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April 9, 2015

Honorable Mary Casillas Salas, Mayor
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA 91910

Subject: Western Chula Vista Community Facilities District Formation

Dear Mayor Casillas Salas,

As the second largest city in the County of San Diego and the hub of the South Bay region, Chula Vista has the potential to attract new businesses, residents, workers and visitors. On behalf of South County Economic Development Council (SCEDC), it is our pleasure to support, in concept, the City of Chula Vista's steps toward its long term vision of bringing investment into western Chula Vista. We support the City in its effort to explore the formation of a Community Facilities District (CFD), in western Chula Vista, to defer the collection of development impact fees for new commercial, industrial and high density residential development. The CFD is an innovative approach that is expected to help developers and investors obtain construction financing for new projects. In addition, we are supportive, in concept, of the proposed amendments to the Urban Core Specific Plan that will bring the R-3 neighborhoods, previously deferred from the plan, into the form based code. This will bring greater potential for future development opportunities and allow flexibility in design. Finally, SCEDC invites the City of Chula Vista to return as the district progresses with more specific information.

In conclusion, SCEDC conceptually supports the efforts of the City to encourage quality development in Western Chula Vista by planning ahead and focusing on short term opportunities that will follow.

Sincerely,

Cindy Gompper-Graves
President & Chief Executive Officer