



Downtown Chula Vista Association – Board of Directors’ Meeting
Wednesday, July 8th, 2026, at 8:30 AM

In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)

Virtual Link: <https://us06web.zoom.us/j/82639703921>

or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982

1. Introductions / Joe Warren, Board President
2. Public Comment & Announcements (3-Minutes Max Per Person)
Please keep comments directed to non-agenda topics
3. Community Reports:
Senator Padilla’s Office, Supervisor Aguirre’s Office, Mayor McCann’s Office, Councilmember Preciado’s Office, Economic Development Department, City Manager’s Office, CVPD
4. Review of the Minutes from the June 10th, 2026 Meeting *Action Item* P. 3 - 7
5. Committee Reports:
 - Executive Committee / Joe Warren, Board President
 - a. Review of FY26 Year-to-Date Draft Budget Report *Action Item* P. 8 - 10
 - b. Reaffirm Authorization: FY27 County NRP Grant Priorities *Action Item* P. 11
 - c. DCVA Outdoor Dining Ordinance Task Force *Action Item* P. 12 - 17
 - d. Downtown Chula Vista District Renewal Task Force: Update
 - e. Next Meeting: Wednesday, August 5th, 2026 at 9:00 AM at the DCVA Office
 - District Identity & Placemaking Committee / Ron Richie, Committee Chair P. 18 - 20
 - a. Olive Public Relations Status Report
 - b. SDFC Soccer Celebration: Recap
 - c. Lemon Festival *Sat., August 15th*
 - d. Chula Vista Animal Service Pup Crawl
 - e. Downtown Heritage Chair & Planter Plaque: Installation Update
 - f. Next Meeting: Wednesday, July 15th, 2026 at 9:00 AM at the DCVA Office
 - Civil Sidewalks Committee / Marianna Cardenas, Committee Chair
 - a. Downtown Maintenance Operations: Staffing Update
 - b. Third Avenue Landscaping Program: Update
 - c. Next Quarterly Pressure Washing Service: Week of August 17th
 - d. Next Meeting: Wednesday, July 22nd, 2026 at 9:00 AM at the DCVA Office
 - Land Use & Project Review / Joseph Raso, Committee Chair
 - a. Downtown Development Update
 - b. City of Chula Vista Progress on Traffic Calming on Third Avenue

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

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- c. Next Meeting: TBD
6. Next Meeting: Wednesday, August 12th, 2026 at 8:30 AM

7. Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 353 Third Avenue, Chula Vista, CA 91910 and on the DCVA/GTAIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Michelle T de Mercado at 619-422-1982 or via email at info@downtownchulavista.com at least 48-hours prior to the meeting. VIRTUAL MEETING PARTICIPATION. Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee/Board quorum or are allowed to vote.



Downtown Chula Vista Association Board of Directors' Meeting
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In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)
Virtual Link: <https://us06web.zoom.us/j/82639703921>
or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982

PRESENT: Joe Warren, Debra Krick (Zoom), Kevin Pointer, Kevin Rhodes, Daisy Romero, Andrew McDonald, Ron Richie, Abe T ran, Sylvia Chairez

EXCUSED: Kevin Lewis, Dana Davis, Loren Sanchez (Finest City), Joe Raso, Mariana Cardenas

GUESTS: Don Giaquinto (City of Chula Vista, Office of Mayor John McCann), Sydney Costales (Olive PR, Zoom), Curt Brooker (Fuse Events)

STAFF: Marco Li Mandri (NCA), Dominic Li Mandri (NCA), Gabby Manocchio (NCA via Zoom), Michelle Thomas de Mercado (NCA)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Joe Warren, Board President	The meeting was called to order at 8:30 am by District Manager, Dominic Li Mandri, and introductions were made by those in attendance.	<i>No action taken.</i>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Dominic opened the floor for public comments but there was nothing to report.	<i>No action taken.</i>
3. CVPD, Senator Padilla's Office, District 1 Supervisor Office, Mayor McCann's Office, Councilmember Preciado's Office	No representative were present from these agencies to provide a report.	<i>No action taken.</i>

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4. Downtown Signage & Wayfinding Infrastructure: Feedback Requested on New Designs	Principal Economic Development Specialist Kevin Pointer reported on the initial stages of redeveloping the outdated wayfinding signage posted throughout the district. The purpose is to establish a cohesive design palette and inquire about potential access to, or the development of a Memorandum of Understanding for, copyright permission to incorporate the DCVA emblem into the signage update. It was requested to have this item agendized in a future meeting. The board's consensus was favorable, and the floor was opened for feedback.	<i>No action taken.</i>
5. Review of the Minutes from the May 13, 2026 Meeting	The minutes of the May 13, 2026, meeting were reviewed on pages 3-7 of the agenda.	<i>Joe Warren moved to approve the minutes as presented. Kevin Rhodes seconded. Unanimously approved.</i>
6. Committee Reports: Executive Committee / Joe Warren, Board President 6.a. Review of FY26 Year-to-Date Draft Budget Report (Hand-Out) 6.b. FY26 County NRP Grant Request for Add. Pedestrian Amenities: Update 6.c. Letter to the City Regarding Add. Traffic Calming Measures: Update	6.a. Dominic provided an extensive YTD Draft Financial report for review on pages 8–11 of the agenda. Dominic opened the floor for questions but there were none. 6.b. Dominic reported that the County’s FY26 grant fund has been exhausted, so staff will focus on the applying at the start of the upcoming fiscal year. 6.c. Dominic provided a copy of the letter written on behalf of DCVA on pages 12-13. Dominic shared that since then, a letter from the office of John Mc Cann has been received in response, to which Don Giaquinto distributed copies of the letter to members. Currently, City of Chula Vista’s traffic engineering	<i>6.a. Kevin Rhodes moved to approve the financials as presented. Ron Richie seconded. Unanimously approved.</i> <i>6.b. No action taken.</i> <i>6.c. No action taken.</i>

6 d. Downtown Chula Vista District Renewal Task Force: Update	department has commenced with a survey of the affected areas. 6.d. Marco briefed on the status of the district's renewal. Staff has met with the larger property owners within the district to obtain support and has scheduled future meetings with Sharp Rees-Stealy and Scripps Health for next week. Staff emphasized the benefits of the district's renewal and reminded stakeholders that Association services, events, and resources will end on January 1, 2027, if the renewal is not approved. Kevin Pointer provided context on the City's perspective, while emphasizing the importance of maintaining solidarity. Don Giaquinto stated he would share today's findings with the Mayor's Office regarding the district renewal and the City's current role.	<i>6.d. No action taken.</i>
Next Meeting	The next Executive Committee meeting will take place on Wednesday, July 1, 2026, at 9:00am at the DCVA Office.	<i>No action taken.</i>
District Identity & Placemaking Committee / Ron Richie, Committee Chair		
6.a. Olive Public Relations Status Report	6.a. Sydney Costales of Olive PR provided a PR and social media update on pages 14-16 of the agenda.	<i>6.a. No action taken.</i>
6.b. SDFC Soccer Celebration	6.b. Curt Brooker from Fuse Events provided an overview of the San Diego FC soccer celebration at Memorial Park on Thursday, June 18, featuring the Mexico vs. South Korea match at 6:00 pm, with three viewing screens, a fenced beer garden, street closures on Third Avenue from F Street to Parkway beginning early that day, to which a site map was shared with those present.	<i>6.b. No action taken.</i>
6.c. Movies at Memorial: Program Update	6.c. After discussion and staff recommendation, it was the consensus of the board that the summer series will be postponed this summer but commencing in 2027 contingent upon district renewal. There is the potential to have a "one-off"	<i>6.c. Daisy Romero moved to accept this year's postponement of the Movies at Memorial series, but with the</i>

6.d. Lemon Festival	screening later in August. 6.d. Dominic provided an overview of the upcoming event, noting that it will mirror the 2025 event footprint.	<i>option of a single movie showing in August. Kevin Rhodes seconded. Unanimously approved.</i> 6.d. No action taken.
6.e. Vogue Theatre Lot: Vision for Ongoing Activations	6.e. Dominic updated on the current status of the theater space, noting on DCVA's intent to sublease the empty lot north of the theater for micro-activations to enhance the visitor experience while on Third Avenue.	6.e. No action taken.
6.f. Downtown Heritage Chair & Planter Plaques: Installation Update	6.f. Dominic provided an overview, sharing that direction has been provided by the city and that staff are taking the next steps for the chair's installation followed with a ribbon cutting ceremony.	6.f. No action taken.
Next Meeting	The next District Identity & Placemaking Committee meeting will take place on Wednesday, April 15, 2026, at 9:00 am, at the DCVA Office.	No action taken.
Civil Sidewalks Committee / (Vacant), Committee Chair		
6.a. Downtown Maintenance Operations: Update	6.a. Dominic updated on maintenance staffing and current landscaping efforts, highlighting that the contract with Cal Trends has been terminated. All efforts will be completed by DCVA maintenance staff.	6.a. No action taken.
6.b. Next Quarterly Pressure Washing Service: Week of August 17 th	6.b. Dominic announced that the first quarter district wide pressure wash has taken place with the second professional wash will take place during the week of August 17, 2026, following the Lemon Festival.	6.b. No action taken.
6.c. Third Avenue Landscaping Program: Update	6.c. Dominic reported on landscaping enhancements on Third Avenue and E Street and Third Avenue and G Street.	6.c. No action taken.
6.d. Downtown Parking Garage Maintenance RFP	6.d. Dominic reported on the current disarray of the ACE-managed parking garage, asserting that a higher standard can be achieved with possibly a different operator.	6.d. No action taken.

Next Meeting	The next Civil Sidewalks Committee meeting will take place on Wednesday, June 24, 2026, at 9:00 am, at the DCVA Office.	<i>No action taken.</i>
Land Use & Project Review / Joseph Raso, Committee Chair		
6.a. Downtown Development Update	6.a. Dominic provided an update on current development projects and related activity occurring within the district.	<i>6.a. No action taken.</i>
Next Meeting	The date of the next Land Use Committee meeting is yet to be determined.	<i>No action taken.</i>
7. Next Meeting	The DCVA Board of Directors' Meeting will be on Wednesday, Wednesday, July 8, 2026, at 8:30 am, at the DCVA Office.	<i>No action taken.</i>
8. Adjournment	The meeting was adjourned at 10:01 am.	<i>Ron Richie moved to adjourn the meeting. Abe Téran seconded. Unanimously approved.</i>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

3:10 PM

GTAIA dba Downtown Chula Vista Assoc.

07/01/26

Balance Sheet

Cash Basis

As of June 30, 2026

	Jun 30, 26
ASSETS	
Current Assets	
Checking/Savings	
US Bank Gen. Acct - 9935	173,796.74
US Bank Programs - 2188	83,278.91
Total Checking/Savings	257,075.65
Total Current Assets	257,075.65
Fixed Assets	
Vehicles TAVA	17,527.00
Furniture and Equipment TAVA	131,776.25
Lease Holder Improvements TAVA	98,301.53
Accum Depreciation TAVA	-102,555.81
Accum Depreciation	-57,662.19
Total Fixed Assets	87,386.78
TOTAL ASSETS	344,462.43
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	186,749.14
Net Income	157,713.29
Total Equity	344,462.43
TOTAL LIABILITIES & EQUITY	344,462.43

3:14 PM

07/01/26

Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance**

June 2026

	Jun 26	Budget	Jan - Jun 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	0.00	0.00	30,000.00	30,000.00
Total BID Revenue	0.00	0.00	0.00	30,000.00	30,000.00
Non Assessment Income					
Grants	0.00	0.00	0.00	30,000.00	30,000.00
Sponsorships	950.00	0.00	5,960.00	15,000.00	15,000.00
Total Non Assessment Income	950.00	0.00	5,960.00	45,000.00	45,000.00
PBID Revenue					
Prop Owner Assessment 2026	0.00	0.00	432,207.81	461,849.00	461,849.00
Prop. Owner Assessments 2025	20,978.01		20,978.01		
Total PBID Revenue	20,978.01	0.00	453,185.82	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	23,600.00	20,833.33	139,895.00	125,000.02	250,000.00
Total Farmers Market	23,600.00	20,833.33	139,895.00	125,000.02	250,000.00
Total Program Income	23,600.00	20,833.33	139,895.00	125,000.02	250,000.00
Special Event Income					
Dia De Los Muertos	0.00	0.00	-195.21	40,000.00	40,000.00
Lemon Festival	0.00	0.00	0.00	30,000.00	30,000.00
Starlight Event	0.00	0.00	7,193.00	10,000.00	10,000.00
Taste of Third	0.00	0.00	10,016.46	10,000.00	10,000.00
Total Special Event Income	0.00	0.00	17,014.25	90,000.00	90,000.00
Prior Year Income Over Expenses	0.00	0.00	0.00	60,699.71	60,699.71
Total Income	45,528.01	20,833.33	616,055.07	812,548.73	937,548.71
Gross Profit	45,528.01	20,833.33	616,055.07	812,548.73	937,548.71
Expense					
County Grant Expense	0.00	2,500.00	0.00	15,000.00	30,000.00
ADMINISTRATION					
Accounting Fees	0.00	540.00	0.00	3,260.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	20.00	50.00
Business Registration Fees	0.00	15.00	0.00	110.00	200.00
Dues and Subscriptions	535.99	580.00	2,194.98	3,520.00	7,000.00
Insurance					
General Liability, D and O	-57.39		6,710.75		
Insurance - Other	0.00	1,750.00	0.00	10,500.00	21,000.00
Total Insurance	-57.39	1,750.00	6,710.75	10,500.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,004.00	2,000.00
Meals and Entertainment	0.00	40.00	0.00	260.00	500.00
Office Expense	1,555.68	375.00	2,721.38	2,250.00	4,500.00
Office Supplies	128.82	125.00	584.91	750.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	96,000.00	96,000.00	192,000.00
Postage, Mailing Service	17.39	66.00	102.41	404.00	800.00
Printing and Copying	322.06	541.00	2,295.45	3,254.00	6,500.00
Rent, Parking, Utilities	4,306.00	4,416.00	25,836.00	26,504.00	53,000.00
Telephone, Telecommunications	640.09	500.00	3,087.43	3,000.00	6,000.00
Utilities	0.00		-1,063.98		
Total ADMINISTRATION	23,448.64	25,119.00	139,019.33	150,836.00	301,550.00
DI&P					
Advertising and Promotions	199.52	415.00	1,218.47	2,510.00	5,000.00
Public Relations	4,200.00	5,416.00	31,600.00	32,504.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	2,510.00	5,000.00
Total DI&P	4,399.52	6,246.00	37,618.47	37,524.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	9,961.18	8,333.00	57,817.73	50,002.00	100,000.00
F.M.- Staffing	2,739.34	2,500.00	15,717.28	15,000.00	30,000.00
F.M.- Payroll & Taxes	323.40	250.00	1,881.09	1,500.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	502.00	1,000.00

3:14 PM

07/01/26

Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance**

June 2026

	Jun 26	Budget	Jan - Jun 26	YTD Budget	Annual Budget
F.M. - Equipment Rentals	888.05	1,000.00	6,167.32	6,000.00	12,000.00
Total Farmers Market	13,911.97	12,166.00	82,595.42	73,004.00	146,000.00
Dia De Los Muertos	0.00	3,333.00	1,543.01	20,002.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	2,510.00	5,000.00
Starlight	0.00	208.00	0.00	1,252.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	13,911.97	16,122.00	84,259.33	96,768.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	30.00	66.00	180.00	404.00	800.00
Workers Comp	970.00	708.00	5,421.00	4,252.00	8,500.00
Salaries & Wages	15,073.93	13,808.00	90,733.16	82,852.00	165,700.00
Payroll Processing Fees	214.10	208.00	1,324.84	1,252.00	2,500.00
Payroll Taxes	1,161.55	1,041.00	8,400.90	6,254.00	12,500.00
Health Insurance	-130.20	833.00	2,014.41	5,002.00	10,000.00
Total Compensation & Benefits	17,319.38	16,664.00	107,601.24	100,016.00	200,000.00
District Utilities	8,028.94	4,833.00	25,930.85	29,002.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,004.00	2,000.00
Landscape Contracted Services	0.00	1,083.00	3,467.70	6,502.00	13,000.00
Maintenance Services					
Auto					
Fuel	275.70	250.00	1,335.66	1,500.00	3,000.00
Maintenance & Sevice	133.37	125.00	1,537.76	750.00	1,500.00
Total Auto	409.07	375.00	2,873.42	2,250.00	4,500.00
Total Maintenance Services	409.07	375.00	2,873.42	2,250.00	4,500.00
Maintenance Supplies	1,786.32	1,083.00	9,477.57	6,502.00	13,000.00
Nursery Supplies & Equipment	1,959.61	1,083.00	8,863.90	6,502.00	13,000.00
Sidewalk Pressure Washing	4,480.00	2,000.00	9,166.68	12,000.00	24,000.00
Uniforms	0.00	125.00	0.00	750.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	33,983.32	27,412.00	197,444.65	173,026.71	337,498.71
Total Expense	75,743.45	77,399.00	458,341.78	473,154.71	937,548.71
Net Ordinary Income	-30,215.44	-56,565.67	157,713.29	339,394.02	0.00
Net Income	-30,215.44	-56,565.67	157,713.29	339,394.02	0.00



July 8, 2026

To: Honorable Supervisor Paloma Aguirre
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the Downtown Chula Vista Association (DCVA)

Dear Supervisor Aguirre:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association humbly presents the below list of strategic priorities for funding consideration. The Downtown Chula Vista Association requests these funds to support the expansion of outdoor public-seating infrastructure as well as the augmentation of our current public litter receptacle inventory.

Item	Location of Project	Estimated cost
New Victor Stanley Trashcans for Placement in District	Installed on Various Street Corners in Downtown Chula Vista.	\$25,000
New Sets of Movable Tables, Chairs, & Umbrellas for Public Use	Staged At Various Sidewalk Bulb-Outs Along Third Avenue.	\$35,000
Traffic Calming Measures for Implementation Along Third Avenue	Installed in proximity to the six (6) mid-block crosswalks along Third Avenue between E & H Streets.	\$40,000
Total Request:		\$ 100,000

The DCVA would like to request these funds be considered for allocation from the Neighborhood Reinvestment Program Grant fund that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

Marco Li Mandri
Executive Director
Downtown Chula Vista Association

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PLANNING COMMISSION STAFF REPORT



May 27, 2026

ITEM TITLE

Code Update to Adopt Outdoor Dining Regulations

Location: Citywide

Department: Development Services and Economic Development

G.C. § 84308 Regulations Apply: Yes

Environmental Notice: The project qualifies for a Categorical Exemption pursuant to California Environmental Quality Act Guidelines Section 15301 (Existing Facilities), Section 15303 (New Construction or Conversion of Small Structures), Section 15304 (Minor Alterations to Land), and Section 15311 (Accessory Structures).

Recommended Action

Conduct a public hearing and recommend the City Council of the City of Chula Vista adopt an ordinance amending Chula Vista Municipal Code (CVMC) Title 19 (Planning and Zoning) to add Chapter 19.59. (Outdoor Dining Regulations) and recommend the City Council adopt a resolution to establish fees associated with Outdoor Dining Facilities within the public right-of-way.

SUMMARY

The proposed ordinance establishes a permanent regulatory framework for Outdoor Dining Facilities within the public right-of-way, specifically Sidewalk Cafes and Pocket Patios, through an objective ministerial encroachment permit process. The ordinance is intended to support pedestrian-oriented commercial activity, activate commercial corridors, and promote economic vitality by encouraging outdoor dining opportunities throughout the City of Chula Vista ("City"). The proposed regulations establish clear standards related to accessibility, public safety, operations, maintenance, design, and use of the public right-of-way to ensure compatibility with surrounding public infrastructure, businesses, and pedestrian circulation. The proposed ordinance also establishes authority for permitting, permit renewal, and public right-of-way occupancy fees associated with Outdoor Dining Facilities, with specific fee amounts proposed for adoption by separate City Council resolution.

HOUSING IMPACT STATEMENT

No housing units are proposed as part of the Project, and any commercial structures will be located within the public right-of-way, not on private property.

ENVIRONMENTAL REVIEW

The proposed project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and it has been determined that the project qualifies for a Categorical Exemption pursuant to State CEQA Guidelines: Section 15301 (Existing Facilities), which consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of existing or former use; Section 15303 (New Construction or Conversion of Small Structures), which consists of construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made in the exterior of the structure; Section 15304 (Minor Alterations to Land), which consists of minor public or private alterations in the condition of land, water, and/or vegetation which do not involve removal of healthy, mature, scenic trees except for forestry or agricultural purposes; and Section 15311 (Accessory Structures), which consists of construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities; and where the exceptions listed in State CEQA Guidelines Section 15300.2 would not apply in that no cumulative impacts were identified, no significant effects on the environment were identified, the project is not adjacent to a scenic highway, no historical resources would be affected by the action, and the project was not identified on a list of hazardous waste sites pursuant to Section 65962.5 of the Government Code. Thus, no further environmental review is required.

DISCUSSION

Background

On February 1, 2011, the City Council adopted an Ordinance amending the Urban Core Specific Plan (UCSP), adding Outdoor Dining Design Guidelines as an Appendix. This was in response to a stated goal of the UCSP, which advocates for special pedestrian-oriented café environments within the Downtown Area.

During the COVID-19 pandemic, the City implemented temporary measures to support local businesses and provide opportunities for outdoor activity in open-air environments. As part of those efforts, the City Council approved actions in 2021 to facilitate outdoor dining along Third Avenue, including establishment of a permitting process for Sidewalk Cafes and Curb Cafes (now referred to as Pocket Patios) within the public right-of-way and amendments to CVMC Chapter 12.28 (Encroachments) to clarify administrative authority for approval of certain encroachments into the public right-of-way. The City also established a grant reimbursement program utilizing American Rescue Plan Act funding to help offset the design, permitting, and construction costs associated with outdoor dining improvements. Staff subsequently developed permitting procedures and design guidance for outdoor dining facilities within the public right-of-way.

While Sidewalk Cafes were generally envisioned as more long-term outdoor dining improvements, Curb Cafes were initially implemented as a temporary response to pandemic-related operational constraints and changing public health requirements. Following several permit extensions, notice was provided in 2024 that the temporary Curb Cafe permits would expire, and the facilities would be required to be removed absent further City action establishing a longer-term regulatory framework.

The City has continued to experience increasing interest from businesses seeking to utilize portions of the public right-of-way for outdoor dining purposes, particularly within the Urban Core and Third Avenue

corridors. Temporary outdoor dining programs implemented during and following the COVID-19 pandemic demonstrated the value of outdoor activation in supporting local businesses, encouraging pedestrian activity, and enhancing pedestrian-oriented commercial districts.

The proposed ordinance builds upon those earlier efforts by establishing a permanent, citywide regulatory framework for Outdoor Dining Facilities, specifically Sidewalk Cafes and Pocket Patios. The proposed ordinance establishes an objective ministerial encroachment permit process for the use and occupation of the public right-of-way associated with Outdoor Dining Facilities and is intended to provide clear operational, design, accessibility, maintenance, and public safety standards while supporting pedestrian-oriented commercial activity and activation of commercial corridors. Additionally, Pocket Patios would remain subject to applicable building permit and inspection requirements to ensure compliance with the California Building Code and accessibility standards.

Development of the proposed ordinance was also informed by input and policy direction provided through the City Council's Outdoor Dining Subcommittee, established by the City Council on August 13, 2024, and comprised of Mayor McCann and Councilmember Preciado.

In May 2025, the City retained HdL ECONsolutions through the City's established on-call consultant program to assist in the development of balanced, citywide outdoor dining regulations addressing Sidewalk Cafes, Pocket Patios, food trucks, and related outdoor dining activities occurring within the public right-of-way. As part of that effort, the consultant team evaluated regulations and best practices from other California jurisdictions that permit outdoor dining in public spaces, including sidewalks and on-street parking areas, to help inform development of the proposed ordinance. The proposed ordinance was further developed through coordination with multiple City departments including Economic Development, Fire, Development Services, Engineering, Finance, and the City Attorney's Office as well as outreach to property owners, business owners, and the Downtown Chula Vista Association.

In June 2025, the Economic Development Department and Office of Communications conducted community outreach utilizing the City's Community Voices public engagement platform. Through that outreach effort, approximately 190 participants provided input regarding outdoor dining within the City. Survey results demonstrated broad support for expanded outdoor dining opportunities. Sixty-two percent (62%) of respondents said that they do not feel that there is enough outdoor dining in Chula Vista; sixty-four (64) percent indicating general support of additional Sidewalk Cafes; and fifty (50) percent indicated they would like to see more Curb Cafes, even if it means converting parking spaces to accommodate them.

The Outdoor Dining City Council Subcommittee met in April 2026, to review the proposed framework and provide direction regarding permitting, operational standards, and public right-of-way considerations associated with Outdoor Dining Facilities.

Code Amendment

The proposed regulations establish requirements for two (2) types of Outdoor Dining Facilities analyzed by the staff and the consultant team: Sidewalk Cafes and Pocket Patios. The proposed ordinance is intended to reduce barriers associated with obtaining authorization for encroachments into the public right-of-way by establishing objective ministerial standards for Outdoor Dining Encroachment Permits while ensuring that Outdoor Dining Facilities positively contribute to the safe and active use of the public realm for the pedestrians and bicyclists of all abilities. The Development Services Department, in coordination with the Economic Development, Engineering, and Public Works Departments, will periodically review implementation of the Outdoor Dining program, including operational and enforcement outcomes, and will

return to the Planning Commission and City Council with lessons learned and any recommended amendments or adjustments after one (1) year after the first outdoor dining permit is issued and operational.

The proposed ordinance incorporates regulations addressing accessibility, public safety, emergency access, pedestrian circulation, design standards, operational requirements, building permit requirements for Pocket Patios, insurance and indemnity requirements, permit fees, and enforcement authority. The ordinance distinguishes between Sidewalk Cafes, which operate within the sidewalk area of the public right-of-way, and Pocket Patios, which temporarily occupy on-street parking spaces. The regulations are intended to provide predictable and streamlined standards for applicants while maintaining accessibility, visibility, public safety, and operational compatibility with surrounding businesses and public infrastructure.

In summary, the proposed regulations establish locational, operational, design, accessibility and maintenance standards intended to ensure compatibility between Outdoor Dining Facilities and surrounding public infrastructure and uses. These standards include requirements to ensure visibility, avoidance of conflicts with existing and planned bike lanes and transit lanes, compliance with engineering standards, stormwater, fire code, accessibility requirements and applicable noise standards for adjacent uses. The regulations also require permittees and property owners to maintain the Outdoor Dining Facilities in a clean and safe condition and to indemnify, defend, and hold harmless the City from claims, damages, injuries, or liabilities associated with the private commercial use of the public right-of-way.

Fees

The proposed ordinance establishes a fee structure intended to recover the City's reasonable costs associated with review, permitting, inspection, monitoring, and administration of Outdoor Dining Facilities within the public right-of-way, while also providing fair compensation for the temporary private commercial use and occupation of public property. The proposed fee structure was developed following evaluation of similar outdoor dining and public right-of-way encroachment programs utilized by California municipalities and is generally consistent with common regulatory cost recovery practices associated with outdoor dining facilities and other encroachments within the public right-of-way.

The proposed fees include:

Permit Fees

- Sidewalk Cafe Initial Permit Fee: \$1,250
- Pocket Patio Initial Permit Fee: \$3,500
- Sidewalk Cafe Annual Renewal Fee: \$500 annually
- Pocket Patio Annual Renewal Fee: \$1,250 annually

Public Right-of-Way Occupancy Fees

- Sidewalk Cafe: \$1.00 per square foot per month
- Pocket Patio: \$2.00 per square foot per month

Parking Revenue Recovery Fees

- Based upon projected parking revenue loss, where applicable, annually

The initial permit fees are intended to recover costs associated with application intake, interdepartmental review, engineering and accessibility review, permit preparation, inspection of site eligibility, and permit issuance. Pocket Patio permit fees are higher due to the additional level of review associated with occupation

of on-street parking spaces, including traffic safety considerations, roadway operations, emergency access, drainage review, accessibility compliance, and coordination with applicable building permit requirements.

The Public Right-of-Way Occupancy Fees are intended to provide fair compensation to the City for the temporary private commercial use and occupation of public right-of-way areas that would otherwise remain available for general public use. The occupancy fees also help ensure that the City does not subsidize or provide exclusive private commercial use of public property without appropriate compensation.

Annual renewal fees are intended to recover ongoing administrative and operational costs associated with permit monitoring, compliance verification, insurance review, inspections, complaint response, and enforcement activities. Where Outdoor Dining Facilities occupy metered or revenue-generating right-of-way, a Parking Revenue Recovery Fee would also apply annually to offset projected public parking revenue losses associated with conversion of parking spaces to Pocket Patios, collected at the time of initial permit and upon permit renewal.

The proposed ordinance also includes annual fee adjustments tied to an established inflation index to help ensure that fees continue to reflect operational and administrative costs over time.

CONCLUSION

Outdoor dining contributes to pedestrian-oriented activity, supports active and vibrant commercial corridors, and enhances the economic vitality and character of business districts. The proposed ordinance establishes a balanced regulatory framework for Outdoor Dining Facilities within the public right-of-way by creating clear and objective standards related to public safety, accessibility, operations, maintenance, and design while supporting continued activation of the public realm and local businesses. The proposed fee structure is intended to recover the City's administrative and operational costs associated with permitting, inspection, monitoring, and enforcement activities, while also providing fair compensation for the temporary private commercial use and occupation of public right-of-way areas. Accordingly, staff recommends that the Planning Commission recommend that the City Council approve the proposed ordinance amending the Chula Vista Municipal Code to add Section 19.58.XXX establishing Outdoor Dining regulations, including standards and permitting procedures for Sidewalk Cafes and Pocket Patios within the public right-of-way. Staff also recommend that the Planning Commission recommend to the City Council the approval of the requested fees for the administrative, occupancy, and revenue-recovery costs associated with the Sidewalk Cafe and Pocket Patios in the public right-of-way.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holdings of the Planning Commission members do not create a disqualifying real property-related financial conflict of interest under the California Political Reform Act (Cal. Gov't. Code § 87100, et seq.). Staff is not independently aware and has not been informed by any Planning Commission member of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

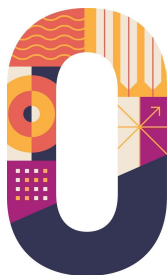
FISCAL IMPACT

There is no current fiscal year or ongoing fiscal impact to the General Fund or Development Services Fund as a result of the adoption and implementation of the proposed ordinance.

ATTACHMENTS

Resolution A (Outdoor Dining Regulations)
Resolution B (Outdoor Dining Fees)
Draft City Council Ordinance

Staff Contact: Chris Mallec, AICP, Senior Planner, Development Services
Mayra Medel, Principal Planner, Development Services
Rebecca Bridgeford, Deputy Director, Development Services
Kevin Pointer, Principal Economic Development Specialist
David Graham, Director of Economic Development



DCVA Board Meeting PR & Social Media Report Wednesday, July 8, 2026

Pitches

Día de los Muertos (long leads)

- Secured online coverage in There San Diego
- Secured interest with the LOCAList SD, FOX 5

Summer in Downtown Chula Vista

- Secured online coverage in The Star News
- Secured broadcast coverage on FOX 5

Lemon Festival (long leads)

- Secured online coverage in the San Diego Union-Tribune
- Secured print coverage in the San Diego Union-Tribune
- Secured interest with CBS 8 x2, FOX 5, San Diego Magazine

Other

- Secured online coverage in Secret San Diego, Times of San Diego
-

Writing

- Star News Contributed Article -July
- Star News Contributed Article - August
- Día de los Muertos (long leads)
- What's New this Summer - Chula Vista Farmers' Market
- Lemon Festival (short leads)



* SECRET SAN DIEGO

23 lovely things to do in San Diego this June 2026

1. Don't miss this massive San Diego FC's soccer celebration



Honor and Celebrate at Downtown Chula Vista's Annual Día de los Muertos Celebration



SOCIAL MEDIA

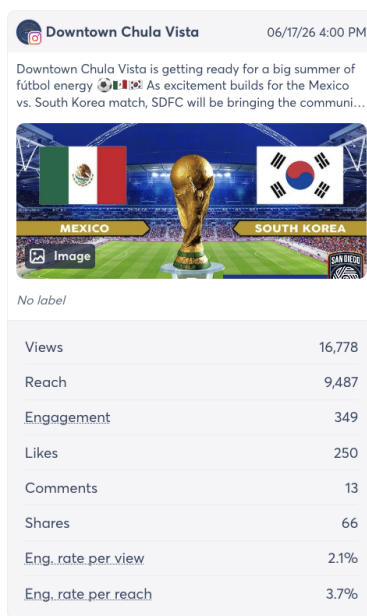
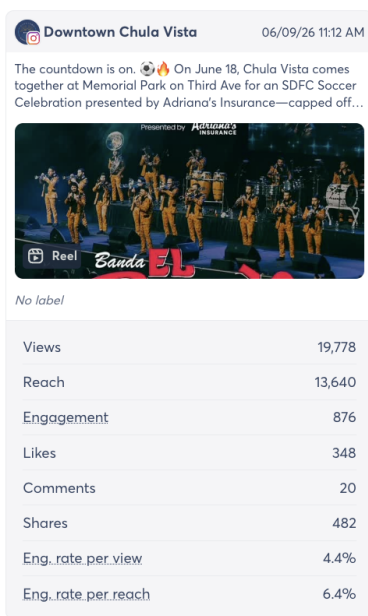
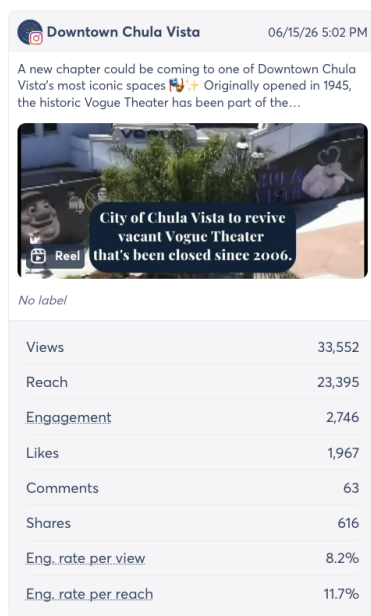
Recap & Highlights

- Gained total new followers 871, Net Growth 685
- Earned **470K** total views (83% increase)
- Garnered total **19K** accounts engaged
- Promoted: Vogue Theater New, World Cup Watch Parties, History of Downtown Chula, Summer, Faces Behind the Businesses: La Bella Pizzeria + Don Pedro Taco Shop
- Upcoming highlights: New Businesses + Expansion, Vogue Theater New, World Cup Watch Parties, History of Downtown Chula, Summer, Faces Behind the Businesses : La Bella Pizzeria

BEST PERFORMING POSTS

Instagram:

Best content - By total views



Facebook:

Best content - By total views

