

Executive Summary

Chula Vista is a vibrant and culturally diverse city located along the San Diego Bay approximately seven miles southeast of downtown San Diego and seven miles north of the U.S.-Mexico international border. The City has a population of 233,108¹ and a land area of 51.2 square miles. Chula Vista's planning context is equally diverse with dense historic neighborhoods in the western portion of the City and newer master planned communities in the east. Chula Vista offers a wealth of recreational opportunities for pedestrians, including scenic parks, a marina, the Chula Vista Nature Center, and regional and local multi-use paths.



The City of Chula Vista Pedestrian Master Plan (Plan) builds on Chula Vista's strengths and offers recommendations for overcoming challenges to walking in the city. The Plan presents a long-range vision that will guide the development of Chula Vista's pedestrian facilities over the next 20 years.

Development of the Plan

This Plan was developed under the guidance of City staff and with the advice of a citizen-based Project Working Group (PWG). Public input was also gathered through community meetings, a survey, a website, coordination with other City outreach efforts, and through four public workshops. The Plan reflects insights derived from each of these sources and seeks to achieve the overall goals of the Plan, which include the following:



- A safe and accessible pedestrian network that provides connectivity between residential areas, activity centers and transit,
- A vibrant pedestrian-oriented development pattern that encourages people to walk and promotes community interaction, and
- Citizens are aware of pedestrian issues, accommodate pedestrians when driving and are aware of the many benefits walking affords.

These Plan goals are intended to compliment various General Plan goals that relate to the pedestrian environment.

¹ SANDAG, Current Population and Housing Estimates (2009)

Major Recommendations of the Plan

Citywide and High Priority Improvements

This Plan identifies infrastructure improvements to improve pedestrian safety, connectivity, and access to high demand locations throughout Chula Vista. Recommendations intended for citywide application include installation of missing sidewalk and missing curb ramps. There are 57.5 miles of missing sidewalk and 911 missing curb ramps across the City. This Plan also presents conceptual designs for 30 high priority pedestrian improvement projects. Key high priority improvement types include installation of curb extensions, school signage, median refuge islands, and crosswalks, especially high visibility ladder crosswalks. These projects seek to improve specific intersections and corridors that were identified through the existing conditions review, extensive public input, pedestrian needs analysis, and the project prioritization process.

Recommended Programs

Education, encouragement and enforcement programs are recommended to increase pedestrian safety, awareness, and to provide incentives for shifting from automobile travel to non-motorized transportation. The City already conducts some programs, including targeted enforcement efforts that discourage unsafe behaviors and educate people about safety. The City also coordinates with the Chula Vista Elementary School District on Safe Routes to School programming, which has had a significant impact on pedestrian activity and safety surrounding Chula Vista elementary schools.

This Plan recommends continuation and expansion of these existing efforts and the incorporation of new programs such as pedestrian awareness campaign materials, education classes for adults and children, working with employers to promote walking to work, and community events. The Plan recommends that Chula Vista expand the function of the Safety Commission and that it conducts bicycle and pedestrian counts on a regular basis to identify locations that may need improved pedestrian or bicycle facilities, to further understand demand, and to understand trends in pedestrian collisions.

School Area Assessments

A major component of this Plan is the identification of deficiencies surrounding Chula Vista elementary schools and recommendations for Safe Routes to School (SRTS/SR2S) initiatives. The City is currently administering a federal SRTS grant that was awarded for making infrastructure improvements to the areas surrounding Rice and Otay Elementary Schools. Chapter 6 of this Plan presents deficiency maps reflecting the area within a quarter-mile radius of elementary schools as well as a prioritized list of elementary schools. The maps and priority list can be used by the City to direct their pursuit of future SRTS or SR2S funding for building upon their existing efforts.



In addition to the major recommendations summarized above, this Plan includes detailed information about policies, existing pedestrian conditions, pedestrian needs, and implementation and funding strategies.