

Section X.d.

### Proposed Areas of Revision

Affected Documents:

1. Chula Vista General Plan (adopted 12/2005; amended 03/2015)

Page(s) LUT-45	General Plan Land Use Diagram
LUT-59	Table 5-6 General Plan Land Use Distribution (2030)
LUT-60	Table 5-7 General Plan Land Use in 2030

Nature of Proposed Revision:

The proposed change relates to the land uses contained in the diagram on the above referenced page. The change, should the amendment be approved would involve switching designator color to red indicating a commercial visitor use zone.

Proposed amendments to tables 5-6 and 5-7 would reallocate the approximately 5 acres from the Commercial Office designation to Commercial Visitor where applicable.

2. Chula Vista Bayfront Local Coastal Program: Land Use Plan (adopted 09/2012; amended 07/2015 & 08/2015)

Pages: III-3; III-5; III-12 & III-13.

Nature of Proposed Revision:

Page III-3 – Change color of designator to indicate Commercial Visitor land use.

Page III-5 – Remove “C-P” reference and replace with “C-VL”; Remove office reference and change to hotel.

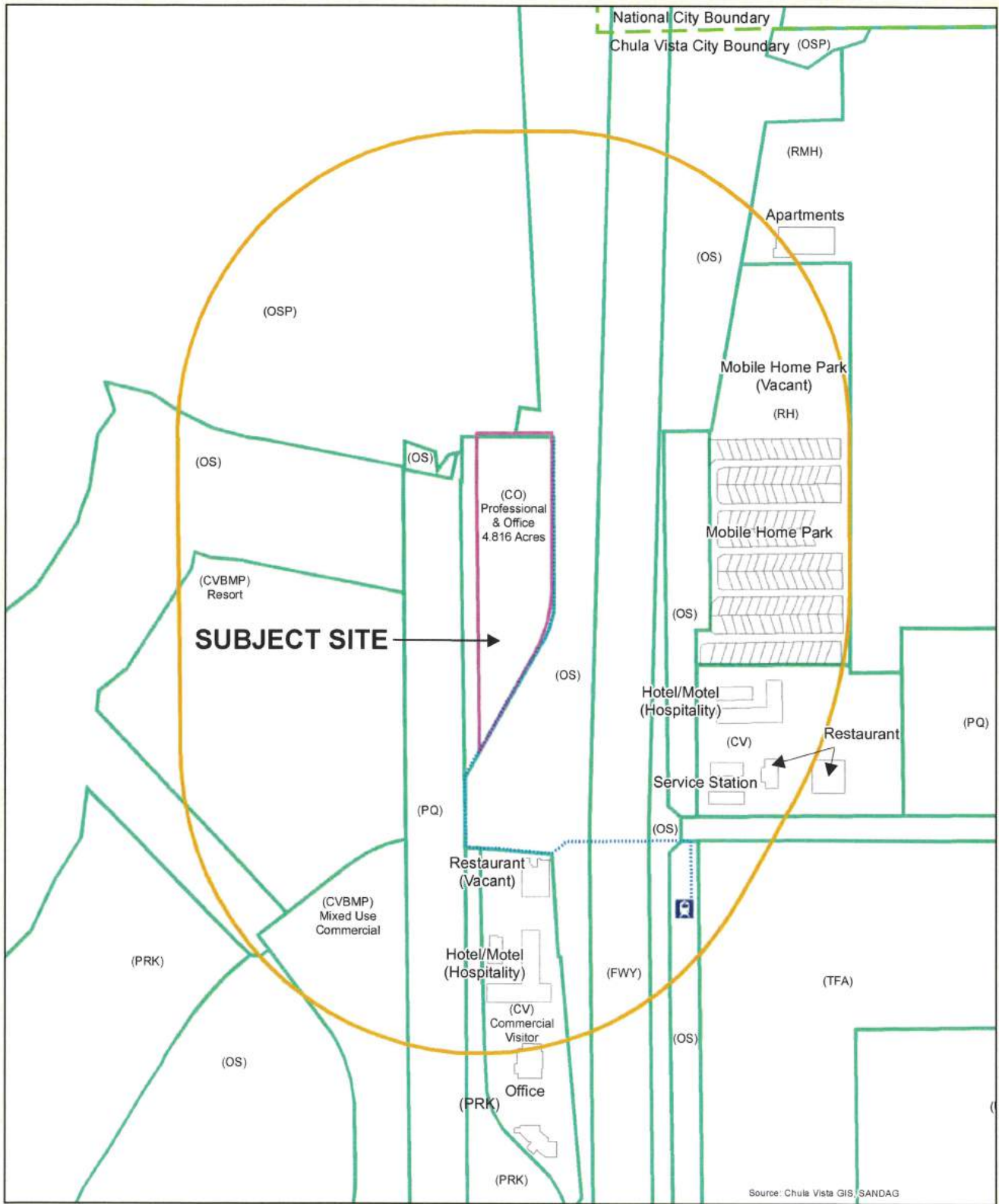
Page III-12 – Amend Table 3-1 to reallocate acreage distribution related to proposed land use change.

Page III-13 – Remove reference to parcel 1-a and related office zone. Add “Commercial-Visitor Limited (C-VL)” zone language.

3. Chula Vista Bayfront Specific Plan (September 2012)

Page 19 – Add “Commercial-Visitor Limited (C-VL)” zone language.

*Modify reference to parcel ownership;*



Source: Chula Vista GIS, SANDAG



## General Plan Existing

Location:  
Chula Vista Bayfront, E Street  
and Bay Boulevard

APN:  
565-310-09  
565-310-25

Property Owner Name:  
Land Developers Associates, Corp.

Property Owner Address:  
5950 Canoga Ave. Ste. 500  
Woodland Hills, CA 91367

Plan Prepared by:  
PRM Consulting

Date of Preparation:  
3/2/2017

- GIFS Trolley Stops
- Pedestrian Connection
- Chula Vista City Boundary
- Subject Site
- General Plan
- Buffer 1000 ft
- Building Footprint

0 250 500 Feet



**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
<b>RESIDENTIAL</b>							
Low	6,977		64		1,560	2,453 <sup>1</sup>	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					
<b>COMMERCIAL</b>							
Retail	826		115	202	477	32	
Visitor	143 148	130 135	11	2			
Professional & Admin.	165 160	18 13	61	7	67	12	
<b>MIXED USE</b>							
Mixed Use Residential	933		174	98	611		50
Mixed Use Commercial	135	25	37	58	15		
Mixed Use Transit Focus Area	122		83	39			
<b>INDUSTRIAL</b>							
Limited Industrial	1,876	62	116	384	1,098		216
Regional Technology Park	85				85		
General Industrial	175	175					
<b>PUBLIC, QUASI PUBLIC AND OPEN SPACE</b>							
Public/Quasi-Public	2,901	55	225	321	1,880	381	39
Parks and Recreation	978	74	73	106	606	88	31
Open Space	7,314	100	215	617	3,587	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
<b>SPECIAL PLANNING AREA</b>							
Eastern Urban Center	266				266		
Resort	230						230
Town Center	85				85		
<b>OTHER<sup>2</sup></b>	4,606	99	866	829	2,343	408	61
<b>TOTAL ACRES</b>	<b>58,692</b>	<b>2,620</b>	<b>3,994</b>	<b>4,815</b>	<b>23,807</b>	<b>6,820</b>	<b>16,636</b>

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**

<b>General Plan Land Use Designation</b>	<b>2030 Acres</b>	<b>2030 Dwelling Units</b>
<b>RESIDENTIAL</b>		
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
<u>Bayfront High</u>	14	1,500
<b>COMMERCIAL</b>		
Retail	826	
Visitor	<del>143</del> 148	
Professional & Admin.	<del>165</del> 160	
<b>MIXED USE</b>		
Mixed Use Residential	933	17,639
Mixed Use Commercial	135	
Mixed Use Transit Focus Area	122	3,782
<b>INDUSTRIAL</b>		
Limited Industrial	1,876	
Regional Technology Park	85	
General Industrial	175	
<b>PUBLIC, QUASI PUBLIC AND OPEN SPACE</b>		
Public/Quasi-Public	2,901	
Parks and Recreation	978	
Open Space	7,314	
Open Space Preserve	16,926	
Open Space – Active Recreation	375	
Water	2,672	
<b>SPECIAL PLANNING AREA</b>		
Eastern Urban Center	266	4,905
Resort	230	
Town Center	85	1,929
<b>OTHER*</b>	4,606	
<b>TOTAL ACRES</b>	<b>58,692</b>	<b>124,958</b>

\* Streets, freeways, utility right-of-ways

- Parcel Area 3-c contains another medical group building and associated surface parking areas. This area is zoned and designated as I-G.
- Parcel Area 3-d contains an office building and associated surface parking areas. This area is zoned and designated as I-G.
- Parcel Area 3-e contains a furniture warehouse on the east side of Bay Boulevard and associated parking and loading areas. This area is zoned and designated as I-G.
- Parcel Areas 3-f, 3-g, and 3-h are currently commercial/retail and light industrial uses with various businesses such as pest control, antique sales, clothing sales, produce sales, and offices. The business complex is characterized by multiple single-story buildings, storefronts, loading docks, and parking areas. These areas are zoned and designated as I-G.
- Parcel Area 3-i consists of the Bayside Business Park with several different leasers. This area is zoned and designated as I-G.
- Parcel Area 3-j s contains an industrial/commercial building. This area is zoned and designated as I-RL.
- Parcel Area 3-k consists of the Faivre Street industrial area. This area includes industrial land uses in addition to some undeveloped areas within the floodplain of the Otay River. This area was annexed from the County of San Diego and contained the County's zoning of Manufacturing with a floodplain overlay (M-54). In the late 1990s, the M-54 zoning designation was changed to the City's Industrial-Limited (I-L) zone and the floodplain overlay in the City's General Plan was changed to the O-S land use designation.

**Undeveloped Parcel Areas:** A few parcel areas, which are currently undeveloped, are also within the LCP Planning Area and have the potential for development within the limits of the designated zoning and land use provisions of the LCP.

- Parcel Area 1-a is owned by [the City a private party](#). The land is currently vacant and is zoned and designated as C-~~PVL~~. The parcel is located just north of "E" Street and west of a freeway off-ramp. A portion of the property is under the jurisdiction of the California Department of Transportation (Caltrans) and is not included in the LCP Planning Area. The portion of the property located outside the Caltrans area is approximately 5 acres and is planned for office development in the CVBMP. This parcel has restricted access.
- Parcel Area 2-g is owned by the City of Chula Vista. This site has an area of 1.81 acres; it is currently vacant and is designated as Public/Quasi-Public (P-Q). This site is planned for construction of Chula Vista Fire Station Number 11.
- Parcel Area 3-a includes a surface parking lot adjacent to "J" Street and undeveloped lands located between Bay Boulevard and I-5 south of "J" Street. These parcels have the potential for additional development based on existing zoning. The surface parking lot parcel is currently zoned as C-V. The remaining parcels in Parcel Area 3-a are zoned and designated I-G.
- Parcel Area 3-l includes approximately 18 acres of land previously disturbed and currently vacant. It is currently under the ownership of SDG&E and the Port District and it could potentially be used for the relocation of the electrical substation. Parcel Area 3-l is zoned and designated I-G.

**Table 3-1 Land Use Distribution**

Zone	Acreage
<b>Commercial</b>	
Visitor (C-V)	6
<b>Visitor (C-VL)</b>	<b>5</b>
Thoroughfare (C-T)	42
Professional and Administrative (C-P)	21
Commercial Subtotal	74
<b>Industrial</b>	
<i>General (I-G)</i>	112
<i>Research and Limited (I-RL)</i>	14
<i>Limited (I-L)</i>	8
Industrial Subtotal	134
<b>Residential</b>	
<i>Mixed Harbor District (R-MH)</i>	23
Residential Subtotal	23
<b>Public and Open Space</b>	
<i>Public and Quasi-Public (P-Q)</i>	28
<i>Parks and Recreation (P-R)</i>	1
<i>Open Space (O-S)</i>	310
Public and Open Space Subtotal	339

- Mid-rise development is defined as 4- to 7-story buildings with condominium style residences and central garage structures.
- High-rise development is defined as 8-story and above buildings with condominium style residences and central garage structures.

Allocation: approximately 23 acres.

**COMMERCIAL.** A number of specific commercial uses are permitted in the LCP Planning Area. Total allocation: approximately 74 acres.

**Commercial – Visitor (C-V).** This land use designation provides uses for the needs of tourists, travelers, and local residents. This use is primarily located in proximity to the freeway. The regulations of this designation are designed to encourage the provision of transient housing facilities,

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restaurants, service stations, and other activities providing for the convenience, welfare, or entertainment of the traveler. Permitted uses include:

1. Hotels and inns

2. Retail, including:

- Restaurants with a cocktail lounge as an integral part;
- Art galleries;
- Retail shops;
- Parking garages;
- Bonafide antique shops;
- Markets;
- Restaurants and snack bars;
- Service businesses; and
- Any other establishment serving visitors determined to be of the same general character as the above-permitted uses.

Allocation: approximately 6 acres.

Commercial – Thoroughfare (C-T). This land use designation includes primarily motel, restaurant, and entertainment facilities similar to the existing developments that principally serve auto-oriented traffic. Additional permitted uses would include gas stations and similar traveler-oriented goods and services. Land uses not permitted within this designation (except as noted below for tourist oriented development) are those that would principally serve pedestrian traffic. These non-permitted uses include convenience retail, food and beverage retail sales, business and personal services. However, in order to promote high-priority visitor-serving uses, commercial retail and restaurant uses oriented towards tourist or visitor uses are permitted in the Commercial – Thoroughfare land use designation. Allocation: approximately 42 acres.

Commercial – Professional and Administrative (C-P). Three areas of Professional and Administrative Commercial are provided. The locations are indicated on Land Use Map, Exhibit 8, and include Parcel Area 1-a within the CVBMP proposed for office use, new parcels within the Harbor District (Parcel 2-h), and an existing parcel within the Goodrich Parcel Area 2-b. The permitted uses include administrative office and support uses for the adjacent industrial uses. Additionally, retail commercial uses permitted in Parcel 2-h include a retail market for the provision of related goods and services for the permanent and visiting population in the vicinity. Allocation: approximately 26 acres.

Commercial – Visitor Limited (C-VL). The C-VL land use designation provides for hospitality uses for tourists, visitors and residents. Uses are generally located near freeways. The use differs from the Commercial Visitor designation in that it allows only hotel and motel uses. Alternate visitor related uses including restaurants, retail shops and bars are allowed as ancillary operations that are located within the main hotel structure. The location is illustrated on the Land Use Map and covers Parcel 1-a.

INDUSTRIAL. Three types of industrial uses are designated on the Land Use Map: Limited, Research and Limited, and General. These land uses are confined to an area generally south of “F” Street, plus the inland parcel east of I-5. Existing uses will continue to be permitted and to expand within the limits of the LCP. Allocation: approximately 134 acres.

Industrial – Limited (I-L). This zone and land use designation includes light industrial activities