8.0 SOUTHWEST AREA PLAN

8.1 Description/Setting

The Southwest Planning Area consists of approximately 5,753 acres, and is generally bounded on the north by L Street; on the south by the Otay River; on the east by Interstate 805; and on the west by the San Diego Bay. The Southwest Planning Area has several mature neighborhoods, including: Harborside; Castle Park; Otay Town; Woodlawn Park; Broderick Acres; Whittington Subdivision; and West Fairfield. Covering a major portion of the Southwest Planning Area is the approximately 3.5-square-mile Montgomery community, which, in 1985, was annexed from San Diego County. This annexation was the largest inhabited annexation in the State of California up to that time, with approximately 26,000 residents.

Covering a major portion of the Southwest Planning Area is the approximately 3.5-square-mile Montgomery community.

The Southwest Planning Area has a grid street pattern and a diversity of land uses, including a mix of residential, commercial, and industrial businesses that, in some cases, have evolved over time without adequate planning, and have resulted in land use conflicts.

8.2 Subareas and Districts

The Southwest Planning Area (Figure 5-19) consists of two planning subareas: Montgomery and Castle Park. Within these Subareas are established residential neighborhoods and supporting uses. The Montgomery Subarea includes Planning Districts that, as the City continues to mature, are expected to evolve over time and offer opportunities for both new development and redevelopment. The Planning Districts are the primary focus of the objectives and policies found in this Area Plan.

The Southwest Planning Area has five Planning Districts, all within the Montgomery Subarea, which are listed below, and illustrated on Figure 5-20:

- South Third Avenue - Section 8.4.1
- South Broadway - Section 8.4.2
- Palomar Gateway - Section 8.4.3
- West Fairfield - Section 8.4.4
- Main Street - Section 8.4.5

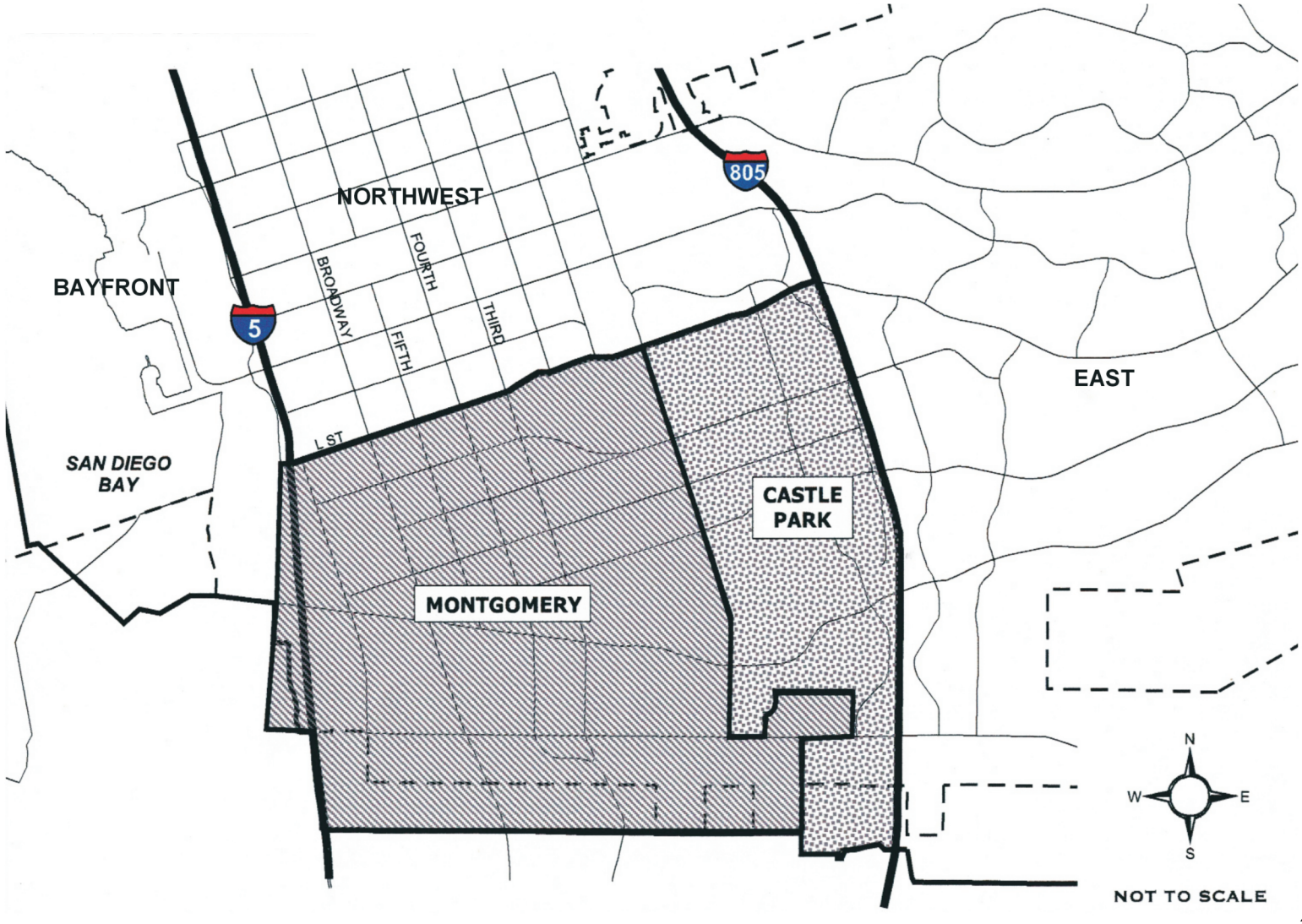
NORTHWEST
BAYFRONT
EAST
SAN DIEGO BAY
CASTLE PARK
MONTGOMERY
BROADWAY
FOURTH
FIFTH
THIRD
L ST
5
805
N
W
E
S
NOT TO SCALE

Figure 5-19

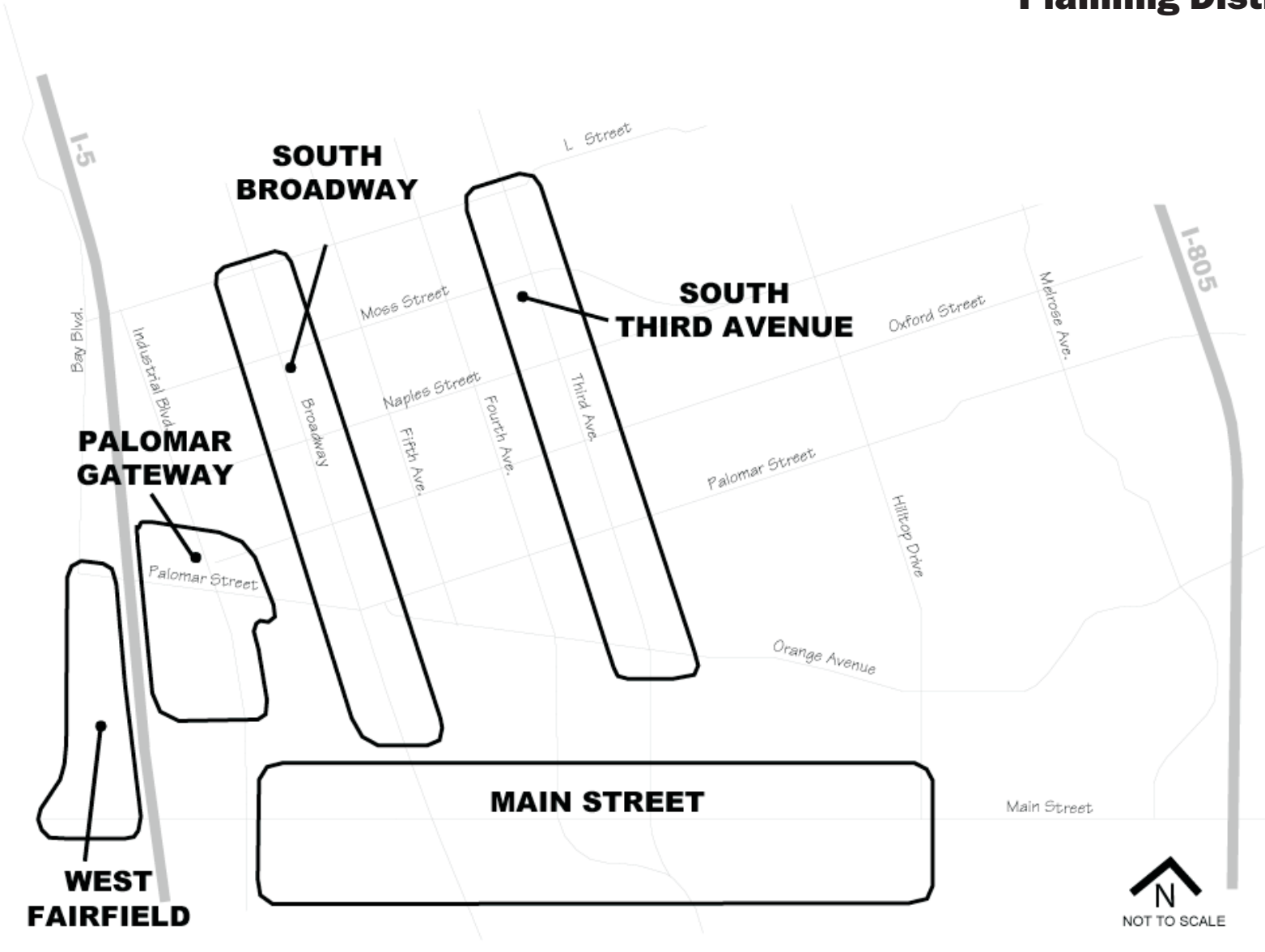
I-5
SOUTH BROADWAY
L Street
SOUTH THIRD AVENUE
I-805
Moss Street
Oxford Street
Melrose Ave.
Bay Blvd.
Industrial Blvd
Naples Street
Broadway
Fifth Ave.
Fourth Ave.
Third Ave.
PALOMAR GATEWAY
Palomar Street
Palomar Street
Hilltop Drive
Orange Avenue
MAIN STREET
Main Street
WEST FAIRFIELD
N
NOT TO SCALE

Figure 5-20

In Section 8.3, Area-Wide Planning Factors, Objectives and Policies, below, issues are addressed and policies are presented that are important to the entire Southwest Planning Area. Subsequently, in Section 8.4, District Planning Factors, Objectives and Policies, issues are addressed and policies are presented specifically for the five districts noted above, and their Focus Areas.

8.3 Area-Wide Planning Factors, Objectives, and Policies

There are several topics or issues with respect to the Southwest Planning Area that require a more focused discussion:

- Residential Neighborhoods
- Housing
- Existing Non-Residential Development
- Mobility
- Parks and Recreation
- Open Space Conservation
- Safety and Aesthetics

8.3.1 Residential Neighborhhoods

Southwest Chula Vista includes several stable residential neighborhoods or enclaves, identified as Harborside; Castle Park; Otay Town; Broderick Acres; Woodlawn Park; and Whittington Subdivision. To maintain the stability of these neighborhoods, it is important to protect them from the intrusion of incompatible land uses, such as commercial and industrial uses and their associated impacts, including traffic and noise. The policies below are intended to maintain and improve these neighborhoods through: 1) neighborhood revitalization programs that minimize land use conflicts and provide upgrades to existing infrastructure; 2) zoning standards that address appropriate transitions and/or buffers that ensure domestic tranquility; 3) the provision of adequate and available transportation options for residents; and 4) the provision of nearby local retail and other services.

Objective - LUT 35

Revitalize and protect existing stable residential neighborhoods in the Southwest Planning Area from adverse land use impacts.

Policies

LUT 35.1 Strive to achieve a balanced residential community through integration of low, moderate, and higher income housing within the Southwest Planning Area, and the adequate dispersal of such housing to preclude establishment of specific low-income enclaves.

LUT 35.2 Increase investment in the Southwest Planning Area, particularly through uses that will serve both local residential neighborhoods, and also the entire City.

LUT 35.3 Promote the resolution of basic transportation; traffic; public facilities; and drainage problems within the Southwest Planning Area.

LUT 35.4 Focus on historic preservation; safety and security; and code enforcement efforts within older neighborhoods in the Southwest Planning Area.

LUT 35.5 Develop specific design regulations to maintain and encourage quality architecture in the Montgomery District.

8.3.2 Housing

The Southwest Planning Area has a variety of housing types, including: mobile homes; single-family homes; apartments; and condominiums. More housing is needed to accommodate future growth projections. Additional housing opportunities should be located where necessary services are available or can be provided, and where adequate transportation services will also be available. The addition of new housing opportunities for both rental and home ownership should include the provision of adequate infrastructure, including: needed parks; schools; adequately sized roads; parking; and other facilities. New housing opportunities within the Southwest Planning Area will be focused along major arterials such as Broadway, Third Avenue and Palomar Street, where adequate services and transportation can be provided and where increased economic viability can also occur.

Objective - LUT 36

Provide additional housing opportunities to accommodate anticipated population needs.

Policies

LUT 36.1 Introduce residential housing with retail commercial and professional services in a mixed use arrangement within the Palomar Gateway, South Broadway, and South Third Avenue Districts.

8.3.3 Existing Non-Residential Development

The Southwest Planning Area has a number of existing, non-residential land uses that have developed under prior development standards that, today, are considered to be non-conforming. Several of these non-conforming land uses still represent viable businesses and should be recognized for their contributions to the community and the economic investment in them that has occurred over time. While non-conforming, many of these land uses can continue to effectively co-exist with conforming uses, provided that upgrades or improvements are permitted to occur.

Objective - LUT 37

Recognize the benefit of permitting existing, non-conforming, non-residential land uses to improve their properties in a manner that is compatible with the City's goals and policies, and with surrounding conforming uses and proposed development.

Policies

LUT 37.1 Develop a program that encourages and allows existing, non-conforming businesses to upgrade appearances and make reasonable improvements without economic hardship.

8.3.4 Mobility

Convenient and timely mobility within and outside of the Southwest Planning Area is important. Roadways, transit, and other transportation modes, such as bicycles and walking, contribute to a community's mobility.

In addition to the Interstate 5 and Interstate 805 freeways and key arterial roadways (Broadway, Third Avenue and Hilltop Drive), the existing Palomar Street Trolley Station links the Southwest Planning Area to job centers in downtown San Diego and to the U.S.-Mexico border region to the south. However, because many eastern Chula Vista residents use Southwest Planning Area roadways to reach Interstate 5, rapid transit connecting the eastern portion of the City with the Southwest Planning Area will be needed to minimize congestion on surface streets and provide a stronger link between jobs and housing. A north/south shuttle link should also be established to connect southwest Chula Vista with downtown Chula Vista.

Additionally, significant trails or pedestrian pathways providing alternative modes of pedestrian movement are lacking in the Southwest (there are no sidewalks on Palomar Street, for instance), although bicycle facilities (lanes, routes, paths) are provided on major roadways, where appropriate. Opportunities exist within utility rights-of-way on the Bayfront and along the Otay River Valley to provide recreational trails and pedestrian paths to provide alternative means of travel.

Objective - LUT 38

Provide a multi-modal transportation system to serve the Southwest Planning Area.

Policies

LUT 38.1 Support the implementation of enhanced transit service concepts within the Southwest Planning Area.

LUT 38.2 Develop an overall transportation system plan and standards, including an evaluation of transit service levels, to address mobility and accessibility between eastern and western Chula Vista as it affects the Southwest Planning Area, and linkages between downtown and the Southwest Planning Area.

LUT 38.3 Provide sidewalks throughout the main thoroughfares, such as Palomar Street and Third Avenue.

LUT 38.4 Provide shuttle service that can access J Street Marina, Broadway, and the E Street loop.

LUT 38.5 Provide park and ride access at the Palomar Trolley Station and other major transit stations.

8.3.5 Parks and Recreation

The Southwest Planning Area has 12 parks totaling 57.82 acres, and the Otay Community Center. Through the acquisition and development of underdeveloped parcels, and through the implementation of the planned Otay Valley Regional Park, there are additional opportunities for parks and recreation facilities for new and existing residents.

Objective - LUT 39

Provide park and recreation facilities for new and existing residents in the Southwest Planning Area and strive to achieve a ratio of park acreage to residents equivalent with other areas of the City.

Policies

LUT 39.1 Prepare a revised Parks and Recreation Master Plan that focuses on the location of new local parks to support new and existing residential uses in the Southwest Planning Area.

LUT 39.2 Provide park and recreation facilities within the Otay Valley Regional Park that will serve residents within the Southwest Planning Area.

LUT 39.3 Consider expanding Lauderbach Park, with the provision of improving pedestrian access to the park as redevelopment within the Southwest Town Focus Area occurs.

Refer to the Public Facilities and Services Element for additional discussion and policies on parks and recreation facilities and services.

8.3.6 Open Space Conservation

Through natural open space, preserve planning efforts, such as the Multiple Species Conservation Program (MSCP), the San Diego National Wildlife Refuge, and the Otay Valley Regional Park, areas within the Southwest Planning Area where natural systems exist will be the focus of continuing conservation efforts. Opportunities to provide for open space conservation occur within the Otay River Valley and on the Bayfront, both key components of the City's Greenbelt system. Future development opportunities adjacent to these areas, as well as regional park implementation efforts, need to respect and conserve these important open space resources.

Refer to Chapter 9, the Environmental Element, for additional discussion and policies on open space, and to Chapter 8, the Public Facilities and Services Element, for discussion and policies on the Otay Valley Regional Park.

Objective - LUT 40

Provide for natural open space conservation within the Southwest Planning Area.

Policies

LUT 40.1 Provide for the conservation of natural open space within the Chula Vista Greenbelt.

LUT 40.2 Implement the establishment of an Otay Valley Regional Park.

LUT 40.3 Identify and protect important public viewpoints and viewsheds along the Otay River Valley and the Bayfront, where native habitat areas exist.

LUT 40.4 Provide for well-designed, safe and secure staging areas, kiosks, and rest stops within the Otay Valley Regional Park area.

8.4 District and Focus Area Planning Factors, Objectives, and Policies

Five Districts have been identified within the Southwest's Montgomery Subarea, and are described in this section. This section also identifies proposals for change and improvement within the Districts and provides appropriate policies that will guide implementation of the vision for each District.

8.4.1 South Third Avenue District

Description of District

The South Third Avenue District (Figure 5-21) is a significant north/south commercial street that links several neighborhoods in the City. The District is generally located between L Street on the north and Palomar Street on the south.

Existing Conditions

Retail and services along Third Avenue support adjacent residential areas. Civic uses, including a post office and Lauderbach Park, are located near the intersection with Oxford Street.

Vision for District

The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the Southwest Town Focus Area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station serves the Southwest Town Focus Area and provides additional transportation options for the area. Due to proximity to transit, residential densities are higher south of Oxford Street than north of Oxford Street.

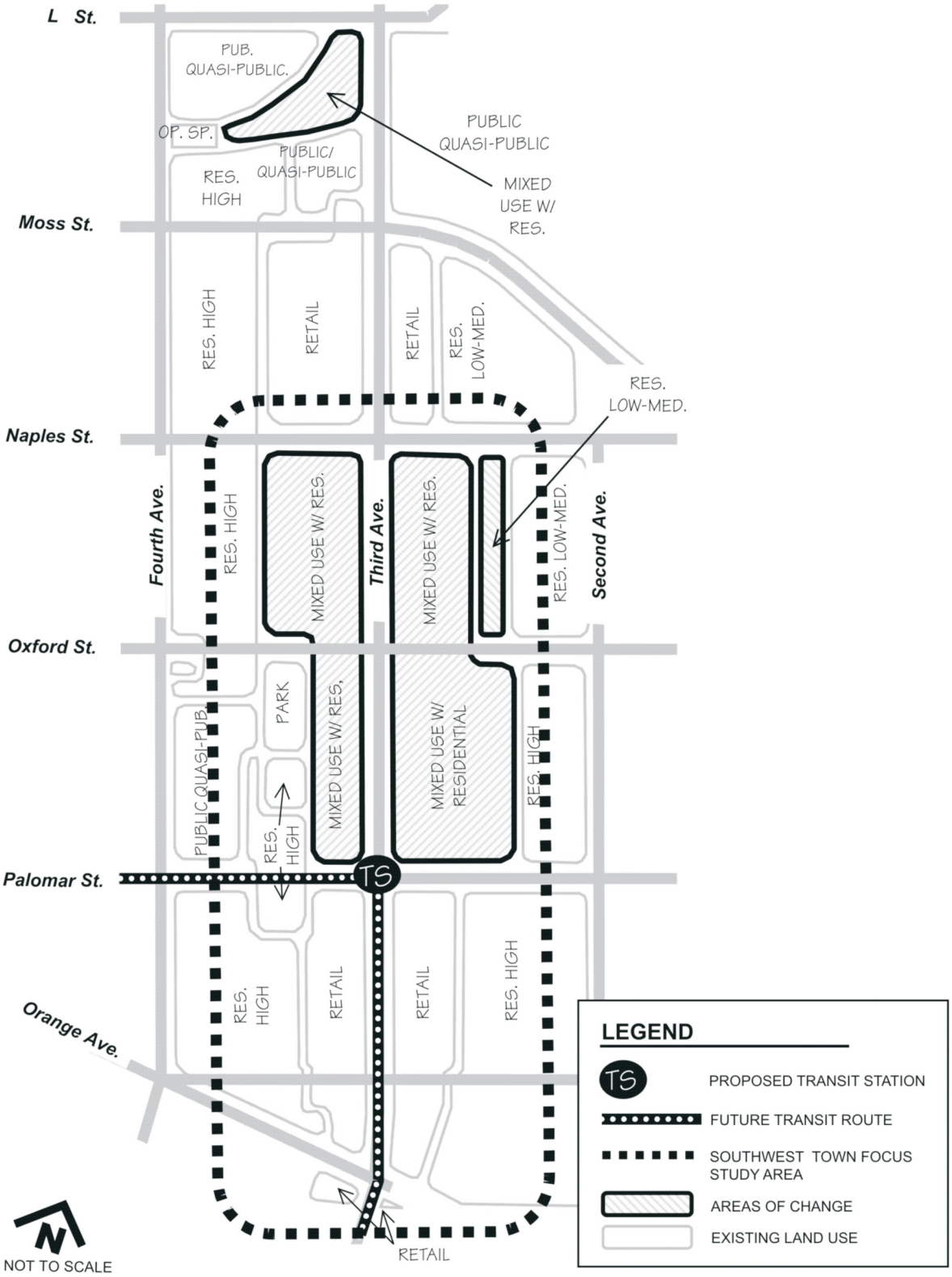
L St.
Moss St.
Naples St.
Oxford St.
Palomar St.
Orange Ave.
Fourth Ave.
Third Ave.
Second Ave.
PUB. QUASI-PUBLIC.
OP. SP.
PUBLIC/ QUASI-PUBLIC
RES. HIGH
PUBLIC QUASI-PUBLIC
MIXED USE W/ RES.
RES. HIGH
RETAIL
RETAIL
RES. LOW-MED.
RES. LOW-MED.
RES. HIGH
MIXED USE W/ RES.
MIXED USE W/ RES.
RES. LOW-MED.
PUBLIC QUASI-PUB.
PARK
RES. HIGH
MIXED USE W/ RES.
MIXED USE W/ RESIDENTIAL
RES. HIGH
TS
RES. HIGH
RETAIL
RETAIL
RES. HIGH
RETAIL
NOT TO SCALE
LEGEND
PROPOSED TRANSIT STATION
FUTURE TRANSIT ROUTE
SOUTHWEST TOWN FOCUS STUDY AREA
AREAS OF CHANGE
EXISTING LAND USE

Figure 5-21

Objective - LUT 41

Redevelop the South Third Avenue District and create a vibrant, mixed use area along Third Avenue, between Naples Street and Orange Avenue.

Policies

LUT 41.1 Encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including a post office; schools; branch libraries; open space and parks; tot lots; and neighborhood commercial uses along Third Avenue, between Naples Street and Orange Avenue, to create a greater sense of community for the Southwest Planning Area.

LUT 41.2 Provide for a bus rapid transit station near the intersection of Third Avenue and Palomar Street in concert with the establishment of a transit route connecting the Palomar Trolley Station with eastern Chula Vista.

LUT 41.3 Conduct a special study to determine the precise boundaries for the Southwest Town Focus Area, generally between Naples Street and Orange Avenue along Third Avenue. Subsequent to the special study, prepare a specific plan to guide the future redevelopment of the Southwest Town Focus Area as a mixed use neighborhood integrating multi-family housing with office; retail; service; and community civic uses at a pedestrian scale where appropriate.

Uses

LUT 41.4 Encourage the owners of existing commercial shopping centers that contain chain grocery and drug stores to include additional uses, such as restaurants; entertainment; childcare facilities; public meeting rooms; recreation; cultural facilities; and public open spaces, which enhance neighborhood activity.

LUT 41.5 Strive for a distribution of uses within the areas designated as Mixed Use Residential along Third Avenue within the Southwest Town Focus Area to include retail, office and residential, as generally shown on the following chart:

LUT 41.6 Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.

LUT 41.7 Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Southwest Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.

LUT 41.8 Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

Intensity/Height

LUT 41.9 In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.

LUT 41.10 In the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 41.11 In the South Third Avenue District, excluding the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 41.12 Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Southwest Town Focus Area.

Design

LUT 41.13 Prior to or concurrent with the approval of the first specific plan or other zoning regulations in the South Third Avenue District, establish a design code that reinforces the safety and serenity of the area, and seeks to establish a coherent, aesthetic, international character to the Southwest Planning Area.

LUT 41.14 The specific plan or other regulations prepared to guide development in this area shall address design issues that create a sense of place, a pedestrian-friendly environment, enhanced pedestrian linkages, and compatibility with the scale and feel of a cohesive neighborhood community.

LUT 41.15 A specific plan or other regulations in the South Third Avenue District shall require of wide sidewalks, through-block paseos, and other appropriate design features that enhance the pedestrian environment to link high-use areas, such as the post office; library; park; or a concentration of shops, with transit stations or transit stops.

Amenities

LUT 41.16 Community amenities to be considered for the South Third Avenue District as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1.

8.4.2 South Broadway District

Description of District

The South Broadway District (Figure 5-22) extends from L Street to the City boundary at the Otay Valley.

Existing Conditions

The South Broadway District includes automobile services, major retail stores, and local-serving services for adjacent residential neighborhoods. Automobile-related/service repair shops currently exist on South Broadway from L Street to Naples Street and are not compatible with surrounding uses.

Vision for District

The South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor.

Automobile-related shops are focused within areas designated as light industrial areas, west of Broadway and along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Anita Street.

Objective - LUT 42

Revitalize land uses along South Broadway between L Street and Anita Street.

Uses

LUT 42.1 Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between L Street and Naples Street.

LUT 42.2 Retain retail uses between Naples Street and the SDG&E utility easement.

LUT 42.3 Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between Palomar Street and Anita Street.

LUT 42.4 Encourage the relocation of automobile-related service/repair shops from the South Broadway District, north of Naples Street, and south of Palomar Street, to more appropriate areas, including within industrial areas west of Broadway and within the Main Street District, with consideration to effects on adjoining residential neighborhoods.

LUT 42.5 Designate uses on the west side of Colorado Street as Light Industrial.

:

LUT 42.6 Strive for a distribution of uses within the areas designated as Mixed Use Residential between L Street and Naples Street to be retail, office and residential, as generally shown on the following chart:

LUT 42.7 Strive for a distribution of uses within the areas designated as Mixed Use Residential between Palomar Street and Anita Street to be retail, office, and residential, as generally shown on the following chart:

LUT 42.8 Implement the Broadway Revitalization Plan, as adopted by City Council.

Intensity/Height

LUT 42.9 In the South Broadway District, residential densities within the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street are intended to have a District-wide gross density of 30 dwelling units per acre.

LUT 42.10 In the South Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the District-wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 42.11 Building heights on both sides of Broadway and along Industrial Boulevard in the South Broadway District shall be primarily low-rise buildings.

Design

LUT 42.12 Encourage the upgrading of older and/or marginal retail uses along the South Broadway District.

LUT 42.13 Prior to or concurrent with the approval of the first specific plan or other zoning regulations for the South Broadway District between L Street and Naples Street, prepare specific guidelines for the development of mixed use projects on South Broadway.

LUT 42.14 Concurrent with the approval of zoning for industrial uses at the northwest corner of Colorado Avenue and Naples Street in the South Broadway District, ensure that light industrial uses on Colorado Street are designed and constructed to: front on Colorado Street; provide parking and entry door access on the west side of buildings; and be appropriately buffered from residential uses.

LUT 42.15 Prior to, or concurrent with the approval of the first specific plan or other zoning regulations in the South Broadway District, develop siting guidelines and criteria for locating automobile-related service/repair shops in areas that adjoin residential neighborhoods.

Amenities

LUT 42.16 Community amenities to be considered for the South Broadway District as part of any incentive program should include, but not be limited to, the following, and to those items listed in Policy LUT 27.1:

- Community center or community-oriented gathering facility
- Sidewalk widening
- Pedestrian and landscaping improvements
- Streetscape improvements
- Recreational and computer rooms
- Mentor programs for education and entertainment

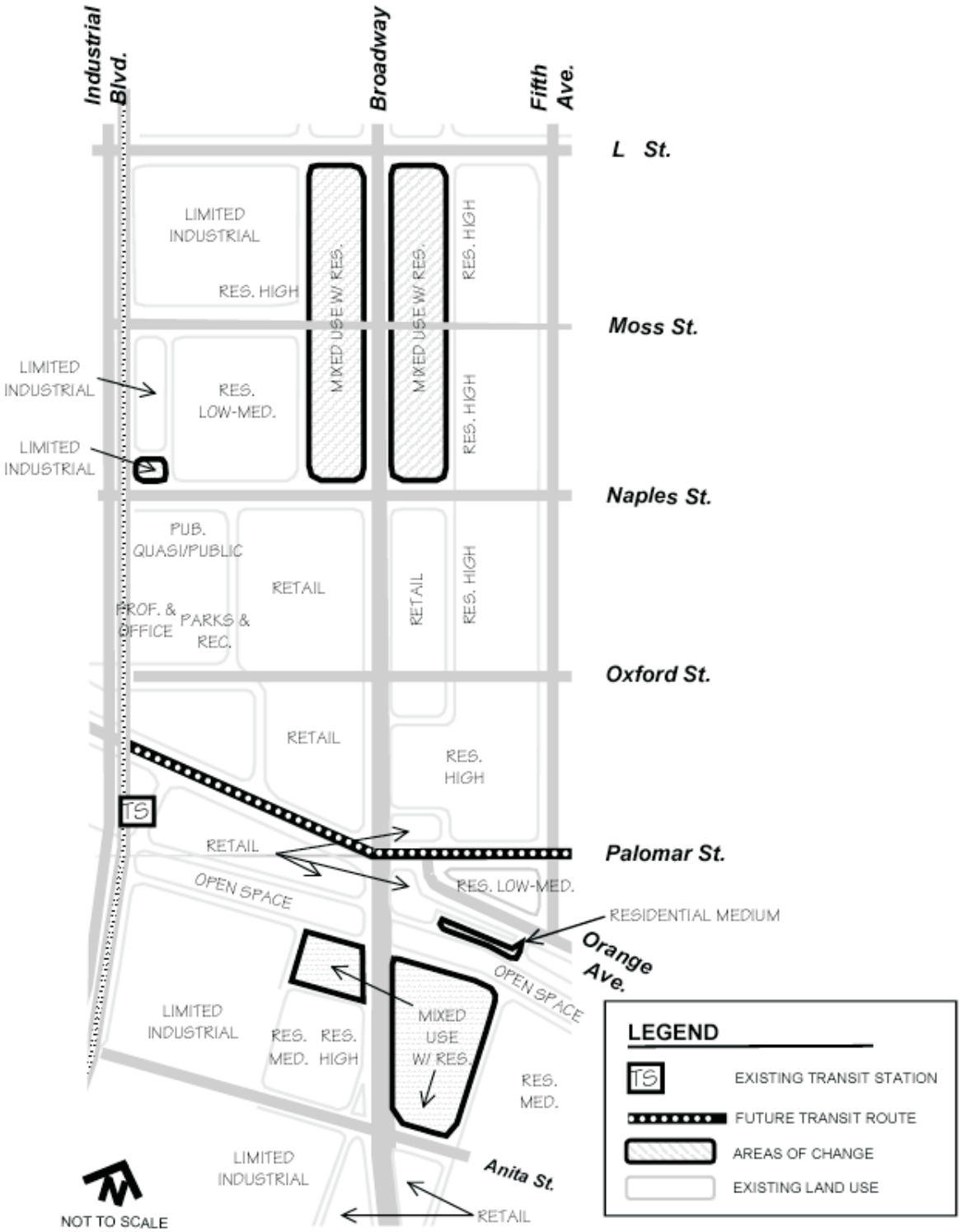
Industrial Blvd.
Broadway
Fifth Ave.
L St.
Moss St.
Naples St.
Oxford St.
Palomar St.
Orange Ave.
Anita St.
LIMITED INDUSTRIAL
RES. HIGH
MIXED USE W/ RES.
RES. HIGH
LIMITED INDUSTRIAL
RES. LOW-MED.
LIMITED INDUSTRIAL
RES. HIGH
PUB. QUASI/PUBLIC
RETAIL
RETAIL
RES. HIGH
PROF. & OFFICE
PARKS & REC.
RETAIL
RES. HIGH
TS
RETAIL
OPEN SPACE
RES. LOW-MED.
RESIDENTIAL MEDIUM
OPEN SPACE
LIMITED INDUSTRIAL
RES. MED.
RES. HIGH
MIXED USE W/ RES.
RES. MED.
LIMITED INDUSTRIAL
RETAIL
NOT TO SCALE
LEGEND
EXISTING TRANSIT STATION
FUTURE TRANSIT ROUTE
AREAS OF CHANGE
EXISTING LAND USE

Figure 5-22

8.4.3 Palomar Gateway District

Description of District

The Palomar Gateway District (Figure 5-23) is located at the interchange of Palomar Street and Interstate 5, and is characterized by the Palomar Trolley Station, located at the southeast quadrant of Palomar Street and Industrial Boulevard.

Existing Conditions

North of Palomar Street are light industrial businesses and multi-family housing. South of Palomar Street is a mix of single-family and multi-family housing extending south to Anita Street.

Vision for District

The Palomar Gateway District is the major southern gateway into the City and functions as one of the activity corridors in the City. The District provides housing and support uses near a regional transit route. Higher density residential development within walking distance of the Palomar Trolley Station provides additional affordable housing opportunities. Local retail and services are along Palomar Street, and more retail and services are in mixed use developments south of Palomar Street.

In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park is located in the area north of Oxford Street, within walking distance of new residential housing.

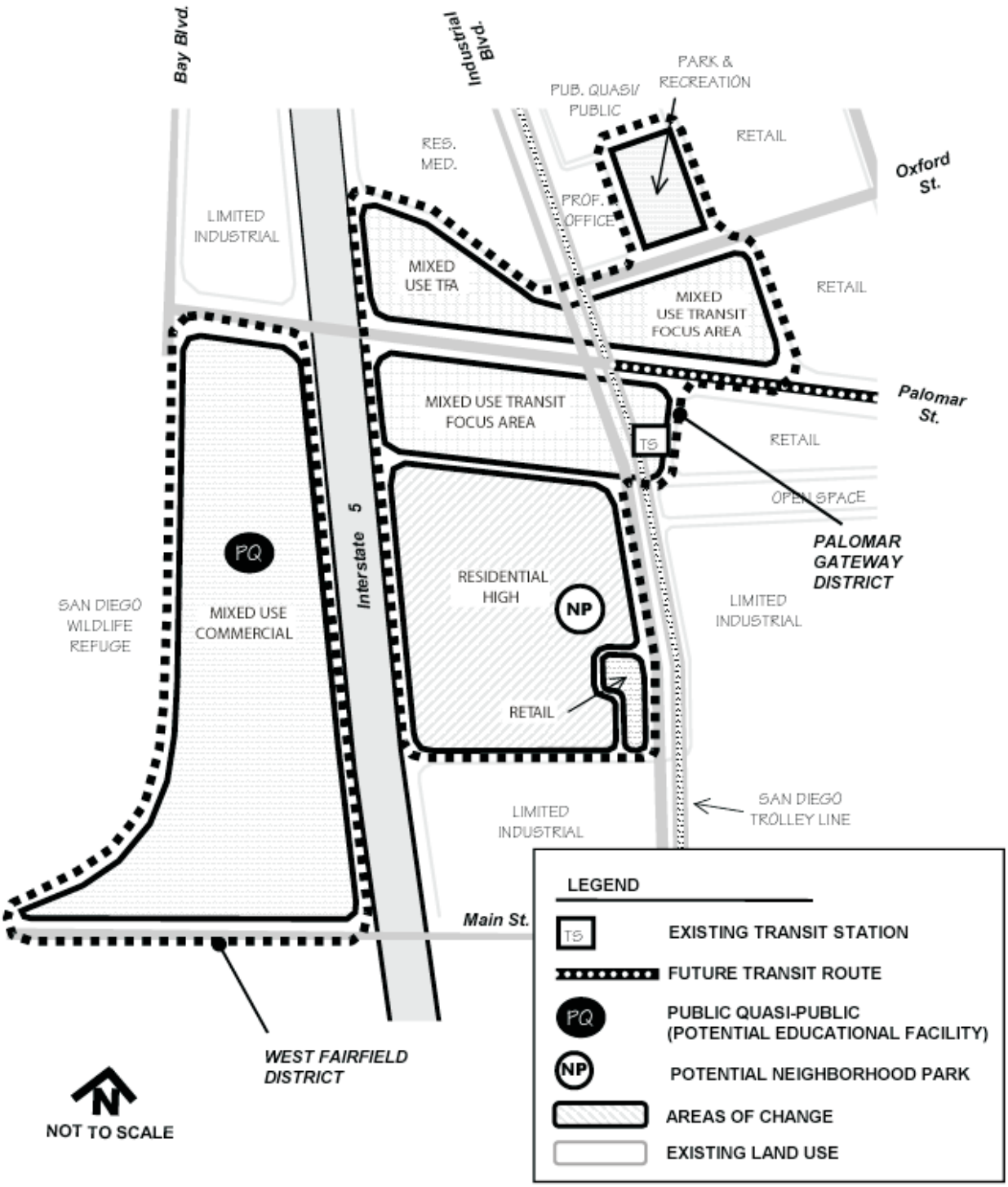
Bay Blvd.
Industrial Blvd.
PARK & RECREATION
PUB. QUASI/ PUBLIC
RETAIL
RES. MED.
Oxford St.
PROF. OFFICE
LIMITED INDUSTRIAL
MIXED USE TFA
MIXED USE TRANSIT FOCUS AREA
RETAIL
Palomar St.
MIXED USE TRANSIT FOCUS AREA
TS
RETAIL
OPEN SPACE
PALOMAR GATEWAY DISTRICT
PQ
Interstate 5
RESIDENTIAL HIGH
NP
LIMITED INDUSTRIAL
SAN DIEGO WILDLIFE REFUGE
MIXED USE COMMERCIAL
RETAIL
LIMITED INDUSTRIAL
SAN DIEGO TROLLEY LINE
Main St.
WEST FAIRFIELD DISTRICT
NOT TO SCALE
LEGEND
TS EXISTING TRANSIT STATION
FUTURE TRANSIT ROUTE
PQ PUBLIC QUASI-PUBLIC (POTENTIAL EDUCATIONAL FACILITY)
NP POTENTIAL NEIGHBORHOOD PARK
AREAS OF CHANGE
EXISTING LAND USE

Figure 5-23

Objective - LUT 43

Establish a Mixed Use Transit Focus Area surrounding the Palomar Trolley Station.

Policies

LUT 43.1 The City shall prepare, or cause to have prepared, a specific plan, master plan, or other regulatory document to guide the coordinated establishment of a Mixed Use Transit Focus Area within the Palomar Gateway District on properties north and south of Palomar Street, within walkable distance of the Palomar Trolley Station. The specific plan or other regulatory document shall include guidelines and zoning-level standards for the arrangement of land uses that include plans for adequate pedestrian connections and support services for residents, as well as those using the transit station.

The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will include interim provisions for the consideration of any projects within this areas, prior to completion and adoption of the according plan/regulations.

LUT 43.2 Provide for a five-acre neighborhood park within the Palomar Gateway District.

Uses

LUT 43.3 Strive for a distribution of uses within the areas designated as Mixed Use Transit Focus Area along Palomar Street to include retail, offices, and residential, as generally shown on the following chart:

LUT 43.4 Provide a mix of uses with a focus on retail and some office uses along Palomar Street in the Mixed Use Transit Focus Area, with residential uses above and/or behind the retail and offices uses.

LUT 43.5 Provide a mix of local-serving retail and office uses near the Palomar Trolley Station and at the Gateways into the Palomar Gateway District.

Intensity/Height

LUT 43.6 In the Palomar Gateway District, residential densities within the Mixed Use Transit Focus Area designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 43.7 In the Palomar Gateway District, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 43.8 Building heights in the Palomar Gateway District Mixed Use Transit Focus Area shall be low-rise, with some mid-rise buildings.

LUT 43.9 Building heights in the Residential High designated area shall be low-rise buildings.

LUT 43.10 In the Palomar Gateway District, permit a maximum floor area ratio of 0.5 and low-rise buildings in the Retail Commercial designated area on Industrial Boulevard adjacent to the area designated as Residential High.

Design

LUT 43.11 The specific plan or other regulatory document for the Palomar Gateway District shall establish design and landscape guidelines for the improvement of Palomar Street as a gateway to the City.

LUT 43.12 Provide for safe, effective, and aesthetic pedestrian crossings and improvements to Palomar Street and Industrial Boulevard.

Amenities

LUT 43.13 Community amenities to be considered for the Palomar Gateway District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

LUT 43.14 Provide for the development of one Neighborhood Park within or near the Palomar Gateway District.

LUT 43.15 Establish a community/cultural center near Palomar Street and Third Avenue.

8.4.4 West Fairfield District

Description of District

The West Fairfield District (see Figure 5-23), originally part of the Fairfield neighborhood that was severed by the construction of Interstate 5, is located on the west side of Interstate 5, between Palomar Street and Main Street, and is flanked by San Diego Bay on the west.

Existing Conditions

The West Fairfield District has a mix of light industrial and office uses interspersed with older, single-family homes and vacant lots. West Fairfield is somewhat isolated from the rest of Chula Vista, due to Interstate 5 forming its eastern edge. Pedestrian routes across the freeway are limited and heavily traveled by cars and trucks. Freeway on- and off-ramps at Palomar Street provide convenient freeway access into the District for vehicles.

Vision for District

The West Fairfield District has been redeveloped through a well-planned and coordinated master plan. There are few land use conflicts, and land uses have been expanded by reclaiming an old San Diego settlement pond to the southwest. The West Fairfield District has good freeway access at Palomar and Main Streets, and it is an employment center, with regional retail and other employment uses. An educational facility is also located in the West Fairfield District.

Objective - LUT 44

Redevelop the West Fairfield District to become an employment center.

Policies

LUT 44.1 The City shall prepare, or cause to have prepared, a specific plan, master plan or other regulatory document to coordinate and guide the comprehensive redevelopment of the West Fairfield District.

The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will also include interim provisions for the consideration of any projects within the West Fairfield District area prior to completion and adoption of the applicable plan/regulations.

LUT 44.2 Coordinate with the City of San Diego on the annexation/de-annexation of property that would expand the development area and increase the viability for redevelopment of the West Fairfield District.

LUT 44.3 Support efforts by the City of San Diego and the United States Fish and Wildlife Service for potential restoration of the historical Western Salt Works building located west of the West Fairfield District.

LUT 44.4 Provide for the extension of the Bayshore Bikeway along the westerly edge of the West Fairfield District through coordination with SANDAG and the City of San Diego.

LUT 44.5 Coordinate with CALTRANS on the provision of appropriate pedestrian connections, linking the West Fairfield District with the Palomar Trolley Station over Interstate 5, with any reconstruction of bridges along Palomar Street and Main Street.

Uses

LUT 44.6 Consider locating an educational facility within the West Fairfield District that would serve the residents of the South Bay and that would take advantage of transit facilities at the Palomar Trolley Station.

LUT 44.7 Permit a mix of retail commercial, professional office, research and limited manufacturing in the area designated as Mixed Use Commercial west of Interstate 5.

Intensity/Height

LUT 44.8 In the West Fairfield District, development within the Mixed Use Commercial designation is intended to have a district-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 44.9 Building heights shall be low-rise in the Mixed Use Commercial designated area.

Design

LUT 44.10 Provide for implementation of the Bayshore Bikeway in the design for West Fairfield, including complementary landscaping and strategic points of access to the bikeway.

LUT 44.11 Locate retail commercial services near Palomar Street.

LUT 44.12 Consider integration of the historical Western Salt Works Building design and heritage into the design and amenities for the West Fairfield District redevelopment.

Amenities

LUT 44.13 Community amenities to be considered for the West Fairfield District as part of any bonus program should include, but not be limited to, those listed in Policy LUT 27.1.

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8.4.5 Main Street District

Description of District

The Main Street District (Figure 5-24) functions as a commercial-industrial service area and interfaces with the Otay Town residential neighborhoods north of Main Street and with the Otay River Valley open space to the south. The District is generally located between Industrial Boulevard on the west and Hilltop Drive on the east.

Existing Conditions

The Main Street District extends between Interstate 5 and Interstate 805 and is predominantly an industrial corridor. While there are relatively large commercial properties on the north side of Main Street, west of Broadway, remaining land uses on the north and south sides of Main Street consist of light industrial uses, also referred to as limited industrial uses. Several storage facilities and some businesses consisting of outdoor storage areas exist in the area.

Vision for District

The Main Street District is the focus of limited industrial uses within western Chula Vista. The appearance of this heavily traveled thoroughfare has improved over the years due to conformance with design standards that encourage attractive buildings and street frontages, and that provide protection of adjacent residential areas.

Light or limited Industrial uses extend within previously disturbed development areas south of Main Street to the edge of the Otay River Valley open space. Mining activities within and adjacent to open space areas have ceased. With the implementation of mining reclamation plans for these areas, there is a balance between restoration of habitat for sensitive biological species, new employment, and other recreation uses.

Main Street District

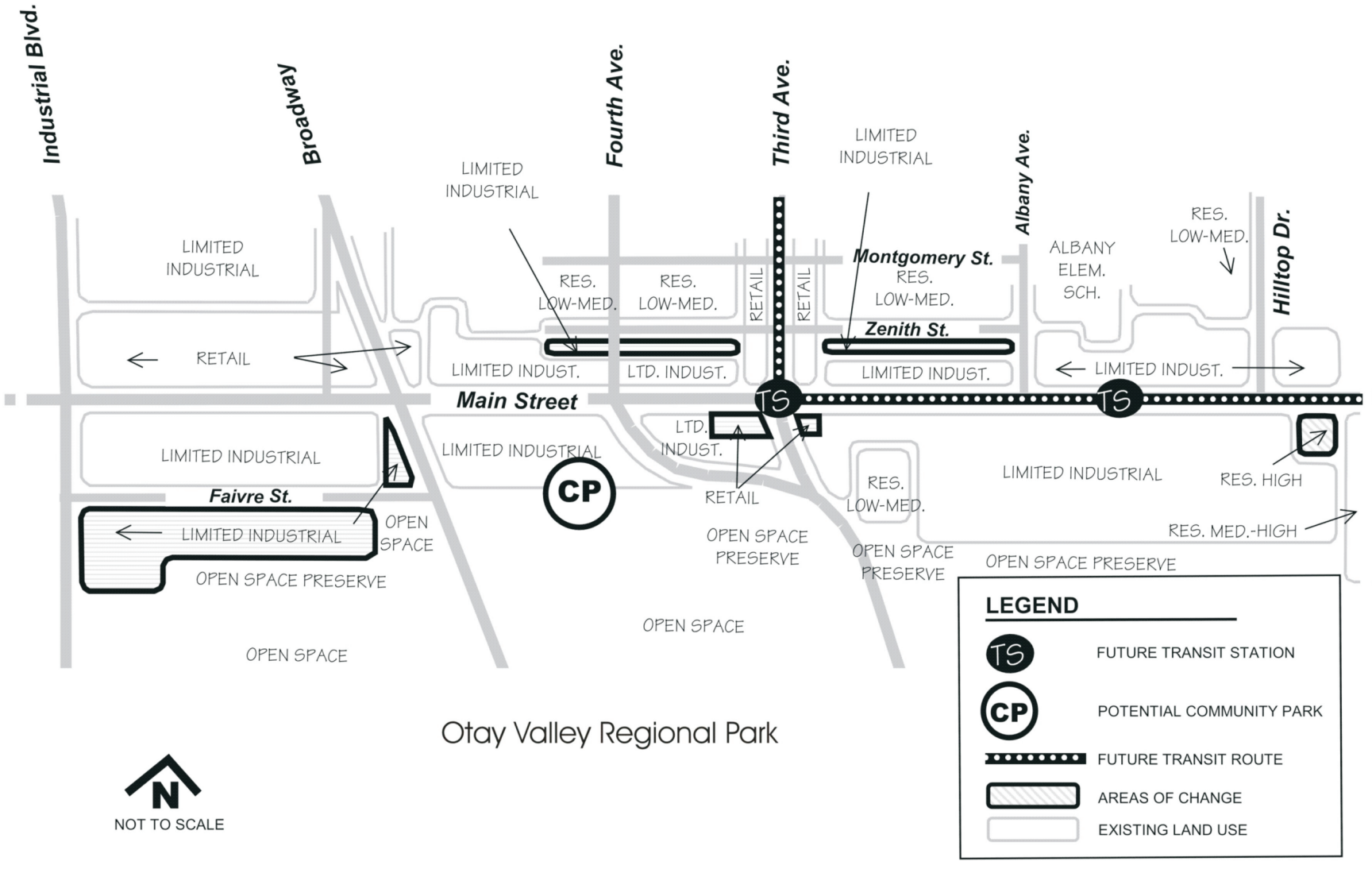

Figure 5-24

Objective - LUT 45

Provide for and enhance a strong business district along Main Street that can be balanced between meeting the community's economic needs and establishing a strong open space connection with the nearby neighborhoods.

Policies

LUT 45.1 Coordinate implementation of mining reclamation plans with the need to program land for job-creating and recreation uses along the Otay River Valley.

LUT 45.2 Explore opportunities to restore sensitive habitat areas between Broadway and Beyer Way where mining activities currently exist, through state mandated mining reclamation plans.

LUT 45.3 Explore opportunities to provide sensitively designed active recreation parks adjacent to the Otay River Valley to meet local, as well as regional, park needs.

LUT 45.4 Continue ongoing code enforcement efforts to ensure acceptable property maintenance standards.

LUT 45.5 The City shall prepare, or cause to have prepared, a specific plan or plans, for the Main Street District area that address an increase in depth of Limited Industrial designated land uses on the north side of Main Street back to Zenith Street; establishes design and landscape guidelines and zoning-level standards; and addresses the interface of the Otay Valley Regional Park with land uses on or near Main Street.

The City will prepare an Implementation Program to define logical planning units within the overall Main Street District, and to assure establishment of the above plans/regulations for the overall District and the identified planning units. The Implementation Program will also include interim provisions for the consideration of any projects within this area prior to completion and adoption of the applicable plan/regulations.