

11.0 | BAYFRONT

11.1 Description/Setting

The Bayfront Planning Area encompasses approximately 2,620 acres, which includes uplands or filled areas above mean high tide; and wetlands. The majority of the developed area within the Bayfront Planning Area currently consists of industrial and commercial uses. The remainder of the uplands is underutilized and either vacant or used for smaller industrial warehouse and commercial purposes. The existing development consists of low-rise buildings and open parking areas

The Chula Vista Bayfront is envisioned as a world-class Bayfront to benefit all citizens and visitors to the region.



Planning for the Bayfront Area is a multi-tiered effort that requires inter-jurisdictional cooperation with the State of California and the San Diego Unified Port District. The State of California Coastal Commission guides development within the Chula Vista Bayfront coastal zone area through the California Coastal Act Local Coastal Program (Chula Vista LCP). The Chula Vista LCP provides a detailed land use plan for the orderly growth, development, redevelopment, and conservation of resources. The Chula Vista LCP has been certified by the State Coastal Commission and adopted by ordinance in the Chula Vista Municipal Code. The San Diego Unified Port District (Port District) manages and protects the State tidal lands for the people of the State of California. Tidelands are held in public trust for purposes of water-related commerce, navigation, fisheries, recreation and the environment, for which private development, including residential use, is not allowed. Approximately 554 acres of the 2,573-acre Bayfront Planning Area is within the trusteeship and planning jurisdiction of the Port. The remaining land within the Bayfront Planning Area is within the planning jurisdiction of the City of Chula Vista. A Bayfront Master Plan has been developed in partnership between the Port District and the City of Chula Vista to guide the development of the Bayfront Planning Area as described by the City of Chula Vista LCP and the Port District Master Plan.

The Bayfront Master Plan envisions a world-class Bayfront in the City of Chula Vista to benefit citizens and visitors to the region, and to complement existing and proposed development within the City's corporate boundaries.

A major component of the Bayfront Master Plan is the protection of natural areas and sensitive biological resources. The Bayfront Master Plan supports the implementation of a variety of uses including office, residential, retail, entertainment, recreation, other visitor-serving uses, and reconfiguration of the harbor. Objectives identified in the Bayfront Master Plan include:

- Ensuring conformance with the tidelands trust requirements
- Protecting and enhancing environmental resources
- Enhancing the existing culturally diverse community
- Providing visitor-serving and recreational opportunities
- Creating recreational, public art and open space opportunities

II.2 Subareas

The Bayfront Planning Area (Figure 5-48) consists of three planning subareas: Sweetwater, Harbor and Otay. Within these subareas are established commercial, office, industrial, recreational and natural preserve areas that are expected to evolve over time as the City continues to mature, and that offer opportunities for infill development, redevelopment, and new project, including residential development.

In Section 11.3, Area-Wide Planning Factors, Objectives, and Policies, issues are addressed and policies are presented that are important to the entire Bayfront Planning Area. Subsequently, Section 11.4, Subarea Planning Factors, Objectives and Policies, issues are addressed and policies are presented specifically for the three subareas noted above.

Bayfront Planning Area

Subareas

Proposed G.P. Amendment



Figure 5-48

II.3 Area-Wide Planning Factors, Objectives and Policies

There are several topics or issues with respect to the Bayfront Planning Area that require more focused discussion:

- Create a Bayfront Focal Point
- Bayfront Linkages
- Bayfront Street Network
- Mobility
- Parks and Recreation
- Open Space Conservation

11.3.1 Create a Bayfront Focal Point

The continuing development and redevelopment of the Bayfront will create a water-oriented focal point for the entire City. With an emphasis on public recreation activities, tourism and conservation, it will emerge as the premier waterfront experience in the South County. The development standards and quality will equal those of similar areas in the northern section of San Diego Bay. The diversity of uses will exceed that of many similar projects and contribute to its vitality and use by all citizens.

Objective - LUT 101

Create a water-oriented focal point for the entire City of Chula Vista, which includes uses that are attractive to visitors and residents alike.

Policies

- LUT 101.1** Provide for a balanced and well-defined mix of land uses including visitor serving, commercial, cultural, civic, residential, recreational and open space Conservation.
- LUT 101.2** Improve the visual quality of the Bayfront by promoting both public and private uses that will remove existing blighted structures or conditions, and develop a new image through high quality architecture and landscape architecture.
- LUT 101.3** Allow Bayfront development intensity that provides for economic generators Within the capacity of planned public service and infrastructure systems.

- LUT 101.4** Provide good regional access to the Bayfront from I-5 and SR 54, improved gateway entries, well-routed and designed roadways, connections to public transit, well located and adequate parking areas, and enhanced pedestrian and bicycle access.
- LUT 101.5** Locate new development to be compatible with the protection and enhancement of environmentally sensitive lands in the Bayfront.

11.3.2 Bayfront Linkages

The Bayfront Planning Area will provide visitors and residents with entertainment, recreational activities, lodging and other services within a compact area. Therefore, the full range of access linkages by car, transit, bicycle, or on foot should be planned and implemented through development of the Bayfront Planning Area. The relationship between the Bayfront and the adjacent Urban Core Subarea of the Northwest Planning Area provides an opportunity to create synergy to connected, yet distinct, areas of the City.

Objective - LUT 102

Establish linkages between the Bayfront Planning Area and the Northwest Planning Area for pedestrians, bicycles, and transit.

Policies

- LUT 102.1** Pedestrian and bicycle access between the Bayfront Planning Area and the Northwest Planning Area should be identified, and guidelines for their development should be established, through the Bayfront Specific Plan or a Subsequent implementation document.
- LUT 102.2** Ensure the design and construction of enhanced (wider) Interstate freeway overpasses at E, F, and H Streets, as a discrete project or in conjunction with any freeway interchange improvement programs. The crossings shall incorporate vehicular, transit, and pedestrian/bicycle access.
- LUT 102.3** Promote the development and operation of a circulation system to link and serve the Bayfront Planning Area, the Urban Core Subarea's commercial Areas, and the E and H Street trolley stations.

- LUT 102.4** Ensure integration of the Chula Vista Bayfront component of the regional Bayshore Bikeway that will provide a continuous bike loop around San Diego Bay.
- LUT 102.5** Ensure integration of the Bayfront Planning Area component of the Chula Vista Greenbelt to provide a connection between eastern Chula Vista and the Bayfront.

11.3.3 Bayfront Street Network

The intensification of land uses within the Bayfront Planning Area will alter the character of the built environment over time, creating a more urban context. The transportation network takes into account all modes of travel within this urban context, including public transit; bicycles; pedestrians; and the automobile. Figure 5-49 illustrates the Bayfront street network.

The streets located in the Bayfront should be designed with pedestrians and bicyclists in mind in order to increase social interaction; provide better support; emphasize a friendly, inviting environment for bicycling and walking; and create great places for people to live, work and visit. In general, these streets will have wide sidewalks, street trees, and parkways. These streets will provide, in varying amounts, the following generalized amenities:

- Wayfinding maps; trash receptacles; and benches should be strategically located throughout the Bayfront. Streetscapes should be designed with inviting sidewalks wide enough to be passable without having to maneuver around hedges and other obstacles, and non-contiguous to the street for the creation of parkways.
- On-street parking, limited curb cuts, and landscaping or planting strips that create a buffer between traffic and pedestrians and provide canopy shade. A well-designed streetscape makes people feel comfortable and invites and motivates people to walk or bike to destinations. The Bayfront street design should include mid-block crosswalks and off-street pathways through future common areas and open spaces.
- Easily accessible building entrances in close proximity to the sidewalk. Windows at street level with no blank walls on adjacent buildings.
- Distinctive public transit amenities to increase ease of its use and attractiveness of the area. Transit amenities should include bus information kiosks, bicycle facilities and interconnections to other routes and bikeways; bike racks; lockers; and shower facilities. The intent is to reinforce bicycling as a mode of transportation connected to and coordinated with other modes to connect people and places through a complete street network.

As discussed in Section 5.5.7, separate roadway classifications have been identified for the Northwest Planning Area's Urban Core Subarea. These classifications reflect the special operating characteristics of roadways within a more urbanized, mixed-use environment, and facilitate multi-modal design elements and amenities (such as enhanced sidewalks and transit facilities).

Objective - LUT 103

Establish roadways in the Bayfront Planning Area that respond to the special operating characteristics of roadways within a more urbanized environment, accommodate slower speeds in pedestrian-oriented areas, and facilitate multi-modal design elements and amenities.

Policies

LUT 103.1 Design and develop roadways to include pedestrian, bicycle and transit Amenities appropriate to their function.

11.3.4 Mobility

Mobility refers to all modes of transportation, and includes people's use of cars; trolleys; buses; bicycles; and walking. The planned street circulation system within the Bayfront Planning Area will provide vehicular access, although an emphasis on pedestrian circulation, accessibility, and safety is equally important to traffic flow. Increased access to transit facilities and a pedestrian-friendly environment that encourages walking are two important components of mobility in the Bayfront.

The Transit First! Program prepared by SANDAG identifies future transit routes for Bus Rapid Transit (BRT) in Chula Vista that connect to the existing E and H Street trolley stations. This transit system will use the H Street corridor as an east/west route, with planned transit stations approximately every mile. A bus shuttle system is envisioned to link the Urban Core Subarea with the Bayfront Planning Area to provide residents and visitors with convenient access to transit stations, as well as shopping and services in both areas and to provide access to the Bayfront Planning Area from other parts of the city.

The extensive parks and open spaces within the Bayfront Planning Area provide an important recreational amenity for Chula Vista residents and visitors. Bicycle and pedestrian paths are envisioned throughout the Bayfront Planning Area to provide access between transit stations, parking areas, the waterfront, and these park and open space areas.

Objective - LUT 104

Increase mobility for residents and visitors in the Bayfront Planning Area.

Policies

- LUT 104.1** Create safe and convenient pedestrian access to, from, and within the Bayfront Planning Area.
- LUT 104.2** Provide adequate sidewalk space on heavily traveled pedestrian corridors within the Bayfront Planning Area.
- LUT 104.3** Provide mid-block pedestrian crossings and sidewalk curb extensions, where feasible, to shorten pedestrian walking distances.
- LUT 104.4** Locate secure bicycle parking facilities near transit centers, major public and private buildings, and in recreational areas.
- LUT 104.5** Encourage the establishment of a transit shuttle system that connects the Bayfront Planning Area with the Northwest Plan Area Urban Core. Connections to the Civic Center and transit stations on E and H Streets should be considered as priorities.
- LUT 104.6** Design and implement a system of landscaped pedestrian paths that link important features of the Bayfront Planning Area, especially an F Street Promenade that will link the Bayfront Planning Area with Broadway and Downtown Third Avenue.
- LUT 104.7** Encourage the establishment of a water taxi system that will link the Bayfront Planning Area with other important features and destinations along San Diego Bay.

11.3.5 Parks and Recreation

The Bayfront Master Plan provides for an approximate 250-acre park and open space system to protect the natural beauty of the area and to provide improved access and usage of the bay by

area residents and visitors. The park and open space system will include areas for quiet enjoyment of nature; active play areas; performance spaces; boardwalks; promenades; bike paths; jogging trails and an active waterfront with a new pier. The marina is planned to be reconfigured to provide access for water taxis; dinner boats; harbor cruises; historic vessels/museums; and sailing school boats.

Objective - LUT 105

Create park and recreational opportunities in the Bayfront Planning Area that protect the natural beauty of the Bay and improve access and usage by area residents and visitors.

Policies

LUT 105.1 Provide park and recreation facilities within the Bayfront Planning Area to serve residents and visitors.

LUT 105.2 Provide pedestrian and bicycle connections to link park and recreation Facilities within the Bayfront.

11.3.6 Open Space Conservation

Natural open space preserve planning efforts, such as the Multiple Species Conservation Program (MSCP) and the Sweetwater Marsh National Wildlife Refuge, areas within the Bayfront Planning Area will be the focus of continuing conservation efforts. Opportunities to provide for open space conservation occur throughout the Bayfront and such open spaces are a key component in the City's Greenbelt System. Future development opportunities adjacent to these areas, as well as park implementation efforts, need to respect and conserve these important open space resources.

Refer to Chapter 9, the Environmental Element, for additional discussion and policies on open space,

Objective - LUT 106

Provide for natural open space conservation in the Bayfront Planning Area.

Policies

- LUT 106.1** Provide for the conservation of natural open space within the Chula Vista Greenbelt system.
- LUT 106.2** Identify and protect important public viewpoints and viewsheds along the Bayfront where native habitat areas exist.
- LUT 106.3** Provide for well-designed, safe and secure staging areas, kiosks, and rest stops Within the Bayfront segment of the Chula Vista Greenbelt system.

II.4 Subarea Planning Factors, Objectives and Policies

11.4.1 Sweetwater Subarea

Description of Subarea

The Sweetwater Subarea is located in the northern portion of the Bayfront Planning area, west of Interstate 5. The Subarea extends south to F Street and includes a small peninsular area extending southwest of F Street.

Existing Conditions

The majority of the planning area is owned by the Federal Government and operated by the U.S. Fish and Wildlife Service as the Sweetwater Marsh National Wildlife Refuge. Primary land uses outside the Wildlife Refuge include commercial, motel, restaurant, office, and transportation/utility easement.

Vision for the Sweetwater Subarea

The Sweetwater Subarea has developed with a focus on employment uses and visitor-serving hotels and restaurants located in proximity to Interstate 5, while providing for expansive views and protection of sensitive open space preserve areas that extend through the Sweetwater Marsh to the San Diego Bay. To provide for protection of open space, development has transitioned from lower scale buildings adjacent to open space buffer areas to taller buildings near Interstate 5. Pedestrian and bicycle linkages, including the Bayshore Bikeway, meander along scenic roadways and provide a component of the Chula Vista Greenbelt trail system that encircles the city. Pedestrian-oriented urban development in the City's Urban Core is linked to the Sweetwater Subarea by the F Street Promenade, providing opportunities for residents to enjoy the benefits of the Bayfront natural setting.

Objective - LUT 107

Encourage redevelopment and new development activities within the Sweetwater Subarea that will minimize impacts to environmentally sensitive lands adjacent to the Sweetwater Marsh National Wildlife Refuge.

Policies

Uses

- LUT 107.1** Focus new development and redevelopment on less environmentally sensitive lands.
- LUT 107.2** Encourage lower intensity and visitor-serving development such as hotel, mixed-use, commercial and office that will be compatible with this environmentally-themed area.
- LUT 107.3** Provide parks and open space for recreation, nature study and enjoyment of San Diego Bay.
- LUT 107.4** Protect, maintain, and enhance wildlife habitat within the National Wildlife Refuge while allowing public enjoyment of coastal resources.

Intensity/Height

- LUT 107.5** In the Sweetwater Subarea, the "Visitor Commercial" designation is intended to have an area-wide aggregate FAR of 0.5 and the Professional/ Administrative designation is intended to have an area-wide aggregate FAR of 0.75. The Bayfront Specific Plan will establish parcel-specific FARs that may vary from the area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR.).
- LUT 107.6** Building heights shall be predominantly low-rise to mid-rise with some high-rise buildings located within the eastern part of the Subarea. Any high-rise buildings Will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.
- LUT 107.7** Establish locations within the Subarea where permitted building heights and Densities are greater than in locations adjacent to sensitive open spaces.

LUT 107.8 Establish standards for transitions in building height that respond to public view corridors and proximity to sensitive open spaces.

Design

LUT 107.9 The Bayfront Specific Plan or other regulations prepared to guide development in the Sweetwater Subarea shall address design issues that create a sense of place, a pedestrian-friendly environment, enhanced pedestrian and bicycle linkages, and compatibility with the scale and nature-oriented focus of the area as described in LUT Section 7.6.

LUT 107.10 Maximize the sense of arrival and access to the Bayfront via the E Street entry and provide clearly identifiable gateways to the Bayfront.

Amenities

LUT 107.11 Community amenities to be considered for the Sweetwater Subarea as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1

11.4.2 Harbor Subarea

Description of Subarea

The Harbor Subarea is located in the central portion of the Bayfront Planning area, generally between F and J Streets. This portion of the planning area includes both land and water use areas.

Existing Conditions

Existing land uses in the Harbor Subarea include industrial and related uses, marina, parks, open space, and easements for utilities.

Vision for the Harbor Subarea

The Harbor Subarea is an exciting world-class waterfront highlighted by an active marina and signature park facilities linked by landscaped pathways. A major conference center and the vibrant cultural facilities, offices, hotels, shops and restaurants attract international and regional visitors and create a community gathering place for Chula Vistans and nearby residents. Visitors and residents enjoy the cool bay breezes and marine activities in the Harbor Subarea and readily visit the nearby urban villages of Downtown Chula Vista for shopping and cultural events via the local transit shuttle.

Objective - LUT 108

Provide for the redevelopment and new development of the Harbor Subarea that will reinforce its identity as the City's Bayfront focal point.

Policies

Uses

- LUT 108.1** Encourage the development of residential, hotel, conference center, retail commercial, marina and park uses within the Harbor Subarea to create a vibrant, pedestrian-oriented waterfront destination.
- LUT 108.2** Retain the existing corporate land use located between F Street and H Street, west of Bay Boulevard, as a major employer and industrial business in Chula Vista, but limit the extent of any new general industrial uses to assure development of the unique visitor-oriented uses within the Harbor Subarea.
- LUT 108.3** Ensure provisions for fire service within the Harbor District to serve the Bayfront master plan.
- LUT 108.4** Ancillary commercial uses may be allowed within the Bayfront High residential land use designation, provided they are restricted to the ground floor, limited in extent and oriented to the convenience of residents.

Intensity/Height

- LUT 108.5** In the Bayfront Harbor Subarea, the "Visitor Commercial" and "Mixed Use Commercial" designations are intended to have a subarea-wide aggregate FAR of 0.5. The Bayfront Specific Plan will establish parcel-specific FARs that may vary from the area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 108.6 In the Harbor Subarea, residential densities shall be in the Bayfront High Residential designation at 60 to 115 dwelling units per acre. The LCP and Port Master Plans will provide more detailed guidance for allowed densities within their range.

LUT 108.7 Building heights shall be predominantly high-rise with some mid-rise and low-rise. Any high-rise buildings will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.

LUT 108.8 Establish standards for transitions in building height that respond to public view corridors.

Design

LUT 108.9 The Bayfront Specific Plan or other regulations prepared to guide development in the Harbor Subarea shall address design issues that create a sense of place, a pedestrian-friendly environment, enhanced pedestrian and bicycle linkages, and compatibility with the scale and marine-oriented focus of the Area as described in LUT Section 7.6.

LUT 108.10 Provide aesthetic improvements to existing and new development, including establishing clearly identifiable access to the Bayfront, preserving existing views and creating enhanced views, through placement of new high quality development in harmonious relationship between sensitive habitats and the built environment.

LUT 108.11 Provide view corridors to San Diego Bay that are framed by buildings and enhanced landscaping on all gateway streets.

LUT 108.12 Maximize the sense of arrival and access to the Bayfront via the F Street Promenade E, H, and J Streets to provide clearly identifiable gateways to the Bayfront.

Amenities

LUT 108.13 Community amenities to be considered for the Harbor Subarea as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1.

11.4.3 Otay Subarea

Description of Subarea

The Otay Subarea encompasses approximately 144 acres and includes the southern portion of the Chula Vista Bayfront area extending south of J Street to Palomar Street.

Existing Conditions

The Otay Subarea consists of industrial and related commercial uses, utility facilities and easements, and open space.

Vision for the Otay Subarea

The Otay Subarea provides employment through an industrial business park south of J Street and adjacent to Interstate 5. A small area of commercial at the southwest corner of Interstate-5 and J Street provides an entry and services for bayfront visitors. Additional employment is provided by the energy and utility oriented industrial uses in the southern portion of the Subarea. The regional-serving recreational vehicle park and passive parkland in the central portion of the Subarea provides a nature-oriented visitor opportunity near San Diego Bay. Trails and bikeways in the Otay Subarea link with the Chula Vista Greenbelt to provide residents and visitors opportunities for exercise and exploration. Open spaces provide for views of the bay as well as buffers to protect environmentally sensitive marine areas.

Objective - LUT 109

Encourage redevelopment and new development activities within the Otay Subarea that will provide employment, recreational and visitor-serving opportunities, and energy utility needs.

Policies

Uses

LUT 109.1 Focus new development and redevelopment on the less environmentally sensitive lands.

LUT 109.2 Encourage visitor-serving, open space and park uses that are compatible with environmentally sensitive areas.

- LUT 109.3** Provide for industrial business park uses, and limited ancillary commercial uses in proximity to Interstate-5 and Bay Boulevard.

Intensity/Height

- LUT 109.4** In the Otay Subarea, the "Visitor Commercial" and "Industrial Business Park" designation are intended to have an area-wide aggregate FAR of 0.5. The Bayfront Specific Plan will establish parcel-specific FARs that may vary from the area-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of District-wide versus parcel-specific FAR).

Design

- LUT 109.5** Building heights shall be predominately low-rise with some mid-rise buildings.

- LUT 109.6** The Bayfront Specific Plan or other regulations prepared to guide development in this area shall address design issues that create a sense of place, a pedestrian-friendly environment, enhanced pedestrian and bicycle linkages, and compatibility with the scale and nature-oriented focus of the area as described in LUT Section 7.6.

- LUT 109.7** Provide aesthetic improvements to existing and new development, including establishing clearly identifiable access to the Bayfront, preserving existing views and creating enhanced views with development, encouraging high quality development in harmonious relationship between sensitive habitats and the built environment.

Amenities

- LUT 109.8** Community amenities to be considered for the Otay Subarea as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1.