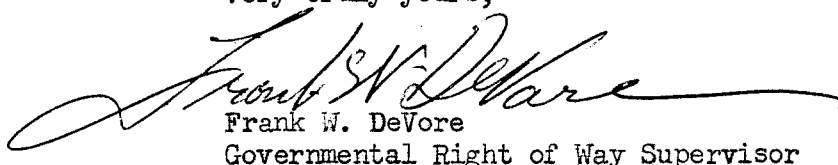
"The City and planning areas are served by San Diego Gas & Electric Company and The Pacific Telephone and Telegraph Company. It would be desirable to establish a policy and program to encourage placement of distribution utilities and communications underground in new areas. Establish, also in cooperation with property owners and the utility companies, a similar program for older developed areas."

The language as proposed herein will clearly state the city's desires and, will be in the best interest of all parties concerned.

Would you please advise if this suggested change is satisfactory to you.

Thank you for your cooperation.

Very truly yours,



Frank W. DeVore
Governmental Right of Way Supervisor

FWD/jen

CALIFORNIA WATER & TELEPHONE COMPANY
386 THIRD AVENUE
CHULA VISTA, CALIFORNIA
TELEPHONE 422-9285

August 26, 1964

Mr. Bruce H. Warren
Director of Planning
City of Chula Vista
Civic Center
Chula Vista, California

Dear Mr. Warren:

This is in regard to the report by Williams and Mocine on the Chula Vista General Plan for 1990.

On Page 7 under the heading "Public Utilities - Water" it is suggested that this paragraph be rewritten as follows:

"The northwesterly portion of the Chula Vista Planning Area is within the general service area of the California Water & Telephone Company. The balance of the Planning Area is within the boundaries of the Otay Municipal Water District. The California Water & Telephone Company serves filtered water thru its transmission and distribution mains to its customers. The Otay Municipal Water District will be able to extend its facilities to service that area within the confines of its district located within the Planning Area."

We feel that the above modification of the existing paragraph generally explains the water service problem of the General Planning Area.

Should you have any questions, please contact us.

Very truly yours,

CALIFORNIA WATER & TELEPHONE CO.

RECEIVED
By Jennie
AUG 27 1964

BY Norman Beehfeldt
Norman Beehfeldt
Division Engineer

NB:jb

CHULA VISTA, CALIFORNIA
PLANNING COMMISSION

Ken

SPECIAL MEETING OF THE CITY PLANNING COMMISSION
OF CHULA VISTA, CALIFORNIA
Council Chambers - Civic Center

August 5, 1964

A special meeting for the purpose of holding the second public hearing on the General Plan Report was held by the Planning Commission of the City of Chula Vista on Wednesday, August 5, 1964, in the Council Chamber, Civic Center, at 7:00 P.M., with the following members present: Stevenson, Stewart, Comstock, Johnson and Guyer. Absent: Members Willhite, Adams and City Attorney Duberg. Also present: Director of Planning Warren and Junior Planner Lee.

The following is a transcript of the public hearing.

PUBLIC HEARING: GENERAL PLAN REPORT

Chairman Virgil D. Stevenson: This represents the second public hearing in connection with the General Plan, which as many of you know, is our road map, our guide up to the year 1990. To begin with, we are going to have the Planning Director for the City of Chula Vista give you a "bird's eye view" of what is in the Plan. If you've not actually seen it yourself, it's available through our Planning Department here in the City. And then we'll open the meeting to the floor, and anyone of you who have comments, we'll be most pleased to hear them.

Bruce H. Warren, Director of Planning: As the Chairman has indicated, this is the second of two public hearings required prior to adoption of the Plan. The Commission, after this hearing, may take action recommending adoption, or they may carry over their decision to a later time, as they see fit. This Report which the Commission is considering tonight contains about 100 pages, which accompanies the General Plan Map which was presented to the City earlier this year. It is somewhat unusual for the two to be separated but because of circumstances at the time, they were. So the Planning Commission has adopted the actual Land Use Map at an earlier time. Their action tonight would normally be the adoption of the Report and the two would be forwarded on to the City Council who will hold a public hearing at a later time.

Now the Report. I'm just going to go through this very briefly. The Planning Commission has reviewed this many times previously and so has the public at hearings; this has simply been expanded and consolidated to its final stage.

This Report is made up in five sections: one is "Chula Vista Today", which covers the historical development, physical characteristics, population growth - simply the background information for the Plan. The second section related to the future growth of Chula Vista including Chula Vista population projections, future population distributions, future age distributions in Chula Vista, and employment. Third section, which is really the Chula Vista General Plan, essentially is the part that is adopted and serves as a policy, is broken down into the goals of the Plan, principles of the Plan as they relate to Residential, Industrial and Commercial, Tidelands, Waterfront, Agriculture, Traffic Circulation, Public Facilities, Schools, Parks and Recreation Areas and Public Utilities. The fourth part of the Report discusses carrying out the General Plan - this discusses zoning, planned community development, subdivision control, capital improvement program, urban renewal and annexation programs. The last part is the appendices which has all the background information data on which the Plan was based. The Plan proposed for adoption is a goal for 1990 and will

serve as a guide for future development; some future zoning, future land use will be based upon it. It is not a hard, fast document that is inviolable in any way. We hope that with the adoption by the City Council, as well as the Commission, that it will set forth the policies which the city administration will use in the future.

We'll talk a little bit about the portion on the General Plan. Referring to the goals of the Plan, they are:

(1) Improve and expand the economic base; (2) preserve and enhance the residential quality of Chula Vista; (3) provide adequate and convenient public facilities to serve anticipated population; (4) develop the circulation system within the City of Chula Vista and linkages to the region and to Mexico which will be convenient, efficient, and harmonious with an optimum pattern of land development and (5) preserve and enhance the beauty of Chula Vista.

Then we go into the principal proposals of the Plan. Let me just run down these; I think these are particularly important. Planning of the future residential development in Chula Vista will be influenced by the following considerations:

The character and value of existing desirable neighborhoods should be maintained. Redevelopment and rehabilitation should be employed to correct deficiencies of blighted or deteriorating areas when they occur. Residential areas should be planned with centrally located school and parks. Arterial traffic should be routed around rather than through the neighborhoods. Objectionable, hazardous, dangerous and other incompatible uses of land should be prevented from intruding upon residential neighborhoods. New concepts in the design of residential areas should be encouraged, such as provision of communal open space compensating for reduced lot sizes, and the introduction of planned mixtures of dwelling types. The highest densities should be located at the points of greatest service and accessibility near the central district and the more important outlying commercial areas. The most difficult topography should be developed at the lower densities. Care should be taken in the design of future residential areas to preserve the natural amenities which make Chula Vista a desirable place to live.

We go on to discussion on densities, and then there is an area on commercial development which delineates the various types of commercial development which should be encouraged in categories: retail commercial areas, visitor-commercial areas, professional and administrative areas, industrial development. This will require certain modifications in our zoning ordinance we have now and also our zoning maps in the future to help carry this out. Discussion on industry, agriculture, traffic and circulation, public transit and public facilities, schools and into the Map itself.

Now, as the consultant indicated in his hearing, carrying out the General Plan will actually be more difficult, we think, than the preparation itself. Preparation takes a great deal of time, cooperation and work on the part of the staff and the consulting firm we had. However, it is necessary that the Plan be accepted in some form on which everyone can agree as much as possible so that we can expect some cooperation and usefulness from the Plan in the future, in bringing out the development in the City.

I think this is all the detail I will go into. The Plan has been available for circulation and reading and has been presented before, as I indicated, and will be available for those who wish prior to the hearing held by the City Council, and unless the Commission has any questions they wish to emphasize that I haven't touched on.....

Stevenson: I was going to emphasize, as a matter of interest to the people, that perhaps these areas contained in the General Map are perhaps more controversial than others.

1. It does seem to encourage the City to require all the developers to put in underground public utilities. This will be a totally new approach for the City.
2. It recommends the extension of "H" Street to tie in with a freeway that has been proposed behind the City and of course, and
3. It does recommend that we increase our land area in terms of parks. This isn't exactly controversial but it does point out the fact that a city this size, we are substantially behind the average in terms of parks and space. I think these are three things that I wanted to bring out.

Are there any questions of Bruce before we go on? If not, we'll consider the public hearing on the matter open. Many of you have perhaps attended the first public hearing on this that we held Monday night, and perhaps also attended the public hearing that we had on the Map itself. Now, if any of you would care to speak on any section of the General Plan, either in favor of it or opposed to it, this is your last opportunity before this group. I might add that this will be reviewed by the City Council. There will be a public hearing held on this before it is finally adopted. So, if there is anyone who would care to speak on the subject, will you step forward, tell us who you are and where you live.

Edwin Campbell, Attorney, 261 "F" Street; (representing Mr. and Mrs. Warren Hatz who own some property on Third Avenue between "K" and "L" Streets): I recognize that this is rather late in the proceedings to offer any objections; however, through no fault of anyone, Mr. and Mrs. Hatz just became aware of this proposed Plan, and on that basis, we would like to offer the following objections instigated to the Report itself. Well, I know that the Plan and Map has been adopted, but insofar as the Report relates to the zone on the west side of Third, between "K" and "L" with the exception of the two corners, it is my understanding that it is proposed residential zone for that area. The zone now is C-1. The people along that street have inevitably had the desire to keep that commercial property and it would also be to their advantage and to the advantage of the City and to no detriment to the City, it should remain C-1. I recognize that this is not a zone change even by the adoption of the Plan or the Map; however, I think that eventually that there will be a further study by your Commission and the Council as to certain zone changes probably to conform to this Plan as it is adopted; while it is not mandatory that you follow it, but anyone following the Plan as adopted may be persuaded especially in the immediate future where zone changes are proposed. I feel that I would like to have you give consideration to this one particular area, between "K" and "L" which is termed thoroughfare commercial property in the Report. Whether or not this would be detrimental to, by reason of the Plan, to have this remain as commercial property while the most of Third Street is and probably will remain commercial - thoroughfare commercial. I think there might be some protectional changes to a block or two north of that but especially if you recognize the construction around "K" Street just to the west. It looks like it might be quite difficult to make all of that, as proposed by the Plan, into a practical residential zone. I would assume that any zone change would carry a non-conforming use. Most of that area now is certainly not conforming; it will be difficult to see why that area will be jeopardized when the C-1 reaches back, I believe, to a distance of only 219 feet.

The following property owners have also signed an informal petition asking that you consider not changing or recommending any particular change as set forth in this

language: 'We the following property owners, oppose any zone change from the present C-1'.

Again, we recognize that this is not a zone change, but it might have the same effect and of course the same argument would be properly presented when a zone change was submitted. All of these own property on the west side of Third; Mr. Wooten, Mrs. Robertson and Mr. Martin; and I think that covers all the property that is not now occupied, that is, not used as commercial property with exception of Mr. Starkey who's out of town. With your permission, I would like to submit to the secretary this particular list and ask that you also give consideration before the final adoption of the Report, whether or not this area should remain as commercial property.

Stevenson: Thank you very much. Any questions? Is there anyone else who would care to speak about the Plan?

Paul Yeager, 414 'J' Street: On this proposed Plan, Part III, the Traffic Circulation, after reading some of the articles of some of the Members of this Council, it is undoubtedly opposed in pushing 'H' Street through. I've made a survey, I and several other citizens of Chula Vista, and we feel definite that 'H' Street should be the street to go through. Therefore, by putting this street through, we adopt this area of residential property over a block of eight... If we continue on this plan, the City Commission feels they are going to do, and this Body gave their permission for a subdivider to go ahead and build his homes. The very next day you gave this man permission, the City engineering department started to survey 'J' Street. And if we widen out 'J' Street with how some of the members of the City Council and Commission feel towards this, we are moving over 32 blocks - these are not from 'J' and 'K', but they are small blocks in between, every bit of property along that whole street clean out to Rice Canyon. This, I feel, will be too expensive to do; we will create a traffic problem along this street; we will have a highway with very heavy traffic traveling past three elementary schools. I've heard reports, read articles in the paper, and those people who made those statements have never considered in their statements about these three elementary schools which 'J' Street does go by, plus several churches also. Now, as far as this General Plan is concerned, I think this is a very good Plan, and I firmly am very disheartened with the citizens of Chula Vista not coming down to these meetings to see how the City grows. I don't know what we can do in the City to get the people interested in their City; I don't know whether this Planning Commission can do something about it or not. You remember the first night we had a meeting at Hilltop High, we had approximately 175 people there. Ever since that time, it's been dwindling down. Sure, it's the same thing hashed over. I don't know whether it is proper for the Planning Commission here to call on their friends and neighbors and try to get them to come down to these meetings so that the people themselves can see what you people are trying to do. I sit up here, stand up here, argue with you and everything, but in general I think we all agree on everything. But I definitely am opposed to this thinking of making 'J' Street one of the big circle streets. I think, in the long run, it will cost the City more money to do this 'J' Street project even though we do have an interchange there, or a proposed interchange, I still feel that it will cost the City much more money and a lot of grief, a lot of heartaches, because I for one, after this is adopted - I can't do anything until you adopt it - I propose to have a petition signed by at least 98% of the people on 'J' Street opposing this change from the Plan that we have. Because if 'J' Street goes through, and the people in this street are definitely for 'H' Street, because we feel that disturbing approximately 12 homes and part of the High School property which is just a play area for the High School, is much more feasible than disturbing 32 blocks of residential area.

Stevenson: Thank you.

Vice-Chairman Stewart: Let's see, where do you live?

Yeager: 414 "J" Street.

Member Bruce Johnson: You don't object to having "J" Street extended as a secondary thoroughfare as shown on the map?

Yeager: As it's shown on the Map, the way I looked at it, it's not widened out, but it is a secondary street; "H" Street is not a secondary street; "F" Street is a full width street.

Stevenson: I think it is a four-lane street now.

Yeager: Right. "J" Street we have to go all the way down. This is where the money is going to come in and no doubt, probably several court actions. I feel we should stick with this Plan; I think it hashed around many, many times. Like I said, there is no mention of the schools, high schools or elementary schools. We have to protect our kids, whether they are going to protect themselves or not, the citizens are going to have to protect them. The less traffic we can have on that street, the less protection they're going to need.

Stevenson: Thank you. Anything further? If not, the public hearing in this matter is closed. Gentlemen, anything further? I think we hacked this up Monday night. Any new thoughts come to you?

Member William Guyer: Just one comment on this General Plan - there'll be many changes over the years.

Member E. Alan Comstock: Just thinking, Mr. Chairman, in relation to Mr. Campbell's comments representing his clients, we're discussing something on Third Avenue for 1990 not 1964. I think that instead of today, we do not have the demand for the commercial property along Third Avenue. It appears to be questionable that we ever will. I'm not speaking of zoning from a planning standpoint; I'm speaking of it from a fast and hard economic supply and demand law. First of all, as far as land planning and zoning goes, we can zone the entire desert area commercial, but if we don't have a demand for it, there isn't going to be any development or use for it at all. I think this is something that we have to consider also in our master planning -- again, I point out that this is for 1990 and not the next 2 or 3 years.

Stevenson: I think that is a point well taken. I'm actually a bit surprised that there hasn't been more comment on the, well it's proposed re-routing of the traffic down Fourth in lieu of Third. If you study the map closely this will, I assume, take considerable traffic off of Third, probably involve lesser demand for commercial on Third Avenue.

Stewart: I think so. Traffic will no longer go on Third. This was pointed out at least on two of the public hearings that we held at the school buildings.

Johnson: Mr. Chairman, I feel here tonight, we are approving the broad General Plan; we have already approved the map itself, and I would have no reservation about voting in favor of it bearing in mind that if there are specific items in specific areas where further study is needed and where this Plan will be reviewed at least every year and there should be a public hearing at that time. So that's my viewpoint before you're ready to vote on it.

Guyer: That is an excellent suggestion.

Comstock: If you're ready for a motion, I would be very happy to move.

Warren: You must "adopt" it.

Stevenson: A resolution adopting it....before we vote on this.

Comstock: Do we have a resolution drawn up on this?

Warren: Yes, "Resolution of the Planning Commission of the City of Chule Vista, California, Adopting the General Plan Report".

Comstock: Is that all we need for the resolution? If you're ready, Mr. Chairman, I so move.

Stevenson: Fine, do I hear a second?

Guyer: I'll second it.

Stevenson: We have a motion and a second, any further discussion? I'd like to ask that the comments the other night - the minutes, etc., will go forth to the Council.

Warren: It's a transcript, word for word.

Stevenson: Fine. All those in favor of approving the General Plan, signify by saying "aye". Opposed same? (The vote was unanimous). Motion carried.

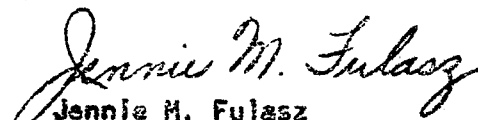
Discussion on Fredericka Manor Variance

Planning Director Warren asked the Commission for their opinion concerning new developments in this request. The variance was granted by the Commission at their last meeting allowing them to construct a dwelling at 240 "D" Street having approximately 900 square feet. The Commission stipulated a one-car garage must be attached. Two facts not pointed out at the hearing were: (1) there are garage facilities on the Manor property and (2) there is a provision in the State Fire Code requiring in a D-2 type occupancy such as this, a minimum of 20 feet between buildings. The Commission concurred that this matter should be held over until the next regular meeting and requested that the Fire Marshal be present.

ADJOURNMENT

MSUC (Comstock - Guyer) Meeting adjourn to August 17, 1964.

Respectfully submitted,


Jennie M. Fulasz
Secretary