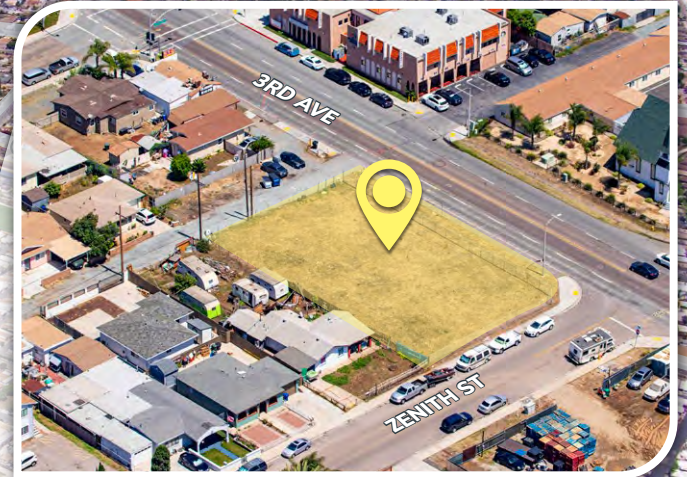


# .33 ACRES - RETAIL & MIXED-USE LAND

3RD AVENUE & ZENITH STREET  
Chula Vista, CA



3rd Avenue  
Chula Vista, CA 91911

- Central Commercial Precise Plan (CCP) Zoning
- Flexible Design & Development Standards
- Partial Allowable Uses: Mixed Commercial-Residential Projects, Retail Stores, Restaurants...

**PRICE: \$750,000**



LEE & ASSOCIATES HEREBY ADVISES ALL PROSPECTIVE PURCHASERS AS FOLLOWS:

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By accepting this Marketing Brochure you agree to release Lee & Associates and hold it harmless from any kind of claim, cost, expense, or liability arising out of your investigation and/or purchase of this property.

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ABOUT CHULA VISTA,  
DEMOGRAPHICS



# Property Overview

## Location

Nestled at the crossroads of 3rd Avenue and Zenith Street in Chula Vista, the subject property seamlessly combines connectivity, coastal appeal, and diverse living. Chula Vista’s excellent connectivity to major highways like I-5, I-805, and CA-54, ensuring easy urban access. Moreover, the property’s proximity to the Silver Strand State Beach, approximately 8 miles away, offers residents the perfect balance between city life and coastal relaxation. Situated in Chula Vista’s Southwest neighborhood, this location provides a suburban residential atmosphere while maintaining closeness to commercial areas like Otay Ranch Town Center and Terra Nova Plaza, catering to a variety of lifestyles and preferences.

## Property Profile

The subject properties is located on the cross streets of 3rd Avenue & Zenith St in Chula Vista, California. The site is located 2 miles east of the I-5 freeway and 2 miles west of the I-805. The property is an unimproved 14,474 square foot vacant unimproved property. The zoning is commercial zoning that allows a developer the opportunity to submit a development application for retail concepts, restaurants, as well as a mixed-use residential project with a commercial component.



Address	3rd Ave & Zentih St   Chula Vista, CA
Jurisdiction	City of Chula Vista
APN	623-191-13-00
Acreage	0.33 (14,474 SF)
Topography	Flat
Zoning Code	Central Commercial Precise Plan (CCP)
School District	Sweet Water Union School District
Services	<ul style="list-style-type: none"><li>• Water/Sewer - Otay Water District</li><li>• Gas/Electricity - SDG&amp;E</li><li>• Fire - Chula Vista Fire District</li><li>• Police - San Diego County Sheriff’s Department</li></ul>
Links	<a href="#">Chula Vista E-Zoning</a> <a href="#">Property Aerial Photos</a> <a href="#">Conceptual Site Plan</a> <a href="#">Chula Vista Municipal Code</a> <a href="#">Chula Vista Active &amp; Planned Development Projects</a>





215,057+  
residents  
within 3 miles

Brisa Del Mar  
Apartments

John Montgomery  
Elementary

Smart&Final



3RD AVE

MAIN ST

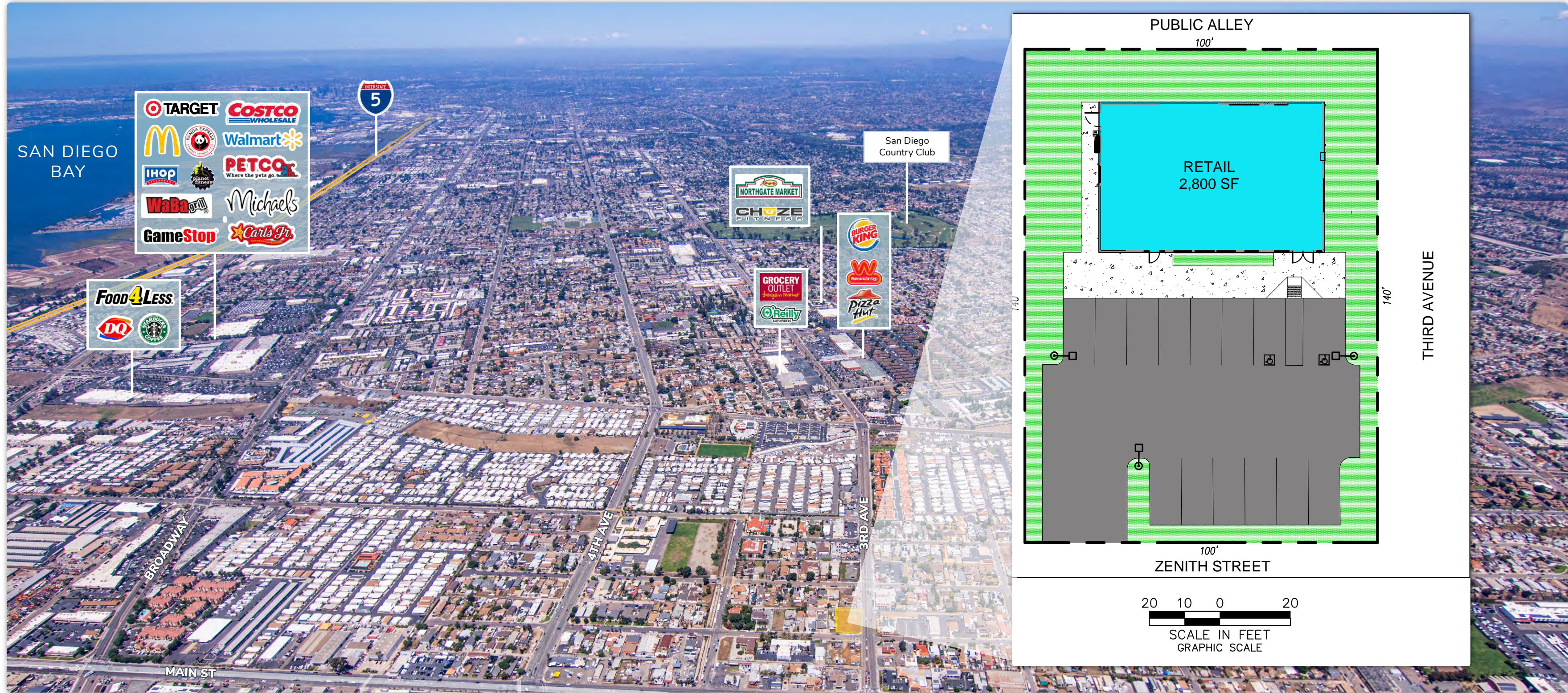
3RD AVE

19,408 CARS PER DAY

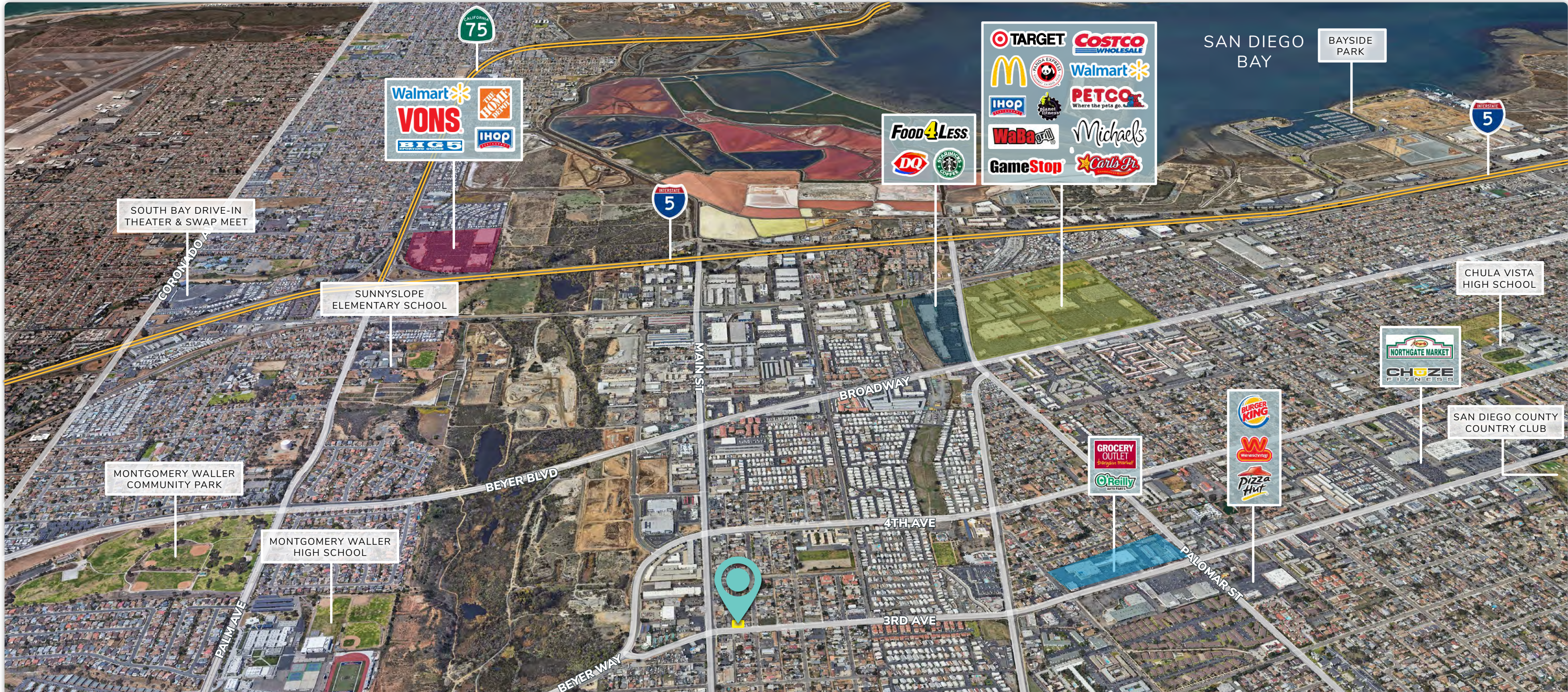


# Chula Vista

## Conceptual Site Plan







# Chula Vista

## Retail & Amenities Map



# Chula Vista

## New & Planned Developments

### CHULA VISTA BAYFRONT MASTER PLAN (CVBMP)

One of California's largest remaining coastal development sites with 553 waterfront acres approved for a master plan to include Gaylord's 36.5 acre \$1.1 Billion Resort & Conference Center, 35 Acre Amara Bay development of condominiums, hotel, office and retail, two public waterfront parks, a 25 acre Harbor Park connecting to the 51 acre Sweetwater Park, and additional planned attractions.

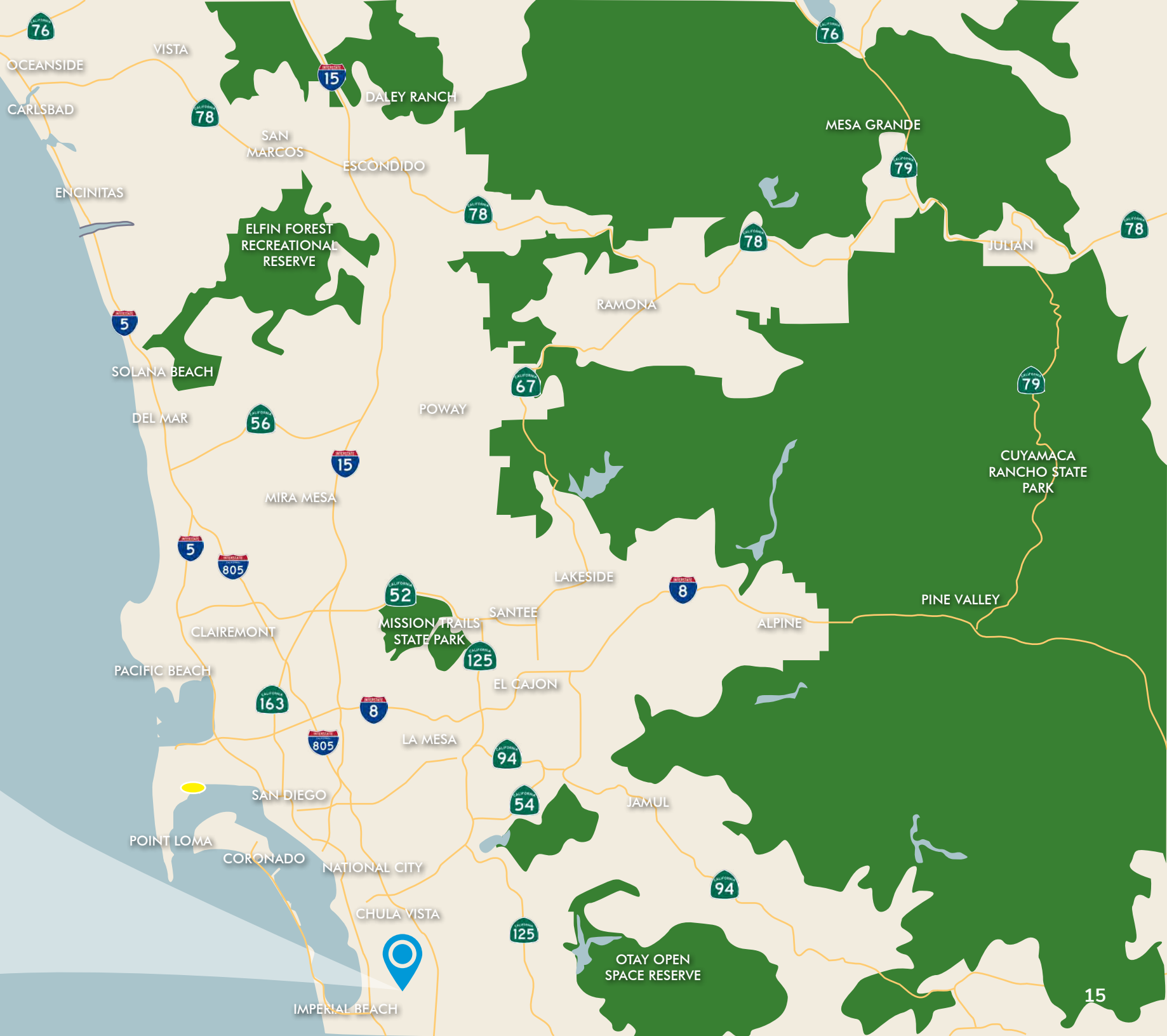
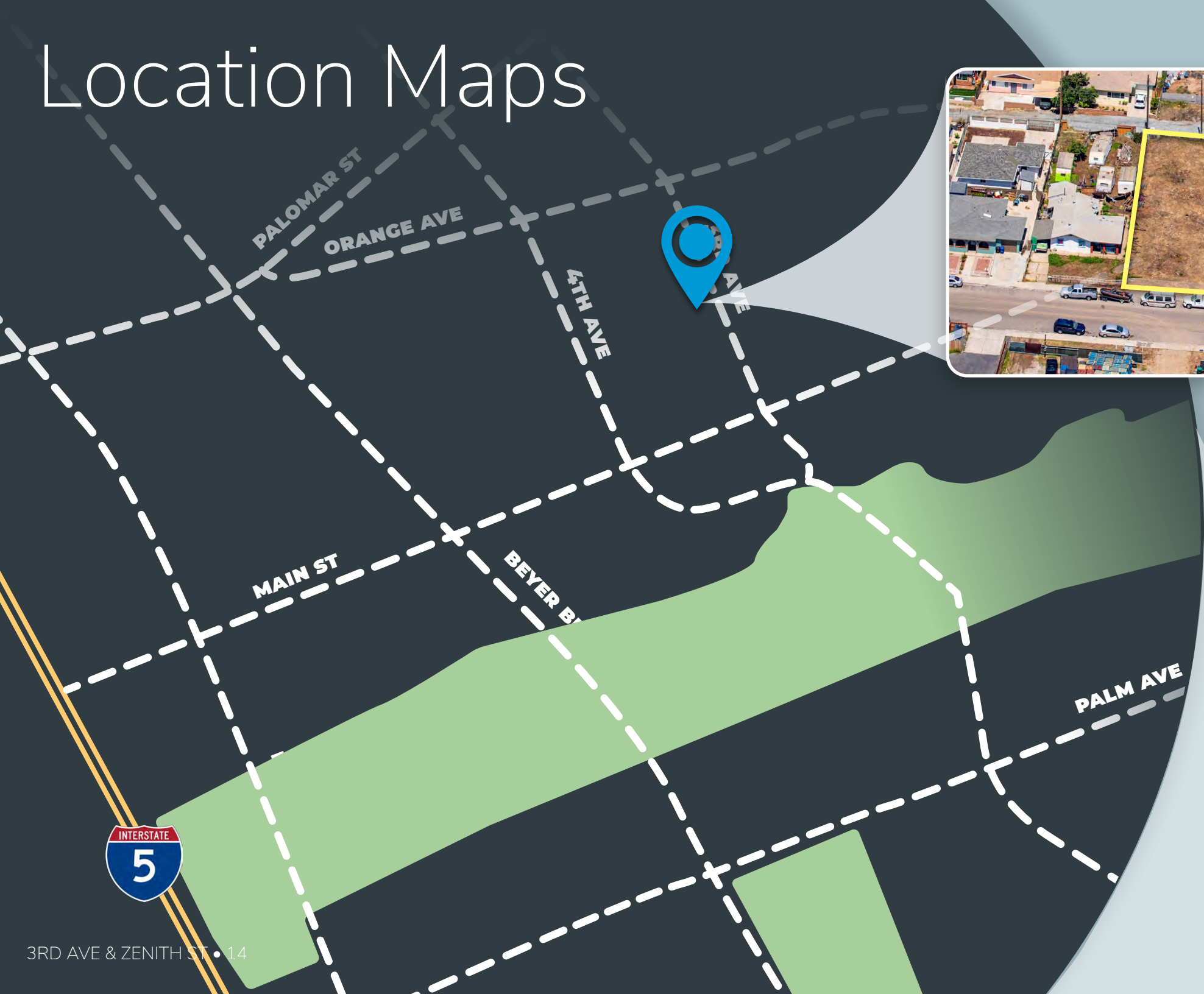
In the project's first 20 years, it will generate approximately \$1.3 billion for the regional economy, including more than \$11.5 million in annual tax revenues. It will also create more than 2,200 permanent jobs, nearly 7,000 construction jobs and numerous indirect jobs.

More than 40 percent of the project area (230 acres) will be dedicated to parks, open space and habitat restoration/preservation; with 130 acres identified for parks and open space that offer public access and use.



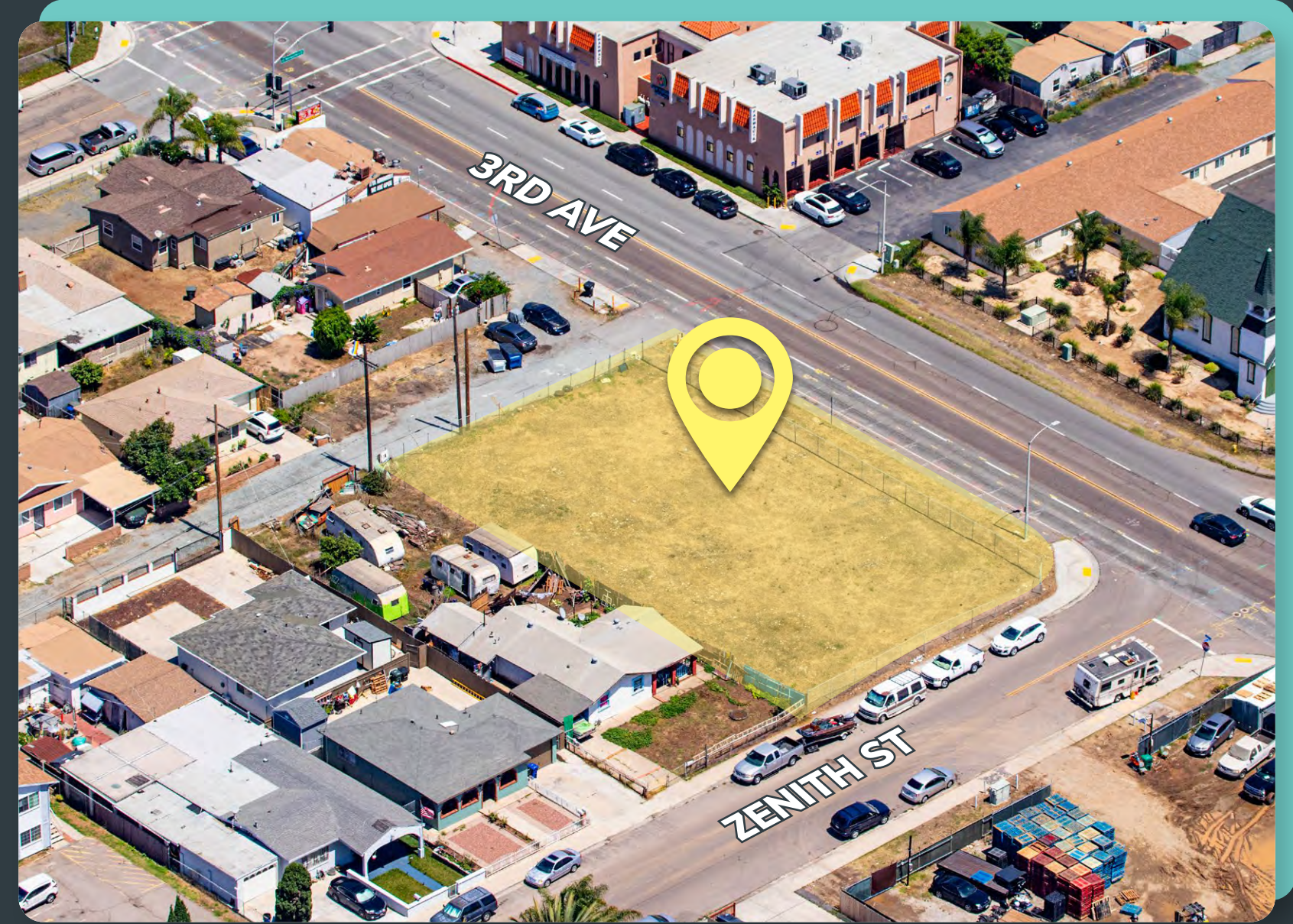
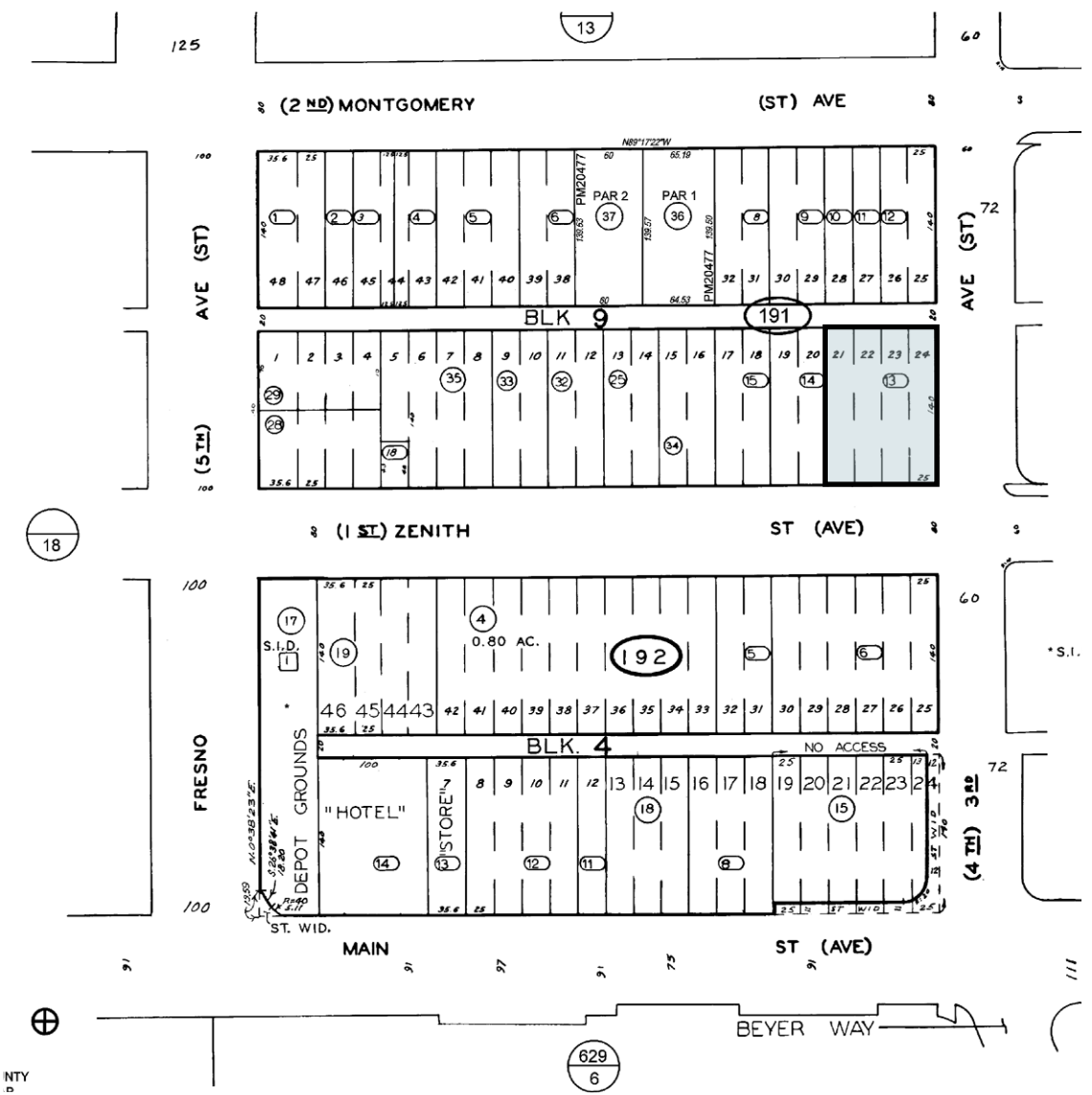


# Location Maps





# Plat Maps





# Permitted Uses

- The purpose of the C-C zone is to stabilize, improve, and protect the commercial characteristics of the community's business centers and commercial corridors, and integrate mixed-use development (commercial with residential) to increase the urban vibrancy of these areas. The C-C zone designation shall only be applied in the general location of such business centers and commercial corridors, as well as in mixed-use residential (MUR) areas as designated in the Chula Vista General Plan.
- Allowable uses include stores, shops, offices, restaurants, mixed commercial-residential projects, and more. Uses that require a Conditional Use Permit include car washes, automobile rental, towing services, automobile service stations, and more.
- Additionally, the site carries a "P" designation which refers to a "Precise Plan" in the City of Chula Vista General Plan. Per Section 1.4.6 of the City of Chula Vista General Plan, A Precise Plan is a zoning implementation tool that creates specific property development standards and design guidelines in combination with underlying zone standards to allow site design flexibility within areas zoned with a Precise Plan modifying district. Precise Plan development standards and guidelines, adopted by ordinance, can be tailored for a particular area through a rezoning action. The Precise Plan is adopted through a discretionary review process that establishes standards and guidelines affecting the property. Per Section 19.14.570 of the City of Chula Vista's Municipal Code, A building permit shall not be issued for such development or part thereof until the Planning Commission and City Council have approved a precise plan application for said development.



restaurants



retail



**mixed-use**  
commercial/residential



car wash

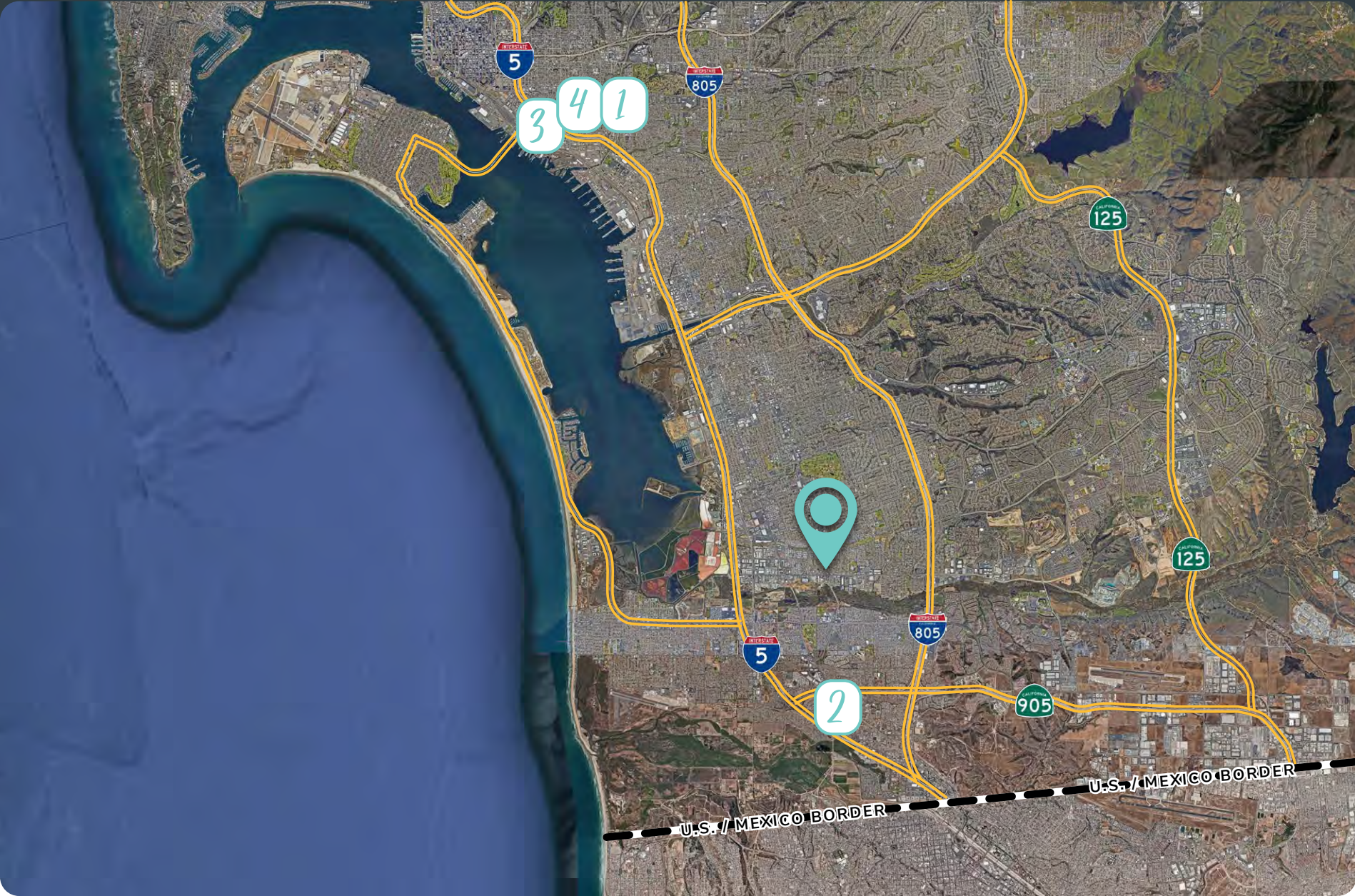


auto services





# Land Comparables



2699 Commercial St  
SAN DIEGO, CA

Acres 0.6.

Square Feet 25,992

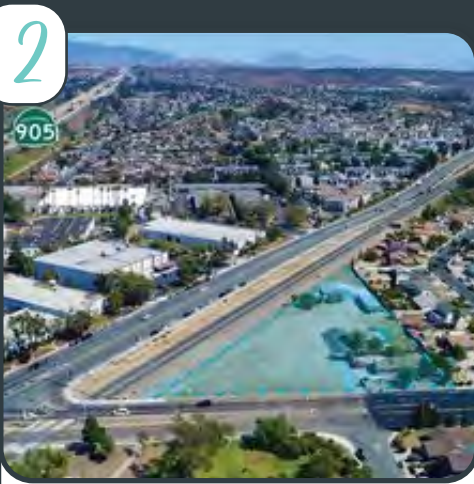
Sale Price \$2,300,000

Price / SF \$89

Sale Date 2/25/2021

Zoning CN-1-4 & RM-3/7

Notes Multifamily development site sold with no approved entitlements.



1663 Dairy Mart Rd  
SAN YSIDRO, CA

Acres 1.66

Square Feet 72,310

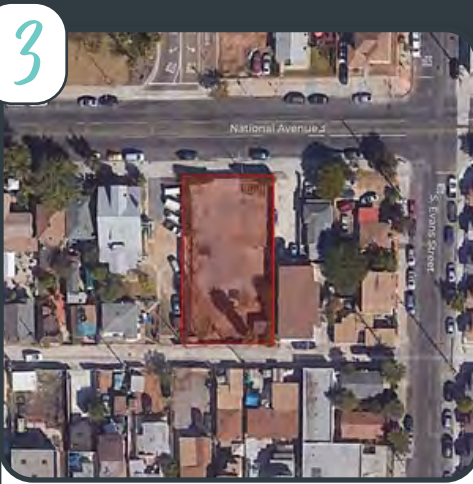
Sale Price \$6,000,000

Price / SF \$82

Sale Date 10/29/2021

Zoning R5-1-7 & CC-3-4

Notes Mixed-Use site allowing up to 49 multifamily units



2075 National Ave  
SAN DIEGO, CA

Acres 0.24

Square Feet 10,498

Sale Price \$1,000,000

Price / SF \$95

Sale Date 9/22/2021

Zoning BLPD-REDEVL- SUBD

Notes Multifamily development site sold with no approved entitlements



2551 Commercial St  
SAN DIEGO, CA

Acres 0.24

Square Feet 10,302

Sale Price \$880,000

Price / SF \$85

Sale Date 12/29/2021

Zoning CN-1-4

Notes Multifamily development site sold with no approved entitlements. Marketed for 11 Units



# Chula Vista

## Demographics

2023

1 mile



population  
23,422



estimated households  
7,333



average household income  
\$87,650



median household income  
\$75,070



total employees  
5,564

3 miles



population  
215,057



estimated households  
63,545



average household income  
\$105,689



median household income  
\$84,465



total employees  
41,306

5 miles



population  
341,562



estimated households  
104,768



average household income  
\$114,724



median household income  
\$91,133



total employees  
81,375



# Chula Vista

## Where Coastal Charm Meets Urban Accessibility

Nestled in Southern California, Chula Vista emerges as a dynamic city where urban accessibility intertwines with natural beauty and cultural treasures. With its strategic freeway connections, diverse recreational options, international dining scene, and proximity to renowned San Diego attractions, Chula Vista becomes a nexus of convenience, entertainment, and exploration.

### Strategic Connectivity:

Chula Vista's advantageous location near major freeways, including Interstate 5 and State Route 125, seamlessly connects the city to a tapestry of attractions. The bustling life of San Diego, a mere drive away, features renowned colleges, Balboa Park's museums, the excitement of Petco Park, and the elegance of Coronado Island.

### Educational Hub:

Chula Vista stands as a gateway to esteemed institutions like Southwestern College and the University of California, San Diego. This proximity not only offers educational opportunities but also fosters a vibrant, youthful atmosphere that enriches the city's cultural diversity.

### Cultural Gems and Urban Delights:

Balboa Park's world-class museums, galleries, and gardens are a short journey from Chula Vista, allowing residents to

revel in art, history, and beauty. The bustling energy of Petco Park, where the San Diego Padres play, invites baseball enthusiasts to experience the thrill of America's favorite pastime.

### Island Retreat and Coastal Charm:

Chula Vista's charm extends to the coast, where Coronado Island's pristine beaches and iconic Hotel del Coronado await. A short drive over the Coronado Bridge unveils a paradise of sandy shores, historic charm, and seaside allure.

### Natural Escapes and Hiking Havens:

Amid Chula Vista's urban tapestry lies Otay Valley Regional Park, a haven for outdoor enthusiasts. Hiking trails wind through diverse landscapes, offering serenity and panoramic vistas. Nature lovers find solace in this oasis, creating a harmonious blend of city and wild.

Chula Vista emerges as a captivating urban landscape where accessibility to renowned educational institutions, cultural gems, sports arenas, coastal escapes, and natural trails converge. With an intricate weave of convenience and exploration, the city invites residents and visitors to embark on a multifaceted journey of discovery. Whether indulging in academic pursuits, cultural enrichment, or outdoor adventures, Chula Vista radiates as a beacon of possibilities at the intersection of convenience and culture.





# 3RD AVENUE & ZENITH STREET

Chula Vista, CA

BROADWAY

PALOMAR ST

ORANGE AVE

4TH AVE

MAIN ST

3RD AVE

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