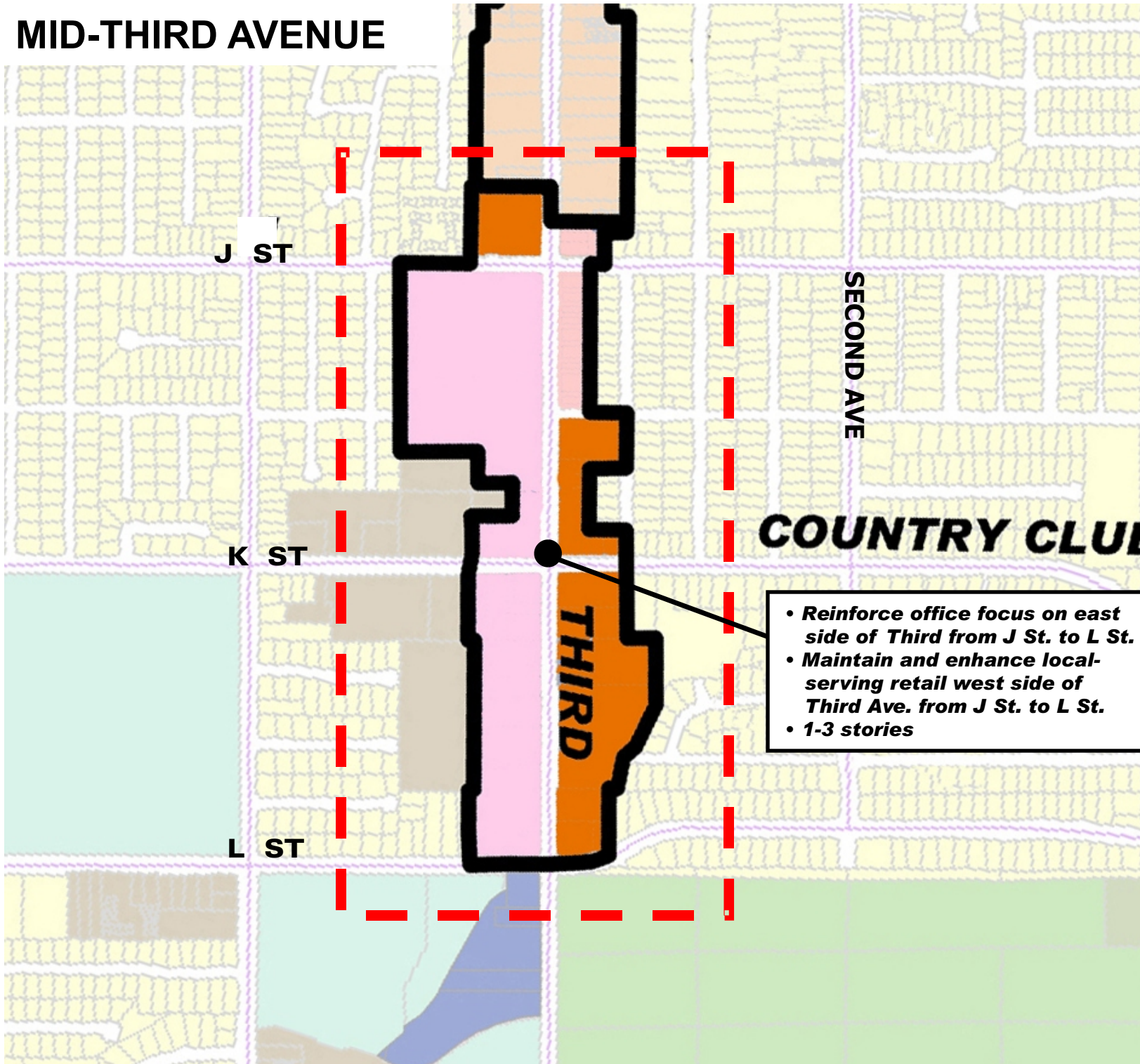


MID-THIRD AVENUE



• Reinforce office focus on east side of Third from J St. to L St.
 • Maintain and enhance local-serving retail west side of Third Ave. from J St. to L St.
 • 1-3 stories

CITY OF CHULA VISTA NORTHWEST GPU STEERING COMMITTEE RECOMMENDED ALTERNATIVE

- LEGEND**
- RESIDENTIAL**
- LOW
 - LOW MEDIUM
 - LMV LOW MEDIUM VILLAGE
 - MEDIUM
 - MEDIUM HIGH
 - HIGH
 - URBAN CORE
- COMMERCIAL**
- RETAIL
 - VISITOR
 - PROFESSIONAL & OFFICE
- MIXED USE**
- MIXED USE COMMERCIAL
 - MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
 - MIXED USE TRANSIT FOCUS AREA (TFA)
- INDUSTRIAL**
- LIMITED INDUSTRIAL
 - RESEARCH INDUSTRIAL
 - GENERAL INDUSTRIAL
- PUBLIC, QUASI PUBLIC & OPEN SPACE**
- PUBLIC & QUASI PUBLIC
 - PARKS & RECREATION
 - OPEN SPACE PRESERVE
 - OPEN SPACE RECREATION
 - OPEN SPACE
 - PROPOSED FREEWAY COVER
 - WATER
- SPECIAL PLAN AREA**
- RES RESORT
 - SCC SPECIALTY CONFERENCE CENTER
 - VC VILLAGE CORE
 - EUC EASTERN URBAN CENTER
 - BAYFRONT PLANNING AREA
- TRANSIT STATION**
- EXISTING
 - PROPOSED

JUNE 1, 2004