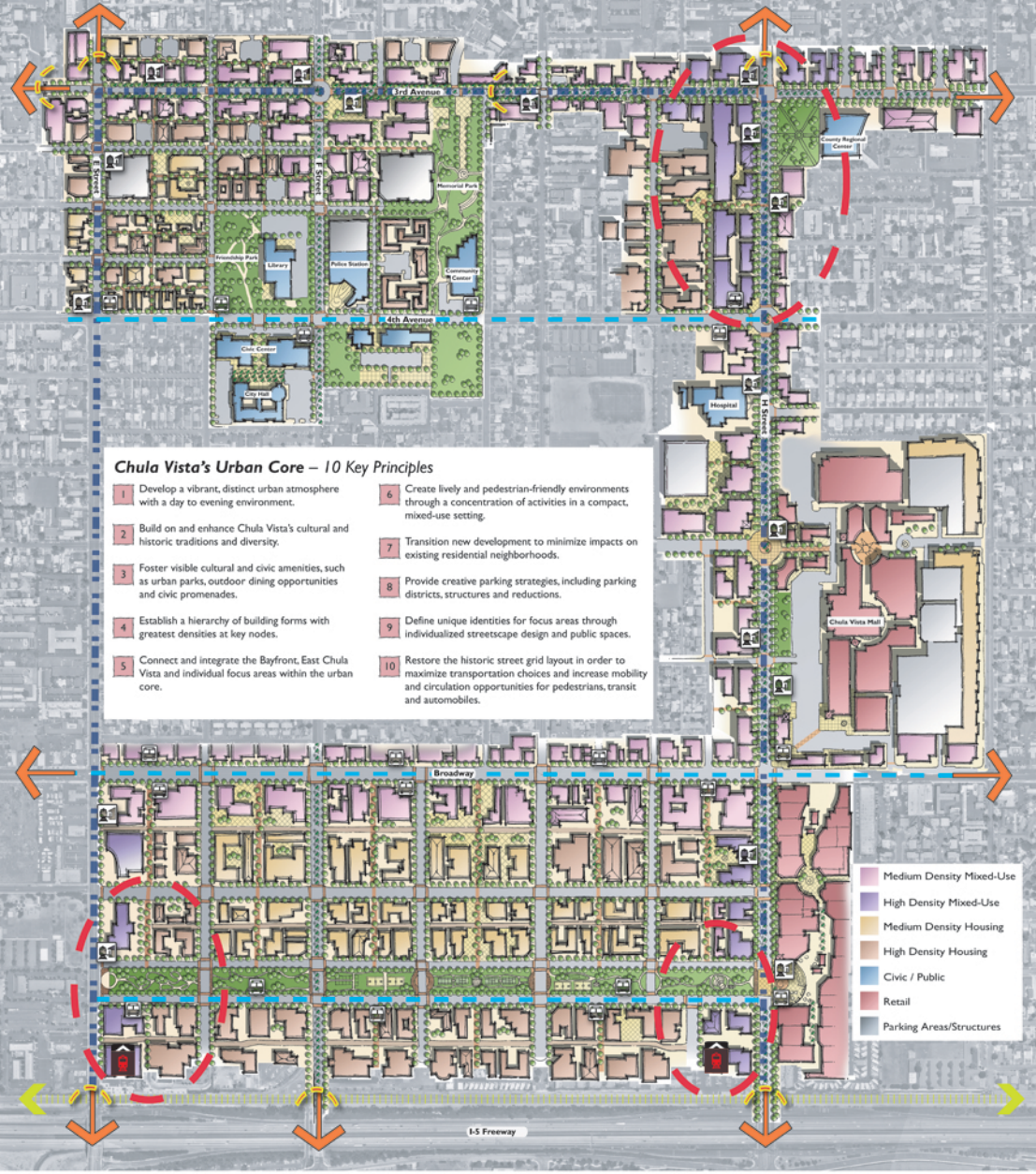

Chula Vista's Urban Core – 10 Key Principles

1. Develop a vibrant, distinct urban atmosphere with a day to evening environment.
2. Build on and enhance Chula Vista's cultural and historic traditions and diversity.
3. Foster visible cultural and civic amenities, such as urban parks, outdoor dining opportunities and civic promenades.
4. Establish a hierarchy of building forms with greatest densities at key nodes.
5. Connect and integrate the Bayfront, East Chula Vista and individual focus areas within the urban core.
6. Create lively and pedestrian-friendly environments through a concentration of activities in a compact, mixed-use setting.
7. Transition new development to minimize impacts on existing residential neighborhoods.
8. Provide creative parking strategies, including parking districts, structures and reductions.
9. Define unique identities for focus areas through individualized streetscape design and public spaces.
10. Restore the historic street grid layout in order to maximize transportation choices and increase mobility and circulation opportunities for pedestrians, transit and automobiles.

Significant Connections
Transit-Oriented Development Design
Gateways
Transit Stations
Trolley Stops
Bus Stops
San Diego Trolley
Potential Trolley Loop
Connecting Bus Routes

NOTE: The Vision Plan is not to be used as a precise planning diagram and is not parcel or site specific. The Vision Plan is intended to evoke an image of what the urban core could become, in the next 15-20 years, if the Ten Key Principles are fully implemented.

Chula Vista Urban Core

Vision Plan

December 2004

RRM DESIGN GROUP