Project Title: Third Avenue Streetscape Implementation Project

Sponsoring Jurisdiction: City of Chula Vista

Application Checklist

☑ Eight (8) hard copies and one (1) CD of the complete SGIP application (including all attachments)
☑ Completed application form
☑ Resolution or minute order authorizing the application
☑ Vicinity maps showing project locations, entitled land developments related to the projects, and local/regional street, bicycle, transit, and highway facilities within and near the project area
☑ Site plan, renderings, and typical cross sections depicting project-level detail as available, not to exceed 11x17 inches
☑ Documentation of support for the project from community groups or individuals (recommended but not required)
☑ Aerial photo and other photographs depicting existing conditions
☑ Use-it-or-Lose-it Policy and Program Implementation and Oversight Requirements have been read

Person Authorized to Submit Application:
I certify that I have reviewed the TransNet Smart Growth Incentive Program Guidelines and the information submitted in this application is accurate and in accordance with these guidelines.

Gary Halbert, PE, AICP  Deputy City Manager/Director of Development Services
Name  Title

February 6, 2009  Date
Project Summary

**Third Avenue Streetscape Implementation Project (TASIP)** – The 2005 General Plan and the 2007 Urban Core Specific Plan (UCSP) identified Chula Vista’s older downtown core, Third Avenue Village, as an urban center with great emphasis placed on linking higher density housing and mixed uses around a new hierarchy of transportation modes; pedestrians, transit, bicyclists and cars. As a key activity center, the Third Avenue Village area plays a critical role in activating Chula Vista’s Urban Core. Plans for pedestrian improvements and traffic calming elements are introduced along Third Avenue in the Village District to slow traffic and create a more pedestrian-friendly environment. Improvements such as bulbouts (sidewalk extensions), narrowed and/or reduced travel lanes, special paving at crosswalks and median refuge islands, paseos linking public parking to the main commercial corridor and pedestrian walkways are emphasized for this area. Bicycle transit and upgraded bikeway facilities throughout the area are recommended for both recreational and commuting users. A Transit Focus Area at Third Ave and H Street provides multi-modal opportunities for both local and regional transit stations located at I-5/H Street and I-5/E Street which link to the San Diego Trolley’s Blue Line.

One of the key implementing projects identified in the UCSP is the preparation of a streetscape master plan for the Third Avenue corridor between E and H Streets. Staff initiated work on the Third Avenue Streetscape Master Plan (TASMP) in May of 2008, by first conducting a needs assessment in close collaboration with the community and the Third Avenue Village Association (TAVA) to ultimately design a master plan that meets the community’s needs and the Smart Growth precepts identified in the UCSP. The TASMP will provide detailed planning and identify capital improvements to the existing infrastructure system to enhance walkability, improve transit options, modify traffic circulation patterns to be more pedestrian friendly, and create a more vibrant urban center from E Street to H Street. Preparation of TASMP is nearing completion and scheduled for presentation to Council in April 2009.

The next phase, and the subject of this grant request, will be the Third Avenue Streetscape Implementation Project (TASIP) to develop construction level plans and cost estimates and to begin implementation through the construction of the improvements along Third Avenue. The first phase of the improvements will be focused on the segment of Third Avenue that extends just south of Center Street to H Street. This segment lacks most of the smart growth elements identified by the TASMP. The pedestrian experience is limited, access to transit is deterred and vehicles dominate the landscape. The segment of Third Avenue north of Center Street currently has some elements, such as pedestrian crossings, mid-block crossings and landscaped medians that create a pedestrian friendly environment. These elements are planned to be upgraded and expanded in future phases of the TASIP. If the budget allows, Phase I will address some of these existing elements such as removal of the raised planters which restrict the pedestrian experience and inhibit opportunities for outdoor dining. Phase I improvements have been preliminarily estimated to cost approximately $3.1 million dollars. Approximately $1.1 million dollars have been identified and secured, as described later in this application. The SGIP Grant monies being requested in the amount of $2 million dollars will provide the needed funding to accomplish construction of the capital improvements.
Project Title: Third Avenue Streetscape Implementation Project

Exact Project Location: Downtown Third Avenue between Center Street and H Street within the Urban Core Specific Plan area of the City of Chula Vista.

(i.e. University Avenue between Georgia Street and Boundary Street, or the intersection of Washington Street and Goldfinch Street)

Project Description: one paragraph, briefly describe the project goals, location, scope, and elements to be funded by the SGIP capital funds.

The TASMP and associated TASIP were identified as a key short-term demonstration project that would serve as a catalyst towards the potential growth and improvements facilitated by the UCSP. The project was selected because it created a synergistic approach to revitalization in one of the most critical areas within the Urban Core, the Village District. This segment of Third Avenue is a priority due to its location as the traditional center of the City and its ability to build upon and integrate other revitalization efforts. A major goal of the TASIP is to implement these improvements as a comprehensive street improvement as opposed to an incremental approach as private redevelopment occurs. The TASIP addresses public investment along a major pedestrian and business corridor and provides more detailed engineering design of physical streetscape improvements. The streetscape improvements would occur within the existing public right of way along Third Avenue just south of Center Street and H Street. Key elements of the TASIP include capital improvements to create or enhance the following: traffic calming measures such as pedestrian street crossings and bulbouts; streetscape enhancements such as new median landscaping, street trees, lighting, furnishings and community gateway feature; expanded or modified improvements that enhance the connectivity of various transportation opportunities such as expanded bicycle parking, relocated transit stops and new transit shelters; and finally, improvements to community gathering spaces such as the public plaza at Memorial Park/Third Avenue. The following excerpts from the adopted UCSP are provided to illustrate the concepts that have been refined through the TASMP and will be implemented through the TASIP. In 2008, the USCP received the Urban Land Institute’s Smart Growth Award - Planning Documents category.
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<th>$2,000,000 (may not exceed $2,000,000)</th>
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<td><strong>Total Project Cost:</strong></td>
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**Sponsoring Jurisdiction:** City of Chula Vista

**Primary Contact Person:** John Krizan

**Title:** Landscape Architect

**Street Address:** 276 4th Avenue

**City and Zip Code:** Chula Vista, 91910

**Phone:** (619) 691-5120  
**Fax:** (619) 409-5861

**Other Project Partners:** Third Avenue Village Association, Chula Vista Chamber of Commerce, Crossroads II

**Smart Growth Opportunity Area Identifier:** CV-2 (Urban Center) Third Avenue from G Street to H Street and CV-1 (Town Center) Third Avenue from E Street to G Street

**Project Description**

The following information is required to evaluate the application based upon the Project Evaluation Matrix (see page 6 of the Program Guidelines).

**Project Setting:** The TASIP is within the heart of Chula Vista’s traditional downtown, the Village District. The Village District is generally bounded by Del Mar Avenue and Fourth Avenue on the east and west and by E Street and H Street on the north and south. The area is part of the City’s Urban Core; and identified as a Smart Growth Opportunity Area as both a Town Center (CV 1) and Urban Center CV-2. Third Avenue is the primary retail and office district for the northwest area of the city and is anchored by transitional office and a mix of low to higher density residential uses. Other land uses adjacent to the project area include two neighborhood parks (Memorial Park and Friendship Park), Chula Vista City Hall and the Central Library. The Third Avenue/H Street transit focus area is located at the southerly terminus of the TASIP boundary. Transit service at this location includes existing bus service and future planned Bus Rapid Transit (BRT) and links the Village with the H Street Transit Station to the eastern Chula Vista residential neighborhoods including Eastlake and Otay Ranch and to the western Chula Vista Bayfront.

**Project Objectives:** Building on planned and existing development in the neighborhoods surrounding the downtown Village District and H Street transit station, the city has identified this area as an opportunity to create a smart growth community that is walkable, transit supportive, includes mixed-use development and that will serve residents and visitors into the future. The proposed project’s objectives are to strengthen the connection between local land uses and the regional transportation network as follows: (1) Provide new infrastructure to enhance the existing pedestrian environment along Third Avenue in the Village District. This will be achieved through the addition of landscaped medians, treed sidewalks, and enhanced intersections...
from approximately Center Street to the H Street transit station; (2) Encourage the use of public transit by providing inviting facilities and amenities that make accessing public transit a safer and more convenient experience and enhance connectivity between all modes of transportation serving the downtown Village District; (3) Promote foot traffic throughout the Village District by providing new pedestrian facilities and transforming the existing rather stark and utilitarian streetscape (See Figure 4 - Photos) along this segment of Third Avenue into beautiful, safe and inviting tree-lined walking corridors; (4) Encourage bicycle use by adding bike facilities which link to the Third Avenue/H Street transit station and F Street and H Street bikeways; (5) Beautify the neighborhood to attract high-density housing and mixed use developments to an area already well served by transit; and (6) Promote the “Park Once-Walk Many” concept through enhancements, improvements and policies that encourage and facilitate pedestrian activity.

Relationship of project to existing and planned land uses and transportation facilities in the project area: The TASIP is an initial phase of, and catalyst for, a larger development strategy to guide development of the planned development in and around the Third Avenue Village District and was identified as such in the UCSP. The TASIP support the goals and objectives of both the 2005 General Plan and the 2007 UCSP that provide for higher density mixed use, infill, residential development, affordable housing and commercial/retail – all within walking distance of a major activity center and nearby regional transit centers. The higher density mixed use designation allows a combination of multi-family residential, retail shops, financial, business and personal services, restaurants, entertainment, and office opportunities in a pedestrian-friendly environment. Ground floor uses are predominantly non-residential in order to promote pedestrian activity. To implement the vision of the General Plan, the UCSP created new zoning regulations for this area that allows mixed uses at greater intensities than currently exists. The Village District provides for a range of land uses and intensities including mixed use, commercial, office and residential uses at variety of intensities from higher density/mid-rise development (floor area ratio up to 4.5) west of Third Avenue in the V-3 subdistrict, low and mid rise development (at limited locations) along Third Avenue in the V-2 subdistrict, and lower density/low rise multi-family residential uses (floor area ratio up to 2.0) east of Third Avenue in the V-1 subdistrict. The segment of Third Avenue south of G Street is within the UC-1 and UC 2 subdistricts of the UCSP which are designated as Transit Focus Areas (TFAs). TFAs allow a higher density of mixed use development at floor area ratios of between 2.0 and 5.0. These higher densities are directly linked to the proximate location of the H Street Transit Station.

Currently, the community and its surrounding areas are served by a primary arterial supporting local and corridor-focused bus service, pedestrian facilities, bike routes, collectors and local urban streets. The city's General Plan Update calls for planned bus rapid transit service along the H Street corridor, eventually connecting service from H Street to the H Street Transit Station and to the eastern master planned communities (see Existing Routes). New bikeways are identified for Third Avenue, H Street and F Street which will eventually connect to the regional San Diego Bayshore Bikeway to the west and to existing facilities along Fourth and Fifth Avenues and H Street.

Land Use and Transportation Characteristics of the Area Around the Proposed Capital Improvement Project

1. Intensity of Planned Development in the Smart Growth Opportunity Area (Criterion IA, 4 points)

Please explain if this project is located within an area, where a specific plan, community plan, master EIR, or other mechanism allows for administrative or expedited approval of development projects.

The TASIP is located within an area that is planned to be redeveloped under an adopted Specific Plan. In order to realize the vision for the urban core established by the 2005 General Plan, it was recognized that existing zoning for the urban core needed “re-tooling”. The 30+ year-old zoning regulations either precluded or created a cumbersome entitlement process to achieve the variety of living, employment and service choices envisioned by the General Plan. In April 2007, the UCSP was approved and provides new contemporary development regulations, standards and design guidelines to implement the smart growth principles of the City’s 2005 General Plan. The TASIP is identified as a key demonstration project recommended to be developed in the short term to spur economic revitalization in the Village District.

The UCSP includes a streamlined design review process for future projects within the UCSP Subdistricts Area, including the Village District, by providing clarity, predictability and quality to the entitlement process. With the rezoning of the UCSP, a wide range of uses (mixed use, commercial, office, and
residential) were designated as permitted uses, extensive development regulations and design guidelines for both private and public development were developed, and the process has been consolidated. For example, a mixed use project that in the past required up to four discretionary actions has been consolidated into a single design review. All subsequent development projects require submittal and approval of an Urban Core Development Permit (UCDP). Project size and location determine which one of two design review processes apply. The majority of the UCSP Subdistrict Areas lie within a Redevelopment Project Area. To assist with implementation and oversight of infill development in these areas, the Chula Vista Redevelopment Corporation was established in 2005. Development outside of a Redevelopment Project Area is subject to the City’s existing design review process. Exemptions to the UCSP design review requirements include minor modifications to existing structures such as painting, maintenance or repair, or modifications that increase the total building area by 200 square feet or less (within a two-year period). The UCDP design review process is illustrated below.

Environmental Review for subsequent projects has also been streamlined. Approval of a UCDP is a discretionary action requiring CEQA review. As a Program EIR, the Final EIR for the UCSP is intended for use by the City of Chula Vista when taking action on subsequent permits to allow development in accordance with the proposed UCSP. The Program EIR and subsequent project review process defined in Section 15168 of the CEQA Guidelines allows a Program EIR to serve as the basis for environmental review of subsequent projects. Section 15182 and 15183 of the CEQA Guidelines provide additional review guidance for projects proposed in accordance with an adopted Specific Plan, or consistent with adopted Community Plan, General Plan or Zoning. These CEQA Guidelines will be utilized, as applicable, in the review of subsequent development projects. The Final EIR for the UCSP will be used by the City of Chula Vista for discretionary actions associated with subsequent development and other activities within the UCSP area which require CEQA review. A Secondary Study is conducted, unless otherwise exempt, to determine if the UCSP Final EIR adequately addresses the potential environmental impacts of the proposed activity. If the Secondary Study determines that the EIR does adequately cover the activity, no further review is required and the EIR will be referenced in approving the discretionary actions. If necessary more detailed development specific studies may be required as part of the subsequent environmental review to further quantify environmental impacts and generate project-specific mitigation measures to avoid or minimize significant environmental impacts of specific developments. The improvements associated with the TASIP were anticipated under the Program EIR.
2. Entitled Development Density Within a ¼-mile Radius of Proposed Capital Project Site (Criterion IB2, maximum 6 points), Mix of Uses (Criterion IB3, maximum 3 points), and New Affordable Housing Development (Criterion IC, maximum 3 points)

Please provide the following information for each entitled development project located within a ¼-mile of the proposed capital project.

- Project Name
- Location
- Land Uses
- Units per Net Residential Acre
- Total Number of Units
- Number of Affordable Housing Units
- Number of Affordable Housing Units Restricted to Very-Low Income Residents
- Estimated Gross Lease Area for Commercial/Office/Retail Uses
- Estimated Construction Completion Date

The economy and slowing in real estate development has significantly impacted the number of viable projects within the Project Area. In contrast to 2007, when the Redevelopment Agency had six Exclusive Negotiating Agreements (ENA) for development of various locations within the area surrounding the Project Area, last year, only 514 residential permits were issued city-wide and only one ENA remained. There are currently no entitled market-rate development projects within the Project Area. However, the importance of the Specific Plan is that it provides for this opportunity to occur in the future, and the implementation of the TASIP provides the environment that may help entice developers to build new projects when the market turns around.

The Village District provides for a range of land uses and intensities including mixed use, commercial, office and residential uses at variety of intensities from higher density/mid-rise development (floor area ratio up to 4.5) west of Third Avenue in the V-3 subdistrict, low and mid rise development (at limited locations) along Third Avenue in the V-2 subdistrict, and lower density/low rise multi-family residential uses (floor area ratio up to 2.0) east of Third Avenue in the V-1 subdistrict. The segment of Third Avenue south of G Street is within the UC-1 and UC 2 subdistricts of the UCSP and both are designated as Transit Focus Areas (TFAs). TFAs allow a higher density of mixed use development at floor area ratios of between 2.0 and 5.0. These higher densities are directly linked to the proximate location of the H Street Transit station. Based on the development standards and potential redevelopment, several thousand new residential units could be developed in the Village District over the 20-25 year horizon of the UCSP.
The City of Chula Vista General Plan includes a Balanced Housing Policy that requires that all new development over 50 units provide a minimum 10% of their units as affordable housing units (5% low and 5% moderate). The units may be located within the project, off site, or possibly through an in-lieu fee. From 2007 to 2008, the City issued 435 building permits for very low to above moderate income units city-wide. There are currently no entitled affordable housing developments in the Project Area. Existing affordable housing in the Project Area include the 186-unit Congregational Towers Senior Housing development.

3. Transportation Demand Management (TDM) Characteristics
(Criterion ID4, maximum 2 points), ½ page max.

Please describe any existing or proposed transportation demand management strategies associated with existing or planned development in the project area. TDM strategies can include incentives such as transit pass programs for employees or residents in the area, vanpool/carpool programs, parking cashout programs for employees, car or bike sharing programs, shuttle services to rail stations or major destinations, and other strategies.

TDM Strategies in the project area include a variety of measures such as the following: There are fixed-route shuttle services that serve existing development in the project area, including the significant senior population in the Project Area that primarily walk to their chosen destination or to access existing transit options. The UCSP also includes plans for a "West Side" Shuttle, a local feeder service that will link the Third Avenue Village with the Transit Stations at E Street and H Street and the Bayfront. This service would complement existing and planned future transit improvements. The shuttle would provide localized service between various uses in western Chula Vista and provide connections to the regional transit system at the existing E Street and H Street trolley stations (Routes 510, 540, and 627) and with the future station at Third Avenue. Formation of the West Side Shuttle is included as an implementation action in Chapter X - Plan Implementation and Community Benefits Program. (See Figure 6 - attached).

Multiple TDM strategies are related to the City’s Parking District which was established in 1963 in the Village District to help create needed parking, promote efficient use of existing parking spaces, and provide a means for facilitating shared parking and off-site remote parking local retail and commercial establishments. The Village’s Downtown Parking District uses a metered system that includes approximately 1,700 parking spaces through both on-street parking and public parking lots. One of the overarching goals of the District, stemming from the completion of the Parking Study in 2007 is the development and implementation of policies and improvements in the District that facilitate the "park once-walk many" concept that was described in the UCSP. Two existing programs with TDM characteristics are the in-lieu parking program and the parking permit program. The in-lieu parking policy allows developers to pay a per space fee in lieu of providing on-site parking. These funds are in turn utilized to create new parking or maintain and improve existing parking. The result is a shared parking program where customers and visitors are all accessing the same parking supply. The parking permit program is available to business owners, employees and residents for a fee. Recently, a business owner on Third Avenue utilized this program as the basis for creating a new incentive for his employees to walk more often and further instead of driving and occupying the more conveniently located public parking that should be utilized by customers. Instead of providing a parking permit, he now pays each employee a monthly stipend that they can spend however they choose. The result is that the employees have elected to park in the free parking structure that is located further from the business, thereby freeing up parking for customers. Staff is working with other businesses to create a similar parking cashout program for employees.

Many of the public parking lots are located in side streets adjacent to Third Avenue. These are linked by paseos that provide convenient access for shoppers to the major retail and commercial thoroughfare of Third Avenue yet remove a significant amount of auto activity off Third Avenue. Also, as set forth in Chapter VI - Land Use and Development Regulations, parking requirements have been reduced to be more consistent with urban standards and reflective of the multi-modal design principles. This strategy is appropriate given the planned land uses for the district which is primarily mixed use and typically have opposing peak parking demands. Implementation of the TASIP, which promotes pedestrian-friendly and transit-friendly streetscapes and development, will facilitate a gradual transition to a “park-once/walk-many” environment – a stark contrast to the current pattern, where many customers park at one business then take a short car trip to the next business.
The Village contains a wide range and mix of uses, and the urban design characteristics include; buildings with a strong presence at the streetwall, emphasis placed on storefronts, facade design that creates interest for pedestrians, street furnishings provided to promote walkability, and parking located behind existing buildings minimizing its presence on the street and reducing pedestrian conflicts. An art-deco inspired design theme is proposed along Third Avenue, building upon the era when much of the development along the street occurred.

The design concepts incorporated into the TASIP were based on existing characteristics found in the Village with a desire to continue the look and feel of the existing downtown area. In the Village district, the land use regulations shape the building form and intensity, allowable land uses, and parking requirements. The land uses are customized to encourage a mix of pedestrian-oriented uses integrated with higher density residential. The development and parking standards were modified to encourage investment in the Urban Core while promoting smart growth concepts, including locating buildings closer to the street with parking behind or tucked under the building. Incentive zoning is provided for developments that provide subterranean or wrapped structured parking. These can be found in the UCSP Design Guidelines for private development, but more importantly, the UCSP Design Guidelines for the Public Realm are the basis for the development of the TASIP.

For the project area, is there adopted guidance in place such as urban design guidelines, specific area plans, or form-based codes that regulate the design of buildings and infrastructure to support smart growth?

The Urban Core Specific Plan, adopted in 2007 and winner of a ULI 2008 Smart Growth Award, is a form based code that was developed using smart growth principles. The following ten key principles were established as overarching ideas and goals that guided the urban design elements of the UCSP, including the Third Avenue Village District. The urban design characteristics of the project area support smart growth by integrating the full range of “principles” in a compact and diverse area.

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

The UCSP Land Use and Development regulations utilize a “form based” approach that places emphasis on the physical form of the built environment. Contrary to traditional planning approaches of the last few decades, the plan reverses the old adage “form follows function” and instead focuses on “form over function”. The form-based development regulations of the UCSP are supplemented by design guidelines to create a more attractive, well-designed urban environment. The guidelines apply to construction, conservation, adaptive reuse, and enhancement of buildings and street scenes. Although no specific architectural style is prescribed, the quality of design is guided by policies addressing site planning, building height/form/mass, building materials/colors, storefront design, landscaping, lighting, parking, circulation, signs and other development considerations. The goal of the guidelines is to create a positive image and frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas. UCSP Chapter VIII – Public Realm Design Guidelines focuses on ways to create more attractive and pedestrian-friendly public environments and gathering places. Street furniture, landscaping, sidewalks, crosswalks, lighting, paseos, public art, parks and plaza concepts are defined.
The focus of the form-based design guidelines is the relationship of development to the street, and not a mandatory preference of one architectural style over another. The Private Development Design Guidelines strive to promote sound architectural practices; retain or repeat traditional facade components; develop a steady rhythm of facade widths; create a comfortable scale of structures; and support pedestrian-oriented activity at the sidewalk and amenity areas, such as plazas. The Public Realm Design Guidelines for the Village focus on improvements to the public right-of-way, sidewalks, public open spaces, and key intersections. The Public Realm Design Guidelines provide guidance in creating unified and visually attractive environments through the provision of urban amenities and improvements to public rights-of-way, including key intersections, streets, alleys and drives, parks, plazas, and gateways. It identifies public street design elements, landscaping, intersection enhancements, entry treatments, public open space, right-of-way detail, and other unique public realm features. Focusing on the public right-of-way, these guidelines attempt to balance pedestrian needs with vehicular and bicycle needs. The guidelines contain concepts, graphic material, recommendations and design guidance to aid near-term implementation of public area improvements. Elements are selected for their ability to create visual appeal, upgrade the function and attractiveness of the urban environment and to assist in environmental enhancement. Street trees, landscaping, and other design treatments are intended to reduce solar heat gain, calm traffic, and improve the quality of pedestrian space. These key ingredients, along with land use patterns, will facilitate changing the predominant character of the area from an auto-oriented environment to a pedestrian-oriented urban village. The TASIP addresses the purpose of the Public Realm Design Guidelines through implementation.

![Storefronts with abundant glass encourage pedestrian activity](image)

![Parking should be located to the rear](image)

![Parking should be wrapped with commercial uses](image)

c. Identify the mix of public and private land uses in the project area and how the uses meet local needs for goods, services, entertainment, etc. within walking distance of residents or employees.

The TASIP project area is located within the Village area of the UCSP which includes a mix of public and private uses and is the “heart” of the community, where people gather to enjoy special events, the local farmers market, street performances, and outdoor dining. The Village landscape primarily offers restaurants, small medical offices and facilities and retail services. Public land uses adjacent to the project area include two neighborhood parks (Memorial Park and Friendship Park), Chula Vista City Hall, Parkway Recreation Center and Gym and the Central Library. The Third Avenue/H Street transit focus area is located at the southerly terminus of the TASIP boundary and directly abuts the South Bay Regional Center, which includes the County Court facilities and more than 200,000 s.f. of Chula Vista’s newest class A office space.

At any given hour, one can find residents and local employees strolling through the Village, patronizing the local businesses and restaurants. The wide variety of services and retail offerings translate into convenience for users because of the limited size of the Village. The result is shoppers being able to pick up dry cleaning, work out at the gym, get their watch repaired, visit the dentist’s office or have lunch at one of the many restaurants in just one trip, achieving the “park-once, walk many” concept.

5. Sustainability
   (Criterion IE2, maximum 2 points), ½ page max.
   a. Please list existing or entitled buildings in the project area that incorporate sustainable building principles. Describe developments and the relevant features. For example, “Mission Homes 10-unit multi-family development with LEED silver certification” or “Nordahl Shopping Center 10,000 square feet retail with solar panels.”
No existing or entitled buildings in the project area incorporate sustainable building principles; however, the City is working on a Green Building Standard which will mandate baseline requirements of the California Energy Code by 10 – 15%, so the opportunity will exist. The City also provides incentives for performance above current energy codes, such as expedited plan review.

b. Please list any known established programs among local businesses in the project area to promote sustainable business practices in the project area. Describe programs and participating businesses.

The City of Chula Vista prides itself on taking steps toward environmental stewardship. The UCSP sets forth goals for preserving and improving the natural and built environment, protecting the health of residents and visitors, and simultaneously fostering vibrant economic centers in the City. The UCSP includes a chapter on Environmental Sustainability Goals and provides design guidelines to implement those goals. The primary purpose of the design guidelines is to enhance the public welfare and assure that further commercial and civic development meets the city’s sustainability goals by incorporating green building measures into the design, construction, and maintenance of buildings. These green building practices will be used to help guide the transformation of aging and blighted areas and infrastructure into sustainable neighborhoods and villages. These transformed sustainable neighborhoods and villages should build on and complement the positive components of each area’s existing character and integrate these features into an environmentally and economically sustainable Chula Vista community.

The UCSP recommends that all newly constructed City-sponsored buildings in the Urban Core incorporate sufficient green building methods and techniques to qualify for the equivalent of LEED Silver. In addition, it is recommended that City staff work with residents, businesses, and other members of the community, including architects, builders, and contractors, to encourage private development within the City that uses green building methods and practices. Private developments are strongly encouraged to utilize green building practices through the use of established rating systems or guidelines. The Design Principles in the UCSP will assist builders and developers to achieve sustainability goals. Appropriate application of these Principles will help builders or developers to distinguish their projects in the marketplace, save money, reduce plan processing and review time, and waste fewer resources, all while helping to preserve the environment. The UCSP also includes incentive zoning to encourage certain urban amenities and green building techniques are one of the elements that are incentivized. The Incentive requires a LEED Scorecard submitted with Urban Core Development Permit application and provides priority permit review with LEED certification and an FAR increase (20% for LEED Certification, 25% for LEED Silver up to 35% for LEED Platinum). Incentives requests are evaluated on a case-by-case basis based on the degree of public benefit provided by the proposed project. Lastly, another sustainable element of the TASIP will be the inclusion of indigenous landscape elements to reduce dependence on water.

6. Universal Design
   (Criterion IE3, maximum 2 points), ½ page max.
   a. List any known existing or entitled buildings in the project area that incorporate universal design principles. Describe type of development and relevant features.

   There are no known or entitled buildings that incorporate universal design principles.

II. Quality of Proposed Capital Improvement Project
A. Support for Public Transit
(Criterion IIA, maximum 5 points), 1 page max.

Describe how the completed project will support the use of regional public transit service in the project area. For example:

a. Does the project improve roadway bus access within the community, and if so, how?

b. How does the project facilitate better access to transit facilities for pedestrians (both able-bodied and disabled) and bicyclists?

c. Does the project enhance bus stop and station area environments, and if so, how?

d. Are there any other elements of the project that will promote use of public transit?

The TASIP will support and facilitate the use of regional public transit service in the project area by improvements that provide or improve access for pedestrians and bicyclists to reach public transit areas. The Mobility chapter of the UCSP describes a downtown environment that is the heart of the City with active, engaged, human-oriented streetscapes and where the car is not viewed as the only mode of travel for the people who live, work, or shop here. Although mobility in many forms is encouraged and needed, the hierarchy of emphasis is: pedestrian, bicycle, transit, and finally, the automobile. While different streets will have varying emphasis on the type of travel modes utilized, it is a goal of the UCSP that non-motorized trip making will be the fastest growing component of all types of trips made, rather than trips by private vehicle. For Third Avenue, the pedestrian takes precedence and vehicle speeds are reduced. A few of the key design elements of the TASIP are: new landscaped medians which will narrow existing lane widths and have a calming effect on the flow of vehicular traffic; bulbouts that reduce the lane widths and provide larger pedestrian areas; new trees and landscaping that enhance the walking environment; and new or enhanced pedestrian crossings and ramps that are ADA compliant and provide for more convenient access to transit facilities.

The bicycle is also an important component to the mobility plan. Bicycling valuable, cost-effective, and environmentally sensitive form of transportation and adds to the enjoyment and quality of life for residents and commuters. The Circulation Element of the General Plan and the Bikeway Master Plan have identified corridors in areas of the City for improvement with regard to bicycle routes and facilities. While not currently identified in these plans, the UCSP identified Third Avenue as a candidate for a Class III bikeway as bicyclists will still want to access downtown businesses and attractions. Therefore, it is expected that the next cycle of updates to the Bikeway Master Plan will include this recommendation. The TASIP provides an opportunity to address deficiencies in the bikeway network and where lane widths permit will identify Class III signage and will link to the existing bike route along F Street envisioned to be improved to link to points west at the E and H Street transit stations and the Bayfront. Off-street and on-street facilities for bicycles are also integral to cyclists for accessibility. Currently, there is bicycle parking provided along Third Avenue, but the TASIP provides the opportunity to upgrade this equipment and install new bike racks in areas that link with the transit focus area at [Image of map]
Third Avenue/H Street, including locations near transit stops and in the project area. Well placed and secure bike racks will encourage bicycle ridership and provide a safer and more attractive alternative to locking bicycles to trees and light poles. The provision of upgraded bike racks along Third Avenue will directly link users to the transit station at Third Avenue/H Street.

Bus shelters and transit stops are a critical element in increasing use of the public transit services. As part of the TASIP, and in consultation with the City Transit Manager, one new bus shelter and one relocated bus stop are proposed. The new bus shelter will provide more convenient access for users. The relocation of an existing bus stop is recommended based upon the added safety and convenience to users. These will be located near parking areas, transit focus areas, shopping areas, event areas, and public facilities. Transit stops will provide benches and lighting for the comfort of passengers and will take the needs of disabled users into consideration. Bus shelters along Third Avenue will be consistent with the design theme of the area.

A West Side Shuttle is proposed and will provide new service that will link the project area to the Bayfront Master Plan area in western Chula Vista. This service would complement existing and planned future transit improvements. The shuttle would provide localized service between various uses in western Chula Vista and provide connections to the regional transit system. The shuttle would provide regional connectivity with the existing E Street and H Street trolley stations (Routes 510, 540, and 627) and with the future station at Third Avenue. Formation of the West Side Shuttle is included as an implementation action in Chapter X - Plan Implementation and Community Benefits Program.

B. Providing Transportation Choices
(Criterion IIB, maximum 5 points), 1 page max.

Describe how the infrastructure changes being proposed will directly improve pedestrian and bicycle access and reduce vehicle miles traveled in the project area. If the street is being redesigned, how will the new design prioritize access for pedestrians and bicyclists?

For example:

a. If pedestrian enhancements are proposed, please describe them in detail, and discuss why these enhancements will encourage increased pedestrian activity in the area.

b. If bicycle facilities are proposed, please describe them in detail and discuss why these enhancements will encourage increased cycling activity in the area.

c. If the project proposes public gathering space enhancements, please discuss how the enhancements will help promote pedestrian or bicycle activity in the project area.

d. How does the project handle parking? Describe how proposed changes to parking in the project area will emphasize greater mobility for all users, and how proposed parking might impact the design characteristics of the neighborhood.

e. Are there any other elements of the proposed project that will promote walking and bicycling in the project area?

The pedestrian experience plays a very important part in the functionality and the economic health of an urban environment. Wide sidewalks, street trees and landscaping, and consistent street furnishings all contribute to a
desirable pedestrian street scene. Sidewalks provide pedestrian access to virtually every activity, and provide critical connections between other modes of travel, including the automobile, public transit, and bicycles. Mid-block pedestrian crossings are proposed along lower volume and slower speed streets such as Third Avenue to further enhance the pedestrian experience. Street lighting plays both an aesthetic and safety role in urban areas. The individual design elements described below are all included in the TASIP and aim to balance the needs to effectively moderate vehicle speeds and improve the pedestrian environment while conforming to acceptable engineering standards. These traffic calming tools include adding median refuge islands, corner curb extensions or “bulbouts,” accent paving at crosswalks, as well as narrowing traffic lanes. Specific design elements presented in the TASIP include the following:

a. Refuge Islands: Medians can be used to create pedestrian “refuge islands” that reduce the number of lanes a pedestrian must cross at one time. Refuge islands are extensions of the median that create a protected crosswalk in the middle of the street.

b. Bulbouts: The use of curb extensions or “bulbouts” will be used at selected intersections along this segment of Third Avenue. Bulbouts extend the curbs to widen the sidewalk area at crosswalk locations. This reduces the distance that pedestrians must cross. Intersections that include bulbouts shall be designed so that the outer travel lanes have adequate clearance for turning of larger vehicles such as trucks. Drainage issues with bulbouts are also an important consideration, particularly in Chula Vista where much of the drainage is surface. Where gutter flow cannot be accommodated around the perimeter of a bulbout, it will be necessary to incorporate features such as removable grates to facilitate water flow.

c. Street Trees - Street trees offer an aesthetic alternative to the wide-open speedway feeling of a treeless arterial. Street trees planted at the sidewalk edge and in medians have a traffic calming effect as they create a visually enclosed and perceptually narrower street scene. Street tree species recommendations are provided as well as complementary landscape palettes.

d. Landscaped Medians and Narrowed Travel Lanes - Narrowed travel lanes are proposed for Third Avenue to encourage slower vehicle speeds and reduce the pedestrian crossing distances. Drivers have been found to travel more slowly on streets with narrower lane widths. Narrower travel lanes and street widths require more attention from drivers and are often used in downtown environments that experience a higher degree of potential conflicts, such as pedestrians, frequent movements to and from side streets, and vehicles making parking maneuvers. Narrower lanes also have the benefit of reducing pedestrian crossing distances (which is also a safety benefit) and freeing up space for other uses such as parking, bike lanes, medians, and widened sidewalks.

e. Pedestrian Crossings at Key Intersections and Mid Block Crossings - Accent paving such as unit pavers or colored concrete will be used on crosswalks to accentuate pedestrian crossings. The change in texture gives motorists a visual and audible heightened awareness which in turn can slow traffic. The improvements will comply with ADA requirements and replace existing non-compliant conditions. Phase I of the TASIP will make improvements to the following key intersections within the Third Avenue project area: Third Avenue and G and H Streets. Design cues have been taken from the adopted UCSP shown below:
f. Street Furnishings – Furnishings will serve an aesthetic as well as utilitarian function and can enliven and provide variety to outdoor spaces used for public interaction. Street furniture includes all items placed within the public right-of-way, such as benches, bus shelters, trash receptacles, plant containers, tree grates and guards, bicycle racks, bollards, kiosks, newspaper racks, and fountains. The TASIP includes such amenities to reinforce a unified design theme and create a lively and festive atmosphere. The design and selection of street furniture will include considerations for the security, safety, comfort, and convenience of the use, and durability of materials and ease of maintenance after installation. Street furniture will be located along the street edge of the sidewalk in the furnishings zone and maintain a clear width sufficient to accommodate pedestrian flow. The TASIP incorporates lighting improvements to enhance the safety and enjoyment of Third Avenue and the adjacent public parking areas. The TASIP proposed traditional style six-foot benches, and trash and recycling receptacles will be placed along Third Avenue. The use of tree grates is proposed where street trees are to be located in the sidewalk area. Tree grates will have a minimum width of six feet. Tree grates provide more area for pedestrians on the sidewalk while reinforcing the desired urban character. Tree grates for will comply with American Disability Act (ADA) regulations.

C. Community Enhancement (Criterion IIC, maximum 5 points), 1 page max.

Describe how the proposed improvements enhance a sense of place and create destinations for people in the project area. How will the design features of the proposed improvements activate public places within the area and attract private investment?

The Village district is envisioned as a lively destination with a small town feel. Restaurants, outdoor cafes, bookstores, art houses, theaters, and shops are envisioned to flank the expanded sidewalks and tree-lined streetscape. This entertainment and retail destination is planned to serve all of Chula Vista by energizing the Third Avenue corridor and vicinity. The district also celebrates cultural arts and civic functions linked by an enhanced park system. In addition, new residential housing opportunities will allow the area to resurge and thrive. The Public Realm Design Guidelines focus on ways to create more attractive and pedestrian-friendly public environments and gathering places. Street furniture, landscaping, sidewalks, crosswalks, lighting, paseos, public art, parks and plaza concepts are defined. An Art-Deco inspired design theme is proposed along Third Avenue, building upon the era when much of the development along the street occurred.
An important element that will be implemented with the TASIP is the enhancement of urban "green" spaces in the form of parks, plazas, paseos and informal pedestrian spaces as shown on the figure below. These improvements include improving and expanding existing park space to make the spaces more usable. These public gathering spaces will serve to establish a sense of place and identity and provide space for private outdoor dining, events, and street side entertainment. Well-designed public space in the form of enhanced plazas will provide ongoing opportunities for human activities that create an interactive environment, build a sense of community, and create opportunities for events, entertainment, and gatherings. Existing paseos along Third Avenue between E Street and H Street will be enhanced to improve linkages between the streetscape of Third Avenue to public parking and residential and office projects to the east and west. Linkages between residential projects and adjacent streets and plazas/parks will consider and incorporate the “safe routes to school” program for area residents. Gateway elements in the form of entry features will be part of the later phases of the TASIP and will work to draw visitors to the Village. Improvements under the TASIP will also provide synergy to an existing separate CIP to improve the water feature and trellis currently in need of a facelift in the plaza at Memorial Park and Third Avenue. An enhanced water feature was one of the improvements most supported by the community. This renovation project was included as a priority in the list of projects submitted under the federal stimulus package.

D. Addressing Project Area Issues
(Criterion IID, maximum 5 points), 1 page max.

List any distinct needs identified by the local community that will be addressed by the project objectives (such as but not limited to improving pedestrian access for special populations such as the elderly or disabled, or enhancing public safety).

Based on input from community members, one of the main priorities is the enhancement of the pedestrian experience. To address those goals, the TASIP is focused on creating an environment that is attractive and well-maintained and draws customers and visitors to enjoy its amenities and the surrounding retail and service locations. For Third Avenue, the pedestrian takes precedence and vehicle speeds are reduced. While different streets will have varying emphasis on the type of travel modes utilized, it is a goal that nonmotorized trip making will be the fastest growing component of all types of trips made, rather than trips by private vehicle. Creating better pedestrian facilities and providing an expanded and enhanced pedestrian environment is a primary objective of the TASIP. With the increased density, mix of uses, and pedestrian improvements, walking will become a preferred way to move about the Village. Wide sidewalks, enhanced crosswalks, furnishings, intersections, trees and other landscaping, lighting, plazas and paseos will contribute to improving the pedestrian experience and encouraging “feet on the street. A 2-D Visual Simulation was prepared to for the UCSP to illustrate how many of the improvements desired by the local residents would fit into the context of the Third Avenue. (See Figure 7-2D Photo Simulation)

Please identify any cultural or natural resources within the project area. Explain how such resources have been addressed in the project design.
The following graphic shows the designated historic structures within the UCSP.

![Graphic showing designated historic structures]

Third Avenue Village District has three designated structures including the Melville Building (below) at the corner of Third and F Street.

In addition to the six designated historic sites (three within the TASIP area), the UCSP also identified other important sites of historical interest. These sites include: The El Primero Hotel, The Memorial Bowl (A project developed under the WPA project), The Charles Smith Building, The People’s State Bank, Leader Department Store, and Security Pacific Bank. These sites/structures, in addition to others, all contribute to the historic fabric of the Village district. Important historical sites such as these provide the context of the image, character, and history of Chula Vista’s urban core that is to inspire and shape future development within the Specific Plan area. A photographic essay was included in UCSP Chapter VII - Development Design Guidelines to provide architects and designers with important visual cues that can be utilized and incorporated into new development. Used appropriately, new development can respond to Chula Vista’s unique architectural heritage and promote the most positive aspects of existing development. Consideration of important historical features is built into the planning process and is an important facet of land use planning and urban design throughout the plan area. The design guidelines encourage the use of building elements and/or features typically found on historical structures. The development standards emulate the form, massing, and relationship of building to sidewalk of these historical structures. The TASIP design is based on the Art Deco elements found in the Village district, with street furnishings (e.g. benches, lighting and tree grates) selected based on their Art Deco influence. For example, the pedestrian lighting, both existing and proposed, differs from the more utilitarian street lamps found in other areas of the city and reflect the historic nature of the downtown.

III. Proposed Capital Improvement Project Readiness

A. Major Milestones Completed
   (Criterion IIIA)

Please note if the proposed project has already completed any of the following milestones. If not, note anticipated completion date.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date Completed or Anticipated Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feasibility Study</td>
<td>2007 (date completed only)</td>
</tr>
<tr>
<td>Environmental Clearance</td>
<td>2007</td>
</tr>
<tr>
<td>Right-of-Way Acquisition</td>
<td>N/A City already has Right-of-Way</td>
</tr>
<tr>
<td>Final Design</td>
<td>December 2009</td>
</tr>
</tbody>
</table>

The project was covered under the Program EIR certified in April 2007; therefore no further environmental review is required. The capital improvements are all proposed within existing public right-of-way.

If the project has not yet obtained environmental clearance or fully acquired right-of-way, please describe the following (½ page max.):

a. Is the project located in an environmentally sensitive area? Are there potential environmental issues that may delay project implementation or prohibit project approval? N/A
b. Are right-of-way acquisitions required to complete this project? If so, please identify. N/A  The project improvements proposed are within existing City of Chula Vista Right of Way.

B. Evidence of Local Commitment  
(Criterion IIIIB), 1 page max.

a. Describe how community involvement in the development of this project. Explain community planning efforts that led to this project, community workshops, or other meetings that have been held, and stakeholder groups that have participated.

An important component of the UCSP and the TASIP was the public participation process. The community outreach efforts were designed to involve the various citizens and interest groups of Chula Vista. The UCSP included many levels of public outreach including Stakeholder Interviews, a formal 18 member Advisory Committee, a Two-Day Visioning Charette which included Visual Preference Surveys, followed by three Community Workshops, and many workshops with the various Boards and Commissions during the 2.5 year planning effort including the Design Review Board, Chula Vista Redevelopment Corporation, Planning Commission and City Council. Frequent updated information was made available to the public on the City's website regarding the progress of the Specific Plan effort and a quarterly Urban Core Newsletter was published.

Building upon the efforts of the UCSP, the TASIP also included a series of Public Outreach efforts that has helped shape the streetscape design. These efforts include:

- **First Public Outreach - July 14, 2008.** This meeting provided an overview of the goals, purpose and timeline for the Third Avenue Streetscape Master Plan and associated Third Avenue Streetscape Implementation Project.
- **Second Public Outreach - July 17, 2008.** This meeting provided a brief overview of the project but primarily was focused on a “Walk Around” of the Third Avenue Village to identify key strengths and weaknesses.
- **Northwest Civic Association - July 14, 2008.** Staff attended this community group’s monthly meeting to present an overview of the goals, purpose and timeline for the project.
- **Chula Vista Lemon Festival - August 2008.** City staffed a booth to solicit input and feedback from attendees. The booth was visited by several hundred people who voted and provided comments regarding their top priorities for improvement in the Village.
b. Please identify known opposition from community planning groups, business associations, community development corporations or other stakeholders in the project area, and how their concerns are being addressed.

The TASMP/TASIP has been well received by the various stakeholders that have been involved in its development through each step of the public outreach. This is evidenced by the letters of support from both business and community organizations all of whom are committed to the revitalization and success of the City’s downtown. The input from the community has been taken into consideration in the development of the project design elements in regards to design, function and location as well as the prioritization of elements within a limited budget. The walking audit, priority “dot exercise” and input gathered through public outreach has helped staff refine the elements of the plan and TASIP.

IV. Matching Funds

In the table below, please describe any and all sources and amounts of approved matching funds. Matching funds may include in-kind staff costs associated with project oversight, up to 10 percent of the total project cost.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 TAX ALLOCATION BONDS</td>
<td>$ 800,000</td>
</tr>
<tr>
<td>CIP STL 349 – SOURCE BELOW:</td>
<td>$ 270,000</td>
</tr>
<tr>
<td>A) SAFETEA-LU Grant ($215,000)</td>
<td></td>
</tr>
<tr>
<td>B) CITY TRANSPORTATION DIF ($55,000)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,070,000</td>
</tr>
</tbody>
</table>

**Scope of Work and Project Schedule, 1 page max.**

In the section below, state the project deliverables (including specific quantities and locations of improvements) and anticipated completion dates. Please note that if this project is funded, this scope of work will be added to the grant agreement and the grantee will be held to this scope of work for the purpose of project oversight.

**Project Budget**

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce a new planted median and parkway improvements to streetscape landscaping, including 35 new broadleaf deciduous trees and 54 new palm trees and related low-water use irrigation system along Third Avenue between H street and South of Center Street.</td>
<td>December 2010</td>
</tr>
</tbody>
</table>
Along Third Avenue South of Center Street to H Street introduce traffic calming measures and pedestrian safety enhancement features including bulb-outs, refuge islands, accent paving and street tree plantings all or part at eleven enhanced pedestrian crossing at key intersections and mid-block crossings. December 2010

Improvements to facilitate bicycle use and pedestrian use and improve the quality of the users experience including installation of pedestrian-scale lighting, new street furnishings, new ADA curb ramps and replacing non-ADA compliant tree grates with ADA compliant tree grates along Third Avenue South of Center Street to H Street. December 2010

Improvements to transit stops along Third Avenue South of Center Street to H Street with custom weather shelter, lighting, seating and recycle receptacles. December 2010

### Capital Project Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
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<tr>
<td>Project Management</td>
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<tr>
<td>Contract Engineering</td>
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<tr>
<td>Environmental Documentation</td>
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<tr>
<td>Right-of-Way</td>
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<tr>
<td>Construction</td>
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<tr>
<td>Construction Management</td>
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</tr>
<tr>
<td>Construction Contract</td>
<td>$2,388,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$3,070,000</strong></td>
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</tbody>
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## Project Revenues

<table>
<thead>
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<th>Source</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TransNet SGiP</td>
<td>$2,000,000</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Local</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2008 Chula Vista Redevelopment Agency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax Allocation Bond ($800,000)</td>
<td></td>
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<tr>
<td>City Transportation DIF ($55,000)</td>
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<tr>
<td>State</td>
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<tr>
<td>Federal</td>
<td></td>
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<tr>
<td>SAFETEA-LU Grant</td>
<td>$215,000</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>In Kind</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td><strong>Total</strong></td>
<td>$3,070,000</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

Maximum Amount of SANDAG Participation: $2,000,000

### Attachments

- Regional Map: **Figure 1**
- Project Aerial: **Figure 2 & 2.1**
- Project Concept Plans: **Figure 3**
- Existing Conditions (Photos): **Figure 4**
- Regional Transit: **Figure 5 & 5.1**
- West Side Shuttle: **Figure 6**
- 2-D Visual Simulation: **Figure 7**
- Letters of Community Support
Sample Resolution

RESOLUTION NO. Insert Text

AUTHORIZING THE FILING OF AN APPLICATION
FOR SMART GROWTH INCENTIVE PROGRAM FUNDS
THROUGH THE SAN DIEGO ASSOCIATION OF GOVERNMENTS
FOR PROJECT NAME,
COMMITTING THE NECESSARY LOCAL MATCH FOR THE PROJECT(S),
AND STATING THE ASSURANCE OF
NAME OF ORGANIZATION
TO COMPLETE THE PROJECT

WEREAS, $10 million of TransNet Smart Growth Incentive Program
(SGIP) funds are available to local jurisdictions in Fiscal Years 2009-2010; and

WEREAS, Name Of Organization wishes to receive $Insert Text in SGIP
funds for the following project: Project Name; and

WEREAS, that the sponsor understands that the TransNet Smart
Growth Incentive Program funding is fixed at the programmed amount, and
therefore any cost increase cannot be expected to be funded through the SGIP
program; and

WEREAS, that the sponsor understands that the TransNet funding
through the SGIP program shall not be used to replace other private developer
funding that has been or will be committed for any project; and

NOW, THEREFORE, BE IT RESOLVED by Governing Board Name that
Name Of Organization is authorized to submit an application to the San Diego
Association of Governments (SANDAG) for SGIP funding in the amount of
$Insert Text for Project Name; and

BE IT FURTHER RESOLVED that a copy of this resolution will be
transmitted to SANDAG.

H:\PLANNING\SANDAGSMARTGROWTH\projectid_340_8986.doc
Third Avenue Streetscape Implementation Project
City of Chula Vista

Regional Map | Figure 1
Existing Conditions | Figure 4
Third Avenue Streetscape Implementation Project
City of Chula Vista

Existing Transit Routes | Figure 5
Third Avenue Streetscape Implementation Project
City of Chula Vista

Future Transit Routes | Figure 5.1
Third Avenue Streetscape Implementation Project
City of Chula Vista

Legend
★ Transit Stop
◆ Transit Transfer Station

West Side Shuttle | Figure 6
Existing conditions

Public street improvements: street trees, benches, new sidewalks, resurfaced streets, enhanced pedestrian crossings, decorative street lights, outdoor dining. Redevelopment of existing stores.

Art Deco themed redevelopment, pedestrian activity along street, bike travel.
February 3, 2009

To Whom It May Concern:

I am writing to you today in support of the City of Chula Vista, which has applied for a Smart Growth grant from SANDAG’s Smart Growth Incentive Program. Chula Vista has partnered in this application with the Third Avenue Village Association (TAVA) to help them implement much-needed improvements to Third Avenue Village, from E Street to H Street, per the Third Avenue Streetscape Master Plan.

I represent the Chula Vista Chamber of Commerce, an 82-year old organization that serves as the voice of over 1,000 local businesses that provide jobs, generate tax revenue, build infrastructure, and provide services for the City of Chula Vista. Our members are key contributors to Chula Vista’s economy and have helped foster the growth of new business and commerce throughout the region. They also make significant contributions to the local economy, employing more than 30,000 individuals in Chula Vista.

The City has been integral in the revitalization of our Third Avenue Village business district, a unique blend of entertainment, dining, retail, professional, and residential uses. It is also a regional asset as the center for cultural, civic and social activities for the entire South County.

The Chamber believes that further financial investment in Chula Vista’s downtown infrastructure will have a positive economic impact on our city and will greatly enhance our residents’ quality of life.

We believe strongly that the City of Chula Vista is a worthy and deserving applicant for a Smart Growth grant and I recommend them to you without reservation.

Sincerely,

Lisa Cohen
CEO
Chula Vista Chamber of Commerce
February 5, 2009

San Diego Association of Governments
401 B Street, Suite 800
San Diego, CA 92101

Subject: Letter of Support for City of Chula Vista Smart-Growth Incentive Program Application, Third Avenue Streetscape Implementation Project.

To Whom It May Concern:

On behalf of the Third Avenue Village Association (TAVA) and its members, I am writing this letter in support of the City of Chula Vista’s application for a Smart Growth grant from SANDAG’s Smart Growth Incentive Program.

TAVA represents property and business owners within our district. We are a non-profit corporation and have served as the unified voice for Third Avenue businesses since 1991. TAVA embraces our historic village atmosphere and culturally diverse community. Our vision is to offer a unique blend of entertainment, dining, retail, professional and residential uses and remain a center for cultural, civic and social activities for the entire South County.

TAVA has partnered with the City on both the Urban Core Specific Plan, which is the foundation plan for downtown redevelopment, and the Third Avenue Streetscape Master Plan, one of the detailed design elements of the Urban Core Specific Plan.

This grant would enable the City to assist our organization with much needed improvements to Third Avenue, from E Street to H Street. The needed facelift to Third Avenue will create vibrancy that we hope will ultimately encourage businesses or investors into the downtown area.

The TAVA Board of Directors unanimously voted to support the City’s grant application at its Board of Directors meeting on February 4, 2009. Accordingly, on behalf of TAVA and its members, I urge your approval of the City of Chula Vista’s grant application and thank you in advance for your consideration.

Sincerely,

Glen Googins, President
Third Avenue Village Association Board of Directors
GG:se
Subject: Letter of Support for Smart-Growth Incentive Program
Application: Third Avenue Streetscape Implementation Project.

To Whom It May Concern:

Crossroads II is a non-profit, non-partisan, all-volunteer organization of Chula Vista residents formed in 2003. Crossroads II members are citizens of Chula Vista who work together to represent the interests of residents, especially when it comes to growth in Chula Vista. Crossroads II monitors development related issues and communicates the group's position on these issues to decision makers. Crossroads II believes that the City should build on its strengths, and that the downtown Third Avenue village is one of those many strengths.

It is our understanding that the City of Chula Vista is applying for grant funds from SANDAG for the implementation of Smart Growth improvements in the Third Avenue Village area. Those improvements are necessary to offer residents of northwest Chula Vista a walkable alternative to meet their dining, shopping, and entertainment needs.

Crossroads II would therefore like to express our support for the Third Avenue Streetscape implementation project and we encourage SANDAG to show its support by selecting this project for funding.

Sincerely,

Patricia Aguilar, President

262 Second Avenue Chula Vista CA 91910
619.427.7493 website: crossroads2.org
e-mail: xroads2@cox.net