

7. Program and Policy Recommendations

Programmatic activities and policy changes are essential companions to the infrastructure improvements recommended in this plan. This chapter summarizes programs designed to encourage people to walk more frequently, raise awareness about laws that pertain to pedestrians, and educate people on safe walking techniques. Several of these proposed pedestrian programs' success in Chula Vista would rely on cooperation between City departments, schools, and community groups. This chapter also includes zoning ordinance, monitoring and evaluation recommendations intended to support Chula Vista's efforts toward becoming a more pedestrian-friendly city. Pedestrian improvement projects are most effective when accompanied by pedestrian-oriented land use policies, education programs, and robust enforcement of the existing laws that protect pedestrians. The programs and policy considerations proposed in this plan build on the strengths of Chula Vista's existing zoning code and programs and are also derived from a review of best practices.

Safe Routes to School

Safe Routes to School (SR2S) refers to a variety of multi-disciplinary programs aimed at promoting walking and bicycling to school, and improving traffic safety around school areas through education, incentives, increased law enforcement, and engineering measures. Two funding sources are available to local jurisdictions to develop SR2S projects, the state-legislated Program (SR2S) and the federally-legislated Program (SRTS). Safe Routes to School programs typically involve partnerships among municipalities, school districts, community and parent volunteers, and law enforcement agencies.

In 2007 Chula Vista launched a two-pronged Safe Routes to School (SRTS) program to enable and encourage children in grades K-6, including children with disabilities, to walk and bike to school safely. The City and Chula Vista Elementary School District (CVESD) partnered to submit complimentary SRTS grant proposals to the California Department of Transportation (Caltrans) for \$621,115 toward infrastructure improvements and \$499,025 toward non-infrastructure programs, respectively. With this funding, the City is making infrastructure improvements in the vicinity of Otay and Rice Elementary Schools, including medians, curb extensions, enhanced crosswalk striping, ADA-compliant pedestrian ramps and non-slip sidewalk grating.

CVESD is coordinating the non-infrastructure activities such as walking school buses, International Walk to School Days, advertising campaigns, and parent and community outreach, also targeting Otay and Rice Elementary Schools. These two schools will serve as demonstration sites, with CVESD's non-infrastructure project expanding to 15 additional schools beginning in 2009. The project seeks to raise walking and biking rates by 15 percent in participating schools with reductions in obesity and traffic congestion surrounding the 17 schools.

Comprehensive Safe Routes to Schools programs are developed using four complementary strategies, referred to as the "Four Es":

Engineering – Design, implementation and maintenance of signing, striping, and infrastructure improvements designed to improve the safety of pedestrians, bicyclists, and motorists along school commute routes.

Enforcement – Strategies to deter the unsafe behavior of drivers, bicyclists and pedestrians and encourage all road users to obey traffic laws and share the road.

Encouragement – Special events, clubs, contests and ongoing activities that encourage more walking, bicycling, or carpooling through fun and incentives.

Education – Educational programs that teach students bicycle, pedestrian and traffic safety skills, and teach drivers how to share the road safely.

A fifth “E”, Evaluation, is sometimes included in Safe Routes to Schools programs. Evaluating the success of a program helps to determine which programs are most effective and helps to identify ways to improve programs. Although most children in the United States walked or biked to school pre-1980’s, since then, the number of children walking or bicycling to school has sharply declined. This decline is due to a number of factors, including urban growth patterns, increased traffic, and parental concerns about safety. The situation is self-perpetuating: as more parents drive their children to school, there is increased traffic at the school site, resulting in more parents being concerned about traffic and driving their children to school.

According to a 2005 survey by the Center for Disease Control, parents whose children did not walk or bike to school cited the following barriers¹¹:

- Distance to school (61.5 percent)
- Traffic-related danger (30.4 percent)
- Weather (18.6 percent)
- Crime danger (11.7 percent)
- Opposing school policy (6.0 percent)
- Unidentified reasons (15.0 percent)

A comprehensive Safe Routes to Schools program addresses the reasons for reductions in biking and walking through a multi-pronged approach that uses education, encouragement, engineering and enforcement efforts to develop attitudes, behaviors and physical infrastructure that improve the walking and biking environment.

By building on Chula Vista’s current SRTS efforts and seeking funding to expand on the current activities, Chula Vista will continue to experience increases in student walking rates and see safety improvements in the vicinities surrounding schools. Chapter 6 of this plan presents a comprehensive school area assessment that the City can use to acquire SRTS/SR2S funding. **Appendix D** presents a SRTS/SR2S Handbook that community members, school administrators, and teachers can use to initiate or expand SRTS/SR2S activities.

Pedestrian Awareness Campaign

A public awareness campaign to encourage walking as a means of transportation should emphasize crossing safety and contribute to helping people make healthier lifestyle choices. In western Chula Vista, walk-to-work commuting rates range from 2 to 10 percent of the population, according to the US Census. Many other populations in Chula Vista, such as senior citizens and children, rely on

¹¹ U.S. Centers for Disease Control and Prevention. Barriers to Children Walking to or from School United States 2004, Morbidity and Mortality Weekly Report September 30, 2005. Available: www.cdc.gov/mmwr/preview/mmwrhtml/mm5438a2.htm. Accessed: December 28, 2005.

walking for transportation. For these populations, raising awareness about pedestrian safety is critical. Amongst communities with lower walk-to-work commuting rates, awareness campaigns can encourage people to choose walking, and therefore, derive personal health benefits and air quality benefits.

A public awareness campaign, through literature and public service announcements, can make walking a more enticing transportation option. There are a variety of different methods to undertake these campaigns. The City of Chula Vista implements awareness campaigns when funds are available that have included billboard or bus stop displays. The City's Engineering and Police staff are currently conducting safety campaigns on Stop on Red Campaign (bicycle safety) and No Speeding (pedestrian safety) and a similar campaigns could be launched focusing on pedestrian awareness as well. Other effective approaches to awareness campaigns are described below.

Print Material

Promotional print material could include guides with map inserts, bumper stickers, and posters. The brochures could include the following information:

- Rules of the road and sidewalk
- Maps highlighting safe routes and community attractions
- Health benefits of walking
- The Public Works Request for Services web page and hotline number

The brochures, maps, and bumper stickers could be distributed in and around Chula Vista to businesses and community groups. Brochures could be provided to the Chula Vista Police Department to distribute to those who receive moving violations and School Resource Officers to distribute to students in schools.

Brochures and posters could also be available for download on a City Public Works Department web page, could be distributed through churches, and active community groups such as the Northwest Civic Association, Southwest Civic Association, and Senior's Community. The City may also post print materials at the following locations:

- Worksites
- Retail sites
- Chamber of Commerce
- Visitors Bureau
- Hotels and motels
- Gas stations
- Libraries
- Community centers
- DMV
- Churches
- Schools

City of Chula Vista staff or a consultant can produce and arrange the distribution of printed materials and identify sponsors and funding sources to offset the costs associated with the printed material.

Public Service Announcements

A cost-effective way for the City of Chula Vista to promote walking as an effective and enjoyable way to travel is to use existing television public service announcements made available through the National Highway Traffic Safety Administration (NHTSA), Safe Kids Coalition, and the California Office of Traffic Safety (OTS). These agencies provide existing award-winning television public service announcements on the following topics:

- Pedestrian education for seniors
- Pedestrian education for the general public
- Pedestrian education for children and their families
- Driver education on pedestrians
- Drivers running red lights

The City of Chula Vista could also provide local movie theatres with existing television public service announcements to be included as trailers on-screen. It is common for theatres to use slides for community announcements.

Promotional Activities

A campaign could be implemented to promote walking as an effective, fun and economical way to travel in Chula Vista. A selection of promotional activities is described below.

Commuter of the Month

Chula Vista could implement a contest for residents and employers to nominate a person who walks to get around Chula Vista, particularly someone who is a community leader and/or works with a pedestrian advocate group. Entry forms would be available at employer sites, retail sites, churches, and recreation and community centers to promote the contest. Monthly winners could receive prizes that may include gift certificates to dinner, retail stores, and merchandise.

Murals

Murals have successfully been used to promote ideals and inform the community of important issues. The mural program could solicit help from local volunteers, artists, children, seniors, and other community members. Costs for the production of the murals could be generated by grants through public art foundations.

Retail Involvement

Partnerships with local retailers should be established to promote walking. These partnerships may involve a campaign theme with custom-printed shopping bags. The costs of the bag stuffers and pre-printed bags may be absorbed by retailers and claimed as donations. Retailers could agree to provide counter space for guides and window space for promotional posters.

Community Events

Chula Vista could host an annual exposition to promote the use of alternative modes of transportation, including shuttle services, buses, electric cars, bicycling, carpooling, and walking. Other aspects of walking could also be showcased, including health benefits, the active lifestyle of those who walk, the equipment, the financial benefits, and the environmental benefits.

The event could include:

- Exhibits from law enforcement
- Exhibits from vendors
- Exhibits from transit providers
- Exhibits from alternative modes of transportation providers
- Exhibits on pedestrian facilities
- Entertainment
- Sidewalk Stroll – a recreational walk for all ages
- City centennial events in 2011

Sidewalk Strolls - Organized walks could be implemented for seniors at local centers. The goal of these events could be to generate interest in walking for health reasons with the ultimate goal of promoting walking as a form of transportation.

City Walk Tours - Organized walks could be offered to the general public in order to showcase the destinations reachable by walking, educate participants on walking as a mode of transportation, and promote walking as a healthy activity. Similarly, historic home site tours are also done through ongoing community groups.

Pedestrian Education Programs

Education makes pedestrians and motorists more aware of potentially hazardous environments and teaches them the skills needed to make walking a more effective and enjoyable way to travel. There are a number of broad-based educational topics that address specific issues and should be tailored to speak to the issues of the audience.

Motorist and Pedestrian Safety Education

The education of beginning drivers on rules related to walking and how to safely interact with pedestrians provides an opportunity to instill positive attitudes and behaviors as new drivers are developing driving habits. Multiple organizations have created curricula, instructional videos, and tests to be integrated into driver's education courses that teach new motorists laws and safe practices related to non-motorized travel. Programs are frequently initiated through partnerships between city police or transportation departments, non-profit organizations, or consultants who conduct the trainings. The Mobility Education Foundation of Seattle, for example, has incorporated mobility related topics, such as health, environmental issues, economics and multimodal transportation into their curriculum targeting teen driver education students.

Motorist education can also be effectively applied in the form of diversion programs where traffic offenders can elect education in lieu of citations or fines or in exchange for fee reductions. Classes are geared toward motorists, bicyclists, and pedestrians who are violators of bicycle and pedestrian-related traffic violations. Participants receive safety instruction and exposure to laws that impact pedestrian, bicyclist and motorist interaction.

Senior Citizens and Disabled Pedestrian Education

Senior citizens and disabled people are vulnerable walking populations, especially if they have impaired mobility or vision, because many are captive walkers. Programs to assist these community members with walking safety could include instructors and guest speakers to provide information specific to the needs of the seniors and disabled. Presentations would be conducted by an instructor, either City of Chula Vista police officer, other staff, or contracted agency at community centers, churches, clubs, senior citizen centers, physician offices, and hospitals. The presentation could address the sensitive issues of physical limitations of many seniors and the crucial need for them to reach their destinations (e.g. medical appointments, food shopping, etc.). In addition, presentations can include guest speakers including officials from Chula Vista, transit providers, retailers, and physicians.

Elementary School Children Education

Programs for elementary schoolchildren include rodeos and classroom curricula and could be tailored to meet the needs of schoolchildren, parents, and teachers in preschool through 6th grade.

Community-Based Rodeos

Community-based rodeos could be conducted bi-monthly for families of school-aged children and could include bicycle and pedestrian education. Volunteers, including parents, senior citizens, bike enthusiasts, and other screened/qualified volunteers, could staff the rodeo.

Each rodeo could feature a traffic simulation course consisting of a miniature city with streets, sidewalks, intersections, traffic signs, traffic signals, a residential area, a business area, bike lanes, trucks, and buses. The course could allow children with their parents to practice bicycle handling and pedestrian skills. By utilizing this simulated environment, the ability of children to recognize traffic hazards is improved. These rodeos could also allow parents to participate in the educational process by involving them in the lesson plans. Historically, the Chula Vista Police Department in conjunction with the Chula Vista Elementary School District has conducted bicycle rodeos and has found them to be successful mechanisms for educating children and generating enthusiasm for walking.

School Curriculum

Curricula could be implemented in preschools, childcare centers, and elementary schools in Chula Vista in conjunction with SRTS/SR2S efforts or independently. The curricula could be designed to target specific grade levels. Each grade level program could include basic information, demonstrations, activities, and printed material. One such program in place is the Safe Moves/Smart Moves program for kindergarten through 6th grades, administered by the non-profit group Smart Moves. The City of San Diego has contracted with this organization to provide traffic safety instruction and materials. Topic areas include:

- Recognition and avoidance of common pedestrian collision types

- Understanding of motorists, rights, and responsibilities
- Awareness of the California Vehicle Code governing pedestrians
- Physical, social, and economic implications of walking as a mode of transportation
- Traffic knowledge assessment and skills
- Proper behavior around transit stops and orientation to transit schedules, fares, and passenger skills

Adult and Teen Pedestrian Education

One effective education tool appropriate for teen and adult audiences is interactive video simulations. The City or an organization could create an interactive video to simulate the City's traffic environment and test the user's abilities as a pedestrian to walk through Chula Vista from destination to destination. The user could receive a score for knowledge and skills as a pedestrian. The video could showcase the existing pedestrian facilities and be presented in Spanish and English languages.

The video could be made available to employers, recreational centers, libraries, community groups and Neighborhood Watch organizations. In addition, the video could be made accessible to the general public via the City's website. The production of an interactive video can be a cost effective and a valuable source of on-going education.

Enforcement of Pedestrian Laws

The Chula Vista Police Department conducts targeted pedestrian enforcement in those areas with high pedestrian volumes or where pedestrians are especially vulnerable. Law enforcement efforts can be targeted during periods and at locations where motorists and the general public can become aware of pedestrian laws and their penalties. It is recommended that such targeted enforcement occur at least four times per year and last for at least one week. Focused enforcement should also take place at the start of the school year at selected schools near their primary access points by children walking. The Police should also be consulted to identify appropriate educational material, advisory and warning signs, and other tools to assist them in enforcement efforts. An officer served on the Project Working Group (PWG) for the development of this Plan and has provided valuable insight into the common pedestrian safety issues in Chula Vista. It is recommended that the Police Department continue to vigorously pursue legal action against motorists who cause a pedestrian injury or fatality and continue their educational efforts including the School Resource Offices program in schools.

The California Vehicle Code affords protections to pedestrians in the public right-of-way. Some of the key provisions of the California Vehicle Code as it relates to pedestrians are listed below:

21950. (a) The driver of a vehicle shall yield the right-of-way to a pedestrian crossing the roadway within any marked crosswalk or within any unmarked crosswalk at an intersection, except as otherwise provided in this chapter.

(b) This section does not relieve a pedestrian from the duty of using due care for his or her safety. No pedestrian may suddenly leave a curb or other place of safety and walk or run into the path of a vehicle that is so close as to constitute an immediate hazard. No pedestrian may unnecessarily stop or delay traffic while in a marked or unmarked crosswalk.

(c) The driver of a vehicle approaching a pedestrian within any marked or unmarked crosswalk shall exercise all due care and shall reduce the speed of the vehicle or take any other action relating to the operation of the vehicle as necessary to safeguard the safety of the pedestrian.

(d) Subdivision (b) does not relieve a driver of a vehicle from the duty of exercising due care for the safety of any pedestrian within any marked crosswalk or within any unmarked crosswalk at an intersection.

21950.5. (a) An existing marked crosswalk may not be removed unless notice and opportunity to be heard is provided to the public not less than 30 days prior to the scheduled date of removal. In addition to any other public notice requirements, the notice of proposed removal shall be posted at the crosswalk identified for removal.

(b) The notice required by subdivision (a) shall include, but is not limited to, notification to the public of both of the following:

(1) That the public may provide input relating to the scheduled removal.

(2) The form and method of providing the input authorized by paragraph (1).

Added Sec. 9, Ch. 833, Stats. 2000. Effective January 1, 2001.

21951. Whenever any vehicle has stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway the driver of any other vehicle approaching from the rear shall not overtake and pass the stopped vehicle.

21954. (a) Every pedestrian upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway so near as to constitute an immediate hazard.

(b) The provisions of this section shall not relieve the driver of a vehicle from the duty to exercise due care for the safety of any pedestrian upon a roadway.

Amended Ch. 1015, Stats. 1971. Operative May 3, 1972.

21955. Between adjacent intersections controlled by traffic control signal devices or by police officers, pedestrians shall not cross the roadway at any place except in a crosswalk.

21956. (a) No pedestrian may walk upon any roadway outside of a business or residence district otherwise than close to his or her left-hand edge of the roadway.

(b) A pedestrian may walk close to his or her right-hand edge of the roadway if a crosswalk or other means of safely crossing the roadway is not available or if existing traffic or other conditions could compromise the safety of a pedestrian attempting to cross the road.

Monitoring and Evaluation

Monitoring and evaluating a city's progress toward becoming pedestrian-friendly is critical to ensuring that programs and facilities are effective and to understanding changing needs. Maintaining consistent count programs, reporting on progress, and convening advisory committees are methods for monitoring efforts and for holding agencies accountable to the public.

Pedestrian and Bicycle Counts

The pedestrian and bicycle count program should be administered annually, in a geographically representative manner, and capture all types of bicycle and pedestrian trips including trips for recreation, commuting to work, and for other utilitarian purposes. It is recommended that counts be conducted along key corridors, busy downtown locations and major entrances to city parks. Once the count locations have been established, it is recommended that they be maintained over time to provide a benchmark and ability to measure trends over time in walking and bicycling in Chula Vista. In addition to a citywide continuous count program, bicycle and pedestrian counts and assessments should be conducted whenever a local land development project requires a traffic impact study. A long-term financing source should be identified to guarantee the longevity of the program.

Safety Commission

The Safety Commission conducts public hearings on matters related to public safety. Most of the decisions made by the Safety Commission are considered final unless overturned by an official appeals process. The Commission is comprised of seven Chula Vista resident volunteers who have been appointed by the City Council. The Commission meets each month and is open to the public to attend and comment at designated times.

Therefore, since the Safety Commission is the forum for the public to bring up matters of public safety, it is recommended that the City expand the function of the Commission to include review of policies, programs, and projects impacting pedestrian safety.

Zoning Ordinance Considerations

A community's Land Use and Zoning is the foundation for the pedestrian environment. An efficient policy and code system can help reduce reliance on the automobile, encourage alternative modes of transportation, improve the pedestrian environment, and increase safety. Fostering a pedestrian-friendly, compact, walkable community requires a dense mix of land uses, ample access to services, and good transit opportunities. New development should reinforce the existing community structure, blend with the existing surroundings, and implement new policies that promote and encourage a pedestrian friendly environment. This section is intended to provide an understanding of the City's existing community structure and pedestrian environment and offer concepts for potential zoning changes that would provide pedestrian benefits as new projects and opportunities arise.

A challenge of implementing pedestrian friendly zoning strategies in a built community is that existing improvements may present physical barriers to achieving the desired enhancements when redevelopment occurs. As the City of Chula Vista continues to build and enhance its pedestrian environment, specific zoning solutions to enhance the pedestrian environment should be included in updates and revisions to the land use element, circulation element, zoning code, engineering standards, and design guidelines and applied at the site design and architectural review level to new development, redevelopment, and capital improvements.

The City has guidelines and requirements in its existing zoning codes that seek to enhance the pedestrian environment. The guidelines set forth in this plan are intended to be a resource to be utilized when the City updates and adopts new codes to ensure the pedestrian-friendly environment continues to evolve as new development occurs.

Review of Existing Zoning Code

Chula Vista has a well-developed zoning code that has many of the elements needed to produce a pedestrian-friendly environment. Within the Municipal Code, several Titles include a range of requirements guiding new development and the pedestrian environment. Title 10 contains the ordinances for Vehicles and Traffic, Title 12 Streets and Sidewalk Ordinances and Title 19 contains the Zoning Ordinance. **Table 7.1** identifies the sections of the Municipal Code affecting pedestrian facilities.

Table 7.1
Chula Vista Municipal Codes Related to Pedestrian Facilities

Pedestrian Element	Section	Summary
Growth Management	19.09.030	Establishes a growth management program to ensure adequate public facilities and improvements are provided as required by the general plan.
	19.80.030	
Pedestrian Ways	10.76.020	Allows for mid-block crosswalks on blocks greater than 600 feet in length.
	12.24.040	Requires the installation of public improvements with new or redevelopment projects including the installation of sidewalks and lighting to the standards and specifications of the City.
	19.32.080 19.36.070 19.38.110 19.40.110	Allows for outdoor restaurants and open air sidewalk cafés in the C-B, C-N, C-C, C-V Zones.
	19.48.090	Sectional planning areas in Planned Community Zones are required to show proposed riding and hiking trails, bicycle routes and pedestrian walks.
	19.58.150	Regulations for fencing, walls and hedges to maintain aesthetic effect along adjacent areas and sidewalks. Height restrictions range between 3-6 feet depending on zone.
	19.60.510 19.60.520 19.60.560	Provides guidance on the placement of signs to maintain clearance for pedestrian circulation in the C-O, C-B and C-T Zones.
	19.85.006	Guidelines address the form and appearance of the Bayfront development area to enhance the pedestrian experience including guidelines for Informal Groves, Formal Street Tree Plantings, Gateways and Pedestrian and Bicycle Access.
	19.85.007	Circulation standards in the Bayfront Specific Plan establish an 8 foot minimum bike path and 6 foot minimum pedestrian path.
	Mixed Use	19.32.030
19.34.020		Neighborhood Commercial Zone provides shopping centers for convenience shopping in a residential neighborhood.
19.36.030		Allows mixed-commercial-residential projects in the Central Commercial Zone.
19.48.010		The planned community zone provides for the orderly pre-planning and long-term development of large tracks of land which may contain a variety of land uses.
19.58.205		Allows for mixed commercial-residential projects in the C-C-P Zone.
19.87.002		The Central Resort District (CRD) in the Bayfront Specific Plan allows for a "mixture of uses intended to serve tourists, travelers, and local residents."
Site Design	19.14.420	Requires site plan and architectural approval to determine compliance with appropriate zoning regulations.
	19.32.070	Establishes zero-lot line set back requirement in the Central Business Zone.
	19.56.040	The Precise plan modifying district allows for the "diversification in the spatial relationship of land uses, density, buildings, structures, landscaping and open spaces, as well as design review of architecture and signs through the adoption of specific conditions of approval for development of property in the city."
	19.56.130	Planned unit development (PUD) modifying district allows for "diversification in the relationships of various uses, buildings, structures, and open spaces in planned building groups and the allowable heights of buildings and structures."
	19.56.180	PUD density policy allows for a higher density or a smaller lot size than the underlying zoning district.

Table 7.1
Chula Vista Municipal Codes Related to Pedestrian Facilities (continued)

Pedestrian Element	Section	Summary
Parking	19.48.025	In the Planned Community Zone, availability of shared parking can warrant a reduction in the total acreage requirement for community purpose facilities.
	19.58.230	Provides regulation for parking lots and public garages that "do not break up continuity of retail store frontage for pedestrians."
	19.58.390	Allows for reduced off-street parking requirements in senior housing developments.
	19.85.008	Parking requirements in the Bayfront Specific Plan utilize shared parking to reduce total parking-lot area.

Source: Alta Planning + Design, March 2010

Comparison with other Cities

Land use patterns in Chula Vista are the result of a combination of history, geography, and past planning efforts. The City is able to encourage and guide private development to complement City goals of achieving pedestrian-scaled and walkable streets. The City has a well-developed zoning ordinance that compares favorably with other pedestrian-oriented codes, such as San Diego, Berkeley and Portland, Oregon. Portland completed one of the first and most comprehensive pedestrian plans in 1998. San Diego developed a Pedestrian Master Plan City-wide Implementation Framework in 2006. The City of Berkeley's zoning code includes pedestrian-oriented codes which were built upon to draft the City's first Pedestrian Master Plan in 2008.

Table 7.2 provides a comparison between pedestrian-related zoning elements in Chula Vista and San Diego, Berkeley, and Portland.

**Table 7.2
Comparison of Pedestrian Zoning Elements**

Pedestrian Zoning Elements	City			
	Chula Vista	San Diego	Berkeley	Portland
Blocks	Block size is not addressed by the zoning code. The Street and Sidewalk Ordinance allow for mid-block crosswalks on blocks larger than 600 feet.	Requirements regulate block length and frequency for pedestrian connections in both pedestrian-supportive areas and areas outside the central pedestrian-supportive core.	Block size is not addressed by the zoning code.	Requirements regulate the amount and location of open areas and walkways on large commercial sites where streets have been vacated. The intent is to promote a pleasant and convenient walkway and open area system on the superblock that links to the adjacent buildings, to the public circulation system, and to any available public transit. The requirements also promote the maintenance of light, air, and access that could be lost due to development on the vacated street.
Streets	Requirements regulate automobile level of service (LOS) for each classification of City Circulation Element roadway. Municipal Code contains general requirements for street tree planting in Title 12.	Requirements address street design for pedestrian-friendly environments by regulating speed limits, auto lane widths, bike lane widths, pedestrian walkway widths, curb radii, ped crossing design along with signage, refuge islands and curb cuts. Code contains general requirements for street tree planting.	Street design is not addressed by the zoning code.	Code contains design suggestions that aim to promote vehicle areas that are safe and attractive for motorists and pedestrians.
Parking	Regulations for the design and location of parking lots and public garages aim to maintain the pedestrian environment. Reductions in parking allowed for senior housing developments. Shared parking is allowed within the Planned Community Zone and the Bayfront Specific plan to reduce total parking area.	Requirements include allowing bicycle parking in lieu of automobile spaces and requiring businesses to provide shower facilities for employees who choose to commute via bicycle. Code also addresses extended no parking zones for improved pedestrian visibility and strict requirements for parking lot pedestrian paths, landscaping, and screening.	In residential areas, a 75 percent off-street parking reduction is permitted for senior group housing. Parking reductions are permitted for commercial and manufacturing uses that are proximate to transit stops, near a publicly owned parking lot, for neighborhood-serving commercial, or if sufficient on-street parking is available during business hours. Additionally, the parking reduction must either support alternative transportation or be complemented by a transportation demand management strategy. Parking reductions require the issuance of an Administrative Use Permit. Payment of an in-lieu parking fee is permitted for areas with a public parking fund.	Code suggests limiting the number of parking spaces allowed to promote efficient use of land and enhance urban form. This can also encourage use of alternative modes of transportation, providing for better pedestrian movement, and protecting air and water quality. Code offers incentives for reduced parking in exchange for pedestrian and transit supportive amenities or increased bicycle parking. Code also addresses shared parking requirements, and short and long-term bicycle parking facility design, construction, and security.

**Table 7.2
Comparison of Pedestrian Zoning Elements (continued)**

	Chula Vista	San Diego	Berkeley	Portland
Transit	Pedestrian connections and enhancements to transit facilities not directly incorporated into current code.	Code suggests standard distances between transit stations.	In commercial and manufacturing districts, minimum off-street parking requirements can be reduced for uses located within 1/3 mile of a transit stop.	Minimum off-street parking requirements are waived for areas proximate to transit in order to promote pedestrian activity. Requirements address designated transit lanes.
Sidewalks	Installation of sidewalks and lighting are required with new development. Allows for outdoor seating, sidewalk café seating and sidewalk sales. The Bayfront Specific Plan establishes a 6 foot standard width for pedestrian ways.	Requirements regulate basic widths of pedestrian walkways and include details for ADA compliant sidewalks.	Includes regulations that allow sidewalk café seating and sidewalk sales. A 6-foot minimum horizontal clearance is required. Sidewalk design is not addressed by the zoning code.	Includes regulations that allow sidewalk cafes and sidewalk vendors (kiosks).
Building Site Design	Requirements regulate lot size and standard setbacks for all zoning designations. Zero-lot line allowed in the Central Business Zone.	Requirements regulate maximum setbacks and minimum street frontages for all zoning designations.	Minimum building setbacks, minimum lot sizes, and required yard frontages are designated by District. Berkeley’s zoning code has a provision for design review to ensure that new construction and alterations to existing buildings “provide a pleasing urban environment for Berkeley pedestrians.”	Regulations allow for special street setbacks that aim to increase visibility and safety for pedestrians and drivers, provide a pleasant pedestrian environment at a human scale, improve the appearance of the corridor and reduce visual clutter, maintain adequate space for the growth of large street trees, and maintain adequate light and air.

Source: Alta Planning + Design, March 2010

Potential Zoning Enhancements

The above excerpts from Chula Vista’s Zoning Code and the jurisdiction comparison table highlight some of the ways pedestrian amenities are currently provided and may be improved. **Table 7.3** provides key recommendations for improving Chula Vista’s Zoning Code. The following concepts represent some best practice elements that help make a new development project pedestrian-friendly. These concepts may already apply to some areas of the City, such as the Urban Core, but could also be applied elsewhere. The concepts may be used to create new ordinances in the future or to modify existing ordinances. They may also be used as performance criteria or design guidelines to be applied to new projects as part of the development review process. The recommendations are intended to supplement, not replace, Chula Vista’s existing Zoning Ordinance. There must be a formal process to review and approve these changes.

Table 7.3
Potential Zoning and Design Guideline Enhancements

Potential Zoning and Site Design Enhancements
Requirements: The impact assessment of any new project should include an assessment of pedestrian trip generation, and assessment of proportional financial responsibility for pedestrian improvements identified in the Pedestrian Master Plan both within and adjacent to the community, and linkages to transit.
Higher Density Residential Uses: These should be encouraged through modifications to the zoning ordinance to be developed near existing transit routes and in the downtown zone.
Mixed Use Developments: Zoning incentives (such as parking reductions) should encourage mixed-use developments especially in the downtown area, retaining ground floor retail wherever possible, and including office and residential uses.
Parking: Provide zoning incentives for mixed-use developments that reduce total and peak hour vehicle trips, and for developments that share parking with complimentary land uses.
Zero Lot Lines: New buildings should be located directly on sidewalks (zero front lot line) in the downtown and all higher density commercial zones.
Pedestrian Spaces: Wherever possible, buildings should create pedestrian spaces, plazas, seating areas, and other features.
Building Surfaces: Pedestrian-friendly building facades and surfaces should be provided next to walkways and sidewalks, such as windows, balconies, and entries. Use color, texture, landscaping (such as climbing vines) and other techniques to soften hard surfaces. Large blank walls should be avoided. Use special paving treatments to identify entrances or provide directional clues. Retail uses should provide displays, signs, retail features, and outdoor seating areas combined with wide storefront walkways.
Building Entrances: Main entries should be located on the major abutting street rather than a parking area.
Landscaping: Proposed landscaping should be designed so as not to uproot sidewalks or obscure visibility especially at driveways and intersections. The height and pattern of tree planting should be complimentary to pedestrians, including providing shade and adequate vertical clearance. Buffer parking lots with mid-height landscaping, and provide shade trees within parking lots.
Amenities: Larger projects with pedestrian areas should provide benches, seating areas, access to restrooms, strategically located garbage receptacles, and fully screened garbage bins.
Improvement Overlay District: Establish an overlay district that provides flexibility in transportation improvement standards, setbacks, sidewalk widths, streetscape treatments, mixed-use development, consolidated parking, and creates compact development patterns with a complimentary mix of land uses.
Pedestrian-Oriented Development: The City can encourage pedestrian-oriented development by making improvements to the public right-of-way that support land use changes and requiring or providing incentives to private property owners for the provision of pedestrian amenities.
Allowable Uses: Help define character by establishing a distinct list of allowable uses within each zone as well as a list of uses that are strictly prohibited.
Drive-through Uses: Apply stringent conditional use review to uses that discourage or degrade pedestrian-oriented opportunities including drive-ins and drive-through windows.
Vertical Expansion: Encourage vertical expansion to increase floor area and provide opportunities for large retailers.
Pedestrian Lighting: For new developments, pedestrian-scale lighting should be provided adjacent to the project and within the parking area.
Special Pedestrian Zones: In high pedestrian activity areas, provide special paving to alert and guide people, enhanced protection at busy crossing locations, expanded drop-off and transit zones, special signing to guide and inform visitors, maps engraved into the sidewalk, and the use of special events and street closures.
Continuous Walkways: All new development projects should provide continuous passages for pedestrians wherever possible and needed.
Public Buildings: All new and rehabilitated public buildings in Chula Vista, including schools, should include adequate pedestrian access and internal circulation, and proportional contribution to pedestrian improvements on immediate access routes.
Parking Lots and Pedestrian Access: Pedestrian access should be provided through parking lots on delineated walkways, providing a direct connection to public streets and transit stops. Orient parking aisles towards the main building entrance so pedestrians do not need to cross multiple aisles. Consider providing raised crosswalks in larger parking lots to help slow traffic and alert motorists. Provide adequate lighting and drainage.

Table 7.3
Potential Zoning and Design Guideline Enhancements (continued)

Potential Circulation and Parking Enhancements
Barriers: Ensure there are no physical barriers to pedestrian circulation or access.
Site Access and Driveways: Limit the quantity and frequency of driveway access points and entrances to sites from streets to minimize interruption of pedestrian travel. Driveways should be located away from existing intersections to provide sufficient visibility between motorists and pedestrians. Combine access points with multiple property owners if possible.
Parking Queues: Ensure that parking lots and garages provide sufficient queuing area and an adequate operating system to minimize vehicles stopping on sidewalks. Require designs that provide adequate sight distances for vehicles leaving these facilities.
Parking Location: Parking should be located on the side or behind new buildings, not in front of them. Structured parking should be located below grade if possible, or provide ground floor retail or other uses.
Loading Docks: Freight access to a building should be located away from pedestrian walkways.
Drop-off Zones: Provide adequate pedestrian drop-off ('No Parking) zones directly in front of a building's main entrance, including curb ramps that allow wheelchair access to the sidewalk as required by City code.

Source: Alta Planning + Design, March 2010

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