Development Opportunity Approaches After Coastal Commission Site Visit Along San Diego Bay

The tour covered the 550-acre waterfront property that will include a mix of hotel, conference, commercial, residential, industrial, retail, parkland, open space and recreational uses. A land exchange shifts development away from protected refuge areas toward the active harbor area and acquired 62 additional acres of land for parks, open space and lower-impact future development.

When approved, the Port of San Diego will prepare and issue a Request for Qualifications from developers.

"The future of the Port of San Diego is in the South Bay," said Ann Moore, Vice Chair of the Board of Port Commissioners, who participated in the tour. "I want to thank the California Coastal Commission for taking the time to tour an area that holds tremendous opportunity for the San Diego region and the city of Chula Vista."

The tour covered the 550-acre waterfront property that will include a mix of hotel, conference, commercial, residential, industrial, retail, parkland, open space and recreational uses. A land exchange between the Port and Pacifica Companies, a development company, shifts development away from protected refuge areas toward the active harbor area. It also allowed the Port to acquire 62 additional acres of land for parks, open space and lower-impact future development.

The project is anticipated to create more than 2,200 permanent jobs, nearly 7,000 construction jobs and numerous indirect jobs in Chula Vista and the San Diego region.

Its promising economic impact was noted by Chula Vista Mayor Cheryl Cox following her comments to the Coastal Commission during the public comment period at the March 7 meeting.

"Given its scale, this project, in many ways, is the first of its kind, balancing business investment and environmental preservation," said Cox of the plan that aims for a resort feel while implementing buffers for protection of adjacent habitat areas. "To me, it also means jobs and the generation of $1.3 billion for the regional economy over the next 20 years, including more than $11.5 million in annual tax revenues."

During her comments, Cox recognized the supporters from environmental groups, business and government who helped develop the Chula Vista Bayfront Master Plan. In attendance were elected officials and regional leaders, including Lou Smith, Chairman of the Board of Port Commissioners, Vice Chair Ann Moore, Port President and CEO Wayne Darbeau, City of Imperial Beach Mayor Jim Janney, City of Coronado Councilmember Mike Woiwode, Chula Vista Councilmember Pamela Bensoussan and Chula Vista City Manager Jim Sandoval. Also present were representatives from Goodrich Aerostructures, the Environmental Health Coalition, the Chula Vista Nature Center, the U.S. Department of Fish and Wildlife and the Building Industry Association.

The Coastal Commission is headquartered in San Francisco and regularly holds its meetings in different locations throughout California. Mayor Cox used the March 7 venue as an opportunity to tout the benefits of the Chula Vista Bayfront Master Plan, which the Port and the City of Chula Vista will present to the Coastal Commission in the coming months for approval.

About the Port

The Port of San Diego is the fourth largest port in California. It was created by the state legislature in 1962. Since then, it has invested $1.7 billion in public improvements in its five member cities – Chula Vista, Coronado, Imperial Beach, National City and San Diego.

The port oversees two maritime cargo terminals, two cruise ship terminals, 17 public parks, the Harbor Police Department and the leases of more than 600 tenant and sub tenant businesses around San Diego Bay.
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