



Eastern Urban Center (Millenia)

SPA Plan Amendment

MPA 17-0005



City Council

July 10, 2018



Village 6

**Otay Ranch
Town Center**

Village 11

**Project
Site**

Village 7

Village 9



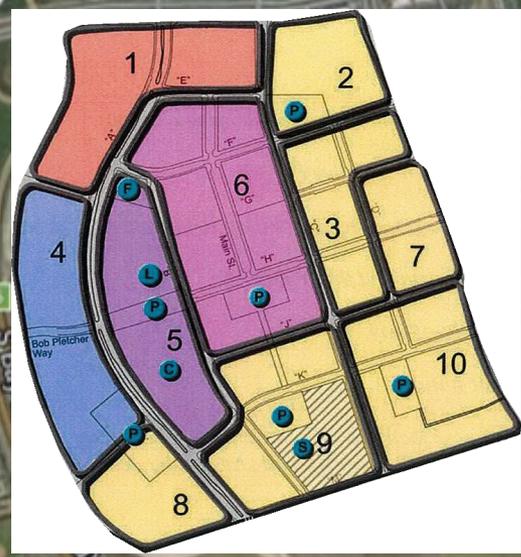
Village 6

**Otay Ranch
Town Center**

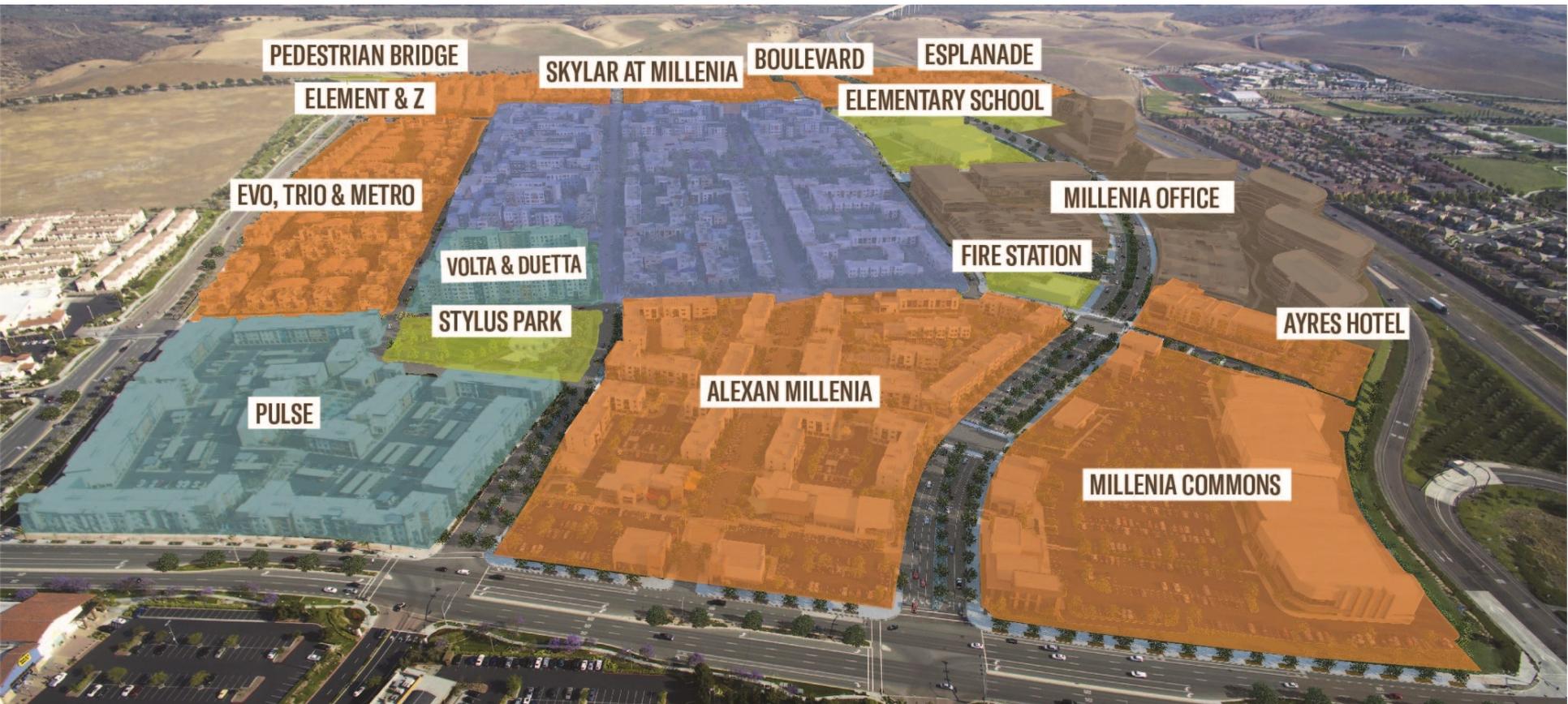
Village 11

Village 7

Village 9



UPDATE ON DEVELOPMENT



PROPOSED AMENDMENTS

- Land Use Intensities
- Main Street (District 6)
- Height Regulations
- Other modifications



LAND USE INTENSITIES

SPA	Non-Residential (1,000 square feet)			Residential (units)		
	Low	Target	High	Low	Target	High
Approved	799	3,487 → 3,487	3,487	1,080	2,983 → 2,983	2,983
Proposed	1,568		3,324	1,236		2,983
Difference	+769		-163	+156		0

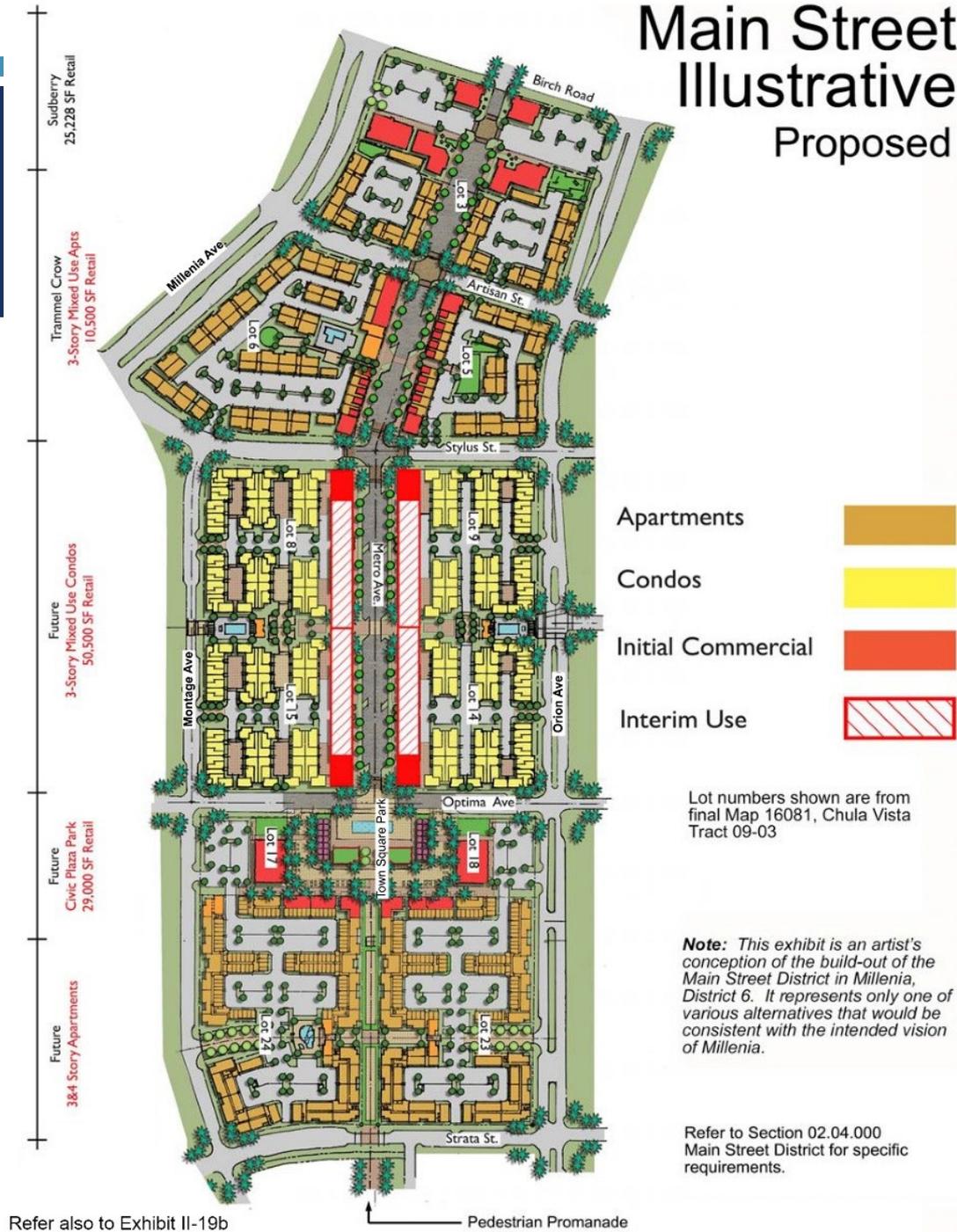
MAIN STREET (DISTRICT 6) - LAND USE INTENSITIES

	Non-Residential (1,000 square feet)			Residential (units)		
	Low	Target	High	Low	Target	High
Approved	80	240 → 240	240	100	533 → 533	533
Proposed	80		100	100		601
Difference	0		-140	0		-163



MAIN STREET (DISTRICT 6) - SECTION 2.04.003

Main Street Illustrative Proposed



- Apartments
- Condos
- Initial Commercial
- Interim Use

Lot numbers shown are from final Map 16081, Chula Vista Tract 09-03

Note: This exhibit is an artist's conception of the build-out of the Main Street District in Millenia, District 6. It represents only one of various alternatives that would be consistent with the intended vision of Millenia.

Refer to Section 02.04.000 Main Street District for specific requirements.

HEIGHT REGULATIONS – MINIMUM HEIGHTS

Stories	Non-Residential (feet)	Residential (feet)
1	25	25
2	25	30
3	40	35
4	50	45
5	70	55

HEIGHT REGULATIONS – 6 LOTS



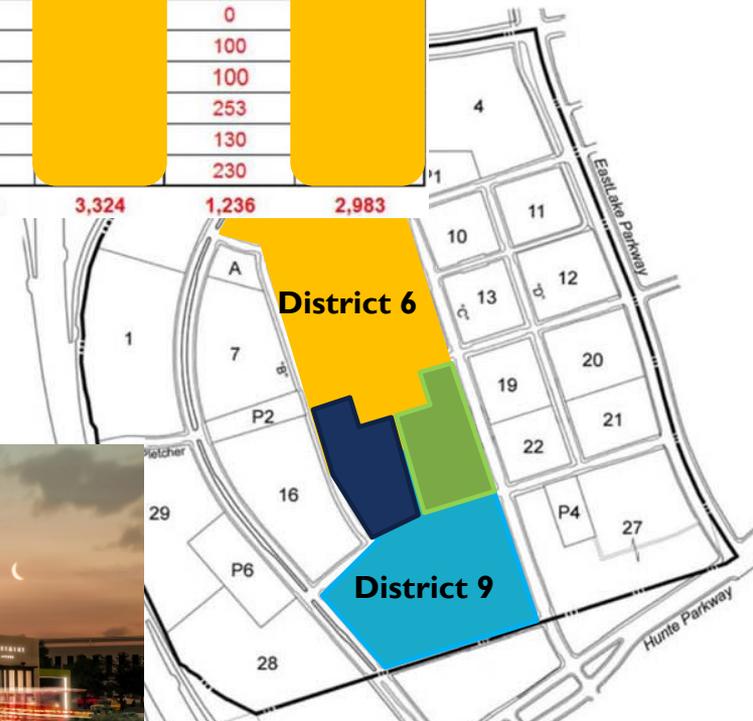
HEIGHT REGULATIONS – BUILDING MASSING



OTHER PROPOSED MODIFICATIONS

- Intensity Transfers
 - 10% Over High
- Height Blending between Districts
 - Lots adjacent to regional trail
- Setbacks
 - Accommodate slopes, grade differences or unique operating characteristics

District	Non-Resid. (000's Sq. Ft.)*		Residential (DU's)*	
	Low	High	Low	High
1	227		0	
2	2		273	
3	2		150	
4	800		0	
5	455		0	
6	80		100	
7	0		100	
8	2		253	
9	0		130	
10	0		230	
Totals	1,568	3,324	1,236	2,983



FISCAL IMPACT ANALYSIS (FIA)

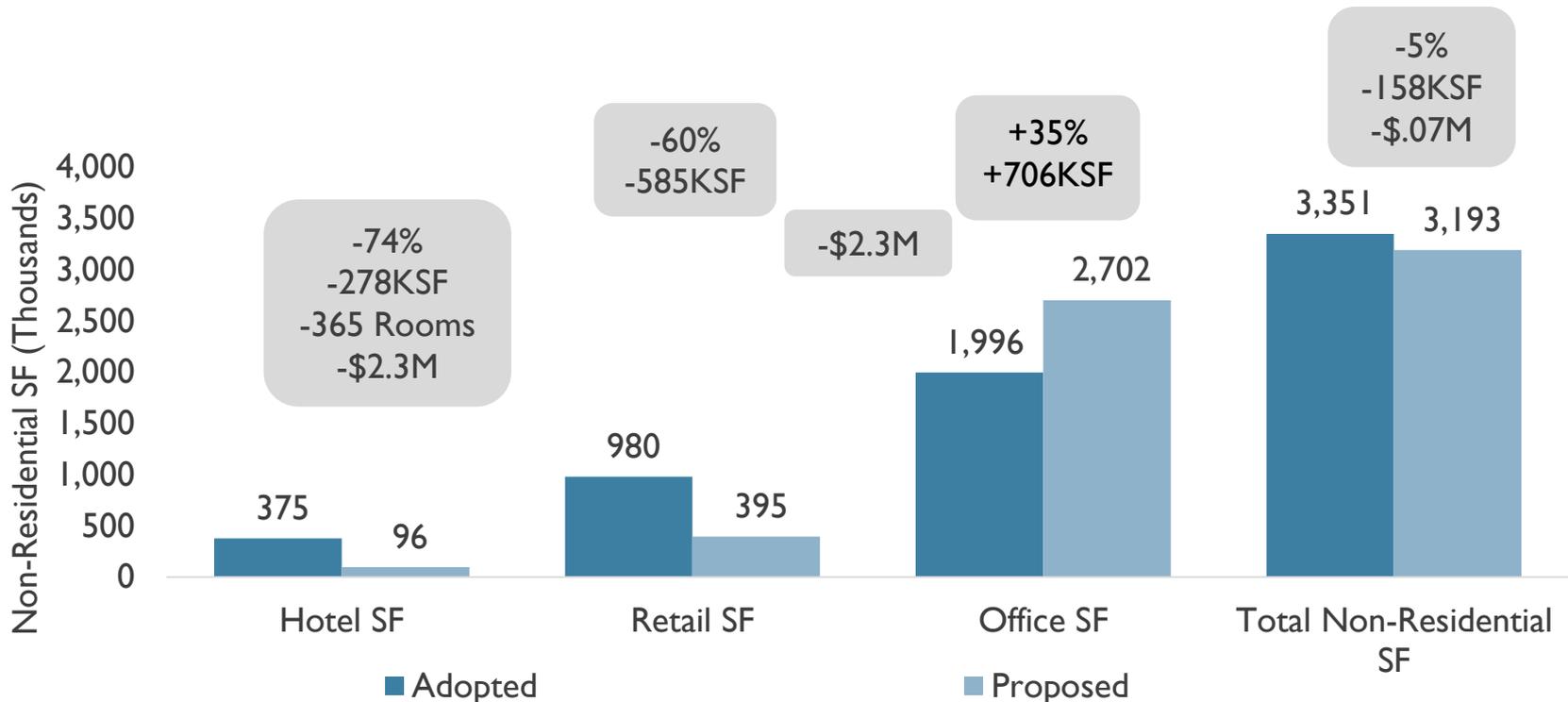
- Purpose
- New City FIA model
- Millenia FIA Assumptions
 - Revenue & Expenditures
 - FY 2018 budget
 - City Council adopted Public Safety Staffing Plan
 - Measure A funds are NOT reflected
 - Land Use
 - SPA Plan specifies residential and non-residential only
 - Mix of non-residential not required or guaranteed
 - FIAs assume land use mix based on market conditions



MILLENNIA FIA LAND USE ASSUMPTIONS

	Adopted	Proposed	Change
Residential Units	2,983	2,983	-
Total Non-Residential SF	3,351,000	3,193,148	(157,852) (5%)

-\$4.7M Annual at Buildout



*Civic uses are assumed to have no net fiscal impact and are therefore excluded.

LOCAL HOTEL MARKET

2009 Assumed Eastern CV Hotels

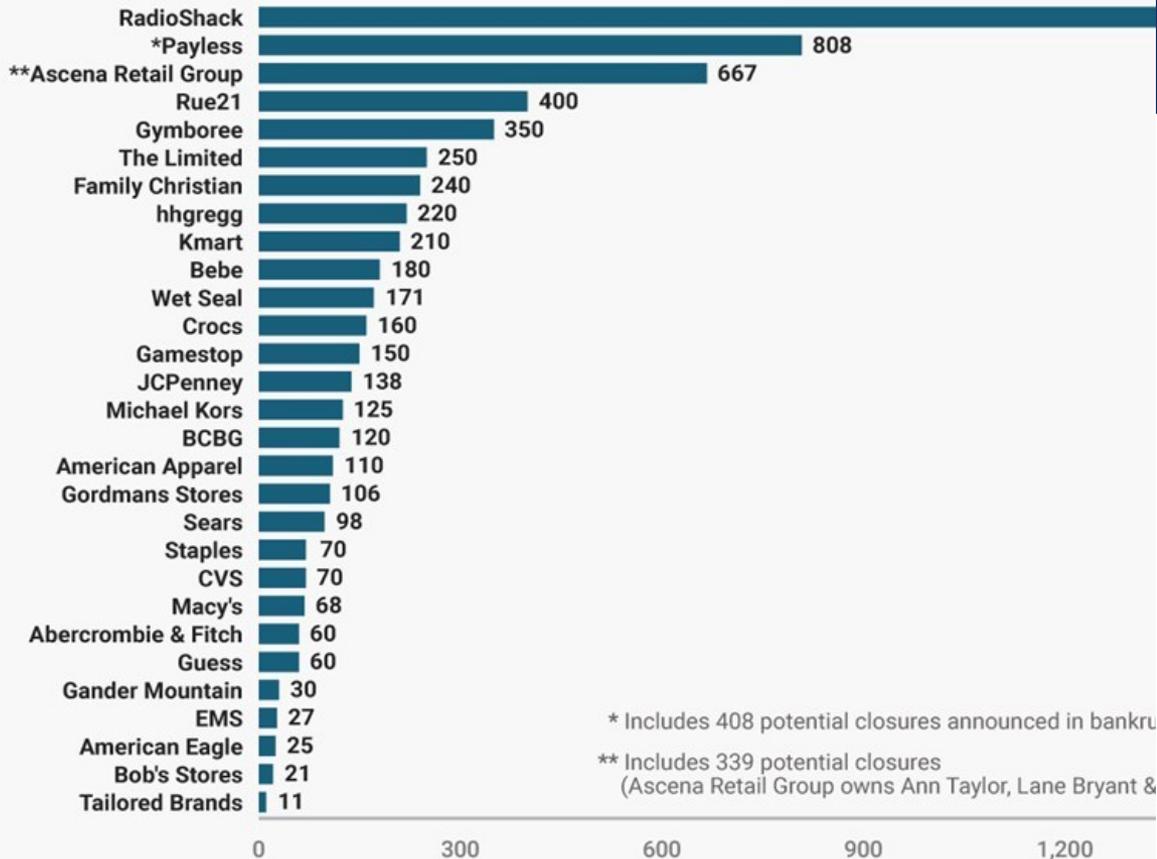
	Rooms	Buildout Annual Fiscal Impact
Millenia Hotel 1	135	\$ 850,000
Millenia Hotel 2	365	\$ 2,300,000
Total	500	\$3,150,000

Current Eastern CV Hotel Market

	Rooms	Buildout Annual Fiscal Impact
Millenia Hotel 1	135	\$ 850,000
Freeway Commercial Hotel 1*	148	\$ 930,000
Freeway Commercial Hotel 2*	152	\$ 960,000
Eastlake Business Center Hotel	204	\$1,290,000
Total	500	\$4,030,000

*300 hotel rooms are required to be constructed in the Freeway Commercial project, per the project's Development Agreement.

NUMBER OF RETAIL STORES CLOSING IN 2017



MAJOR

SOURCE: Company data

BUSINE

- Approx. 8,600 brick-and-mortar stores closed
- 300 retailers filed for bankruptcy

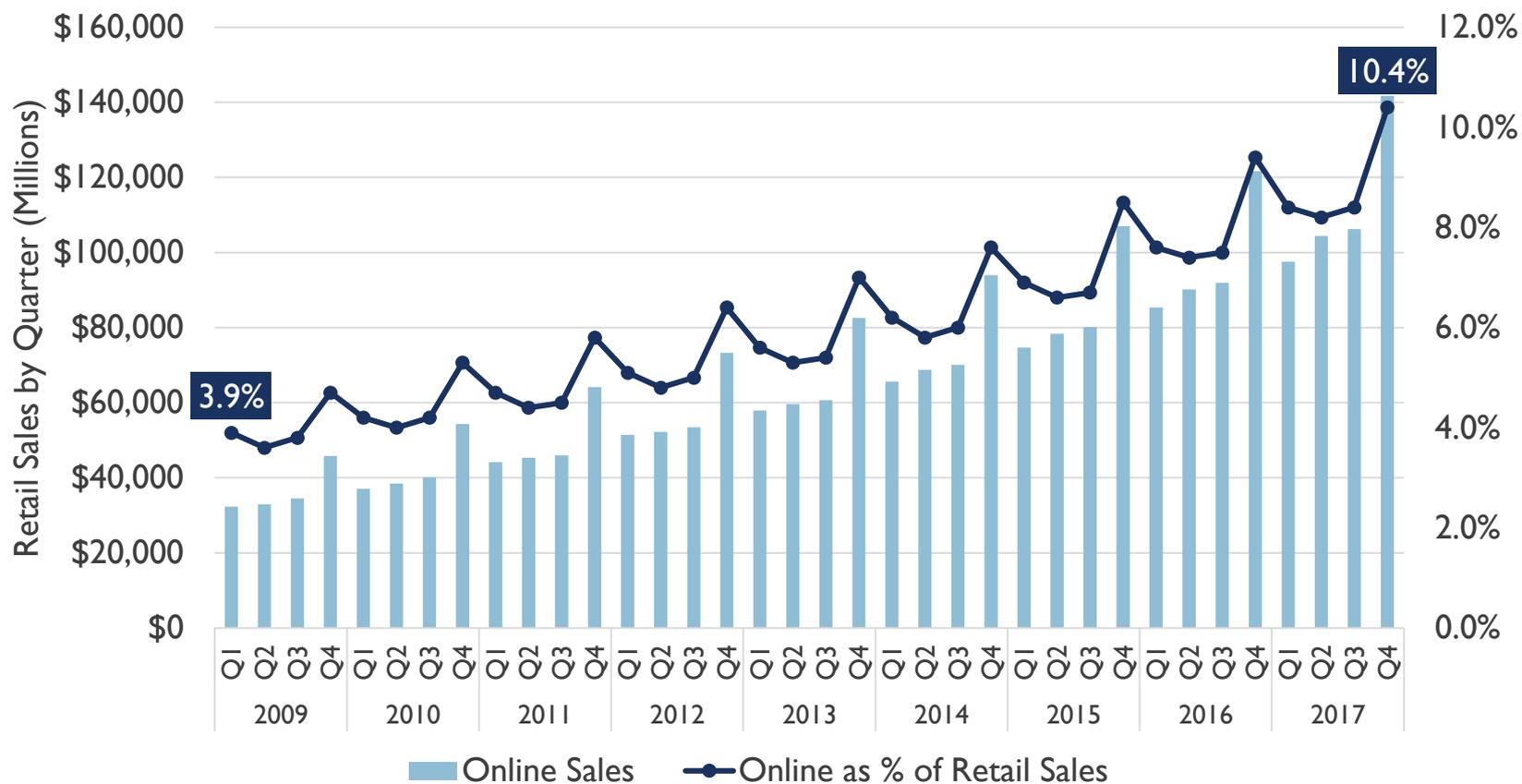
Retail stores closing in 2018

RETAILER	CLOSURES
Toys R Us	735
Walgreens/Rite Aid	600
Ann Taylor, Loft, Dress Barn*	500
Teavana	379
Best Buy	250
Mattress Firm	200
Gap Inc.**	200
The Children's Place**	144
Foot Locker	110
Kmart	109
Gymboree	102
Winn-Dixie, Harvey's, and Bi-Lo***	94
Sam's Club	63
Abercrombie	60
Sears	57
Michael Kors****	50
Crocs	49
Bon-Ton Stores	42
Guess	25
J.Crew	20
Target	12
Macy's	11
Charming Charlie	11
Last Call by Neiman Marcus	10
JCPenney	8
Kroger	6

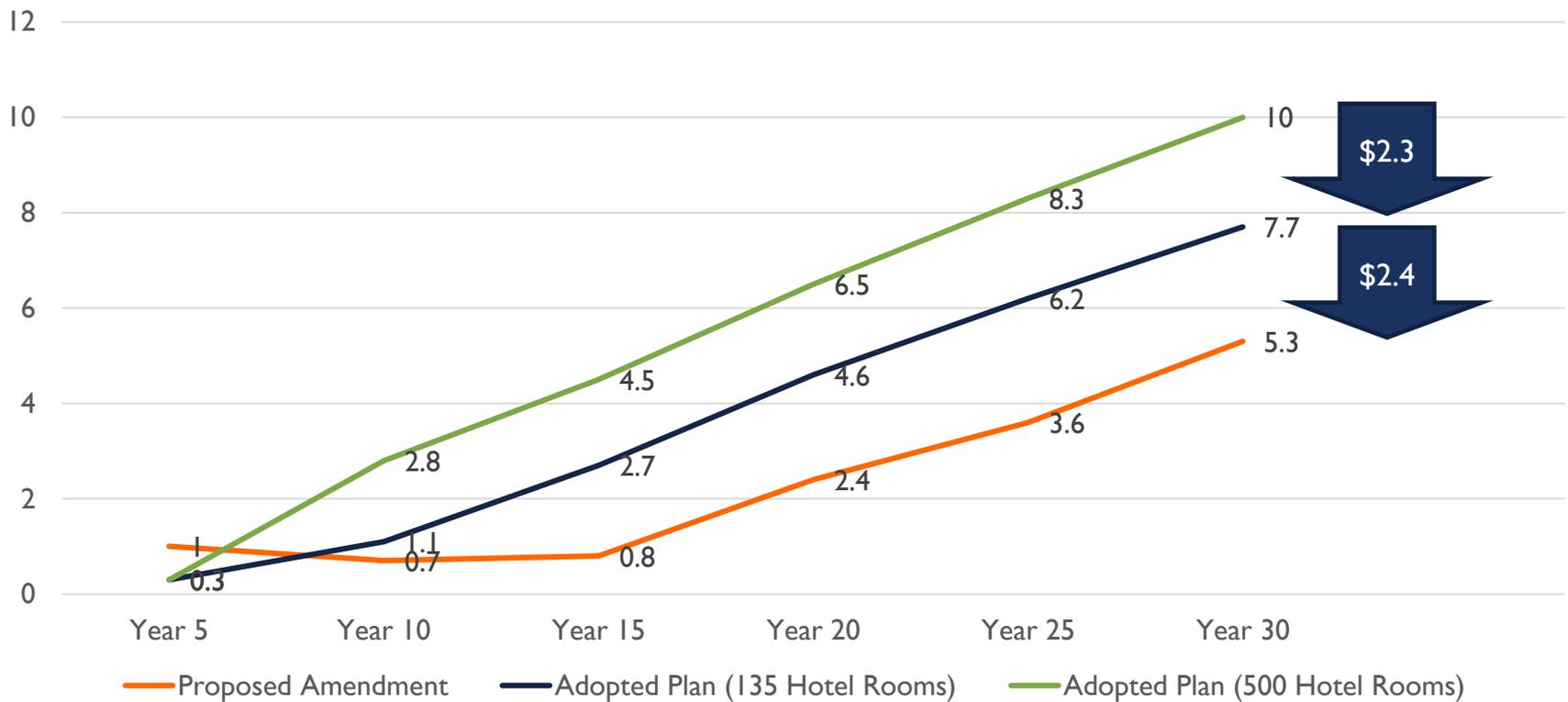
MAJOR

- >3,800 store closures anticipated

ONLINE RETAIL SALES TRENDS



PROJECTED ANNUAL NET IMPACT (MILLIONS)



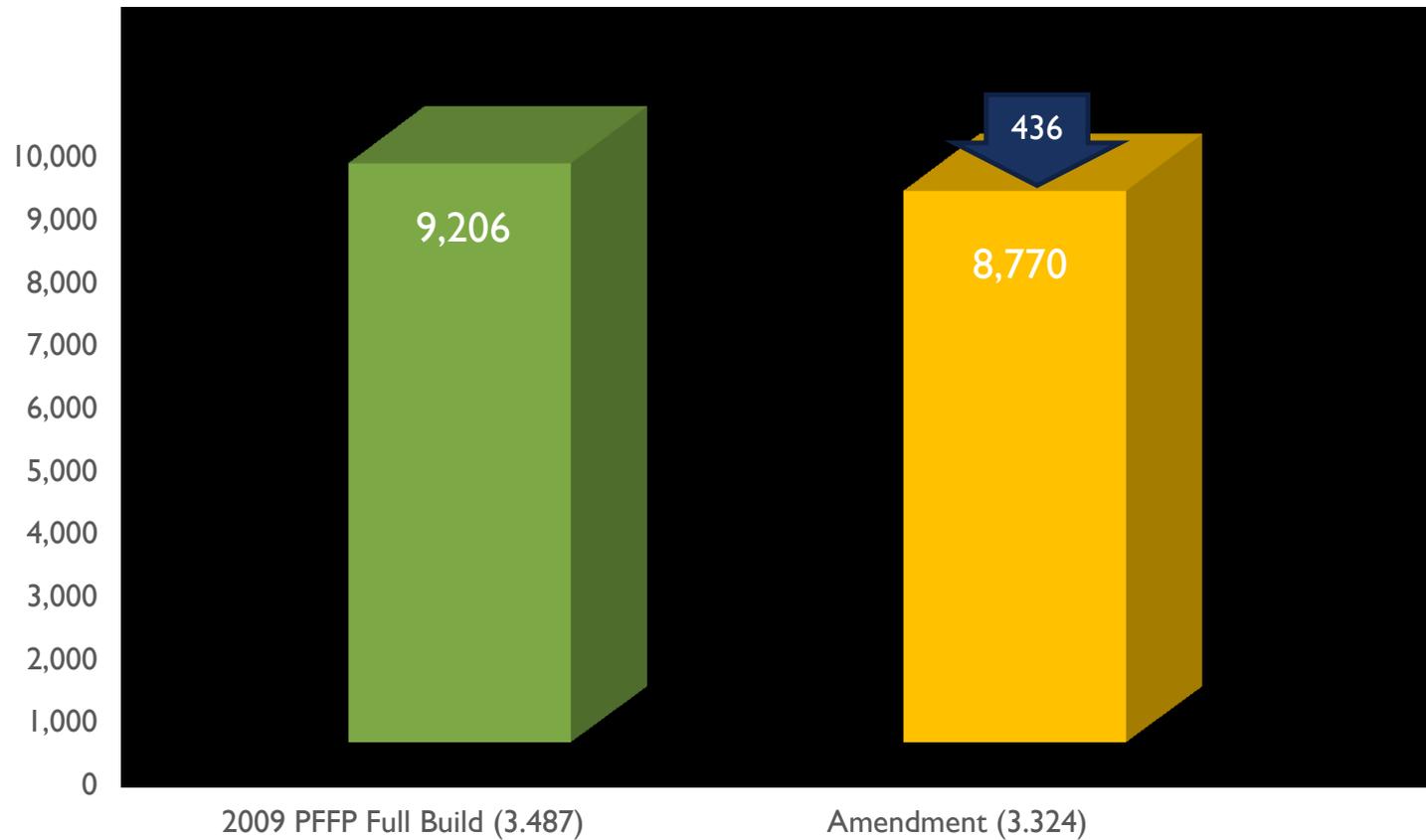
SUMMARY OF PROPOSED AMENDMENTS

- Land Use Intensities:
 - Reduce non-residential high from 3.487 to 3.324 M
 - Establish new lows (1.568 M non-residential & 1,236 residential)
- Main Street District (District 6):
 - Retain low intensity at 80,000 and reduce high to 100,000 square feet non-residential
 - Update mixed use provisions (2.04.003)
- Height Regulations
 - Reduce minimum average height (5 to 4) on six lots
 - Differentiate non-residential from residential
- Other modifications:
 - Intensity transfer language
 - Height blending
 - Setback deviations





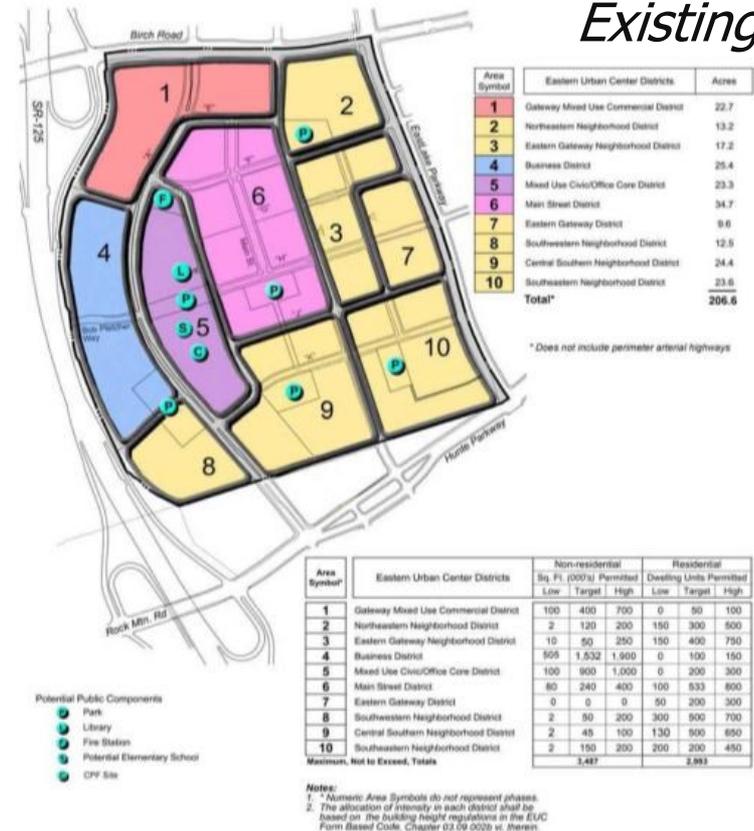
JOB GENERATION



EXISTING LAND USE INTENSITIES

- Identify a low, target and high intensity
- Maximum not to exceed of:
 - 3,487,000 square feet of non residential
 - 2,983 units of residential

Site Utilization Plan *Existing*



PROPOSED LAND USE INTENSITIES

District	Description	Acreage	City Proposed					
			Non-Residential (1,000 SF)			Residential DUs		
			Low	Target	High	Low	Target	High
1	Gateway Mixed Use Commercial District	22.7	227		400	-		89
2	Northwestern Neighborhood District	13.2	2		2	273		273
3	Northeastern Neighborhood District	17.2	2		5	150		475
4	Business District*	25.4	800		1,900	-		225
5	Mixed Use Civic/Office Core District	23.3	455		900	-		300
6	Main Street District	34.7	80		100	100		601
7	Eastern Gateway District	9.6	-		-	100		117
8	Southwestern Neighborhood District	12.5	2		2	253		253
9	Central Southern Neighborhood District	24.4	-		5	130		350
10	Southeastern Neighborhood District	23.6	-		10	230		300
Total		206.6	1,568	-	3,324	1,236	-	2,983

City Proposal Recommendations:

* For District 4 a phased development of less than 800 K square feet but not less than 500 K square feet may be permitted provided a conceptual site plan is provided demonstrating the remaining 300 K square feet is feasible in a future phase