

WORK PROGRAM ECONOMIC EVALUATION OF THE BUILDING HEIGHT LIMIT INITIATIVE

The proposed Land Use Initiative would amend the City of Chula Vista's General Plan and Zoning Ordinance to require a popular vote (ballot initiative) for any development project whose height exceeds 84 feet in most areas of the City and 45 feet on Third Avenue between E and G Streets.

Essentially, this type of initiative has the potential to slow or eliminate development (and redevelopment) of all sorts that the City would otherwise benefit from (e.g. retail projects producing sales taxes, office uses attracting jobs, or new housing providing housing opportunities).

Accordingly, EPS proposes an impact analysis that first identifies the potential development in the City's General Plan likely to be subject to the Land Use Initiative and then consider the fiscal and economic effects of this development. Comparing these future conditions to a "baseline" amount of development (assuming the Initiative is in place) will provide a measure of its effects.

The analysis will be presented as a "worst case analysis" assuming that all development projects likely to be subject to the Land Use Initiative are simply not developed. In reality, the reasons for the failure to develop the projects could range from the City rejecting the projects to the projects never being proposed because of market conditions or other factors.

TASK 1 – DETERMINE LAND USE IMPACTS

The Impact Analysis will evaluate the potential nature and amount of development in the City subject to the Land Use Initiative. City staff will have primary responsibility for identifying areas in the City's General Plan that would be subject to the Land Use Initiative (i.e. areas where multi-story buildings are allowed under the General Plan and where market potential and land economics will support such development. This analysis will focus upon the downtown area but will also evaluate the impact of the height limits on the Eastern Urban Center and the University site.

EPS will work with City staff to identify the likely types of development that would be subject to a popular vote under the Land Use Initiative. Kick-off meetings for the project will be used to discuss the Land Use Initiative, finalize the approach to the Impact Analysis, exchange land use data, and assemble other information needed to conduct the Impact Analysis.