



CHULA VISTA BAYFRONT MASTER PLAN

About the Chula Vista Bayfront Master Plan

At 500-plus acres, the Chula Vista Bayfront Master Plan (CVBMP) transforms Chula Vista's underused landscape into a thriving residential and world-class waterfront resort destination. The Plan establishes thousands of new jobs, creates new public parks, protects natural coastal resources, provides conference and visitor-serving amenities and builds an important asset for the San Diego region, the South Bay, Chula Vista residents and coastal visitors. The CVBMP is the result of a decade-long joint planning effort by a broad coalition of stakeholders, the Port of San Diego, the City of Chula Vista and Pacifica Companies. The Plan represents the last significant waterfront development opportunity in Southern California and was unanimously approved by the California Coastal Commission August 9, 2012.

At A Glance

- Collaboratively planned through more than 100 community meetings to ensure broad community stakeholder support
- Protects sensitive wildlife habitat, species and other coastal resources with extensive buffers
- Permanent protection of habitat and open space from a land exchange between Pacifica Companies and Port of San Diego, providing a net gain of 62 acres of public land
- Public promenades, bike trails, and other public access areas connecting the entire bayfront
- Expands overnight visitor-serving accommodations with up to 3,100 new hotel rooms
- Protects existing lower-cost RV camping uses, maintaining 236 RV sites in the bayfront
- Bayfront Resort and conference center (up to 1,600 rooms and 415,000 square feet of meeting space)
- Mixed-use commercial recreation, office, and residential – with a portion of the 1,500 proposed units reserved for low- and moderate-income families
- Waterfront visitor-serving retail uses and public gathering spaces
- Reconfigured marina and improved commercial harbor and navigation channel
- Creates more than 2,200 permanent jobs, nearly 7,000 construction jobs and numerous indirect jobs in the regional economy

Public Benefit

When completed, more than 40 percent of the project area (234 acres) will be dedicated to parks, open space and habitat restoration/preservation; with 130 new acres identified for parks and open space that provide public access and use. The visitor-serving amenities and mixed uses will be clustered in the Harbor District to reduce impact on environmentally sensitive areas.

Economic Benefits

The Chula Vista Bayfront Master Plan is expected to be economically sustainable. The plan is designed to create local and regional jobs and produce new public revenues for the region. Implementation of the plan will create more than 2,200 permanent jobs, nearly 7,000 construction jobs and numerous indirect jobs in the regional economy.

From Planning to Implementation

Planning efforts began in 2002 and were guided by the Chula Vista Bayfront Master Plan Citizens Advisory Committee. The resulting draft land use plans were shaped through an extensive public participation program, including a comprehensive environmental study, which was certified in 2010. After clearing several regulatory hurdles and reviews by various agencies, the plan was approved by the California Coastal Commission August 9, 2012.

The master plan will be implemented jointly by the Port of San Diego and the City of Chula Vista in four major phases over a 24-year period. Phase one of implementation includes the development of the resort conference center, the creation of public parks and open space, the restoration of habitat areas, and the construction of a new fire station and mixed-use residential development.

Collaborative Process

The following governing bodies unanimously approved the Chula Vista Bayfront Master Plan:

- San Diego Unified Port District Board of Port Commissioners
- City of Chula Vista City Council
- City of Chula Vista Planning Commission
- City of Chula Vista Redevelopment Corporation
- California State Lands Commission (approved land exchange with Pacifica Companies)

Supporters

Below is a list of some of the key supporters of the Chula Vista Bayfront Master Plan as of the California Coastal Commission hearing in August 2012:

- Allied Waste
- Baldwin & Sons
- Boys and Girls Club of South County President/CEO Ken Blinsman
- California State Assemblymember Ben Hueso
- California State Assemblymember Marty Block
- California State Senator Juan Vargas
- California Yacht Marina
- Chula Vista Chamber of Commerce
- Chula Vista Community Collaborative Director Margarita Holguin
- Chula Vista Elementary School District
- Superintendent Francisco Escobedo
- Chula Vista Marina and RV Resort
- Chula Vista Nature Center
- Chula Vista Yacht Club Staff Commodore Jim Ply
- City Council of National City
- City of Coronado Mayor Casey Tanaka
- Coastal Environmental Rights Foundation
- EMPOWER San Diego
- Energy Communications (Televisa)
- Environmental Health Coalition
- Former California State Senator Denise Ducheny
- Former Chula Vista City Councilmember and California State Assemblymember Mary Salas
- Former Chula Vista Mayor and California State Assemblymember Shirley Horton
- Goodrich Aerostructures
- Imperial Beach Chamber of Commerce
- Imperial Beach City Council
- Integrated Marine Service, Inc. President/CEO Larry Samano
- Kaiser Permanente, Chula Vista
- Mexico Business Center
- National City Chamber of Commerce
- Otay Mesa Chamber of Commerce
- Pacific Southwest Association of Realtors
- Philippine American Business Improvement and Development
- Port of San Diego Commissioner Emeritus Bill Hall
- San Diego and Imperial Counties Labor Council
- San Diego Audubon Society
- San Diego City Council President Tony Young
- San Diego Coastkeeper (formerly Baykeeper)
- San Diego Convention & Visitors Bureau
- San Diego County Board of Education Member and Former Chula Vista City Councilmember Jerry Rindone
- San Diego County Board of Supervisors
- San Diego County Supervisor Greg Cox
- San Diego Mayor Jerry Sanders
- San Diego Regional Chamber of Commerce
- San Diego Regional Economic Development Corporation
- San Ysidro Chamber of Commerce
- Sharp Chula Vista Medical Center CEO Pablo Velez
- South Bay Forum
- South Bay Pioneers
- South Bayfront Artists
- South County Economic Development Council
- Southwest Wetlands Interpretative Association
- Southwestern College President Melinda Nish
- Surfrider Foundation, San Diego Chapter
- Sweetwater Authority Chairman Ron Morrison
- Sweetwater Union High School District
- Superintendent Ed Brand
- The Corky McMillin Companies
- Third Avenue Village Association
- U.S. Congressman Bob Filner
- U.S. Fish & Wildlife Service Project Leader Andy Yuen
- U.S. Navy Rear Admiral Mac McLaughlin, ret.
- U.S. Olympic Training Center, Chula Vista Director
- Tracy Lamb
- UC San Diego Health System