



Public Communication

Item number: 3

402 West Broadway, Suite 1000
San Diego, CA 92101-3585
p: 619.544.1300

www.sdchamber.org

March 18, 2020

Mr. Douglas Barnhart
San Diego County Planning Commission
5510 Overland Avenue, Suite 1100
San Diego, CA 92123

Subject: Support for Adara at Otay Ranch by Jackson Pendo

Dear Chairperson Barnhart and members of the San Diego County Planning Commission,

On behalf of the San Diego Regional Chamber of Commerce (Chamber), I am pleased to provide this letter of support for the revised plan for Adara at Otay Ranch. As the largest local Chamber on the West Coast, representing approximately 2,500 member businesses and an estimated 300,000 jobs, the Chamber is committed to ensuring that our region has an adequate supply of housing for our all San Diegans throughout the region. This project is an important opportunity for our City and County to chip away at the region's housing deficit, and we believe it should be a top priority for local leadership.

The Chamber previously endorsed Adara at Otay Ranch when it was approved by Board of Supervisors in 2019. We applauded the plan for its consistency with the County's General Plan and its improvement to the region by supporting the local workforce with new homes close to existing jobs. The San Diego Regional Chamber of Commerce supports the revised plan for Adara because it builds upon the many benefits the earlier plan provides our region. The new plan includes more affordably priced homes for working families that support local businesses. It is also more readily fire defensible, which is critically important for the economic stability of our region.

As mentioned, we are pleased to support the revised plan for Adara at Otay Ranch. The Chamber is committed to being of assistance through the County approval process. Should you have any questions, please do not hesitate to contact Rebecca Lieberman, Policy Advisor, at (619) 544-1352 or rlieberman@sdchamber.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'JS' followed by a stylized flourish.

Jerry Sanders
President & CEO
San Diego Regional Chamber of Commerce

March 18, 2020

Chairman Douglas Barnhardt
County of San Diego
Planning Commission
5510 Overland Avenue, Suite 110
San Diego, CA 92123

Attn: Chairman Barnhardt
Re: Support for the Revised Plan of Adara at Otay Ranch

Dear San Diego Planning Commissioners,

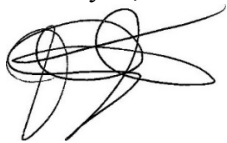
On behalf of the East County Economic Development Council (East County EDC) Board of Directors, I am pleased to offer our support for the revised plan of Adara at Otay Ranch.

East County EDC previously endorsed Adara at Otay Ranch when it was approved by the Board of Supervisors in 2019. We applauded the plan for its consistency with the County of San Diego's General Plan and its improvements to our business community by supporting the local workforce with new homes that are close to existing jobs.

East County EDC has reviewed the revised plan for Adara and supports this plan as well, because it builds upon the many benefits the original plan provides to our region. The new plan includes more affordably priced homes for working families that support East County's businesses. It is also more readily fire defensible, which is critically important for the economic stability of our region.

East County EDC endorses the revised plan for Adara at Otay Ranch. It builds upon an already great plan and is worthy of your support when it appears before you for consideration. If you have any questions or would like to discuss our endorsement, feel free to contact me at (619) 248-3670.

Thank you,

A handwritten signature in black ink, appearing to read 'Jo Marie Diamond', with a stylized, overlapping loop structure.

Jo Marie Diamond
President and Chief Executive Officer

CC: Vice Chairman Bryan Woods
Commissioner Michael Beck
Commissioner Michael Edwards
Commissioner David Pallinger
Commissioner Yolanda Calvo
Commissioner Michael Seiler



March 18, 2020

Chairman Douglas Barnhardt
County of San Diego
Planning Commission
5510 Overland Avenue, Suite 110
San Diego, CA 92123

Dear Chairman Barnhardt:
Re: Support for the Revised Plan for Adara at Otay Ranch

Dear San Diego Planning Commissioners,

On behalf of the East County Chamber of Commerce, I am pleased to offer our support for the revised plan for Adara at Otay Ranch.

The East County Chamber of Commerce previously endorsed Adara at Otay Ranch when it was approved by Board of Supervisors in 2019. We applauded the plan for its consistency with the County's General Plan and its improvement to our business community by supporting the local workforce with new homes close to existing jobs.

The East County Chamber of Commerce has reviewed the revised plan for Adara and supports this plan as well because it builds upon the many benefits the earlier plan provides our region. The new plan includes more affordably priced homes for working families that support East County's businesses. It is also more readily fire defensible, which is critically important for the economic stability of our region.

The East County Chamber of Commerce endorses the revised plan for Adara at Otay Ranch. It builds upon an already great plan and is worthy of your support when it appears before you for consideration. If you have any questions or would like to discuss our endorsement, feel free to contact me at (619) 440-6161.

Thank you,

A handwritten signature in blue ink, appearing to read "Steve Hamann".

Steve Hamann
Interim General Manager, East County Chamber of Commerce

cc: Vice Chairman Bryan Woods
Commissioner Michael Beck
Commissioner Michael Edwards
Commissioner David Pallinger
Commissioner Yolando Calvo
Commissioner Michael Seiler



March 17, 2020

Chairman Douglas Barnhardt
County of San Diego
Planning Commission
5510 Overland Avenue, Suite 110
San Diego, CA 92123

Dear Chairman Barnhardt:

Please accept this letter on behalf of the undersigned members of the San Diego building industry to demonstrate our strong support for the revised Adara at Otay Ranch. This project is thoughtfully planned and is consistent with the current Otay Ranch Master Plan and San Diego County's General Plan.

Adara at Otay Ranch benefits the entire County of San Diego. Amidst the current housing crisis, Adara will produce 1,266 homes, including 150 multifamily units that are desperately needed for working families. The location of the project will also support future business growth in south county, including the growth of Otay Mesa.

In addition, the homes being constructed are more readily fire defensible by consolidating the community. The revised Adara at Otay Ranch will reduce the linear edge of the project by 13 miles and has a smaller footprint. The project will build a new fire station and provide \$1 million in fire equipment. With the addition of improved access for emergency vehicles to communities in the area, the revised project addresses and manages the ever-present concern of wildfires in San Diego County.

We appreciate your thoughtful consideration on this important project and respectfully request your support to approve the revised Adara at Otay Ranch.

Sincerely,

Martin Armstrong, Kimley-Horn & Associates
Jeffrey Bare, Interior Logic Group
Daryl Brady, Kompan Playgrounds
Lori Brinkoetter, Swift Tradesman
Corey Cameron, Kimley-Horn & Associates
Lori Carpenter, San Diego
Jade Celentano, Pacific Green Landscape
Bryan Cooley, The Land Stewards
Tyler DeWildt, Interior Logic Group
Stacie Greene, Over the Moon Sales and Advertising
Jeb Hall, Concordia Homes
Randy Hall, Concordia Homes
Alan Jones, AJJ Associates, Landscape Resources
Matthew Meads, Geogrid Retaining Wall Systems

Linda Menashe, Chicago Title Company
Kelly Mercado, Marjan Stone
Cassie Nestoroff, Creative Mines
Tom Perez, The Engineering Partners
Amanda Seckendorf, The Land Stewards
Patricia Setter, San Diego Union Tribune
Jamil Shamoon, Symons Fire Protection
Etta Smith, Generation Contracting & Emergency Services, Inc.
Hugh Tanner, Tri Pointe Connect
Shannon Tarbell, Interior Logic Group
Brent Taylor, Taylor Trim & Supply
Dan Taylor, Interior Logic Group
DJ Taylor, DeLorenzo International Inc.
Don Underwood, Concordia Homes
Tina Villa, Picketfence Design
Nichole Weinman, JAAM Electric & Low Voltage
Bob Winston, Interior Logic Group

cc: Vice Chairman Bryan Woods
Commissioner Michael Beck
Commissioner Michael Edwards
Commissioner David Pallinger
Commissioner Yolando Calvo
Commissioner Michael Seiler

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 09:52:54

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

- 300 additional acres of open space preserve
- 147 more homes, bringing the total up to 1,266 homes for working families
- 70% reduction in wildland interface
- 375 new jobs for the region

Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Tom Perez

10150 Meanley Dr

San Diego, CA 92131

tperez@engineeringpartners.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 10:49:33

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

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Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Robert Greninger

10807 Stoney Creek Ct

Santee, CA 92071

bgreninger@terradevinc.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 10:49:33

Support the revised plan for Adara at Otay Ranch!

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Thank you for your time,

Robert Greninger

10807 Stoney Creek Ct

Santee, CA 92071

bgreninger@terradevinc.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-01 15:32:03

Support the County's General Plan, Support Adara at Otay Ranch.

Dear Planning Commissioners,

The revised plan for Adara at Otay Ranch is consistent with the San Diego County General Plan and should be approved.

I urge you to support the General Plan and approve Adara at Otay Ranch!

Kent Aden

2888 Hoskings Ranch Rd

Julian, CA 92036

kentaden@hotmail.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-01 15:32:03

Support the County's General Plan, Support Adara at Otay Ranch.

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Kent Aden

2888 Hoskings Ranch Rd

Julian, CA 92036

kentaden@hotmail.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 11:19:40

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

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- 375 new jobs for the region

Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Jeb Hall

6786 Lonicera St

Carlsbad, CA 92011

jeb@concordiahomes.cc

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 11:19:40

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

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- 70% reduction in wildland interface
- 375 new jobs for the region

Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Jeb Hall

6786 Lonicera St

Carlsbad, CA 92011

jeb@concordiahomes.cc

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 12:08:21

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

- 300 additional acres of open space preserve
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- 70% reduction in wildland interface
- 375 new jobs for the region

Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Don Underwood

380 Stevens Ave

Solana Beach, CA 92075

don@concordiahomes.cc

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-01 16:21:32

Support the County's General Plan, Support Adara at Otay Ranch.

Dear Planning Commissioners,

The revised plan for Adara at Otay Ranch is consistent with the San Diego County General Plan and should be approved.

I urge you to support the General Plan and approve Adara at Otay Ranch!

Carolyn Likins

2859 W Canyon Ave

San Diego, CA 92123

cklikins@aol.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-04-02 10:10:03

Support the revised plan for Adara at Otay Ranch!

Dear Planning Commissioners,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch. The proposed revisions will make Adara an even better neighbor to the environment and working families. Through the innovative land exchange that consolidates the property, Adara at Otay Ranch will now include:

- 300 additional acres of open space preserve
- 147 more homes, bringing the total up to 1,266 homes for working families
- 70% reduction in wildland interface
- 375 new jobs for the region

Adara at Otay Ranch is ready for this next step! I urge you to approve the revised plan for Adara at Otay Ranch today!

Thank you for your time,

Amanda Seckendorf

455 N Twin Oaks Valley Rd

San Marcos, CA 92069

amanda@thelandstewards.com

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-16 18:23:06

Support Making South County More Fire Safe!

Dear Planning Commission,

I urge you to support the revised plan for Adara at Otay Ranch because it provides critical fire defensibility resources to South County.

Please support the revised plan for Adara at Otay Ranch!

Thank you for your time,

Troy Reist

San Diego, CA
92127

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March 18, 2020

Chairman Douglas Barnhardt
County of San Diego
Planning Commission
5510 Overland Avenue, Suite 110
San Diego, CA 92123

Dear Chairman Barnhardt:

As a resident of Chula Vista and president of ARYA Cleaners, I am in strong support for the revised plan for Adara at Otay Ranch.

I believe that this project will bring much needed housing to San Diego County. The revised Adara at Otay Ranch provides 150 new townhomes that will be affordable to a wide range of residents. As a business owner, I am concerned about my employees and their ability to find affordable housing. This project, and others like it, will help my employees obtain housing closer to their work.

In addition, I have also been informed that the updated project will decrease the wildland interface and protect surrounding communities from future wildfires. The construction of a new fire station, Sheriff's office store front and funding for fire equipment should also benefit our community.

I request that you vote in favor of Adara at Otay Ranch. I am sending this letter rather than attending the hearing to minimize the risks of the coronavirus, and hopefully reduce the possibility of spreading the illness. Please consider my support as delivered in person at the podium.

Sincerely,



Sassan Rahimzadeh

cc: Vice Chairman Bryan Woods
Commissioner Michael Beck
Commissioner Michael Edwards
Commissioner David Pallinger
Commissioner Yolando Calvo
Commissioner Michael Seiler



County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-16 20:51:33

Support the County's General Plan, Support Adara at Otay Ranch.

Dear Planning Commission,

The revised plan for Adara at Otay Ranch is consistent with the San Diego County General Plan and should be approved.

I urge you to support the General Plan and approve Adara at Otay Ranch!

Samuel Walsh

Irvine, CA
92620

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-13 18:00:06

Adara at Otay Ranch is better for the environment

Dear Planning Commission,

As a resident of San Diego County, I urge you to support the revised plan for Adara at Otay Ranch.

The proposed revisions will make Adara an even better neighbor to the environment.

I ask you to please support Adara at Otay Ranch!

Kent Aden

Santa Ysabel, CA
92070

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-13 14:20:57

Support Making South County More Fire Safe!

Dear Planning Commission,

I urge you to support the revised plan for Adara at Otay Ranch because it provides critical fire defensibility resources to South County.

Please support the revised plan for Adara at Otay Ranch!

Thank you for your time,

Ken Stipanov

San Diego, CA
92106

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-16 09:10:22

I support new homes in San Diego County!

Dear Planning Commission,

I urge you to support the revised plan for Adara at Otay Ranch because San Diego County needs more homes. The proposed revisions to Adara will make it an even better community for San Diego working families.

Please support the revised plan for Adara at Otay Ranch!

Thank you,

Kenneth Moore

San Diego, CA
92101

County of San Diego
Planning & Development Services
5510 Overland Avenue, Suite 110
San Diego, CA 92123

2020-03-15 13:08:46

I support new homes in San Diego County!

Dear Planning Commission,

I urge you to support the revised plan for Adara at Otay Ranch because San Diego County needs more homes. The proposed revisions to Adara will make it an even better community for San Diego working families.

Please support the revised plan for Adara at Otay Ranch!

Thank you,

Amy Spear

El Cajon, CA
92020

March 17, 2020

1. Planning Commissioners!
2. We're writing to ask for your support of the "Adara at Otay Ranch" ...
3. My wife and have been following this project for years.
4. The "open spaces" provided that are so vital to the environment!
5. There has been an unbelievable effort made in creating "defensible" space between the project and the native habitat. They're even building a fire station to add the project and adjoining communities. What more can you ask?
6. And, instead of building more "estate" properties which we don't need - we're going to get affordable housing. A vital component that's sorely needed in San Diego. It's even offering "workplace" employment close to where people will be living.
7. Again - what more can you ask?
8. We're in favor of the project 100% and hope that you'll vote the same!

Respectfully,

Alan & Charlotte Jones

909 Richland Rd., Sp. 20

San Marcos, CA 92069

A's Cell: 760-500-0450

April 2, 2020

Chairman Douglas Barnhardt
County of San Diego
Planning Commission
5510 Overland Avenue, Suite 110
San Diego, CA 92123

RE: Support for Adara

Good morning Chairman Barnhardt and members of the board. I am John S. Moot and I live at 785 River Rock Road, Chula Vista, California.

I am well aware of the history of Otay Ranch, having served four years on the Chula Vista Planning Commission and six years on the City Council. I also live in Rolling Hills Ranch and will be a neighbor to the Adara Project.


I am here today to support the Proposed Project Amendment because it is time to implement the vision of Otay Ranch for this area that so many of us worked towards over the years. Same can be said for the County's General Plan, where millions of taxpayer dollars were spent to plan our future growth. So, since the revised Project before you today is consistent with the County General Plan, I see the decision before you is either to keep the already approved Adara Project in place or recommend this revised project.

It seems like a rather straightforward decision. The revised plan increases open space by over 300 acres and builds more housing in a consolidated footprint. Based on my background and experience, it's easy to see why the revised Adara project is better for both the environment and our San Diego community. Just look at the consolidated preserve design and reduced development edge.

I have lived and worked in South County for 40 years. I can tell you with certainty that all aspects of the housing and job growth have been anticipated and studied for many years. So I support this revised project and urge you to implement the County General Plan and the Otay Ranch Master Plan.

Thanks for your consideration.

Sincerely,



John S. Moot