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# 1.0 | OVERVIEW

## **Chula Vista has character**

The City of Chula Vista is the hub of civic and cultural activity in south San Diego County's south bay area, making it a great place to live, work, learn, and play. A city with unique roots and diverse character, Chula Vista stands ready to build on current opportunities and to face a number of challenges as it continues to develop. Several critical elements give shape to Chula Vista's character and vision for the future:

- A unique and beautiful physical environment;
- Healthy and well-planned neighborhoods;
- A broad range of quality business and employment opportunities;
- Abundant parks, open space, and recreation opportunities;
- High-quality educational, cultural, and artistic resources; and
- A rich history, heritage, and strong sense of community.

## **The visioning process began with gathering community input**

Chula Vista's General Plan is the City's long-term strategy to address planning issues, future growth, and development. It represents the community's ideal vision for the future and rests on a foundation of key goals that will guide future planning decisions.

Establishing the community's shared vision and goals for the future was a critical first step to provide a framework and direction for the General Plan Update. The process began with gathering initial community input about likes, dislikes, hopes, and fears for the City. That input was organized and published in a document entitled "Preliminary Issues Report" in November 2002.



## **Visions express ideals of what Chula Vista could or should be like**

Visions serve as a desired end, a reality toward which we should aspire as a community. Visions are not absolutes and are not guaranteed to be fully realized. However, they are important in establishing ideals for which to strive. The vision statements that follow are expressed in the affirmative, to describe the City as it will be, based on this General Plan.

### **Chula Vista will be a vibrant, varied city**

The vision for Chula Vista in the year 2030 is a community that preserves and enhances the unique features that shape its identity. The bay, river valleys, and foothills will frame the City, providing leisure opportunities and scenic value. At the same time, varied housing and employment opportunities, excellent schools and recreation facilities will offer residents the ability to live, work, and recreate within the community. Safe neighborhoods served by efficient public services and facilities will provide a sense of security. Beautiful parks and varied programs for culture and art will be enjoyed by residents and visitors alike. Vibrant urban areas providing a mixture of commercial; residential; civic; and cultural amenities will add to Chula Vista's character and secure its standing as the primary hub of the South Bay area. Strong citizen participation and sound growth management will continue to guide growth in the City.



### **Chula Vista's core values support and sustain the plan for the future**

Eight major themes support Chula Vista's vision for the future and provide a foundation for the policies and action programs of this General Plan. These themes, representing the City's core values, are developed throughout the chapters of this General Plan and include those outlined on the following pages.

# 1.0 | Theme 1 Strong Community Character and Image

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Chula Vista continues to develop as a city with a distinct identity that its citizens are proud to call home.

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Our community highlights the culture, values, and history of our unique location on the Pacific Rim, linking the mountains, rivers, bay, and border region. Some notable elements that define Chula Vista's identity include:

- Unique physical features that provide open space, trails, and recreational opportunities;
- The bayfront, which will become a water-oriented gathering and focal point;
- The downtown area, which serves to draw people together through its combination of public; civic; commercial; entertainment; and residential uses;
- The Otay Ranch Eastern Urban Center, which will serve as a regional retail and business center;
- The future development of a substantial technology park to serve the needs of the region; and
- The potential establishment of a multi-institutional university center.



Strong community character and image is highlighted in the Land Use and Transportation Element of this General Plan. The theme is developed through Chula Vista's choice of land use distribution, well thought out urban design principles, and a focus on neighborhood preservation. Planning areas identified in the Land Use and Transportation Element develop their own character through specific goals and policies geared toward their unique attributes and needs.



# 1.2

## Theme 2 Healthy and Sustainable Economy

Chula Vista continues to expand its local economy by providing a broad range of business, employment, and housing opportunities that support an excellent standard of living, and improve the ability for residents to live and work locally.

Chula Vista recognizes that its prosperity depends upon its people, their skills, and a competitive and thriving workplace based on principles of environmental and economic sustainability and healthy community. The City's economy generates revenues sufficient for sustaining exemplary public facilities and services, and for maintaining the community's desired quality of life. Chula Vista promotes an entrepreneurial spirit that fosters investment in local business and real estate, as well as in cultural and environmental resources.



The City also recognizes the important relationship of regional factors and influences on our local economy. Chula Vista continues to be an active participant in developing collaborative regional approaches that support our local economy, and the improvement of local facilities and services that enhance our quality of life.

A healthy and sustainable economy is highlighted in the Economic Development Element of this General Plan. The theme is developed through a balanced land use plan, policies encouraging sound economic and business development, and continued requirements to provide public facilities concurrent with need.



## **1.3** | Theme 3 **Strong and Safe Neighborhoods**

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Chula Vista is a diverse, yet integrated, community that celebrates its neighborhoods as the building blocks that make it a great place to live.

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Each neighborhood in Chula Vista continues to express its individuality and character; is safe and attractive, with good access to necessary facilities and services; and provides convenient transportation options. Citizens feel safe to walk within and among neighborhoods and allow their children to do the same. Chula Vista also takes a leadership and collaborative role in ensuring the safety of its citizens on a citywide and regional level.



The theme of strong and safe neighborhoods is highlighted in several elements of this General Plan, including the Land Use and Transportation Element, the Housing Element and the Public Facilities and Services Element. The theme is developed through a land use plan providing sufficient and varied housing opportunities, and through the provision of excellent public services; including police and fire protection; quality schools; and convenient parks and recreation facilities.



## 1.4 | Theme 4 Improved Mobility

Chula Vista provides a wide range of convenient and affordable mobility options that allow people to go from where they are to where they want to be, in a safe; pleasant; rapid; cost-effective; and environmentally friendly manner.

Transportation is a unifying element of the City and the region, connecting regional and local activity centers and neighborhoods through a network of major east/west and north/south corridors. This network also links to local transportation services, such as the trolley, intra-city express and shuttle loops, and expanded bus routes. The City also has a system of bicycle and pedestrian paths that connect neighborhoods, activity centers, and recreation facilities throughout the City.

Improved mobility is highlighted in the Land Use and Transportation Element of this General Plan. The theme is developed through a land use plan and policies focusing on the connection between land use, mobility and health through the provision of a safe and accessible city-wide multi-modal circulation system.



## **1.5** | Theme 5 **Healthy and Sustainable Community**

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Chula Vista is committed to the health and well being of all of its residents.

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Chula Vista is a community committed to making healthy choices an easy option through convenient access to healthy food and a variety of recreational opportunities, the provision of safe routes and a balanced transportation system for all users, and a sustainable natural environment. The adoption of policies and programs that promote the health and well-being of all citizens is a high priority.



Land use arrangements and mixes that provide easy and convenient access to transit, and other non-auto modes of travel, access to healthy food, walkable and bikeable neighborhoods, opportunities for physical activity and exercise, and a sustainable environment are all integral parts of creating a healthy and sustainable Chula Vista

Theme 5, Healthy and Sustainable Community, is interwoven within several elements of this General Plan. The Land Use and Transportation Element (Chapter 5) has policies and objectives that support the concepts of a healthy community and multi-modal, interconnected transportation opportunities. Both the Economic Development (Chapter 6) and the Public Facilities Element (Chapter 8) focus on enhancing the quality of life of Chula Vistas through a healthy economy and a variety of recreational opportunities. A healthy and sustainable environment is highlighted in the Environmental Element (Chapter 9) of this General Plan. Theme 5 is developed through recognition of the City's greenbelt network, which provides public access to a mosaic of trails, natural habitats and ecosystems, , policies regarding the protection of sensitive habitat and natural areas, historical and archeological resources, and implementation of the Multiple Species Conservation Program (MSCP). The Environmental Element also promotes the use of conservation technologies and sustainability practices that reduce or eliminate the use of non-renewable resources, policies that promote local non-polluting and renewable energy, water conservation and efficient use, and reduction of air pollutants.





# 1.6 | Theme 6 High Quality Community Services

Chula Vista places a high priority on exemplary community services and facilities (such as police and fire protection, libraries, and parks and recreation), and continues to ensure that services and infrastructure expand to match needs created by growth and redevelopment.

All areas of the City of Chula Vista enjoy an equitable balance of services and infrastructure, recognizing their respective and unique situations. The community encourages integrated health and human services that are provided with dignity, are conveniently and equitably located, and are recognized as community centers that sustain families and residents.



High-quality community services are addressed by several sections of this General Plan, including the Public Facilities, Services Element, **and** the Environmental Element. The theme is developed through policies on providing facilities concurrent with need, as well as policies regarding child care, health and human services, and arts and culture.



## **1.7** | Theme 7 **Shaping the Future Through the Present and Past**

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Chula Vista values its heritage and unique sense of place, and manages change in a way that complements the important qualities and features that shape its identity.

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New development and other physical alterations in Chula Vista continue to be done in a manner that respects the character, scale, and historical value of the City. This approach limits discord with the physical and social climate of the City, harmonizing changes to blend in with and enhance the positive aspects of what is already there.

Shaping established Chula Vista's future through the present and past is achieved by implementing policies in both the Land Use and Transportation Element, and the Environmental Element of the General Plan. Such policies focus on preserving and enhancing stable residential neighborhoods; enhancing community image; creating a healthy place to live, work and play, and protecting cultural and historical resources; and implementing compatible land uses and edge transition.