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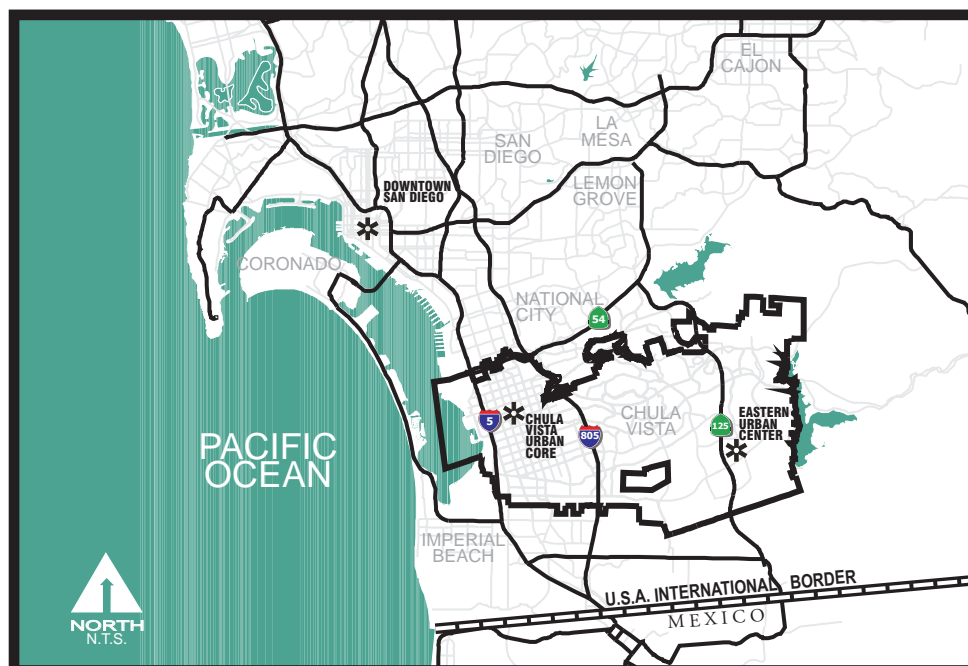
1.0 | PREFACE

Chula Vista: Past, Present, and Future

Since Chula Vista's establishment as a permanent settlement in the late 1800's and its incorporation in 1911, the community has evolved based upon a vision of what it wants to be and forward-looking plans to get there. The original town site layout conceived by Colonel William G. Dickinson of the San Diego Land and Town Company is still apparent in today's northwest area of Chula Vista.

Approaching its 100th anniversary as a city, Chula Vista has expanded by ten times in area, and transitioned from an agricultural community to a rapidly changing, more urban place. It has become one of California's 15 largest cities in population and among the most dynamic. But as the City has grown larger, the world, in a sense, has grown smaller. Chula Vista is increasingly connected to and influenced by its proximity to the international border and interactions with other local governments and regional plans and programs. Figure 1-1 shows the relationship of the Chula Vista Urban Core and Eastern Urban Center to downtown San Diego and the international border.

Figure 1-1
Relationship of Chula Vista to Downtown
San Diego and International Border



Much as the City Charter serves as an overarching governing document for municipal activities in Chula Vista, a general plan functions as the “constitution” for future growth and development. While probably best known for dealing with how land is used, the scope of a general plan is far broader. All specific plans, capital improvement programs, and development decisions are made within the framework of general plan goals, objectives and policies. Moreover, the general plan sets direction for economic development, the environment, and a broad range of public facilities and services. It is the reference point for cooperative planning with other service providers, such as school districts and water districts, adjoining local jurisdictions, and regional, state and federal agencies.

This General Plan sets a bold vision of where the city will be another 25 years into the future. It marks a pivotal stage in Chula Vista's development and its role within the region. For perhaps the first time, Chula Vista's long-range plans deal as much or more with how to “grow” and improve the existing community than with outward expansion into newly developing areas. Chula Vista stands at the threshold of maturing into the vibrant cultural, economic and recreational hub of south San Diego County. It is an exciting time, filled with pride for where the City has come from and hope for what the City will become.

Chula Vista, as envisioned by this General Plan, boasts a broad range of employment opportunities that support an excellent standard of living; revenues that sustain exemplary public facilities and services; and an entrepreneurial spirit that fosters investment in local business, real estate, and cultural and social amenities. Chula Vista's prosperity is built upon collaborative efforts that recognize the city's unique advantages and shared values. A University Park and Research Center with multiple educational institutions is a key part of the City's 21st century identity. Chula Vista's progressive planning has provided for desirable workplaces and the resources to support them, including alternative means of transportation, reliable water and energy sources, and advanced communication technologies. The City has become a leader in regional policy-making and is positioned to respond quickly when land use, economic, and social opportunities emerge.

New and challenging opportunities present themselves as the downtown and western portions of the City redefine themselves to deal with change, yet maintain their historical community character and charm. Rather than merely updating the previous document, this General Plan takes a new approach to directing growth and managing resources. Chula Vista's foresight for a well-planned, quality environment gives shape to goals, objectives and policies that will create the city it envisions in the year 2030.