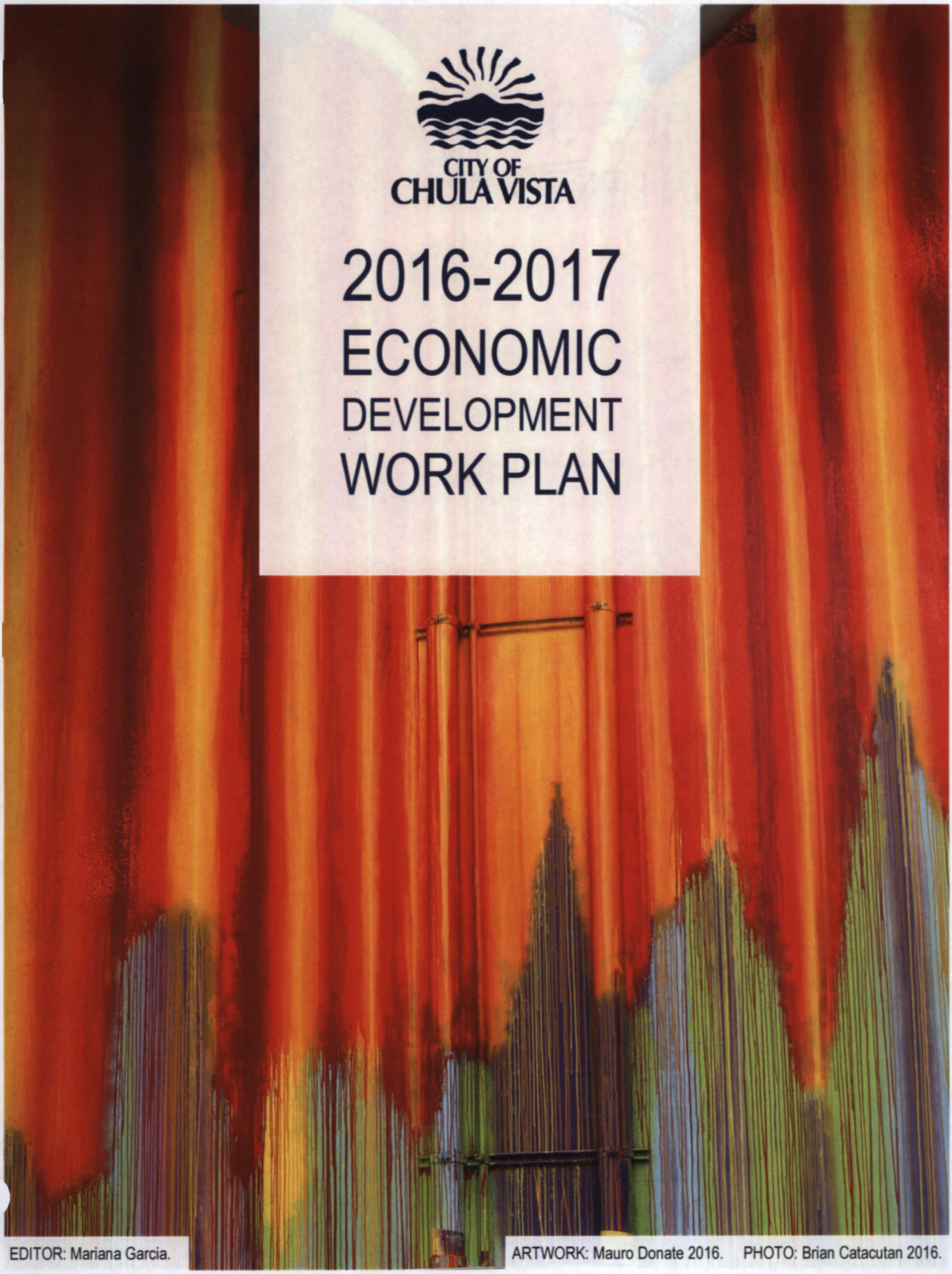
CITY OF
CHULA VISTA

2016-2017 ECONOMIC DEVELOPMENT WORK PLAN



EDITOR: Mariana Garcia.

ARTWORK: Mauro Donate 2016. PHOTO: Brian Catacutan 2016.

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VISION FOR CHULA VISTA

"Ensuring a vibrant and sustainable qualify of life for Chula Vista residents and businesses." *-City of Chula Vista*

The City of Chula Vista is committed to build and nurture a progressive and cohesive community which values our diversity, respects our citizens, honors our legacy, and embraces the opportunities of the future. Chula Vista continues to support the local business community and encourages ongoing economic development and growth of local jobs. Forming partnerships and promoting local businesses is critical in strengthening the local economy.

The Economic Development Department Work Plan 2016-2017 is aligned with the City's Strategic Plan following these key strategies:

◊ Operational Excellence
◊ Economic Vitality
◊ Healthy Community
◊ Strong and Secure Neighborhoods
◊ Connected Community

The Economic Development 2016-2017 Work Plan has been designed to facilitate business growth and further development projects in Chula Vista, attract new businesses and visitors while balancing the needs of the current generation with the needs of future generations. The Work Plan is divided into the following focus areas:

◊ Business Support
◊ Innovation and Sustainability
◊ Economic Vitality
◊ Collaboration and Outreach

ECONOMIC VISION MISSION

Economic Vision:

"To focus on facilitating retail, commercial and industrial prosperity for today's businesses, supporting innovation and sustainability, assisting new development projects, developing partnerships and opportunities and continuing the promotion of Chula Vista as a catalyst to the South Bay. Economic development efforts strive to create quality work options for residents and increase revenues for vital public infrastructure and services."

Economic Mission:

"To create a sustainable economy by providing the essential resources to businesses and the development community to promote, attract, retain and expand; employment opportunities, stimulate the local economy, expand the local sales an property tax base, while maintaining a positive balance between the economy, the environment and the community."

SUSTAINABLE ECONOMIC DEVELOPMENT

people. planet. prosperity.

The merging of Economic Development and the Office of Sustainability (Environmental Services and Conservation) and the addition of Cultural Arts and Asset Management gives the department a competitive edge to expand its impact on resident and business quality of life.

In a sustainable economy, people live and conduct business in ways that are good for the prosperity of businesses, the community, and the environment. The department is committed to providing a sustainable economy, one that enhances quality infrastructure, services, and programs in a manner that balances the social, economic, and environmental needs of current and future generations –also referred to as the 3P's – *People, Planet and Prosperity*.

The craft beer industry is taking off in Chula Vista; Novo Brazil won its first 2016 World Beer Cup Bronze Medal for its British-style Imperial Stout.

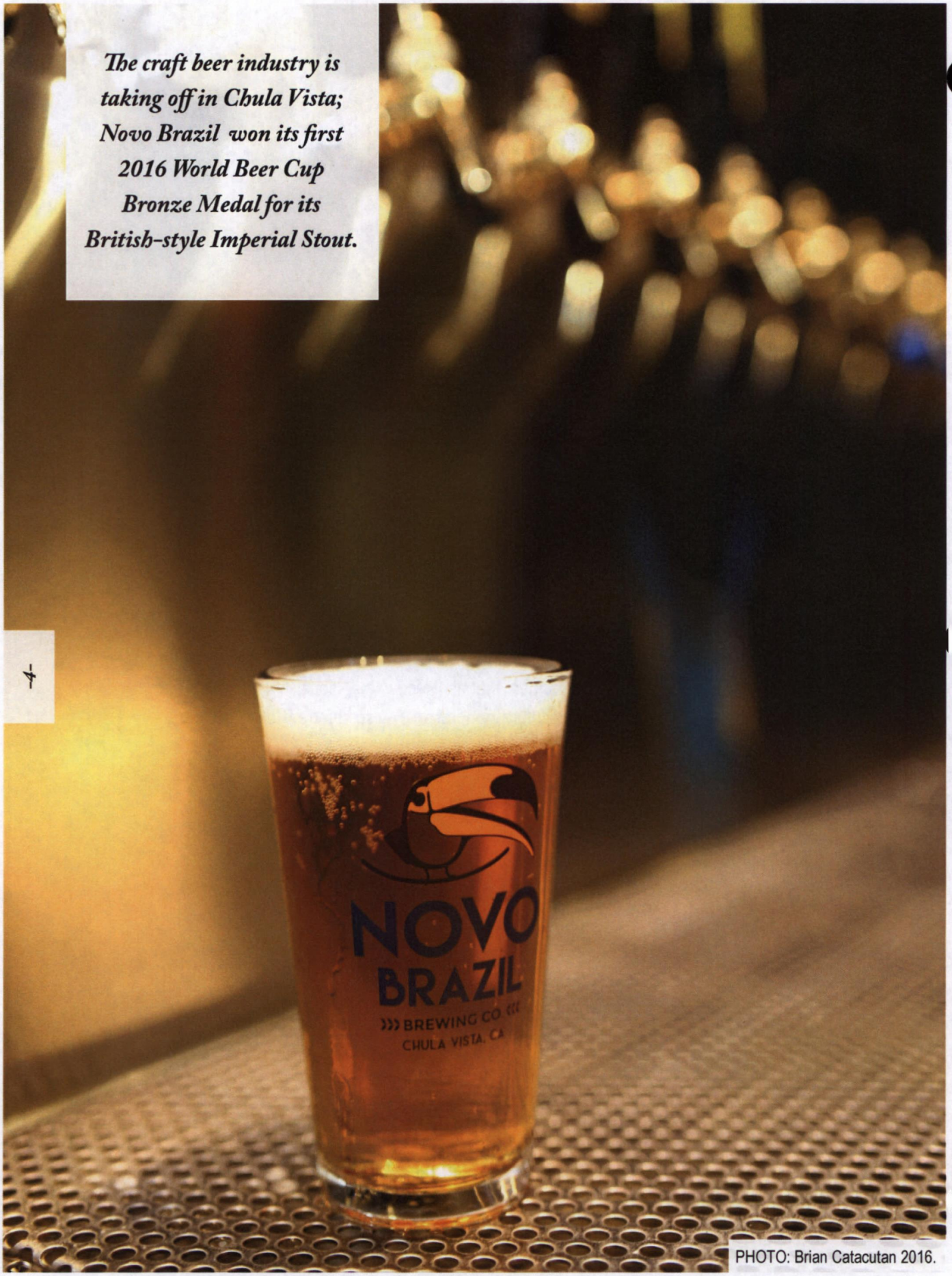


PHOTO: Brian Catacutan 2016.

1. KEY STRATEGIC DIRECTION
BUSINESS SUPPORT

Chula Vista's small business community is a driving force in the local economy and supports our neighborhood commercial districts, services residents, attracts investment, supplies jobs and creates local wealth. Our business license database reports approximately 90% of our businesses are "small business." Small businesses, meaning less than 20 employees, which nationwide accounts for 89.6% of all businesses in the United States (U.S. Census Bureau, 2012).

Chula Vista's small businesses support local commercial districts, provide entertainment, shopping and services, contribute to the city's vibrancy and praised quality of life, and are entry points to wealth creation for a growing number of people. Continued and expanded support for local businesses is required for Chula Vista to further generate sales tax and provide residents with viable options. City staff is committed to creating a sustainable economy that sustains an innovative environment with reliable resources in which local businesses can promote, attract, retain and expand; employment opportunities, stimulate the local economy, expand the local sales and property tax base, while maintaining a positive balance between the economy, the environment and the community.

The City is committed to continue its "First for Business" approach with continued support to businesses, with the goal of:

- ◊ Further enhancing functionality of existing online business resources.
- ◊ Work in partnership with state and local agencies to promote and facilitate business assistance.
- ◊ Support businesses by conducting various business workshops and seminars.
- ◊ Create a City of Chula Vista Business Resource Center.
- ◊ Encourage businesses to become more environmentally sustainable, while giving them a competitive advantage.

1.1 Business Kit for New Construction and Tenant Improvements Projects

City staff is proactive in sourcing and providing up to date information to assist businesses in making informed and effective decisions. Business information will be readily available online and at the Development Services front counter so every business has equal access to city regulations, funding opportunities and free resources provided by our local partners.

Providing exceptional customer service to all businesses is the aim for business attraction, retention and expansion. City staff is committed to creating an additional resource center within City Hall specifically for businesses needing one-on-one guidance. Staff will be focused on tracking projects and ensuring the permitting process is seamless so no business is burdened by the process.

Chula Vista has a diverse array of artistic talent and in order to support and leverage these assets, City processes and policies will be adjusted and developed to accommodate the creative industries' needs and further support both profit and non-profit creative businesses.

OBJECTIVE 1.1

Provide up to date information and a procedure layout to assist businesses in making informed and effective decisions when opening a business and/or expanding their business.

OUTCOME 1.1

Businesses will have access to up-to-date information and timelines on current municipal procedures in addition to a list of available incentives at the local and state level.

ACTIONS		PRIORITY	TIMEFRAME
1.1.1	Further enhance functionality of existing online business resources.	High	Qtr 2
1.1.2	Create a webpage for major districts.	High	Qtr 2
1.1.3	Work on the "three-click rule" for City Businesses Website.	Medium	Qtr 4
1.1.4	Work in partnership with state and local agencies to promote and facilitate business assistance.	Medium	Ongoing
1.1.5	Create a City of Chula Vista Business Resource Center.	Medium	Qtr 4
1.1.6	Track and be the first point of contact for all Tenant Improvements.	High	Ongoing
1.1.7	Collaborate and provide Cultural Art input on Master Fee Schedule.	High	Ongoing
1.1.8	Assist Art Pop-Up opportunities through the City process.	Medium	Ongoing
1.1.9	Coordinate with other departments that provides opportunities for cultural arts.	Medium	Qtr 2

1.2 Small Business Workshops & Trainings

Further training is vital for ongoing improvement of Chula Vista businesses. It is important for all businesses to continuously review their development needs and participate in appropriate training courses that will strengthen their capacity and business skills.

Economic Development staff partners with the Small Business Development Center (SBDC) and other local partners to deliver relevant training programs to fill in existing gaps with training from experienced consultants.

Due to the connection between the SBDC and Southwestern College, the City is encouraged to build on existing relationships with educational institutions to offer businesses an educated workforce. The City is motivated to work together with educational institutions to ensure students receive the correct training and are ready to enter the workforce at the conclusion of their studies. The City hopes to reach and help facilitate trainings for underserved groups (i.e., women, millennials, entrepreneurs etc.).

OBJECTIVE 1.2

Provide Chula Vista small businesses with high quality educational workshops and trainings to enhance their business skills and success.

OUTCOME 1.2

Assist partners in providing free or low cost workshops and trainings to small businesses that are of high quality to continue to have successful Chula Vista businesses and attract new ones.

ACTIONS		PRIOIRTY	TIMEFRAME
1.2.1	Partner with local agencies to provide mentoring services to local businesses at our Business Resource Center.	High	Qtr 2
1.2.2	Partner with the Small Business Development Center for 6 small business workshops.	Medium	Ongoing
1.2.3	Partner with the Board of Equalization for 2 small business workshops.	Medium	Ongoing

1.3 FREBE and Clean Business Programs

The City's Free Energy Resource and Energy Business Evaluation (FREBE) program has been providing businesses with a free evaluation of their energy and water usage since 2009 (CVMC 20.04). In 2015, 900 businesses were evaluated, and around about 400 were referred to SDG&E for a lighting retrofit.

The energy evaluation, which is performed by City staff in about 30 minutes, must be completed in the calendar year when a new license is issued or every 5 years for an existing business license. If a business decides to undergo an electrical retrofit, they could save approximately $1,000 a year on their electricity bill on average. In 2015, 50 million kWh were saved through the FREBE program. In addition to the energy evaluations, Staff uses these opportunities to learn about the particular business and their need for additional resources to retain or expand their business in Chula Vista.

City staff's goal is to continue reaching out to Chula Vista businesses while offering them an opportunity to become a Clean Business. The Clean Business program provides participating businesses with no-cost resources and information workshops. Clean Business efforts generate real cost savings, improved energy efficiency, enhanced environmental performance, and public recognition.

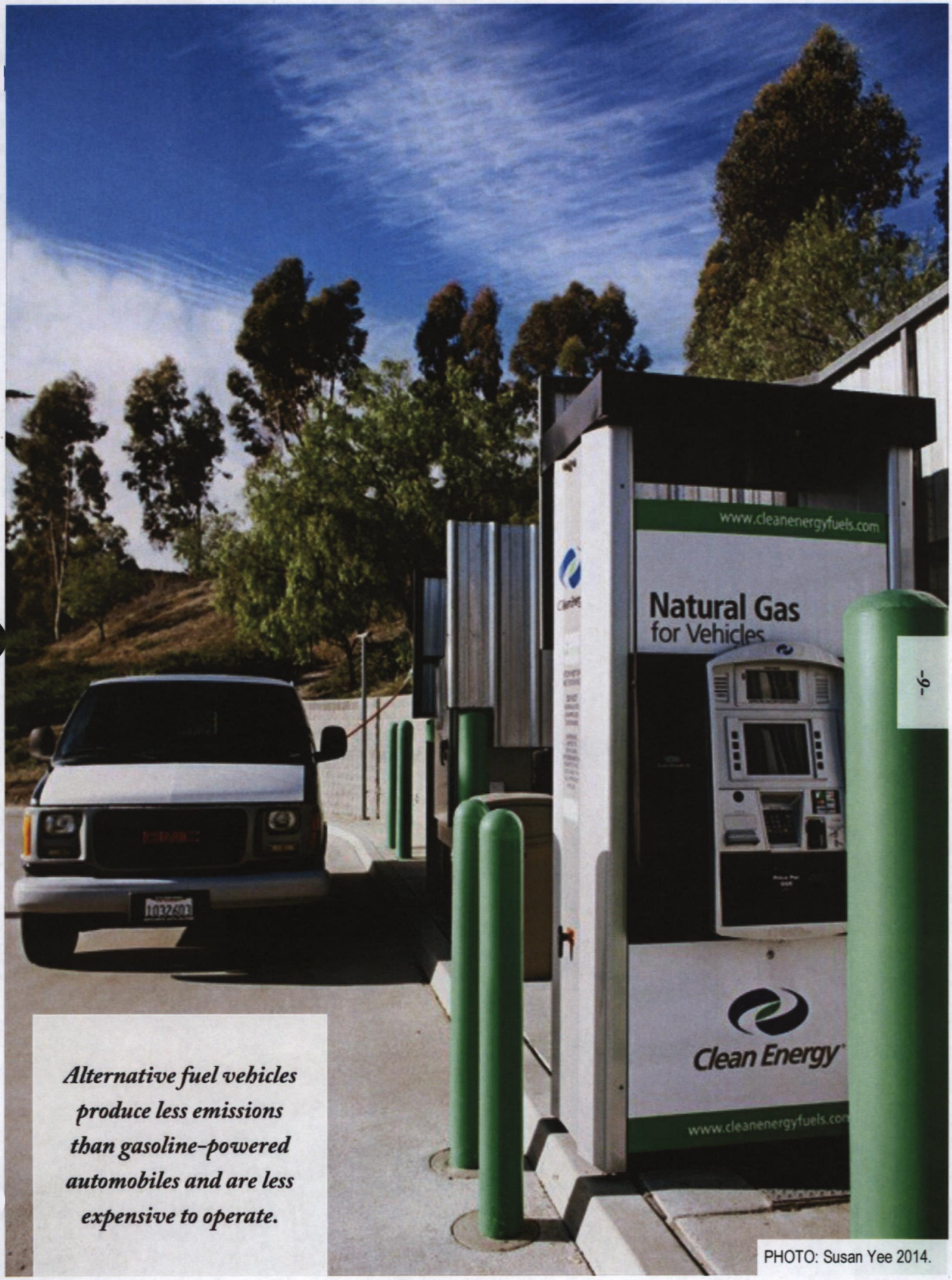
OBJECTIVE 1.3

Continue to implement the FREBE program to provide businesses with a free evaluation of their energy/water usage, while offering businesses the opportunity to become a Clean Business.

OUTCOME 1.3

Provide Chula Vista businesses with information and strategies about the benefits of how sustainability can help them reduce their operating and utility costs, create a healthier Chula Vista, and differentiate themselves in the community.

ACTIONS		PRIORITY	TIMEFRAME
1.3.1	Conduct 30 FREBE evaluations weekly.	High	Qtr 1-4
1.3.2	Give each business visited a flyer of Free City Services.	Medium	Ongoing
1.3.3	Hold 4 workshops for Clean Businesses.	High	Qtr 1-4
1.3.4	Add new businesses to Clean Business Program.	Medium	Qtr 4



Alternative fuel vehicles produce less emissions than gasoline-powered automobiles and are less expensive to operate.

PHOTO: Susan Yee 2014.

1.4 Third Avenue Village Revitalization

Third Avenue Village District encompasses approximately a 16-block area along the Third Avenue commercial corridor, bounded roughly by E Street to the north, Church Avenue to the east, Landis Avenue to the west and I Street to the south.

Third Avenue Village Association (TAVA) has made economic development a priority and is focused on business development activities to support the growth and vitality of existing business investments, promote a stronger business mix, and enhance the image of Downtown Chula Vista as a destination for consumer and investment revenues. City staff will be working closely with TAVA to expedite the tenant improvement process and the Building Inspector Pilot Program for new and existing Third Avenue businesses. City staff will continue to promote Third Avenue via online presence, and regional outreach.

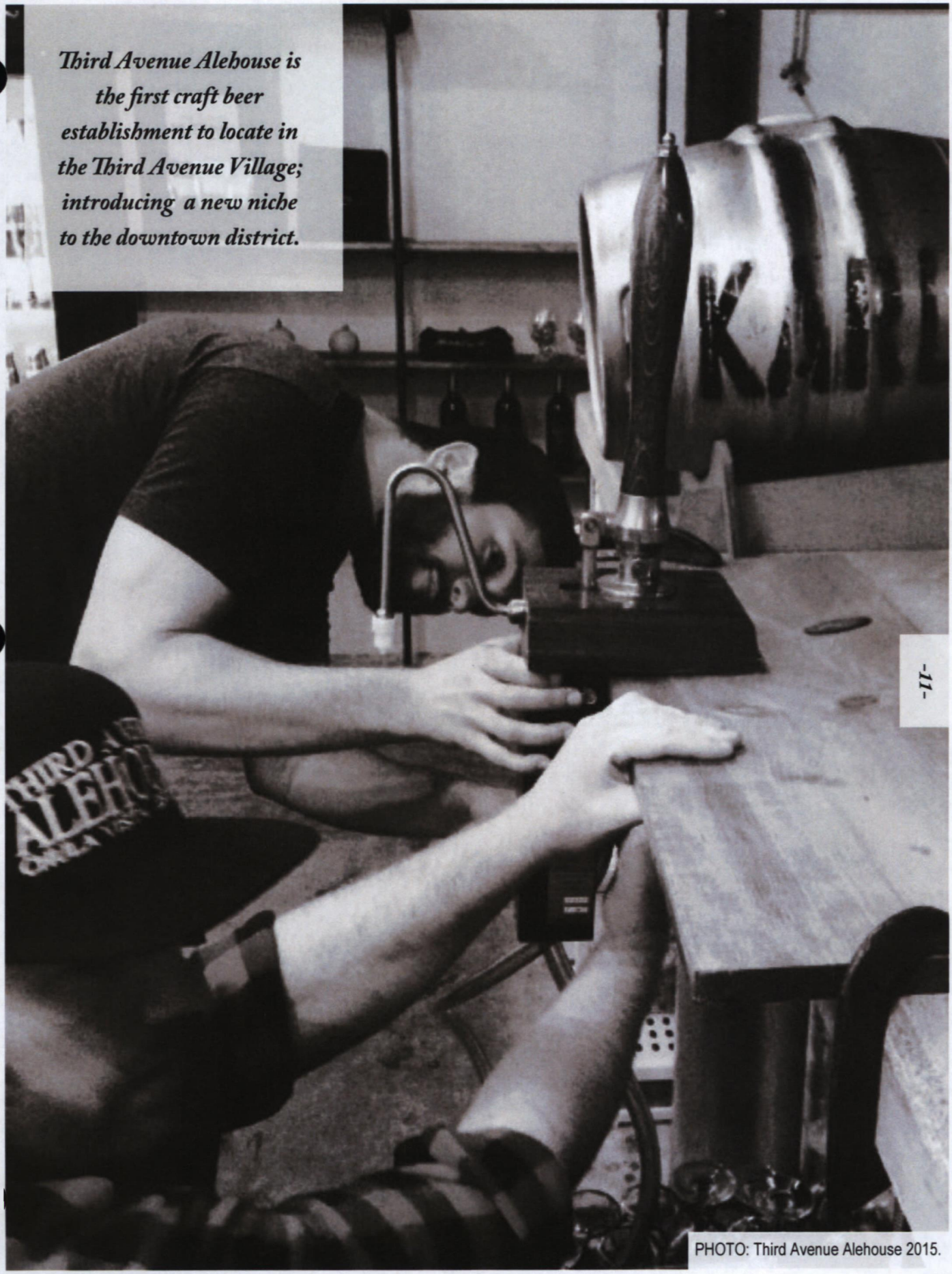
OBJECTIVE 1.4

Assist Third Avenue Businesses and the Third Avenue Village Association to become more attractive by facilitating the tenant improvement process and providing façade incentives.

OUTCOME 1.4

Enhance the image of Downtown Chula Vista as an entertainment district for residents and visitors.

ACTIONS		PRIOIRTY	TIMEFRAME
1.4.1	Third Avenue Market Opportunity Study.	High	Qtr 2
1.4.2	Create a webpage for Third Avenue available properties, general information and contacts.	High	Qtr 2
1.4.3	Complete Third Avenue Building Inspector Pilot Program.	High	Qtr 1
1.4.4	Assist 5 businesses with Sidewalk Café Encroachment Permits.	High	Qtr 4
1.4.5	Inform property owners of current lease rates.	Medium	Qtr 2
1.4.6	Complete disposition of former RIDA award assets.	Medium	Qtr 3



Third Avenue Alehouse is the first craft beer establishment to locate in the Third Avenue Village; introducing a new niche to the downtown district.

PHOTO: Third Avenue Alehouse 2015.

1.5 Eastlake Business Park Cluster Study

The results of the *Eastlake Business Park (ELBP) Conditional Use Permit Study* determined there is an opportunity to further research the business environment of the park and existing business clusters.

City staff will work closely with property managers and tenants to determine the preeminent clusters to discuss the possibility of creating an incubator/ hub space for innovative businesses.

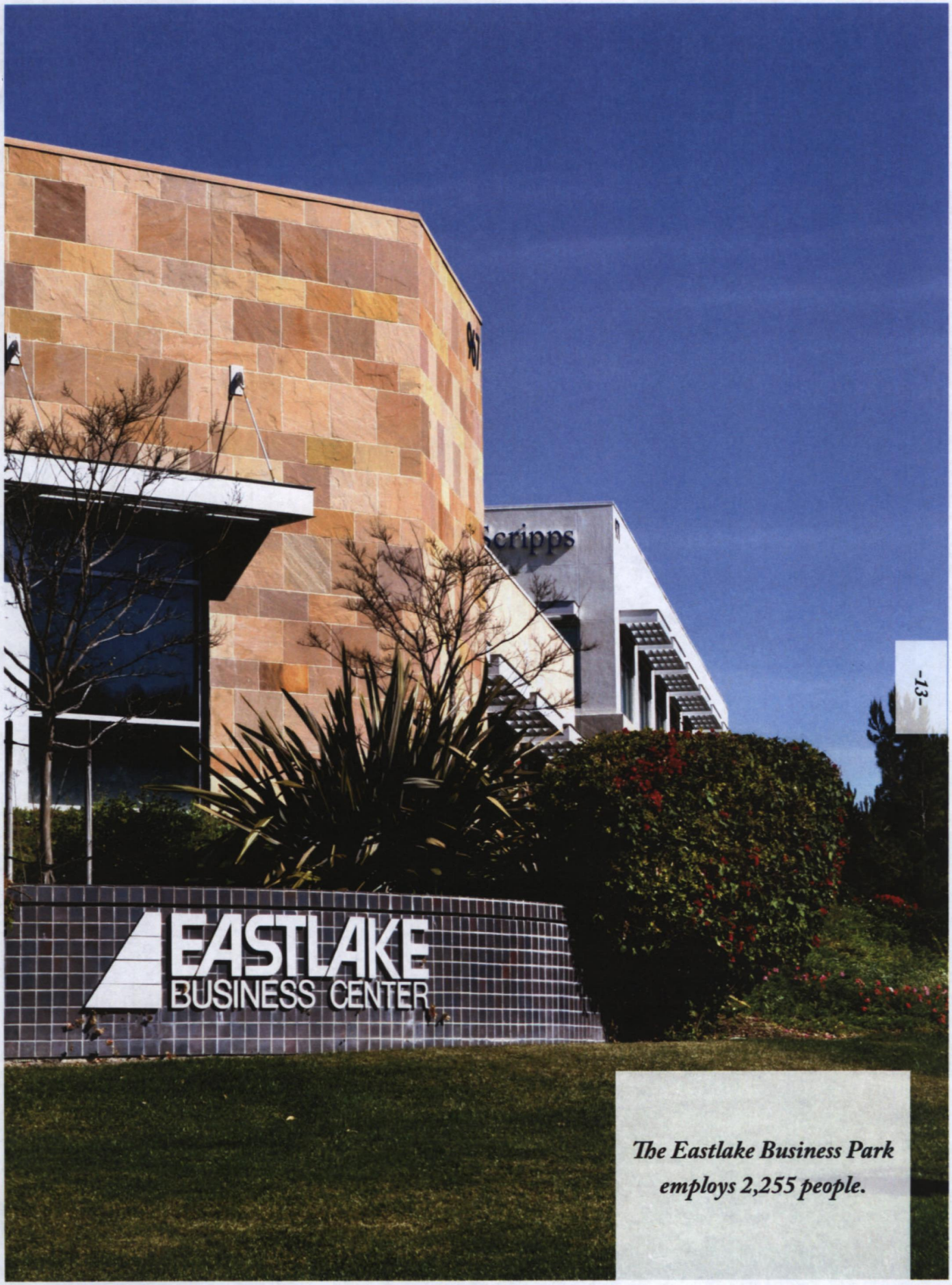
OBJECTIVE 1.5

Understand the business culture and needs of existing businesses in the ELBP.

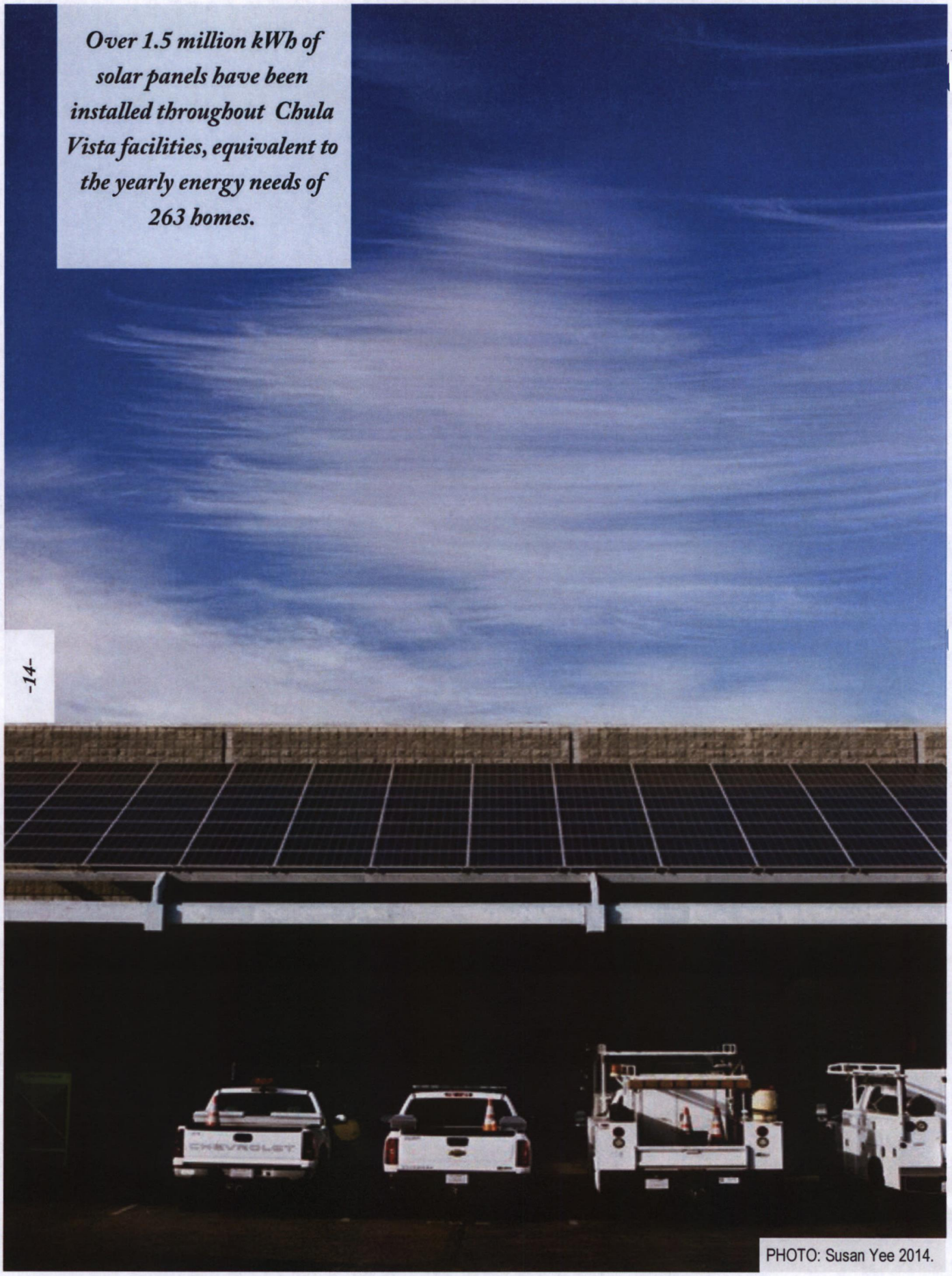
OUTCOME 1.5

Propose an incubator/ hub for certain preeminent clusters, in which new businesses and existing businesses can be successful.

ACTIONS		PRIOIRTY	TIMEFRAME
1.5.1	Survey ELBP businesses.	High	Qtr 2
1.5.2	Determine if there are pre-existing clusters that fit within our identified clusters and/or if defining new clusters is beneficial.	Medium	Qtr 4
1.5.3	Research the possibility of an incubator/accelerator.	Medium	Qtr 4



The Eastlake Business Park employs 2,255 people.



Over 1.5 million kWh of solar panels have been installed throughout Chula Vista facilities, equivalent to the yearly energy needs of 263 homes.

PHOTO: Susan Yee 2014.

2. KEY STRATEGIC DIRECTION INNOVATION AND SUSTAINABILITY

Chula Vista defines "Sustainability" as the City's ability to provide high quality infrastructure, services, and programs that balance social, economic, and environmental needs of current and future generations –also referred to as the 3P's– *People, Planet and Prosperity*. This section helps ensure Clean air, Clean water and Clean land.

In a sustainable economy, people live and conduct business in ways that are good for the prosperity of the community, businesses, and the environment. Chula Vista has a long history of taking actions to lessen impact on the environment and fight climate change. In 2000 City Council adopted the first "CO_2 Reduction Plan," which focused on reducing carbon emissions in the community. Some successes of this early plan include converting the City's traffic signals to LED and increasing density of development.

To ensure forward progress the City initiated a stakeholder led process to update the plan with new mitigation measures in 2008 and adaptation measures in 2011 to create the "Climate Action Plan" (CAP). The updated plan addresses major sources of carbon emissions and provides information on numerous community co-benefits such as utility savings, better air quality, reduced traffic congestion, sustainable local economic development, and improved quality of life.

To continue to strengthen the City's climate action efforts, the CAP will be updated throughout 2016. A key metric to implementing the CAP is to maintain an up-to-date greenhouse gas (GHG) emission inventory. Chula Vista has successfully maintained its inventory and documented the reduction of greenhouse gasses (per capita) resulting in a 2014 Organizational Leadership Award by the US Environmental Protection Agency.

A complimentary component to the CAP is an integrated Waste Management Plan (WMP), which encompasses all sectors within City limits. The goal is to reduce energy and resource use while achieving environmental improvements such a reductions in greenhouse gas emissions. A WMP is a sound business tool integrating processes to reduce waste and leads to innovative ways to identify resources within a *Circular Economy* where one processed waste is feedstock for another.

A Circular Economy is sustainability in action by efficiently re-using materials, reducing costs and producing additional jobs for the management and handling of wastes back into the industrial cycle. Recycling, reuse and remanufacturing create more jobs than burying or burning resources. In fact, 86% of the total U.S. jobs from managing discards come from recycling activities. Through the WMP Chula Vista continues to create new jobs in the recovery process, in the use of recovered discards as raw materials for new products.

Our business practices reinforce our commitment to sustainability and our leadership in sustainability demonstrates how to create a thriving local economy, community and thriving population. The Climate Action Plan and Waste Management Plan will drive demand for products, services and innovation generated by target industries that will support the growth of Chula Vista's sustainable economy.

2.1 Climate Action Plan

Since 2000, Chula Vista has been implementing a plan to help address the threat of climate change to the local community.

After passing the original Carbon Dioxide Reduction plan City staff worked with stakeholders to incorporate new climate mitigation (2008) and adaption (2011) measures to strengthen the City's "Climate Action Plan" (CAP). In late 2014 the Climate Change Working Group provided 12 new recommendations that will be incorporated into the City's 2016 CAP to help guide efforts to reduce climate emissions and impacts.

The CAP looks at actions throughout the community but one important step the City has taken is to lead by example and ensure City facilities are built and operated to minimize environmental impacts. Past improvements include adding solar, high effacing lighting and air conditioning, and low water landscaping to City facilities. Combined with our residential and business efforts included in the CAP these actions provide the City a foundation to engage all community members in our shared goal of keeping Chula Vista CLEAN for future generations.

OBJECTIVE 2.1

City Council adopts an updated Climate Action Plan and City staff begins to implement included strategies with appropriate stakeholders.

OUTCOME 2.1

The Climate Action Plan will help the City reach its goal of reducing greenhouse gas emissions (GHG) to 30% below 2005 levels by 2020.

ACTIONS		PRIOIRTY	TIMEFRAME
2.1.1	Community Water Conservation.	High	Qtr 2
2.1.2	150Home Upgrades and Carbon Downgrades.	Medium	Qtr 4
2.1.3	City Operations Sustainability Plan Annual Report.	High	Qtr 2
2.1.4	Indoor and Outdoor Air Quality Management Policies for LEED Certification.	High	Qtr1-2
2.1.5	Pass "reach code" that exceeds minimum energy and water building standards.	Medium	Qtr 4
2.1.6	Increase Clean transportation options; number of EV stations and bike lanes.	Medium	Otr 4

2.2 Smart City Strategic Action Plan

A joint team from the City of Chula Vista and San Diego Unified Port District has been working with Black & Veatch, a leading firm in the development of energy, water, and telecommunications infrastructure, to evaluate energy technologies, energy efficiency, and foundational Smart City infrastructure for the Chula Vista Bayfront project.

The joint team's objective is to design the Chula Vista Bayfront project as a miniature "smart city" that incorporates cutting-edge technologies to improve efficiency, sustainability, convenience, and citizen quality of life, while contributing to local economic development. The Smart Bayfront project will showcase proactive approaches to sustainable development and incorporate innovative Smart City applications.

These applications may help the port and City use resources more efficiently, optimize delivery of City services, and increase community engagement.. The following two reports were developed by Black & Veatch as part of the assessment efforts:

- ◊ *Chula Vista Smart Bayfront Energy Technologies Assessment: Report focuses on the wireless and fiber communications and network architectures to support current and future Smart City applications*
- ◊ *Chula Vista Smart Bayfront Communications & Smart Infrastructure Assessment: Report focuses on energy infrastructure and initiatives including renewable, distributed generation, and innovative efficiency measures best suited for the Bayfront Master Plan.*

The assessment reports lay out next steps for the detailed design of energy/telecom/smart city infrastructure, which could be incorporated into the future requirements for the Bayfront project. The City of Chula Vista intends to apply the findings from this project to other areas of the City and the Bayfront project will serve as an excellent reference of what can be achieved when municipal leadership combines with leading technology innovators to develop a cohesive strategy for smart city implementation.

OBJECTIVE 2.2

Chula Vista has set a goal of becoming a Smart City and has engaged Black & Veatch to conduct a comprehensive Smart waterfront analysis of the Bayfront.

OUTCOME 2.2

The Smart City Strategic Action Plan (SCSAP) will define guiding principles and outline a clear roadmap for the City's Smart City initiatives.

ACTIONS		PRIOIRTY	TIMEFRAME
2.2.1	Conduct a comprehensive Smart waterfront analysis of the Bayfront.	High	Otr 1
2.2.2	Develop the Smart City Strategic Action Plan (SCSAP).	High	Qtr 4

2.3 Adopt an Integrated Waste Management Plan (WMP)

The City's waste reduction goals are designed to increase efficiency by eliminating solid and hazardous waste, process traditional wastes as a resource, and striving for energy reduction.

An integrated waste management plan will encompass all levels of industry and organizations within city limits and will reach its maximum effectiveness in reducing waste and material use and achieving environmental improvements.

OBJECTIVE 2.3

The WMP will give the City of Chula Vista clear tangible and gradual goals to meet a 90% waste reduction goal that engages all users of materials and energy both in operations and services.

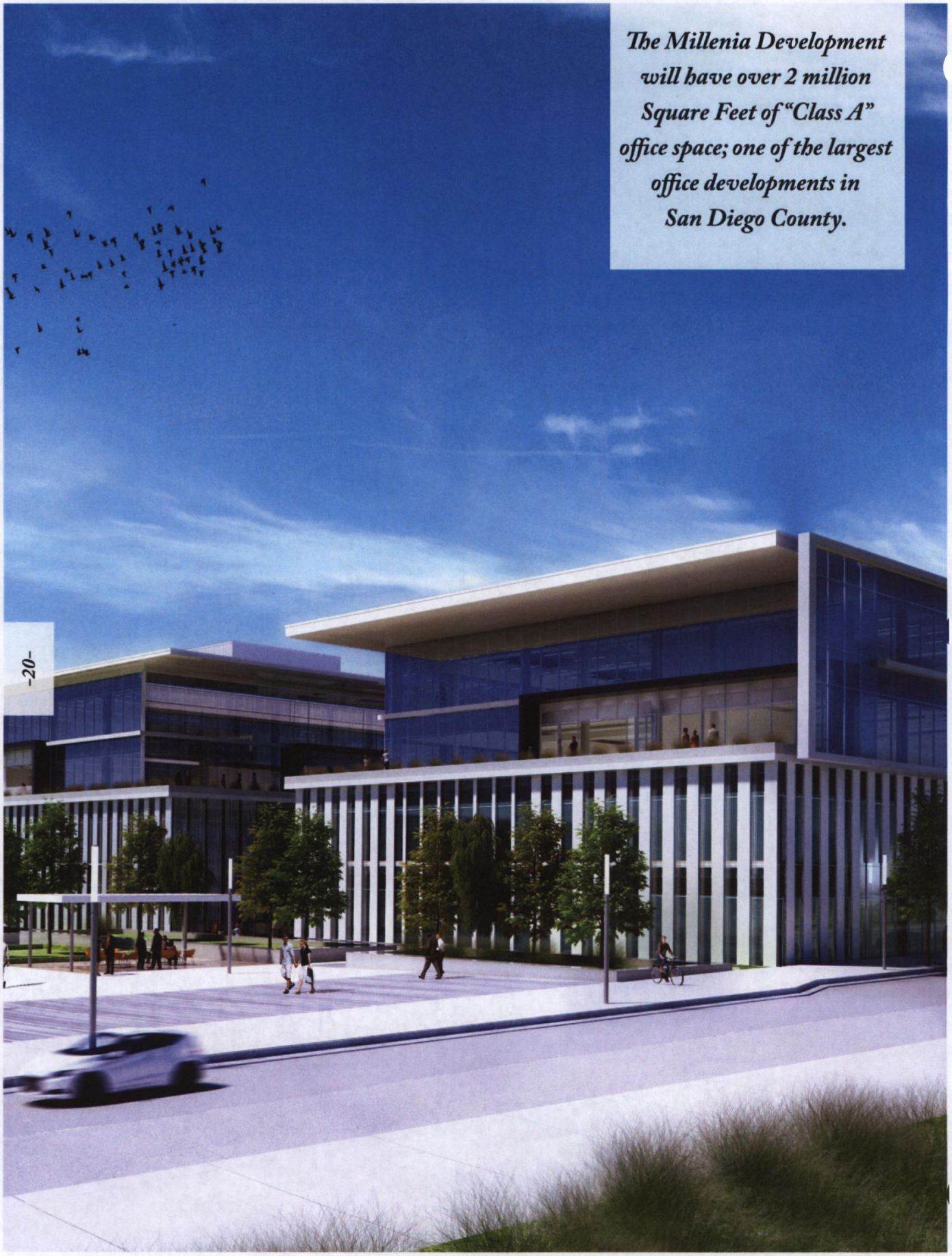
OUTCOME 2.3

The plan will result in new jobs in the recovery process and in the use of recovered waste products as raw materials to produce new products.

ACTIONS		PRIORITY	TIMEFRAME
2.3.1	Expand Household Hazardous Waste Collection to Western Chula Vista.	High	Qtr 3-4
2.3.2	Complete Organic Materials Management Plan.	High	Qtr 2
2.3.3	Implement a Compost Demonstration Garden.	Medium	Qtr 2
2.3.4	Implement a Sustainable Purchasing Policy.	High	Qtr 1-2
2.3.5	Implement Solid Waste Management Policy.	High	Qtr 1-2

60% of citywide trash is recycled on a yearly basis.

PHOTO: Susan Yee 2014.



The Millenia Development will have over 2 million Square Feet of "Class A" office space; one of the largest office developments in San Diego County.

3. KEY STRATEGIC DIRECTION
ECONOMIC VITALITY

Chula Vista has a variety of new developments that will strengthen land use and economic value, encourage a mix of uses, enhance livability of the area, augment pedestrian and bicycle connections, and promote construction of high-quality buildings and public spaces that create and sustain long-term economic vitality.

The City recognizes citywide assets, opportunities and partnerships; and to highlight goals, strategies and actions is committed to strengthening the economic development efforts of existing assets and key development projects (Millenia, University & Innovation District, Bayfront, Existing Property Management and Cultural Arts). These development projects will contribute to economic vitality as they help achieve the promotion of job growth, expand workforce development, strengthen public revenues, and improve the quality of life for residents and businesses in Chula Vista.

3.1 Millenia

Millenia is an unprecedented urban village that embodies the new shift towards convenient, lifestyle-centric living. A blend of activities, ages, and all the perks of a thriving community, intelligently designed into 80 walkable city blocks –about the size of downtown San Diego.

It's the last piece of the puzzle in South County, and poised to become its civic, cultural and lifestyle center. Millenia is a 210-acre sustainable, pedestrian friendly, transit-oriented, urban-style community, now under construction. Designated a SANDAG Smart Growth Urban Center and certified under the LEED Neighborhood Development program, Millenia is planned for up to 3,000 multi-family residences, 2 million square feet of Class A office space on 30 acres, 1.5 million square feet of retail, hospitality, civic and mixed-use projects, six themed urban parks and a variety of tree-lined promenades, casual gathering places, bikeways, and plazas. Population at buildout will be approximately 7,500. The multi-billion dollar development is estimated to take 20 years to complete.

OBJECTIVE 3.1

Assist in the marketing and outreach for office, commercial and retail tenants.

OUTCOME 3.1

An urban village destination throughout San Diego that embodies the new shift towards convenient, lifestyle-centric living.

ACTIONS		PRIOIRTY	TIMEFRAME
3.1.1	Assist in the marketing and outreach for tenants of new Class A office development.	High	Qtr 2
3.1.2	Assist in the marketing for tenants in the mixed use development projects.	High	Qtr 4
3.1.3	Facilitate retail applications for Sudberry Commerical Development.	High	Qtr 4

3.2 Bayfront

The Chula Vista Bayfront Master Plan is Southern California's largest waterfront development opportunity at 535 acres. The Bayfront will offer panoramic views from Baja California to San Diego, and across the San Diego Bay.

With proximity to both Baja California and San Diego, the Bayfront will supply a unique bi-cultural tourist opportunity for South San Diego County. The Bayfront project will *create 2,200 permanent jobs, 7,000 construction jobs, approximately $1.3 billion to the regional economy and $11.5 million in annual tax revenue.* The future development includes 3,100 new hotel rooms, 415,000 square feet of conference meeting space, 1,500 new high-rise residential units, 225,000 waterfront visitor serving retail and 750,000 new office and commercial space.

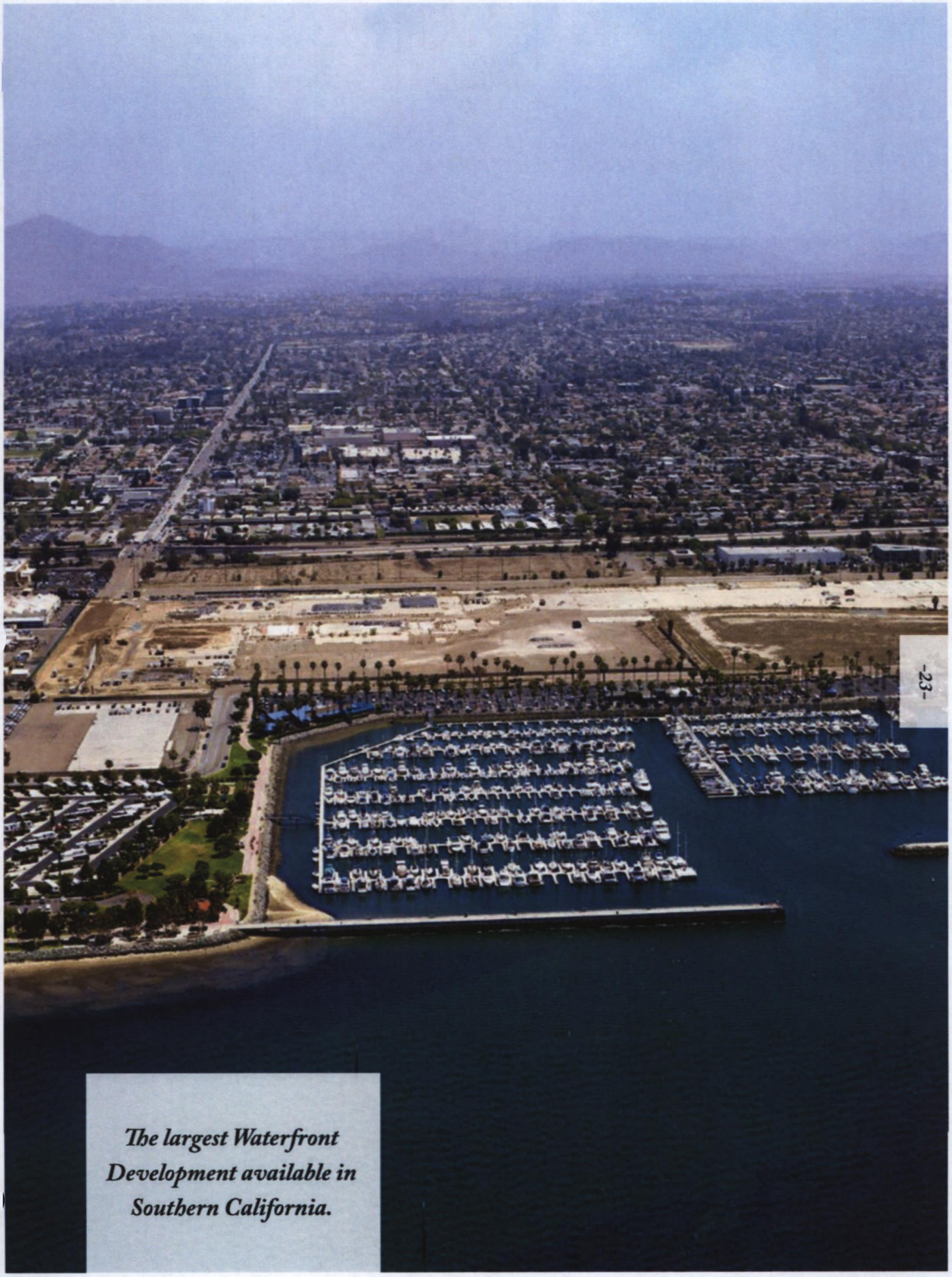
OBJECTIVE 3.2

Approve amended and restated finance agreement, coastal development permit for Pacifica and a Development Agreement between RIDA Development and the Port District.

OUTCOME 3.2

Secure public financing, regulatory approvals and implementing agreements for the first phase of the project.

ACTIONS		PRIOIRTY	TIMEFRAME
3.2.1	Approve amended and restated finance agreement.	High	Qtr 1
3.2.2	Approve Coastal Development Permit for Pacifica Development.	High	Qtr 4
3.2.3	Negotiate implementation agreements between Port District and RIDA Development.	High	Qtr 3



The largest Waterfront Development available in Southern California.

3.3 University and Innovation District

The City of Chula is working to establish a University and Innovation District campus on a 375-acre site in the southeast corner of the city.

Chula Vista, is a growing city located approximately four miles north of the US/Mexico border and the midpoint between the downtowns of San Diego and Tijuana, envisions this campus as an educational destination and regional economic engine. Given the unique location of the proposed site the project has the opportunity to attract regional, national, and binational attention and set the stage for an innovative educational campus to act as the new national model for higher education.

OBJECTIVE 3.3

Attract interest from national higher education institutions and innovation district tenants.

OUTCOME 3.3

Secure a development partner (s) for the University and Innovation District project.

ACTIONS		PRIOIRTY	TIMEFRAME
3.3.1	Form Chula Vista University Partnership.	High	Qtr 2
3.3.2	Form Land Trust.	High	Qtr 2
3.3.3	Hold Higher Education Summit.	Medium	Qtr 3
3.3.4	Complete Land Use and Environmental Document.	High	Qtr 3

3.4 Property Management Program

The goal of the Property Management Program is to update and standardize all existing leases and licenses. The City currently has 31,350sqft of commercial/industrial space leased or licensed and occupied by outside tenants, as well as, 21,300sqft of remaining space; not utilized by the City, that could be made available in the next fiscal year.

The City currently has an occupancy rate of 60% and generates lease revenue at a rate of 48% of current market. Available City space and reconciling these older, non-market agreements, the City can significantly improve asset utilization to 72% occupancy at a rate of about 90% of market.

OBJECTIVE 3.4

Update and standardize all existing leases and licenses on City owned property.

OUTCOME 3.4

Increase the occupancy rate of City owned properties and the current market lease revenue.

ACTIONS		PRIORITY	TIMEFRAME
3.4.1	Renew and bring to compliance all expired agreements.	High	Qtr 1
3.4.2	Month to month lease of golf course and restaurant.	High	Qtr 2
3.4.3	RFP for lease of golf course and restaurant.	High	Qtr 2
3.4.4	E Street T.O.D. Disposition	Medium	Qtr 3

3.5 Create a Public Art Program

Public art has the power to transform and communicate the City's image. The City of Chula Vista currently has over 80 public art pieces located throughout the City as well as an extensive inventory of contemporary art pieces.

The goal of the City's public art program will be to build a publicly available collection of artwork celebrating all Chula Vista has to offer and encouraging understanding and enjoyment of different art forms. A broad range of public art serves as the perfect medium for connecting the City's creative spirit and enhancing community character. Being recognized as a cultural arts destination will create a healthier and stronger community and will assist in attracting new and visiting populations.

OBJECTIVE 3.5

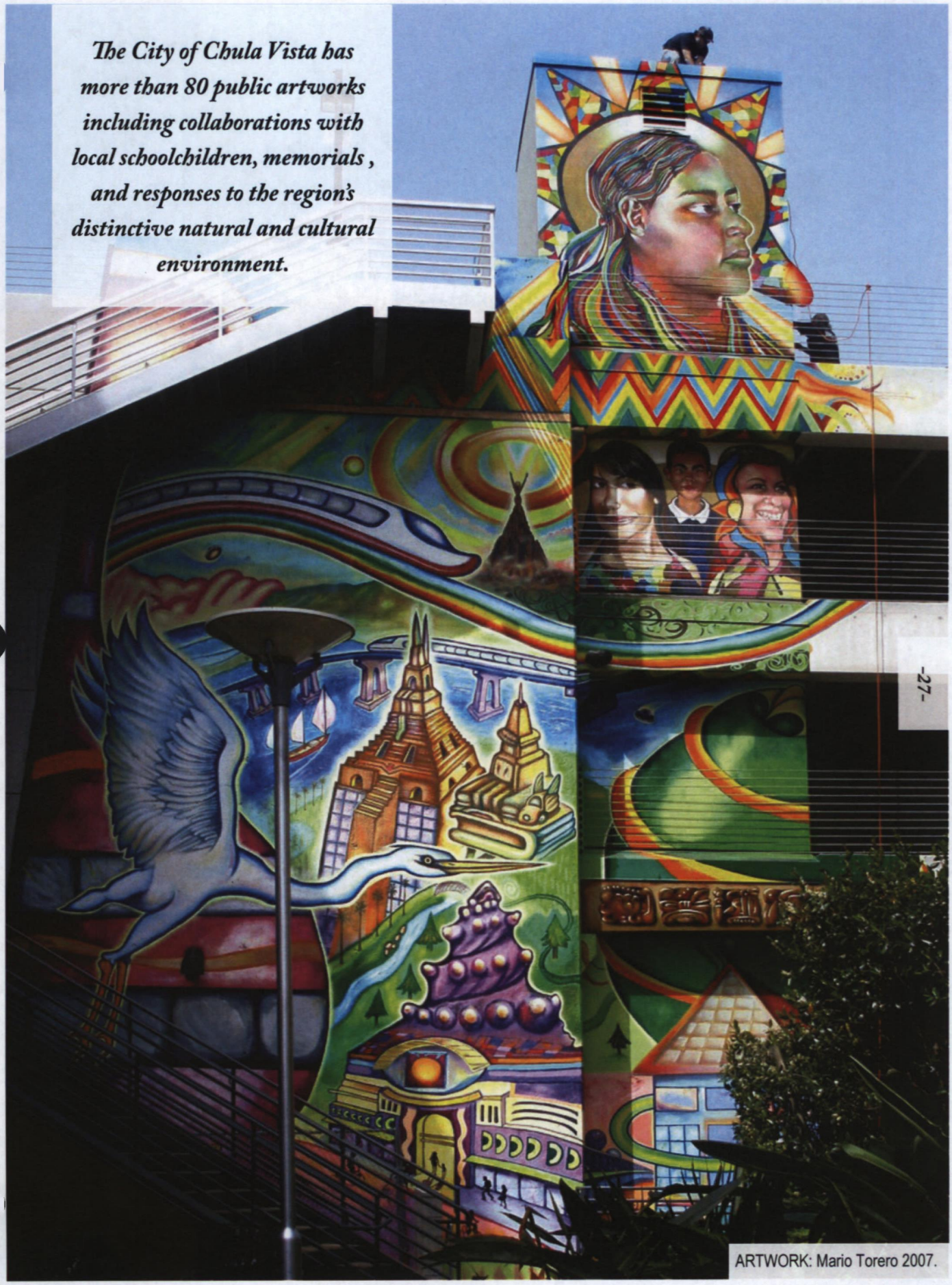
Create a Public Art Program to build a publicly available collection of art work that celebrates Chula Vista.

OUTCOME 3.5

Build Chula Vista's identity as a cultural arts destination to advance the City's competitive edge and attract new and visiting populations.

ACTIONS		PRIORITY	TIMEFRAME
3.5.1	Develop Public Art Policy and work to integrate public art into projects.	Medium	Qtr 4
3.5.2	Develop Curatorial Policies to ensure the proper care and maintenance of the City's public art collection.	High	Qtr 4
3.5.3	Inventory and map all existing public art and contemporary art collection pieces.	High	Qtr 4
3.5.4	Develop exhibit policy for City facilities.	Low	Qtr 3

The City of Chula Vista has more than 80 public artworks including collaborations with local schoolchildren, memorials , and responses to the region's distinctive natural and cultural environment.



ARTWORK: Mario Torero 2007.

The department participates in over 30 outreach events per year.

PHOTO: Susan Yee 2014.

4. KEY STRATEGIC DIRECTION COLLABORATION AND OUTREACH

Collaboration with regional and binational partners is essential to strengthen regional accountability and sustainable economic development within the region. A coordinated sustainable economic strategy can guide Chula Vista in creating a culture of stewardship, innovation and action that can lead to prosperity and future economic gains.

Businesses are more willing to invest in a region when communities work together and understand its neighboring jurisdictions a well as its own unique assets. Chula Vista can boost its short and long term economy by implementing a coordinated and collaborative approach, with a specific focus on engaging neighboring communities, trade associates, regional economic development organizations and the private sector.

An untapped market City staff will be exploring is a cross border cultural arts collaboration, as Baja California is a regional epicenter of cultural arts.

4.1 Regional and Binational Collaboration

Planting the seeds of collaboration and unity is a worthwhile investment for Chula Vista. This creates an environment that cultivates growth, prosperity and raises awareness about the region.

Doing this enables Chula Vista to become an attractive selling point for incoming businesses or investors looking to locate in the region. The prospect of reduced barriers and increased cooperation is a strategic advantage City staff will continue to explore.

OBJECTIVE 4.1

Strengthen collaboration with local, regional and binational partners.

OUTCOME 4.1

International and regional knowledge of Chula Vista's assets and opportunities for business retention and attraction.

ACTIONS		PRIORITY	TIMEFRAME
4.1.1	Collaborate with local, regional, and binational stakeholders to develop partnerships that support business attraction and tourism.	Medium	Ongoing
4.1.2	Work with other government entities to market the region for business attraction, interchange of art exhibits and other cultural art activities.	High	Ongoing
4.3.3	Support programs and initiatives to plan, develop, and carry out cross border events.	Medium	Ongoing

4.2 Cultural Arts Public Outreach & Marketing

Provide residents and visitors easy access to cultural arts offerings and understanding the needs of local creatives and audiences is a key component to the success of cultural arts.

City staff and the Cultural Arts Commission are working on creating a multi-faceted approach to gather on-going input from the community to ensure the City is on trend with respect to cultural arts programming and support of the creative community city wide. The City will be creating a new cultural arts website, a cultural arts master calendar of both public and private events, and will be launching a cultural arts marketing campaign.

OBJECTIVE 4.2

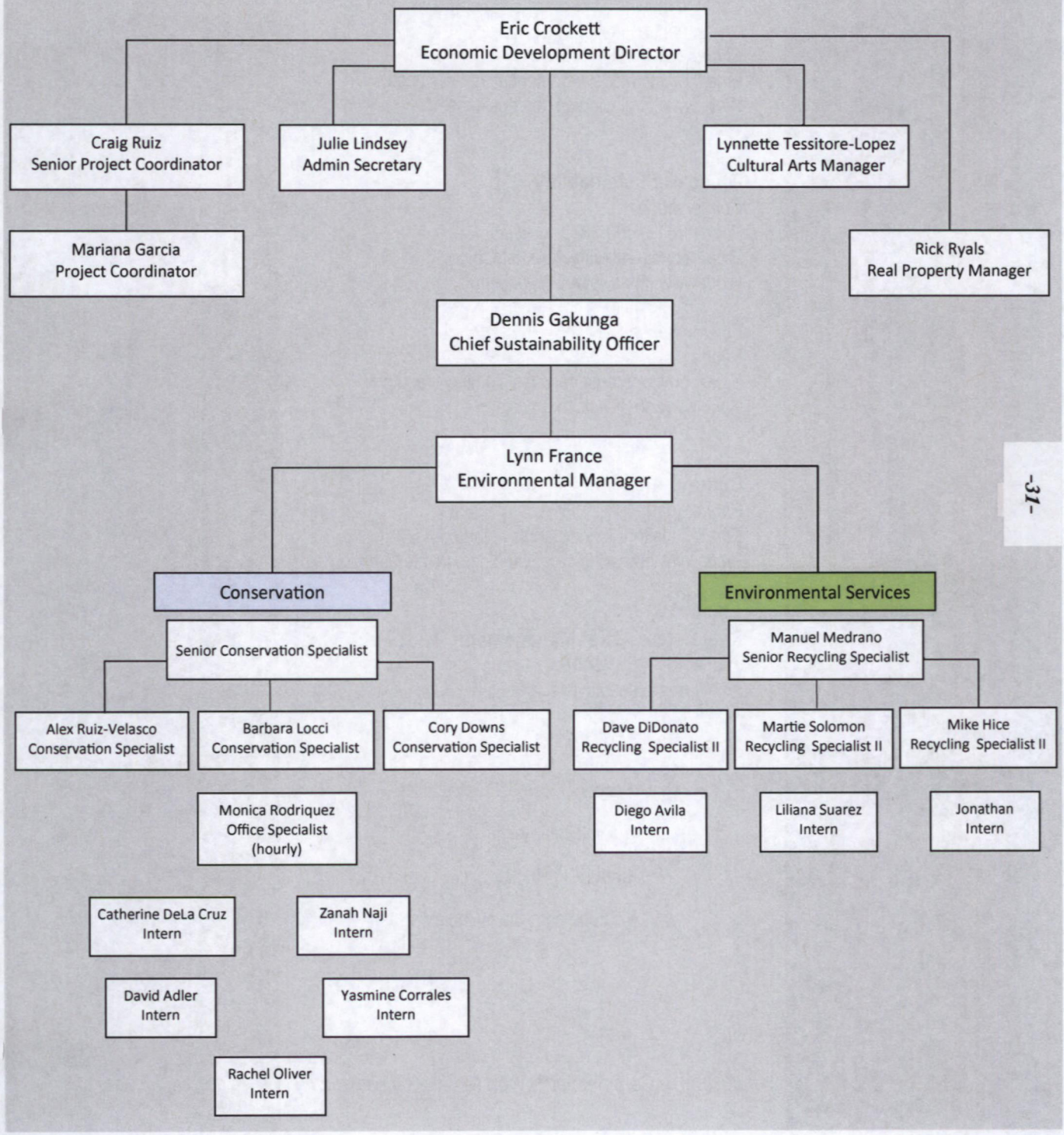
Work collaboratively with the City's Office of Communications, City departments and local partners to have on-going outreach and market cultural arts events and activities.

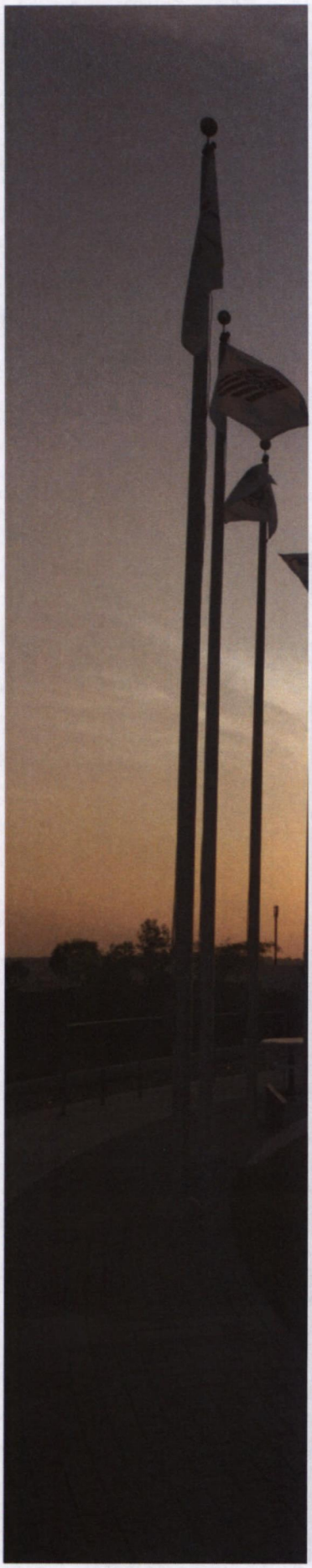
OUTCOME 4.2

Community involvement in the creation of a successful cultural arts movement, while being able to obtain real time information on how to participate in cultural arts events and activities.

ACTIONS		PRIOIRTY	TIMEFRAME
4.2.1	Create and maintain a cultural arts website.	Medium	Qtr 2
4.2.2	Conduct a Cultural Arts Assets Map.	High	Qtr 2
4.2.3	Create and maintain a city cultural arts master calendar of both public and non-public events, programs and activities.	High	Qtr 3
4.2.4	Coordinate marketing and promotion efforts between the City and city-wide partners such as Southwestern College and the Chula Vista Art Guild.	High	Ongoing

ECONOMIC DEVELOPMENT ORG CHART





CITY OF CHULA VISTA

Economic Development Department

276 Fourth Avenue, Building C
Chula Vista, CA 91910

Phone: (619) 409-1976
Email: economicdevelopment@chulavistaca.gov
Web: www.chulavistaca.gov/businesses

Office of Sustainability

Conservation
Phone: (619) 409-3893
Email: conservation@chulavistaca.gov
Web: www.chulavistaca.gov/clean

Environmental Services
Phone: (619) 691-5122
Email: environmentalservices@chulavistaca.gov
Web: www.chulavistaca.gov/clean

Cultural Arts

Phone: (619) 409-5465
Email: ltessitore-lopez@chulavistaca.gov
Web: www.chulavistaca.gov/residents/cultural-arts

Real Estate Asset Management

Phone: (619) 691-5118
Email: rryals@chulavistaca.gov

Facebook.com/ChulaVistaCity

@ThinkChulaVista

ChulaVistaRocks

Youtube.com/CityofChulaVista

Industrial | Commercial | Workforce | Quality of Life

Sidewalk Permit

CITY OF CHULA VISTA

Economic Development Department

Temporary Sidewalk Café/ Encroachment Permit Application

A temporary sidewalk café/ encroachment permit will give Third Avenue tenants (between H Street and E Street along Third Avenue) the option of providing outdoor dining in a way that is safe for pedestrians and patrons.

SITE INFORMATION

Business Name_____ **Business Type**_____

Site Address_____

Adjacent Uses_____

Previous Use (if known)_____

APPLICANT INFORMATION

Applicant / Contact Name_____

Address_____

Phone #_____ **e-mail** _____

Property Owner_____ **Phone#** _____

REQUIREMENTS

Please provide two (2) copies of the following documents:

1) A description of the Sidewalk Café Proposal that details the complete scope of work.

2) A Site Plan drawing showing the layout of the sidewalk area and building frontage (see sample on page 2 of this document). The Site Plan shall include:
   - ☐ Street, curb, sidewalk, property lines, and all pertinent existing street elements in the sidewalk area, such as, trees, tree grates, street light poles, signage posts, parking meters, street furniture, , and planting areas.
   - ☐ Frontage of the building to serve the proposed sidewalk café and adjacent buildings or tenant spaces.
   - ☐ Proposed boundaries of the sidewalk café
   - ☐ The distance between the proposed sidewalk café boundary and any street element (existing and proposed). A minimum clear distance of 5'-0" is required for the pedestrian pathway.
   - ☐ The approved means of ingress/egress from the existing building(s) and shall establish that these are not blocked, diminished, or altered in any way as a result of the temporary sidewalk café.
   - ☐ Dimension clearances for disabled access within the sidewalk café area.
   - ☐ The Site Plan shall be submitted on 11 x 17" size paper and shall contain all accurate dimensions.

3) Signed Sidewalk Café Maintenance and Removal Agreement

4) Photos or drawings of proposed street furniture to ensure it conforms to the Design Guidelines contained herein, on page 3.

Applicant's Signature:_____ Date:_____

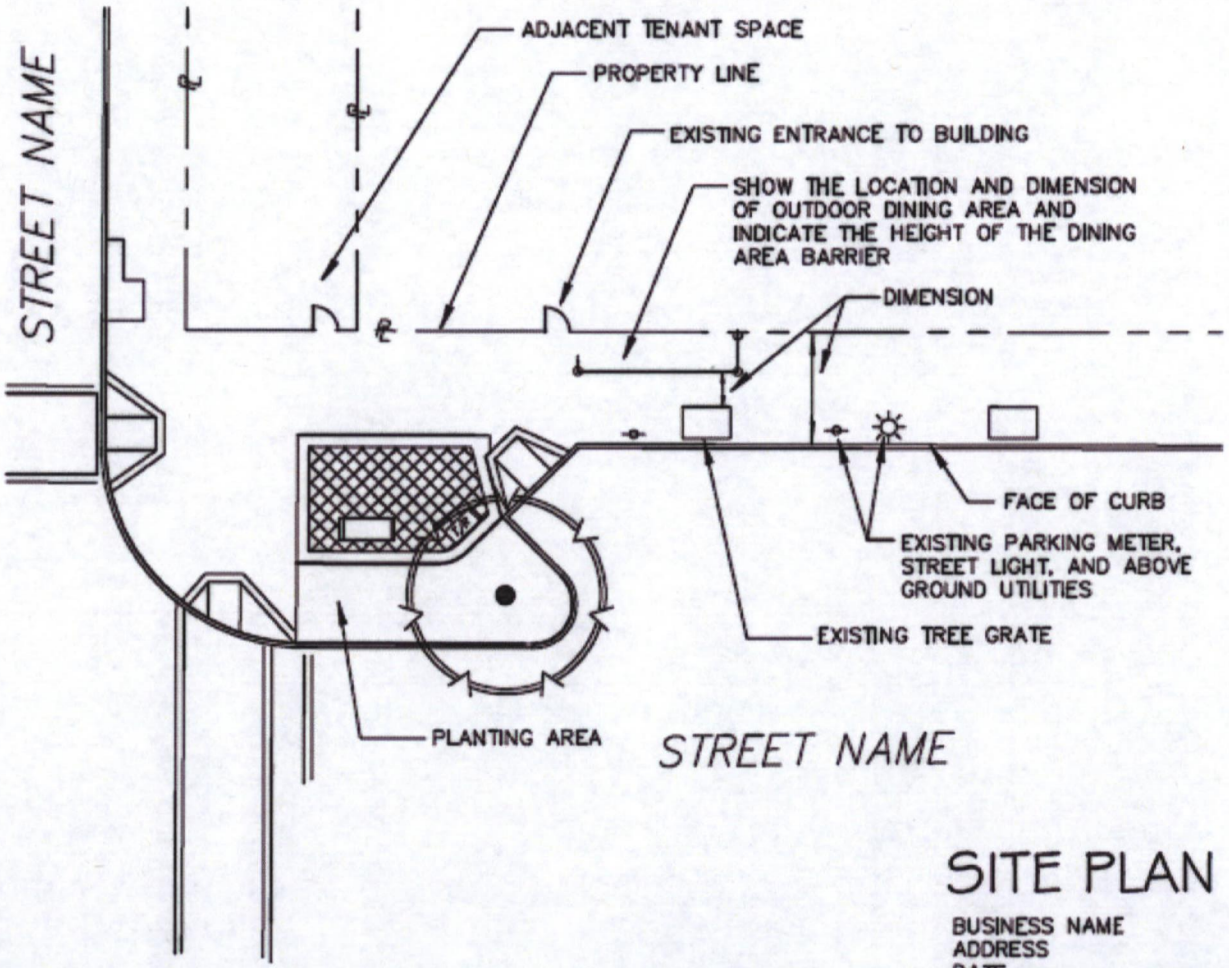
For Office Use Only

Is this proposal eligible? Yes ☐ No ☐ Verified by:_____ Date:_____

If no, what is the reason?_____

276 Fourth Avenue | Chula Vista | California | 91910 | (619) 409.1976

4562 Rev 2/17



SITE PLAN

BUSINESS NAME
ADDRESS
DATE

NORTH ARROW

Third Avenue Village Outdoor Dining Furniture and Fixture Guidelines

The following guidelines are to provide standards for the use of outdoor dining furniture and fixtures to ensure a quality visual appearance and maintain the Third Avenue Village character.

Tables and Chairs

Tables need to be functional, not only for patrons, but also for pedestrians, given the limited space available for outdoor dining on many of the Third Avenue Village sidewalks. Outdoor dining furniture must contribute to the overall atmosphere of Third Avenue's entertainment/retail/restaurant district and be complementary in both appearance and quality.

Figure 1

Figure 2: Smaller bistro style tables and chairs.

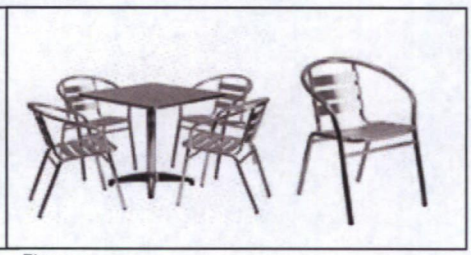


Figure 3

Barrier Designs

Dining area barriers shall be visually appealing and shall define and separate the dining area from the public sidewalk.

Sectional Fencing: Sectional Fencing (generally defined as rigid fence segments that can be attached together to create a unified fencing appearance) is the most desirable solution for outdoor seating areas using barriers. Sectional fencing must be of metal (aluminum, steel, iron, or similar) or of wood construction and must be of a color (either painted or stained). Stanchion base must be flat and measure no more than one-half (1/2) of an inch above the sidewalk surface (see Figure 5).

Height: The barrier must measure between 36 inches and 48 inches, with the exception of planters. Planters' height may vary but in all cases must not exceed a maximum of 8 feet from sidewalk to top of plant materials. All planters must have plants contained within them. All dying plant material shall be immediately replaced (see Figure 6).

Maximum Distance from Ground: All barriers must be detectable to visual impaired pedestrians who employ a cane for guidance. Therefore, the bottom of barriers must be no greater than 24 inches above the sidewalk surface.

Minimum Access Width: Opening to access the sidewalk café must measure a minimum of 44 inches in width.

Figure 4: The height must be at least 36 inches along the entire fenced outdoor dining area.

Figure 5: Sectional Fencing.

Figure 6: Planters must not exceed 8 feet from sidewalk to top of plant materials

Please note that the outdoor dining area is for tables, chairs only. Other appurtenances or furnishings are not permitted within this area. Furniture and fixtures must not be secured to trees, lamp posts, street signs, hydrants, or any other street infrastructure by means of ropes, chains or any other such devices. All furniture and fixtures must be maintained in good visual appearance, without visible fading, dents, tears, rust, corrosion, or chipped or peeling paint. For more information please refer to the Third Avenue Village Outdoor Dining Design Guidelines that provide further details.

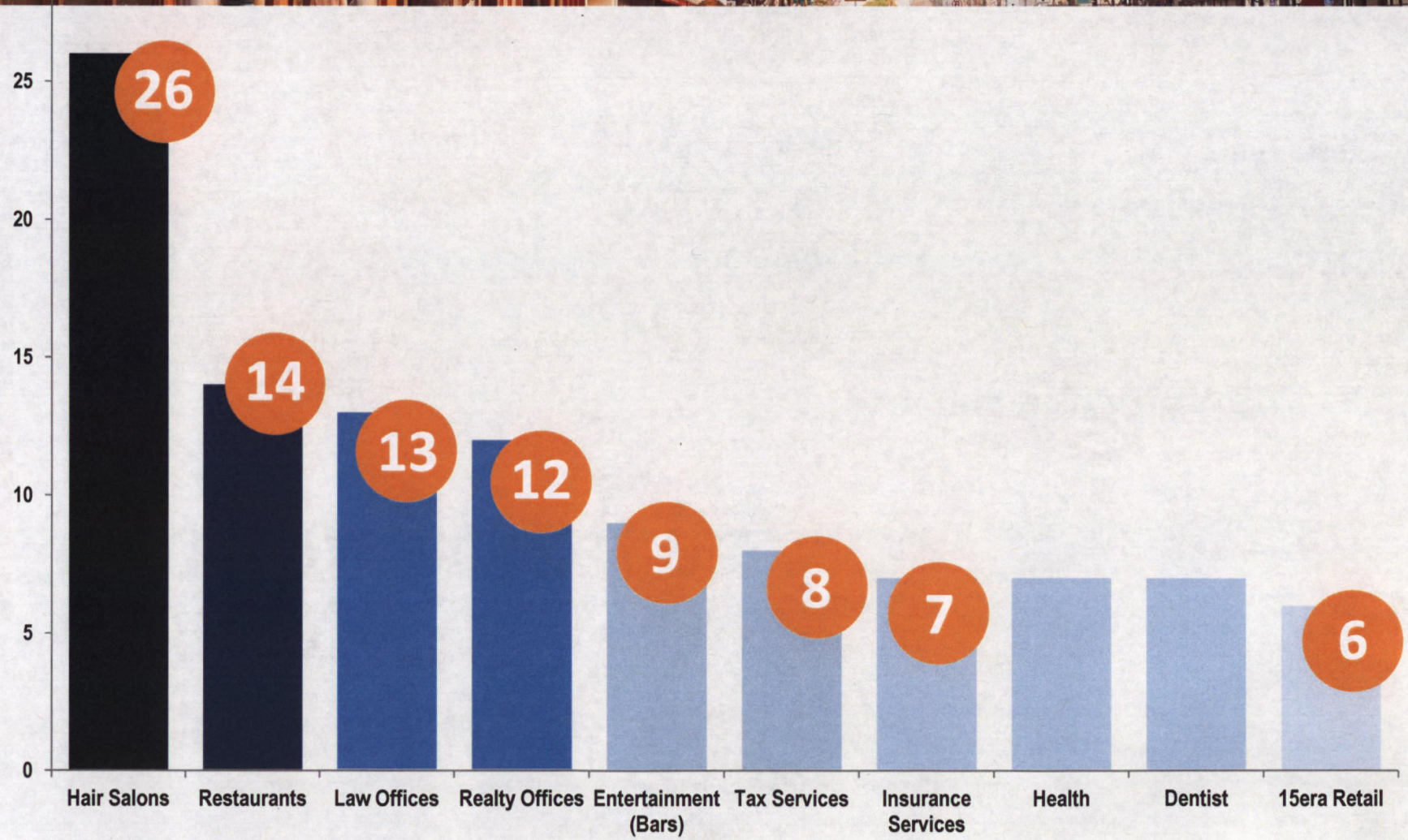
THIRD AVENUE BUSINESS DEMOGRAPHICS

Type of Businesses

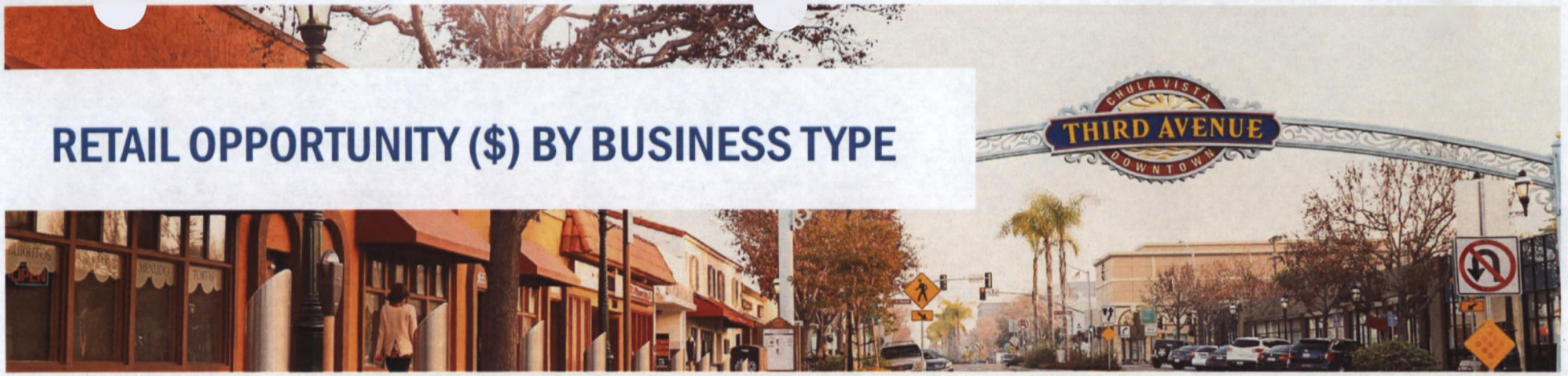
Retail Opportunity

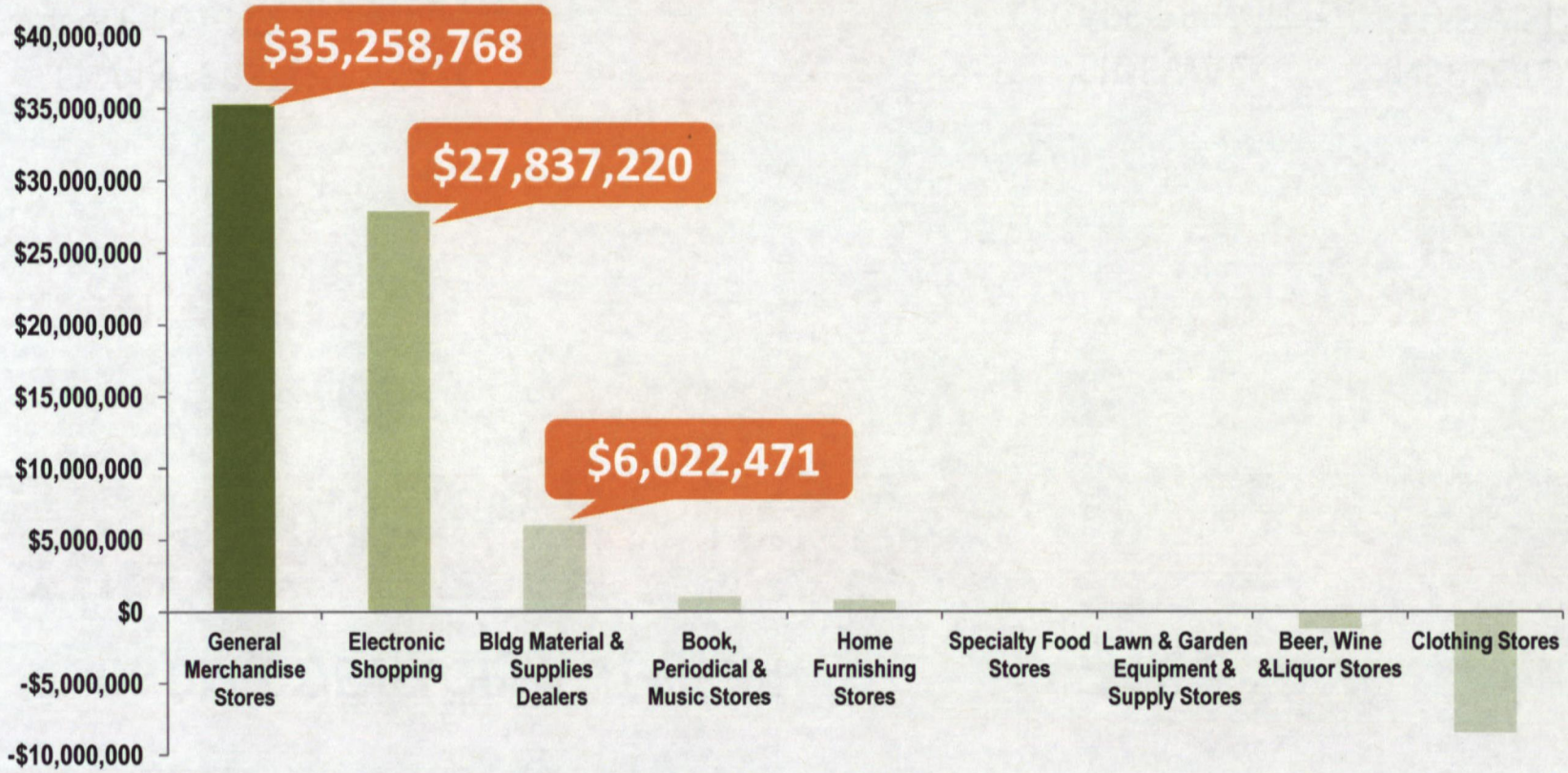
Economic Development Vision

BUSINESSES BY TYPE



RETAIL OPPORTUNITY ($) BY BUSINESS TYPE





ECONOMIC DEVELOPMENT VISION

1 ED PROGRAMS FOR 3RD AVENUE

LOW INTERST RATE LOANS

2 CO-WORKING CLUSTER MEETINGS

4

3 CITY PERMIT AWARENESS

SIDEWALK CAFÉ PERMIT

INSPECTOR SITE VISIT

4 TOWN HALL MEETING

Loan Program

City of Chula Vista
Economic Development Department
Small Business Loan Program
Program Guide

The Chula Vista Small Business Loan Program has been developed to provide low interest loans for Third Avenue Property Owners looking to attract new and upcoming business tenants. This program is designed to make improvements to the appearance and functionality of properties on Third Avenue from E Street to H Street. We hope that by participating in this program, you and your neighbors will be encouraged to continue to promote and invest in Third Avenue's Downtown District.

Loan Terms:

This is **a 2 % interest loan**. The loan will be for a term of five years. You will need to make payments on this loan. As part of the paperwork you complete to participate in this program, you will sign a *Deed of Trust* which will authorize the City to register a lien against your property with the County of San Diego. If you sell your property before the end of the five year term, the amount of the loan that remains will be due.

Eligible Repairs

The low interest loans can be used to hire a contractor to make the following repairs to your property. These repairs are for the existing portion of your proprety ONLY. Property additions are not covered under this program.

Fire Sprinklers:

- Installation of new Fire Sprinklers required by Fire Department

Grease Trap:

- Installation of new grease trap to conform with current sewer regulations

Sewer Fees and Improvements:

- Payment of sewer fees required by Engineering Department
- Sewer Lateral upgrades to meet current regulations

Tenant Improvement Repairs

- Kitchen Hood
- ADA improvements

Maximum Loan Amount:

The maximum amount that can be borrowed through the program is $40,000.00 per property.

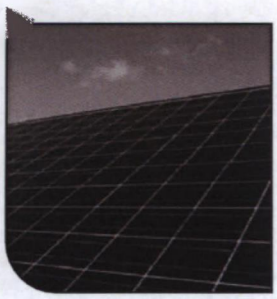
Application Process and Checklist:

Checklist	Explanation
1) Initial Meeting: □ Attend initial meeting about the program with City Staff.	
2) Submit Application: □ Complete **Application** □ Attach copy of **your Deed of Trust**	*The **"Deed of Trust"** demonstrates that you are the legal owner of your property. If you need to get a copy of your **Deed of Trust** contact the County Recorder's office at (619)685-2455 or online at: http://arcc.co.san-diego.ca.us.*
3) One-on-One Meeting: City staff will call you to set up a **1-1 meeting** to discuss the repairs, and to have "before" pictures taken of your property. If necessary, revise application.	*The purpose of the 1-1 meeting is to explain the program, discuss the repairs you want for your property, and to take "before" pictures and video to document the repairs.*
4) Receive **Application Response Letter** from the City.	*The **Application Responset Letter** lists the repairs that the City tentatively approves for your loan. You will need separate approval for all government permits.*
5) You will receive paperwork that must be signed in order to proceed, including the: new **Deed of Trust, Promissory Note and Affidavit of Responsibilty**	
6) You can either sign the paperwork and submit copies by mail to the City, or you can arrange a meeting with staff to sign the paperwork. □ **Deed of Trust (New)** □ **Promissory Note** □ **Affidavit of Responsibilty**	*The* **Deed of Trust** *and* **Promissory Note** *allow the City of Chula Vista to register a lien against your property, so that if you sell your property before the 5 year loan term ends, the the amount of the loan that remains due must be paid back to the City. The* **Affidavit of Responsibility** *says that you will not hold the City responsible for any faulty work that might be preformed by your contractor.*
7) Once the City receives the signed documents, and a copy of a building permit for the associated work, it will issue a	

Notice to Proceed both to you and the contractor. Once you receive this **Notice** you can begin the repairs.	
8) After the Contractor has finished the work to your satisfaction, you will submit a: □ Signed **Request for Contractor Payment** to the City □ **Invoice** from your contractor □ Evidence work has been inspected and approved by the City	
9) Once the City receives the **Request for Contractor Payment**, it will pay your contractor directly for the repairs, and will notify you that the payment has been made.	
10) After the contractor has been paid, Staff will call you to schedule a follow up visit to assess your satisfaction with the program, and take "after" pictures.	

Who should I contact for more information?

Please contact: Craig Ruiz, City of Chula Vista Economic Development
Phone: 619-691-5248
Email: cruiz@chulavistaca.gov



Get a FREE on-site energy and water evaluation of your facility (a $300 value) when a new business license is issued, or every four years for an existing license if your business has a storefront or offices! The evaluation can be completed by Conservation Specialists in about 30 minutes. Set up your appointment today!

Chula Vista

FREBE PROGRAM

Free Resource & Energy Business Evaluation

What are the benefits?

- FREE assistance identifying ways to reduce energy and water costs
- FREE energy and water rebate assistance and 0% interest financing options for qualified projects and customers
- No-cost compact fluorescent light bulbs, FREE "smart" power strips or other devices
- FREE training on ways to easily track energy and water costs
- Notices regarding FREE business-specific services and rebates
- Comprehensive report upon completion

Make an appointment!

Visit www.chulavistaca.gov/clean and go to the online calendar to schedule your appointment, or call (619) 409-3893.

For more information about the program or ordinance, please contact the Department of Conservation & Environmental Services at (619) 409-3893 or email Conservation@chulavistaca.gov

It really works!

We've built a partnership with the City of Chula Vista on becoming "green." It is incredible how much they have saved us on our utility bills! Seeing all that savings going to our bottom line is awesome."

– Red Lobster, Chula Vista

We were happy to try anything to save energy. The evaluation really helped cut our costs! We are also pleased with the brighter lights and the great selection of bulbs.

– El Torito, Chula Vista

SDGE

A Sempra Energy utility®

This program is funded by California rate payers under the auspices of the California Public Utilities Commission.

CITY OF CHULA VISTA

Conservation Section
Public Works Department