

III. Vision

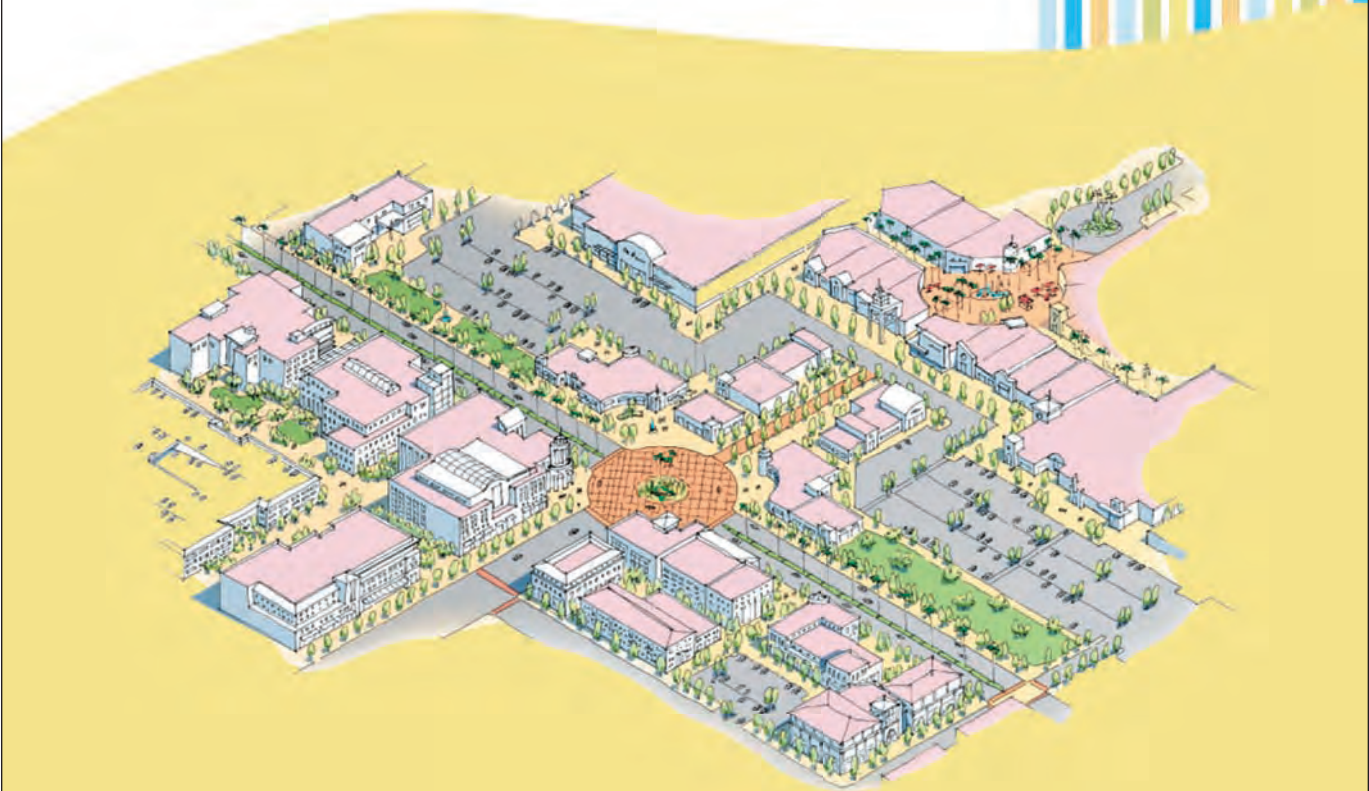
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*Chula Vista
Urban Core*



III. Vision

A. Vision for the Urban Core

The Urban Core Specific Plan provides framework for enhancement to the economic, social, and community fabric of Chula Vista's Urban Core. The Specific Plan will produce an economically enhanced Urban Core that is once again a thriving downtown and focus of the City. The vision for the Urban Core builds upon the vision for the City in the General Plan. The area will exhibit revitalized core uses linked by pedestrian and bicycle connections with easy access to goods and services and exhibiting quality design. The vision for the Urban Core seeks to make a great place to live, work, and play even better.

While much of the existing stable residential fabric of the Urban Core will be preserved, an increase in living and lifestyle choices for existing and future residents will be afforded. These residents will further add to local business revenues and create a vibrant, pedestrian-friendly activity center throughout the day. The Specific Plan provides framework for additional mobility options by creating linkages between the Urban Core, the Bayfront, and east Chula Vista and encouraging increased pedestrian, bicycle, and transit activity. Improved services and amenities will make Chula Vista's Urban Core an attractive and focal hub of the City, as well as the South County region.



The Urban Core will be a successful environment for a variety of retail, recreational, and residential opportunities

Fig. 3.1

The Urban Core Vision aims to create a uniquely identifiable Urban Core for Chula Vista that is an economically vibrant, pedestrian-oriented, and multi-purpose destination.

As part of the early foundational planning process, a vision for the urban core was framed using the broad policies and objectives outlined in the General Plan (2005).

Imagine a future for the Urban Core that is...

- A **pedestrian-friendly** City Center with an integrated mix of land uses (retail, office, residential, entertainment and civic/cultural) woven together by attractive and cohesive street improvements and buildings.
- The **entertainment “hub”** of the City with movie theaters, a playhouse, restaurants with outdoor dining, adorned with broad sidewalks, plazas and green parks that feature music and artistic performances.
- A place where **new businesses** are eager to locate and are attracted by the improvements and the encouragement the City gives to investors, downtown merchants, and property owners.
- A place for **living** as well as **working**. New “loft” style apartments that will allow artisans and small businesses to get a start in the Village, while new office spaces and residences for a diverse age group will flourish above and behind ground floor shops.
- Supported by an expanded and **improved public transit system**, including a **new west side shuttle**, with frequent and conveniently located stops and including connections to the proposed transit centers, the Bayfront, and the existing regional trolley system.
- Enriched with new cultural, recreational, and civic facilities to support the mixed-use environment and reinforce the Urban Core as the **“heart of the City.”**
- A **harmonious blend** of old and new, where new development takes its design cues from the existing culture, character, and history of northwest Chula Vista.

Imagine a future for the Urban Core that embraces Chula Vista's unique culture and celebrates its rich heritage. **The Urban Core of the future is the Urban Core of the past, only better.**

Chula Vista
Urban Core



The Urban Core should again be the heart of the City

Fig. 3.2

B. Ten Key Principles

Based on input from the community and Urban Core Specific Plan Advisory Committee, ten key principles were established. The future development of Chula Vista's Urban Core shall be guided by the following overarching ideas and goals that apply to all of the vision areas.

1. Develop a vibrant, distinct urban atmosphere with a day to evening environment.
2. Build on and enhance Chula Vista's cultural and historic traditions and diversity.
3. Foster visible cultural and civic amenities, such as urban parks, outdoor dining opportunities and civic promenades.
4. Establish a hierarchy of building forms with greatest densities at key nodes.
5. Connect and integrate the Bayfront, East Chula Vista and individual focus areas within the urban core.
6. Create lively and pedestrian-friendly environments through a concentration of activities in a compact, mixed-use setting.
7. Transition new development to minimize impacts on existing residential neighborhoods.
8. Provide creative parking strategies, including parking districts, structures and reductions.
9. Define unique identities for focus areas through individualized streetscape design and public spaces.
10. Restore the historic street grid in order to maximize transportation choices and increase mobility and circulation opportunities for pedestrians, transit and automobiles.

C. Vision Areas

As part of the visioning process, three distinct “vision areas” were identified. The Vision areas were not intended to cover the entire Specific Plan Subdistricts Area but rather capture the most significant areas that required further planning guidance beyond that provided in the General Plan Update. The three areas selected included the “Village”, consisting of downtown Third Avenue and the surrounding area, the “Grand Boulevard”, concentrating on the H Street Corridor, and the “Promenade”, focusing on the rectangle between E Street and H Street and I-5 and Broadway. Though the Urban Core area needs to be unified and identifiable as the Urban Core of Chula Vista, the individual vision areas each have distinguishing characteristics. Each vision area is described below and a vision statement for that area is delineated.

1. The Village Vision Area

a. Description

The Village Vision Area is the heart of Chula Vista's traditional downtown. This area is generally bounded by Church Avenue and Fourth Avenue on the east and west and by E Street and H Street on the north and south. Third Avenue is the primary retail and office district and is anchored by transitional office and residential uses. The Civic Center, including City Hall and associated facilities, is located at Fourth Avenue and F Street and is in the process of being upgraded pursuant to the Civic Center Master Plan. Friendship Park, Memorial Park, and other potential park opportunities link the Village and provide quality urban amenities to nearby residents. This area exhibits much of the traditional community character and is home to many community facilities, such as the Civic Center, the Central Library, Police Station, and Friendship Park.

b. Vision Statement

The Village will be a lively destination with a small town feel. Restaurants, outdoor cafes, bookstores, art houses, theaters, and shops will flank the expanded sidewalks and tree-lined streetscape. This entertainment and retail destination serves all of Chula Vista by energizing the Third Avenue corridor and vicinity. The district also celebrates cultural arts and civic functions linked by an enhanced park system. In addition, the new residential housing opportunities will allow the area to resurge and thrive.



Third Avenue



Gateway Monument



Typical Paseo

2. The Grand Boulevard Vision Area

a. Description

The Grand Boulevard Vision Area is the central axis of the Urban Core area. This vision area consists of H Street and the adjacent area from Third Avenue to Broadway. This area includes the Gateway office development, the South County Regional Courthouse Complex, Scripps Hospital and associated medical facilities, and the Chula Vista Center regional shopping mall, as well as a variety of other office and commercial activities.

b. Vision Statement

The H Street corridor is the primary business, commercial and transit backbone of the Urban Core. Buildings, plazas and parkways activate the street edge and deliver a bustling pedestrian environment. The Grand Boulevard is the most urban of the vision areas with medium rise buildings forming the backdrop to the double rows of trees, extended sidewalks, frequent transit stops, newspaper stands and kiosks. A unique streetscape character provides continuity among diverse elements such as the regional mall, hospital, and office developments.



Plaza along H Street



Third Avenue and H Street



Row Housing adjacent to Retail Center

The Grand Boulevard Visionary Sketches

Fig. 3.4

3. The Promenade Vision Area

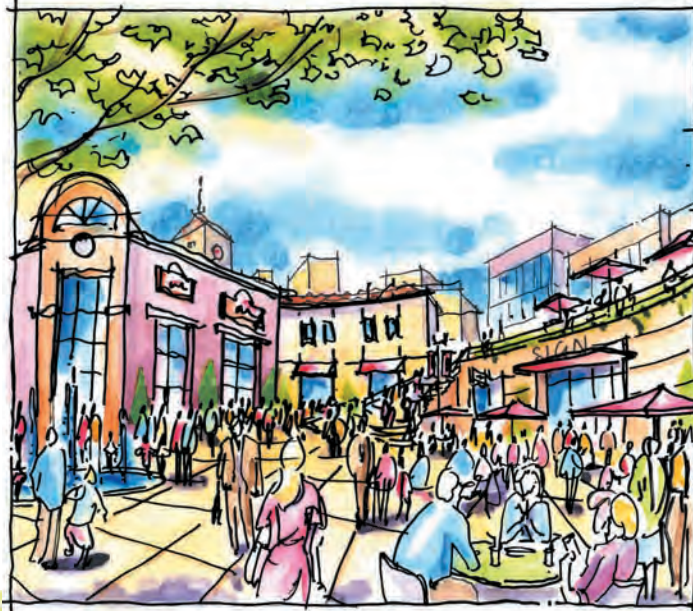
a. Description

The Promenade Vision Area acts as an attractive entryway to the City of Chula Vista. Stretching parallel to the I-5 corridor and generally west of Broadway, from E Street to H Street, the area is currently a mix of auto-oriented retail commercial uses and low-rise multi-family housing and mobile home parks. Redevelopment of the area will provide a mix of aesthetically pleasing visitor serving and resident serving uses and create a desirable neighborhood atmosphere.

b. Vision Statement

A dynamic mix of regional transit centers, visitor serving uses and a retail complex surrounds an enhanced, medium-rise residential quarter. Circulation is improved by re-establishing the traditional street grid. A tree-lined, extended such as a linear park or other park configuration offers both neighborhood and community serving amenities supported by mid-block paseos. The park transitions from an active community venue with a more formal landscape to recreational features such as tennis and basketball courts to passive greens. Anchoring the park, the retail plaza links the Bayfront to the regional mall. Ample public spaces provide for open air markets, mercados, cultural festivals, art exhibits and other community events.

Plaza at
Promenade
Terminus



Park Atmosphere

Typical
Paseo



The Promenade Visionary Sketches Fig. 3.5