

SUPPLEMENTAL  
ENVIRONMENTAL IMPACT REPORT  
ON THE  
CHULA VISTA  
TOWN CENTRE REDEVELOPMENT PLAN  
COMMERCIAL COMPONENT

EIR-79-5

Prepared For

CHULA VISTA REDEVELOPMENT AGENCY  
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INTRODUCTION

## 1.1 PURPOSE

This Environmental Impact Report is prepared as a supplement to the Master Environmental Impact Report for the Town Centre Redevelopment Plan. This Supplemental EIR provides a detailed review and analysis of the potential environmental impacts that will result from the implementation of the commercial component of the Redevelopment Plan. This report is informational in nature and is intended for use by the Chula Vista Redevelopment Agency in evaluating the potential environmental impacts of the proposed project. The EIR contains an analysis of mitigation measures and alternatives to the project.

The Supplemental EIR has been prepared in accordance with the requirements of the City of Chula Vista Environmental Review Policy, and complies with all criteria standards and procedures of the California Environmental Quality Act of 1970 (PRC 21000 et.seq.) and State EIR Guidelines (Administrative Code 15000 et.seq.).

This report has been prepared by the Environmental Studies Group at PRC Toups Corporation, La Jolla, in cooperation with the Environmental Review Coordinator of the City of Chula Vista.

## 1.2 EXECUTIVE SUMMARY

### Background

The Redevelopment Agency of the City of Chula Vista has established a Redevelopment Plan for its Town Centre, and a master Environmental Impact Report (EIR) has been prepared for that Redevelopment Plan. The redevelopment project has been designed to prevent the further deterioration of approximately 137 acres of Chula Vista's urban core and to re-establish the importance of the central business district within the community. To achieve this goal, a variety of land uses and developmental concepts have been established to create a more desirable and compatible relationship between the physical and social environments of the Town Centre and adjacent areas. The plan encourages new development, an intensification of existing land uses and the construction of multi-family residential units and additional public facilities.

Within the boundaries of the Redevelopment Plan, an area of approximately 16.5 acres has been identified as the Focus Area, and a development plan for this Focus Area has been approved by the Redevelopment Agency.

### Residential Development

The initial phase of the Focus Area Redevelopment Plan will construct 130 condominium units with parking for 260 automobiles. The average size of the units is 1,200 square feet with a proposed market price range of between \$60,000 and \$90,000. Construction of a six-story structure, containing 75 residential units and parking structure for 115 automobiles is also planned. The total construction cost of this residential project will be \$15 million dollars.

A Supplemental Environmental Impact Report for that project has been completed. The EIR concludes that implementation of the residential project would not have significant adverse environmental effects if mitigation measures identified in the EIR are implemented.

### Commercial Development

This supplemental EIR addresses the commercial portion of the Focus Area which is immediately adjacent to the proposed residential development. Plans call for the

construction of 56,580 square feet of retail specialty shops, 15,810 square feet of restaurants and 34,000 square feet of professional office buildings. A parking structure for 443 automobiles would also be constructed.

### Environmental Analysis

This environmental analysis indicates that the commercial component of the Focus Area development will generate approximately 4,600 average daily trips. In 1985, project-generated trips on "F" Street and Third Avenue will comprise 19 percent and eight percent respectively, of the total traffic volumes on these roads. At peak hours, slight congestion may occur on Third Avenue due to the absence of a left turn from the street into the project. This problem is not considered severe enough to warrant opening the median. Northbound cars would have to make a U-turn where the median breaks or use the "F" Street access in order to enter the project. The impact of the project on "F" Street traffic would be mitigated with restriction of on-street parking and addition of a left turn pocket at the access road into the project. Multiphase signalization may be necessary at the Third Avenue and "F" Street intersection to accommodate large traffic volumes projected for 1985. Also lengthened left turn pockets or additional left turn lanes at the intersection would facilitate traffic flows.

Major noise levels attributable to the project would come from two sources: the traffic generated by the project and the proposed parking structure. Noise levels experienced by the homes closest to the structure would approach the threshold for residential uses set by the City of Chula Vista. However, satisfaction of state noise insulation requirements in the construction of the residences will reduce interior noise from both sources to insignificant levels.

Open space areas within the project would not be ideal outdoor recreation sites due to high noise levels. Extensive facilities for both active and passive recreation exist close to the project, however, in Memorial Park.

The project would remove one structure of historical interest, Peters' Home and Garden Center. This building is one of the oldest commercial structures in Chula Vista and is the last evidence on Third Avenue of the city's agricultural heritage. Measures are available to mitigate the impact of the project and increase public awareness of the historic importance of the Third Avenue area.



The project will increase the demands for utilities, energy resources and services. All utilities and services are currently available to serve the project. The incremental increase in demand is not expected to overburden existing urban support systems. In order to provide adequate water flows for fire protection, however, larger water mains would have to be installed to serve the project.

A variety of alternatives are addressed in the EIR. None appear to reduce the potential environmental effects while achieving the stated goals of the Redevelopment Plan. The Historical Site Board should evaluate the significance of older buildings in the area. This evaluation will allow ordering of priorities and will determine whether implementation of one of the alternatives is appropriate.

In conclusion, implementation of the commercial phase of the Redevelopment Plan would not have significantly adverse environmental effects if mitigation measures identified in the EIR are implemented.

PROJECT DESCRIPTION

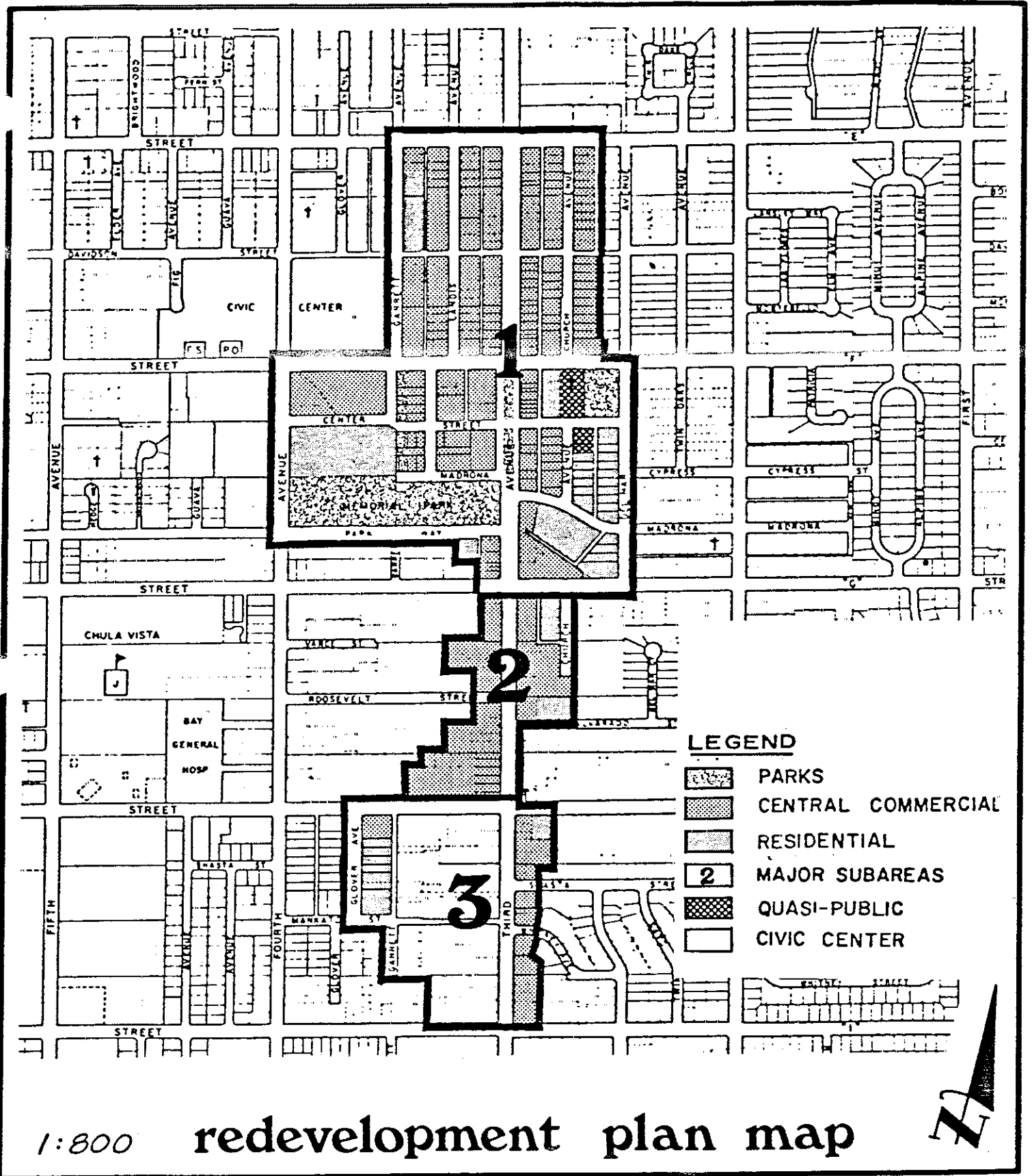
## Background

The City of Chula Vista, in cooperation with private interests, is seeking to renovate and revitalize the Third Avenue business district. By developing this district with a wide range of public, commercial and residential uses, the city intends to provide a focal point for Chula Vista and an identity with the original urban center.

Major objectives of the redevelopment project include:

- o Elimination of blighting influences, including incompatible and noxious land uses, obsolete structures and inadequate parking facilities.
- o Elimination of environmental deficiencies, including small, irregular lot and block subdivisions, poorly planned streets and economic and social deficiencies.
- o Strengthening of the mercantile posture of Town Centre and improvement of retail trade therein.
- o Retention and expansion of viable land uses, commercial enterprises and public facilities within the area.
- o Attraction of capital and new business enterprises to the core area.
- o Accommodation of future local and regional mass transit and related facilities, including improvement of off-street parking areas and provision for a mini-transit intra-project system.
- o Establishment of the Town Centre as the South Bay's principal center for specialty goods and services.
- o Achievement of comprehensive beautification of the area, including its buildings, open space, streetscape and street furniture.
- o Encouragement of multi-family, middle-income residential units in and near the core area.

The proposed project is a portion of the adopted Town Centre Redevelopment Plan. Figure 2.0-1 illustrates the extent of the Redevelopment Plan area and the designated land uses envisioned for the area. The project site is located within Subarea 1, the largest of the plan's subareas. This portion of the re-



# Town Centre Redevelopment - Commercial Component

development area is where private interests are being encouraged in the revitalization effort. The 16.5-acre parcel in Subarea 1, bounded by Fourth Avenue, "F" Street, Third Avenue and Madrona Street, has been identified as the Focus Area.

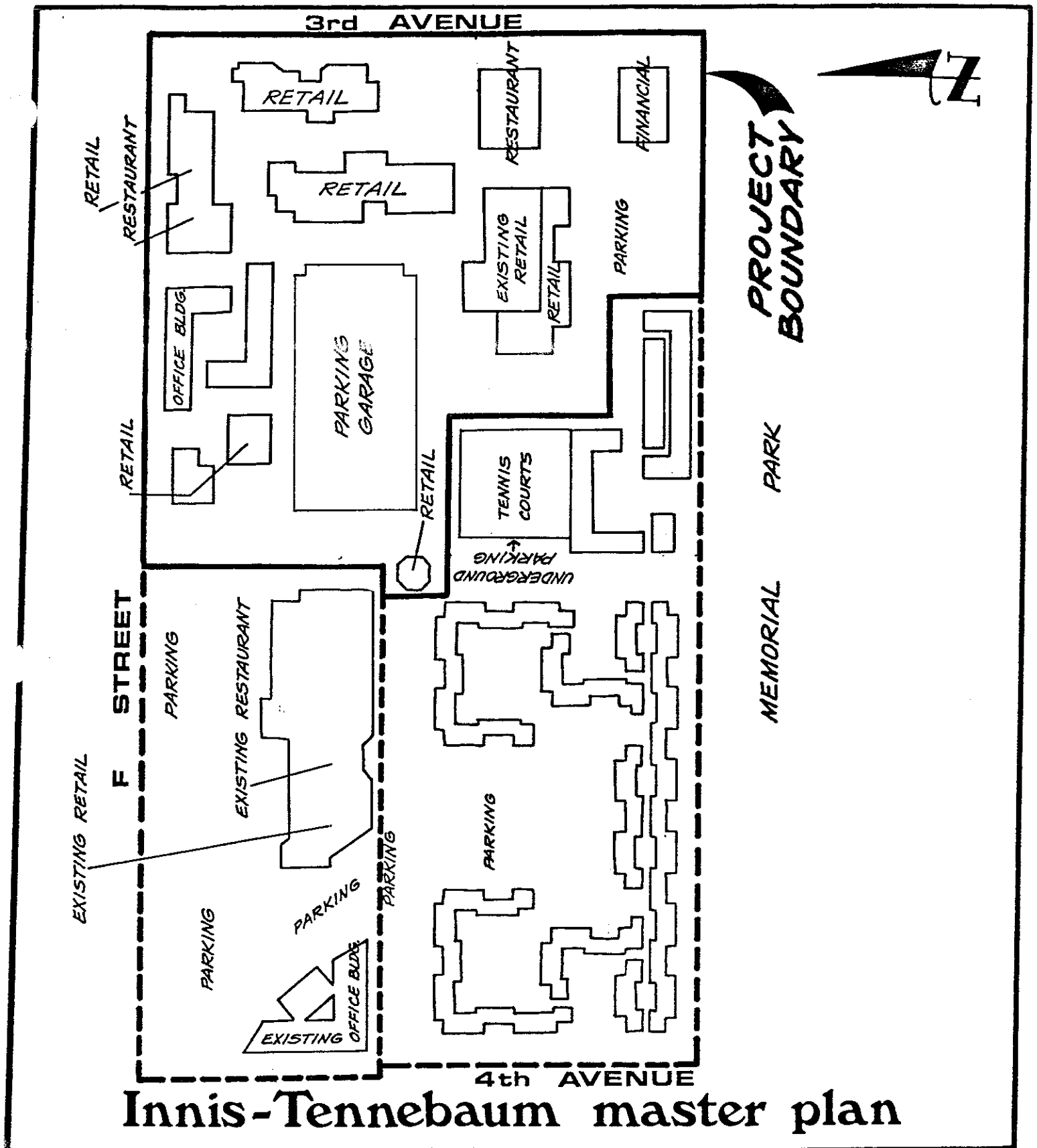
The first phase of the redevelopment, construction of residential units to house approximately 500 persons, has been evaluated in a previous supplemental EIR. The remaining portion of the Focus Area Redevelopment Plan calls for construction of retail shops, restaurants and professional office space. The shopping center at the corner of Fourth and "F" Streets, containing the Alpha Beta supermarket and several small retail businesses, is not included in the present redevelopment plan for the Focus Area. Most of the buildings presently within the project area would be demolished and between 19 and 21 businesses would be displaced. Plans include construction of 56,580 square feet of retail specialty shops, 7,250 square feet of financial buildings, 15,810 square feet of restaurants and 34,000 square feet of professional office buildings. An 11,500 square foot existing retail building will probably remain. A parking structure for 443 automobiles would also be constructed. A copy of this plan is shown on Figure 2.0-2.

The design of the proposed structures has not been finalized. The parking garage would be two story, with the first story 4.5 feet sub-level, and the second story uncovered. Retail buildings would have shops facing both toward the street and toward the interior of the plan. Those facing the street would be at sidewalk level, while those facing inward would be 4.5 feet sub-level on the first floor and have a second story. Walkways would connect both levels of the parking garage to the commercial buildings.

The site improvements would include the landscaping of the entire project, including extension of an existing park which borders the project. Plans call for pedestrian walkways and shaded areas and a comprehensive foliage program throughout the project. The project will be connected to Memorial Park by a corridor of open space through the proposed residential area.

### Circulation

Landis Street, Garrett Avenue, Center Street and Madrona Street would be closed and improvements removed, and no through traffic would be permitted from "F" Street, approximately where Garrett Avenue is presently located, and from Third Avenue north of



Innis-Tennebaum master plan

Town Centre Redevelopment -  
Commercial Component

the present Madrona Street. A total of 498 parking places would be provided. Pedestrian traffic in the Focus Area would be facilitated by walkways in the open space areas and passages between the parking garage and commercial buildings. Pedestrian access to the public library and Civic Center would also be readily available to people parking their cars within the Focus Area.

IMPACT ANALYSIS



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### 3.1 SOILS

#### 3.1.1 Project Setting

No soil survey has yet been performed for the commercial section of the Focus Area. A study on the adjacent land intended for residential redevelopment showed that the soils would provide adequate support for proposed buildings if proper footings were used. Since both areas are shown in the U.S. Department of Agriculture Soil Survey as being Huerhuero loam, soil properties should be similar.

#### 3.1.2 Impact

Although a detailed soil survey is not available, no impacts on the project would be expected. Buildings have existed on the site for many years without any apparent soils problems.

#### 3.1.3 Mitigation

No specific mitigation measures are deemed necessary, although a detailed soil study of the area will be completed prior to project construction.

#### 3.1.4 Analysis of Significance

No adverse affects with regard to the capabilities of soils are envisioned with implementation of the proposed project.

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## 3.2 DRAINAGE PATTERN

### 3.2.1 Project Setting

The project area is located within the City's Central Drainage Basin. Drainage is provided for the area by way of an underground system in Third Avenue between "F" Street and "H" Street. Water drains toward "G" Street, and at Park Way a box culvert carries the storm water from Third Avenue into Memorial Park and from there westward.

### 3.2.2 Impact

No flood danger presently exists in the commercial area and the project would not be expected to impact drainage. The project would not appreciably increase the volume of runoff during storms because of its current developed state.

### 3.2.3 Mitigation

No mitigation measures are deemed necessary.

### 3.2.4 Analysis of Significance

The proposed project would not have an impact on drainage in the area.

3.3 AIR QUALITY

3.3.1 Project Setting

The project site lies within the San Diego Air Pollution Control District (SDAPCD), which maintains eight monitoring stations throughout the county. The nearest station is at 100 East "J" Street, between one and two miles southeast of the site. It is reasonable to assume that the data collected at this station reflects the ambient air quality conditions on the property during the last five years.

Table 3.3.1-1

Number of Days Per Year That Exceeded State Standards  
Chula Vista Monitoring Station

<u>Pollutant</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>Standard</u>
Oxidant (ozone)	42	39	42	48	52	1 Hr.= 8 pphm+
Carbon Monoxide	0	0	0	0	2	1 Hr.=35 pphm+
Sulphur Oxides	0	0	0	0	0	1 Hr.=50 pphm+
Non-methane Hydrocarbons	-	-	138	294	311	3 Hr.=24 pphm+
Nitrogen Oxide	-	-	0	0	0	1 Hr.=25 pphm+
Suspended Particulates	-	-	10	10	2	24 Hr.=100µg/m <sup>3</sup>

Prior to 1974, the air quality in the county had been progressively improving. However, since 1974 the data indicates a slight but continuous deterioration in the quality of the regional air cell. This is best depicted by the increase in the number of days violating the standard for ozone or oxidant, the main product of photochemical smog. The deterioration in air quality is attributable to several factors, including the increase in population in San Diego County in general, and Chula Vista in particular. Although the emission rates of automobiles and other major sources are being reduced, the number of automobiles in the area continues to increase.

The major sources of air pollutants affecting downtown Chula Vista are the residential areas west of the site, the Interstate 5 transportation corridor and the South Bay Electric Power Generating Plant. Pollutants also are transported south from Los Angeles and Orange Counties to the San Diego Air Basin. During summer months, particularly during intermittent Santa Ana weather conditions, pollutants are transported south off the coast and are then blown inland

by daily westerly sea breezes. The highest levels of smog in the coastal communities in San Diego occur during the occasional periods when there are Santa Ana conditions.

Generally, however, Chula Vista enjoys better air quality than many other areas of the county. This is due primarily to the small number of upwind pollution sources, Chula Vista's proximity to the cleaner coastal air mass and its greater distance from areas most frequently inundated by smog transported south from Los Angeles. As a rule, inland areas and coastal cities which are further north, show a higher number of days per year violating state and federal standards for oxidant than Chula Vista does. Chula Vista, however, was measured as having the second highest level of hydrocarbons in 1976 and the highest level in 1977. Hydrocarbons are one of the major precursors to creating photochemical smog downwind.

The Regional Air Quality Strategy is now being formulated to effectively meet federal air quality standards for the region by 1985. At this time, it is not certain whether these standards can be reached.

### 3.3.2 Impact

On a long-term basis, the proposed project is expected to cause an incremental increase in the amount of pollution and contribute to the continued gradual deterioration in the regional air cell and San Diego Air Basin. These effects would result primarily from exhaust emissions from automobiles used in travelling to and from the project. A considerably smaller amount of pollution will be created as a result of electrical and natural gas use.

The proposed project is expected to generate an estimated 4,696 trips per day. The average trip length is estimated to be seven miles, which creates a total of 32,872 vehicle miles travelled per day. (The method used for determining these figures is explained in Section 3.14, Transportation/Access.) The projected automobile emissions for 1975, 1980, 1985 and 1990 from the proposed project are listed below. As older cars are replaced by newer vehicles with lower emissions, the projected emissions will be reduced.

Table 3.3.2-1

<u>Projected Emissions for Commercial Development</u>	
<u>1975 Vehicle Population Mix - Average Speed 35 MPH</u>	
Hydrocarbons	75.29 tons/year
CO	494.96 tons/year
NO	57.25 tons/year
<u>1980 Vehicle Population Mix - Average Speed 35 MPH</u>	
Hydrocarbons	45.75 tons/year
CO	352.01 tons/year
NO	43.16 tons/year
<u>1985 Vehicle Population Mix - Average Speed 35 MPH</u>	
Hydrocarbons	27.08 tons/year
CO	229.64 tons/year
NO	31.66 tons/year
<u>1990 Vehicle Population Mix - Average Speed 35 MPH</u>	
Hydrocarbons	22.17 tons/year
CO	191.68 tons/year
NO	31.66 tons/year

Stationary emissions generated by the project would be from two sources. Electrical consumption by the project would increase power plant emissions, and natural gas used in heating would generate emissions within the project. Assuming a monthly consumption rate of 8,666.4 therms and 256,185 kWh, the following tables list emissions which would be attributable to the project.

Table 3.3.2-2

<u>Stationary Source Emissions Attributable to Electrical Consumption</u>	
Particulates	706 lbs/year
SO <sub>2</sub>	38 lbs/year
CO	353 lbs/year
NO	2,523 lbs/year

Table 3.3.2-3

<u>Stationary Source Emissions Attributable to Natural Gas Consumption</u>	
Particulates	99.04 lbs/year
SO <sub>2</sub>	5.94 lbs/year
CO	198.09 lbs/year
NO	990.44 lbs/year

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As is indicated above, the emissions attributable to the project would come primarily from vehicles travelling to and from the project. Table 3.3.2-4 shows the maximum amounts of pollutants which would be generated by the project and compares them to total emissions which are generated in Chula Vista and San Diego County. The percentage increase in area emissions which would be attributable to the project is shown in the last two columns.

Table 3.3.2-4

<u>Pollutant</u>	Project Emissions Tons/Year-1975*	1974 Emissions Tons/Year		Percent Increase	
		S.D.Co.	Ch. Vis.	S.D.Co.	Ch. Vis.
Hydrocarbons	74.29	110,104.2	5,285.20	0.07	1.42
Carbon Monoxide	497.24	375,397.0	18,969.05	0.13	2.62
Nitrogen Oxide	59.01	65,806.2	3,412.75	0.09	1.73
Sulfur Oxides	0.20	13,797.8	740.95	0.00	0.00
Suspended Particulates	0.40	16,897.1	8,854.90	0.00	0.00

\*1975 emission estimates were used to show a worst case analysis.

As indicated above, the project would create an insignificant increase in the emissions polluting the air basin. It would, however, result in an incremental degradation in the regional air cell.

### 3.3.3 Mitigation

The availability of more efficient, less polluting automobiles, a decrease in automobiles use and an increase in bus service would mitigate the anticipated impacts on local air quality. Mitigative measures with respect to regional air quality are largely the responsibility of governmental agencies. Regulation of emissions and enforcement of clean air standards by the SDAPCD, and implementation of mass transit by state and local agencies must be relied upon to meaningfully reduce air pollution.

### 3.3.4 Analysis of Significance

The project would generate an incremental increase in mobile and stationary source emissions in the region. The significance of any project's impact on air quality would be lessened if its design and location serve to minimize the use of automobile transportation. The central location of the proposed project makes it possible for each trip to be

used for a variety of purposes, including shopping, dining and transacting business. Service facilities are nearby and park facilities and other amenities such as playing courts and the public library are within five minutes walking distance. The central location of all these facilities could encourage the use of buses. The project's impact on air quality should not be significant if customers take advantage of the central location to minimize the number of daily trips.

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### 3.4 MOBILE NOISE SOURCE

#### 3.4.1 Present Setting

Noise from traffic on "F" Street, Third Avenue, Center Street, Landis Avenue, Garrett Avenue and Madrona Street presently affects the proposed commercial project site. San Diego Acoustics, Inc. has conducted an analysis of present and future noise impacts on the proposed residential redevelopment area, the closest homes to the commercial project. The results of the analysis are included in the Appendix. Since residential areas are more sensitive to noise than retail areas, this EIR will focus on the noise impact of the project on nearby residential areas.

#### 3.4.2 Impact

Implementation of the commercial project would lead to increased traffic on streets near the proposed residential area. No residential units would be located in areas which would exceed 65 dBA CNEL (Community Noise Equivalent Level, a normalized noise determination unit commonly used in determining planning and development constraints) after implementation of the commercial project. The 65 dBA CNEL level is a threshold considered to be acceptable for residential development. Some of the units, however, would be located in areas where noise is greater than 60 dBA CNEL. This impact has been discussed previously in the EIR on the proposed residential development. Noise would not be expected to impact the retail area significantly because the tolerance threshold for retail areas is far higher than for residential. Also, noise levels would be reduced due to elimination of through traffic in the interior of the project.

The Noise Element of the Chula Vista General Plan indicates that noise levels of between 55 and 60 dBA will be experienced along Third Avenue and "F" Street in 1995. The plan also suggests 45 dBA as the maximum noise level acceptable for outdoor recreation. For this reason, open space areas within the project, especially along Third Avenue, would be important aesthetically, but would have minimal value as outdoor recreation sites.

#### 3.4.3 Mitigation

Satisfaction of state noise insulation requirements would be expected to fully mitigate the impact that traffic noise would have upon nearby residences.



Noise levels in open space areas could be reduced by placing solid walls between open areas and the streets. These walls could be landscaped to blend aesthetically with the rest of the project. Open space areas could also be planned so that the structures in the project shield them as much as possible from the streets and parking areas. These measures may not, however, reduce sound levels to 45 dBA. In order to provide open space areas that are amenable to outdoor recreation, substantial numbers of cars would have to be re-routed from Third Avenue and "F" Street to other parts of the city. This is not feasible as it would alter the entire circulation pattern in the downtown area.

#### 3.4.4 Analysis of Significance

Satisfaction of state noise insulation requirements would mitigate noise impacts on nearby residences to a level of insignificance.

Open space areas adjacent to Third Avenue and "F" Street would not be suitable for outdoor recreation based on noise standards accepted by the City of Chula Vista. Even with reduction of street noise, the open space areas within the project would be unlikely places for such recreation as reading or quiet conversation because of their location within a commercial area with heavy pedestrian traffic. Their small size also precludes many types of active recreation. The significance of the absence of ideal recreation areas within the project is lessened due to the presence of extensive facilities in Memorial Park near the site.

### 3.5 STATIONARY NOISE SOURCE

#### 3.5.1 Project Setting

Noise affecting the project site comes mainly from mobile sources. The noise from most minor stationary sources, such as small air conditioners, is masked by traffic noise.

Implementation of the project, however, would create a large, two-story parking garage which would be a major stationary noise source. An analysis of the noise levels that would be generated by the structure was conducted by San Diego Acoustics. Their report is summarized below and included in the Appendix.

#### 3.5.2 Impact

Because tolerance levels for noise are far lower for residential than commercial areas, noise from the parking structure was evaluated in terms of the amount of noise reaching the nearest residential units, located approximately 85 feet from the proposed parking structure.

The design of the structure is such that insignificant noise levels would be expected from the open upper story. The lower floor would be enclosed, however, and reverberation within the structure would increase the noise levels generated there. This noise analysis, therefore, concentrates on the noise from the lower story.

Two methods were used to estimate the noise that would be experienced by the nearest homes. First, using noise levels measured at another parking structure, correcting for reverberation and vehicle distribution expected in the Chula Vista structure, and extrapolating the resulting noise to 85 feet, a CNEL of 63.5 dBA was calculated. The second method involved adding a reverberation coefficient to a model generated for a previous project and extrapolating to the nearest residence. This method yielded a CNEL of 55 dBA. The 63.5 dBA value is probably more accurate because it was based on an actual measurement inside a parking structure.

The more conservative estimate, 63.5 dBA CNEL, closely approaches the 65 dBA noise tolerance limits for residences. In addition, the parking structure would gen-

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erate annoying intermittent noises such as squealing tires on ramps and honking horns.

Open space areas near the parking structure would be important aesthetically, but would have minimal value as recreation sites due to noise levels above 45 dBA.

### 3.5.3 Mitigation

Satisfaction of state noise insulation requirements should mitigate the impact that noise from the parking structure would have on nearby residences. Enclosure of the parking structure would reduce noise levels experienced by people using nearby open areas. This, however, would increase reverberation within the structure.

### 3.5.4 Analysis of Significance

The closest residences to the parking structure may experience noise levels as high as 63.5 dBA CNEL, which is less than the 65 dBA limit for residences set by the City of Chula Vista. Satisfaction of state noise insulation requirements should fully mitigate noise impacts to a level of insignificance. Intermittent noise from squealing tires and honking horns is inevitable. The annoyance-level noise would be minimal at night and would not significantly affect nearby residences.

Significance of the absence of ideal recreation sites near the parking structure is lessened due to the fact that these open space areas are intended as pedestrian walkways rather than as sites for extended reading or conversation. The benches placed along the walks would be suitable only for short-term relaxation due to high noise levels and large volumes of pedestrian traffic. Excellent facilities for both active and passive recreation lie immediately south of the project in Memorial Park.

### 3.6 HISTORICAL RESOURCES

#### 3.6.1 Project Setting

##### Background

The site where the present City of Chula Vista is located was at one time part of El Rancho de la Nacion, a parcel of land granted in 1845 by Governor Pio Pico of California to Don Juan Forster, his brother-in-law. After several intermediate changes of ownership, the Kimball brothers of New Hampshire bought the land in 1868.(1) Frank Kimball, a financier, contractor and rancher founded the San Diego Land and Town Company for the purpose of developing Chula Vista and the Sweetwater Valley. He secured the construction of a railroad line bringing the western terminus of the Santa Fe Railway system to National City. The Santa Fe interests then developed the water resources of the Sweetwater River, and with the completion of the Sweetwater Dam in 1888, a new era began in the history of the area. The dependable water supply made possible the development of citrus ranching and large scale vegetable gardening. These activities took the place of grain farming and cattle raising, which previously had been the basis of the agricultural economy.(2)

In the same year, 1888, W. G. Dickinson subdivided the land that was to become Chula Vista. He and Kimball planned to start a suburban town of fruit farms, and Kimball sold the land on the condition that buyers build homes of approved plan and taste and plant lemon orchards. Originally, Dickinson planned for Broadway Street to be the business district, but early settlers found that the soil around Third Avenue was too poor to support crops and it became a commercial area.(2)

Dickinson set aside a two block business area along Third Avenue, north and south of Center Street; and commercial lots were then sold along the street. This soon became the heart of the town with a church, school and library nearby, and a hall where the ranchers could exchange their views. The street had a wagon road on the west side and a dirt strip down the middle, which separated the road from the railroad tracks of the National City and Otay Railroads.(2) The town's fire alarm, a metal ring hanging from a frame with a length of pipe beside it, was located on the corner of Third and Center Streets.(3)

The post office was an integral part of the Third Avenue business district for many years. The original post office was started in the general store on the northwest corner of Third Avenue and "F" Street in 1890. It has since been moved to several other locations on Third Avenue.(3)

The town continued to grow and was officially incorporated on October 17, 1911. In spite of setbacks, such as severe drought and the "1913 freeze", the growing and packing of lemons continued as the mainstay of the economy. In 1916 the Chula Vista Citrus Association was organized and the E. B. Leach Packing Plant at Center and Landis Streets provided packing and shipping for lemons grown nearby.(3) The appearance of Third Avenue changed in 1931 when the Board of Trustees voted to place a concrete coping around the vacant dirt area in the middle of the street. The palm trees which were planted there in 1918 still remain today.(2)

In the following year the Chula Vista, San Diego and Arizona Eastern Railway Depot was constructed on Third Avenue near Park Way.(4) Also in 1919, the Chula Vista Star newspaper was first published on Third Avenue by Leafy and Herbert W. Crooks. (This newspaper later became the Chula Vista Star News.)

In 1922, the Chula Vista Star moved to a new adobe building at 333 "F" Street. The building was subsequently purchased by Fuson's Garage. The handcut eucalyptus beams and original tile overhang above the door are still part of the building today.(6)

The city's main intersection and center of business was at Third Avenue and "F" Street. By the early 1920's, both Third Avenue and "F" Street had been paved. The central business district extended along Third Avenue from just north of "F" Street south to the area where Peters' Feed Store and R. M. Pray's real estate office were located at the corner of Third Avenue and Madrona Street.(5)

The community changed quickly during World War II. Prior to 1940, the economy was based primarily on agricultural activities. During the war, industrial concerns became more important and the character of the town changed dramatically with a rapid growth in population. The lemon orchards near the business district disappeared, and rail service to the central area was no longer needed. The railway depot on Third Avenue near Park Way was moved to Moss Street and Colorado Avenue, Harborside, in 1957 and the Third Avenue rail line was removed.(4 and 7)

Most of the city's existing retail commercial centers were developed during the 1950's when the shopping center concept became popular. Few of the initial "Town Centre" commercial establishments still exist. Peters' Home and Garden Center at 340 Third Avenue, is one that has continued at its original site and is now within the Town Centre Focus Area of the Chula Vista Redevelopment Plan.

Peters' Home and Garden was started in 1913 as a feed and hardware store by W. H. Peters and was one of Chula Vista's first businesses. At that time, a mill was located in the back of the shop and rail shipping service was at the front door on Third Avenue. Peters' son, J. D. Peters, took over the business after World War II, and in 1965 sold it to its present owner, Joanne Klindt. The business still occupies the same building, but the building has been substantially altered. The original facade was removed in about 1967 and the building extended about ten feet toward the sidewalk. Side buildings have also been added, but the loft inside the main building remains intact. The business now handles a wide range of nursery stock, seeds, lawn mowers and other garden supplies. A portion of the lot is free of structures and serves as a large plant display area.

The Third Avenue area has changed dramatically since the days of extensive lemon groves and local rail service. The area still functions as a business center, but is now one of many commercial areas in the city, rather than being the focal point of local commerce. This area remains an important source of services, however, since the Civic Center and new library are located nearby.

#### Site Significance

The Historic Site Board of the City of Chula Vista is responsible for identification of historically significant buildings or areas within the city. No structures in the Town Centre Focus Area of the redevelopment district have been placed in the Historical Site Register. None of the nine sites that have been designated and entered in the Register are commercial structures, and most were originally private homes. Additional sites are being considered, but have not yet been evaluated completely. No historic "districts" have been designated.

In order to be included in the Historical Site Register, a site must meet one of the city's established criteria. It should show a relationship to the over-

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all cultural, political, economic, aesthetic, military, or social history of the area, be associated with historic personages or important events, be an example of a particular architectural style or period, or contain archaeological evidence. The site must also have well-documented historic integrity. (Criteria for inclusion of an historical site in the Historical Register are included in the Appendix.)

### 3.6.2 Impact

The commercial phase of the Town Centre Focus Area Redevelopment Plan calls for demolition of most existing structures in the plan area. The buildings housing Bud's Athletic Supply on Center Street and the beauty college and auto parts store adjacent to it may remain. Most of the structures in the area are of no known historic significance with the exception of Peters' Home and Garden Center. Destruction of the old feed store building would remove the last structure in the Third Avenue area that reflects the agricultural heritage of Chula Vista.

In a broader historical sense, successful implementation of the redevelopment plan would restore the commercial viability that was originally present in the Third Avenue area. One of the goals of the Redevelopment Plan is to recreate a sense of "townness" and identification with the central business district which existed when Chula Vista was a much smaller town.

### 3.6.3 Mitigation

The major impact of the plan on historic resources is the removal of a business which was closely associated with the economy and life of early Chula Vista. The Town Centre Focus Area Plan, which calls for maximum intensification of commercial use in a coordinated architectural setting, is essentially incompatible with retention of the existing structure on the corner lot and its occupation by a nursery. Several alternatives exist which would mitigate the impact to various degrees. Choice of an alternative would be the result of compromise between commercial and historic preservation priorities. The extent of compromise necessary varies among the alternatives. These alternatives are discussed in Section 4 of the EIR.

However, several measures are available to mitigate the potential loss of public awareness of the Third Avenue area's early importance. For example, a perma-

ment display of items illustrating the early days of Chula Vista could be developed in one of the open space areas. The Town Centre Design Manual specifies that a minimum of one percent of both the Redevelopment Agency's cost and the developer's cost should be devoted to procurement and installation of fine art. This money could finance a mural or other graphic display which illustrates the history of Chula Vista. This display might include a map of the Third Avenue area showing structures and businesses existing at the time of incorporation, and photographs of the area from the late 1800's to the present.

In addition, before demolition begins, the Historical Site Board could evaluate the historic significance of the area and its structures. An architectural survey of old buildings on Third Avenue could be conducted. This would assure collection of information on these buildings, including houses in the interior of the area. Such information could be placed in the Historical Room of the Chula Vista Public Library, regardless of whether structures were placed on the Historical Site Register.

Design of the exterior of the new structures to reflect an historical theme would also mitigate the impact of the project. This could also make the redeveloped area more compatible with adjacent commercial buildings.

#### 3.6.4 Analysis of Significance

The proposed project is expected to have an impact on the historic resources of Chula Vista. The significance of the impact of the removal of Peters' Home and Garden Center is lessened somewhat because both the building and the business have changed over the years. The structure has been enlarged and additional storage areas have been added. The business now handles nursery products, rather than feed, and has a new owner unrelated to the Peters family. In addition, change of the surrounding area to more modern buildings and streets has isolated the structure from historic associations, such as the railroad track and depot. Evaluation by the Historical Site Board would be needed to determine the historic significance of the area, including the nursery and other buildings which would be removed. The degree of historic significance would be determined in light of building alterations, changes in function and ownership, and significance of other buildings preserved elsewhere in Chula Vista which might be better illustrations of certain eras or types of architecture.



The Historical Site Board has established several criteria for judging the historic significance of the site. For inclusion in the Register, a site must demonstrate a relationship to overall heritage or association with historic personages, important events, archaeological findings, or style of architecture. It also must have historic integrity. The Peters' Home and Garden Center definitely is related to the economic heritage of Chula Vista. However, no historic persons, important events or archaeological findings are associated with the building. Its architecture does not illustrate a particular style or period. Its historic integrity has lessened with alteration of the building, change of the business's emphasis and ownership and modification of its surroundings.

If the building or area is found to be historically significant by the Historical Site Board, then one of the alternatives could be implemented. The impact of the project could be further decreased by display of items illustrating the early days of Chula Vista in one of the open space areas of the redevelopment plan.

## References

- <sup>1</sup>Phillips, Irene. 1968. The Chula Vista Story. South Bay Press, National City, CA 73pp.
- <sup>2</sup>Menzel, Spencer L. 1942. The Development of the Sweetwater Area (California) Thesis, University of Southern California, June, 1942, 101pp.
- <sup>3</sup>Krantz, Thelma and F.L. Read. Chula Vista and Community. Vol. 1, Chula Vista City School District, 1961.
- <sup>4</sup>Chula Vista Star News, December 26, 1957.
- <sup>5</sup>Menzel, Spencer, 1977. As it was in the twenties thirties. Unpublished manuscript.
- <sup>6</sup>"The Star News celebrates its 50th birthday"  
Chula Vista Star News, February 23, 1969, p.C2.
- <sup>7</sup>City of Chula Vista. General Plan, 1990, Chula Vista, California.
- <sup>8</sup>"Chula Vista businesses with a past; some dating back to early 1900'2" Chula Vista Star News, February 23, 1969, p.C6.

## 3.7 LAND USES

### 3.7.1 Project Setting

#### Existing Land Uses

The site of the proposed commercial development is the west side of the Third Avenue Business District between "F" Street and Madrona Avenue in the City of Chula Vista. Its western boundary is irregular, formed by Garrett Avenue, Center Street and Landis Avenue. A variety of land uses are adjacent to the property. Small businesses and proposed office buildings lie to the north and a shopping center with a supermarket and several small retail businesses is west of the site. Also to the west is a large vacant area slated for residential development. South of the proposed project is Memorial Park which contains a variety of community recreation facilities, such as a swimming pool, gymnasium, outdoor amphitheater and shuffleboard courts. Two grassy areas containing large palm trees form the medial strip of Third Avenue where it borders the project. Across Third Avenue are a variety of small shops, and further to the east lie long-established residential areas. The project site presently contains a variety of small businesses and several dilapidated houses. Existing land uses on and surrounding the site are illustrated in Figure 3.7.1-1.

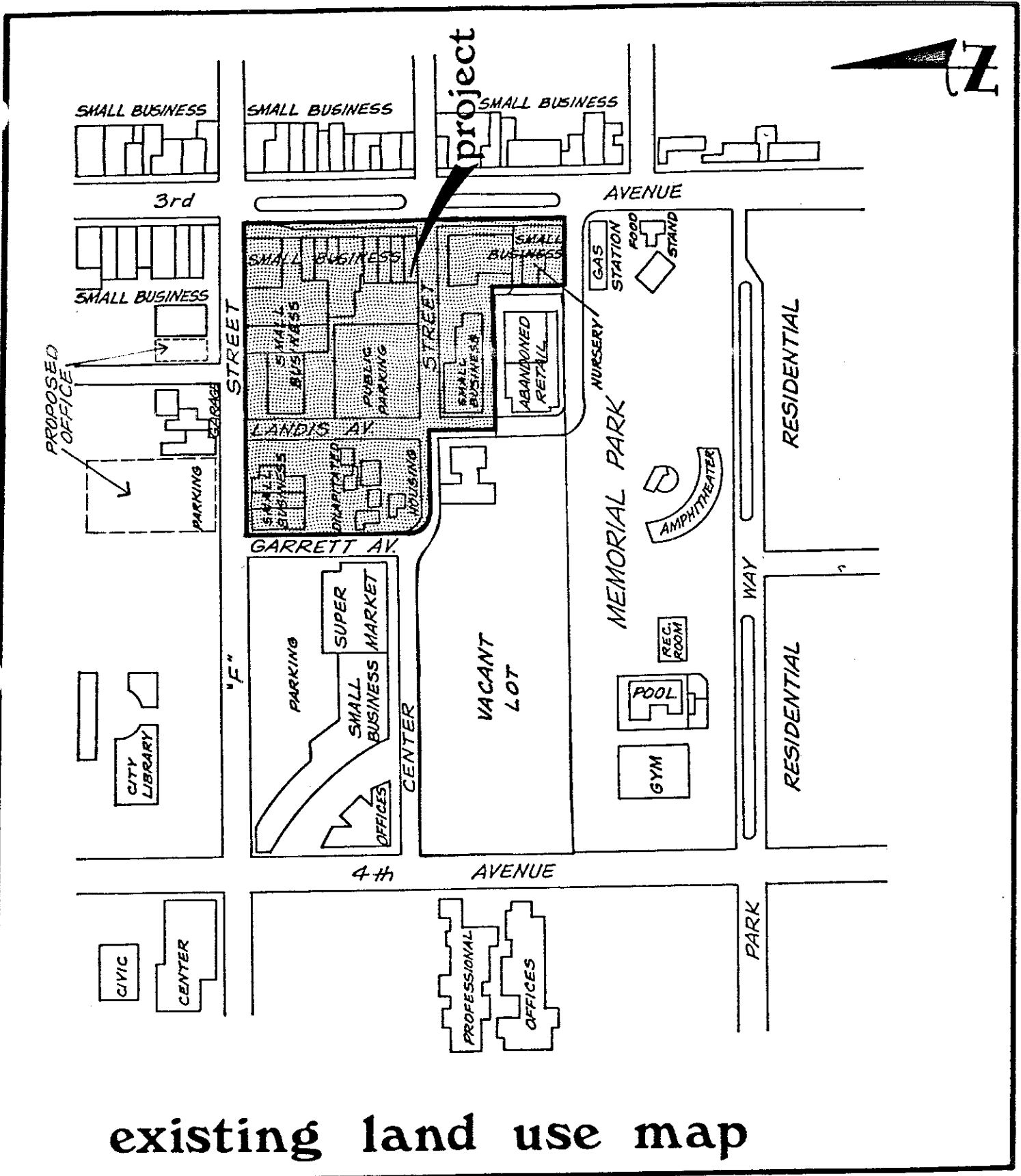
#### General Plan

The adopted Town Centre Redevelopment Plan governs the land uses on the proposed project site (Figure 3.7.1-2). The designated land uses for the subject property and surrounding areas are illustrated on the General Plan Map. Those uses illustrated for the area west of Fourth Avenue are derived from the Land Use Element of the General Plan.

Commercial development is proposed for the entire project site and conforms with the General Plan and the Redevelopment Plan.

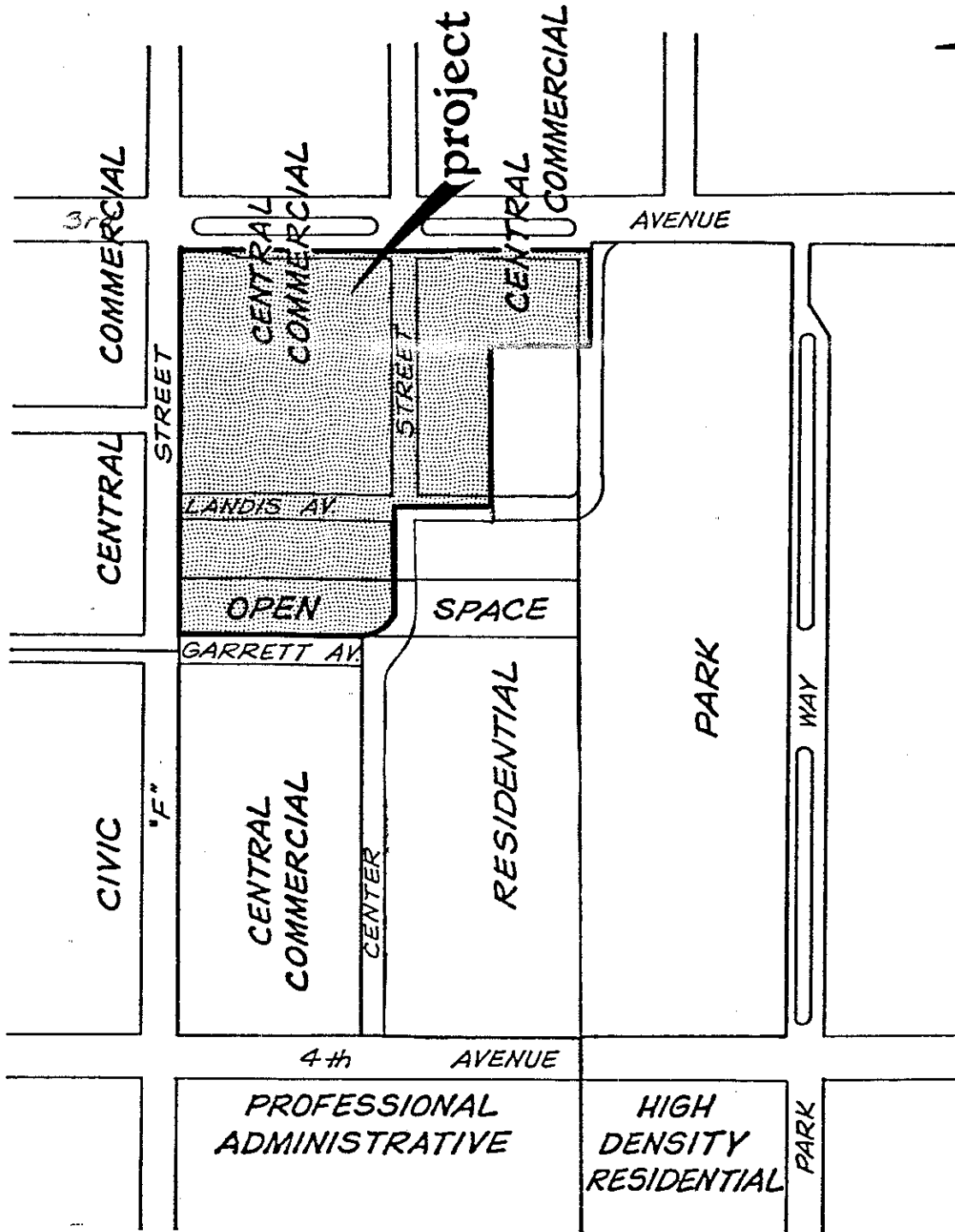
#### Zoning

The entire project area is zoned C-B, Central Business, which permits retail commercial uses, restaurants and other similar concerns. The plan is consistent with both the general plan and the zoning ordinance. Surrounding zoning designations are illustrated on the Zoning Map, Figure 3.7.1-3.



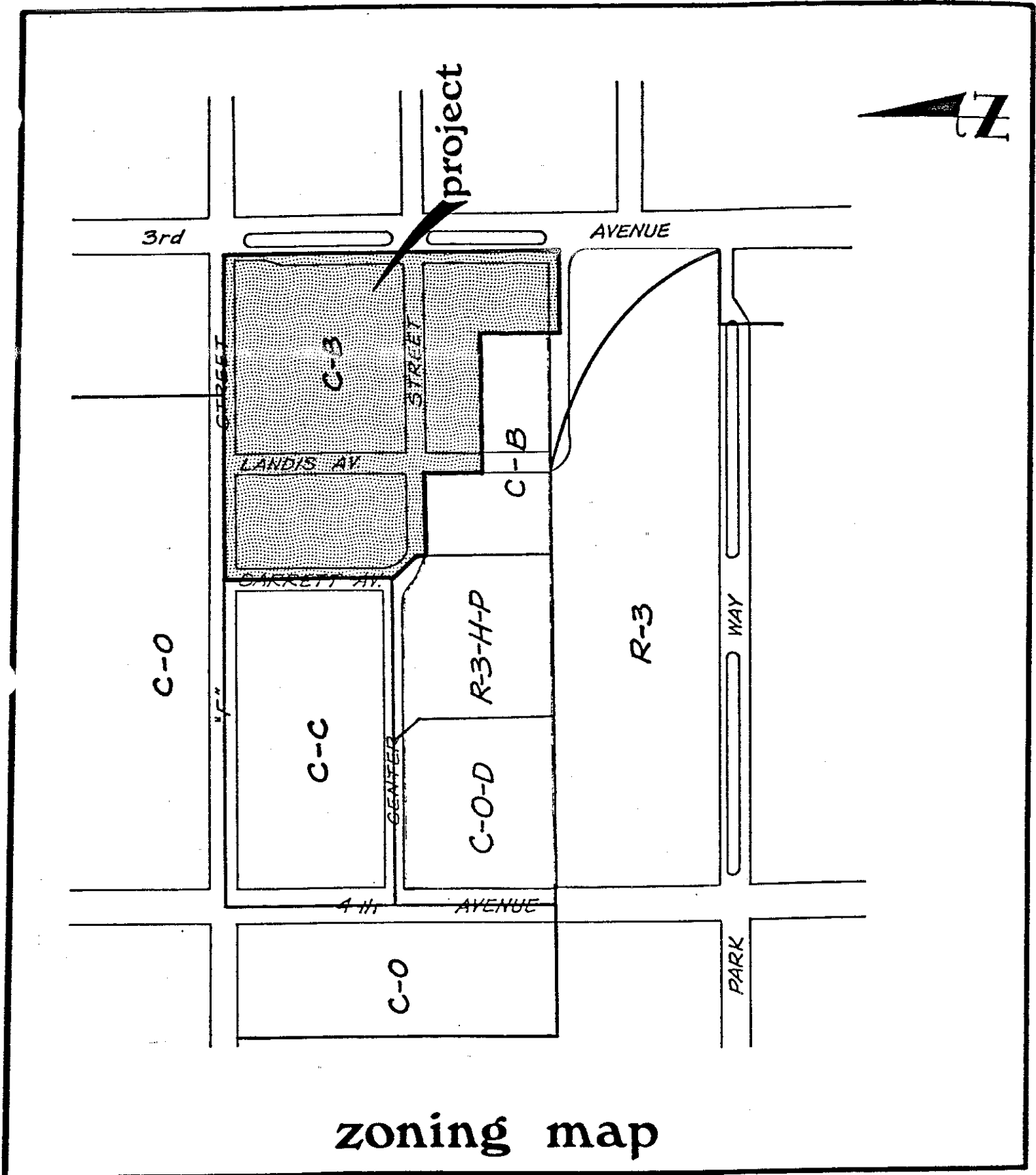
existing land use map

# Town Centre Redevelopment - Commercial Component



general plan map

# Town Centre Redevelopment - Commercial Component



# Town Centre Redevelopment - Commercial Component

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### 3.7.2 Impact

The proposed development is in full conformance with both the zoning ordinance and the General Plan. The City of Chula Vista Planning Department has indicated that the design of the project manifests a strong responsiveness to the Town Centre Design Manual. Furthermore, the Planning Department found that the proposed plan "...is substantially consistent with the Chula Vista Town Centre Redevelopment Plan, the Town Centre Design Manual and the Master Environmental Impact Report of the subject redevelopment area." (see Appendix E). On this basis, it can be concluded that the project is consistent with the city's land use planning efforts.

The proposed construction would eliminate a variety of commercial buildings and several dilapidated, vacant houses. Impact of the removal of these buildings is discussed in Section 3.6, Historical Resources.

### 3.7.3 Mitigation

Other than those measures discussed in Section 3.6, Historical Resources, no mitigation measures are proposed nor are any deemed necessary.

### 3.7.4 Analysis of Significance

The proposed project is considered consistent with all applicable plans and proposed land uses. Therefore, the project is not expected to adversely impact land use in the area. The significance of removal of the structures in the area is discussed in Section 3.6.

### 3.8 AESTHETICS

#### 3.8.1 Project Setting

The human environment in the vicinity of the project site is quite varied. Conditions range from vacant lots and dilapidated structures to a well-manicured park environment. Existing land uses in the area (Figure 3.7.1-1) include abandoned structures, run-down housing and a series of narrow store-front shops.

Much of the business area along Third Avenue and "F" Street exhibits a lack of continuity and form. The collection of businesses has grown in an indiscriminate fashion and has created an array of buildings that are not aesthetically pleasing. Buildings in the area are generally older and are in various stages of disrepair.

Memorial Park is a well-maintained open space that includes dense groves of eucalyptus trees, rolling knolls and rambling walkways. The park also contains a wide variety of active uses, including a swimming pool, gym and outdoor theater. The park thus provides areas for a wide variety of passive and active recreational pursuits.

Estimates of the heights of structures in the project area range from 12 feet to 30 feet, with the exception of the existing Congregational Tower, a 16-story, senior citizen apartment complex, located approximately two blocks northeast of the site at 288 "F" Street. This is the tallest structure in the City of Chula Vista.

#### 3.8.2 Impact

The implementation of the commercial phase of the Town Centre Focus Area Redevelopment Plan is expected to stimulate the continued renovation of the Third Avenue Business District. In time, most, if not all, of the blighting influences would be eliminated. Design of the entire Focus Area Plan by a single architectural firm will enable coordination of retail, office, restaurant and residential structures. The development design closely integrates the proposed uses with the neighboring Memorial Park and open space corridors would link the park with many of the proposed commercial buildings.

The parking structure would not have a negative aesthetic impact since it would be only two stories, partially underground, and its exterior would be



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coordinated with the rest of the plan. The view from the new buildings of the older, less attractive buildings on the east side of Third Avenue would be screened somewhat by the palms in the center of the street.

Implementation of the plan would produce a sharp contrast between the east and west sides of the street. This impact would be lessened by the palms and wide medial strip. The proposed project might influence property owners on the east side to renovate these existing buildings in need of repair. The proposed project does not lie immediately adjacent to the park so no adverse visual effect on the park would be anticipated.

### 3.8.3 Mitigation

The Town Centre Design Manual has established criteria to assure aesthetic harmony of developments in the area. The proposed project conforms with these criteria (see Appendix E) and is not expected to have a substantial impact.

### 3.8.4 Analysis of Significance

The project would not have a significant adverse effect on the aesthetic environment of the area.

### 3.9 COMMUNITY SOCIAL FACTORS

#### 3.9.1 Project Setting

The 1975 Special Census indicated that the project area contains twice the county-wide average of low-income families and 50 percent more retired heads of households than are found throughout the county. Only ten percent of the population in the area earned an income of \$10,000 in 1975. Fifty-five percent of the county population, however, earned \$10,000.

Housing in the area is generally more dense than in other locations in the county. Only 31 percent of the occupied dwelling units are single-family homes, which is half the proportion found county-wide. The above information is based on data from the 1975 Special Census (CPO, 1977) and the Master EIR on the Third Avenue Redevelopment Plan.

Residential development in the vicinity of the Third Avenue business district varies from single-family to high-rise residential. Single-family housing in the area is in some of the older, more established neighborhoods in the city. Multi-family housing, from duplexes to higher densities, is found in various areas near the main thoroughfares, such as Third Avenue and "E" Street. One block northeast of the property at 228 "F" Street is the Congregational Tower, a 16-story residential complex accommodating senior citizens.

Commercial development in the area is primarily composed of small shops housing such businesses as a bookstore, bars, a bakery, beauty schools and a nursery. Several of the shops are vacant. Most customers are from nearby residential areas, and most merchants rent, rather than own, their shops.

#### 3.9.2 Impact

The proposed project would displace between 19 and 21 businesses in the Third Avenue area. Presently, the merchants pay relatively low rents and their low business volumes dictate that relocation sites must have similarly low rents. Most merchants would be expected to relocate elsewhere in the Third Avenue area or on Broadway.

The project is also expected to draw higher income people to the site from beyond the nearby residential areas. Employment could increase in the area due to short-term construction hiring and subsequent hiring in the new businesses.

Implementation of the Focus Area plan may indirectly affect adjacent businesses by increasing property values and rents. Indirect effects on established areas to the east of the project might also occur. Land values would be expected to increase so these people might face slightly higher property taxes. (Taxes would still be lower, however, than pre-Proposition 13). An influx of "strangers" to the residential areas would not be expected to be a problem since adequate parking and access would be provided within the project. The General Plan for redevelopment specifies that these areas would remain residential, so no future pressure to convert the neighborhoods to commercial uses is anticipated. Outside the plan area, the neighborhoods immediately to the east are zoned R-1, which precludes construction of additional large apartment structures which could damage the character of the neighborhoods.

### 3.9.3 Mitigation

Relocation assistance for businesses would be provided by the Redevelopment Agency of the City of Chula Vista. This assistance would consist of an offer of fair market value to purchase the land and structures, help in finding new locations for businesses and assistance with moving expenses. Care should be taken to find low rent relocation sites capable of supporting the businesses. Adequate assistance should mitigate any impacts on the businesses in the area.

### 3.9.4 Analysis of Significance

The project would not create any significantly adverse effects on the social characteristics of the area. Relocation assistance would be available from the City of Chula Vista for any businesses or residences displaced by the project.

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### 3.10 COMMUNITY TAX STRUCTURE

#### 3.10.1 Project Setting

The land to be used for construction of the proposed project is presently being acquired by the Redevelopment Agency of the City of Chula Vista. They have purchased approximately one-third of the area. Under law governing urban redevelopment and tax increment financing, the taxes to the taxing agencies are frozen at the base year level until such a time as the indebtedness is relieved through redevelopment. When the value of the property and improvements increases with development, the taxes earned on the difference between the current assessed value and the base year assessed value will be dedicated to paying the Redevelopment Agency's incurred indebtedness.

Exact plans for financing the project have not been completed. The City of Chula Vista has applied for a \$2.5 million grant from the Department of Housing and Urban Development to finance the construction of the parking garage. Ultimate ownership of the parking garage has not been determined. Financing for the remainder of the project entirely through bonds is impractical since the period necessary to repay the indebtedness has been elongated due to reduced tax assessments as a result of Proposition 13. Arrangements for additional financing are presently being made and will not include special tax assessments.

#### 3.10.2 Impact

The project will increase the assessed value of the property and will contribute to relieving the indebtedness being born by the City of Chula Vista. Since Proposition 13, the period necessary to repay the indebtedness has lengthened due to reduced tax assessments.

#### 3.10.3 Mitigation

The project would reduce the city's indebtedness by increasing the value of the land and making additional funds from assessment available for redevelopment. This does not require any mitigation measures.

#### 3.10.4 Analysis of Significance

The project is not considered to be adverse to the community tax structure.

3.11 FIRE AND POLICE

3.11.1 Project Setting

Fire Protection

The project would be served by the Chula Vista Fire Department. The closest station to the project is Station #1, at 276 "F" Street, approximately 300 yards from the site. In the event of a fire, both Station #1 and Station #2 on East "J" Street would respond to the site. The response time of Station #1 to the site is estimated at less than one minute, which is an excellent response time.

Station #1 maintains one ladder truck with a 100 foot height capability and one 1,500 gallon per minute pumper, and has a staff of between six and eight men on duty at all times. Station #2 maintains a 1,250 gallon per minute pumper and is staffed by four men at all times. Therefore, in the event of a fire, the project would be attended by ten fire fighters, a battalion chief, two pumpers and a ladder truck. Required water flows for the project should be 4,000 gallons per minute.

Police Protection

The project site is within reporting district #33, which encompasses the Third Avenue business district, Memorial Park, Norman Park and portions of the "H" Street business and professional district. Data provided by the Chula Vista Police Department, tabulated from crime reports for the last six months (February through July), indicates that the rate of crime is moderate to high. The crime rate is somewhat higher in this district than in predominately residential areas, but it is considerably lower than in areas with more business activity.

Officer Dale Powers, of the Report Review Office, indicated that the area is not considered to be a problem area. He stated that the data is influenced primarily by the amount of businesses in an area which generate more activity and also tend to report a higher number of petty thefts. Therefore, this district and other districts with large amounts of business have a high rate of reported crimes, but the threat to public safety is not appreciably greater than in other areas.

Police service within the city is good, with response times consistently below two minutes.

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3.11.2 Impact

The project is not expected to have an adverse impact on fire or police service in the area.

3.11.3 Mitigation

No mitigation measures are proposed nor are any deemed necessary.

3.11.4 Analysis of Significance

The impact of the project on fire protection and police protection services is expected to be insignificant.

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3:12 WASTE DISPOSAL

3.12.1 Project Setting

Refuse in Chula Vista, both residential and commercial, is gathered by the Chula Vista Sanitary Service. Waste is disposed of at the County's Otay Sanitary Landfill, which has a life expectancy in excess of 20 years (based on conversation with Eric Lewis, County Department of Sanitation and Flood Control).

3.12.2 Impact

The proposed project is expected to generate 2,500 lbs. of solid waste per day (based on 2 lb/100 ft.<sup>2</sup>/day).

3.12.3 Mitigation

No mitigation measures are deemed necessary due to the large capacity of the landfill.

3.12.4 Analysis of Significance

The impacts would be insignificant.

### 3.13 UTILITIES/ENERGY

#### 3.13.1 Project Setting

##### Gas and Electricity

San Diego Gas and Electric Company presently delivers natural gas and electricity to the project vicinity. Facilities are available in the area to adequately serve the project.

##### Water

Water service is provided by the Sweetwater Authority. Facilities in the area are considered adequate to support the proposed project. However, existing facilities would have to be extended to meet expected fire flow requirements (Appendix G).

##### Sewage Service

Sewage service is provided by the City of Chula Vista, which is a participant in the Metropolitan Sewage System. The City of Chula Vista has a sewerage allotment of 22.2 million gallons per day (mgd). Presently, the city is using six to 6.5 mgd and therefore, has considerable additional capacity for new development. The Point Loma Wastewater Treatment Plant currently provides primary treatment of sewage, and flows currently approach or exceed the 120 mgd design capacity. The City of San Diego is currently pursuing a waiver from federal requirements for secondary treatment of sewage, and the rated capacity of the Point Loma plant is being studied.

Facilities in the project vicinity are adequate to handle the proposed project. One eight inch main lies in Fourth Avenue along the western boundary and a ten inch line lies in Center Street north of the project site.

(The above information is based on conversations with Roger Daoust, City of Chula Vista Public Works Department.)

#### 3.13.2 Impact

##### Gas and Electricity

Based on a consumption rate of 80 therms/1,000 square feet/month supplied by the City of Chula



Vista, the project would be expected to consume 825,000 cu.ft./month of natural gas. Electrical consumption would be 256,185 KWH/month based on an estimated two KWH/ft.<sup>2</sup>/month for commercial buildings and 2.5 KWH/ft.<sup>2</sup>/month for restaurants.

Legislation that has recently gone into effect (July 1, 1978), has required substantial changes in insulation, solar heating and energy planning systems for new development. The effect of this legislation will be to reduce the level of consumption from that estimated above.

The proposed project would not be expected to significantly impact the availability of energy resources. There would be an incremental increase in local and regional energy use, however, adding to the need to conserve resources and to develop new supplies.

#### Water

Based on a consumption rate of two gallons/square foot/month, the proposed project is expected to consume 250,280 gallons per month. Since most landscaping is expected to consist of potted trees and smaller plants, rather than large irrigated lawns, water needs for landscaping are expected to be minimal.

Adequate fire protection would require a flow rate of 4,000 gallons per minute, which is more than is presently available at the site. The Sweetwater Authority recommends that a study be made to determine what modification is needed to off-site facilities to supply the estimated fire flow demand.

Presently there is no shortage of water in the city. This incremental increase in demand for water, however, contributes to the need for more water resource planning in the region and the state.

#### Sewage

The City of Chula Vista estimates that commercial concerns generate one gallon/ft.<sup>2</sup>/month liquid waste. Based on this estimate, the project is expected to ultimately generate 4,171 gallons of sewage per day. The city has enough available capacity to serve the project without being substantially effected.

3.13.3 Mitigation

Recent legislation requiring more energy efficient construction of residential buildings would serve to greatly mitigate the amount of energy consumed by the project.

A study must be made to determine the extent of improvements necessary for adequate fire protection.

3.13.4 Analysis of Significance

No substantially adverse effects on water, utility and sewage services are envisioned through implementation of this project.

3.14 TRANSPORTATION/ACCESS

3.14.1 Project Setting

Road System in the Vicinity of Town Centre Focus Area

The Town Centre Focus Area is located between Fourth Avenue on the west and Third Avenue on the east, and between "F" Street on the north and "G" Street (FN) on the south (see Figure 2.1-1). Fourth Avenue, Third Avenue and "F" Street are four-lane major roads with restricted parking at their intersections. With the exception of southbound Third Avenue at "F" Street, there are left turn pockets at each of those intersections. "G" Street is a two-lane collector. Third and Fourth Avenues provide access for much of the north-south through traffic in this area of the city.

Center and Madrona Streets presently provide east-west access through the project site between Third and Fourth Avenues. Both are paved, two-lane roads with parallel parking on both sides. Landis Avenue intersects with Center and Madrona Streets and leads north of "F" Street. Garrett Avenue runs north from Center Street to "F" Street between Landis and Fourth Avenues. There are stop signs on Center at Fourth, Garrett at Center, Center at Landis and Madrona at Third.

The Redevelopment Plan calls for several road improvements. Third Avenue would undergo minor changes, including the upgrading of pedestrian walkways. The existing Madrona Street would be eliminated and a new private access way built for access to Third Avenue (see Plan Map, Figure 2.0-2). Garrett Avenue would be closed to vehicular traffic to enable the construction of a pedestrian mall. Landis Avenue between "F" Street and the private access way would be eliminated completely.

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<sup>FN</sup> Park Way borders Memorial Park to the south, but currently serves only local, and not through traffic. The Town Centre project is not expected to impact this local road. East-west traffic to and from the project is expected to use "G" Street; therefore, this analysis considers "G" Street and not Park Way as the southern boundary road.

### Transit Service in the Vicinity of Town Centre Focus Area

The project area is currently served by three routes operated by Chula Vista Transit and one route by San Diego Transit. Routes 1, 2 and the Downtowner are operated by Chula Vista Transit. Headway (times between buses) are 20 minutes for the Downtowner and one hour for Routes 1 and 2. Route 29 is operated by San Diego Transit. Headways are 30 minutes. Besides providing service for local trips, the system also provides free transfers that can be used on both transit lines. For purposes of this study, it was assumed that eight percent of the trips attracted to the Town Centre would use the available public transportation.

### Existing Traffic Volumes

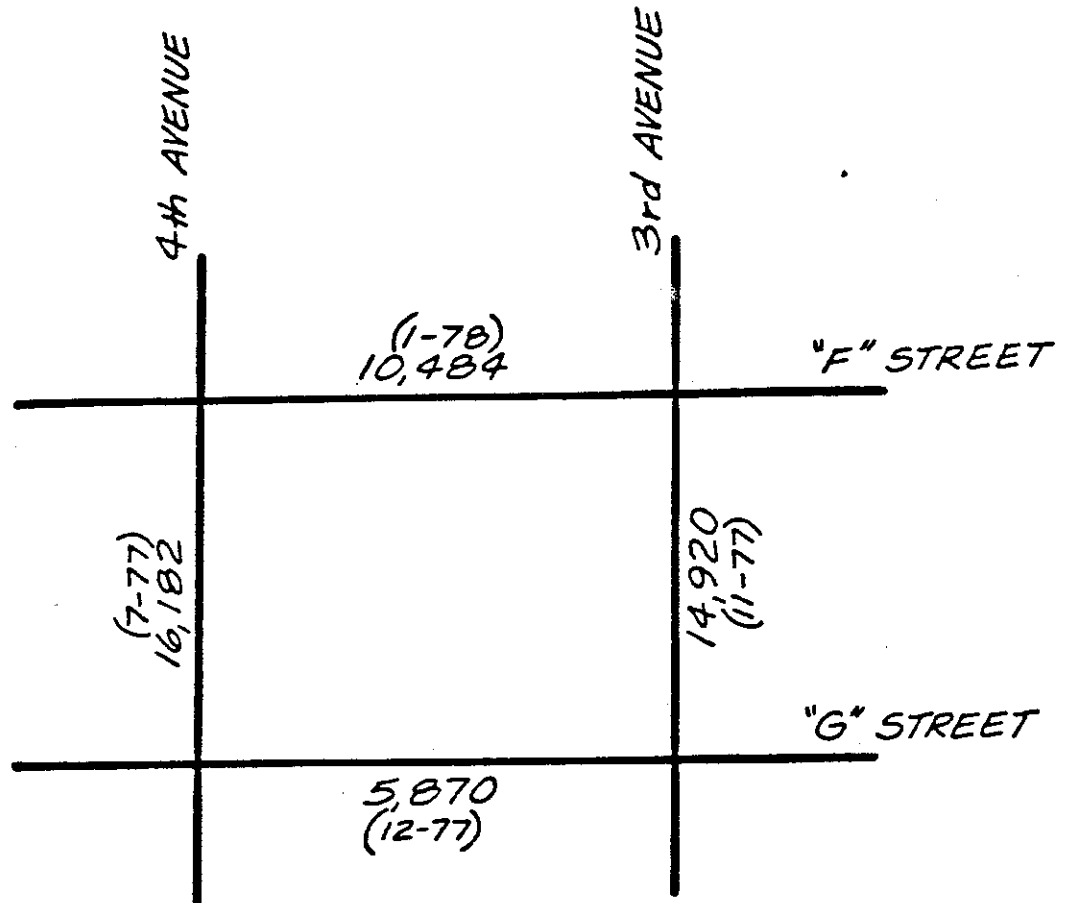
The existing traffic volumes on the adjacent streets according to the City of Chula Vista Engineering Department are illustrated in Figure 3.14.1-1. Third and Fourth Avenues carry approximately 15,000 and 16,000 ADT respectively, while "F" and "G" Streets carry approximately 10,000 and 6,000 ADT respectively. These counts were taken between July, 1977 and January, 1978. The counts do not distinguish between direction of traffic flow, but it is assumed that the flows in each direction are approximately equal.

### 3.14.2 Impact

#### Trip Generation

In determining the number of trips which the commercial development in the Town Centre Focus Area would generate, several assumptions were made:

- All commercial portions of the Town Centre Focus Area would be completed by 1985.
- Planned construction of pedestrian malls on Garrett Avenue would prevent vehicular traffic through the Town Centre.
- A.M. and P.M. peaks for commercial trips would occur just before noon and just after noon.
- Average trip length would be seven miles.
- For the trips generated by restaurants:
  - a) Each dining party accounts for two trips.
  - b) The average number of dining parties to each of the three restaurants is assumed to be 500 per day.



XX,XXX EXISTING TRAFFIC COUNTS  
 CHULA VISTA TRAFFIC ENGINEERING DEPARTMENT  
 (X-XX) MONTH - YEAR

**1977-78**  
 existing traffic volumes



**Town Centre Redevelopment -  
 Commercial Component**

- c) Two thirds of all restaurant trips would have already been accounted for by the retail and financial/office trip generation. (i.e. only one third of all restaurant parties would be arriving at the Town Centre solely for dining.)

The restaurants would generate approximately 1,000 trips per day, with the a.m. peak occurring between 11:00 a.m. and 1:00 p.m. and the p.m. peak occurring between 6:00 and 8:00 p.m.

The retail establishments would generate approximately 3,000 trips per day with the a.m. peaks occurring between 11:00 a.m. and 12:00 noon and the p.m. peak occurring between 12:00 noon and 1:00 p.m.

People using office/financial space would generate approximately 600 trips per day, with traffic being distributed evenly between the hours of 9:00 a.m. and 5:00 p.m.

The total number of one-way trips generated per day by the entire commercial component is thus approximately 4,600. With an eight percent transit mode split, i.e. 400 trips taken by public transit, the total number of one-way vehicular trips is 4,200.

The hourly trips generated in a 24-hour period by the Town Centre Focus Area commercial component is shown in Table 3.14.2-1.

Table 3.14.2-1

Chula Vista Third Avenue Town Centre Focus Area  
Commercial Hourly Trips Generated Component

<u>Time</u>	<u># Trips</u>	<u># Hours</u>	<u># Trips/Hour</u>
<u>RETAIL</u>			
5-10 a.m.	533	5	106
10-12* a.m.	498	2	244
12-2 * a.m.	486	2	243
2-6 p.m.	957	4	239
6-12 p.m.	492	6	82
12-5 a.m.	<u>30</u>	5	6
	2,996		
<u>RESTAURANT</u>			
5-11 a.m.	269	6	45
11-1* p.m.	174	2	87
1-6 p.m.	414	5	83
6-8* p.m.	97	2	49
8-12 p.m.	76	4	19
12-5 a.m.	<u>10</u>	5	2
	1,040		
<u>OFFICE/FINANCIAL</u>			
5-9 a.m.	75	4	19
9-12* a.m.	154	3	51
12-5 * p.m.	274	5	55
5-12 p.m.	151	7	21
12-5 a.m.	<u>6</u>	5	1
	660		

\*Peak Hours

Trip Distribution by Direction

Trips generated by the commercial project would be distributed on the Third Avenue and "F" Street access roads leading from the proposed parking structure. Since these two streets would be closed to through traffic, it is expected that they would be used only by persons intending to do business in the Town Centre Focus Area. An hourly traffic profile of these trips is shown in Table 3.14.2-2.

Table 3.14.2-2

Number of Trips Using Access Roads  
To Town Centre Focus Area Commercial Development

<u>Period of Day</u>	<u>"F" Street<sup>a</sup></u> <u>Access</u>	<u>Third Avenue<sup>b</sup></u> <u>Access</u>
5-8 a.m.	274	148
8-6 p.m.	1,923	1,036
6-11 p.m.	412	222
11-5 a.m.	137	74
TOTAL	2,746	1,480

<sup>a</sup>65 percent of the trips are projected to use the "F" Street access.

<sup>b</sup>35 percent of the trips are projected to use the Third Street access.

The Comprehensive Planning Organization (CPO) projections for 1985 ADT (average daily trips) in the Town Centre Focus Area are as follows: 13,400 on "F" Street; 7,500 on "G" Street; 19,000 on Third Avenue; and 20,000 on Fourth Avenue. These projections were based on commercial/retail/office land uses for the Town Centre Focus Area. These projections, plus the projected trips generated by the residential development in the Town Centre Focus Area are considered appropriate for these four roads. The 1985 average hourly traffic for the roads surrounding the project site was determined in the EIR for the residential phase, and is reproduced here as Table 3.14.2-3.

Table 3.14.2-3

1985 Average Hourly Traffic in the  
Town Centre Focus Area

<u>Time</u>	<u># Trips/Hour</u>			
	<u>"F" Street</u>	<u>"G" Street</u>	<u>Third Avenue</u>	<u>Fourth Avenue</u>
5-8 a.m.	446	268	643	688
8-6 p.m.	989	569	1,364	1,455
6-11 p.m.	424	244	584	623
11-5 a.m.	113	65	156	166



### Inbound and Outbound Split to Development During Peak Hours

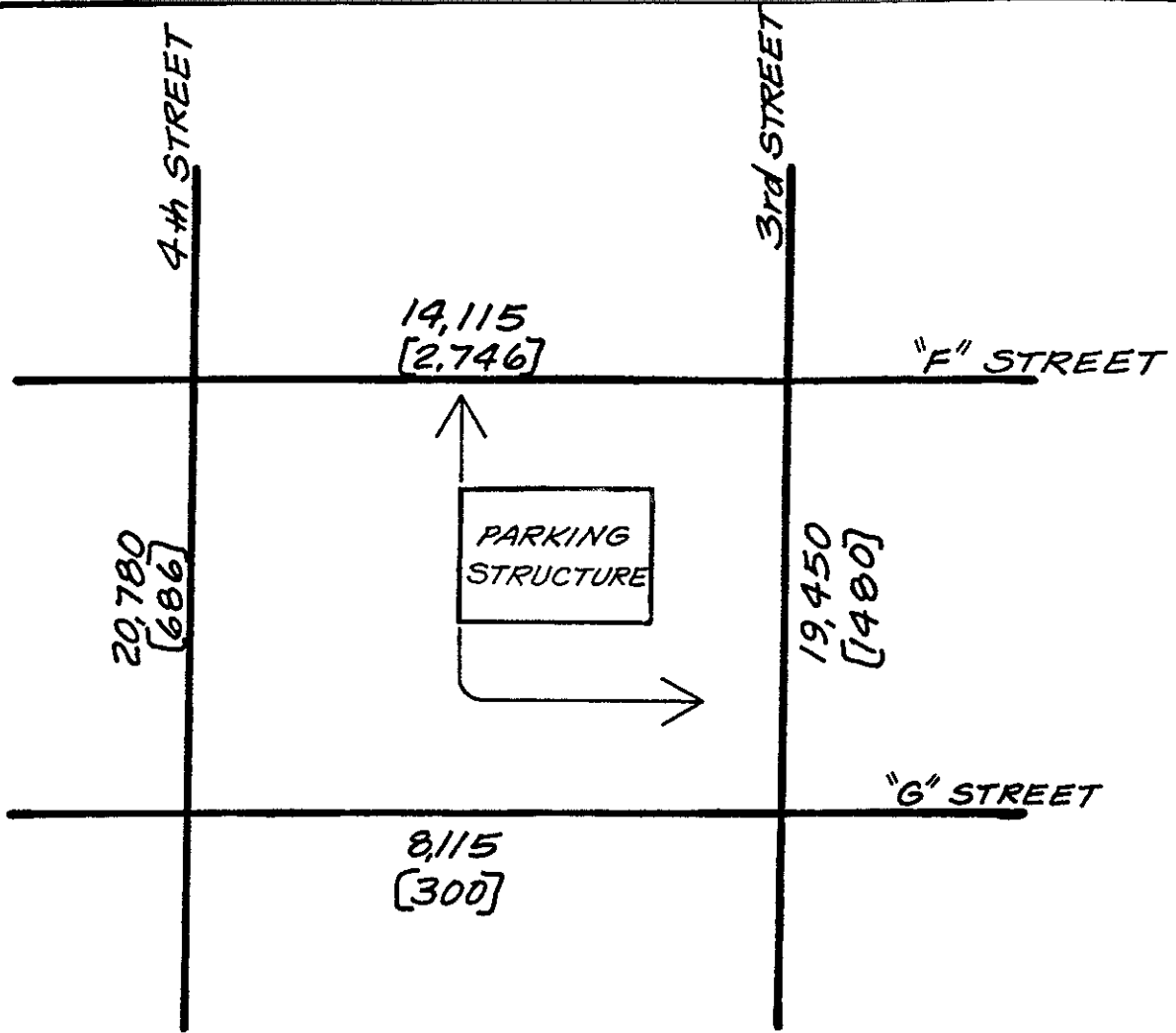
Because the development of the project would not alter the existing commercial land use designation, it is assumed that the existing hourly traffic profile would continue through 1985, with the AM peak-hour trips occurring shortly before noon and the PM peak-hour trips occurring just after noon. Inbound trips would be greater between the hours of 8-10 a.m. and outbound trips between the hours of 4-6 p.m. due to employee arrivals and departures. The inbound/outbound split is assumed to be relatively constant during all other hours. These trips would be destined for the proposed parking structure within the project.

### Capacity Analysis of Streets

The commercial portion of the Town Centre Focus Area would generate a total of approximately 4,600 trips per day, 400 of which would occur by public transit. These trips are assumed to be included in the CPO projections for "F" and "G" Streets and Third and Fourth Avenues. The impact of the commercial trips which would be routed onto Fourth Avenue and "G" Street would be negligible.

The traffic from the project which would utilize "F" Street and Third Avenue would comprise 19 percent and eight percent respectively of the CPO projected ADT for each of these streets (see Figure 3.14.2-1). Based on the Federal Highway Administration Highway Capacity Manual (1965) criteria, "F" Street would operate at a "C" Level of Service during the off-peak hours and "D" Level of Service during the peak. These Levels of Service are defined as "approaching unstable conditions" and "unstable conditions", respectively. (see Appendix I for definitions of Service Levels.)

The Redevelopment Plan calls for the construction of pedestrian walkways on Garrett and Center which would eliminate through traffic on Center and the access road to Third Avenue. These walkways, combined with the Town Centre's planned malls within the project, would adequately serve the needs of pedestrians in the area.



XX,XXX AVERAGE DAILY TRAFFIC\*

(XXX) TRIPS GENERATED BY COMMERCIAL DEVELOPMENT

\* (INCLUDING ALL TOWNSITE FOCUS AREA TRIPS) AND BASED ON CPO 1985 PROJECTIONS AND PROJECTED PHASES I & II RESIDENTIAL TRIPS.

**1985 projected traffic volume**



**Town Centre Redevelopment -  
Commercial Component**

### Access

The Redevelopment Plan currently shows access into the project site from Third Avenue and "F" Street with stop signs at each of these exits; there are no plans for left turn pockets into the project at either access point. Trips travelling eastbound on "F" Street and southbound on Third Avenue would be turning right into the project and experience no serious problems in doing so. Traffic travelling westbound on "F" Street desiring access to the project at the "F" Street entrance would encounter difficulty turning left due to the absence of a left turn pocket. These trips would also delay traffic in their lane while waiting to turn. This impact could be significant, particularly during the peak hours. Trips travelling to the Townsite Focus Area from the south along Third Avenue would be unable to turn left directly onto the access road to the parking structure due to the presence of the landscaped center median.

These trips would be forced to either continue north on Third Avenue and make a U-turn where the median breaks and travel south to the entrance, or proceed on Third Avenue, turn left on "F" Street and then enter at the "F" Street access. During peak periods, the absence of a left turn pocket at the median break will cause delay in the traffic flow.

Pedestrians using walkways along the perimeter of the commercial portion of the project would encounter traffic travelling in and out of the site. Safety impacts of this pedestrian/auto interface could be significant if crosswalks are not properly designed.

### Cumulative Effects of Residential and Commercial Portions

Due to the close proximity of the residential to the commercial development, it is assumed that residents within the Town Centre Focus Area would walk whenever going to the commercial section.

The 1985 CPO projections of the streets bordering the Town Centre Redevelopment were based on commercial/retail land uses in the project site; thus the total trips generated by the commercial element are assumed to be included in those CPO projections.

As determined by the EIR on the residential portion of the development, the trips generated by the residential land use in the Town Centre Focus Area would comprise less than four percent of the CPO projected ADT for each of the streets bordering the project. These trips added to the trips generated by the entire Town Centre Focus Area would not significantly impact the flows on the surrounding roads.

Traffic levels generated by each of the land use types in the Town Centre Focus Area peak at various times during the day. (Table 14.2-4). In particular, the occurrence of residential-generated peaks actually dovetails neatly with that of the commercial development.

<u>Land Use Type</u>	<u>Peak Hours</u>
Residential	6-8 a.m. 4-6 p.m.
Commercial	
Retail	10-12 a.m. 12-2 p.m.
Restaurant	11-1 p.m. 6-8 p.m.
Office/Financial	9-12 a.m. 12-5 p.m.

#### Level of Service of Existing Streets

Presently Third and Fourth Avenues and "F" and "G" Streets are operating at "C" Levels of Service. This Level of Service is characterized by stable flow, but speed and maneuverability may be reduced by higher traffic volumes. Satisfactory operating speed is usually obtainable. This level of service is suitable for "urban design" roads. Center, Garrett, Landis and Madrona currently carry very little traffic and are considered to be operating at "A" Level of Service.

### Level of Service of Streets Using Future Traffic Data

Assuming that the left turn pockets at "F" Street, Third and Fourth Avenues will remain and that the signalization cycles will be programmed to optimize traffic flows on these roads, "C" Levels of Service can be maintained on "F" and "G" Streets and Fourth Avenue. Mid-block turning movements and temporarily higher volumes during the peak hours will result in some delays. Third Avenue carrying mostly through traffic will be operating at low "C" Levels of Service all day with "D" Levels of Service expected during peak hours due to the diagonal parking and temporarily higher volumes. "D" Level of Service is defined as "approaching unstable flow with tolerable operating conditions being maintained but considerably affected by traffic volumes."

Based on the projected 14,100 ADT on "F" Street and 19,500 ADT on Third Avenue in 1985, peak hour two-way traffic would be approximately 1,410 vehicles/hour and 1,950 vehicles/hour, respectively. With regard to the capacity of the "F" Street and Third Avenue intersection, assuming a maximum of 4,800 vehicles/hour of green time, the ratio 3,360:4,800 yields .7, indicating a "D" Level of Service. Thus, during the peak hours some vehicles may be forced to wait through an entire signal cycle. (For a detailed intersection capacity analysis, see Appendix J.)

#### 3.14.3 Mitigation

The median along Third Avenue is a barrier for trips from the south desiring to enter the project from the Third Avenue access. A break in this median, to allow left turns from Third to the Town Centre Focus Area, would eliminate detours around the median and thus help to mitigate traffic congestion on Third Avenue. However, the provision of a direct left turn access to the project site from Third Avenue would result in encroachment and disruption of the aesthetic continuity of the landscaped median.

Multiphased signalization and additional or lengthened left turn pockets at the intersection of "F" Street and Third Avenue may be necessary due to two factors:

- a) Future traffic origin-destination (O-D) patterns unrelated to the project might increase the percentage of left turns desired at the intersection.

- b) Although provision of access to the proposed project on both "F" Street and Third Avenue should eliminate most of the project-generated turns at the intersection of the two roads, the total 1985 projected ADT on "F" Street of 14,100 (19 percent project-generated) and on Third Avenue of 19,500 (eight percent project-generated) are high enough to warrant improved left turn facilities.

Even with optimal programming of the signalization, "F" Street, Third Avenue and their intersection would only be able to offer "C" and "D" Levels of Service in the off-peak and peak hours. Although not "free flow", these levels would still be acceptable for urban design roads.

The exclusion of on-street parallel parking on "F" Street near the access point and restriping of the street to permit a left turn pocket would improve circulation in the vicinity of the project so as to minimize the traffic impacts of the commercial development.

Pedestrians using walkways along the perimeter of the commercial portion of the project would encounter varying levels of traffic leading in and out of the site. The implementation of appropriately-designed crosswalks at these points would mitigate this potentially hazardous condition.

The encouragement of public transit as a viable transportation alternative could mitigate increased traffic levels generated by the redevelopment project by increasing the transit mode split. Improved scheduling and bus coordination between Chula Vista Transit and San Diego Transit would help to reduce automobile dependency and thus relieve congestion.

#### 3.14.4 Analysis of Significance

The entire commercial component of the Town Centre Focus Area will generate approximately 4,600 daily trips in 1985, 400 of which are expected to occur by public transit.

A total of approximately 900 daily trips are projected to travel to and from the project from the southeast. These trips would have to continue past the Third Avenue access road and make a U-turn at the existing median cut. This would cause minor congestion and traffic safety hazards in the left northbound lane and both of the southbound lanes.

The "F" Street and Third Avenue access roads should be adequate to handle the traffic entering and leaving the parking structure, provided that the final design of the roads corresponds to the existing Town Centre Focus Area Plan.

Since the intersection of "F" Street and the access road into the project would only be "controlled" by a stop sign on the access road, slight congestion caused by the project would be expected to occur on "F" Street. A left turn pocket and restricted parking on "F" Street would mitigate this impact to an insignificant level.

#### 4.0 UNAVOIDABLE ADVERSE ENVIRONMENTAL IMPACTS

##### Section

##### 3.3 Air Quality

Implementation of the proposed project would result in an incremental addition of air pollutants to the regional air cell. This increase is not considered substantial.

##### 3.4 Mobile Noise Source

The project would be expected to attract increased levels of traffic to the area, which would increase noise levels experienced by nearby proposed residential areas. This increase would not be expected to be significant and would be mitigated by satisfaction of state noise insulation requirements.

Due to high levels of street noise, open space areas within the project would not be suitable for certain types of recreation. Noise levels could be reduced by constructing solid walls between open areas and the streets. Also, open space areas could be placed so that structures shield them as much as possible from noise sources. Absence of ideal recreation sites within the project area is not considered significant because extensive recreational facilities would be available adjacent to the project in Memorial Park.

##### 3.5 Stationary Noise Source

High noise levels near the parking structure would preclude the use of adjacent open space areas as recreation sites. Other factors such as high volumes of pedestrian traffic and small size also reduce their value for outdoor recreation. Extensive recreational facilities would be available near the project in Memorial Park; however, and therefore, would reduce the significance of the absence of ideal recreation areas within the project.

##### 3.6 Historical Resources

Implementation of the plan would remove a structure which is closely associated with the early days of Chula Vista. Other buildings, whose historical significance has not yet been determined, would also be removed. Review of these buildings by the Historical Site Board and display of murals within the open areas of the project illustrating the history of Chula Vista would serve to mitigate the impact. Other mitigation measures include emphasis of the historical signifi-



cance of the building by the owner of Peters' Home and Garden Center, an architectural survey of buildings in the area and design of the exterior of new buildings to reflect an historical theme.

### 3.13 Utilities/Energy

Construction of the project will require expansion of the water delivery system to supply sufficient flow for fire protection needs.

## 5.0 EFFECTS FOUND NOT TO BE SIGNIFICANT

In establishing the requirements for environmental review of the proposed project, the City of Chula Vista determined that the following factors would not result in significant environmental effects.

Due to substantial previous disturbance of the subject property, no biological, archaeological or paleontological resources currently exist on the subject property. The project would not have any significant effects on these resources.

No impacts on area water quality were anticipated because runoff would not be expected to increase as a result of the project.

Since this project does not propose construction of residential units, schools would not be affected and additional park and recreation areas would not be required.

## 6.0 ALTERNATIVES TO THE PROPOSED ACTION

A variety of alternative development designs are possible for the subject site. The Town Centre Redevelopment Plan specifies, however, that the site is to remain a central commercial area. Implementation of the plan for the Focus Area would impact the historical resources of the site with the removal of Peters' Home and Garden Center. Analysis of alternatives will reflect how each would contribute to the viability of the Redevelopment Plan and to mitigation of the impact of demolition.

1. No redevelopment of the site would continue the existing blighted conditions that detract from the quality of the human environment. For this reason, such a use is inconsistent with the Redevelopment Plan.

Structures of potential historic significance would not be removed but public awareness of the historic significance of the area would not increase. No effort would be made to evaluate historic importance of the structures on the site.

2. Another alternative would be to implement the Focus Area Plan, but retain Peters' Home and Garden Center, both the building and the business, at its present location.

Implementation of this alternative would avoid the loss of the last viable evidence of the agricultural beginnings of the Third Avenue area. In terms of the Redevelopment Plan, however, this alternative would leave a building in the redeveloped area which does not conform architecturally with the other structures in the area. Furthermore, the building occupies land that is proposed for an office building, a much more "intensive" use of the land. Retention of the business would not be compatible with the present retail objectives of the redevelopment plan because it occupies a large area and does not generate the level of commercial activity sought by the plan.

3. The Town Centre Focus Area Redevelopment Plan could be carried out, Peters' Home and Garden Center (the business and/or the building) could be relocated elsewhere, and commemorated at its original site with a plaque and photographic display.

This alternative would enable full implementation of the redevelopment plan and would allow more intense commercial use of the land. While very feasible in

in terms of the plan, demolition of the building would dictate the loss of an historically interesting structure. Significance of this loss lessens with consideration that the building has been substantially altered over the years and has not been placed on the historic site designation list by the City of Chula Vista Historical Site Board. This alternative also involves relocation of the business away from its original site. It would, therefore, lose its identification with the Third Avenue area unless this origin was emphasized by photographic displays at the new location.

In order to evaluate the feasibility of moving the structure, a detailed structural analysis of the building and the identification of an acceptable vacant site are necessary. Relocation of the building would compromise its historical integrity since it gains significance now by having remained a part of the Third Avenue area for 65 years. Past alterations of the building make the value of relocation questionable.

4. The building could be retained and its historic importance illustrated, but the structure could be renovated for use as a more intense retail business.

This alternative would compromise the redevelopment plan by including in the Town Centre Focus Area a structure which does not coordinate architecturally with the proposed construction. Also, without a detailed structural analysis, the feasibility of using the building for other types of retail activity without extensive renovation cannot be determined. From a historical standpoint, this alternative would retain a building which has been altered, but remove a business which historically has been located in and identified with the Third Avenue area.

The Historic Site Board could determine whether further alteration and a new use would significantly reduce the historic value of the building.

5. Renovation of existing commercial buildings would conform with the Redevelopment Plan in retaining the area as a commercial center. Its expense would be far less than the proposed project. It would improve the area aesthetically, but would not provide the additional open space and improved parking and circulation sought by the plan. The necessity of relocating the merchants might not be avoided since rents would probably increase with the expense of renovation. Also, more intense use of the land by office and finan-

cial buildings would be precluded under this alternative. Construction of new buildings might facilitate fire protection and might result in more efficient energy use due to incorporation of modern building materials. Structures of potential historic significance would not be lost, but their historic integrity would decrease as a result of alteration.

6. Development of the area as a professional-office center with no retail component would have similar environmental effects on utilities and services as the proposed plan. The presence of a variety of commercial concerns in the Focus Area, however, would enable customers to shop, dine and conduct business during a single trip. But this alternative would probably generate less total traffic than the proposed plan.

This alternative would be basically consistent with the Redevelopment Plan. One of the goals of the plan, however, is to encourage the improvement of retail trade in the Third Avenue area. Implementation of this alternative would delay realization of this goal until further redevelopment occurs. Indirect stimulation of surrounding retail concerns might occur, however, with the development of a professional-office center. This alternative offers no clear advantages over the proposed plan.

7. Development of the site as an intensive retail center with no office-professional component would be consistent with the Redevelopment Plan and would have a similar effect on utilities and services as the proposed plan. It would not, however, achieve the variety of uses sought by the plan and would have no advantages over the proposed project.

7.0 ORGANIZATIONS AND INDIVIDUALS CONSULTED

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Ted Richmond	San Diego Gas and Electric Company
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