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1.0 INTRODUCTION

1.1 Purpose and Scope

State planning law requires California cities to adopt specific elements in their general plans. The City of Chula Vista Land Use and Transportation (LUT) Element fulfills the state requirements for two elements: Land Use, as defined in Section 65302(a) of the Government Code; and Circulation, as defined in Section 65302(b) of the Government Code. By combining these elements into one, the Chula Vista General Plan recognizes and emphasizes the important link between land use designations, intensity of development, and mobility. The LUT Element reflects anticipated levels of development, the road system necessary to serve that development, and alternative forms of transportation available to move people and goods.

The Land Use and Transportation (LUT) Element fulfills state General Plan requirements and is atop the hierarchy of local land use law.

To fulfill the legal requirements for land use, the LUT Element establishes plans and policies to identify the general distribution of housing, businesses, industry, open space (including parks), education facilities, and public buildings. Standards for population density and building intensity in each land use classification are also provided.

Also included are topics not legally required that relate to the City's physical development, including community design and aesthetics. A more detailed description of character and intensity of development is identified for Focus Areas throughout the City.

To fulfill the legal requirements for circulation, the LUT Element establishes policies and standards for the system of roadways, transit service, and bicycle and pedestrian facilities. Also, it establishes plans and policies to:

- Coordinate the circulation system with planned land uses;
- Promote the efficient transport of goods, people and services;
- Make efficient use of existing transportation facilities; and
- Protect environmental quality and promote wise, equitable use of economic and natural resources.

Sections 1.0. - 6.0 of the LUT Element discuss the relationship between the element and state planning requirements, the General Plan Vision and Themes, and related plans and programs. Pertinent background information is presented on various topics covered by the element, with additional reports and plans referenced if the user needs further detail. The element also

discusses the underlying principles that form the basis for the General Plan Land Use and Circulation classifications and diagrams.

Section 3.0, Goals, lists three goals of the LUT Element, and In Section 7.0, Planning Factors, Objectives, and Policies, specific topic areas are identified, followed by a focused objective(s) and supporting policies. An objective identifies the desired end point or direction in which the City is trying to move, while a policy provides guidance to achieve the objective. Chula Vista's objectives and policies are extensions of the Vision and Themes established in this General Plan.

The LUT Element establishes direction for new development, redevelopment and community enhancement, and provides the guidance to realize the City's vision.

Users of this document should first refer to this element's general policies for guidance, but should also refer to the four Area Plans, in Sections 8.0 - 11.0, which contain more detailed discussion and policies applicable to development in those geographical areas.

1.2 Implementing the Vision and Themes

Chula Vista's Vision and Themes reflect the desire of the City to preserve and enhance the unique features that give Chula Vista its identity, while at the same time improving our community and meeting the opportunities and challenges that lie ahead. Our envisioned future city offers opportunities to live in safe and attractive neighborhoods; share in vibrant urban activities; work in healthy business and industrial environments; and enjoy bountiful natural resources and recreational facilities. The LUT Element establishes direction for new development, redevelopment, and community enhancement; and provides the guidance to realize the City's vision.

A full discussion of our vision and eight themes is found in Chapter 4 of this General Plan. This Land Use and Transportation Element focuses on and develops three vision and theme components:

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

Theme 2: Strong and Safe Neighborhoods
Chula Vista is a diverse, yet integrated, community that celebrates its neighborhoods as the building blocks that make it a great place to live.

Theme 3: Improved Mobility
Chula Vista provides a wide range of convenient and affordable mobility options that allow people to go from where they are to where they want to be in a safe; pleasant; rapid; cost-effective; and environmentally friendly manner.

1.3 Relation to Other General Plan Elements and Policies

The LUT Element is intricately related to the other five elements of this General Plan. By describing existing and future development in the City, the LUT Element sets the framework for development of housing; the delivery of roads, public services, facilities, and infrastructure; the protection of environmental resources; and the economic growth of the City. The LUT Element serves as the primary means to integrate policies from other elements of the 2030 General Plan with the proposed pattern of land use designated on the General Plan Land Use Diagram. The Housing Element contains policies for residential development, which are also considered in the LUT Element. The Environmental Element identifies environmental resources and hazards that need to be considered in land use planning. The Public Facilities and Services Element identifies infrastructure and community parks and recreation needs, which are coordinated with the development-oriented policies of the LUT Element.

The LUT Element integrates policies from other elements of the 2030 General Plan, serving as the "constitution" for all future development.

1.4 Relation to Other City Plans and Policies

The Land Use and Transportation Element provides land use designations, roadway designations, and generalized land use patterns for the City's development. Several planning tools are used to implement the land use and transportation policies set forth in this document. These are briefly described below (see Figure 5-1), and include the Chula Vista Municipal Code; specific plans; general development plans; sectional planning area plans; precise plans; redevelopment plans; and the local coastal program plan.

1.4.1 Chula Vista Municipal Code

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

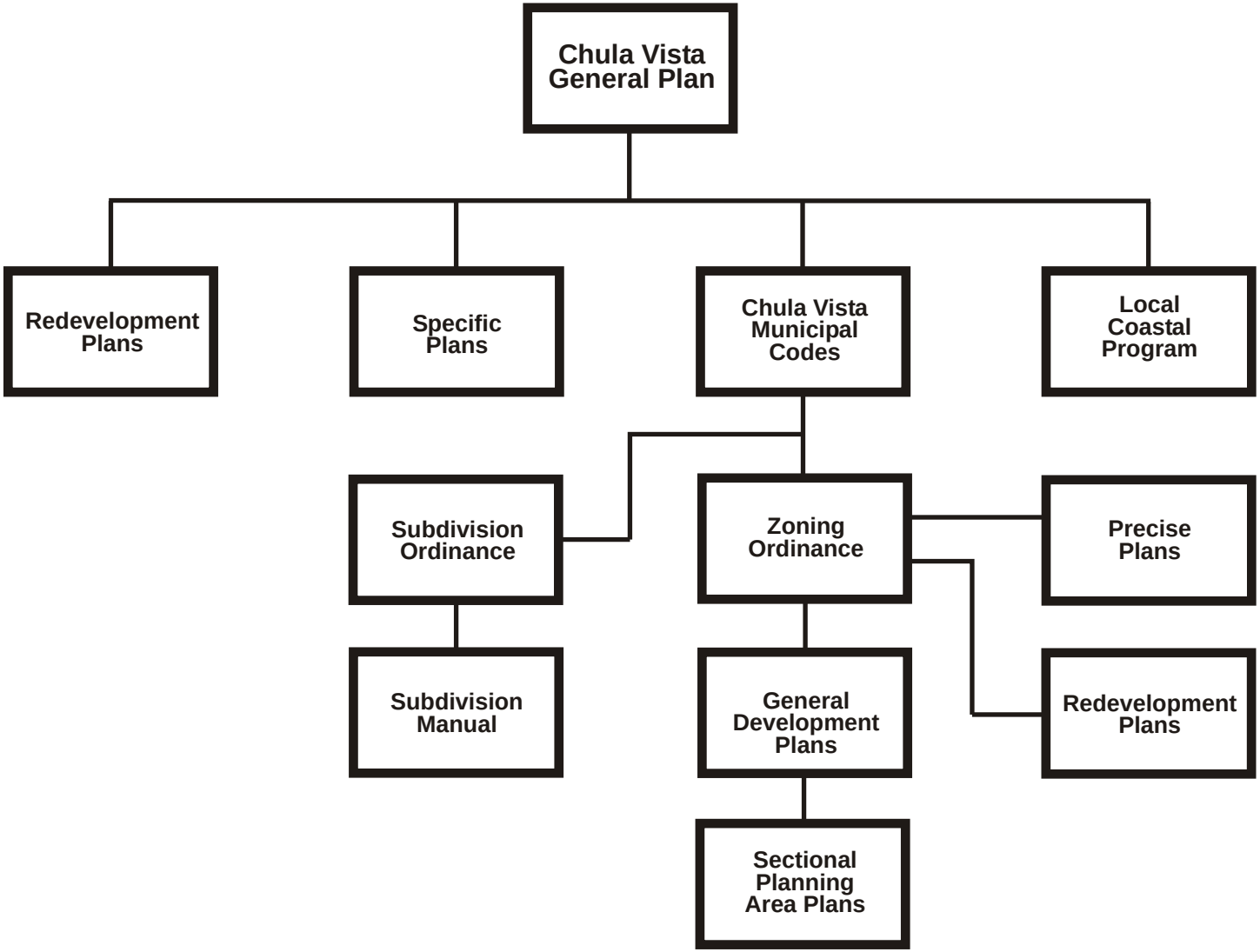
Chula Vista General Plan
Redevelopment Plans
Specific Plans
Chula Vista Municipal Codes
Local Coastal Program
Subdivision Ordinance
Zoning Ordinance
Precise Plans
Subdivision Manual
General Development Plans
Redevelopment Plans
Sectional Planning Area Plans

Figure 5-1

Subdivision Ordinance

The Subdivision Ordinance regulates the design, development and implementation of land division. It applies when a parcel is split into two or more parcels; a parcel is consolidated with one or more parcels; or the boundaries of two or more parcels are adjusted to change the size and/or configuration of the parcels.

The Zoning Ordinance is the primary tool for implementing the General Plan.

Subdivision Manual

The purpose of the Subdivision Manual is to provide engineers and developers with a guide to land development processing in the City of Chula Vista. In addition to processing procedures, the Subdivision Manual contains general guidelines and standards for design of parcel maps and subdivisions, including street cross-sections and other related improvements.

Zoning Ordinance

The Zoning Ordinance is the primary tool for implementing the General Plan, and is designed to protect and promote the public health; safety; comfort; convenience; prosperity; and general welfare of the people. It includes a zoning map designating various districts that are described in the text of the document, and outlines the permitted, conditionally permitted, and prohibited uses for each zone district. Finally, the Zoning Ordinance provides property development standards for each zone district and overall administrative and legislative procedures.

1.4.2 Redevelopment Plans

The adoption of redevelopment plans by cities is allowed by the State Legislature under California's Community Redevelopment Law. The redevelopment plans are intended to reverse deteriorating economic and physical conditions; redevelop blighted, underutilized, and vacant properties; improve infrastructure and public facilities; and produce revenues through the development of job generating properties. Because redevelopment projects must be in conformance with the General Plan, redevelopment plans are one of the more powerful means cities have to implement the goals and policies set forth in their General Plans. The City of Chula Vista has three Redevelopment Plans encompassing the redevelopment areas listed below and outlined on Figure 5-2, Redevelopment Project Areas. Redevelopment Plans are implemented through a variety of means, including large-small scale projects, as well as focused strategic plans, such as the Broadway Strategy (December 2003).

- Bayfront
- Otay Valley Road
- Southwest
- Town Centre I (Third Avenue Downtown)
- Town Centre II (Chula Vista Center)
- Added Area

1.4.3 Specific Plans

Specific Plans are customized regulatory documents that provide more focused guidance and regulation for particular areas. They generally include a land use plan; circulation plan; infrastructure plan; zoning designations; development standards; design guidelines; phasing plan; financing plan; and implementation plan. Chula Vista has eight approved Specific Plans, which are listed below, and their locations are shown on Figure 5-3. Additionally, a Specific Plan is being prepared for northwestern Chula Vista's Urban Core.

- Bayfront Specific Plan
- Montgomery Specific Plan (Repealed upon adoption of GPU 12/13/05)
- Gateway Specific Plan
- Auto Park North Specific Plan
- Auto Park East Specific Plan
- Bonita Glen Specific Plan
- Bonita Gateway Specific Plan
- Urban Core Specific Plan (under preparation)

1.4.4 General Development Plans

A General Development Plan (GDP) is a smaller scale version of a General Plan that typically addresses large, previously undeveloped areas of the City, such as those in East Chula Vista. It establishes general development parameters, including the distribution of land uses, vehicular circulation patterns, development densities, and an overall master planned community urban structure. A GDP is implemented by the adoption of a Sectional Planning Area (SPA) Plan. The City has six GDPs, which are discussed further in Section 10.0, East Area Plan, of this element. GDPs must be in conformance with the General Plan.

Redevelopment Project Areas

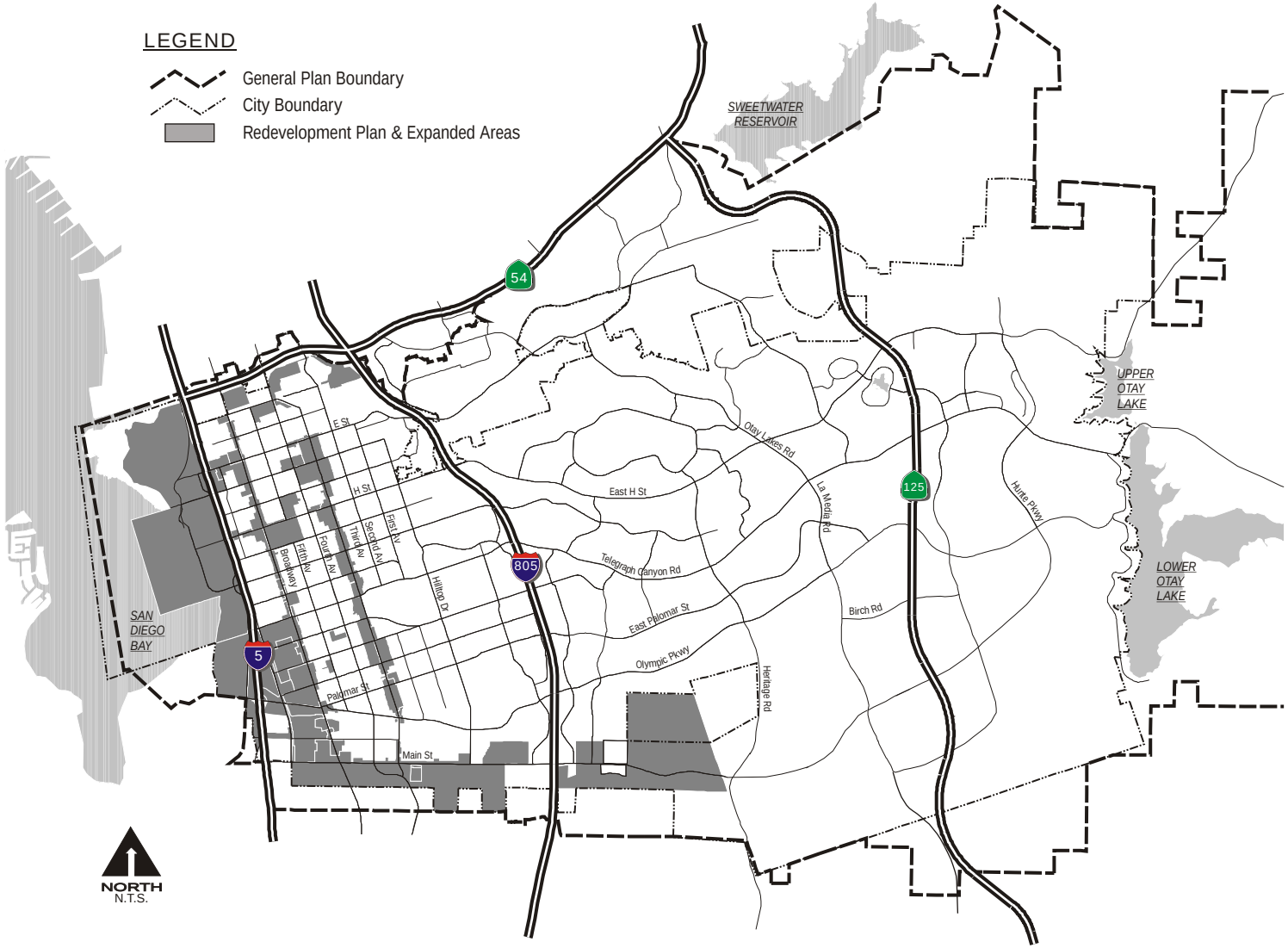

Figure 5-2

CITY OF CHULA VISTA

1.4.5 Sectional Planning Area Plans

A Sectional Planning Area (SPA) Plan is a comprehensive master plan that addresses a portion of a planned community area. It is intended to implement the goals, objectives, and development parameters prescribed in the GDP. A SPA and GDP must be adopted as a prerequisite to develop land in a Planned Community (PC) Zone.

A SPA consists of integrated guidelines and development standards that provide detail on the land use mix; design criteria; pedestrian and vehicular circulation pattern; open space; recreation; infrastructure requirements; and other components for the entire or portion of an adopted GDP. It is based on existing City regulations, guidelines, and policies; but, once adopted, a SPA supersedes those documents, except where incorporated by reference.

1.4.6 Precise Plans

A Precise Plan is a zoning implementation tool that creates specific property development standards and design guidelines in combination with underlying zone standards to allow site design flexibility within areas zoned with a Precise Plan modifying district. Precise Plan development standards and guidelines, adopted by ordinance, can be tailored for a particular area through a rezoning action. The Precise Plan is adopted through a discretionary review process that establishes standards and guidelines affecting the property.

1.4.7 Local Coastal Program

A Local Coastal Program (LCP) is the planning tool used to carry out the shared partnership between the California Coastal Commission's (CCC) mandate to protect coastal resources, and local government's regulation of land use through its General Plan. An LCP includes a land use plan with land use classifications, types and densities of allowable development, plus goals, objectives, and policies concerning development and use of coastal resources. After an LCP is approved by the CCC, the CCC's permitting authority is delegated to the local government. It is not intended that the CCC and their permitting authority usurp local government.

Chula Vista's Bayfront has an LCP, which contains goals and objectives relating to coastal development. It is provided in a separate document that describes the associated goals, objectives and policies that relate to coastal areas.

1.5 Relationship to Regional & Multi-Jurisdictional Plans

1.5.1 San Diego Association of Governments (SANDAG)

The San Diego Association of Governments (SANDAG), with representatives from County government and eighteen cities in the County, conducts research and serves as the forum for decision-making on regional issues, such as growth, transportation and land use in San Diego County. The City of Chula Vista is a member of SANDAG and participates in the research and programs conducted by the agency. As described below, several region-wide plans and programs influence land use and transportation decisions in the City of Chula Vista.

The City is a member of SANDAG and participates in the research and programs conducted by the agency.

Regional Comprehensive Plan (RCP) for the San Diego Region

The Regional Comprehensive Plan (RCP) addresses San Diego's regional growth, while preserving natural resources and limiting urban sprawl. The RCP sets out the region's vision and core values, establishes policies to address key regional issues, and creates a public investment strategy for regionally significant infrastructure.

The RCP (SANDAG, July 2004) indicates that, based on current local General Plans, the region would continue to build homes at a slower pace than needed to support forecast population growth that would be added largely through natural increase (the number of births less the number of deaths), and is collectively about 93,000 housing units short of needed capacity. Chula Vista's role and efforts to address this are presented further in LUT Element Section 4.10, and through land use policies throughout LUT Section 7.0.

Regional Transportation Plan (RTP)

The current Regional Transportation Plan (RTP), called MOBILITY 2030, will implement a long-range vision for highways; major bus routes; Bus Rapid Transit (BRT); the trolley; rail lines; streets; bicycle travel; pedestrian traffic; and goods movement.

MOBILITY 2030 contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the transportation system in the San Diego region. Within the South Bay and Chula Vista, the City and other jurisdictions worked with SANDAG to create the South Bay Transit First Study (2003), which identifies the proposed future transit system. This network is incorporated into this General Plan, and presented further in LUT Section 5.6, and through policies under section LUT 7.0.

Specific Plan Locations

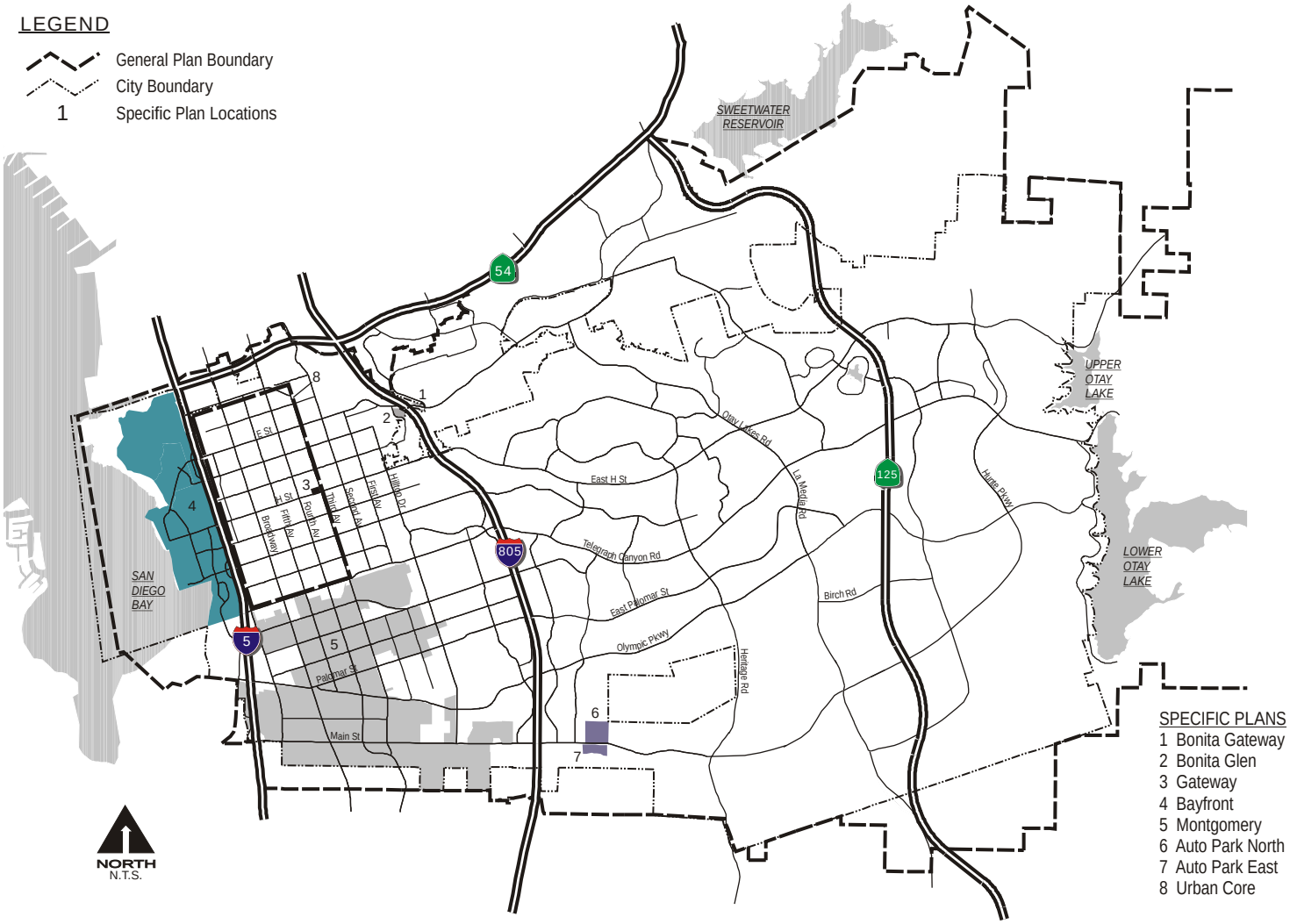

Figure 5-3

CITY OF CHULA VISTA

Regional Housing Program

The Regional Housing Program promotes strategies to increase housing supply and ensure access for all income groups, and provide a variety of housing choices for regional residents.

Employment Lands Inventory

SANDAG analyzes the region's supply of non-retail land and compares it to market demand over the past five years. In 2003, there were nearly 15,000 acres of designated employment land in the region, but only 1,420 acres, located mostly in the growing commercial and residential areas of south San Diego County, were immediately available. The Employment Lands Inventory in Chula Vista includes acreage along the Bayfront, along Main Street, in the Eastern Urban Center, and surrounding the Otay Landfill.

Transit First!

SANDAG's adopted Transit First! Strategy seeks to develop a network of transit services; integrate transit with land use planning; enhance operating speed; and improve the rider's experience. Transit First! projects will provide high-quality, rubber-tired vehicles offering the speed, comfort and amenities of a trolley, with the flexibility of non-fixed modes of transportation. Bus Rapid Transit (BRT) vehicles will travel in their own lanes, as well as in mixed flow lanes where they may receive priority at signalized intersections. Upgraded stations will have shelters, next bus passenger information, and other features.

Working with SANDAG, Chula Vista has completed a South Bay Transit First! Study to identify transit alignments, station locations, and other improvements as part of the overall transit network. Projects programmed for the near future include transit improvements from downtown San Diego to Otay Ranch via Interstate 805, Olympic Parkway and East Palomar Street. Major stations in the South Bay include: Sunbow; Heritage; Lomas Verde/Santa Venetia; Freeway Commercial; Eastern Urban Center; and University (Village 9).

Congestion Management Program (CMP)

SANDAG is the designated congestion management agency for the San Diego region. The Congestion Management Program (CMP) is a state-mandated program that helps cities and communities monitor transportation system performance, develop programs to address near- and long-term congestion, and better integrate land use and transportation planning decisions. By addressing congestion early through the CMP, we can avoid larger problems in the future that will require more expensive solutions. In the short-term, the CMP serves as an element of the Regional Transportation Plan (RTP), focusing on congestion management strategies that can be implemented in advance of the long- range transportation solutions contained within the RTP.

1.5.2 Otay Valley Regional Park Concept Plan

The Otay Valley Regional Park (OVRP) Concept Plan, adopted in May 2001, establishes a plan for multi-jurisdictional regional open space of 8,700 acres that will contain a substantial preserve area, active recreation, and passive park opportunities. Equestrian, hiking and biking trails are anticipated. The park will extend through the Otay River Valley, from San Diego Bay to the Upper and Lower Otay Lakes. While the park is regional in scope, the provision of certain park and recreational facilities will effectively serve as local neighborhood and/or community parks for Chula Vista residents.

1.5.3 Port of San Diego's Marine Activities

San Diego County enjoys broad access to coastal waters that provide opportunities for maritime commerce, navigation, fisheries and recreation. The Port of San Diego oversees and plans for development of these activities within San Diego waters. The Port of San Diego's master and strategic plans also include development for Chula Vista's Bayfront. See Section 11.0 of this element regarding the Bayfront Area Plan.

1.5.4 Regional Airport Authority

The San Diego County Regional Airport Authority (SDCRAA) is responsible for airport planning in the region and is working to site a new regional airport facility. San Diego's Lindbergh Field cannot meet the projected demand for passenger and air cargo services, even with an additional runway included in the maximum expansion scenario considered in the Airport Master Plan. Therefore, alternative sites and options are being explored.

The Regional Airport Authority also serves as the San Diego County Airport Land Use Commission (ALUC), with responsibility for airport land use compatibility planning in the vicinity of 16 public-use and military airports in San Diego County, including Brown Field, which is located just south of the City of Chula Vista.

2.0 EXISTING LAND USE

The City's General Plan area covers nearly 58,421 acres, of which 33,366 acres are located within the City limits. Surrounding jurisdictions include National City to the north and west; San Diego County to the north, east, and south; and the City of San Diego to the south. Table 5-1 provides a breakdown of existing land uses by acreage and percentage of the total, including all uses within the City. Presently, 34% of the City is made up of actual developed land uses, excluding water, open space, vacant land and streets. Approximately 74% of the developed land uses constitute residential of various densities. Commercial uses make up 9% of the developed acreage, including 6% for retail, 2% for office, and less than 1% for visitor serving commercial. An additional 7% of developed land is used for industrial purposes, with 7% in educational and institutional uses, and 3% in parks and recreation.

The Bayfront Planning Area, west of Interstate 5, has approximately 2,620 acres.

The City of Chula Vista takes pride in maintaining a rich mixture of communities. Between Interstate 805 and Interstate 5, western Chula Vista's 8,809 acres, which includes the Northwest and Southwest Planning Areas (see Figure 5-7), have a traditional street grid, with large single-use residential neighborhoods separated by commercial corridors. The Bayfront Planning Area, west of Interstate 5, has approximately 2,620 acres including water. The East Planning Area, where master planned development began in the 1970s, has approximately 22,651 acres in the City's incorporated area. Although most of the East Planning Area's developments are suburban in nature, characterized by single-use residential areas, curvilinear streets, cul-de-sacs, and commercial malls, villages in the Otay Ranch Master Planned Community have higher density central cores of multi-family residential, neighborhood serving shops, and community facilities.

TABLE 5-1
CITY OF CHULA VISTA EXISTING DEVELOPED LAND USE (2004)

	Number of Acres within City	Percent
Land Use		
Residential		
Single-Family	6,537	20
Multi-Family	1,797	5
Commercial		
Retail	721	2
Office	214	<1
Visitor	29	<1
Industrial	811	2
Other		
Educational & Institutional	807	2
Parks & Recreation	394	2
Open Space	2,875	9
Water, Streets & Vacant	19,181	57
TOTAL	**33,366**	**100**
Source: Chula Vista Planning & Building Department, 2004		

Note: This table only includes the City's incorporated area.

3.0 COMMUNITY IMAGE AND CHARACTER

Chula Vista's community image is the impression that its residents and visitors have of the City. Such impressions are formed by the City's natural geological features and scenic resources, and by physical or built features, such as gateways; streetscapes; neighborhoods; activity nodes; landmarks; buildings; signs; and outdoor urban spaces.

Acknowledging the existing character and scale of the City when new development and other physical alterations occur is essential if we are to be successful in achieving the desired balance.

Unlike many cities in the region, Chula Vista has a diversity of built environments urban, suburban, and rural areas in addition to large, natural areas that are intended to remain undeveloped. Each type of built environment has its own set of particular characteristics, such as views; landscaping; types of streets and housing; commercial activity; parks; and civic buildings that combine together to create a unique community character.

Chula Vista's community character is comprised of different traits attributable to different areas that developed at different times. This is true of many California cities that have older, built-up portions of the community developed over the last 60 years or more, contrasted by more recent, new development in vacant land areas. Many Chula Vista citizens recognize what has been characterized as two cities; older Chula Vista (west of Interstate 805), and eastern Chula Vista (east of Interstate 805). The east, built under more contemporary development and design standards, is often seen as having more and better amenities than western Chula Vista. Western Chula Vista residents desire revitalization and amenitization of the older areas, but at the same time value the quiet, suburban village character that has existed to-date.

As the City and the community, through this General Plan and other efforts, focus their attention on the revitalization and redevelopment of western Chula Vista, the issue of community character will be of key importance as we work to strike an acceptable balance between the new projects and activities that will shepherd in the needed and desired changes, and the shaping of those in a manner that retains key, desirable character elements. Acknowledging the existing character and scale of the City when new development and other physical alterations occur is essential if we are to be successful in achieving the desired balance. It means being aware of how surrounding areas and neighborhoods relate to and interact with new development; it means being in touch with how physical changes will affect the buildings next door or across the street; and it means protecting the City's cultural and historical "personality".

This section discusses some of the factors in Chula Vista that contribute to the City's community image and character, including; scenic resources; open space; gateways; neighborhood identity; historic resources; and the City's urban design and form. While discussions and policies addressing these and additional factors are found throughout the Land Use and Transportation Element, particular attention is given in Sections 4.3, 4.5, 4.7, 7.1, 7.2, 7.3, 7.6, of this element.

3.1 Scenic Resources and Open Space Network

Scenic resources and open space help to relieve the stress of living in a fast paced urban environment and also help to define an area's visual and community character, the image that stays in the minds of the people who visit and live in the community. Scenic views and open space contribute positively to a city's image and foster community pride, which are important factors that attract people to live in or visit an area. Chula Vista has valued scenic vistas and open space that include the Otay River and Sweetwater River Valleys; Upper and Lower Otay Lakes; Sweetwater Reservoir; San Miguel/Mother Miguel Mountains; and the San Diego Bay. These open space areas make up the majority of the Chula Vista Greenbelt, the backbone of the City's open space and park system, which consists of a 28-mile open space system encircling the City. The Greenbelt includes Multiple Species Conservation Program preserve lands; general open space; existing and future trails; and connects several of the City's existing and future public parks. Additional natural open space exists within master planned communities in the East Planning Area, including Rice Canyon and Long Canyon. Figure 5-5, Open Space Network, depicts the General Plan area open space network in its entirety, including parks and recreation facilities.

Chula Vista has several designated Scenic Roadways, where views of unique natural features and roadway characteristics, including enhanced landscaping, adjoining natural slopes, or special design features make traveling a pleasant visual experience. The designated Scenic Roadways are listed below and are shown on Figure 5-4, Designated Scenic Roadways.

- Marina Parkway from the intersection of E Street and Interstate 5 on the north to its intersection with Bay Boulevard South of J Street
- Bonita Road from Interstate 805 to Sweetwater Road
- Sweetwater Road from the National City boundary east to State Route 54
- East H Street from Interstate 805 to Mount Miguel Road
- Proctor Valley Road from Mount Miguel Road east to Jamul
- Telegraph Canyon Road/Otay Lakes Road from Interstate 805 to Lower Otay Lake
- Olympic Parkway
- Otay Lakes Road from Bonita Road to Telegraph Canyon Road

Designated Scenic Roadways

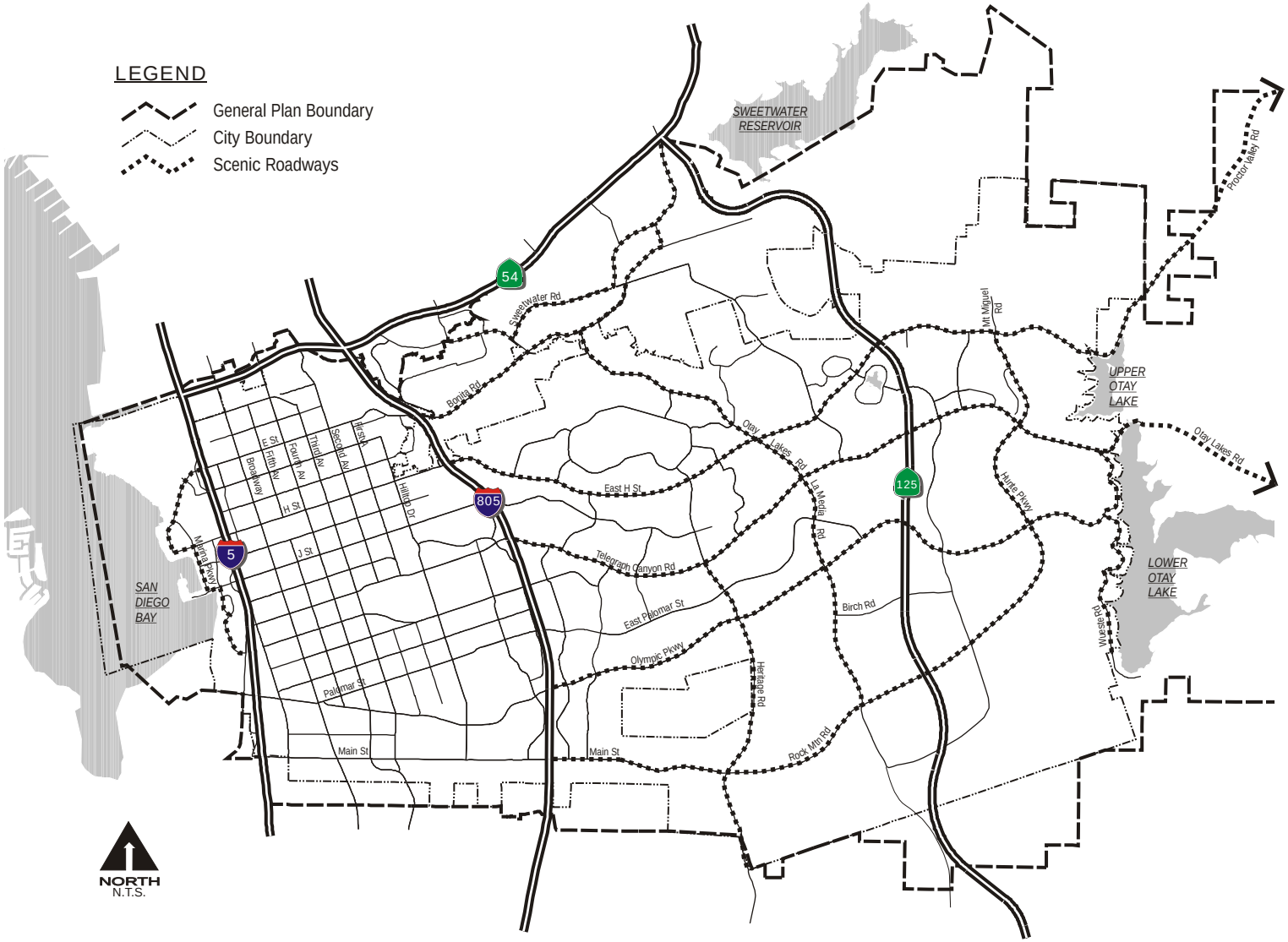

Figure 5-4

CITY OF CHULA VISTA

Open Space Network

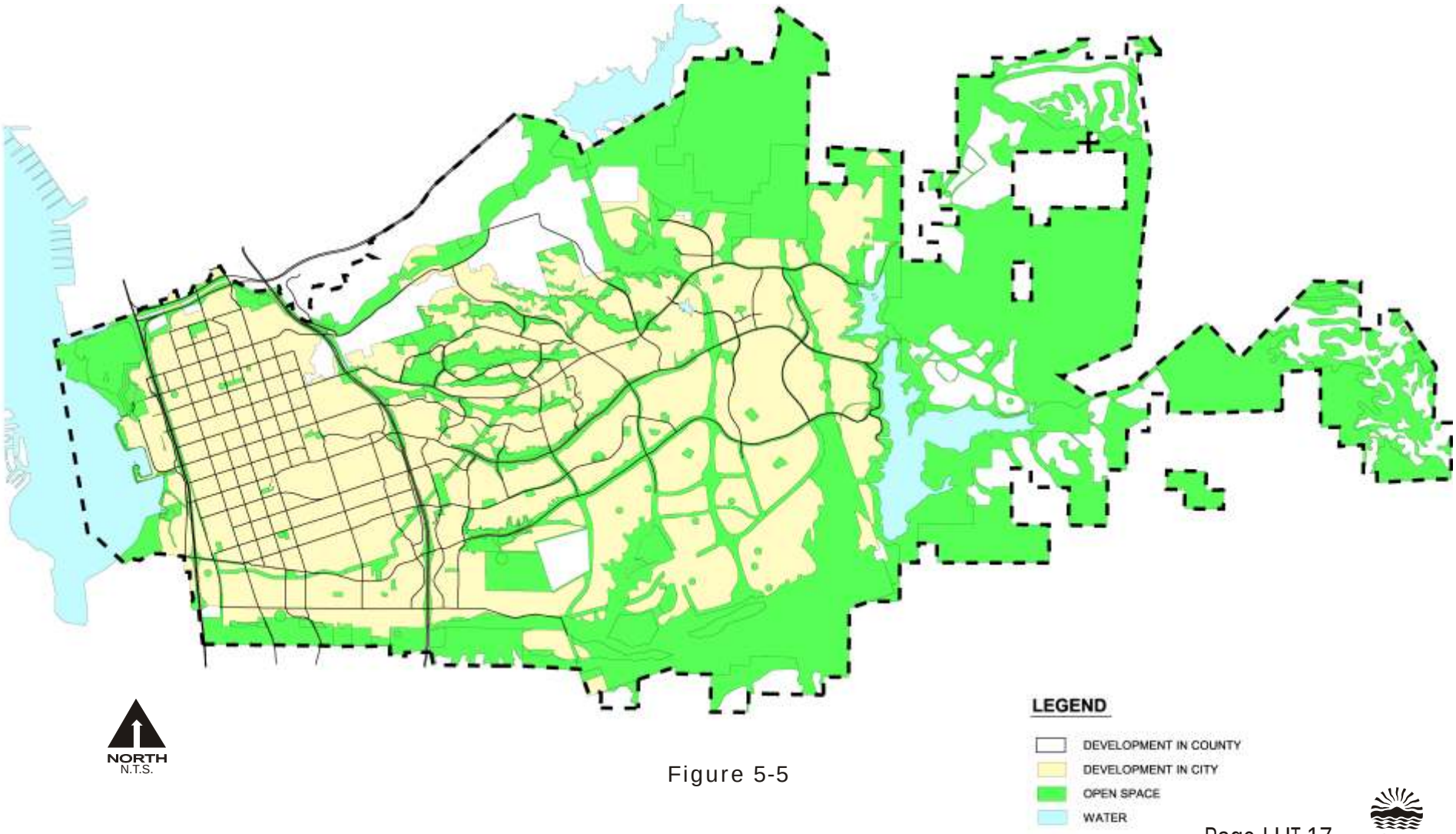

Figure 5-5

CITY OF CHULA VISTA

Blank

Entryways and Gateways

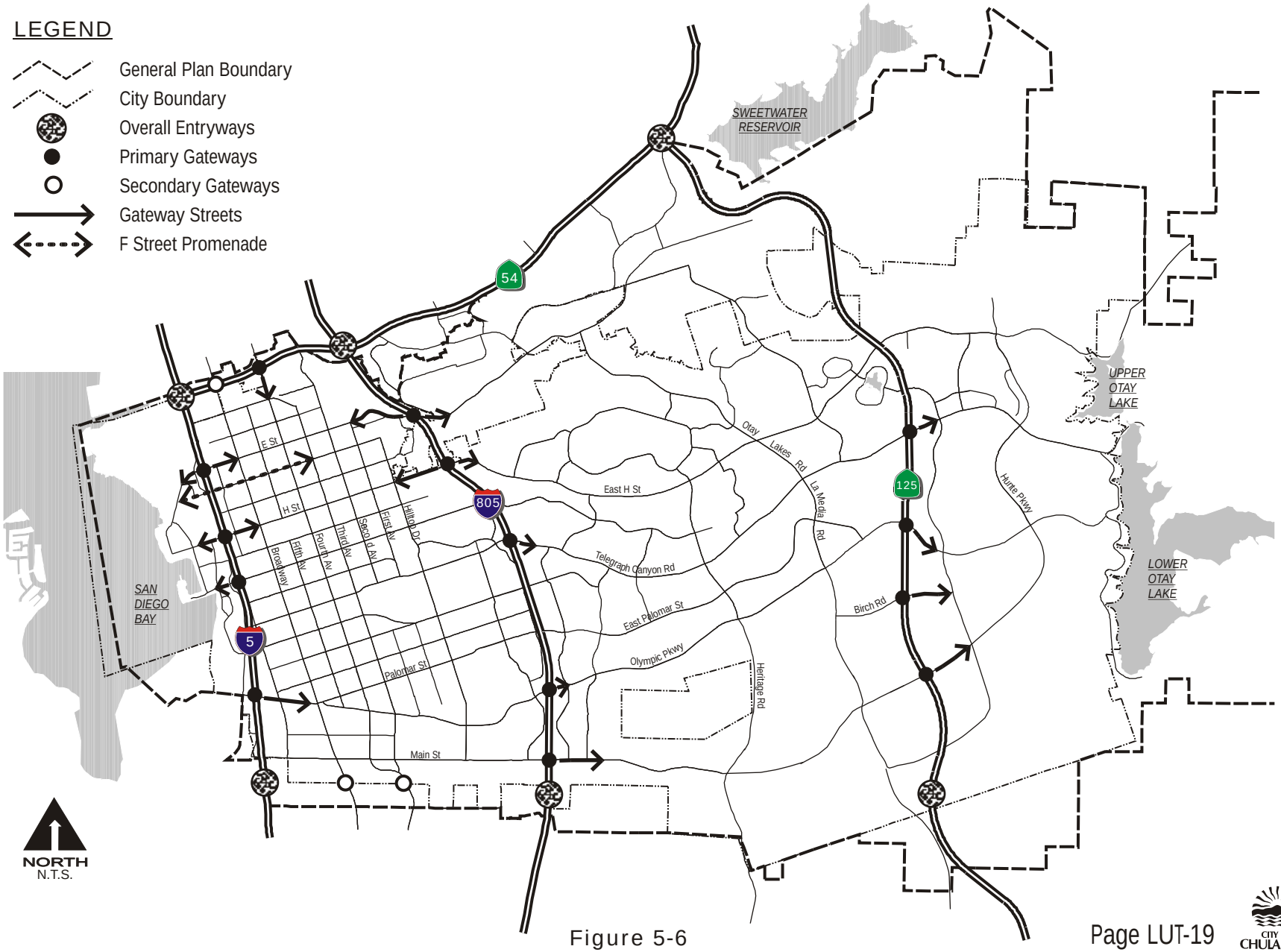

Figure 5-6

CITY OF CHULA VISTA

- Main Street from Interstate 805 to Heritage Road
- Rock Mountain Road from Heritage Road to State Route 125
- Hunte Parkway from Eastlake Parkway to Proctor Valley Road
- La Media Road from Otay Lakes Road to Rock Mountain Road
- Heritage Road from Telegraph Canyon Road to the City's southerly boundary
- Wueste Road

For policies regarding scenic resources, refer to Section 7.6, Enhancing Community Image, of this element.

3.2 Gateways

The appearance of a community is a good indicator of how well a community functions, and says a lot about the sense of community pride that its residents have. A visually attractive city is desirable, as it conveys a positive image and inspires community pride. Chula Vista's organized system of entryways and gateways offers opportunities to improve the City's appearance, establish a stronger community image, and enhance community pride amongst residents.

An individual's perception of Chula Vista can be a strong contributing factor in making economic decisions.

Special design treatments, which may include themed signage, landscape and architectural design enhancements, and other elements should be used to signify arrival into the City and progression to key destinations along gateway streets. The special design treatments should consider topographic conditions and roadway configuration. Discussion of entryways, gateways, and gateway streets is also closely related to Section 3.1, Scenic Resources and Open Space Network of this element. In addition to entryways, gateways and gateway streets, special attention should be given to providing an enhanced pedestrian linkage ("F Street Promenade") between the Urban Core Subarea and the Bayfront along F Street. For policies regarding entryways, gateways, and gateway streets, refer to Section 7.6, Enhancing Community Image, of this element.

Entryways and gateways are divided into three categories, which are defined below and shown on Figure 5-6, Entryways and Gateways. Discussion of the categories and their design treatments follow.

- Overall Entryway -- Where a major approach route enters the City and extends along that route for some distance into the City
- Primary Gateway -- Where an entry into an important district of the City occurs off a major approach route or off an Overall Entryway
- Secondary Gateway -- Where a significant entry into the City occurs from an adjacent community.

Overall Entryways

A significant number of vehicles pass through Chula Vista on Interstates 5 and 805, and many more will pass through on State Route 125, in the East Planning Area, upon its completion. To a substantial degree, travelers' views from these highways is what determines their perception and image of the City. This is especially true for those people who have never visited Chula Vista or visit infrequently. An individual's perception of Chula Vista can be a strong contributing factor in making economic decisions, including:

- Whether to shop, dine or recreate in Chula Vista
- Whether to locate a business, retail store, or other employment-generating use in Chula Vista
- Whether to invest in projects in Chula Vista

Given these considerations, it is important that Chula Vista provide travelers with a positive impression along the City's highways. This involves identifying the City effectively; directing visitors to key uses; making key entrances more attractive; improving or screening unattractive areas; and ensuring that new uses meet appropriate design standards. These measures will help convey a consistent, positive message about the merits of our well-functioning city.

Additionally, consistent special design treatment should be used to identify arrival into the City at its six overall Entryways, as shown on Figure 5-6, Entryways and Gateways, the regional accesses that constitute the six Overall Entryways into the City are almost exclusively from the region-serving highways of Interstates 5 and 805, and State Route 125. From either the north or south, the perceived City boundary or entry to the City is created by a dominant urban or natural form, rather than the City's precise corporate limits. From the north, State Route 54 and the Sweetwater River mark the boundary; from the south it is the Otay River Valley. Additionally, consistent special design treatment should be used to identify arrival into the City at its six overall Entryways.

Primary Gateways

A Primary Gateway into the City from a freeway should appear visually inviting, provide adequate direction to key community places of interest, and have high quality architectural design. At each Primary Gateway a consistent design treatment should be used to create a unique environment that announces arrival into the City. As shown on Figure 5-6, Entryways and Gateways, there are ten freeway entrances into the City that are designated as Primary Gateways -- five into the Urban

Core Subarea, Bayfront Planning Area, and Bonita; one into the Southwest Planning Area; one into the Main Street District; and three that will provide access to the Eastern Urban Center. These Primary Gateways include roadways that provide direct access into important community activity areas. Primary Gateways are listed in Table 5-2, below; a short description follows. See Section 7.6, Enhancing Community Image, for primary gateway policies.

There are fourteen freeway entrances into the City that are designated as Primary Gateways.

TABLE 5-2
PRIMARY GATEWAY LOCATIONS

Freeway	Primary Gateway
Interstate 5	E Street/Marina Parkway
	H Street
	J Street/Marina Parkway
	Palomar Street
State Route 54	Fourth Avenue
Interstate 805	Olympic Parkway
	E Street/Bonita Road
	East H Street
	Telegraph Canyon Road
	Main Street/Auto Park Way
State Route 125	Otay Lakes Road
	Olympic Parkway
	Birch Road
	Rock Mountain Road

- E Street/Marina Parkway Gateway – This Gateway serves as a key entrance into the northerly portion of the Urban Core Subarea and is the first entrance into the City off of Interstate 5 from the north. The gateway includes E Street from Interstate 5 to Broadway and will serve primarily as a vehicular corridor to Broadway and Downtown Third Avenue. The E Street/Marina Parkway Gateway will also serve as the first access point from the north into the City's Bayfront Planning Area on Marina Parkway.

- H Street Gateway – This gateway will be the primary entrance into the Urban Core Subarea, as well as the City's Bayfront Planning Area. On the east It will extend to Broadway from Interstate 5 and provide direct access to Broadway, the Chula Vista Center, and Downtown Third Avenue. On the west it will extend from Interstate 5 to the Bayfront. H Street is also planned as a transit corridor.

- J Street/Marina Parkway – This gateway serves as a primary southern access point into the City's Bayfront Planning Area on Marina Parkway.

- Palomar Street Gateway – This gateway extends from Interstate 5 to Broadway and serves as the primary access to commercial services along Palomar Street and Broadway within the Southwest Planning Area of the City.

- Fourth Avenue Gateway – This gateway provides access into the Urban Core from State Route 54 and extends as far as C Street. It also provides a key linkage between National City and Chula Vista. (Refer to Section 7.6 regarding policies for Gateways.)

- E Street/Bonita Road Gateway – This gateway provides access into the Urban Core from Interstate 805, as well as access into the Sweetwater Valley and Bonita. It extends from Interstate 805 to First Avenue on the west and to Plaza Bonita Center Road on the east.

- East H Street Gateway – This gateway, extending from Interstate 805 to Hilltop Drive, provides access into the Urban Core Subarea from Interstate 805. This gateway also extends to Terra Nova Drive and provides access into the eastern master planned communities of the City.

- Telegraph Canyon Road Gateway – The Telegraph Canyon Road gateway, extending from Interstate 805 to Oleander Avenue, provides access into the eastern master planned communities for the City.

- Olympic Parkway/Interestate-805-Gateway – The Olympic Parkway/Iinterestate-805 gateway, extending from Interstate I-805 to Brandywine Avenue, provides access into the eastern master planned communities of the City.

- Main Street/Auto Park Way Gateway – This gateway provides access to the Auto Park and commercial recreation venues within the Otay Valley, including an amphitheater and water park.

- Otay Lakes Road Gateway – The Otay Lakes Road gateway will provide access from State Route 125 into the Eastlake Village Center and Business Park. This gateway extends along Otay Lakes Road from State Route 125 to Eastlake Parkway.

- Olympic Parkway/State Route–125 Gateway – The Olympic Parkway/State Route-125 gateway will provide access from State Route 125 into the Eastern Urban Center (EUC) Focus Area and to the Olympic Training Center. It extends along Olympic Parkway from State Route 125 to Eastlake Parkway.

- Birch Road Gateway – This gateway also provides access into the EUC Focus Area and will extend from State Route 125 to Eastlake Parkway.

- Rock Mountain Road Gateway – This gateway provides access to both the EUC and the University Campus Focus Area. It will extend from State Route 125 to Eastlake Parkway to the east, and to the primary entrance into the University Campus Focus Area.

Secondary Gateways

Secondary Gateways are significant roadways that link Chula Vista from adjacent communities and should provide travelers with a clear impression that they are entering the City of Chula Vista. Enhanced landscaping and appropriate signage should occur at Secondary Gateways, including Broadway from National City to the north, and Beyer Way and Beyer Boulevard from San Diego to the south. See Section 7.6, Enhancing Community Image, for secondary gateway policies.

3.3 Neighborhood Identity

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

One example of urban design is the Downtown Third Avenue District, with a distinctive row of palm trees in the street medians; neighborhood signage; modern and well-landscaped civic buildings; Friendship and Memorial Parks; and unique retail shops along Third Avenue.

Another example is Otay Ranch Village One's Heritage Park and Village Core. Chula Vista has several good urban design elements, such as the urban parks and plazas in the Urban Core Subarea, and Bayfront access west of Interstate 5; however, these elements need to be better connected to improve people's access and to increase vitality in adjacent commercial areas.

3.4 Historic Preservation

The most effective way to protect the resources that represent the history of a community is through the adoption and implementation of a local historic preservation ordinance. Beginning in 2002, the Chula Vista Ad Hoc Historic Preservation Committee evaluated the City's historic preservation policies and programs and developed recommendations for historic preservation efforts. Their report, "An Evaluation of Historic Preservation in Chula Vista," was accepted by the City Council on September 30, 2003. Key recommendations for City action are included below, and as policies in Section 7.6, Enhancing Community Image, of this element.

- Develop a historic preservation program based upon the standards established by the State Historic Preservation Officer (SHPO).
- Obtain Certified Local Government (CLG) status for the City, which integrates local government decision-making with the national historic preservation program.
- Pursue federal funding and technical assistance for preservation activities; adopt criteria specific to local needs, based upon the National Register of Historic Places criteria, as required for CLG status; and provide more incentives for historic preservation.

Prior to 1985, the City of Chula Vista did not have an official local register of historical resources and only a small number of houses were recognized as historic. A 1985 historical resources inventory conducted in a limited portion of the Northwest Planning Area surveyed approximately 258 homes. Forty-two homes were subsequently put on Chula Vista's List of Designated Historic Sites. Chula Vista's 2001 adoption of the State Mills Act Program, which provides tax incentives for owners of historic sites, helped to add more historic sites. Chula Vista's List of Designated Historic Sites has at least 65 designated historic properties.

The State Historical Building Code is a tool that is available to the City to ensure reasonable safety of historically significant buildings from geologic hazards while facilitating the maintenance of the historical integrity of such buildings.

3.5 Urban Design and Form

In its basic essence, "urban design and form" most accurately describes the collective parts of our natural and built environment that combine to create a pattern of development and a sense of place. Various factors, including: land use arrangement; building design; landscape; open space; and transportation create a system of relationships that is larger and more comprehensive than the design of an individual building or space, and must be considered together for best results. Urban design and form is intended to bring order, clarity, and harmony to human settlements.

"Form" is typically expressed by one of three terms: urban, suburban, or rural. In contrast to suburban and rural areas, the urban form is typified by denser arrangements of buildings; by overlapping patterns of use and activities; and clearly defined, humanly-scaled external spaces, where citizens can conduct business and meet and mingle freely with others.

By its nature, urban form often evolves as communities grow and change over time. This evolution is a natural trend, and is not necessarily a reflection of a loss of character, but rather an

acknowledgement that factors such as population, demographics, and economics change both within and outside of external to the community. This change is often referred to as a city's "lifecycle", with many parallels to our own human lifecycle.

For many years, Chula Vista grew in a fairly traditional pattern around a central downtown generally located in the area around Third Avenue, H Street, Broadway and E Street. Early planners laid out the transportation infrastructure on the western side of the City in a grid street pattern, providing the ability for people to move freely and establishing the opportunity for future infill development. In the traditional "ring" pattern, less intense development is further away from downtown. Generally speaking, Chula Vista's current urban form is primarily low density, suburban development, heavily dependent on the automobile for transportation. The quiet single-family neighborhood, with tree-lined streets has been recognized through surveys and public input as an important characteristic of the City.

As discussed in previous pages, the City is at a key point in its lifecycle, particularly regarding the revitalization and redevelopment of western Chula Vista. Although the existing low density development pattern there is comfortable and familiar, it has, and will continue to be, increasingly difficult and expensive to maintain or supply the quantities of land, roadways, and other infrastructure that are necessary to continue this pattern of development or redevelopment in western Chula Vista. Factors such as limited land availability; escalating land and housing prices; long commutes; and ailing commercial districts suggest a need for a more urban development pattern in select areas of the City. However, increased developed intensity is seen by some as a threat to the lower intensity suburban lifestyle.

One of the primary focuses of this General Plan is to address the need for revitalization and redevelopment in western Chula Vista. Shaping the evolution from a suburban to a more urban form would be a means of providing for the community's future needs for affordable housing; jobs; transportation; expanded commercial opportunities; and improved facilities and amenities. "Shaping the Future Through the Present and Past" (Theme 8 of Chapter 4, Vision and Themes) assures that such revitalization and redevelopment will be done in a manner that respects the City's character, scale, and historical value, creating changes that blend in with and enhance the City's identity. LUT Section 4.4, Redevelopment and Community Benefits, further explains these relationships. Discussions and policies regarding urban design and form can be found in LUT Sections 4.3, 4.4, 4.6, and 7.2, as well as within individual Area Plans (see Sections 8.0 -11.0).