



B r o a d w a y Streetscape Study

Chula Vista, California

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USP 177A: Urban Design Practicum

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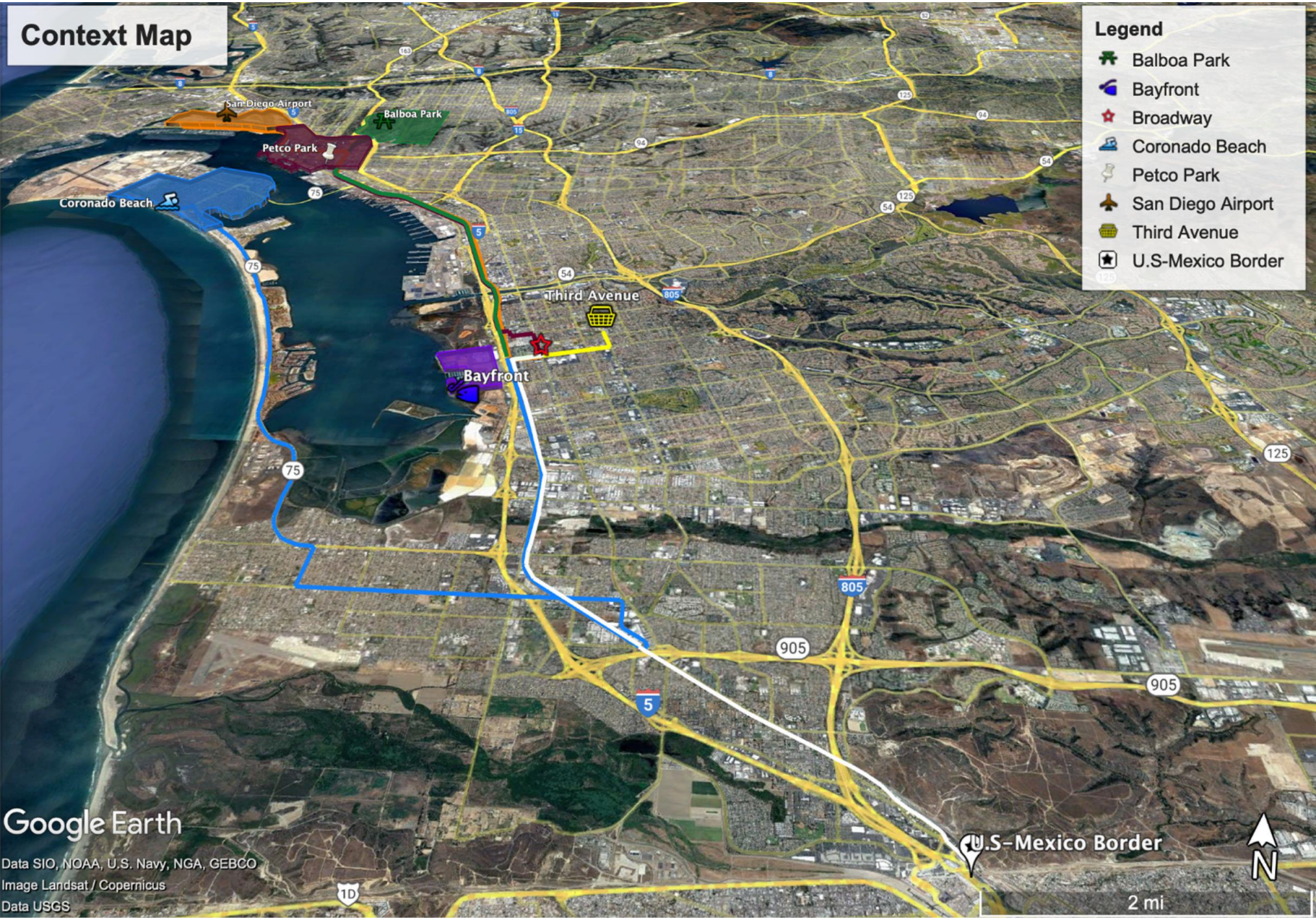
Existing Conditions



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Context Map

- Legend**
- Balboa Park
 - Bayfront
 - Broadway
 - Coronado Beach
 - Petco Park
 - San Diego Airport
 - Third Avenue
 - U.S-Mexico Border



Google Earth

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat / Copernicus
Data USGS

U.S-Mexico Border



2 mi

Site Influences Map

TEAM6 - LEGEND

- █ Freeway
- █ Site: Broadway South
- █ Bay
- █ Vegetation
- █ Commercial
- Broadway Streetscape
- ★ Transit Stations
- █ Major Streets

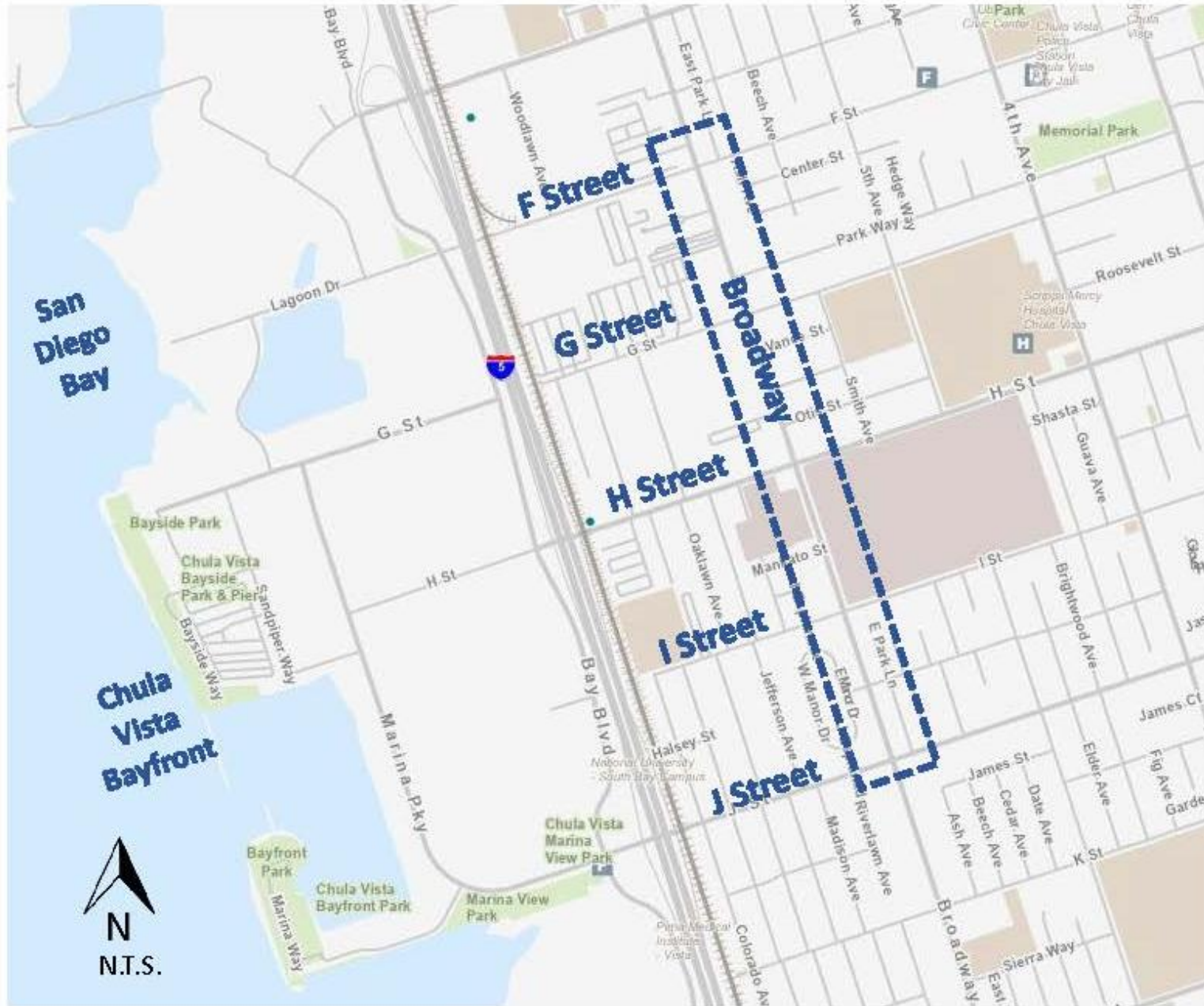
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Prof Pearson Fall 2022



- In Close proximity to large commercial districts, the Chula Vista Bayfront, trolley, and major freeways
- Within walking distance to Chula Vista Mall
- Accessible public transit

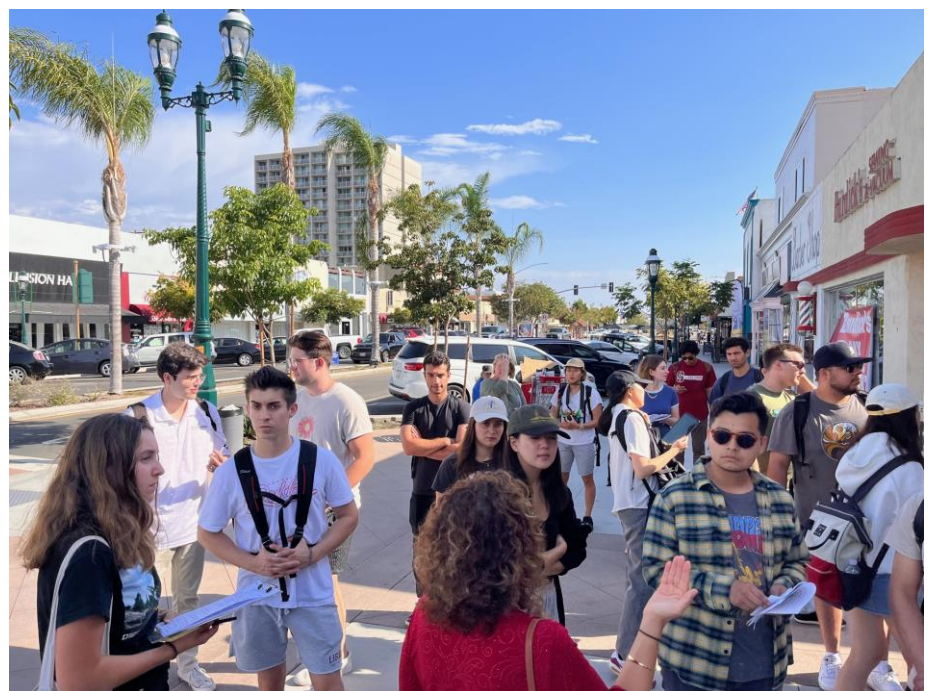
Broadway Streetscape from F Street to J Street



Site Visit



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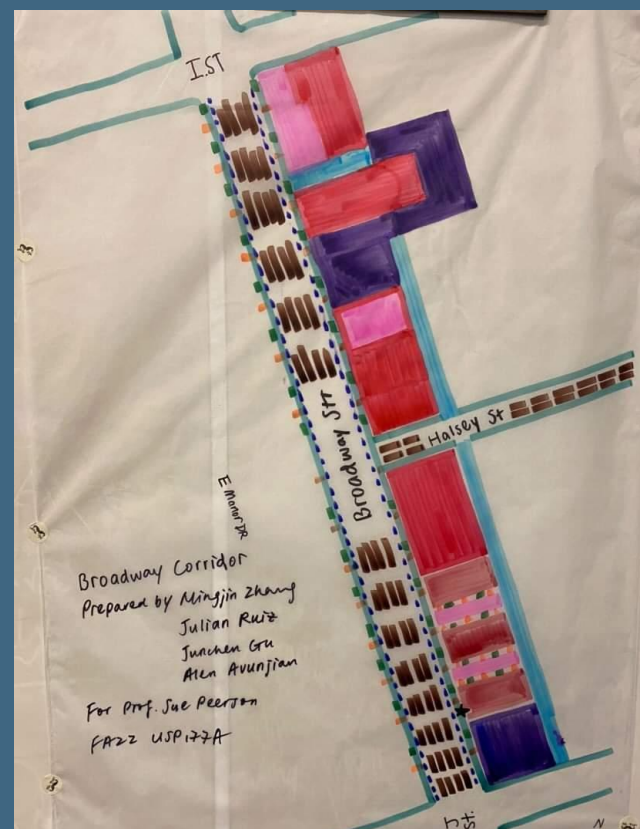
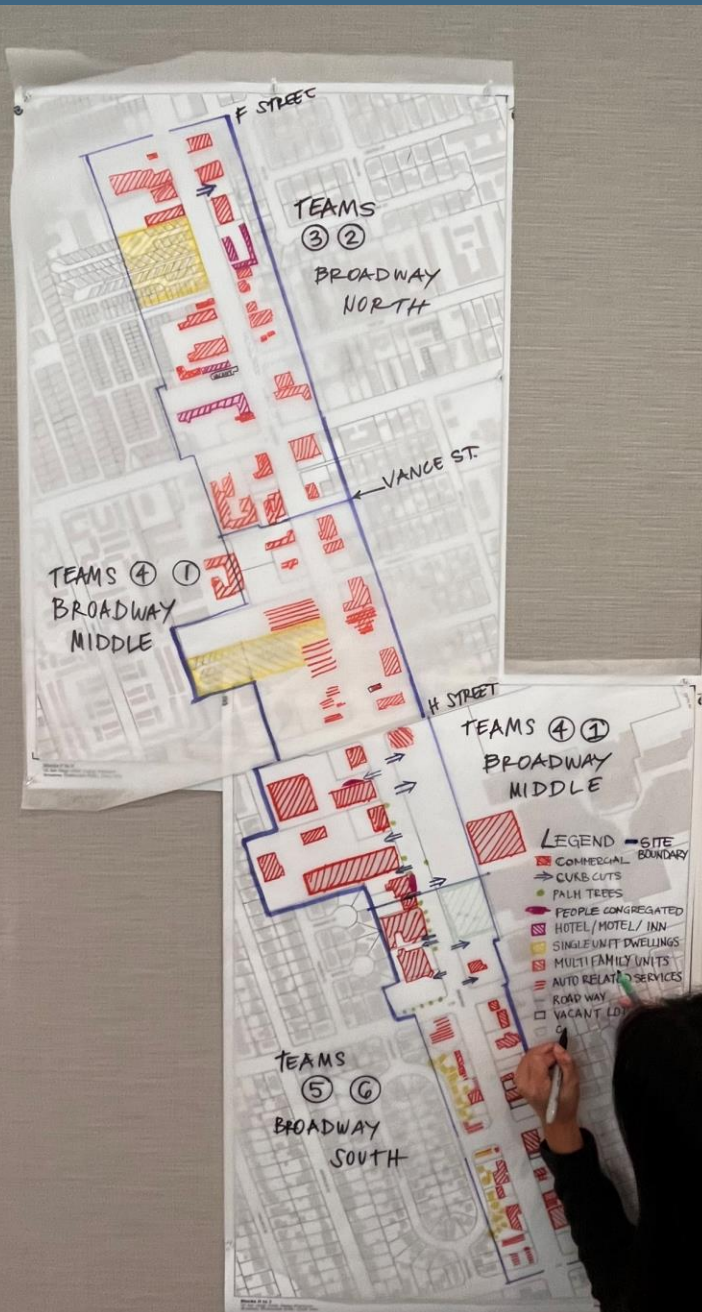
Studio time



USP Studio in the Social Sciences Public Engagement Building

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The Street

“Focus all your (research) resources upon those issues that make a difference in the quality of life for the user”.

(Duerk, pg. 29)



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**Buildings face street at
back of sidewalk**

**Buildings face street at
back of sidewalk**



**Drive through
restaurant/fast food
Curb cut at sidewalk
creates conflict with
pedestrians and bicycles**

**Buildings separated from
the street by surface
parking lot**










Photo Elevations

Many buildings
Variety of architectural styles
Different height and massing
Not one continuous, blank
building wall









Street Elevation (west side)



- | | | | | |
|---|---|---|---|---|
|  Retail - Auto Oriented |  Retail - Services |  Retail - Food & Drink |  Residential |  Curb Cuts |
|  Vacant |  Bar |  Medical |  Street or driveway into lot | |

Street Elevation (east side)



- | | | | | | | | | | |
|--|------------------------|---|-------------------|---|-----------------------|---|-----------------------------|---|-----------|
|  | Retail - Auto Oriented |  | Retail - Services |  | Retail - Food & Drink |  | Residential |  | Curb Cuts |
|  | Vacant |  | Retail - Clothing |  | Medical |  | Street or driveway into lot | | |

SketchUp Model

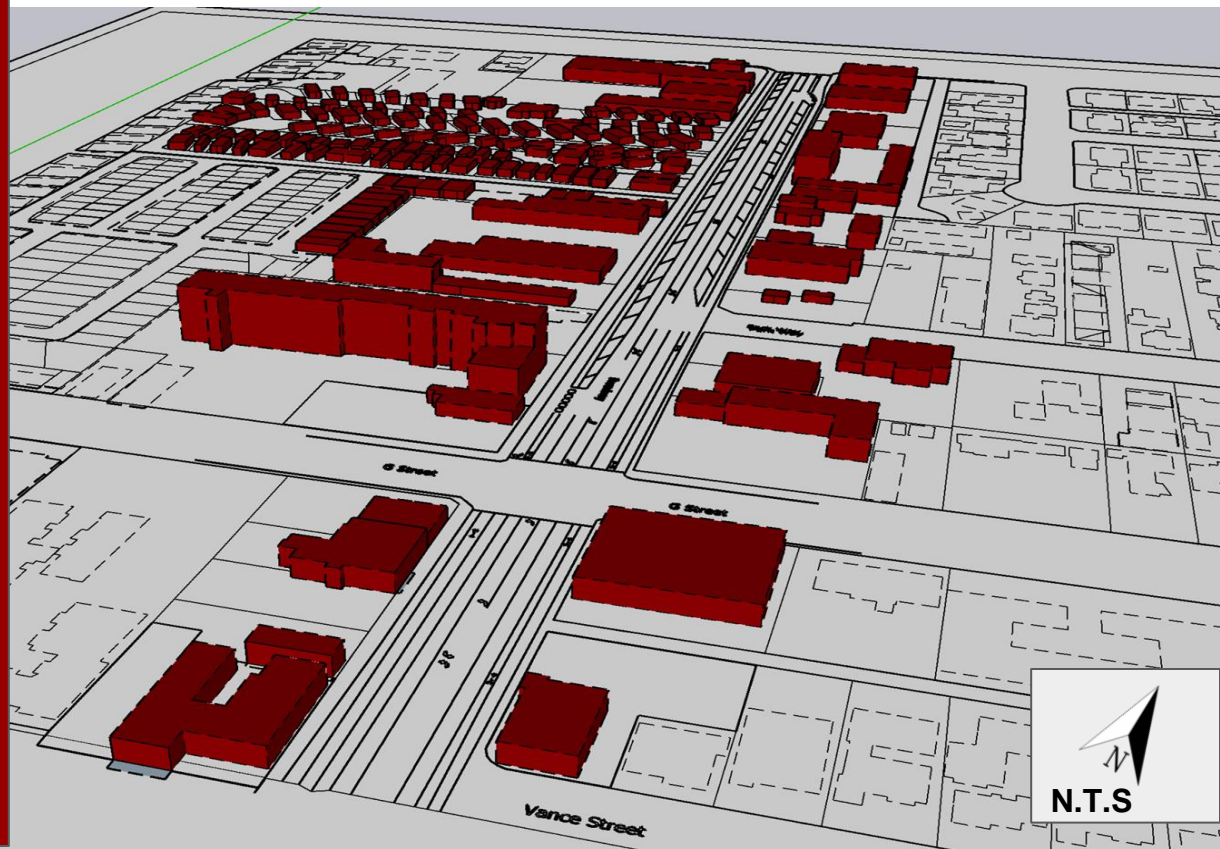


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Existing Buildings

Broadway North



Section Drawings



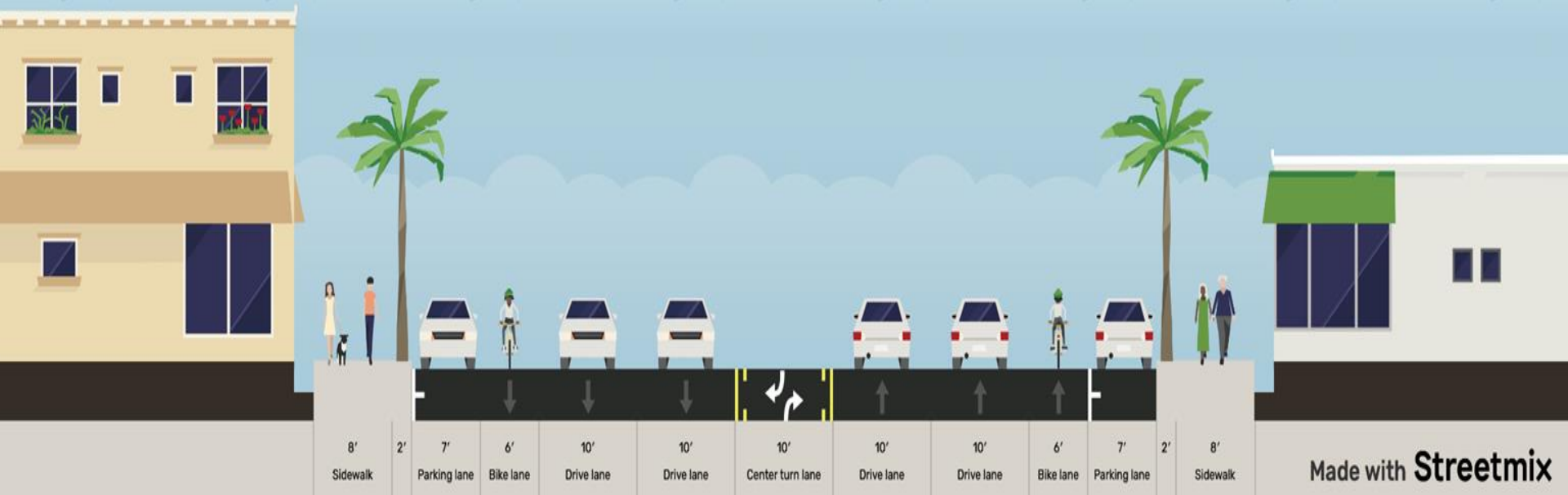
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Broadway Street Sections



Broadway Street Sections

Broadway and Vance St.



Naming + Branding



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roadway promenade

ELINOR OREN | USP 177A



A PEDESTRIAN ORIENTED RETAIL
EXPERIENCE SEEKING TO CONCENTRATE
EVERYDAY ACTIVITY TO CREATE A THIRD
PLACE AND URBAN MICROCOSM





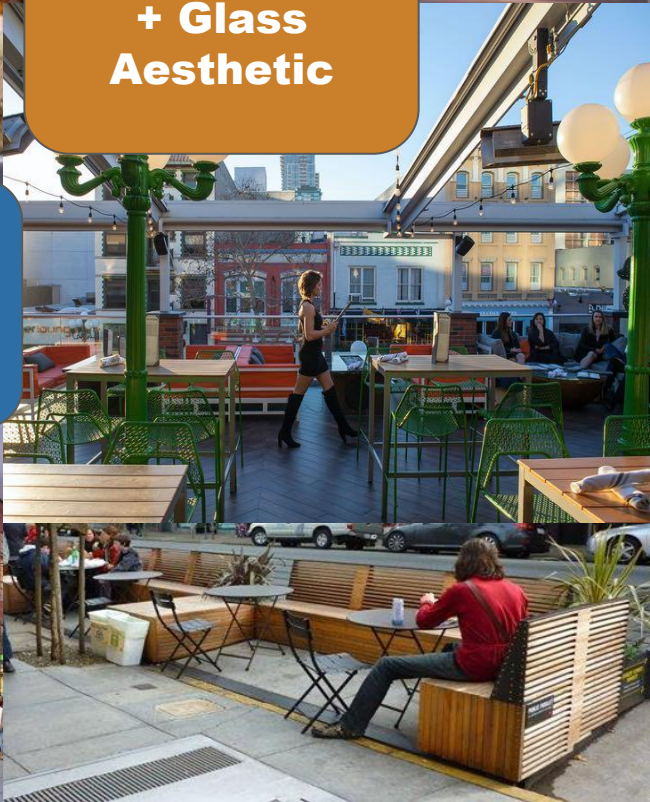
Local art



**Brick + Wood
+ Glass
Aesthetic**



Design



How might we...

redesign the sidewalk space and
coordinate a neighborhood theme
to provide a **safe and enjoyable**
experience along **Broadway?**

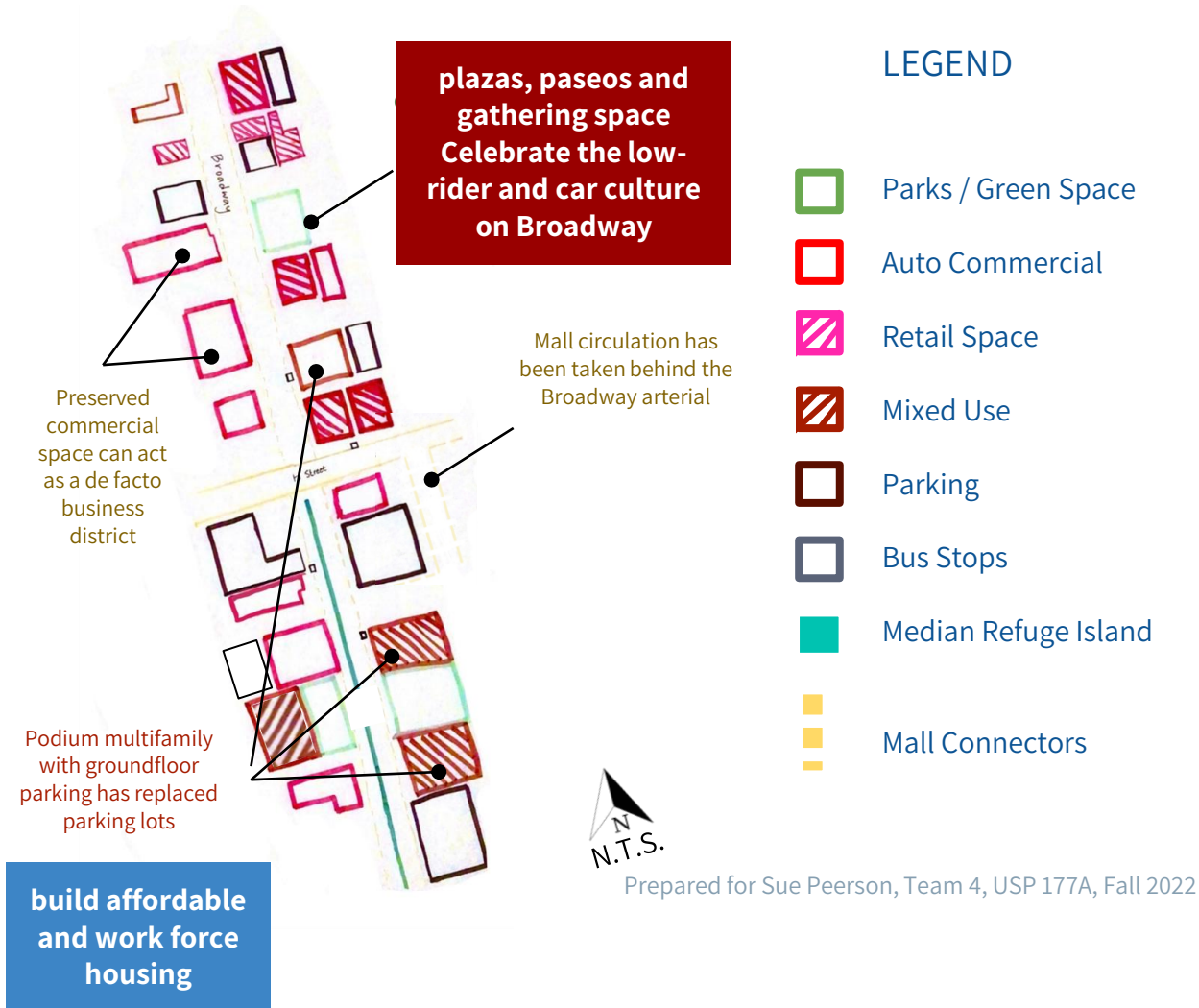
Vision + Implementation



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CONCEPT MAP - LAND USE

VANCE ST. TO MANKATO ST.



LEGEND

- Parks / Green Space
- Auto Commercial
- Retail Space
- Mixed Use
- Parking
- Bus Stops
- Median Refuge Island
- Mall Connectors

VISION

Peripheral commercial spaces and parking lots have been converted to vibrant, mixed use spaces.

This adds the density anticipated ahead of Chula Vista's Bayfront redevelopment.

Primary commercial uses (e.g., Firestone, Tacos El Gordo), circulation to retail, and parking have been maintained.

VANCE ST. TO MANKATO ST.



Visual continuity across the sections will be maintained with street trees and lighting.

Pedestrian improvements
create intentional
wandering paths along
three distinct uses and
levels of intimacy:

1. Mall-adjacent open plaza to “see and be seen”
2. Retail plaza to “eat and connect”
3. Park space to “be out and about”

Concept Model

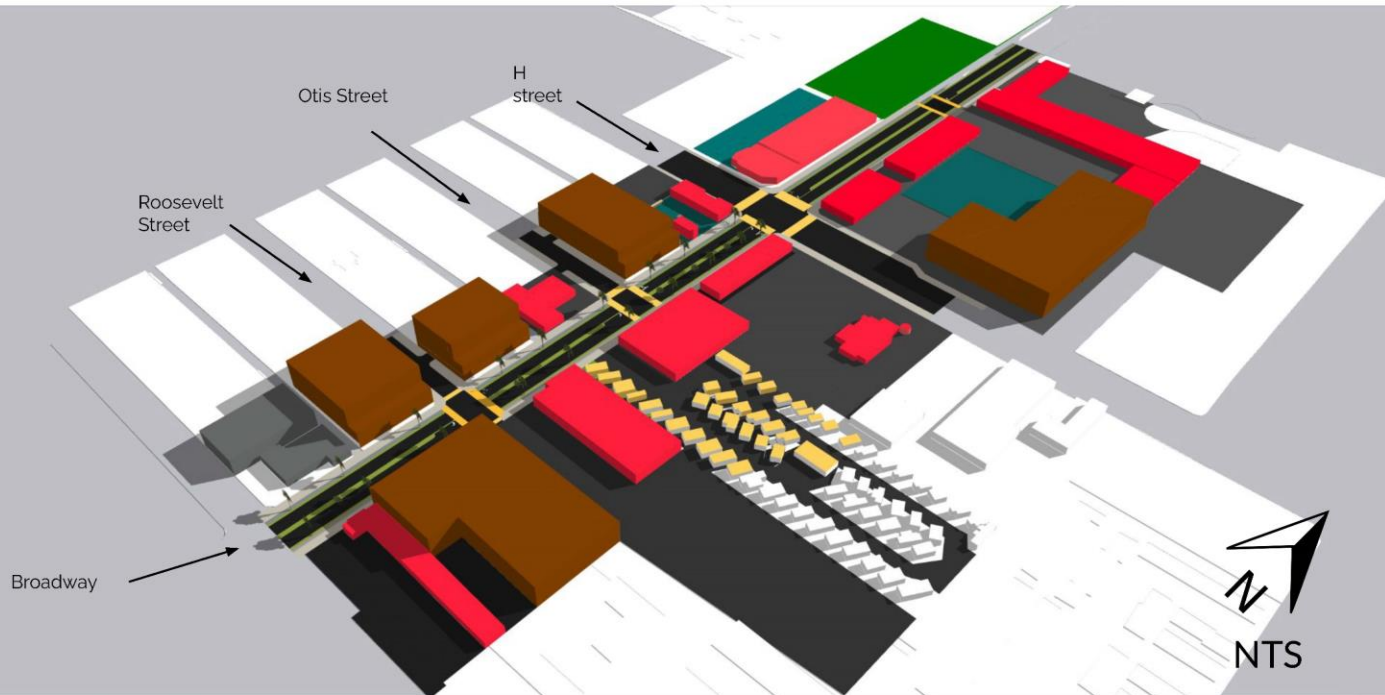


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Broadway Facing South

Legend

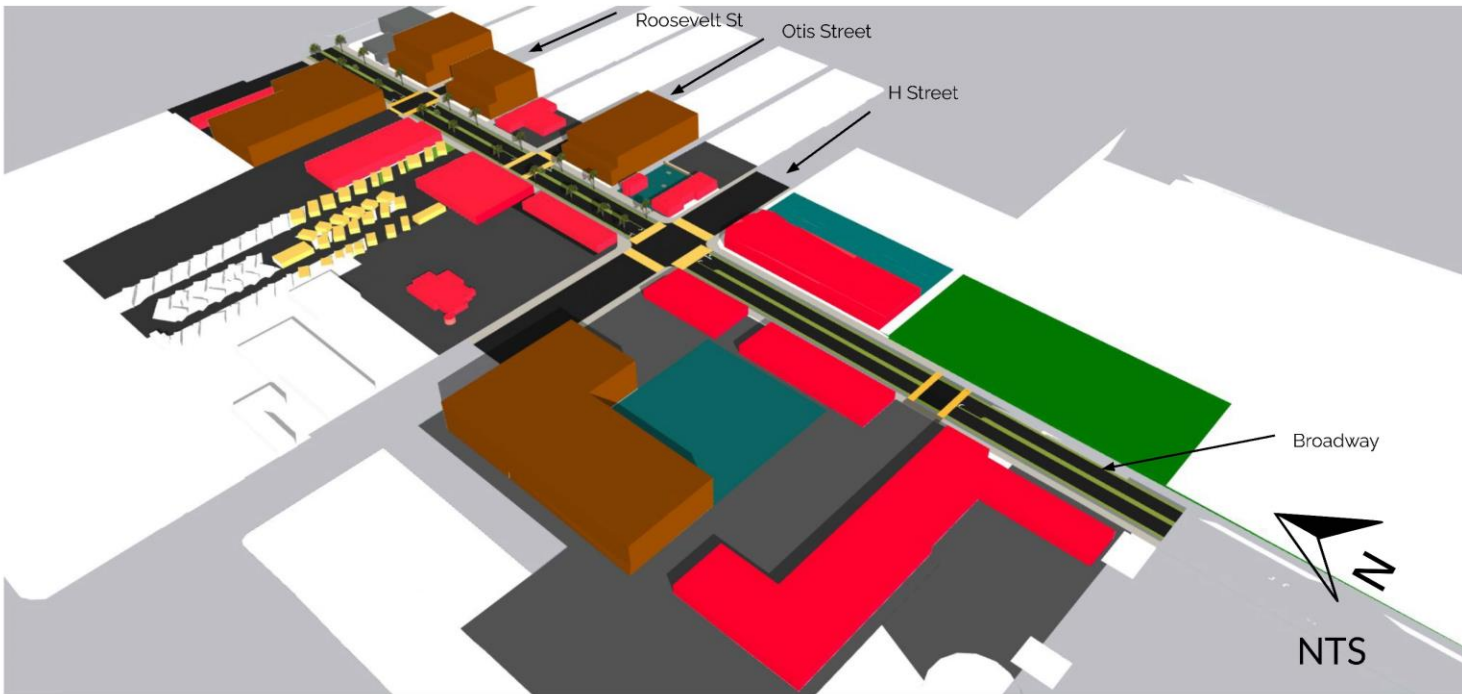
- Commercial
- Residential
- Mixed Use Residential
- Park
- Recreation
- Clinic
- Parking Lot



Broadway Facing North

Legend

-  Commercial
-  Residential
-  Mixed Use Residential
-  Park
-  Recreation
-  Clinic
-  Parking Lot



How might we...

reimagine Broadway

to be a destination and connect

residents and visitors to the Chula

Vista Bayfront ?

Placemaking + Public Space



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The Mural Outdoor Space



Mixed Use Development



Entertainment Hub





Thank you

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