

City of Chula Vista

Economic Development

Chula Vista Brownfield Projects

- Jobs and Increased Tax Base= ROI
- Auto Mall
 - Started in the 1990's
 - 6 dealerships with over 20 acres remaining
- BayFront
 - Started in the 1990's
 - 550 acres with construction to begin in 2018

Chula Vista AutoPark



Bayfront



Chula Vista Bayfront Master Plan Illustrative Locally and State-Approved Land Use Plan by City of Chula Vista and Port of San Diego

Pacifica 1



Pacifica 2



Resort Conference Facility



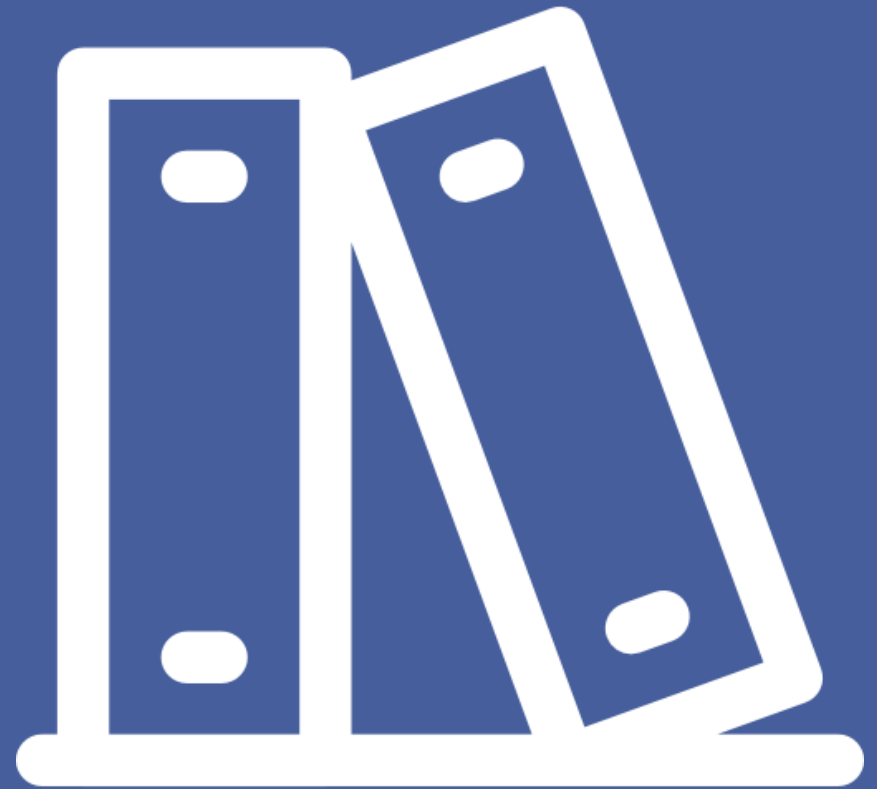
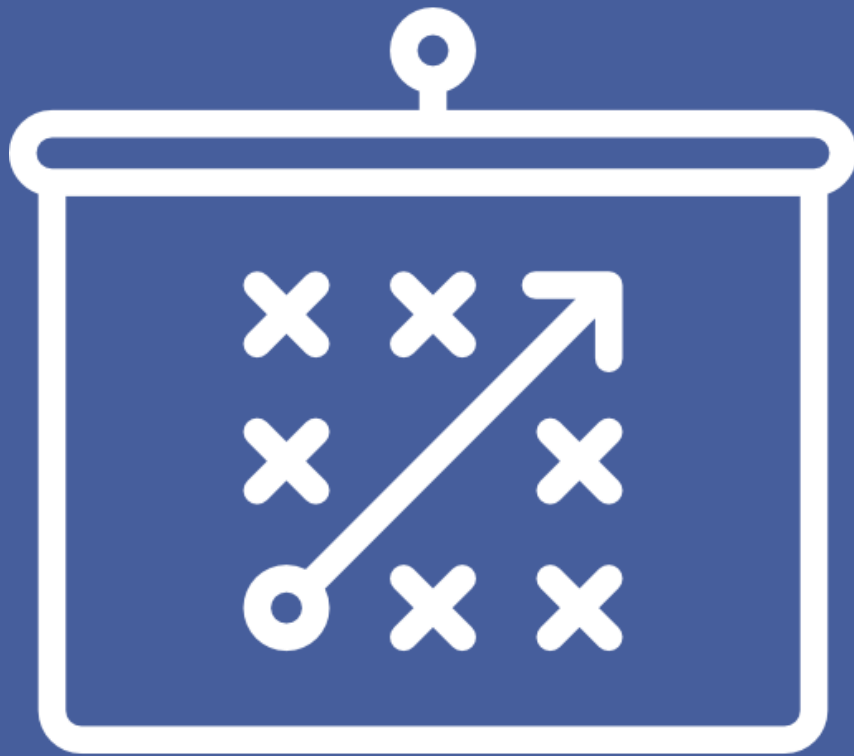
To be Successful

- Political Will
- Land Use/Strategic Plan(i.e. Specific Plan)
 - CEQA
- Funding \$\$\$\$\$\$\$\$\$\$\$\$\$
- Knowledgeable staff
- Knowledgeable Developer (s)
- Use legislation/insurance to mitigate risk
- Be open to new roles for government

Political Will



Land Use/Strategic Plan = ROI



Funding



General
Fund

I.F.D.

Grants

Knowledgeable Staff



Economic Analysis



Legislation



Negotiation and
Mediation

Developer



Time and Money



Liability



Land Use and
Building Placement

Legislation



New Role for Government

- Honest Broker



Alignment



Staff



Politicians

Not for the Faint of Heart



Conclusion

- Huge upside potential
- Highly complex
- Funding is challenging
- Legislation is a great tool
- Alignment among ALL parties is key