

UNIVERSITY-INNOVATION DISTRICT

# Chula Vista's University-Innovation District History

CITY OF CHULA VISTA

CHULA VISTA ECONOMIC DEVELOPMENT | UNIVERSITY-INNOVATION DISTRICT

SEPTEMBER 2022



CITY OF CHULA VISTA'S
UNIVERSITY-INNOVATION DISTRICT

# Presentation Overview

The Need for Higher Education

Site Location & Photos

SPA Plan Spotlight

University-Innovation District Goals

History & Actions Taken

The Cinematic Arts Academic Center & Library

CITY OF CHULA VISTA



SEPTEMBER 2022




Conceptual rendering property of the City of Chula Vista



SEPTEMBER 2022




Conceptual rendering property of the City of Chula Vista



# Need for Higher Education

Chula Vista is committed to creating a University-Innovation District to meet the high demand for a quality, accessible four-year education within the City and across the State and to address inequities in higher education that are prevalent in communities of color.

## 2,500,000
## State Education Deficit

Deficit of 1 million bachelor's degree holders by 2030
Deficit of 1.5 million skilled workers by 2025
*Source: Pew Research Center*



**Chula Vista is the only city in CA with a population over 200k that does not have a four-year nonprofit or state university**

Increasing access to higher education and physical attendance is linked to better health, employment and economic outcomes.
*Source: National Library of Medicine*

## Inequitable Education Outcomes

**5.4% +**
Decrease in Latino enrollment in higher ed state-wide

**15%**
Of Latinos have a bachelor's degree or higher compared to
41% of whites,
22% of African Americans and
63% of Asians

**20%**
Decline in first-time enrollment among Latino students

**2%**
of Latino undergraduates transfer from a community college within two years

**50%**
of Latino adults who attended college do not earn a degree

*Sources: Ed Source and Campaign for College Opportunity*

# Site Location

## University-Innovation District Property

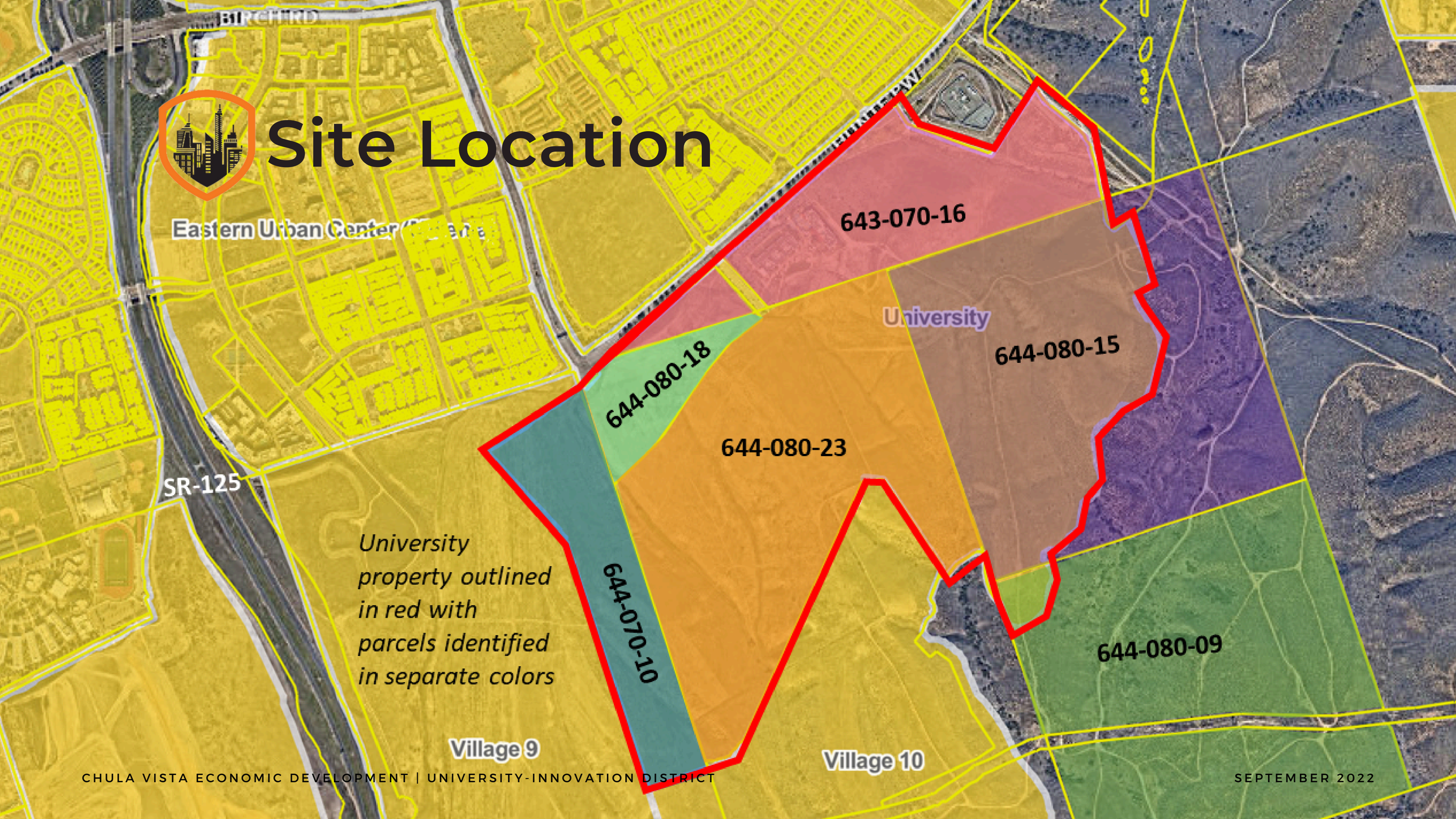
The City-owned 383 acres of University-Innovation District Property is located at the terminus of Eastlake Parkway at the Hunte Parkway intersection, south of Millenia. The University-Innovation District is conveniently located:

- Within a walkable pedestrian paradise near the Otay Ranch Town Center, Millenia and other dining and retail options.
- 0.5 miles to the SR-125 which the City and SANDAG are working to remove tolls from.
- Accessible public transit options with quick access to the BRT every 15-minutes.
- 2 miles from the Olympic Training Center.
- 7 miles from the US-Mexico border.

The university property is surrounded by community amenities such as miles of trails and greenbelts, 160 acres of open space and the lower Otay Reservoir.



# Site Location





CITY OF CHULA VISTA

CHULA VISTA ECONOMIC DEVELOPMENT | UNIVERSITY-INNOVATION DISTRICT

SEPTEMBER 2022



CITY OF CHULA VISTA

CHULA VISTA ECONOMIC DEVELOPMENT | UNIVERSITY-INNOVATION DISTRICT |

SEPTEMBER 2022



CHULA VISTA ECONOMIC DEVELOPMENT | UNIVERSITY-INNOVATION DISTRICT

CITY OF CHULA VISTA

SEPTEMBER 2022

# University-Innovation District SPA Plan

The University-Innovation District Property, a 10M square foot mixed use development, is fully entitled as of November 2018 complete with an EIR and related technical studies.



## Academic Space

The University is planned for 4M square feet of academic space and

- 20,000 FTE students
- 6,000 faculty & staff



## On-site Living

1.6M square feet of on-site living, or the equivalent of 2,000 units, is planned to accommodate students.



## Market-rate Residential

2M square feet of market rate residential is entitled and planned to be available to university faculty, staff and families.



## Innovation District

At build-out, the Innovation District is planned for 2M square feet of innovation uses providing up to 8,000 jobs.



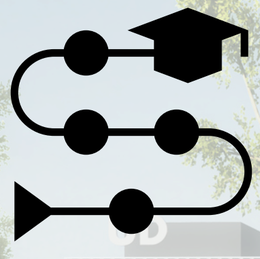
## Open Space Preserve

160 acres of beautiful open space preserve surrounds the university property.

# University-Innovation District Goals



Develop a university campus offering four-year degrees consistent with the City's binational and multi-institutional university vision



Establish a business environment within the Innovation District that embraces the technology and/or higher education sectors to serve as a talent pipeline for the University(ies) to grow our own talent



Support and expand equitable access to higher education



Foster additional economic development and education opportunities for the community and region



Develop a financial model that allows development to occur with as little out-of-pocket cost to the City as possible



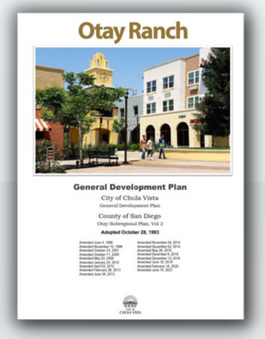

# Actions Taken to Turn a Vision into Reality

The City of Chula Vista has a strategic, long-term vision to develop a University-Innovation District on city-owned land and has taken actionable steps to turn the vision into reality.

**1993 - 2007**

## OCTOBER 1993

The Otay Ranch General Development Plan was adopted with the University vision.




## DECEMBER 2001

The City acquires its first 140 acres of land. Additional acreage would still be needed for a university campus and technology park.

## NOVEMBER 2003

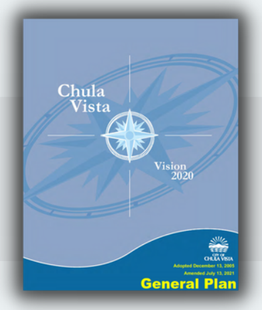
Mayor Steve Padilla appoints a City Council / City Staff University Working group as Phase I of the Higher Education Recruitment Strategy.

## MARCH 2005

Mayor Steve Padilla forms a University Blue Ribbon Committee of distinguished individuals as Phase II of the recruitment strategy, resulting in a prospectus.

## DECEMBER 2005

The City's General Plan to guide development through 2030 was adopted with a multi-institutional university vision.




## JANUARY 2007

A 10-acre lease is approved on the property for High-Tech K-12 school.





# Actions Taken to Turn a Vision into Reality

The City of Chula Vista has a strategic, long-term vision to develop a University-Innovation District on city-owned land and has taken actionable steps to turn the vision into reality.

**2008 - 2018**

## 2008-2014

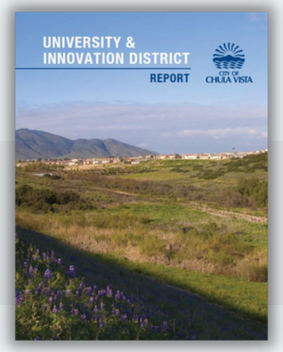
Through a combination of LOAs, land exchanges and agreements with developers, the City completed acquisition of 383 acres of land in December 2014.

## 2015

Staff begins a coordinated university planning and entitlement process for the University-Innovation District, formerly called the University and Regional Technology Park.

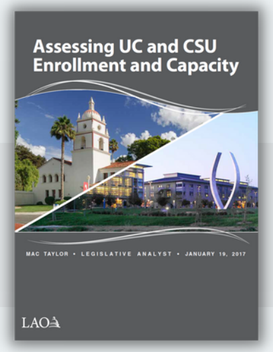
## JANUARY 2016

City Council unanimously accepts report and recommendations from U3 Advisors for a binational university.




## JANUARY 2017

LAO report states a new UC or CSU campus is not warranted based on enrollment demand despite need.




## JANUARY 2017

City takes ownership of 155-acre state-of-the-art Olympic Training Center with opportunities for potential athletic, innovation and research uses (<2 miles from UID site).



## NOVEMBER 2018

UID SPA Plan, EIR and related technical documents are adopted, completing entitlements for the city-owned site.

UNIVERSITY
INNOVATION DISTRICT
SECTIONAL PLANNING AREA PLAN | NOVEMBER 2018




# Actions Taken to Turn a Vision into Reality

The City of Chula Vista has a strategic, long-term vision to develop a University-Innovation District on city-owned land and has taken actionable steps to turn the vision into reality.

**2018 - 2020**

## DECEMBER 2018

Mayor Salas requests to form a University Subcommittee. Mayor Salas and Councilmember Padilla comprise the committee.

## FEBRUARY 2019

City holds first subcommittee meeting.

## SEPTEMBER 2019

City pitches relocating SDSU's school of Television, Film and New Media to Chula Vista and receives favorable interest and support from university staff.

SAN DIEGO STATE UNIVERSITY

## SEPTEMBER 2019

Impact USA Group presents their vision to develop the University Property in four districts and opportunities for partnerships with IAJU members.

IMPACT USA GROUP

## NOVEMBER 2019

University Subcommittee and city management sign letter of interest requesting commitments from IAJU members, Purdue University and The Energy Corridor. Several meetings with Purdue ensue.

PURDUE UNIVERSITY

## JANUARY 2020

City hosts SDSU on a bus tour from SDSU to Chula Vista through Millenia, the University Property and Elite Athlete Training Center.

SAN DIEGO STATE UNIVERSITY



# Actions Taken to Turn a Vision into Reality

The City of Chula Vista has a strategic, long-term vision to develop a University-Innovation District on city-owned land and has taken actionable steps to turn the vision into reality.

**2020-2021**

## FEBRUARY 2020

Chula Vista hosts CSU Capacity Assessment Roundtable event at the Elite Athlete Training Center for state consultants to analyze feasibility of a new CSU campus.

## FEBRUARY 2020

City Council approves City UID SPA Plan Overlay Zone concept and partnership agreement with HomeFed.

HOMEFED CORPORATION

## MARCH 2020

COVID-19 pandemic hits and causes staff to pause efforts out of respect for impacted institutions and to focus on business assistance and recovery efforts.

## JULY 2020

University subcommittee authorizes staff to draft a MDA with HomeFed for City Council consideration.

## JULY 2020

CSU Capacity Assessment Report issued to the CSU, DoF and State Legislature and does not recommend any new CSU campuses with antiquated approach based off enrollment demand during COVID.




## SEPTEMBER 2021

City and SDSU reconvene to discuss moving forward on relocation of school of TFM to Chula Vista and consensus is for negotiations to resume.

SAN DIEGO STATE UNIVERSITY




# Actions Taken to Turn a Vision into Reality

The City of Chula Vista has a strategic, long-term vision to develop a University-Innovation District on city-owned land and has taken actionable steps to turn the vision into reality.

## 2022

### FEBRUARY 2022

City Council authorizes agreement with CBRE to provide services for:
1) ENA and term sheet with HomeFed,
2) MDA negotiation and completion and,
3) University Marketing.

CBRE

### MARCH 2022

Working with legislative consultants, City presents $30M budget request to the State for vertical development of an $89M Cinematic Arts Library and seed the university.

### MAY 2022

In the May revised State Budget, Senator Atkins secures $5M for land acquisition and entitlement for the Cinematic Arts Library.

### AUGUST 2022

In the August 2022 revised State Budget, Assemblymember Alvarez submits budget trailer bill language to allocate $25M* to Chula Vista for the Cinematic Arts Library.

*$1.5M of the $25M will fund SWC's request for an academic planning study with the City acting as fiscal agent.

### SEPTEMBER 2022

$30M in State funding is secured and the City leverages up-to $59M in PFDIF and CBA funds to implement the partnership with SDSU and launch the first phase of Chula Vista's University-Innovation District. Press announcements and events to follow.




Think.
Millenia Office



UNIVERSITY-INNOVATION DISTRICT

# Chula Vista's University-Innovation District History

CITY OF CHULA VISTA

CHULA VISTA ECONOMIC DEVELOPMENT | UNIVERSITY-INNOVATION DISTRICT

SEPTEMBER 2022