

# Living

*in Chula Vista: A Place to Call Home*



CHULA VISTA  
CHAMBER  
OF COMMERCE

2011 membership & resource guide

*There's something for everyone!*

# living *in Chula Vista*



Chula Vista means “beautiful view” in Spanish and, indeed, the city lives up to its name. Located just seven miles from downtown San Diego and seven miles from the Mexican border, the city is at the center of one of the richest economic and culturally diverse zones in the United States.

With a population of 230,000, Chula Vista covers 50 square miles and is bordered by the Pacific Ocean on the west and mountains on the east.

As the second largest city in San Diego County, Chula Vista has quickly become a special destination for tourists. One of the nation’s few year-round U.S. Olympic Training centers is located here. Visitors can shop at the region’s newest lifestyle center, take in an outdoor concert at Cricket Wireless Amphitheatre, or make a splash at Knott’s Soak City USA. And there’s more - top-notch golf courses, a scenic marina, the Chula Vista Nature Center, beautiful parks, and an endless variety of dining, shopping, business and leisure opportunities.

Excellent planning has been Chula Vista’s hallmark. With its six lane boulevards, north/south toll road, and both master planned and established communities, the City continues to provide the best in living choices. From estate homes to affordable housing, Chula Vista has something for everyone.

One stop in Chula Vista is all it takes to see what makes Chula Vista one of the fastest growing and most successful cities in the country. Green grass parks with bright and fragrant flowers, seemingly endless rolling hills, majestic mountains rising toward clear blue skies, a peaceful bay that houses boats of all shapes, sizes and speeds, are what makes Chula Vista distinctively special. The nation’s best home builders have made Chula Vista one of the most sought after places to live and play.

The master plan concept popular throughout much of California and other parts of the country was perfected in Chula Vista. Distinct communities such as East Lake, Rancho del Ray, Rolling Hills Ranch, and Sunbow illustrate just how successful this concept can be.

These communities, located amidst lush landscaping and striking native Southern California palm trees, demonstrate the depth of planning and detail required to provide residents with a comfortable and positive lifestyle. There is an ongoing commitment to providing public facilities - parks, public service’s and schools - within these communities.

## *Affordable Housing*

The City of Chula is committed to developing and implementing a variety of proactive and innovative affordable housing opportunities for all residents and has an excellent track record in doing so. Through partnerships between the City, property owners, housing developers and nonprofit community-based agencies, the City has developed exemplary programs designed to assist in meeting the housing needs of low and moderate income households. Some of these programs include:

- **First Time Home Buyer Program:** can include mortgage credit and additional incentives for the home buyer
- **Owner-Occupied Improvement Program:** grants and loans are available for lower income owners
- **Affordable Housing Production:** predevelopment, new construction, and rehabilitation financing opportunities are available as well as assistance to homeless shelter/service providers.

New construction and rehabilitation of rental housing, new construction of townhouses and condominiums for first-time home buyers, transitional living housing, homeless shelters, and projects for special needs housing groups have all been established through the City of Chula Vista’s Affordable Housing Programs. Current and upcoming affordable housing developments include:

- **Brisa del Mar Village:** Located at 1689 Broadway, consists of 106 2-4 bedroom rental units as well as 15,000 square feet of retail space.

# a place to call home

*The nation's best home builders have made Chula Vista one of the most sought after places to live and play.*



- **Seniors on Broadway:** Built by the MAAC Project; located at 826 Broadway, offers 41 rental units to very low income seniors.
- **The Landings:** Chelsea Investment Co. was approved to develop an additional 143 affordable rental units to complete The Landings II on a site adjacent to the first phase. The City contributed \$2.4M in HOME funds and \$4M in Redevelopment Agency Low and Moderate funds. 3-bedroom attached homes by Brookfield/Shea/Otay at Winding Walk in eastern Chula Vista. Call (858) 526-6561.
- **Mar Brisa:** TriMark Pacific developed the Mar Brisa townhome project to provide first-time home buyer opportunities for 70 low-income and 45 moderate-income buyers in satisfaction of the San Miguel Ranch Master Plan Community obligation. All units were sold in late 2006.

**Sedona:** Provided first-time home buyer opportunities for 32 low-income buyers in satisfaction of the Rolling Hills Master Plan Community obligation.

**Trolley Trestle:** This project was completed in December 2000 at 746 Ada Street in the Southwest Redevelopment Project Area. It provides 11 transitional housing units for children transitioning out of foster care programs. It is operated by South Bay Community Services.

## Communities

Abundant amenities and beautiful homes make **Otay Ranch** a great address! Close-to-home amenities in a pedestrian-friendly setting are the hallmark of Otay Ranch. Private swim clubs, walking trails, abundant parks and technically advanced schools — all within walking distance of most home — create an inviting small town experience. The community is also just minutes

away from numerous restaurants and the fashionable Otay Ranch Town Center.

With Otay Ranch's many outdoor amenities and village-style design, residents regularly run into neighbors as part of their ordinary routine. Residents also turn out by the hundreds for community wide events, such as the annual Easter Egg Hunt, Otay Ranch Day and Holiday Tree-Lighting Ceremony.

Otay Ranch currently offers a variety of condominiums and town homes in Hillsborough, a village with inviting French Country architecture. Hillsborough Swim Club, a private swim club for residents, the 7.5 acre Santa Venetia City Park and Veterans Elementary School are all located within its centralized village core.

New homes are also selling in Montecito Ridge, an enclave of 361 single-family homes located on a ridge overlooking the 280-acre Wolf Canyon. Residents will also be able to enjoy many of the amenities being planned nearby at Otay Ranch's newest village of Montecito, scheduled to commence home sales in 2008.

The 800-acre Montecito village is planned to feature a traditional town square/village center with an elementary school, two city parks totaling 14 acres, mixed-use residential housing and two commercial areas with more than 250,000 square feet of shopping, entertainment and community facilities. Anchors are expected to include a major supermarket, drug store and specialty food store, all serving Montecito and adjoining villages.

Montecito's architecture will be modern adaptations of what is known as Santa Barbara style — a fusion of Mediterranean, Spanish, Moorish and early California designs — that has become one of the most beloved architectural styles in the world. Many of the shops will face onto the street with inviting display windows and canopies or arcade entrances.

## South Bay Expressway – Your Convenient, Fast, Reliable Alternative to Gridlock

Tired of sitting in gridlock on South Bay roads and freeways? South Bay Expressway (SR-125 South) takes you where you want to go – conveniently and stress-free! The 10-mile express toll road extends from SR-54 in Spring Valley through eastern Chula Vista, to Otay Mesa Road/SR-905 in Otay Mesa near the International Border; giving you easy access to Downtown, Sorrento Valley, Santee, I-8 and I-15, Otay Mesa, Mexico and more. Whether you're commuting to work or school, traveling to Mexico or driving to East County or South Bay shopping and entertainment centers, South Bay Expressway gives you a fast, reliable, scenic commute every time. We're like your own private shortcut around traffic!

## Commuting Made Even Easier with FasTrak®



FasTrak is the easiest, most convenient way to pay tolls on South Bay Expressway, allowing you to bypass tollbooths at full highway speeds. FasTrak customers save up to \$2.25 per trip compared to paying cash. Plus, your South Bay Expressway FasTrak account gives you the same nonstop access to all other California toll roads and bridges. Open your FasTrak account today at [www.SBxthe125.com](http://www.SBxthe125.com) or by calling 619-661-7070. You'll be glad you did!

*Our customers report saving 40 minutes and a gallon of gas each round-trip on South Bay Expressway.*

That's right! Our customers save time and money. When you consider the cost of gas and wear and tear on your car, saving time and driving fewer miles makes South Bay Expressway a great value. Here's what a few of our customers have to say about how South Bay Expressway benefits them:

*"I used to be 20 minutes late ... now I'm 10 minutes early!"  
–Sharon L., Chula Vista*

*"It's been a long time since I've enjoyed going to and from work."  
–Daniel H.*



## Committed to the Environment and Our Community

We are committed to our community and to enhancing the quality of life for our customers and all South Bay residents. Our \$35-million environmental and community investment program includes the use of reclaimed water for irrigation, sophisticated water quality monitoring and runoff treatment to protect our bays and ocean, the construction of trail networks, Little League ball fields and major improvements to Sweetwater Summit Park. We have also purchased more than 1,000 acres of native habitat, which is now permanent open space preserve, and maintain a comprehensive program to preserve natural wildlife habitat and corridors. On November 19 each year, we conduct our Drive for Charity; In just two years, we've raised nearly \$60,000 for local community organizations.

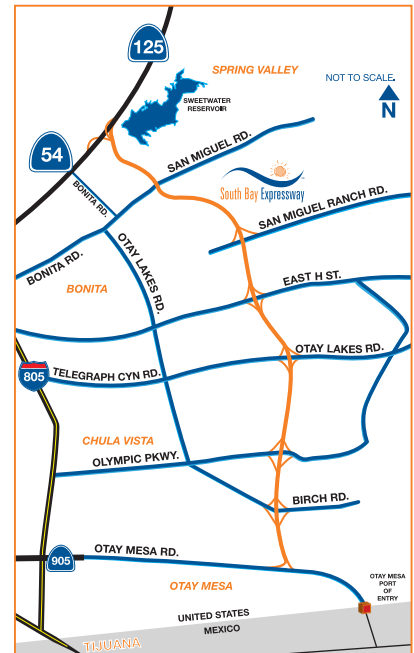
*See you Around Town and on the Road!*

As your neighborhood toll road, we love our community and our customers. Look for us around town at community events and activities. Stop by and say hello. We'd love to talk with you!

You can get more information at: [www.SBxthe125.com](http://www.SBxthe125.com) or by calling us at: 619-661-7070.



Join our social networks on Twitter and Facebook, just search for SBXThe125.



As with previous villages in Otay Ranch, Montecito is planned to feature a wide variety of home sin many price ranges. People attracted to the Otay Ranch lifestyle will find everything from carefree townhomes and condominiums to executive-style homes. Information on all of Otay Ranch's available neighborhoods, including floor plans and virtual tours, is available on the community website at [www.otayranch.com](http://www.otayranch.com).

Natural resource preservation is another important aspect of the Otay Ranch plan. For every acre of development in Otay Ranch, 1.18 acres is dedicated to the Otay Ranch Nature Preserve. To date, more than 3,500 acres have been set aside for the preserve, with The Otay Ranch Company dedicating the bulk of the land. The preserve is planned to ultimately encompass over 11,000 acres, creating valuable open space and wildlife habitats for future generations.

One stroll through the streets of **EastLake** and you'll sense the feeling of "home". There's something in the air there. It began in 1986 when they opened their first neighborhoods on 3,200 acres of land in the city of Chula Vista. They had a vision to create a community that has everything a family would ever need — schools, parks, stores, business centers — within a single area. Most importantly, they wanted to create a community that's safe, serene and supportive of healthy, happy living. EastLake is minutes from freeway connections to downtown San Diego, Lindbergh International Airport, Los Angeles, and Mexico.

The country-like living has suited residents well. In fact, EastLake has been voted San Diego's best new home community in The San Diego Union-Tribune reader's poll every year since 1997. And it keeps getting better with

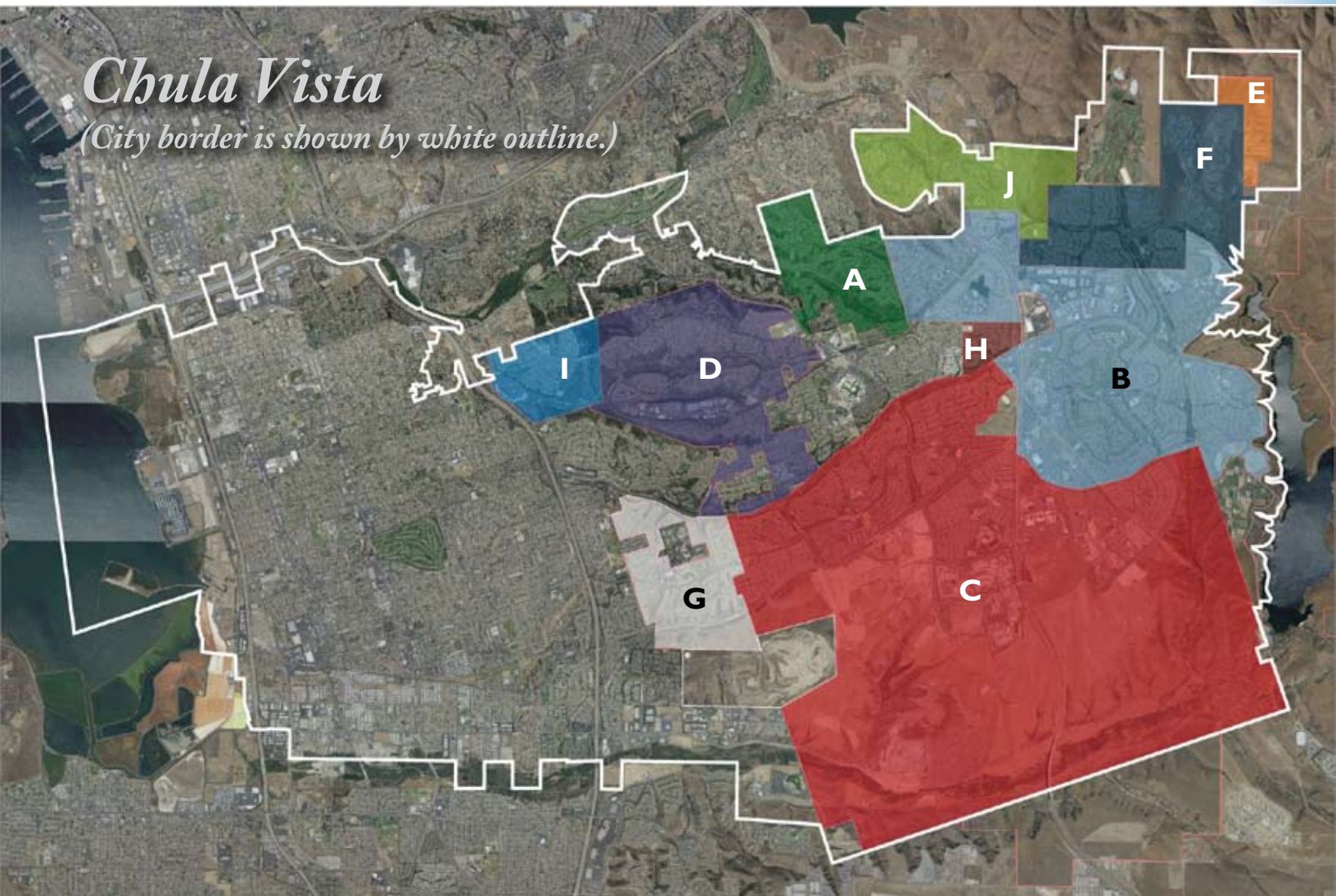
their newest neighborhoods: EastLake Vistas and The Woods by EastLake are a culmination of years and years of design and development — combining everything they know in two remarkable neighborhoods. The Woods turns the idea of a master-planned community into an art form.

## Master-planned Communities (see map below)

- A** Bonita Long Canyon
- B** EastLake
- C** Otay Ranch
- D** Rancho Del Rey
- E** Bella Lago
- F** Rolling Hills Ranch
- G** Sunbow
- H** Telegraph Canyon Estates
- I** Terra Nova
- J** San Miguel Ranch

## Chula Vista

(City border is shown by white outline.)



## Seniors/Retirement

Seniors have a variety of choices in Chula Vista.

### Fredericka Manor

Fredericka Manor is the largest retirement community in the South Bay and has provided top-notch services and care to seniors for more than 97 years. Situated on 24 acres of garden campus, this lovely community has over 304 resi-dential units including apartments, a penthouse in an seven story high rise, a variety of charming campus homes, and a 24/7 clinic available to all of our residents. Additionally, the campus has a care center with a capacity of more than 170 beds. Call (619) 205-4115 or toll free 1-800-310- 4696 for further information.

### Canterbury Court

At Canterbury Court Senior Apartments seniors can enjoy the pleasures of independent living and the benefits of regularly scheduled organized social activities; one and two bedrooms, stove and refrigerator furnished in each apartment; air conditioning and heating; small pets permitted; quiet and convenient location — easy access to 5 and 805 just south of 54, as well as on the bus line. Call (619) 585-8585 for more informaton.



### Atria Bonita

Atria Bonita Assisted Living provides inde-pendent and assisted living services in a beautiful three-story, Mediterranean-style building nestled in the center of Bonita's quiet country setting bor-dered by those trails and golf courses. With easy freeway access, an array of shopping, churches, banks, restaurants and medical facilities are in close proximity. Our 130 studio and one-bedroom

### Seniors on Broadway

Seniors on Broadway Limited Partnership was awarded HOME funds to construct 42 affordable senior housing units in the Southwest Redevelopment Project area at 825 Broadway. The maximum rents range from \$360-\$600 per month, based on the intent to serve extremely low-income seniors. The project was completed in December 2007.

Seniors on Broadway won the San Diego Housing Federation's Award for 2008 Housing Project of the Year for Less than 50 Units. The project has partnered with the adjacent charter school for a "Generations Together" program that provides inter-generational exchange between senior residents and the elementary school students. A collaboration between MAAC and SeniorNet created a computer lab and computer training for residents, school children, and the community.



### Norman Park Center

The award-winning Norman Park Center serves seniors and adults throughout the city. The center is located next to historic downtown Chula Vista at 270 F Street in Chula Vista and is operated by the City of Chula Vista Recreation Department. The center offers a variety of exercise classes, recreational activities, and a fitness center.

There are also many opportunities for volunteer service. Support services such as free legal services, and Meals on Wheels are located on the second floor. For further information call (619) 691-5086.



Since 1971, **South Bay Community Services** has been providing services and programs for children, youth, and families ...touching the lives of more than 50,000 annually



**changing lives...**

**restoring hope**

# Celebrating 40 Years of Service in the South Bay

South Bay Community Services (SBCS) is proud to be celebrating its 40th year of providing comprehensive family services in the South Bay.

Having grown from a drop-in center for at-risk teens, SBCS has expanded to offer programs and services for anyone, at any time, when they need it the most.

Responding to community need, SBCS has recently expanded emergency food, employment, and financial services to meet the growing demand of our local families. Join us as we work to build a better, stronger community.

*"Our Mission has stayed the same since 1971 . . . it's about providing services to children, youth and families to help them realize their potential . . . it's to provide a place for people to create the best life they can for themselves."*

- Kathryn Lembo, CEO



emergency shelters • therapeutic preschool • healthy development services • volunteer opportunities • domestic violence emergency services • transitional housing • emergency food • counseling • affordable housing • after school programs • support groups • rental assistance • foster youth services • case management • life skills • financial literacy • tax clinic • more...

[www.southbaycommunityservices.org](http://www.southbaycommunityservices.org)

1124 Bay Blvd., Chula Vista, CA 91911  
619.420.3620

# CONNECTING

Chula Vista Residents to  
Each Other and Local Businesses



## CONTRIBUTE. READ. ENJOY.

You can be a part of My Hometown magazine – Chula Vista. Do you have a neighborhood resource to share? A youth sports team to recognize? A community member to applaud? Contact us 800-497-1309 or visit [www.myhometownchulavista.com](http://www.myhometownchulavista.com).

 LIKE us on [Facebook.com/myhometownchulavista](https://www.facebook.com/myhometownchulavista)



# green living

*Your guide to a CLEAN Chula Vista and tips on how you can get involved.*

## Your Community.

Chula Vista is a great place to live, work and enjoy life. It takes commitment from all of us to maintain the well-being of our community for future generations.

## Your Environment.

The City of Chula Vista CLEAN Team is committed to sustaining a clean, healthy environment for people, as well as the native plants and animals that live here, too.

## Your Choice.

Become more environmentally conscious! The choices you make every day can help support a healthy, clean environment.



## Apartment/Condo Tips

Living in an apartment or condominium complex is a step in the green direction! Grouping housing units together naturally conserves resources. It does not take nearly the same amount of lumber, building materials, and landscaping to build 300 units as it does 300 individual homes. Green living tips for multi-family residences vary slightly from homeowners who can easily choose to upgrade their own property. They may not have the control to make modifications, but they do have the ability to make a big difference by following these tips:

- Stop Junk Mail - Reduce paper waste by taking your name off junk mailing lists. Start with prescreened credit card applications by calling (888) 5-OPTOUT or visit [www.OptOutPrescreen.com](http://www.OptOutPrescreen.com) to stop receiving these applications for five years.

- Lighten Up - Replace three frequently used light

bulbs with compact fluorescent bulbs (CFLs). This will save approximately \$60 in energy per year.

- Go Natural - Make your own natural cleaners without the use of harsh chemicals that drain into our soil and seas. Find recipes online at [www.naturalcleaningrecipes.com](http://www.naturalcleaningrecipes.com).

- Water Watch - Get creative with the way you conserve water. Wash your fruits and vegetables in a pan of water. When you are finished you can use this same water to water your plants.

Reduce, Reuse, and Recycle no matter where you live. The choice is yours.

## Visit your Library!

Need help finding resources to help you and your family "go green and clean" at home or at work? Look no further than your public library! Find many resources to start you on the path to green living such as:

- Easy Green Living: The Ultimate Guide to Simple Eco-Friendly Choices for You and Your Home by Starre Vartan

- Gorgeously Green: 8 Simple Steps to an Earth-Friendly Life by Sophie Uliano

- Healthy Child, Healthy World: Creating a Cleaner, Greener, Safer Home by Christopher Gavigan

- Live an Eco-Friendly Life: Smart Ways to Get Green and Stay That Way by Natalia Marshall

- True Green @ Work: 100 Ways You Can Make the Environment Your Business by Kim McKay

- True Green Kids: A Kids Action Guide to Earth Care by Marybeth Lorbiecki

For more information visit your local library, or check us out at [www.chulavistalibrary.com](http://www.chulavistalibrary.com).



CONTRIBUTORS: City of Chula Vista: Storm Water Management Section, Environmental Services Division, Conservation, Chula Vista Public Library; Audubon Society; Chula Vista Garden Club; Clean Energy; High Tech High Chula Vista; I Love a Clean San Diego; Otay Water District; REI; Southwestern College Small Business Development Center; Sweetwater Authority; Tijuana Estuary; Wakeland Housing and Development Corporation

## Green Building

Chula Vista has a long and successful history of leadership in environmental programs, including the development of Green Building Standards. "Green Building" involves the design, construction materials and operational methods of buildings to promote resource conservation, energy efficiency, and good indoor air quality. Chula Vista's Green Building Standards, recommended by the Climate Change Working Group, will be a complement to the City's other environmental programs.

Since November 2009, all submitted building plans must comply with the new standards, including new residential and non-residential construction, additions, and remodels. Appropriate building materials and products are readily available and comparable in cost. Builders will be able to market their products and improvements as being energy efficient, water conserving, recycling-friendly and more.

Information about Chula Vista's Green Building Standards can be found at [www.chulavistaca.gov/goto/sustainability](http://www.chulavistaca.gov/goto/sustainability).



## Water Conservation

Consecutive years of drought conditions, diminished water storage levels, and regulatory restrictions on water deliveries from Northern California have combined to severely limit water supplies around California. The regulatory restrictions are expected to affect water supply reliability in the years ahead, therefore making it essential for residents and businesses to increase conservation immediately. Both of Chula Vista's two local water providers, Sweetwater Authority and the Otay Water District, are currently at a Level 1 voluntary "Supply Watch." Under Level 1, all customers are strongly urged to voluntarily reduce water consumption by 10%. So far, both agencies have been able to avoid a mandatory water shortage declaration thanks to its customers'

water conservation efforts and investments in drought-proof water resources (such as desalination and recycled water). Customers are still encouraged to review their water use both inside and outside the home to ensure that water is being used wisely. Water saved now is stored and helps minimize future demands to further conserve.

The City collaborates with the two water providers to conserve water throughout the community by providing water-saving information, promoting incentive programs for water-efficient upgrades, distributing free indoor water savings kits (see Energy section), and offering free home water evaluations through the NatureScape program (see Green Gardening section). Here are some ways to save water and reduce your water bills:

### Indoor Water Use

- Install a high-efficiency toilet which uses only 1.28 gallons per flush
- Don't use your toilet as an ashtray or wastebasket
- Only run your dishwasher and clothes washer when fully loaded
- Install water-saving showerheads that use 2 gallons per minute or less
- Shorten your shower time and turn off the water while brushing your teeth or shaving
- Install water-saving faucet aerators that use 1.8 gallons per minute or less
- Purchase appliances and water-efficient products with the EPA WaterSense logo

### Outdoor Water Use

- Use a broom instead of a hose to clean patios, driveways, and walkways
- Water your lawn and landscaping before dawn or after dusk
- Adjust sprinklers to avoid overspray and run-off
- Replace traditional irrigation sprinklers with rotating spray nozzles
- Install a weather-based irrigation controller
- Add 3" of mulch around plants and trees to reduce evaporation
- Select low water use, California-friendly plants

### Storm Water

Do you know what happens to the excess water when you wash your car in the driveway? It flows down the street and into a storm drain, carrying soap and other pollutants with it. All storm drains in Chula Vista flow into nearby rivers and streams, which eventually lead to San Diego Bay. Water in storm drains does NOT get treated before it flows into the ocean like wastewater in the sewer system does! It is so important that we make an effort to prevent water pollution in

our everyday home activities. The choices you make will help your environment and protect the natural resources that we all enjoy.

## Ways to Save

The City of Chula Vista in partnership with San Diego Gas & Electric® (SDG&E®) offers a wide range of energy-efficiency programs, services, and rebates to help residents and businesses lower their energy use. The City provides no-cost on-site energy evaluations and distributes compact fluorescent lamps (CFLs) and indoor water-savings kits (including a low-flow showerhead and faucet aerators) at certain community events. Here are some ways to save energy around your home or office and reduce your energy bills:

- Set thermostat at 78°F in the summer and 68°F in the winter; use ceiling fans to circulate air.
- Use curtains to block outside sunlight during the summer or trap heat during winter months.
- Wash and rinse clothes in cold water.
- Replace light bulbs with CFLs or LEDs.
- Turn off or set timers for lights.
- Use a power strip with a timer to ensure that TVs and computers are fully off.
- Purchase appliances and equipment with the EPA's ENERGY STAR® logo.

In addition, residents and businesses can take advantage of a number of energy-efficiency programs, including the Summer Saver program. Summer Saver participants can earn an annual bill credit up to \$194 for reducing the use of central air conditioning on select hot summer days. Visit [sdge.com/residential/](http://sdge.com/residential/) or [sdge.com/business/](http://sdge.com/business/) for information on Summer Saver and other energy-efficiency programs.

For more information, contact the City of Chula Vista's Department of Conservation & Environmental Services at (619) 409-3893.

## Bring Your Own Bag

Plastics are part of our everyday lives and it is hard to imagine life without them. Unfortunately, our society's dependence on disposable plastics creates serious environmental issues. In California, we use 600 plastic bags per second and only 4% are being recycled. This means a staggering number of plastic bags end up in our landfills or clog our waterways.



Annually, \$300 million is spent on litter clean up and \$1.7 billion is spent to restore waterways that are clogged with plastic bags and trash. What can you do?

B.Y.O.B. - Bring your own bag. Use reusable canvas or cloth bags and keep them in your car.

Not all items require a bag---just say, "No, thank you."



### Household Hazardous Waste Disposal

Residents can also dispose of household hazardous waste at the Household Hazardous Waste Collection Facility on Wednesdays and Saturdays, 9 am - 1 pm (except Thanksgiving, Christmas and New Year's Day holiday weekends). The center is located at 1800 Maxwell Road in Chula Vista. No appointment is necessary. Acceptable materials include paints, batteries, pesticides, fuels, fertilizers, oils, pool or photo chemicals, electronics, sharps/needles, and fluorescent light bulbs.

Bring a valid California driver's license, I.D. or a recent utility bill with a South Bay area address. The co-pay is \$5 per visit and is limited to 15 gallons or 125 pounds per vehicle.

### Green Gardening

Want to use your yard to save water, reduce your carbon footprint, and fight pollution?

- Mulch keeps the soil evenly moist by preventing evaporation so you don't have to water so much. It also reduces weeds—which steal water!
- Hardscape with container plants for greenery and color. Consider removing grass from your yard, as it requires a lot of water.
- Vegetables and fruits are like grass—most of them are water-intensive, but raising your own eliminates emissions and fuel use caused by transporting those you buy at the store.
- Use California-friendly or native plants. California-friendly means plants that do well in our Mediterranean climate of hot, dry summers; cool, wet winters; and alkaline soil. Reserve just a few spots for exotics. You'll save water and fertilizer, not to mention work!

Find out more about gardening from the Chula Vista Garden Club at [www.californiagardenclubs.org](http://www.californiagardenclubs.org). For native plants, check the California Native Plant Society website at [www.cnpssd.org](http://www.cnpssd.org).

### WaterSmart Landscaping

Tired of mowing, fertilizing, and spending lots of

money watering grass that doesn't seem to grow? Transform it into a WaterSmart Landscape, which combines water efficient design, state-of-the-art irrigation, climate appropriate plant selection, and best management practices to create a beautiful and sustainable environment that's ideally suited for San Diego County's mild, Mediterranean climate.

The Water Conservation Garden at Cuyamaca College has nearly five acres of beautiful themed gardens that showcase native plants, vegetables, and how-to displays. Admission is free. Visit [www.thegarden.org](http://www.thegarden.org) for more information.

### NatureScape

The City of Chula Vista promotes WaterSmart Landscapes and other "green" gardening practices through its NatureScape program. By participating in the program, you can get your property certified as an official "Backyard Wildlife Habitat" through the National Wildlife Federation (NWF) and help Chula Vista become the largest city in California designated as a Community Wildlife Habitat Area through NWF! For more information, contact the Department of Conservation and Environmental Services at (619) 409-3893.

### Sharing Nature With Your Children

The Tijuana River National Estuarine Research Reserve (or Tijuana Estuary) is in Imperial Beach, just south of Chula Vista. The Estuary is managed in part by California State Parks and is a member of Children & Nature Network (C & NN) [www.childrenandnature.org](http://www.childrenandnature.org). C & NN encourages parents to have their children spend more time in nature. Children who spend time outdoors have better physical well-being, fewer behavioral problems, a better understanding of the value and importance of natural resources, increased cognitive functioning and are happier! Here are a few suggestions for spending quality time in nature:

- Take your family on a short hike in one of Chula Vista's many open space parks. Allow the children to make their own discoveries.
- Take your 7-12 year old to a free environmental after-school program like Jr. Rangers at the Tijuana Estuary (Thursdays, 3:30 pm).
- Take your child on a tour at the Tijuana Estuary or Chula Vista Nature Center; you can learn about nature together.
- Participate in the second Saturday volunteer stewardship events at the Tijuana Estuary. You can learn and serve together.
- Download the Nature Clubs for Families Toolkit from the C&NN website and start a Nature Club with neighbors and family friends.
- Join the Children in Nature Network for more ideas about direct experiences in nature (email [admin@childrenandnature.org](mailto:admin@childrenandnature.org)).
- Read Coyote's Guide to Connecting with Nature, by Jon Young, Ellen Haas, and Evan McGown, to learn how to help revive your child's kinship with nature.

- Get your kids involved with environmental programs, such as REI's Promoting Environmental Awareness in Kids (PEAK) Program that teaches them how to enjoy nature and be environmentally responsible.

Tijuana Estuary Visitor Center (301 Caspian Way) in Imperial Beach is open Wednesday - Sunday from 10 am- 5 pm, and the trails are open sunrise to sunset. Visit [www.tijuanaestuary.org](http://www.tijuanaestuary.org) for more information about the Junior Ranger program, Saturday and Sunday tours, and volunteer event schedule. Enjoy your WILD adventures!

### Wildlife

Did you know that San Diego County is a nationally recognized biodiversity hotspot, hosting more than 200 threatened, rare, or endangered species? Chula Vista is home to one of the County's most spectacular wildlife oases, the San Diego Bay National Wildlife Refuge.

This refuge supports impressive numbers of resident and migratory birds and is an especially important habitat for several endangered species including the California Least Tern, Light-footed Clapper Rail, and Belding's Savannah Sparrow. These species need your help to survive and thrive in an ever-changing urbanized landscape. Here are a few ways you can help:

- Join our crew of dedicated volunteers in restoring important nesting habitat. Visit [www.sandiegoaudubon.org/email.htm](http://www.sandiegoaudubon.org/email.htm) to sign up for our volunteer email list.
- Help wildlife at home by growing native plant species that provide food and shelter for birds and butterflies.

The Otay Valley Regional Park (OVRP) is located in the southern part of San Diego County. Get a relaxing sense of well being as you experience this beautiful natural habitat. The park is rich in natural history, with many protected, native plants and animals. For more information, visit [www.ovrp.org](http://www.ovrp.org).



# Residential Growth Forecast: 2010-2015

## Introduction

As a component of the city of Chula Vista's Growth Management Program, the city's Development Services Department provides annual residential growth forecasts for up to five years in the future. This year's growth forecast covers the period from November 2010 through December 2015.

As part of the city's annual growth management review process, the growth forecast is provided to assist city departments and other service agencies in assessing potential impacts that growth may have on maintaining compliance with quality of life threshold standards associated with each facility or improvement listed below:

1. Air Quality
2. Drainage
3. Fire and Emergency Medical
4. Fiscal
5. Libraries
6. Parks and Recreation
7. Police
8. Schools
9. Sewer
10. Traffic
11. Water

The Chula Vista Growth Management Oversight Commission (GMOC) annually sends out the growth forecast and compliance questionnaires to city departments and service agencies, soliciting information regarding past, current and projected compliance with the quality of life threshold standards for the facilities and improvements listed above. The responses to the questionnaires form a basis for the GMOC's annual report, which includes a set of recommendations to the City Council regarding maintenance and/or revisions to each of the city's threshold standards. Recommendations may include such actions as adding or accelerating capital projects, hiring personnel, changing management practices, slowing the pace of growth, or considering a moratorium. The City Council ultimately decides what course of action to take.

To prepare the growth forecast, the city solicits projections from developers and builders, which encompasses residential projects that have been or are undergoing the entitlement process, and could potentially be approved and permitted for construction within the next five years. These projects are under the city's control with respect to the standard entitlement process time frames. As such, these numbers do not reflect market conditions outside the city's control.

Commonly referred to as the growth management or GMOC forecast, it is important to note that the housing market is influenced by a variety of factors outside the city's control, and this forecast:

- Does not represent a goal or desired growth rate
- Is what may occur given a set of assumptions
- Is produced by the City and not necessarily endorsed by home builders
- Represents a "worst-case" or more liberal estimate to assess maximum possible effects to the city's threshold standards.

Last year's growth forecast estimated that 276 building permits would be pulled for single-family units in 2010. As of October 15, 2010, 226 permits have been pulled. For multi-family, 258 units were forecasted, and 185 have been pulled.

Nearly all of the building activity continues to be in the master planned communities in eastern Chula Vista. Increased residential infill and redevelopment in western Chula Vista is currently limited, and projections do not indicate larger development projects until 2014, when 162 multi-family units are projected on Third Avenue (Creekside Vistas), and 2015, when 200 multi-family units are projected on the Bayfront. Should other projects emerge, they will be reflected in future forecasts.

## Forecast Summary

Over the next twelve months (January – December 2011), as many as 1,107 housing units could potentially be permitted for construction in eastern Chula Vista, with 14 projected in western Chula Vista.

In the five-year forecast period (calendar years from 2011 through 2015), eastern Chula Vista may have as many as 6,618 housing units permitted (averaging 1,324 annually), and western Chula Vista may have as many as 438 units (averaging 88 annually). This totals 7,056 units citywide, with an annual average of approximately 1,411 housing units permitted per year.

Using more aggressive development figures in this forecast allows the City of Chula Vista to evaluate the maximum likely effect this growth will have on maintaining the quality of life, and the ability to provide concurrent development of necessary public facilities and services.

The following discussions and figures describe the context, conditions and assumptions behind the forecast, and are provided to further qualify that this forecast is a "worst case" planning tool and not a prediction or specific expectation.

## Forecast Information

Projections are derived primarily from approved development plans, and estimated project processing schedules for project plan reviews, subdivision maps, and building plans.

The forecast is predicated upon the following five assumptions:

1. That public policy regarding development remains otherwise unchanged;
2. That the Growth Management Program's threshold standards are not exceeded;
3. That the housing market corrects within two years;
4. That entitlement processing for the Otay Ranch Villages areas subject to recent Land Offer Agreements is completed as anticipated; and
5. That projects follow a normal project regulatory processing schedule.

## Eastern Chula Vista

As noted earlier, most of the growth forecasted continues to be in eastern Chula Vista, where several different companies, particularly in Otay Ranch Village 2, own property.

In Otay Ranch Villages 2, 7 and 11, entitlements for the 2011 projected single- and multi-family developments have been secured by various developers, including Baldwin & Sons, JPB, KB Homes, Rosina Genpar, McMillin and Shea. Entitlements are also in place for Eastlake's Summit, Bella Lago, Rolling Hills Ranch and San Miguel Ranch. A density reduction amendment for Eastlake's Olympic Pointe (formerly Windstar) is scheduled to go to City Council in December 2010. Beyond 2011, the various planned

