



May 7, 2014

Michael Walker  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

RE: Urban Core Specific Plan Review Recommendations

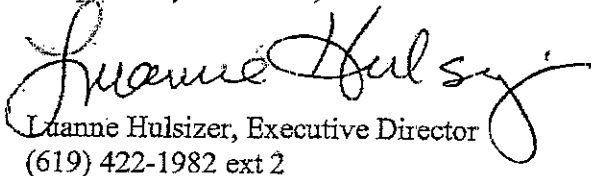
Dear Mr. Walker,

On behalf of the Third Avenue Village Association (TAVA) Board of Directors and our Economic Development Committee, we would like to present the following recommended changes to the Urban Core Specific Plan (UCSP) Land Use Matrix for consideration during the City's current review process.

Both TAVA entities have spent several hours reviewing the current matrix and believe strongly that the recommended changes support the mission of TAVA and its members as we continue to work with the City to create a vibrant pedestrian-friendly business district, leading to increased sales, property values and community pride.

Included in the following pages are the recommended land use changes as approved by the TAVA Board of Directors. We thank you for your consideration.

Respectfully submitted,

  
Luanne Hulsizer, Executive Director  
(619) 422-1982 ext 2



**Recommended Changes**

<b>CATEGORY</b>	<b>V-1</b>	<b>V-2, V-3, V-4</b>	<b>NOTES</b>
<b>Residential</b>			
Family Day Care homes, large (9-14 children)		Not permitted	
Family Day Care homes, small (8 or fewer children)		Not permitted	
Full-time foster homes	CUP	Permitted remove (a)	
Nursing homes		Not permitted	
Residential Care Facilities		Not permitted	
<b>Public, Quasi-Public &amp; Institutional</b>			
Ambulance services	Not permitted	Not permitted	
Cemeteries	Not permitted	Not permitted	
<b>Professional Office</b>			
Administrative and Executive offices	Permitted		
Financial offices	Permitted		
Medical and dental offices/clinic	Permitted		
Medical, optical and dental laboratory	CUP (b)		
Professional offices (architectural, engineering, law)	Permitted		
Real estate offices	Permitted		
Research and development	Permitted		
Veterinary clinics/animal hospitals	Permitted	CUP w/o (b)	
<b>Commercial - Service</b>			
Body art/tattoo/piercing salon		CUP	
Cobbler	Permitted	Permitted w/o (a)	
Day nursery	CUP		
Day spa	Permitted		

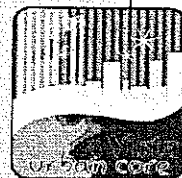


CATEGORY	V-1	V-2, V-3, V-4	NOTES
<b>Commercial – Service (continued)</b>			
Electronic repairs	Permitted	Permitted	
Fortune telling		CUP	
Manicure and pedicure shops	Permitted	Permitted w/o (e)	
Photography studios	Permitted		
Tailor shops	Permitted	Permitted w/o (e)	
<b>Commercial - Retail</b>			
Convenience stores		CUP	
Home furnishing stores (up to 5,000 sq. ft.)		Permitted w/o (e)	
Marine Sales, supplies and rentals		Permitted	
<b>Automotive and Boat</b>			
Boat and equipment sales and rentals		Permitted	
<b>Hospitality</b>			
Bed and breakfast	Permitted		
Dance hall (excludes adult oriented entertainment)		CUP (b,d,h)	
Liquor stores (excluding specialty wine retail)		CUP	
<b>Agriculture Uses</b>			
Plant nurseries (up to 5,000 sq. ft.)	Permitted	Permitted	
<b>Accessory Uses</b>			
Roof-mounted satellite dishes	Permitted	Permitted	

**Chula Vista Urban Core Specific Plan  
Land Use Matrix**

<b>P = Permitted</b> <b>CUP = Conditional Use Permit</b> <b>Required</b> <b>-- = Prohibited</b>	Village District		Urban Core District*			Corridors District
	V-1	V-2, V-3, V-4	UC-1, UC-2, UC-10, UC-12, UC-13, UC-15	UC-3, UC-6, UC-8, UC-11, UC-14, UC-17	UC-4, UC-5, UC-7, UC-9, UC-16, UC-18, UC-19	C-1, C-2, C-3
<b>Residential (a)</b>						
Apartments, efficiency	P	P(a)	P	P	--	P(a)
Boarding houses or lodging houses	P	P(a)	P	P	--	P(a)
Dwellings, single-family	--	--	--	--	--	--
Dwelling groups (2 or more homes on same lot)	--	--	P	P	--	--
Dwellings, two-family or duplex	--	--	--	--	--	--
Dwellings, townhouse	P	P(a)	P	P	--	P(a)
Dwellings, multiple	P	P(a)	P	P	--	P(a)
Dwellings, temporary	--	--	--	--	--	--
Family day care homes, large (9 to 14 children)	CUP	CUP(b)	--	--	--	CUP(b)
Family day care homes, small (8 or fewer children)	CUP	CUP(b)	--	--	--	CUP(b)
Full-time Foster homes	P	P(a)	--	--	--	P(a)
Live/Work	P(c)	P(c)	P(c)	CUP	--	P(c)
Mixed commercial/residential projects	--	P(a)	P	--	--	P(a)
Mobilehomes	--	--	--	--	--	--
Mobilehome Parks	--	--	--	--	--	--
Nursing homes	CUP	CUP	CUP	CUP	CUP	CUP
Residential care facilities	CUP	CUP	CUP	CUP	CUP	CUP
Senior housing developments	CUP	CUP	CUP	CUP	CUP	CUP
Shopkeeper unit	P(c)	P(c)	P(c)	CUP	--	P(c)
Tract offices, temporary	--	--	--	--	--	--
<b>Public, Quasi-Public and Institutional</b>						
Ambulance services	CUP	CUP	CUP	CUP	CUP	CUP
Animal shelters	--	--	--	--	--	--
Cemeteries	CUP	CUP	CUP	CUP	CUP	CUP
Civic facilities	P	P	P	P	P	P
Community service facilities	--	P(d)	P	--	P	P
Court facilities	--	--	P	--	--	--
Court-supported facilities	--	P(a)	--	--	P	P
Fire stations	--	P	P	--	P	P
Health care facility (including 24 hour facilities)	CUP	CUP	CUP	CUP	CUP	CUP
Libraries	--	P	P	--	P	P
Museums	CUP	CUP	CUP	CUP	CUP	CUP
Non-commercial recreation centers (indoor)	--	P	P	--	P	P
Non-commercial recreation centers (outdoor)	CUP	CUP	P	CUP	P	P
Parks (public and private)	P	P	P	P	P	P
Police stations	--	P	P	--	P	P
Post office	--	P	P	--	P	P
Public utility uses and infrastructures	CUP	CUP	CUP	CUP	CUP	CUP
Religious facilities	CUP	CUP	CUP	CUP	CUP	CUP
Schools, professional, business and technical (not requiring outdoor facilities)	--	P(b)	P	--	P	P
Schools, public	CUP	CUP	CUP	CUP	CUP	CUP
Social and fraternal organizations facilities	CUP	CUP(d)	P	CUP	P	P
Telecommunications facilities	CUP	CUP(d)	CUP	CUP	CUP	CUP
Radio and television broadcasting	CUP	CUP	CUP	CUP	CUP	CUP
Youth center	CUP	CUP(d)	P	--	P	P

Land Use Matrix (Page 1 of 5)



**Chula Vista Urban Core Specific Plan  
Land Use Matrix**

<b>P = Permitted</b> <b>CUP = Conditional Use Permit</b> <b>Required</b> <b>-- = Prohibited</b>	Village District		Urban Core District*			Corridors District
	V-1	V-2, V-3, V-4	UC-1, UC-2, UC-10, UC-12, UC-13, UC-15	UC-3, UC-8, UC-9, UC-11, UC-14, UC-17	UC-4, UC-5, UC-7, UC-9, UC-16, UC-18, UC-19	C-1, C-2, C-3
<b>Professional Office</b>						
Administrative and executive offices	P-	P	P	--	P	P
Financial offices	P-	P	P	--	P	P
Medical and dental offices / clinic	P-	P	P	--	P	P
Medical, optical and dental laboratory	CUP(b)-	CUP(b)	CUP	--	CUP	P
Professional offices (architectural, engineering, law)	P-	P	P	--	P	P
Real estate offices	P-	P	P	--	P	P
Research and development	P-	P	P	--	P	P
Veterinarian clinics / animal hospitals	CUP-	CUP(b)	P	--	P	P
<b>Commercial - Service</b>						
Automatic teller machines	--	P	P	--	P	P
Bail bond facilities	--	--	--	--	--	P
Barbershop and beauty shop	--	P(e)	P	--	P	P
Bicycle repair	--	P	P	--	P	P
Body art / tattoo / piercing salon	--	CUP(f)-	CUP(f)	--	CUP(f)	P(f)
Carpentry shops	--	--	--	--	--	P
Catering halls (with full-time, full-service restaurants, operating after hours)	--	CUP(b)	--	--	--	P
Check cashing establishments	--	--	--	--	--	CUP
Cobbler	P-	P(e)	P	--	P	P
Coin operated laundry	--	P(d)	P	--	P	P
Day nursery	CUP	CUP(b)	P	--	P	P
Day spa	P	P	P	--	P	P
Drycleaners	--	CUP(b)	P	--	P	P
Electrician services	--	CUP(b)	--	--	--	P
Electronics repairs	P	PCUP(b)	--	--	--	P
Pest Extermination services	--	--	--	--	--	P
Financial services (without drive-through Access onto Third Avenue)	--	P(e)	P	--	P	P
Fortune-telling	--	CUP	P	--	P	P
Funeral parlors and mortuaries	--	--	P	--	P	P
General contracting services	--	P(b)	CUP	--	CUP	P
Heating and cooling services	--	CUP(b)	--	--	--	P
Home appliance repair services	--	CUP(b)	--	--	--	P
Home furnishing repair (up to 5,000 sq. ft.)	--	P(e)	--	--	--	P
Jewelry and watch repair	--	P	P	--	P	P
Locksmiths	--	P(d)	P	--	P	P
Manicure and pedicure shops	P	P(e)	P	--	P	P
Massage parlor	--	--	--	--	--	P(h)
Pedi-cabs	--	P	P	--	P	P
Pet grooming	--	P(e)	P	--	P	P
Photocopying and blueprinting services (over 2,500 Sq. Ft.)	--	CUP	P	--	P	P
Photocopying and blueprinting services (up to 2,500 Sq. Ft.)	--	P(e)	P	--	P	P
Photography studios	P	P	P	--	P	P
Plumbing services	--	CUP(b)	P	--	P	P
Postal stores (over 2,500 Sq. Ft.)	--	CUP	P	--	P	P
Postal stores (up to 2,500 Sq. Ft.)	--	P(e)	P	--	P	P
Printing and publishing services	--	P(b)	P	--	P	P
Tailor shops	P	P(e)	P	--	P	P
Ticket agencies	--	P	P	--	P	P
Travel agencies	--	P(e)	P	--	P	P
Video / DVD rental / sales (no adult rental / sales)	--	P(b)	P	--	P	P



<b>P = Permitted</b> <b>CUP = Conditional Use Permit</b>  <b>Required</b> <b>-- = Prohibited</b>	Village District		Urban Core District*			Corridors District
	V-1	V-2, V-3, V-4	UC-1, UC-2, UC-10, UC-12, UC-13, UC-15	UC-3, UC-6, UC-8, UC-11, UC-14, UC-17	UC-4, UC-5, UC-7, UC-9, UC-16, UC-18, UC-19	C-1, C-2, C-3
<b>Commercial - Retail</b>						
Adult book / video sales	--	--	--	--	--	CUP(h)
Antique shops (not including second hand stores)	--	P	P	--	P	P
Bait and tackle shops	--	P	P	--	P	P
Bookstore	--	P	P	--	P	P
Building material sales (indoor; up to 5,000 sq. ft.)	--	P	P	--	P	P
Building material sales (indoor; over 5,000 sq. ft.)	--	--	--	--	--	P
Convenience stores	--	CUP-	P	--	P	P
Department stores	--	CUP	P	--	P	P
Drive-through retail sales	--	--	--	--	--	P
Florist	--	P	P	--	P	P
Galleries (photography, art)	--	P	P	--	P	P
Hardware stores (up to 5,000 sq. ft.)	--	P	P	--	P	P
Hardware stores (over 5,000 sq. ft.)	--	--	P	--	P	P
Home furnishings stores (up to 5,000 sq. ft.)	--	P(e)	P	--	P	P
Handicraft Shops (up to 5,000 sq. ft.)	--	P	P	--	P	P
Lumberyards	--	--	CUP	--	CUP	CUP
Marine sales, supplies, and rentals	--	CUP-	CUP	--	CUP	P
Newstands	--	P	P	--	P	P
Pawn shops	--	--	--	--	--	P
Pet shops	--	CUP	P	--	P	P
Pool and spa supplies	--	CUP(b)	--	--	--	P
Prescription pharmacy	--	P	P	--	P	P
Product wholesaling (50% of area must be devoted to retail)	--	CUP	P	--	P	P
Retail sales (over 5,000 sq. ft.)	--	CUP	P	--	P	P
Retail sales (up to 5,000 sq. ft.)	--	P	P	--	P	P
Secondhand stores	--	P(g)	--	--	--	P
<b>Automotive and Boat</b>						
Automobile and recreational vehicle storage	--	--	--	--	--	CUP
Automobile sales / leasing new	--	--	P	--	P	CUP
Automobile sales / leasing new (indoor under 5,000 sq. ft.)	--	CUP	P	--	P	P
Automobile sales / leasing used	--	--	--	--	--	CUP
Automobile dismantling	--	--	--	--	--	--
Automobile maintenance and repair, minor	--	--	--	--	--	CUP
Automobile parts and accessories sales	--	--	P	--	P	P
Automobile rental agencies	--	--	P	--	P	CUP
Automobile salvage	--	--	--	--	--	--
Automobile service stations (with or without convenience store)	--	--	--	--	--	CUP
Automobile towing service	--	--	--	--	--	--
Automobile paint and body shops	--	--	--	--	--	--
Boat and equipment sales and rentals	--	CUP-	--	--	--	CUP
Car washes, automated, drive-through	--	--	CUP	--	CUP	CUP
Car washes, hand	--	--	CUP	--	CUP	P
Parking structures and lots, commercial	--	P(b)	P	--	P	CUP
Parking structures and lots, public	--	P(b)	P	--	P	CUP
Motorcycle sales / leasing	--	--	P	--	P	CUP
Specialty repair shops	--	--	--	--	--	CUP
Taxi-cab services	--	--	--	--	--	CUP
Truck and trailer sales and rentals	--	--	--	--	--	CUP
Trucking yards terminals and distribution operations	--	--	--	--	--	--

Land Use Matrix (Page 3 of 5) Fg. 6.4

**Chula Vista Urban Core Specific Plan  
Land Use Matrix**

<b>P = Permitted</b> <b>CUP = Conditional Use Permit</b> <b>Required</b> <b>-- = Prohibited</b>	Village District		Urban Core District*			Corridors District
	V-1	V-2, V-3, V-4	UC-1, UC-2, UC-10, UC-12, UC-13, UC-15	UC-3, UC-6, UC-8, UC-11, UC-14, UC-17	UC-4, UC-5, UC-7, UC-9, UC-16, UC-18, UC-19	C-1, C-2, C-3
<b>Hospitality</b>						
Adult oriented entertainment	--	--	--	--	--	--
Amusement facilities	--	CUP	CUP	--	CUP	CUP
Athletic / health clubs	--	P	P	--	P	P
Bakery (less than 5,000 sq. ft.)	--	P	P	--	P	P
Bed and breakfast	P--	P	P	--	P	P
Billard and pool parlors	--	CUP(b)	CUP	--	CUP	P
Bowling alleys	--	CUP	P	--	P	P
Cardrooms	--	--	--	--	--	--
Carnivals (temporary)	--	CUP	CUP	--	CUP	CUP
Catering services	--	CUP	CUP	--	CUP	P
Cocktail lounge (i)	--	CUP(i)	CUP(i)	--	CUP(i)	CUP(i)
Coffeehouse / Cafe	--	P	P	--	P	P
Commercial recreation facilities (indoor)	--	CUP	CUP	--	CUP	CUP
Commercial recreation facilities (outdoor)	--	CUP	CUP	--	CUP	CUP
Dairy sales	--	P	P	--	P	P
Dancehall-Event hall (excludes adult oriented)	--	CUP(d,h)	P(h)	--	P(h):	P(h)
Delicatessen / Sandwich shop	--	P	P	--	P	P
Drive-in theatres	--	--	--	--	--	--
Farmers market	CUP	CUP	CUP	--	CUP	CUP
Golf driving ranges (with or without lighting)	--	--	--	--	--	--
Grocery, fruit or vegetable sales	--	P	P	--	P	P
Hotels, Timeshares	--	CUP	P	--	P	P
Ice cream, Yogurt shop	--	P	P	--	P	P
Ice skating rinks (indoor)	--	--	CUP	--	CUP	P
Liquor stores (excluding, specialty wine retail)	--	CUP--	CUP	--	CUP	CUP
Live entertainment (excluding adult-oriented entertainment)	--	P	P	--	P	P
Meat sales	--	P	P	--	P	P
Miniature golf course	--	--	P	--	P	P
Motel	--	--	--	--	--	--
Produce Stands (temporary)	--	CUP	P	--	P	P
Restaurants (with sale of alcoholic beverages)	--	P	P	--	P	P
Restaurants drive-through	--	--	P	--	P	P
Restaurants fast food (non-formula franchise without drive-through)	--	P	P	--	P	P
Restaurants full service (outdoor dining on public or private property)	--	P	P	--	P	P
Roller and ice skating rinks (indoor)	--	--	CUP	--	CUP	P
Shooting clubs (indoor)	--	CUP	CUP	--	CUP	CUP
Smokeshop	--	P	P	--	P	P
Snack bar	--	P	P	--	P	P
Specialty wine retail	--	P	P	--	P	P
Swimming pools	--	CUP(d)	P	--	P	P
Taverns (i)	--	CUP	CUP(i)	--	CUP(i)	CUP(i)
Tennis courts	P	P(d)	P	P	P	P
Theatres live or movie (no adult theatres)	--	P	P	--	P	P

**Chula Vista Urban Core Specific Plan  
Land Use Matrix**

<b>P = Permitted</b> <b>CUP = Conditional Use Permit</b> <b>Required</b> <b>-- = Prohibited</b>	Village District		Urban Core District*			Corridors District
	V-1	V-2, V-3, V-4	UC-1, UC-2, UC-10, UC-12, UC-13, UC-15	UC-3, UC-6, UC-8, UC-11, UC-14, UC-17	UC-4, UC-5, UC-7, UC-9, UC-16, UC-18, UC-19	C-1, C-2, C-3
<b>Agricultural Uses</b>						
Animal grazing, breeding boarding and training (including cattle, sheep, goats)	-	-	-	-	-	-
Apiaries	-	-	-	-	-	-
Crop and tree farming	-	-	-	-	-	-
Equestrian facilities	-	-	-	-	-	-
Horse Stables (commercial)	-	-	-	-	-	-
Horse Stables (non-commercial)	-	-	-	-	-	-
Kennels (commercial)	-	-	-	-	-	P
Kennels (non-commercial)	-	-	-	-	-	P
Plants nurseries (up to 5,000 sq. ft.)	P-	P-	-	-	-	P
Poultry farms	-	-	-	-	-	-
<b>Accessory Uses</b>						
Caretaker units	-	-	-	-	-	P
Employee units (detached)	-	-	-	-	-	CUP
Home occupations	P	P	P	-	P	P
Roof-mounted satellite dishes	P-	PCUP	PCUP	P-	CUP	P
Water reservoir	-	-	-	-	-	-

\* The Urban Core is a combination of the Boulevard and Promenade Visioning areas

(a) Prohibited on groundfloor fronting Third Avenue

(b) Prohibited on groundfloor V-2 District

(c) Work-related component may include uses allowed in professional office, commercial-service, or commercial-retail and may require CUP

(d) Prohibited in V-2 district

(e) Limited to 15% of business mix of groundfloor shopfronts in V-2 District

(f) Prohibited on groundfloor

(g) Maximum of 5,000 sq. ft.

(h) Use subject to CVMC 19.58.075 provisions

(i) Use subject to CVMC 19.58.075 provisions

Land Use Matrix (Page 5 of 5)

Fg. 6.6

