

Community Information

Chula Vista





Chula Vista

Chula Vista is the second largest city in San Diego County and the 21st largest in the state. Located in South Bay, south of National City and north of Tijuana, the city is home to more than 165,000 residents. It is known for its small town charm and family friendly environment.

The name means "beautiful view," and the town was laid out in 1887 during California's first real estate boom. The new town attracted residents from across the United States, Canada and England. Many planted fruit orchards and citrus groves. At one time the city was once known as the "Lemon Capital of the Nation." It was incorporated as a city in 1911.

Today the lemon trees are only a memory and housing developments are springing up where the groves once grew. The city has a lively mix of aerospace and other industries that enjoy its proximity to the border and the port. Many companies that have maquiladora plants maintain their headquarters in Chula Vista. It also is a thriving retail area serving shoppers from Tijuana and other South Bay areas.

The EastLake Development Co. created the first master-planned community in Chula Vista. The first residents moved in during 1996 and the area is about two-thirds built out. EastLake is also developing the EastLake Business Center, home to a number of international companies and a retail center anchored by Target and Lowes.

There is a modern marina with 552 concrete docks that can accommodate a variety of boats. The ARCO/ U.S. Olympic Training Center, located on land donated by the EastLake Development Co., is situated in Chula Vista to take advantage of its sunny climate. Olympic athletes train year-round for track and field, canoe/kayak, cycling, field hockey, soccer, archery and rowing events. This is the largest of three Olympic training facilities in the country.

The city has a number of parks and recreation areas. It is home to the Coors Amphitheater, the Chula Vista Nature Center and Knott's Soak City USA Water Park.

History

The Early Days

The history of the area known as Chula Vista, can be traced back millions of years through prehistoric fossils of both land and sea types. Around 3000 B.C., Yuman-speaking people began moving into the area. Many of the Native American Indians in San Diego today are descendants of the Kumeyaay tribe who roamed here for hundreds of years.

The Coming of the Spanish

In 1542, a fleet of three small ships sailed into San Diego Harbor commanded by Juan Rodriguez Cabrillo. These explorations led the Spanish to claim the land. In 1795, Chula Vista became a part of a Spanish land grant known as Rancho del Rey or "The King's Ranch." When Mexico formed its own government in 1831, Rancho del Rey became known as Rancho del la Nation or





National Ranch. The ranch encompassed the area now known as National City, Chula Vista, Bonita, Sunnyside and the Sweetwater Valley. Rancho del la Nation was used by the Spanish as grazing land for their cattle and horses until 1845 when it was granted to John Forster, the son-in-law of Mexican governor Pio Pico.

The United States claimed California following the Mexican-American war in 1847. Even though California became a state in 1850, land grants were allowed to continue as private property under American law.

The American Boom

Forster continued to operate the ranch for ten years until he sold it to a French developer. The land was then again sold to the Kimball brothers in 1868 for \$30,000. Frank, Warren and Levi Kimball intended to develop the land into productive American-style cities and farms. Frank Kimball is also responsible for bringing the Santa Fe Railroad to San Diego, with its first terminus in National City.

Several directors of the Santa Fe Railroad and Colonel W.G. Dickerson, a professional town planner, formed the San Diego Land and Town Company. The company set out to develop lands of the National Ranch for new settlers. They issued promotional material to attract settlers that read: "Upon the best part of this tract, 5,000 acres are being subdivided into five acre lots with avenues and streets 80 feet in width running each way, the steam motor road passing though the center. This tract, known as Chula Vista, lies but a mile from the thriving place of National City." With this announcement, the boom of the 1880s was on.

These five-acre lots sold for \$300 per acre in 1887. The purchaser was required to build a home within six months on the parcel. By 1889, ten houses were under construction and land sales were excellent. And thus, the City of Chula Vista was created.

A resident, James D. Schulyer, suggested the name Chula Vista for the town and the San Diego Land and Town Company adopted it. Chula Vista can be roughly translated in Spanish as "beautiful view."

The Orchard Period

In 1888, the Sweetwater Dam was completed to bring water to Chula Vista residents and their farming lands. Frank Kimball became the State Commissioner of Agriculture and discovered citrus trees to be the most successful crop for the area. Chula Vista eventually became the largest lemon-growing center in the world for a period of time.

A railroad was built to connect San Diego, National City, Chula Vista and Otay. This railroad, know as the National City and Otay Railroad, flourished for many years.

On October 17, 1911, an election was held in Chula Vista to incorporate and the people voted in its favor. The State of California approved this Act of Incorporation in November. The Board of Trustees of Chula Vista held an election at the office of the People's State Bank and E.T. Smith was elected President.





Local farmers continued to grow lemons as their primary crop and used over eight packing houses in the city. However, terrible weather came to the area in the following years causing severe damage. Crops suffered from a severe freeze in 1913 and droughts in 1914 and 1915. The Floods of 1916 caused major damage with a break in the Lower Otay Dam causing millions of gallons of water to empty out in two and a half hours. Railroad tracks near Second Avenue were swept away, 23 homes were destroyed and more than 20 people were killed.

World War I and the Great Depression

In February 1916, the Hercules Powder Company began the design and construction of a kelp processing plant covering a 30-acre plot of land in Chula Vista. Kelp was an ideal source of materials used in the production of explosives. The plant produced potash and acetone to make cordite, a smokeless powder used extensively by the British armed forces in World War 1. Hercules produced 20,838,000 kilos of cordite for the British government during the war, making it the largest kelp harvesting fleet in the world at the time. The plant was located on what is now known as Gunpowder Point currently the home of the Chula Vista Nature Center.

Although the Great Depression affected Chula Vista significantly, agriculture still provided considerable income for the residents. In 1931, the lemon orchards produced \$1 million dollars in revenue and the celery fields contributed \$600,000.



World War II

World War II ushered in changes that would affect the City of Chula Vista forever. The principal reason was the relocation of Rohr Aircraft Corporation to Chula Vista in early 1941, just months before the attack on Pearl Harbor. Rohr employed 9,000 workers in the area at the height of its wartime production. With the demand for housing, the land never returned to being orchard groves again. The population of Chula Vista tripled from 5,000 residents in 1940 to more than 16,000 in 1950.

Post War Chula Vista

After the war, many of the factory workers and thousands of servicemen stayed in the area resulting in the huge growth in population. During those years, numerous schools, homes, banks, restaurants, gas stations and shopping centers opened to accommodate the growing number of residents. The last of the citrus groves and produce fields disappeared as Chula Vista became one of the largest communities in San Diego.

During the next decades, Chula Vista continued to expand eastward. Plans called for a variety of housing developments such as EastLake, Rancho del Rey and Otay Ranch neighborhoods. In 2003, Chula Vista had 200,000 residents and was the second largest city in San Diego County. As the city continues to grow, it strives for a balance of attractive neighborhoods and strong business base but holds fast to maintaining a sense of community and small town values upon which it was founded.





Education

Chula Vista Elementary School District

84 East J Street, Chula Vista, CA 91910
(619) 425-9600 / Fax (619) 427-0463 / www.cvesd.org

Sweetwater Union High School District

1130 Fifth Ave, Chula Vista, CA 91911-2896
(619) 691-5500 / www.suhsd.k12.ca.us

Middle Schools

Bonita Vista

650 Otay Lakes Road / Chula Vista, CA 91910
Phone: (619) 397-2200 / Fax: (619) 482-9356

Castle Park

160 Quintard Street / Chula Vista, CA 91911
Phone: (619) 498-6000 / Fax: (619) 427-8045

Chula Vista

415 Fifth Avenue / Chula Vista, CA 91910
Phone: (619) 498-6800 / Fax: (619) 427-5723

EastLake

900 Duncan Ranch Road / Chula Vista, CA 91914
Phone: (619) 591-4000 / Fax: (619) 482-0553

Hilltop

44 East J Street / Chula Vista, CA 91910
Phone: (619) 498-2700 / Fax: (619) 585-3576

Rancho Del Rey

1174 East J Street / Chula Vista, CA 91910
Phone: (619) 397-2500 / Fax: (619) 656-3810

High Schools

Bonita Vista

751 Otay Lakes Road / Chula Vista, CA 91913
Phone: (619) 397-2000 / Fax: (619) 656-1203

Castle Park

1395 Hilltop Drive / Chula Vista, CA 91911
Phone: (619) 585-2000 / Fax: (619) 427-5964

Chula Vista

820 Fourth Avenue / Chula Vista, Ca. 91911
Phone: (619) 476-3300 / Fax: (619) 427-5824

Eastlake

1120 Eastlake Parkway / Chula Vista, CA 91915
Phone: (619) 397-3800 / Fax: (619) 656-9736





Hilltop

555 Claire Avenue / Chula Vista, CA 91910

Phone: (619) 476-4200 / Fax: (619) 425-3284

Olympian

1925 Magdalena Avenue / Chula Vista, CA 91913

Phone: (619) 656-2400 / Fax: (619) 216-0650

Otay Ranch

1250 Olympic Parkway / Chula Vista, CA 91913

Phone: (619) 591-5000 / Fax: (619) 591-5010

Palomar

480 Palomar Street / Chula Vista, CA 91911

Phone: (619) 407-4800 / Fax: (619) 585-6232

Atypical Schools

Bounce Back Independent Study

467 1/2 Moss Street / Chula Vista, CA 91911

Phone: (619) 585-7800 / Fax: (619) 476-7178

MAAC Community Charter

1385 Third Avenue / Chula Vista, CA 91911

Phone: (619) 476-0749 / Fax: (619) 476-0913



Private Schools

Advocate School

900 Paseo Del Rey, Chula Vista, CA 91911

Phone: (619) 421-6900 / Level: 7-12

Advocate School Rancho Del Rey

900 Pasco Del Rey, Chula Vista, CA 91911

Phone: (619) 482-0374 / Level: 9-12

Calvary Christian Academy

4378 Lynndale Lane, Chula Vista, CA 91910

Phone: (619) 585-4884 / Level: K-6

Childrens World Learning Center

612 Paseo Del Rey, Chula Vista, CA 91910

Phone: (619) 482-8800 / Level: PreK-K

Christian Academy Of Chula Vista

494 E St, Chula Vista, CA 91910

Phone: (619) 422-7167 / Level: K-6

Chula Vista Christian Elementary School

960 5th Ave, Chula Vista, CA 91911

Phone: (619) 425-0132 / Level: K-8





Covenant Christian School
505 E Naples St, Chula Vista, CA 91911-2597
Phone: 619-421-8822 / Level: K - 12

Filipino And American Bible Baptist
345 Fifth Ave., Chula Vista, CA 91910
Phone: (616) 585-7098 / Level: PreK-12

Love N Learn Bonita Christian School
73 Bonita Road, Chula Vista, CA 91910
Phone: (619) 422-5844 / Level: PreK-6

Montessori American School, The
3604 Bonita Road, Chula Vista CA 91910
Phone: (619) 422-1220 / Level: PreK-K

Pilgrim Lutheran School
497 E Street, Chula Vista, CA 91910
Phone: (619) 420-6233 / Level: PreK-8

Saint John's Episcopal School
760 First Ave., Chula Vista, CA 91910
Phone: (619) 422-6414 / Level: PreK-8

Saint Pius X School
37 E. Emerson St., Chula Vista, CA 91911
Phone: (619) 422-2015 / Level: K-8

Saint Rose Of Lima School
473 Third Ave., Chula Vista, CA 91910
Phone: (619) 422-1121 / Level: K-8

Sam & Rose Stein Education Center
647 E Street, Chula Vista, CA 91910
Phone: (619) 498-8384 / Level: Ungraded

School For Young Children
494 E Street, Chula Vista, CA 91910
Phone: (619) 422-4462 / Level: PreK-K

South Bay Christian Academy
395 D St, Chula Vista, CA 91910
Phone: (619) 585-0600 / Level: K-12

Southwestern Christian School
482 L Street, Chula Vista, CA 91911
Phone: (619) 425-8940 / Level: K-6



Population and Housing Estimates

City of Chula Vista



Jan 1, 2021

Total Population	274,449
Household Population	272,889
Group Quarters Population	1,560
Persons Per Household	3.23

Housing and Occupancy

Structure Type	Total		Vacancy
	Units	Households	Rate
Structure Type	87,350	84,489	3.3%
Single Family - Detached	42,066	40,815	3.0%
Single Family - Attached	10,682	10,293	3.6%
Multi-Family	30,664	29,545	3.6%
Mobile Home and Other	3,938	3,836	2.6%

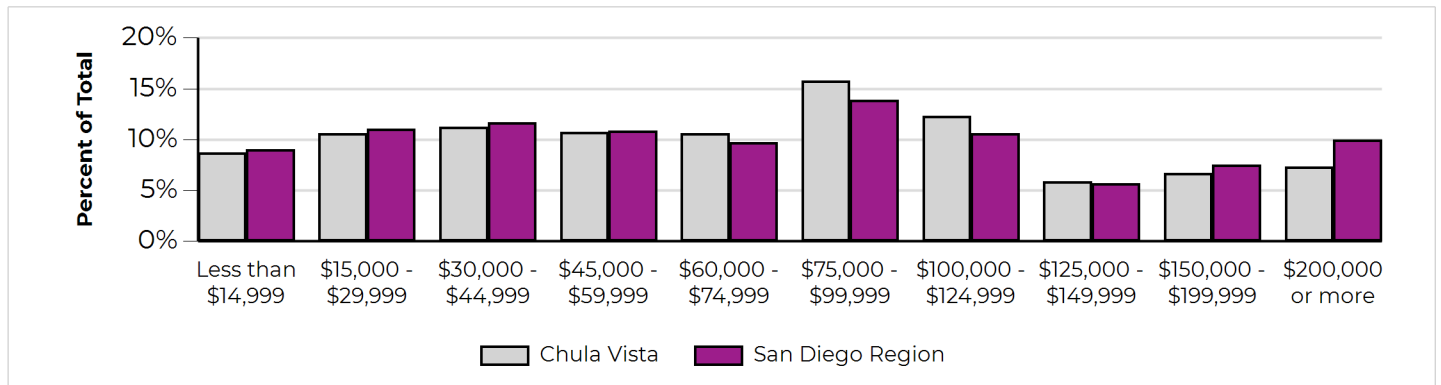
Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	9%	11%	11%	11%	11%	16%	12%	6%	7%	7%

Median Household Income

	2021
Adjusted for Inflation (2010 \$)	\$72,265
Not adjusted for inflation (current 2020 \$)	\$89,478



DATA SOURCES AND IMPORTANT ADVISORY:

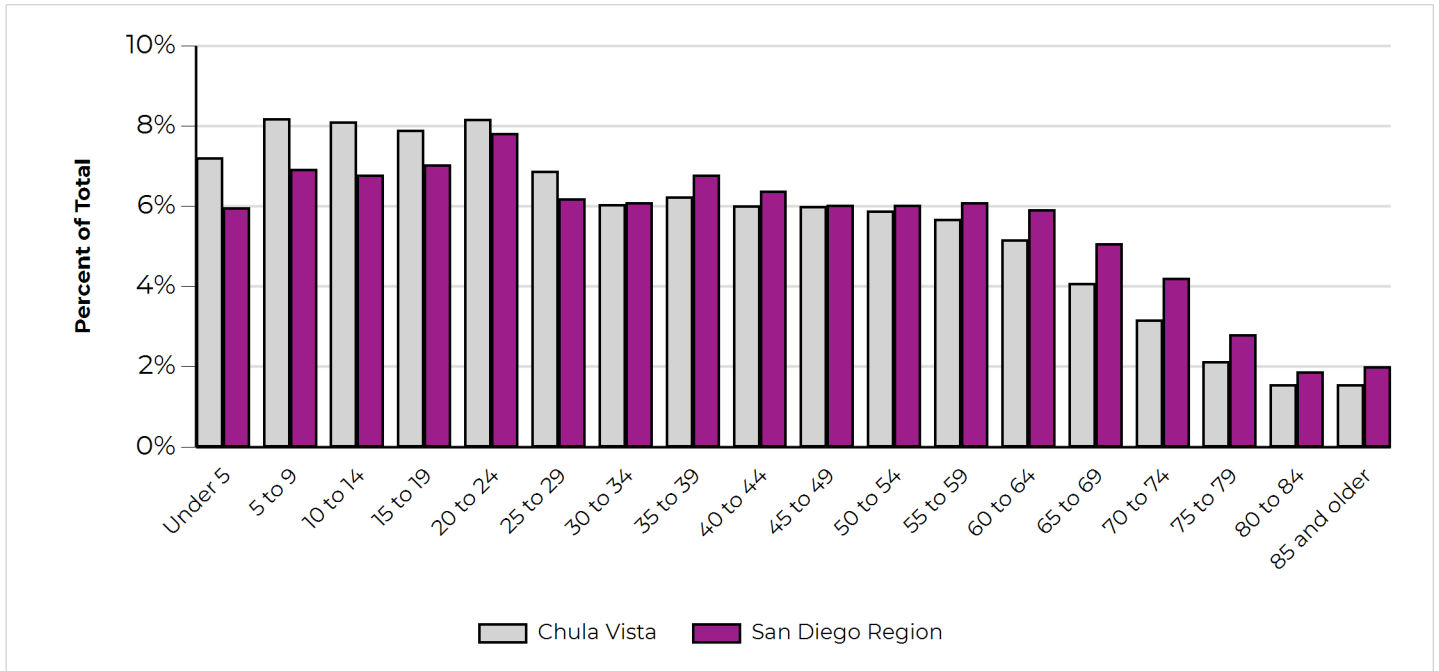
SANDAG Population and Housing Estimates are derived from a composite of data sources, including the California Department of Finance (DOF) E-5 Population and Housing Estimates for Cities, Counties, and the State, 2020-2022; the 2021 SANDAG Land Use and Housing Units inventory; the Census American Community Survey (ACS) Detailed tables; and the vintage 2020 DOF P-3 Race/Ethnicity and Sex by Age for California and Counties.

Caution should be taken when using Population and Housing Estimates, especially for small areas of geography. Sampling error inherent with the data may materially impact the reliability of the estimates, resulting in a substantial margin of error. Additionally, conclusions should not necessarily be drawn about small differences between two or more estimates because they may not reflect statistically significant differences.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	274,449	136,958	137,491	50%
Under 5	19,801	10,092	9,709	49%
5 to 9	22,490	11,447	11,043	49%
10 to 14	22,242	11,442	10,800	49%
15 to 17	13,490	6,974	6,516	48%
18 and 19	8,179	4,048	4,131	51%
20 to 24	22,419	11,982	10,437	47%
25 to 29	18,862	9,798	9,064	48%
30 to 34	16,583	8,460	8,123	49%
35 to 39	17,125	8,909	8,216	48%
40 to 44	16,520	8,265	8,255	50%
45 to 49	16,485	7,983	8,502	52%
50 to 54	16,171	7,832	8,339	52%
55 to 59	15,567	7,562	8,005	51%
60 and 61	5,868	2,896	2,972	51%
62 to 64	8,319	4,010	4,309	52%
65 to 69	11,224	5,328	5,896	53%
70 to 74	8,717	3,972	4,745	54%
75 to 79	5,849	2,584	3,265	56%
80 to 84	4,264	1,777	2,487	58%
85 and older	4,274	1,597	2,677	63%
Under 18	78,023	39,955	38,068	49%
65 and older	34,328	15,258	19,070	56%
Median Age	32.9	31.6	34.3	N/A

Population by Age



Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	164,387	52,369	14,361	924	33,978	8,430
Under 5	11,939	4,039	1,038	92	1,821	872
5 to 9	14,642	3,545	1,104	80	2,156	963
10 to 14	14,179	3,110	1,253	103	2,156	1,441
15 to 17	8,715	1,797	637	82	1,488	771
18 and 19	4,942	1,449	583	39	777	389
20 to 24	15,337	2,830	977	68	2,305	902
25 to 29	13,047	2,391	976	64	1,841	543
30 to 34	10,274	2,847	892	59	2,087	424
35 to 39	10,705	2,921	881	45	2,189	384
40 to 44	10,191	2,709	929	38	2,286	367
45 to 49	10,075	2,799	816	32	2,476	287
50 to 54	9,643	3,087	838	17	2,349	237
55 to 59	8,710	3,451	930	35	2,218	223
60 and 61	3,101	1,476	334	20	848	89
62 to 64	4,176	2,274	464	21	1,274	110
65 to 69	5,232	3,370	592	37	1,843	150
70 to 74	3,592	3,051	452	31	1,488	103
75 to 79	2,486	2,071	272	26	916	78
80 to 84	1,730	1,508	208	13	752	53
85 and older	1,671	1,644	185	22	708	44
Under 18	49,475	12,491	4,032	357	7,621	4,047
65 and older	14,711	11,644	1,709	129	5,707	428
Median Age	29.8	42.3	33.4	24.9	40.4	18.9