



Urban Core Specific Plan





Urban Core Specific Plan

April 2007

City Council Ordinance No. 3070

Amended February 2011

City Council Ordinance No. 3184

Amended July 2011 (Minor)

Amended April 2015

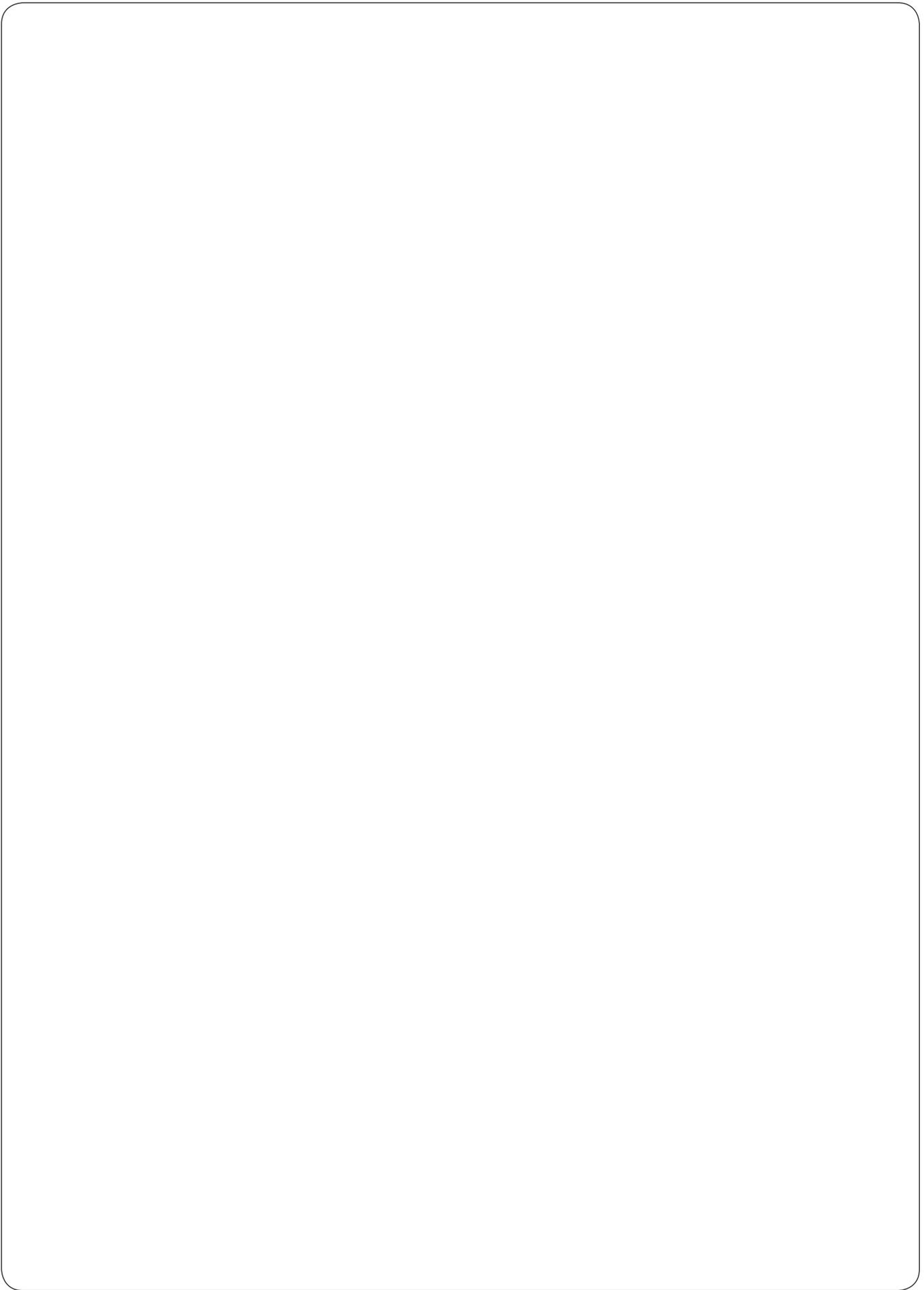
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OFFICE OF THE MAYOR

**CHERYL COX
MAYOR**

As the City of Chula Vista approaches its 100th birthday in 2011, it is poised to embark upon the next chapter in its history. The 2005 General Plan update established a vision for the 21st century. The Urban Core Specific Plan provides the tools to see that vision become a reality. The Plan will create opportunities to renew the economic vitality of the City's urban core. With this stimulus, the urban core can enjoy the vitality of the early 1900s when lemon orchards thrived, through the transition to the 1950s and the flourishing of Rohr Industries.

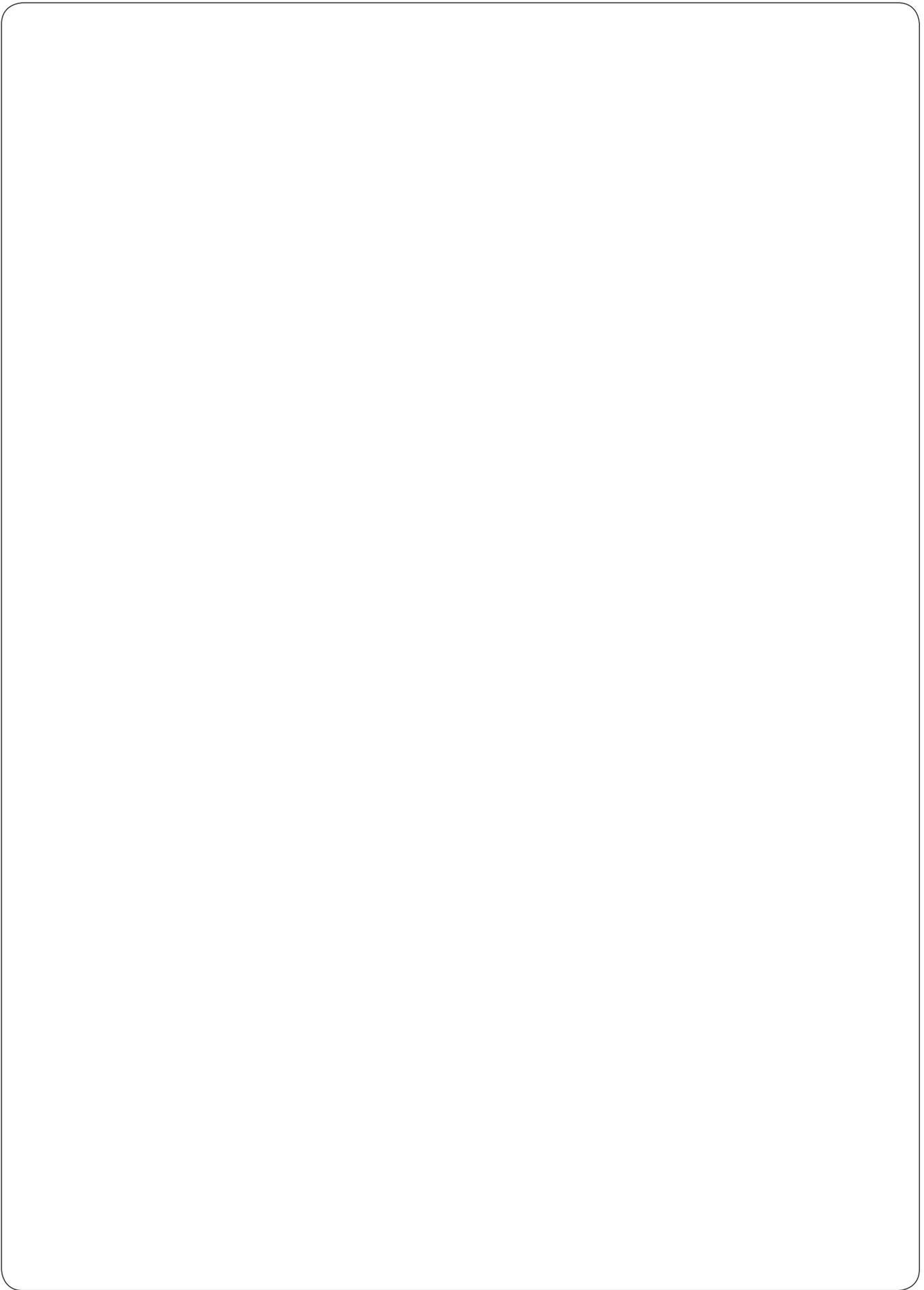
Another lifecycle of the City's urban core is now set to emerge. We are ready to see more great things happen.

The City Council heard from the urban core's many stakeholders -- residents, property owners, business owners and investors. The Plan strikes a balance among more housing, additional shopping opportunities, greater emphasis on walking instead of driving, and new revenue sources for the public improvements necessary to the revitalized City's urban core.

Over the coming years, I look forward to seeing the gradual transformation of the City's urban core. Realization of that vision will take place over the next 20-25 years.

Today, the Urban Core Specific Plan is in its infancy, about ready to make that first step. You can expect to see new and exciting activity in the oldest parts of Chula Vista. Ultimately, the urban core will be strengthened so that it remains the heart of our city with places to live, work, shop and play.


Cheryl Cox
Mayor



Acknowledgements

City Council

Cheryl Cox, Mayor
Steve Castaneda, Councilmember
John McCann, Councilmember
Rudy Ramirez, Councilmember
Jerry R. Rindone, Councilmember

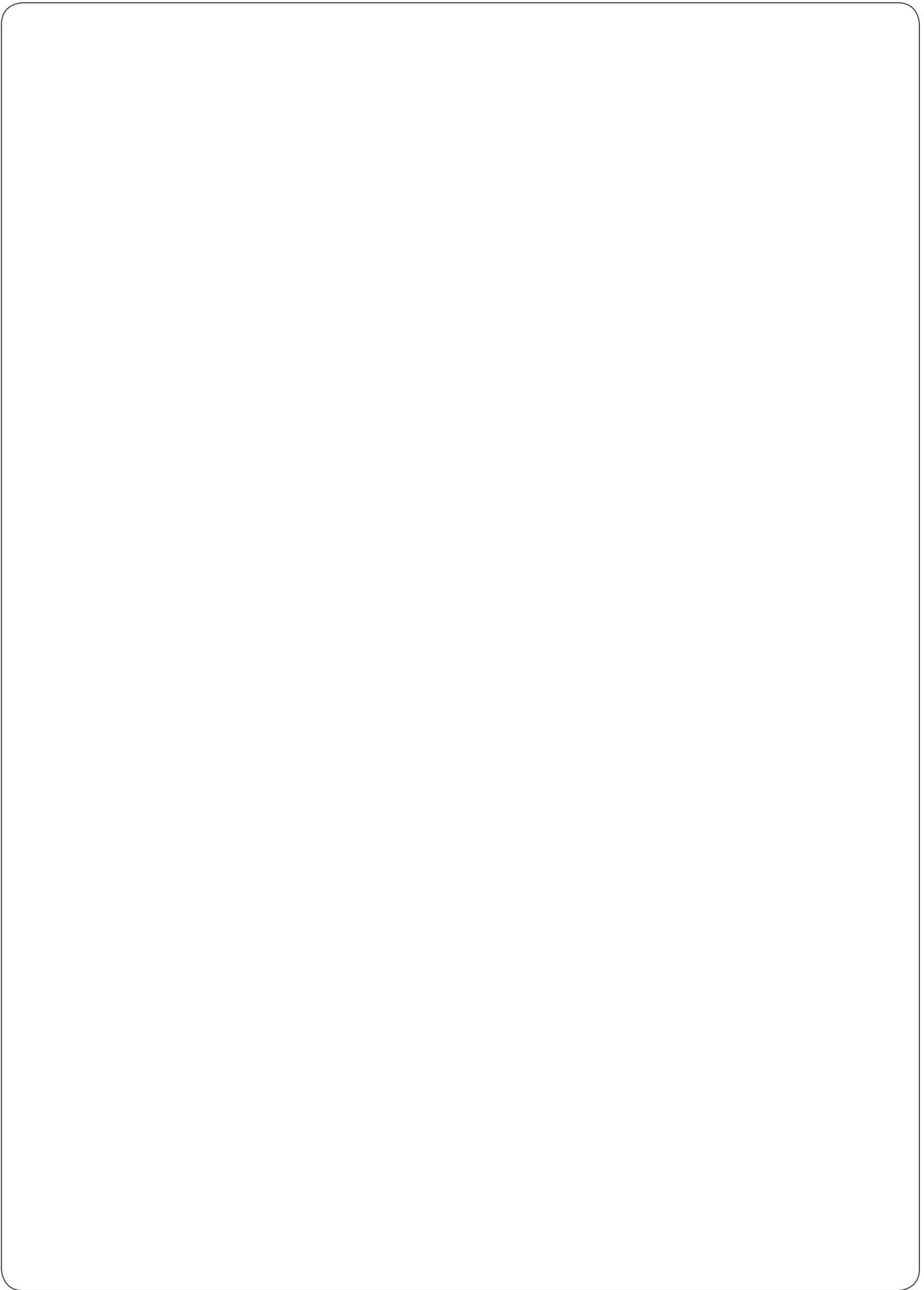
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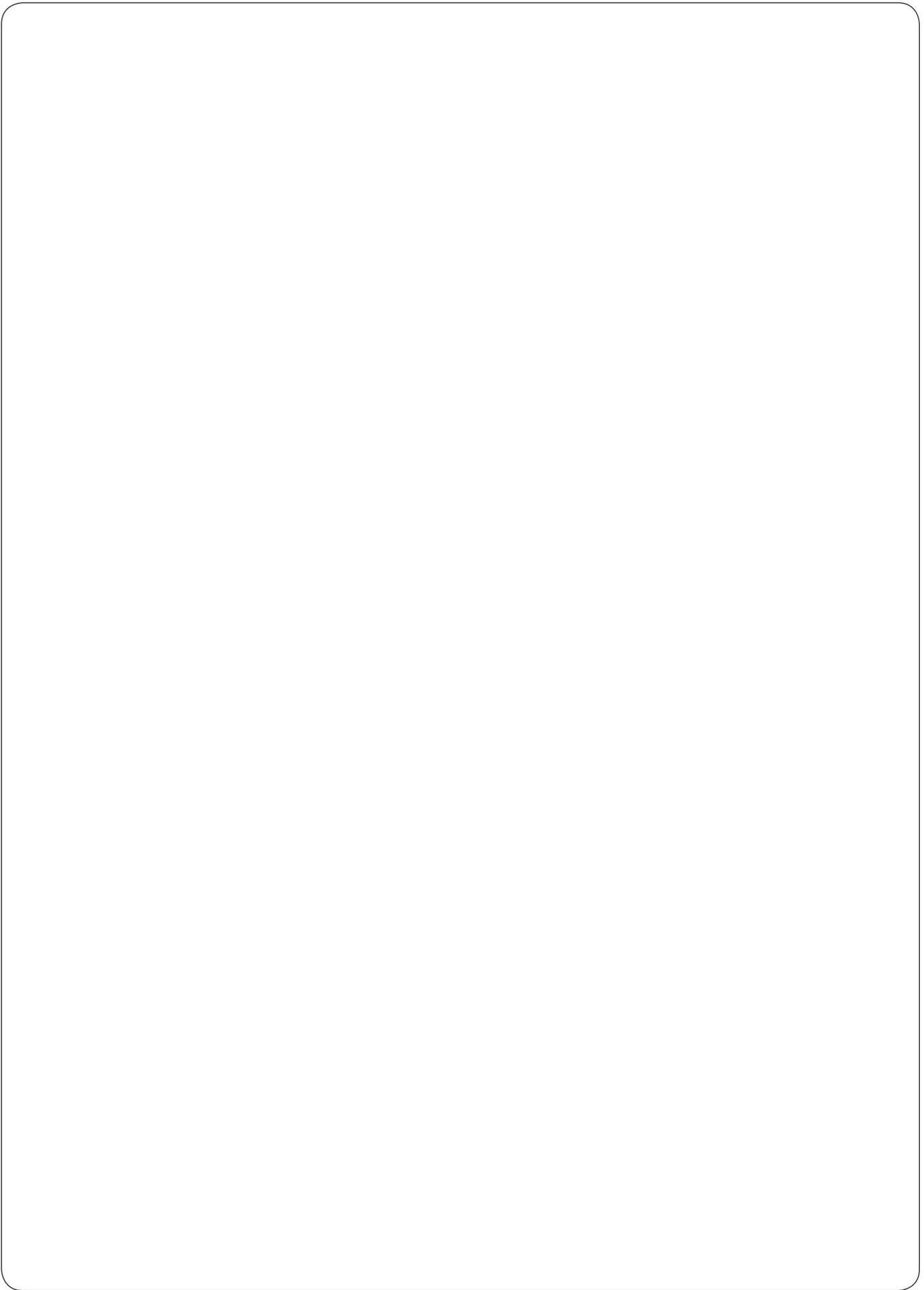
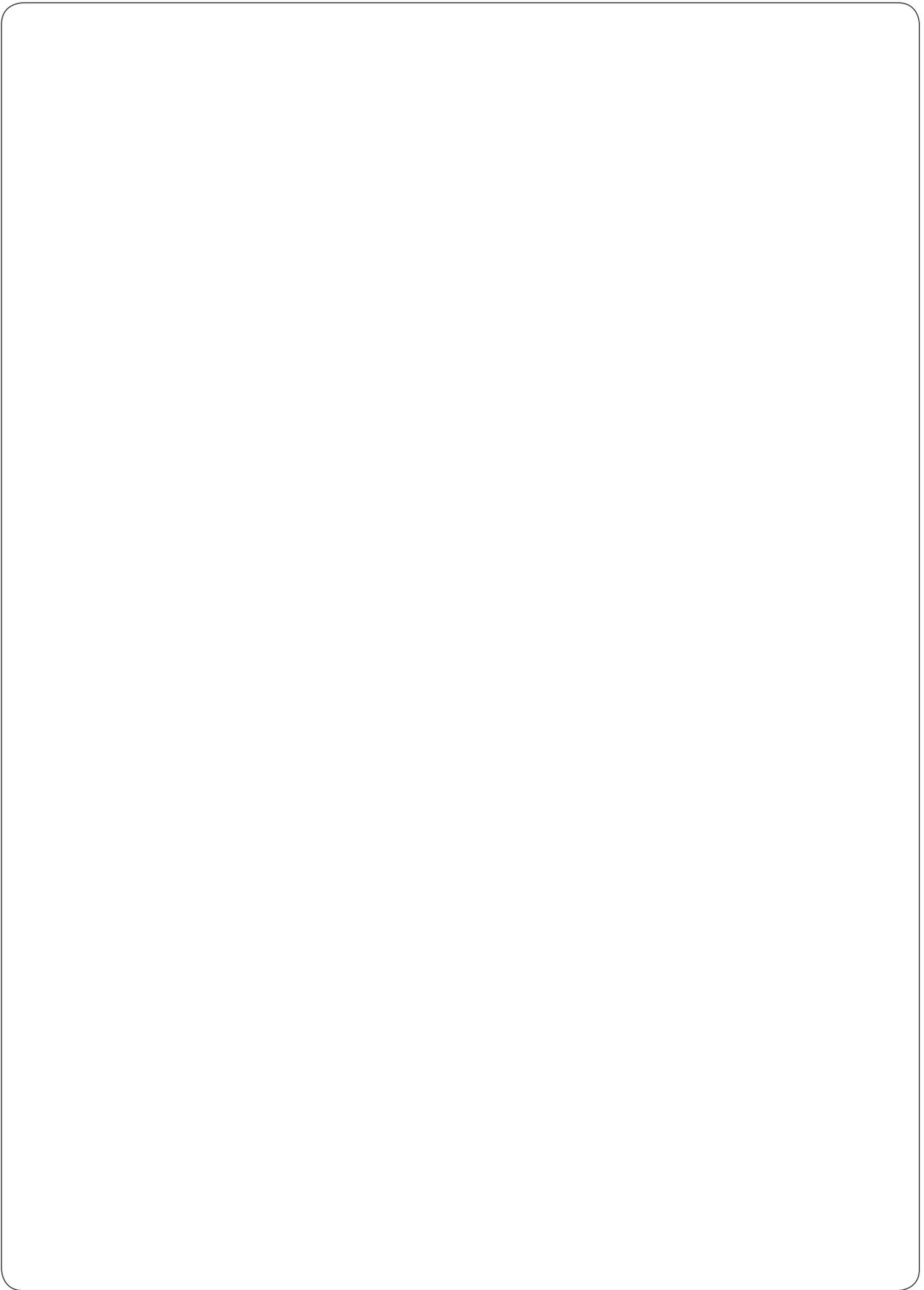


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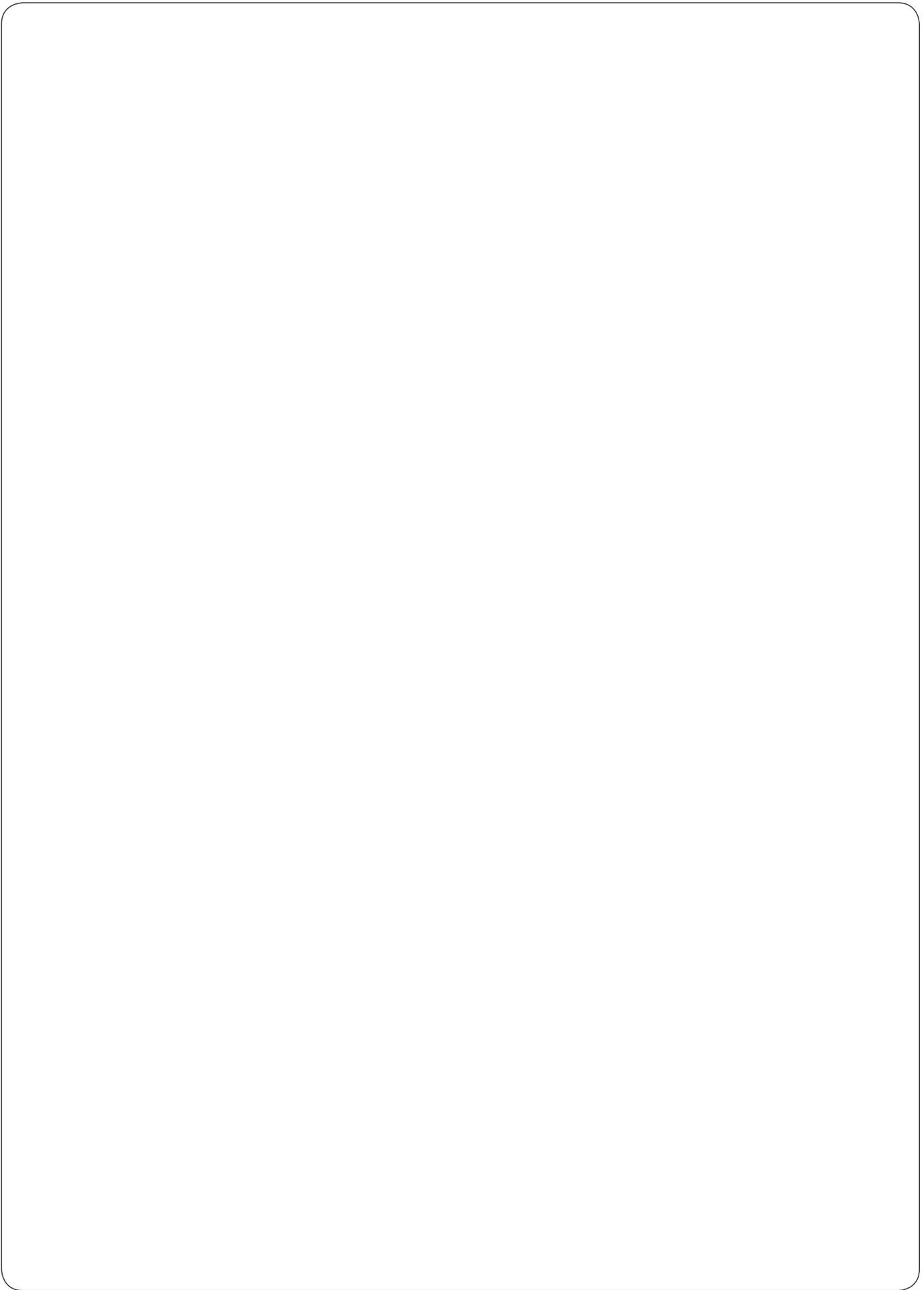
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Appendices (Bound under separate cover) Appendix A. Glossary

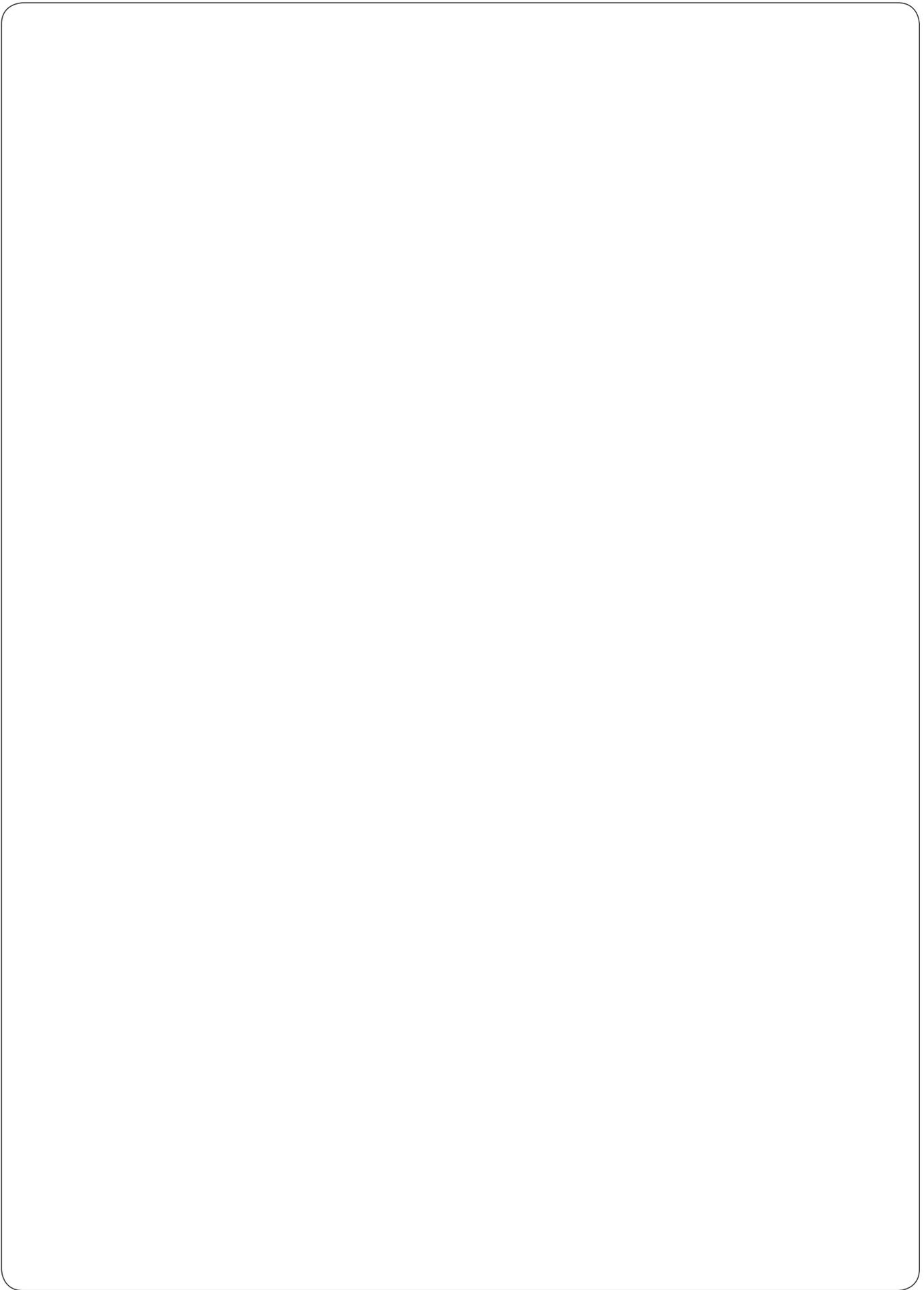
Appendix B. Traffic Impact Analysis

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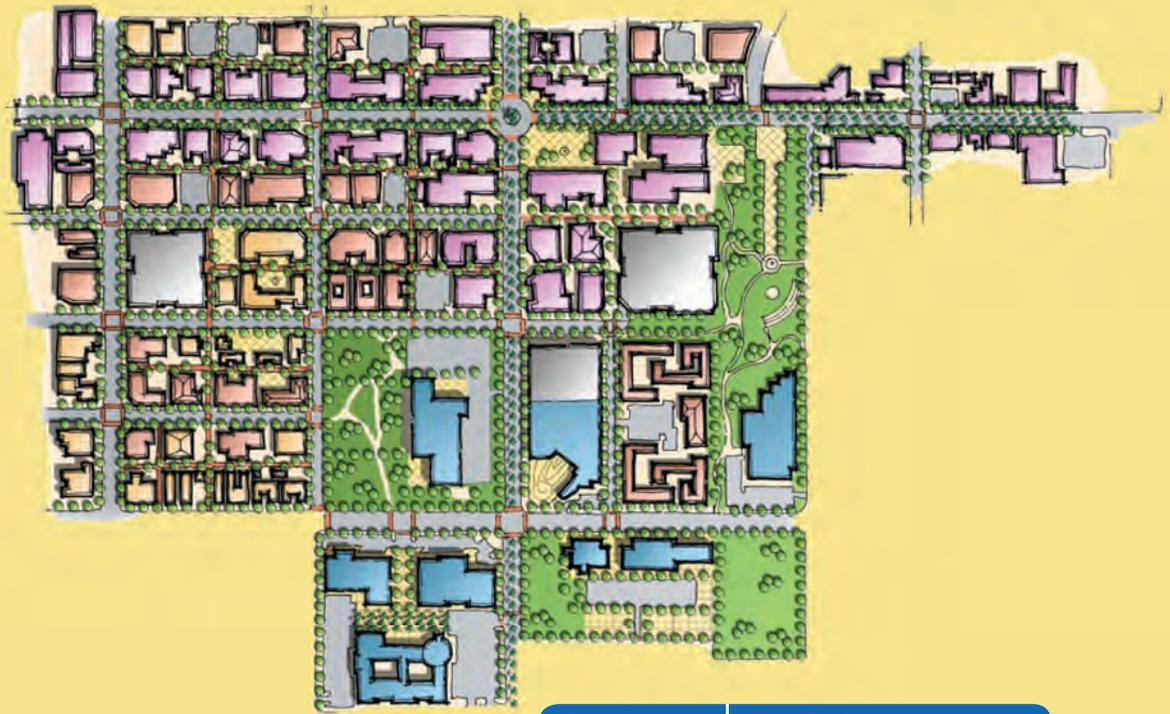
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I. Executive Summary

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I. Executive Summary

The City of Chula Vista has grown substantially over the years through annexations and development, and is the second largest city in San Diego County. Chula Vista continues to play a significant role in the region's growth and is emerging as the hub of civic and cultural activity in south San Diego County. Chula Vista is one of the most rapidly growing areas in the region with a projected population of approximately 300,000 by 2030. While much of the City's recent growth has occurred in large master planned communities developing on vacant land in the eastern portion of the City, demographic changes and other influences are bringing about population growth, renewed interest, and the need for revitalization and redevelopment in the western portion of the City.

The recent update to the City of Chula Vista General Plan focused primarily on revitalization and redevelopment within the older, developed area in the western portion of the City. The Urban Core Specific Plan follows the direction and vision provided in the City's General Plan and establishes a more detailed vision, guidelines, and regulations for future development and beautification in the traditional downtown area. The Specific Plan area is generally located east of I-5, west of Second Avenue, north of L Street, and south of C Street. While there are approximately 1,700 acres within the Specific Plan boundary, it was determined that changes should be focused on areas more in need of redevelopment. Therefore, the Specific Plan focuses on the redevelopment of approximately 690 gross acres within the larger Specific Plan study area. The Specific Plan creates a framework to attract investment and be a catalyst for revitalization. The overall goal is to create pedestrian-friendly environments, gathering places, and public amenities through community development.

The Specific Plan considers marketplace realities to increase the economic viability of the downtown and surrounding areas to meet City, business, and community needs. The Specific Plan addresses land use mixes and distributions; zoning; urban and sustainable design; vehicular, bicycle and pedestrian circulation; parking; transit services and facilities; public improvements and infrastructure; gateways and image; street furniture and pedestrian amenities; parks and public spaces; implementation strategies and possible funding sources. The Specific Plan is based upon the valuable comments, and participation from residents, business leaders, and other community stakeholders, as well as the diligent and committed Urban Core Specific Plan Advisory Committee.

The intent of the Specific Plan is to facilitate and encourage development and improvements that will help realize the community's vision for the Urban Core area. The community wants the Urban Core to be a desirable San Diego County

destination for both visitors and residents alike, with an identity of its own. The community wants a downtown that is vibrant and forward thinking and alive with thriving businesses, attractive housing, and entertainment, cultural and recreational activities; but respectful of its past. The Specific Plan envisions a broad mixture of uses and business opportunities, as well as a wide range of residential housing types. The Urban Core is envisioned to be the “heart” of the community, where people gather to enjoy special events, farmers markets, street performances, shopping and outdoor dining. It is a downtown with a synergistic mix of land uses, attractive streetscapes and sidewalks and full of people; all interconnected with a series of plazas and pedestrian paseos. To this end, the Specific Plan includes a variety of recommendations to help obtain this vision including:

- Mobility recommendations
- Land Use Development Standards
- Development Design Guidelines
- Public Realm Design Guidelines
- Plan Implementation Strategies and Community Benefits Program

Mobility

The Urban Core Specific Plan mobility recommendations provide a variety of approaches and strategies to “get people from here to there.” Improvements for the main thoroughfares and other streets within the Urban Core are identified in Chapter V - Mobility and address pedestrian, bicycle, transit, automobile and parking opportunities.

Traffic calming elements and pedestrian improvements are introduced to slow traffic flow and create a more pedestrian-friendly environment, along Third Avenue in the Village District. Improvements include bulbouts (sidewalk extensions), narrowed travel lanes, reducing the number of travel widths in some areas, special paving at crosswalks and median refuge islands. Paseos and pedestrian walkways are emphasized in the Specific Plan as well. The Mobility chapter includes recommendations for new, and upgraded bikeway facilities throughout the area for both recreational and commuting users to accommodate for bicycle transit.

Three transit focus areas within the Urban Core provide multi-modal opportunities for both local and regional transit. The transit stations located at I-5/H Street and I-5/E Street link to the San Diego Trolley’s Blue Line. As a feature of the Specific Plan, a new shuttle loop system called the West Side Shuttle is proposed. The shuttle route will serve both the Urban Core Specific Plan and Bayfront Master Plan areas in western Chula Vista. This new service would complement existing and planned future transit improvements.

A program for improvements to the roadway network is proposed, especially reintroducing the street grid in areas where it has been interrupted over time. The Mobility chapter also addresses off-street parking within the Urban Core Districts and offers public parking strategies, including parking districts for portions of Third Avenue and strategically located parking structures particularly for the transit focus areas.

Land Use Development Standards

Chapter VI – Land Use and Development Standards, establishes three main Specific Plan Districts: Village, Urban Core and Corridors, as well as 23 subdistricts. Within these three main districts to allow for customized regulations and standards. The subdistricts regulations shape the building form and intensity, allowable land uses, and parking requirements. In summary, the land uses are customized to encourage a mix of pedestrian-oriented uses integrated with higher density residential. The development and parking standards have been relaxed to encourage investment in the Urban Core, including locating buildings closer to the street with parking behind or tucked under the building. The Specific Plan regulations stress flexibility and provision of urban amenities such as streetscape improvements, parks, plazas, transit, cultural arts and mixed use development.

The tallest buildings are allowed in the transit focus areas located at I-5/H Street and I-5/E Street where support by alternative modes of transportation is readily available. Neighborhood Transition Combining Districts have been created for subdistricts adjacent to R-1 and R-2 zoning areas to protect existing residential neighborhoods and ensure compatible, stepped-back building heights and setbacks. Special provisions address live/work units, mixed-uses and parking structures. Zoning incentives are provided to entice developers to provide urban amenities such as parks and plazas beyond required levels.

Development Design Guidelines

In Chapter VII – Development Design Guidelines, comprehensive design guidelines are provided for development within the three Specific Plan Districts, as well as special guidelines for hotels, mixed-use projects, multi-family residential projects, and sustainability principles. The form-based guidelines supplement the Specific Plan development regulations, and the City's Zoning Ordinance to create a more attractive, well-designed urban environment. The guidelines apply to construction, conservation, adaptive reuse, and enhancement of buildings and street scenes while preserving historical resources. Although no specific architectural style is prescribed, the quality of design is guided by policies addressing site planning, building height/form/mass, building materials/colors, storefront design, landscaping, lighting, parking, circulation, signs and other development considerations. The goal of the guidelines is to create a positive image for the Urban Core and frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas as well as other attractive features.

Public Realm Design Guidelines

Chapter VIII – Public Realm Design Guidelines focus on ways to create more attractive and pedestrian-friendly public environments and gathering places. Street furniture, landscaping, sidewalks, crosswalks, lighting, paseos, public art, parks, and plaza concepts are defined. Two main themes emerge within the Specific Plan: an art-deco inspired design theme along Third Avenue, building upon the era when much of the development along the street occurred, and a more contemporary theme for the remaining public realm areas in the Urban Core, indicative of a forward-looking Chula Vista. The Third Avenue Village Gateway entry sign at Third Avenue & Park Way welcomes the public to the village. Gateway treatments are proposed at other locations to welcome people to the Urban Core and to reinforce the identity of the Urban Core.

Plan Implementation Strategies and Community Benefits Program

One of the most important elements of the Specific Plan is identifying the implementation programs that will result in the desired changes emphasized for the Urban Core. The sole purpose of the Specific Plan is to improve the quality of life for Chula Vista in general, with a particular focus on the west side. Visual simulations of potential future conditions for four areas of the Specific Plan are provided to help illustrate the possible positive changes and community benefits envisioned.

The visions expressed in the Specific Plan include investments in streets, transit, parks, plazas, cultural facilities, protection and preservation of historic resources, schools, and improvements to City services such as utilities, police, fire, health and human services. These investments will be supported by a partnership between the City and the private sector as new development occurs. Chapter X – Plan Implementation and Community Benefits Program contains realization strategies and forms a critical link between the improvements the City desires, and how both the City and private investment will contribute to make the improvements happen. Specific improvements are identified, and financial tools and strategies are outlined.