

CITY OF
CHULA VISTA

Environmental Impact Report

Local
History
711.7478
FINAL

FINAL
ENVIRONMENTAL IMPACT REPORT
CHULA VISTA TOWN CENTRE II
AND REDEVELOPMENT PLAN AMENDMENT
CHULA VISTA, CALIFORNIA
EIR No.86-3(A)

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Final environmental impact
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EXECUTIVE SUMMARY

PROJECT DESCRIPTION AND SETTING

The Chula Vista Town Centre II project is located on approximately 65 acres within the City of Chula Vista's Town Centre Project No. II Redevelopment Plan area and is known as the Chula Vista Shopping Center. This EIR is supplemental to EIR No. 78-13 which, in 1978, assessed the establishment of the Town Centre No. II Redevelopment Plan Area. The project site is bounded by H Street, I Street, Broadway, and approximately 100 feet west of Fig Avenue. Presently the project site consists of two separate areas bisected by the block of 5th Avenue, between H Street and I Street.

The entire 65-acre site is developed and, with the exception of an existing Boys Club at the intersection of 5th Avenue and I Street and one residential unit fronting on I Street, is devoted to the commercial/business use of the shopping center. The existing center contains approximately 191,050 square feet of small tenant gross leasable area (GLA), the 80,000 square foot J. C. Penney department store, the 161,000 square foot Broadway department store and the 249,000 square foot Sears department store, which is located east of 5th Avenue. On the periphery of the existing mall are located: a Boy's Club; one residential unit; two restaurants (Bob's Big Boy and Burger King); a Pacific Bell Telephone office; and a building containing a Security Pacific Bank, a Vons, a Sav-On and several small shops. The total GLA of the existing center is approximately 662,500 square feet.

The focus of this amendment to the Town Centre II Redevelopment Plan is to provide for the use of tax increment revenues generated by the project to finance the project, including sales tax and use tax revenue sources as may be transferred from the City of Chula Vista to the Redevelopment Agency. The Redevelopment Plan will be amended to include limitations that: (1) set forth the maximum amount of tax increment revenues the Redevelopment Agency may receive during the term of the Redevelopment Plan, and (2) set forth the maximum amount of bond indebtedness that may be outstanding at any one time. The Amendment also includes a listing of potential projects that the Redevelopment Agency contemplates implementing under the Redevelopment Plan, and attendant administrative changes to the Redevelopment Plan required by the Community Redevelopment Law as part of the amendment process.

The proposed project involves the expansion and renovation of the existing Chula Vista Shopping Center to provide one contiguous shopping center of unified design and to ensure continuity for pedestrian and vehicular circulation. The proposed expansion of 141,400 square feet of gross leaseable area in new, primarily single story, mall shops would be accomplished by connecting the two portions of the existing shopping center, now separated by 5th Avenue. The project proposes the closure of the block of 5th Avenue between H Street and I Street, with a new mall expansion added at grade between the existing Broadway and Sears department stores. In addition, the existing shopping mall would be modified and renovated so as to be compatible with the newly constructed expansion area. The shopping center is proposed to be primarily single-level with an open-air configuration.

ENVIRONMENTAL ANALYSIS

Traffic

Total cumulative future traffic volumes were calculated consisting of the current traffic, the through traffic diverted from 5th Avenue, the additional traffic generated by the shopping center expansion, the traffic generated by the Chula Vista Bayfront Project and a 3 percent per year growth factor for 1.25 years for other unknown future developments. The proposed project would result in direct increased traffic on several streets in the study area from the diversion of traffic from the vacated 5th Avenue between H and I Streets. The distribution of the through traffic now using that block of 5th Avenue, as determined by the license plate survey, was distributed to either Broadway or 4th Avenue based on current traffic count data and travel patterns. The estimated peak hour "through" trips diverted to surrounding streets range from 265-345 for southbound trips and from 240-310 for northbound trips, depending on the particular peak hour. The traffic analysis concluded that a net increase of approximately 4,200 daily trips would be associated with the shopping center expansion.

The increased cumulative traffic volumes would result in a significant reduction in the level of service at the Broadway/H Street intersection from Level of Service E to a Level of Service F, exceeding the roadway capacity. The 4th Avenue/H Street intersection would worsen from Level of Service D to Level of Service E with project implementation. These are regarded as significant environmental impacts associated with traffic. The applicant is proposing the implementation of several mitigation measures at the intersection of Broadway/H Street, 4th Avenue/H Street, 4th Avenue/I Street and 5th Avenue/I Street. With implementation of the proposed mitigation measures, the incremental traffic effects associated with project implementation would be mitigated. One intersection, Broadway/H Street, would, however, continue to operate at LOS E during the p.m. peak hour even with implementation of the proposed mitigation measures. The LOS E at this intersection would occur with or without the proposed project and is the result of general development in the area, not directly the result of implementation of the proposed project. Mitigation measures proposed by the project would actually improve the Level of Service at this intersection from E to D during the midday peak hour. Additionally, the applicant is proposing the cul-de-sacing of Fig Avenue, just north of Shasta Street, to eliminate the possibility of motorists driving on Fig Avenue as a bypass street after the vacation of 5th Avenue. With that change, the integrity of the residential neighborhood would be preserved.

Noise

Noise levels were measured along sensitive residential streets affected by the Center. The change in future noise levels resulting from project implementation was calculated and compared to Chula Vista noise standards. An estimated 0.4 dB(A) increase in noise levels would result with the implementation project for those residences along Fig Avenue. This 0.4 dB(A) increase would not significantly affect those residences. Noise levels for residences that have a common boundary with the shopping center are therefore currently within the City's performance standards and would remain so with implementation of the proposed project.

For those residences located along 4th Avenue and I Street, implementation of the proposed project, in addition to anticipated future development in the project area, would increase existing noise levels by 1-1.5dB(A). This increase is not regarded as significant.

Air Quality

The net regional emissions increase from project implementation would not contribute to overall emissions in the San Diego Air Basin and would not be considered to be significant on a cumulative basis. The retention and expansion of the shopping center was considered a viable land use according to the Chula Vista Town Center II Redevelopment Plan which implements the Chula Vista General Plan. An increase in emissions resulting from the General Plan land use designations were used to develop the Regional Air Quality Strategy (RAQS) and the State Implementation Plan. Since the proposed project land use designations and intensity are in conformance with the General Plan no significant air quality impacts will result from implementation of the expansion.

The project includes several features to reduce air pollutant emissions through reduced traffic congestion and encouragement of pedestrian and transit modes of transportation.

Utility Relocations

The closure of 5th Avenue associated with the project would require the relocation of two high pressure gas mains located in 5th Avenue. According to SDG&E, these existing lines serve major portions of the South Bay area and relocation of these lines would have potentially significant impacts. The significance of these impacts would depend upon the ultimate plans for the relocation of the gas mains and their compatibility with SDG&E's operating objectives.

Other utility relocations associated with project implementation include relocation of an existing 8" water main located in 5th Avenue, the abandonment in 5th Avenue of the 8"-10" sewer main serving the existing shopping center, some reconfiguration of the 29"-61" drainage facility in 5th Avenue, telephone and electric facilities located within the 5th Avenue right-of-way and the on-site expansion/upgrading of existing fire mains and fire hydrant systems. A hydraulic network analysis should be conducted by the sweetwater authority to determine the most appropriate method of relocating the water lines, including potential effects on other facilities caused by the relocation, and possible reconfiguration of existing on-site lines. Some temporary disruption of services would likely be associated with these relocations but this impact is not regarded as significant.

According to SDG&E, complete mitigation of potential impacts associated with relocation of the gas lines in 5th Avenue could only occur through a redesign of the project which would permit retention of the lines in 5th Avenue. Such alternative redesigns are presented in the alternatives section of this EIR. It should also be possible to develop a relocation plan which would be acceptable to SDG&E. Such a relocation should be closely coordinated between SDG&E, the City and the applicant.

Fiscal Analysis

Anticipated net revenues to the City of Chula Vista generated by the project are the property tax increment, to be utilized by the City's Redevelopment Agency, and an increase in the share of sales tax revenue to the City. If, as initially proposed, only the tax increment is utilized, there would not be sufficient funds to cover debt service associated with the share costs to be financed by the Redevelopment Agency, even assuming 90% of the increment to be allocated to the City.

From the perspective of the City, however, the project may generate substantial revenues from increased sales taxes and from forestalling a potential decline in sales taxes, if no redevelopment were to occur. Based on projected sales after redevelopment, property tax increment plus increase in sales tax over the estimated 1986 level will be sufficient to cover debt service for the proposed project, under all assumptions regarding the allocation of tax increment between the City and other jurisdictions.

The project will have a positive net fiscal impact, if the City authorizes the application of a portion of increased sales tax to the Redevelopment Agency for debt service and other project costs.

ALTERNATIVES

No Project

Under this alternative there would be no change from existing conditions. The shopping center would not be expanded or renovated and there would be no change to 5th Avenue between H Street and I Street. The Chula Vista Shopping Center would continue to be bisected by 5th Avenue. The applicant has indicated that sales at the shopping center are diminishing. It is their projection that under the No Project Alternative a further reduction in sales would occur and the departure of the J. C. Penney and Broadway stores are likely. This alternative would not take advantage of this opportunity for redevelopment of the shopping center consistent with the Town Centre II Redevelopment Plan.

The No Project Alternative would avoid significant traffic impacts and potential significant impacts associated with relocation of utility lines which would result under the proposed project. The alternative of undertaking no redevelopment would likely lead to a reduction in sales tax revenues, a reduction which might exceed any temporary increase in property tax resulting from reassessment at the time of transfer.

Partial Depression of 5th Avenue and Partial Elevation of Mall Expansion

This alternative would maintain north/south travel along 5th Avenue by partially depressing the street between H Street and I Street and partially elevating the mall expansion over 5th Avenue. The extent of the shopping center expansion and the renovation of the existing mall would be the same as the proposed project.

In terms of the partial street depression, by only partially depressing the street, the depression could be accomplished within the one-block area, taking into account the 8-9 foot natural elevation difference between the Sears and Broadway department stores and minimal clearances for expected vehicular traffic. The depression of the street would begin immediately south of the H Street right-of-way and immediately north of the I Street right-of-way, sloping down to the tunnel area under the shopping center expansion, across 5th Avenue. Traffic movements on H Street and I Street would not be affected under this alternative with the partial depression of 5th Avenue between these two streets.

However, due to the location of the top of the ramps for the partial depression of 5th Avenue at the eastern and western property lines, an internal "ring road" would not be possible under this alternative. The applicant has indicated that a ring road is critical to the economic success of a shopping center. Without such on-site circulation, traffic would not be able to access the site from any point and freely circulate to other desired locations. Access to the site would be additionally affected under this alternative by eliminating the access to the center from the depressed portion of 5th Avenue. Additionally, the applicant feels that by maintaining 5th Avenue through the site, several problems would result including: retaining walls, safety railings, and landscaping which can impose a visual as well as physical barrier that creates a negative image of shopping convenience; and the air rights over 5th Avenue would have to be acquired for construction of the expansion area. The applicant projects a 20 percent reduction in rents and a 15 percent reduction in sales with implementation of this alternative when compared with the proposed project.

The partial depression of 5th Avenue would require the reconfiguration and possible relocation of the water and gas mains now located in 5th Avenue. Depression of the water lines could create low points which, during a failure or maintenance of the water main, will cause a ponding of water in the low point. This would result in increased maintenance requirements. According to SDG&E, the potential would exist with either the partial or full depression alternative for the entrapment of gas under the depressed portion of the street.

Additionally, the existing sewer and storm drains would be intercepted by the retaining walls for the street depression. The relocation of the sewer line is considered to be relatively routine and no significant impact is anticipated. The interception of the storm drain by the depression of 5th Avenue could result in adverse impacts. The feasibility of mitigating this impact would require a thorough analysis. A holding tank and pump station would need to be constructed to transfer the storm drainage to another storm drain location off the site. Due to the magnitude of the pump station that would be required, the cost implications would be significant. The combined effects of increased costs and reduced revenues would result in negative fiscal effects under this alternative.

Full Depression of 5th Avenue, Creation of Single-Level Expanded Mall

This alternative would maintain north-south travel along 5th Avenue by fully depressing the street for the one-block area between H Street and I Street. The shopping center expansion and renovation of the existing shopping center would be the same as that which would occur under the proposed project. In order to comply with street design standards and provide adequate stopping site distances,

the vertical curves of the new 5th Avenue profile (descent and ascent ramps) would have to begin approximately 800 feet north of H Street and 800 feet south of I Street. As a result of this physical requirement, the study recommended in addition the following improvements:

- o Seven existing streets be rebuilt as cul-de-sacs
- o Two new by-pass roads be built
- o Four signalized intersections be created

Within the limits of the center, shoppers would have the same retail environment as if 5th Avenue were vacated. The applicant has indicated that short term sales losses would be expected to occur during the construction phase; however, no significant impact on center sales in the long term would be expected. The barriers created by the tunnel ramps could create adverse effects on the surrounding commercial and residential properties.

It is anticipated that significant traffic impacts could be associated with the road network changes required under this alternative. The full depression of 5th Avenue under the shopping center expansion would require the reconfiguration or relocation of the water and gas lines now located in 5th Avenue. Depression of the water lines under this alternative could create low points which, during a failure or maintenance of the water main, will cause a ponding of water in the low point. This would result in increased maintenance requirements. According to SDG&E, under this alternative the potential could exist for entrapment of gas under the depressed portion of the street. Impacts associated with reconfiguration of sewer and drainage facilities would be similar to those described under the partial depression alternative. Costs associated with the improvements required under this alternative would be significant. The high improvement costs associated with this alternative would result in adverse fiscal impacts.

Full Elevation of Mall Expansion, Retaining 5th Avenue at Grade

Under this alternative, 5th Avenue would remain at grade as a through street and the shopping center expansion would be elevated above 5th Avenue. The expansion and renovation of the shopping center would create a contiguous center of unified design. As opposed to the proposed project and other mall expansion alternatives, the mall would result in a distinct two-level design with the existing shopping center located west of 5th Avenue remaining single-story and the shopping center expansion area being a full-story elevation higher. As with the No Project and Partial Depression Alternatives, 5th Avenue would continue to physically bisect the site. An internal "ring road" would not be possible under this alternative, which the applicant has determined to be critical to the success of a regional shopping center.

As shown in Figure 10, two possible design schemes for the elevated portion of the mall include: (1) the expansion area being elevated 17 feet at the Broadway store to allow for a second floor connection to the store or (2) bridging 5th Avenue and descending on each side of the street to the first floor entrances at the Sears and Broadway stores. According to the applicant, problems would be associated with either of these schemes. The first scheme involving a second floor main entrance to the Broadway would require remerchandising the store to re-orient the prime entrance to the second level. The second scheme would require shoppers to walk up and over the 5th Avenue right-of-way and then back down again on the other

side of 5th Avenue. The applicant considers such a design to be less desirable from a market standpoint than is the proposed project design; shoppers are generally unwilling to change levels twice in order to access the major department stores.

Although no qualitative traffic analysis was completed for the project alternatives, the same significant impacts to the Broadway/H Street and the 4th Avenue/I Street intersections would potentially result under this alternative, as under the proposed project. No utility relocation would be required under this alternative, therefore the potentially significant impacts associated with relocation of the gas mains in 5th Avenue as would be required with implementation of the proposed project would be avoided with this alternative. The expense of constructing an entirely elevated expansion area would be significant. The combined effects of increased costs and reduced revenues would result in negative fiscal effects under this alternative.

1.0 INTRODUCTION

This Environmental Impact Report (EIR) provides a detailed review and analysis for the potential environmental impacts that would result from implementation of the proposed Town Centre II project. The applicant proposes to acquire the parcels of the Chula Vista Shopping Center and renovate and expand the shopping center to create a unified, contiguous, primarily single-level mall. This EIR is supplemental to EIR No. 78-13 which, in 1978, assessed the establishment of the Town Centre No. II Redevelopment Plan Area. The existing Chula Vista Shopping Center is located on approximately 65 acres along 5th Avenue between H Street and I Street. The existing center is developed with approximately 669,500 square feet of retail area including Broadway, J.C. Penney and Sears department stores. The proposed project would retain the existing uses on site, would expand the existing retail area by approximately 141,400 square feet, and would renovate and refurbish the entire shopping center. Actions required for project approval include:

- o Vacation of 5th Avenue between H Street and I Street.
- o Approval of the site plan and architecture by the Design Review Committee.
- o Enactment of an owners participation agreement by the Redevelopment Agency.
- o Relocation of utilities within the vacated block of 5th Avenue.
- o Vacation of a small portion of Fig Avenue to permit construction of a barrier to redirect traffic flow from Fig Avenue to Shasta Street.

This EIR is informational in nature and is intended for use for the City of Chula Vista and the public in the review and consideration of this proposed redevelopment project. Alternatives to the Town Centre II project are also presented in this document. The EIR has been prepared in accordance with the requirements of the City of Chula Vista Environmental Review Procedures 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 Technical Studies Group of PRC Engineering, San Diego, in cooperation with the Environmental Review Coordinator of the City

of Chula Vista. The scope of the analysis was determined by the City of Chula Vista and by responses to a Notice of Preparation distributed by the City in September, 1986. In accordance with the scoping process carried out by the City of Chula Vista, this EIR addresses the areas of concern as determined by the Environmental Review Coordinator which could involve significant environmental impacts, either individually or cumulatively. The following areas of concern are addressed in this EIR: Traffic, noise, air quality, utility relocation and fiscal analysis. Four alternatives are also addressed in this EIR: (1) No project; (2) Partial depression of 5th Avenue and partial elevation of mall expansion between the Broadway and Sears buildings; (3) Full depression of 5th Avenue and creation of a unified, contiguous, single-level mall, as with the proposed project; and (4) Retain 5th Avenue at the existing grade and full elevation of the mall expansion, between the Broadway and Sears buildings, over 5th Avenue. The fiscal and financial analyses as contained in Section 3.5 of this report are subject to further review and analysis consistent with the refinement of the project's financial variables.

2.0 PROJECT DESCRIPTION

2.1 LOCATION

The Chula Vista Town Centre II project is located on approximately 65 acres within the City of Chula Vista's Town Centre Project No. II Redevelopment Plan area and is known as the Chula Vista Shopping Center. The project site is bounded by H Street, I Street, Broadway, and approximately 100 feet West of Fig Avenue. The shopping center is located approximately 0.75-1 mile from the City of Chula Vista Central Business District and Civic Center, and is thus identified by the City as an extension of the "Urban Core." Presently the project site consists of two separate areas bisected by the block of 5th Avenue, between H Street and I Street. The project site may be located on page 69 of the Thomas Brothers Map Book, coordinate D-5. Figures 1 and 2 are a regional map and a vicinity map of the project site.

2.2 PROJECT DESCRIPTION

Existing On-Site and Surrounding Uses

The entire 65-acre site is developed and, with the exception of an existing Boys Club at the intersection of Fifth Avenue and I Street and one residential unit fronting on I Street, is devoted to the commercial/business use of the shopping center. Figure 3 illustrates the existing site development. The existing center contains approximately 190,500 square feet of small tenant gross leasable area (GLA), the 80,000 square foot J.C. Penney department store, the 150,000 square foot Broadway department store and the 249,000 square foot Sears department store, which is located east of 5th Avenue. On the periphery of the existing mall are located: a Boy's Club; one residential unit; two restaurants (Bob's Big Boy and Burger King); a Pacific Bell Telephone office; and a building containing a Security Pacific Bank, a Vons, a Sav-On and several small shops. The total GLA of the existing center is approximately 669,500 square feet. Adjacent land uses include: strip commercial development on H Street and Broadway; single-family residential development on Fig Avenue and on the south side of I Street; a commercial development at the corner of Broadway and I Street; and a San Diego Trust & Savings bank located northeast of the shopping center at H Street and Fig Avenue.

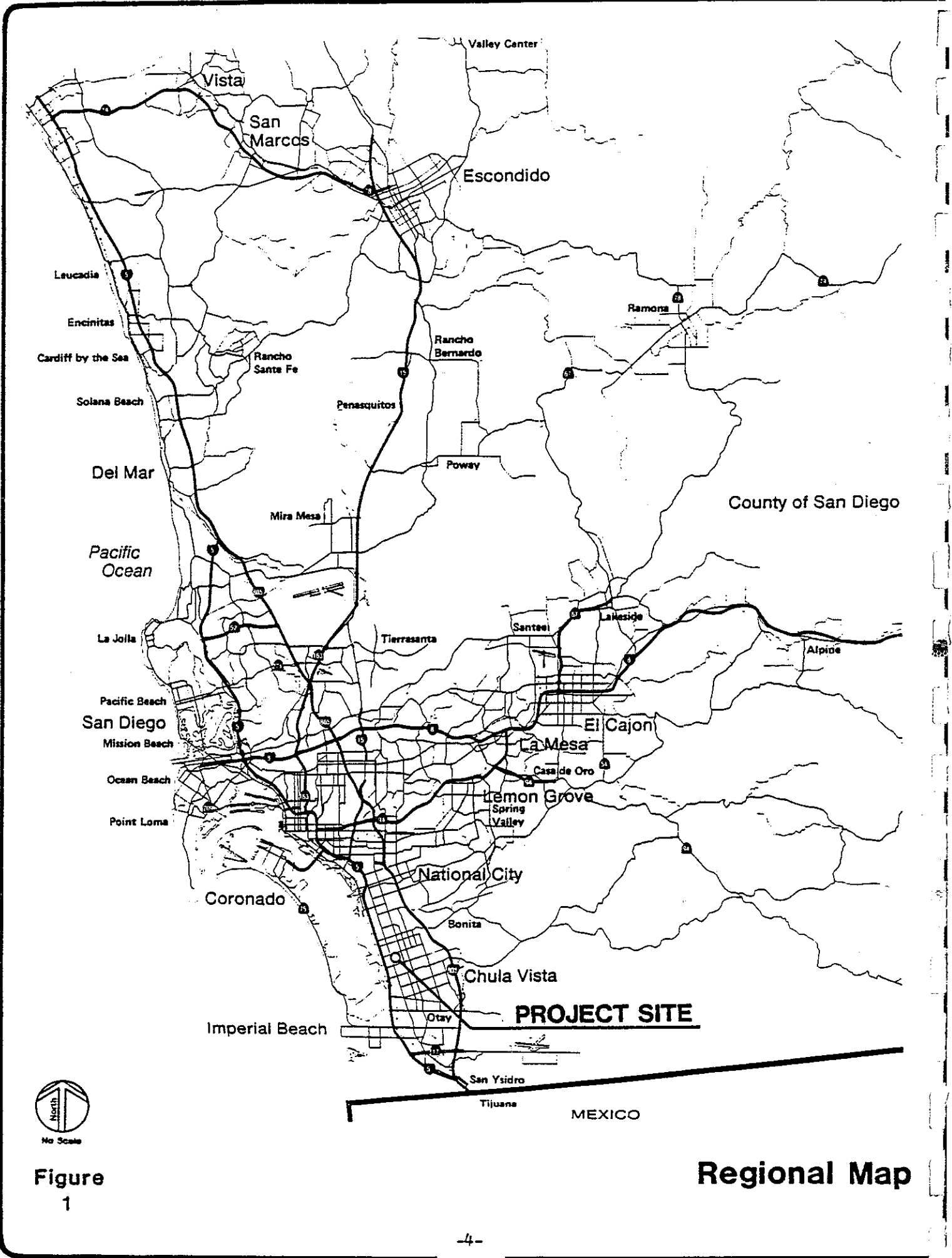


Figure 1

Regional Map

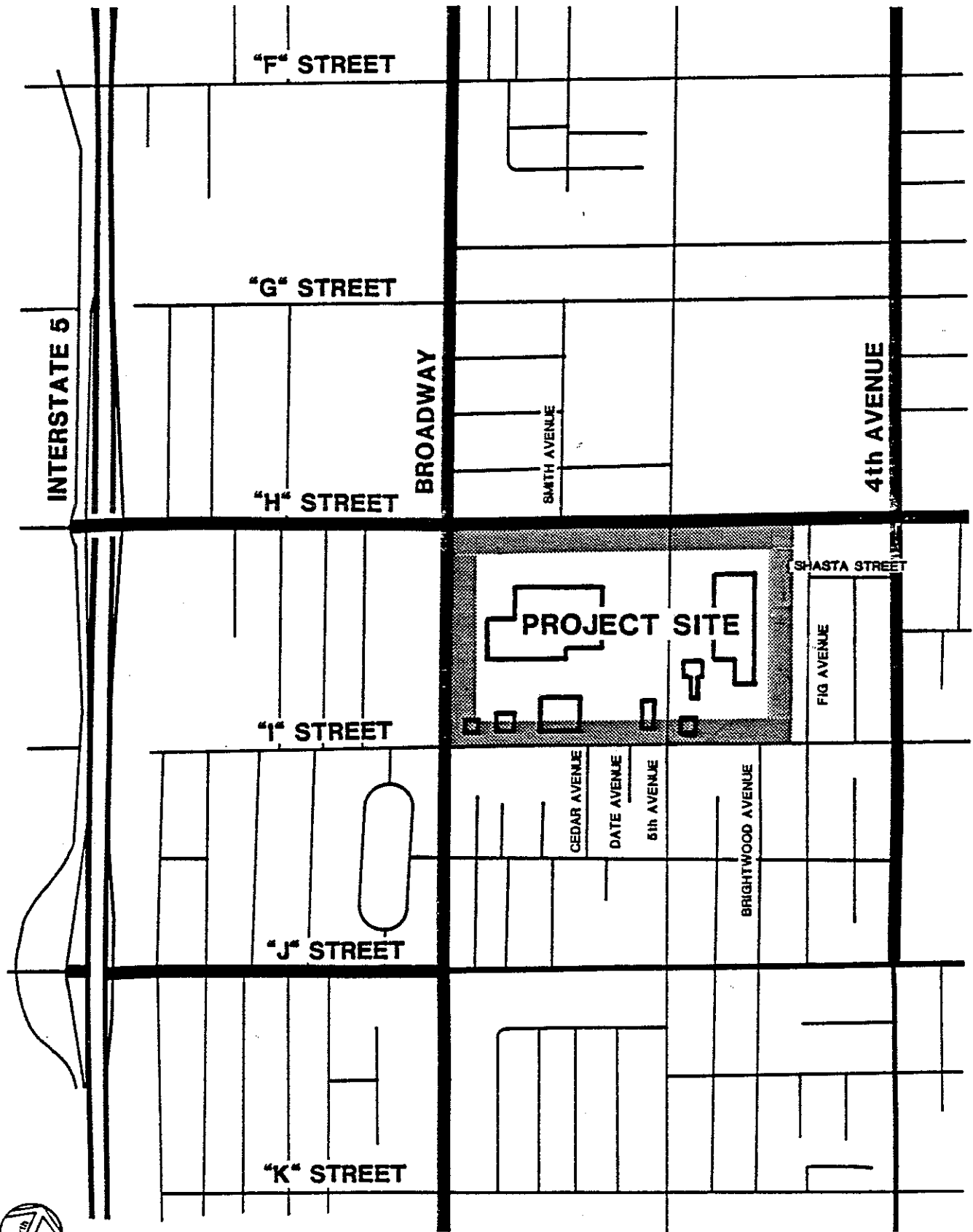


Figure
2

Vicinity Map

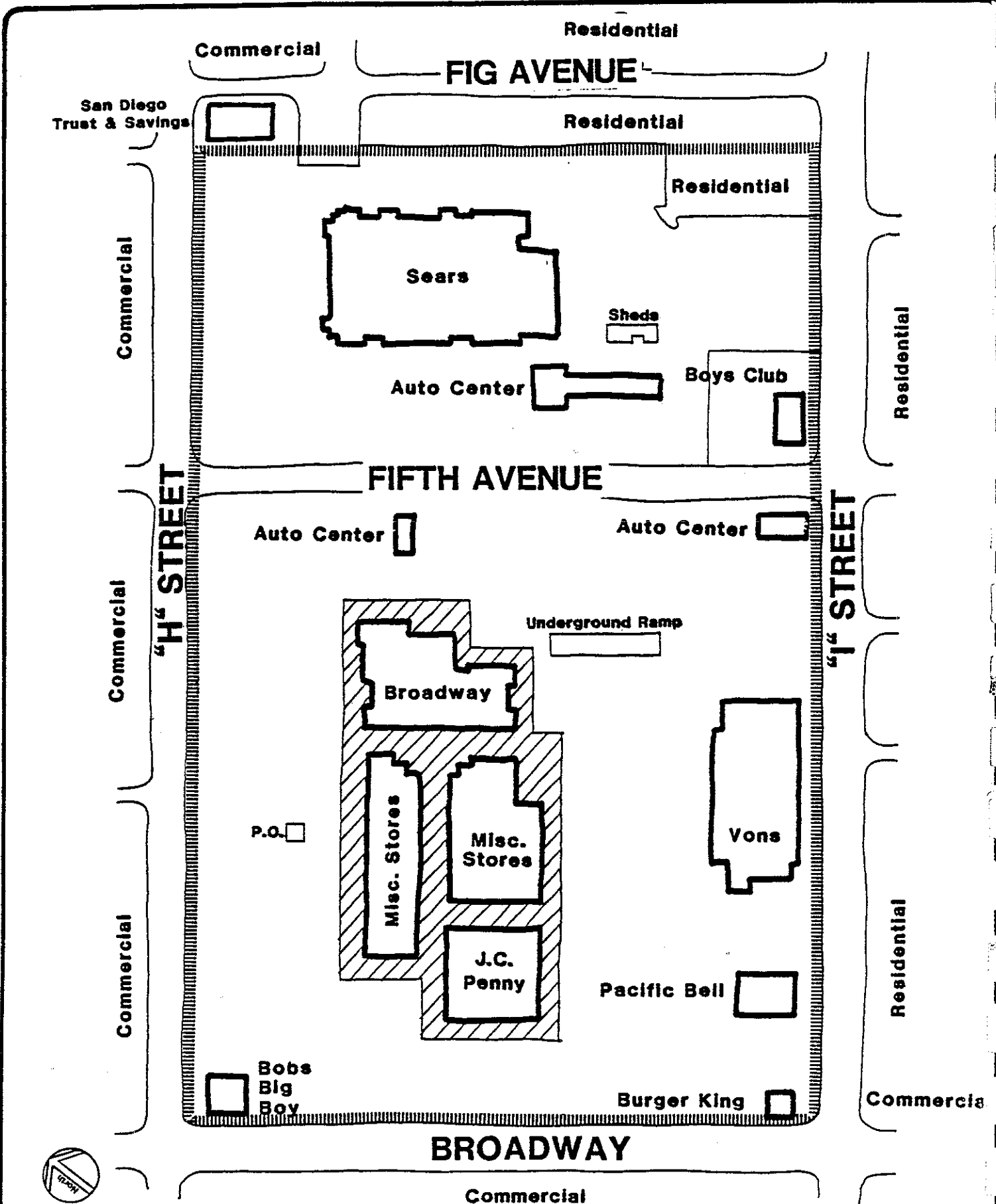


Figure 3

Existing Site Development

PROJECT DESCRIPTION

Since the adoption of the Town Centre II Redevelopment Plan, several attempts were made to revitalize, redevelop and enhance the economic, physical and social character of the Chula Vista Shopping Center and the Sears retail center without success either individually or jointly between private enterprise and the Chula Vista Redevelopment Agency. The constraint of implementation directly related to the inability of the Redevelopment Agency to provide financial assistance required for on- and off-site improvements necessary for the redevelopment of the project area and the lack of financial resources available to the Redevelopment Agency to create the public/private relationship necessary for implementation.

The focus of this amendment to the Town Centre II Redevelopment Plan is to include financial provisions authorized by the "California Community Redevelopment Law" (Health & Safety Code Sec. 33,000, et seq.). In particular, the Amendment will provide for the use of tax increment revenues generated by the project to finance the project, including sales tax and use tax revenue sources as may be transferred from the City of Chula Vista to the Redevelopment Agency.

In conformity with the Community Redevelopment Law, the Redevelopment Plan will be amended to include limitations that: (1) set forth the maximum amount of tax increment revenues the Redevelopment Agency may receive during the term of the Redevelopment Plan, and (2) set forth the maximum amount of bond indebtedness that may be outstanding at any one time.

The Amendment also includes a listing of potential projects that the Redevelopment Agency contemplates implementing under the Redevelopment Plan, and attendant administrative changes to the Redevelopment Plan required by the Community Redevelopment Law as part of the amendment process.

Project Characteristics

The proposed project involves the expansion and renovation of the existing Chula Vista Shopping Center to provide one contiguous shopping center of unified design and to ensure continuity for pedestrian and vehicular circulation. The proposed expansion of 141,400 square feet of gross leaseable area in new, primarily single story, mall shops would be accomplished by connecting the two portions of the existing shopping center, now separated by 5th Avenue. Figure 4 illustrates the site plan for the proposed project. The project proposes the closure of the block of 5th Avenue between H Street and I Street, with a new mall expansion added at grade between the existing Broadway and Sears department stores.

In addition, the existing shopping mall would be modified and renovated so as to be compatible with the newly constructed expansion area. The shopping center is proposed to be primarily single-level with an open-air configuration. It is designed as a well lighted, well landscaped shopping center of unified design, comparable to University Town Center or Mission Valley Center, both located in the San Diego metropolitan area.

The proposed shopping center is designed to encourage leisure, entertainment and dining, in addition to retail shopping. A food court, including 11 to 14 kitchens offering differing food menus, would be located at roughly midpoint in the mall expansion area between the Broadway and Sears department stores. Figure 5 shows a detailed site plan of the food court area. Due to an 8-9 foot elevation difference between the first floors of the Broadway and Sears stores, the food court area is designed as a split-level area to facilitate pedestrian circulation between the two department stores. An escalator and elevator will be located within the central plaza area of the food court to enable shoppers to easily move between the first floor levels of the Broadway and Sears department stores. The split-level design of the food court will enable a few retail stores to locate under portions of the food court kitchen area.

Existing customer parking areas would also be modified in conjunction with the proposed project. The parking index to be utilized is based on the parking of 4.8 cars per 1,000 square feet of sales area, including an approximate 20 percent

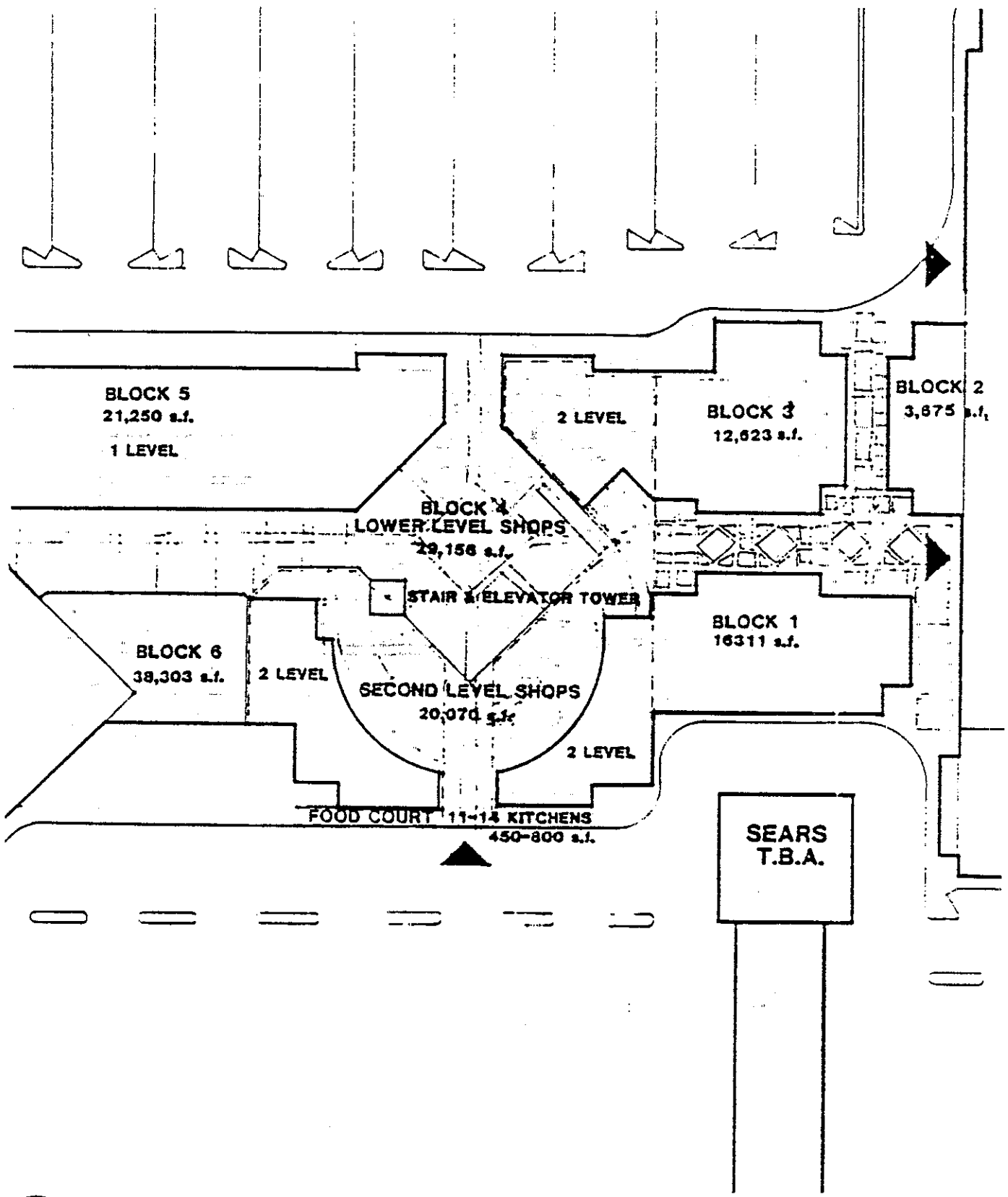


Figure
5

Detail of Food Court Area

allocation for compact cars. The existing Boys Club site, located on the northeast corner of 5th Avenue and I Street and the residential unit located in the southeast corner of the site, would be acquired as part of the project and redeveloped for use as part of the shopping center parking.

The closure of 5th Avenue between H Street and I Street and development of the street right-of-way as part of the mall expansion, will require the relocation of utilities within the vacated block of 5th Avenue. Utilities required to be relocated as part of the project include two high pressure gas mains and a water main.

Construction of the project, including the utilities relocations, is proposed to be completed within a single phase and is anticipated to take approximately 12 months to complete. The expanded and renovated mall is projected to be in full operation by the end of 1988.

Goals and Objectives of the Project

To boost diminishing sales levels at the Chula Vista Shopping Center, the applicant has identified four major objectives of the proposed project to enable the shopping center to compete with other regional shopping centers.

- o Connect the center, making a unified, single-level appearance
- o Provide a "ring road" within the site, surrounding the stores to permit unified circulation and efficient parking and the orientation of shoppers to department store and mall entrances
- o Raise the ratio of mall area stores to anchor department store area
- o Renovate the center to reflect an up-to-date and prosperous image

Each of the factors listed above are considered to be critical by the applicant in the expansion and renovation of the existing shopping center.

The goal of the City's Town Centre No. II Project Redevelopment Plan is to revitalize the project area as a competitive regional shopping center. Objectives of the plan include:

- o Elimination of blighting influences, including incompatible land uses, obsolete structures, inadequate parking facilities, unsightly or unattractive signage and graphics, and inadequate landscape and townscape planning.
- o Elimination of environmental, economic, social, planning, and physical deficiencies.
- o The strengthening of the mercantile posture of Town Centre No. II, and the improvement of retail trade therein.
- o The renewal of Town Centre No. II's physical plant and the improvement of its land use patterns and spatial relationships.
- o The retention and expansion of viable land uses, commercial enterprises, and public facilities within the area.
- o The attraction of capital and new business enterprises to the project area.
- o The comprehensive beautification of the area, including its buildings, open space, streetscape, street furniture, graphics, and signage.

3.0 ENVIRONMENTAL ANALYSIS

The following categories have been identified to have the potential for significant environmental impacts if the proposed project is implemented. These five environmental analysis factors are evaluated in detail for the proposed project in this section and are evaluated for four alternatives in Section 4.0.

- o Traffic: The effects on the local street system resulting from the closure of 5th Avenue, the increase in vehicular trips generated by the shopping center expansion, the traffic that would be generated by other nearby planned developments, and growth.
- o Noise: The effects on community noise levels resulting from project implementation, including the closure of 5th Avenue and the shopping center expansion, with the focus being on the residential areas along I Street and 4th Avenue.
- o Air Quality: The effect on the local air quality as a result of the increased vehicular trips generated by the shopping center expansion and the project's compliance with regional air quality strategies and the State Implementation Plan (SIP).
- o Utility Relocation: Potential effects associated with relocating utilities from the vacated portion of 5th Avenue.
- o Fiscal Analysis: The anticipated costs to the City with and without project implementation, the anticipated revenues to the City, and a comparison of the anticipated project costs and revenues using various alternative plans.

3.1 TRAFFIC

A traffic analysis for the proposed project was completed for the City by Donald Frischer and Associates in August 1986. The traffic study is included in the appendix to this report and summarized below.

Existing Conditions

The project study area, bounded by Broadway, H Street, 4th Avenue and I Street, is well served by the existing freeway and street network. Interstate 5 is located 0.4 miles west of the site, with interchanges at H Street and J Street. Interstate 805 is located approximately two miles east of the project site, with the nearest access at H Street. The State Route 54 (SR-54) extension is under construction and will connect I-5 and I-805. The freeway is expected to be completed in August 1988. Fourth Avenue will be the primary access road to the SR-54 extension.

Broadway, along the west side of the Chula Vista Shopping Center, 5th Avenue, bisecting the shopping center, and 4th Avenue, east of the shopping center, are north-south arterials connecting Chula Vista with National City to the north and the Otay Mesa area of the City of San Diego to the south. Broadway is classified as a Major Road according to the Circulation Element of the City of Chula Vista General Plan; 5th Avenue is classified as a Collector Road between E Street and J Street; and 4th Avenue is currently classified as a Collector Road in the vicinity of the project area. H Street, the northern boundary of the Chula Vista Shopping Center, runs east-west and connects to both I-5 and I-805. This portion of H Street in the vicinity of the project area is classified as a Major Road. I Street forms the southern boundary of the shopping center and runs in an east-west direction. This street does not have freeway access and is classified as a Residential Collector Street. Fig Avenue, classified as a Residential Street, runs north-south and is the access road for the residential development adjacent to the eastern boundary of the project site.

Chula Vista Transit Routes 703 and 706 currently use 5th Avenue between H Street and J Street. These two routes are among the 8 transit routes which provide direct access to the shopping center.

The traffic analysis for existing conditions, and future conditions with project implementation, focuses on intersection analysis, as opposed to link volumes on particular streets. Intersection analysis is considered to be an appropriate type of analysis for this project. In an urbanized setting such as the project area, intersections are considered to be the key constraints to traffic movement. Fourteen intersections were identified as being critical in the traffic analysis.

Current morning, midday, and afternoon peak-hour intersection turning-movement traffic volumes for the 14 critical intersections in the vicinity of the project site were obtained from the City of Chula Vista Public Works Department. The traffic volumes were counted on weekdays between March and May of 1986. Hourly automatic machine counts on all driveways of the shopping center and on major streets in the vicinity of the project were obtained for 24-hour periods in May and June of 1986 by Newport Traffic Studies under contract to Donald Frischer & Associates.

Current volume/capacity ratios and the levels of service at the 14 critical intersections were calculated utilizing the Intersection Capacity (ICU) method. Level of Service is a term used to describe prevailing conditions and their effect on traffic. Level of Service (LOS) is a qualitative measure of the effect of such factors as travel speed, travel time, interruptions, freedom to maneuver, safety, driving comfort and convenience. Six Levels of Service, A through F, have been defined in the Highway Capacity Manual of 1965. Level of Service A describes a condition of free flow, with low traffic volumes and relatively high speeds, while Level of Service F describes forced traffic flow at low speeds with jammed conditions and queues which cannot clear during the green phases. Existing intersection volumes and detailed ICU calculations are contained in Appendix A of this EIR. The current levels of Service (LOS) and volume/capacity ratios are listed in Table 1.

As shown in Table 1, 11 intersections operate at LOS C or better at all times, and 3 intersections operate at or close to capacity (LOS D or E) during the midday peak hour. (Broadway/H Street, 4th Avenue/H Street, and 3rd Avenue/H Street). Two of these same intersections currently operate at LOS D or E during the afternoon peak hours as well (Broadway/H Street and 4th Avenue/H Street).

TABLE I
CURRENT INTERSECTION VOLUME/CAPACITY RATIOS AND LEVELS OF SERVICE

INTERSECTION	MORNING, PEAK HOUR 7:45 A.M. TO 8:45 A.M. Volume/ Capacity	Level of Service	MIDDAY PEAK HOUR 11:30 A.M. TO 12:30 P.M. Volume/ Capacity	Level of Service	AFTERNOON PEAK HOUR 4:00 P.M. TO 5:00 P.M. Volume/ Capacity	Level of Service
Broadway/G Street	0.30	A	0.48	A	0.54	A
Broadway/H Street	0.55	A	0.91	E	0.94	E
Broadway/I Street	0.26	A	0.57	A	0.44	A
Broadway/J Street	0.28	A	0.45	A	0.53	A
5th Avenue/G Street	0.28	A	0.47	A	0.58	A
5th Avenue/H Street	0.35	A	0.46	A	0.49	A
5th Avenue/I Street	0.36	A	0.51	A	0.54	A
5th Avenue/J Street	0.46	A	0.61	B	0.80	C
4th Avenue/G Street	0.29	A	0.45	A	0.52	A
4th Avenue/H Street	0.65	B	0.89	D	0.82	D
4th Avenue/I Street	0.40	A	0.54	A	0.35	A
4th Avenue/J Street	0.53	A	0.50	A	0.70	B
3rd Avenue/H Street	0.53	A	0.82	D	0.73	C
3rd Avenue/I Street	0.40	A	0.41	A	0.38	A

Source: Donald Frischer and Associates, 1986

Potential Impacts

o Methodology

The traffic analysis of cumulative future traffic volumes at the 14 critical intersection, involved a 4-step analysis.

1. The amount of through traffic on 5th Avenue between H Street and I Street was determined and the through traffic was redistributed to nearby streets to reflect the vacation of 5th Avenue.
2. Trip generation rates were applied to the 141,400 square feet of G.L.A. expansion and distributed to the potential street system (with 5th Avenue vacated) incorporating the estimated travel patterns.
3. Trips generated by the Chula Vista Bayfront Project were distributed to the street system and a growth factor was applied to the current traffic volumes to reflect other potential developments in the project area. The Bayfront Project involves the multiple use of approximately 850 acres for commercial, residential industrial park, and recreational uses and is significantly larger in scope than the proposed project.
4. The distribution of trips from all three of the above steps were added together to arrive at the cumulative future traffic volumes.

A license plate survey of cars currently utilizing 5th Avenue between H and I Streets was conducted to determine the percentage of "through" trips. The percentage of "through" trips is shown in Table 2. As shown in Table 2, throughout the day the majority of trips on 5th Avenue are considered to be "through" trips.

TABLE 2

ESTIMATED THROUGH TRAFFIC ON 5TH AVENUE

Direction	Morning Peak Hour	Midday Peak Hour	Afternoon Peak Hour
Southbound entering at H Street			
Total number of vehicles	300	545	560
Number of through vehicles	265	290	345
Percentage of through vehicles	80%	53%	62%
Northbound entering at I Street			
Total number of vehicles	280	460	420
Number of through vehicles	240	265	310
Percentage of through vehicles	85%	58%	74%

Source: Donald Frischer and Associates, 1986

o Impacts

The proposed project would result in direct increased traffic on several streets in the study area from the diversion of traffic from the vacated 5th Avenue between H and I Streets. The distribution of the through traffic now using that block of 5th Avenue, as determined by the license plate survey, was distributed to either Broadway or 4th Avenue based on current traffic count data and travel patterns. It was assumed that 50 percent of the through traffic would divert onto Broadway and onto 4th Avenue before reaching H Street from the north or I Street from the south. The remaining 50 percent of the "through" trips were assumed to not divert to Broadway or 4th Avenue until reaching the shopping center at H Street or I Street. The estimated peak hour "through" trips diverted to surrounding streets range from 265-345 for southbound trips and from 240-310 for northbound trips, depending on the particular peak hour.

In order to forecast the increase in traffic generated by the expansion of the shopping center, trip generation rates were applied to the existing traffic counts for the center. Because convenience stores, such as Vons Market and Sav-On Drugs Inc., generate more trips per 1,000 square feet than do stores in a regional shopping center, those trips associated with the convenience stores were separated from the GLA of the mall stores. Table 3 illustrates the forecasted net increase in shopping center traffic with the expansion of 138,900 square feet of GLA. (It should be noted that the traffic analysis was based on the initial projected mall expansion of 138,900 square feet of GLA and the current site plans calls for 141,400 square feet of GLA expansion. This difference of 2,500 square feet does not significantly affect the conclusions of traffic analysis.) The traffic forecast excluded the morning peak hour since all of the study intersections are operating at LOS B or better during the morning peak hour and most of the retail shops do not open until after the morning peak hour. As shown in Table 3 a net increase of approximately 4,200 daily trips would be associated with the mall expansion.

The additional 4,200 trips generated by the mall expansion was distributed to the future-street system, with 5th Avenue vacated between H and I Streets, incorporating the estimated travel patterns patterns in Table 4.

TABLE 3
ESTIMATED TOWN CENTRE II TRAFFIC GENERATION
AVERAGE WEEKDAY TRAFFIC

Time Period	Description	Existing Traffic (Vehicle Trips)	Future Traffic (Vehicle Trips)	Net Increase (Vehicle Trips)
24-hour Total	Vons and Sav-On	5,900	5,900	0
	Regional Shopping Center	<u>32,900</u>	<u>37,100</u>	<u>4,200</u>
TOTAL		38,800	43,000	4,200
11:30 a.m. to 12:30 p.m.	Vons and Sav-On	310	310	0
	Regional Shopping Center	<u>3,485</u>	<u>3,940</u>	<u>455</u>
TOTAL		3,795	4,250	455
4:00 p.m. to 5:00 p.m.	Vons and Sav-On	580	580	0
	Regional Shopping Center	<u>2,870</u>	<u>3,250</u>	<u>380</u>
TOTAL		3,450	3,830	380

Source: Donald Frischer and Associates, 1986

TABLE 4
 Estimated Traffic Distribution
 After Shopping Center Expansion

Origins	Percentage of Expansion Traffic
Eastbound on G Street	--
Westbound on G Street	3.0
Eastbound on H Street	20.0
Westbound on H Street	12.0
Eastbound on I Street	--
Westbound on I Street	2.0
Eastbound on J Street	14.0
Westbound on J Street	3.0
Northbound on Broadway	8.5
Southbound on Broadway	8.5
Northbound on 5th Avenue	4.0
Southbound on 5th Avenue	4.0
Northbound on 4th Avenue	7.5
Southbound on 4th Avenue	7.5
Northbound on 3rd Avenue	3.0
Southbound on 3rd Avenue	3.0
	100.0
-- Less than one percent	

Source: Donald Frischer and Associates, 1986

Total cumulative future traffic volumes were calculated consisting of the current traffic, the through traffic diverted from 5th Avenue, the additional traffic generated by the shopping center expansion, the traffic generated by other known future developments in the vicinity of the study area, and a 3 percent per year growth factor for 1.25 years for other unknown future developments. The Chula Vista Bayfront Project is the only known development in the vicinity of the project site that is considered to significantly impact the future street system; therefore, trip distribution for the Bayfront Project conducted by Urban Systems Associates in 1986 was included in the traffic forecast for this project. The results of the ICU analysis under future conditions with the proposed project for the 14 critical intersections are listed in Table 5.

Table 6 presents a comparison of levels of service at the key intersections analyzed in the Frischer study both with and without the proposed project. It should be noted that the "with project" levels of service include both the proposed project and anticipated future developments in the project area. As shown on Table 6,

TABLE 5
FUTURE INTERSECTION VOLUME/CAPACITY RATIOS AND LEVELS OF SERVICE
WITHOUT MITIGATION

INTERSECTION	MIDDAY PEAK HOUR 11:30 A.M. TO 12:30 P.M.		AFTERNOON PEAK HOUR 4:00 P.M. TO 5:00 P.M.	
	Volume/Capacity	Level of Service	Volume/Capacity	Level of Service
Broadway/G Street	0.51	A	0.58	A
Broadway/H Street	1.05	F	1.08	F
Broadway/I Street	0.63	B	0.49	A
Broadway/J Street	0.50	A	0.60	A
5th Avenue/G Street	0.43	A	0.55	A
5th Avenue/H Street	0.47	A	0.48	A
5th Avenue/I Street	0.47	A	0.48	A
5th Avenue/J Street	0.56	A	0.72	C
4th Avenue/G Street	0.49	A	0.57	A
4th Avenue/H Street	0.96	E	0.96	E
4th Avenue/I Street	0.64	B	0.44	A
4th Avenue/J Street	0.57	A	0.77	C
3rd Avenue/H Street	0.87	D	0.77	C
3rd Avenue/I Street	0.42	A	0.40	A

Source: Donald Frischer and Associates, 1986

implementation of the proposed project, including the closure of 5th Avenue, would affect the Level of Service at 4 intersections in the vicinity of the project site. These four intersections include the following: Broadway/H Street - reduction in Level of Service from E to F during both the midday and p.m. peak hours; Broadway/I Street - reduction in Level of Service from A to B during the midday peak hour; 4th Avenue/H Street -reduction in Level of Service from D to E during both the midday and p.m. peak hours; 4th Avenue/J Street -- reduction in Level of Service from B to C during the p.m. peak hour.

TABLE 6

LEVEL OF SERVICE COMPARISON
EXISTING CONDITIONS VS. FUTURE CONDITIONS PLUS PROJECT

Intersection	Midday Peak		PM Peak	
	Existing w/o Project	Future w/Project	Existing w/o Project	Future w/Project
Broadway/G Street	A	A	A	A
Broadway/H Street	E	F	E	F
Broadway/I Street	A	B	A	A
Broadway/J Street	A	A	A	A
5th Avenue/G Street	A	A	A	A
5th Avenue/H Street	A	A	A	A
5th Avenue/I Street	A	A	A	A
5th Avenue/J Street	B	A	C	C
4th Avenue/G Street	A	A	A	A
4th Avenue/H Street	D	E	D	E
4th Avenue/I Street	A	B	A	A
4th Avenue/J Street	A	A	B	C
3rd Avenue/H Street	D	D	C	C
3rd Avenue/I Street	A	A	A	A

Analysis of Significance

Implementation of the proposed project would increase the number of trips on the streets located within the project area, most notably Broadway, H Street, I Street and 4th Avenue. The increased cumulative traffic volumes would result in a significant reduction in the level of service at the Broadway/H Street intersection from Level of Service E to a Level of Service F, exceeding the roadway capacity. The 4th Avenue/H Street intersection would worsen from Level of Service D to Level of Service E with project implementation. These are regarded as significant environmental impacts associated with traffic. The reductions in Level of Service at the Broadway/I Street and 4th Avenue/J Street intersections are not considered to result in significant impacts. These two intersections would remain at LOS C or better.

Mitigation Measures

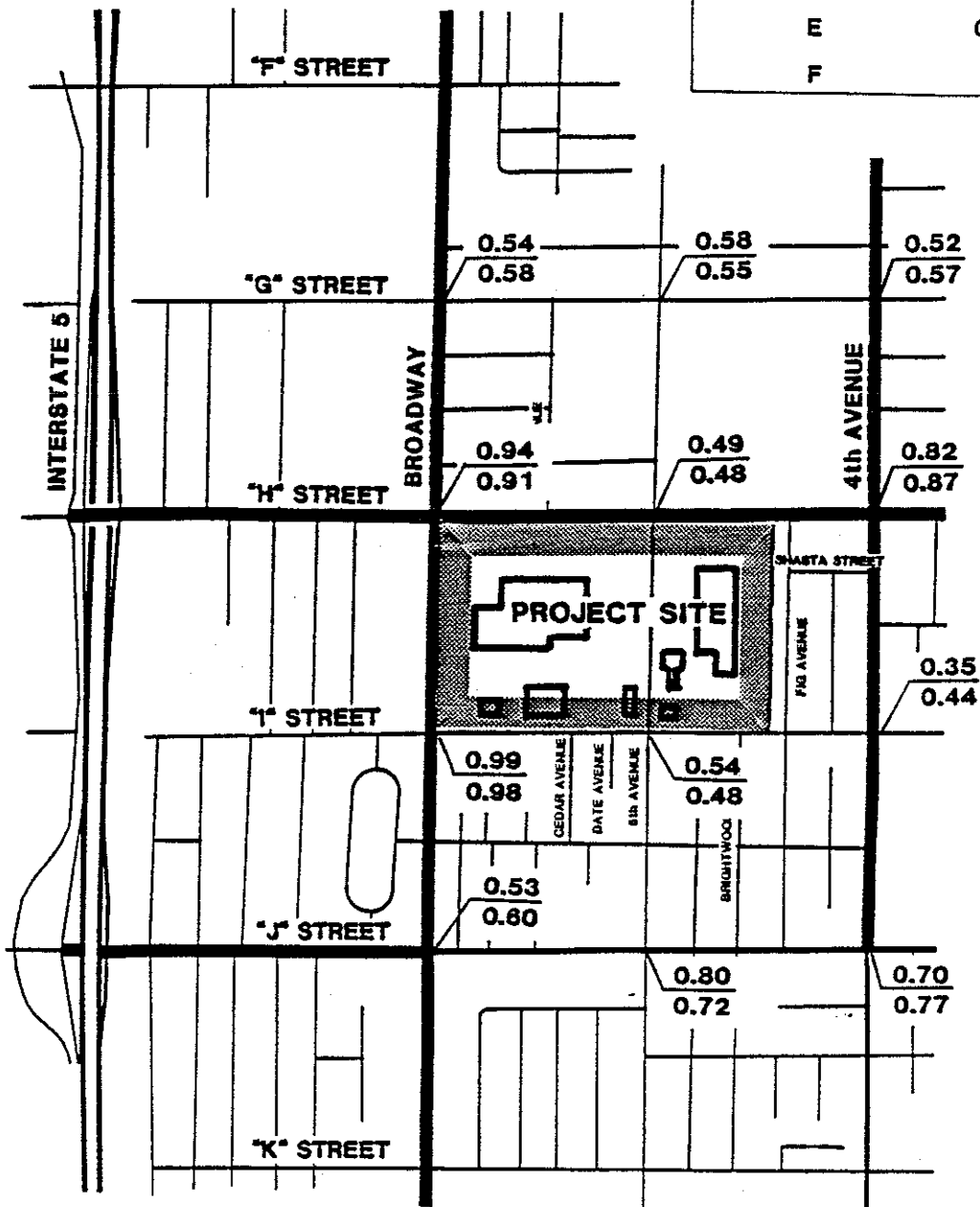
The following measures are proposed by the applicant and recommended by the Frischer study to mitigate potential traffic impacts associated with the proposed project. With implementation of these measures, potential traffic impacts associated with the project would be fully mitigated. One intersection, Broadway/H Street, would continue to operate at LOS E during the p.m. peak hour even with implementation of the proposed mitigation measures. The LOS E at this intersection would occur with or without the proposed project and is the result of general development in the area, not directly the result of implementation of the proposed project. The intersection's volume/capacity ratio during the p.m. peak hour would improve from 0.94 to 0.91 with implementation of the project and the proposed mitigation measures. Mitigation measures proposed by the project would actually improve the Level of Service at this intersection from E to D during the midday peak hour. Figure 6 illustrates existing and projected levels of service at key intersections with implementation of the proposed mitigation measures. Figures 7, 8, 9, 10 and 11 illustrate proposed road configurations with implementation of the proposed mitigation measures.

Legend

XX - Existing V/C Ratio - PM Peak Hour
YY - Projected V/C Ratio with Mitigation - PM Peak Hour

LOS/VC Relationships

Level of Service Designation	Volume/Capacity (V/C Ratio)
A	< 0.59
B	0.60 - 0.69
C	0.70 - 0.79
D	0.80 - 0.89
E	0.90 - 0.99
F	> 1.0

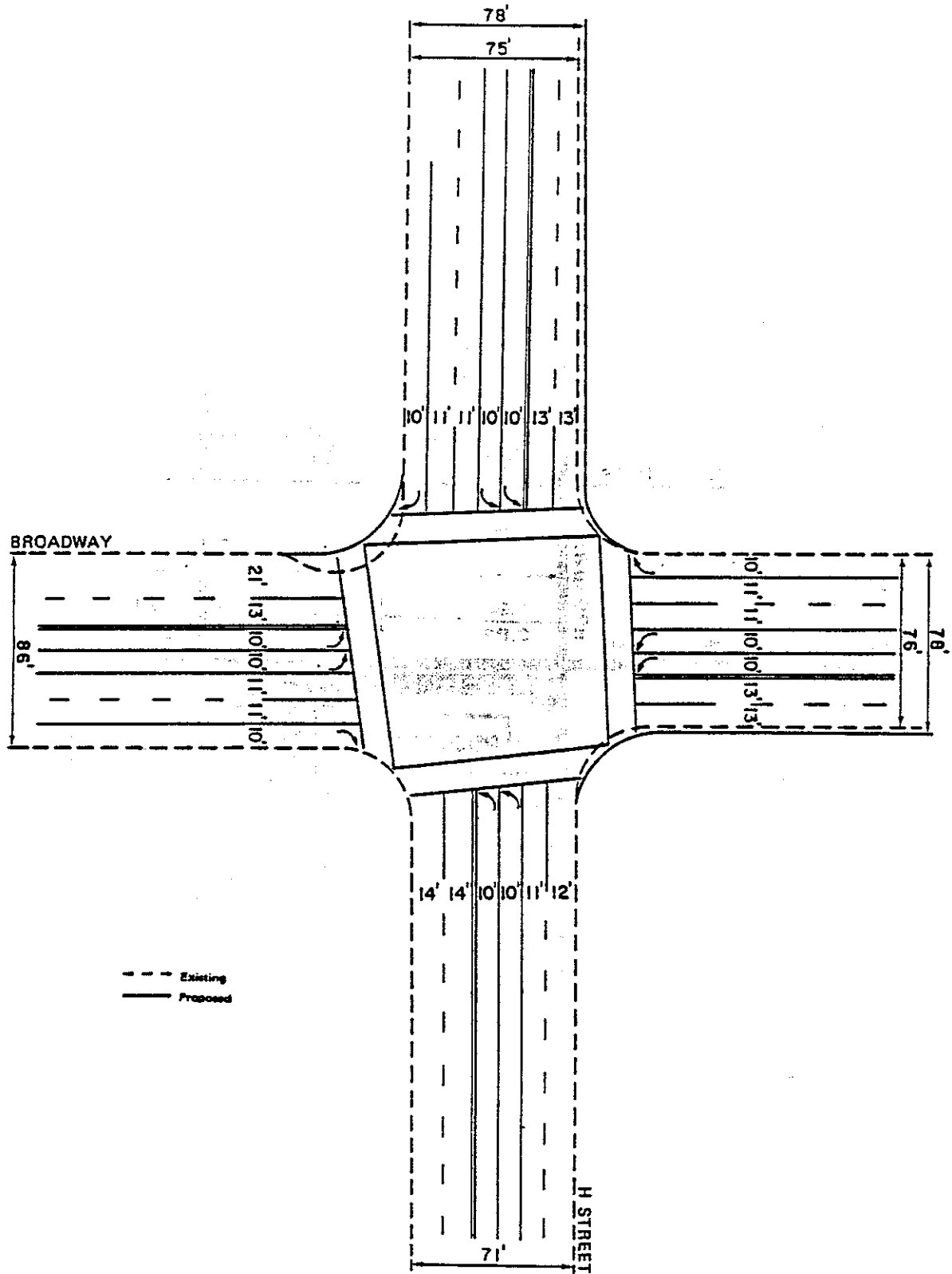


No Scale

Figure 6

6

Existing and Projected Levels of Service at Key Intersections



No Scale

Figure
7

Proposed Mitigation Broadway & "H" Street

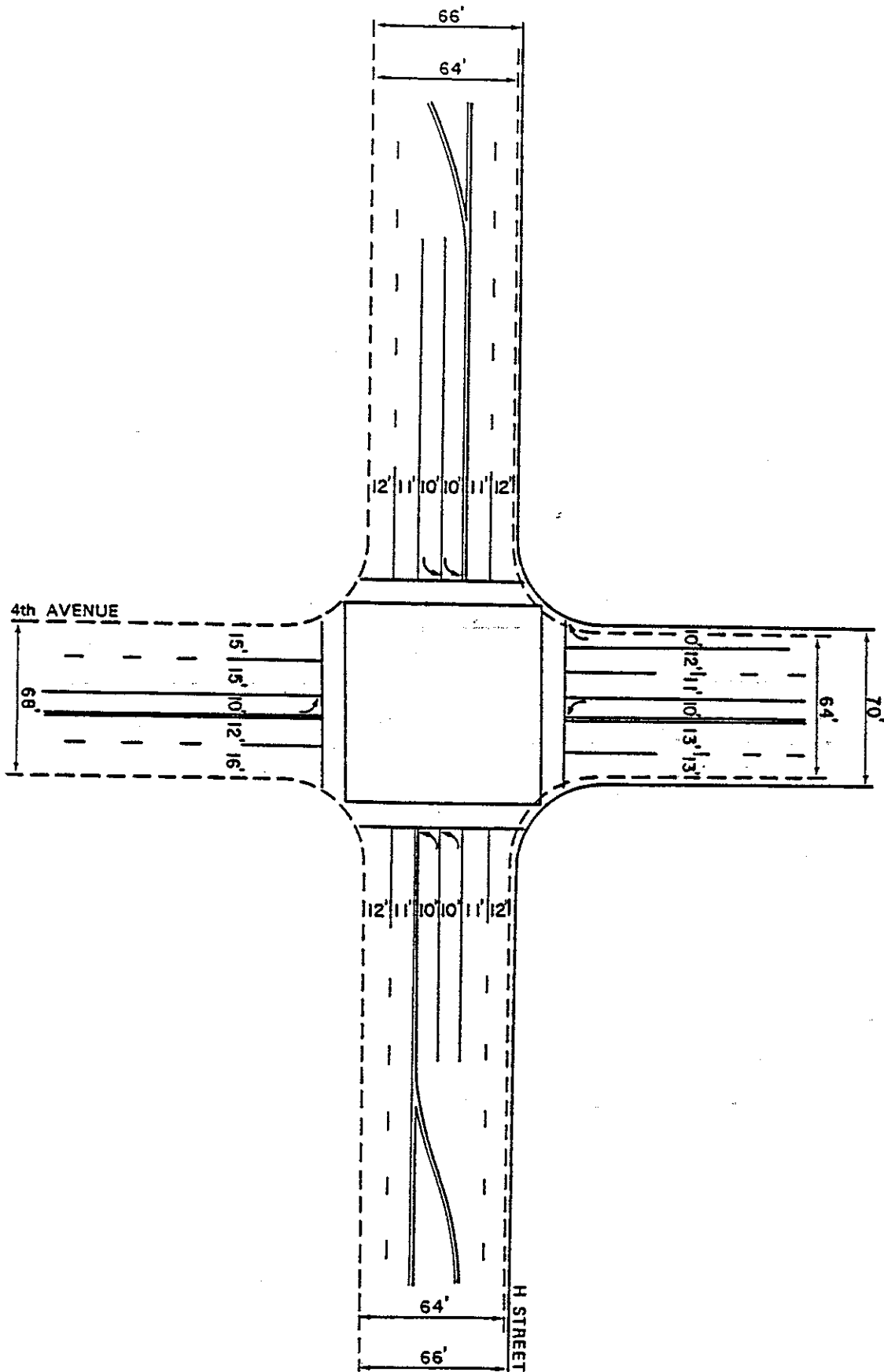
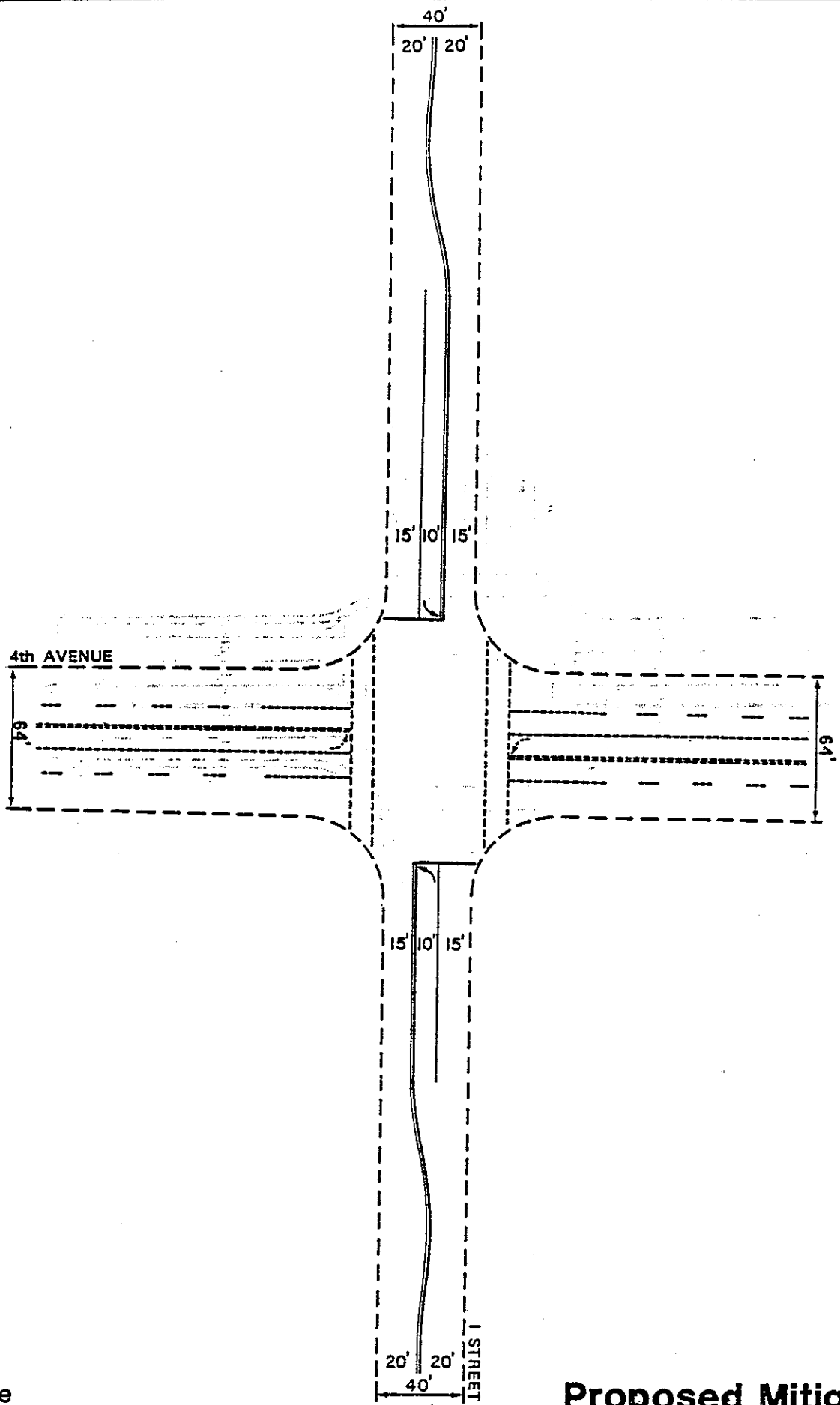


Figure
8

**Proposed Mitigation
4th Avenue & "H" Street**

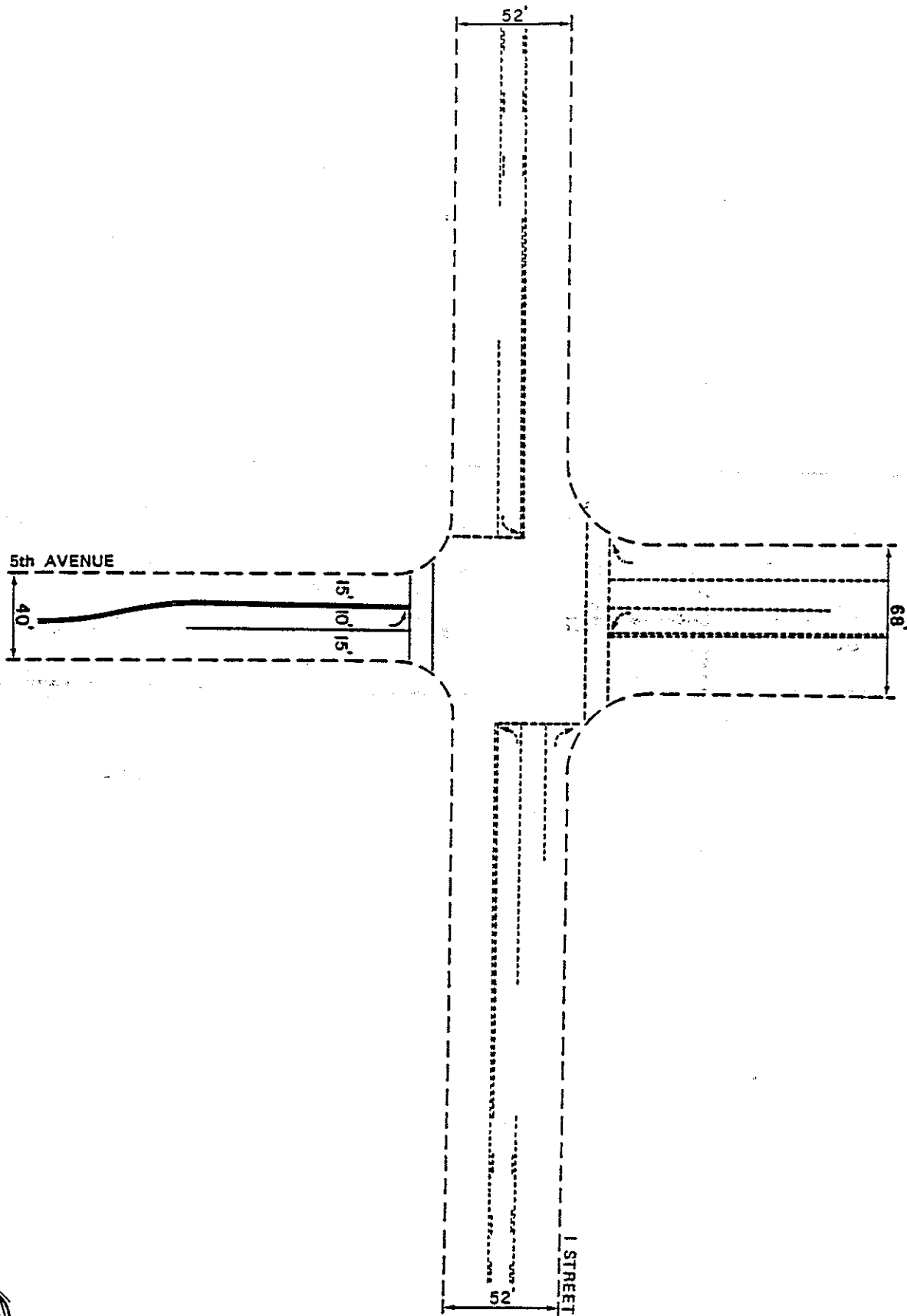


No Scale

Figure
9

Proposed Mitigation

"I" Street East & West of 4th Avenue



No Scale

Figure
10

Proposed Mitigation
5th Avenue South of "I" Street

"H" Street

Fig Avenue Dedicated
per Map No. 3342

AREA TO BE
VACATED

N 18°44'15"W
2.00'

N 7°15'45"E
50.00'
S 71°15'45"W
50.00'

S 18°44'15"E

N.W. Corner - Lot 8

41.92'

2.00'

R=18.00'

LOT 8

LOT 9

VAL HALLA

MAP NO. 3342

LOT 1

Fig Avenue

Shasta Street



No Scale

Source : Pountney & Associates

Figure
11

Proposed Mitigation

Broadway/H Street

- o Widen the H Street eastbound approach on the north side by three feet and restripe for two left-turn lanes, two straight-movement lanes, and one right-turn lane.
- o Widen the Broadway southbound approach on the east side by two feet to accommodate two left-turn lanes, two straight-movement lanes, and a right-turn lane.
- o Restripe the westbound approach on H Street to two left-turn lanes, one straight-movement lane, and one optional straight-movement or right-turn lane.
- o Restripe the Broadway northbound approach to two left-turn lanes, two straight-movement lanes, and a right-turn lane.

4th Avenue/H Street

- o Widen the eastbound and westbound approaches on H Street by two feet on the north side to accommodate two left-turn lanes, one straight-movement lane, and one-optional straight or right-turn lane for both approaches.
- o Widen the 4th Avenue southbound approach by three feet on each side of the street and restripe to one left-turn lane, two straight-movement lanes, and one right-turn lane.
- o Restripe the northbound approach on 4th Avenue to one left-turn lane, one straight-movement lane, and one optional straight or right-turn lane.

In addition, the traffic study proposes the following mitigation measures to improve left turning movements at two intersections with I Street. Currently, the intersections of 4th Avenue/I Street and 5th Avenue/I Street have one-lane approaches (the east and west legs of I Street at 4th Avenue, the south leg of 5th Avenue at I Street). Considering the estimated volumes of the future left-turning movements, it would be appropriate to have two lanes on each approach to the traffic signal to separate left-turning movements from straight and right-turning movements.

4th Avenue/I Street

- o Restripe the eastbound and westbound approaches to one left-turn lane and one optional straight or right-turn lane.
- o Prohibit parking on the eastbound and westbound approaches.

5th Avenue/I Street

- o Restripe the northbound approach on 5th Avenue to one left-turn lane and optional straight or right-turn lane.
- o Prohibit parking on the northbound approach.

Additionally, to discourage motorists from driving on Fig Avenue as a bypass after the vacation of 5th Avenue, the traffic consultant recommends that Fig Avenue be closed just north of Shasta Street, and motorists should be diverted eastward onto Shasta Street. The portion of Fig Avenue north of Shasta Street would then become a private driveway for the developments located at the southeastern and southwestern corners of the intersection of Fig Avenue and H Street. The closure of Fig Avenue to through traffic is considered to result in a beneficial effect on discouraging through traffic on this quiet residential street. With that change, the integrity of the residential neighborhood would be preserved.

3.2 NOISE ANALYSIS

A noise analysis was completed for the proposed expansion of the Chula Vista Shopping Center by San Diego Acoustics, Incorporated. The full report is included in Appendix B of this report and is summarized below.

The noise study was conducted to show the change in community noise levels which are likely to result from implementation of the proposed modifications to the Town Centre II Shopping Center. Noise levels were measured along sensitive residential streets affected by the Center. The change in future noise levels was calculated and compared to Chula Vista noise standards.

The modifications to the Center are essentially internal and by themselves will not result in additional noise generated by the Center. However, an increase in shoppers will result in more automobile traffic on adjacent streets. In addition, the modification plan proposes to close Fifth Avenue, between H and I Streets, which will also modify adjacent street traffic. The latter effects were the subject of the noise study.

Existing Conditions

o Existing Ambient Noise Levels

Existing noise conditions were established through noise measurements made at four localitons representative of the residential areas adjacent to, or affected by the Center. The measurement locations were:

- 1) I Street, west of Fifth Avenue
- 2) I Street, east of Fifth Avenue
- 3) Fourth Avenue, north of I Street
- 4) Back of Fig Street residences abutting the Center.

Noise levels were measured at two separate time periods, 1:30 to 2:45 PM and 4:00 to 5:15 PM. Vehicles passing in both directions were counted during the measurement periods so that correlation could be achieved between the

noise levels and the number of vehicles. Measurements were made on Tuesday, December 9, 1986. The results of the noise monitoring are presented in Table 7. As shown in Table 7, existing ambient noise levels in the study area range from 56-67 dB(A).

TABLE 7

Measured Noise Levels (dB(A)) and Associated Traffic

Location	Time Period I 1:30 PM - 2:45 PM L_{eq} /Veh per Hr	Time Period 2 4:00 PM - 5:15 PM L_{eq} /Veh per Hr
I St W of 5th	65/696	67/726
I St E of 5th	67/840	66/750
4th Ave N of I	67/1518	67/1470
Res/Park Lot	56/ -	63/ -

o Regulatory Framework

There is no specific criteria for traffic noise in the City of Chula Vista. The Chula Vista Performance Standards and Noise Control, Chapter 19.66, provides limits that one neighbor may inflict upon another. The Noise Element of the General Plan notes that the State limits noise along major roadways to 65 L_{dn} . However, no distance is associated with that level and many areas within Chula Vista (as well as San Diego) currently receive traffic levels in excess of 65 L_{dn} . As no other noise value is pertinent, the change in the location of the 65 L_{dn} contour along the adjacent residential streets was established as the primary criterion upon which to evaluate potential noise impacts.

Potential Impacts

The most recent (10-27-82 and 5-24-83) traffic distributions along I Street and Fourth Avenue were obtained from the Chula Vista Traffic Engineering Department. Existing noise data information was obtained from actual field measurements.

Future traffic values were obtained from the report, "Traffic Engineering Study Chula Vista Shopping Center" 8-18-86 by Donald Frischer & Associates. The report notes that the modified Center will attract an increase of 4,200 daily trips. Of these trips, 7.5% are expected to turn north on Fourth Avenue, with a similar amount turning south on Fourth Avenue. Two percent of the new trips are expected to travel westbound on I Street, with a negligible amount traveling eastbound on I Street. These increases amount to 315 and 84 daiy trips which are negligible considering the current volumes carried.

The most significant factor which will modify the noise along I Street and Fourth Avenue will be the closing of Fifth Avenue between I and H Streets. The traffic study indicates that there will be an approximate split of Fifth Avenue traffic along I Street, east and west. This closing will add 3,750 trips in either direction along I Street and along Fourth Avenue between H and I Streets. (It was assumed that all of the added I Street traffic would turn on Fourth in an effort to go back to Fifth Avenue.) Based on this anticipated trip distribution it was determined that the projected trip increases associated with shopping center expansion and closure of 5th Avenue would increase noise levels on the affected roadways by 1-1.5 dB(A).

The projected 1-1.5 dB(A) increase was utilized to determine changes in the location of the $65L_{dn}$ contours along the affected roadways associated with project implementation. The effect of the increased traffic on existing ambient noise conditions was calculated and the locations of the $65 L_{dn}$ contours were identified. The current and future locations are noted in Table 8. Since the projected noise increase along these roadways would be within 1-1.5 dB(A), no significant impacts are anticipated.

TABLE 8
Location of 65 L_{dn} Noise Level Contours
(Present and Future) As A Result of Shopping Center Modifications.
 (Distance of contour to center of street - Feet)

Street/Avenue	Existing Conditions	Future Conditions Plus Project
I west of Fifth	37	52
I east of Fifth	33	47
Fourth south of H	39	50

The residences along Fig Street, which back onto the Sears parking lot have current levels of 56 and 63 L_{eq} on the parking lot side of a nine foot high block wall. The expected increase in future Center trips is about 11%. If the traffic in this area of the parking lot increases by 11%, the increase in noise level at this point will be .4 dB. As the reduction over this 9 foot wall is 12 to 15 dB, the current levels in the backyards of the homes are estimated to be 41 to 48 L_{eq}. The estimated 0.4 dB(A) increase associated with the project would not significantly affect these residences. Noise levels for residences that have a common boundary with the shopping center are therefore currently within the City's performance standards and would remain so with implementation of the proposed project.

Analysis of Significance

No significant increases in noise levels for sensitive receptors would be associated with implementation of the proposed project including both redistribution of trips in conjunction with the closure of 5th Avenue and addition of trips generated as a result of the shopping center expansion. No significant noise impacts are anticipated.

Mitigation Measures

Since no significant noise impacts will result with the expansion of the mall, no mitigating measures are required to meet the Chula Vista noise standards.

3.3 AIR QUALITY

Existing Conditions

The Chula Vista Town Centre II Shopping Center is located within the San Diego Air Basin. The San Diego Air Pollution Control District (SDAPCD) is the regulatory agency responsible for air quality monitoring, planning and enforcement. SDAPCD maintains an air pollution monitoring station which is located approximately 1.5 miles east of the Chula Vista Town Centre II Shopping Center. Measurements from the Chula Vista monitoring station are compared with Federal and State Air Quality Standards which have been established in order to protect public health and welfare. The State of California has established Ambient Air Quality Standards (AAQS) which reflect levels of air quality considered safe. In 1971 National AAQS were established for six pollutants. The attainment deadline for national AAQS in San Diego County was set for 1987. The State AAQS are considerably different from the national clean air standards as can be seen in the following table (Table 9).

The following is a general description of climatic conditions that exist in the project vicinity. Chula Vista is located within the coastal physiographic region of Southern San Diego County. The coastal area has moderate temperatures with a very small temperature range. For example, in Chula Vista the mean temperature ranges from approximately 52 degrees in January to approximately 68 degrees in August. Winds are generally light and variable in direction with the exception of persistent westerly winds during summer afternoons. Relative humidity averages from 50 to 70 percent during the fall and winter months, and from 60 to 80 percent in the summer (University of California Agricultural Extension Service, 1970).

The air monitoring station closest to the project site is located at 80 East J Street in Chula Vista. Data collected from this station reveals that the federal ozone standard was exceeded on four days in 1985. The Chula Vista monitoring station has also recorded annual averages for nitrogen dioxide, sulfur dioxide and total suspended particulates. None of these pollutants exceeded federal standards at the Chula Vista monitoring station during 1985.

Table 9

AMBIENT AIR QUALITY STANDARDS (CARB FACT SHEET 38, 1/84)

Pollutant	Averaging Time	California Standards		National Standards			
		Concentration	Method	Primary	Secondary	Method	
Oxidant	1 hour	0.10 ppm (200 ug/m ³)	Ultraviolet Photometry	—	—	—	
Ozone	1 hour	—	—	0.12 ppm (235 ug/m ³)	Same as Primary Standard	Ethylene Chemiluminescence	
Carbon Monoxide	8 hour	9.0 ppm (10 mg/m ³)	Non-Dispersive Infrared Spectroscopy (NDIR)	10 mg/m ³ (9 ppm)	Same as Primary Standards	Non-Dispersive Infrared Spectroscopy (NDIR)	
	1 hour	20 ppm (23 mg/m ³)		40 mg/m ³ (35 ppm)			
Nitrogen Dioxide	Annual Average	—	Gas Phase Chemilumi- nescence	100 ug/m ³ (0.05 ppm)	Same as Primary Standard	Gas Phase Chemiluminescence	
	1 hour	0.25 ppm (470 ug/m ³)		—			
Sulfur Dioxide	Annual Average	—	Ultraviolet Fluorescence	80 ug/m ³ (0.03 ppm)	—	Pararosaniline	
	24 hour	0.05 ppm (131 ug/m ³)		385 ug/m ³ (0.14 ppm)			
	3 hour	—		—			1300 ug/m ³ (0.5 ppm)
	1 hour	0.5 ppm (1310 ug/m ³)		—			—
Suspended Particulate Matter (PM ₁₀)	Annual Geometric Mean	30 ug/m ³	PM ₁₀	—	—	—	
	24 hour	50 ug/m ³		—			
Suspended Particulate Matter	Annual Geometric Mean	—	—	75 ug/m ³	60 ug/m ³	High Volume Sampling	
	24 hour	—		260 ug/m ³			150 ug/m ³
Sulfates	24 hour	25 ug/m ³	Turbidimetric Barium Sulfate	—	—	—	
Lead	30 day Average	1.5 ug/m ³	Atomic Absorption	—	—	—	
	Calendar Quarter	—	—	1.5 ug/m ³	Same as Pri- mary Standard	Atomic Absorption	
Hydrogen Sulfide	1 hour	0.03 ppm (42 ug/m ³)	Cadmium Hydrox- ide STRactan	—	—	—	
Vinyl Chloride (Chloroethene)	24 hour	0.010 ppm (26 ug/m ³)	Tedlar Bag Collection, Gas Chromatography	—	—	—	
Visibility Reducing Particles	1 observation	In sufficient amount to reduce the prevailing visibility to less than 10 miles when the relative humidity is less than 70%		—	—	—	

Potential Impacts

Potential air quality impacts associated with the proposed project must be evaluated in the context of regional air quality strategies and overall State plans for attainment of air quality objectives. The project is consistent with the Town Center II Redevelopment plan which was considered when the State Implementation Plan (SIP) was written. Air emissions associated with redevelopment of the shopping center have therefore already been considered in regional and state air quality plans and the proposed shopping center expansion is considered to be consistent with the SIP.

Another potential air quality impact could result from congestion that may occur at two intersections near the shopping center. According to the traffic study, the intersection of Broadway and H Street as well as the intersection of 4th Avenue and H Street would operate below level of service (LOS) C. The intersection of Broadway and H Street is currently operating at LOS E, cumulative future traffic including the proposed project would lower this to LOS F; however, the proposed mitigation would bring the LOS up to D at mid-day peak hour and LOS E at p.m. peak hour. The intersection of 4th Avenue and H Street is currently operating at LOS D. The proposed project would lower the LOS to E, however with the proposed mitigation measure the LOS will be brought back up to D. Such congestion could result in a build-up of carbon monoxide at these two intersections; however, congestion impacts would not be greater than those occurring under existing conditions with mitigation as proposed by the traffic consultant. Since there will be no net decrease in the intersection's LOS, no significant air quality impacts, when compared with existing conditions, are anticipated.

There would be a minimal increase in automobile emissions as a result of the additional trips that would be generated by the project. As can be seen in the traffic analysis (Section 3.1) there will be an increase of 4,200 vehicle trips per day. This reflects only a 10 percent increase over existing traffic volumes.

The following tables, Tables 10, 11 and 12 show daily auto emissions which would result from the trips generated by the expansion of the project. Calculations were

made for reactive organic emissions, carbon monoxide and nitrogen oxide emissions using three different conditions: hot stabilized, cold start and hot soak. It should be noted that the hot soak condition is only applicable to reactive organics. The California Air Resources Board (ARB) EMFACFC computer model was used to calculate emission rates. The emission factor computer runs are included as Appendix C to this report. The calculations of emissions were computed using the following vehicle mix: 75% light duty automobiles (LDA), 15% light duty trucks (LDT), 5% medium duty trucks (MDT), 2% heavy duty gasoline trucks (HDG), 2% heavy duty diesel trucks (HDD), 1% motorcycle (MCY). The average trip length was estimated at 5 miles and in order to present a worst case analysis, an average speed of 15 miles per hour was used.

Table 10

WORKSHEET 1: HOT STABILIZED CONDITION FOR ESTIMATING TOTAL ORGANIC GASES

(HYDROCARBONDS), CARBON MONOXIDE AND NITROGEN OXIDE EMISSIONS

(1987 Vehicle Population Mix, Average Speed: 15 mph)

Name of Project: Chula Vista Town Centre II Shopping Center
 Number of Vehicle Trips per Day: 4,200
 Average Miles per Trip: 5

$$\text{VMT} = \frac{4,200 \text{ Vehicle Trips}}{\text{Day}} \times \frac{5 \text{ Miles}}{\text{Trip}} = 21,000$$

Total Organic Gases = $\frac{21,000 \text{ (VMT)}}{\text{Day}} \times \frac{1.88 \text{ Grams}}{\text{Mile}} \times \frac{454 \text{ Grams}}{\text{Pound}} = \frac{2,000 \text{ Pounds}}{\text{Day}} \times \frac{.0434 \text{ Tons}}{\text{Day (Total Organics)}} \times .9038 = \frac{.0392 \text{ Tons}}{\text{Day (Reactive Organics)}}$

(includes Hydrocarbons)

Carbon Monoxide Emissions = $\frac{21,000 \text{ (VMT)}}{\text{Day}} \times \frac{22.08 \text{ Grams}}{\text{Mile}} \times \frac{454 \text{ Grams}}{\text{Pound}} = \frac{2,000 \text{ Pounds}}{\text{Day}} = \frac{.5106 \text{ Tons}}{\text{Day}}$

Nitrogen Oxide Emissions = $\frac{21,000 \text{ (VMT)}}{\text{Day}} \times \frac{1.69 \text{ Grams}}{\text{Mile}} \times \frac{454 \text{ Grams}}{\text{Pound}} = \frac{2,000 \text{ Pounds}}{\text{Day}} = \frac{.039 \text{ Tons}}{\text{Day}}$

Source: EMFAC 7C Computer Model, California Air Resources Board, 1985

Table 11

WORK SHEET 2: COLD START CONDITION FOR ESTIMATING TOTAL ORGANIC (HYDROCARBONS), CARBON MONOXIDE AND NITROGEN OXIDE EMISSIONS

(1987 Vehicle Population Mix, Average Speed: 15 mph)

Name of Project:	Chula Vista Town Centre II Shopping Center
Number of Vehicle Trips per Day:	4,200
Average Miles per Trip:	5

Total Organic Emissions (includes Hydrocarbons)	=	4,200 Trips	X	$\frac{8.614 \text{ Grams}}{\text{Trip}}$		$\frac{454 \text{ Grams}}{\text{Pound}}$	
		$\frac{2,000 \text{ Pounds}}{\text{Ton}}$	=	$\frac{0.0398 \text{ Tons}}{\text{Day (Total Organics)}}$	X	0.9038	=
				$\frac{0.0359 \text{ Tons}}{\text{Day (Reactive Organics)}}$			

Carbon Monoxide Emissions	=	4,200 Trips	X	$\frac{91.641 \text{ Grams}}{\text{Trip}}$		$\frac{454 \text{ Grams}}{\text{Pound}}$	
		$\frac{2,000 \text{ Pounds}}{\text{Ton}}$	=	$\frac{0.4239 \text{ Tons}}{\text{Day}}$			

Nitrogen Oxide Emissions	=	4,200 Trips	X	$\frac{2.824 \text{ Grams}}{\text{Trip}}$		$\frac{454 \text{ Grams}}{\text{Pound}}$	
		$\frac{2,000 \text{ Pounds}}{\text{Ton}}$	=	$\frac{0.0130 \text{ Tons}}{\text{Day}}$			

Source: URBEMIS #1 Computer Model, California Air Resources Board, 1985

Table 12

WORK SHEET 3: TOTAL EMISSIONS FOR ESTIMATING TOTAL ORGANIC
(HYDROCARBONS) EMISSIONS

(1987 Vehicle Population Mix, Average Speed: 15 mph)

Name of Project: Chula Vista Town Centre II Shopping Center
 Number of Vehicle Trips per Day: 4,200

Total Organic Emissions (includes Hydrocarbons)

$$\begin{aligned}
 &= 4,200 \text{ Trips} \times \frac{2.584 \text{ Grams}}{\text{Trip}} = \frac{10,852.88 \text{ Grams}}{\text{Trip}} \\
 &= \frac{454 \text{ Grams}}{\text{Pounds}} = \frac{2,000 \text{ Pounds}}{\text{Ton}} = \frac{0.0119 \text{ Tons}}{\text{Day}} + \\
 &\frac{0.0832 \text{ Tons}}{\text{Day}} \text{ (Hot Stabilized \& Cold Start Emissions)} = \frac{0.951 \text{ Tons}}{\text{Day}} \times \\
 &\frac{365 \text{ Days}}{\text{Year}} = \frac{34.71 \text{ Tons}}{\text{Year}}
 \end{aligned}$$

Total Carbon Moxide Emissions

$$\begin{aligned}
 &= \frac{0.423 \text{ Tons}}{\text{Day}} \text{ (Cold Start)} + \frac{0.5106 \text{ Tons}}{\text{Day}} \text{ (Hot Stabilized)} = \\
 &\frac{0.9336 \text{ Tons}}{\text{Day}}
 \end{aligned}$$

Total Nitrogen Oxide Emissions

$$\begin{aligned}
 &= \frac{0.0130 \text{ Tons}}{\text{Day}} \text{ (Cold Start)} + \frac{0.39 \text{ Tons}}{\text{Day}} \text{ (Hot Stabilized)} = \\
 &\frac{0.52 \text{ Tons}}{\text{Day}}
 \end{aligned}$$

Source: URBEMIS #1 Computer Model, California Air Resources Board, 1985

Analysis of Significance

The proposed project would be consistent with regional air quality strategies and with the State Implementation Plan. No significant air quality impacts are anticipated.

Mitigation Measures

Although no significant air quality impacts would be associated with the proposed expansion of the Chula Vista Shopping Center there are several project features to reduce air pollutant emissions through reduced traffic congestion and encouragement of other modes of transportation. These project features include:

- o Provision of a variety of transportation improvements, as described previously, to reduce traffic congestion.
- o Proximity to residential uses with potential for encouragement of pedestrian access.
- o Cooperation with MTDB to encourage the continuation of transit service in the vicinity of the project site.

3.4 UTILITY RELOCATIONS

Existing Conditions

Existing utility and infrastructure services within the study area are provided by the following agencies: water service - Sweetwater Authority; sewer, storm drains - City of Chula Vista; gas and electricity - San Diego Gas & Electric; telephone - Pacific Telephone. Currently these agencies provide service to the shopping center and surrounding area. A variety of existing utility and infrastructure facilities are currently within the 5th Avenue right-of-way. The locations and configurations of existing utilities are described below and illustrated in Figure 12.

Water

According to City of Chula Vista Improvement Plans and the Sweetwater Authority, the following water mains are located in the vicinity of the project site: an existing 8" water main located in 5th Avenue, connecting to a 12" main in I Street; an 8" main located in H Street; an 8" main in Broadway from I Street to Fifth Avenue; a 6" main in H Street from Broadway to Fifth Avenue; and 8" and 10" mains on-site. The 10" main on-site is the primary source of domestic water and fire flow water for the shopping center. These lines provide water to the existing shopping center and surrounding areas.

Sewer

The primary sewer facility currently serving the shopping center is an 8"-10" sewer line extending across the shopping center parking lot between Broadway and Fig Avenue. At 5th Avenue, this line is connected to an 8" stub located within the 5th Avenue right-of-way. The 5th Avenue stub serves only the shopping center and does not serve adjacent land uses.

Drainage

The primary drainage facility currently serving the shopping center is a 32"-42" reinforced concrete pipe (RCP) which extends across the shopping center parking lot from Broadway to Fig Avenue. An existing 61" X 29" Corrugated Metal Pipe Arch (CMPA) crosses 5th Avenue approximately 250' south of H Street with an inlet for surface drainage from the west. The 50 year storm flow at 5th Avenue is 111 cubic feet per second (CFS).

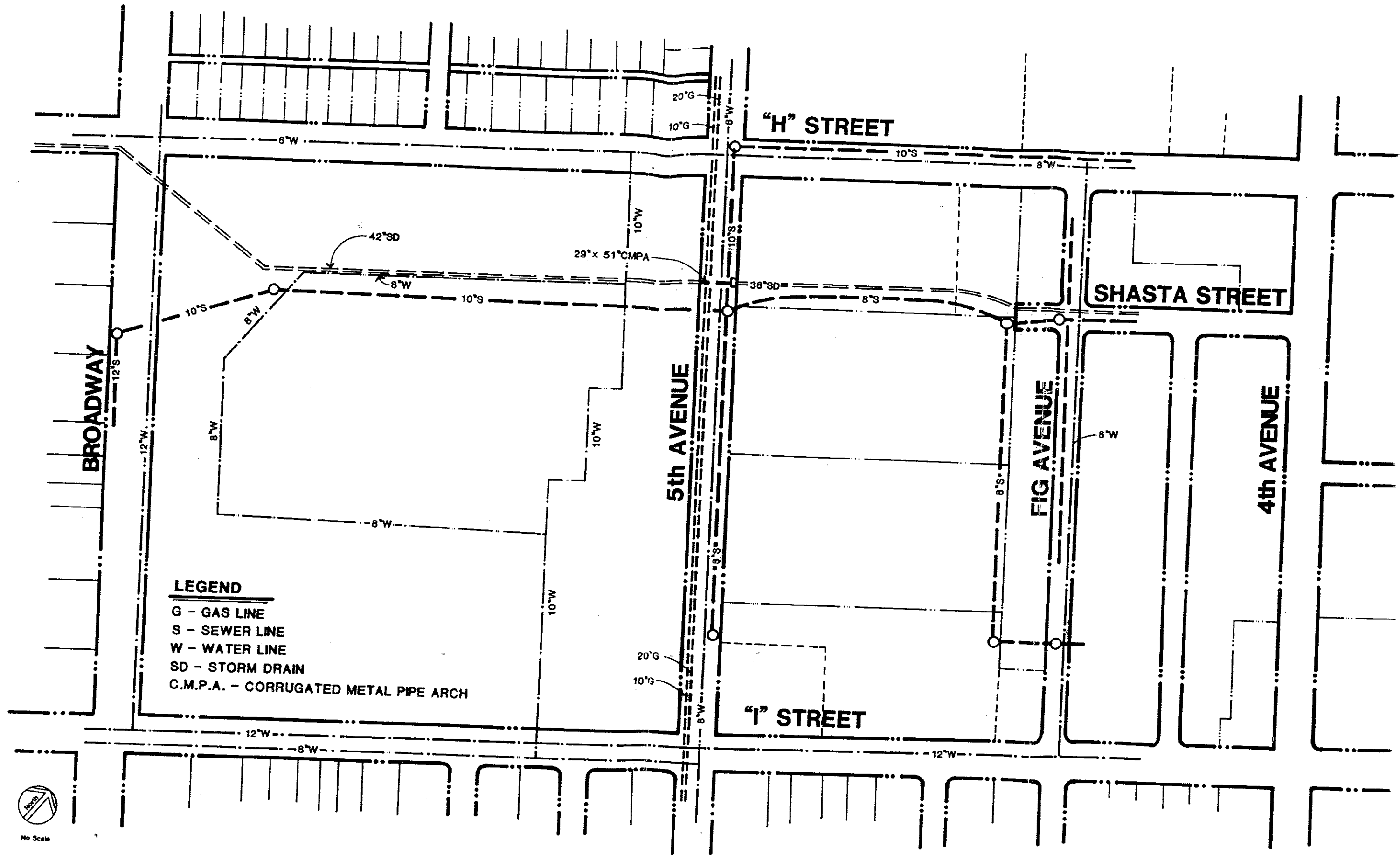


Figure 12

Gas

According to SDG&E, some of the company's most important gas facilities are located within the 5th Avenue right-of-way. These include 10" and 20" high pressure gas mains operating at 400 psi. According to SDG&E, these lines are of regional significance in providing gas service to the South Bay area, primarily due to the recent closure of SDG&E's LNG plant in South Chula Vista. With the closure of the LNG plant, no back-up for gas service to the South Bay area is available. All natural gas to Chula Vista and areas south must therefore pass through the existing gas line in 5th Avenue.

Other Utilities

Standard telephone and electricity lines are also located within the 5th Avenue right-of-way.

Potential Impacts

The primary utility relocations associated with implementation of the proposed project would be the relocation of water and high pressure gas lines currently located in 5th Avenue. Minor reconfiguration of sewer and storm drain facilities, where they cross 5th Avenue, would also be required as would some relocation of telephone and electricity lines. In general, relocation of utility lines to other public rights-of-way would be preferred to provide for future ease of access for maintenance and repair purposes.

Gas

According to SDG&E, in their letter prepared in response to the EIR Notice of Preparation (Appendix D), protection of the high pressure gas mains in 5th Avenue is of paramount concern, given their function in the overall gas distribution system for the South Bay area. SDG&E notes that location of gas lines within a public right-of-way provides the maximum protection from rupture due to excavation activities. According to SDG&E, such protection could not be provided if the gas lines were located in a parking lot or other non-public area. According to SDG&E, relocating the gas lines to a position less safe than currently provided by the 5th Avenue location, could significantly increase the potential for disruption of gas service to large portions of the South Bay area.

The applicant intends to work closely with SDG&E in developing a plan for relocation of the high pressure gas lines. Relocation options currently under consideration include Broadway, Fig Avenue, and a location within the boundaries of the existing Chula Vista Shopping Center.

Water

The existing 8" water main located in 5th Avenue would have to be relocated in conjunction with the closure of 5th Avenue. Relocation of the 8" main to Fig Avenue would require relocating of the water main the shortest distance possible while at the same time maintaining the water line within an existing public right-of-way. A variety of options are available in conjunction with relocating the water main to Fig Avenue including upgrading of the existing 6" line in Fig Avenue to an 8"-10" line or construction of a parallel 8" line in Fig Avenue. A hydraulic network analysis should be conducted by the Sweetwater Authority to determine the most appropriate method of relocating the 8" main, including potential effects on other facilities caused by the relocation and possible reconfiguration of the on-site 8" and 10" lines.

Sewer

The closure of 5th Avenue associated with implementation of the proposed project would likely result in the abandonment of the 8"-10" sewer main in 5th Avenue. Since this sewer main serves only the existing shopping center, which can be served adequately by the existing line traversing the parking lot, no significant impacts associated with the abandonment of the sewer line in 5th Avenue are anticipated.

Drainage

In conjunction with the closure of 5th Avenue, some reconfiguration of the 29"-51" CMPA in 5th Avenue would probably be required. As long as the inlet is maintained to capture surface drainage from the west, no significant impacts are anticipated. It may be desirable to provide an easement in the inlet area to ensure that access can be maintained.

Other Utilities

Relocation of the telephone and electric facilities located within the 5th Avenue right-of-way are anticipated to be standard relocations typical of most new development. Additionally, the proposed project will require the on-site expansion and upgrading of existing fire mains and fire hydrant systems. A hydraulic network analysis would be required to determine the most appropriate methods for expanding and upgrading these facilities.

Analysis of Significance

The closure of 5th Avenue associated with the project would require the relocation of two high pressure gas mains located in 5th Avenue. According to SDG&E, these existing lines serve major portions of the South Bay area and relocation of these lines would have potentially significant impacts. The significance of these impacts would depend upon the ultimate plans for the relocation of the gas mains and their compatibility with SDG&E's operating objectives.

Other utility relocations associated with project implementation would be relatively routine. Although some disruption in service may be anticipated, no significant impacts are anticipated as long as relocation plans are coordinated closely with the appropriate agencies.

Mitigation Measures

A hydraulic network analysis will be conducted by the Sweetwater Authority prior to relocation of any water lines.

According to SDG&E, complete mitigation of potential impacts associated with relocation of the gas lines in 5th Avenue could only occur through a redesign of the project which would permit retention of the lines in 5th Avenue. Such alternative redesigns are presented in the alternatives section of this EIR.

It should also be possible to develop a relocation plan which would be acceptable to SDG&E. Such a relocation plan should be closely coordinated between SDG&E, the City and the applicant.

3.5 FISCAL ANALYSIS

Existing Conditions

Unlike the other environmental analysis areas contained in this section of the report, the fiscal analysis evaluates the fiscal effects of the proposed project in comparison to three of the alternatives to the project.

Purpose of Analysis and Source of Data

The fiscal analysis measures the net impact to the Chula Vista Redevelopment Agency and the City of Chula Vista of the costs and revenues generated by the project and compares the relative net fiscal impact of three project alternatives.

In this analysis, the project is defined as the renovation and expansion of the Chula Vista Shopping Center, and consolidation of the two currently separate Center sites through closure of 5th Avenue. Alternatives to the project are: 1) a similar renovation, expansion and consolidation of the Center, but achieved through the full depression rather than closure of 5th Avenue; 2) a similar renovation and expansion of the Center, but with only a partial depression rather than closure of 5th Avenue; 3) no redevelopment of the Center. For detailed descriptions of the project and development alternatives, see Sections 2.0 and 4.0 of this report.

Information employed in this analysis was obtained from the City of Chula Vista Redevelopment Agency; the City of Chula Vista Finance Department; Community Systems Associates, Inc., redevelopment consultant to the City; and Homart Development Co., the applicant developer for the project. Primary reliance was placed on the following documents: "Statement of Intention of the Redevelopment Agency of the Chula Vista, the City of Chula Vista, and Homart Development Co. Concerning the Development of the City of Chula Vista Shopping Center"; "Town Centre Project No. II, Preliminary Redevelopment Plan (Amended)" and "Town Centre II Redevelopment Project, Preliminary Report to the City Council," both prepared by the Redevelopment Agency and revised October 1986; and "Chula

Vista Shopping Center, Analysis of Development Alternatives," prepared by Homart in November 1986 (revised December 1986) and reviewed by the Redevelopment Agency. The Redevelopment Agency's reports provided the base and current (1986) assessed values of the project properties. Project costs and future sales were estimated by Homart and reviewed by PRC Engineering. Based on that review, PRC Engineering concurs that the unit construction costs cited are generally consistent with local (San Diego) experience. Based on the review, PRC Engineering also concurs that significantly greater costs would be associated with the project alternatives as compared to the proposed project. It should be noted, however, that both project costs and future sales are subject to judgement, since detailed engineering plans have not yet been prepared. In order to check the validity of conclusions regarding financial feasibility, alternative assumptions regarding costs and sales were examined in a series of sensitivity analyses and are documented in this section.

Background and Study Approach

Chula Vista Town Centre II is a joint public/private project, sponsored by the Chula Vista Redevelopment Agency and Homart Development Co. (see "Statement of Intention"). The Redevelopment Agency and Homart have proposed under the California Community Redevelopment Law to utilize tax increment financing to fund a portion of costs necessary to redevelop the Chula Vista Shopping Center. This analysis reviews the fiscal impact of the project under two perspectives. First is the fiscal impact to the Redevelopment Agency utilizing only the property tax increment as initially proposed. Second is the fiscal impact to the City of Chula Vista, including other revenues derived from the project.

The Redevelopment Agency and the City have entered into a Statement of Intention with Homart Development Co., which would be the private developer for the project. The Statement of Intention specifies the manner in which redevelopment costs will be borne by the developer and the Redevelopment Agency. The Statement of Intention states in paragraphs (b) and (d) of Section III that:

- b. Homart will evaluate the Project based on a 13% rate of return on their equity invested in the Project before taxes, and forecast for the third operating year after opening of the Project.

- d. The financial participation by the (City of Chula Vista Redevelopment) Agency must be justified by the needs of the project and be economically feasible in light of the amount of available tax increment, sales tax, and other revenues which will accrue to the Agency from the Project area.

In accordance with these paragraphs, the following steps are used to estimate the fiscal impact of each alternative:

- (1) Estimate total redevelopment cost.

- (2) Estimate net income before taxes.

- (3) Compute the portion of redevelopment cost to be funded by the developer, based on net income before taxes.

- (4) Compute the portion of redevelopment cost to be funded through bonds issued by the Redevelopment Agency.

- (5) Estimate increases in revenues which are available to the Redevelopment Agency and/or the City to service interest and retirement of bonds.

- (6) Estimate any other revenues and costs generated or derived from the project.

The focus of this analysis is on the net present value of project costs and revenues over a 20-year time horizon, from 1987 through 2006. This selected time horizon coincides with the life of the bonds proposed to be issued by the Redevelopment Agency to offset project costs and, concomitantly, the City's debt obligation. By applying the net present value calculation, the total fiscal impact of the annual stream of costs and revenues to the City over the 20-year period are measured relative to other comparable investments. In

short, the calculation measures if the dollars the City expends on the project would reap higher financial gains for the City if applied elsewhere.

For consistency with the Statement of Intention, this study also assesses the status of the redeveloped project during its third year of operation. The proposed project and the partial depression alternative are assumed to be completed for opening in 1988. The full depression alternative will be completed by late 1988 or 1989. Hence, the third year is 1991 for the project and partial depression alternative and 1992 for the full depression alternative. For comparability, the third year for the No Project alternative is defined to be 1991.

Redevelopment Costs

Total cost for the redevelopment of the project is estimated by Homart to be \$42,640,000 assuming the closure of 5th Avenue, \$63,857,000 for the full depression alternative, \$51,208,000 for the partial depression alternative and zero assuming no redevelopment occurs (see Table 13). These estimates include the costs of on- and off-site improvements; Redevelopment Agency staff costs associated with the project; and the value of the Boys Club property that will be demolished and incorporated into the redeveloped Center facilities.

Offsite improvement costs consist primarily of street restriping, resignalization, and other measures required to mitigate the vehicular flow impacted by the project. The measures differ slightly among the alternatives, but costs of mitigation are essentially comparable. For the full depression alternative, additional offsite work is required due to the excavation of 5th Avenue north and south, outside the project site.

All redevelopment alternatives require the relocation of a gas main at 5th Avenue. The approximate cost of relocation is \$500,000. It is initially assumed for this analysis that the cost would be borne entirely by San Diego Gas & Electric Company. Subsequently a sensitivity analysis examines the incorporation of this cost in the proposed project.

TABLE 13
 REDEVELOPMENT AGENCY
 ANNUAL DEBT FINANCING REQUIREMENTS
 (In Thousands of Dollars)

	Project (Street Closure)	Development Alternatives	
		Full Depression	Partial Depression
REDEVELOPMENT COSTS: (1)			
Off-Site Improvements	700	1,450	700
5th Avenue Improvements	1,430	15,810	7,382
Land and Building On-Site Improvements	32,621	32,510	33,428
Overhead Costs	2,085	2,505	2,295
Misc. Development Costs	<u>4,804</u>	<u>10,582</u>	<u>6,403</u>
Subtotal	41,640	62,857	50,208
Boys Club Property	950	950	950
Redev. Agency Staff Costs	<u>50</u>	<u>50</u>	<u>50</u>
Total	42,640	63,857	51,208
Less: DEVELOPER FUNDED CAPITAL COSTS (2)	35,200	35,300	32,600
TOTAL REDEVELOPMENT COST TO BE FINANCED BY AGENCY	7,440	28,557	18,608
BOND ISSUE:			
Project Cost	7,440	28,557	18,608
Issuance Cost (3%) (3)	<u>223</u>	<u>857</u>	<u>558</u>
Total	7,663	29,414	19,166
ANNUAL DEBT SERVICE (4)	887	3,406	2,219

Notes:

- (1) Redevelopment costs obtained from Homart Development Co. and reviewed by PRC Engineering (see text).
- (2) Redevelopment costs which are proposed to be provided by the Developer in accordance with the Statement of Intention. See text.
- (3) Bond issuance cost is estimated at 3% of the cost to be financed (Kassman, Redevelopment Coordinator, City of Chula Vista).
- (4) Assumes 10% interest rate amortized over 20 years (Community Systems Associates, Inc.).

In addition to these direct redevelopment costs, the Redevelopment Agency has previously expended \$240,671 for administrative costs related to the project. This money, which is in addition to the \$50,000 of Agency staff costs, was advanced to the Agency by the City in the form of a deferred loan with no stipulated repayment date. The Redevelopment Coordinator for the Agency indicates that the City may reasonably defer this loan until the bonds are retired in full.

Net operation costs to the City associated with the project, such as police, fire and general administrative services, are for the purposes of the analysis assumed to be zero. The City indicates that such operating costs will be approximately offset by increased business license, utility user and other miscellaneous taxes associated with the Shopping Center improvements and operation (communication with Lyman Christopher, Finance Director, the City of Chula Vista).

Estimated costs to be funded by the Redevelopment Agency are \$7,440,000 for the closure alternative, and \$28,557,000 and \$18,608,000 for the full and partial depression alternatives, respectively. These costs are proposed to be financed by the Agency through the issue of 20-year term bonds, which may be fully tax-exempt, fully non-tax-exempt, or a combination of both, depending on legal interpretation. Interest rates on these bonds are estimated to range between 8%, as experienced by recent redevelopment bond issues, to 12% which is the maximum acceptable rate which the Agency is allowed to pay under law. For the purposes of this analysis, a 10% financing rate was applied as the average between the worst case and more optimistic estimates. Annual payments of interest and amortization (or sinking fund) at a 10% rate are \$887,000, \$3,406,000 and \$2,219,000, respectively, for the project and full and partial depression alternatives.

Project Revenues to the Redevelopment Agency and the City

Anticipated net revenues to the City generated by the project are the property tax increment and an increase in the share of sales tax revenues to the City. Property tax increment is the tax revenue due to an increase in the assessed value of a redevelopment project. Under California Community

Redevelopment Law, the tax increment may be utilized by a redevelopment agency to pay principal and interest on loans, monies advanced, or other indebtedness incurred by the agency for redevelopment purposes.

The tax increment is calculated as the difference between the total property tax collected and the tax that would have been collected according to the assessment roll of a specified base year. For this project, the base year is FY 1978-79, with total assessed value of \$17,188,200 (see Agency's "Preliminary Report to the City Council"). The base year, as required by law, is the year the Center was designated by the City as an approved redevelopment area.

Assessed value of the redeveloped project will be computed as follows. First, portions of the project will be purchased by the developer. Property will then be reassessed according to purchase price (communication with Mr. Janette, San Diego County Tax Assessor's office). Second, immediately after redevelopment, the assessed value will be increased by the amount of private (taxable) improvement undertaken by the developer. Third, after redevelopment is completed, the property may be reassessed in accordance with increases in market value. For purposes of this analysis, an annual increase of 2%, as governed by Proposition 13 Property Tax Reform, is assumed for all alternatives.

Based on the foregoing, property taxes in the third year of operation after redevelopment are estimated to be \$551,000 for the project, \$562,000 for the full depression alternative, and \$543,000 for partial depression (Table 14). The smaller value for the partial depression alternative results from the fact that less taxable area is devoted to private improvements under this alternative. For the No Project alternative, it is assumed that only the property transfer takes place, without additional redevelopment, resulting in a property tax assessment of \$292,000 in 1991.

Tax increment may be shared among the City and the County according to an allocation formula yet to be determined. Based on other redevelopment projects, it is estimated that the City's share of property tax increment may

TABLE 14

PROJECTED PROPERTY AND SALES TAX REVENUES
IN THIRD YEAR OF OPERATION
(In Thousands of Dollars) (1)

	1986 Tax Levels	Project (Street Closure)	Development Alternatives			
			Full Depression	Partial Depression	No Project	No Project
Annual Property Tax (2)	\$ 172	\$ 493	\$ 575	\$ 502	\$ 292	
Increment Over 1986	-	321	403	330	120	
Increment Available for Debt Service						
100%	-	321	403	330	-	
80%	-	257	322	269	-	
74%	-	238	298	249	-	
50%	-	161	201	168	-	
18%	-	-	-	-	22	
Taxable Retail Sales (3)	93,659 (4)	160,500	147,838	147,660	72,934 (5)	
Sales Tax	936	1,605	1,478	1,477	729	
Increase (Decrease) Over 1986	-	669	542	541	(207)	
Increase (Decrease) Over No Project	-	876	749	748	-0-	

Notes:

- (1) Figures for project and partial depression alternatives are for 1991; figures for full depression alternative are for 1992. See notes (2) and (4) for base year definition.
- (2) Property taxes are calculated as follows: Base Year (1978-79) assessed valuation of \$17,188,200; for all project alternatives which involve redevelopment, new assessed valuation is computed as the sum of new assessed valuation in the year of transfer plus taxable (private) improvements; for the No Project alternative, new assessed valuation is the capitalized value of net operating income in the year of transfer. Assumed increase of 2% per year.
- (3) Projected retail sales as estimated by Homart Development Co.
- (4) 1986 sales estimated on the basis of partial, mid-year sales reports.
- (5) No Project alternative is assumed to result in declining sales over time (Homart Development Co.).

lie between 50% and 100%. This analysis considers the fiscal impacts of the project, assuming a 100%, 80%, 74% and 50% City tax increment allocation.

Generally, 20% of the increment from redevelopment projects is required to be set-aside for low and moderate income housing. However due to the amount of housing set-aside funds already available through other City redevelopment projects, it is anticipated that no additional set-asides will be required of the Center redevelopment (communication with Fred Kassman, City of Chula Vista Redevelopment Coordinator). The 80% City share assumed in this analysis is a conservative estimate that measures the impact should a housing set-aside be required. The 74% City share also considered in this analysis is a more conservative estimate that coincides with the existing non-County share of non-increment property tax. In the absence of redevelopment, property tax would be shared between the City and other jurisdictions according to the current formula, which results in 18% of property taxes being allocated to the City.

The City also receives sales tax revenue equal to 1% of the taxable transactions in the City. Total taxable transactions in the City have been increasing at an average of nearly 10% per year from 1980 to 1985, including the impact of inflation (Table 15). However, taxable transactions at the Chula Vista Shopping Center have remained stagnant over the same period.

Based on partial sales reports, Homart estimated that taxable sales at the Center were 93,659,000 in 1986, resulting in sales tax revenues to the City of \$936,000 (Table 14). Under the alternative redevelopment scenarios, Homart projects taxable transactions in the third operating year to reach \$160,500,000 under the proposed closure of 5th Avenue, and \$147,838,000 and \$147,660,000 under the full and partial depression alternatives.⁽¹⁾

In the absence of redevelopment, Homart projects declining sales at the Center over the next several years. This view is based on the assumption

(1) Homart's sales revenue projections are performed using a cash flow analysis model that calculates anticipated sales revenue based on tenant specific financial data and market specific growth rates for expenses, rents and sales.

that, without redevelopment, major tenants will not renew current leases due to expire in 1987 and 1988, leading to additional losses in mall sales. The vacated spaces are expected to require 2-3 years to be released. Thereafter, sales may increase, but at a slower rate than general inflation, due to declining market share. Taxable sales under the No Project alternative are projected to decline to \$72,934,000 by 1991.⁽¹⁾

TABLE 15
TAXABLE TRANSACTIONS AT CHULA VISTA
SHOPPING CENTER AND THE CITY OF CHULA VISTA,
1980-1985
(In Thousands of Dollars)

Year	City of Chula Vista	Chula Vista Shopping Center	As Percentage of City
1980	\$366,520	\$101,542	27.7
1981	391,042	111,316	28.5
1982	408,405	93,518	22.9
1983	430,408	86,408	20.1
1984	484,955	95,651	19.7
1985	547,568	94,550	17.3
1986 (1)	637,136	93,659	14.7

Source: State Board of Equalization and the City of Chula Vista.

Note: (1) 1986 sales estimated on the basis of partial, mid-year sales reports

(1) Homart estimates that the Center sales under the No Project alternative could decline an additional 25% to \$52,979 in 1991, due to the impact of vacated space on other leases and in the Centre's ability to attract other desirable tenants.

Increase or decrease in sales tax revenue over the No Project alternative (as depicted in Table 14) facilitates comparison of the redevelopment alternatives versus no redevelopment of the Center.⁽¹⁾ Ordinarily, an increase in sales tax would be retained by the City as additional revenue and not allocated for debt service costs. However, to the extent that a decline in sales tax revenues may result from foregoing redevelopment, the increased sales tax may economically be applied to the project.

Potential Impacts

Property tax increment is not sufficient to cover debt service associated with the portion of redevelopment costs to be financed by the Redevelopment Agency, even assuming 100% of the increment to be allocated to the City (Table 16). During the third year of operation, shortfall ranges from \$566,000 per year for the proposed project to \$3,003,000 per year for the alternative incorporating a full depression of 5th Avenue. The total present value of the shortfall over a 20-year period (from 1987 to 2006) ranges from \$4,579,000 for the proposed project to \$25,387,000 for the full depression alternative. Present value is calculated assuming a 10 percent discount rate equal to the estimated bond financing rate. (Refer to Appendix F, Tables 3, 7 and 9).

From the perspective of the City, however, the project may generate substantial revenues from increased sales taxes and from forestalling a potential decline in sales taxes, if no redevelopment were to occur. Based on projected sales after redevelopment, property tax increment plus increase in sales tax over that estimated if no redevelopment occurs will be sufficient to cover debt service for the proposed project under all assumptions regarding the allocation of tax increment between the City and other jurisdictions (Table 17). The project, under even a 50 percent property tax increment share, is projected to yield substantially greater net revenues to the City than the No Project alternative.

(1) Comparisons of sales tax revenues for the project, full depression and partial depression alternatives versus the No Project alternative are presented in Appendix F, Tables 1, 6 and 8.

TABLE 16

COMPARISON OF ANNUAL DEBT SERVICE
TO PROPERTY TAX INCREMENT FOR
THE PROJECT AND DEVELOPMENT ALTERNATIVES
(In Thousands of Dollars)

	Project (Street Closure)	Development Alternatives	
		Full Depression	Partial Depression
In Year Three of Operation:			
Annual Debt Service (1)	\$ 887	\$ 3,406	\$ 2,219
Property Tax Increment (2)	321	403	330
Net Revenue (Cost)	(566)	(3,003)	(1,889)
Total 1987 - 2006 Present Value: (3)			
Debt Service Payments	7,551	28,997	18,892
Property Tax Increment (2)	2,972	3,610	3,051
Total Net Revenue (Cost)	(4,579)	(25,387)	(15,841)

Notes:

- (1) From Table 13.
- (2) Assumes 100% City share.
- (3) Assumes 10% discount rate. See spreadsheet tables in Appendix F.

Notes:

- (1) All cost and revenue projections are presented as present values, discounted at 10%. (Reference Appendix Tables 1-10).
- (2) Incremental police/fire/administrative/miscellaneous service costs are estimated to be offset by incremental business license, utility user and other taxes associated with the shopping center improvements and, for purposes of this analysis, are assumed to be zero (Lyman Christopher, City of Chula Vista Finance Department).
- (3) Property tax increments for project and development alternatives are computed on the basis of estimated assessed value which is the sum of new assessed value at the time of transfer and private (taxable) improvement. The 18 percent City increment share for the No Project alternative is based on the current non-increment allocation formula (Kassman, Redevelopment Agency).
- (4) Increases in sales tax revenues obtained from Homart Development Co. (see Appendix Tables 1, 6 and 8).

Inclusion of sales tax increase, however, will not be sufficient to offset debt service requirements under the two development alternatives of full and partial depression of 5th Avenue. These alternatives, which yield a total net cost to the City, will be less fiscally beneficial to the City than the No Project alternative.

It should be noted that, while the project will generate a positive total net revenue to the City, there will be a net cost to the City during the initial years of the project (Table 18). Assuming an annual debt service cost of \$887,000, annual net cost to the City is negative during this first two years (\$592,200 in 1987, and \$305,300 in 1988). On a cumulative basis, the City will not recoup its net cost from the initial two years until 1993. However, the City will experience a total positive net revenue for all years after 1993, if Homart's sales projections are realized.

The proposed project is located approximately one mile from the City of Chula Vista's central business district along Third Avenue. The Applicant will work with the downtown merchant's association and the Chamber of Commerce to coordinate marketing efforts. In general, it is expected that the Third Avenue and the Chula Vista Center will contain different types of shops.

Analysis of Significance

The proposed project will result in a total net increase in revenues to the City sufficient to offset debt service costs associated with costs to be funded by the Redevelopment Agency. Thus, the project will have a positive net fiscal impact, if the City authorizes the application of a portion of increased sales tax to the Redevelopment Agency for debt service and other project costs. The development alternatives based on full or partial depression of 5th Avenue will result in negative fiscal impacts to the City. The alternative of undertaking no redevelopment will likely lead to a reduction in sales tax revenues over the 1986 level, a reduction which may exceed any temporary increase in property tax resulting from reassessment at the time of transfer.

TABLE 18

PROJECTED ANNUAL NET REVENUES TO CITY,
"STREET CLOSURE," DURING INITIAL YEARS
1987-1993

(In Thousands of Dollars)

	1987	1988	1989	1990	1991	1992	1993
Share of Property Tax Increment at 80% (1)	\$ 226.9	\$ 234.2	\$ 241.6	\$ 249.2	\$ 256.9	\$ 264.8	\$ 272.8
Projected Increase in Sales Tax (2)	<u>67.9</u>	<u>347.5</u>	<u>716.9</u>	<u>790.6</u>	<u>875.7</u>	<u>977.4</u>	<u>1,080</u>
Total Increase in Revenues to City	294.8	581.7	958.5	1,039.8	1,132.6	1,242.2	1,352.8
Annual Net Revenue (Cost) After Debt Service (3)	(592.2)	(305.3)	71.5	152.8	245.6	355.2	465.8
Cumulative Revenue Cost to City	\$ (592.2)	\$ (897.5)	\$ (826.0)	(673.2)	(427.6)	(72.4)	393.4

Notes:

- (1) Similar initial year net costs are experienced assuming a 100%, 74% and 50% City tax increment share (see Appendix Tables 3, 4 and 5)
- (2) From Homart Development Co.
- (3) Net of assumed annual debt service cost of \$887,000 per year.

The above conclusion is sensitive to a number of factors, most notably the projected volume of taxable sales revenue from the Center and the projected cost of a redevelopment. In this analysis, the increase in sales tax revenues from the redeveloped Center is measured as the increase over sales tax assuming no redevelopment. However, the decline of taxable sales under the No Project alternative, as projected by Homart, may not occur; and instead total sales tax revenues from the project may remain at 1986 levels. Under these circumstances the 20-year total present value of project net revenues would be \$2,840,400 rather than \$4,651,000 when measured against the declining sales assumption. (Table 19)

Another issue for consideration is if sales tax revenues generated by the project are less optimistic than projected by Homart. If, for example, actual sales volumes are only 85% or 75% of that projected, the total present value of net revenues to the City would be \$2,214,500 or \$590,132, respectively.

There is also the possibility that the projected cost of redevelopment will exceed the estimates assumed in this analysis, causing the City to bear higher debt service payments. For example, should San Diego Gas and Electric Company not cover the cost of the gas main relocation, total project cost would increase by \$500,000, and net revenues to the City would decrease to a total present value net revenue of \$4,140,800.

Additionally, the present value calculations performed in this analysis apply a 10% discount rate to coincide with anticipated bond interest rates. The applied discount rate also assumes a relatively constant level of inflation. If instead the level of inflation significantly rises during the 20 year term of bond repayment, a 12% discount rate may be more appropriate. Assuming a 12% discount factor, the net present value of the project to the City would be \$3,535,300.

Although the project is sensitive to the number of factors discussed above, the fiscal impact to the City continues to remain positive and varies only in the total amount of net revenues the City will realize.

TABLE 19
 PROJECTED TOTAL NET REVENUES TO THE CITY
 UNDER ALTERNATE CONDITIONS, "STREET CLOSURE"
 1987-2006
 (In Thousands of Dollars, Present Value)

	Total Increase in Revenues to the City (1)	Total Debt Service Payments	Total Net Revenues (Costs)
Street Closure, Share of Property Tax Increment at 80% (Base Case)	\$12,202.5	\$7,551.5	\$4,651.0
Assuming Sales Tax Increase over 1986 Level (2)	10,392.0	7,551.5	2,840.4
Assuming 85% of Project Center Sales (4)	9,766.0	7,551.5	2,214.5
Assuming 75% of Projected Center Sales (3)	8,141.6	7,551.5	590.1
Assuming Inclusion of Gas Main Relocation Costs (5)	12,202.5	8,062.3	4,140.8
Assuming a 12% Discount Rate (6)	10,160.7	6,625.4	3,535.3

Notes:

- (1) 80% property tax increment allocation assumed.
- (2) See Appendix Table 18.
- (3) See Appendix Table 16.
- (4) See Appendix Table 12.
- (5) See Appendix Table 14.
- (5) See Appendix Table 13.

Mitigation Measures

To the extent that revenues to the City exceed the projected costs, it is advantageous for the City to apply portions of the sales tax revenues to redevelopment costs and debt service. Although sales tax revenues have not been previously applied to redevelopment projects within the City, there are no legal impediments to such an approach (communication with Fred Kassman, Redevelopment Coordinator, City of Chula Vista).

As suggested by the City Redevelopment Coordinator, the net costs estimated to occur during the initial years of the project may be averted by staging the issue of bonds over a two-year period, and thereby reducing the City's annual debt service payments during those years. This assumes the bonds would be staged to coincide with the timing of Center improvements to be funded by the City. Alternately, the City may consider applying portions of its total Center sales tax (not simply the increase due to redevelopment) to cover debt service costs during the initial years. This could be applied in the form of a loan from the City to the Redevelopment Agency that would be repaid as the project begins to yield net revenues.

4.0 ALTERNATIVES

Significant impacts are identified in this EIR associated with the reduction in the level of service at two intersections and relocation of utilities located in the block of 5th Avenue, which is to be vacated for the mall expansion. Additionally, responses to the Notice of Preparation received from area residents expressed concern over the traffic impacts resulting from the closure of 5th Avenue between H Street and I Street. The alternatives presented in this section are intended to mitigate the identified significant impacts and respond to the concerns of some of the residents. It should be noted that measures have been incorporated into the project to mitigate the identified traffic impacts; mitigation of impacts associated with utility relocations could be accomplished through a redesign of the project or possibly through consultation and coordination with SDG&E regarding the appropriate location and configuration for the relocated utility lines. Discussions with the City of Chula Vista Environmental Review Coordinator led to identification of the four alternatives to the project to be evaluated in this EIR.

1. No Project Alternative
2. Partial Depression of 5th Avenue and Partial Elevation of Mall Expansion
3. Full Depression of 5th Avenue, Creation of Single-Level Expanded Mall
4. Full Elevation of Mall Expansion, Retaining 5th Avenue at Grade

These four alternatives are evaluated for potential impacts in relation to the five primary environmental analysis factors: Traffic, noise, air quality, utility relocation, and fiscal analysis.

4.1 NO PROJECT ALTERNATIVE

Under this alternative there would be no change from existing conditions. The shopping center would not be expanded or renovated and there would be no change to 5th Avenue between H Street and I Street. The Chula Vista Shopping Center

would continue to be bisected by 5th Avenue. The applicant has indicated that sales at the shopping center are diminishing. It is their projection that under the No Project Alternative a further reduction in sales would occur and the departure of the J. C. Penney and Broadway Stores are likely. This alternative would not take advantage of this opportunity for redevelopment of the shopping center consistent with the Town Centre II Redevelopment Plan,

Traffic

For a variety of reasons, the economic viability of the shopping center is projected to decline if improvements are not made. Traffic generated from the site would be significantly less than that projected under the proposed project. Additionally, retaining 5th Avenue as a through street at grade, would avoid diverting the through trips to 4th Avenue and Broadway. The No Project Alternative would avoid significant traffic impacts which would result under the proposed project. Adverse levels of service would, however, still occur at two intersections (Broadway/H Street, 4th Avenue/I Street) under this alternative. These levels of service would be the result of general development in the project area and are not directly related to implementation of the proposed project.

Noise

Elimination of the increased traffic levels associated with the proposed project, would result in no change to the noise environment within or adjacent to the project study area. No significant change from the noise levels now experienced in the residential areas along I Street and 4th Avenue, would result with the No Project Alternative.

Air Quality

Under this alternative there would be no diversion of the through trips from 5th Avenue and no increase in traffic levels due to the shopping center expansion. No air quality impacts would result under the No Project Alternative.

Utility Relocation

No utility relocation would be required under this alternative, therefore, the potential significant impacts associated with relocation of utility lines would be avoided.

Fiscal Analysis

As discussed in Section 3.5, under the No Project Alternative, sales at the shopping center are expected to decline. A reduction in sales tax revenues would potentially exceed any temporary increase in property tax resulting from reassessment at the time of transfer. Over time it is anticipated that the shopping center would be a net negative revenue generator to the City. A detailed discussion of the fiscal analysis for this alternative is included in Section 3.5 of this report.

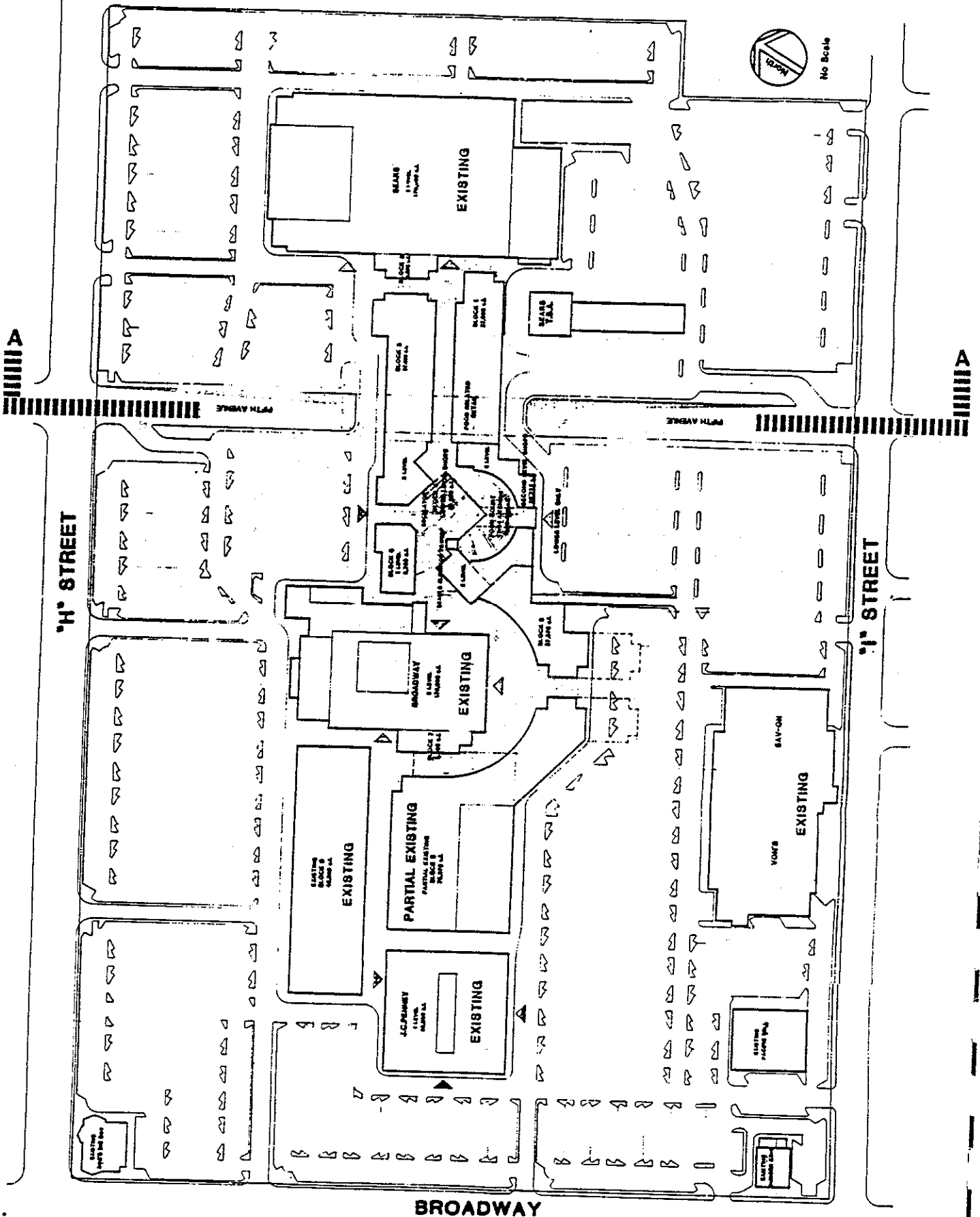
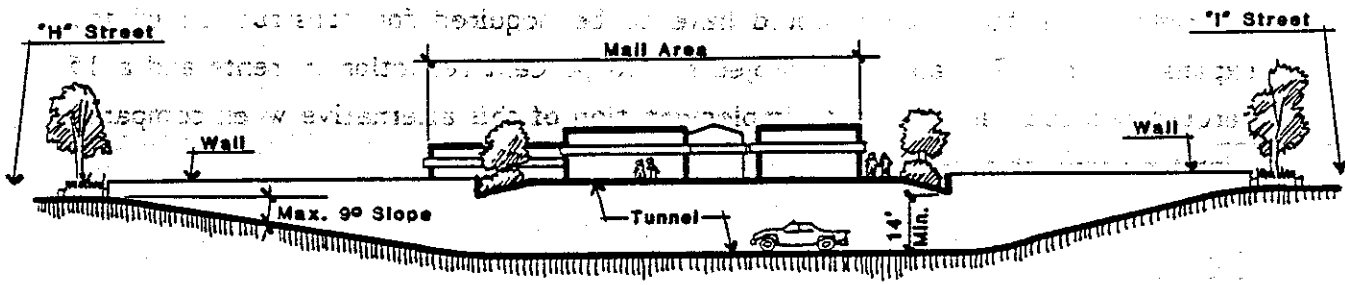


Figure 13

Partial Depression - Site Plan



Section A - A



Figure 14

Partial Depression - Cross Section

However, due to the location of the top of the ramps for the partial depression of 5th Avenue at the eastern and western property lines, an internal "ring road" would not be possible under this alternative. Vehicular access within the shopping center would be more restricted than under existing conditions. In terms of on-site vehicular circulation, 5th Avenue would become a physical barrier to accessing opposite ends of the shopping center. The applicant has indicated that a ring road is critical to the economic success of a shopping center. Without such on-site circulation, traffic would not be able to access the site from any point and freely circulate to other desired locations. Access to the site would be additionally affected under this alternative by eliminating the access to the center from the depressed block of 5th Avenue. Additionally, the applicant feels that by maintaining 5th Avenue through the site several problems would result, including: retaining walls, safety railings, and landscaping which can impose a visual as well as physical barrier that creates a negative image of shopping convenience; and the air rights over 5th Avenue would have to be acquired for construction of the expansion area. The applicant projects a 20 percent reduction in rents and a 15 percent reduction in sales with implementation of this alternative when compared with the proposed project.

Traffic

Fifth Avenue would be retained as a through street and therefore, the diversion of through trips to 4th Avenue and Broadway would be avoided. The expansion and renovation of the shopping center would generate the same 4,200 daily trips as would be generated with implementation of the shopping center expansion with the proposed project. The Broadway/H Street and the 4th Avenue/H Street intersections could be similarly affected. Traffic related mitigation measures recommended for the proposed project could be necessary to reduce the impacts to a level of insignificance.

Noise

The 4,200 increase in trips projected to result from implementation of this alternative, would be insufficient, when compared with existing conditions, to result in a significant noise impact on the residential areas along I Street and 4th Avenue.

Air Quality

The net regional emissions increase from implementation of this alternative would be consistent with regional air quality strategies and with the State Implementation Plan (SIP). Since the land use designations and intensity are in conformance with the General Plan, no significant air quality impacts would result from implementation of the expansion.

Utility Relocation

The partial depression of 5th Avenue between H Street and I Street would necessitate the depression or possible relocation of the water and gas lines, now located in 5th Avenue. If the high pressure gas lines were retained within the 5th Avenue right-of-way under this alternative some reconfiguration of the gas mains would be necessary. Under this alternative, SDG&E may prefer realignment of the gas mains out of the 5th Avenue right-of-way to avoid potential damage to the lines during overhead construction of the elevated mall expansion area and the potential for leak entrapment within the tunnel. The relocation of the gas mains would need to be closely coordinated with SDG&E.

Depression of the water lines could create low points which, during a failure or maintenance of the water main, will cause a ponding of water in the low point. This would result in increased maintenance requirements.

As shown in Figure 12, the existing sewer and storm drains are located in an east-west direction, extending across the shopping center parking lot, north of the existing buildings. The partial depression of 5th Avenue would require the depression ramps to begin just inside of the H Street and I Street right-of-ways. The sewer and storms drains could not remain in their present location under this alternative due to the interception of the lines by the retaining walls for the street depression. The relocation of the sewer line would require a holding tank to be installed at the line's interception with the 5th Avenue right-of-way and installation of a pump station to pump the sewage out to a line on H Street. The

relocation of the sewer line is considered to be relatively routine and no significant impact is anticipated. The interception of the storm drain by the depression of 5th Avenue could result in adverse impacts. The feasibility of mitigating this impact would require a thorough analysis. A holding tank and pump station would need to be constructed to transfer the storm drainage to another storm drain location off the site. Due to the magnitude of the pump station that would be required, the cost implications would be significant.

Additionally, with either the partial or full depression alternative, surface water would collect in the depression during rains. A pumping system would be required to move the collected water out of the depression. The potential would exist requiring for long-term maintenance of this problem.

Fiscal Analysis

As discussed in Section 3.5, significant costs would be associated with partial depression of 5th Avenue; sales revenues under this alternative would also be less than for the proposed project due to the inability to construct an appropriate "ring road" around the shopping center under this alternative. The combined effects of increased costs and reduced revenues would result in negative fiscal effects under this alternative. It is anticipated that implementation of this alternative would result in a negative net annual revenue to the City.

4.3 FULL DEPRESSION OF 5TH AVENUE, CREATION OF SINGLE-LEVEL EXPANDED MALL

This alternative would maintain north-south travel along 5th Avenue by fully depressing the street for the one-block area between H Street and I Street. The shopping center expansion and renovation of the existing shopping center would be the same as that which would occur under the proposed project. A contiguous, primarily single-story shopping center of unified design, would be created.

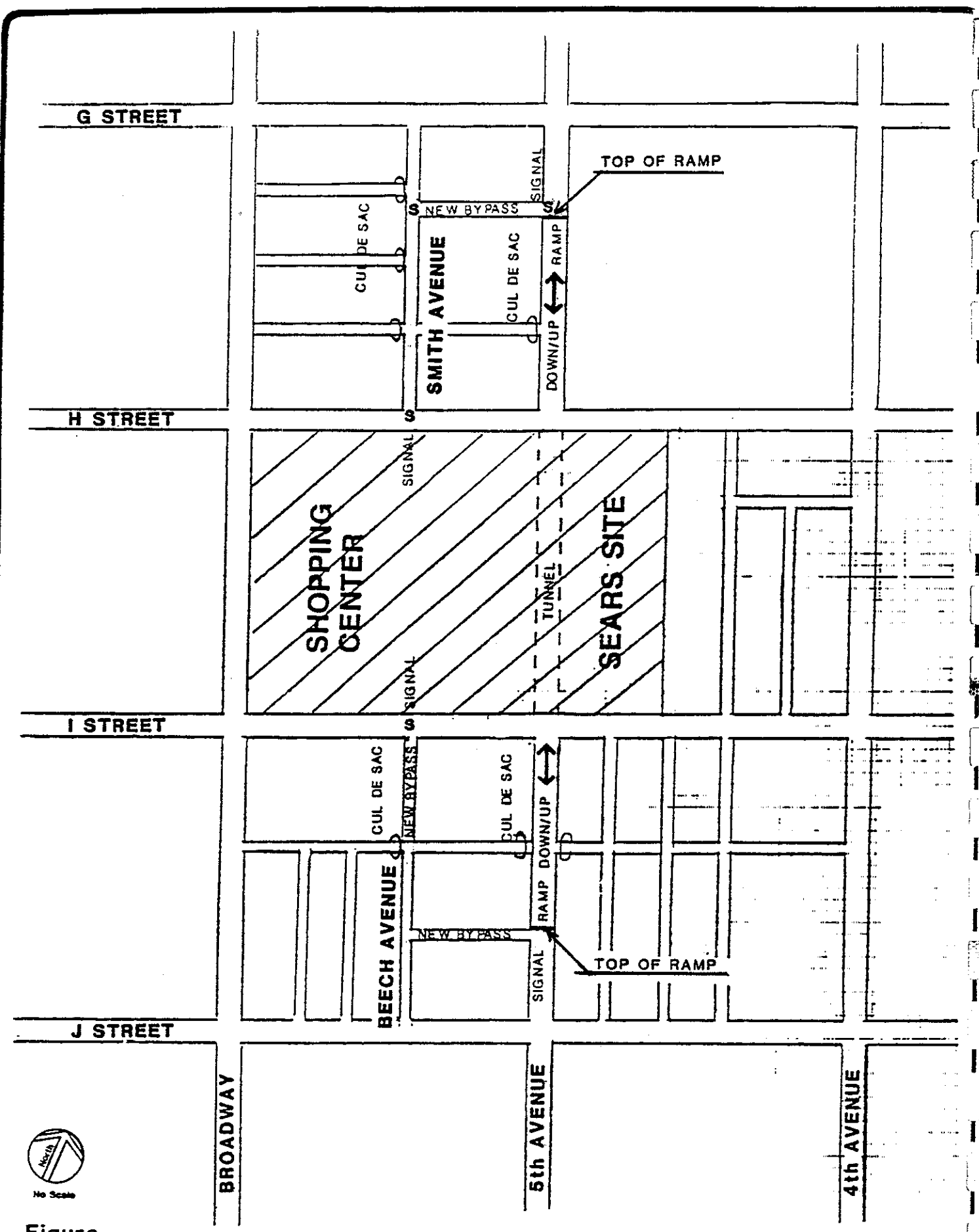
In order to determine potential street circulation impacts with the full depression of 5th Avenue, the applicant requested Donald Frischer and Associates to conduct a preliminary traffic analysis. This traffic study concluded that in order to comply with street design standards and provide adequate stopping site distances, the vertical curves of the new 5th Avenue profile (descent and ascent ramps) would have to begin approximately 800 feet north of H Street and 800 feet south of I Street, as shown in Figure 15. As a result of this physical requirement, the study recommended in addition the following improvements:

- o Seven existing streets be rebuilt as cul de sacs
- o Two new by-pass roads be built
- o Four signalized intersections be created

Within the limits of the center, shoppers would have the same retail environment as if 5th Avenue were vacated. The applicant has indicated that short term sales losses would be expected to occur during the construction phase; however, no significant impact on center sales in the long term would be expected. The barriers created by the tunnel ramps could create adverse effects on the surrounding commercial and residential properties.

Traffic

Under this alternative, 5th Avenue would be retained as a through street.



No Scale

Figure
15

Full Depression Plan

The east-west streets located within the ramp descent and ascent areas would need to be closed to through traffic. Smith Avenue, north of H Street, and Beech Avenue, south of I Street, would function as access roads to the shopping center and as by-pass roads for motorists not able to access 5th Avenue within the depressed portion of the street. In order to limit the number of cars that would empty onto these two streets, the traffic consultant recommends the cul-de-sacing of cross streets which intercept Smith Avenue, south of G Street, and intercept Beech Avenue, north of J Street. The increase in trips generated by the shopping center expansion would need to be analyzed and distributed in relation to the revised street network to determine the extent of specific traffic impacts. It is anticipated, however, that significant traffic impacts could be associated with the road network changes required under this alternative.

Noise

No qualitative noise analysis was completed for the project alternatives. Due to the changes to the street network within the study area, a thorough noise analysis would need to be completed if this alternative were to be considered as a preferred alternative.

Air Quality

Implementation of this alternative would result in the same number of increased daily trips due to the expansion of the shopping center as would occur with the proposed project. Implementation of this alternative would be consistent with State and regional air quality plans and no significant impacts are anticipated.

Utility Relocation

The full depression of 5th Avenue under the shopping center expansion would require the relocation or depression of the water and gas lines now located in 5th Avenue. Under this alternative, SDG&E may prefer realignment of the gas mains out of the 5th Avenue right-of-way to avoid potential damage to the lines during

overhead construction of the elevated mall expansion area and the potential for leak entrapment within the tunnel. Impacts associated with reconfiguration of sewer and drainage facilities would be similar to those described under the partial depression alternative. The same water collection problem would occur in the depression as would occur under the partial depression alternative, resulting in long-term maintenance efforts.

Depression of the water lines could create low points which, during a failure or maintenance of the water main, will cause a ponding of water in the low point. This would result in increased maintenance requirements.

Fiscal Analysis

As discussed in Section 3.5, costs associated with the improvements required under this alternative would be significant. The high improvement costs associated with this alternative would result in adverse fiscal impacts. It is anticipated that implementation of this alternative would result in a negative net annual revenue to the City. For a detailed discussion of the fiscal analysis for this alteration, see Section 3.5.

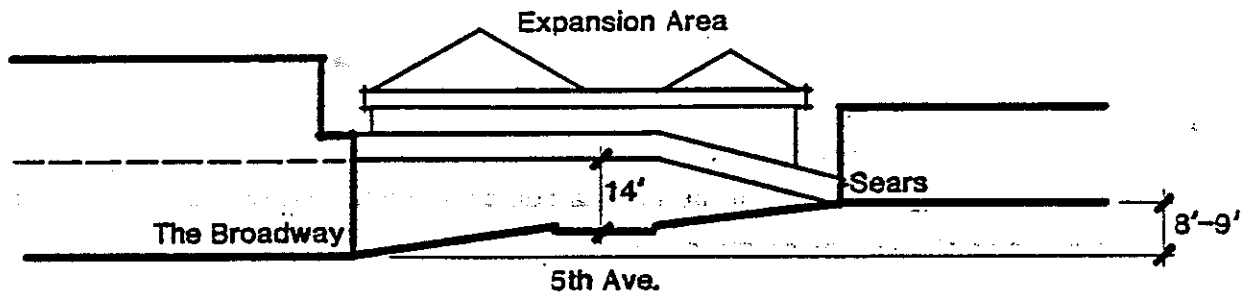
4.4 FULL ELEVATION OF MALL EXPANSION, RETAINING 5TH AVENUE AT GRADE

Under this alternative, 5th Avenue would remain at grade as a through street and the shopping center expansion would be elevated above 5th Avenue. Two possible schemes illustrating the shopping center expansion area are shown in Figure 16. A 14-foot clearance would need to be maintained between the street surface and the lowest point on the expansion structure.

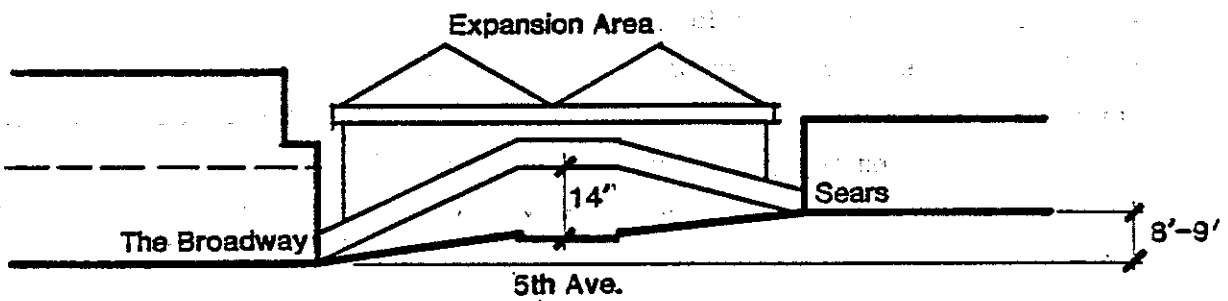
The expansion and renovation of the shopping center would create a contiguous center of unified design. As opposed to the proposed project and other mall expansion alternatives, the mall would result in a distinct two-level design with the existing shopping center located west of 5th Avenue remaining single-story and the shopping center expansion area being a full-story elevation higher. As with the No Project and Partial Depression Alternatives, 5th Avenue would continue to physically bisect the site. An internal "ring road" would not be possible under this alternative, which the applicant has determined to be critical to the success of a regional shopping center. As shown in Figure 16, two possible design schemes for the elevated portion of the mall include the expansion area being elevated 17 feet at the Broadway store to allow for a second floor connection to the store of bridging 5th Avenue and descending on each side of the street to the first floor entrances at the Sears and Broadway stores. According to the applicant, problems would be associated with either of these schemes. The first scheme involving a second floor main entrance to the Broadway would require remerchandising the store to reorient the prime entrance to the second level. The second scheme would require shoppers to walk up and over the 5th Avenue right-of-way and then back down again on the other side of 5th Avenue. The applicant considers such a design to be less desirable from a market standpoint than is the proposed project design; shoppers are generally unwilling to change levels twice in a mall in order to access the major department stores.

Traffic

Since 5th Avenue would remain open and the mall expansion would occur under this alternative, as with the partial depression alternative, potential traffic impacts would be similar to the partial depression alternative.



**2nd Level Access To The Broadway
And Ground Level Access To Sears**



**Ground Level Access To Both
The Broadway And Sears Stores**

Figure
16

Possible Full Elevation Schemes

Noise

The 4,200 increase in daily trips projected to result from implementation of this alternative, would be insufficient, when compared with existing conditions, to result in a significant noise impact for the residential areas along I Street and 4th Avenue.

Air Quality

Air quality emissions associated with this alternative would be consistent with those projected in the State Implementation Plan. No significant air quality impacts would be associated with this alternative.

Utility Relocation

No utility relocation would be required under this alternative. However, buildings constructed over existing facilities would restrict access to these facilities and may make maintenance more difficult.

Fiscal Analysis

According to the applicant, implementation of this alternative would significantly reduce the marketability of the shopping center with a concomitant reduction in sales revenues. Critical issues include the lack of "ring road", shopper inconvenience and poor perception of a two-level mall for only a portion of the shopping center, and the expense of constructing an entirely elevated expansion area. A quantitative fiscal analysis was not conducted for this alternative. However, the anticipated reduction in sales revenues, combined with the costs associated with elevation of the mall, could result in net negative fiscal effects associated with this alternative.

5.0 SIGNIFICANT UNAVOIDABLE ADVERSE ENVIRONMENTAL IMPACTS

Implementation of the proposed project would significantly reduce the level of service at two of the 14 critical intersections analyzed within the project area. Level of Service at the Broadway/H Street intersection would be reduced from Level of Service E to F during the midday and p.m. peak hours; Level of Service at the 4th Avenue/H Street intersection would be reduced from Level of Service D to E during the midday and p.m. peak hours. The reduction in Level of Service at these two intersections is regarded as a significant environmental impact associated with traffic which cannot be avoided with implementation of the proposed project. These significant traffic impacts would be mitigated, however, to a level of insignificance with implementation of the recommended mitigation measures.

The relocation of the two high pressure gas mains located in 5th Avenue would be required with implementation of the proposed project. According to San Diego Gas & Electric, these existing lines serve major portions of the South Bay area and relocation of these lines would have potentially significant impacts. San Diego Gas & Electric has recommended against the placement of these two lines outside of a public right-of-way. According to SDG&E, the placement of gas mains in parking lots or other nonstandard locations could result in less protection due to potential problems during excavations. The significance of these impacts would depend upon the ultimate plans for the relocation of the gas mains and their compatibility with SDG&E's operating objectives.

6.0 RELATIONSHIP BETWEEN LOCAL SHORT-TERM USE OF
THE ENVIRONMENT AND MAINTENANCE AND ENHANCEMENT OF
LONG TERM PRODUCTIVITY

The project site is located within an urbanized area of the City of Chula Vista. The site is currently improved and contains the existing Chula Vista Shopping Center, auxiliary uses, and associated paved parking areas. No physical resources such as archaeological sites or biologically sensitive habitats are present on the site. Implementation of the shopping center expansion and renovation would have certain cumulative and long-term effects on the environment, however, not at the expense of losing any significant physical resources.

Under the proposed project, the block of 5th Avenue between H Street and I Street would be irrevocably closed to through traffic. The closure of 5th Avenue is one factor in contributing to the cumulative traffic impacts which would result with implementation of the proposed project, including the reduction in Level of Service at two critical intersections—Broadway/H Street and 4th Avenue/H Street. These impacts would, however, be fully mitigated with implementation of mitigation measures incorporated into the project.

Additionally, the proposed project would require the relocation of two critical gas mains currently located in 5th Avenue. If the project is implemented and the utilities are relocated, SDG&E has indicated that land rights guaranteeing long-term use of the new site and physical protection of the facilities would be necessary. If satisfactory arrangements can be made with SDG&E regarding the ultimate location and configuration of the of the gas lines, no long-term impacts are anticipated.

7.0 SIGNIFICANT IRREVERSIBLE ENVIRONMENTAL CHANGES

The project as proposed would irreversibly close 5th Avenue, between H Street and I Street, to through traffic. The shopping center expansion area would be located within the vacated 5th Avenue right-of-way, making reuse of the street for through traffic impossible. Closure of 5th Avenue would preclude future functioning of 5th Avenue as a north/south city-wide street and would preclude the roadway from serving in the future as part of a parallel system, coupled with 4th Avenue, for parallel preferential traffic routes. This represents an irreversible environmental change associated with project implementation.

The site is currently developed as the Chula Vista Shopping Center, therefore there would be no change to the existing land use for the site. The expansion and renovation of the shopping center is consistent with the City's General Plan and Town Centre No. II Project Redevelopment Plan.

8.0 GROWTH INDUCING IMPACTS

The proposed project would be located in an existing developed area within the City of Chula Vista and would be a renovation and expansion of an existing use. The extent to which the project could induce growth in surrounding areas is extremely limited since virtually no undeveloped land currently exists in the vicinity of the proposed project. The project would be served by existing facilities and services. No facility or service extensions, which could induce growth, would be required to implement the project.

Project implementation could also foster economic growth within the study area. With implementation of the proposed project, sales are projected to increase at the shopping center by approximately 66 percent by 1991 and continue increasing thereafter in a trend exceeding inflation. This increase in sales would generate a significant net increase in revenues for the City and project area, resulting in a beneficial economic impact. Indirect economic impacts are usually associated with the establishment of a successful shopping center. Increased auxiliary shopping development might be encouraged to occur adjacent to the shopping center, acting as a "spin-off" from the economic success of the shopping center. In the case of the Chula Vista Shopping Center, however, little, if any increase in "spin-off" indirect economic growth is anticipated due to the lack of available undeveloped land adjacent to the shopping center. Existing businesses in the project area would be likely to receive some level of increased sales due to implementation of the proposed project, although specific economic projections have not been determined.

9.0 SOURCES

9.1 REFERENCES

References

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University of California Agricultural Extension Service. 1970. Climates of San Diego County. November.

9.2 PERSONS AND ORGANIZATIONS CONSULTED

Homart Development Co.
Mr. Tom Gourguechon
Mr. Perry Hall
Mr. Daniel Wagner

CSA
Mr. Marshall Krupp

Donald Frischer and Associates
Mr. Donald Frischer

San Diego County Air Pollution Control District
Mr. Carl Selnick
Mr. Paul Sidhu
Mr. Mahmood Hossain

San Diego County Tax Assessor's Office
Mr. Janette

California Air Resources Board
Mr. Pranay Arlani
Ms. Sydney Thorton
Mr. Gary Agid

City of Chula Vista
Mr. Doug Reid
Mr. Fred Kassman
Mr. Lyman Christopher
Mr. Mike Donnally
Mr. Jim Lobue

Latham and Watkins
Mr. Chris Garrett
Ms. Michelle Codella

9.3 STAFF AND CONSULTANTS

This document was prepared by PRC Engineering Inc. The following members of PRC Engineering's professional staff contributed to this report:

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Beryl R. Embry	Word Processing Supervisor
Gail Harmening	Word Processing

Consultants:
San Diego Acoustics Noise Consultant

10.0 RESPONSE TO COMMENTS

Letters of Comment

Responses

SWEETWATER AUTHORITY

805 GARRETT AVENUE
POST OFFICE BOX 2328
CHULA VISTA, CALIFORNIA 92012-2328
(619) 420-1413



January 15, 1987

Mr. Douglas Reid
City of Chula Vista
Planning Department
276 Fourth Avenue
Chula Vista, CA 92010

SUBJECT: DRAFT EIR - CHULA VISTA TOWN CENTER II
FIFTH AVENUE, BETWEEN "H" AND "J" STREETS

Dear Mr. Reid:

We have completed a review of the draft environmental impact report for subject project and wish to offer the following comments:

1

The report only makes reference to the existing 8" water main in Fifth Avenue, the 12" water main in "J" Street and the 8" water main in "H" Street. Actually, there are existing water mains in this area as follows:

1. "J" Street, 8" and 12" mains from Broadway to Fifth Avenue
2. Fifth Avenue, 8" main from "J" Street to "H" Street
3. "H" Street, 6" main from Broadway to Fifth Avenue
4. Broadway, 12" main from "J" to "H" Streets
5. Onsite 8" and 10" mains around Broadway Hale Stores, and between "J" and "H" Streets

We have attached a copy of our 1/4 section 148 map, which indicates the location of these facilities.

Please note that the 10" water main within the shopping center is the primary source of domestic and fire protection to the shopping center. The utility drawing on page 39 should be corrected to reflect all of these water mains.

On page 41 of the report, it indicates the relocation of the 8" main in Fifth Avenue to Fig Avenue.

GOVERNING BOARD
EDWIN J. STEELE, CHAIRMAN
MONEY J. COLVIN, VICE CHAIRMAN
HELE MOROZAN
GARY F. WRIGHT
WAYNE W. SMITH
MARGARET A. WELSH
RICHARD Q. ZOOOR
WANDA AVERY
THEA JAMES
JOAN S. FOWLER
CONTROLLER/SECRETARY

1

The comment is acknowledged. The discussion of existing utilities in the text and the graphic titled "Existing Utilities" have been revised to include the following: An 8" main in I Street from Broadway to Fifth Avenue; a 6" main in H Street from Broadway to Fifth Avenue; and the on-site 8" and 10" mains. The other referenced existing water mains were described and illustrated in the Draft EIR.

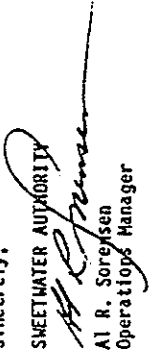
Mr. Douglas Reid
City of Chula Vista
Planning Department
DRAFT EIR - CHULA VISTA TOWN CENTER II
FIFTH AVENUE, BETWEEN "H" AND "I" STREETS
January 15, 1987
page 3

owner/developer must place a \$3,000.00 deposit, submit plans for the proposed development and obtain a letter from the City of Chula Vista Fire Department addressing the required fire demands and fire hydrants and services for the project.

If you have any questions, please contact Mr. Jim Smyth at 420-1413, ext. 223.

Sincerely,

SWEETWATER AUTHORITY


Al R. Sorensen
Operations Manager

ARS:JEG:lt

enclosure: 1/4 SEC 148

YL11:CVT/MNCEN

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AT

JAN 20 1987

PLANNING DEPARTMENT
CHULA VISTA, CALIFORNIA

Mr. Douglas Reid
City of Chula Vista
Planning Department
DRAFT EIR, CHULA VISTA TOWN CENTER II
FIFTH AVENUE, BETWEEN "H" AND "I" STREETS
January 15, 1987
page 2

2 Your report does not address the effect on other facilities caused by the relocation of this main. Also, the report must address the relocation of the 8" and 10" mains presently serving the existing development. To determine the overall effect of this proposed project, a hydraulic network analysis must be performed. This analysis will determine the location and sizing of water mains necessary to meet the domestic and fire requirements of this proposed development, plus adjacent existing properties.

3 On page 41, under Other Utilities, the report indicates that "additionally, the proposed project will require on-site expansion and upgrading of existing fire mains and fire hydrant systems. No significant impacts with regard to these facilities are anticipated." Until the hydraulic network analysis for this area and development is completed, the exact impact of water facility rearrangement cannot be determined. However, because the water facilities presently serving the existing stores must be rearranged, water outages affecting both domestic and fire protection are anticipated and therefore, an impact is anticipated.

On page 66, under Utility Relocation Partial Depression, it is indicated the depression would necessitate the depression of the water and gas lines now located in Fifth Avenue. On page 70, Utility Relocation Full Depression, it is also indicated a further depression of water and gas lines would be required in Fifth Avenue.

4 Both of these alternatives will create low points, which during a failure or maintenance of the water main, will cause a ponding of water in this low point. A method of discharging this water must be constructed to assure no damage is caused by a failure or planned maintenance. The construction of buildings over this depressed area limits the use of equipment normally employed during the repair or maintenance of water facilities. This will require hand maintenance instead of maintenance with equipment, and a significant increase in cost can be anticipated. An indemnification against these extra costs must be given to the Authority.

5 On page 72, under Full Elevation Alternative, the buildings constructed over the water facilities will again limit access for maintenance and higher costs can be anticipated.

6 The Executive Summary should also be modified to reflect the above comments. In order for the Sweetwater Authority to begin work on the hydraulic network analysis and other studies for the project, the

2 The water discussion in Section 3.4 of the EIR has been revised to reflect these comments. A hydraulic network analysis will be completed prior to project implementation to determine the best method of relocating the lines and potential effects on other facilities.

3 The discussion in Section 3.4 has been revised to state that a hydraulic network analysis will be required to evaluate potential domestic water and fire-flow impacts. Such an analysis will be completed prior to project implementation. The transfer of water to relocated facilities will create a temporary water outage during the transfer, although this is not regarded as a significant impact.

4 The comment is acknowledged. A reference to increased maintenance requirements associated with depression of the water main has been added to Section 4.0 of the EIR.

5 The comment is acknowledged and text changes have been incorporated in Section 4.0 of the EIR.

6 The comment is noted. It does not reflect on the sufficiency or adequacy of the EIR and no response is necessary.

To: Doug Reid, Environmental Review Coordinator
From: Roger Daoust, Sr. Civil Engineer
Subject: Draft EIR-86-3 (Town Centre II)

The Land Development Section of the Engineering Department has reviewed the subject DEIR and has the following comments:

7 1. Two of the alternatives considered propose partial or full depression of Fifth Avenue. This will create a low point which will concentrate storm runoff. (Given the elevation of the existing storm drains, pumping of storm drain runoff will probably be necessary.)

8 2. Even partial depression of the roadway may require relocation of sewer facilities located within the road reconstruction zone.

The Traffic Engineering Section of the Engineering Department has reviewed the subject DEIR and has the following comments:

1. Pg. S-1 - last paragraph.

9 General Comment. Existing traffic plus Bayfront and normal growth was used for analysis in this study. It's anticipated that when Route 54 is completed between I-5 and I-805 there will be changes in the traffic patterns in the northern part of Chula Vista. One of the more significant changes is the anticipated increase in traffic on Fourth Avenue due to the full freeway interchange that will be provided. This should be mentioned in the EIR since it could significantly change the study results, conclusions, impacts and mitigation measures.

2. Pg. S-2 - second paragraph.

10 The statement "With implementation of the measures, ... impacts with the project would be fully mitigated." is not correct. It should state that potential traffic impacts associated only with the level of service of intersections adjacent to the project would be fully mitigated.

3. Pg. S-3 - second paragraph.

11 How do the features included in the project reduce air pollutant emissions through reduced traffic congestion? At best, they only help to mitigate the negative impacts of the increased traffic, congestion and pollutants caused by increasing the size of the shopping center and closing Fifth Avenue.

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7 Sections 4.2 and 4.3 of the EIR discuss the need for pumping storm runoff under the 5th Avenue partial or full depression alternatives.

8 Section 4.2 of the EIR discusses the potential relocation of the sewer facilities under the 5th Avenue partial depression alternative.

9 The traffic analysis considered the future impact of completion of SR-54 in the study area. The nearest SR-54 interchange to the site would be the proposed SR-54/4th Avenue interchange which would be located greater than one mile from the project site. Given the distance of the freeway from the site, the completion of SR-54 is not expected to have a significant effect on traffic flow in the project area. In the opinion of the traffic consultant, the primary effect of SR-54 completion would be to reduce traffic on H Street and improve levels of service at the intersections along H Street. To assure a worst-case analysis, such an improvement in level of service was not, however, assumed in the traffic impact analysis.

10 The traffic study considered a range of potential traffic impacts associated with the closure of 5th Avenue including effects on street volumes, traffic flow, turning movements and parking. Based on analysis of a range of potential impacts, it was determined that potentially significant impacts associated with project implementation would occur only at existing intersections in the vicinity of the project, primarily those currently experiencing adverse levels of service. Page S-2 has been revised to reflect the fact that implementation of the proposed traffic mitigation measures will restore the level of service at the two significantly affected intersections to the same level of service as occurs under existing conditions. With implementation of the proposed mitigation measures, however, these two intersections would continue to operate at a Level of Service lower than C.

11 As stated on page S-3, the proposed project would be consistent with the City of Chula Vista General Plan and with air emissions for the area assumed in regional and state air quality plans. According to the traffic study, with mitigation measures proposed by the applicant, traffic congestion associated with project implementation would be no worse than under existing conditions.

4. Pg. S-4 - last paragraph.

12

How can you state "Similar significant impacts associated with traffic under the proposed project might be expected to occur with this alternative," when this alternative keeps Fifth Avenue open? According to the traffic study, approximately 70% of the existing trips on Fifth Avenue are through trips and would be diverted under the proposed project, where this alternative keeps Fifth Avenue open. The diverted trips amount to nearly twice the number of trips that the shopping center expansion would be expected to generate.

The same comments would also be true regarding increased impacts to adjacent intersections.

It is noted that if any changes are made in the summary portion of the EIR, the text should be changed accordingly.

5. Pg. 56.

13

The full depression of Fifth Avenue alternative appears to have many elements such as signals, bypasses and cul-de-sacs which are unnecessary, as well as undesirable, and/or very expensive.

6. Pg. 65.

14

This section on "SIGNIFICANT IRREVERSIBLE ENVIRONMENTAL CHANGES" needs to be expanded.

It is very important that decision makers are fully aware of the macroscopic significance of losing a segment of Fifth Avenue.

Local impacts, such as drop in level of service at an adjacent intersection, can be mitigated if enough measures are employed. However, how do you mitigate the loss of a continuous N-S highway facility, the loss of a link in a quarter mile grid street system, loss of a link in a computerized coordinated signal system, etc.?

There are many broad issues which may surface in the future where the loss of this link in the City's downtown street system may preclude desirable options. Some examples are: when Caltrans implements ramp metering on I-5 and I-805, Alternate Citywide N-S highway facilities will be needed. Fifth Avenue would not be available as an option. (2) It may be desirable in the future to develop preferential traffic flows through the computerized signal system on paralleling routes. Fifth Avenue coupled with Fourth Avenue would be one candidate for such an operation, particularly since Fourth Avenue will have a full interchange with Route 54. The loss of the link in Fifth at the shopping center would not allow this.

12

The referenced statement has been deleted from the EIR. The levels of service and volume/capacity ratios for various alternatives, including the partial depression alternative, have been determined by the traffic consultant and are shown in Table 1 on the following page. As shown in the table, the Broadway/H Street and 4th Avenue/H Street intersections would have levels of service less than C under this alternative as with the proposed project and the no project alternatives.

13

The possible road network changes and signals indicated for the full depression alternative are based on a preliminary analysis of this alternative by the traffic consultant. Although the possible road network changes could be altered somewhat if detailed design studies were undertaken for this alternative, the conceptual design accurately represents the types of road network changes which would be required to implement the full depression alternative.

14

It is acknowledged that the elimination of 5th Avenue, between H Street and I Street, from the City's circulation network would represent an irreversible environmental change. Section 7.0 of the EIR text has been expanded to reflect the concerns referenced in the comment; specifically, that with implementation of the proposed project 5th Avenue would be precluded from functioning as a north-south citywide facility and from being paired with Fourth Avenue for parallel preferential traffic routes. Closure of 5th Avenue would not, however, preclude the City from implementing a computerized network at some future date, possibly pairing 4th Avenue with 3rd Avenue. It should be noted that development of a computerized network for preferential traffic routes has not at this time been incorporated into the City's circulation network or into any adopted city plans or policies. Based on the traffic analysis conducted for the EIR, such a system would not be required to mitigate any impacts associated with the project or associated with future development in the area.

7. The following are comments regarding the traffic study conducted by Frischer and Associates and the recommended mitigation measures:

15

Frischer developed trip generation rates for the center by using existing traffic volumes accessing the center and comparing with existing Gross Leasable Areas (G.L.A.). Additional trips due to G.L.A. increase is at a lower rate as explained on pg. 9. I agree with this concept. HOWEVER, if, as the applicant states "sales at the shopping center are diminishing" and if the new renovation and expansion is going to significantly increase the success of the center, then I would argue that the rate developed using current data is too low and a higher rate should be used in projecting the trip generation for the proposed expansion AND the existing renovated center. It is noted that prior studies projected an increase of approximately 7000 trips per day for a similar project.

16

Frischer recommends various mitigation measures at the intersection of Broadway/"H" and Fourth/"H" which require street widening and parking restrictions. It is possible that the mitigation measures themselves may have significant impacts which need to be explored.

17

Similar shopping center expansion proposals were reviewed several years ago and extensive traffic studies and analysis conducted. Additional mitigation measures on adjacent street segments and intersections were identified as needed in those studies. These measures included things such as installation of raised median, installation of two-way left-turn pockets, installation of left-turn phasing at adjacent traffic signals, etc. These prior studies should be reviewed in this EIR and compared with the proposed project, and a complete list of needed measures developed.

Attached for your information is a copy of the prior report regarding the closure of Fifth Avenue.

RLD/CG:nr
WPC 253BE

Attachment

To fully evaluate cumulative traffic effects associated with implementation of the proposed project, a cumulative traffic analysis was completed during preparation of the Final EIR. The cumulative traffic analysis is reproduced following this response to comments section.

15

The generation rate utilized is consistent with the generation rate utilized by SANDAG for similar shopping center developments. The generation rate is, in fact, about 40 percent higher than those published for similar developments by the Institute of Traffic Engineers and accurately projects future traffic generation for the proposed shopping center.

16

Two potential impacts could be associated with implementation of the proposed mitigation measures. These include loss of existing landscaping and loss of on-street parking. Each of these impacts are discussed below. Implementation of the proposed mitigation measures could reduce the width of the existing landscaped strip at the Broadway/H Street and 4th Avenue/H Street intersection. In addition, a total of 44 on-street parking spaces along 5th Avenue and I Street would be lost as a result of the closure of 5th Avenue and implementation of recommended mitigation measures. The summary below describes the number of on-street parking spaces which would be lost as a result of implementation of the mitigation measures. The loss of parking would occur adjacent to existing single-family residential units which include driveways and garages. Due to the fact that each of these residential units have adequate on-site parking, the loss of on-street parking spaces adjacent to the residential uses is not regarded as a significant impact. While it is not proposed as part of this project, the City could widen the affected streets within the existing right-of-way to allow for both the proposed mitigation measures and retention of existing on-street parking.

Fifth Avenue south of I Street	5 spaces on the west side
Fifth Avenue south of I Street	8 spaces on east side
I Street west of 4th Avenue	6 spaces on the south side
I Street west of 4th Avenue	10 spaces on the north side
I Street east of 4th Avenue	8 spaces on the south side
I Street east of 4th Avenue	7 spaces on the north side

17

The prior traffic studies, previously reviewed by the traffic consultant, included the following mitigation recommendations:

- a. The provision of a southbound right-turn-only lane on Fourth Avenue at "H" Street to accommodate the increased demand at the intersection.
- b. The provision of right-turn-only lanes on "H" Street and on Broadway to accommodate the increased demand at the intersection.
- c. A raised curb median on Broadway between "H" and "I" Streets due to the increase in through and turning traffic volumes on that street.
- d. A two-way left-turn lane (necessitates removal of on-street parking) on Fourth Avenue between "H" and "I" Streets due to the increased volumes on this street.
- e. Due to the increase in through and turning traffic volumes, the existing two-phase, fixed-time traffic signals at Fifth Avenue/"H" Street, Broadway/"I" Street and Fourth Avenue/"I" Street will need to be replaced by fully actuated signals with provisions for left-turn phases.

TABLE 1
COMPARISON OF LEVELS OF SERVICE

INTERSECTION	CURRENT TRAFFIC VOLUMES		FUTURE TRAFFIC VOLUMES WITH EXPANSION AND EXISTING 5TH AVENUE		FUTURE TRAFFIC VOLUMES WITH EXPANSION AND 5TH AVENUE VACATED		FUTURE TRAFFIC VOLUMES WITH EXPANSION AND 5TH AVENUE DEEPRESSED	
	MIDDAY	AFTERNOON	MIDDAY	AFTERNOON	MIDDAY	AFTERNOON	MIDDAY	AFTERNOON
Broadway/G Street	0.48 A	0.54 A	N.A.	N.A.	0.51 A	0.58 A	N.A.	N.A.
Broadway/H Street	0.91 E	0.94 E	1.00 E	1.01 > E	1.05 > E	1.08 > E	1.00 E	1.01 > E
Broadway/I Street	0.57 A	0.44 A	0.61 B	0.47 A	0.63 B	0.48 A	0.61 B	0.47 A
Broadway/J Street	0.45 A	0.53 A	N.A.	N.A.	0.58 A	0.60 A	N.A.	N.A.
5th Avenue/G Street	0.47 A	0.58 A	N.A.	N.A.	0.43 A	0.55 A	N.A.	N.A.
5th Avenue/H Street	0.46 A	0.49 A	0.49 A	0.53 A	0.47 A	0.48 A	0.51 A	0.52 A
5th Avenue/I Street	0.51 A	0.54 A	0.54 A	0.56 A	0.47 A	0.48 A	0.55 A	0.57 A
5th Avenue/J Street	0.61 B	0.80 C	N.A.	N.A.	0.56 A	0.72 C	N.A.	N.A.
4th Avenue/G Street	0.45 A	0.52 A	N.A.	N.A.	0.49 A	0.57 A	N.A.	N.A.
4th Avenue/H Street	0.89 D	0.82 D	0.95 E	0.88 D	0.96 E	0.86 E	0.95 E	0.86 D
4th Avenue/I Street	0.54 A	0.35 A	0.59 A	0.38 A	0.64 B	0.44 A	0.59 A	0.36 A
4th Avenue/J Street	0.50 A	0.70 B	N.A.	N.A.	0.57 A	0.77 C	N.A.	N.A.
3rd Avenue/H Street	0.82 D	0.73 C	N.A.	N.A.	0.87 D	0.77 C	N.A.	N.A.
3rd Avenue/I Street	0.41 A	0.38 A	N.A.	N.A.	0.42 A	0.40 A	N.A.	N.A.

N.A. Not Available

The traffic consultant offers the following comments on the previously recommended mitigation measures.

Item a.

This item is included as part of the mitigation recommendations to be implemented in conjunction with the proposed project.

Item b.

The appropriate intersection improvements on H Street and on Broadway are recommended in conjunction with the proposed project to accommodate the estimated traffic demands.

Item c.

According to the traffic consultant, implementation of this recommendation would not be necessary to mitigate any impacts associated with the proposed project.

Item d.

On 4th Avenue, it would be necessary for the City to impose parking restrictions to obtain a two-way, left-turn lane. Parking restrictions would need to be imposed only in the vicinity of the intersections and not the entire length of 4th Avenue.

Item e.

Based on traffic estimates by the traffic consultant, it is questionable that multiphased traffic controls will be either required or be desirable at the intersections. In the opinion of the traffic consultant, acceptable or improved levels of service can be achieved at these intersections without installation of multi-phased traffic signals.

The following Letter of Comment includes several references to the lack of scientific information in the draft EIR. It should be noted that CEQA requires EIRs to be public information documents, accessible and readable by the layperson. For this reason, complex scientific discussions are generally minimized in an EIR. The appendix to the EIR includes all technical studies prepared for the EIR with appropriate scientific documentation.

ENVIRONMENTAL IMPACT REPORT NOTES

18

I would like to see a set of experiments to determine Fire Dept. response with ALL planned road closures in place.

19

Page B-2 Noise was conducted without a complete experiment. It also might be helpful to the reader to include the explanation that 3db is generally considered a factor of 2. The analysis on page 29 is hand-waving

18

The Planning Department contacted the Fire Department prior to finalization of the Scope of Work for the EIR. The nearest fire station to the project site is located at F Street and 4th Avenue. The Fire Department indicated that implementation of the street closures as proposed would have no significant impact on their response times.

19

The noise analysis was based on existing ambient measurements taken at key locations in the vicinity of the project site utilizing a General Radio Community Noise Analyzer, Type 1945. The analyzer is a Class I instrument and was calibrated before and after each test period. Utilizing the existing ambient measurements and traffic generation information obtained from the traffic study, the approved FHWA model was used to determine potential noise impacts. This is considered to be standard scientific practice for noise analyses included in environmental impact reports.

- 20** Page S-3 Paragraph 2 is in direct contradiction with the first half of Page S-2 because it neglects to mention the longer waiting time at idle due to the degraded intersections.
- 21** Page S-4 (No project, lines 4,5) and Page 10 (Goals and objectives) Chamber of Commerce was told on 1/22 that Sales had dipped, recovered, and then leveled off.
- 22** Page S-5 Paragraph 2 is nonsensical. Similar to what?
- 23** Page S-7 "Same significant impacts" is unclear. If the traffic patterns are not changed. Also, please say what this is the same as.
- 24** Page 3 Line 5 should read .75 to 1 mile. (instead of .5)
- 25** Page 7 Do you seriously think this area can support 11 to 14 additional kitchens--especially given the difficult access to the area?
- 26** Page 11, bullet 1 --Parking is adequate--even at Christmas time---Signage and graphics are under the jurisdiction of both the landlord and the city.
- 27** Bullet 2-- How is this going to correct our social deficiencies, and would you care to define those deficiencies.?
- 28** Bullet 5-- Expansion of land uses? What uses besides commercial retail are being considered? I see no public facilities in your plan--Just the loss of one- 5th ave.
- 29** Bullet 7 Streetscape and street furniture are the sole purvey of the City.
- 30** Page 13 SRS4 is about 1.75 miles North and you have to use 4th ave to get there..SRS4 should not be included in this report.
- 31** Page 14 paragraph 2. I never saw the counters in the driveways, but were these counters installed for only 24 hours? and if not, was each intersection measured on the same day of the week for valid comparison? May and June...Our real problems will come on holidays and big sales events...is there an extrapolation to those conditions?
- 32** Page 16 Did this study reflect the closure of Fig?
- 33** Page 20 Table 4 does not include the Diversion of traffic from 5th to 4th and to Broadway via Halsey, which will be the case as cars come up on the line at the traffic signal on 5th and I.

20 As discussed in response to comment #'s 11 and 12, congestion at the Broadway/H and 4th Avenue/H intersections would be similar to existing conditions under the proposed project and the alternatives considered in the EIR. No further degradation of intersections, beyond that occurring under existing conditions, would be associated with the project with implementation of the proposed mitigation measures.

21 The comment is noted.

22 The referenced paragraph has been deleted from the final EIR. See response to comment #12.

23 The referenced sentence compares the alternative to the proposed project. See also response to comment #12.

24 Section 2 of the EIR has been revised to state that the shopping center is located approximately 0.75-1 miles from the City of Chula Vista Central Business District and Civic Center.

25 The 11 to 14 kitchens referenced in the project description refer to fast food, take-out food counters commonly found in regional shopping centers. Eating facilities included within regional shopping centers contribute to the "comfort" of shoppers and indirectly contribute to increased sales due to the lengthening of time shoppers will stay at the shopping center.

26 The bulleted items listed on page 11 of the draft EIR are a list of objectives for the Town Centre II redevelopment plan taken directly from the City's adopted plan. The EIR simply repeats the objectives of the redevelopment plan previously approved by the City.

27 Refer to response to comment #26.

28 Refer to response to comment #26.

29 Refer to response to comment #26.

30 Refer to response to comment #9.

31 The timing of manual counts taken in conjunction with the traffic study are described on page 14 of the EIR. Counts were taken between March and June of 1986. Turning movement information for the 14 analyzed intersections was obtained from the Chula Vista Public Works Department. Utilizing the manual count data, PM peak hour traffic generation was utilized to determine intersection impacts. This methodology is considered to be an appropriate worst case analysis for design purposes. It is acknowledged that during holidays or big sales events, additional traffic than that assumed in the study may be generated. Since such events occur infrequently throughout the year, this is not regarded as a significant impact.

32 The traffic study assumed the closure of a portion of Fig Avenue as illustrated on Figure 11 of the Final EIR and redirection of traffic from Fig Avenue to Shasta Street.

33 Halsey Street is a local residential street which parallels I Street between Broadway and 4th Avenue south of the shopping center. Currently, through traffic utilizes I Street rather than Halsey for through movements between Broadway and 4th Avenue. This traffic pattern would not change with implementation of the proposed project since the project would have no impacts on existing levels of service along I Street or at the Broadway/I Street and 4th Avenue/I Street intersections. These intersections would continue to operate at level of service B or better with implementation of

Page 44 There was no independent verification of projected retail sales with or without the project? I find objectivity questionable--something like the fox guarding the henhouse.

Future retail sales as projected by Homart are consistent with expected growth in taxable retail sales throughout the City. Under the proposed project, forecast sales at the Center in 1991, which is the third year of operation, when the impacts from renovation are likely to have been eliminated, is \$160,500,000. This represents approximately 20% of the straight-line projection of City-wide taxable retail sales, based on the recorded sales from 1980 to 1986. As noted in Table 15 of the EIR, the sales at the Center represented nearly 28% of City-wide sales in 1980, declining to 20% in 1983 and 17% in 1985. The 20% market share in 1991 is a reasonable estimate for a renovated Center in the third year.

Between 1991 and 2006, Homart estimates that sales at the Center will increase by an average of 6% per year. This is again consistent with the growth in City-wide sales, which has gained nearly 10% per year between 1980 and 1986.

Since over-estimation of projected sales may result in an unacceptable financial burden to the City, sensitivity analyses were conducted and reported in the Final EIR. In these analyses, Homart's sales projections were reduced by 15% and by 25%, which resulted in substantially reduced revenues to the City. Even with these reductions, however, the proposed project is estimated to result in positive fiscal impact to the City over the 20-year term of bond repayment.

The EIR compares the financial impact of the proposed project to the No Project alternative, which is forecast to result in smaller sales than recorded for 1986. A sensitivity analysis was conducted to determine if the proposed project would result in a positive financial benefit, even when projected sales are stabilized at 1986 levels. The analysis indicated that a positive impact will in fact result.

(Sensitivity analysis is a method of determining the impact of varying selected assumptions on the net fiscal impact of the project. For example, varying the assumed future sales at the Center would impact sales tax revenues to the City and therefore the net fiscal impact of the project. The method is made possible by automating the various computational steps which lead from initial assumptions to net fiscal impact.)

My reasoning is based on the lack of comparison with the results listed in table 15, page 52 to the value of the peso.

Table 2 compares the peso exchange rate to retail sales recorded at the Chula Vista Shopping Center and Plaza Bonita. With the opening of Plaza Bonita in November 1981, the Chula Vista Shopping Center began to lose a significant number of shopping clientele to the new center. The Chula Vista Center was disadvantaged both by the devaluation of peso and by competition from Plaza Bonita. Between 1982 and 1983, as the peso lost 80% of its purchasing power in dollars, both Chula Vista Center and Plaza Bonita lost sales to Mexican nationals. However, Plaza Bonita in 1983 had increased total sales and also retained a higher percentage of Mexican national clientele than the Chula Vista Center. Chula Vista Center in this period experienced a decline in total center sales and a greater loss of Mexican national customers than Plaza Bonita. Other retail outlets in the City, as shown in Table 15 of EIR, also increased total sales over the same period. Thus, the primary cause of decline in sales at the Chula Vista Center is not the peso devaluation but the loss of customers to other centers through lack of competitiveness.

TABLE 2
RETAIL SALES AT CHULA VISTA SHOPPING CENTER
AND THE PESO DEVALUATION
(In Thousands of Dollars)

Year	Peso Exchange Rate (1)	Chula Vista Shopping Center	Plaza Bonita
1981	22.5	--	--
Retail Sales	--	\$111,316	\$26,198
% Sales to Mexican Nationals	--	31.4%	22.4%
1982	28	--	--
Retail Sales	--	\$93,518	\$75,056
% Sales to Mexican Nationals	--	18.0%	16.0%
1983	145	--	--
Retail Sales	--	\$86,408	\$92,761
% Sales to Mexican Nationals	--	11.5%	12.2%

Source: Economic Research Bureau, Greater San Diego Chamber of Commerce

Note (1): Pesos per dollar.

36 p 45 The partial depression is about 10% more expensive than the closure. At 13% pre-tax profit, that should not take long to make up. End of construction is also assumed not to be delayed.

37 Bond yields are not current.

38 p48 Paragraph 2. This is a dangerous assumption with no reasons made for making it. I doubt if SDG&E will be willing to pay for the relocation and that it should be decided ahead of time who else will assume it.

39 Will Homart be required to pay standard building permit fees?

40 Page 49 who proposed the tax base year as 78-79? Is this confirmed by the Tax Assessor?

41 Para 3, The numbers do not correlate with the parcel size and increased store space \$52,000 for Full depression, \$51,00 for "the" project (street closure), and \$43,000 for the Partial depression. Why is the full depression going to result in more taxes for the city? It should be the same as street closure.

42 Page 50, note 5, Homart representative has said that sales are steady. Why is full depression going to hurt sales but bring in more property tax than street closure?

43 p54 last of Paragraph i how do we get an annual reduction of 170K per year from a start of 93,700. Property taxes will not decrease. Table 17, page 55 is misleading. It shows a 192 K loss and calls it a cost to the city. In Reality, the table should show a net GAIN of 22K. This is because everything else is referenced to baseline and this is referenced to the project under the title "revenues".

44 p. 58 Who is Fred Kassman. Is he an attorney?

36 The estimated cost of the partial depression alternative (\$30,208,000) is over 20% greater than the estimated cost of the project assuming closure of 5th Avenue (\$41,640,000). According to the terms of the Statement of Intention between the City and Homart, the additional cost of the partial depression alternative would be borne entirely by the redevelopment district, since projected sales associated with the alternative would be no greater than under the proposed street closure and may in fact be lower, due to reduced competitiveness. Over the 20-year term of a bond issue, the City would require substantially more to pay the cost of debt service for partial depression than would gain in additional revenues from tax increment or increased sales tax. In terms of the City's fiscal advantage, it would be preferable to maintain the existing Center than to undertake partial depression of 5th Avenue. (See EIR for additional analyses of this issue.)

37 Bond interest rates have been updated. The 10 percent bond interest rate assumed in the Final EIR is in fact a conservative estimate, below the current average redevelopment bond rate of 8 percent.

38 A sensitivity analysis has been incorporated into the fiscal study in the EIR to reflect potential fiscal impacts if SDG&E does not finance relocation of the gas line. The results of the analysis indicate that the proposed project would have net fiscal benefits to the City even if SDG&E does not bear the cost for the gas line relocations.

39 Fees and other processing costs are included in estimated project costs.

40 The base year for purposes of computing tax increment is the fiscal year 1978-1979, in accordance with the original Redevelopment Plan of Chula Vista Town Centre II. For additional discussion of this issue, see "Town Centre No II Project, Redevelopment Plan (Amended)," submitted to the City Council in January 1987.

41 Property taxes under the full and partial depression alternatives would be higher than the project with street closure because the County Assessor would add certain construction costs to the assessed value of the property, regardless of projected retail sales at the Center.

42 Refer to response to comment #41.

43 Based on partial, mid-year reports, total sales at Chula Vista Shopping Center is estimated to be \$93,659,000, resulting in the City's share of sales tax revenues at \$936,590. Under the No Project alternative, total sales at the Center would decline to \$72,934,000, due to expired leases and likely difficulty of locating new tenants, resulting in a loss of \$207,000 in sales tax revenues to the City. Although property taxes would increase by \$22,000, if the change in Center ownership were to take place, this still results in \$185,000 in net, lost revenues to the City. (See Table 14 in the Final EIR.)

44 Fred Kassman is the Redevelopment Coordinator of the Chula Vista Redevelopment Agency.

- 45** Where in all of this is the Developer giving FAIR MARKET VALUE for the land occupied by the Boys Club and by 5th Ave.?
- 46** It looks like Homart will make their investment back in 7 or 8 years, essentially doubling their money, with clear sailing after that.
 In summary, I feel that the use of fiscal data developed by an organization unfamiliar with local peculiarities is questionable and that.....
- 47** 1) The use of these unchallenged and uncorrelated data to develop a compelling argument for a particular plan or course of action makes those portions of the report useless.
- 48** 2) The number of gross assumptions with no supporting evidence, reasoning, or other thoughts should be drastically reduced.
- 49** 3) Ambiguous wording as on pages 5-5 Paragraph 2 and 5-7 need to be cleaned up.
- 50** 4) Each formula needs to have its associated variables described in body text closely associated with the formula or equation using those variables for the first time.

[Signature]
 Hugh Copeland
 Electronics Engineer/ Project Manager
 Naval Ocean Systems Center

Native Resident Chula Vista
 521 Halsey Street

- 45** The market value of the Boys Club, estimated by the redevelopment agency, based on a comparison with recent sales in the area, is included in the estimated project cost in the Final EIR (Table 13). Under State law, for the most part, land released by the vacated 5th Avenue would be conveyed automatically to adjoining landowners. The mechanism for the redevelopment agency's contribution to the costs for the project, such as a transfer of land at less than fair market value, has yet to be finalized by the redevelopment agency and the City of Chula Vista. However, to further the redevelopment project, the property may be transferred to Homart at less than fair market value to implement the redevelopment agency's fiscal contribution to the project.
- 46** The comment is noted. It does not reflect on the sufficiency or adequacy of the EIR and no response is necessary.
- 47** Principal assumptions which affect the fiscal impact of the project are examined in sensitivity analyses contained in Section 3.5. Refer also to response to comment #8.
- 48** Project unit costs were reviewed for consistency with local (San Diego) experience. Significant difference in costs of the full and partial depression alternatives are consistent with the additional costs of structural support required to construct a "tunnel" below an active public space such as a shopping mall. Revenue projections were compared with recorded taxable sales in the City of Chula Vista and also subjected to sensitivity analyses. These are documented in Section 3.5 of the Final EIR.
- 49** Refer to response to comment #12.
- 50** Calculations are documented as part of footnotes included with tables, when appropriate. Additional documentation and support for calculations included in the EIR is presented in the technical appendix.

RECEIVED

480 I Street

Chula Vista, CA 92010

January 26, 1987

JAN 27 1987

Chula Vista Planning Commission
276 Fourth Avenue
Chula Vista, CA 92010

PLANNING DEPARTMENT
CHULA VISTA, CALIFORNIA

We support the closing of Fifth Avenue between H Street and I Street to revitalize the Chula Vista Shopping Center.

The home that we own and in which we live is on I Street between Fourth and Fifth Avenues, directly across the street from the Boys' Club building. To allow the Shopping Center to deteriorate further in terms of business activity and in terms of appearance would have a devastating effect on our neighborhood and, indeed, on the center of Chula Vista. Presently, we consider both the Boys' Club building and the vacant building directly across Fifth Avenue from the Boys' Club building to be serious detractors from the attractiveness and desirability of our neighborhood.

The appearance of the Boys' Club building could be improved significantly with better maintenance (some painting has been done recently) and some landscaping. The absence of any playing fields or other facilities for outdoor activities, however, would seem to make the present location less than satisfactory for youth activities. Our informal observation suggests that presently the building is used more frequently for meetings of adults than for activities of boys and girls of school age.

The long-time vacant building at the intersection of Fifth Avenue and I Street is depressing. Without the proposed revitalization, that building surely portends the decline of the Shopping Center and our neighborhood along with it. To us, it seems obvious that the only reasonable hope for the Shopping Center is to close that block of Fifth Avenue. A tunnel would appear to be an unreasonable alternative and a depressed avenue with overhead walkways is not likely to unify the Shopping Center and enhance its convenience and attractiveness for the vast majority of shoppers whose automobiles make Bonita Plaza an alternative place to shop.

A flier placed in our mail box yesterday indicates that someone is attempting to organize neighborhood resistance to the closing of Fifth Avenue. It is, of course, human nature to resist change. We are writing this letter today because we are unable to attend the Wednesday evening public meeting. We want the members of the Planning Commission to know that some of us in the immediate neighborhood of the Shopping Center support the proposal for closing Fifth Avenue, moving the Boys' Club, and doing whatever else is necessary to revitalize the Chula Vista Shopping Center.

Frances H. Sprouse
Robert T. Sprouse

Frances H. Sprouse

Robert T. Sprouse

51

The comment is noted. The comment does not reflect on the adequacy or sufficiency of the EIR and no response is necessary.

51

January 21, 1987

Attention: Steve Taylor, Chairman

REFERENCE: EIR-86-3 Expansion of Chula Vista Shopping Center

52

An evaluation of the referenced EIR has been completed. The EIR has been found to be adequate in the areas of Traffic Volumes, Noise, Air Quality, Utility Relocation and Fiscal Analysts.

In addition, alternative proposals were offered to mitigate the negative financial aspects of the project. However, the feasibility of the project remains questionable.

In our opinion, the citizenry of Chula Vista is opposed to the closing of 5th Avenue to through traffic. It would seem prudent to re-evaluate the alternate proposals to:

53

1. Revise the partial depression proposal to include the ring road around the periphery to bridge over 5th Avenue.

52

The comment is noted. The comment does not reflect on the adequacy or sufficiency of the EIR and no response is necessary.

53

Inclusion of an outer ring road in conjunction with the partial depression alternative was considered early in the alternatives analysis process. Such a ring road would involve the construction of two bridges across Fifth Avenue, one at Fifth Avenue/I Street and one at Fifth Avenue/H Street. A brief analysis of this alternative, based on the environmental categories analyzed in the EIR, is presented below.

Traffic

Potential traffic impacts under this alternative would be identical to those under the no project alternative. As discussed in Section 4.2 of the EIR and in response to comment #12, although both this and the partial depression alternative would retain 5th Avenue, levels of service below C would still be experienced at the Broadway/H Street and 4th Avenue/H Street intersections. These adverse levels occur under existing conditions, with the proposed project, and with all of the project alternatives analyzed in the EIR.

Noise

As with the partial depression alternatives, no significant noise impacts are anticipated under this alternative.

Air Quality

As with the partial depression alternative, no significant air quality impacts are anticipated under this alternative.

Utility Relocation

As under the partial depression alternative, this alternative would require the depression and or relocation of the water and gas lines now located in 5th Avenue. Sewer and storm drains could also not be retained in their present locations under this alternative. Potential impacts would be similar to those for the partial depression alternative, described in Section 4.2 of the EIR. In addition, the bridge structures could require the relocation of additional utilities in the vicinity of the Fifth Avenue/I Street and Fifth Avenue/H Street intersections. The bridge structures could also reduce access for maintenance in these areas.

Fiscal

As with the partial depression alternative, the increased costs associated with this alternative would result in negative fiscal effects. Although the approximately \$1 million reduction in sales anticipated under the partial depression alternative due to the absence of a ring road may not be experienced under this alternative, possible increased sales would not be sufficient to offset the costs of the bridge structures which are estimated to range in cost from \$750,000 - \$1,250,000 each.

- 54** 2. Explore a full elevation scheme to improve approach to the 5th Avenue "Tunnel."
- 55** 3. Redevelop the area between 5th Avenue and Broadway and add a second level of mall shops.

56 It should also be noted that it is our opinion that in order to compete with other "regional" shopping centers, additional major tenants would have to commit to locate in the shopping center. It would take someone like a Nordstrom's, Robinson's, Neiman-Marcus or Bullock's to draw sufficient shoppers to the area to assure a financial success.

Submitted by:

5

T. L. Mitchell
Member of Resource Conservation Commission

54 It is unclear exactly what type of alternative is being suggested by this comment. It is assumed that this alternative is recommending a full depression alternative which would avoid some of the road network changes and signalizations required under the full depression alternative as described in the EIR. Such a revision to the tunnel "approach" would essentially involve elevation of the entire mall over 5th Avenue. The costs associated with such an alternative would render it economically infeasible.

55 The alternative suggested is described and analyzed in Section 4.4 of the EIR.

56 The comment is acknowledged. The comment does not reflect on the adequacy or sufficiency of the EIR and no response is necessary.

57

Concerning The Closing of 5th Ave. between H and I Sta. How can the developers claim that without question our already congested traffic situation will not become impossible? Fourth Ave. as well as H St. are already a traffic problem. With the elimination of 5th between H & I, you will now have the option of going north and south via Broadway or 4th either of which is already too crowded.

58

How about responses from the police-fire department and medical emergency situations? It doesn't take much to know that having to wait 5th coming south will obviously take longer.

59

Do you have children who go to either Chula Vista High or Jr. High? How do you feel about those who must pass H and I to come and/or go to school not having a direct street or sidewalks on which to walk? They would have to go through the shopping center parking lot and shopping center where moving cars could be not only hazardous to the students but to drivers as well. Upon questioning the developer at a recent meeting, he seemed neither to know anything about it nor seemed to concern.

60

People of Chula Vista stand to lose a street, "on-street" parking on I St. (in front of their homes), plus added congestion at inter sections. Too, plans call for elimination of the Boy's Club. Membership is rising to where approximately 1200 boys are enrolled. It has been suggested that they be bussed to the new area. With all the child disappearing, crime, etc. is it worth losing such a worthwhile facility? All this for possible sales increase which cannot be guaranteed by the Homart Corp.?

61

Further, we would like to see in writing supporting statements made by the developer who says that Von's does not plan to renew their lease and that J.C. Penney may possibly leave if this project is not accepted.

62

A meeting of the planning commission is to be held on Wed., Jan. 28 at 7:00 P.M. in the Council Chambers, 276 4th Ave. We urge all citizens of Chula Vista, even those not directly affected, to attend to show that people are more important than money. We don't have to have this forced on us. We live here. Our street will be gone forever and so will the developers and their money.

Mr. & Mrs. Richard C. Bridges

57

Refer to response to comment #10.

58

The City of Chula Vista, prior to initiation of work on the Draft EIR, contacted the police and fire departments to determine the potential impact in terms of response times during emergencies with the one-block closure of 5th Avenue and the redirecting of Fig Avenue traffic to Shasta Street. Both the Police Department and the Fire Department, including paramedic services, indicated that implementation of the street closures as proposed would have no significant impact on their response times.

59

The applicant has indicated that a pedestrian walkway with appropriate traffic control measures and security features (e.g., stop signs for automobiles crossing the sidewalk) will be provided for school children to walk in the parking areas of the site to and from school through the site. Access will be provided for school children within the retail area through the food court area. With these design features, no significant impacts would be associated with loss of existing pedestrian amenities associated with the closure of 5th Avenue.

60

Refer to responses to comment #'s 10, 16 and 20.

61

The Boy's Club is currently in the process of relocating to a new facility in the vicinity of Oleander Avenue and Palomar Street. The City has previously reviewed and approved plans for the Boy's Club relocation in conjunction with revision of a conditional use permit application for the Boy's Club. The decision to relocate the Boy's Club was made prior to initiation of the applicant's plans for redevelopment of the shopping center.

62

The comment is noted. It does not reflect on the sufficiency or adequacy of the EIR and no response is necessary.

Transcript of Public Hearing
Before the Chula Vista Planning Commission
on January 28, 1987

Cannon: Let's open the public hearing and, I think, for everybody's edification, and I'm not giving them a big advantage, really, I would like to have the proponent from Homart discuss what their plans are, because I don't think everybody has a good handle on that. So, Mr. Tom Gourguechon, I believe you are the lead speaker, is that right.

Gourguechon: Thank you, Mr. Chairman and members of the Commission. I will be very brief this evening. I think members of the staff and June Collins have done an able job of describing the project. I would like to point out a few issues that either bear repeating or are worthy of comment.

First of all, there's several criteria that really define a regional shopping center in terms of operational conditions and the physical layout. Among those, are size, certainly, at a point regional shopping centers start to generate their own symbiotic relationship among tenants and among the department stores. The success of one is directly affected by the success of another store. It's one of the things that developed regional shopping in the first place--this dense concentration of shopping.

The other critical criteria for regional shopping development has to do with the flow of traffic, both vehicular and pedestrian within the site, within the building, and certainly outside the site on the arterial streets. The important factor in this can be pointed out over there. It's what's generically called the ring road, which allows traffic coming in, entering the site from any point to circulate freely within the site, parking aisles, access roads, sidewalks, curbing, landscaping, is laid out in accordance with the ring road, to direct the shoppers, whether they're in a car or on foot, leaving the mall, entering the mall, to the various entrances of not only the department stores but the mall. This is really the primary driver that has to do with the issue of Fifth Avenue.

Another critical item which, I think, becomes fairly obvious has to do with tenant and shopper perception. It's very important, although very subtle, as to how shoppers and tenants, which we work hard at trying to procure, perceive a project. It's difficult to quantify, it's hard to analyze, we run into it time after time. Homart has developed about sixty regional malls that equal in excess of sixty million square feet in total.

Cannon: Is that redeveloping malls like this, or are you talking about bringing it up from the ground?

Gourguechon: Originally Homart started out developing malls from the ground, but, of late, because of the availability of the kind of sites and the locations, configuration, and in the environments that are conducive to that development are rare these days, we have become one of the industry leaders

Gourguechon: in redevelopment and have recently completed two major projects that total slightly over two and a half million feet--one in suburban Los Angeles, one in Texas--that have entailed major redevelopment of existing property.

Cannon: Similar to what we have here, with an old beat up shopping center that's ready for redevelopment?

Gourguechon: Yes, very much similar. I would say that probably the biggest differences have been the market itself. We have a unique situation here with a major regional shopping center, with some very strong anchors, four miles away. I guess the unfortunate part, as far as the community is concerned, is that it's in the neighboring town. But, the point I was trying to make is that in terms of tenancy, the tenants' perception, and their perception is directly related to their ability to market themselves, pay the kind of rents that are in order for the market that's there, and the shoppers' perception of how they get from one point to another, where their destination is. We are unique, I think, today is the sense that we no longer require the department stores, or the anchors as they're generically called, to be the only destination in this project; we have a series of public destination areas, which are indicated in the drawing there as the Broadway court--it encircles the Broadway department store--to the west, a large public area, a food court area, which creates another large public space. Those become destinations. Those are the things that you see when you are standing at the Broadway and you are looking to the west, you see the food court, you see the mall opening up, you see the activity, you see the colors, you see the banners, you see the umbrellas and the tables, the street furniture and lighting and the other things, and those are the things that move people around within a shopping center. Because these things are subjective and because they are issues that deal with perception, they're difficult to pin down, and so, it's a result of, I think, Homart's experience in the business, which really drives our design in planning.

Mr. Jugenberg: You had asked a question, a little bit earlier, about J. C. Penney. I'd like to respond to that. To answer your question, directly, no, we do not have a commitment from J. C. Penney. J. C. Penney, as you may know, is a tenant of Chula Vista mall, as opposed to a fee owner, as in the case of the Broadway store and the Sears store. Penney's lease expires in the fall of 1988; there's a one year prior notification period, they need to tell us if they're going to exercise a five year option that they have in November of this year. We have had discussions with them. They have been hesitant to make a commitment because they don't know what the program is. Technically, we do not have a project, in terms of Homart's view, we do not have a transaction that puts us in an ownership position, although we do have the various parcels in escrow at the moment.

Cannon:

So you're actually purchasing the Sears store and the Broadway store and then also buying the remainder of the center?

Gourguechon:

No, we're buying virtually everything except the Broadway store and the Sears store. Those entities will remain in fee ownership positions of their building and a certain amount of land around it for their parking. Sears, obviously, has the advantage of being a freestanding unit, so it has parking on its site to support the store. The Broadway, which had up until recently been in a leasehold position, bought out their lease from Aetna Insurance Company and are in a fee position in ownership. They will remain as owners. There will be ultimately a subdivision of the site, reciprocal agreements would be entered into for parking, and maintenance, utilities, etc. But, what it does, it makes a very serious and very monetary commitment to the project. What we need to do in the case of J. C. Penney, is have a project, have a program, have a schedule, and be able to go to J. C. Penney and say, even though you have a brand new unit of 140,000 feet at Plaza Bonita, we believe there's enough market strength in this area, the rate of growth in the area is great enough, that the transfer of sales from the Chula Vista store to the Plaza Bonita store are not such an impact, and that your occupancy cost at Chula Vista is reasonable enough where they would stay in the market.

Cannon:

Well, obviously, if you're going to buy the center, you're counting on the J. C. Penney store staying or you wouldn't buy the center. Let me cut through an awful lot of what has been discussed tonight and just ask a flat question. Would you build the center if you didn't close Fifth Avenue?

Gourguechon: No, sir.

Cannon: Why not?

Gourguechon:

We analyzed this as a parallel study, I guess, to the Environmental Impact Report--the impacts on rents and on sales, as a result of the various alternatives that were studied. We quickly determined that a couple of the alternatives were just completely unreasonable and so we didn't pursue them any farther, but, we looked at the partial depression of Fifth Avenue, and we saw a direct correlation, after interviewing a series of tenants that we have national relationships with, to our leasing people, to our research department, and we saw that there is a direct impact on rents, on sales, because of the perception problems, the inability to do the free circulation, the lack of definition of a regional shopping center, as compared to a community or neighborhood shopping center, to about the extent of about 20 per cent.

Cannon:

Some of those things I understand, some of them, I don't, because they more the jargon of your industry. The per square foot cost to a renter is something I can understand

Cannon: and it certainly would be affected by the cost of the project itself. Did you quantify what the difference would be between the cost of the center closing Fifth Avenue, per square foot, versus the cost in the event you made a injckkin tunnel or a bridge over?

Gourguechon: Yes, we did. And while it's true that the cost of construction does have an impact on rent, we approach it from a different direction. We have found, consistently, that mall market rents are a direct function--an extrapolation, if you will--of the sales performance of the department stores. It has been proven time and time again in any region of the country that a certain percentage of the department store sales--in this case, we analyze Sears, Broadway and J. C. Penneys--define the market rents, the average market rents for regional mall tenants. The reason I'm saying average market rent is because different types of merchants sell different types of products, have a different rent structure, some tenants are on a direct square footage annual rent, some tenants are on a percentage of sales rent, some are a combination of both, and so it varies by merchandise type. But, what we do is end up backing in to the cost that we're able to capitalize based on the performance, and our projected performance of the anchor department stores.

Cannon: When you ran a projection on the shorter tunnel and the bridge over Fifth Avenue, did your rent projection exceed those of other competitive centers in the area?

Gourguechon: No, as we found out, we perceived that our rents were consistent with what the other market rents were in a similar market.

Cannon: Even with the increased cost of building a bridge or tunnelling under?

Gourguechon: Well, actually, as a result of some of the planning problems that are a result of that, we saw the rent structure decrease.

Cannon: One of the things we don't have in our Environmental Impact Report to look at, was the economic analysis that I think you have on a chart up there. Is somebody going to go over that?

Gourguechon: Yes, I would like to ask Perry Hall, who is a financial analyst of Homart.

Cannon: Okay, I don't want to cut you off, so why don't you finish, if you haven't.

Gourguechon: I really pretty much have finished, I think the other people who have spoken this evening have really stated most of the things, and to avoid being redundant I think I'll

Gourguechon: step aside. I would like Mr. Frisher, though, to respond to some of the comments the Commission members have made this evening for clarification.

Cannon: Let me have the remainder of the Commission ask questions of you if they have some.

Carson: Mr. Chairman, I have a question. Closing Fifth Avenue is to your advantage. In your perception, did you perceive how it would affect the businesses around the shopping center.

Gourguechon: Oh, absolutely, absolutely. There are immediate and direct spin-offs of a positive nature on the surrounding businesses. We have been finding in talking with the merchants and the Chamber of Commerce that certainly the other merchants and retailers in town appreciate that. Again, the because of the concentrated and symbiotic relationship, the series of concentrated merchants, the entire area becomes a regional shopping center, if you will. We provide the core. Certainly that's true of a brand new regional shopping center; where you put a regional shopping center down in the middle of a field of 600 acres, pretty soon there is a strip center there, there's a grocery store there, there's an office building there, the spin-offs are direct.

Cannon: Any other questions? Thank you, sir. Mr. Hall.

Hall: When we were first planning the project we looked at a number of alternatives to closing the street. In fact, we looked at what would happen if we purchased the mall and redeveloped it without the additional G.L.A. G.L.A. is the gross leasable foot space, mall space. None of the alternatives we came up with worked from an owner's point of view. Revenue comes from rents, it don't come from sales, except in as much as rents are derived from sales. We also found that they had significant leasing problems associated with them because of the perception.

When we got into the environmental impact process we were asked to provide as much information as we could about how the center looks from an owner's point of view, as one of the sources of information for the E.R.C. to work with.

We reopened our analysis of these alternatives, in particular, the full tunnel, the partial tunnel, the elevated mall over Fifth Avenue, and additionally, looked at a no redevelopment scenario. What I've attempted to demonstrate with the graph that is before you is the impact on the community, fiscal structure, fiscal benefits, of what we considered to be the three most viable for the center.

Hall:

Building the mall elevated over the street, basically, from all of our research, creates unleaseable space. Not building anything over doesn't connect the center. At that point you have invested a great deal of money and you don't have any return.

A full tunnel, we analyzed from the perspective of a memorandum of understanding which exists between Homart and the City of Chula Vista. We estimated the cost, we then went to outside engineering consultants and we went to a general contractor, who, I will point out, were not paid for their comments, to estimate the cost of building the tunnel and the partial tunnel.

In this graph the yellow bars represent private funding.

The first yellow graph, the lower of the bars, represents the direct capital cost Homart would put into the redevelopment of the center initially. The second yellow bar represents the cost over a period of time after Homart finances that with the mortgages any other investor in a home or real estate development would need to do.

Then taking the memorandum of understanding, data prepared by Community Systems Associates, copies of which were provided to us, we overlaid in green the Agency costs. Again, on the left, the initial contribution to redevelopment, and based on Community Systems analysis an estimate of the cost over a period of 20 years of funding the bonds or some other device to raise the funds initially to be supported by tax revenue and sales taxes as appropriate.

We then compared these to the revenues the Community Systems forecast coming in to the City, either as tax increment or as sales tax, over a 15 year period. In the case of the proposed plan, which has the lowest capital cost to the City, roughly six to seven million dollars, after the cost of debt service and retiring bonds, there is a forecast 22 million dollar surplus revenue generated by the redevelopment of the mall, over 15 years. We wouldn't be in this game if we thought we'd only be here 15 years; from my point of view that's a conservative near term horizon that people can plan in terms of.

We make the same comparison on the full depression and the partial depression.

Cannon:

Before you go on to that, since nobody in the audience is looking at this cart, you're talking about private funding apparently initially of approximately 35 million dollars and then it appears that over a period of time, including the finance costs on that, your total expenditure will be between 70 and 80 million dollars over the 15 year period. Is that correct?

Hall: That's correct.

Cannon: And that is consistent on all three of the charts, as that expenditure would be made from private funds.

Hall: Right, and that's consistent with the memorandum of understanding.

In the case of the proposed plan, the Agency's initial contribution is approximately six to seven million dollars, it's graphed here at 6.4, which was the initial estimate. Over a period of time, with bond funding, as assumed by Community Systems in their report to the Agency, with interest that accumulates to roughly 15 million. Beyond the 15 million they're forecasting an additional 22 million dollars net revenue to the City, available for whatever public purposes the Agency and the City would determine.

The same comparison on the full tunnel, because of the cost of purchasing private property offsite, excavating, building the ramps, relocating additional facilities, cul-de-sacs, other streets, additional utility work required by the depth of the tunnel, the net to the City, after the cost of financing, is a deficit of approximately 19 million dollars.

Cannon: Let's not skip over that, it appears the City in its initial funding is going to go from 6 million dollars to closer to 30 million dollars, with a total cost over a period of 15 years of closer to 70 million dollars, rather than 20 million dollars.

Hall: That is correct.

Cannon: And then you are talking about a deficit. What's a deficit?

Hall: A deficit represents the fact that that 65 to 70 million dollar cost exceeds the revenue to be generated by the center by 19 million dollars. In effect, the Agency and the City would invest initially 27 to 28 million dollars, incur 65 to 70 million dollars of total cost, and in addition to that be forced to contribute another 19 million dollars to retire the debt. In our estimation that obviated any traffic impact.

Cannon: Let's move on to the next one.

Hall: In the partial depression, the costs are not nearly as great. We're looking at a forecast Agency contribution of roughly 17 to 18 million dollars, a cost with financing over 20 years of approximately 40 to 42 million dollars, and essentially a break even, in Community Systems forecast, just shy of a million dollars shortfall in the 15 year period. So, once again, in that forecast the Agency would be investing 18 million dollars, expending 40 to 42 million dollars, and coming out even. Again, in our estimation, to the extent the traffic impact or other environmental impacts might be

Hall: somewhat different under the full and partial tunnel situations, the fiscal impact to the community made those secondary, particularly in the face of the 22 million dollar surplus under the proposed plan.

Cannon: You're the economist for Homart, right?

Hall: I'm the manager in the financial planning department. If I may just indicate a little about what is in these numbers because, as one gentleman already remarked, what you write has a lot to do with who you are talking to.

These numbers all exclude any impact of a fourth department store. That would all be additional upside to the redevelopment. They also exclude any secondary inter sharing effects on the surrounding commercial area. By that I mean, referring Tom's remarks about how the center can be... to a larger commercial district much as the anchors are to the individual shops. We see time and time again, over our 30 years of experience in developing shopping centers, those impacts are substantial.

Additionally, we know that the impacts on property values for property tax collections are substantial. When we go into the middle of a field and build a mall on a hundred or two hundred acres, the land values in the market in those areas increases by as much as a factor of 10 to 12. I would expect, given the location in Chula Vista, the impacts here would be much less than that, but they certainly would be positive. Those are excluded from this balance.

Cannon: Let me go to my question then, because it appears it didn't matter which of the three alternatives you took, Homart's investment was going to be the same; and yet, Homart has said that they wouldn't build it under either of the second two alternatives. So, now, I'm--maybe you can answer the question a little bit more than Tom did--why not.

Hall: During the Environmental Impact preparation, in the process of pulling together our analysis to provide the E.R.C. and the Agency, we went back to our market research people and asked them to tell us what they think would happen. We also went back to our leasing people and asked them to tell us what they thought they could sell. Under the alternative scenarios, we are forecasting diminishing sales; in the case of the full tunnel, by as much as 20 per cent, compared to the base plan.

Cannon: Why? I understand what you're saying but can you be more specific as to why?

Hall: A perception on the part of the perspective tenants who our people talked to, to what the traffic would be, an additional perception on our part and our leasing people's part on the quantity of space which might or might not be leasable.

Cannon: It would seem on the full depression routine, for instance, as economically infeasible as it is to the City, that wouldn't really make much difference to Homart.

Hall: If we could be guaranteed that the revenues that are forecast would only fall to the extent that our market people said, that might be the case. Our difficulty is that we would then be building a mall that is completely outside of our experience and, as far as we know, the industry experience of the major industry players. We are, we believe that the analysis that we performed was a conservative one of whether they are both positively portrayed or negatively portrayed, we tried to come down the middle of the plite on these. We have a much greater uncertainty on those and therefore the risk is much higher. We have been building centers for 30 years and we build only first class centers; we build only premium properties for premium tenants. We are dedicated to establishing retail draw within a community consistent with the community. The alternatives, because of the risks associated, are not the kind of investment that Homart makes.

Cannon: Now we are getting to it, I think, and that is that Homart doesn't have experience with building over a tunnel or up over a street, and what it comes down to is that Homart won't take the risk.

Hall: We perceive it as considerably greater.

Cannon: I can understand that, and that's certainly well within your rights. I don't want to criticize that business decision on your part. All I'm asking is that we get a firm answer that Homart isn't going to build it unless they get to build it the way they've proposed it. Right?

Hall: Right.

Cannon: Thank you, sir. Any questions, further? We're running late but I'd like to get a full hearing on this and I think that's one of the major considerations that we have, so by all means.

Frisher: Mr. Chairman and members of the Commission, my name is Donald Frisher, consulting traffic engineer. Oh, by the way, we were retained by the City, not the developer, I want to make that perfectly clear. I believe, if I'm not mistaken, we were retained because of the background of my company, the background being 22 years of consulting traffic engineering and working for both cities and developers through those years and having been involved in the planning and design of some 150 regional shopping centers in the country and in Canada. With that as a background--I don't mean to brag, that's not what I'm here for--I don't want to repeat everything that's been said but I do want to point a couple of things out.

Frischer:

Early in the game I said, well, first of all, we had to talk to the developer to find out what he was intending to build, so it wasn't as if we were working in the dark. Very early in the game, I stressed to them the necessity of investigating the tunnel idea, the bridge idea and all of those, just to either put them to bed or raise them as a possibility. And it became apparent very early in our study that neither one would be feasible for two different reasons.

Let's talk about the full tunnel. Aside from costing so much money and just raising all kind of heck with the rest of the community, it would remove two very important accesses to the site, because we would not be able to provide a driveway on Fifth Street, opposite each end, which I believe is very important as an entrance to the center.

The partial bridging across, a depressing the street by 10 feet and raising the center by 10 feet, would preclude an outer ring road in the center. Let me explain, it's necessary not only to have the drive immediately adjacent to the shopping center, but it's also important to have some sort of circulation out away from the building. Now you'll notice in this particular plan, it's sort of a combination of the two, and that plan isn't necessarily the end of all plans, either, because it's going to be refined. We were working with the architect on this and looking for ways to depress the street partially, raise the building partially, and somehow provide Fifth Street through, and yet maintain circulation within the center and it's not possible to do that. We were able to provide a ring road immediately adjacent to the building, but we were not able to provide any sort of outer ring road. Now the reason for an outer circulation is to allow people to circulate away from the building and keep the inner ring road as clear as possible of traffic. If we were to maintain the only circulation from one side of Fifth to the other side of Fifth, and maintain that up against the building, and all of the traffic movements inside the center would be up against the building, right where the pedestrians would be. In modern shopping center design, it's essential to keep as much of that traffic away from the building as possible because that entire center becomes a pedestrian walkway. Every driver and his passenger once they park the car and get to the building are pedestrians and they walk up and down the aisles where they should be walking. There is no way of confining that pedestrian activity, so it is always our intent to move as much of the traffic away from the building as possible. With a partial depression that was not possible.

So, we have now set up two impossible situations which we felt would never be built and, therefore, would not make any sense to analyze, and that is the reason we did not analyze those traffic-wise; however, we can, if you wish. We'd be very pleased to.

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Cannon: I think we need, at least from my standpoint on the purposes of an Environmental Impact Report, my feeling is that they need to be as complete as possible and in order to evaluate an alternative measure, I need that data.

63 Refer to response to comment #12.

Frisher:

You'll have it. Any other questions?

Cannon:

Thank you, sir. At this point, is there anybody else for the proponent to speak now? We'll take a five minute break; by all means, take a look at the charts and so on, and we'll have the remainder of the hearing in a minute.

(Five minute recess)

The next one on the speaker list is Mr. Charles Barnes, San Diego Trust & Savings Bank.

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Barnes: Thank you, Mr. Chairman, and Commissioners. My name's Charles Barnes, I'm with San Diego Trust & Savings Bank and I handle all the properties for the bank. In reviewing this proposal, the opposition that I have--I'm for pro-business--however, the traffic situation that's going to pose for our bank on the southwest corner of "H" Street and Fig, is the traffic exiting our drive-up banking lanes and parking lots, right now have three alternatives: they can turn left and go north on Fig to "H" Street, that's one alternative; No. 2, they can turn right on Fig and go south, and the third alternative, they can turn right on Fig and then go east on Shasta. As the proposal calls, they would like to close off the street just north of Shasta, which will just give us one alternative for our customers and that would be to turn left and go north on Fig Avenue and I think that leaves much to be desired from a circulation traffic pattern.

64 As shown in Figure 11 of the Final EIR the proposed mitigation at Fig Avenue would involve the installation of a traffic barrier at the intersection of Fig Avenue and Shasta Street to prohibit through traffic on Fig Avenue. A curb cut would, however, be included adjacent to the San Diego Trust parking lot south of the barrier. San Diego Trust would therefore retain access to Shasta and Fig south of the Fig Avenue barrier. No significant impacts with regard to limitation of access to San Diego Trust are anticipated.

Cannon:

I think your comment makes sense, I don't understand if they're planning on cul-de-sacing it wouldn't be done south of Shasta, however, that keeps the people on Fig from getting out, too, so it's a major problem there for people on Fig Street.

The next one to speak, Mike Reya.

Reya:

Mike Reya, I own Reya's Men's Store in the Chula Vista shopping center; I am now a resident of Bonita, I have lived in Chula Vista for many, many years prior to that. There are several things that have been commented upon and I don't think they were emphasized enough. One is, several years ago there could have been a regional shopping center at "H" Street and 805; because of the administration at that time, not taking a firm stand, we lost out on a referendum, I think by 700 votes. Consequently, that center which should have been in Chula Vista, in my opinion, went to National City. We should not, in my opinion, let that happen

Keya:

I think that if the redevelopment of the Chula Vista shopping center does not take place, I think consideration should be given to the fact that residential values in that immediate area and commercial values could very well decrease based on the fact that we would have a blighted center, if there are any stores to remain in that center, in fact, and all indications are that there would not be many stores in the period of the next couple of years that would stay. There are several of the tenants now in the present center that are looking to relocate. The Highlander was mentioned by Mr. Dearochers, we are one, also, we are looking to Fashion Valley. We're in the process of possibly closing the deal in Mission Valley in the next few months if, in fact, the redevelopment of Chula Vista does not take place. So, it's not only the major department stores that we're looking at but it's also the smaller tenants in the center that are probably looking to relocate.

In my opinion, like I said before, if the center is not redeveloped and expanded in a fashion that is appropriate, Chula Vista will be the loser, not only monetarily, but God knows, we suffer enough from a bad image, the perception of Chula Vista is so bad now, in San Diego itself, that to have a blighted center would only add more to the bad image I don't think we can afford it, I don't think we should afford it. I think we should be looking to raise the image and raise the stature of the community and I think the catalyst is there--the present shopping center. If, in fact, is is developed, I think it would greatly enhance economically, more revenues to the City, property values would undoubtedly increase, in my estimation, not to say anything about the probably increase in a better image of Chula Vista in general.

In my opinion, also, I think that if Fifth Avenue is not closed I think it's been mentioned that the center would probably not be redeveloped, that's a consequence that the City will have to bear, I think the residents will have to bear, and the City, in general, will have to bear the consequences of that non-redevelopment. I strongly urge that the redevelopment, not so much on a selfish aspect, I would love to become a tenant there, but it's not my last recourse, I could walk out along with the other tenants at the end of the year, as far as that goes. We would not, as tenants, be the great losers, the great losers would be the City of Chula Vista, the tenants, the residents of Chula Vista; it's already a given fact that the majority of residents of Chula Vista do not shop in the Chula Vista shopping center, and there's good reason for that. It's been a neglected center for the past 8 or 10 years, not through

Reya:

the fault of the tenants but through the fault of the owners. It should have been redeveloped 8 or 10 years ago, prior to Bonita Plaza going in. Ironically, Bonita Plaza did not have a great impact on the sales of the shopping center, the Chula Vista shopping center. Many people do think that it did have a great impact; it did not have a significant impact. What had a great impact was the slow deterioration and the lack of commitment on the part of the owners of the shopping center. They just let it slide, so to speak. Today we're at the point where a decision has to be made; do we continue to let it slide. I would hate to see that. True, there would be some inconvenience for residents along Fifth Avenue corridor, inconvenience, to some I think it would be a benefit. I look at it positively. I don't live on Fifth Avenue but I think that by closing Fifth Avenue between "H" and "I" it would seem to me there would surely be a decrease of traffic in the residential corridor of Fifth Avenue. If I were living on Fifth Avenue, I think I would welcome less traffic.

The other factor, like I said, The Chula Vista shopping center had lost, going back 7 or 8 years ago, had lost a lot of the local trade. It's impossible to get it back unless it is redeveloped. If you don't redevelop it, you'll never get that trade back; people will still continue to go to San Diego, to Fashion Valley and Mission Valley and so on, or Bonita Plaza. The only way you can get it back is by redeveloping, expansion, bringing in a center that is of significance that will raise the standards of the community and a place where people will be proud to come to shop.

Cannon:

I know you have a high quality store there, the Highlander is a high quality store, but we have, it would appear to me, some lower quality tenants. What is your feeling on if we redevelop it, from a tenant's standpoint, as to whether that redevelopment with those major tenants would bring back in the people in Chula Vista.

Reya:

I think it would only stand to reason that if you would expand that center and double or triple the size of the tenants, possibly bring in a fourth major--a Nordstrom's, for example--I think it only stands to reason that the local residents of the South Bay area, not only Chula Vista but the South Bay area in general, would gravitate to Chula Vista shopping center. I don't think there would be a reason for them to go into Fashion Valley if you have a similar type mix of tenants and stores in Chula Vista. I can't see the logic in going to Fashion Valley to a Nordstrom's or to a Broadway when, in fact, you have them locally.

Cannon:

Thank you. Mrs. Anne Bridges.

Bridges: I'm Anne Bridges and I live at 615 Cedar Avenue, I'm a 32 year resident. I would like to address Mr. Reya, yes, you have a class act there.

Before I get into this, I want the Commission to understand that those of us who are here, residents in the area, do not, we're not against the redevelopment at all. We really would welcome it, however, we don't want Fifth Street closed and that's why we're here. Now, for some of the points.

By closing Fifth Avenue, excuse me, Mr. Tugenberg, you said they come along with their salesman jargon, I'm just a homemaker so please bear with me, this is going to be homemaker type jargon.

Cannon: I think most of us speak homemaker.

65 Bridges: Okay. Now, by closing Fifth Avenue, why weren't the Junior High and the High School students who walk, to come and to go, to and from school, considered in this report. That was never entered into it. And that's an important point. There are a lot of children who use Fifth Avenue as an access to go to school and back home, from Chula High and from Junior High, and that was never entered into the report.

We went to the Chamber meeting, by the way, and I asked Mr. Gourguechon about it, and his reply then was, "No problem, they're bussed." They hadn't even thought about the kids, and so when we told him they're not bussed, they just sort of subtly dropped that off to the side, they didn't bother commenting on that. And those who walk to school, if we close off Fifth Avenue, they are going to have to go through the parking lot, then through the center, back through the parking lot to get back to Fifth; otherwise, go clear around on "H" Street which will be more traffic and Fourth Avenue, come back down to "I", and back down to Fifth. We know there's going to be more traffic--who's kidding who.

Now, the report says that Penneys and Broadway would likely leave without the redevelopment. At the Chamber we were told that Von's was not picking up their lease. I want to digress a little bit. Some hidden agenda here; they're talking about bringing in a major department store. This was not in the report. They're talking about taking Von's Sav-On, those little shops, and that's where they want to put this major department store. Now, I talked to some of the little people in that area; they don't know anything about this. They have no idea that this is happening, or that we're talking about this. Why wasn't that in the report? If they do that, the major store will take up more space than what is allowed there, okay. That then reduces the parking area.

Cannon: Let me break in on you, let's not jump to the fact that they are putting in a major tenant; I know it was mentioned

Cannon:

from the standpoint of potentially increasing revenues, but none of the stuff we have in front of us shows anything about a fourth store, either. So what we are looking at is a three store basis, what we're looking from an environmental impact report is a three store basis.

Bridges:

Okay. Well, also, they say that Von's is not going to pick up their lease. I think all of us here don't want to take one man's word for it, we want to know from the parent company whether that is so. Like you said about Penneys, if they leave will the Broadway leave. We want to know, we want to see it in writing. I don't believe in all this stuff.

Mr. Cannon, you mentioned what I wanted to say here; I'm a frequent shopper because I live across the street. You're right, the merchandise, the quality, is terrible. I mean I live with that; I do shop at our shopping center because I am a resident and I believe we should support our city; however, it's really bad, the fitty, really. For instance, take Sears, now they've refurbished the store. Before, you went in there you couldn't get help; now, they've refurbished it, you can't get help and you don't know where to find anything because they refurbished it. So, anyway, where help was hard before, it's non-existent now. That's what's happening to the store; that's why sales have diminished, and the fact that the peso was developed. They're just minimizing that fact, and we know that the biggest part of the shoppers who come to the shopping center come through Tiajuana.

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Another very important point, which was intentionally or unintentionally not mentioned in the report, is police and fire and paramedic response. Those of us who live south of "I" Street will have to be concerned. You have to be a fool not to know that it's going to take longer for anyone of these services to reach us. For instance, the fire department, when additional traffic moves from Fifth to Fourth the fire trucks just might have difficulty getting through. Fourth, if you all live here, you know how bad that is; it's just impossible now. I mean it'll be havoc if they do this. And the report neglected to address this problem.

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Refer to response to comment #58.

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Now, for the people on "I" Street, there'll be no more parking on the street for them. What they do if they have a guest, two cars, and they don't have a garage to accommodate two cars, what do they do with the other car, put it in the parking lot at the shopping center, and get a ticket. And where do their visitors park, like I said.

Now, my husband and I and Mr. and Mrs. Copeland went door to door since Sunday, to talk to people to find out how they feel about closing Fifth Avenue, or if they even knew about it. By the way, this is the troops, we brought them. If you read the letter to the editor, we wrote that, and we mimeographed hundreds copies of that and circulated it,

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Refer to response to comment #16.

Bridges:

and that's why they're here. Now, I heard a lot of things that as a lady I'm unable to repeat about this closing of Fifth Avenue. Many didn't even know about it until we told them, and people want to know why these things are jammed down our throats without asking how we feel about it, and you as a Planning Commission are here to recommend what is good for the city, and the city is comprised of people who live in it. It seems to me that since we don't disapprove of the redevelopment, as such, we only ask that they bridge over Fifth Avenue so that we don't lose our access of the one street where traffic moves smoothly. You know how people have their property taken by eminent domain; I suggest that inasmuch as the street belongs to the city, and we citizens make up the city, that if you take our street, reverse eminent domain is taking place, is it not.

I thank you for your indulgence and I hope you'll consider the wishes of those who live here. Money should not be the dominant factor. If the center does not go--if they go and redevelop, and it doesn't go, we've lost a street forever, and nothing will have been gained by anyone. Homart does not offer any guarantees; in the end, we, no they, could be the losers. Thank you.

Cannon:

Thank you, ma'am. Sid Morris.

Morris:

Ladies and gentlemen, my name is Sid Morris, I live at 862 Cedar Avenue in Chula Vista. It is difficult for me to believe that I'm down here to discuss closing the street through the city of Chula Vista. We have traffic problems that are really unsolvable. You talked tonight, on this "E" Street, you want nine lanes there, and you're talking about closing the only four that you can get through town on now. I am really for private development and I am for businesses but I think that more than cash the quality of life that we have is more important. I have heard tonight that the E.I.R. is a fact. The E.I.R. is not a fact; it is opinion; it is supposition; it is guessing. That is all in the world an E.I.R. is. I have heard various people say, I think, I believe, I suppose, maybe, perhaps. This doesn't cut it. Really, it really doesn't cut it. I'm talking about political ease, is what it is. We never quite tell the truth, and we never quite tell a lie, we talk around it.

Now, Homart said that if they close Fifth Avenue, local business is going to improve. If this is true, what do we need to close it for. It will improve in the center if it improves around the center. We're going to make, they say, 22 thousand dollars over a period of 15 years.

Cannon:

That's million. Just another zero or two.

Morris:

Fifteen million? Oh, 22 million, I'm sorry. We're going to make 22 million in 15 years. If we take that 6.4 million

Horris: that we're going to invest in this center, we will make we will make 24 million dollars in that 15 years.

Success. This center, let's take it, and we close Fifth Avenue and this center is successful beyond our wildest dreams. We are going to be up to our ass in automobiles.

Cannon: Okay. Hugh Copeland, please.

Copeland: Ladies and gentlemen, I am going to read excerpts from something else I prepared that I would like to enter. Would you like for me to give it to you now.

Cannon: If you have a copy and you wish it entered, please. It then becomes part of the record.

Copeland: This is an excerpt from that document because it's too long.

My name is Hugh Copeland, I'm a project manager and a senior electronics engineer.

Cannon: State your address, please.

Copeland: 521 Halsey Street, Chula Vista. I'm a native Chula Vista and I'm a veteran. Although I have not finished a complete review of the E.I.R. I have compiled at least a partial list of questions and observations dealing with scientific accuracy and other issues. I will highlight some of the items on the list that I just turned in that I think most important and I have submitted the list.

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As mentioned previously, I'm not sure about the inclusion of detailed financial information in this type of report. There's some observations on that information. For one, on page 44 of this report, "The retail sales projections made on this data provided by Homart with no independent verification." This is not only scientifically incorrect and does not even belong in the first draft of something that purports to be a scientific paper, but it, for justification purposes the project is based on this data, and in the data the accuracy has got to be questioned. One of the reasons of this is, take a look at the table on page 52. I would suggest the addition of a column to state the relative value of the peso in those years and I think you will find a correlation with the income at this center.

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Refer to response to comment #35 above.

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The next item is page 48, paragraph 2, the assumption is made that SD&E will be willing to absorb the one-half million relocation costs associated with the gas lines. I would like to hear from the company on that, rather than having an assumption made without appropriate supporting reasoning supplied with this document.

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Refer to response to comment #38.

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Table 17, page 55, is misleading. The data for "no project" and there where they have revenues, they show 169 million or thousand dollars a year, whatever it is. It's based on

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Refer to response to comment #43.

Copeland: something other than the base line year, 93 million dollars a year. All other data that this is compared to are based on the base line year prior to construction. How do you lose 169 million dollars when you started with 93. This is important because it indicates.

Cannon: You lost me, one more time, please.

Copeland: Okay, you see on the graph there, on page 55, table 17, you go down on the left hand side and you see revenues, you go over to the right hand side and you see, oh, it says, 192, 192,000 is brackets, that should be zero. If you take a look at the other numbers there, those numbers are based on projected incremental increases. Assuming no project, you are saying you are going to have a net incremental decrease from what. The number doesn't come from any place. I have not found that number any place in this document, other than there. It is also referenced in the previous page in the first paragraph. As it's actually going to cost the City of Chula Vista, 170,000 dollars, I can't keep this straight, because it must be million, because there's 12, they take off the number 22 million for increase in rent that we're going to have because it's going to be reassessed after Homart buys the extra properties.

Cannon: What is says is, finally, if no redevelopment were to occur the City may experience a net reduction in revenues of 170,000 dollars per year due to declining sales at the center. The way I read that is that maybe over the next few years they would lose 170,000 a year if the project is not redeveloped.

Copeland: And right now, we're at 93,000 dollars, that's the problem I have, that's very unclear.

71 On page 49, they base the tax year as 1978-1979. I would like to know if this has been--they base all their increments on this--and I would like to know if that's been confirmed by the tax assessor as being legitimate.

71 Refer to response to comment #40.

72 The next item, paragraph 3 on that same page, the property tax numbers do not appear to correlate with the parcel size and increased store space. The big concern I had there was the numbers are radically different for a full tunnel, which was agreed is not going to happen, and the closing of "H" Street and I don't understand the difference in accessible floor space between a full tunnel and just closing "H" Street, to me, there's no difference. And I don't see why there would be significant difference in property tax revenues that would generate that way.

72 Refer to response to comment #41.

73 On page 50, note 5, predicts declining sales, whereas the Homart representative and table 15, say the sales are steady and I believe we have confirmed that.

73 Refer to response to comment #42.

I would also like to inform you that there was a previous comment made regarding sound level measurements. The comment

Copeland: was that the 3 db increase was really nothing. She said that the standard was 3 db.

Cannon: 3 db was considered to be significant.

74 Copeland: Okay, I would like, for the record, to point out that 3 db is a relative thing, it's a logarithmic function. 3 db to a number means if you have one and you increase it by 3 db you have two; if you have four and you go up by 3 db you've now got eight. I would like that to be pointed out, these terms are banded around without explanation.

75 In summary, I feel that the use of fiscal data developed by an organization unfamiliar with local peculiarities, i.e., Homart, is questionable. We, in the scientific circles, have a specific term for that, but I won't offend anyone, and that the use of these unchallenged, uncorrelated data to develop a compelling argument for a particular plan or course of action make those portions of the report useless. The number of gross assumptions with no supporting evidence, reasoning, or other thought, should be drastically reduced in this report. Ambiguous wording, as on pages 3-5, paragraph 2, and S-7, need to be cleaned up. I've got further explanations in the document I turned in, but they don't use as compared to, they say similar, they don't say similar to what.

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Each formula and equation that's tossed into this document needs to have its associated variables described in body text closely associated with the formula or equation using those variables for the first time in the document. This is standard report writing practice.

In conclusion, it's my opinion, that most of this report, not all of it, borders on fictional and is not anywhere near ready for anything close to a final draft. This would be, in my opinion, a sub-rough draft. Thank you.

Cannon: Thank you, sir. Mr. Richard Bridges.

R.Bridges: Mr. Chairman, my name is Richard Bridges, I live at 615 Cedar Avenue. I've been in residence here almost as long as my wife has. We've covered about everything that I wanted to talk about that I have written down here. A couple of things I would like to mention, though.

The gentleman over here was up to his whatever in automobiles. The other day I went down here to Broadway and "H" and studied the intersection down there and went up to Fourth and "H" and studied the intersection there. They were up to your elbows, at least, in automobiles.

I read this report and they talk about mitigation all the way through it. It was mitigated, it was mitigated, it was mitigated. There's a couple of things, I think, that the people of Chula Vista should know about. First, the traffic

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It is correct to state that decibel addition is a logarithmic function. This assumption was included in the noise analysis.

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Refer to response to comment #47.

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Refer to response to comment #50.

R. Bridges, is terrible and this mitigation is, I don't think it's going to help that much. I went down there, a little ignorant of the things--I still am, I'm still learning-- and I went down and stood on this corner and I said how are they going to put another left hand turn, like going westbound on "H" Street, how are they going to get two left hand turns in there. They have a right hand turn, one straight movement turn and a left hand, how are they going to get another one in there without expanding the street. In here, I think they said, just restripe it and there it is. Well, they did this in a couple of places here, like all of them, and a couple of places they did say they are going to take 2 feet on this side of the intersection, or this side of the street, three feet on the other side, and it boils down--okay, I'm talking off the top of my head here--so, what it amounts to, all of these things are mitigated, but the people don't know. Well, I went down and looked and found out how they are going to get the extra left turns in there. Down at Broadway, coming down "H" turning over there, what they're going to do, they're going to narrow those lanes. I went down to the Chula Vista traffic department over here and found out that the minimum lane, the width of a lane, is 10 feet, and that's what they're going to do. They're going to put these lanes, the two left turns, down to 10 feet, and then the other ones will probably be 10 or 12 feet. So, what it amounts to is, it may look good, maybe they've mitigated it but I don't think it's going to help that much. People are not going to be able to move through there. I hate to drive in something only 10 feet wide, especially with somebody--not meaning the opposite sex or anything--on the other side of me while I'm making the turn. You know what I mean, two of them turning left, or even on the same sex. But, I think, maybe we could request somebody to have a drawing before and after of all these intersections so we could see what it's going to look like. It does look pretty bad.

Okay, another thing, as I was down there and I looked at the plans they have down at City Engineering, they want to widen these streets, taking 2 feet or 3 feet. That's fine but what are they going to do and who's going to bear the expense of moving all those light signals, the pedestrian signals, the fire hydrants, who's going to take care of this. I think this information should be included in this E.I.R. How much it's going to cost and who is going to pay for it.

I think I've covered about everything, but I'll give you a couple of minor things, hold on, if you've got a minute. Okay, on page 13, under 3.1, traffic, they have something in there about existing conditions, they said Fourth Street is to be a primary access road to SR-54 extension, and then later on (that's the state road between I-5 and 805) and then later on, on page 16, they talk about the four different ways of traffic analysis of cumulative traffic volume and it does not include this generated by SR-54. I know it's not

Mitigation measures recommended by the traffic consultant are illustrated in Figures 7, 8, 9 and 10 of the Final EIR. The proposed configurations are considered to be acceptable by the traffic consultant and are not unlike those found in other locations in San Diego County.

Traffic mitigation measures recommended by the traffic consultant have been incorporated into the proposed project including all relocations or reconfigurations of existing public improvements.

The effects of future construction of SR-54 were considered in the traffic study. Refer to response to comment #9.

H. Bridges, until 1988 or something like that when they're going to be completed, but I'd like to see this in the E.I.R. also.

I think that's about all I have. Oh, one other thing. I thought I was really going to get these guys with the measurements and what it amounted to, if you take the mitigation here on page 23, and this has to do with the one prepared by the applicant and recommended by Frusher study, when they widen Broadway, southbound approach, east side, by 2 feet, they are going to accommodate two left turn lanes, two straight movement lanes, and a right turn lane. Okay, the maps show you only have 70 feet of road space, that means you are going to have two left turn lanes, they're going to take 20 feet, two straight movement will be 22, one right turn is 11, and then you're going to have two straight going the other way. That's going to total 75, and with the added 2 that they're going to take, they only have 72. So, you're going to wind up short, and they haven't included the little stripes. I mean, those stripes they are going to put on there, there's 7 of them, that amounts to 2 feet, so what are they going to do. This is prevalent throughout the whole thing and I think I've said enough.

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80 Refer to response to comment #77.

Cannon: Thank you. Joseph Brummett.

Brummett, Mr. Chairman, ladies and gentlemen, I am new to all that is going on here tonight.

Cannon: Let me start you out with your name and address, if you would.

Brummett: Joe Brummett, 659 Beech Avenue, Chula Vista, resident over 25 years. All I know is what I've heard here tonight and what I read in the morning paper about what the Mayor had to say, but my idea on the whole thing is that these people are going to have to come up with a new design leaving Fifth Street unaffected. Either they can take it, instead of their garden spot there right in the middle of Fifth, they can take it and swing one half of it north and one half of it south and put their design however they want to. They've got good architects, they can do what they want to with it, but don't fool around with our streets. Our forefather laid out a good plan here in Chula Vista and I don't want to see it changed.

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81 The comment is noted. It does not reflect on the adequacy or sufficiency of the EIR and no response is necessary.

Cannon: Thank you, sir. John Ralph.

Ralph: I'm John Ralph, I live at 583 Pig, Chula Vista, I've lived there 32 years, since they built the house. The first thing I wanted to say, if I could get that vicinity map up there, I've been in transportation 35 years, right now I'm a school bus driver for Sweetwater Union High School District. I transport students in to Chula Vista Junior High. I also transport students from National City and I also bring them from Del Rey High School on Fourth Avenue between Naples and Moss, and bring them down to Chula Vista Junior, and there

are four other buses that come through on this, the need of a school, to have more students we bring them from the south bay area. So there are four buses that bring these students in to Chula Vista Junior coming from the Imperial Beach, South Bay area. Fifth Avenue is probably, I would venture, just about 20 per cent of the traffic going north-south in Chula Vista. I don't think there is any question on that. If I had to pick up my students at 3:05 in the afternoon at Del Rey High and bring them to Chula Vista Junior, and drop them off on "G" Street, I would have to then, with this closure of Fifth Avenue, go down to Broadway, hitting the stop and turn signal at "H" Street and go to "G" Street and then turn east on "G" to come up on "G". It's an impossible turn because "G" Street is not wide enough for a 40 foot bus to go up east from Broadway. If anybody has ever tried it, you'll see. I would have to wait for the traffic to go on. Now, the same thing with the fact of the problem, in coming to Chula Vista Junior I would have to then come back from "K", "L", or wherever, back up to Fourth Avenue, turn left on "H" Street. With this increase in traffic they're talking about, you can imagine whether you've got two lanes to drive in or one lane to drive in, it takes two lanes to turn that 40 foot bus. That's just one of the few things.

Living on Fig Avenue, this is the third or fourth time that this action has come before this Planning Commission. We have gone all through this before, the ones on Fig Avenue, and I don't think there is a person on the Planning Commission that we didn't go through just three years ago, or four years ago, and this is the fourth time since I've lived in that house at 583 Fig that they have proposed closing Fifth Avenue. We have asked them to close Fig Avenue at Shasta and, in deference to Mr. Barnes of San Diego Trust and Savings, I went down to talk to the manager of that bank and San Diego Gas & Electric on the other side, and they said, no way. But, that Fig Avenue is a residential street they are using it as a commercial street now. I don't think there is anybody here, I wouldn't object at all if you want to close Fig at Shasta that's great with me, because it will leave the residential street. I couldn't drive my bus down that street because I couldn't turn it around, but at the same time, I think that's great, but leave Fifth Avenue open, I'm begging you.

One other thing, I received this in my mailbox or out on my screendoor this morning, stuck in my screendoor. It is questions and answers regarding the proposed Chula Vista shopping center. This has nothing to do with the traffic and noise and the environmental impact, but I asked my director of transportation down at Sweetwater, on the ten things that this Homart Development Agency says they are going to do if the proposed project proceeds. And I asked them now, and they didn't have the answer at the District, how is this going to facilitate the city and school district's joint corporate yard and new district administrative offices.

There is a concern about rerouting the school buses from 5th Avenue to Broadway, and whether or not the buses can be turned right at the southeast corner of the intersection of Broadway and G Street. The curb radii of the southeast corners are the same at Broadway and G Street as at Fifth Avenue and G Street, and the street width of G Street is the same at each location. According to the traffic consultant, there should not be a problem for the bus turning right at the Broadway and G Street intersection.

Help:

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I don't know where they're coming from. They're not going to improve pedestrian-vehicular traffic because as the other lady said, they have students walking-- they forget the elementary school, too--we have students walking both ways, going to the high school, going to the elementary school, going to the junior high, plus the buses going both ways. It's ridiculous. I think if they want to develop it, but I think it's all cut and dried, they said they don't want to do it, you know, without having to put a mall up. I'd be glad to have them go 20 stories if they want to, build it nice, have a nice view of the "J" Street Marina, do anything they want to do, but leave Fifth Avenue open.

Cannon: Mr. Gerald LaFrede.

LaFrede:

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Good evening, my name is Gerry LaFrede, I live at 627 Ash. A couple of years ago they closed Fifth Avenue to do a test for a study and at time I thought they had said, or it came about, that this was not going to be feasible. Nobody has mentioned the traffic that will be put on to Halsey going between Fourth and Broadway. Halsey is the street between "I" and "J", it runs parallel with "I" street. I would really like to have a nice shopping center there but I also would like to have a nice big park there, too.

Cannon: Mr. Clay Gingerich.

Gingerich:

I'm Clay Gingerich, I live at 768 Riverlawn, Chula Vista, and I've been a resident for 32 years, original home. I worked for the city for many years and I use Fifth Avenue continually because of the catastrophe in traffic that I find on Fourth Avenue and Broadway. There has been a lot said. I think you can pretty well see that most of the people here are as opposed to closing this street as I am. But, I can also appreciate the shopping center, the need for it, and it has been failing, that's obvious. There are many faults in that shopping center and parking, striping, clearance, is one of them. Certainly, if we do anything I hope that's taken care of, because there is many vehicles damaged just in backing out, there is not enough clearance through the parkways, the parking spaces. So, that was a very serious error in the design of this in the first place.

There are several things, most of the concerns you have addressed, Mr. Cannon and Mr. Eujenberg, and so I won't touch on those, you've pretty well covered them. I do think that in many shopping centers through Southern California I find nice, first class restaurants. Now, why can't we provide one in this shopping center. I'm not talking about Bob's Big Boy, and no reflection, that's a fast food type of restaurant. We need a nice restaurant. Chula Vista does not have enough nice restaurants. That might help the shopping center some, if people come there and in their travels they might do some shopping.

83 Refer to response to comment #59.

84 Refer to response to comment #33.

85 Gingerich: Also, I'd have to take issue with the traffic engineer, the specialist. I'm certainly not a traffic engineer but I understand a little bit about traffic. I take exception to the fact you cannot have a ring drive around the front of the buildings, it certainly works at Bonita Plaza. They have a very generous size street that circumsvents the buildings, right immediately outside, it doesn't seem to interfere with pedestrians there. So, I take exception to that, that's not valid.

86 When I reviewed this E.I.R. report and I was concerned about the alternatives. Certainly I agree that the tunnel, emerged tunnel, fully depressed, would be out of the question. It has many bad ramifications. But I'd like to think that the partially submerged or depressed tunnel, as they call it. My first reaction was you do not move two high pressure, 400 pound, psi gas mains with great ease, or relocate them. This is a lot of money. I tried to contact the utility office today and find out if that figure was legitimate. I didn't succeed in that, they wouldn't divulge it, and perhaps it is valid in the report. However, you can't build it under buildings or structures, it has to be relocated at great inconvenience to all of the South Bay users, a 20 inch and a 10 inch gas main through there, interrupted, would certainly interrupt all the gas users in the South Bay area. Since the LNG plant is not in operation any more, that wouldn't be a source. Now, I understand that San Diego Gas and Electric was to have a representative here this evening and perhaps he could answer that, how they would deal with this, but I sense some reluctance in the utility to undertake this, moving two major gas mains. These are not small utilities. The others are small in comparison, and there may be more than meets the eye there.

I think that pretty much covers my comments. I certainly would like to see us get a well redeveloped shopping center and get some of this buying traffic back from the Bonita shopping center. We really missed the boat on that one. Thank you.

Cannon: Thank you, sir. That's all of the slips I have. Is there anyone else wishing to address the Commission on this item. Go ahead, sir, name and address, please, if you would.

Garcia: My name is Joe Garcia, I live at 484 Fifth in Chula Vista, right next to the corner of Fifth and "H". As far as the tunnel is concerned, that's out, because my house would be down at the bottom of it. I don't want to see no tunnels, no ramps.

Cannon: I think that would be a depressing experience.

85 According to the traffic consultant, it is considered good design practice to provide both a ring road adjacent to the mall building and an outer ring road. If 5th Avenue is depressed, that is, tunneled under the mall, an outer ring road would not be possible, and most of the on-site vehicle circulation would be adjacent to the mall building and in the path of concentrated pedestrian activities.

86 The EIR notes that there could be a temporary disruption of service associated with relocation of the high pressure gas line. Refer also to response to comment #38.

Garcia:

It would. I've lived there for 27 years and I've gotten used to the traffic, and if I'm not inhaling the exhaust I get a little bit dizzy from the lack of it. I'm in favor of the shopping center being developed completely. I think some times we miss the point. We're talking about all this traffic. That's what these people are trying to do, get that traffic to stop so there won't be so much traffic on the streets. But, I think it's needed. I've seen it since it was a patch of weeds, across where the Sears store is. I've been there since my old Greek friends had the tomato and cucumber patch, they run them off. I used to get cucumbers and tomatoes every day for free.

But I think: one of the things we should keep in mind, I think it looks great, I think it's fantastic, I really do. If we had somebody try to come in there who had to go to Liberty loan to float a loan to build the place, that would be something different. But, these people have oodles of money, they're loaded. Let's get some of it. There's no reason why we couldn't impose upon them to build one of the most beautiful shopping centers in all of San Diego County. I think they have the where withal to do it and I think if they were given some resolve I think they would do it.

Do I detect kind of a preconceived negative attitude on the part of the Commission?

Cannon: If it came out that way, it isn't intended to be so.

Garcia:

You know it did, because within a half an hour of the hearing I could detect this negative feeling. I think we should give it a chance, you know. Let's see what can be done. I think the right thing will be done, eventually. I think the people are too responsible to not do the right thing. The people are going to spend tens of millions of dollars. I believe that even you, the Planning Commission, will do the right thing. I believe that the E.I.R. committee will do the right thing, that the City Council will do the right thing. But I think we should give it a chance. I think it's beautiful. I think it's going to be a metropolis and if we insist that they put in a nice place, they'll build a nice place. I don't think we should worry about the fourth major store. I think it will come in. I think they'll be fighting to get in.

Cannon:

Are you for the closure of Fifth Avenue, then, sir?

Garcia:

If they--yes, I am. I am in favor--I am not opposed to it. If they want to build it without closing Fifth Avenue and make it as nice as if they close Fifth, I am in favor of them doing whatever they want to do. But, I am not opposed to Fifth Avenue being closed. I know it's going to create some problems. I know there are people who are concerned, but I think we are going to have to do something and we're going to have to give them a chance to do it. You got traffic out there anyhow. East of the freeway, east on "H", you've got thousands of cars coming from out there to go on to the freeway, you've got traffic all over this place. It's

- Garcia: Going to be a question of routing it, and it's going to probably place some kind of a hardship on certain individuals, but you can't have it all. It's going to have to resolve itself, and I think it will be resolved in time if everybody is given a chance and we don't start tearing it down before it gets a chance to fly. Give it a chance to fly.
- Cannon: Thank you, sir, appreciate your input.
- Goodrich: Gayland Goodrich, I live at 654 Cedar Avenue. There was a statement made earlier that kind of got my attention and that was the one that if I heard it correctly that SD&E would relocate the gas lines at their expense. I worked for that company for 17 years and unless somebody has got a magic act that I'm not familiar with, in the charging for relocation of lines, the builder is going to pay for that. When you close that street, they have a street vacation process, they have a right to be in there, when you move them out, then you pay them.
- 88** Goodrich: Refer to response to comment #38.
- 89** Cannon: On "I" Street, I would hope that with the development of this there would be a widening of "I" Street. On the south side of "I" Street there are overhead electric lines that, no doubt, the City will ask the developer to place underground. If that's the case, then each one of the residents on the south side of "I" will incur the expense of replacing their overhead service with an underground service.
- 90** Cannon: Another item on "I" Street, is that with additional traffic on "I" I believe you are going to cause a conflict with the truckers that are backing in and out of the Von's facility back there. So, it would be nice if the truckers could have consideration when you increase the traffic on that street. Thank you.
- Cannon: From the standpoint of environmental impacts, one of the things that should be addressed is if there would be an additional cost to the residents on "I" Street for any undergrounding because what Mr. Goodrich is saying about the cost of service for undergrounding is something that SD&E would normally charge to individual residents.
- Reid: Mr. Chairman, we will first have to check and see if that would be a requirement. With participation through redevelopment process . . .
- Cannon: I just asked that it be addressed.
- Reid: The best we could possibly do would be provide a range because the cost for individual property would vary.
- Tugenborg: Mr. Chairman, I don't know if this was addressed in the Environmental Impact Report, but if Von's closes because of this renewal, there is certainly going to be a major impact for the downtown area, which is impacted now for grocery shopping. You've had two or three closings down town already.
- 92** Cannon: The anticipated closure of Von's is unrelated to redevelopment of the shopping center or the proposed project. No features of the proposed project, as analyzed in the EIR, would preclude the retention of Von's on the shopping center property.
- 88** Cannon: Refer to response to comment #38.
- 89** Cannon: No widening of I Street is proposed in conjunction with project implementation. No change in the configuration of the existing electric lines is anticipated.
- 90** Cannon: Significant increases in traffic on I Street are not anticipated in conjunction with project implementation. As shown on Table 4 of the EIR, only 2 percent of the shopping center expansion traffic is expected to use I Street.
- 91** Cannon: Refer to response to comment #89. There would be no costs to residences on I Street for undergrounding electrical lines since no changes to the existing configuration of electrical lines and I Street are anticipated.
- 92** Cannon: The anticipated closure of Von's is unrelated to redevelopment of the shopping center or the proposed project. No features of the proposed project, as analyzed in the EIR, would preclude the retention of Von's on the shopping center property.

Cannon:

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One other thought for the E.I.R. that I've gotten as they went along with this is it appears we are taking out a substantial amount of parking in order to build this new section. How is that going to impact the overall number of parking spaces throughout the center? I don't know if we have an answer on that now, or not.

93 Refer to response to comment #16.

Reid:

The plan as currently proposed, the primary plan in the E.I.R. does meet current code requirements for offstreet parking.

Cannon:

Anyone else wishing to address the Commission? State your name and address, please, sir.

Pease:

Gentlemen, my name is David Pease, I live at 1744 Yale Street, a considerable distance from this area, so I'd like to represent those people who do not live in this area, but do live in Chula Vista, or, at least, I can speak for myself being one of them.

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I have a very good friend who does live in this area and I also drive through this area approximately three times a week. I am against closing that street because of the traffic reasons.

94 The comment is noted. It does not reflect on the adequacy or sufficiency of the EIR and no response is necessary.

I'd also like to bring up one other point that I don't think was addressed here, although it was touched upon. These developers speak in terms of millions of dollars. I don't know how many of you have had a million dollars; I never have and probably never will. I challenge these people to build something that will help us in the form of a shopping center and will keep that street open, use these resources, use new ideas and build something that's workable, that will be beautiful and functional and will not take out our street, which we all use, or we wouldn't be here past our bedtimes tonight. So, I would like to pass this off to you and to how very few of them are left out here to hear our views. I would like to challenge them, once again, let's use that money, let's get the job done, make it work, and address the problems and leave our street alone. Thank you.

Cannon:

Thank you. Anyone else. Remember let's talk about something we haven't talked about. One more, okay.

Davis:

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I'm Mrs. Davis and I live at 621 Fourth Avenue, and one of the things you haven't touched on, that I think is very important to our street. There is quite a bit of travelling and I've never understood why we can't have Fourth Avenue go one way, Fifth Avenue another direction. In other words, some of the traffic come in and some of it go out. Fourth Avenue is becoming very difficult to get out and we don't have enough left turn signals. As the gentleman said, we don't have enough room on the street to put any more lines, let more cars. So, living in the area since 1954, we've seen a lot change. When I heard them say they were going

95 Refer to response to comment #14.

Davis:

to widen Fourth Avenue another 3 feet. In fact, I shared with the gentleman, my goodness, they are going to be up on my front porch next. So, just consider that. And, also, where are they going to put those gas lines if they take them out of Fifth Avenue. Are they going to tear up all those houses.

Cannon:

Thank you, ma'am. All right, anyone else. Seeing no one else I'll close the public hearing.

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Specific plans for the relocation of the high pressure gas lines have not yet been developed. Relocation options currently under consideration include Broadway, Fig Avenue, and location of the gas lines within the shopping center boundaries. As described in the EIR, relocation plans would need to be coordinated closely with SDG&E.

11.0 CUMULATIVE TRAFFIC ANALYSIS

ENVIRONMENTAL SETTING

Figure 1 displays the project area roadway system. The shopping center is served by a grid network consisting of "Streets" in the east-west direction and "Avenues" (also Broadway) in the north-south direction. The nearest interchanges with I-5 to the west are located at H and J Streets. Interchanges with I-805 to the east are located at H, E and L Streets. In addition to these two north-south freeways, the SR 54 freeway is presently under construction between I-5 and I-805. This east-west freeway, north of the shopping center in the vicinity of the northern City limits, will serve the project by way of connections with I-5 and I-805, and an interchange at Highland Avenue in National City (the northerly extension of 4th Avenue).

Within the area of the shopping center, Chula Vista's 1990 General Plan designates certain roadways as Major Street or Collector. These classifications are as shown in Table 1. Those roadways studied herein, not on the General Plan Map, are Residential Collectors.

Daily traffic volume standards for the various study area roadways are listed by level of service in Table 2. Classifications and lane provisions are from the City. Average daily trip (ADT) figures for each of the levels of service are taken from County of San Diego Public Road Standards for the same type functional classification.

METHOD OF CUMULATIVE ANALYSIS

The near-term traffic operations impacts of the project were analyzed in a separate document prepared by Frischer & Associates¹. The traffic study for the project completed by Frischer & Associates, in accordance with the CEQA require-

¹ Traffic Engineering Study - Chula Vista Shopping Center, August 18, 1986, prepared by Donald Frischer & Associates for the City of Chula Vista.



Figure 1

PROJECT AREA ROADWAY SYSTEM

TABLE 1
CLASSIFICATION OF STUDY AREA ROADWAYS

<u>Roadway</u>	<u>Limits(1)</u>	<u>Classification(2)</u>
G Street	Broadway - 3rd Ave.	Resid. Collector
H Street	I-5 - 2nd Ave.	Major Street
I Street	Broadway - 2nd Ave.	Resid. Collector
J Street	I-5 - 3rd Ave.	Collector
Broadway	F Street - K Street	Major Street
5th Avenue	F Street - J Street J Street - K Street	Collector Resid. Collector
4th Avenue	F Street - K Street	Major Street
3rd Avenue	G Street - J Street	Collector

NOTES:

- (1) Classification given here only for those roadway segments analyzed in this cumulative traffic study.
- (2) 1990 General Plan Map classification used when shown. If roadway or segment not shown on the General Plan Map, current classification assumed.

TABLE 2
DAILY SERVICE VOLUME STANDARDS
FOR STUDY AREA ROADWAYS

Road Classification	Number Lanes(1)	Average Daily Vehicle Trips by Level of Service				
		A	B	C	D	E
Residential Collector(2)	2	1,900	4,000	7,000	10,700	16,000
Collector(3)	4	13,700	22,800	27,400	30,800	34,200
Major Street(3)	4+ Median	14,800	24,700	29,600	33,400	37,000

NOTES:

- (1) Number lanes, whether divided or undivided from the Design Standards for City of Chula Vista.
- (2) Service volumes adapted from San Diego County Public Road Standards.
- (3) Service volumes from San Diego County Public Road Standards.

ments, evaluated project-related and cumulative short-range traffic impacts that can be predicted in the vicinity of the project site. As a further check of cumulative impacts, it was determined that a long-term analysis should be prepared. That is the focus of the present study, namely to examine the long-term cumulative impacts. The roadway segments identified for daily traffic assessment in this further study include those displayed in Figure 2.

Although the City is currently engaged in the process to update its General Plan and Circulation Element, these long-range planning efforts will not result in officially adopted plan amendments/updates for some months to come. Therefore, another recent study was selected as the benchmark or frame of reference upon which to base shopping center expansion impact analysis. This was the "Chula Vista Transportation Study",¹ a cooperative undertaking of the San Diego Association of Governments (SANDAG) and the City of Chula Vista. This long-range transportation planning study provides a sound framework for assessing cumulative traffic impacts of the proposed shopping center expansion, either with or without the 5th Avenue closure.

No Project Scenario

The Chula Vista Transportation Study thus represents the "No Project" scenario. This effort was a full-blown, computer modeling-based long-range transportation planning study. The model was built upon the entire County-wide computerized system with appropriate "windowing" of zones and highway network detail for present and potential future annexation Chula Vista areas. The study was initiated in the summer of 1983, when the City requested SANDAG assistance in the development and application of a transportation model to evaluate proposed land use plans.

Land use designations (type, intensity, location) for the Year 2005 forecasts were furnished for study area traffic zones by City of Chula Vista staff.² This land use coding was based upon the General Plan and individual proposed developments. Among others, the Bayfront and Town Center I plans were incorporated. As the

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1. Documented in: Chula Vista Transportation Study, September 1984, San Diego Association of Governments.
 2. Ibid., p. 34.

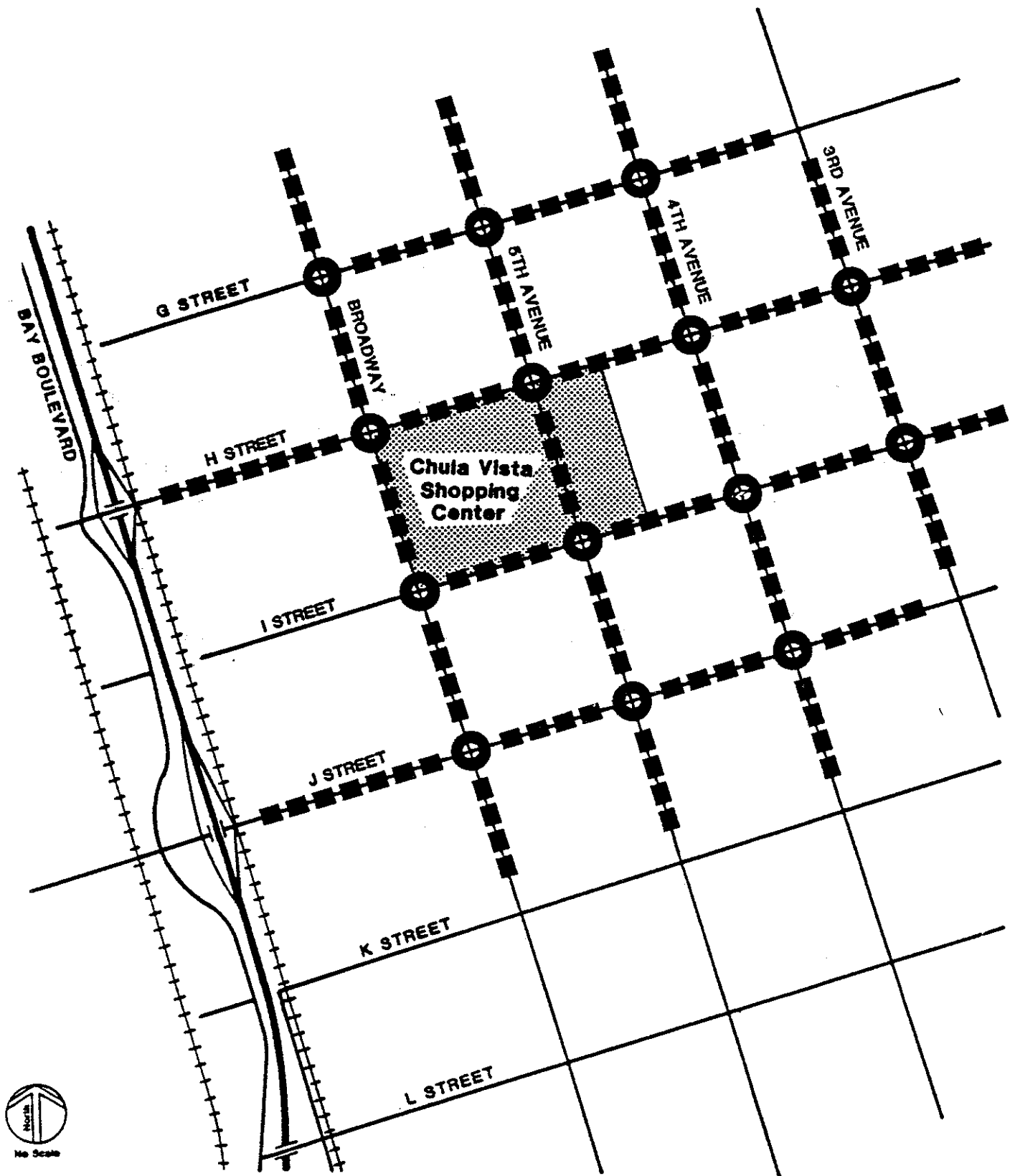




Figure 2

ROADWAY SEGMENT ANALYSIS LOCATIONS

LEGEND

- 
 Intersections Analyzed for Near-Term Impacts (Frischer)
- 
 Roadway Segments Analyzed for Long-Term Impacts (PRC)

Town Center II plans post-date the Chula Vista Transportation Study, these plans were not included in the computerized land use files. Land use information for areas of the County outside the defined Chula Vista study area was taken from the Series 6 (Year 2005) Regional Growth Forecast.

The procedure employed to develop the long-range computerized highway network¹ entailed first creating a buildout network which encompassed all planned future roads. The Year 2005 network was created by deleting certain facilities from the buildout network expected to be constructed after that year. Two network alternatives were coded for the Year 2005 - one with SR-125 built as a freeway, the other with SR-125 treated as an expressway. It should be noted that within the shopping center sub-area of Central Chula Vista, no differences arose in daily traffic forecasts between these two network alternatives.

Traffic assignment plots for both the 1980 base year calibration and Year 2005 were acquired from SANDAG staff for an area somewhat larger than that shown earlier in Figure 2. The 1980 simulation results were compared with ground traffic counts for that year, in order to determine whether manual adjustments might need to be made to the Year 2005 model outputs. In a closely-spaced grid system of roadways, it is often the case that computer traffic assignments will be high on one street and correspondingly low on a parallel street. This phenomenon was checked against the 1980 simulation, and it was determined that manual adjustments based upon absolute link-by-link differences (model vs. ground) would be appropriate. Adjustment factors were thus calculated using the 1980 data and applied to the "raw" Year 2005 forecasts.

Forecast average daily traffic volumes (as adjusted) for Year 2005 are presented along with level of service (Table 2 standards) in Figure 3. On a daily basis, under the No Project scenario the evaluated roadways would generally operate at Level of Service (LOS) "C" or better.

¹Ibid., p. 35.

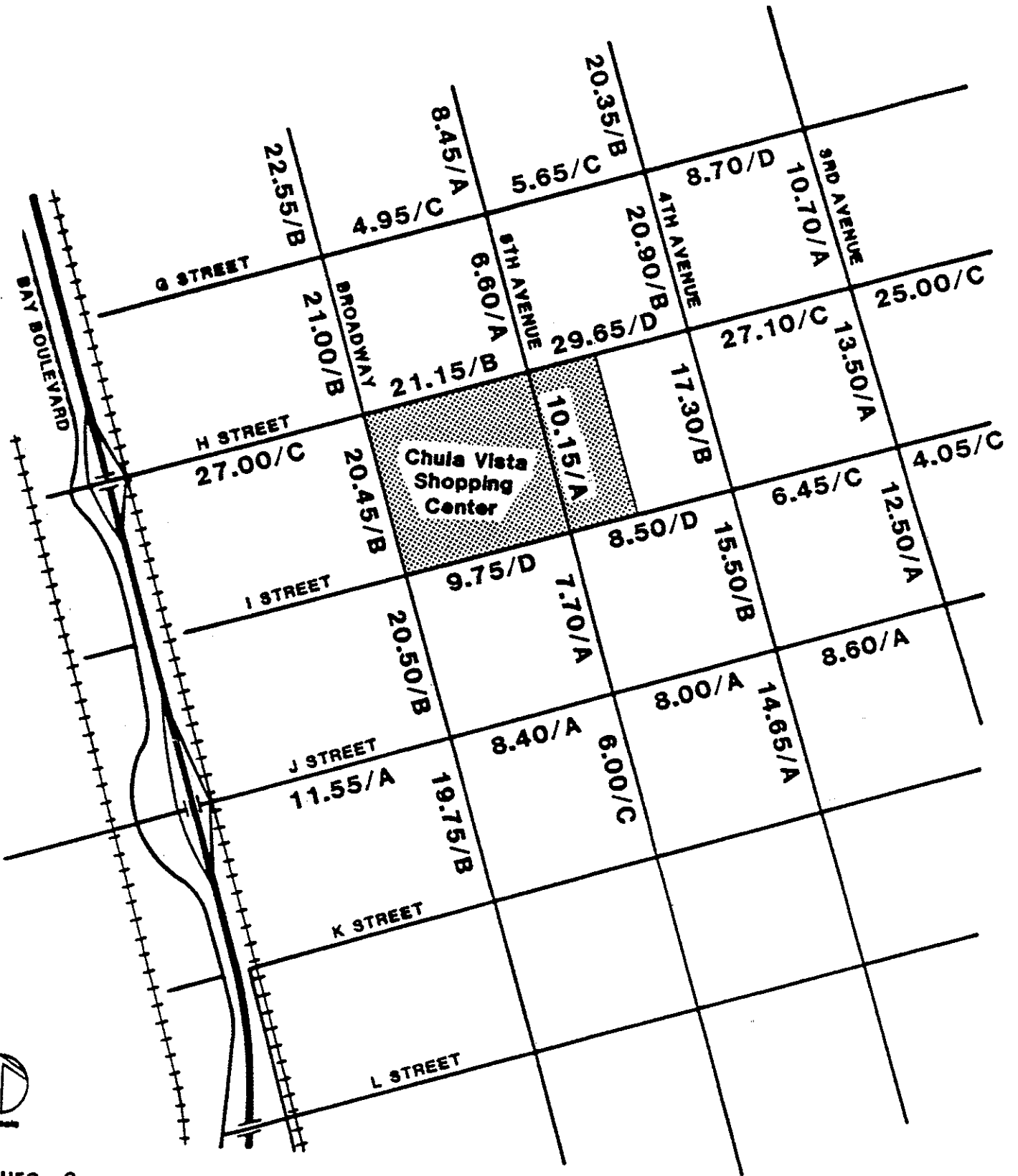


Figure 3

**FORECAST ADT'S & LOS:
NO PROJECT SCENARIO**

LEGEND

XX.XX ADT (1000's)
C Level of Service

Addition of Shopping Center Expansion Traffic

The aforementioned Frischer study determined that the proposed expansion of the shopping center would generate an additional 4,200 trips per day.¹ These incremental trips needed to be added to the No Project volumes, and the directional distribution estimated by Frischer² was assumed. Distribution percentages and resultant vehicles per day are given in Table 3. These distribution parameters were employed in manual assignment of the additional trips to the Year 2005 roadway system, along the same lines as Frischer's assignment for near-term traffic analysis. Results for this particular project scenario, in which 5th Avenue was maintained open, are discussed subsequently.

Project Traffic Plus Closure of 5th Avenue

In this cumulative impacts scenario, not only would an incremental 4,200 trips per day be assigned to the network, but also 5th Avenue between H and I Streets would be closed to through traffic. In viewing Frischer's estimate of through traffic vs. shopping center access traffic on that link of 5th Avenue,³ it was determined that an assumption of two-thirds through movement on a daily basis would be appropriate. Using the Frischer methodology, this then entailed diverting two-thirds of the Year 2005 traffic (i.e., the through traffic) off of that link. The manual diversion of future traffic was accomplished using the same re-routing assumptions employed by Frischer.⁴ Calculations for the link-by-link impacts of (1) shopping center expansion, and (2) re-routing of future traffic were separately made, then combined so as to assess the collective impacts of both actions. Results of these exercises are presented below.

CUMULATIVE PROJECT IMPACTS AND MITIGATION ANALYSIS

Forecast daily traffic volumes and resultant LOS are shown in Figures 4 and 5 for the two project scenarios - 5th Avenue open in Figure 4 and severed as a through

¹ Op. cit., p. 8.

² Ibid., p. 9.

³ Ibid., p. 7.

⁴ Ibid., p. 7 and Technical Appendix.

TABLE 3
DIRECTIONAL DISTRIBUTION OF
SHOPPING CENTER EXPANSION TRAFFIC

<u>Origins</u>	<u>Percent of Expansion Traffic(1)</u>	<u>Daily Totals(2)</u>
Westbound on G St.	3.0	126
Eastbound on H St.	20.0	840
Westbound on H St.	12.0	504
Westbound on I St.	2.0	84
Eastbound on J St.	14.0	588
Westbound on J St.	3.0	126
Northbound on Broadway	8.5	357
Southbound on Broadway	8.5	357
Northbound on 5th Ave.	4.0	168
Southbound on 5th Ave.	4.0	168
Northbound on 4th Ave.	7.5	315
Southbound on 4th Ave.	7.5	315
Northbound on 3rd Ave.	3.0	126
Southbound on 3rd Ave.	<u>3.0</u>	<u>126</u>
TOTALS	100.0	4,200

NOTES:

- (1) Percentages taken from Traffic Engineering Study - Chula Vista Shopping Center, August 18, 1986, prepared by Donald Frischer & Associates for the City of Chula Vista (p.9).
- (2) Shopping center expansion would generate 4,200 additional trips per day (Ibid., p.8).

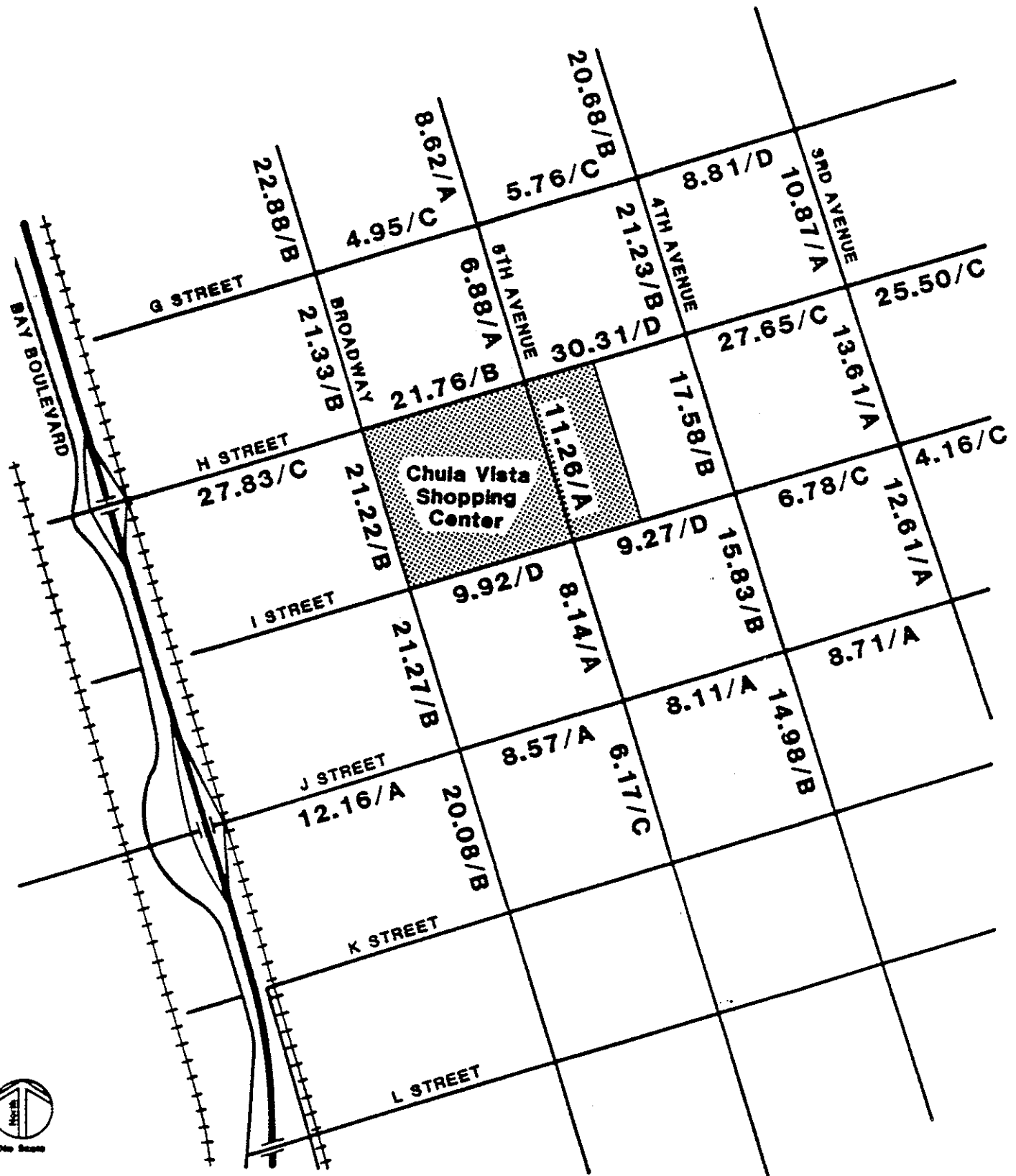


Figure 4

**FORECAST ADT'S & LOS:
PROJECT TRAFFIC ADDED,
5TH AVENUE OPEN**

LEGEND

XX.XX ADT (1000's)
C Level of Service

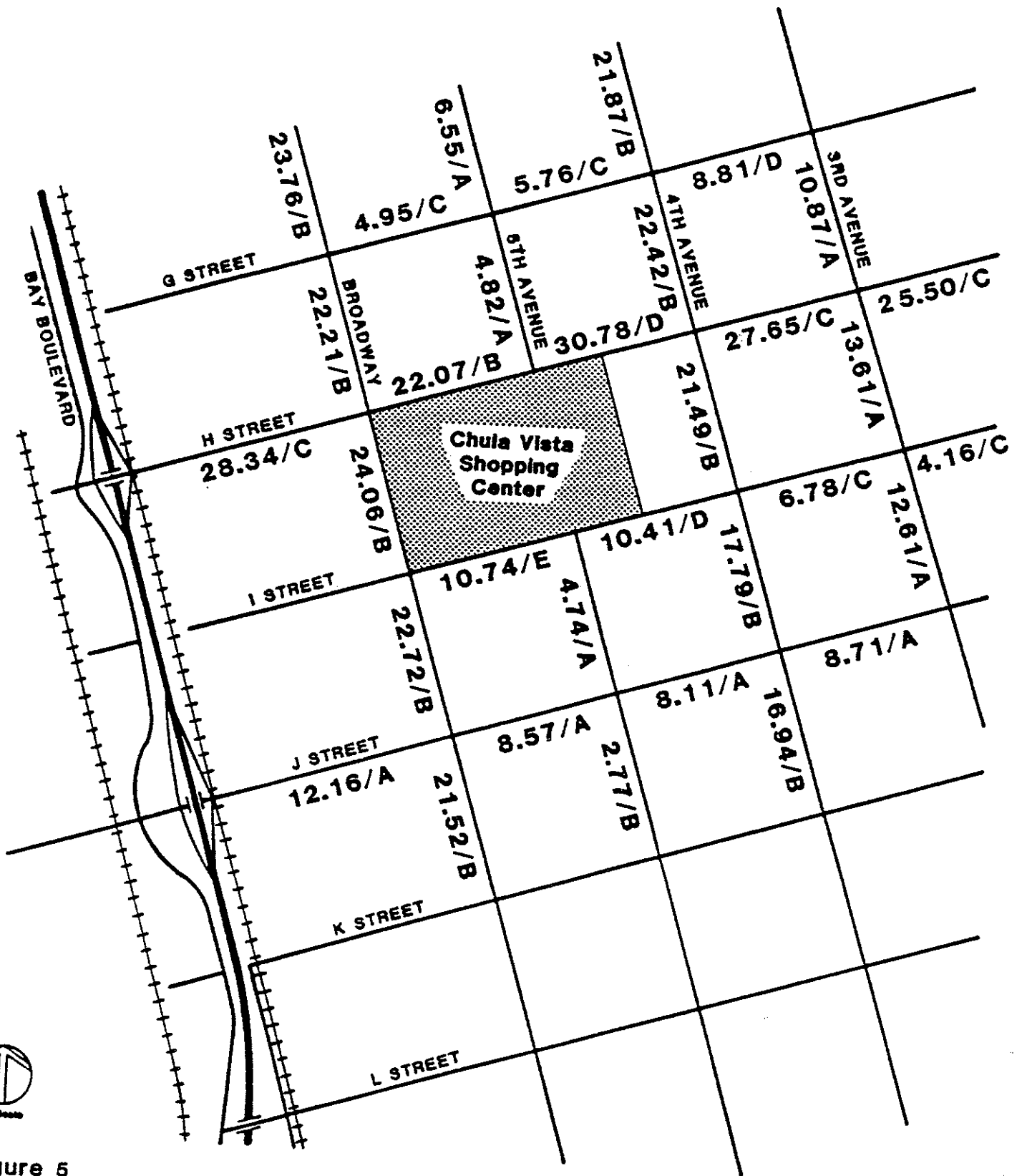


Figure 5

**FORECAST ADT'S & LOS:
PROJECT TRAFFIC ADDED,
4TH AVENUE CLOSED**

LEGEND

XX.XX ADT (1000's)
C Level of Service

road in Figure 5. To ease comparison of these future alternatives with the No Project scenario, Table 4 was developed.

An examination of Table 4 indicates clearly that very few "order of magnitude" changes in level of service would occur under either project alternative. This should not be surprising since the number of trips added/diverted is relatively small compared to background volumes, and because this traffic would "fan out" in different directions. One LOS shift, specifically on 5th Avenue between J and K Streets, would actually represent a long-range improvement from LOS "C" to LOS "B" were 5th closed to through traffic in the shopping center expansion. Fourth Avenue between J and K would drop from LOS "A" to LOS "B", but the resultant level of service is quite acceptable.

The only critical level of service degradation from the No Project scenario would affect I Street between Broadway and 5th Avenue, specifically under the link closure option. A recipient of diverted traffic, approximately 1,000 more vehicles per day would use this segment of road than under the No Project scenario. This would be an increase sufficiently large to just exceed the LOS D/E threshold (see Table 2) for a Residential Collector.

As discussed on page 31 of the EIR, mitigation measures have been incorporated into the project to reduce potential impacts on I Street. These measures are summarized below:

4th Avenue/I Street

- o Restripe the eastbound and westbound approaches to one left-turn lane and one optional straight or right-turn lane.
- o Prohibit parking on the eastbound and westbound approaches.

5th Avenue/I Street

- o Restripe the northbound approach on 5th Avenue to one left-turn lane and optional straight or right-turn lane.
- o Prohibit parking on the northbound approach.

With implementation of these mitigation measures, as proposed by the applicant, there would be no reduction in existing levels of service on I Street as a result of project implementation or the cumulative effects of the project in addition to other existing and proposed development.

TABLE 4

**CUMULATIVE IMPACTS COMPARISON BY ROADWAY SEGMENT:
AVERAGE DAILY TRAFFIC & LEVEL OF SERVICE**

<u>Street</u>	<u>Segment</u>	<u>No Project</u>	<u>Project & 5th Open</u>	<u>Project & 5th Closed</u>
G St.	Broadway - 5th	4,950/C	4,950/C	4,950/C
G St.	5th - 4th	5,650/C	5,760/C	5,760/C
G St.	4th - 3rd	8,700/D	8,810/D	8,810/D
H St.	I-5 - Broadway	27,000/C	27,830/C	28,340/C
H St.	Broadway - 5th	21,150/B	21,760/B	22,070/B
H St.	5th - 4th	29,650/D	30,310/D	30,780/D
H St.	4th - 3rd	27,100/C	27,650/C	27,650/C
H St.	3rd - 2nd	25,000/C	25,500/C	25,500/C
I St.	Broadway - 5th	9,750/D	9,920/D	10,740/E
I St.	5th - 4th	8,500/D	9,270/D	10,410/D
I St.	4th - 3rd	6,450/C	6,780/C	6,780/C
I St.	3rd - 2nd	4,050/C	4,160/C	4,160/C
J St.	I-5 - Broadway	11,550/A	12,160/A	12,160/A
J St.	Broadway - 5th	8,400/A	8,570/A	8,570/A
J St.	5th - 4th	8,000/A	8,110/A	8,110/A
J St.	4th - 3rd	8,600/A	8,710/A	8,710/A
Broadway	F - G	22,550/B	22,880/B	23,760/B
Broadway	G - H	21,000/B	21,330/B	22,210/B
Broadway	H - I	20,450/B	21,220/B	24,060/B
Broadway	I - J	20,500/B	21,270/B	22,720/B
Broadway	J - K	19,750/B	20,080/B	21,520/B
5th Ave.	F - G	8,450/A	8,620/A	6,550/A
5th Ave.	G - H	6,600/A	6,880/A	4,820/A
5th Ave.	H - I	10,150/A	11,260/A	CLOSED
5th Ave.	I - J	7,700/A	8,140/A	4,740/A
5th Ave.	J - K	6,000/C	6,170/C	2,770/B
4th Ave.	F - G	20,350/B	20,680/B	21,870/B
4th Ave.	G - H	20,900/B	21,230/B	22,420/B
4th Ave.	H - I	17,300/B	17,580/B	21,490/B
4th Ave.	I - J	15,500/B	15,830/B	17,790/B
4th Ave.	J - K	14,650/A	14,980/B	16,940/B
3rd Ave.	G - H	10,700/A	10,870/A	10,870/A
3rd Ave.	H - I	13,500/A	13,610/A	13,610/A
3rd Ave.	I - J	12,500/A	12,610/A	12,610/A