



# Eastern Urban Center SPA Plan Amendment

MPA15-0009



**City Council August 9, 2016**



**Village 6**

**Olay Ranch  
Town Center**

**Village 11**

**Project  
Site**

**Village 7**

**Village 9**

# Otay Ranch Town Center

**Village 6**

**Village 11**

**Village 7**

**Village 9**





**Shopping Center**

**Ayres Hotel**

**Chesnut Office Space**

**Chelsea Affordable Housing**

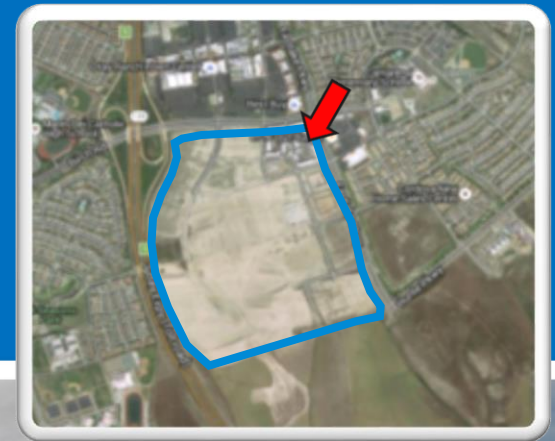
**Element and Z, Shea Homes**

**Alexan Mixed use**

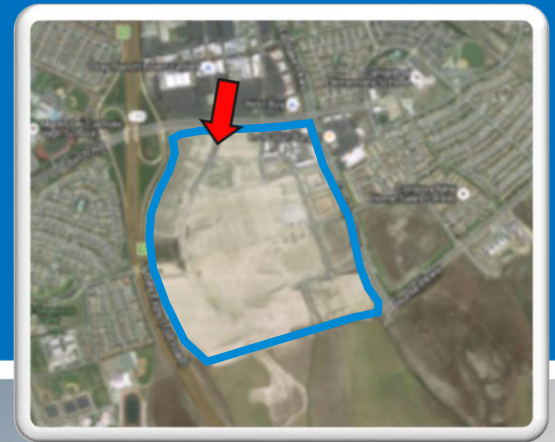
**Pulse Apartments**

**Genesis (Evo, Trio, Metro)**

Looking southwest from  
Eastlake Parkway and Birch Road



Looking south from Birch Road  
towards Millenia Avenue



# Site Utilization Plan

*Existing*



- Potential Public Components
- Park
  - Library
  - Fire Station
  - Potential Elementary School\*
  - CDF Site

Area Symbol	Eastern Urban Center Districts	Non-residential			Residential		
		Eq. Ft. (600%) Permitted	Low	Target	High	Low	Target
1	Gateway Mixed Use Commercial District	100	400	700	0	50	100
2	Northeastern Neighborhood District	2	120	200	150	300	500
3	Eastern Gateway Neighborhood District	10	50	250	150	400	750
4	Business District	505	1,532	1,900	0	100	150
5	Mixed Use Civic/Office Core District	100	900	1,200	0	200	300
6	Main Street District	80	240	400	100	533	800
7	Eastern Gateway District	0	0	0	50	200	300
8	Southwestern Neighborhood District	2	50	200	300	500	700
9	Central Southern Neighborhood District	2	45	100	130	500	850
10	Southeastern Neighborhood District	2	150	200	200	200	400
<b>Maximum, Not to Exceed, Totals</b>		<b>3,487</b>			<b>2,993</b>		

Notes:  
 1. \* Numeric Area Symbols do not represent phases.  
 2. The allocation of intensity in each district shall be based on the building height regulations in the EUC Form Based Code, Chapter 02.09.0020 v. therein.

# Site Utilization Plan

## Proposed



Area Symbol	Eastern Urban Center Districts	Acres
1	Gateway Mixed Use Commercial District	22.7
2	Northeastern Neighborhood District	13.2
3	Eastern Gateway Neighborhood District	17.2
4	Business District	25.4
5	Mixed Use Civic/Office Core District	23.3
6	Main Street District	34.7
7	Eastern Gateway District	9.6
8	Southwestern Neighborhood District	12.5
9	Central Southern Neighborhood District	24.4
10	Southeastern Neighborhood District	23.6
<b>Total*</b>		<b>206.6</b>

\* Does not include perimeter arterial highways

- Potential Public Components
- Park
  - Library
  - Fire Station
  - Potential Elementary School
  - CDF Site

Area Symbol	Eastern Urban Center Districts	Non-residential			Residential		
		Sq. Ft. (000's) Permitted			Dwelling Units Permitted		
		Low	Target	High	Low	Target	High
1	Gateway Mixed Use Commercial District	100	400	700	0	50	100
2	Northeastern Neighborhood District	2	120	200	150	300	500
3	Eastern Gateway Neighborhood District	10	50	250	150	400	750
4	Business District	505	1,532	1,900	0	100	150
5	Mixed Use Civic/Office Core District	100	900	1,000	0	200	300
6	Main Street District	80	240	400	100	533	800
7	Eastern Gateway District	0	0	0	50	200	300
8	Southwestern Neighborhood District	2	50	200	300	500	700
9	Central Southern Neighborhood District	2	45	100	130	500	650
10	Southeastern Neighborhood District	2	150	200	200	200	450
<b>Maximum, Not to Exceed, Totals</b>		<b>3,487</b>			<b>2,993</b>		

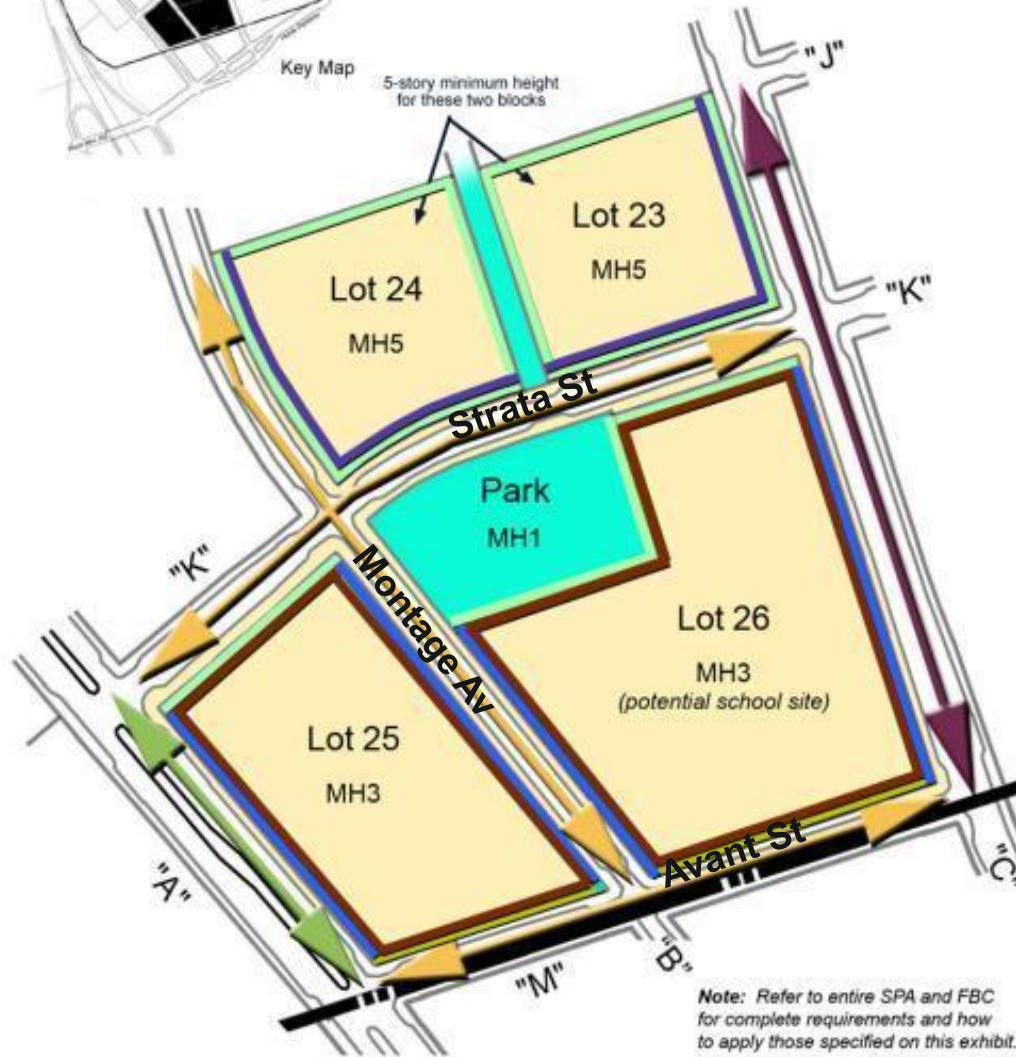
Notes:  
 1. \* Numeric Area Symbols do not represent phases.  
 2. The allocation of intensity in each district shall be based on the building height regulations in the EUC Form Based Code, Chapter 03.09.002b v. therein.



# District 9 Requirements

## Central Southern Neighborhood District

*Existing*

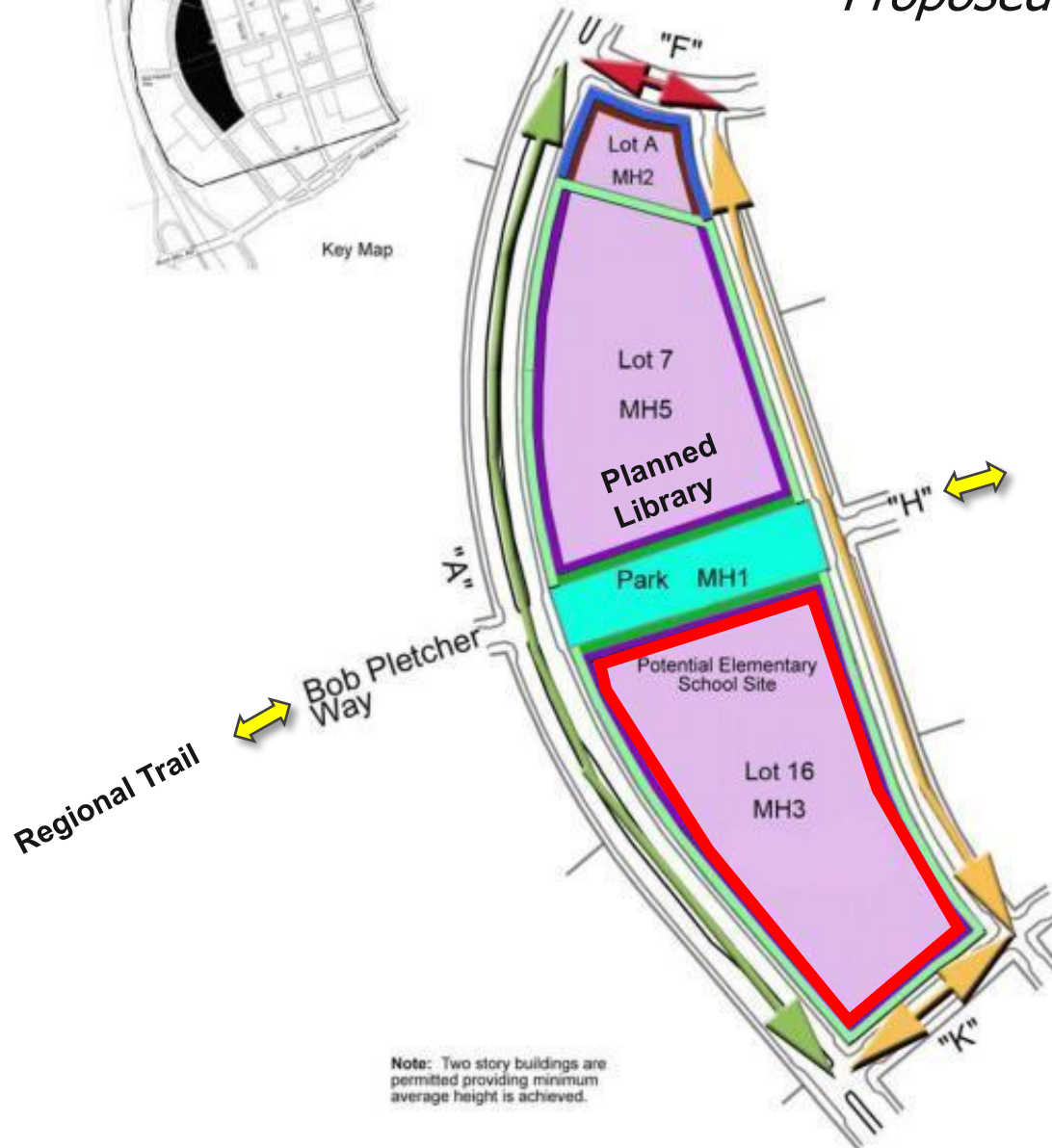


*Note: Refer to entire SPA and FBC for complete requirements and how to apply those specified on this exhibit.*

# District 5 Requirements

## Mixed Use/Office District

### *Proposed*

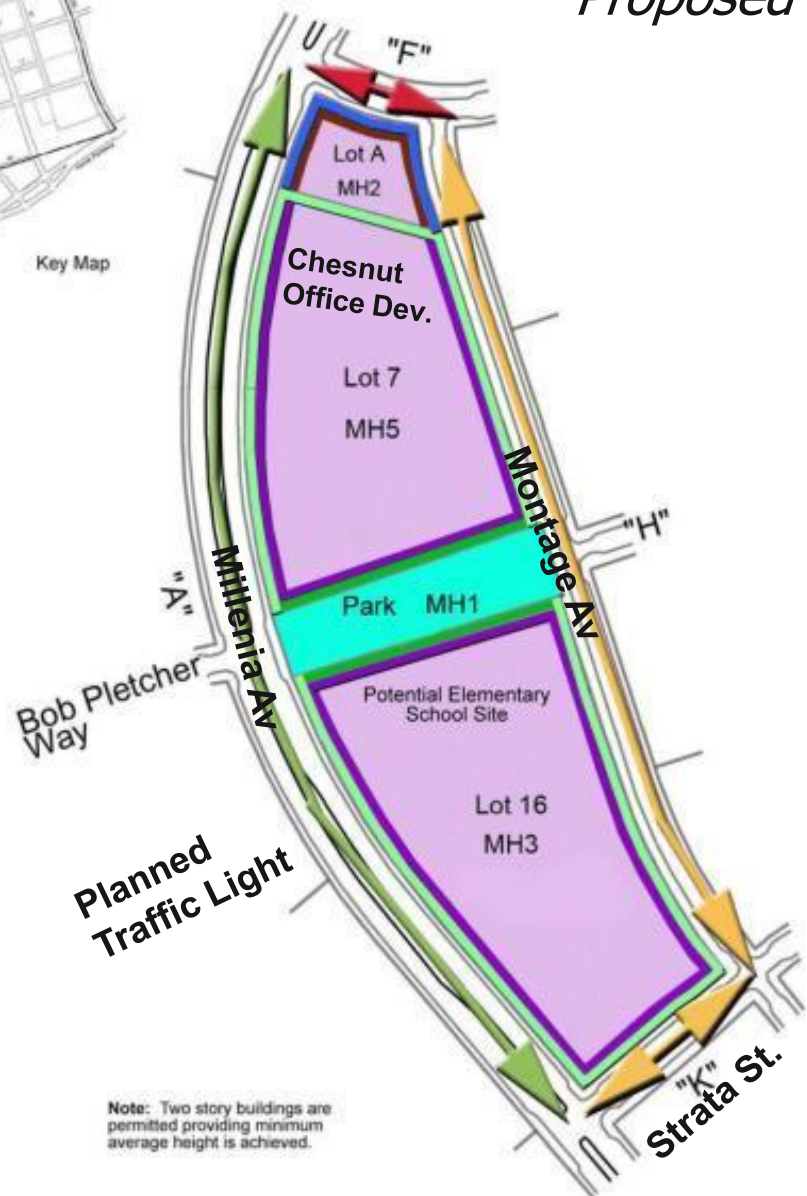


Note: Two story buildings are permitted providing minimum average height is achieved.

# District 5 Requirements

## Mixed Use/Office District

### *Proposed*



Note: Two story buildings are permitted providing minimum average height is achieved.

# District 5 – Table of Requirements

Dominant Land Use	Mixed Use / Civic

Residential Dwelling Units Permitted	Low	Target	High
	0	200	300

Non-Residential Intensity Range (in 000's Sq. Ft.)	Low	Target	High
	100	900	1,000

## Fiscal Impacts (2015 Dollars)

ESTIMATED ANNUAL REVENUE LOSS AT YEAR 10	\$732,000
ESTIMATED ANNUAL EXPENDITURE SAVINGS	\$703,000
ESTIMATED NET ANNUAL FISCAL IMPACT	\$ 29,000

- The estimated fiscal impacts would be realized by the City approximately 20 years in the future
- At project build-out, the removal of the 450,000 square feet of non-residential uses in District 5 would result in an estimated loss of less than one percent (0.5) of the total net City revenues generated by Millenia.

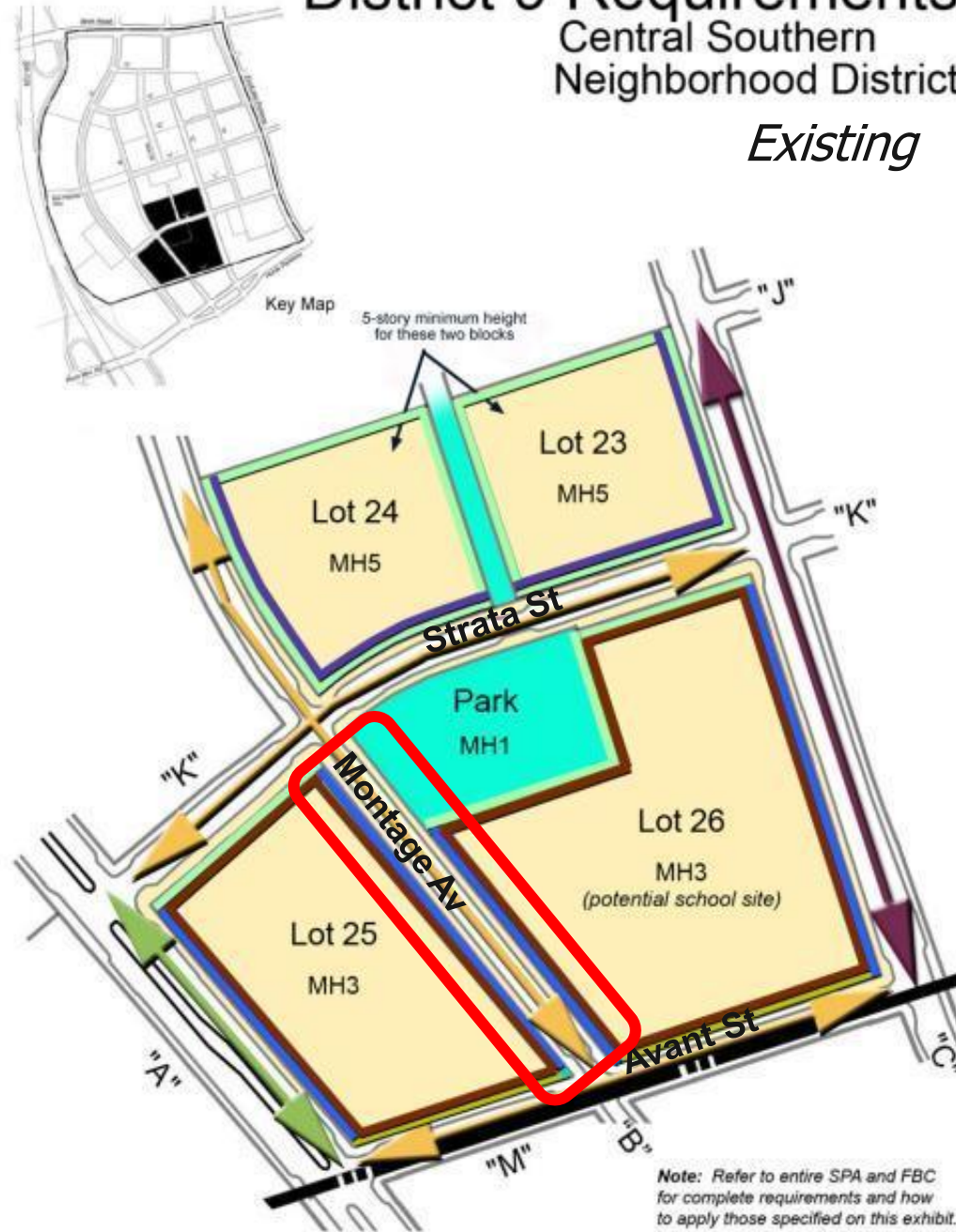
## Section 04.06.000 Subdivision Standards and Procedures

- EXISTING LANGUAGE:  
ALLOWS ANY PUBLIC STREETS TO BE ADDED WITH ADMINISTRATIVE APPROVAL
- PROPOSED LANGUAGE:  
ALLOWS ANY PUBLIC STREET TO BE ADDED OR **DELETED** WITH ADMINISTRATIVE APPROVAL

# District 9 Requirements

## Central Southern Neighborhood District

*Existing*



*Note: Refer to entire SPA and FBC for complete requirements and how to apply those specified on this exhibit.*

# Circulation





Table III-A  
Existing Parking Rates

Land Use	Parking Rate Unit	Period	
		Weekday	Weekend
Hotel	per room	1.04	0.97
Office	per 1,000 sf	2.54	0.25
Retail Center - Stores/Shops	per 1,000 sf	3.10	3.76
Retail Center - Restaurants	per 1,000 sf	14.68	18.00
Fire Station	22 spaces total	n/a	n/a
Police Station [c]	per 1,000 sf	2.54	2.54
Library [a]	per 1,000 sf	2.23	2.47
Residential Units (Med & High Density) – includes visitor spaces	per du	1.85	1.85
Fitness Center	per 1,000 sf	5.31	4.90
Central Recreation Center [b]	per 1,000 sf	5.31	4.90
Elementary School	per seats	0.06	0.0

Source: Urban Land Institute "Shared Parking", Second Edition (with adjustments reflecting the mixed use and transit nature of the EUC)

Notes:

[a] Library base rates are from ITE Parking Generation. Monthly & Time of Day usage patterns are from ULI retail rates.

[b] For the purpose of this analysis, ULI rates for health club are applied due to similar uses as the recreation center.

[c] ULI rates for office (>500 ksf) are applied to the police station.

## Section 03.15.000 Parking Standards

- ADD LANGUAGE:  
SPECIFY THE APPROVAL AUTHORITY FOR THE PARKING  
MANAGEMENT PLAN



CITY OF  
CHULA VISTA

# Parking Management Plan



# Parking Management Plan

- The Parking District Council will implement the Parking Management Plan and will conduct a study every two years to evaluate the shared parking effectiveness.
- The study will be used to update the Parking Management Plan, including the development of new parking rates for projects within the District as needed.
- The new parking rates would be reviewed and approved by the Planning Commission until such time as the Parking District Council responsibilities transfer from the Master Developer to the Master Community Association.
- Following this transfer, all further revisions to the parking rates would be approved by the Director of Development Services.

Table III-A  
Proposed Parking Rates

LAND USE	PARKING RATES	
	WEEKDAY	WEEKEND
<b>COMMERCIAL CENTER</b>		
Community Shopping Center (<400,000 sq.ft.) <sup>c</sup>	3.6/ksf GLA	4/ksf GLA
<b>COMMERCIAL (Stand-Alone Land Uses)</b>		
<b>Retail</b>		
Bank	5/ksf GLA	18/ksf GLA
<b>Restaurants<sup>a, b</sup></b>		
Fine/Casual dining (Quality Restaurant)	18/ksf GLA	20/ksf GLA
Family Restaurant (High-Turnover/Sit-down Restaurant)	10.5/ksf GLA	15/ksf GLA
Fast-Food Restaurant, including coffee shops with or without drive-through window <sup>b</sup>	15/ksf GLA	14/ksf GLA
Nightclubs	16.5/ksf GLA	19/ksf GLA
<b>Cineplex</b>		
Multiplex movie theater	0.2/seat	0.29/seat
<b>Performing Arts Theaters and Arenas</b>		
Performing Arts Theater (Live Theater)	0.37/seat	0.4/seat
Sports arenas, auditoriums, assembly halls	0.29/seat	0.29/seat
<b>Health Clubs and Entertainment/Party Venues</b>		
Health/Fitness Club	7/ksf GLA	5.75/ksf GLA
Bowling Alleys	5/lane	5/lane
<b>Hotels</b>		
Hotel	1.04/room	0.97/room
<b>OFFICE</b>		
General Office (<150,000 sq. ft.)	3.33/ksf GLA	0.38/ksf GLA
General Office (>150,000 sq. ft.)	2.8/ksf GLA	0.353/ksf GLA
Medical/Dental Office	5/ksf GLA	0.38/ksf GLA
Government Office Building	6.13/ksf GLA	0.6/ksf GLA
<b>RESIDENTIAL</b>		
Apartment	1.65/du	1.65/du
<b>Residential condominium/townhouse</b>		
< 4 bedrooms	1.85/du	1.85/du
5+ bedrooms	1.85/du +0.5/bedroom >4	1.85/du +0.5/bedroom >4
Senior adult housing-attached <sup>d</sup>	0.66/du	0.66/du
Assisted living	0.33/bed	0.33/bed
Live-Work Units (Commercial component <50% of total GFA)	1.85/du	1.85/du
Live-Work Units (Commercial component <50% of total GFA)	1.85/du + 30% of corresponding rate for non-residential use	1.85/du + 30% of corresponding rate for non-residential use

**Footnotes:**

- a For enclosed proprietary outdoor dining spaces, up to 200 square feet, is exempt from minimum parking requirements. Above 200 square feet, a minimum of 5 spaces per ksf should be provided. All sidewalk cafes within public right-of-way are exempt from minimum parking requirements
- b Fifteen (15) spaces minimum.
- c For shopping centers with dining and entertainment land uses, the ULI recommends the following methodology for determining the appropriate parking rate to apply:

If Dining/Entertainment Uses in Shopping Center equals:	Parking Requirement
Less than 10% of GLA	Apply shopping center parking rates, as-is, to the total GLA
10%-20% of GLA	Increase parking rate by 0.03 for every 1% above 10%
Greater than 20% of total GLA	Use the stand-alone dining and entertainment land use rates for the dining and entertainment land use GLA and the shopping center rate for the remaining GLA. Conduct a parking study.

- d Senior adult housing at market rate (not affordable)

**General Notes:**

- 1 ksf GLA = 1,000 square feet of gross leasable area. Gross leasable area is the amount of floor space available to be rented in a commercial property. It is the total floor area designed for tenant occupancy and exclusive use (including any basements, mezzanines, or upper floors), but not including areas such as utility, roof access or fire service rooms accessible from the outside of the lease space.
- 2 du = dwelling unit
- 3 For any land use not listed in above, the developer will have options, such as using a parking ratio published by ITE, ULI or the City of Chula Vista Municipal Code for similar land use, using the parking ratio obtained from a project-specific study, a case study, or conducting a parking survey at an existing site to determine an appropriate parking rates.

Table III-A  
Existing Parking Rates

Land Use	Parking Rate Unit	Period	
		Weekday	Weekend
Hotel	per room	1.04	0.97
Office	per 1,000 sf	2.54	0.25
Retail Center - Stores/Shops	per 1,000 sf	3.10	3.76
Retail Center - Restaurants	per 1,000 sf	14.68	18.00
Fire Station	22 spaces total	n/a	n/a
Police Station [c]	per 1,000 sf	2.54	2.54
Library [a]	per 1,000 sf	2.23	2.47
Residential Units (Med & High Density) – includes visitor spaces	per du	1.85	1.85
Fitness Center	per 1,000 sf	5.31	4.90
Central Recreation Center [b]	per 1,000 sf	5.31	4.90
Elementary School	per seats	0.06	0.0

Table III-A  
Proposed Parking Rates

LAND USE	PARKING RATES	
	WEEKDAY	WEEKEND
<b>COMMERCIAL CENTER</b>		
Community Shopping Center (<400,000 sq.ft.) <sup>c</sup>	3.6/ksf GLA	4/ksf GLA
<b>COMMERCIAL (Stand-Alone Land Uses)</b>		
<b>Retail</b>		
Bank	5/ksf GLA	18/ksf GLA
<b>Restaurants <sup>A, c</sup></b>		
Fine/Casual dining (Quality Restaurant)	18/ksf GLA	20/ksf GLA
Family Restaurant (High-Turnover/Sit-down Restaurant)	10.5/ksf GLA	15/ksf GLA
Fast-Food Restaurant, including coffee shops with or without drive-through window <sup>b</sup>	15/ksf GLA	14/ksf GLA
Nightclubs	16.5/ksf GLA	19/ksf GLA
<b>Cineplex</b>		
Multiplex movie theater	0.2/seat	0.29/seat
<b>Performing Arts Theaters and Arenas</b>		
Performing Arts Theater (Live Theater)	0.37/seat	0.4/seat
Sports arenas, authoriums, assembly halls	0.29/seat	0.29/seat
<b>Health Clubs and Entertainment/Party Venues</b>		
Health/Fitness Club	7/ksf GLA	5.75/ksf GLA
Bowling Alleys	5/lane	5/lane
<b>Hotels</b>		
Hotel	1.04/room	0.97/room
<b>OFFICE</b>		
General Office (<150,000 sq. ft.)	3.33/ksf GLA	0.38/ksf GLA
General Office (>150,000 sq. ft.)	2.8/ksf GLA	0.353/ksf GLA
Medical/Dental Office	5/ksf GLA	0.38/ksf GLA
Government Office Building	6.13/ksf GLA	0.6/ksf GLA
<b>RESIDENTIAL</b>		
Apartment	1.65/du	1.65/du
Residential condominium/townhouse		
< 4 bedrooms	1.85/du	1.85/du
5+ bedrooms	1.85/du +0.5/bedroom >4	1.85/du +0.5/bedroom >4
Senior adult housing-attached <sup>d</sup>	0.66/du	0.66/du
Assisted living	0.33/bed	0.33/bed
Live-Work Units (Commercial component <50% of total GFA)	1.85/du	1.85/du
Live-Work Units (Commercial component <50% of total GFA)	1.85/du + 30% of corresponding rate for non-residential use	1.85/du + 30% of corresponding rate for non-residential use



# Recommendation

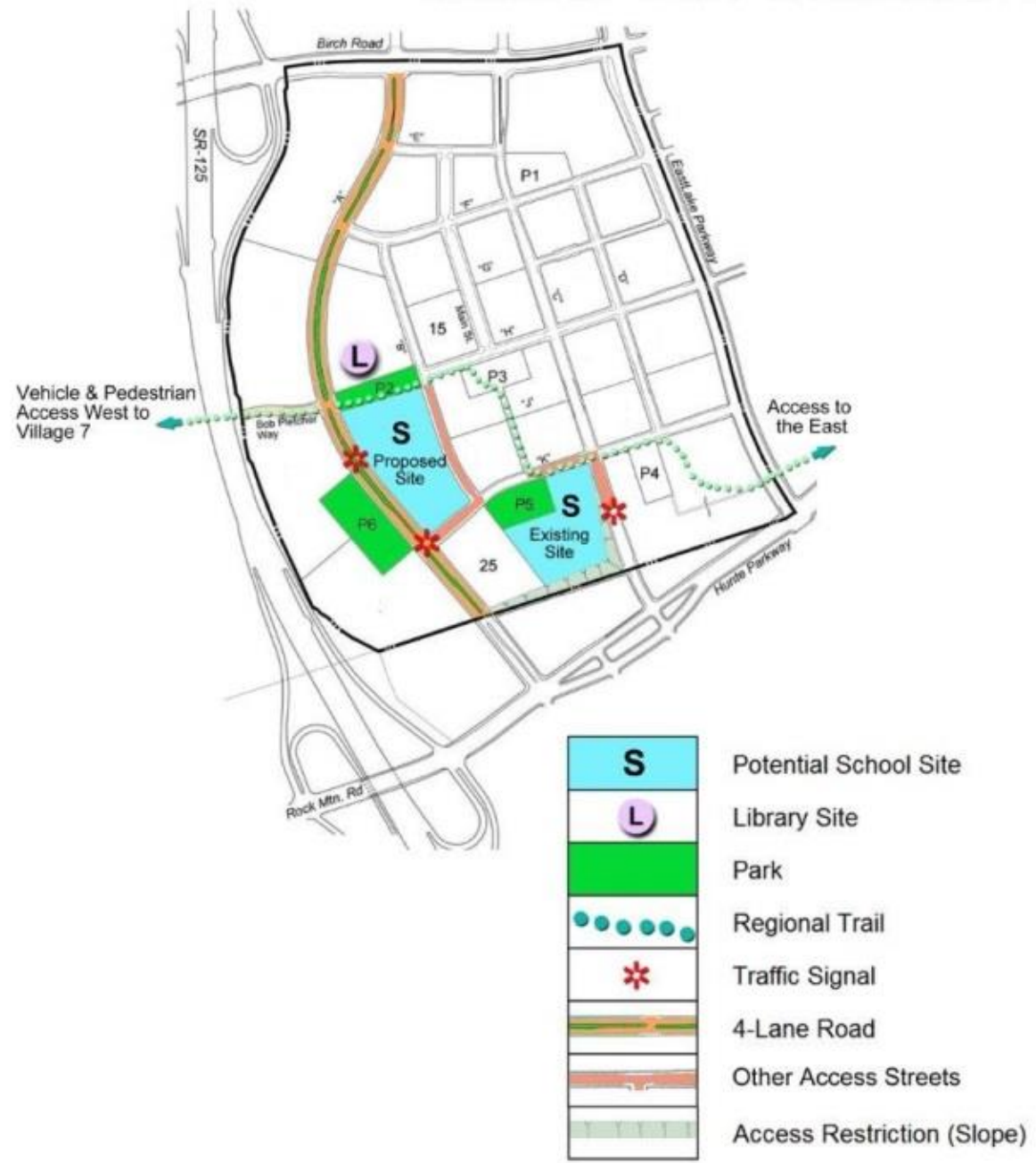
That the City Council conduct the Public Hearing and adopt a Resolution and Ordinance to:

1. Consider the Addendum to the Final Second Tier Environmental Impact Report, EIR 07-01; and
2. Amend the SPA Plan and the Form Based Code to:
  - a) Relocate the elementary school site
  - b) Delete a segment of Montage Avenue and give the Director of Development Services authority to approve future Millenia street deletions; and
  - c) Adopt revised parking rates and clarify the approval process for the Parking Management Plan and subsequent parking rates.





# School Site Conditions





Districts

Area Symbol*	Eastern Urban Center	Non-residential Sq. Ft. (000's) permitted			Difference between low and target	Difference between target and high	Residential Dwelling Units Permitted		
		Low	Target	High			Low	Target	High
1	Gateway Mixed Use Commercial District	100	400	700	300	300	0	50	100
2	Northeastern Neighborhood District	2	120	200	118	80	150	300	500
3	Eastern Gateway Neighborhood District	10	50	250	40	200	150	400	750
4	Business District	505	1,532	1,900	1,027	368	0	100	150
5	Mixed Use Civic/Office Core District	100	900	1,000	800	100	0	200	300
6	Main Street District	80	240	400	160	160	100	533	800
7	Eastern Gateway District	0	0	0	0	0	50	200	300
8	Southwestern Neighborhood District	2	50	200	48	150	300	500	700
9	Central Southern Neighborhood District	2	45	100	43	55	130	500	650
10	Southwestern Neighborhood District	2	150	200	148	50	200	200	450
<b>Maximum, Not to Exceed, Totals</b>		<b>3,487</b>					<b>2,983</b>		

Notes:

1. \* Numeric Area Symbols do not represent phases.

2. The Allocation of intensity in each district shall be based on the building height regulations in the EUC Form Base Code, Chapter 03.09.002b vi, therein.

# Regulating Plan

## Street & Block Identification



- "A" Street Reference Identification
- 27 Block Reference Identification
- P2 Park Reference Identification
- Potential street segment deletions

**A** Street "J" deleted by substantial conformance decision in 2011.

**B** Montage Avenue between Strata & Avant Street is not necessary due to adjacent SPA approval that deleted the off-site connection to Hunte Pkwy. (2014)

**C** Street deleted with SPA approval of adjacent ownership (2014).

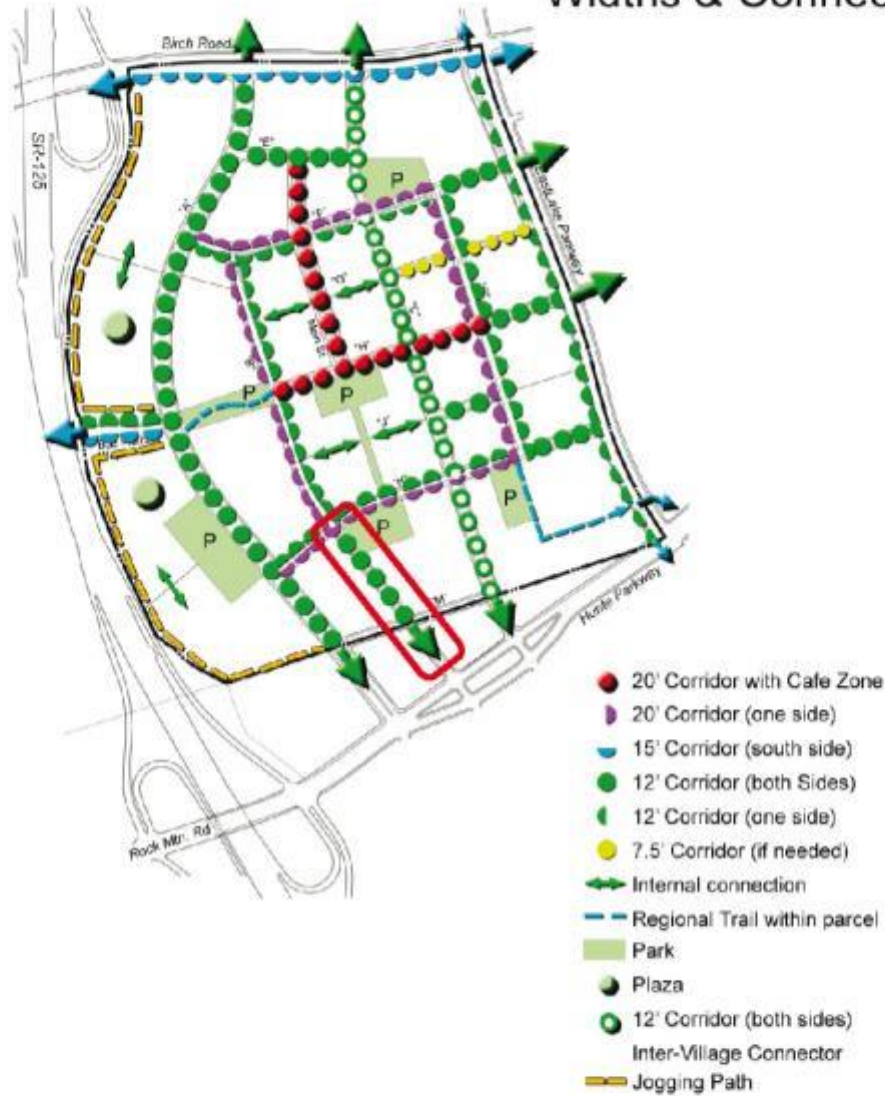


**Eastern Urban Center**  
**OTAY RANCH**



# Pedestrian Corridors

## Widths & Connections



# Regulating Plan

## Minimum Average Building Heights

### Existing



**Minimum Average Building Height \***








Stories	Feet
1	25
2	35
3	40
5	70

\* Must meet either stories or feet except that 1-story buildings must be a minimum of 25' in height.

**Notes:**

1. Iconic Architecture: Building architectural design representational of its Special location or prominent address. Special architectural features, treatment and materials, to create a distinctive architectural facade and feature at prominent address or street corner.
2. This Conceptual Plan illustrates the minimum average height for each district indicated at full build-out. It does not establish the maximum or minimum heights. Individual buildings may deviate from the minimum average height so long as the overall average within the district is maintained.
3. The average heights include parking within the building, but excludes separate parking structures or accessory structures. Refer to the text in chapter for additional explanation and methods of calculating height.
4. Refer also to Chapter 02 for the minimum and maximum building height standards for each street frontage.
5. Refer also to Exceptions in Chapter 03.09.002b vi, herein

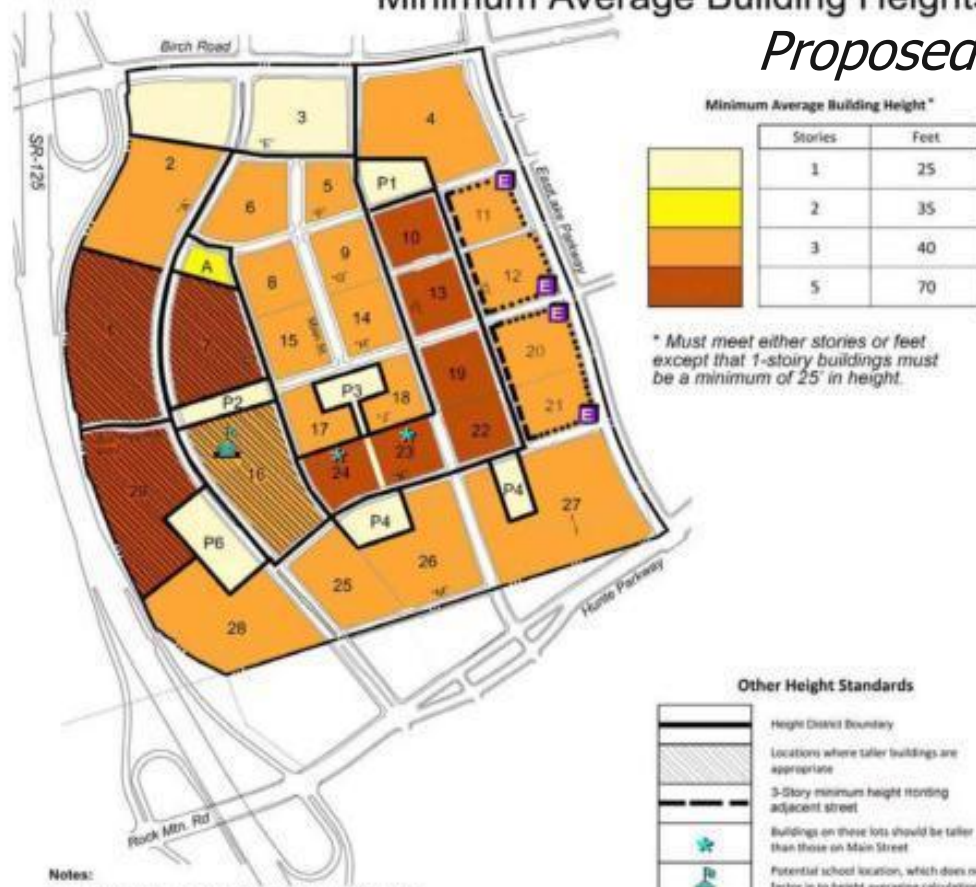
**Other Height Standards**

-  Height District Boundary
-  Locations where taller buildings are appropriate
-  3-Story minimum height fronting adjacent street
-  Buildings on these lots should be taller than those on Main Street
-  Potential school location, which does not factor in to height averaging calculations.
-  3-story buildings or buildings with enhanced vertical features to emphasize height at intersections
-  Provide enhanced architectural treatment & purchase the top building line with vertical elements to avoid a continuous 2-story roof line. (Refer also to Chapter 03.09.02b vi).

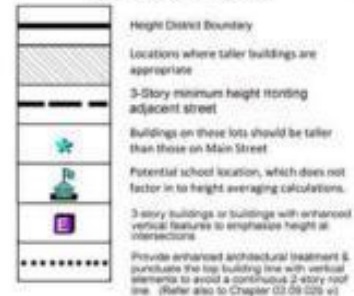
# Regulating Plan

## Minimum Average Building Heights

### *Proposed*



#### Other Height Standards



#### Notes:

1. Ironic Architecture: Building architectural design representational of its Special location or prominent address. Special architectural features, treatment and materials, to create a distinctive architectural facade and feature at prominent address or street corner.
2. This Conceptual Plan illustrates the minimum average height for each district indicated at full build-out. It does not establish the minimum or maximum heights. Individual buildings may deviate from the the minimum average height so long as the overall average within the district is maintained.
3. The average heights include parking within the building, but exclude separate parking structures or accessory structures. Refer to the text in chapter for additional explanation and methods of calculating height.
4. Refer also to Chapter 02 for the minimum and maximum building height standards for each street frontage.
5. Refer also to Exceptions in Chapter 03.09.002b vi, herein.



TABLE B1  
MILLENNIA PARKING RATES

LAND USE	WEEKDAY RATE	WEEKEND RATE	SOURCE
<b>COMMERCIAL CENTER</b>			
Community Shopping Center (<400,000 sq. ft.) <sup>c</sup>	3.6 /ksf GLA	4 /ksf GLA	ULI
<b>COMMERCIAL (STAND-ALONE LAND USES)</b>			
<i>Retail</i>			
Bank	5 /ksf GLA	5 /ksf GLA	CVMC
<i>Restaurants<sup>a,c</sup></i>			
Fine/Casual Dining (Quality Restaurant)	18 /ksf GLA	20 /ksf GLA	ULI
Family Restaurant (High-Turnover/Sit-down Restaurant)	10.5 /ksf GLA	15 /ksf GLA	ULI
Fast-Food Restaurant, including coffee shops with or without drive-through window <sup>b</sup>	15 /ksf GLA	14 /ksf GLA	ULI
Nightclub	16.5 /ksf GLA	19 /ksf GLA	ULI
<i>Cinplex</i>			
Multiplex movie theater	0.2 /seat	0.29 /seat	CVMC
<i>Performing Arts Theaters and Arenas</i>			
Performing Arts Theater (Live theater)	0.37 /seat	0.4 /seat	ULI
Sports arenas, auditoriums, assembly halls	0.29 /seat	0.29 /seat	CVMC
<i>Health Clubs and Entertainment/Party Venues</i>			
Health/Fitness Club	7 /ksf GLA	5.75 /ksf GLA	ULI
Bowling alleys	5 /lane	5 /lane	CVMC
<i>Hotels</i>			
Hotel	1.04 /room	0.97 /room	CVMC
<b>OFFICE</b>			
General Office (<150,000 sq. ft.)	3.33 /ksf GLA	0.38 /ksf GLA	CVMC
General Office (>150,000 sq. ft.)	2.8 /ksf GLA	0.353 /ksf GLA	ULI
Medical/Dental Office	5 /ksf GLA	0.38 /ksf GLA	CVMC
Government office building	6.13 /ksf GLA	0.6 /ksf GLA	ITE

TABLE B1  
MILLENNIA PARKING RATES

LAND USE	WEEKDAY RATE	WEEKEND RATE	SOURCE
<b>RESIDENTIAL</b>			
Apartment	1.65 /du	1.65 /du	ULI
Residential condominium/townhouse			
≤ 4 bedrooms	1.85 /du	1.85 /du	ULI
5+ bedrooms	1.85 /du + 0.5 /bedroom above 4 bedrooms	1.85 /du + 0.5 /bedroom above 4 bedrooms	ULI + City Input
Senior adult housing – attached <sup>d</sup>	0.66 /du	0.66 /du	ITE
Assisted living	0.33 /bed	0.33 /bed	CVMC
Live-Work Units (commercial component < 50% of total GFA)	1.85 /du	1.85 /du	LLG Memo
Work-Live Units (commercial component > 50% of total GFA)	1.85 / du + 30% of corresponding rate for nonresidential use	1.85 / du + 30% of corresponding rate for nonresidential use	LLG Memo

**Footnotes:**

- For enclosed proprietary outdoor dining spaces, up to 200 square feet is exempt from minimum parking requirements. Above 200 square feet, a minimum of 5 spaces per ksf should be provided. All sidewalk cafes within the public right-of-way are exempt from minimum parking requirements.
- Fifteen (15) spaces minimum.
- For shopping centers with dining and entertainment land uses, ULI recommends the following methodology for determining the appropriate parking rate to apply:

If Dining/Entertainment Uses in Shopping Center =	Parking Requirements
Less than 10% of total GLA	Apply shopping center parking rates, as-is, to the total GLA
10% - 20% of total GLA	Increase parking rate by 0.03 for every 1% above 10%
Greater than 20% of total GLA	Use the stand-alone dining and entertainment land use rates for the dining and entertainment land use GLA and the shopping center rate for the remaining GLA. Conduct a parking study.

- Senior adult housing at market rate (not affordable).

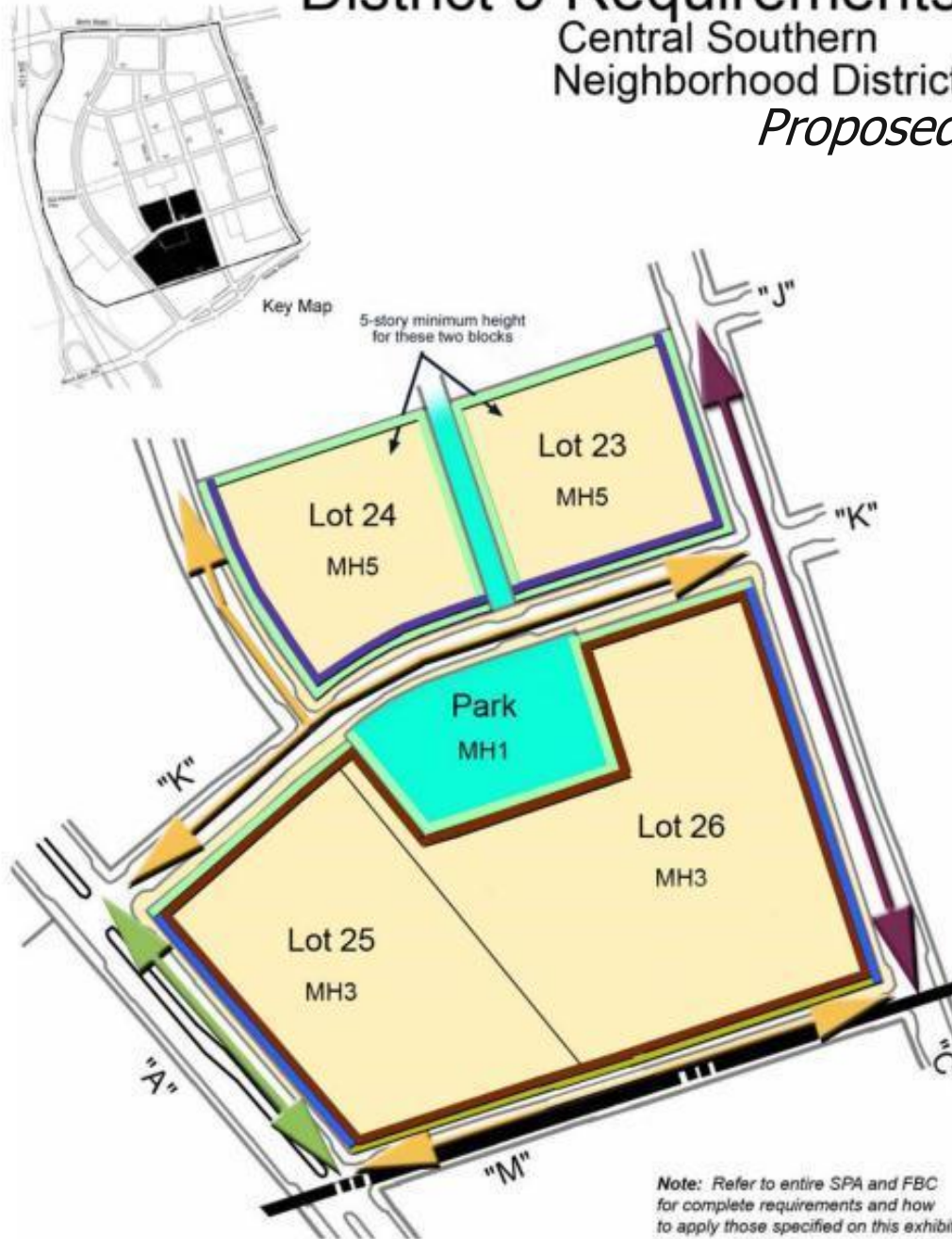
**General Notes:**

- ksf GLA = 1,000 square foot gross leasable area. Gross leasable area is the amount of floor space available to be rented in a commercial property. It is the total floor area designed for tenant occupancy and exclusive use (including any basements, mezzanines, or upper floors) but not including areas such as utility, roof access or fire service rooms accessible from the outside of the lease space.
- du = dwelling unit
- For any land uses not listed in above, the developer will have options such as using a parking ratio published by ITE, ULI, or the City of Chula Vista Municipal Code for a similar land use, using the parking ratio obtained from a project-specific study, a case study or, or conducting a parking survey at an existing site to determine an appropriate parking ratio with City approval.
- Land use descriptions are included in Table B2.

# District 9 Requirements

## Central Southern Neighborhood District

*Proposed*



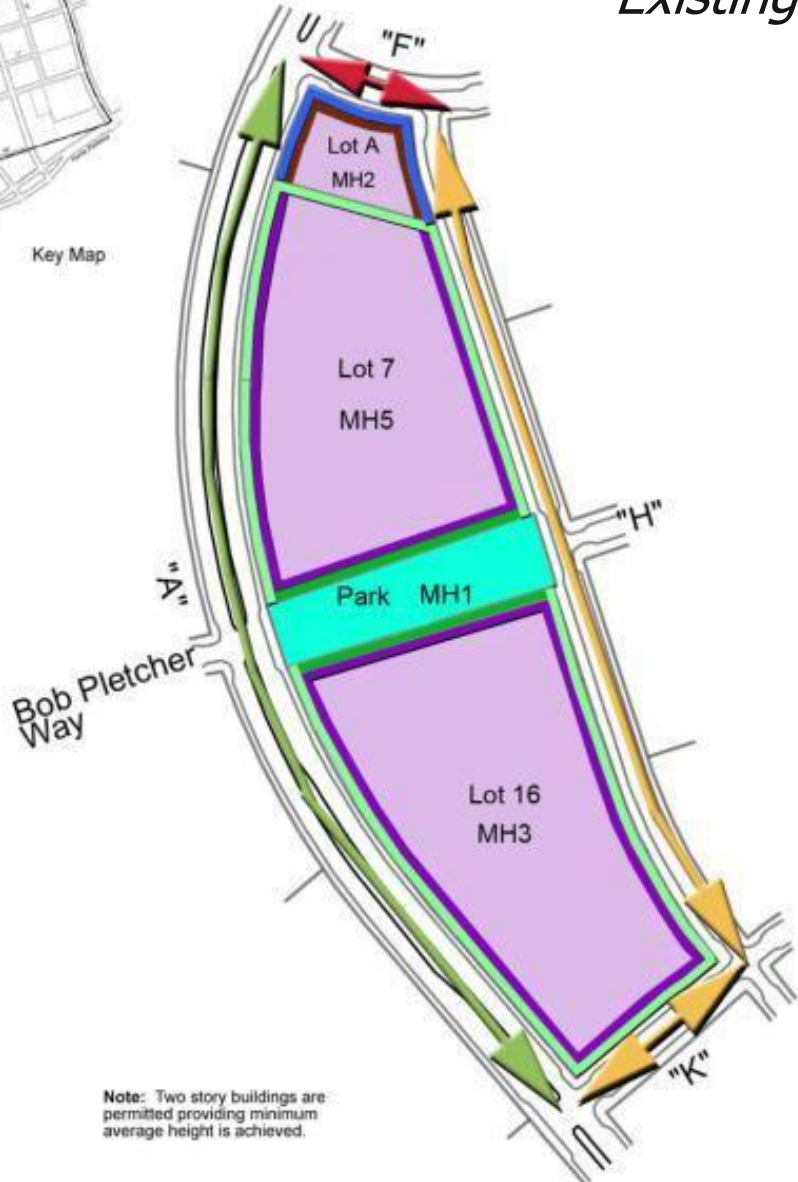
*Note: Refer to entire SPA and FBC for complete requirements and how to apply those specified on this exhibit.*



# District 5 Requirements

## Mixed Use/Office District

*Existing*



Note: Two story buildings are permitted providing minimum average height is achieved.