



Project Description

Location and Initial Project Description

The Otay Ranch Town Center (Town Center) is located on the east side of State Route 125 (SR-125), north of Birch Road, south of Olympic Parkway, and west of Eastlake Parkway. As an infill location, residential development exists on the west side of SR-125 and east of Eastlake Parkway as well as a portion of the area south of Birch Road. Commercial development exists north of Olympic Parkway. Birch Road, Eastlake Parkway, and Olympic Parkway are built as 6-lane roads that serve the larger community. The northern portion of the Freeway Commercial Village is owned and being developed by Baldwin & Sons per an amendment to the SPA in 2016, and includes residential, commercial and hospitality uses.

Overall, the development concept for the site is for a truly integrated, mixed-use, Town Center with a variety of land uses that will support the retail and food and beverage platform to its highest and best performance. This involves five primary components to the project:

- 1) **Extending Town Center Drive** from the north directly into the site, rather than it terminating at the Ring Road, as it exists today. This will allow direct access from Eastlake Parkway, through the Baldwin site and directly into the Town Center.
- 2) **Introduction of a plaza-style park/open space** that will serve as the interface between the existing commercial/food and beverage and proposed residential.
- 3) **Introduction of residential uses** within the Town Center that will be walking distance to Town Center community-based businesses, retail, food and beverage and the bus rapid transit station located on the site.
- 4) **Improving pedestrian connections** within the site in key areas.
- 5) **Adding/improving commercial/food and beverage** in strategic locations within the Town Center.



With the application of these project components, combined with the existing 670,000 square foot Town Center, we have the opportunity to shape the site for long-term economic and operational viability.

This integrated approach to a mixed-use program is highlighted most appropriately through the lens of the Urban Land Institute (ULI) that has studied mixed-use development for decades. True mixed-use development as defined by ULI is “three or more significant revenue producing uses; significant functional and physical integration; and conformance to a coherent plan.” Please see below for more explanation on those uses and how they may come together:

Revenue Producing Uses Proposed for The Town Center to Create a Mixed-Use Community

1. Retail: Optimize existing + potential for new.
2. Community-based businesses: Optimize existing + potential for new.
3. Food and Beverage: Optimize existing + potential for new.
4. Residential: Up to 904 homes for consideration on the property and supporting amenities. A variety of residential programs would be allowed subject to market viability:
 - a. For Lease
 - i. 3-4 story garden style
 - ii. 4-5 story wrap
 - b. For Sale
 - i. Attached townhomes
 - ii. Attached condominiums
 - c. Senior Housing
 - i. Independent living
 - ii. 55+
 - d. Affordable Component
 - i. 10% minimum

Conformance to an Integrated, Coherent Plan

Our objective is to carefully curate an integrated master plan for the site that can be developed incrementally over time, but in complete phases as market demands justify. We are also striving to diversify business and service offerings that not only perform economically, but have long-term benefits to the community. The Town Center will involve a General Plan Amendment (GPA) to designate the site for Mixed-Use Transit Focused, an Otay Ranch General Development Plan Amendment (GDPA) and a Freeway Commercial Sectional Planning Area (SPA) Amendment to accommodate the residential component reflect the new land use and development standards, and a Tentative Map to subdivide the property.