

Chula  
Vista



Vision  
2020



CITY OF  
CHULA VISTA

Adopted December 13, 2005

Amended July 13, 2021

**General Plan**

# CITY OF CHULA VISTA

## GENERAL PLAN



December 13, 2005 Amended

July 13, 2021 Resolution 2021-137

### **City Council**

Stephen C. Padilla, Mayor  
Steve Castaneda  
Patricia E. Chavez  
John McCann  
Jerry R. Rindone

### **Planning Commission**

Vicki Madrid, Chair  
Gary Nordstrom  
Bryan Felber  
Dan Hom  
Pamela Bensoussan  
Bill Tripp

### **City Manager**

David D. Rowlands, Jr.

### **Assistant City Manager**

Dana M. Smith

### **City Attorney**

Ann Y. Moore

### **Prepared Through**

City of Chula Vista  
Planning and Building Department  
276 Fourth Avenue  
Chula Vista, CA 91910

[www.chulavistaca.gov](http://www.chulavistaca.gov)

*Adopted on December 13, 2005 City Council Resolution Nos. 2005-424, 2005-425 & 2005-426*

## **GENERAL PLAN UPDATE CITIZEN COMMITTEES**

*This General Plan Update was only possible through the generous contributions of the following citizen committee members:*

### **Steering Committee**

Mitch Thompson - Housing

Patricia Aguilar - Sweetwater/Bonita

Kevin O'Neill - Planning Commission

Bill Tripp - Infrastructure & Services Subcommittee

Teresa Thomas - Environment, Open Space & Sustainable Dev. Subcommittee

Diana Rude/Pamela Bensoussan - North Area

Rudy Ramirez - South Area

Randall Krogman - East Area

Steve Savel - Education

Greg Alabado - Transportation

Paul Nieto - Finance / Real Estate

Gary Nordstrom - Development

Russ Hall - Economic Development Subcommittee

## **Environment, Open Space and Sustainable Development Subcommittee**

Doug Reid - Resource Conservation Committee  
Stanley Jasek - Resource Conservation Committee  
Teresa Thomas - Resource Conservation Committee  
Pamela Bensoussan - Resource Conservation Committee  
John Chavez - Resource Conservation Committee  
John Diaz - Resource Conservation Committee  
Tracy Means - Resource Conservation Committee  
Theresa Acerro - Sierra Club  
Laura Hunter - Environmental Health Coalition  
Allison Rolfe - San Diego Audubon Society  
Michael Beck - Endangered Habitats League  
Susan Fuller - Nature Center Bd. of Trustees  
Frank Ohrmund - OVRP, Citizens Advisory Committee

### **Alternates:**

Nohelia Ramos - Environmental Health Coalition  
John Hammond - San Diego Audubon  
Lynne Baker - Environmental Health Coalition

## **Infrastructure and Services Subcommittee**

Art Garcia - GMOC, Education

Bill Tripp - GMOC, Environmental

Steve Palma - GMOC, Southwest

Kevin O'Neill - GMOC, Planning Commission

Rafael Munoz - Eastern Chula Vista

Gary Nordstrom - GMOC, Development

Richard Arroyo - GMOC, Business

Mike Spethman - GMOC, Central City

David Krogh - GMOC, Bonita/Sweetwater

Al Gore - Cultural Arts Commission

Mary Jo Buettner - Chula Vista Coordinating Council

Joanne Clayton - Housing Advisory Committee

Bob Strahl - Parks & Recreation Commission

## **Economic Development Subcommittee**

(Economic Development Commission Members)

Russ Hall

Kevin Carlson

Scott Vinson

Ramin Moshiri

William Tunstall

Charles Moore

William Hall

Mary Wylie

Daniel Munoz

Dr. Carl Nelson

## CITY OF CHULA VISTA PROJECT STAFF

*Staff members throughout the entire City of Chula Vista organization, including a General Plan Management Team, assisted preparation of the General Plan Update. Listed below are some of the core staff members who were most directly involved.*

Jim Sandoval - Director of Planning & Building  
Nancy Lytle - Assistant Director of Planning  
Edgar Batchelder - GPU Project Manager/Advance Planning Manager  
Duane Bazzel - Principal Planner  
Marilyn Pongeggi - Environmental Review Coordinator  
Daniel Forster - Growth Management Coordinator  
Paul Hellman - Environmental Projects Manager  
Steve Power - Environmental Projects Manager  
Mark Stephens - Principal Planner  
Kim Vander Bie - Associate Planner  
Frank Herrera-A - Associate Planner  
Rick Rosaler - Principal Planner  
Anthony J. Lettieri, FAICP - Special Planning Projects Manager  
Jeff Barfield - Special Projects Planning Manager  
Rabbia Phillip - Secretary  
Carlos Fernandez - Senior Planning Technician  
Dai Hoang - Planning Technician II  
Cherryl Cisneros - Planning Technician II  
Gabriel Innocenzi - Senior Planning Technician  
Dave Kaplan - Transportation Engineer  
Jim Hare - Deputy Director, Community Development  
Mary Ladiana - Planning & Housing Manager  
Raymond Pe - Senior Planner  
John Mullen - Deputy City Attorney

## **CONSULTING SERVICES**

**RBF CONSULTING** - Planning/Community Outreach

**RECON** - Environmental Consultants

**KIMLEY-HORN & ASSOCIATES** - Traffic Analysis

**ECONOMICS RESEARCH ASSOCIATES** - Fiscal Analysis

**MIG, INC.** - Community Outreach

**MAY PLANNING SERVICES** - General Plan Development

**THE RICK ALEXANDER CO.** - Meeting Facilitation

**ECONOMIC & PLANNING SYSTEMS** - Growth Management



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