CITY OF CHULA VISTA

GENERAL PLAN

December 13, 2005

Amended March 17, 2020 Resolution
2020-062

City Council
Stephen C. Padilla, Mayor
Steve Castaneda
Patricia E. Chavez
John McCann
Jerry R. Rindone

Planning Commission
Vicki Madrid, Chair
Gary Nordstrom
Bryan Felber
Dan Hom
Pamela Bensoussan
Bill Tripp

City Manager
David D. Rowlands, Jr.

Assistant City Manager
Dana M. Smith

City Attorney
Ann Y. Moore

Prepared Through
City of Chula Vista
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Chula Vista, CA 91910

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GENERAL PLAN UPDATE CITIZEN COMMITTEES

This General Plan Update was only possible through the generous contributions of the following citizen committee members:

Steering Committee

Mitch Thompson - Housing
Patricia Aguilar - Sweetwater/Bonita
Kevin O'Neill - Planning Commission
Bill Tripp - Infrastructure & Services Subcommittee
Teresa Thomas - Environment, Open Space & Sustainable Dev. Subcommittee
Diana Rude/Pamela Bensoussan - North Area
Rudy Ramirez - South Area
Randall Krogman - East Area
Steve Savel - Education
Greg Alabado - Transportation
Paul Nieto - Finance / Real Estate
Gary Nordstrom - Development
Russ Hall - Economic Development Subcommittee
Environment, Open Space and Sustainable Development Subcommittee

Doug Reid - Resource Conservation Committee
Stanley Jasek - Resource Conservation Committee
Teresa Thomas - Resource Conservation Committee
Pamela Bensoussan - Resource Conservation Committee
John Chavez - Resource Conservation Committee
John Diaz - Resource Conservation Committee
Tracy Means - Resource Conservation Committee
Theresa Acerro - Sierra Club
Laura Hunter - Environmental Health Coalition
Allison Rolfe - San Diego Audubon Society
Michael Beck - Endangered Habitats League
Susan Fuller - Nature Center Bd. of Trustees
Frank Ohrmund - OVRP, Citizens Advisory Committee

Alternates:

Nohelia Ramos - Environmental Health Coalition
John Hammond - San Diego Audubon
Lynne Baker - Environmental Health Coalition
Infrastructure and Services Subcommittee

Art Garcia - GMOC, Education
Bill Tripp - GMOC, Environmental
Steve Palma - GMOC, Southwest
Kevin O'Neill - GMOC, Planning Commission
Rafael Munoz - Eastern Chula Vista
Gary Nordstrom - GMOC, Development
Richard Arroyo - GMOC, Business
Mike Spethman - GMOC, Central City
David Krogh - GMOC, Bonita/Sweetwater
Al Gore - Cultural Arts Commission
Mary Jo Buettner - Chula Vista Coordinating Council
Joanne Clayton - Housing Advisory Committee
Bob Strahl - Parks & Recreation Commission

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CITY OF CHULA VISTA PROJECT STAFF

Staff members throughout the entire City of Chula Vista organization, including a General Plan Management Team, assisted preparation of the General Plan Update. Listed below are some of the core staff members who were most directly involved.

Jim Sandoval - Director of Planning & Building
Nancy Lytle - Assistant Director of Planning
Edgar Batchelder - GPU Project Manager/Advance Planning Manager
Duane Bazzel - Principal Planner
Marilyn Ponseggi - Environmental Review Coordinator
Daniel Forster - Growth Management Coordinator
Paul Hellman - Environmental Projects Manager
Steve Power - Environmental Projects Manager
Mark Stephens - Principal Planner
Kim Vander Bie - Associate Planner
Frank Herrera-A - Associate Planner
Rick Rosaler - Principal Planner
Anthony J. Lettieri, FAICP - Special Planning Projects Manager
Jeff Barfield - Special Projects Planning Manager
Rabbi Phillip - Secretary
Carlos Fernandez - Senior Planning Technician
Dai Hoang - Planning Technician II
Cherryl Cisneros - Planning Technician II
Gabriel Innocenzi - Senior Planning Technician
Dave Kaplan - Transportation Engineer
Jim Hare - Deputy Director, Community Development
Mary Ladiana - Planning & Housing Manager
Raymond Pe - Senior Planner
John Mullen - Deputy City Attorney
CONSULTING SERVICES

RBF CONSULTING - Planning/Community Outreach
RECON - Environmental Consultants
KIMLEY-HORN & ASSOCIATES - Traffic Analysis
ECONOMICS RESEARCH ASSOCIATES - Fiscal Analysis
MIG, INC. - Community Outreach
MAY PLANNING SERVICES - General Plan Development
THE RICK ALEXANDER CO. - Meeting Facilitation
ECONOMIC & PLANNING SYSTEMS - Growth Management
MASTER GENERAL PLAN UPDATE CONTENTS

Chapter 1      Preface
Chapter 2      Introduction
Chapter 3      Chula Vista in Perspective
Chapter 4      Vision and Themes
Chapter 5      Land Use and Transportation Element
Chapter 6      Economic Development Element
Chapter 7      Housing Element (Last amended May 28, 2002)
Chapter 8      Public Facilities and Services Element
Chapter 9      Environmental Element
Chapter 10     Growth Management Element
Chapter 11     General Plan Implementation

Glossary/Acronyms/Abbreviations