4.0 LAND USE PLAN

4.1 Regional Context

Chula Vista has reached a critical point in charting its future and defining its role in the San Diego County region. While our City has evolved as a largely residential, suburban community, it is now emerging as the dynamic hub of south San Diego County. Large tracts of land are available for master planned development in the east, while there is great potential to create infill development and increase urban vitality in the west. These two areas offer the opportunity for Chula Vista to create additional housing and jobs; improve our City's image; and add cultural and recreational amenities for our residents.

This General Plan organizes our City into four planning areas - Southwest, Northwest, East, and Bayfront.

4.2 Area Plans and Planning Hierarchy

4.2.1 Area Plans

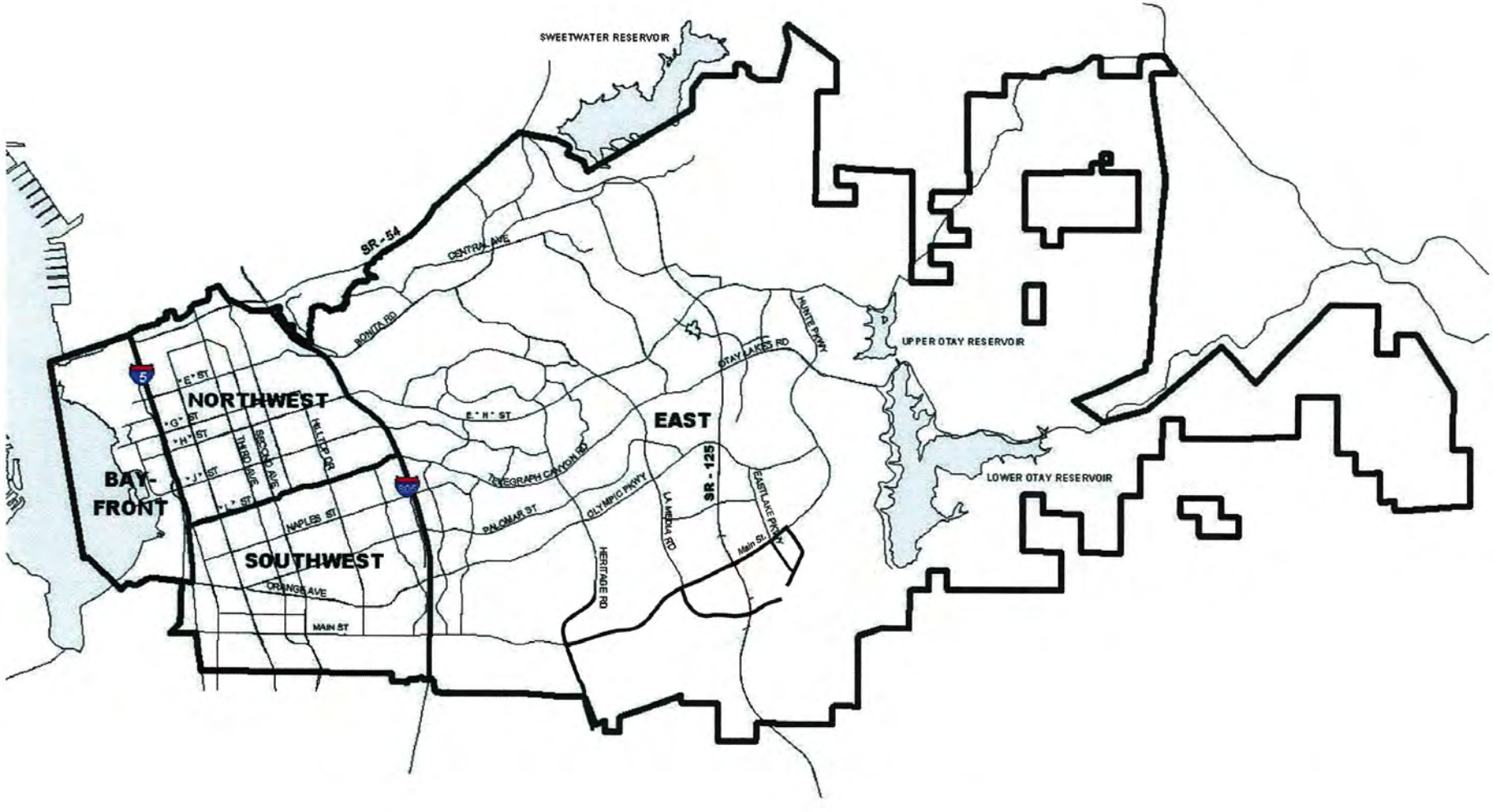
This General Plan organizes our City into four Planning Areas: Southwest: Northwest; East; and Bayfront, as shown on Figure 5-7. Each Planning Area has an Area Plan, which is incorporated within this Land Use and Transportation Element. Supplementing sections that address City-wide issues and policies, the four Area Plans discuss issues unique to their particular area and present the planning policies to address those issues. Area Plans are found in Sections 8.0 - 11.0 of this element.

Chula Vista's previous General Plan had five Planning Areas, each with its own Area Plan. However, this General Plan combines some of the previous Planning Areas. The former Sweetwater and Eastern Territories have been integrated into the East Planning Area and the former Montgomery Planning Area is now a part of the Southwest Planning Area.

4.2.2 Planning Hierarchy

Several terms are used throughout this General Plan that organize the City into a hierarchy of geographic areas for discussion and policy purposes. From the largest to smallest areas, they are: Planning Area, Subarea, District, and Focus Area. A diagram of this planning hierarchy is shown on Figure 5-8.

Chula Vista Planning Areas

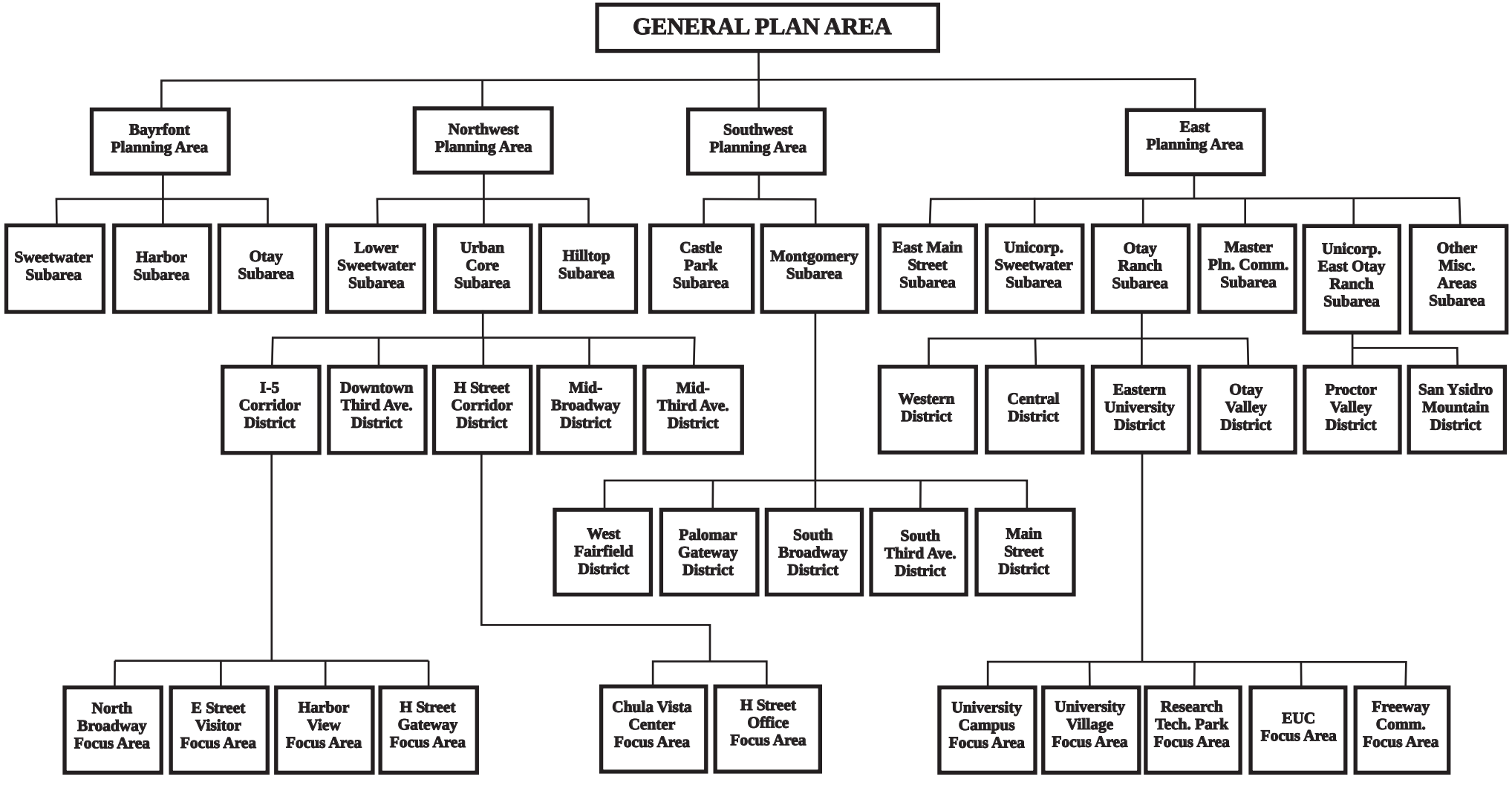


NORTH
N.T.S.

Figure 5-7

CITY OF CHULA VISTA

Planning Hierarchy



CITY OF CHULA VISTA

Figure 5-8

TABLE 5-3
GEOGRAPHIC PLANNING AREAS ADDRESSED IN AREA PLANS

SOUTHWEST PLANNING AREA		
Subarea	**District**	**Focus Area**
MONTGOMERY		
	South Third Avenue Corridor	Same as district
	South Broadway Corridor	Same as district
	Main Street Corridor	Same as district
	Palomar Gateway	Same as district
	West Fairfield	Same as district
NORTHWEST PLANNING AREA		
URBAN CORE		
	Interstate 5 Corridor	North Broadway E Street Visitor Harbor View H Street Gateway
	Downtown Third Avenue	Same as district
	H Street Corridor	Chula Vista Center H Street Office
	Mid-Broadway	Same as district
	Mid-Third Avenue	Same as district
EAST PLANNING AREA		
OTAY RANCH		
	Western	Same as district
	Central	Same as district
	Eastern University	University Campus / Regional Technology Park University Village Eastern Urban Center Freeway Commercial Village 10
	Otay Valley	Same as district
MASTER PLANNED COMMUNITIES	Includes Rancho del Rey, EastLake, Sunbow, San Miguel Ranch, Rolling Hills Ranch, Bonita Long Canyon, and Otay Ranch Villages 1, 1 West, 5, 6, 7 and 11.	
EAST MAIN STREET	Between I-805 and Heritage Road, north and south of East Main Street.	
UNINCORPORATED SWEETWATER	This Subarea is completely located within the County of San Diego and includes the Bonita and Sweetwater neighborhoods on both sides of the I-805.	
UNINCORPORATED EAST OTAY RANCH	This Subarea is completely located within the County of San Diego and includes the San Ysidro Mountain District and the Proctor Valley District.	
OTHER MISC. AREAS	Existing city neighborhoods and commercial areas in Bonita and adjacent to the east side of I-805, south of East H. Street.	

Table 5-3, Geographic Planning Areas Addressed in Area Plans, lists the various geographic areas and their respective hierarchy. The Area Plans found in Sections 8.0 - 11.0 have more detailed land use diagrams and specific policies addressing Districts and Focus Areas.

4.3 Smart Growth Principles

This General Plan provides guidance to citizens, developers, City staff, and decision-makers over the next 25 years, through the Year 2030. It pays particular attention to Smart Growth principles being promoted throughout the country, California, and our region. While there is no single definition of Smart Growth that everyone embraces, there are certain common elements.

The basic Smart Growth principles are summarized as follows:

- Provide a mix of compatible land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair and cost effective
- Encourage community and stakeholder collaboration in development decisions

Many of the elements of Smart Growth not only make communities more attractive and affordable places to live but also make them healthier places. Streets that are safe and comfortable for walkers and bikers encourage people to get more exercise as part of their daily routines. Having transportation options helps reduce traffic and air pollution, and preserving green space helps protect water quality while making communities more attractive. Smart growth strategies help ensure communities develop in ways that keep our children and families healthy, with clean air to breathe, clean water to drink, and safe places to exercise outside.

The City of Chula Vista has already undertaken planning efforts that serve to implement Smart Growth principles, such as the village concept for Otay Ranch, and the incorporation of healthy community and complete street programs and policies. Smart Growth principles are incorporated into this General Plan's Vision and Themes, which guide the Land Use Plan and provide the basis for many of the Land Use and Transportation Element's policies, including the Area Plans.

4.4 Redevelopment and Community Benefits

Sections 4.4.1-4.4.4, below, will:

- Describe this General Plan's increasing emphasis on western Chula Vista;
- Explain how revitalization and redevelopment can help address some of the opportunities and constraints presented in already developed areas;
- Present summary information on the benefits of revitalization and redevelopment; and
- Outline how revitalization and redevelopment themes are reflected throughout this General Plan.

4.5 Urban Framework - Present and Future

Chula Vista's urban framework is comprised of its circulation network; its pattern of unique and complementary neighborhoods and districts; and its open space system. Specifically, it includes: the Bayfront Planning Area; the Northwest Planning Area, which includes the Urban Core Subarea; the Southwest Planning Area, including the Southwest Town Focus Area; the East Planning Area's Olympic Training Center; master planned communities; and the future Eastern Urban Center, university, and Regional Technology Park. In addition, the urban framework includes other activity centers with city-serving land uses that tie the community together. The activity centers include areas with a high concentration of jobs; shopping centers that serve local and/or regional needs; significant community gathering places; and major commercial and transit corridors. Figure 5-9 shows activity center locations, the Urban Core Subarea, and commercial corridors.

Residential areas and a substantial open space network, including the Chula Vista Greenbelt, a 28-mile open space system that encircles the community, helps to physically define the City; provides a sense of place and unique identity; provides for the conservation of sensitive plants and animals; and provides a break in the urban development pattern with scenic views and recreational open space.

All of Chula Vista's urban framework components direct future growth patterns, while preserving the natural environment. Commercial and/or transit corridors, as depicted on Figure 5-9, Activity Centers, help to link or connect the community, and include:

- Broadway
- Third Avenue
- H Street
- E Street
- Palomar Street
- Main Street
- Eastlake Parkway

Community activity centers, shown on Figure 5-9, include:

- The Bayfront west of Interstate 5, overlooking the San Diego Bay
- Downtown Third Avenue, in the Urban Core, mixed use areas on both sides of Third Avenue between E Street and H Street
- Chula Vista Center, in the Urban Core, on the south side of H Street east of Broadway
- Oxford Town Focus Area in the Southwest Planning Area, in the vicinity of Third Avenue and Oxford Street
- Palomar/Broadway Commercial Area, in the Southwest Planning Area, in the vicinity of Broadway and Palomar Street
- Terra Nova, in the East Planning Area, the area east of Interstate 805 and south of East H Street
- Bonita, in the East Planning Area, along Bonita Road between Willow Street and Otay Lakes Road
- Sharp Hospital Medical Complex, in the East Planning Area, the area surrounding the hospital east of Medical Center Drive
- Southwestern College, in the East Planning Area, at the southwest quadrant of East H Street and Otay Lakes Road
- EastLake, In the East Planning Area, the EastLake Village Center and surrounding commercial area in the vicinity of Otay Lakes Road and Eastlake Parkway
- Eastern Urban Center
- Future University, in the East Planning Area, on the east side of State Route 125 and south of Hunte Parkway
- Olympic Training Center, in the East Planning Area, the training center and adjacent commercial areas along Olympic Parkway, near Lower Otay Lake
- Rancho del Rey, in the East Planning Area
- Broadway Corridor, in the Northwest and Southwest Planning Areas
- South County Regional Complex, in the Northwest Planning Area
- Gateway, in the Northwest Planning Area
- Scripp's Medical Complex, in the Northwest Planning Area
- Regional Technology Park, in the East Planning Area
- Civic Center Complex, in the Northwest Planning Area consisting of City Hall; the Civic Center Library; the police station; and the Parkway Recreation Complex in Memorial Park (gym, community center, pool)

4.6 Land Available for Development

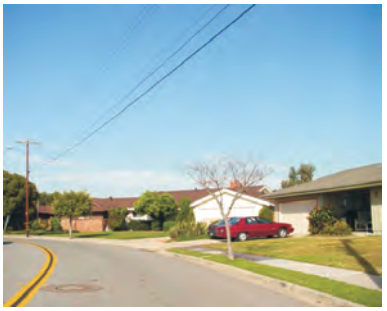
This General Plan takes two approaches towards accommodating future growth.

Infill development and redevelopment is directed to the Northwest, Bayfront and Southwest Planning Areas, west of Interstate 805, to efficiently use existing infrastructure; increase residential densities; take advantage of existing and future transit; and revitalize existing commercial areas.

In the East Planning Area, east of Interstate 805, development will continue to occur in master planned communities that are designed to support regional transit service; provide neighborhood and regional commercial areas; offer a variety of housing opportunities; provide a Regional Technology Park and university; and will require new infrastructure, including roads, utilities, and community parks.

4.7 Focused Areas of Change and Preservation of Stable Residential Neighborhoods

Shaping Chula Vista's future involves designating areas considered appropriate for increased development, while balancing those against areas where limited change and preservation should occur.



Recognizing the importance of preserving and protecting Chula Vista's stable residential neighborhoods and overall community character, this General Plan uses three terms and approaches for directing future growth and development:

Focused Areas of Change

Focused Areas of Change are those areas where more intensive development, revitalization and/or redevelopment are proposed to occur. As shown on Figure 5-10, these select Focus Areas are strategically located in portions of the Northwest, Bayfront and Southwest Planning Areas, along major activity corridors, including Interstate 5; Broadway; E Street; H Street; Third Avenue; and Main Street. In the East Planning Area, they cover future development areas within Otay Ranch. These are parts of our City where new growth and redevelopment can best be accommodated because of current or future transportation choices, and opportunities for mixed use development and higher housing densities. Area Plans in Sections 8.0 - 11.0 of this element include discussion, diagrams, and detailed policies regarding development of these Focus Areas.

Transitional Areas

Transitional Areas are where significant General Plan changes are not proposed, but where infill, redevelopment, and/or revitalization activities may still occur. This is not intended to indicate that those areas are undesireable, problematic, or necessarily unstable, but rather that some change is likely to occur. These can include commercial and industrial areas, mixed residential and commercial areas, and residential neighborhoods consisting of a mix of single- and multiple-family dwellings. They may also include small areas where revitalization could enhance the surrounding neighborhood, such as a stagnant commercial center where reinvestment is desirable to make the area an asset to, and supportive of, the surrounding neighborhood. These areas are often near or between Focus Areas of Change, and may include both vacant and underutilized lands.

Stable Residential Neighborhoods

Stable Residential Neighborhoods are those neighborhood areas designated, zoned, and completely developed with single-family dwellings, except for the school, park, fire station, or other public or quasi-public facility that may be located within them. They may also include new or older stable, multi-family neighborhoods. Home additions, reconstruction, revitalization and rehabilitation, activities will still occur; however, the type of use and intensity will not change. Much of western Chula Vista is comprised of these stable neighborhoods, as is the vast majority of the development in eastern Chula Vista. Overall, the General Plan Land Use Plan targets higher density and higher intensity development into specific Focus Areas in order to protect stable residential neighborhoods, and to create vibrant mixed use urban environments that are oriented to transit and pedestrian activity. Development is directed primarily to transit or commercial corridors, multi-family areas, vacant lands, and underutilized areas. This targeted development will be well-designed, compatible with adjacent areas, and will contribute to the continued vitality of Chula Vista's economy.

4.8 Density/Intensity

State General Plan law requires the Land Use Element to indicate the standards for building intensity (i.e., residential densities and non-residential building intensities) allowed in the City. This Land Use and Transportation Element has 24 land use designations. Each designation allows certain land uses and establishes corresponding density/intensity levels, as applicable (refer to Table 5-4, General Plan Land Use Designations and Zoning). For certain land use designations, such as those in the mixed use category, guidance on density and intensity is found in the policies of each Area Plan.

The Area Plans in Sections 8.0 - 11.0 of this element include Focus Area discussion, diagrams, and detailed policies regarding development of the Focus Areas. Where General Plan changes are not proposed, infill and revitialization activities may still occur.

4.8.1 Residential "Density"

The term "density," in a land use context, is a measure of the desired population or residential development capacity of the land. Residential density is described in terms of dwelling units per gross acre (dwelling units per acre); thus, the density of a residential development of 100 dwelling units occupying 20 gross acres of land is 5.0 dwelling units per acre. A dwelling unit is a building or a portion of a building used for human habitation and may vary considerably in square footage size, from small apartments, such as 600 square feet, to large single-family homes exceeding 5,000 square feet. Gross residential density is defined as the area devoted to residential use, including dedicated neighborhood parks, plus local serving streets and alleys, but exclusive of arterials having more than four lanes. For purposes of calculating population, an average number of persons per acre is calculated for the residential designations, and is based on Chula Vista's average household size of 3.33 persons per single-family unit; 2.58 persons per multi-family unit; and 1.99 persons per mobile home dwelling unit. This factor is revised from time to time to reflect regional housing habitation trends

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4.8.2 Non-Residential "Intensity"

The term "intensity" refers to the degree of non-residential development based on building characteristics, such as height; bulk; floor area ratio; and percentage of lot coverage.

Floor Area Ratio (FAR) is a common expression of non-residential land use intensity. The FAR results from dividing the total gross floor area of all buildings on a lot by the total area of that lot. For example, a building with 5,000 square feet of gross floor area on a 10,000 square foot lot would have a FAR of 0.5, while a building with 20,000 square feet of floor area on the same lot would have a FAR of 2.0. Higher FARs generally indicate larger buildings and/or more stories. See Figure 5-11 for examples of various FARs and their potential site arrangement.

The General Plan's intention regarding intensity is to reflect a maximum development envelope or density range under appropriate conditions, and in accordance with applicable more detailed zoning regulations; not to allow the maximum FAR or density allowed within a density range on a particular parcel. There are many factors that may limit, or affect a development achieving the maximum density or FAR on a specific parcel, resulting from a parcel's physical limitations, the City's zoning requirements, and how a developer chooses to address the function and design of the development. These factors may include, but are not limited to the following:

- Parcel size
- Height limits
- Lot coverage allowed
- Requirements for setbacks, landscaping, and open space
- Provision of required pedestrian-oriented and transit-oriented amenities
- Development standards and design guidelines
- Type of parking provided: surface, below grade, or structured
- Adjacency to sensitive land uses, such as single-family neighborhoods

Actual FARs on a parcel by parcel basis may vary from the area-wide FARs referenced by policies for various Focus Areas, provided that the predominant building height intents are not exceeded. There are also opportunities for property owners/developers to achieve increased density and/or FAR within a particular General Plan range through use of an incentive program that would be implemented by the City. This topic is further discussed in Section 7.13, Relationship of Density/Intensity to Amenities, of this element.

4.8.3 Height

This General Plan uses three terms to define basic categories of building heights:

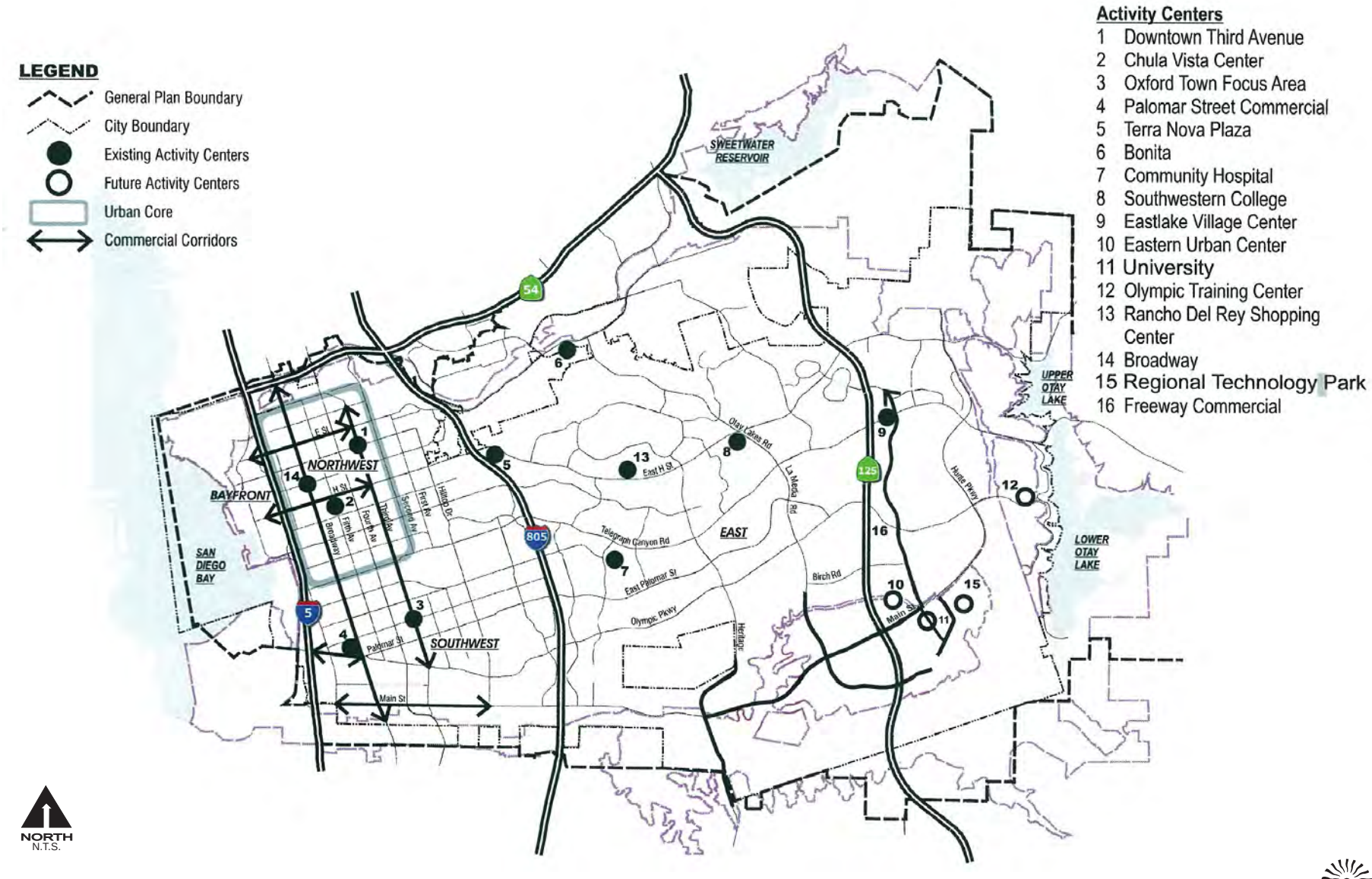
- Low-rise: 1 to 3 stories
- Mid-rise: 4 to 7 stories
- High-rise: 8 or more stories

These height ranges identify the general building heights intended within a particular area. As presented through policies in the Area Plans in Sections 8.0 - 11.0 of this element, one category, such as low-rise, may be stated to be the predominant, intended building height, with another category, such as mid-rise, allowed for some of the buildings. The categories are generalized in this manner to allow some discretion in the establishment of more detailed zoning regulations in a particular context.

Height variations of one to two stories may occur within a particular area's identified height range, provided the predominant height character is maintained. Within areas identified as allowing for some "high-rise" building heights, extra care and consideration shall be given to allowing for such structures as further discussed in LUT Section 7.2, Urban Design and Form. High-rise building heights are not considered to be unlimited, but rather are intended to be evaluated and moderated through the criteria presented in Section 7.2.

Consistent with these General Plan intentions, actual allowable building heights and the extent of any variations within particular areas will be governed by the applicable zoning regulations and/or design guidelines for such areas.

Activity Centers



NORTH
N.T.S.

Figure 5-9

CITY OF CHULA VISTA

Focus Areas of Change

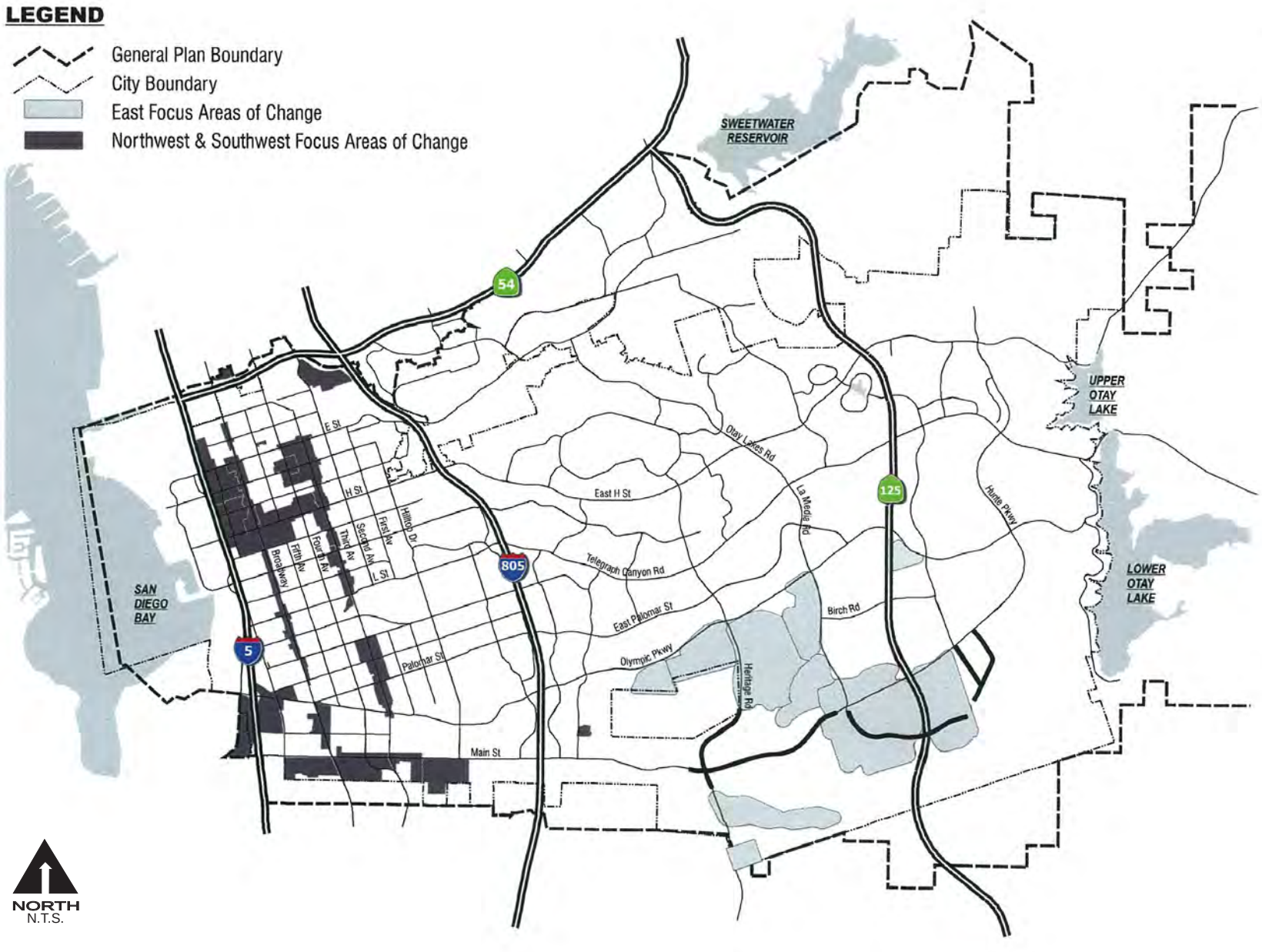


Figure 5-10

CITY OF CHULA VISTA

4.9 Land Use Designations

General Plan land use designations are for general planning purposes. They describe a range of land uses that reflect different General Plan policies related to the type, location, density and intensity of development. In addition to the density or intensity included in the Land Use Designations of this element, the Area Plans for Chula Vista in Sections 8.0 - 11.0 of this element include policies that further address the density or intensity (dwelling units per acre or floor area ratio) that is envisioned for each Planning District and their Focus Areas.

Property owners who have achieved a vested rights status retain the ability to develop in accordance with the land use designations in effect at the time of vesting prior to adoption of this General Plan Update.

The Land Use Diagram for Chula Vista illustrates the general pattern and relationship of the various land uses in the year 2030 (Figure 5-12). The Land Use Diagram illustrates six broad categories of land use, encompassing a wide range of residential, business, and public uses. The land uses are broad enough to provide flexibility when implementing the General Plan, and sufficiently clear in providing direction to apply subsequent, more detailed zoning designations. Table 5-4, General Plan Land Use Designations and Zoning, summarizes the land use categories, along with their allowable ranges of density and intensity. Typical uses associated with each broad category are summarized below.

The relationship between the General Plan land use designations and zoning districts is also shown on Table 5-4. This table indicates how properties should be zoned to be consistent with the General Plan Land Use Diagram. An amendment to the Zoning Ordinance will be needed to revise zoning districts or to add new ones. Any land use designations inconsistent with existing zoning will require rezonings, subsequent to adoption of this General Plan. The Urban Core Specific Plan will be the vehicle for some of the rezonings.

Mixed use development brings people closer to what they need on a daily basis and provides more choices to both residents and workers.

This General Plan introduces a new type of land use to the City -- mixed use, which is actually the return of a traditional type of development that was common until the 1950s. The basic premise behind mixed use is to combine complementary uses to create beneficial results. Mixed use development brings people closer to what they need on a daily basis and provides more choices to both residents and workers, so driving is not the only option to get to a grocery or video store, or to work. It allows an area to be useful for a longer portion of the day than single-use developments. Additionally, mixed use areas are a more efficient use of land and public infrastructure.

Major benefits of mixed use development is that people can drive less (which reduces traffic congestion and improves air quality) and walk more (which creates increased health benefits, safer streets, and allows greater social interaction). Economic benefits are realized by residents who have lower commute costs, employees who can easily run errands during lunch or after work, and the small businesses and restaurants who serve both area residents and employees. When mixed use development is located within a short walking distance of public transit service, there is a larger potential ridership base so more frequent service can be provided.

There are three new mixed use designations: Mixed Use Commercial, Mixed Use Residential, and Mixed Use Transit Focus Area, all of which are defined in Section 4.9.4, Mixed Use Category, below.

4.9.1 Interpreting the Land Use Diagram

Boundaries

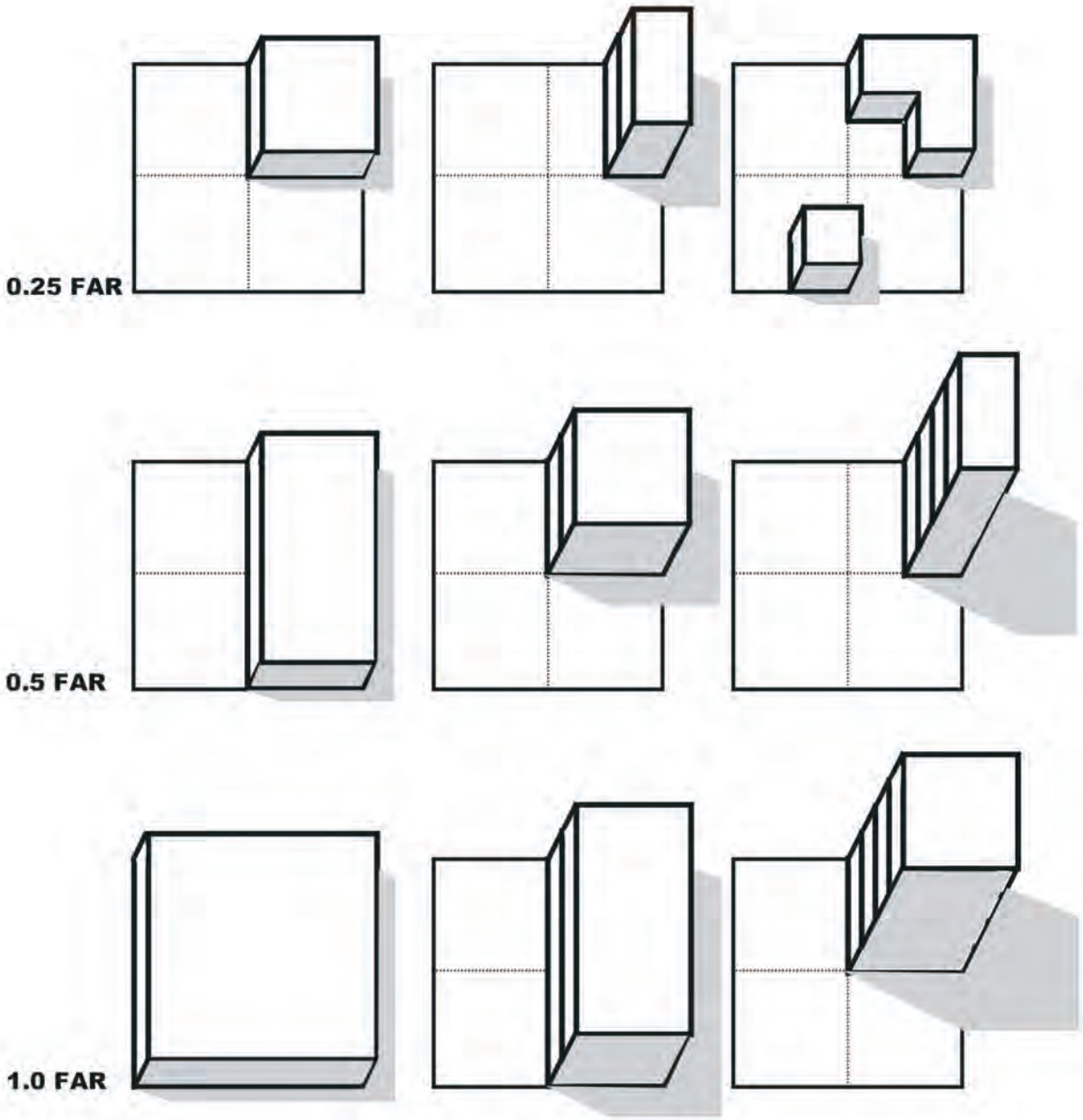
The Land Use Diagram is a graphic expression of the General Plan's land use objectives and plan proposals. The diagram is not intended to be a precise map of the City, but a generalized expression of patterns of land use, circulation, and public services. In particular, the Land Use Diagram should not be relied upon to resolve issues of exact scale and distance. The boundaries of specific areas of land use require interpretation with respect to underlying topographic features, environmental characteristics, and existing land use.

Density/Intensity

Because the General Plan land use designations describe a range of land uses and development intensities in a relatively large area, such as within a District, they are not intended to be used as standards to determine the allowable density or intensity on a specific parcel. Allowable densities, intensities and land uses in each area at a parcel-specific level are established in the more detailed and specific zoning ordinance, or other planning regulatory documents, such as Specific Plans, General Development Plans, Sectional Planning Area (SPA) Plans and/or Precise Plans.

Guidance for the establishment of regulatory densities, intensities and character of land uses is further defined through objectives and policies in Section 7 of this element, and for particular geographic areas, through further objectives and policies listed in each Area Plan in Sections 8.0 - 11.0 of this element. Specific policies address topics such as Uses; Intensity/Height Compatibility and Edges; Design; and Amenities, among other things.

FAR Diagrams



$$\text{Floor Area Ratio (FAR)} = \frac{\text{Gross Building Area}}{\text{Lot Area}}$$

EXAMPLES OF FLOOR AREA RATIOS (FAR)

Figure 5-11

Non-sited Uses

The use of a "floating symbol" on the Land Use Diagram, which is represented by a round dot colored with a specific land use, indicates that a future type of land use or public facility is planned in the approximate area but has not yet been sited. Examples include a park or school, in the case of public facilities, or a visitor commercial area for a resort, in the case of land uses.

4.9.2 Residential Category

There are seven residential designations that provide for a full range of housing types. Residential designations are based on density (as defined in Section 4.8.1) Densities below eight units per acre usually consist of detached, single-family homes, while higher densities usually consist of attached units, such as duplexes; townhouses; row homes; apartments; condominiums; co-ops; and co-housing.

Any assumed density would begin at the minimum and may move toward the maximum, based on a project's on- and off-site considerations and context.

Each residential land use designation is based on "gross density," which is the area devoted to residential use, including dedicated neighborhood parks, local serving streets and alleys, and excluding arterials having more than four lanes.

Development within each designation is expressed as a density range (both minimum and maximum), but this General Plan does not assume a preferred density within the range. Generally stated, any assumed density would begin at the minimum and may move toward the maximum, based on a project's on- and off-site considerations and context. Development standards established in the Zoning Code or other regulatory documents, such as Specific Plans, will further identify where, within each range, a particular project density will be determined, and pursuant to what standards and requirements.

Provisions for the potential clustering of residential development under certain circumstances are provided in Section 7.14 of this element.

Low Residential

The Low Residential designation is intended for single-family detached dwellings on large, rural, estate-type lots, with densities ranging from 0 to 3 dwelling units per gross acre. This character predominates in existing residential neighborhoods within and adjacent to Sweetwater Valley. This is also the appropriate residential land use for areas with relatively steep slopes. At an average of 3.25 persons per unit, population density in this designation would be up to 9.8 persons per acre.

Low-Medium Residential

The Low-Medium Residential designation includes single-family detached dwelling units on medium-sized lots, as typically found in Chula Vista's existing single-family areas west of Interstate 805. Density for this designation ranges from 3.1 to 6 dwellings per gross acre.

Using a cluster development concept, other housing types could also be consistent with this designation, such as single-family attached units (townhouses, row homes, and patio homes) or smaller lot and zero-lot-line detached single-family dwellings. At an average of 3.3 persons per unit, population density in this designation would range from 10.2 to 19.8 persons per acre.

Medium Residential

The Medium Residential designation is intended for single-family detached homes on smaller lots; zero-lot-line homes; patio homes; and attached units, such as duplexes and townhouses, with densities ranging from 6.1 to 11 dwelling units per gross acre. This category also includes mobile home parks. At an average of 2.5 persons per unit, population density in this designation would range from 15 to 27.5 persons per acre.

Medium-High Residential

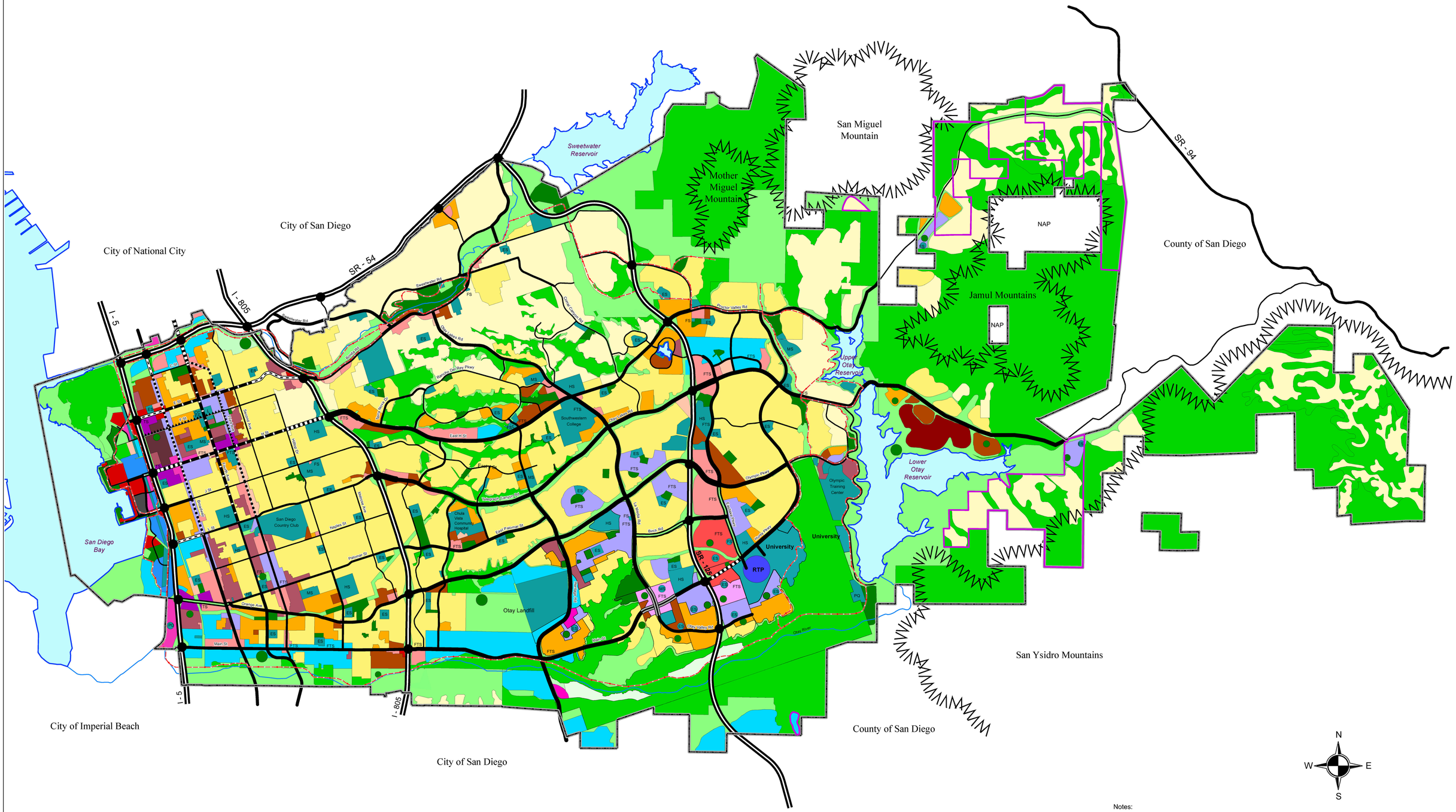
The Medium-High Residential designation is intended for multi-family units such as townhouses and garden apartments, with densities ranging from 11.1 to 18 dwelling units per gross acre. This category also includes mobile home parks. At an average of 2.52 persons per unit, population density in this designation would range from 27.5 to 45 persons per acre.

High Residential

The High Residential designation is intended for multi-family units, such as apartment and condominium-type dwellings in multiple-story buildings, with densities ranging from 18.1 to 27 dwelling units per gross acre. At an average of 2.52 persons per unit, population density in this designation would range from 45.3 to 67.5 persons per acre.

Urban Core Residential

The Urban Core Residential designation is intended for high density, multi-family dwellings in an urban environment, with densities ranging from 27.1 to 60 dwelling units per gross acre.



Notes:

(*) See Chula Vista MSCP Subarea Plan for precise boundaries of the MSCP preserve and associated designations.

(**) Development areas depicted on the diagram have been acquired by public/ quasi-public agencies to be p

(***)

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W E
S

0 2,500 5,000 7,500 10,000
FEET

SCALE: 1 inch = 2500 feet

Last Amendment Date: March 17, 2020

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CITY OF CHULA VISTA

GENERAL PLAN DIAGRAM

LEGEND

LAND USE

RESIDENTIAL	du/ac
Low	0-3
Low - Medium	3-6
Medium	6-11
Medium - High	11-18
High	18-27
Urban Core	28-60
Bayfront High	60-115

COMMERCIAL
- Professional & Office
- Commercial Retail
- Commercial Visitor

MIXED USE
- Mixed Use Residential
- Mixed Use Commercial
- Transit Focus Area

INDUSTRIAL
- Limited Industrial
- General Industrial
- Regional Technology Park

OPEN SPACE, PARKS, & PUBLIC / QUASI-PUBLIC
- Open Space-Active Recreation
- Open Space
- Open Space Preserve (*)
- Parks & Recreation
- Public & Quasi-Public
- Water
- Areas Acquired for Open Space (**)

SPECIAL PLAN AREAS
- Eastern Urban Center
- Resort
- Town Center
- University Study Area

PUBLIC FACILITIES

HS High School
MS Middle School
ES Elementary School
CC Civic Center
FS Fire Station
L Library
TS Transit Station/Stop
FTS Future Transit Station/Stop

- Future - Community Park
- Future - Neighborhood Park
- Future - Schools (***)
- Greenbelt Trail System
- General Plan Boundary
- River or Stream

CIRCULATION SYSTEM

- Freeway or Tollway
- Expressway (7 or 8 Lane)
- Prime Arterial (6 Lane)
- Major Street (6 Lane)
- Gateway Street (6 Lane)
- Gateway Street (4 Lane)
- Urban Arterial (4 Lane)
- Commercial Boulevard (4 Lane)
- Downtown Promenade (2/4 Lane)
- Major Street (4 Lane)
- Town Center Arterial
- Class I Collector
- Other Roads

Blank

TABLE 5-4
GENERAL PLAN LAND USE DESIGNATIONS AND ZONING

General Plan Land Use Designation	General Plan Density (number of dwelling units per gross acre)	General Plan Floor Area Ratio (FAR)	Applicable Zoning District
RESIDENTIAL			
Low	0 - 3	NA	R-E, R-1-10, R-1-15, PC
Low Medium	3 - 6	NA	R-1-7, R-2, PC
Medium	6 - 11	NA	R-1-7, R-2, R-3, R-3-L, MHP
Medium High	11 - 18	NA	R-2, R-3, R-3-L, MHP
High	18 - 27	NA	R-3, R-3-M
Urban Core *	28 - 60	NA	*
Bayfront High *	60-115	NA	*
COMMERCIAL			
Retail	NA	0.25 – 0.75	C-N, C-B, C-C, C-T
Visitor	NA	0.25 – 1.5	C-V
Professional & Office	NA	0.35 – 1.5	C-O
MIXED USE			
Mixed Use Commercial*	NA	0.5 – 0.75	*
Mixed Use Residential*	*	0.0 - 1.0	PC, *
Mixed Use Transit Focus Area*	*	*	*
INDUSTRIAL			
Limited Industrial*	NA	0.25 – 0.5	I-L**
Regional Technology Park	NA	0.25 – 2.0	*
General Industrial	NA	0.25 – 0.5	I**
PUBLIC, QUASI PUBLIC AND OPEN SPACE			
Public/Quasi-Public	NA	NA	All zones
Parks and Recreation	NA	NA	All zones
Open Space	NA	NA	A, F-1, R-1
Open Space Preserve	NA	NA	TBD
Open Space Active Recreation	NA	NA	TBD
Water	NA	NA	TBD
SPECIAL PLANNING AREAS			
Eastern Urban Center		TBD	PC
Resort	TBD	TBD	PC
Town Center	18 - 45	TBD	PC

* New zoning district(s) is needed.
** Existing zoning district to be amended.
NA= Not applicable
TBD= To be determined

Development at the higher end of this designation is intended to expand the potential for residential development near to public transit, particularly along existing and planned transit corridors. Developments in this category should reflect high-quality design, with integrated transit access, and urban amenities, such as recreational or cultural features, Structured parking may be necessary. At an average of 2.5 persons per unit, population density in this designation would range from 67.8 to 150 persons per acre.

Bayfront High Residential.

The Bayfront High Residential designation is intended as the highest residential density in the city to contribute to the vibrancy of a world class Bayfront. As a focal point of the City, developments in this category should reflect the highest-quality design with well integrated urban amenities and access to transit. Structured parking may be necessary. Residential developments may include apartment and condominuim-type dwellings in multiple-story buildings, with densities ranging from 60 to 115 dwellings units per gross acre. At an average of 2.52 persons per unit, population density in this designation would range from 151.2 to 289.8 persons per acre. Ancillary commercial uses are allowed within this designation to create vitality and pedestrian orientation at the street level.

The intended densities within this designation are outlined in the Bayfront Area Plan in section 11.0 of this Element. The allowable density of Bayfront High Residential development is linked to the provision of the amenities in order to establish a well-balanced urban environment

4.9.3 Commercial Category

Three commercial designations allow for a variety of retail and professional uses. The intensity of development is measured using Floor Area Ratio (FAR). FAR is defined in the previous Section 4.8.2. Higher FARs generally indicate larger buildings and/or more stories, as shown on Figure 5-11.

Retail Commercial

The Retail Commercial designation is intended to allow a range of retail shopping and services, including neighborhood, community and regional shopping areas. This category may include limited thoroughfare retail and automobile-oriented services. The FAR for this category ranges from 0.25 to 0.75.

Visitor Commercial

The Visitor Commercial designation includes transient lodging, such as hotels and motels; restaurants; commercial recreation; and retail establishments. The FAR for this category ranges from 0.25 to 1.5.

Professional and Office Commercial

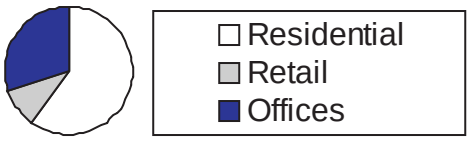
The Professional and Office Commercial designation is intended for business, professional and public office uses. Limited retail uses that support the nearby office employees are also permitted. Retail uses that predominantly serve residential neighborhoods or shoppers from outside the immediate area are excluded from this category. The FAR for this category ranges from 0.35 to 1.5.

4.9.4 Mixed Use Category

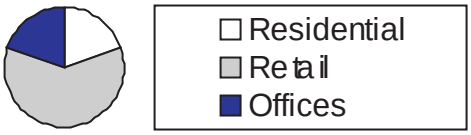
There are three mixed use designations in the mixed use category: one for commercial mixed use, and two for residential mixed use. Areas designated as mixed use are intended to function differently from typical patterns of single-zone land uses, such as an area of only office buildings. In mixed use areas, a variety of compatible land uses and activities are integrated to create a dynamic urban environment that serves as the activity center for the surrounding area.

There is variation in the intensity and density of mixed use designations for specific parts of the City, with residential densities ranging from 28 to 60 dwelling units per acre, and Floor Area Ratios ranging from FAR 1.0 to 4.0.

The allowable density and intensity of development in the mixed use is tied to the provision of necessary amenities to achieve the community's vision for a well-balanced urban environment. Further guidance regarding the desired character, density, and intensity of mixed use designated areas are provided in the Area Plans, Sections 8.0 - 11.0 of this element. Those Sections also provide guidance regarding the general mix of uses envisioned for a particular area through a simple pie chart. The purpose of the pie chart is to express the broad, general apportionment of uses, including residential, retail and office. The pie charts are not intended to be literally interpreted or measured, but rather to guide the overall emphasis of uses desired for a particular area. For example, the following pie chart indicates that an area should be largely residential, with a small supportive retail component:



By comparative example, the following pie chart indicates that an area should be largely retail and office commercial, with a limited residential component:



The Mixed Use Residential and Mixed Use Transit Focus Area (TFA) designations are intended to expand the potential for residential development with convenient access to major activity centers and to create new consumer markets in appropriate areas of the City. Both these designations allow residential to be mixed with office and/or retail uses.

Mixed Use Commercial

The Mixed Use Commercial designation allows for a mix of retail, business services, and office uses, but excludes residential. Ground floor uses are predominantly retail in order to promote pedestrian activity.

Mixed Use Residential

The Mixed Use Residential designation allows a mix of multi-family residential; retail shops; financial; business and personal services; restaurants; entertainment; and office opportunities in a pedestrian-friendly environment. Ground floor uses are predominantly non-residential in order to promote pedestrian activity. Plan policies or the City's Zoning Ordinance may require certain uses, such as ground floor retail, in areas with this designation. Due to the more intense, compact nature of Mixed Use Residential development, these areas are typically served by transit service and other forms of transportation, including enhanced pedestrian and bicycle travel. The Mixed Use Residential designation is intended to be less intense than development in the Mixed Use Transit Focus Area.

Mixed Use Transit Focus Area

The Mixed Use Transit Focus Area (TFA) designation is intended within approximately ¼ mile of existing and planned transit stations, and is intended for the highest intensity mixed use residential environment. This designation allows a mix of residential, office, and retail uses in an area that is pedestrian-friendly and has a strong linkage to provision of transit.

4.9.5 Industrial Category

Three industrial land use designations provide opportunities in the City to conduct research and development: manufacturing; warehousing; and limited automotive-related endeavors.

Limited Industrial

The Limited Industrial designation is intended for light manufacturing; warehousing; certain public utilities; auto repair; auto salvage yards; and flexible-use projects that combine these uses with associated office space. The FAR for this category ranges from 0.25 to 0.5
.

Regional Technology Park

The Regional Technology Park designation is intended for research and development, and high-tech manufacturing along with the administrative and office space associated with such activity. The FAR for this category ranges from 0.25 to 2.0.

General Industrial

The General Industrial designation is intended to allow all uses identified for the "Research" and "Limited Industrial" categories, plus heavier manufacturing, large-scale warehousing, transportation centers and public utilities. This category also includes auto salvage yards. The FAR for this category ranges from 0.25 to 0.5.

4.9.6 Public and Quasi-Public, Parks, and Open Space

The following land use designations are provided to identify various lands used for public, quasi-public, recreation/parks, and open space uses.

Public and Quasi-Public

The Public and Quasi-Public designation is intended for schools; churches; hospitals; civic centers; fire stations; libraries, landfills; public utilities and other similar public uses. When PQ or other Public Facilities symbol is used alone or within a floating bubble on the Land Use Diagram, it indicates the possible location of a future facility.

Parks and Recreation

The Parks and Recreation designation is intended for parks; sports fields; playgrounds; golf courses; and other passive and active recreation uses. The designation may also include community centers and urban parks.

Open Space

The Open Space designation is intended for lands to be protected from urban development, including floodplains; canyon; mountain; and agricultural uses. These lands may include unique natural conditions; provide scenic vistas; or are areas to be set aside that have potential exposure to hazards such as earthquakes; landslides; fires; floods; erosion; or even high levels of roadway noise. Passive recreation uses, such as trails; staging areas; scenic overlooks; and picnic areas, may occur within these areas.

Open Space Preserve

The Open Space Preserve designation is intended for areas designated within the Chula Vista Multiple Species Conservation Program (MSCP) Subarea Plan for the permanent conservation of biological resources. The various Preserve categories and locations of these lands are provided in the Chula Vista MSCP Subarea Plan.

Open Space – Active Recreation

The Open Space Active Recreation designation is intended for areas that are largely undeveloped and adjacent to or near other open space areas; do not contain significant sensitive plant or animal species or habitat; and, due to locational characteristics, provide opportunities for public or private recreational activities, including but not limited to ball fields; tennis courts; outdoor campgrounds; golf driving ranges; and limited commercially-related active recreation uses. Lands designated in the Chula Vista MSCP Subarea Plan for active and passive recreation uses are also included in this designation; however, at the time that specific recreational uses are planned and developed, final hard-line active recreation areas will be determined based on updated biological data and application of the siting criteria found in the Otay Ranch Resource Management Plan (RMP); the Otay Valley Regional Park (OVRP) Concept Plan; and the Chula Vista MSCP Subarea Plan.

Water

The Water designation is applied to bodies of water within the General Plan area, including San Diego Bay and the Otay Lakes.

4.9.7 Special Designations

Resort

The Resort designation identifies existing and potential locations for large-scale, destination-oriented resort facilities with a full range of resort-related services. Uses may include, but are not limited to: hotels and motels; resort-oriented commercial services; restaurants and retail shops; cultural arts centers; recreational uses; time-share residences; conference centers; and permanent residences. The specific density of use for resorts within this category shall be determined at the Sectional Planning Area Plan level, with consideration given to General Plan consistency, environmental impacts and other relevant factors.

Eastern Urban Center

This designation is applied to an area generally bounded by State Route 125, Birch Road, EastLake Parkway and the extension of Main Steet from State Route 125 to Eastlake Parkway, within the East Area Plan. The Eastern Urban Center (EUC) is a high-intensity, mixed use urban center that will serve eastern Chula Vista and the broader south county area, and will also function as the urban core for the Otay Ranch. It will contain residential densities that range from Medium-High to Urban Core residential, and a variety of integrated mixed use; commercial; cultural; public; and office uses. Standards unique to the EUC, for both public and private uses, will be developed to create its distinct urban character.

Town Center

The Town Center designation is intended to provide a pedestrian-oriented environment that includes a mix of multi-family residential; retail shops; restaurants; professional office; or other commercial use opportunities. Higher residential densities and commercial services are provided within approximately ¼-mile of transit facilities. A residential density range of 18 to 45 dwelling units per acre is permitted, although the higher densities may be approved only where necessary to support special housing needs, such as student and faculty housing for the future university or transit oriented development Town Centers should typically provide a more extensive grid street system and may include specially designed arterial roadway(s) that encourage increased pedestrian activity, while providing for efficient traffic circulation.

H Street Transit Corridor Special Study Area

This study area is generally defined as covering properties along both sides of H Street, extending from Interstate 5 to Fourth Avenue. The purpose of the H Street Transit Corridor Special Study Area is to evaluate potential modifications to land uses; densities; intensities; building mass; and the potential for high-rise buildings. While the special study is to be focused on the H Street corridor, as generally depicted on Figure 5-18, Urban Form, the precise boundaries will be established at the time of the study. The study is further described in LUT Section 7.2

University Study Area

The University Study Area is applied to four focus areas that are located on the site of the future university and surrounding properties in the East Area Plan, and includes the University Campus; University Village; the Regional Technology Park; and the Eastern Urban Center. The purpose of the University Study Area is to develop a coordinated strategy to address the important relationships between the Focus Areas and the need for coordinated development to enhance the economic and community success and vitality of the District. This Study Area is further described in LUT Section 10.5.4

4.10 Projected Population and Projected Land Use

4.10.1 Projected Population

At build-out in 2030, the overall Chula Vista Planning Area will accommodate a population of approximately 401,544, an increase of about 80% percent over the 2004 estimated population of 222,300. The Planning Area also includes lands outside the City's 2004 corporate boundary. This reflects an overall annual growth rate of about 2.7 percent over the next 26 years. The City's annual growth rate over the past 30 years was about 4.6 percent, not including the annexation of the inhabited Montgomery community in 1985, which included approximately 26,000 residents. Table 5.5, Chula Vista Projected Population in 2030, below, shows the current estimated and projected populations for Chula Vista by Planning Area. Additional historic population growth information can be found in Chapter 3, Section 3.1, Chula Vista in Perspective.

TABLE 5-5
CHULA VISTA PROJECTED POPULATION IN 2030

Planning Area	Year 2004*	Year 2030**
Bayfront	0	4,860
Southwest	53,560	72,401
Northwest	56,930	89,090
East (incorporated area)	98,710	209,557
East (unincorporated area)***	13,100	25,937
TOTAL	222,300	401,845

* Source: Year 2004 population estimate derived from State DOF Jan. 1, 2004 estimate for the City of Chula Vista and 2000 Census for unincorporated area.

** Year 2030 population estimate derived using year 2010 Census and State DOF factors Jan. 1, 2013 estimate for the City of Chula Vista.

*** "East (unincorporated area)" includes the Sweetwater and East Otay Ranch Planning Subareas, with most of the growth occurring in the East Otay Ranch Planning Subarea.

Chula Vista's projected population in Table 5-5 exceeds SANDAG's current 2030 Regional Forecast (Dec. 2003) for two main reasons. First, the overall Chula Vista Planning Area population shown includes some areas outside of existing City boundaries. Secondly, the current SANDAG 2030 Forecast is based upon existing local plans, and does not reflect the 93,000 housing unit shortfall in the amount of additional regional housing capacity needed to support forecasted population growth. In response, and to avoid simply "exporting" that demand to neighboring regions, and increasing long-distance commuting and congestion, SANDAG's Regional Comprehensive Plan (RCP) stresses the importance of local jurisdictions adding housing capacity in their General Plans. SANDAG regional forecasts are generally updated every few years, and will be revised several times over the life of this General Plan.

Chula Vista's efforts through this General Plan to pursue infill development; add mixed use and higher residential densities in selected areas; improve jobs/housing balance; and provide more transportation options are in keeping with the principles of the RCP. The additional housing capacity and associated population represents the City's commitment to address its share of regional needs, and to work cooperatively with the region in securing funding for local and regional projects that support smart growth.

4.10.2 Projected Land Use

For the purpose of analyzing potential traffic and other effects of development, 2030 is the "horizon year" or limit of analysis for this General Plan. The acreages of the various land uses on the General Plan Land Use Diagram are presented in Table 5-6, General Plan Land Use Distribution in 2030. Table 5-7, General Plan Land Use in 2030, shows the 2030 projections for number of dwelling units. For the purpose of projecting the 2030 development, this General Plan assumes a uniform FAR across areas containing multiple parcels; however, it is recognized that some parcels will be developed or redeveloped at higher FARs, while other parcels are already built out and will not be developed further. There may be some shifting of overall building intensity and residential density within Planning Districts. A monitoring program will be used to effectively track development as it occurs within each Planning District to ensure that the projected overall building intensity and residential density are not exceeded.

TABLE 5-6
GENERAL PLAN LAND USE DISTRIBUTION IN 2030 (ACREAGES)

General Plan Land Use Designation	Total General Plan Area	Bay-front	North-west	South-west	East		
					East Chula Vista Subareas	Unincorp. Sweet-water Subarea	Unincorp. Otay Ranch Subarea
RESIDENTIAL							
Low	6,977		64		1,560	2,453[1]	2,900
Low Medium	8,010		1,354	1,401	4,737	307	211
Medium	1,604		187	288	1,025	32	72
Medium High	665		143	113	312		97
High	525		124	253	148		
Urban Core	84		84				
Bayfront High	14	14					
COMMERCIAL							
Retail	826		115	202	477	32	
Visitor	148	135	11	2			
Professional & Admin.	160	13	61	7	67	12	
MIXED USE							
Mixed Use Residential	933		174	98	611		50
Mixed Use Commercial	135	25	37	58	15		
Mixed Use Transit Focus Area	122		83	39			
INDUSTRIAL							
Limited Industrial	1,885	62	116	384	1,107		216
Regional Technology Park	85				85		
General Industrial	175	175					
PUBLIC, QUASI PUBLIC AND OPEN SPACE							
Public/Quasi-Public	2,901	55	225	321	1,880	381	39
Parks and Recreation	978	74	73	106	606	88	31
Open Space	7,305	100	215	617	3,578	1,101	1,694
Open Space Preserve	16,926	362	18	97	4,582	1,997	9,870
Open Space – Active Recreation	375	8	44		323		
Water	2,672	1,498				9	1,165
SPECIAL PLANNING AREA							
Eastern Urban Center	266				266		
Resort	230						230
Town Center	85				85		
OTHER[2]	4,606	99	866	829	2,343	408	61
TOTAL ACRES	58,692	2,620	3,994	4,815	23,807	6,820	16,636

1-The unincorporated portion of the Northwest Planning Area (87 acres of Residential Low) is included in the Unincorporated Sweetwater Subarea column only.
2-Streets, freeways, utility right-of-ways

TABLE 5-7
GENERAL PLAN LAND USE IN 2030

General Plan Land Use Designation	2030 Acres	2030 Dwelling Units
RESIDENTIAL		
Low	6,977	8,232
Low Medium	8,010	41,286
Medium	1,604	16,159
Medium High	665	10,314
High	525	15,382
Urban Core	84	3,830
Bayfront High	14	1,500
COMMERCIAL		
Retail	826	
Visitor	148	
Professional & Admin.	160	
MIXED USE		
Mixed Use Residential	933	17,639
Mixed Use Commercial	135	
Mixed Use Transit Focus Area	122	3,782
INDUSTRIAL		
Limited Industrial	1,885	
Regional Technology Park	85	
General Industrial	175	
PUBLIC, QUASI PUBLIC AND OPEN SPACE		
Public/Quasi-Public	2,901	
Parks and Recreation	978	
Open Space	7,305	
Open Space Preserve	16,926	
Open Space – Active Recreation	375	
Water	2,672	
SPECIAL PLANNING AREA		
Eastern Urban Center	266	4,905
Resort	230	
Town Center	85	1,929
OTHER*	4,606	
TOTAL ACRES	58,692	124,958

* Streets, freeways, utility right-of-ways

5.0 TRANSPORTATION

5.1 Introduction

Chula Vista's transportation system connects our different land uses with various types of roads and paths, providing access to where we live, work, shop, and spend our leisure time. The system plays an important role in shaping the overall structure and form of the City, in that it simultaneously divides and connects land uses. As Chula Vista and surrounding areas continue to grow, the transportation system must be able to accommodate future traffic and provide the means to move people and goods within and throughout Chula Vista.

This section of the Land Use and Transportation Element discusses Chula Vista's Circulation Plan; Complete Streets, Measurements of Traffic; Urban Core Circulation Element; Public Transit Plan; Bikeway System; Pedestrian Sidewalks, Paths and Trails; Movement of Goods; and Noise (as it relates to traffic). Trails and bikeways are further discussed in Chapter 9, Environmental Element.

A Transportation Study was completed for this General Plan and is summarized in the Environmental Impact Report (EIR). The EIR examines existing roadway conditions (Year 2004), as well as a variety of future traffic conditions (Year 2030 and Build-out Scenario). Although long-term CEQA-level analysis was performed in the EIR, the City performs additional growth management analysis on specific circulation roadways throughout the City, as described below. This growth management analysis is in the very short term, and is not applicable to the future scenarios.

5.2 Circulation Plan

Chula Vista's Circulation Plan (Figures 5-13W and 5-13E) consists of the physical transportation system, such as streets; highways; bicycle routes; paths and sidewalks; and of various modes of transportation, such as cars; buses; Bus Rapid Transit (BRT) vehicles; trucks (for goods movement); rail; bicycles; ridesharing; and walking. It is designed to serve the land use patterns and densities described in this General Plan, and depicts the roadway classifications that will serve transportation demand resulting from the complete build-out of the City of Chula Vista.

For additional information and policies regarding transportation and transit, refer to Sections 8.0 - 11.0 of this element.