





Source: Chula Vista GIS SANDAG



# Zoning Proposed

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

Chula Vista City Boundary  
 Subject Site  
 Zoning  
 Buffer 1000 ft  
 Building Footprint

0 250 500 Feet



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**Chapter 19.84**  
**BAYFRONT SPECIFIC PLAN – LAND USE ZONES**

**Sections**

- 19.84.001 Purpose and scope.
- 19.84.002 Commercial zones.
- 19.84.003 Industrial zones.
- 19.84.004 Public/quasi-public and open space zones.
- 19.84.005 Residential zones.
- 19.84.006 Circulation and other designations.

**19.84.001 Purpose and scope.**

The Bayfront Specific Plan provides for the classification of land use and the regulation of development by land use zoning and parcel. These classifications, zones, are depicted in Exhibit 5, herein. Each zone contains a set of regulations setting forth the allowable uses and standards for development within that district. This chapter provides the development standards relating to land use activities for each zone. (Ord. 3238 § 2 (Exh. B), 2012; Ord. 2613, 1994; Ord. 2532, 1992).

**19.84.002 Commercial zones.**

**A. Commercial – Visitor (C-V).**

1. Purpose and Intent. The purpose of the commercial – visitor zone is to provide regulations of uses serving the needs of tourists, travelers, and local residents. The regulations of this zone are designed to encourage the provision of transient housing facilities, restaurants, service stations, and other activities providing for the convenience, welfare, or entertainment of the traveler.
2. Permitted Uses. The following uses are permitted:
  - a. Hotels and inns;
  - b. Retail, including:
    - i. Restaurants with a cocktail lounge as an integral part;
    - ii. Art galleries;
    - iii. Stores and retail shops;
    - iv. Parking garages;
    - v. Antique shops;
    - vi. Markets;
    - vii. Restaurants and snack bars; and
    - viii. Any other establishment serving visitors determined to be of the same general character of the above-permitted uses;
  - c. Commercial recreation, including:
    - i. Tennis clubs and facilities;
    - ii. Health clubs;
    - iii. Sports and health classes and clinics;
    - iv. Professional sports facilities;
    - v. Sports medicine facilities;
    - vi. Sports training facilities;
    - vii. Boat rentals and rentals of other water recreational items;

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- viii. Swimming and diving facilities; and
  - ix. Any other business or facility determined to be of the same general character of the above-permitted uses.
- 3. Conditionally Permitted Uses. Any of the above-permitted uses whose parking requirement can only be met by shared parking may be permitted subject to approval of a conditional use permit.
  - 4. Prohibited Uses. Any of the above-permitted or conditionally permitted business or activity that produces noise above 60 CNEL at the exterior boundaries of this zone.

**A.a. Commercial-Visitor Limited (C-VL)**

1. Purpose and Intent. 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.

2. Permitted Uses The following uses are permitted:

a. Hotels and Inns

b. Retail limited to uses located within hotel interior designed to serve guest and other onsite personnel

- i. Restaurant and Cocktail Service
- ii. Visitor related Retail
- iii. Snack Bars