



THE CITY OF SAN DIEGO

## REPORT TO THE PLANNING COMMISSION

**DATE ISSUED:** August 3, 2007 **REPORT NO. PC-07-102**

**ATTENTION:** Planning Commission, Agenda of August 9, 2007

**SUBJECT:** THE SHOPS @ MISSION VALLEY – PROJECT NO. 132208;  
PROCESS 4

**OWNER/  
APPLICANT:** Mission Valley Shoppingtown, LLC  
Westfield Corporation, Inc (Attachment 10)

### SUMMARY

**Issue(s):** Should the Planning Commission approve a Planned Development Permit to amend Comprehensive Sign Plan No. 98-0756, for the Mission Valley Mall, within the Mission Valley Community Plan area?

**Staff Recommendation:** Approve Planned Development Permit No. 472478.

**Community Planning Group Recommendation:** On July 11, 2007, the Mission Valley Unified Planning Committee voted 19-0-1 to recommend approval of this project with the condition that no new monument sign would be placed near this structure (Attachment 9).

**Environmental Review:** This project has been determined to be exempt from the California Environmental Quality Act (CEQA) per Article 19, Section 15301, Existing Facilities of the State CEQA Guidelines.

**Fiscal Impact Statement:** None with this action. A deposit account is maintained by the applicant.

**Code Enforcement Impact:** None with this action.

**Housing Impact Statement:** None with this action.

## **BACKGROUND**

The proposed project is a 59.88 acre site, located south of Camino de la Reina, north of Camino Del Rio, east of Mission Center Road and west of Camino Del Este in the MV-CR zone of the Mission Valley Planned District within the Mission Valley Community Plan area (Attachment 1). The Mission Valley Community Plan designates this site for commercial retail uses and it is developed with the Westfield Mission Valley Mall (Attachment 2).

The project site originally was developed in the late 1950's when the site was zoned CA. In February of 1994, the Planning Commission approved Conditional Use Permit and Mission Valley Development Permit 93-0637 (CUP/MVDP 93-0637) which allowed for a 76,344 square foot expansion to an existing 1,285,293 square foot retail complex. The addition included the demolition of 32,000 square feet; a new 41,900 square foot child care facility including a 25,000 square foot above-ground play yard; a new 76,344 square foot (twenty screen) movie theater and attached common area; and associated structural modifications and site improvements were permitted. The total allowable square footage per CUP/MVDP 93-0637 is 1,361,637 square feet.

In February of 1989, the Planning Director approved a Comprehensive Sign Plan (CSP) to control signage on the entire site (CSP 88-0377). The CSP has since been amended twice as CSP No. 95-0579 and 98-0756 (Attachment 8).

The project site is currently governed by the MVPD-MV-CR Zone, CSP 98-0756, and CUP/MVDP 93-0637.

## **DISCUSSION**

### **Project Description:**

Since the closure of the Montgomery Wards Department Store at the west end of the Mission Valley Mall in approximately 2000, the Montgomery Wards Tire and Automotive Center has been vacant at the corner of Mission Center Road and Camino de la Reina. Mission Valley Shoppingtown and Westfield Corporation recently obtained approval to redevelop the structure into an approximately 16,000 square foot commercial retail building. Building Permit No. 376241 was issued on January 10, 2007, and the construction is nearly complete.

As a Wards Tire and Automotive Center, there were three large wall signs totaling 176 square feet assigned to the structure per Comprehensive Sign Plan No. 98-0756. With the construction of a structure with multiple tenants, the applicant is requesting to remove the new structure from the Sign Plan through this Planned Development Permit, and to comply with City-wide Sign regulations which allow a minimum square footage per public-right-of way based on linear frontage, classification of street and the types of signs. If only wall signs were permitted each tenant could have a minimum of 75 square feet per street frontage and a maximum of 3.75 square feet per linear foot of frontage and facing the parking lot. The applicant is expecting 5 tenants at this site. The result will be additional signage at the Center as a whole, however it would allow the new building to be consistent with the surrounding commercial retail uses in immediate vicinity (Attachment 5).

Community Planning Group Recommendation:

On July 11, 2007, the Mission Valley Unified Planning Committee voted 19-0-1 to recommend approval of the project with the condition that no new monument sign be placed near the structure. There is an existing monument sign at the corner of Mission Center Road and Camino de la Reina, and no new sign is proposed (Attachment 9).


**Conclusion:**

The proposed project, to remove one structure from the Mission Valley Mall Comprehensive Sign Plan has been determined by staff to be consistent with the intent of the Sign Plan to provide adequate signage for tenants, and consistent with the surrounding commercial development. Therefore, staff recommends approval of the Planned Development Permit.

**ALTERNATIVES**

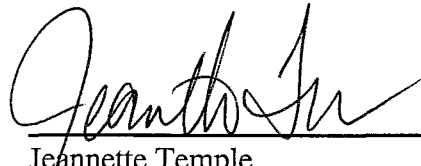
1. **Approve Planned Development Permit No. 472478, with modifications.**
2. **Deny Planned Development Permit No. 472478, if the findings required to approve the project cannot be affirmed.**

Respectfully submitted,



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Mike Westlake  
Program Manager  
Development Services Department



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Jeannette Temple  
Project Manager  
Development Services Department

WESTLAKE/JT

Attachments:

1. Aerial Photograph
2. Community Plan Land Use Map
3. Project Location Map
4. Project Data Sheet
5. Project Site Plans
6. Draft Permit with Conditions
7. Draft Resolution with Findings
8. Comprehensive Sign Plan No. 98-0756

9. Community Planning Group Recommendation
10. Ownership Disclosure
11. Project Chronology