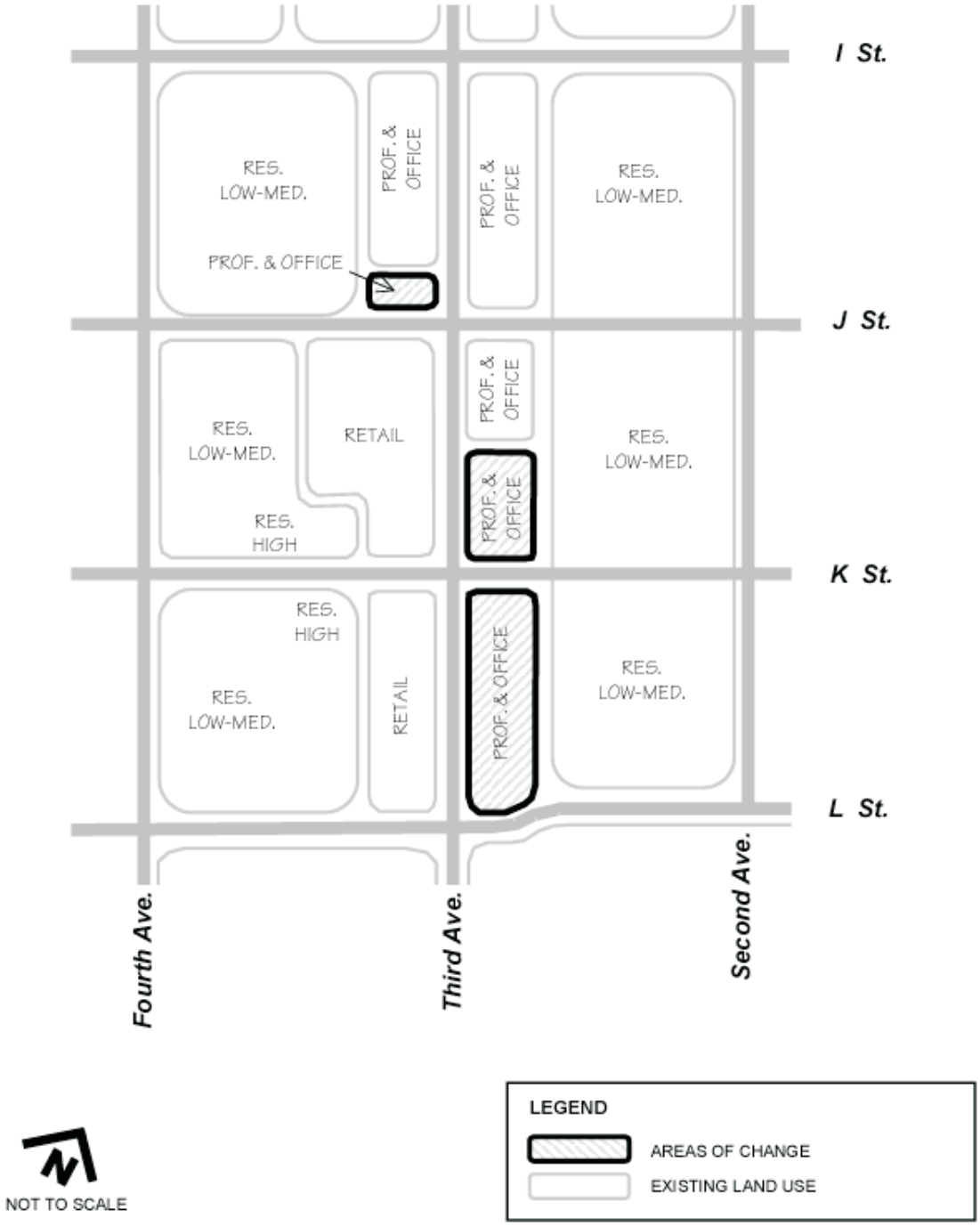
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NOT TO SCALE
LEGEND
AREAS OF CHANGE
EXISTING LAND USE

Figure 5-35

10.0 EAST AREA PLAN

10.1 Description/Setting

The East Planning Area predominately consists of master planned communities in various stages of development, and of open space. The area is generally bounded on the west by Interstate 805; on the north by State Route 54 and the Sweetwater River Valley, where the City's corporate and Sphere of Influence boundaries lie; on the northeast and east by Highway 94, within unincorporated San Diego County, near the communities of Jamul and Dulzura in the San Miguel Mountain/Proctor Valley area; and on the south within and adjacent to the boundaries designated by the General Development Plan of the Otay Ranch master planned community. The East Planning Area also includes areas within the City of San Diego and unincorporated areas of San Diego County, that, for the most part, are expected to remain within County jurisdiction. How these unincorporated areas are treated in relation to the City of Chula Vista is discussed within this General Plan.

The City of Chula Vista and San Diego County jointly planned Chula Vista's largest master planned community, Otay Ranch.

Significant open space lands within the East Planning Area that are outside of the designated villages, planning subareas, or other areas intended for development are to be preserved under the Otay Ranch Resource Management Plan and the Multiple Species Conservation Plan (MSCP) Subarea Plan. Refer to the Environmental Element of this General Plan for identification and discussion of these areas.

The City of Chula Vista and San Diego County jointly planned Chula Vista's largest master planned community, Otay Ranch, which consists of 23,000 acres that were annexed from the County. In October 1993, the Chula Vista City Council approved a General Development Plan (GDP), and the San Diego County Board of Supervisors approved a Subregional Plan (SRP) for Otay Ranch.

10.2 Subareas and Districts

The East Planning Area consists of six subareas. The list below indentifies each subarea and the section of this chapter that addresses their policies. (Figure 5-36, East Planning Area Subareas, shows the location of each subarea.)

East Planning Area

Subareas

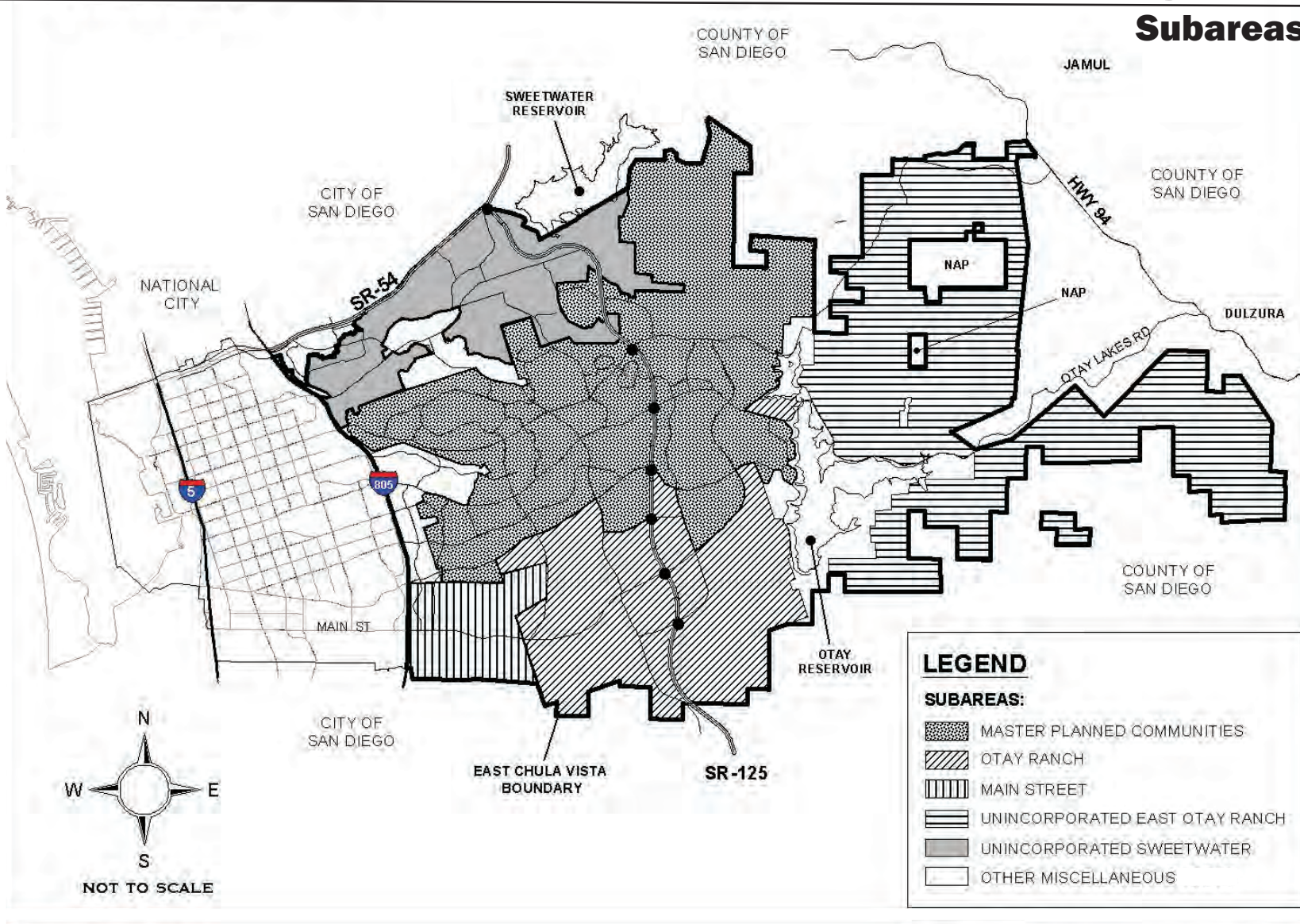


Figure 5-36

- Unincorporated Sweetwater – Section 10.4.1
- Unincorporated East Otay Ranch – Section 10.4.2
- Master Planned Communities – Section 10.4.3
- East Main Street – Section 10.4.4
- Other Miscellaneous – Section 10.4.5
- Otay Ranch – Section 10.4.6

Only the Otay Ranch Subarea is further broken out into Planning Districts with various Focus Areas. The Otay Ranch Subarea's Planning Districts are listed below, along with the section addressing their detailed policies, and shown on Figure 5-37.

- Western District - Section 10.5.1
- Central District - Section 10.5.2
- Otay Valley District - Section 10.5.3
- Eastern University District - Sections 10.5.4 - 10.5.9

The East Area Plan first addresses planning factors, objectives and policies that are important to the entire East Planning Area (Section 10.3) , then addresses planning factors, objectives and policies specific to the six subareas; the Otay Ranch's four Districts; and their Focus Areas. See Section 4.2, Area Plans and Planning Hierarchy of this element for further explanation of the geographical hierarchy used.

10.3 Area-wide Planning Factors, Objectives, and Policies

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

- Creating a Balanced Community
- Connecting Activity Centers
- Public Transit
- Promote and Support University
- Open Space Preservation

10.3.1 Creating a Balanced Community

Balanced community is generally defined as one that maintains a high quality of life for its residents through the provision of a range of land uses and facilities. A balanced community typically has a strong sense of community, a vigorous economy, and a healthy environment. A community is most stable when these three aspects are pursued together, rather than independently, so that one goal does not come at the expense of another -- for instance, the environment is sacrificed for jobs, or community stability is sacrificed for economic growth. Balanced communities look to provide a variety of housing choices to respond to varying needs; offer employment opportunities; and provide for the commercial, social and recreational needs of residents. Building sustainable communities that conserve limited resources is an important element of maintaining quality of life for residents of Chula Vista.

Each of the master planned communities has an adopted GDP that establishes general development parameters.

Since the mid-1970s, thousands of acres of formerly undeveloped land in the East Planning Area have been transformed into six master planned communities consisting of housing; office parks; local and regional commercial centers; schools; and churches. The communities have a variety of building styles; floor plans; lot sizes; and pricing options. They also include extensive open space, both passive and active, for recreational amenities such as lakes; golf courses; parks; bike paths; and jogging trails. See Figure 5-41, for Master Planned Communities Subareas, areas with master planned communities.

Each of the master planned communities has an adopted General Development Plan (GDP) that establishes general development parameters, including the distribution of land uses; vehicular circulation pattern; development densities; and an overall urban structure. The GDP is implemented by the adoption of Sectional Planning Area (SPA) Plans, which provide zoning regulations and design standards. Both the SPA and GDP must be adopted by City Council prior to the start of development.

The Otay Ranch Master Planned Community is the only one of the six master planned communities that is still in the process of creating SPA Plans for future development. The remaining master planned areas are either built out or near complete construction.

East Planning Area

Otay Ranch Subareas

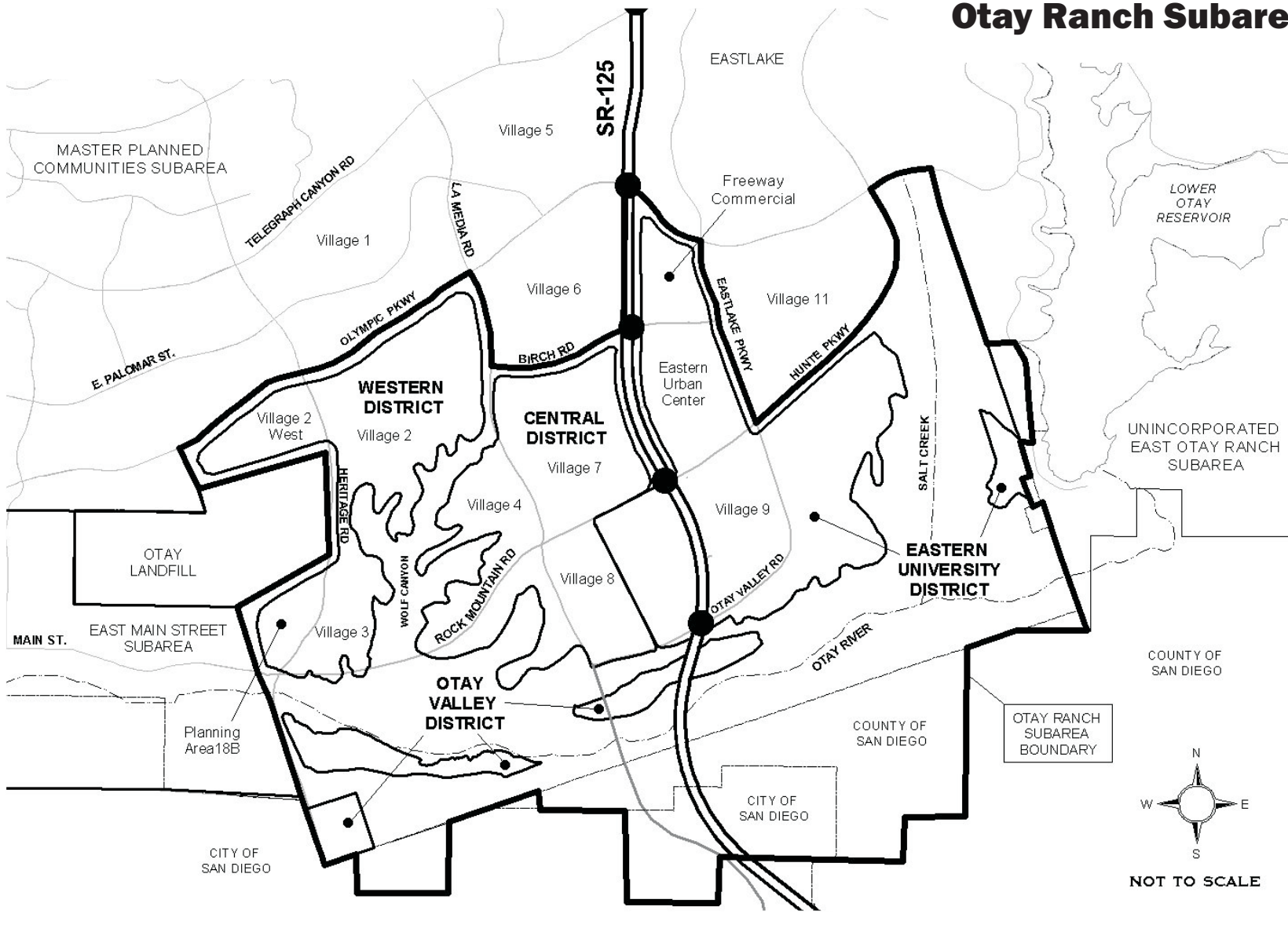


Figure 5-37

CITY OF CHULA VISTA

Objective - LUT 61

Create balanced communities that can provide a high quality of life for residents.

Policies

LUT 61.1 Adhere to the regulations established in existing GDPs and SPAs.

LUT 61.2 Future SPAs shall focus on creating a vibrant sense of community, a vigorous economy, and a healthy environment.

LUT 61.3 Require all future community identification signs and monuments to recognize communities as part of the City of Chula Vista.

Objective - LUT 62

Require development to consider and plan for careful use of natural and man-made resources and services, and maximize opportunities for conservation while minimizing waste.

Policies

LUT 62.1 Require developments within the East Planning Area to provide resource management plans for water; air quality; recycling; solid waste management; and energy.

10.3.2 Connecting Activity Centers

There are various activity centers, either existing or planned, in the East Planning Area, and each serves a unique purpose in providing services and amenities, helping to create a balanced community. The activity centers are listed below and shown on Figure 5-38.

- Terra Nova Plaza
- Bonita
- Rancho del Rey Shopping Center
- Southwestern Community College
- Eastlake Business Center
- Eastern Urban Center
- Olympic Training Center
- University and Adjacent Shopping Town Center

Within the East Planning Area, there needs to be improved connections between commercial, residential, and employment areas; and educational facilities, such as Southwestern College and the future university. They should be well-integrated with their surrounding neighborhoods (as appropriate to their use); conveniently reached from adjacent villages; and well connected to each other. It is important that these activity centers be easily reached by vehicles; public transit; bicycles; and walking, both within the East Planning Area, and to other parts of the City, particularly west of Interstate 805. (This topic is more broadly addressed in Section 7.7 Linking Chula Vista Internally and to the Region of this element.)

The Bayfront and downtown Chula Vista are the original heart of the City. With the creation of numerous master planned communities in eastern Chula Vista, there has been a feeling of separation between the older, established communities in western Chula Vista, and the newer communities in the East Planning Area, as if they were two separate cities. Bridging this gap is essential in creating balance, connection, and unity within the City.

To achieve this vision of more integrated communities that provide both livability and accessibility, the following strategies should be employed:

- Create compact and balanced communities;
- Create a greater mix and intensity of land uses;
- Implement an integrated transportation network;
- Establish pedestrian-friendly development standards; and
- Create incentives to reduce driving.

East Planning Area
Activity Centers

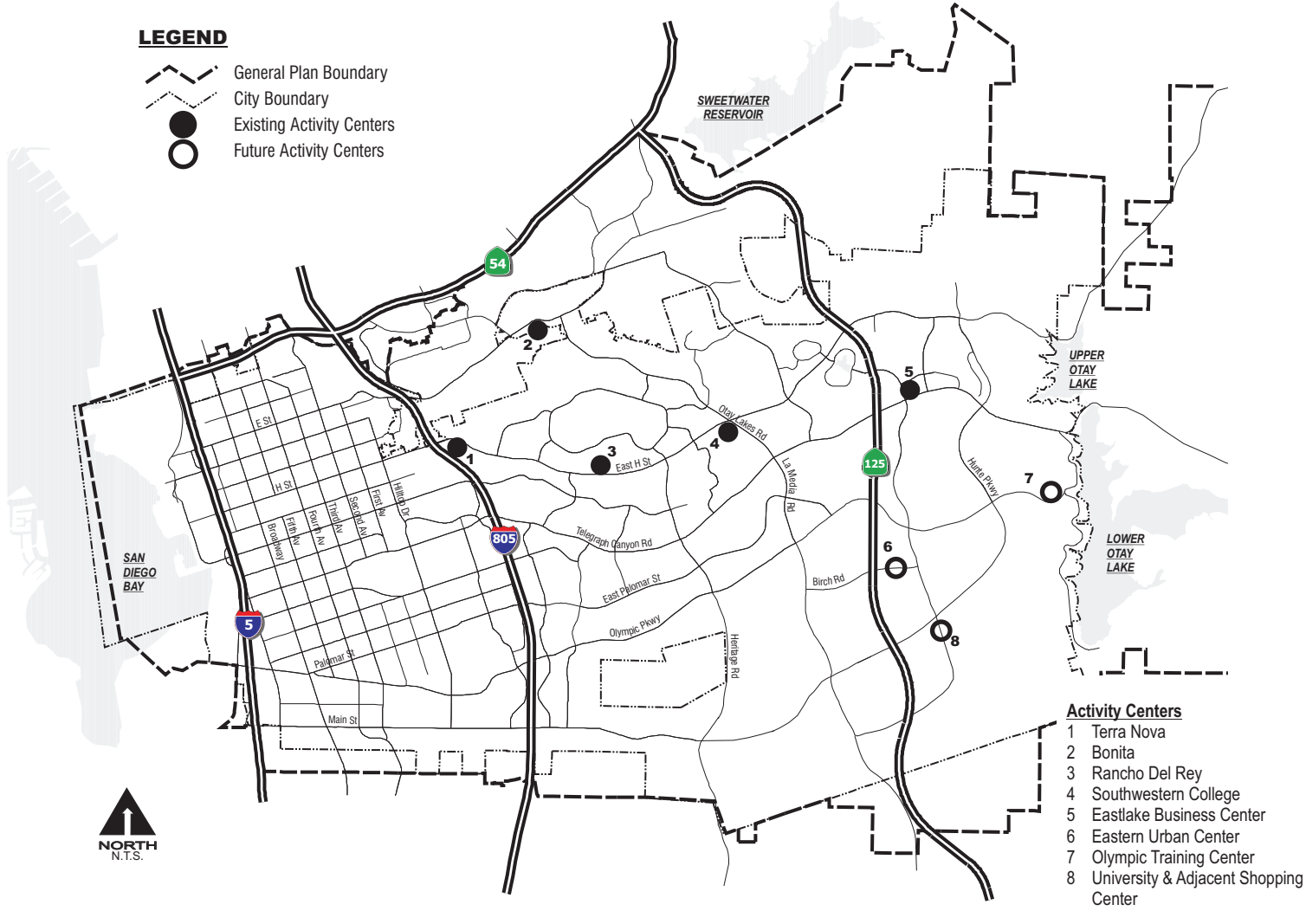


Figure 5-38

CITY OF CHULA VISTA

Objective - LUT 63

Provide efficient multi-modal access and connections to and between activity centers.

Policies

LUT 63.1 Provide roads, transit service, bike routes, and pedestrian pathways that connect activity centers to their surrounding neighborhoods, adjacent villages, and each other, such that access is safe and convenient for residents and visitors.

10.3.3 Eastern Urban Center

As the East Planning Area continues to develop, the City of Chula Vista intends to create a balanced community, including a variety of housing types and neighborhoods; employment opportunities in light industrial and commercial businesses; the full range of community facilities and services; and a multi-modal circulation system that accommodates vehicles and mass transit, while also providing for bikes and pedestrians. An important component of this balanced community will be the approximately 265-acre Eastern Urban Center (EUC), a Focus Aarea that is part of the Eastern University District. The EUC is intended to be the urban core for the Otay Ranch planned community and consist of urban core residential density and a range of integrated mixed use, retail and office commercial, cultural, entertainment, and public uses. It is intended to attract residents of the East Planning Area and the surrounding region, drawing residents, visitors, and businesses.

Objective - LUT 64

Establish an urban center, referred to as the Eastern Urban Center (EUC), adjacent to State Route 125 and the planned university village and university campus, to function as the high-density, mixed use downtown and regional heart of the Otay Ranch Subarea and East Planning Area.

Policies

LUT 64.1 Provide for a broad range of commercial; financial; professional; entertainment; and cultural uses that will serve the Otay Ranch villages and the East Planning Area, and that will attract residents and visitors from the wider region.

LUT 64.2 Provide for high density housing, including affordable housing, in a pedestrian-oriented environment.

LUT 64.3 Provide for parks; schools; a fire station; library; and other appropriate civic facilities.

LUT 64.4 Link the EUC to surrounding villages and areas through roadways; transit lines; Bus Rapid Transit (BRT) routes; bikeways; and pedestrian pathways.

LUT 64.5 Provide for a regional transit station centrally located to serve the ridership within the EUC.

LUT 64.6 Ensure the proper planning and design of the EUC through the preparation and implementation of the Otay Ranch General Development Plan, as amended from time to time.

10.3.4 Promote and Support the University

As Chula Vista's population continues to grow, demand for a facility for higher education will increase. Locating a higher education facility within the City, such as a multi-institutional university center or a traditional college or university, would substantially increase the opportunity for residents to obtain a college education and benefit from continuing education programs. Cultural opportunities for Chula Vista's residents would also be enhanced by the cultural arts and literature programs typically associated with higher education facilities. See additional policies in Section 10.5.4, Eastern University District, of this element, and also Chapter 6, the Economic Development Element, of this General Plan.

Objective - LUT 65

Promote and provide for the future location of a multi-institutional university center or traditional university in the East Planning Area.

Policies

LUT 65.1 Designate and reserve land for a multi-institutional university center or traditional university in the East Planning Area.

LUT 65.2 Promote and plan for a multi-institutional university center or traditional university in the East Planning Area.

10.3.5 Open Space Preservation

Planned communities within the East Planning Area, particularly those in the Otay Ranch Subarea, have been developed in a manner that preserves natural resources; links natural areas and development areas by a system of trails and pathways; and provides a system of regional, community, and local parks. This will continue.

A key component of the East Planning Area's open space system is the 11,000-acre Otay Ranch Open Space Preserve, which is intended to preserve natural animal and plant communities as part of the City's Multiple Species Conservation Program (MSCP). The Preserve also establishes a major portion of the Chula Vista Greenbelt, a continuous open space trail and park system around the perimeter of the City. This integrated open space system is provided in the land use plan for the East Planning Area by application of appropriate land use designations and policies.

Refer to Chapter 9, the Environmental Element of this General Plan, for specific objectives and policies regarding open space, the Greenbelt, and the MSCP.

10.4 Subarea – Planning Factors, Objectives, and Policies

10.4.1 Unincorporated Sweetwater Subarea

Description of Subarea

The Unincorporated Sweetwater Subarea is generally located between State Route 54 and the Sweetwater Reservoir on the north and Bonita Road on the south, within an unincorporated area of the County of San Diego. The neighborhoods of Bonita and Sunnyside are located within this Subarea. Figure 5-39 shows the boundaries of the Unincorporated Sweetwater Subarea.

Existing Conditions

The Unincorporated Sweetwater Area is composed of primarily stable, well-maintained single-family neighborhoods; limited supporting retail commercial; and substantial open space, including the Sweetwater Regional Park. The Area has been within the City's General Plan Area and Sphere of Influence for over 20 years. The Sweetwater Area and Chula Vista are tied through naturally supportive infrastructure and services, and the actions of each have an influence upon the other.

As a largely developed community, the general current desire of residents and property owners is to remain unincorporated. At present, guiding land use and other General Plan policies for the Area are contained within San Diego County's General Plan and the County's Sweetwater Community Plan. It is the City's intent to reflect the County's plans through corresponding Chula Vista General Plan designations.

Vision for Subarea

The Sweetwater Subarea continues to be an area of well-maintained, single-family residential neighborhoods that are compatible with and complement adjacent neighborhoods.

Objective - LUT 66

Coordinate with San Diego County to ensure existing and planned land use compatibility.

Policies

LUT 66.1 Land use and development should be consistent with the policies and land use designations in San Diego County's General Plan and its Sweetwater Community Plan.

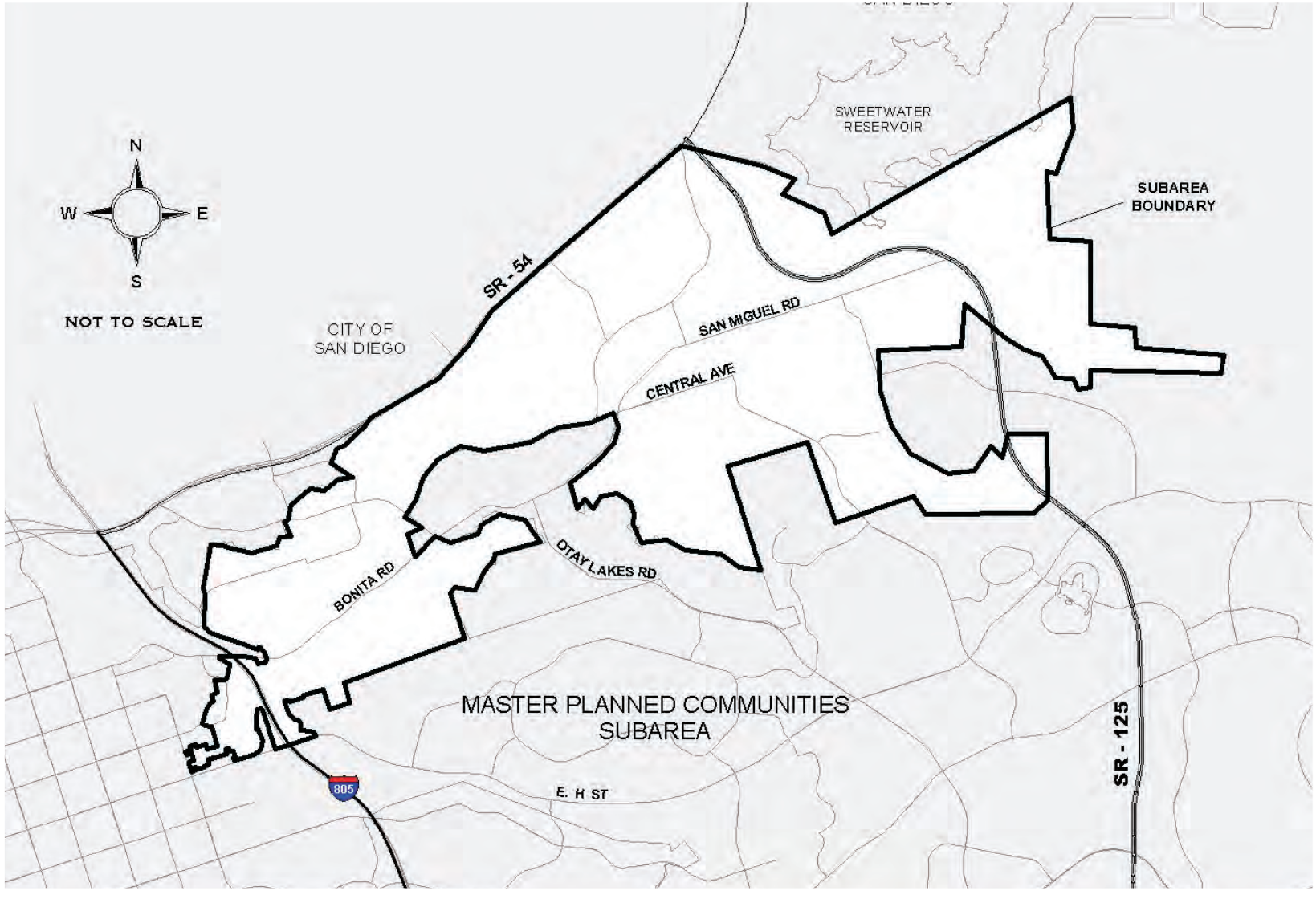
LUT 66.2 Continue to work closely with San Diego County and the Sweetwater Community Planning Group on any future planning and development efforts to ensure land use consistency and compatibility with adjacent communities within the City of Chula Vista.

10.4.2 Unincorporated East Otay Ranch Subarea

Description of Subarea

The Unincorporated East Otay Ranch Subarea is located entirely within the unincorporated County of San Diego. As such, it is included within the San Diego County General Plan, specifically addressed by that document's Otay Subregional Plan. The Subarea is composed of two separate Districts, as shown on Figure 5-40:

- San Ysidro Mountain District -- the area located along the south side of Otay Lakes Road, south and east of the Lower Otay Reservoir; and
- Proctor Valley District -- the area stretching north and east of the Lower Otay Lakes Reservoir, extending near to the community of Jamul.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CITY OF SAN DIEGO
SAN MIGUEL RD
CENTRAL AVE
BONITA RD
OTAY LAKES RD
MASTER PLANNED COMMUNITIES SUBAREA
805
E. H ST
SR - 125

Figure 5-39

Existing Conditions

Both the San Ysidro Mountain and the Proctor Valley Districts have relatively rugged topography of mountains, low hills, mesas, and many canyons and ridgelines. Each District contains important biological habitat and natural, scenic beauty. A major portion of these environmentally sensitive lands is included in the Otay Ranch Preserve. Due to the Subarea's environmentally sensitive nature, rugged topography, and scenic viewsheds, San Diego County's Otay Subregional Plan designates most of it for either low density, estate-residential development, or open space.

For most of these lands, the level of development will not require extension of City services, nor annexation to the City. Since the completion of the County Multiple Species Conservation Program (MSCP) Subarea Plan and the approval of the Chula Vista MSCP Subarea Plan, several areas within the unincorporated County portion of the Otay Ranch (north and south of the Otay Reservoir) have been acquired by public/quasi-public agencies to be preserved as permanent open space. These areas are depicted on the General Plan Diagram (Figure 5-12).

Vision for Subarea

Development within this Subarea is carefully planned. It has lower intensity development that is carefully sited to preserve and protect its sensitive natural habitat communities; prominent hillsides/ridgelines; and scenic viewsheds. The area located north of Lower Otay Reservoir and along Otay Lakes Road, identified as the Resort Focus Area, has more intense resort and residential uses, as shown on the County's Otay Subregional Plan. Development of the Resort Focus Area may require City services to be extended to the site.

Objective - LUT 67

Preserve environmentally sensitive habitats and other important resources in the eastern San Ysdiro and Proctor Valley Districts of the Otay Ranch.

Policies

LUT 67.1 Implement the Otay Ranch Preserve in accordance with the Otay Ranch Resource Management Plan, Phases One and Two.

Unincorporated East Otay Ranch Subareas

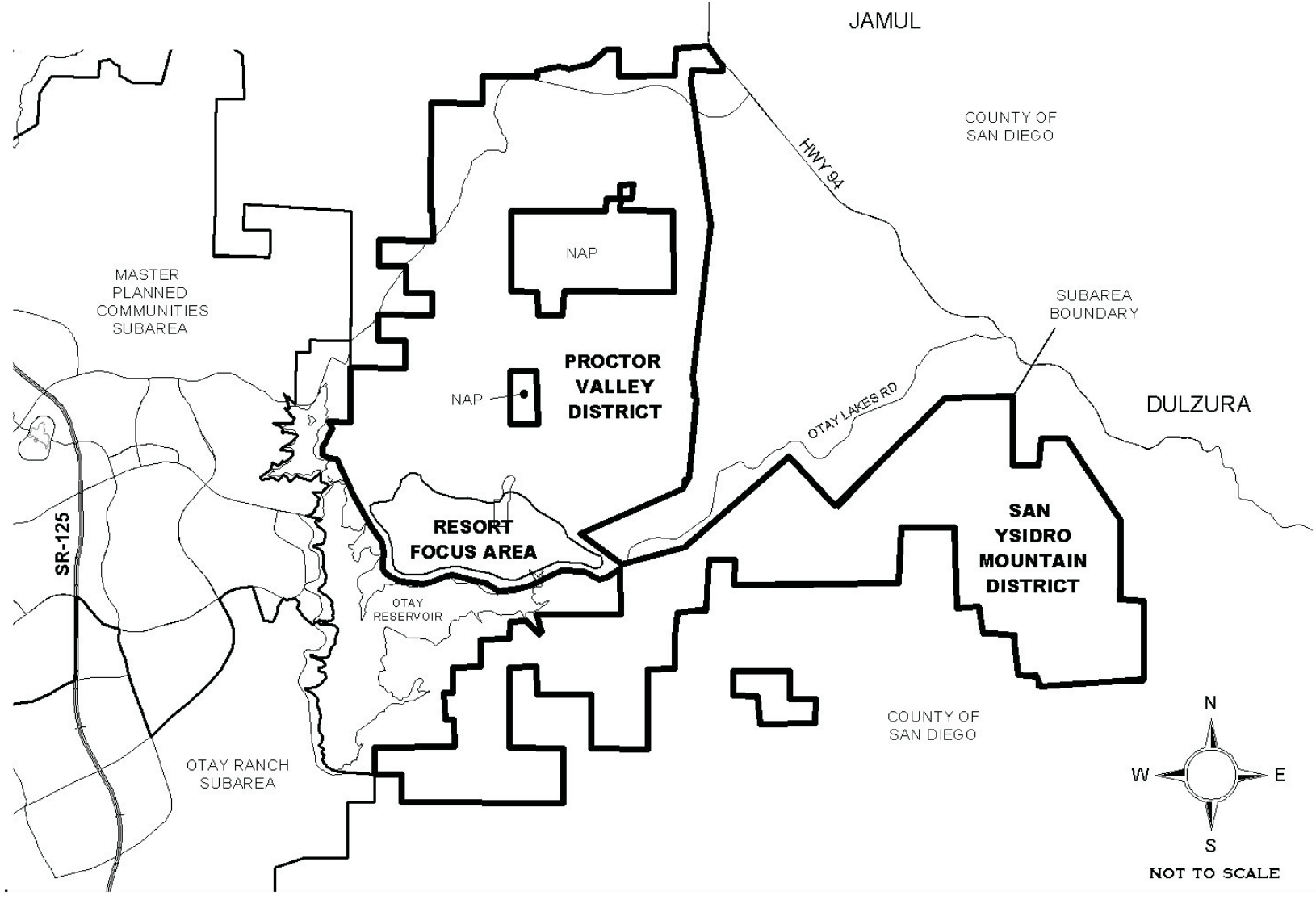


Figure 5-40

LUT 67.2 Consider land use amendments to the General Plan, Otay Ranch General Development Plan, and the Otay Ranch Resource Management Plan for land that has been acquired for open space preservation in accordance with adopted habitat conservation plans to be redesignated from low density residential to open space.

Objective - LUT 68

Annex to the City development areas in the Proctor Valley or San Ysidro Mountain parcels of the Otay Ranch that require urban-level services from the City or that otherwise relate strongly to the City.

Policies

LUT 68.1 Ensure that services and infrastructure are adequate to accommodate development in Villages 13, 14, and 15 of the Otay Ranch GDP.

LUT 68.2 Evaluate for annexation into the City all development areas within those portions of Villages 13, 14 and 15 that require urban-level services.

10.4.3 Master Planned Communities Subarea

Description of Subarea

The Master Planned Communities within the East Planning Area are listed below and their boundaries are shown on Figure 5-41, Master Planned Communities Subareas:

- Rancho del Rey
- EastLake
- Sunbow
- San Miguel Ranch
- Rolling Hills Ranch
- Bonita Long Canyon
- Otay Ranch Villages One and One West, Five, Six and Eleven

Although Otay Ranch is its own Subarea (as discussed in Section 10.4.6), Otay Ranch Villages One, One West, Five, Six and Eleven are included in the Master Planned Communities Subarea for this General Plan because these villages are either substantially built out and/or planning efforts for them are nearly completed.

Existing Conditions

Several master planned communities have been approved and constructed in the East Planning Area, and each has a set of documents to guide and regulate development. These documents include a General Development Plan (GDP) that sets the goals, objectives and policies; Sectional Planning Area (SPA) Plans that address land use, circulation, public facilities, open space, and design guidelines; and the associated Planned Community (PC) District Regulations that include specific development regulations. A GDP may provide regulations for more than one master planned community, but SPA Plans and their regulations are unique to each master planned community.

Vision for Subarea

The Master Planned Communities Subarea comprises unique, stable, and desirable planned communities, as envisioned by the goals, objectives, and policies for each of the communities contained within adopted plans and implemented by application of the Planned Community District regulations.

Objective - LUT 69

Create and maintain unique, stable, and well-designed communities that are master planned to guide development activities.

Policies

LUT 69.1 The policies and regulations within GDP and SPA Plans that are specific to each community shall continue to guide the completion of development activities.

LUT 69.2 Limit development and improvements of the Birch-Patrick Estate House and surrounding area, located south of the Upper Otay Reservoir, to private and public conference center/community center uses.

10.4.4 East Main Street Subarea

Description of Subarea

The East Main Street Subarea (Figure 5-42) consists of approximately 1,800 acres located in the southwest corner of the East Planning Area. It is located east of Interstate 805 and south and west of the planned villages in the Otay Ranch Subarea. It includes the Otay Landfill and the Otay River Valley. A portion of the area is outside Chula Vista's city limits in the City of San Diego. The East Main Street Subarea is named for the eastern portion of Main Street, which is a major east-west circulation road that originates at Interstate 5, passes through the Southwest Planning Area, crosses Interstate 805 into the East Planning Area, and eventually connects to Heritage Road in the vicinity of the Coors Amphitheater.

Existing Conditions

The East Main Street Subarea consists of separate areas along and adjacent to the Otay River Valley. Land uses are varied and include single-family neighborhoods along Brandywine Avenue; entertainment sites, such as the Coors Amphitheater and Knott's Soak City water park; the Otay Landfill; an auto park; and several auto-wrecking yards.

Vision for Subarea

The East Main Street Subarea is a mix of residential and commercial uses, carefully planned and developed such that land use conflicts are avoided and the desirability of neighborhoods and businesses is enhanced. Expansion of the auto dealerships along Main Street is encouraged, as are some additional commercial uses that support the existing entertainment facilities (amphitheater and waterpark). Retail/commercial opportunities located at Interstate 805 and Main Street serve the surrounding residential neighborhoods. Appropriate, non-residential land uses that are compatible with the adjacent landfill are situated in the area surrounding that facility.

Expansion of the auto dealerships along Main Street is encouraged, as are some additional commercial uses that support the existing entertainment facilities.

Master Planned Communities Subareas

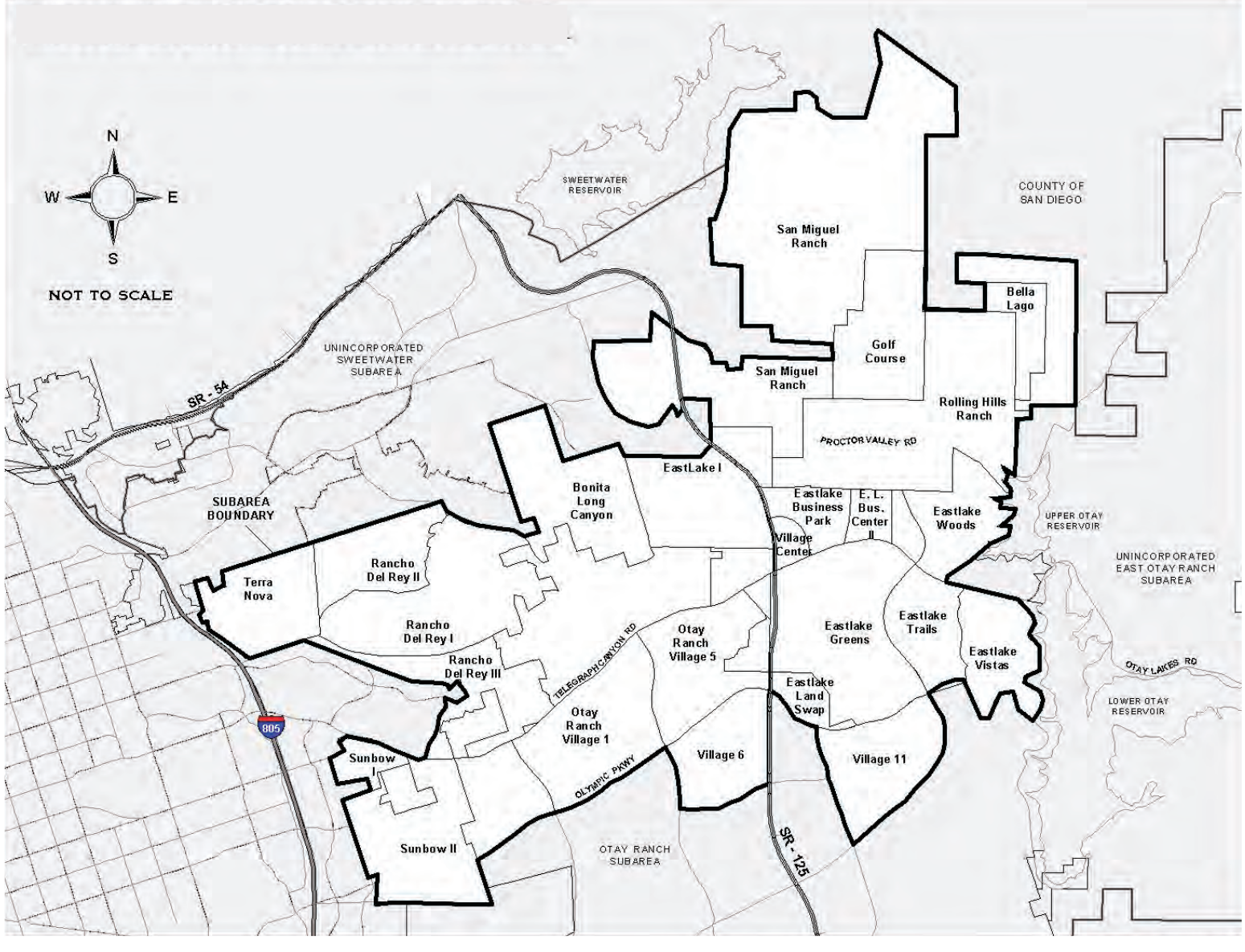


Figure 5-41

Objective - LUT 70

Develop and improve the East Main Street Subarea to expand and establish commercial uses to serve residents and visitors; to increase City revenues; and to improve the area's appearance.

Policies

Uses

LUT 70.1 Maintain the existing, stable single-family neighborhoods.

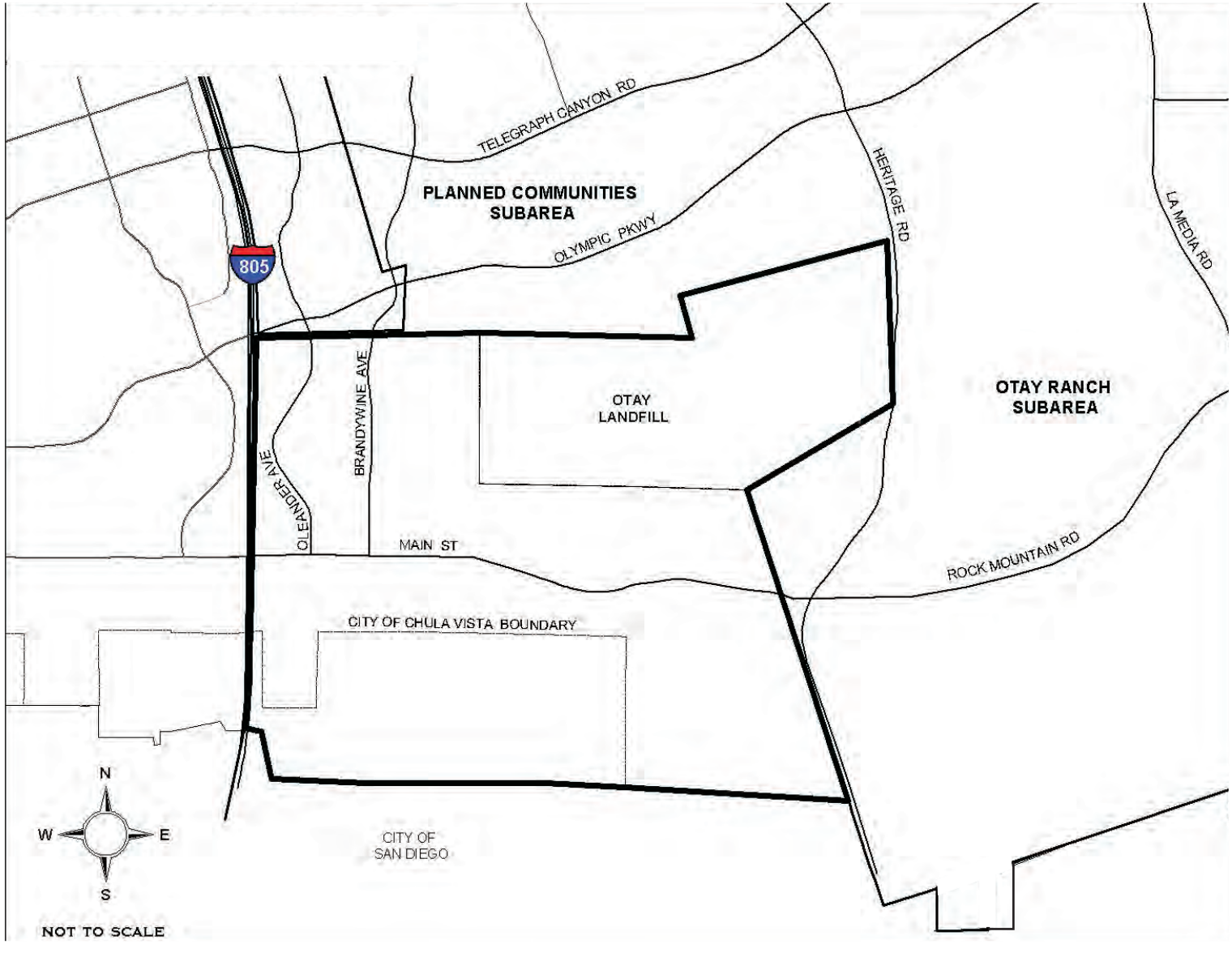
LUT 70.2 Support the existing entertainment uses and seek to expand their activities, including other compatible uses.

LUT 70.3 Phase out the auto wrecking yards by expediting the process of relocation.

Other

LUT 70.4 Preserve and protect significant resources and open space lands with environmentally sensitive development.

LUT 70.5 Resolve any existing boundary issues between the City and other jurisdictions.


TELEGRAPH CANYON RD
PLANNED COMMUNITIES SUBAREA
OLYMPIC PKWY
805
HERITAGE RD
LA MEDIA RD
OTAY LANDFILL
OTAY RANCH SUBAREA
BRANDYWINE AVE
OLEANDER AVE
MAIN ST
ROCK MOUNTAIN RD
CITY OF CHULA VISTA BOUNDARY
CITY OF SAN DIEGO
N
W
E
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NOT TO SCALE

Figure 5-42

10.4.5 Other Miscellaneous Subareas

Description of Subarea

There are several other areas located in the East Planning Area that are addressed within this General Plan. These are predominately residential neighborhoods with a diverse housing stock. Due to their age, geographic location, or built-out characteristics, they are not included in any of the other Subareas (see figure 5-36).

Existing Conditions

The subarea is comprised primarily of diverse, stable, and well-maintained residential neighborhoods.

Vision for Subarea

This subarea has primarily residential neighborhoods that are unique in character, well-maintained, and supported by adequate public services, which help to meet Chula Vista's housing needs.

Objective - LUT 71

Sustain the stable, well-maintained neighborhoods with adequate public facilities and services that are in accordance with adopted policies and regulations intended to maintain desirable community character.

Policies

LUT 71.1 Continue to use the designations, policies, and regulations contained within the General Plan and Zoning Ordinance to guide development activities.

10.4.6 Otay Ranch Subarea

Description of Subarea

The 23,000-acre Otay Ranch is the largest of the East Planning Area's master planned communities. It consists of eight undeveloped villages and planning areas in various stages of planning. Four villages within the Otay Ranch are either developed or are sufficiently planned for development such that they are included in the Master Planned Communities Subarea, Section 10.4.3. However, these four villages remain a part of, and subject to, the Otay Ranch General Development Plan (GDP).

Village Cores have mixed use and medium-high residential, and serve as the focal point and commercial hub of the village.

Because of the dominate, important role the GDP has played and will continue to play in the planning for the area, many of the terms, concepts and other identifying components from the GDP are utilized in the text and mapping of this Subarea. Some of these terms and concepts are unique to the Otay Ranch GDP and are not found in the other Area Plans or the Districts in the East Area.

The Otay Ranch was jointly planned by the City of Chula Vista and San Diego County. Overall guidance is provided by the City's General Development Plan (GDP) and the County's Subregional Plan (SRP). These documents were approved in October 1993 by the Chula Vista City Council and the San Diego County Board of Supervisors. The City's GDP is periodically revised and updated to maintain consistency with the City's General Plan.

Existing Conditions

The villages of the Otay Ranch Subarea are currently in various stages of development. Some villages are substantially built and, therefore, have been included in the Master Planned Communities Subarea. Other villages are either just beginning planning studies or have sufficient planning activities remaining to benefit from specific policy guidance from the General Plan.

The heart or center of the villages within Otay Ranch are the Village Cores. Village Cores have mixed use and medium-high residential land use categories, and serve as the focal point and commercial hub of the overall village. They are centered around a main street or plaza and include retail/commercial; residential; neighborhood parks; and other civic or community uses.

Vision for Subarea

Otay Ranch is comprised of villages that integrate neighborhoods, shops and employment opportunities with parks, schools, and other civic facilities that create a community with a shared sense of pride and place. Neighborhoods are designed to encourage community interaction.

Development is clustered in villages with varying character and density, interrelated, yet distinct in identity and style. A high intensity mixed use urban center (the Eastern Urban Center) provides a unique functional and symbolic center for Otay Ranch. A range of transportation alternatives to the automobile is provided, most notably transit and a pedestrian/bicycle network. Offices and commercial development are located near transit stations. Streets, plazas, and buildings are designed to complement human, rather than vehicular activity.

A comprehensive open space preserve exists and the importance of landform preservation and environmental design have promoted environmentally sensitive communities.

In addition to the Village Cores, which provide central areas of more intense uses, Town Centers have been established in several villages of Otay Ranch. Planned with the same mixed use and mobility characteristics as Village Cores, they provide for even more intense land use, such as higher residential density, and more office, retail, and other commercial uses. They also utilize a more extensive grid street system, which promotes pedestrian circulation and allows for more efficient integration of transit, pedestrian, and automobile traffic. Town Centers include a Town Center Arterial roadway, designed to accommodate pedestrian-oriented development based upon higher residential densities. Town Centers also include transit stations within a one one-quarter mile radius, to serve the high density residential in and around the Town Centers.✷

Objective - LUT 72

Develop comprehensive, well-integrated, and balanced land uses within villages and town centers that are compatible with the surroundings.✷

Policies

LUT 72.1 Create a series of Town Centers of size or intensity greater than the typical Village Core concept, and characterized by higher density, mixed use development, with an appropriate amount of commercial, community, and other necessary services.✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

LUT 72.2 Provide for mixed land use in each Village Core and Town Center focusing on shops, plazas, parks, and housing arranged to encourage social interaction.✷

LUT 72.3 Provide a variety of housing types, including single-family and multi-family, in residential neighborhoods and mixed use village centers, responding to the needs of families, singles, students, and seniors.

LUT 72.4 Concentrate higher intensity land uses and those uses that generate pedestrian activity toward the Village Core or Town Center, with densities generally decreasing away from core areas.✷

Objective - LUT 73

Promote alternative modes of transportation, which are intended to encourage a healthy lifestyle and reduce reliance on the automobile, and support the viability of transit through land use distribution and design.

Policies

LUT 73.1 Provide for walking and biking on streets designed to link neighborhoods, activity centers, and community destinations.

LUT 73.2 Town Centers and Village Cores should include a transit station that is appropriately sited to increase commuter ridership and promote activity and viability of nearby commercial and office developments.

LUT 73.3 Higher residential densities in Town Centers and Village Cores should be located within a one-quarter mile radius of transit stations.

LUT 73.4 Locate activity centers adjacent to transit stations, which should be designed with inviting pedestrian access and public spaces.

✷*For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information*

LUT 73.5 Promote pedestrian travel within the villages and the use of bicycles and Bus Rapid Transit (BRT) for trips outside the villages.

LUT 73.6 Incorporate pedestrian-oriented design features on streets that move vehicular traffic through the Town Center's pedestrian environment, including potential use of a Town Center Arterial couplet design.

Objective - LUT 74

Accommodate land uses that diversify the economic base within Otay Ranch and the surrounding south San Diego County region.

Policies

LUT 74.1 Provide sufficient land and infrastructure to accommodate commercial and industrial uses.

LUT 74.2 Promote additional business and higher paid employment opportunities for residents of Chula Vista.

LUT 74.3 Promote synergistic uses between the villages of Otay Ranch to provide a balance of activities, services and facilities.

Objective - LUT 75

Preserve and protect Otay Ranch's significant natural resources and open space lands with environmentally sensitive development.

Policies

LUT 75.1 Create and maintain a comprehensive open space system throughout the Otay Ranch villages that, through environmental stewardship, restores and preserves nature's resources for generations to come.

LUT 75.2 Design villages that have well defined edges, such as the Chula Vista Greenbelt, open spaces, or wildlife corridors.

Objective - LUT 76

Provide public services and facilities to meet the needs of the Otay Ranch residents.

Policies

LUT 76.1 Services and facilities will be conveniently located and efficiently managed and provided to Otay Ranch residents concurrent with needs.

LUT 76.2 If deemed necessary by the Sweetwater Union High School District, accommodate an additional high school that is centrally located to serve the student demand in the undeveloped areas of the Otay Ranch Sub-area, exclusive of Village Two, that includes Villages Three, Four, Eight, and Nine, and the Eastern Urban Center. Encourage a non-traditional school design that can efficiently integrate with adjacent, more intensive mixed use, commercial, and residential uses. The location of the high school shall be determined by the District, with input from the City, prior to or concurrent with approval of any Sectional Area Plan for the villages or the (EUC), as listed above.

10.5 Otay Ranch Districts

The Otay Ranch Subarea has four planning districts, which are listed below and shown on Figure 5-37.

- The Western District (Villages Two, Two West, and Three)
- The Central District (Villages Four, Seven, and the westerly portion of Village Eight)
- The Eastern University District (Village Nine, University Campus, Planning Area Twelve, and the easterly portion of Village Eight)
- The Otay Valley District

10.5.1 Western District

Description of District

The Western District is located at the west end of the Otay Ranch Subarea and includes Villages Two, Two West, and Three of the Otay Ranch GDP (Figure 5-43). The District's major features are the Village Two Village Core, and the Village Three industrial/business park..

Existing Conditions

The Western District surrounds the Otay Landfill on three sides, and extends to Olympic Parkway on the north, the planned La Media Road and existing Wolf Canyon to the east, and the Otay Valley to the south. The district is mostly vacant, with only a fire station and Otay Ranch High School currently existing. The District is being planned and implemented in accordance with the objectives and policies of this General Plan and the Otay Ranch's GDP.

Vision for District

Two of the three villages in the District, Village Two, and Village Two West, are pedestrian-oriented communities that include a variety of land uses and share a large Village Core. The Village Two core is larger and more intense than the typical Village Core in Otay Ranch, but is not as intensely developed as the Town Centers found in several other villages. Residential density and the intensity of uses transition to lower densities and intensitites as they approach open space areas located in Poggi and Wolf Canyons. A separate, smaller neighborhood-serving commercial area is also located in Village Two, providing services to nearby village residents.

The southwest portion of Village Two West serves as a transition area between the Otay Landfill and the residential areas within the balance of the Village by providing industrial uses that buffer the landfill from residential development. It also provides a planned extension of industrial uses from the Sunbow master planned industrial community to the west.

The third village in the District, Village Three, also serves as a transitional buffer between the landfill and adjacent open space areas, and residential development areas.

Otay Ranch Subarea - Western District

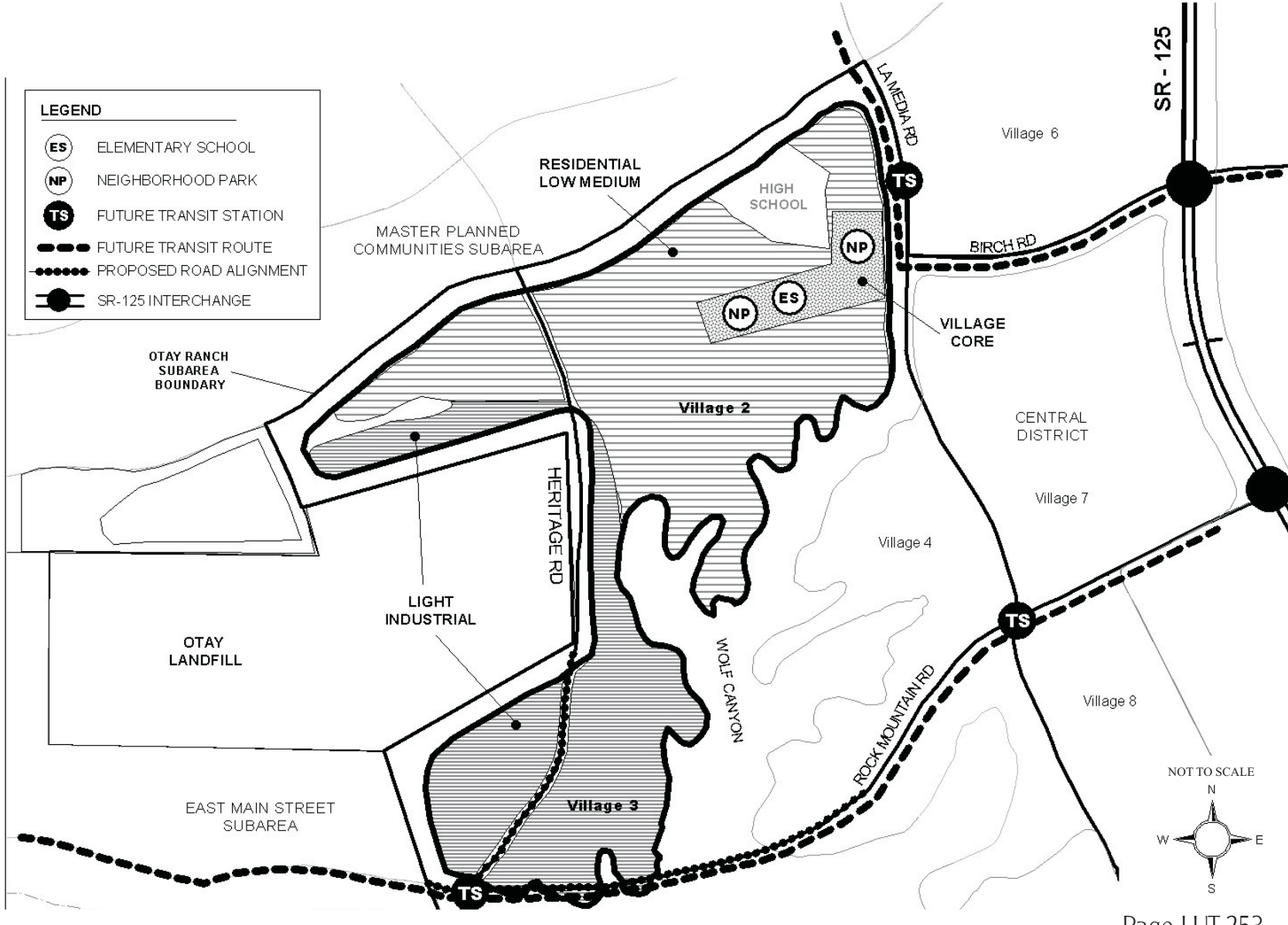

Figure 5-43

CITY OF CHULA VISTA

Objective - LUT 77

Develop a pedestrian-oriented transit village within Village Two, providing a range of housing types, community facilities, and open space.

Policies

LUT 77.1 In Village Two provide diverse housing types, including single-family and multi-family dwellings.

LUT 77.2 Limit land uses adjacent to the open space and wildlife corridors in Wolf Canyon to lower density, large-lot, single-family residential and limited industrial or business parks.

LUT 77.3 Provide the needed community facilities, including an elementary school; public neighborhood parks; community purpose facilities; and common useable open space areas.

LUT 77.4 Allow a linear design for Village Two with primary access from Heritage Road and La Media Road, creating a walkable Village Core that extends in an east/west direction across the village and provides well-distributed pedestrian links between community-serving land uses in the core and the surrounding residential neighborhoods.

LUT 77.5 Provide an open space connection to the Otay River Valley to the south.

Objective - LUT 78

Provide a higher density, mixed use Village Core within the Village Two area to serve Village Two, as well as nearby communities, and a lower density neighborhood-serving mixed use area to serve adjacent village residents.

Policies

LUT 78.1 Provide high-density residential uses arranged in and around a commercial retail, mixed use development at the eastern end of the Village Core.

LUT 78.2 Provide for a smaller neighborhood center on the western side of the village containing non-transit-oriented multi-family densities and smaller neighborhood-serving shops.

LUT 78.3 Provide a transit station to serve the Bus Rapid Transit (BRT) system in the Village Core.

LUT 78.4 Allow for commercial services serving not only Village Two, but surrounding villages as well..

LUT 78.5 Enable the intensification of multi-family residential densities and commercial uses to enhance transit use, reduce automotive dependency, and promote social interaction.

LUT 78.6 Provide transition for adjoining land uses and open space buffers with public serving land uses, such as the Otay Ranch High School and Fire Station No.7.

Objective - LUT 79

Establish appropriate land uses adjacent to the Otay Landfill and Wolf Canyon that reflect the unique land use and landform characteristics of these areas.

Policies

LUT 79.1 Prior to, or concurrent with, the approval of a SPA Plan for Village Two, Two West, and the Otay Ranch industrial/business park, ensure that the design of these areas reflects the unique characteristics of the landform and surrounding land use.

LUT 79.2 Preserve and protect view opportunities and provide view corridors to open space areas to the south and east from the high mesa locations of Village Two and from along the edges of Poggi and Wolf Canyons.

LUT 79.3 The size and design of lots and graded pads shall be suitable to accommodate a range of appropriate types of users within industrial areas.

LUT 79.4 Prior, to or concurrent with, approval of a SPA Plan for Village Two West, ensure that single-family residential development in Village Two West provides appropriate open space adjacent to industrial uses that are located adjacent to the Otay Landfill.

LUT 79.5 Limit land uses adjacent to the Otay Landfill to open space and limited industrial uses or business parks.

Objective - LUT 80

Protect the natural features of the Otay Ranch Preserve located in Wolf Canyon.

Policies

LUT 80.1 Maintain the natural landform character of Wolf Canyon by implementing policies of the Chula Vista Multiple Species Conservation Program (MSCP) Subarea Plan.

LUT 80.2 Ensure development respects existing landforms by utilizing landform grading techniques in areas that interface with Poggi and Wolf Canyons.

10.5.2 Central District

Description of District

The Central District of the Otay Ranch Subarea is centered at the planned intersection of Rock Mountain Road with La Media Road (Figure 5-44). It is comprised of Villages Four, Seven and Eight of the Otay Ranch General Development Plan (GDP).

Existing Conditions

This District is being planned and implemented in accordance with the objectives and policies of this General Plan and the Otay Ranch's GDP.

Vision for District

The District has a mixture of land uses and intensities that includes a large community park; a pedestrian-oriented mixed use town center; single-family and multi-family residential uses surrounding a typical Village Core; and a middle school. The large community park provides enhanced sports and recreation opportunities for all Otay Ranch residents. Single-family homes along Rock Mountain Road have expansive views of Wolf Canyon, Rock Mountain, and the Otay Valley. Development in the Rock Mountain area is sensitively situated to preserve significant viewsheds and topographic features. A pedestrian-oriented Town Center, with transit services and ✷

✷ *For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information*

Town Center Arterials in the form of couplets or other pedestrian-oriented arterial street design, is located along portions of La Media Road and Rock Mountain Roads, where Villages Four, Seven, and Eight meet.✷

Objective - LUT 81

Develop a higher density, mixed use, transit-oriented town center positioned on the intersection of Rock Mountain Road and La Media Road, surrounded by lower density residential use and a large community park, and preserve Rock Mountain as an important landform and visual resource.✷

Policies

LUT 81.1 Develop approximately 70 acres of Village Four west of La Media as a large community park to serve Otay Ranch.

LUT 81.2 Provide for single-family homes in Low Medium density along Rock Mountain Road.

LUT 81.3 Development near the significant viewsheds and topographic features of Rock Mountain should be done sensitively to preserve these important visual resources of Otay Ranch.

LUT 81.4 Support the relocation of the VORTAC facility currently located within Village Seven.

LUT 81.5 Provide for a Town Center with pedestrian-oriented arterials and mass transit service at the intersection of Rock Mountain Road and La Media Road.✷

LUT 81.6 Support larger commercial uses in the Town Center by providing additional visibility and access for both vehicles and pedestrians.✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

LUT 81.7 Allow arterial traffic into the Village Eight Town Center through use of the Town Center Arterial, which may include a pedestrian-oriented, one-way couplet street system or other pedestrian-oriented street design.

LUT 81.8 Locate a junior high school, designed with a pedestrian orientation, in Village Eight at the corner of the intersection of La Media and Rock Mountain Road. Because the Sweetwater High School District serves a larger area than the Otay Ranch, the school may need to serve grades 7 through 12. The District will determine at the SPA level the grades to be served and area needed for the school.

LUT 81.9 Provide for an interface between the Town Center mixed uses and the Regional Technology Park (RTP) where office and RTP support uses can co-locate with Town Center uses if supported by market conditions, as determined by the Director of Building and Planning. ✷

10.5.3 Otay Valley District

Description of District

The Otay Valley District is comprised of three parcels along the Otay Valley in the southerly portion of the Otay Ranch. The parcels are separated by the open space lands that surround each parcel (See Figure 5-45).

Existing Conditions

The District consists primarily of undeveloped, relatively flat land on both sides of the Otay River, and a topographically constrained site, located on the south side of the Otay Valley, east of Heritage Road, and adjacent to the City of San Diego jurisdiction on Otay Mesa. A portion of this site has been used for industrial activities. Much of the District's land is within the Open Space Preserve in Chula Vista's Multiple Species Conservation Program (MSCP) Subarea Plan. The MSCP has identified certain areas as potential locations for active recreation uses. Refer to Chapter 9, the Environmental Element, of this General Plan, for policies intended to preserve sensitive resources in and near these areas by limiting the location, type, and character of development.

✷ *For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information*

Otay Ranch Subarea - Central District

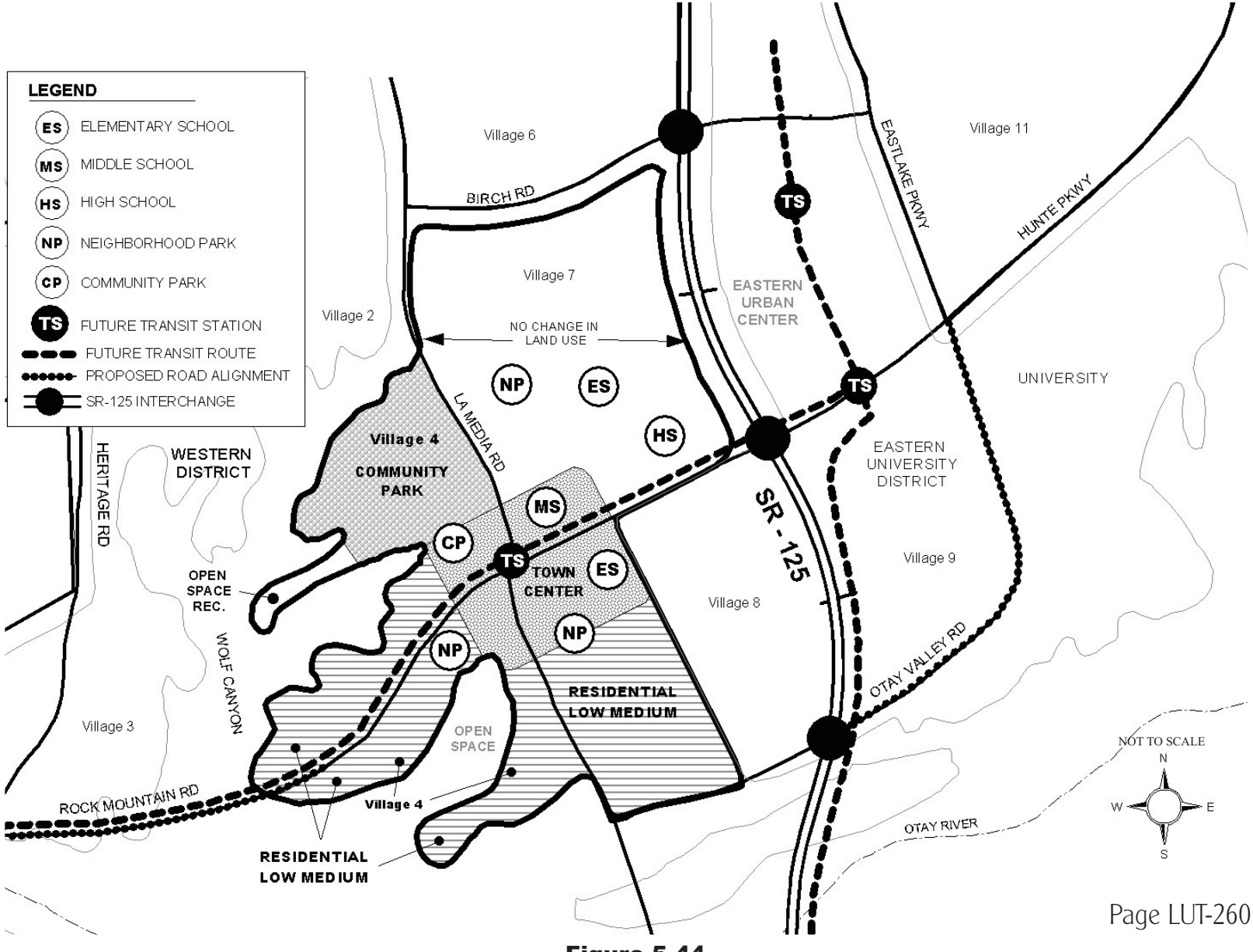

Figure 5-44

CITY OF CHULA VISTA

A portion of the District's lands was previously used for a gun club. Consequently, lead contamination from bullet slugs is a concern for any planned future use, due to potential water quality degradation to the adjacent Otay River and/or human exposure. Thorough testing, evaluation, and remediation (if required) of potential lead contamination will be required.

Vision for District

Active recreation uses are located on properties adjacent to the Otay River that were identified as suitable sites for such uses by the City's MSCP Subarea Plan.

Objective - LUT 82

Designate and allow for appropriate and carefully planned land uses that provide additional recreational activities, both public and private, and entertainment and supporting commercial activities that do not threaten the viability of sensitive biological habitats or the Otay Valley's function as a key component of the Otay Ranch Preserve.

Policies

LUT 82.1 Limit public and private active recreational uses and approximately 15 acres of mixed use commercial in support of recreational uses to the previously disturbed, non-sensitive areas deemed appropriate for active recreation and supporting mixed use commercial development by the City's MSCP Subarea Plan and Otay Ranch Resource Management Plan. Access to these sites should be readily accessible from existing and planned public roads and should not intrude into core Preserve areas.

LUT 82.2 Prior to the approval of any project that proposes the demolition or significant alteration of a potentially significant historic resource within the "Bird Ranch" property in Otay Valley, as defined pursuant to applicable state and federal laws, require the completion of a historic survey report to determine significance. If determined to be significant, require appropriate and feasible mitigation pursuant to CEQA Guidelines, Section 15064.5.

LUT 82.3 Limited commercial and active recreation uses authorized by Policy LUT 82.1, above, shall be sited to minimize the potential negative effects of these uses on adjacent Preserve areas.

LUT 82.4 Prior to approval of any discretionary permit in the Otay Vally District, ensure that the proposed project is consistent with the Otay Valley Regional Park Concept Plan, and assist implementation of the Concept Plan through project features and design that support or provide access; staging areas; trails; and appropriate buffering.

Objective - LUT 83

Promote limited industrial development opportunities where appropriate access to non-residential circulation roadways is provided and environmental impacts are minimized.

Policies

LUT 83.1 Allow limited industrial development on property east of Heritage Road and south of the Otay Valley, subject to the preparation of a master development plan that addresses appropriate street improvements; vehicular access; screening from public viewsheds; development infrastructure; protection of adjacent environmentally sensitive resources; water quality; and phasing.

LUT 83.2 Improved access to industrial lots shall be a condition for future industrial development.

Otay Ranch Subareas - Otay Valley District

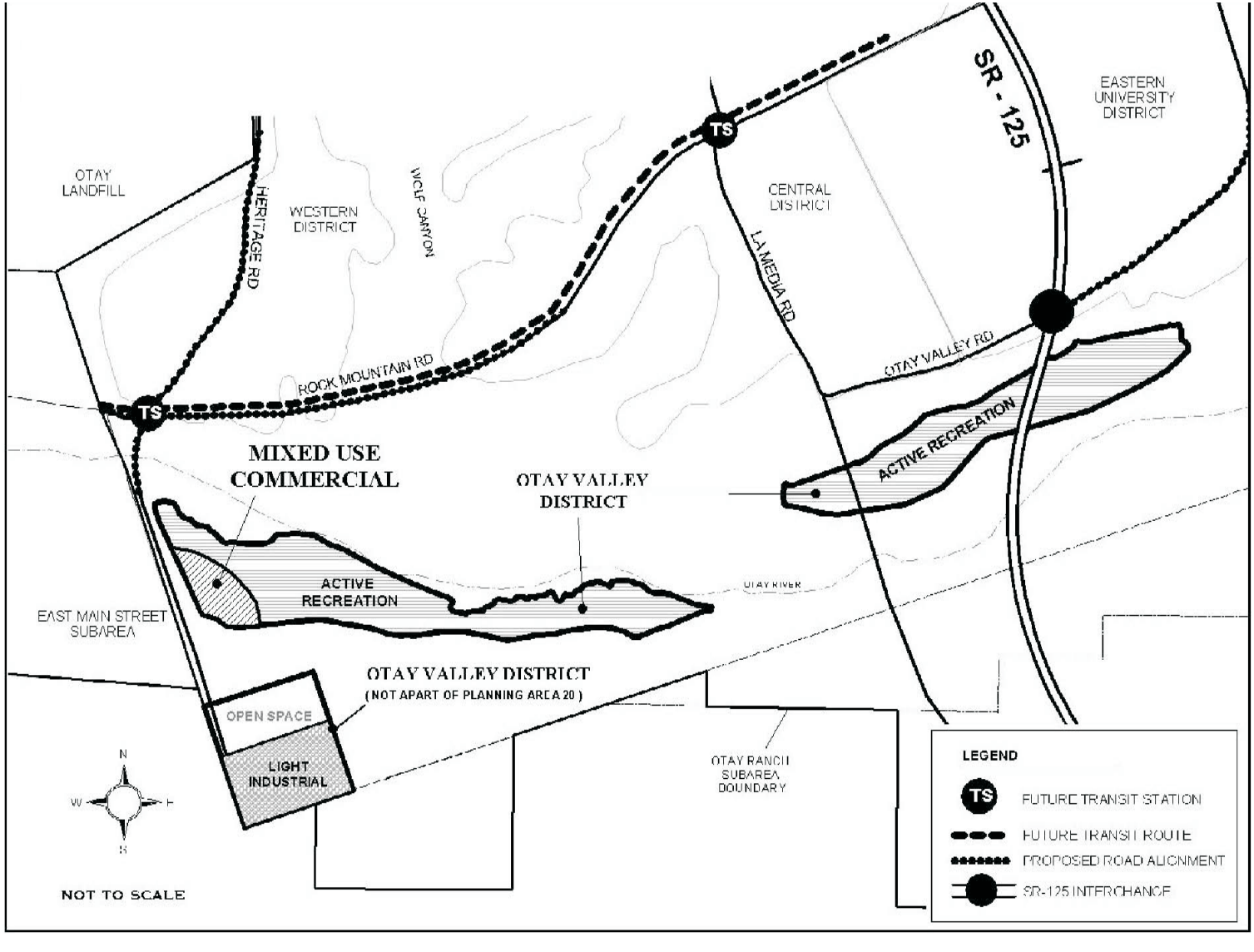

Figure 5-45

10.5.4 Eastern University District ✷

Description of District

The Eastern University District consists of approximately 1,400 acres in five Focus Areas: University Campus; University Village; Regional Technology Park; Eastern Urban Center; and Freeway Commercial, aligned north-south along State Route 125, a major transportation corridor. (See Figures 5-46 and 5-47.)✷

Existing Conditions

The Eastern University District's five Focus Areas are vacant, undeveloped, and in various stages of planning. State Route 125, a major element in the development of the area, is currently under construction.✷

Vision for District

The Eastern University District serves as the urban center for the East Planning Area, and also serves much of the inland south San Diego County region. This District provides needed, higher value employment opportunities along business and commercial services; cultural and entertainment services; and a multi-institutional university center or traditional university and related support uses. As a regional-serving center, residential development is at a greater scale, intensity, and density than the surrounding villages and Town Centers located throughout Otay Ranch.✷

The Eastern Urban Center (EUC) is the vibrant urban hub of the Otay Ranch, providing regional services and commercial and residential uses to the area.

The District's five Focus Areas have strong relationships to each other and are connected by compatible, mutually supportive land uses, circulation, and urban form. The District is linked together and supported by a rapid transit system.✷

A key component of the District is the University Campus Focus Area, which comprises a multi-institutional university center or traditional university.✷

The adjoining University Village Focus Area comprises a university-oriented Town Center of transit-oriented mixed use, and medium to medium-high residential densities. Responding to the significant demand the university generates for housing and university-related commercial services, it provides the housing; retail; cultural; and other commercial services required by the university. Residential densities have been increased through collaborative arrangements✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

between private development interests and the university, which encourage higher residential densities in return for land dedicated for the university campus and its related facilities.
The Regional Technology Park is a large, master-planned business park, providing research and high-tech manufacturing industries, arranged in clusters. The RTP capitalizes on the research activities, incubator and start-up industries, and skilled labor force resulting from the presence of the nearby multi-institutional university center. The university helps create additional opportunities for economic development and employment through relationships formed between academic research and study, research and product development activities, and light industrial/manufacturing uses. ✷

The Eastern Urban Center (EUC) is the vibrant urban hub of the Otay Ranch, providing regional services and commercial and residential uses to the area. The EUC derives increased vitality and commercial market demand from the multi-institutional university center. ✷

The Freeway Commercial Focus Area, while relating to the university much less than the other Focus Areas in the District, enhances the commercial vitality of the EUC, and also benefits from increased market demands generated by the presence of the university and the EUC. ✷

University Study Area and Framework Strategy

In order to maximize the opportunities resulting from the university center and the relationships described above, a "University Study Area" has been designated on properties that surround the site of the future campus, including the Eastern Urban Center, Regional Technology Park, University Campus, and University Village Focus Areas. The strategy for these areas must address the interdependent relationships between housing; economic; cultural; and academic factors within this area. This framework strategy must be completed prior to, or in conjunction with, preparation and approval of any subsequent SPA documents that may be required within the areas encompassed by the University Study Area. The framework strategy is intended to allow SPA plans for the villages and Planning Areas within the study area, including those under multiple ownership, to be prepared more efficiently. ✷

The following objectives and policies recognize the interdependence and important relationships between the Focus Areas of the District, and the need for coordinated development to enhance the economic and community success and vitality of the District.

✷ For text shown in shading, please see Page LUT-303for Final Action Deferral Areas information

Objective - LUT 84

Develop a corridor of integrated, high-intensity urban uses; office and business parks; retail centers; residential uses; and a major higher educational institution along the State Route 125 corridor to serve the East Planning Area and the broader south county region.✷

Policies

LUT 84.1 Accommodate the coordinated development of five primary land use Focus Areas within the State Route 125 corridor: (1) a region-serving urban center with the highest residential densities and an office/commercial focus; (2) a sub-regional retail/lifestyle center; (3) a higher education institution(s) that make up a multi-institutional university center or a traditional university campus; (4) a Town Center providing university-related retail, service, cultural, and entertainment centers; and (5) a research and technology-oriented light industrial business park.✷

LUT 84.2 Allow for flexibility and adjustments of the designated land use/Focus Area boundaries, and recognize ownership boundaries to: promote the intermixing of uses that support and complement those existing in adjoining Districts and subareas; account for changing market conditions and economic development objectives; and foster the development of a cohesive pattern of urban development and built form.

LUT 84.3 Permitted uses and densities/intensities may be adjusted among the Focus Areas, provided that the objectives, policies, and principles for land use relationships, community character, and urban form for the District are maintained.

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Objective - LUT 85

Establish a distinctly identifiable corridor that creates a unique sense of place through: its integration of diverse uses and land use Focus Areas into a cohesive development pattern; and its linkages between the District's Focus Areas, adjoining communities, and open spaces and the sub-region.

Policies

LUT 85.1 Integrate public schools; parklands; cultural and community facilities; libraries; a higher education facility; and comparable uses that support the other primary land uses.✷

LUT 85.2 Locate and design buildings, public spaces, and landscaping to create a distinct character and identity for each Focus Area, emphasizing development patterns that foster pedestrian activity and enhance community livability.

LUT 85.3 Connect the corridor's uses to surrounding open spaces with pedestrian and bike paths and greenbelts.

LUT 85.4 As part of any SPA plan within the University Study Area, establish a coordinated system of physical elements that interconnect and unify the corridor's Focus Areas, including streets, transit, sidewalks, streetscapes, signage, lighting, building placement and form, and architectural character.✷

LUT 85.5 Carefully consider for each Focus Area land uses that will not diminish or prevent the establishment of uses primarily intended for the other Focus Areas of the Eastern University District.✷

LUT 85.6 Complete preparation of a framework strategy for the University Campus, University Village, Eastern Urban Center and Regional Technology Park Focus Areas included within the "University Study Area" prior to or concurrently with ✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

any future GDP amendments and SPA plans for villages within the Eastern University District. This strategy shall identify and consider important land use, economic, circulation, and design elements, and relationships between these Focus Areas. The strategy shall also identify key principles or "ground rules" for development to allow subsequent SPA planning for the individual focus areas and ownerships to proceed independently. ✷

Objective - LUT 86

Encourage the dedication of land, and other voluntary actions that facilitate creation of a multi-institutional university. ✷

Policies

LUT 86.1 Allow residential and commercial development at densities and intensities that are at the higher ranges specified in individual land use designations, as identified in the General Plan for projects that facilitate establishment of a university through the dedication of land and easements and other mechanisms or actions, such as the construction of necessary improvements, or the inclusion of other project features that assist in the creation of the university. ✷

10.5.5 University Campus Focus Area ✷

Description of Focus Area

The University Campus Focus Area is located in the southeastern portion of the East Planning Area, immediately south of Hunte Parkway, east of State Route 125, and immediately northwest of the Salt Creek open space area (see Figure 5-46.) It will be devoted to development of a university campus and related facilities. ✷

Existing Conditions

This vacant, undeveloped area is currently undergoing planning efforts intended to bring about development of a multi-institutional university center or traditional university and related facilities on approximately 530 acres. ✷

✷ For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

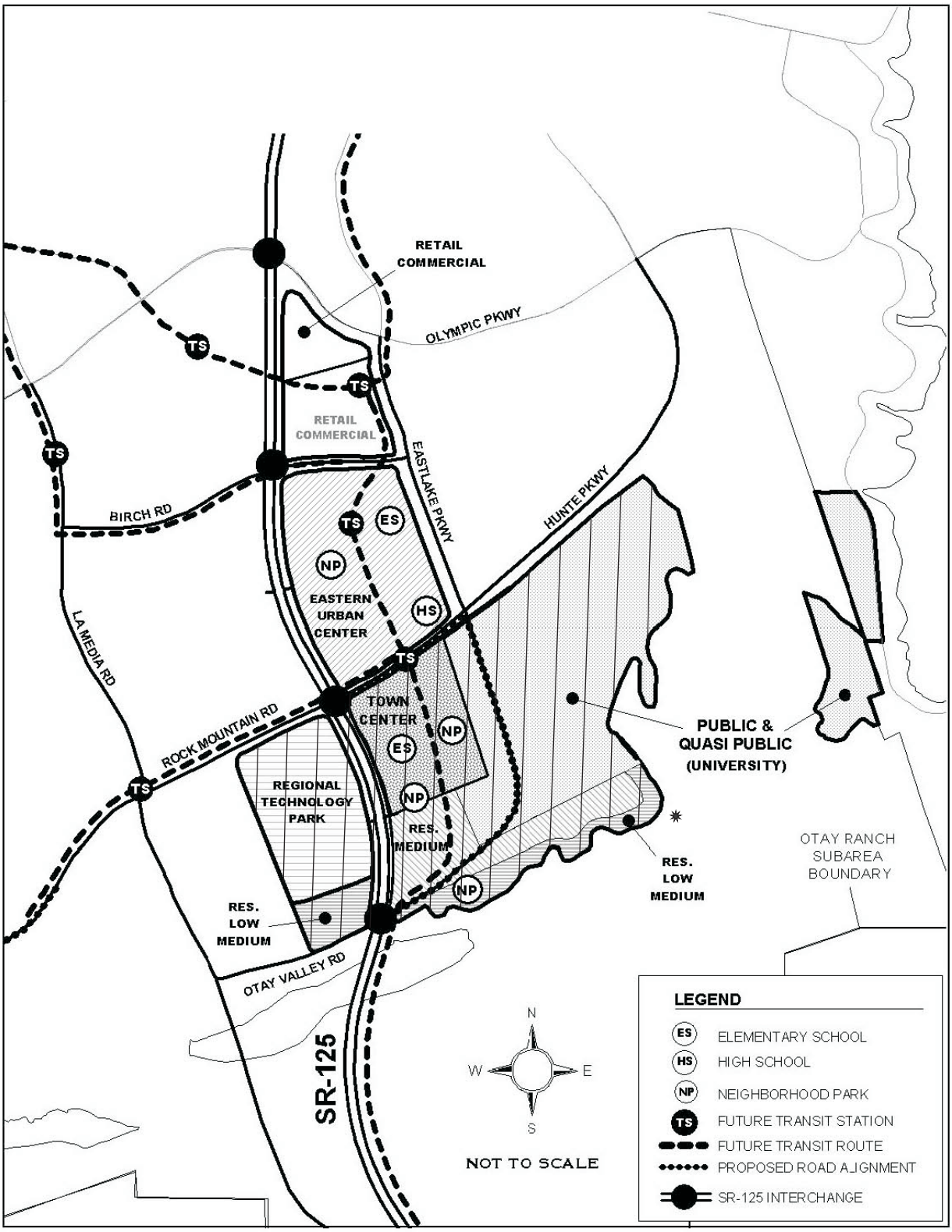

Figure 5-46

✷ *For areas shown in cross-hatch, please see Page LUT-303 for Final Action Deferral Areas*

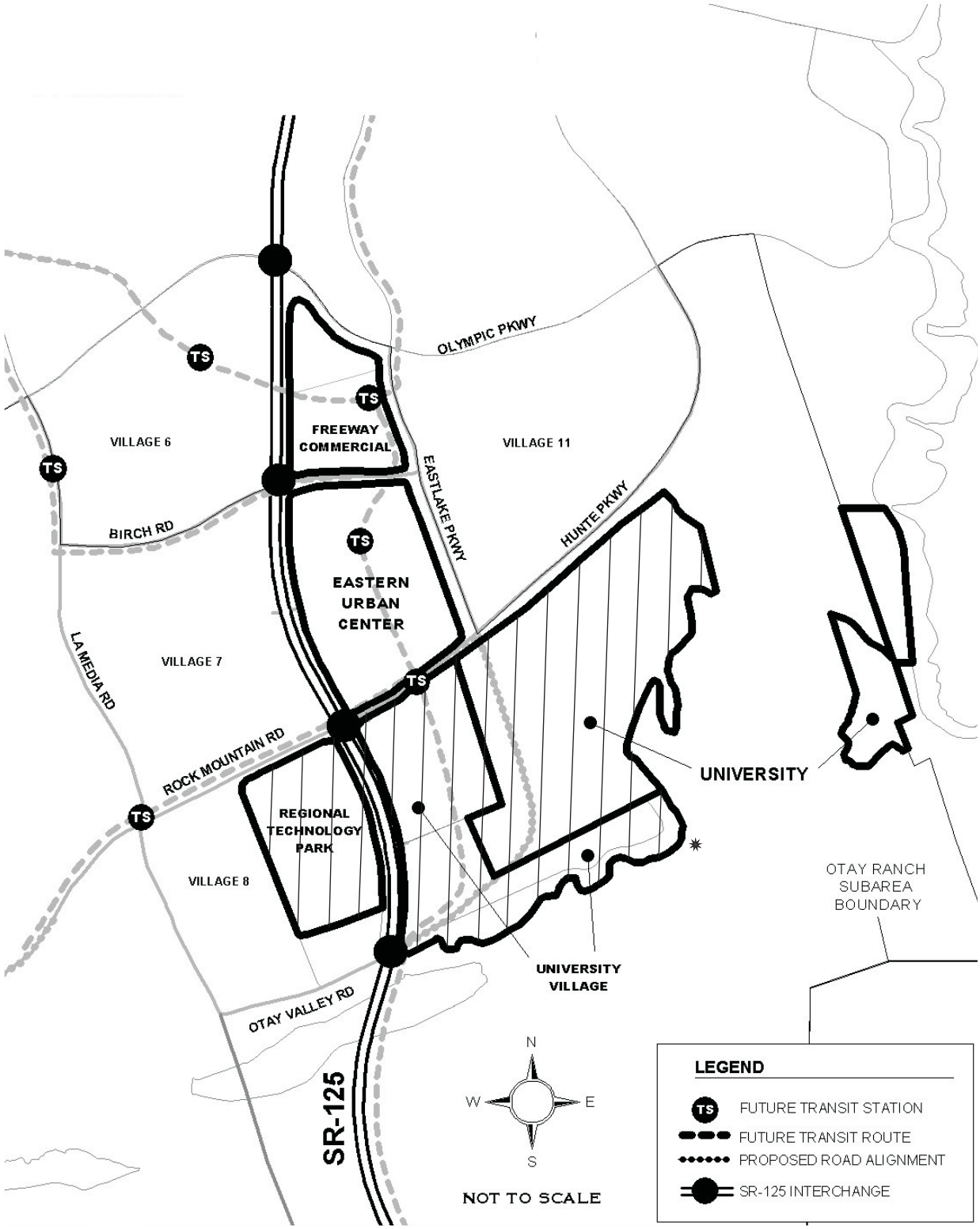

Figure 5-47

✷ *For areas shown in cross-hatch, please see Page LUT-303 for Final Action Deferral Areas*

Vision for Focus Area

The University Campus Focus Area encompasses the university campus itself and on-site related commercial, cultural, and residential uses. The campus and its related uses act as an economic stimulus by contributing intellectual capital and innovation that spurs new economic development and job opportunities for local and regional residents, and provides an institution of civic distinction for the City of Chula Vista. The institution supports and encourages research-supported light industrial/manufacturing industries in adjoining areas and in the region. ✷

Objective - LUT 87

Establish an educational institution that promotes economic development and serves as a center of education, prestige, and distinction for the City of Chula Vista and southern San Diego County. ✷

Policies

LUT 87.1 Accommodate a Multi-Institutional Teaching Center (MITC) or University Center, that consists of a partnership or consortium of colleges, universities, and/or research institutes that share land and buildings. ✷

LUT 87.2 Alternatively to policy LUT 87.1, accommodate a traditional university campus that might be (1) a liberal arts college, focused primarily on 4-year undergraduate degrees; (2) a regional comprehensive university, with undergraduate degrees and a full range of masters programs; or (3) a major research university that provides a rich complement of undergraduate programs, as well as masters, doctoral, and professional degrees. ✷

LUT 87.3 Accommodate a multi-institutional university center or traditional university that supports and encourages research and related high-tech, light industrial/manufacturing industries in the surrounding areas and in the region. ✷

✷ For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Objective - LUT 88

Ensure a multi-institutional university center facility that is accessible to students regionally and bi-nationally. ✷

Policies

LUT 88.1 Accommodate the development of the multi-institutional university center or a traditional university and supporting uses on approximately 530 acres. ✷

LUT 88.2 Accommodate the development of, at a minimum, a full service, 4-year higher educational institution that integrates all uses that contribute to and support its primary mission, including academic instruction and research (classrooms, laboratories, library, etc.); athletic and recreational facilities; student, faculty, and staff housing; and supporting facilities (corporation yards, maintenance facilities, parking, etc.). ✷

LUT 88.3 Accommodate university academic, athletic, and support facilities for an enrollment of 15,000 Full Time Equivalent (FTE) students and a cumulative population of 25,000 encompassing faculty, staff, visitors, and research professionals. ✷

LUT 88.4 Develop minimum densities, established through a campus plan sufficient to supply at least 30 percent of the student housing needs, and 20 percent of graduate student and faculty/staff housing needs. Provision of this housing may be met through collaboration between the university and private ownership interests. ✷

Objective - LUT 89

Develop a multi-institutional university center or traditional university site that combines a learning institution's various functions into a cohesive and well-designed area that enhances pedestrian activity and livability; respects the natural setting; and is well-integrated with adjoining communities and uses, including the University Village Town Center, Eastern Urban Center, and the surrounding residential community. ✷

✷ For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Policies

Use & Design

LUT 89.1 Prior to the adoption of a SPA involving the university site or area supporting the campus, locate and design the development of university and supporting uses to achieve a cohesive and integrated campus environment, in consideration of the following principles: ✷

- Development of a campus core as the highest intensity of use, which concentrates classrooms, offices, libraries, and other academic uses that are surrounded by housing, athletic fields, and other complementary uses.✷

- The campus core shall be located in proximity and linked to the Town Center, establishing continuity of urban form; density; street network; pedestrian sidewalks; paths; and landscape. Uses that may be shared by the university and surrounding community should be concentrated along the campus/Town Center edge, such as art galleries; cultural facilities; retail; food service; and similar uses. A permeable edge between the campus and Town Center shall be established. ✷

- The campus core shall be linked with the transit center established within the Town Center.✷

- Individual research institutes that may be developed with a Multi-Institutional Teaching Center (MITC) may be distributed throughout the university site and/or as an interface with the Town Center or Eastern Urban Center (EUC). In either case, there should be direct physical linkages with the campus core.✷

- The university's uses and buildings shall be linked and unified through a system of plazas/quads; pathways; transportation corridors; recreational areas; and open spaces.✷

- Greenway linkages shall be established between the university campus and surrounding open spaces.✷

- Buildings shall be sited along common sidewalks, pathways, and plazas to stimulate a high level of pedestrian activity.✷

✷ *For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information*

- Parking shall be located on the periphery of the campus core and university campus, to the extent feasible. ✷

LUT 89.2 Permit flexibility in the delineation of the edge between the university and an adjacent Town Center to facilitate the mixing of land uses and account for the building program established at the time of development, provided that the General Plan's intentions for land use relationships, urban form, and community character are achieved. General concepts shall be prepared as part of the framework strategy for the University Study Area and specific delineations shall occur through subsequent detailed planning, i.e., Sectional Planning Area Plans. ✷

Intensity/Heights

LUT 89.3 Allow a sufficient floor area ratio necessary to develop university academic, research, and support buildings. A maximum floor area ratio (FAR), averaged over the entirety of the site and appropriate in character to surrounding villages, shall be established during preparation of the University Campus SPA Plan. ✷

LUT 89.4 As an alternative to the development of the university campus, allow for residential land use at an equivalent density of one dwelling unit per 10 acres on land designated Public/Quasi Public within the Eastern University District. Clustering of residential units is encouraged, as specified and regulated within an approved SPA-level Plan on land designated Public/Quasi Public. Residential units may also be transferred to other land within the Eastern University District, as provided for in an adopted SPA-level Plan. ✷

10.5.6 University Village Focus Area ✷

Description of Focus Area

The University Village Focus area is located immediately adjacent to the west of the University Campus Focus Area, with State Route 125 along its west boundary (see Figure 5-46). It will be strongly identified with and oriented to the planned university facility.✷

✷For text shown in shading, please see Page LUT-303for Final Action Deferral Areas information

Existing Conditions

The site is currently vacant and undeveloped. Conceptual planning will be followed by subsequent GDP and SPA applications. ✷

Vision for Focus Area

The University Village Focus Area includes a university-oriented Town Center of transit-oriented mixed use and medium-high residential densities surrounded by a village with residential densities higher than typically found in Otay Ranch. The area is strongly tied to the planned university campus. It provides housing, retail and other commercial services, and cultural and entertainment uses that are necessary to support the university. It incorporates a Town Center generally centered at the intersection of the Town Center Arterial roadways and a planned transit station. ✷

Residential areas that surround the Town Center and near a multi-institutional university center or traditional university maintain a higher density than other villages typical of the Otay Ranch area in order to respond to the increased demand for housing to be created by the university. Because of the unique and significant market factors attributable to the university, demand is strong for land capable of providing residential and non-residential uses, both within the campus boundary and in adjacent areas. ✷

Objective - LUT 90

Establish a pedestrian-oriented, mixed use Town Center that serves as the interface, or common meeting ground, of the university and surrounding residential development. This should functionally serve in a comparable manner to the other village centers throughout the Otay Ranch, although with the addition of a university population. ✷

Policies

LUT 90.1 Accommodate retail; professional office; entertainment; cultural; restaurant; and mixed use structures that integrate housing with retail or office uses, a diversity of housing, and comparable uses that support the residential and university communities. ✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

LUT 90.2 Allow the development of uses that directly support or complement the university, such as research institutes and faculty, staff, and student housing. ✷

LUT 90.3 Preclude the development of regional serving, large-format retail, automobile sales and service, and comparable uses that are not supportive of intense pedestrian activity. ✷

LUT 90.4 Allow the development of retail and office uses at floor area ratios (FAR) necessary to serve the university village and related businesses, rather than the sub-regional or regional business and retail needs intended for the EUC. ✷

LUT 90.5 Locate and design the development of university and supporting uses to achieve a cohesive and integrated mixed use Town Center, in consideration of the following principles: ✷

- Development of a pedestrian-oriented, mixed use Town Center (e.g., a Main Street) along the transportation couplet/transit corridor that has the highest intensity of development, is directly linked to the university core and EUC, and serves as the centerpiece of identity and community character. Continuity shall be provided through urban form; the massing and scale of buildings; interconnected street network and sidewalks; and landscaping. ✷

- Development intensity shall transition and be reduced to the south, within residential neighborhoods located between the Town Center and surrounding open spaces. Because of the expected need for increased housing resulting from the university, detached single-family development shall be focused only along canyon rims adjacent to open space. ✷

- A permeable edge shall be established where uses that support both the university and residential community may be developed (e.g, arts; cultural; retail; entertainment; etc.). ✷

- Structures within the heart of the Town Center area shall be located and designed to form a common "building wall" along sidewalks, with parking to the rear or in subterranean structures, to stimulate pedestrian activity. Ground floor uses shall be limited to retail sales, dining, and other purposes that are "pedestrian active." ✷

✷ For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

- Develop an interconnected grid street system, with narrow streets that foster pedestrian activity. ✷
- Incorporate a consistent and well-designed program of landscape; furniture; lighting; signage; and other amenities along the Town Center's sidewalks and public places.✷
- Establish greenway linkages between the University Village and surrounding open spaces.✷
- Incorporate pedestrian-oriented retail uses in the ground floor of public parking structures where adjacent to public streets or pedestrian-oriented spaces.✷

LUT 90.6 Design and site housing to relate to the public street as a "living room" of community identity, diminishing the visual dominance of the garage, locating them to the rear of the properties when alleys are developed. ✷

LUT 90.7 Promote the development of uses that may be shared by the university and residential community, such as libraries, performing arts, galleries; cultural facilities; retail; food service; and similar uses.✷

LUT 90.8 Integrate the development of a multi-modal transportation center that is linked to the regional transit system to serve the Town Center and university.✷

LUT 90.9 Accommodate a mix of single-family attached, townhomes; apartment/condominiums; mixed residential-commercial units; and single-family detached homes, recognizing a need for higher residential densities and different types of housing resulting from the university. Help meet this demand by providing increased densities on privately owned properties as an incentive where land is committed to meet the needs of the university.✷

LUT 90.10 Residential uses may be developed as single-use structures or combined with retail and office/professional uses in mixed use buildings.✷

LUT 90.11 Residential development beyond the mass transit service area shall transition to medium or lower densities allowing variable housing types such as town homes and stacked flats.✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

LUT 90.12 Concentrate the highest residential densities that adjoin the Town Center, university core, and transit corridors. The lower densities shall be located adjacent to permanent open spaces. ✷

LUT 90.13 Allow residential density of up to 30 dwelling units per acre within the transit service area (one-quarter-mile radius from a transit station), subject to the provisions of policy LUT 90.14, below. ✷

LUT 90.14 Residential and commercial development projects within the University Village Focus Area shall occur at the lowest density and intensity of applicable General Plan designations unless the City in its discretion determines the project provides extraordinary public benefit. ✷

Objective - LUT 91

Establish a unified community that provides public facilities, such as parking, schools, parks, and open spaces; and promotes walking and biking, comparable to the prevailing patterns of residential development within Otay Ranch. ✷

Policies

LUT 91.1 Allow for the development of public or private parking structures that can be shared by multiple uses within the Town Center. ✷

LUT 91.2 Integrate parks, schools, community and cultural facilities, and similar uses that support the residential neighborhoods. ✷

LUT 91.3 Establish a system of pedestrian and bicycle paths throughout the Residential Villages and as connections to the university, Town Center, and adjoining open spaces. ✷

✷ For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

10.5.7 Regional Technology Park Focus Area

Description of Focus Area

The Regional Technology Park Focus Area is approximately 150-200 acres, located immediately west of State Route 125, with excellent access to be provided by major roadways and public transit facilities (see Figure 5-47). ✷

Existing Conditions

The area is currently vacant and undeveloped. Planned development of this area will also need to respond to specific circulation and land uses identified in planning documents covering the University Village to the east, and the mixed use Town Center to the northwest. ✷

Vision for the Focus Area

The Regional Technology Park (RTP) is a large, master-planned light industrial-type park oriented to, and accommodating research and high-tech manufacturing activities. The RTP integrates manufacturing and research uses with related commercial business uses. The design of the RTP accommodates corporate manufacturers that require high quality manufacturing and research oriented facilities and workplace amenities. The research and manufacturing uses are able to capitalize upon the presence of the university research activities, a skilled workforce, and other supporting or related industries located within the RTP and in other nearby areas of Otay Ranch, and the broader south County region.✷

Objective - LUT 92

Establish a high-quality industrial park that is oriented to and accommodates high technology businesses conducting research and light industrial/manufacturing activities that provide job opportunities for residents of Otay Ranch, Chula Vista, and the greater south San Diego County region. ✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Policies

LUT 92.1 Promote research and development uses associated with light manufacturing businesses by adopting GDP- and SPA-level policies and Planned Community District regulations that provide regulations and standards that encourage the locating of desired uses and industries.✷

LUT 92.2 Integrate accessory uses, such as daycare facilities; health clubs/spas; parklands; and other uses that enhance the quality and workplace environment of the business park, but in limited amounts necessary to support the primary research and manufacturing uses.✷

LUT 92.3 Allow ancillary professional office; retail; service; and finance businesses as secondary uses where such uses are necessary to support research and development and light manufacturing uses. These secondary uses should be limited such that they do not compete with or provide similar goods and services to those intended for the Eastern Urban Center.✷

LUT 92.4 Allow suitable floor area ratios to accommodate research, light manufacturing, and supporting uses.✷

LUT 92.5 The area of office, retail, professional, and other ancillary uses shall be limited to that necessary to support research and development and light manufacturing uses.✷

LUT 92.6 Concentrate primary buildings along one or more primary streets to establish visual continuity and integrate outdoor dining, plazas, malls, and squares to enhance socialization and pedestrian activity. ✷

Objective - LUT 93

Provide opportunities to develop new research institutions, industries, and businesses that capitalize upon the intellectual capital and research activities of the university.✷

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Policies

LUT 93.1 Proactively attract the development of incubator industries and research institutions that may be induced by the presence of a university campus. ✷

LUT 93.2 Develop the business park as a distinctly identifiable and high-quality campus environment, with unifying streetscapes; landscapes; architectural character; signage; lighting; and similar elements. ✷

LUT 93.3 Establish a network of streets, pedestrian and bicycle paths, and open spaces to connect with the adjacent Town Centers, university, and surrounding open spaces.✷

10.5.8 Eastern Urban Center Focus Area

Description of Focus Area

The Eastern Urban Center (EUC) is approximately 265 acres, located in the central portion of the Eastern University District, between the Freeway Commercial and the University Village Focus Areas (see Figure 5-47). State Route 125 borders the area on the west and other major roadways either surround the Focus Area or lead directly toward it.

Existing Conditions

The area is currently vacant and undeveloped. Planning for this area is underway, in conjunction with the planning of adjacent focus areas.

Vision of Focus Area

The EUC is the urban core of eastern Chula Vista and is the most intensely developed of all areas in the Otay Ranch and east Chula Vista. It is a vibrant hub, integrating high density residential housing, low-and high-rise office uses, and community and regional-serving commercial and entertainment uses, providing opportunities for new City-wide and region-wide functions to be located there. As an urban hub, it is served by a Bus Rapid Transit (BRT) system with a centrally located transit station. Surrounding land uses in the adjacent University Village, the University Campus, Regional Technology Park, and Freeway Commercial Focus Areas relate closely to the EUC.

✷For text shown in shading, please see Page LUT-303 for Final Action Deferral Areas information

Objective - LUT 94

Provide a centralized urban area to support the East Chula Vista/Otay Ranch and south San Diego County population, providing regional goods and services that cannot be accommodated in the residential Village Cores of Otay Ranch.

Policies

LUT 94.1 Integrate civic uses; recreation activity; a system of parks; necessary schools; and other resident-serving uses and encourage joint use of public and private faculties.

LUT 94.2 Encourage the highest residential densities of the Otay Ranch Subarea to develop in the EUC.

LUT 94.3 Provide sufficient acreage to accommodate cultural and community public facilities, open space, park(s), and schools within the urban center and encourage the development of a performing arts center.

LUT 94.4 Develop the EUC as an intense urban form, with mid- and high-rise buildings typically located in the central core and near transit.

LUT 94.5 Apply the Design Review process for discretionary projects to ensure that building facades are designed and oriented to accentuate and enhance the pedestrian experience and urban street scene. Buildings fronting on pedestrian spaces shall be designed to support and enhance dining, entertainment, and art and cultural activities.

LUT 94.6 As part of the approval of a SPA, provide pedestrian-oriented plazas, through-block paseos, and landscaped squares to add interest and provide contrast to the buildings, which should generally be built to the sidewalk's edge.

LUT 94.7 As part of a framework strategy for the University Study Area, identify development regulations and design standards within City ordinances, policies, and other regulatory measures that may hinder achieving the intended urban vision for the EUC. Revise regulations and standards for both public and private uses and facilities where deemed necessary to create the urban character intended for the EUC.

LUT 94.8 Accommodate phased development, allowing the urban land use intensity and character of the EUC to intensify and evolve in stages in response to economic and other factors.

Objective - LUT 95

Establish an area that functions as a retail commercial, services, and office node providing an intense, pedestrian-oriented urban activity center that is linked by land use, design, and circulation, including a Bus Rapid Transit system (BRT) to the region, other villages of the Otay Ranch, and the University Village, University Campus, Regional Technology Park, and Freeway Commercial Focus Areas.

Policies

LUT 95.1 Accommodate uses that provide an employment base for the region, including office, retail, business/research park, and visitor-serving commercial; cultural and entertainment activity; an urban open space corridor linkage; and high density multi-family residential uses developed as single uses or integrated with retail and office in mixed use buildings.

LUT 95.2 Allow the development of uses that directly support or complement the university, such as research; education, and business institutes; and faculty, staff, and student housing.

LUT 95.3 Floor area ratios shall accommodate a variety of low, mid, and high-rise buildings for residential uses; professional, medical, financial, and other business uses; and local, specialty, and regional serving retail complexes.

LUT 95.4 The transit center location shall enhance the function and convenience of the Bus Rapid Transit (BRT) system for residents, workers, and visitors in the EUC.

LUT 95.5 The requirements for park area, function, and design shall be provided for in an EUC Parks Master Plan prepared as part of any SPA Plan within the EUC. The EUC Parks Master Plan shall be guided by the needs and standards identified in the framework plan prepared for the University Study Area.

LUT 95.6 The precise boundary between the EUC and the University Village will be determined by the design of the Town Center Arterial during the preparation of the Framework Strategy and subsequent SPA plans for the EUC and University Village.

LUT 95.7 Off-street parking facilities within the Eastern Urban Center shall be located and designed to promote the urban character and pedestrian orientation intended for the EUC. Parking shall conform to the urban architecture and form; provide convenient pedestrian access to the areas it serves; and promote the efficient use of shared parking facilities. To help insure successful buildout of the EUC, regulatory measures and design standards shall allow for flexibility in the siting of off-street parking facilities to accommodate temporary, interim, or phased parking facilities.

LUT 95.8 Promote the development of public or private parking structures that can be shared by multiple uses within the Eastern Urban Center.

10.5.9 Freeway Commercial Focus Area

Description of Focus Area

The Freeway Commercial Focus Area is composed of approximately 120 acres in the most northerly portion of the Eastern University District (see Figure 5-47). It is bounded by State Route 125 on the west, Olympic Parkway on the north, and Eastlake Parkway on the east.

Existing Conditions

The area is currently vacant and undeveloped. Planning and engineering for the development of this area is currently underway, following the adoption of a SPA amendment application and approval of a tentative map and associated zoning permits authorizing construction of a regional shopping center.

Vision for Focus Area

This Focus Area provides both local and regional-serving retail commercial and entertainment uses. These uses are an important component of the Eastern University District's role as the urban and cultural center for the East Planning Area, as well as serving the surrounding south San Diego County region. The area's immediate proximity to State Route 125 and other major streets provides for an automobile orientation, although it is also served by the regional rapid transit system.

Objective - LUT 96

Create a retail commercial center that supports the East Planning Area/Otay Ranch population by providing regional goods and services that are not accommodated in the residential Village Cores or Town Centers; functions integrally with the intense, pedestrian-oriented urban activity of the Eastern Urban Center (EUC) Focus Area; and accommodates the Bus Rapid Transit (BRT) system connecting it to other villages, the Eastern Urban Center (EUC), and the region.

Policies

LUT 96.1 Accommodate uses that provide regional retail commercial and entertainment services, including: department stores; multiplex theatres; specialty retail shops; and eating and drinking establishments, but not office use.

LUT 96.2 Locate the BRT route and station stop within the Freeway Commercial Focus Area to facilitate an appropriate BRT alignment and transit center for the EUC.

Objective - LUT 97

Establish a strong relationship with and linkage to the Eastern Urban Center Focus Area to the south by land use, urban form, and a pedestrian and transit circulation network.

Policies

LUT 97.1 Encourage uses within the southerly limits of the Focus Area adjacent to Birch Road that facilitate linking activities and relationship with the EUC. These should include pedestrian-scale entertainment venues, such as: eating and drinking establishments; coffee houses; fitness clubs; and specialty retail such as book, camera, and clothing stores. Discouraged uses include gas stations or other automotive services; drive-through restaurants; laundries; drug stores; and dry cleaners.

LUT 97.2 Minimize barriers to pedestrian linkage with the EUC caused by Birch Road by reducing the width of the road section to the extent feasible, and/or incorporating improvements that enhance pedestrian safety and encourage pedestrian movement between the EUC and the Freeway Commercial Focus Area.

LUT 97.3 Encourage construction of commercial establishments along the north side of Birch Road that will attract interest and pedestrian traffic from the EUC.

LUT 97.4 Encourage pedestrian-friendly landscape and sidewalk treatments, such as widened planting strips and sidewalks, installation of street furniture, and interesting lighting, signage, and pavement surfaces along both sides of Birch Road.