Smart Growth Incentive Program
PLANNING GRANTS Application

Project Title: Palomar Gateway District Specific Plan (PGDSP) and EIR

Sponsoring Jurisdiction: The City of Chula Vista

Application Checklist

- Eight hard copies and one CD of the complete SGIP application (including all attachments)
- Completed application form
- Resolution or minute order authorizing the application
- Vicinity maps showing plan area, land developments related to the projects, and local/regional street, bicycle, transit, and highway facilities within and near the project area
- 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
Name

Deputy City Manager/Director of Development Services
Title

February 6, 2009
Date
Project Summary
This project summary may not exceed one page in length.

Project Title: Palomar Gateway District Specific Plan and EIR ("Project")

Exact Project Location: (i.e. University Avenue between Georgia Street and Boundary Street, or the intersection of Washington Street and Goldfinch Street)
The Palomar Gateway District is located at the southwest quadrant of the City of Chula Vista. The approximate 100-acre district is surrounded by I-5 to the west, Oxford Street to the north, between Industrial Boulevard and Broadway to the east, and Anita Street to the south. (see Vicinity Map)

Project Description: In one paragraph, briefly describe the project goals, location, scope, and elements to be funded by the SGIP capital funds.
The project includes the preparation of a Specific Plan and EIR for the approximate 100-acre Palomar Gateway District (PGD) - the major southern gateway within western Chula Vista, located at the interchange of Palomar Street and Interstate 5. SANDAG designates the District as a “Planned/Existing” Smart Growth Community Center, characterized by the Palomar Trolley Station at the intersection of Palomar Street and Industrial Boulevard. The primary goal of the Specific Plan is to implement the General Plan Smart Growth vision for a higher-density, pedestrian and transit-oriented development with a mix of shops and office near the transit station, by providing the necessary zoning and regulatory framework, consistent with the General Plan. The scope includes an extensive Public Participation program to ensure involvement from the community throughout the entire process; crafting a plan that contains clear and concise zoning and regulations to guide future development within the District, including design guidelines for private property and the public realm, a multi-modal mobility plan, infrastructure and phasing plan, market and fiscal analysis, and an implementation/administrative plan, in accordance with State law. The result being a plan reflective of the community’s vision as a unique place. The PGDSP will be prepared primarily by City staff with some assistance from consultants. The Specific Plan would enable development to occur in a cohesive manner with appropriate scale, density, urban design and infrastructure. Phasing for the district would be in accordance with and based on the infrastructure element of the Specific Plan. An EIR would accompany the Specific Plan and will be used as a tool throughout the process to refine the Specific Plan. It is Chula Vista’s goal that upon the completion of the PGDSP, the District would be poised to capture development, when the market returns. The requested SGIP funds would augment matching funds for the Specific Plan, EIR and Public Outreach aspects as discussed above in order to complete the Project.

SGIP Funds Request: (may not exceed $2,000,000) $400,000
Matching Funds: $150,000
Total Project Cost: SGIP Funds + Matching Funds $550,000
Sponsoring Jurisdiction: City of Chula Vista
Primary Contact Person: Stan Donn
Title: Senior Planner
Street Address: 276 Fourth Avenue
City and Zip Code: Chula Vista, 91910
Phone: 619-409-5953 Fax: 619-409-5859
E-mail Address: sdonn@ci.chula-vista.ca.us
Other Project Partners: None at this time

Smart Growth Opportunity Area Identifier: CV3 Palomar Gateway at Palomar Street and Industrial Boulevard

TransNet Smart Growth Incentive Program Guidelines and Call for Projects - FY 2009 to 2010
Project Description

The following information is required to evaluate your application based upon the Planning Project Evaluation Criteria (see page 18 of the Program Guidelines).

(PLEASE REFER TO THE ATTACHED DOCUMENTS, ENUMERATED TO CORRESPOND WITH REQUESTED SANDAG LIST)

Please provide a description of the proposed project that addresses the following; please limit your description to one page:

- Project setting
- Project objectives
- Relationship of project to existing and planned land uses and transportation facilities in the project area

In addition, please attach one or more maps of the plan area that identify:

- The location(s) of the project
- Land development projects related to the project
- Any regionally significant transit, highway, and bicycle facilities in the project area; for transit facilities, indicate transit stops, routes, or stations.

You also are encouraged to attach:

- A site plan and typical cross sections depicting project-level detail, if applicable, not to exceed 11 x 17 inches
- Documentation of support for the plan from community groups
- Aerial photo and other photographs depicting existing conditions

Please ensure that all graphic materials submitted are legible.

1. Development Potential of Proposed Planning Effort Area, 1 page max.

   Please describe the smart growth development potential of the proposed planning area. Describe how the existing setting will facilitate future smart growth development, specifically in terms of:

   → Available land and/or right-of-way
   → Existing urban form to support smart growth
   → Proposed densities relative to the area’s smart growth place type
   → Any other features that make this location a good area for smart growth development

2. Project Objectives, 1 page max.

   In the space below, please describe the objectives of the proposed planning effort, and outline how they will result in development and/or transportation infrastructure that will support smart growth and increase housing and transportation choices. Specific objectives relating to area transit facilities or access, existing or proposed bicycle facilities, and proposed enhancements to the pedestrian environment should be addressed in this section as well.

3. Proposed Method of Meeting Project Objectives, 2 pages max.

   In the space below, please outline the scope of work for the proposed planning effort, and describe how it will meet the objectives listed above. Please describe the specific deliverables that will be developed (i.e. market demand analysis, detailed land use
alternatives, form-based codes, parking management strategy, area-specific design standards, etc.), and how the public will be involved. Detail should be provided describing how opportunities for public participation will be publicized and to which groups.
4. **Implementation, ½ page max.**

Please list the steps required to initiate the planning process and the implementation mechanisms that will result from this planning effort. The applicant should specify if the plan will result in specific regulatory mechanisms to facilitate smart growth, such as a master plan or EIR, or other mechanism that allows for administrative approval of development projects. Otherwise, the applicant should describe what changes will be enacted as a result of the planning effort. Finally, the applicant should identify any potential significant obstacles to successful implementation, including but not limited to cultural or environmental concerns, and how they may be addressed and incorporated into the planning effort.

5. **Evidence of Local Commitment and Community Support, 1 page max.**

Please describe:

a. How the jurisdiction has demonstrated a commitment to implement smart growth, based on existing plans, policies, incentives, ordinances, or approved smart growth projects.

b. The extent of community support for the proposed planning effort.

6. **Matching Funds**

In the table below, please list the sources and amounts of any and all 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>
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**Scope of Work, 1 page max**

In this section, outline the scope of work for the proposed planning effort. The scope of work should be detailed in terms of tasks, and deliverables should be specified for each task. Specify the frequency and form of the methods used to solicit community participation (i.e. 3 workshops, a design charrette, etc.) 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 Schedule**

In this section, state anticipated completion dates for the project deliverables listed in the scope of work above. 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**

The project budget should provide costs for the tasks outlined above in the Scope of Work.

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<thead>
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<th>Item</th>
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**Project Revenues**

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*Maximum Amount of SANDAG Participation: $400,000/ $550,000*
RESOLUTION NO. 2009-023

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA AUTHORIZING THE FILING OF AN APPLICATION FOR SMART GROWTH INCENTIVE PROGRAM GRANT FUNDS THROUGH THE SAN DIEGO ASSOCIATION OF GOVERNMENTS FOR THE PALOMAR GATEWAY DISTRICT SPECIFIC PLAN, CONFIRMING IDENTIFIED LOCAL MATCH FUNDS FOR THE PROJECT, AND STATING THE CITY’S ASSURANCE TO COMPLETE THE PROJECT SHOULD GRANT FUNDING BE AWARDED

WHEREAS, the San Diego Association of Governments (SANDAG) has released a call-for-projects for competitive grant funding through its TransNet Smart Growth Incentive Program (SGIP) for fiscal years 2009 and 2010, with an application deadline of February 6, 2009; and

WHEREAS, a total of approximately $9.7 million in SGIP funds are available to local jurisdictions in Fiscal Years 2009 and 2010 to fund both capital projects and planning projects; and

WHEREAS, in accordance with the SGIP application guidelines published by SANDAG, the City of Chula Vista has prepared a planning grant application requesting $400,000 in SGIP funds for the Palomar Gateway District Specific Plan; and

WHEREAS, the City of Chula Vista confirms that any local matching funds identified in the grant application will be available and provided should the requested SGIP grant be awarded; and

WHEREAS, the City of Chula Vista is committed to completing the project identified in the grant application should the SGIP grant be awarded; and

WHEREAS, the City of Chula Vista understands that the SGIP funding is fixed at the programmed amount, and that any cost increases in the project beyond the costs identified in the application cannot be expected to be funded through the SGIP program; and

WHEREAS, the City of Chula Vista understands that funding through the SGIP program shall not be used to replace other private developer funding that has been or will be committed to the project.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Chula Vista hereby authorizes the submittal of the SGIP grant application to SANDAG requesting $400,000 for the Palomar Gateway Specific Plan project.
Resolution No. 2009-023
Page 2

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to SANDAG along with the required grant application package.

Presented by

Gary Halbert, P.E., AICP
Deputy City Manager / Development Services Director

Approved as to form by

Bart C. Miesfeld
City Attorney

PASSED, APPROVED, and ADOPTED by the City Council of the City of Chula Vista, California, this 3rd day of February 2009 by the following vote:

AYES: Councilmembers: Bensoussan, Castaneda, McCann, and Cox

NAYS: Councilmembers: None

ABSENT: Councilmembers: None

ABSTAIN: Councilmembers: Ramirez

ATTEST:

Donna R. Norris, CMC, City Clerk

STATE OF CALIFORNIA )
COUNTY OF SAN DIEGO )
CITY OF CHULA VISTA )

I, Donna R. Norris, City Clerk of Chula Vista, California, do hereby certify that the foregoing Resolution No. 2009-023 was duly passed, approved, and adopted by the City Council at a regular meeting of the Chula Vista City Council held on the 3rd day of February 2009.

Executed this 3rd day of February 2009.

Donna R. Norris, CMC, City Clerk
Project Description

Project Setting – Located at the interchange of Palomar Street and the Interstate 5 freeway, the ~100-acre Palomar Gateway District (PGD) is the major southern gateway to the City of Chula Vista for visitors entering both from the freeway and from the blue line trolley. The district radiates from the Palomar Transit Station at the intersection of Palomar Street and Industrial Boulevard, with a mix of light industrial, commercial and multi-family housing extending north and south of Palomar Street. Residential densities in the area are currently fairly low, approximately 4.1 dwelling units per acre. Across Industrial Boulevard to the east is the major commercial nucleus of Southwest Chula Vista - an area which attracts shoppers and employees from points north and south. The potential for the PGD to evolve from a low-density auto-focused interchange into a higher density transit oriented community has been recognized both by SANDAG’s Vision 2020 Plan, which designated the PGD as a “Community Center” and by Chula Vista’s 2005 General Plan, which calls for the district to be developed as a Transit Focus Area. Progress towards this vision is already underway, with pedestrian/transit improvements on Palomar Street and Industrial Boulevard provided by the 2005 Transnet SGIP grant expected to be completed in the fall of 2009. In order to fully realize the transformation of the district, however, it will be necessary to engage in a Specific Planning process to update the antiquated zoning code to reflect the smart growth vision prescribed by the General Plan. Completing an EIR for the Specific Plan at the same time will further speed the implementation of the General Plan vision.

Project Objectives - The goal of this project is to create a Specific Plan and EIR to implement the General Plan’s Smart Growth vision for Transit-Oriented mixed-use development within the Palomar Gateway District. The comprehensive planning process provides an exciting opportunity for Chula Vista residents, community leaders, regional and local transit providers, developers, and city staff to coordinate and develop a Specific Plan. The plan would provide design guidance and a regulatory framework that maximize the full potential of multi-modal transit integration within a community. The end result would be a plan that balances the Smart Growth principles espoused by the General Plan with the needs of the community to create a unique place within Chula Vista. The Specific Plan will contain strategies, regulations and design parameters, which will be implemented as individual projects are constructed in the Palomar Gateway District. Over time, the District will be transformed from its underutilized/lower-density setting into a vibrant and cohesive higher-density, pedestrian and transit-oriented community.

Relationship of Proposed Project to Existing and Planned Land Uses and Transportation Facilities in the Project Area: Relationship to existing and planned land uses: Land uses in the District currently consist of approximately 320 residential dwelling units, as well as retail/commercial, and light industrial uses. The existing Trolley Trestle affordable housing project is located to the southwest of the Palomar Transit Station. The proposed project supports the goals of the City’s General Plan, which stipulates that the construction of higher density mixed-use development, affordable housing and commercial/retail should be focused within walking distance of major regional transit centers. Planned uses envisioned for the District include additional high density residential, local-serving retail, offices, and other services. A vacant 5-acre parcel directly west of the Palomar Trolley Station has the potential to be developed with more than 150 multi-family homes. Complimenting this planned intensification is the newly built five-acre Harborside Neighborhood Park, which sits adjacent to the County Health and Human Services building on Oxford St. one block north of the station. Relationship to existing and planned transportation facilities: The PGD is currently served by a major regional light-rail transit line, a primary east-west arterial, local bus lines and a network of collector and local urban streets. While bicycle and pedestrian connections through the district are currently fragmented, and frequently at odds with the heavy automotive traffic through the area, the quality of these connections is expected to be much improved by the $2.1 million in corridor improvements underway as part of 2005 Pilot SGIP grant. As part of these improvements, new bike lanes on Palomar Street will connect to the regional San Diego Bayshore Bikeway to the west and to the Broadway north-south corridor to the east, as identified on the City’s adopted Bikeway Master Plan. Likewise, the new bike lanes along Industrial Boulevard will connect to existing facilities to the north at L Street and to the south at Main Street (see Vicinity Map). The transit connections in the district will be further bolstered by planned bus rapid transit service along the Palomar Street corridor, which will eventually connect the Palomar Transit Station to the eastern master planned communities (see Existing Routes).
1. **Development Potential of Proposed Planning Effort Area**

SANDAG has identified the Palomar Gateway District as a Smart Growth “existing/planned” Community Center with “Existing Rail and Existing High Frequency Local” Transit Service. The northerly portion of the District is designated as a Transit Focus Area (TFA) in the Chula Vista General Plan, intended for a mix of shops, office, and higher density in low (1-3 stories) and some mid-rise (4-7 stories) buildings. Within the mixed-use TFA, residential designations are intended to have a district-wide gross residential density of 40 dwelling units per acre (du/ac). South of the mixed-use TFA, a high-density residential designation (18-27 du/ac), between the trolley line and Interstate 5. The potential for up to an estimated 2,300 units within the District is based upon the TFA and the high-density General Plan designations. A new park is planned within this portion of the District in conjunction with the higher-density housing proposed. Additional commercial retail is located at the southeast corner of the District. The Project will build upon the preliminary concepts identified in the Palomar Gateway Transit Oriented Development (TOD) District Conceptual Development Strategy and the improvements being implemented by $2.1 million Palomar Gateway Enhancement project approved under the 2005 Pilot SGIP grant from SANDAG. The capital improvements funded by the grant are underway and will result in landscaped medians, tree-lined pedestrian corridors, traffic calming facilities, enhanced paving along Palomar Street and Industrial Boulevard, near the Palomar Trolley Station. The improvements, anticipated to be completed in the fall of 2009, will contribute in the development of an inviting Gateway and enhanced transit amenities for the District and the City. An attractive District gateway will enhance the visual quality and help to attract future developments within the District.

Once the housing market returns, it is expected that development of the 5-acre parcel south of Palomar Street and directly west of the Palomar Trolley station will be pursued. A previous 150+-unit high-density development contemplated on 80% of this site was nearly through the approval process when the market dropped and the developer had to abandon the project. Another local developer who owns vacant property in the District and has constructed approximately 40 residential units in the District within the past 3 years, has indicated strong interest in developing the site and construct future housing units within the District. This developer has expressed interest being a participant in the Specific Planning process, and commitment to development within the District as a result of the completion of the Specific Plan. With the completion of the Specific Plan and EIR targeted late 2010, the real estate market should be on an upswing, which will be in sync with development potential for the District. In addition, a preliminary proposal has been submitted to the Metropolitan Transit System (MTS) for a mixed-use development comprising 175 residential units and ground floor retail at the Palomar Trolley Station.
2. **Project Objectives**

The objective of this project is to develop the planning regulation and design guidance necessary to support and effectuate the transformation of the Palomar Gateway District into a vibrant/iconic Smart Growth Community Center. Several prior planning efforts by the City, including the 2005 General Plan, the ongoing Southwest United in Action community-building effort, and the $2.1 million Palomar Gateway Enhancement Project previously funded under the 2005 Pilot SGIP grant promulgates the vision of the PGD as a transit-oriented, walkable district. In order to further implement this vision, the City will 1) provide the regulatory framework for intensification through the creation of a PGD Specific Plan; 2) streamline the environmental studies required of developers wishing to build in the PGD by completing a single EIR for the entire specific plan area; and 3) maximize the benefit provided by the Palomar Gateway Enhancement Grant which involves multi-millions of dollars of infrastructure improvements to the main transportation/transit corridor in the project area. These infrastructure improvements have removed a barrier to redevelopment and provide an incentive to attract new development in the District.

The City’s 2005 General Plan Update designated the Palomar Gateway District as an area for change, and stipulated that it should be a “Mixed Use Transit-Focus Area,” calling for an intensification of residential densities to 40 dwelling units/acre and for an increase in mixed land uses in the area within walking distance of the station. At present, however, the zoning has not yet been updated to reflect the goals set forth in the General Plan. In particular, the current zoning code for the area has no “mixed-use” zoning classification, but instead has a cumbersome multi-level entitlement process to allow smart growth development in the area. A Specific Plan would create a consolidated entitlement process by allowing mixed-use development by right (current regulations require a Conditional Use Permit), and would provide the regulatory framework to ensure densities are achieved within the Transit Focus Area that will foster successful TOD within walking distance of the Palomar Trolley Station. New design guidelines for both private development and development in the public realm will be developed based on smart growth principles. The specific planning process would further ensure that this intensification is adequately supported by the infrastructure in the community by conducting a variety of “needs assessment” studies, and by actively engaging the public throughout the process to ensure that their needs and concerns are addressed. By establishing a zoning code for the area that is in compliance with the general plan, the formerly cumbersome entitlement and project approval processes will become far more straightforward, significantly lowering barriers to the development of the area.

Implementation of the Smart Growth vision for the PGD will be further facilitated by the creation of an Environmental Impact Report for the Specific Plan Area. The Final EIR would be used by the City for discretionary actions associated with subsequent development and other activities within the PGD area subject to CEQA review. Subsequent permits will be reviewed for consistency with PGD Specific Plan and will be processed consistent with the CEQA Guidelines, which provide additional review guidance for projects proposed in accordance with an adopted Specific Plan, or consistent with adopted Community Plan, General Plan or Zoning. If the Initial Study determines that the EIR does adequately cover the subsequent 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. Preparing the EIR in conjunction with the Specific Plan will create a cost-savings as many of the baseline studies for the plans can be shared. It will also speed the implementation of the General Plan vision for the PGD by streamlining one of the major obstacles to development in the district, which in turn will make it easier for the City to attract affordable housing, local retail, and other “smart growth” land uses to the area.

Finally, intensifying land use without adequate infrastructure or connectivity represents poor planning, not smart growth. This dilemma is avoided in the PGD both because the area has excellent “bones” for intensification, but also because much work has already been done or is underway for major infrastructure and associated amenities in the district in anticipation of intensification. The $2.1 million dollar streetscape improvements on Palomar and Industrial provide a strong, transit-oriented core for the district while the new 5-acre Harborside Park north of Oxford Street (within the specific plan area) provides a recreation amenity that will be increasingly valuable as the population of the district increases. The fact that these amenities are already in place will further encourage growth in the area.
3. **Proposed Method of Meeting Objectives**

**Objective:** Develop the planning framework necessary to support and effectuate the transformation of the Palomar Gateway District into an iconic Smart Growth Community Center.

**Method (1): Prepare a Specific Plan for the PGD**

**Tasks:**

1. **Finalize scope of work for Specific Plan**
   - **Task (1.1)** Prepare a Specific Plan for the PGD
     - a) Collate information from past planning efforts. Review:
       - Chula Vista 2005 General Plan
       - Southwest United in Action community-building process
       - 2005 SGIP Palomar Gateway Enhancement work plan
       - Results of PGD Community Design Workshops
       - Palomar Gateway District 2006 Conceptual Development Strategy
     - b) Determine whether to hire a consultant and level of involvement

     **Deliverables:** Report of Findings, Scope of Work, possible RFP

2. **Develop a Public Participation Strategy**
   - **Task (1.2)** Develop a Public Participation Strategy
     - a) Identify stakeholders
     - b) Develop outreach tools, methods and procedures
     - c) Develop tentative meeting schedule and determine location(s)

     **Deliverables:** Public Participation Strategy, stakeholder contact list, tentative schedule

3. **Perform Existing Conditions Analysis**
   - **Task (1.3)** Perform Existing Conditions Analysis
     - a) Review existing land uses, including field work to assess baseline condition of the District
     - b) Determine areas of potential least and most intensification, including historic sites
     - c) Review infrastructure conditions, capacities, availability, LOS
     - d) Review existing policies—especially incompatibilities between zoning code and General Plan
     - e) Develop and prepare GIS map of existing conditions

     **Deliverables:** Existing Conditions Summary Report and Map

4. **Refine, if necessary, Specific Planning Area boundaries**
   - **Task (1.4)** Refine, if necessary, Specific Planning Area boundaries
     - a) Solicit public input on boundaries through a Specific Plan kick-off meeting.
     - Participants for this meeting will be recruited through advertising in both English and Spanish language media outlets (radio and newspaper), through direct mail, and through a pre-existing outreach network established by the City’s “Southwest United in Action” process.

     **Deliverables:** Specific Plan kick-off meeting, Specific Plan boundary map

5. **Prepare Technical Studies**
   - **Task (1.5)** Prepare Technical Studies
     - a) Mobility Plan: focus on transit, pedestrian and bicycle infrastructure, including improving vehicular circulation to minimize conflicts
     - b) Parking study
     - c) Infrastructure Assessment
     - d) Implementation Analysis
     - e) Market Analysis

     **Deliverables:** Mobility, infrastructure, implementation and market analysis reports

6. **Prepare draft zoning regulations**
   - **Task (1.6)** Prepare draft zoning regulations
     - a) Draft zoning regulations (e.g. mixed use regulation) to reflect General Plan and input from prior planning efforts
     - b) Hold a public workshop to obtain input on draft zoning regulations

     **Deliverables:** Draft Land Use Map, Public Meeting, Revised Land Use Map
(1.7) **Prepare Specific Plan**
   a) Produce land use section based on results of step 1.6
   b) Produce circulation map to reflect land use decisions, and existing SGIP improvements
   c) Prepare infrastructure plan
   d) Prepare design guidelines, referring back to existing planning efforts (1.1a)
   e) Develop implementation strategy

   Deliverables: Draft Specific Plan components

(1.8) **Specific Plan review and adoption process**
   a) Present Specific Plan at a public workshop
   b) Revise plan to reflect suggestions
   c) Produce final plan

   Deliverables: Final Specific Plan

**Method (2): Prepare an EIR for the Specific Plan Area**

**Tasks:**

(2.1) **Finalize EIR Scope of Work/ Hire Consultant**

   Deliverable: Scope of Work, RFP

(2.2) **Prepare initial study/Prepare and distribute Notice of Preparation**

   Deliverable: Initial Study, prepare and distribute Notice of Preparation

(2.3) **Public Scoping Meeting** - Draw on outreach efforts already underway for specific planning process to recruit participants for a public scoping meeting to introduce the CEQA process as it relates to the Specific Plan.

   Deliverable: Public Scoping meeting

(2.3) **Draft EIR**
   a) Drawing on the work completed in tasks 1.3 and 1.5 above, complete the technical studies for the draft EIR.
   b) Tiering from the Program EIR prepared for the 2005 General Plan, Prepare Draft EIR including cumulative impacts and alternatives analysis, as determined necessary.

   Deliverable: Draft EIR

(2.4) **Public Review of DEIR**
   a) Prepare Notice of Completion
   b) Distribute DEIR to interested parties

   Deliverable: Notice of Completion

(2.5) **Prepare Final EIR**
   a) Prepare written Responses to Comments
   b) Revise Draft EIR, if necessary, in response to comments

   Deliverable: Final EIR
4. Implementation

Some “Pre-planning” efforts are currently underway, primarily public outreach within the larger Southwest Chula Vista, including an initial Community Design Workshop effort. The purpose of these workshops is to solicit community stakeholder input at the neighborhood level to set the land use and design standards framework for the Specific Plan. The Design Workshops, including one for the PGD, are slated to take place in the first half of 2009. The workshops are a precursor to the specific planning process in the PGD and are currently funded. To initiate the formal and more detailed planning efforts for the Specific Plan, Council will need to appropriate funds (SGIP grant and City matching funds) for the specific planning process, and for the preparation of the EIR, including the associated Public Participation program. The funding of the requested SGIP grant in mid-2009 would allow for the Specific Planning process to commence.

The end result of this planning process will be a Specific Plan promoting higher-intensity land use, including an EIR that will facilitate a consolidated discretionary process, and foster Smart Growth development within the District. As such, Smart Growth principles will be implemented through higher-density mixed use zoning in the PGD, consistent with the 2005 General Plan. Recommendations for improvements to transit and circulation will be implemented as development occurs in the area, or as funding for these projects becomes available.

Implementing Smart Growth in the PGD will largely depend on private developers’ willingness and ability to build projects that take advantage of the new, intensified zoning in the District. At the present moment, market conditions preclude this type of redevelopment in the area. The possibility of continuing trouble in the real estate market is one obstacle to the implementation of smart growth in the PGD. It is vital that the Specific Plan is completed in the next several years, in order to take advantage of the real estate market, once it returns.

It is possible that community resistance could present an additional obstacle to smart growth in the area, particularly if the redevelopment at the area takes place without corresponding improvements to area infrastructure. Frequent solicitation of community input in the specific planning process will ensure that the resulting Specific Plan document reflects community vision for the area, and will create community support for smart growth. Over the past year the City has engaged in a community-building effort in Southwest Chula Vista, and the lessons learned from this process will help guide the public participation process for the PGD specific plan.
5. Evidence of Local Commitment and Community Support

Chula Vista has long been a proponent of smart growth and sustainable development. We have embraced and incorporated the principles of smart growth into our planning and regulatory documents dating back to the original 1993 Otay Ranch Plan. Much of Otay Ranch has been built in accordance with these principles. Chula Vista’s commitment to smart growth was further demonstrated by the 2005 General Plan update and the 2007 Urban Core Specific Plan, which designated many areas in the western section of Chula Vista for mixed-use infill development. Based on those plans, Chula Vista has a total of 15 areas that have been identified by SANDAG as smart growth opportunity areas.

The City’s commitment to smart growth around the Palomar Trolley Station was further solidified by the approval of City’s Climate Change Working Group (CCWG) recommendations in 2008. The CCWG was tasked with making recommendations to Chula Vista City Council for ways in which the City could reduce its greenhouse gas emissions. The CCWG reviewed hundreds of potential greenhouse gas reduction measures, and ultimately recommended just seven to council. Among those was a recommendation that the City “facilitate smart growth around the H Street, E Street, and Palomar Street Trolley Stations.” Developing a Specific Plan for the PGD will not only help realize the General Plan vision for the area, but also helps implement the CCWG’s recommendations.

Support for the development of the PGD Specific Plan has been equally strong from the Southwest Chula Vista community. Over the past year and a half, the City has been engaged in “Southwest United in Action,” a community-building effort in Southwest Chula Vista. Through community surveys, meetings, and focus groups, the City has sought to understand the needs and priorities of the Southwest community. Time and again, community members have expressed the desire to begin a specific planning process for the PGD. Past planning efforts in this area were perceived to lack transparency and public input. Community members, including Theresa Acerro of Southwest Civic Association are eager to rectify this by beginning a new and inclusive Specific Planning process.

The following are letters received from Chula Vista representatives and other Organizations that support the City’s effort in applying for the SANDAG SGIP Grant for the Palomar Gateway District Specific Plan and EIR.

1. Southwest Chula Civic Association (a Chula Vista Civic Association)
2. Walk San Diego (a regional association)
3. Crossroads (a Chula Vista Civic Association)
4. Steve Palma (Otay Committee/Southwest Chula Vista) – Mailed directly to SANDAG
To Whom It May Concern:

We are writing to you in support of the City of Chula Vista’s grant application for the SANDAG Smart Growth Incentive Program planning project funding for the Palomar Gateway District Specific Plan and Environmental Impact Report.

The Palomar Gateway District is an older area of Southwest Chula Vista with a rich history that needs to be preserved. It includes the very heavily used Palomar Trolley Station and is identified as a possible transit focus area in the Chula Vista General Plan and a Community Center on the SANDAG Smart Growth Map. The General Plan stipulates that a Specific Plan should be prepared to provide guidance for a cohesive transit-oriented District. The Specific Plan will provide the necessary regulatory framework and zoning for a more cohesive, transit-oriented development land use pattern within the District. The EIR will evaluate the potential impacts of the Specific Plan along with appropriate mitigation measures, including an effort to keep residential further than 500 feet from the freeway in accordance with the city’s General Plan.

We are supportive of the City’s effort to develop a specific plan for this area in close cooperation with the residents, property owners and existing businesses. It is absolutely critical that all stakeholders have input from before any consultant is selected and any decisions are made. Conceptual plans and piecemeal planning for individual parcels in this area have unfortunately occurred without the input of the community. We support starting over again and redefining what this transit focus area should look like in the future, keeping in mind environmental justice principles and the health and safety of current and future residents. We want the public planning to be ongoing, transparent and extensive-more so than has ever happened in this city before. We commit ourselves to personally contacting every business and property owner to make sure that they are aware of the inception of the process and have the opportunity for input, which we expect the city to incorporate in every stage of the planning for this area.

With the completion of the Specific Plan and EIR, there will be clear guidance for future investment and eventual development projects that will result in a transit-oriented District within the City of Chula Vista.

Should you have any questions about this letter of support, please feel free to contact me directly at (619) 425-5771.

Sincerely,

Theresa Acerro
President
Southwest Chula Vista Civic Association

The Southwest Chula Vista Civic Association was formed to provide a structured association for the residents, property owners, and business owners of the underrepresented Southwestern region of Chula Vista, to participate in the preservation, planning, development and protection of the unique character of the area through community education and group action.
Feb 05, 2009

To Whom It May Concern:

I am writing to you on behalf of Crossroads II in support of the City of Chula Vista’s grant application for the SANDAG Smart Growth Incentive Program planning project funding for the Palomar Gateway District Specific Plan and Environmental Impact Report. Crossroads II is a grass roots group of Chula Vista residents who have organized to represent the interests of residents of Chula Vista.

The Palomar Gateway District is an older area of southwest Chula Vista. It is one of five areas within the City’s General Plan identified as a district that should be developed with transit-oriented development, because of its close proximity to the Palomar Trolley Station, and nearby retail, housing and public facilities. It is also identified on the SANDAG Smart Growth Map as a Community Center.

The General Plan stipulates that a Specific Plan should be prepared for the Palomar Gateway to provide guidance for a cohesive transit-oriented district. The area currently contains lower-density land uses with varied zoning, including zoning that is not in line with the General Plan. The Specific Plan will provide the necessary regulatory framework and zoning for a more cohesive, transit-oriented land use pattern within the District. The EIR will evaluate the potential impacts of the Specific Plan along with appropriate mitigation measures, including a Health Risk Assessment for residential development near the freeway, if any such development is proposed. With the completion of the Specific Plan and EIR, there will be clear guidance for future investment and eventual development projects that will result in a transit-oriented district within the City of Chula Vista.

Crossroads II supports the City’s commitment to Smart Growth principles as presented in the General Plan, which would implement and further refined within the proposed Specific Plan. We also support and intend to be a participant in the public participation sessions associated with the completion of this Specific Plan.

Should you have any questions about this letter of support, please feel free to contact me directly at 619.475.8899.

Sincerely,

Patricia Aguilar, President

262 Second Avenue Chula Vista CA 91910

619.427.7493 e-mail: xroads2@cox.net

FAX 619.691.1651 website: crossroads2.org
January 30th, 2009

SANDAG
401 B Street, Suite 800
San Diego, CA 92101

To Whom It May Concern:

I am writing to you on behalf of WalkSanDiego in support of the City of Chula Vista’s grant application for the SANDAG Smart Growth Incentive Program planning project funding for the Palomar Gateway District Specific Plan and Environmental Impact Report.

The Palomar Gateway District is an older area of Southwest Chula Vista. It is one of five areas within the City’s General Plan identified as a district that would be developed with transit-oriented development, because of its inclusion of the existing Palomar Trolley Station, and nearby retail, housing and public facilities. It is also identified on the SANDAG Smart Growth Map as a “Community Center.” The General Plan stipulates that a Specific Plan should be prepared to provide guidance for a cohesive transit-oriented District. The area currently contains lower-density land uses with varied zoning, including zoning that is not in line with the General Plan. The Specific Plan will provide the necessary regulatory framework and zoning for a more cohesive, transit-oriented development land use pattern within the District. The Environmental Impact Report (EIR) will evaluate the potential impacts of the Specific Plan along with appropriate mitigation measures, including a Health Risk Assessment for residential located near the I-5 freeway.

We are supportive of the City’s commitment to Smart Growth principles as presented in the General Plan, which would be implemented and further refined within the Specific Plan. I also support and intend to be a participant in the public participation sessions, which is an important component of the Specific Plan process. With the completion of the Specific Plan and EIR, there will be clear guidance for future investment and eventual development projects that will result in a transit-oriented District within the City of Chula Vista.

We applaud the City’s efforts to pursue funding provided by the Smart Growth Incentive Program and offer our full support.

Sincerely,

Ken Grimes
Executive Director
Scope of Work
The proposed Palomar Gateway District Specific Planning and EIR preparation process includes the following tasks:

**Specific Plan:**

**Task One – Finalize Scope of Work:** The PGD Specific Plan will build upon several pre-existing planning and public participation efforts that have taken place in the District. Before launching into the specific plan, this step requires that City staff assess what work has already been completed by prior efforts, ensuring that feedback collected in prior public outreach efforts carries over into the final specific plan. Secondly, staff will need to assess whether a consultant needs to be hired to assist with the Specific Plan, and to issue an RFP and hire a consultant if consultant assistance is required. A representative of the public should sit on all consultant selection committees.

**Deliverable:** Report of Findings, Finalized Scope of Work, RFP

**Task Two – Develop a Public Participation Strategy:** In order to make sure the public is effectively engaged in the planning process, this step will require staff to identify stakeholders in the PGD, and a strategy for involving these groups in the planning process. This step may also result in the formation of a Specific Plan advisory group made up of stakeholder group representatives.

**Deliverable:** Public Participation Strategy, stakeholder contact list, tentative schedule

**Task Three – Existing Conditions Analysis:** The analysis will focus particularly on the incompatibilities between the existing zoning code and the General Plan vision for the area.

**Deliverables:** Existing Conditions Summary Report

**Task Four – Refine, if necessary, the Specific Plan Boundaries:** The General Plan suggested boundaries for the PGD Specific Plan. In this task, staff will review these boundaries internally and through a public “Specific Plan kick-off meeting” to make sure these boundaries adequately encompass the parts of the district that need change.

**Deliverables:** Specific Plan kick-off meeting, Specific Plan Boundary Map

**Task Five – Prepare Technical Studies:** Prepare technical studies for Specific Plan/ EIR.

**Deliverables:** Mobility, Parking, Infrastructure Assessment, Market Analysis Reports

**Task Six – Prepare draft zoning regulations for public review:** Because changing the zoning code to reflect the General Plan is at the crux of PGD’s transformation, this step will require time for public review of the new code.

**Deliverables:** Draft Land Use map, Public Meeting, Revised Land Use Map

**Task Seven – Prepare Specific Plan:** This task entails the preparation of the Specific Plan. It will draw heavily on the public input received in earlier steps.

**Deliverables:** Draft Specific Plan and Components

**Task Eight – Review and Adopt Specific Plan:** Once the draft plan is complete, it will be reviewed through a series of public meetings, and by the Redevelopment Commission and City Council.

**Deliverables:** Public Meetings, Final Specific Plan

**EIR:** *(please note that deliverables are described in each task headline)*

**Task One - Finalize EIR Scope of Work/ Hire Consultant:** In this task, staff will craft a timeline for the EIR that capitalizes on the technical studies already being completed for the Specific Plan. This revised scope of work will also be used for the RFP/ consultant selection process.

**Task Two – Prepare initial Study/ Prepare and Distribute Notice of Preparation**

**Task Three - Public Scoping Meeting:** Hold a meeting to introduce the EIR process to the public.

**Task Four – Draft EIR:** Consultant will produce a Draft EIR.

**Task Five – Public Review:** Distribute EIR, produce response to comments, issue Notice of Completion

**Task Six – Prepare Final EIR:** Revise draft EIR if necessary to produce Final EIR.

*(Please see Attachment 1 for more detailed Scope of Work)*
Attachment 1: Detailed Scope of Work

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Deliverables</th>
<th>Public Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Finalize Scope of Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1a</td>
<td>Revise Scope of Work to reflect tasks completed in prior planning efforts</td>
<td>Revised Scope of Work</td>
<td></td>
</tr>
<tr>
<td>1.1b</td>
<td>Determine whether a consultant should be hired and extent of involvement/ issue RFP</td>
<td>RFP</td>
<td>Representative of public should sit on selection committee</td>
</tr>
<tr>
<td>1.2</td>
<td>Develop Public Participation Strategy</td>
<td></td>
<td></td>
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<tr>
<td>1.2a</td>
<td>Identify stakeholders</td>
<td>Stakeholder contact list</td>
<td></td>
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<tr>
<td>1.2b</td>
<td>Develop Outreach tools, methods and procedures</td>
<td>Public Participation Strategy</td>
<td></td>
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<tr>
<td>1.2c</td>
<td>Develop tentative meeting schedule, including selection of meeting location(s)</td>
<td>Tentative meeting schedule</td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td>Existing Conditions Analysis</td>
<td></td>
<td></td>
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<tr>
<td>1.3a</td>
<td>Review existing land uses</td>
<td></td>
<td></td>
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<tr>
<td>1.3b</td>
<td>Review existing policies-especially incompatibilities between the Zoning Code and General Plan</td>
<td>Existing Conditions Summary Report</td>
<td></td>
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<tr>
<td>1.4</td>
<td>Kick off Specific Planning Process</td>
<td></td>
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<tr>
<td>1.4a</td>
<td>Hold a Specific Plan kick-off workshop to review work program, review existing conditions, and refine boundaries generally described by 2005 General Plan</td>
<td>Public Workshop</td>
<td>The purpose of this workshop would be to introduce the specific planning effort</td>
</tr>
<tr>
<td>1.4b</td>
<td>Create Specific Plan Boundary Map</td>
<td>Boundary Map</td>
<td></td>
</tr>
<tr>
<td>1.5</td>
<td>Prepare technical studies</td>
<td></td>
<td></td>
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<tr>
<td>1.5a</td>
<td>Mobility Plan</td>
<td>Completed technical studies</td>
<td>To capture the most accurate information for these studies, public surveys and interviews may be conducted</td>
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<tr>
<td>1.5b</td>
<td>Infrastructure Assessment and phasing</td>
<td></td>
<td></td>
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<tr>
<td>1.5c</td>
<td>Market Analysis</td>
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<tr>
<td>1.5d</td>
<td>Implementation Analysis</td>
<td></td>
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<tr>
<td>1.6</td>
<td>Prepare draft zoning regulations</td>
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<td></td>
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<tr>
<td>1.6a</td>
<td>Update zoning regulations to reflect General Plan</td>
<td>Updated Land Use Map</td>
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<tr>
<td>1.6b</td>
<td>Hold public workshop to review new zoning</td>
<td>Public Meeting</td>
<td></td>
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**Attachment 1: Detailed Scope of Work (ct’d)**

<table>
<thead>
<tr>
<th>1.7</th>
<th>Prepare Draft Specific Plan</th>
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<tbody>
<tr>
<td>1.7a</td>
<td>Prepare land use and zoning regulations section based on results of step 1.6</td>
</tr>
<tr>
<td>1.7b</td>
<td>Produce circulation map</td>
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<tr>
<td>1.7c</td>
<td>Prepare infrastructure plan</td>
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<tr>
<td>1.7d</td>
<td>Prepare design guidelines</td>
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<tr>
<td>1.7e</td>
<td>Develop implementation strategy</td>
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<thead>
<tr>
<th>1.8</th>
<th>Specific Plan Review and adoption process</th>
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<tbody>
<tr>
<td>1.8a</td>
<td>Present Draft Specific Plan at a public workshop</td>
</tr>
<tr>
<td>1.8b</td>
<td>Revise plan, as determined necessary</td>
</tr>
<tr>
<td>1.8c</td>
<td>Produce final plan</td>
</tr>
</tbody>
</table>

**Objective 2: Prepare an EIR for the Specific Plan Area**

<table>
<thead>
<tr>
<th>2.1</th>
<th>Finalize EIR Scope of Work/ Hire Consultant</th>
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<tbody>
<tr>
<td></td>
<td>Scope of Work, RFP</td>
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<table>
<thead>
<tr>
<th>2.2</th>
<th>Prepare initial study/ Prepare and distribute Notice of Preparation</th>
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<tbody>
<tr>
<td></td>
<td>Initial Study/ NOP</td>
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<thead>
<tr>
<th>2.3</th>
<th>Public Scoping Meeting</th>
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<tbody>
<tr>
<td></td>
<td>Public Meeting</td>
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| 2.4 | Draft EIR |

<table>
<thead>
<tr>
<th>2.4a</th>
<th>Complete the technical studies for the draft EIR.</th>
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<tbody>
<tr>
<td>2.4b</td>
<td>Prepare EIR</td>
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</table>

<table>
<thead>
<tr>
<th>2.5</th>
<th>Prepare Final EIR - Prepare written responses to public comments</th>
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<tbody>
<tr>
<td></td>
<td>Final EIR</td>
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</tbody>
</table>

| 2.6 | Certification of Final EIR |