



*Planning & Building
Department*

STRATEGIC PLAN
&
WORK PROGRAM

2006-2010

*The Mission of the Planning and Building Department
is to guide the physical development of the City
through implementation of the
General Plan and Building and Planning Codes.*

*We are committed to enhancing the quality of life
through sound infrastructure, protection of the environment,
and promotion of high quality social and economic growth.*

The Planning and Building Department is honored to serve the City Council and the citizens of Chula Vista. In order for us to be successful in our mission, we must perform well in three general areas: 1) community involvement, 2) planning and development of high-quality projects, and 3) environmental protection.

We have been recently recognized by our national professional organizations and peers in all three areas. We received the “Media Award” for community involvement in the General Plan Update from the American Planning Association; the “Smart Growth Award of Excellence” from the Urban Land Institute for the Otay Ranch Village of Heritage, the “Outstanding Environmental Resource Document of 2004” for the Multiple Species Conservation Plan from the Association of Environmental Professionals and the “Smart Growth Award for Excellence” for our General Plan from Urban Land Institute. These awards are possible due to the leadership of the City Council and the teamwork of all City departments.

As we move forward over the next five years, we will continue striving for success in the above areas, focusing on:

- Achieving the General Plan Vision and Goals
- Promoting responsive and professional customer relations
- Communicating clearly, fairly and reliably
- Ensuring a safe, sustainable and quality community

The Strategic Plan was created to continue our alignment and consistency with City Council themes and policy direction. The Work Program is how, under the direction of the City Manager, we will implement and prioritize City Council initiatives.

Finally, accountability is imperative to efficiency and maintaining trust with the City Council and community. We track and manage all projects and programs in order to obtain successful results and accomplishments. To effectively communicate among ourselves and with all stakeholders, we will utilize tools like the “Hot Sheet,” “Chart of Tasks” and “Permits Plus” to regularly assess outcomes and successes.

James D. Sandoval, AICP
Director of Planning and Building
July 2006