

5/12/2015

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Subject: Item #8 Consideration of amendments to the city's general plan and the Otay ranch general development plan, including a new development agreement involving portions of the Otay ranch freeway commercial planning area 12.

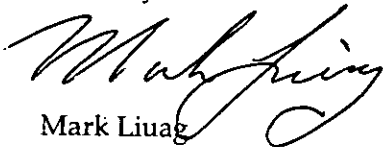
Dear Mayor and City Council Members,

I would be here in person today to discuss this item directly with you, but my father-in-law is in the hospital having some surgery done and I need to be with my wife during this time.

I have multiple concerns with this proposed change, but the foremost is the loss of what is the only area left in Chula Vista to be a destination shopping area that many other cities seem to be able to accomplish for their city's'. The city really needs such a place, both financially and for services for its residents, especially the ever growing eastern residence. I have attached some supporting documents that are either directly or derived from the planning packets submitted for the project for you to consider.

Chula Vista should have place to shop like other cities. The incomes in the area show it can support this type of shopping area. Do not give up on this potential, because it will be lost forever. If it cannot be done on this site, it will never be done anywhere in the city.

Sincerely,



Mark Liuag
"Very Concerned Citizen"

PS I would propose that staff prepare a SWOT analysis on all changes so that both sides of an item get equal consideration in their presentation. This will reduce the perception that City Staff are beholden to the developers or that they already concluded how it should be decided and there is little choice.

SWOT Analysis of Otay Town Center Project

Strengths

- Proposal is ready now.
- Includes 2 acre park with maintenance not the responsibility of City.
- Includes two new hotels.

Weakness

- This is last shopping area in the city to be a destination shopping center such as Plaza Bonita, Parkway Plaza, Horton Plaza, Mission Valley, Fashion Valley, North County Fair, Carlsbad Factory Stores, and San Ysidro Factory Stores.
- Assumes hotels can only be developed if residential is allowed in the adjacent properties.
- There will no trouble long-term in funding maintenance. What are the guarantees the funding mechanism will stand test of time.
- Potential issues with parking in the shopping center for non-shoppers
- Under service automotive retail in the area which was one of elements within the General Plan.
- Market analysis did not include automotive, a clear category in the General Plan for this property.

Opportunities

- \$2.5 net revenue to the City annually.
- Reduction in traffic.

Threats

- \$3.5M net revenue to the City annually would lost.
- \$395M of leakage (Demand exceed Supply) of retail dollars not captured or serviced within the 4 mile radius of the project. (note \$93k annual median income in the same area as compared to \$61k for the City of Chula Vista and the County which support this analysis)
- Ridership of MTS would be lessened without a destination shopping area. Could hamper financial feasibility of the route.
- The Millennium Project not as attractive of spot not being close to a destination shopping area.
- Otay Town Center reduced to only a local shopping center

City of Chula Vista

STRATEGIC PLAN ANNUAL REPORT

About the Plan - In 2013 the City prepared a Strategic Plan. The goals are broad statements of what we are striving for in delivering services to our community. The five overarching goals are:

Operational Excellence

Economic Vitality

Healthy Community

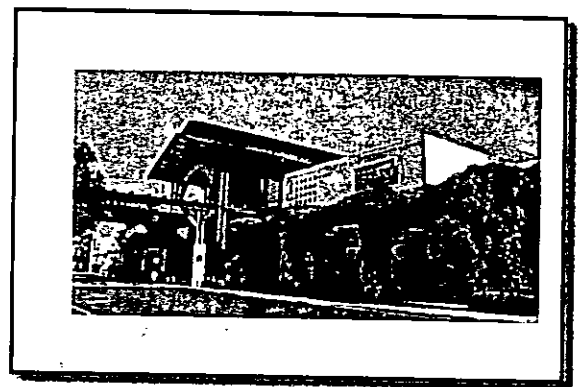
Strong and Secure Neighborhoods

Connected Community

The Plan identifies strategies and initiatives to support the core goals. Implementation of these strategies and initiatives is how we achieve our shared vision of a vibrant and sustainable quality of life for Chula Vista residents and businesses. One of the key provisions of the Strategic Plan is for review and feedback on an annual basis. Reporting out to City Council, the community, and staff on our progress is an essential component of accountability.

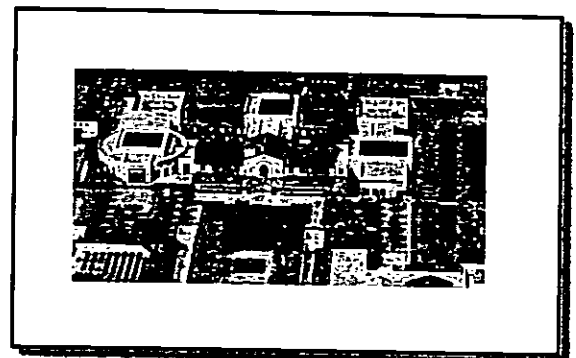
Summary of the year - This report shares some highlights from the 2013-2014 fiscal year. The City continues to provide stellar services every day to the community, and achieve significant advancements toward long term goals. Looking back on the last fiscal year, there are some common themes that stand out.

Partnerships - The City works with others to accomplish shared goals. The City has been able to increase or enhance service delivery by working with other agencies, businesses, nonprofit organizations, and community groups.



Community engagement - This community is proud and participates in making it even better. Our citizens are contributing in the betterment of this community whether it is through volunteering, attending public meetings or joining in a community celebration.

Innovation in process and technology - The City is improving service delivery through process improvement tools and technology. We are not afraid to ask if there is a better way of doing things.



Looking Forward - A successful year does not mean that our work is done. The Annual Report process gives us the ability to look back in order to plan ahead for the upcoming fiscal year (2015/2016). Evaluation of past performance helps identify necessary changes in initiatives and recommendations for resource allocations.

TABLE A-4

RETAIL SURPLUS/(LEAKAGE) - TRADE AREA - 4-MILE RING
 OTAY RANCH PA 12
 SUN RANCH CAPITAL PARTNERS

Industry	Trade Area - 4-Mile Ring		
	Demand (Retail Expenditure) (1)	Supply (Retail Sales) (2)	Retail Surplus / (Leakage)
I. Retail Surplus			
General Merchandise Stores	\$231,091,000	\$352,713,000	\$121,622,000
Electronics & Appliance Stores	\$39,833,000	\$93,842,000	\$54,009,000
Subtotal Retail Surplus	\$270,924,000	\$446,555,000	\$175,631,000
II. Retail Leakage			
Building Materials, Garden Equipment & Supply Stores	\$53,159,000	\$48,769,000	(\$4,390,000)
Sporting Goods, Hobby, Musical Instrument Stores	\$37,873,000	\$21,680,000	(\$16,193,000)
Clothing & Clothing Accessories Stores	\$111,761,000	\$88,385,000	(\$23,376,000)
Furniture & Home Furnishing Stores	\$39,881,000	\$7,399,000	(\$32,482,000)
Miscellaneous Store Retailers	\$48,048,000	\$24,594,000	(\$23,454,000)
Food Services & Drinking Places	\$182,409,000	\$113,598,000	(\$68,811,000)
Health & Personal Care Stores	\$121,670,000	\$70,280,000	(\$51,390,000)
Food & Beverage Stores	\$274,860,000	\$99,374,000	(\$175,486,000)
Subtotal Retail Leakage	\$869,661,000	\$474,079,000	(\$395,582,000)
III. Total (3)	\$1,140,585,000	\$920,634,000	(\$219,951,000) -19.3% Leakage
Per Capita	\$8,132	\$6,564	(\$1,568)

(1) Reflects the expected amount spent by consumers at retail establishments.

(2) Reflects sales to consumers by retail establishments. Sales to businesses are excluded.

(3) Excludes gasoline stations, non-store retailers, and motor vehicle & parts dealers.

Source: esri, 2014

TABLE A-3

COMPARATIVE INCOME TRENDS, 2014-2019
 OTAY RANCH PA 12
 SUN RANCH CAPITAL PARTNERS

	<u>2014</u>	<u>2019</u>	<u>Average Annual Growth</u> 2014 - 2019	
			<u>Absolute</u>	<u>Percent</u>
I. Trade Area - 4-Mile Ring				
Median Household Income	\$92,883	\$104,272	\$2,278	2.3%
Per Capita Income	\$32,281	\$37,352	\$1,014	3.0%
II. City of Chula Vista				
Median Household Income	\$61,471	\$71,656	\$2,037	3.1%
Per Capita Income	\$25,415	\$29,324	\$782	2.9%
III. County of San Diego				
Median Household Income	\$60,904	\$72,109	\$2,241	3.4%
Per Capita Income	\$30,554	\$35,613	\$1,012	3.1%
IV. State of California				
Median Household Income	\$58,469	\$68,212	\$1,949	3.1%
Per Capita Income	\$28,657	\$33,354	\$939	3.1%

Source: esri

Prepared by: Keyser Marston Associates, Inc.
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Not in Chula Vista today

Sam's Club with a gas station

Home Goods

Factory Stores

Adidas

Ann Taylor Factory Store

Barneys New York Warehouse

BCBG Max Azria

Bebe

Bose

Brooks Brothers Factory Store

Calvin Klein

Chico's

Coach

Converse

Destination Maternity Outlet

DKNY

Elie Tahari

G.H. Bass & Co.

Gap Factory Store

Guess Factory Store

Izod

Jockey

Joe's Jeans

Jones New York

Kate Spade New York

Lacoste

Lucky Brand

Michael Kors

Nautica

Nike Factory Store

Oakley Vault

PacSun

Polo Ralph Lauren Factory Store

Puma

Reebok

Theory

Tommy Hilfiger

Tommy Bahamas

True Religion Brand Jeans

Van Heusen

Vince

Wilson's Leather

Zumiez

Dick's Sporting Goods

Sports Chalet

Cost Plus

Nordstrom

Nordstrom Rack

Restaurants

Johnny Rockets

Buca di Beppo

Red Robbin

Claim Jumper

Apple Bee's

Phil's Barbecue

Ruby's Dinner

Wahoo's Fish Tacos

Sonic Drive In

Dairy Queen

Outback Steakhouse

The Habit Burger Grill

Forever 21

Pottery Barn

Crate and Barrel

William Sonoma

Dixieline

Brighton Collectibles

Things Remembered

Golfsmith

The Container Store

Motherhood Maternity

Needed in the East side of the City

Courtney Tires

Gas Station with automotive repair

Car Wash