MISSION VALLEY

COMMUNITY PLAN

Adopted: June 1985
Last Amendment: May 2010
DRAFT SEPTEMBER 2010

MISSION VALLEY

COMMUNITY PLAN

Prepared by
The City of San Diego
with the assistance of
The Mission Valley Unified Planning Committee

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MISSION VALLEY COMMUNITY PLAN AMENDMENTS

The following amendments have been incorporated into this ~~May 2010~~ Month 2011posting of this Plan:

Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
Mission Valley Community Plan approved	January 24, 1985	5576	June 25, 1985	R-263536
EIR Certified EQD No. 84-0194	—	—	June 25, 1985	R-263535
Hazard Center II	January 9, 1986	—	April 8, 1986	R-265413
Frazee Rd/Camino Del Este	July 10, 1986	—	October 13, 1987	R-269479
MV Calmat	June 7, 1990	0710-PC	September 11, 1990	R-276503
Water Reclamation Facilities	February 4, 1991	—	February 15, 1991	R-277366
MV Plan and PDO	January 23, 1992	—	April 21, 1992	R-279807
SDB-MBM III	—	—	October 6, 1992	R-280832
Park in the Valley IV	—	—	May 4, 1993	R-281917
Rio Vista West	November 18, 1993	—	December 7, 1993	R-283175
Hazard Center Phase 2	January 6, 1994	2055-PC	February 8, 1994	R-283390
Homestead Village	July 25, 1996	—	September 10, 1996	R-287814
MV West	May 29, 1997	2513-PC	July 15, 1997	R-288970
Mission City	March 19, 1998	—	April 21, 1998	R-289995
Rio Vista West VIII (repealed 4/13/99)	October 30, 1997	2571-PC	February 2, 1999	R-291254
Rio Vista West VIII	—	—	April 13, 1999	R-291480
Presidio View	August 10, 2000	3013-PC	October 24, 2000	R-294065
Mission Valley Heights	November 21, 2002	3329-PC	February 18, 2003	R-297655
A-1 Self Storage	September 16, 2004	—	January 25, 2005	—
Quarry Falls	September 4, 2008	08-064-PC	October 21, 2008	R-304293
Hazard Center	March 27, 2010	10-021-PC	May 18, 2010	R-305860
San Diego River Park				R-

LETTER OF TRANSMITTAL - MISSION VALLEY

June 25, 1985

The Honorable Mayor and City Council
City of San Diego, California

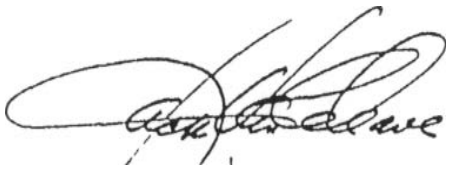
Honorable Mayor and City Council:

I am pleased to present to you the accompanying Mission Valley Community Plan. This Plan represents a comprehensive guide for the enhancement and future development of the Mission Valley Community through the year 2000. The plan was prepared by the City Planning Department. The community plan evaluated eight alternatives covering a range of development strategies, from the “no development” alternative to an alternative permitting highly intensive development throughout the valley. The alternative selected as the plan is one of moderate growth, where the development intensity is measured by the ability of the surface street system to carry the traffic. This base development intensity is to be increased as additional transportation opportunities become available. An important feature of the plan's transportation element is the establishment of a light rail transit corridor located in a manner that provides maximum access throughout the valley. The Metropolitan Transit Development Board, and the City Planning Development staffs worked together to develop the preferred alignment through the valley.

This community plan also includes a proposal for the creation of a linear park along the San Diego River. This proposal is complemented by a wetlands management plan for wetland preservation, restoration and enhancement. The wetlands management plan was developed with the cooperation of the California Department of Fish and Game and the United States Fish and Wildlife Service, and is designed to be responsive to the Army Corps of Engineers permit standards. An Urban Design Element incorporating development guidelines for development along the river and on the valley's hillsides is also included in the plan.

In closing, the Planning Department wishes to give special recognition to the Mission Valley Unified Community Planning Committee and the citizens who worked with City staff in the development of this plan. Their input has made this plan a better document.

Finally, I wish to thank Councilman Ed Struiksma, the elected representative of District 5. Without his interest and effort many of the key elements of this plan, such as the light rail transit proposal, urban design element and transportation recommendations, would not have been resolved as clearly. Implementation of this plan will owe much to his efforts on behalf of the City and the Mission Valley Community.



Jack Van Cleave

DEDICATION

Long time residents of the county can remember when Mission Valley was virtually virgin territory, with a few scattered dairies and farms, and where once in a decade a storm would flood the valley from rim to rim. In the 1950s, the Town and Country Hotel's first unit was opened and in 1958 the City Council approved the rezoning and construction of the Mission Valley Center shopping mall. That action, coupled with the freeway construction that followed, changed the face of the valley completely and forever. From the early part of the century until today, Mission Valley development has been a citywide concern. Prediction of doom has dominated the community's attitude towards this part of the City.

In 1974, urbanologists Kevin Lynch and Donald Appleyard cited the valley as a supreme example of bad planning in their "Temporary Paradise?" study of San Diego. Their observations:

> *"The most dramatic loss was the conversion of historic Mission Valley in the 1950s into a chaos of highways, parking lots and scattered commercial buildings ...the city should erect an historic monument to that tragic event. It struck a double blow; one directed at the landscape and (second) at the economy of the Center City ...Mission Valley is the second downtown of the region and its future appears gloomy ...Mission Valley is a landscape disaster, yet few disasters are beyond all repair. It is only that repair demands money, time, and effort."*
>
> Kevin Lynch and Donald Appleyard
> "Temporary Paradise?" 1974

John Nolen, the landscape architect who wrote the City's first master plan in 1908, dreamed of a parkway through the valley with development set back from the mesa rim to afford vistas to the ocean. In 1926, he returned to issue a warning, which still holds meaning for Mission Valley 60 years later:

> *"The failure to regulate growth has resulted in many parts of the city, in an unfavorable, and in some cases, unsightly distribution of building development ...Without doubt, San Diego should be a more distinctive city in its physical development. Its topography, its climate, its purposes are all different from the average American city. Not to be distinctive is an advantage lost, and some things in San Diego cannot now be changed. The question is what can be done to recover lost ground and lead the city toward a more distinctive San Diego in the future?"*
>
> John Nolen
> "A Comprehensive Plan in San Diego" 1926

The following plan is the product of hard work of citizens and planners which spans the period of 60 years. As such, this plan is seen as a tribute to all the planning directors the City of San Diego has had; they all envisioned a development plan for Mission Valley, and as such, these individuals contributed with their ideas and efforts to this Plan.

This Mission Valley Community Plan is therefore dedicated to:

Mr. Glen Rick - City Planning Director from 1931 to 1955
Mr. Harry Haelsig - City Planning Director from 1955 to 1964
Mr. James Fairman - City Planning Director from 1964 to 1968
Mr. James Goff - City Planning Director from 1968 to 1979

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Background

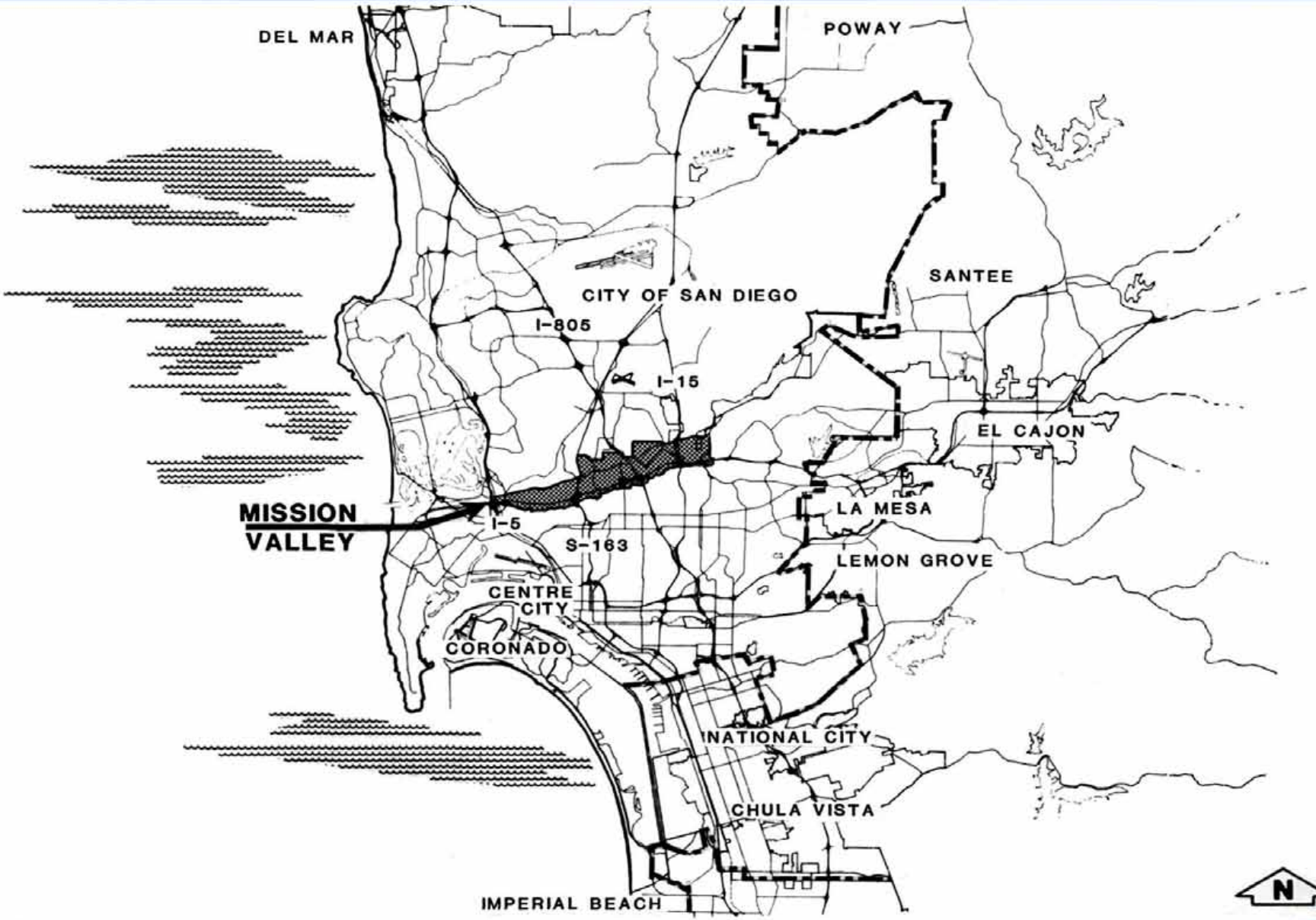
BACKGROUND

The Mission Valley planning area comprises approximately 2,418 net acres and is located near the geographic center of the City of San Diego. It is bounded on the west by Interstate 5 (I-5), on the north by Friars Road west of State Route 163 (SR-163) and by the northern slopes of the valley east of SR-163, on the east by the eastern bank of the San Diego River, and on the south by approximately the 150-foot elevation contour line. The Planning Department estimated that 7,253 people resided in 4,834 housing units in Mission Valley as of January 1984. The Mission Valley Community Plan (Plan) is based upon a projection of 24,558 people residing in 15,159 housing units as of the horizon year of the Plan. (This population projection is based on a household size of 1.62 persons per dwelling unit.) Attainment of these population levels depends upon the economic conditions in this community, relative to regional economic conditions.

PLANNING PROGRAM

The Mission Valley Community Plan and Environmental Impact Report are the result of a planning program authorized by the San Diego City Council on October 22, 1977, by Resolution No. 219488. The Mission Valley Unified Planning Committee, the officially recognized citizen planning organization, has met regularly with Planning Department staff, and other City staff on an as needed basis, to assist in the preparation of this Plan.

The purpose of the Plan is to provide recommendations to guide development in Mission Valley through the horizon year. The horizon year is defined as attaining the Plan's maximum occupancy capacity, which is based upon land use, development intensity, circulation and public facilities. It is anticipated that the horizon year will be reached sometime after the year 2000. A series of goals and objectives established by the community and consistent with citywide policies are included. Once the Plan is adopted by the City Council, any amendments, additions, or deletions will require that the Planning Commission and City Council follow the same public hearing procedures as were required in the initial adoption. While it sets forth proposals for implementation, the Plan does not establish new regulations or legislation, nor does it rezone property. Controls over zoning, subdivisions, transportation, building construction and other development must be enacted separately as part of the implementation program. The adoption of the Plan will concurrently amend the Progress Guide and General Plan (General Plan) for the City of San Diego but will require rescission of the existing East Mission Valley Area Plan. The Serra Mesa Community Plan will be amended by deleting those areas of the plan area lying south of the Linda Vista Community Plan, will be amended by deleting those areas of the plan lying south of the northerly slopes of Mission Valley and incorporating them into the Mission Valley Community Plan. The Linda Vista Community Plan will be amended through the incorporation of language pertaining to that area of the community plan lying immediately north of Friars Road and which is dependent upon the Mission Valley circulation system. This area is part of the Mission Valley traffic forecast and the incorporated language will indicate that this area will be subject to the implementing zoning legislation of the Mission Valley Community Plan. Future development based on the new Plan shall be undertaken in complete conformance with all appropriate Council Policies and City Ordinances.



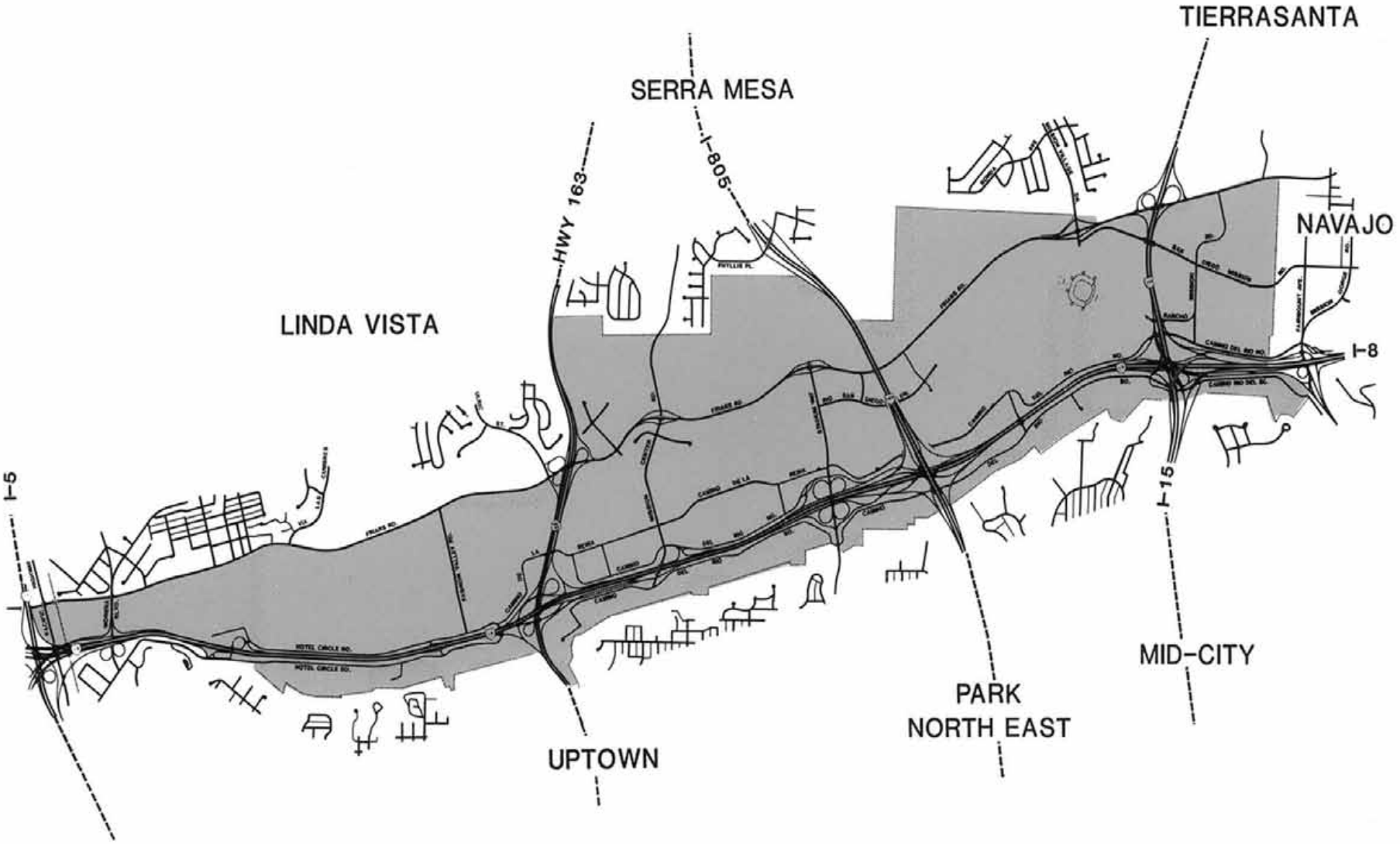
Location Map **1** FIGURE

Mission Valley Community Plan

The relationship of this Plan with Planning programs and development patterns in surrounding areas was considered during its preparation. This process included coordination with the adopted Serra Mesa Community Plan, Navajo Community Plan, Uptown Community Plan, Mission Bay Master Plan, Park North-East Community Plan, and the revisions to the Tierrasanta Community Plan, Mid-City Community Plan, and Linda Vista Community Plan. Proposals by the San Diego Association of Governments (SANDAG) and those contained in the adopted San Diego County General Plan were also evaluated. Two comprehensive transportation-planning programs were completed during preparation of this Plan. These are an Interstate 8 (I-8) Transportation System Management (TSM) Study, prepared by SANDAG, and a Transportation Plan for the San Diego Metropolitan Area, prepared by the San Diego Metropolitan Transit Development Board (MTDB).

This Plan should not be considered as a static document. It is intended to provide guidance for the orderly growth of the Mission Valley community. In order to respond to unanticipated changes in environmental, social, or economic conditions, the Plan must be continually monitored and amended when necessary to remain relevant to community and City needs. Once adopted, two additional steps will follow: *implementation* and *review*. The implementation is the process of putting Plan policies and recommendations into effect. Review refers to the process of monitoring the community and recommending changes to the Plan as conditions in the community change. Guidelines for implementation are provided in the Plan, but the actual work must be based on a cooperative effort of private citizens, City officials and other agencies. It is contemplated that the Mission Valley Unified Planning Committee and other private citizen organizations will provide the continuity needed for a sustained, effective implementation program.

Although this Plan is intended to be a development guide for the next 15 to 20 years, circumstances may arise requiring a plan reviewer update. Community conditions and the legislative framework must be continually monitored to ensure that the Plan remains timely. Considerable technical information was generated in the preparation of the Plan. This material is contained in files at the Planning Department and in the Environmental Impact Report (EIR), prepared by the Environmental Quality Division of the Planning Department, which evaluates the environmental effects of each of the eight alternative plan concepts presented. The EIR Conclusions and Recommendations for the Plan are included in this Plan document.



Adjacent Communities

Mission Valley Community Plan

2 FIGURE

HISTORY OF DEVELOPMENT

Mission Valley is part of the floodplain of the San Diego River, historically a major source of fresh water in the San Diego Metropolitan Area. This water supply has attracted people to the valley since prehistoric times. Archaeological findings include remains of Cosoy, an ancient Kumeyaay Indian village, located near the base of Preside Hill. The Spaniards located the original Mission San Diego de Alcala near this Indian village site in 1769. As the missionaries and Indian converts developed an agricultural economy, they moved the Mission further inland to its present location in the Valley in 1774. The Valley was named for the presence and influence of this Mission. By 1816, Padre Dam was built and a tile and masonry flume was constructed to convey water directly from the river impoundment to the agricultural lands located near the Mission. Agricultural activities, especially livestock raising, dairying and field cultivation, continued as significant land uses in Mission Valley until the 1960s.

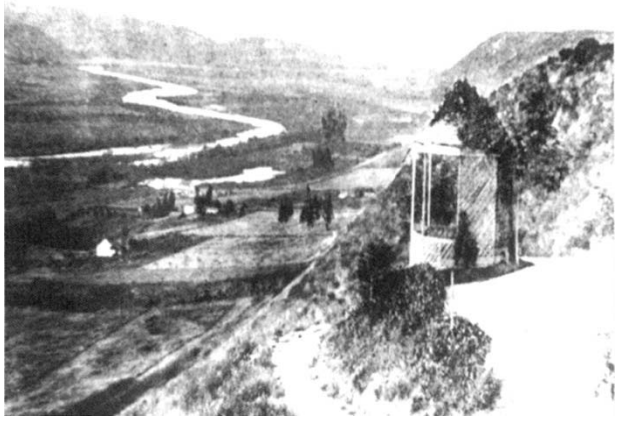
The arrival of the Mormon Battalion in 1847 signaled the beginning of Anglo-American settlement in Mission Valley. Although little new development occurred in the Valley proper during the 19th Century, several nearby settlements were founded in the 1880s. These include Grantville, located just east of the Valley north of Mission Gorge Road, and Silver Terrace (Linda Vista) overlooking west Mission Valley.

Sand and gravel extraction was introduced into the area about 1913, and began in earnest about 1923. Primary sources were the sands along the San Diego River and Murphy Canyon, and the conglomerate rocks in adjacent Serra Mesa. The industry flourished as development spread northward. Although material is no longer being extracted from the San Diego River, extensive activity continues north of Friars Road in Murphy Canyon.

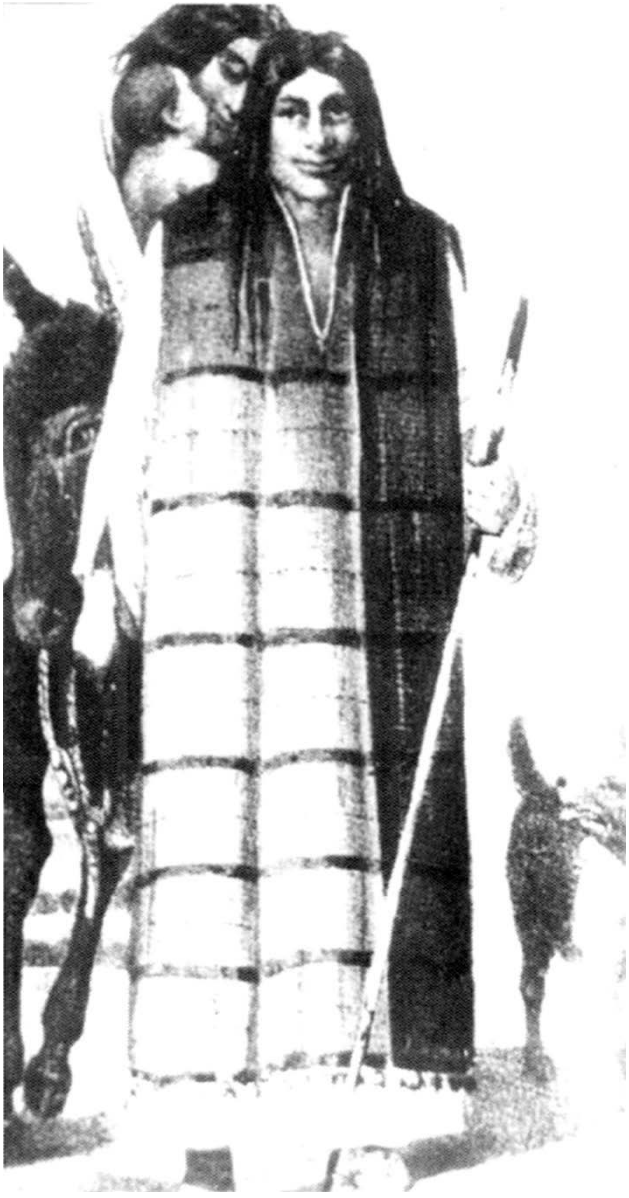
Mission Valley has played a key role in local and regional transportation since prehistoric times. Trails that apparently date back to the Kumeyaay Indians include Cañada de la Soledad (Murphy Canyon Road), Mission Trail (Friars Road), Poor Man's Grade (Murray Canyon) and Father Junipero Serra Trail (Mission Gorge Road).

Major urban development has occurred in Mission Valley since 1958, primarily as a result of improvements in the regional highway network. The construction of U.S. 80 (later I-8) provided an impetus for commercial development in Mission Valley, and for the rapid displacement of the agricultural economy. This process accelerated when U.S. Highway 395 (now SR-163), and Interstate 805 (I-805) were completed, the latter in 1971.

The first major urban development was the Mission Valley Shopping Center, approved in 1958. During the late 1950s and throughout the 1960s, Hotel Circle became an important commercial-recreation and visitor-oriented area. Other significant projects include San Diego Jack Murphy Stadium, completed in 1967 and Fashion Valley Shopping Center, built in 1969. During the early 1970s, the religious order of the Poor Sisters of Nazareth sold much of the land surrounding Mission San Diego de Alcala. This knoll eventually developed as a multiple dwelling neighborhood, the largest residential area in Mission Valley.



Mission Valley at the turn of the century



Indians of the Kumeyaay tribe were the first known inhabitants of Mission Valley.

Photo of Mission San Diego de Alcala taken in the early 1900s

Remaining structure of the old mission dam built in the 1700s to provide water for irrigation

Mission Valley had become a satellite urban center of San Diego.

Throughout the history of Mission Valley, the San Diego River has been a primary attraction, first as a source of fresh water and later as a scenic recreational asset. The river has had an interesting history in relation to its impact on human use of the floodplain. During the agricultural period (1769 to 1958), drought was as much of a concern as flood. The subsequent period of rapid urbanization from 1958 to 1977 was characterized by very low annual rainfalls. Although the flood potential had been documented in detailed historical accounts from the 1920s and 1940s (a concrete flood channel was approved in 1965 but never constructed), much of the post-1958 development occurred on the floodplain. In 1978, 1979, and 1980, however, three consecutive rainy seasons brought flooding which resulted in property damage. The continuing threat of flooding will have an impact on the future development of Mission Valley.

PLANNING HISTORY

This section summarizes planning programs carried out in Mission Valley by the City of San Diego from 1960 to date. Some of these planning programs did not get adopted by the City Council.

1. Mission Valley Plan (1960)

The Mission Valley Plan (November 1960) was the first planning effort in the Mission Valley community. Background information was supplied by previous studies prepared in 1955 and 1958. This proposed plan recommended that: 1) industrial expansion be limited to "those extractive industries east of Cabrillo Freeway (SR-163) and north of the river"; 2) commercial expansion be focused on tourist-related recreational uses; 3) office and professional uses remain secondary (up to 25 percent of the total floor area of a building) due to the problems of limited freeway access, unsuitability of existing and proposed streets for public transit, potential heavy peak-hour traffic and congestion associated with office buildings; and, 4) medium- to high-density residential development be encouraged as desirable "because of the relatively low rate of traffic generation and living amenities which are offered there," and the compatibility with the pattern of tourist-oriented development. No official action was taken to adopt the proposed plan.

2. East Mission Valley Area Plan (1963)

This plan was developed in 1962-63 in the hope that a long-range land use plan could be adopted by the City to guide future development. The study was requested by the Planning Commission in response to a communication from property owners in the area. It included the area east of (then proposed) I-805 to Fairmount Avenue. This plan recommended that: 1) light industrial uses be located in the area between the proposed flood channel and U.S. 80 (I-8); 2) natural resource extraction activities continue north of the river; 3) low-density residential (one unit per acre) uses be permitted in limited portions of the south slopes; and, 4) residential-professional land usage, rather than strip commercial, be located along the south side of U.S. 80 because of the low employee density ratio, low peak-hour traffic generation, and integration of residential use with administrative and professional office uses. This plan was adopted by the City Council on April 11, 1963.

3. Revised East Mission Valley Area Plan (1968)

A review and revision of the previously adopted plan was necessary due to proposed changes in the alignment and interchange configuration of I-805 and the Escondido Freeway (Ward Road - Murphy Canyon Road), the reduction in width and the realignment of the San Diego River Flood Channel, possible annexations and the construction of the San Diego Stadium and connecting highways. The planning area was revised to include the area between Friars Road and the top of the bluffs on the north side of the Valley. The recommendations of the revised plan differed from the previous plan in the following ways: 1) light industrial uses were proposed for both sides of Friars Road between I-805 and the Stadium; 2) commercial-recreational uses were proposed for the land surrounding the Stadium and the northern slopes were designated for low-density residential,

encouraging the use of planned unit developments, and medium-density residential was proposed north and south of the river channel east of Rancho Mission Road;
4) commercial-offices replaced the residential-professional office use south of I-8; and
5) a concrete-lined flood channel with an overall width of about 300 feet was first proposed.

4. West Mission Valley Report (1971)

In November 1968, the City Council designated the West Mission Valley Planning Committee as the citizen representative group that would assist in preparation of the West Mission Valley Community Plan. This report provided resource material to be used by the Committee in developing such a plan. The report assumed that future development would follow (then) existing trends in order to perform a travel forecast. It was concluded that future traffic volumes (359,609 trips excluding through trips) would be greater than could be accommodated in existing or proposed street systems. The report indicated that a future plan would have to consider three possible alternative solutions to this problem:
1) modifying the existing roadway system; 2) reducing the intensity of land use; and,
3) developing and supplementing the existing circulation system with another mode of transportation. The community established the following objectives for the development of the West Mission Valley area plan: 1) (provide flexibility in the location of land use; 2) develop qualitative standards for each type of land use; 3) create an urban center in a park-like setting; and, 4) preserve the hillsides and existing open quality of the Valley. This report outlined a planned district concept (with qualitative standards for each type of land use) as an approach to guide the planning and development of Mission Valley.

In October 1977, the City Council determined that a single plan for the entire Mission Valley area would be appropriate and directed planning staff to focus their efforts in that direction. The proposed Mission Valley Community Plan is a response to that direction.

5. San Diego River Park Master Plan (2011)

The San Diego River Park Master Plan was prepared as part of a City-wide effort to create a comprehensive plan to claim the San Diego River as a natural resource and recreational amenity. The plan provides for the creation of a River Corridor Area and River Influence Area and guides future development along the length of the river corridor.

The San Diego River Park Master Plan was adopted by the City Council in MONTH, 2011.

EXISTING SETTING AND REGIONAL CONTEXT

Mission Valley was formed through the erosive action of the San Diego River upon the coastal mesa region. Mission Valley separates two mesas—the northern Linda Vista Terrace and the southern San Diego Terrace. The geology of these mesas consists of tertiary marine sediments made up of conglomerates and tuffaceous sandstones, generally overlain with Quaternary terrace deposits of sands, gravels and boulders. The Valley floor is composed of alluvial clays, sands, gravel and boulders. The topography of the Valley is that of a wide, flat

floodplain surrounded by steep slopes and mesas to the north and south. The Valley gently slopes from about 600 feet above mean sea level on the eastern end of the community, to sea level at the western end. The San Diego River is the lowest point of the drainage basin.

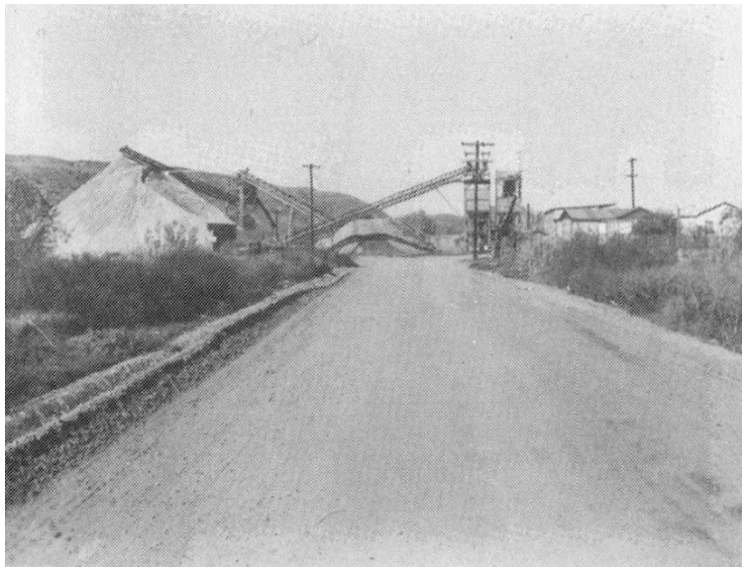
Mission Valley is identified in the General Plan as an urbanized community. It is primarily a business community with much of its developable land devoted to commercial and office uses. Most development has occurred on the north and south sides of the Valley, along Friars Road and I-8. The central area of the Valley contains the San Diego River which is zoned FW (Floodway) due to the flooding potential, restricting development in areas of inundation. The southern slopes are still primarily in a natural state, while the northern slopes have been excavated for sand and gravel extraction.

Mission Valley is located at nearly the geographic center of the City of San Diego. The Valley is the crossroads for the regional freeway system, enjoying access from I-5, I-8, I-15, I-805 and SR-163. It has been a regional center since it first began to urbanize. It is a major employment center, with retail sales, office buildings, and newspaper publishing. It is also a visitor center with a large number of hotels and freeway accessibility to tourist attractions (Mission Bay, Sea World, Balboa Park). A regional entertainment center, it has movie theaters, restaurants, golf courses and the San Diego Jack Murphy Stadium. With its two regional shopping centers, Mission Valley is also the major regional retail center in the San Diego area at this time.

The Valley has fulfilled a regional role in almost all its development. Only recently has Mission Valley seen itself as a distinct community. The addition of residential development will alter the character of the Valley, giving it a more balanced regional/local character.

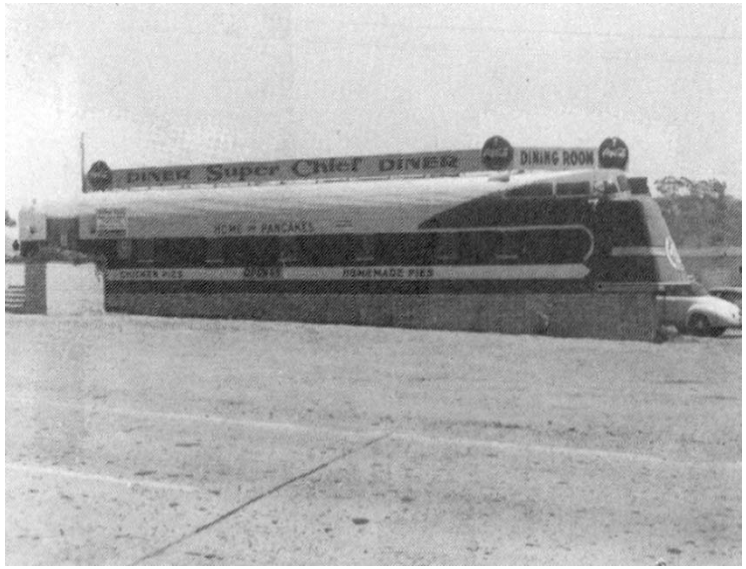
Cloverleaf with dairy on left side looking west from Madison Street, November 1954

Ferrari Dairy, east of Texas Street, December 1954

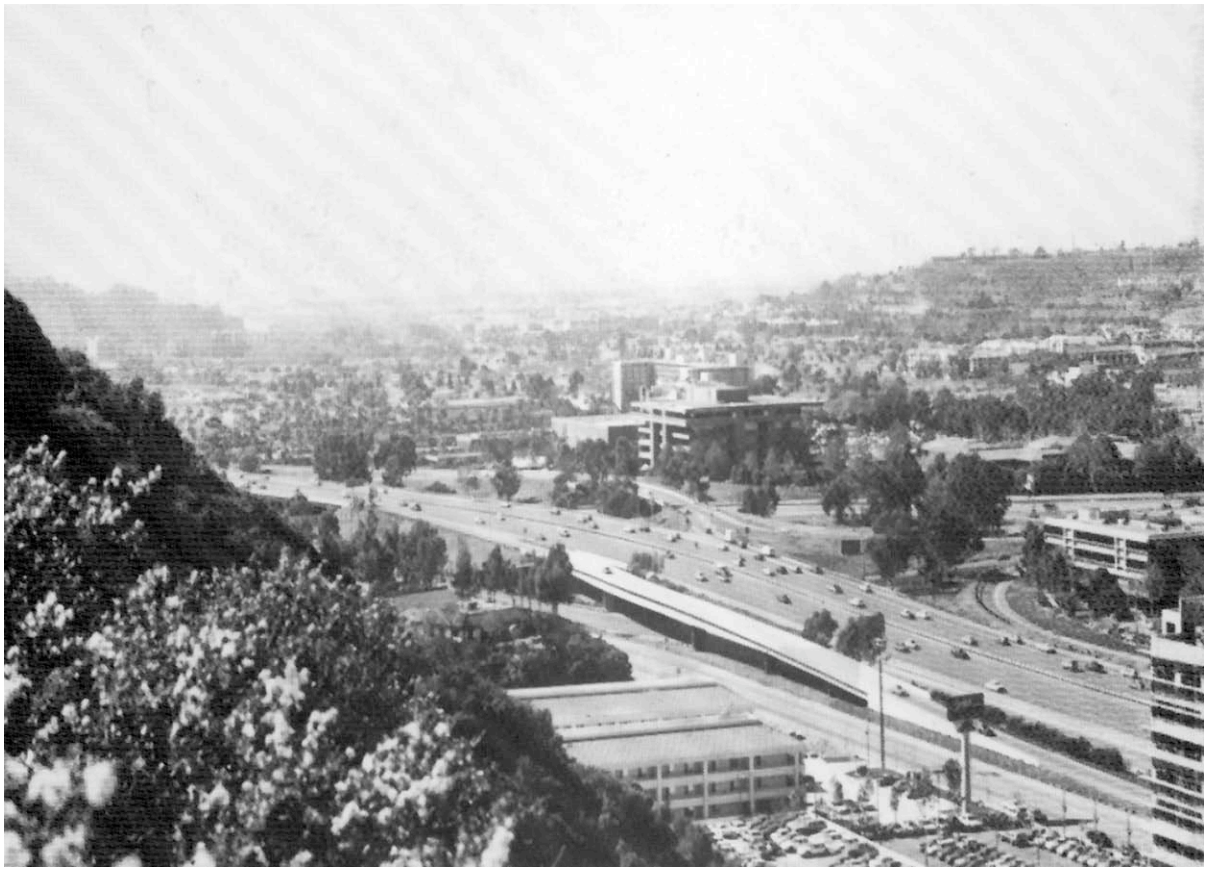


American Sand Company, just north of Twain and Powers Streets, December 1954

Mission Valley Country Club Golf Tournament, January 1955



Friars Road just west of Highway 163, January 1955



Plan Summary

PLAN SUMMARY

The Plan is based on a realistic land use proposal. Specific plans with a multiple land use emphasis are proposed for large undeveloped tracts of land along Friars Road. The transportation plan has been developed based primarily upon land use assumptions provided by the property owners. The limitations on the permitted intensity of development have been based on the capacity of the surface street system. The **Transportation Element** has an additional dimension; it permits increases in intensity (bonuses) when commitments are made for public transit systems (regional light rail transit and an intra-Valley transit system).

The **Open Space Element** is the key, not only to open space recommendations, but also to urban design recommendations as well. Within this Element is the San Diego River Park discussion and it refers to the San Diego River Park Master Plan as the policy document to use in conjunction with the Community Plan when development or redevelopment occurs along the San Diego River. The **Urban Design Element** focuses on the river, hillsides, and transportation corridors. The open space element discusses development criteria for the flood control facility, hillsides, and park and recreation areas.

~~The San Diego River Wetlands Management Plan, contained in **Appendix G**, is an integral part of the implementation of the San Diego River element. The Wetlands Plan provides a framework for integrating the protection of wetlands with land development, transportation facilities and flood control.~~

The **Implementation Element** envisions the development of new zoning legislation to address development intensity, urban design guidelines and multiple uses. Bonus provisions for intensifying permitted development upon the implementation of a public transit system are also included, A table identifying responsibilities for the development of public facilities within the community is included as part of the Implementation Element.

PLAN DEVELOPMENT ISSUES

1. Traffic Circulation

The present transportation system has inadequate capacity. As currently developed, it will be unable to handle future local circulation and regional transportation needs. The Plan, in conjunction with the SANDAG-Caltrans Interstate 8 Corridor Study, proposes major structural and operational transportation improvements, including: a) encouraging the completion of the regional freeway system; b) closing gaps and remedying other deficiencies in the local (non-freeway) street system; c) reducing the effects of flooding on the transportation network; d) mitigating congestion by providing incentives for the use of modes of transportation other than the automobile; and e) instituting operational improvements (for example, ramp meters) within the I-8 corridor (both within and adjacent to the Mission Valley community).

2. Form and Intensity of Development

Development to date in Mission Valley has been occurring in a largely unplanned fashion. There has been little coordination to ensure compatibility of contiguous developments. The issue of form and intensity of future development has been addressed in the Plan through the establishment of: a) development intensities related to the planned transportation network, designated activity centers and river-related open spaces; b) design guidelines to shape development adjacent to the river and north and south rim hillsides; c) encouragement of multiple use complexes which offer environments for living, working, shopping and related activities; and d) design guidelines for streets and other public rights-of-way, placing a new emphasis on the environmental quality of pedestrian-oriented spaces.

3. Flood Protection

Flooding of the San Diego River has become a major problem in Mission Valley since urbanization became prevalent in the floodplain area. This issue has been addressed in terms of: a) protection of lives and property; b) the use of land adjacent to flood control facilities; c) environmental constraints of wetland preservation and mitigation; d) equitable financing and maintenance of flood control facilities; and e) aesthetic appearance.

4. Public Facilities and Services

The Mission Valley community contains major regional facilities for entertainment, recreation, shopping, dining and lodging. Yet, facilities of a local or neighborhood nature serving the resident population are nearly nonexistent. Residents must rely upon other communities for “neighborhood” facilities to fulfill their daily needs, including schools, parks, libraries, emergency medical services and a post office. This situation has become an issue in Mission Valley. The provision of “neighborhood” services should help reduce the number and length of automobile trips within and through the Valley and otherwise enhance the livability of the community.

5. Physical Environment

The physical environment of Mission Valley continues to play a significant role in planning for the community's future. This is true with respect to constraints as well as opportunities. The potential for flooding, and liquefaction during earthquakes affects much of the Valley and must be considered when planning for any new development. Portions of the natural environment still exist, and if managed properly could provide opportunities for creating an urban center of high environmental quality. The San Diego River floodway should become a scenic resource with which projects can be integrated. Other environmental assets are the hillsides which provide the green backdrop on the Valley's south side. Proposals contained within this Plan provide development standards to assure a measure of protection for the natural assets of Mission Valley.

6. Economic Impacts

The public facilities required to provide the level of service desired in the community (roads, transit, flood protection, etc.) need to be financed primarily by the property owners and developers in the Valley, since they will receive the direct benefits of such improvements. Additionally, as the flood control facility is constructed in the San Diego River corridor, it is anticipated that new areas (formerly prone to flooding) will become available for development, offsetting some of the initial costs of the facility.

7. Regional Impacts

Existing development, extensive freeway access and a location near the geographic center of the urban San Diego region, make Mission Valley a major activity center. The predominant land use in the Valley is commercial, including retail, recreational, and office development. The Plan proposes to encourage this activity in combination with other uses. It is expected that Mission Valley will continue to expand as the regional commercial center, complementing the other two other regional activity centers: Center City (government/ financial center); and University City (educational/high technology center).

GOALS AND OBJECTIVES

Overall Goal

To provide a Plan for Mission Valley which allows for its continued development as a quality regional urban center in the City of San Diego while recognizing and respecting environmental constraints and traffic needs, and encouraging the Valley's development as a community.

Overall Objectives

- Encourage high quality urban development in the Valley which will provide a healthy environment and offer occupational and residential opportunities for all citizens.

- Provide protection of life and property from flooding by the San Diego River.

- Provide a framework for the conservation of important wetland/riparian habitats balanced with expanded urban development.

- Facilitate transportation through and within the Valley while establishing and maintaining an adequate transportation network.

- Provide public facilities and services that will attend to the needs of the community and the region.

- Provide guidelines that will result in urban design which will be in keeping with the natural features of the land and establish community identity, coherence and a sense of place.

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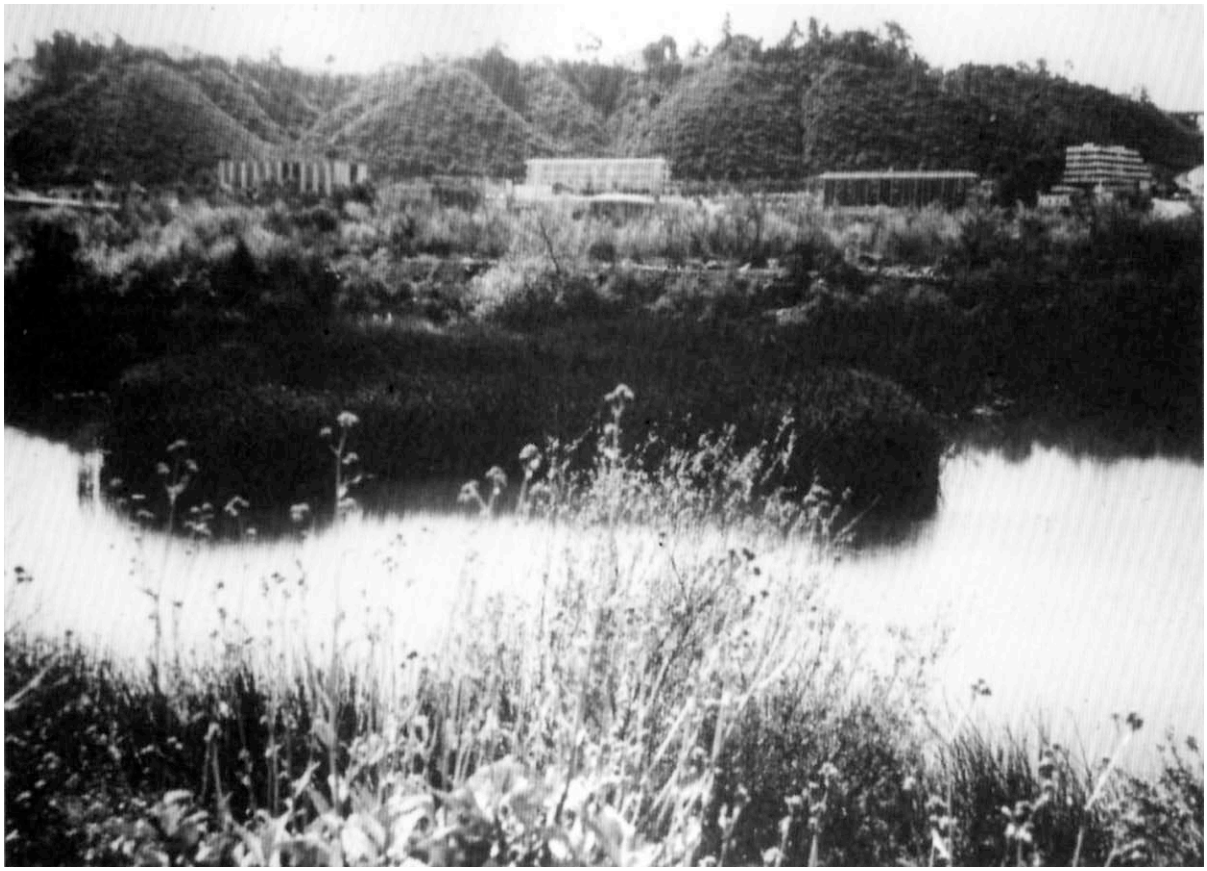

Environmental Context

ENVIRONMENTAL CONTEXT

PLAN ALTERNATIVES

Although an infinite number of plan alternatives could be formulated and evaluated, the following eight alternatives offer a comprehensive variety, satisfying the objectives of the California Environmental Quality Act (CEQA) and illustrating feasible approaches to community planning options in Mission Valley in terms of land use classification and development intensity. The selected alternatives are briefly summarized and then followed with more detailed descriptions. The alternatives are:

1. No Mission Valley Community Plan (The "No Plan" Alternative).

2. Limited Development (No Comprehensive Flood Protection Program).

3. Intensive Development.

4. Moderate Development - Commercial Office Emphasis.

5. Moderate Development - Integrated Use Emphasis.

6. Moderate Development - Residential Emphasis.

7. Development to SANDAG Series V Projection Levels.

8. Planning Committee Alternative: Multiple Use - Integrated Use Emphasis.

TABLE 1
MISSION VALLEY COMMUNITY PLAN ALTERNATIVES ISSUES

Plan Alternatives	Flood Protection	Transportation/ Transit	Land Use	Development Intensity
Concept 1	Existing FW, FPF Zones	Surface street improvements on project-by-project basis to be financed by developers as part of project approval. Transit-buses.	Continuation of existing uses.	That permitted by existing zoning.
Concept 2	Apply FW Zone where FPF Zone now exists prohibiting all new structural development within the floodplain.	No significant improvements to existing surface street system.	Continuation of existing uses, addition of non-structural uses such as agriculture, grazing, campgrounds	Only low-intensity uses permitted. Capacity of existing streets determines extent of development.
Concept 3	Concrete channel	Major improvements to freeways and surface street system. Transit: LRT line, shuttle buses, trams, and bikeways.	Continuation of existing uses.	High-intensity, high-rise development.
Concept 4	Natural appearing, soft-bottom floodway with 100-year flood capacity in a natural setting.	Improvements to street system. Transit: improved bus system, bikeways, and intra-Valley tram.	Emphasis on new commercial-office development which includes other commercial and/or residential uses.	Moderate levels of development.
Concept 5	Natural appearing, soft-bottom floodway in natural setting, accommodating recreational uses, habitat-conservation, flood control.	Improvements to street system. Transit: LRT, improved bus system, bikeways, and intra-Valley tram.	Emphasis on multi-use which includes commercial-retail, recreation, office, residential.	Moderate levels of development.
Concept 6	Natural appearing, soft-bottom floodway approx. 700'-800' wide to carry 111,000 cfs in park-like setting.	Improvements to street system. Increased number of small local streets.	Emphasis on new residential development with support services.	Moderate levels of development.
Concept 7	Existing FW, FPF Zones	Surface street improvements on project-by-project basis to be financed by developers as part of project approval. Transit-buses.	Continuation of existing uses.	That permitted by existing zoning.
Concept 8	Natural-appearing soft-bottom floodway with optional augmentation by means of a supplemental diversion facility with the capacity to contain the 100-year flood.	Improvements to street system. Transit: improved bus system, bikeways and intra-Valley tram.	Emphasis on multi-use which includes commercial, recreation, office or residential.	As permitted by existing zoning or proposed CA2 Zone and other ordinances in plan implementation, CA-2 Zone permits FAR of 2.0. (1,400 trips per acre-office & hotel development. 2,500 trips per acre for retail development.)

CONCEPT 1: NO MISSION VALLEY COMMUNITY PLAN

This "No Plan" concept assumes: a) retention of existing general and area plans, including the General Plan and the East Mission Valley Area Plan; b) continuation of current trends of development; c) continuation of current zoning classifications and other land use controls; d) minimal street improvements; and e) no flood control facility.

Following the construction of the San Diego Jack Murphy Stadium, Hotel Circle visitor facilities, and the two regional shopping centers, four major categories of land uses have located in the Valley. These are office, commercial-recreation, retail and multiple dwelling residential uses. These uses are designated in a general fashion by the General Plan. The sand and gravel extraction operations located between Mission Center Road and the Stadium are shown for natural resource extraction. The East Mission Valley Area Plan (a development plan) covers Mission Valley east of I-805. A major departure from that plan is the concentration of multiple dwelling units around the Mission San Diego de Alcala. Much of that area was designated for commercial-recreation use in the East Mission Valley Area Plan. The office, commercial-recreation and retail areas are not single-purpose use types. Recently, office uses have been interspersed among the visitor facilities located along Hotel Circle. Although offices prevail along Camino del Rio South, a random mixture of freestanding retail uses currently exists between SR-163 and Texas Street.

The zoning pattern throughout the Valley strongly reflects the random mix of land uses. Pockets of CR, CO, CA and R-3 zoning resulted from the absence of an adopted community plan containing specific guidelines. This is especially true in the Hotel Circle South and Camino del Rio South areas. This trend toward "undefined mixed uses" or "any use" is likely to continue if remaining vacant land and redevelopable areas urbanize without the guidelines of a community plan.

The surface street system also will remain fragmented and disjointed unless a comprehensive effort is utilized to finance completion of an internal street system. Although the City can require local street widenings for individual projects, those projects could develop a "piecemeal" fashion, resulting in traffic flow difficulties. There would also be little effort to balance the heavily automobile-oriented transportation system with buses and other modes of public transit.

The approach to flood protection in use today is land use regulation by zoning. The FW Zone defines the extent of the 100-year frequency flood (based upon 36,000 cubic feet per second). This zone is the basis for the "open space" designation along the San Diego River by the General Plan. Land uses permitted by the FW Zone are limited to non-structural uses unaffected by flooding. No structural flood control facilities are planned under Concept 1. The U.S. Army Corps of Engineers has withdrawn its participation in a flood channel for Mission Valley, based upon their 1975 cost-benefit analysis. Efforts to implement short-term solutions (i.e., pilot channels to handle low flows) have met with limited success to date. Some property damage occurred in three past consecutive rainy seasons (1978, 1979, 1980) and is likely to occur again in the future under the "No Plan" Alternative.

In summary, existing plans covering Mission Valley do not provide a comprehensive set of policies for future land use, transportation and flood protection. Equally important is the lack of a comprehensive implementation program, including financing, to provide needed improvements.

CONCEPT 2: LIMITED DEVELOPMENT

This "Limited Development" concept assumes that no new structural development will occur in any areas subject to flooding, including both FW (Floodway) and FPF (Floodplain Fringe) zoned property, and will limit development located outside the flood-prone areas. Of the 1,982 net acres of land in Mission Valley, about 432 acres are contained in the FW Zone and about 900 acres in the FPF Overlay Zone as of October 1980. This means that about 1,332 acres (67 percent of Mission Valley) are subject to flooding and therefore, could be excluded from new structural development under Concept 2. As indicated, the City now provides flood protection by application of the FW and FPF zones. The FW Zone precludes any structural development. The FPF Overlay Zone permits structural development, but requires that measures such as diking, filling or special development techniques be undertaken to mitigate potential flood damage. Concept 2 proposes to replace the FPF Overlay Zone with FW zoning. Concept 2 also limits new development outside the floodplain areas. In addition to potential flooding, the traffic carrying capacity of the existing road system would be a major factor used to limit and direct new development.

In terms of land use, Concept 2 would result in no new development in the two-thirds of the Valley subject to flooding, and only limited development elsewhere. Some relatively low-intensity uses that could remain include sand and gravel extraction and golf courses. Some possible new uses within the flood-prone area could include campgrounds, miniature golf courses, truck crops, livestock grazing and other non-structural uses. The overall impression would be a wide, partially developed greenbelt extending the length of Mission Valley. Outside of individual flood protection projects for existing development, no major expenditures of public or private funds would be anticipated for flood protection. No significant improvements to the transportation system would occur under the Limited Development concept. There would be little incentive by private development to provide needed street connections or even widenings because few new projects could be built.

CONCEPT 3: INTENSIVE DEVELOPMENT

This "Intensive Development" concept assumes that urbanization would occur to the greatest extent possible. This high degree of development intensity would require: a) a light rail transit (LRT) system supplemented by feeder lines and tramways; b) extensive freeway and surface street improvements; and c) a concrete channel to control floodwaters along the entire length of Mission Valley.

The land use pattern could change dramatically from its current relatively open character to one dominated by intensive high-rise development. Open space would be virtually eliminated, especially along the San Diego River. New developments possible under Concept 3 include a major hotel/convention complex located west of San Diego de Alcala and on the

golf courses north of the San Diego River and major hotel and office complexes elsewhere. This approach to development would be like that under the "No Plan" Alternative except that provision of a concrete channel for flood protection and an upgraded transportation network would encourage development on a highly intensive scale. Traffic (trip generation) under Concept 3 would be so extreme that development of a public transit system would be mandatory for Mission Valley. The MTDB has under study the alignment for a "transit corridor" extending from Center City northward to Escondido along I-15. Concept 3 proposes that an LRT line be extended through the Valley to the Stadium. This proposed east-west line could connect with future lines serving the La Mesa/El Cajon area. The LRT system would be supplemented with a coordinated internal public transit network consisting of shuttle buses, trams, bikeways and other alternative transportation modes. Additionally, some street improvements might still be required.

CONCEPT 4: MODERATE DEVELOPMENT - COMMERCIAL OFFICE EMPHASIS

This "Moderate Development - Commercial Office Emphasis" concept assumes the following: a) a planned multiple use approach to development; b) an emphasis on commercial/office uses; c) a balanced transportation system, and d) a natural appearing, soft-bottomed floodway approach to flood protection to contain a 100-year flood under the year 2000 conditions.

A "Multiple Use Option" approach (employed in Concepts 4, 5 and 6) is intended to permit greater flexibility in project design than is possible through strict application of conventional zoning regulations. It permits developers to combine land uses in such a way that community and individual project "self-containment" can be achieved. "Self-containment" means that all support facilities and services associated with a project are located either within the project or within a short walking distance. Examples include banks, restaurants, health facilities and food markets. "Self-containment" should reduce the number of intra-Valley automobile trips, resulting in fuel conservation, decreased air pollution and less traffic.

Concept 4 encourages development of an urban community with an emphasis on commercial office projects, with little land devoted to new housing. The pattern of a mix of land uses has already been established; there are no residentially oriented support facilities (schools, parks, libraries, for example), and there has been high economic demand for new office and retail space. This concept requires a considerably upgraded road system supplemented by a greatly improved bus service, bikeway system, and possibly, an internal tram or "people mover" line. Although a light rail transit line is not part of Concept 4, one could ultimately be of great benefit to Mission Valley.

Also embodied in this concept is a different approach to flood protection in Mission Valley. This is the "natural appearing soft-bottomed flood-way," derived from the "grass-lined swale" recommended by the U.S. Army Corp of Engineers in the 1975 San Diego River-Mission Valley Flood Control Task Force Report and the supplementary design memorandum. This approach consists of a major flood control facility to contain the year 2000 100-year frequency flood (based upon 49,000 cubic feet per second) and a low-flow or "pilot channel" design to handle the year 2000 ten-year frequency flood (4,600 cfs). The overall appearance of this flood protection system would be that of a river in a greenbelt

setting with water in the low-flow channel on a year-round basis. Creation of this flood control facility within the river corridor area would make more land available for development than is presently the case. Indeed, the riverbank areas could be designed to accommodate a variety of outdoor recreational uses compatible with habitat preservation.

CONCEPT 5: MODERATE DEVELOPMENT - INTEGRATED USE EMPHASIS (Recommended Alternative)

The “Moderate Development - Integrated Use Emphasis” concept includes: a) an emphasis on an integration of commercial-retail, commercial-recreation, office and residential uses; b) encouragement of residential development in order to complement the commercial and office development presently occurring in Mission Valley; c) the addition of resident-oriented community facilities and services; d) a comprehensive transportation system with an emphasis on achieving a viable internal circulation network; and e) a natural appearing soft-bottomed floodway solution to flood protection in order to contain a 100-year flood under the year 2000 conditions.

Concept 5 is an attempt to complement existing and future commercial office development with an appropriate amount of residential development. In order to provide residents with the opportunity to live close to employment, shopping and recreational opportunities, a comprehensive integrated use development approach is necessary.

Mission Valley is characterized by an abundance of regionally oriented shopping, office and recreational facilities, but lacks resident-oriented support facilities despite considerable residential growth. It is felt that a residential growth, as provided by this concept, would justify providing such local support facilities as supermarkets, and other neighborhood retail and service facilities, medical clinics, etc.

A balanced transportation system is an essential ingredient of Concept 5 with an emphasis on achieving a viable internal circulation network. This concept requires a significantly upgraded surface street system in order to reduce, or eliminate entirely, current reliance upon use of the freeway system to travel within the Valley. Public transit improvements would include higher levels of express and urban route bus services as well as the addition of an intra-Valley shuttle bus system. A light rail transit (LRT) line is an important part of Concept 5. The future extension of an LRT line from Center City through Mission Valley to the stadium (and possibly north along I-15 to the city of Escondido) could reduce dependence upon the automobile and reduce traffic congestion and parking problems in the Valley. Public transit modes would also be supplemented by an extensive walkway and bikeway system linking many of the Valley's major activity centers.

Concept 5 embodies the “natural appearing soft-bottomed floodway” previously described in Concept 4. Continued urbanization in the San Diego River Basin is expected to increase runoff rates through at least the year 2000. The U.S. Army Corps of Engineers estimates that the 100-year frequency flood will increase in magnitude from 36,000 cubic feet per second (cfs) in 1975 to approximately 49,000 cfs by the year 2000. Concept 5 recommends that the 100-year flood control facility be designed and constructed to the year 2000 standard of 49,000 cfs in order to provide flood protection for the Valley.

The overall appearance of this flood protection system would be similar to that of a river greenbelt with water year-round in the low-flow (year 2000, ten-year flood) channel and preservation or revegetation of much of the extensive riparian/wetland habitat. Development of this facility would make more land available for structural development. Indeed, the river corridor itself could conceivably be designed to accommodate a variety of active outdoor recreation uses, which would complement the abutting land uses and provide multi-purpose uses of flood protection, critical habitat conservation and recreational facilities for the community and region.

CONCEPT 6: MODERATE DEVELOPMENT - RESIDENTIAL EMPHASIS

This "Moderate Development - Residential Emphasis" concept is the third plan option which is based on a "multiple use" approach to development. However, Concept 6 differs from Concepts 4 and 5 in several important respects. These include: a) a heavy emphasis on new residential projects; b) a full complement of community facilities and services to support this new residential development; c) less extensive transportation improvements; and d) a natural-appearing soft-bottomed floodway to handle the year 2000 Standard Project Flood.

The major objective of Concept 6 is to build a substantial amount of new housing in Mission Valley, catering to families and senior citizens at all income levels as well as to the young adult market. A variety of housing types, including townhouses, garden apartments and high-rise structures would be encouraged. In addition, development of modular housing could provide affordable units for low- and moderate-income households. A residential community would require substantial new support facilities and services if the goal of "self-containment" (as discussed previously in Concept 4) is to be achieved. These would include:
a) neighborhood shopping centers with full line supermarkets; b) schools; c) libraries;
d) public parks and recreational facilities; and e) health care facilities. These services are presently provided in areas adjacent to the Mission Valley community.

Maximum protection from floods is another major objective under Concept 6, due to the anticipated large number of residential dwellers. In addition, flood facilities should be aesthetically pleasing in appearance. To achieve both objectives, Concept 6 proposes a natural appearing soft-bottomed floodway large enough to accommodate the Standard Project Flood. The standard project flood (SPF) represents the flood that would result from the most severe combination of meteorological and hydrologic conditions considered reasonably characteristic of the region. It normally is larger than any past-recorded flood in the area, and can be expected to be exceeded very infrequently. In 1975, it was calculated to be 95,000 cfs. It would average about 700-800 feet in width and would have approximately twice the handling capacity of the year 2000 "100-year" floodway. Although more land would be placed within the SPF floodway than the 100-year floodway, the Floodplain Fringe (FPF) Overlay Zone could be eliminated from Mission Valley.

The configuration and cost of transportation improvements for Concept 6 would be substantially different from those proposed under Concepts 3, 4 and 5. The size and number of major street facilities needed would be proposed under Concepts 3, 4 and 5. The size and number of major street facilities needed would be reduced substantially due to the generally

lower traffic generation rate of residential development (as compared to that generated by office or retail uses). However, it is probable that there would be more local streets providing access to housing units than would be the case under the commercial office alternative. Still, the overall cost of providing adequate transportation should be lower under Concept 6 than under Concepts 3, 4 and 5. As in Concepts 3 and 5, an LRT line through the Valley would be beneficial, especially if combined with improvements in bus service or the addition of an intra-Valley transit system. However, an internal transit system would not be needed as immediately in a residential community as compared to a commercially oriented one, but it would be equally desirable.

CONCEPT 7: SANDAG SERIES V DEVELOPMENT FORECASTS (1978-2000)

The SANDAG Development Forecast is based primarily on the continuation of existing development patterns in Mission Valley. It assumes that current zoning will remain the same and that most of the developable vacant land will be used for multi-unit residential construction. It does not address the existence of or need for a flood protection facility. It also assumes that the surface street system remains the same, with only normal maintenance, but no substantial additions or deletions.

The SANDAG Forecast identifies four types of land use activity: 1) residential; 2) basic or exportable commercial and industrial; 3) non-basic or local service and commercial; and 4) vacant. Residential development would be located primarily in the western end of the Valley. The acreage used for residential purposes would expand 61 percent, an increase from 126 to 327 acres. This translates to a 54 percent increase in the total number of housing units. The forecast also estimates a 55 percent increase in the number of multifamily units (from 2196 to 4919). The increase, however, is based on an R-2 density (a maximum of 14 dwelling units per acre). This would result in a projected residential population of 9,716.

Basic or exportable commercial and industrial activity includes any enterprise in which the goods or services produced are to be used or sold outside of the region. This aspect of the economic base in Mission Valley will change very little. The acreage used for this type of commercial activity is expected to increase from 106 to 110 acres, or slightly less than one percent.

Local economic activities include commercial-office and retail uses which serve the region. These kinds of activities are expected to expand to 25 percent in terms of area (from 509 to 674 acres), and 36 percent in terms of employment (from 11,767 to 17,709 employees). The majority of the growth, both employment and acreage, is forecast to occur in the western portion or the Valley.

In essence, the SANDAG Forecast is a reflection of the anticipated changes in housing unit and employment figures for the year 2000, based upon existing zoning and past trends. The effects of such growth are discussed in the “No Plan” concept. The same basic assumptions hold true.

CONCEPT 8: PLANNING COMMITTEE ALTERNATIVE MULTIPLE USE - INTEGRATED USE EMPHASIS

*(This alternative was prepared by the Mission Valley Unified Planning Committee. The alternative is included as submitted by the Planning Committee. For additional detailed information see **Appendix ~~H~~ G**.)*

Overall Goal

To provide a community plan for Mission Valley which allows for its continued development (through market initiative) as a quality regional urban center in the City of San Diego while recognizing environmental concerns, the Valley's traffic needs and encouraging the Valley's development as a community.

The “Planning Committee Alternative - Integrated Use Emphasis” concept includes: a) a multiple use approach to development; b) an emphasis on an integration of commercial-retail, commercial-recreation, office and residential uses; c) encouragement of residential development in order to complement the commercial and office development presently prevalent in Mission Valley; d) the addition of resident-oriented community facilities and services; e) a comprehensive transportation system with an emphasis on achieving a viable internal circulation network; and, f) a natural appearing, soft-bottomed flood-way solution to flood protection, with optional augmentation by means of a supplemental diversion facility in order to contain a 100-year flood.

This concept assumes the following: a) all developable and redevelopable property is to be designated “multiple use” unless the property owner elects to retain the existing zoning applicable to the property; b) existing CA, CO, and CR zoning remain on developed properties at the option of the property owners; c) all future development intensity is regulated by a maximum floor area ratio of two.

A balanced transportation system is an essential ingredient of Concept 8 with an emphasis on achieving a viable internal circulation network. Public transit modes would be supplemented by an extensive walkway and bikeway system linking many of the Valley's major activity centers. This concept also requires a significantly upgraded surface street system in order to reduce, or eliminate entirely, current reliance upon use of the freeway system to travel within the Valley. Although an LRT line is not an integral part of Concept 8 at this time, one could ultimately be of significant benefit to Mission Valley. The future extension of an LRT line from Center City through Mission Valley to the stadium (and possibly north along I-15 to the city of Escondido) could reduce dependence upon the automobile and reduce traffic congestion and parking problems in the Valley.

The open space element is the key, not only to open space recommendations, but urban design recommendations as well. Urban design focuses on the river, hillsides, and transportation corridors. The **Open Space Element** discusses development criteria for the flood control facility, hillsides and park and recreation areas.

Implementation envisions the development of new zoning legislation to address development intensity and multiple use. A financing plan that envisions the establishment of assessment districts to provide funds for the development of public facilities within the community is included as part of the implementation plan.

RECOMMENDED ALTERNATIVE

Concept 5, the "Moderate Development - Integrated Use Emphasis" alternative, represents the recommended approach in achieving the Goals and Objectives established for Mission Valley. Concepts 1, 7 and 8 were discarded, as they would not result in a coherent, well-designed community. Likewise, Concept 2 was rejected, because it would be unrealistic to bring development to a virtual standstill in Mission Valley. Concept 3 was also rejected because such a high intensity of development would be detrimental to the physical environment and quality of life. Concept 6 was eliminated because of the cost of providing major residential support facilities and a standard project flood control facility and the lack of demand for such a development pattern. Concepts 4 and 5 were similar in terms of community goals. It was felt that concept 5 was more responsive to the private market constraints and opportunities than was Concept 4. Under Concept 5, the emphasis is on moderate levels of development which includes an integration of commercial-office, retail, recreation, and residential uses with improvements to the circulation and public transit systems, a natural appearing floodway, and limits to development intensity.

ENVIRONMENTAL IMPACT CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Implementation of either the Planning Department's community plan alternative for Mission Valley (Concept 5) or the Mission Valley Unified Planning Committee's alternative (Concept 8) would create an urban environment very different from today's conditions. Mission Valley of 1984 contains about 5.1 million gross square feet of commercial office space, and all land uses generate about 0.3 million Average Daily Trips (ADT). Concept 5 could lead to creation of 17.2 million gross square feet of office space, with traffic doubling to 0.6 million ADT. Development under Concept 8 could result in 65.7 million square feet of office use, with ten times more traffic (3.4 million ADT) than is present today. (It is important to note that development under the existing General Plan and East Mission Valley Community Plan would permit about twice as much intensity as Concept 5: 1.3 million ADT vs. 0.6 million ADT.)

Either concept would lead to significant environmental impacts. Mitigation measures can reduce the significance of many impacts associated with Concept 5. The intensity permitted by Concept 8 would create unmanageable and extreme environmental conditions. The following paragraphs explain in greater detail the impacts of the two community plan alternatives.

Traffic

Traffic forecasts show that traffic volumes generated by the land use intensity under Concept 5 can be accommodated on Mission Valley's proposed horizon year circulation system with congestion in some areas of the Valley during peak periods. In order to accommodate the traffic generated by the level of development proposed under Concept 5, the traffic forecast assumes that several regional highways will be completed (e.g., State Route 52), State Route 56 (SR-56), and State Route 125 (SR-125), and that development will be limited to the intensity designated in Concept 5. Nonetheless, SANDAG's Draft 1983 Regional Transportation Plan projects heavy congestion would exist on I-5, I-8, I-805 and on SR-163 within Mission Valley.

The intensity of development allowed by Concept 8 could not be accommodated by any feasible street system. Only three miles of streets would function above a Level of Service of “F”; 39 miles of the Valley's total of 42 would be at LOS “F” (system failure). Interstate 8 and SR-163 would carry twice as much traffic as the most congested freeway in California; Friars Road would carry six times as much traffic as the most congested freeway in California. Communities to the north and south of Mission Valley would be very negatively impacted. For example, Texas Street in Park Northeast would carry as much traffic as I-8 does today. Such volumes are clearly impossible to accommodate, and the freeways would be unable to perform their role as regional traffic arteries.

Air Quality

Because development under Concept 5 would cause congestion on several roadways, direct air quality impacts would result. The elevated pollutant levels associated with poor traffic flow might delay but would likely not prevent attainment of federal ambient air quality standards. The level of intensity and emissions associated with Concept 8 would preclude the region from achieving the air quality standards. In addition, the extreme congestion created by Concept 8 would produce elevated carbon monoxide levels throughout the Valley, creating a direct threat to public health.

Biological Resources

Further development of Mission Valley will result in additional confinement and channelization of the San Diego River. In recognition of this, the Plan (both concepts) includes a Wetlands Management Plan which is intended to improve habitat value and recreational opportunities along the river as flood-control improvements are made. While the Plan incorporates extensive requirements for enhancement and revegetation of the river corridor, it will be difficult to fully offset the loss of biological resources as development proceeds. The ultimate river corridor will be much narrower, and will be far more segmented by roadway and trolley crossings. Future development will provide greater access to the river, but with a minimal buffer. The improvements provided in the river corridor will probably be aesthetically successful, but extraordinary revegetation and maintenance efforts will be necessary to restore the river's biological value.

Visual Quality/Urban Design

Both alternative plan concepts contain an urban design element which, if implemented, could improve the visual character of Mission Valley. However, without a mechanism to ensure implementation of the design guidelines, continued chaotic development is possible. Adoption of a requirement that all new projects be subject to the planned development (Planned Commercial Development, Planned Residential Development) or specific plan process would substantially reduce the possibility of new development blocking views of the south slopes of the valley, restricting views and access to the San Diego River, obstructing visual access to community landmarks, or creating disharmony in building scale relationships.

Public Facilities

Both Concept 5 and Concept 8 would result in traffic congestion which would affect the ability of fire and police vehicles to respond to calls.

RECOMMEND MITIGATION MEASURE

The planning concepts and objectives presented in Concept 5 can only be achieved if new regulatory controls are available to ensure implementation of the Plan's guidelines. Satisfactory mitigation of traffic, air quality, biological, urban design impacts and public

facilities can occur only if discretionary approval is required for new development. Several parcels could be redeveloped under existing C, CA, or CO zoning without regard to the Plan's recommendations. To ensure that mitigation measures are implemented, it is recommended that a regulatory system be adopted which requires that all new development in the Valley be processed through planned development permits or similar discretionary approvals.

Unless this (or an equivalent) mitigation measure is adopted, project approval will require the decision maker to make specific and substantiated findings which state that: a) the recommended mitigation measure is infeasible; and b) these impacts have been found acceptable because of specific overriding considerations.

Note: The above discussion of the governmental impacts of this Plan is an excerpt from the Environmental Impact Report. The complete Environmental Impact Report (EQD No. 840194), as prepared by the Environmental Quality Division of the Planning Department, is on file in the Environmental Quality Division and is available for public review.

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Plan Elements Section

- ***Land Use***
- ***Transportation***
- ***Open Space***
- ***Development Intensity***
- ***Community Facilities***
- ***Conservation***
- ***Cultural and Heritage Resources***
- ***Urban Design***
- ***Implementation***

Land Use

LAND USE

The major components of existing land use in Mission Valley are commercial, residential and industrial. Commercial activities are the primary land use, encompassing 634.14 acres or approximately 26 percent of the area. Residential uses currently occupy about eight percent of the Valley, while industrial activities (excluding the extractive areas) utilize 26.4 percent. Additionally, approximately 18 percent of the Valley is identified for mixed use development, integrating commercial and residential land uses.

The proposed land use for certain large, vacant or redevelopable areas is multiple use, in keeping with the recommended plan alternative of "Moderate Development - Integrated Use" to be achieved through the use of Planned Commercial Development (PCD) permits or Specific Plans. Multiple use in Mission Valley will contain various combinations of commercial and residential uses.

RESIDENTIAL

In January 1984, 196.8 acres (8.13% of the land area) in the Mission Valley community planning area were devoted to residential land uses. At that time there were 4,834 housing units in Mission Valley. The few remaining single-family dwellings are scattered along Camino del Rio South between Texas Street and Fairmount Avenue, and along Hotel Circle South. These remaining single-family dwellings are among the last vestiges of the rural environment of the Valley, present since the early 1900s.

Recent residential development in the Valley has been primarily multiple unit structures. The largest concentration of these complexes is in the vicinity of the Mission San Diego de Alcala (east of I-15), with the next largest grouping near Mission Valley. According to the Community Analysis Profile for the Mission Valley Community Plan area, there were in January 1984, 7,253 residents in Mission Valley. For new residential developments, vehicle trips generation rates decrease as the density of the development increases. This factor can affect the overall intensity of development in the Valley.

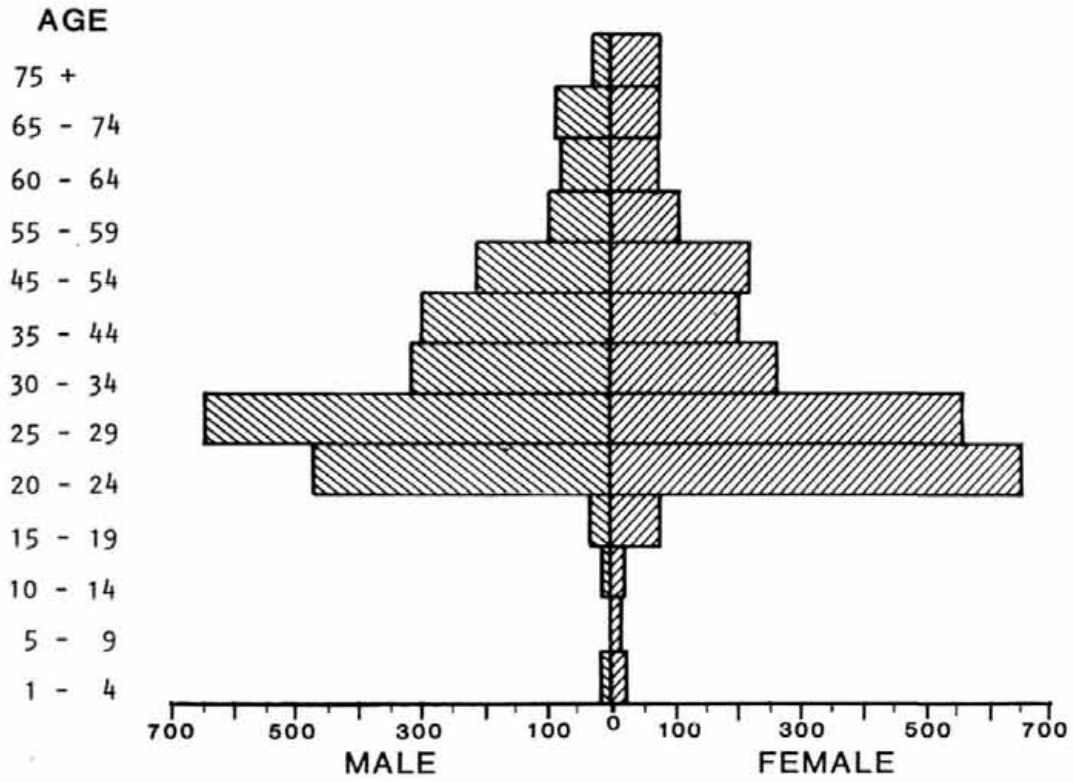
SANDAG Series V Population Forecast estimates a 54% increase in the total number of housing units in the Valley by the year 2000. This would result in a projected residential population of 9,716. However, currently approved projects and rezonings, and the nature of projected development indicate that a more realistic projection would be approximately 6,900 units or 11,200 residents. This discrepancy is due primarily to SANDAG's assumption that new residential development will have a maximum density of 14 units per acre. In fact, proposed residential projects will be developing at densities of up to 73 units per acre.

The Plan (Concept 5) projects a planning area horizon year residential capacity of 15,159 dwelling units or 24,558 residents based upon the 1984 occupancy ratio of 1.62 residents per dwelling unit.

OBJECTIVES

- Provide a variety of housing types and densities within the community.

- Encourage development which combines and integrates residential uses with commercial and service uses.



AGE GROUP	# of PEOPLE	% of POPULATION
75 +	162	3.2
60 - 74	430	8.4
45 - 59	731	14.3
30 - 44	1163	22.7
20 - 29	2390	46.6
1 - 19	246	4.9
TOTAL	5122	

Population Characteristics (1980)

Mission Valley Community Plan

3 FIGURE

PROPOSALS

- Encourage imaginative land development techniques and varied building site layouts.
- Provide amenities for residents such as recreation, shopping, employment and cultural opportunities within or adjacent to residential development.
- Encourage the design of residential areas so as to prevent the encroachment of incompatible uses and minimize conflicts (such as excessive traffic noise) with more intensive non-residential uses located nearby.

DEVELOPMENT GUIDELINES

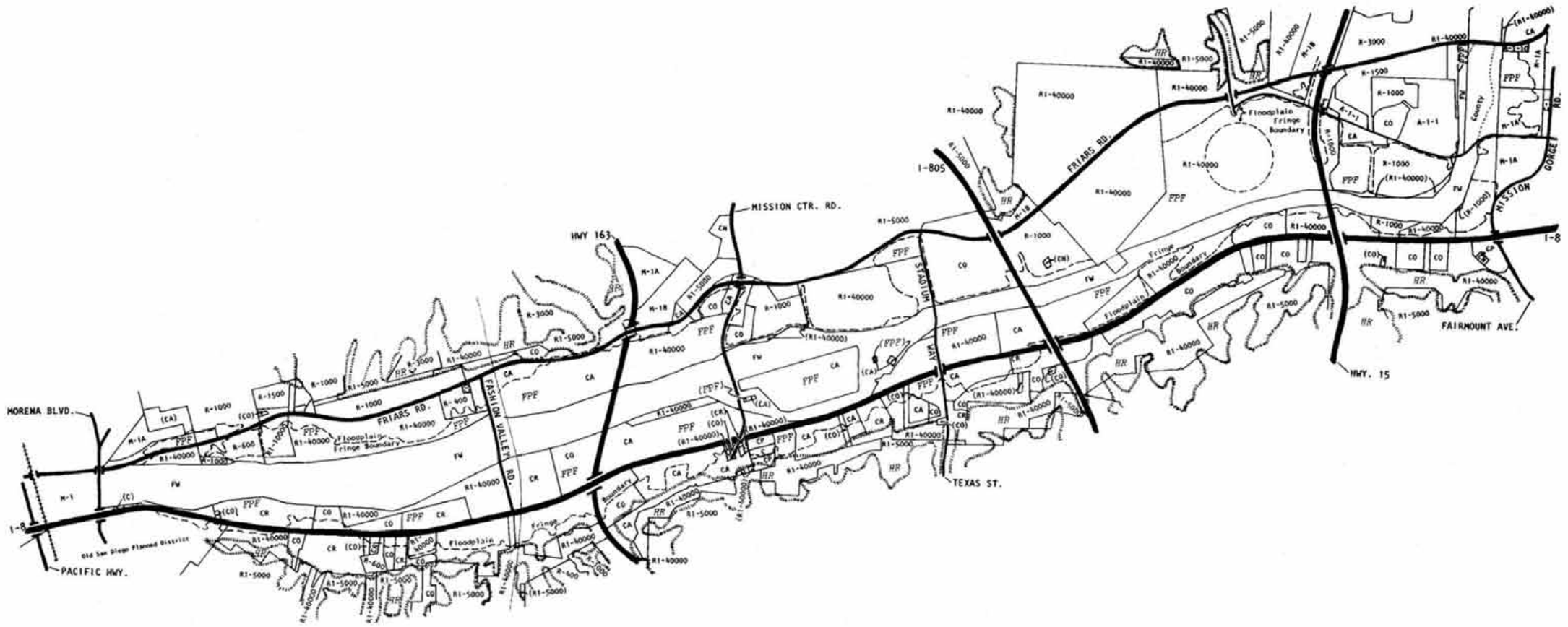
Residential development should be in the form of generally self-contained areas. The following proposals are intended to achieve this concept:

1. Provide amenities intended primarily for use by residents. These amenities should include:
    a. Leisure activity areas.
    b. Active recreational facilities.
    c. Child care centers.
    d. Neighborhood and convenience shopping and medical and other similar professional office complexes.
    e. Cultural/educational opportunities.
    f. Community facilities and services.
2. Design internal pedestrian and bicycle circulation paths to reduce dependency on the automobile and minimize conflicts among pedestrian, bicycle and automobile traffic.
3. Employ the Planned Development Permit (PDP) approach to residential and/or commercial development to encourage a mix of housing types and densities, integration of commercial uses, and flexibility in site arrangement. Residential use will be allowed to occur without the use of PDP permit up to a maximum density of 14 dwelling units to the acre. However, higher densities of up to 73 dwelling units may be obtained through the Planned Development approach. This approach will ensure residents that higher density development will provide open space and recreational facilities.

TABLE 2
MISSION VALLEY – EXISTING ZONING*

Zone		Acres	Percent of Area
Residential/Single			
R1-40000		752.77	31.34
R1-10000		11.97	0.50
R1-5000		244.43	10.18
	Subtotal	**1009.17**	**42.02**
Residential/Multiple			
R-1500		32.09	1.34
R-1000		154.43	6.43
R-600		18.15	0.76
R-400		8.22	0.34
	Subtotal	**212.89**	**8.87**
Commercial			
CP		5.13	0.21
CR		132.84	5.53
CO		189.41	7.89
CN		16.78	0.70
CA		240.46	10.01
C		2.12	0.09
	Subtotal	**586.74**	**24.43**
Industrial			
M-1B		97.71	4.07
M-1A		10.47	0.44
M-1		22.77	0.95
	Subtotal	**130.95**	**5.46**
Miscellaneous			
A-1-1		40.10	1.67
FW		421.84	17.56
	Subtotal	**461.94**	**19.23**
	Total	**2401.69**	**100.00**

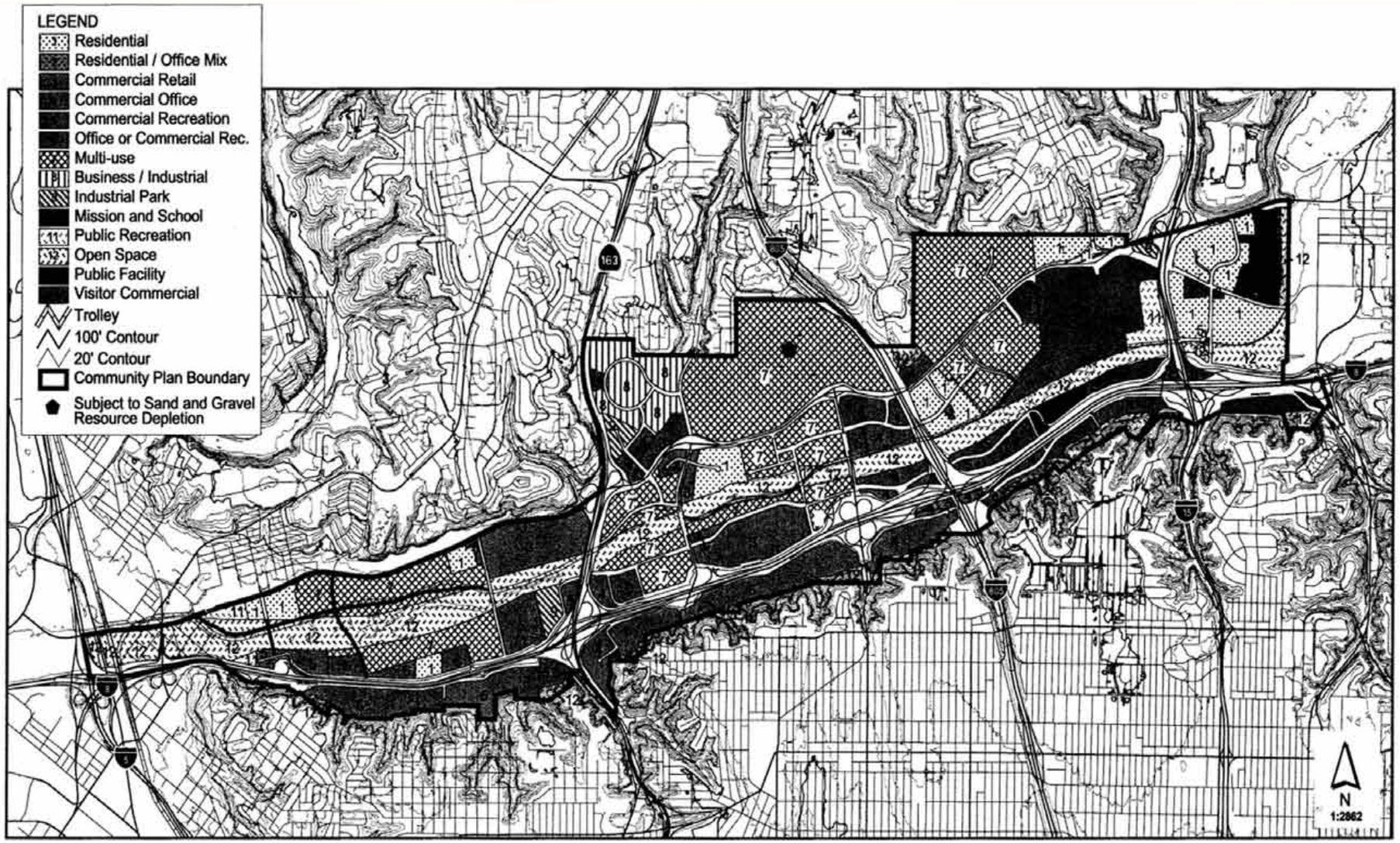
* July 1984 (Excludes Public Right-of-way)



Existing Zoning

Mission Valley Community Plan

4 FIGURE



Land Use

Mission Valley Community Plan

5 FIGURE

4. Discourage visitor-oriented uses from locating within predominantly residential areas to minimize conflicts between residents and tourists. These include:

    a. Lodging facilities.

    b. Outdoor amusements.

    c. Theaters.

    d. Other uses that tend to draw traffic from outside the community.

5. Encourage a wide variety of housing types and styles. Although detached single-family dwellings are probably not feasible, there are still many options available. These include:

    a. Attached single-family dwelling (row or townhouses).

    b. Low-rise garden multiple-dwelling structures.

    c. Mid- and high-rise multiple-dwelling structures.

6. Relate residential development to other elements physically and architecturally. Important considerations should include compatibility, livability and attractiveness.

7. Encourage driveways serving residential units to take access from private streets.

    a. Relate residential development to the traffic circulation system.

    b. Encourage access to residential complexes from local or private streets.

    c. Discourage direct access to residential units from:

        (1) Collector streets.

        (2) Major streets.

        (3) Primary arterial streets.

8. Encourage mid- and high-rise multiple dwelling structures where:

    a. They are compatible with surrounding development.

    b. They are conveniently situated with regard to shopping and other amenities.

    c. They are located within walking distance of transit lines.

    d. There is adequate street capacity to handle traffic generated by such development.

9. Provide low- and moderate-cost housing.

10. Encourage housing designed for the elderly, especially in areas where residents daily needs can be easily met, particularly with easy access to public transit and public and community facilities.

11. Encourage close, easy access between residences and daily shopping facilities.

12. Encourage use of the citywide Low-Income Housing Bonus which provides a 25 percent increase in the permitted residential densities if the development includes a percentage of low-income units.

13. Permit medium- to medium-high density residential developments (up to 73 units per acre) in conjunction with commercial facilities, through the utilization of PRD/PCD permits.

COMMERCIAL

Although Mission Valley is noted for its commercial facilities, these uses currently comprise only about 26 percent of its land area. Commercial uses in the Valley can be categorized as commercial-retail, commercial-recreation and commercial-office. The western portion of the Valley (from Morena Boulevard to Fashion Valley Road) is predominantly used for commercial-recreation, the central section (between Fashion Valley Road and I-805) has a commercial-retail emphasis, and the primary use in the eastern section (between I-805 and I-15) is commercial-office.

The Plan (Concept 5) provides for the development of approximately 17 million square feet of office development, 4.3 million square feet of retail floor area and 9,800 hotel rooms. This level of commercial development is expected to generate an employment base of approximately 50,000 employees which is a 230 percent increase above the most recent employment figure of 15,000 (SANDAG, 1980).

This Plan also provides for self-storage facilities in appropriate commercial areas as support facilities for commercial and residential development. There are very limited opportunities in industrial areas of the community for these facilities, which are in growing demand due to the continuing development of higher density residential projects with their limited storage space. Providing these facilities within the Valley rather than at a more distant industrial location reduces the amount of travel required of local residents and businesses to patronize them. These facilities can be compatible with surrounding commercial development with the appropriate design, location and operational considerations.

Commercial-Retail

Retail uses can further be divided into regional, freestanding and neighborhood/convenience. Generally, the larger the retail center, the fewer daily vehicle trips are generated by that land use. This can result in greater intensity of new retail developments depending upon the overall transportation impacts.

Regional Retail

The most intensive commercial activity in Mission Valley Center is contained in the two regional shopping centers—Mission Valley Center and Fashion Valley Center. The Mission Valley Shopping Center currently contains 88 establishments, including such major retailers as the May Company, Montgomery Ward, Bullock's, Walker Scott and J.J. Newberry. An expansion of the shopping center recently added a Saks Fifth Avenue store and other small retail shops. The total land area for the Mission Valley Center and Mission Valley Center West is 77 acres, with about 1,219,000 square feet of useable retail space. Additional retail floor area of approximately 300,000 square feet is proposed for this shopping center as part of the First San Diego River Improvement Project Specific Plan.

The Fashion Valley Shopping Center contains 80 establishments (January 1981), including The Broadway, Buffum's, Robinson's, J.C. Penney and F.W. Woolworth. The total land area for Fashion Valley Center is about 76 acres, with about 1,345,000 square feet of useable retail space. Fashion Valley Center has recently completed an expansion that added Neiman-Marcus and Nordstrom Department stores and other smaller stores. This expansion added about 341,000 square feet of retail space to the original center.

Freestanding Retail

Freestanding retail uses are establishments that generally tend to locate outside of shopping centers, and often comprise “strip” commercial developments along heavily traveled streets. Example of freestanding retail uses in Mission Valley include automobile service stations, restaurants, automobile sales showrooms and furniture stores, all of which encourage or demand the use of the automobile as their only means of accessibility and, by their very nature, discourage or preclude pedestrian access. The existing freestanding retail areas are located west of Mission Center Road along Camino del Rio North, and along Camino del Rio South between SR-163 and Texas Street.

Neighborhood/Convenience Retail

Neighborhood/convenience retail shopping centers provide for the day-to-day needs of residents. They are typically located within or adjacent to residential neighborhoods. The only convenience shopping facility within Mission Valley is Rancho Mission Plaza, located at the intersection of San Diego Mission Road and Rancho Mission Road. This three-acre center contains several establishments that could be considered neighborhood/convenience businesses. Although there is a convenience food store, delicatessen and restaurant, there is no full line supermarket characteristic of a neighborhood shopping center. Residents of Mission Valley must travel to Grantville, Serra Mesa, Linda Vista or other communities for groceries and other daily needs. However, it is anticipated that future residential development, increases in the number of retail and office employees and the needs of residents in adjoining communities (i.e., those residential developments, existing and proposed, along the north side of Friars Road in the Linda Vista and Serra Mesa communities) will create the necessary demand for neighborhood convenience centers complete with supermarkets. These centers, when designed and developed, should be integrated with residential and other supportive development in order to encourage pedestrian patronage and reduce dependence upon vehicles for access.

Commercial-Recreation

Commercial-recreational uses include lodging facilities (hotels and motels), recreational facilities (health clubs, tennis and racquetball courts) and entertainment facilities (theaters and convention centers). Each of these uses generates different rates of average daily vehicle trips, which can be a determining factor in the permitted intensity of any new development.

Lodging Facilities

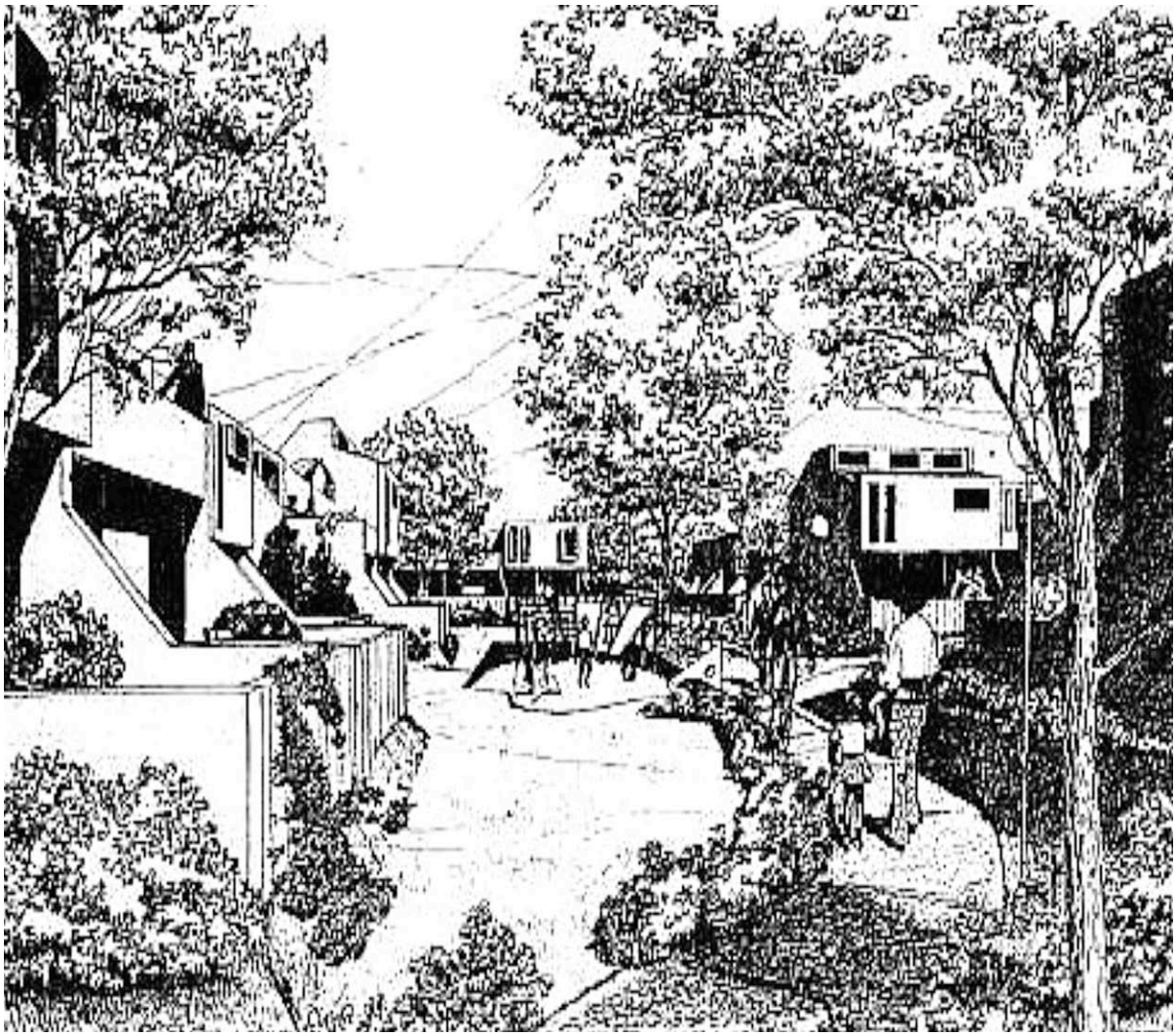
There are generally two types of lodging facilities In the Valley—low "intensity" resort motels and high "intensity" urban hotels. Low-intensity motels typically have a "room density" of 15 to 30 rooms per net acre, are one or two stories high, and have spacious, open grounds. High-intensity urban hotels are characterized by room densities generally of 30 to 65 rooms or more per net acre, are three or more stories high, and have limited open ground. Currently, most lodging facilities are located along Hotel Circle, west of SR-163, however, a number of hotels are proposed, approved, and/or permitted by existing zoning in other areas of the community. At present, there are 3,864 rooms in 17 establishments.

Recreational Facilities

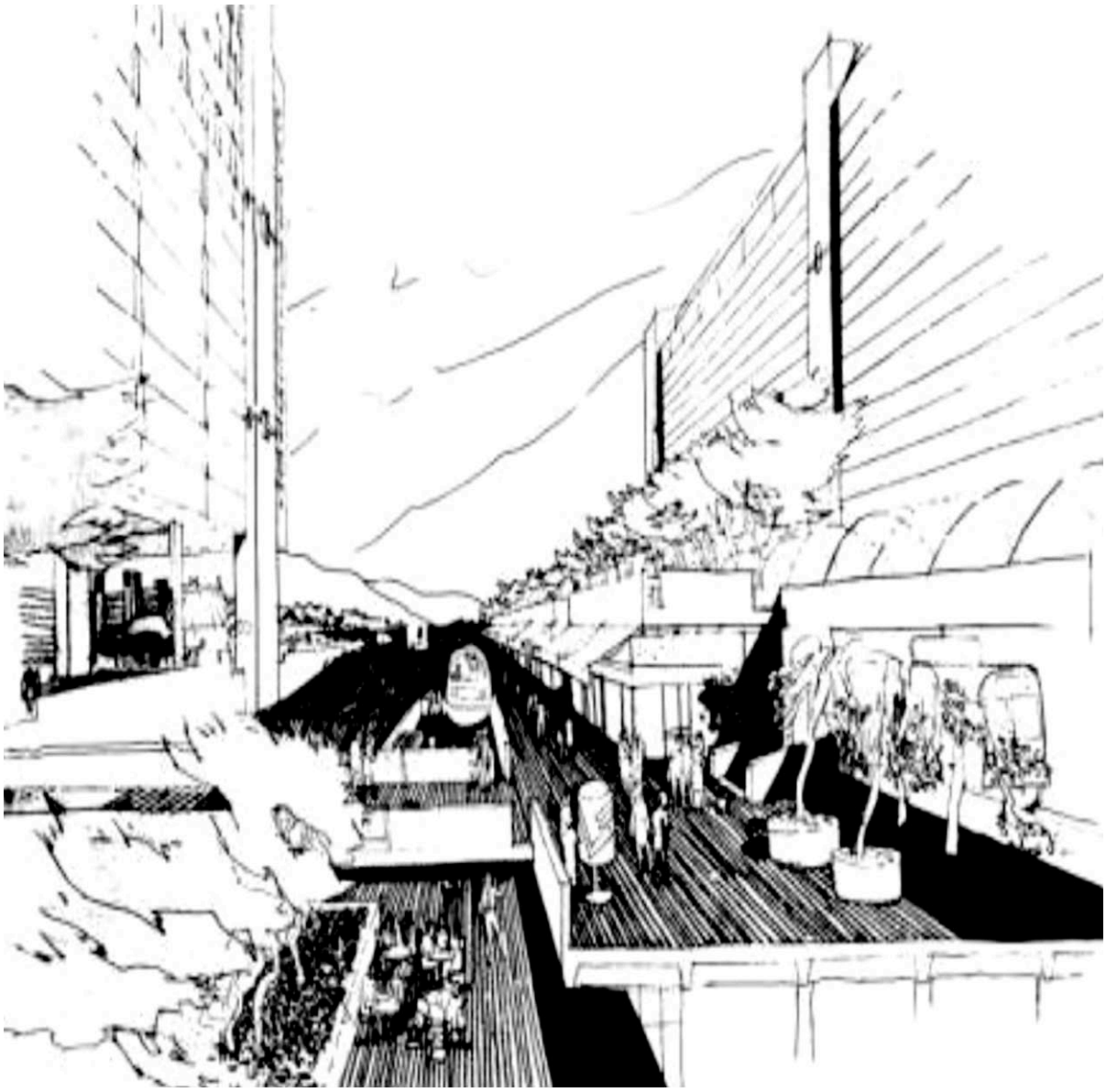
Outdoor recreational uses include the golf courses and athletic fields The Stardust (206 acres) and River Valley golf courses (33 acres), are the predominant existing land uses in the western portion of the Valley. Athletic fields, leased from the City and Stadium Authority, comprise approximately 13 acres. Indoor recreational facilities include two major health and tennis clubs. These are generally located in the western portion of the Valley; however, one health club and racquetball court is located on Rancho Mission Road, at the eastern end of the Valley.

Entertainment Facilities

Entertainment uses located in the Valley include motion picture theaters, bars and restaurants, and the privately operated convention facility. Currently, four motion picture theaters are located in Mission Valley. Numerous bars and restaurants are located in the Valley, many of which feature live entertainment. These restaurants attract customers from the region as well as nearby hotels and motels. The convention facility located in the Town and Country Hotel complex is used as a concert hall in addition to its regular function. Additionally, the Quarry Falls amphitheater and other outdoor gathering places within Quarry Falls provide other venues for entertainment.



Suggested character of Residential development in Mission Valley



Suggested character of Commercial development at Urban Nodes within the Valley

Commercial-Visitor

Business–Serving Hotels

The commercial-visitor category is primarily intended to provide for establishments catering to the lodging, shopping, or dining needs of visitors/travelers. The permitted uses within the commercial-visitor category are defined in Section 101.0426.1 of the Municipal Code. There currently is only one site located within the Plan which is designated as commercial-visitor, Lots 15 and 16 of the Mission Valley Heights Specific Plan.

This site consists of a limited-service hotel built within Mission Valley Heights Industrial/Business Park. Limited-service hotels are typically built within industrial/business parks to serve the corporate/business traveler, are two stories high, have a room density of 40 to 42 rooms per net acre, and are "limited" in that they do not provide pools/spas, restaurants, or meeting/conference facilities. The limited service hotel is assessed a vehicle trip generation rate of 5 ADTs/room.

Commercial-Office

The commercial-office category generally includes the following: multi-tenant office buildings; single purpose office-administrative facilities; professional-medical buildings; and financial institutions. There are major office clusters located on Hotel Circle North, at the interchanges of I-8 and SR-163, and I-8 and Texas Street, and at the Mission Center-Friars Road interchange. The rest are scattered along Camino del Rio South east of Texas Street and have recently become the predominant new use along Camino del Rio North, east of I-805. Most of the office-administrative developments consist of low-rise complexes.

The area along Camino del Rio South, although designated for commercial-office development also provides an opportunity for residential development as an alternative land use through the provisions of PCD/PRD permits.

Currently, there are approximately 4,000,000 square feet of office space in Mission Valley with additional amounts of square footage approved by rezonings and PCD permits. For purposes of transportation planning related to land use, office uses have been further categorized as: large commercial (over 100,000 square feet of gross floor area); small commercial (less than 100,000 square feet of gross floor area); governmental; and medical. Each of the categories generates different rates of average daily vehicle trips, which will affect the permitted intensity of development.

OBJECTIVES

- Encourage multi-use development in which commercial uses are combined or integrated with other uses.
- Maintain Mission Valley as a regional retail center.
- Provide a full range of retail uses.

- Encourage visitor-oriented commercial development.
- Encourage continuation of existing and development of new commercial-recreational uses, particularly along the San Diego River.
- Encourage new commercial development which relates (physically and visually) to existing adjacent development.
- Provide support facilities for commercial and residential uses, including storage space.

PROPOSALS

- Provide neighborhood/convenience commercial facilities near, or as part of, residential developments.
- Utilize planned developments to combine different commercial uses together with other uses.
- Encourage commercial-office development which includes personal services for employees such as cafeterias, barbers, dry cleaners, etc.
- Encourage commercial-recreational uses and other related uses (restaurants, sports facilities and equipment, specialty shops, etc.) to locate adjacent to the river.
- Allow self-storage facilities in appropriate commercial areas and under limited conditions, as described under Development Guidelines.

DEVELOPMENT GUIDELINES

- Provide parking garages as an integral part of new development utilizing existing ground level spaces for retail activity. These parking garages should be adjacent to public streets.
- Locate neighborhood/convenience uses toward the center of residential areas to promote pedestrian and/or bicycle access and therefore reduce reliance on the automobile.
- Connect various developments (new and existing) by transit, pedestrian, and bicycle routes to discourage intra-Valley auto traffic.
- Provide commercial-retail development in areas that are pedestrian-oriented and have pedestrian linkages to other pedestrian activity areas. Retail-oriented parking facilities should be located in close proximity the developments.
- Provide for self-storage facilities with a planned development permit under the following conditions:
  - The site should be north of Friars Road or south of I-8.

- The site should be isolated from areas of high pedestrian activity, and otherwise located where it will not functionally or visually disrupt other uses, such as remnant or isolated parcels.

- There should not be a proliferation of this use in commercial areas.

- The maximum usable area of the site should be two acres.

- The development should be consistent with its surroundings and be similar in appearance to other permitted used in the zone, such as office, hotel, or retail.

- Loading areas should be internal to the structure.

- No outside storage should be permitted.

- Hours of operation should be limited.

- Businesses should not be permitted to operate within the storage spaces.

- Encourage multiple uses on the site, such as retail on the front or upper floors.

- The development should be consistent with all other recommendations of this Plan.

- This use when in commercially designated areas requires a planned development permit.

INDUSTRIAL

Industrial land uses in the Valley include a pipeline tank farm, a newspaper publishing facility, industrially zoned areas north of Friars Road, and small group of industrial and distributional uses located near the Mission San Diego de Alcala.

The San Diego Pipeline Company owns a high-pressure underground pipeline that brings liquid fuels from Norwalk, California to the petroleum tank farm located at Friars Road and I-15. Most of this facility lies north of Friars Road, in the Serra Mesa community planning area.

The San Diego Union Tribune plant, located at the northwest quadrant of I-8 and SR-163, is a combined administrative and industrial distribution facility. In terms of strict land use classification, a newspaper plant is industrial. However, it may be permitted in any zone if a Conditional Use Permit (CUP) is granted by the City Council.

There are two areas north of Friars Road zoned for industrial development. One area is immediately east of I-805. The second area, Mission Valley Heights Specific Plan Area, lies between Mission Center Road and SR-163. A portion of this area has already developed in commercial-office; a portion has been approved for a “limited service” hotel serving the surrounding industrial business park uses, while other portions have been approved for industrial park.

The cluster of industrial, distributional, and "heavy" commercial uses located at San Diego Mission and Rancho Roads has diminished in recent years. Remaining are a water bottling plant and a precision valve manufacturer.

Sand and Gravel

Sand and gravel operations and related activities occupy about 596 acres, including 240 acres undergoing annexation. Three firms are operating sand and gravel extraction facilities in Mission Valley at this time: Fenton, Conrock and Hazard. Mining sites operated by Fenton and Hazard have since developed in accordance with this Community Plan. The Conrock operation has been taken over by Vulcan Materials Company.

The last remaining resource extractions are being operated by Vulcan Materials Company. The Vulcan Materials Company operation covers about 209 acres, located in the vicinity of Friars Road and Qualcomm Way. It is operating under City CUP No. 5073 (as amended and extended) and City CUP No. 82-0315. The asphalt and concrete plan operations associated with the Vulcan site will be relocated to the southeast corner of Quarry Falls as an interim use.

Mission Valley contains three types of aggregate deposits: lower San Diego River alluvial material, predominantly sand; Stadium conglomerates, which yield almost exclusively coarse aggregate before crushing; and metavolcanics which must be crushed in order to be used as aggregate material. Of the total resources, the conglomerates are the most abundant. Of 6,545 million tons of total resources, 177 million tons are acceptable grades of sand and 6,368 million-tons are acceptable grades of gravel. A calculated 152 million tons of aggregate resources lay within the non-urbanized areas of Mission Valley ("Mineral Land Classification of the Western San Diego County Production Consumption Region," California Division of Mines and Geology, 1981).

OBJECTIVES

- Continue sand and gravel operations in the community until depletion is reached.

- Require and enforce land reclamation which is consistent with municipal, state and federal guidelines during and following termination of extraction activity for subsequent reuse.

PROPOSALS

- Retain and maintain those industrial uses which will be compatible with the commercial and residential development of the Valley.

- Allow existing sand and gravel operations and related activities to continue until depletion of aggregate resources is reached. This can be achieved by renewing, and when necessary, amending existing permits. The existing review procedure should ensure compliance with all conditions.

RE-USE DEVELOPMENT PROPOSALS

1. Relationship to Existing Development

    - All development should be oriented away from the mesa.

    - New development should be a logical extension of existing land use.

    - Support facilities needed for new development should be provided within the new development or in adjacent lowlands. No additional burden should be placed on existing schools, parks and local shopping facilities on the mesa.

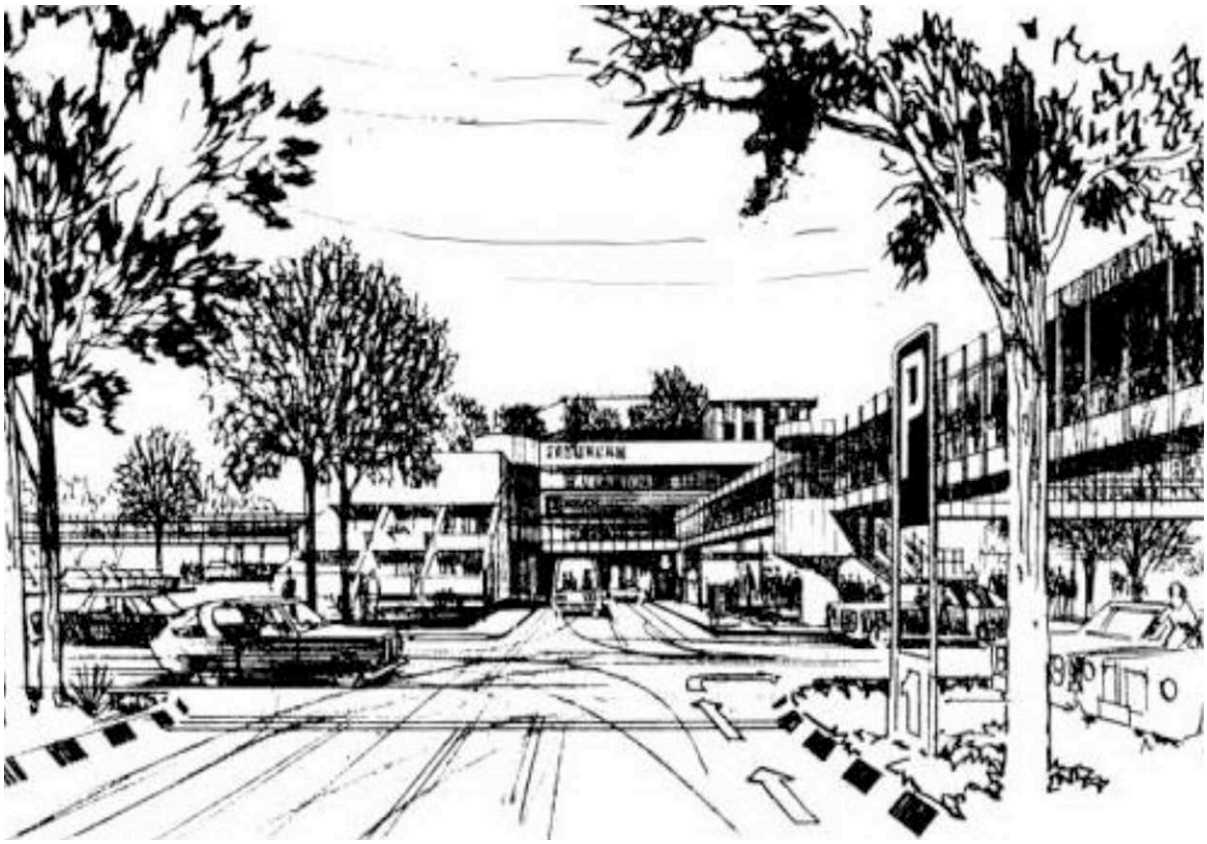
    - Streets serving new development should be connected to the road network, and not to major streets serving residential areas on the mesa.

2. Environmental Problems

    - Environmentally sensitive issues should be addressed in each precise development plan. These should include but not be limited to the following: air quality; flood hazards; high quality habitats and adjacent open space systems; hillside preservation and conservation; carrying capacity of the local street system and the impact of Jack Murphy San Diego Stadium.

    - Ideally, depletion or termination of mining operations should be reached in any given extraction area before re-use begins. If this proves infeasible, new development should be sufficiently buffered from continued mining operations to meet existing noise and air pollution standards; present no danger to public health, safety and welfare; and minimize environmental conflicts.

    - The use of Planned Developments and Specific Plans should be encouraged to assure the highest quality of development and sensitive treatment of the environment.



Suggested character of Industrial/Business Park development

3. Land Use Guidelines

   - When land within an existing sand and gravel extraction area is proposed for urban development, multiple land uses should be considered and processed consistent with the land use and development guidelines of the Multiple Use Development Option of this Plan.

4. Implementation Guidelines

   - New development should be logical and cohesive, not piecemeal or fragmented.

   - If two or more entities are operating in a given extraction area, they should coordinate their activities to assure logical, cohesive development and minimize environmental conflicts.

   - In recognition of the large areas involved, changing economic conditions, and the extensive time frames necessary for complete re-use, Specific Plans for parcels of ten or more acres and Planned Developments for parcels of less than ten acres should be utilized to process development plans. Development plans should include specific land use allocations, development intensities (floor area square footage for office and retail uses, number of guest rooms for hotels, and number of dwelling units for residential development), complete street networks, and, if applicable, phasing programs.

DEVELOPMENT GUIDELINES

- Apply appropriate land reclamation measures to all sand and gravel operations. These reclamation measures should begin before the termination of extractive activities. Ensure compliance with the State Surface Mining and Reclamation Act of 1975, City ordinances, and all subsequent legislation concerned with the reclamation and rehabilitation of mined land. This will be achieved by requiring the approval of a reclamation plan for all natural resource operations: The following criteria are proposed to guide the evaluation of such reclamation plans:

  a. Contour finished slopes so they blend into the surrounding terrain.

  b. Control erosion caused by storm runoff and other water sources.

  c. Plant and seed recontoured slopes with local native-drought resistant trees, shrubs and grasses. If possible, the planting pattern should be in keeping with the native growth on adjacent unmined lands or with that of other hillside areas within the valley.

  d. Create water areas wherever possible to further enhance the greenbelt flood control concept. This will enhance the unique setting of the floodplain area and will help to replace riparian habitat areas, lost elsewhere in the Valley.

- Develop feasible land use conversion plans in the form of specific plans for the reuse of terminated sand and gravel operations and related lands. Because these lands which are presently undergoing extraction are significant in terms of acreage, it is anticipated that they may develop under the multiple use development option.

MULTIPLE USE DEVELOPMENT OPTION

A “multi-use development” means a relatively large-scale real estate project characterized by the following, which are implemented as part of a comprehensive development plan. It is not the intent of this Community Plan that these elements occur at the parcel level.

- Two or more significant revenue-producing uses (such as retail, office, residential (either as rentals or condominiums), hotel/motel, and/or recreation—which, in well-planned projects, are financially supportive of the other uses.

- Significant functional and physical integration of project components including uninterrupted pedestrian connections, if available, to adjacent developments.

- Development in conformance with a coherent plan (which frequently stipulates the type and scale of uses, permitted densities and related items), and

- Public transit opportunities and commitments.

This definition clearly differentiates multi-use developments from other forms of land use and also identifies “common denominator” characteristics of multi-use projects with a minimum number of criteria.

These two or more uses should be significant (e.g., retail should be more than site-serving convenience facilities) and revenue-producing (e.g., to amortize cost over time and provide a reasonable return. In most multi-use projects, revenue-producing uses consist of retail, office, residential, and/or transient (hotel/motel) facilities. Two or more revenue-producing uses in the project usually imply large-scale development.

Another defining characteristic of multi-use development is a significant physical and functional integration of project components. All project components; should be interconnected by pedestrian ways, although (physically) this integration can take many forms:

- Vertical mixing of project components into a single structure, often occupying only one parcel.

- Careful positioning of key project components around centrally located focal points (e.g., a shopping gallery or hotel containing a large central court).

- Interconnection of project components through an elaborate pedestrian circulation network (e.g., subterranean concourses, walkways and plazas at grade and aerial bridges between buildings, or

- Extensive use of escalators, elevators, moving sidewalks, bridges and other mechanical or structural means of facilitating horizontal and vertical movement by pedestrians.

- Permanent pedestrian linkages to public transit systems.

Whatever their form, "coherent" plans for multi-use development typically set forth at a minimum the types and scale of land uses, permitted densities, and those areas on the site where different kinds of development are to occur. Plans for projects entailing substantial public improvements should specify respective responsibilities and financial obligations (e.g., for provision of on-site and off-site improvements) on the part of public and private sectors. These documents guide—and in the case of some projects, govern—development as to scale, timing, type, and density of buildings and relationships among project components, open space and public improvements on the site. This distinguishes such projects from unplanned mixing of uses often resulting from the separate, unrelated actions of several different developers. In Mission Valley, multi-use projects (in the form of specific plans) are proposed for the majority of the large undeveloped parcels and redevelopable areas.

There are four significant revenue-producing land uses in Mission Valley. They are:
1) Commercially-Retail; 2) Commercial-Office; 3) Commercial-Recreation; 4) Residential. These four revenue-producing uses in a single project create a "multi-use" development and are usually found in a large-scale project.

Multi-use projects may also include separate structures on separate parcels of land providing that the creation of parcels and designation of uses is the result of a plan approved for the entire designated project and it meets the basic criteria for a multi-use project.

Multi-use is an option for developers. It may be applied for through a PDP Permit or through a Specific Plan. In general, the Specific Plan should be used for projects of ten or more acres. This may vary, however, and should be determined on a case-by-case basis. An application for a multi-use project should include:

- Location, scale, size, and proposed use of all buildings.
- A schematic plan of pedestrian areas (plazas, courtyards, etc.) and interconnecting usable paths.
- Vehicular access plan including streets, parking, goods delivery and linkages to the public circulation system (freeways and major surface streets).
- A landscaping plan to tie the various uses together.
- A financing and maintenance plan for any and all public facilities or improvements.
- Linkages to the public transit system.
- Other land use controls as may be required to conform to the urban design guidelines included in the **Urban Design Element** of this Plan.

This multi-use option is intended to encourage comprehensive developments which will minimize the need for an over reliance on automobile access and emphasize pedestrian orientation and proximity to public transit. Mixed-use activity centers that are encouraged within larger multi-use projects, creating opportunities for villages within the community plan area. Village development is pedestrian-friendly and characterized by inviting, accessible, and attractive streets and public spaces. These spaces may consist of: public park or plazas, community meeting spaces, outdoor gathering spaces, passive or active open space areas that contain desirable landscape and streetscape design amenities, or outdoor dining and market activities.

Urban villages respond to the needs of larger, mixed-use communities of compact development of varying intensities and densities. This type of multi-use development serves a broad range of retail demand, combining opportunities that meet the day-to-day needs of neighborhood residents (markets, drugstores, etc.), as well as upscale shopping for the surrounding communities. Residential and office development, typically built above retail, is also a common component of the urban village and provides a higher degree of walk ability and security than traditional retail centers. A critical mass of small to medium scale retail uses, including dining and entertainment elements that activate the streetscapes, support a highly amenitized town center. Such amenities include public plazas, water features, artwork, and enhanced landscaping and lighting to create a sense of place and connection for residents and visitors. An increase intensity and mix of retail may support the construction of structured parking, allowing for greater design emphasis on the pedestrian experience and increasing the viability of transit to serve the village and community.

Density bonuses may be given to such developments if they can incorporate some of the

bonus provisions included in the Development Intensity Element. Additional development intensity based upon increased traffic generation can be permitted if it can be shown that: 1) the additional traffic generation can be accommodated; or 2) additional improvements can be made to the circulation/transportation system which will accommodate the increase in traffic generation.

OBJECTIVE

- Provide new development and redevelopment which integrates various land uses into coordinated multi-use projects.

PROPOSALS

- Include a variety of revenue-producing uses in each large-scale multi-use project.

- Ensure functional and physical integration of the various uses within the multi-use project and between adjacent uses or projects.

- Combine uses within a multi-use project to create a 24-hour cycle of activity.

Figure 6
Removed by
City Council
April 21, 1992

Figure 7
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April 21, 1992

Figure 8
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April 21, 1992

Figure 9
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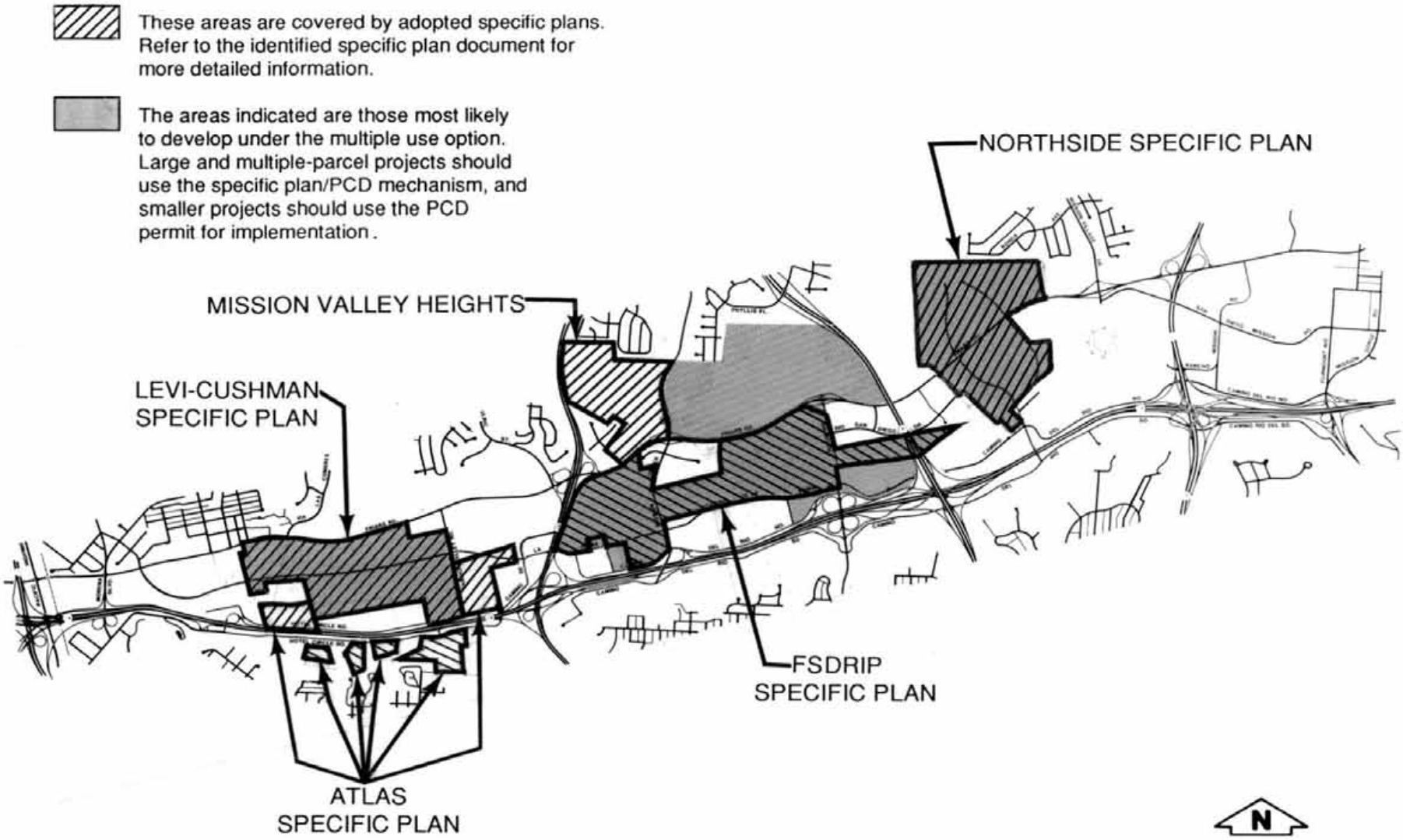
City Council
April 21, 1992



Specific Plan/Multiple Use Areas

Mission Valley Community Plan

10 FIGURE

DEVELOPMENT GUIDELINES

- Multi-use development projects should include all of the following design elements:

  a. Separate vehicular access and delivery loading zones.

  b. People-oriented spaces.

  c. Compatibility with adjacent development.

  d. Uninterrupted pedestrian connections.

- Encourage activity on a 24-hour basis within a development project by including one or more of the following types of uses in addition to office and retail:

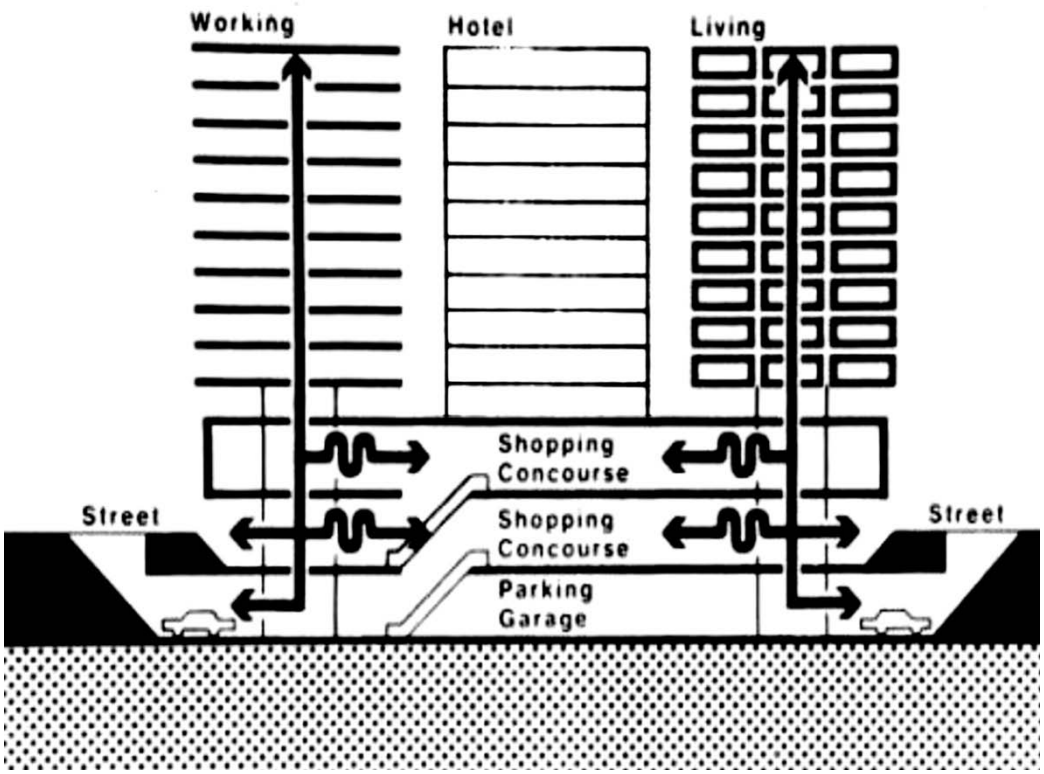
  a. Restaurants.

  b. Theatres.

  c. Hotels.

  d. Residences.

- Multi-use development projects should be processed and evaluated through the use of PCD permits and/or Specific Plans.



Conceptual design for a mixed use or highly integrated multiple use development

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Transportation

TRANSPORTATION

Mission Valley is experiencing, to a varying degree, all the classical problems associated with communities located adjacent to the urban core of most major U.S. cities. These problems include physical separation of various community elements by new freeway and transportation corridors, non-development of forms of transportation other than private automobile, and the continual upgrading of the supporting local surface street system. In any community the movement of people and goods is one of the most important considerations in the planning process and vital to the survival and continued prosperity of the individual community. Ideally, transportation systems should be well balanced between the individual needs of the various users and the necessary support of public transit convenience that will offer a wide choice of options to the traveling public within that particular community. The transportation system must offer residents and/or employees the maximum opportunity of transportation choices to fulfill their individual needs and provide a dynamic system for the growth of the community.

A major goal of the Plan is the provision of a surface street system, carefully coordinated with the regional freeway system, which is adequate to meet the total future needs of Mission Valley. A major problem facing the existing transportation system is its lack of any uniformity. Many streets are under-designed and route an excessive number of cars on streets that were never intended for such volumes. In addition, there seems to be an inordinate amount of out of direction travel. The streets in the community vary in width, sometimes from block to block. The chief reason for this varying design in street standards and sometimes what appears to be confused routing of traffic is more a result of the manner in which Mission Valley developed than any oversight by responsible parties. Today communities are usually developed by an individual firm or a group of developers working together using an overall plan for the area. Under these circumstances, careful attention is given to insure all requirements are fulfilled by the public and private sectors.

In the past there has been no overall development plan for the public and private sectors to follow in Mission Valley. Several of the largest parcels are currently in uses such as sand and gravel extraction. Other major parcels in areas along the San Diego River cannot be redeveloped at the present time. Development intensities and land uses together with the accompanying public improvements necessary for development could not be fully ascertained prior to the current community planning program. Therefore, the transportation system for Mission Valley falls far short of the ideal in several aspects. This element will examine the existing street system, parking problems, proposed public transit expansion in the Valley, bicycle routes, pedestrian walkways, and will end with a discussion of the extension of the light rail transit line through the Valley.

STREET SYSTEM

The street system in the Mission Valley community is characterized by five functional classifications: freeways; primary arterials; major streets; collector streets and local streets. Freeways may have four or more lanes with full controlled access and grade separation at interchanges. Their primary function is to carry high volumes of traffic at high speeds between different communities and cities. Primary arterials within the City of San Diego are usually four to six lanes wide with severely limited access. They are designed for through traffic generally linking several communities and usually have signals at major intersections. Major streets are also four to six lanes wide, and although they are designed primarily for through traffic, again linking communities, they generally provide some access to abutting property; much more than would be provided by a primary arterial. The collector streets are typically two to four lanes wide. Their function is to collect trips from the various adjacent properties and bring them to either major or primary arterial streets for longer trip purposes. They provide for continuity with local streets. The last category is the local street system whose primary function is to serve adjacent properties and provide links to collector streets.

It is very difficult to do an evaluation of the existing surface street system in the Mission Valley community. The primary arterial in the Valley (portions of Friars Road) functions smoothly most of the time because there are few intersections and minimal driveway access. On the other hand, the major streets in the area are not built to major street standards at this time and are experiencing congestion, especially during the peak-hour periods. This congestion is both a function of incomplete or undersigned major streets, and the congestion on the freeways during peak hours causing backup onto the surface street system.

In addition, Mission Valley has several unique traffic generators that tend to overburden the surface street system during certain periods of the day or year. These include San Diego Jack Murphy Stadium (overloads Friars Road) and Mission Valley and Fashion Valley Shopping Centers (to put excessive amounts of traffic onto the adjacent surface street system during peak shopping periods). The San Diego Jack Murphy Stadium is expected to generate even more traffic in the future as a result of seating capacity increases and as more events are scheduled and the attendance at events increases. In addition, the traffic on Friars Road is expected to increase from the present 33,000 to 75,000 vehicles daily if and when full development adjacent to the stadium occurs. A separate special study of stadium access and egress will be necessary, including the possibility of additional grade separated facilities, to accommodate future traffic. As the Valley continues to grow, the existing substandard surface street system will be continually called upon to handle greater and greater traffic demands. The existing street volumes (1983) are indicated on the **Traffic Flow Map** (**Figure 11**).

Although Mission Valley is readily accessible by freeway, travel to specific points within the community by means of the surface street system can be extremely difficult during the peak hours. Several factors contribute to the traffic congestion problem in Mission Valley. These factors include:

1. **Rapid Growth of Commercial Development**

   The freeway has greatly influenced commercial development in Mission Valley. The five freeways that serve the Valley are I-5, I-8 and I-15 together with SR-163. Construction of these freeways has dramatically increased accessibility to the Valley from all parts of the San Diego region.

2. **Increased Freeway Access**

   Better freeway access to the Valley coupled with the rapid growth of attractors within Mission Valley has far exceeded the expansion of the supporting surface street system. This lack of an up-to-date surface street system has caused congestion during peak hours in the Valley. In the morning and noon peak hours, the congestion occurs on the freeways as workers living in other communities commute to jobs in the Valley, while in the evening the surface street system backs up. The evening congestion is due to the backup of cars waiting to get on the freeways, plus motorists coming into the Valley to frequent the restaurants, bars, shops and theaters after work.

3. **Gaps in the Surface Street System**

   These gaps exist for a variety of reasons. In some cases they exist because off-site improvements were not required from existing development. In addition, major sections of the Valley, as pointed out earlier, are undeveloped or are in extractive uses and therefore, normal road improvements have not been required. Gaps result in out of directional travel.

   These problems, together with the reduction of public funding at the federal and state level, have resulted in an undue proportion of region-wide traffic passing through Mission Valley. Completion of 52 and 125 should help redirect some of this regional through-traffic.

4. **Flooded Streets**

   These are a potential seasonal problem. The streets usually affected during heavy storms include Fashion Valley Road, Mission Center Road, Stadium Way, Camino de la Reina, San Diego Mission Road and the private Avenida Del Rio.

Accidents

The City of San Diego maintains current accident rates for all primary arterial, major, and collector streets within the City as well as high accident intersections. These rates are generally based on accidents per million vehicle miles including intersections. This rate is determined using the number of accidents that occur on any given street, the volume of traffic that particular street carries, and the distance between intersections. Only one street segment in Mission Valley has had an accident rate that exceeded the citywide accident rate by more than 100 percent; that was Friars Road between Ulric Street and Mission Center Road. Only two intersections in Mission Valley are ranked in the top 50 on the citywide list of problem intersections. The sixth ranked intersection is 40th Street (future I-15) at Camino del Rio South while Camino del Rio South at Texas ranked 38th. Both of these intersections are currently being rebuilt by Caltrans as part of a freeway improvement program. Even with the proposed

improvements some facilities will experience congestion during peak periods. In many cases this is because existing development precludes improving existing streets as much as would be desirable. At other locations, topography or interchange spacing limits what can be done to improve capacity.

Congestion is anticipated on Friars Road, (Fashion Valley Road to Mission Center Road, and Mission Village Drive to Mission Gorge Road), Hotel Circle North (near Fashion Valley Road), Hotel Circle South (east of the Hotel Circle ramps), Camino del Rio South (west of Mission Center Road and near the I-15 interchange), and Mission Center Road (south of Camino de la Reina).

Transportation Design Criteria and Environmental Criteria

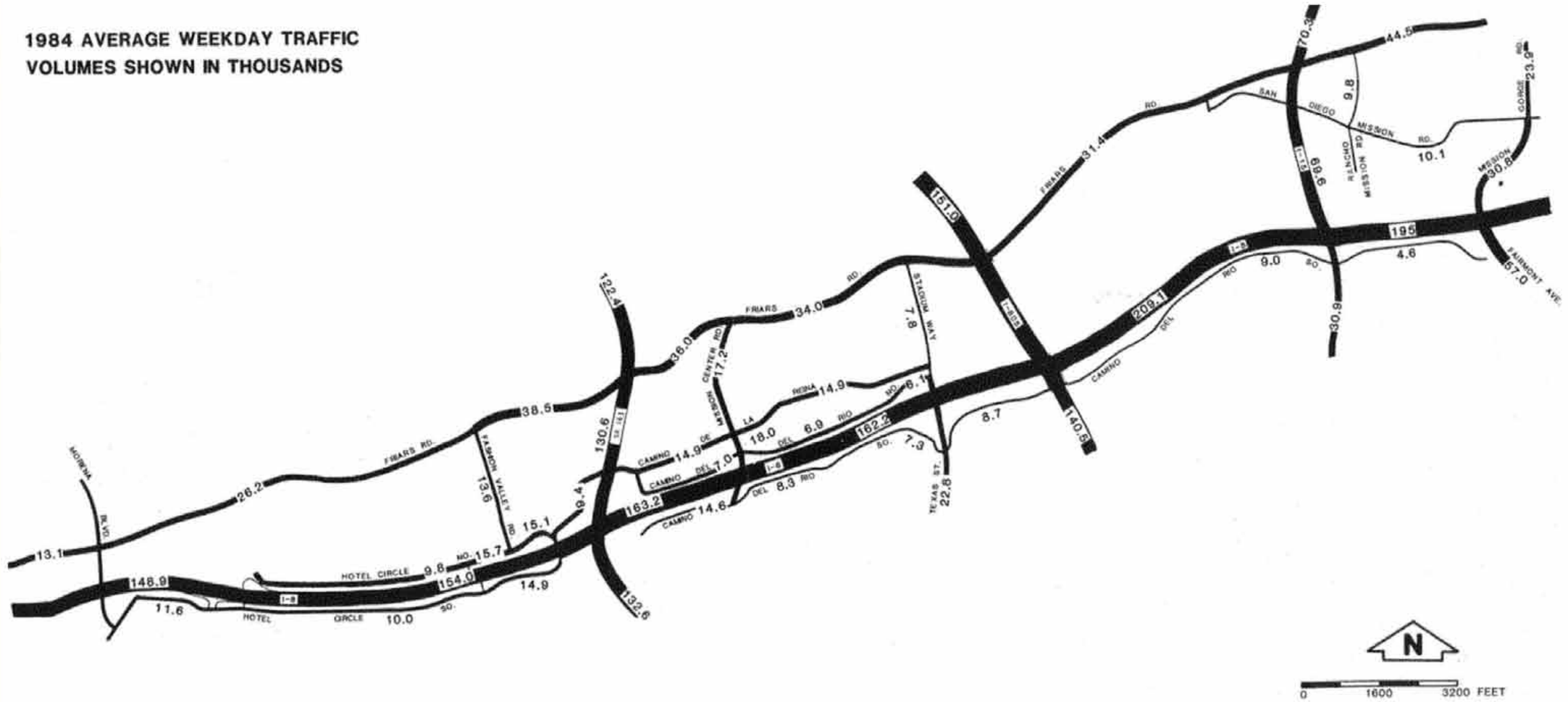
The design of a balanced transportation system, which implements the planning principles underlying the development of Mission Valley, requires re-evaluating present transportation practices. The assumption is that better control over land use, along with implementation and provision of economic and social balance within the community, make new approaches possible to traditional problems of trip generation, distribution and route assignment. This allows better integration of the transportation facility design with other land use elements of the community.

The design of the transportation system is conceptualized in two ways: first, as a flow of people and goods linking specific centers of activity; and second, as a physical structure-occupying horizontal and vertical space. In dealing with the flow of people and goods between centers of activity, analysis of basic trip behavior and travel motivation is required. Preliminary analysis of the Mission Valley community therefore, begins by examining travel behavior at the household and workplace level. The distribution of trips was considered over all subsystem networks simultaneously. This was accomplished by estimating the trip distribution, trip length, travel time, and distribution patterns, and were developed to reflect expected home base travel behavior within the Mission Valley community.

Non-home based or workplace trips were distributed based on activity center characteristics, service areas, and urban goods (products and services) flow requirements. In addition, special attention was given to the assignment of trips with the unique trip generators of Mission Valley such as the regional retail centers and the stadium.

The physical shape of transportation facilities should complement the adjoining communities. The use of standardized rigid physical design concepts should be avoided short of demonstrable safety or hazard problems.

In an attempt to create a balance between development intensities, the vehicular traffic they generate and the capacity of the street network within Mission Valley, two land use plans were used to forecast future vehicle trips. They differ only in the assumed development of several parcels of city-owned land adjacent to San Diego Jack Murphy Stadium. Portions of the stadium were analyzed for potential future vehicle trips. They differ only in the assumed development of several parcels of City-owned land adjacent to San Diego Jack Stadium. Portions of the stadium were analyzed for potential future development as commercial-office and retail uses.



Existing Traffic Flow

Mission Valley Community Plan

11 FIGURE

The traffic forecast for the horizon year (buildout) development in Mission Valley was based on several regional land use and network assumptions. The San Diego Association of Governments (SANDAG) Series V, Year 2000 Land Use projections were assumed for the area outside of Mission Valley. In the regional street and highway network it was assumed that State Route 52 (SR-52) would be completed east to State Route 67 (SR-67). Construction of I-15 would be finished north of I-8, as would I-15 between I-8 and I-5, and SR-125 between I-8 and SR-56 in Poway. In addition, an access road from University Hospital to Hotel Circle South was assumed in Bachman Canyon. Testing the stadium development did not change any of the recommendations for street classifications shown on the proposed future street system. New streets and improved facilities are indicated on the **Recommended Street Classification Map** (**Figure 13**). Despite these improvements, some areas of the Valley will experience congestion during peak periods. The projected level of congestion is considered acceptable near freeway interchanges in partially built communities like Mission Valley.

Some roadways north of Friars Road will need to be developed as part of the Mission Valley transportation system. These roads will be located in those areas between SR-163 and I-15, which are currently involved in sand and gravel extraction. The roads will be implemented at the time of each individual area's proposed change of land use from sand and gravel extraction to urban development, once resource depletion has occurred.

OBJECTIVE

- To facilitate transportation into, throughout and out of the Valley while seeking to establish and maintain a balanced transportation system.

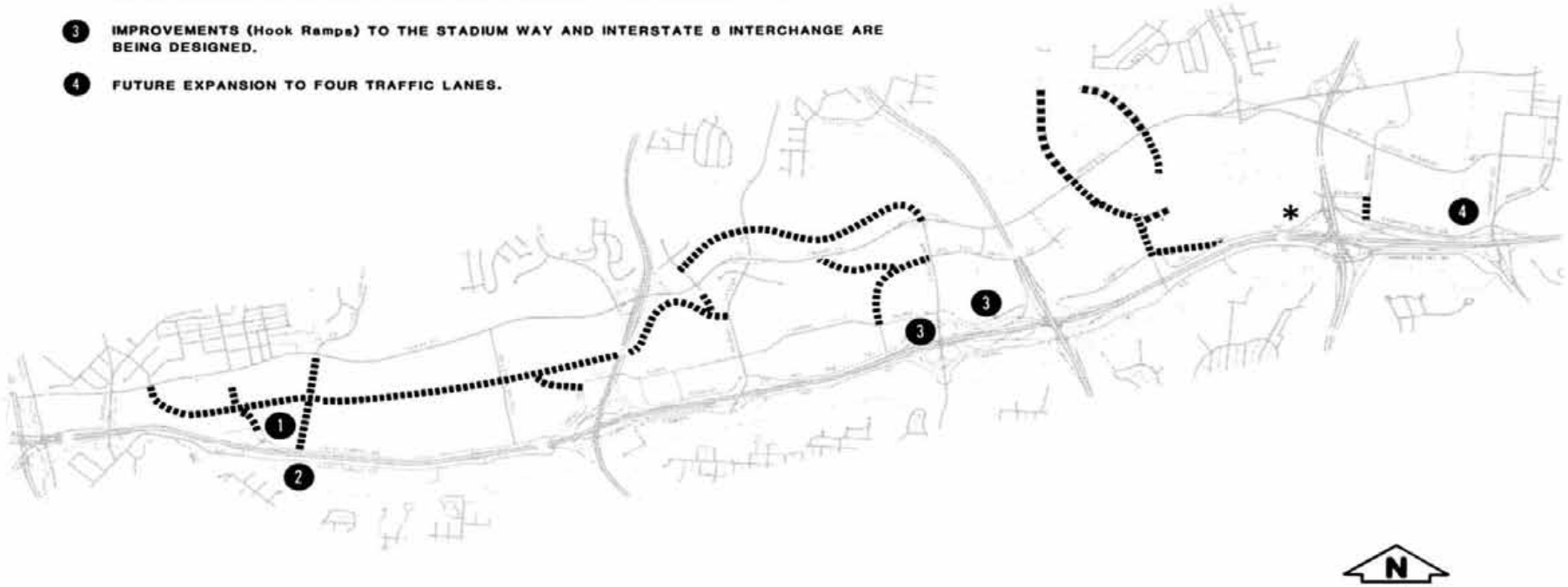
PROPOSALS

- Close gaps and correct other deficiencies in the surface street system.
- Reduce the effects of floods on the transportation network.
- Encourage the use of the surface street system for intra-Valley trips.
- Provide adequate access to developable and redevelopable parcels.
- Encourage the rapid completion of the total freeway system for which will provide relief to the Mission Valley circulation system.
- Reduce conflicts between vehicles, bicycles and pedestrians.
- Improve traffic control techniques used during events at San Diego Jack Murphy Stadium.
- Establish alternative methods of transporting capacity stadium crowds, especially now that the seating capacity of San Diego Jack Murphy Stadium has been expanded.

PROPOSED ROADS (ALIGNMENTS APPROXIMATE)

* STREET NAMES SUBJECT TO CHANGE (See Text)

1. COLUSA STREET BETWEEN CAMINO DE LA REINA AND HOTEL CIRCLE NORTH WILL BE CONSTRUCTED IF TRAFFIC STUDIES INDICATE THAT IT IS NECESSARY.
2. STUDIES TO DETERMINE THE EXACT LOCATION AND FEASIBILITY OF CONSTRUCTING AN INTERCHANGE AT VIA LAS CUMBRES AND INTERSTATE 8 ARE CURRENTLY IN PROGRESS.
3. IMPROVEMENTS (Hook Ramps) TO THE STADIUM WAY AND INTERSTATE 8 INTERCHANGE ARE BEING DESIGNED.
4. FUTURE EXPANSION TO FOUR TRAFFIC LANES.



Proposed Roads

Mission Valley Community Plan

12 FIGURE

DEVELOPMENT GUIDELINES

Regional Highways

- Complete SR-52 and SR-125 to provide an alternate route from East San Diego County to North San Diego County, and from Southeast San Diego County to Downtown San Diego (relieving SR-94), and to points north (relieving I-8).

- Expedite construction of I-15 from Friars Road to SR-52 and its interchange with SR-163.

Primary Arterials

- Any intersections with access to Friars Road from SR-163 to Mission Gorge Road should be restricted to right-turn in and out only. The intersection at Frazee Road, at Santo Road, and at Dos Pueblos Drive may require prohibition of left-turn ingress and egress when volumes exceed City Street Design Standards on Friars Road. Fenton Parkway should be a four-lane primary arterial between Rio San Diego Drive and Camino del Rio North (future Camino de la Reina). Ultimately, Friars Road between the northbound ramps of SR-163 and Mission Center Road must be widened to eight lanes.

Major Streets

- Camino de la Reina Camino del Rio North should be a four-lane major street over its entirety from Napa Street/Friars Road on the west to Fairmount Avenue on the east. Existing sections west of Mission Center Road, west of Stadium Way, and east of Fenton Parkway should be improved to major street standards.

- Frazee Road needs to be four lanes south of Friars.

- Friars Road needs to be restriped as a six-lane major street from Colusa Street to Fashion Valley Road to accommodate the forecasted horizon year volume.

- Fenton Parkway should be constructed as a six-lane major street north of Rio San Diego Drive.

- Rio San Diego Drive should be constructed as a four-lane major street from Rio Vista Avenue to Rio Bonito Way.

- Qualcomm Way will need to be six lanes south of Friars Road and four lanes when extended north of Friars Road. Public streets of adequate capacity to connect Stadium Way and Mission Center Road with I-805 at Phyllis Place will be needed when urban development occurs north of Friars Road between Mission Center Road and I-805. Provision of these streets will not be considered until the sand and gravel operation has ceased and resource depletion has occurred. Additionally, the exact alignment will be determined by detailed engineering studies, by agreement between the City and the property owner at the time urban development takes place on these parcels.

- Mission Center Road will need to be a six-lane major street from Camino del Rio North to

Friars Road.

- Depending upon the intensity of current and future development projects and upon the results of traffic studies pertaining to those projects, it may become necessary to extend Colusa Street as either a four-lane collector street or four-lane major street from Camino de la Reina to Hotel Circle North.

- Via las Cumbres should be constructed as a four-lane major street between Friars Road and a new I-8 interchange with Hotel Circle North and South to the east of the existing Hotel Circle North and South to the east of the existing Hotel Circle North overpass at I-8.

- A two-lane street will be needed north of the San Diego River connecting Mission Center road to either Fashion Valley Road or Camino de la Reina (south of Fashion Valley Shopping Center). It should be a major street between Mission Center Road and Frazee Road.

Collector Streets

- Hotel Circle South and the undercrossing to Hotel Circle North should be widened to a four-lane collector street between Camino de la Reina and the eastbound I-8 ramps and between the Hotel Circle North overpass and the Taylor Street/I-8 interchange eastbound ramps. The section of Hotel Circle South between these two segments should be three lanes with a transition to a fourth lane at intersections. Parking should be prohibited on both sides of the street.

- Hotel Circle North should be three lanes west of the westbound I-8 ramps and four lanes to the east. All three lane segments should transition to four lanes at intersections. Parking should be prohibited on both sides of the street.

- The existing sections of Camino de la Reina (to be renamed) between Hotel Circle North and the private street, Avenida del Rio, should be widened to a four-lane major facility.

- Rio Bonito Way will need four lanes between Friars Road and Rio San Diego. Only right turns in and out will be allowed at the “T” intersection with Friars Road.

- Camino del Rio South should be widened to four lanes with a minimum of 58 curb-to-curb between Mission Center and Fairmont Avenue.

- Rio San Diego Drive should be a four-lane collector from Rio Bonito Way to Milly Way, and from Rio Vista Avenue to “A” in the Rio Vista West development.

- Camino del Este should be a four-lane collector street between Rio San Diego Drive and Camino de la Reina.

- Street “A”, located in the Rio Vista West development, should provide a connection between Friars Road and Rio San Diego Drive. It should be a two-lane collector along its entire length.

- The north-south line on Rio Vista Avenue should be a two-lane collector providing vehicular access between Rio San Diego Drive and the Trolley Plaza within the Rio Vista West Development.

- Colusa Street should be constructed as a four-lane collector street between Friars Road and Camino de la Reina. Depending upon the intensity of current and future development projects and upon results of traffic studies pertaining to these projects, it may be necessary to construct Colusa Street as a four-lane major street between Friars Road and Camino de la Reina.

- Rancho Mission Road should be extended as a four-lane collector south across the San Diego River to Camino de la Reina. Although forecast for more than 10,000 ADT, present development limits widening the street to major street standards.

- A two-lane collector street with enhancements will be needed north of the river between Frazee Road and either Fashion Valley Road or Camino de la Reina.

- A collector street will be needed between Rio San Diego Drive and the existing Friars Road underpass (located between Mission Center Road and Stadium Way).

- An access road to the stadium parking lot from Fenton Parkway should be constructed to alleviate congestion during Stadium events and from future development on City-owned land.

- Within Quarry Falls and paralleling Friars Road, Quarry Falls Boulevard should be constructed as a four-land urban collector to provide vehicular and pedestrian east-west connection between Mission Center Road and Qualcomm Way. Diagonal parking should be permitted on the south side of the roadway within the Village Walk and commercial portions of the Creekside District of Quarry Falls to create the sense of a busy urban street and compliment the pedestrian activity of the Village Walk District. A Class II bikeway should be constructed on both sides of the roadway.

- Qualcomm Way should be extended to Quarry Falls Boulevard to provide a direct connection to development within the quarry Falls Specific Plan area. It should be constructed as a six-land urban major roadway. Class II bike lanes should be constructed along both sides of the Qualcomm Way extension and should connect to existing Qualcomm Way bike lanes.

- Russell Park Way should be constructed as a two-lane collector street to provide access to Quarry Falls from Friars Road. Class II bikeways that connect to exiting bike lanes on Friars Road should be provided on both sides of the street. Russell Park Way should transition to a four-lane urban collector as it approaches Quarry Falls Boulevard, at which point diagonal parking will be allowed for on the west side of the roadway.

- Via Alta should be constructed as a two-land collector to provide north-south travel through Quarry Falls. Class II bike lanes should occur on both sides of the Via Alta; parking should not be allowed.

- Franklin Ridge Road should be constructed as a north-south two-lane collector street through Quarry Falls. Class II bike lanes should be provide on both sides of the street. Parking should not be allowed.

- Mission Center Road will need to be a six-lane major street from Camino del Rio North to Friars Road.

- Creekside Park Lane should be constructed as a two-lane collector, connecting Mission Center Road and Via Alta within Quarry Falls. Parallel parking may be provide on both sides of Creekside Park Lane.

Interchanges

- Hotel Circle and the I-8 interchange will need to be improved where the ramps intersect Hotel Circle North and Hotel Circle South, which will require additional right-of-way along the north side of Hotel Circle North, east of the ramps.

- Texas Street/Stadium Way and I-8 interchange: Provide new westbound on- and off-ramps at Camino del Rio North, east of Qualcomm Way; and new on- and off-ramps of Camino de la Reina west of Qualcomm Way. Eliminate the existing signalized intersection and off-ramp directly north of the Stadium overpass.

- Construct a new interchange at Hotel Circle North and South and the southerly extension of via las Cumbres, which will require the realignment of Hotel Circle North and Hotel Circle South.

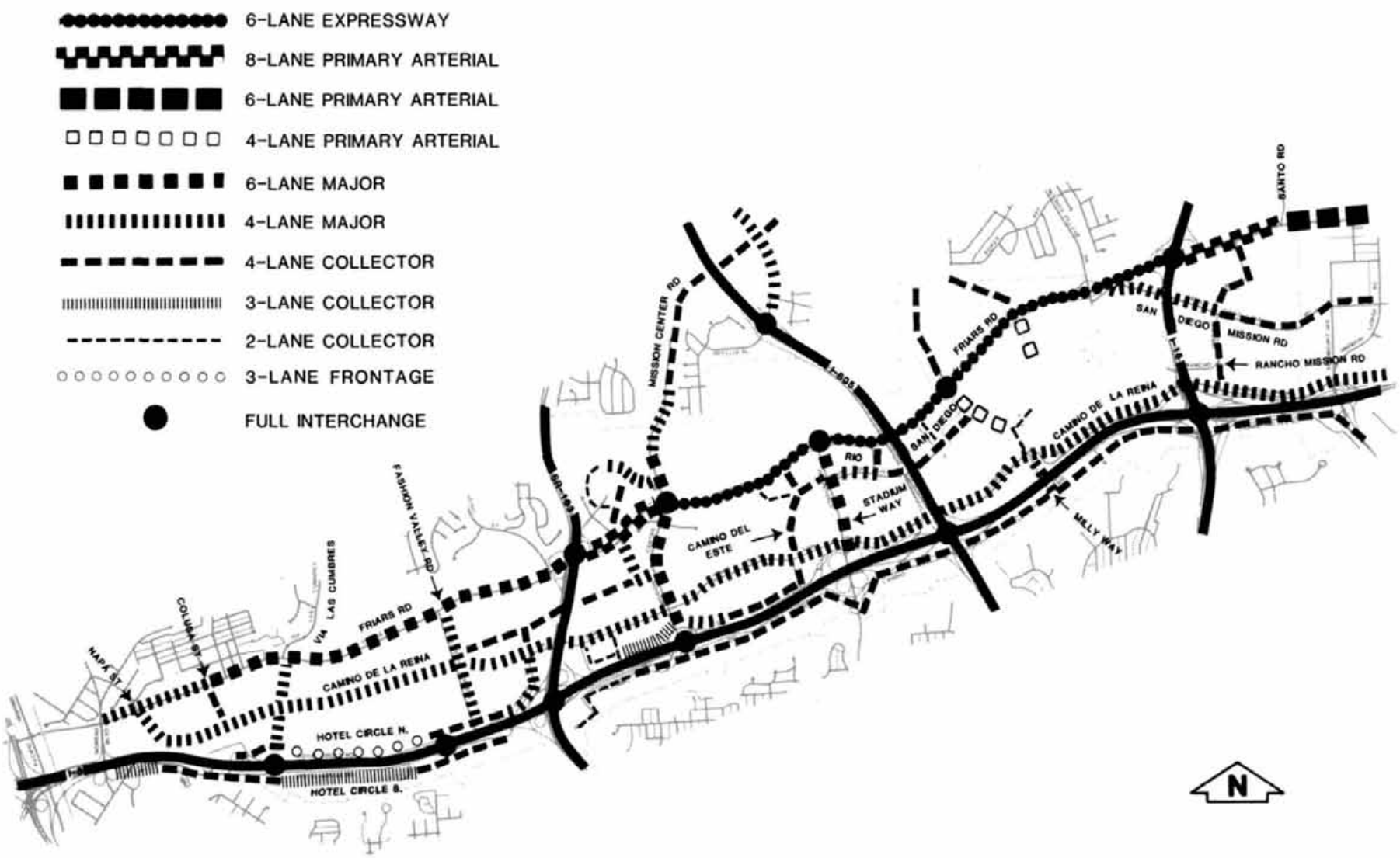
- The Presidio interchange at I-8 should be modified by closing the eastbound off-ramp (Note: Depending upon the intensity of current and future development projects and upon the results of traffic studies pertaining to those projects, it may become necessary to modify the existing interchange through the widening of the bridge and other improvements).

- Modify the diamond-interchange at Friars Road and Stadium Way by widening to six lanes under the overpass and widening the Friars Road on- and off-ramps.

- A diamond interchange should be constructed at Friars Road and Milly Way.

- Improvements to the auxiliary lanes (by Caltrans) will be needed to reduce the present weaving problems on eastbound and westbound I-8 between the existing Hotel Circle ramps and SR-163.

- Improvements to the auxiliary lanes (by Caltrans) to the I-8/SR-163 interchange involve the widening of the I-8 eastbound off-ramp to northbound SR-163 and the widening of the auxiliary lanes on northbound SR-163 north of I-8.

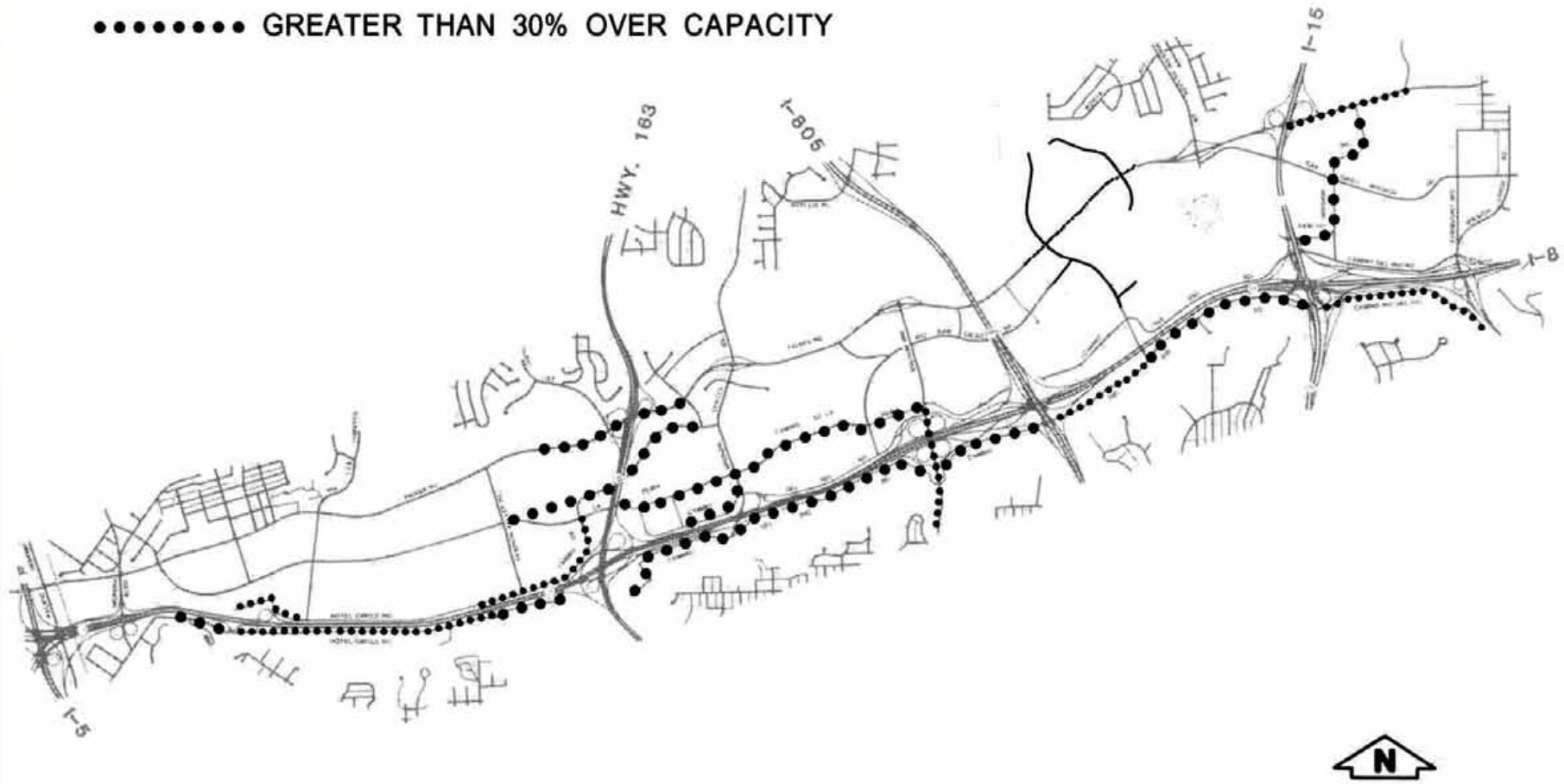


Horizon Year Recommended Street Classification

Mission Valley Community Plan

13 FIGURE

Future Traffic Flow
Mission Valley Community Plan
14 FIGURE



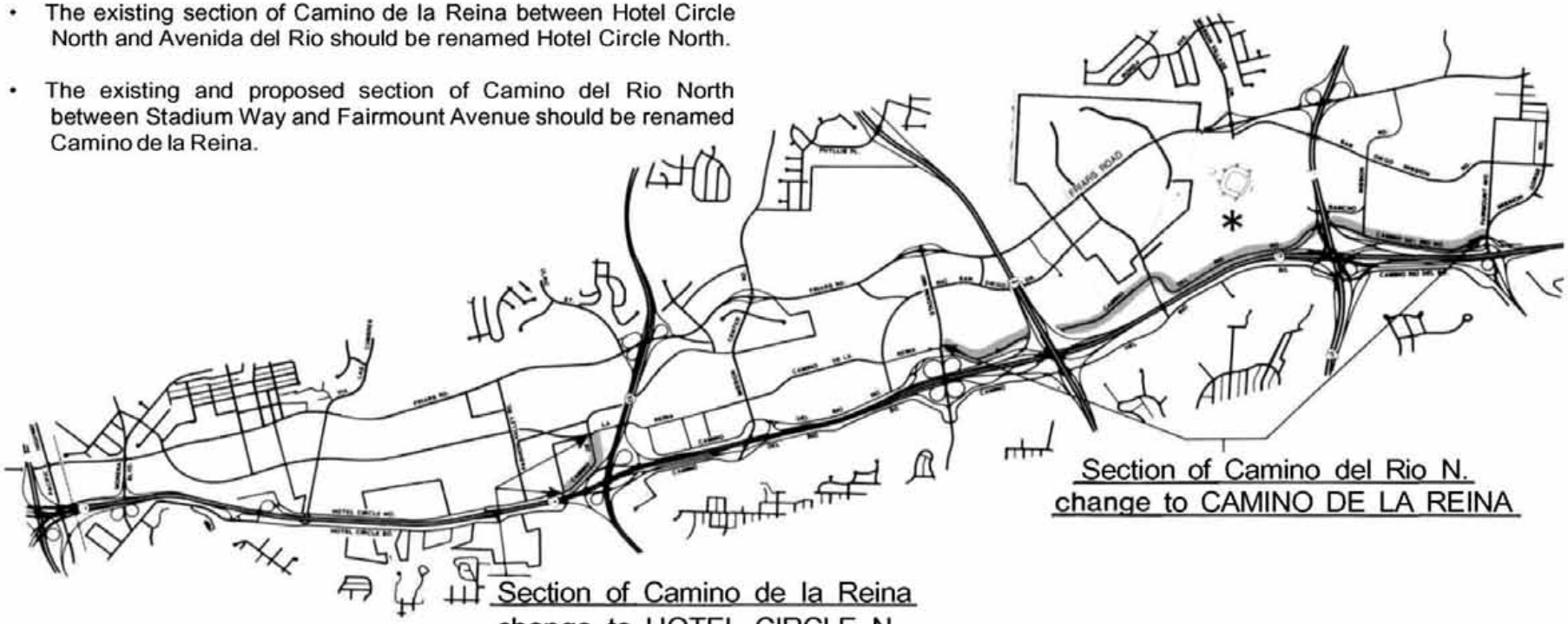
Streets Forecasted to Operate Above Desirable Maximum ADT

Mission Valley Community Plan

15 FIGURE

Street Name Changes:

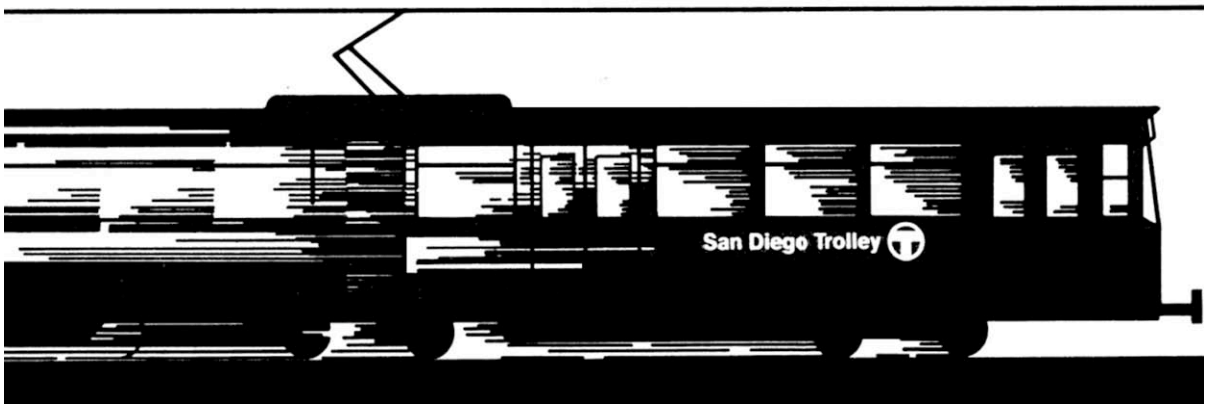
- The existing section of Camino de la Reina between Hotel Circle North and Avenida del Rio should be renamed Hotel Circle North.
- The existing and proposed section of Camino del Rio North between Stadium Way and Fairmount Avenue should be renamed Camino de la Reina.



Proposed Street Name Changes
Mission Valley Community Plan
16 FIGURE

PUBLIC TRANSIT

The long-term development of Mission Valley as a vital regional employment and residential community may be severely impacted by total reliance on the automobile. In order to accommodate projected development it is essential that public transit corridors and stations be provided. Use of public transit (alternative transportation systems), specifically an LRT line, could go a long way in preserving the vitality of Mission Valley. With proper studies and the determination of the transportation impacts the LRT and other transit systems will have on the surface street system, it may be possible to grant some limited development intensity increases. Mission Valley development, already severely limited by the vehicular transportation system, could be offered new development opportunities. Through cooperation among the various private interests, and working together with government, a new transportation system could be developed that would ensure the long term viability of Mission Valley as a major transportation hub of the San Diego region.



Light Rail Transit

An essential element of the long-range transportation solution for Mission Valley is the extension of the regional LRT system. The LRT provides an alternative method of moving commuters through the Valley. An extension could include a line running from downtown, through the Valley to the vicinity of the Stadium with future extensions to the east county area and north to Escondido (via I-15). Preliminary studies indicate that ridership in the Valley would be relatively high. The LRT corridor may also provide opportunities for higher intensity of development as described in the **Development Intensity Element**.

The LRT should be incorporated along an east-west alignment with an exclusive right-of-way, separated as much as possible from cross-traffic. The MTDB on May 3, 1984, adopted a preferred LRT alignment through Mission Valley. The alignment is located south of Friars Road and north of the river corridor except for a segment between SR-163 and Stadium Way which is located to the south of the river corridor. This alignment provides the greatest potential access (based upon a 1,000-foot radius or “walking-distance”) and, as much of the property is undeveloped, the best possibility for securing the necessary right-of-way. The precise alignment is subject to further study and development project proposals or subdivision approvals. The final alignment of the LRT, as ultimately constructed, is subject

to precise engineering studies and additional environmental studies by MTDB to determine any mitigation necessary resulting from any possible encroachments into wetland habitat areas. It is anticipated that the ultimate alignment of the LRT will preclude encroachment into wetland habitat areas to the maximum extent possible. Since the preferred alignment as adopted by MTDB is incorporated in this Plan document it will not be necessary to process a Plan amendment pertaining to the ultimate alignment of the LRT.

Transit stations or shops should be located at approximately one-half mile intervals along the LRT route. Station locations should be coordinated with bus routes and stops. Preferred locations are those at or near crossroads and at major activity centers. Activity centers include the major retail centers, large office buildings or complexes, and high-density residential areas.

Public Bus System

Mission Valley currently functions as a major destination and transfer point for bus routes serving the San Diego region. In November 1980, the Fashion Valley Transit Station opened in the Fashion Valley Shopping Center. This passenger boarding and transfer facility serves over 4,000 transit riders per day. 77 percent have an origin or destination at Fashion Valley; the remaining 23 percent are connecting with trips to and from either another point in Mission Valley or outside the community.

Since January 1980, San Diego Transit (SDT) has had an informal agreement with the management of both Fashion Valley and Mission Valley Shopping Centers to allow commuters to park there. Currently this has only appealed to a small number of commuters. If it becomes a major park-and-ride Center these agreements maybe reviewed by the Fashion Valley and Mission Valley Shopping Centers to avoid interference with customer parking. Currently, commuters wishing to park in these areas must contact security and park in specially designated areas. No specific number of spaces are set aside for this particular use. The park-and-ride is not advertised or promoted by SDT but is allowed to occur on a limited informal basis.

Bus service provided to Mission Valley by SDT appears excellent in terms of the amount of route coverage and headways (time between buses) provided. However, since the Valley is itself an urban center with many regional attractions, the transit system utilization system is comparatively poor. At present, there are seven bus routes serving Mission Valley. They include: Route 80 - Pacific Beach to San Diego State via Mission Beach, Fashion Valley and Mission Valley Shopping Centers; Route 43 - Downtown San Diego and Allied Gardens via Fashion Valley Shopping Center, Mission San Diego De Alcala and Grantville; Route 6 - North Park to Point Loma via Mission Valley and Fashion Valley, Hotel Circle and Old Town; Route 20 - Downtown San Diego to Rancho Bernardino via Fashion Valley; Route 47 serves Fashion Valley via Genesee; Route 16 - College Grove Shopping Center to Mission Village via Lemon Grove, Market Street, Downtown, Fashion Valley and Mission Valley Shopping Centers, and Route 25 - Downtown San Diego to Clairemont via Mission Valley.

San Diego Transit also operates shuttle bus service for football and baseball games at the stadium; based upon the 1981 seasons, SDT carried approximately five percent of the overall gate attendance. This compares to approximately two percent of all the trips in the region. In addition, private charter bus lines transport a portion of the overall gate attendance to the football and basketball games. Since the stadium parking area can accommodate 300 buses, a significant portion of the gate attendance can be potentially transported by both SDT and private charter bus lines. A much higher transit ridership could be achieved with more buses and a higher level of service. This would, however, require additional parking area to be reserved for the exclusive use of buses.

The number of Transit routes coming into the Valley is relatively significant. The routes have been designed to mix trips throughout the region and to provide accessibility within Mission Valley. They serve the major destination points and transfer facilities. Express routes serve both the north-south and east-west freeway corridors while local routes connect to neighborhoods on all sides of the Valley. San Diego Transit believes that additional routes, additional stops and modification of the routes for Mission Valley could substantially increase ridership within the Valley area. By providing a more complete bus system in the Valley, trips to the offices located on the south side of I-8 or office buildings east of Mission Valley Shopping Center could greatly increase transit ridership in the Valley. Public transit as a solution to some of the Valley's traffic problems can only be achieved with improved bus access, reduction of traffic congestion to reduce delays, safe pedestrian access to stops, and an increased number and size of red curb bus stop zones.

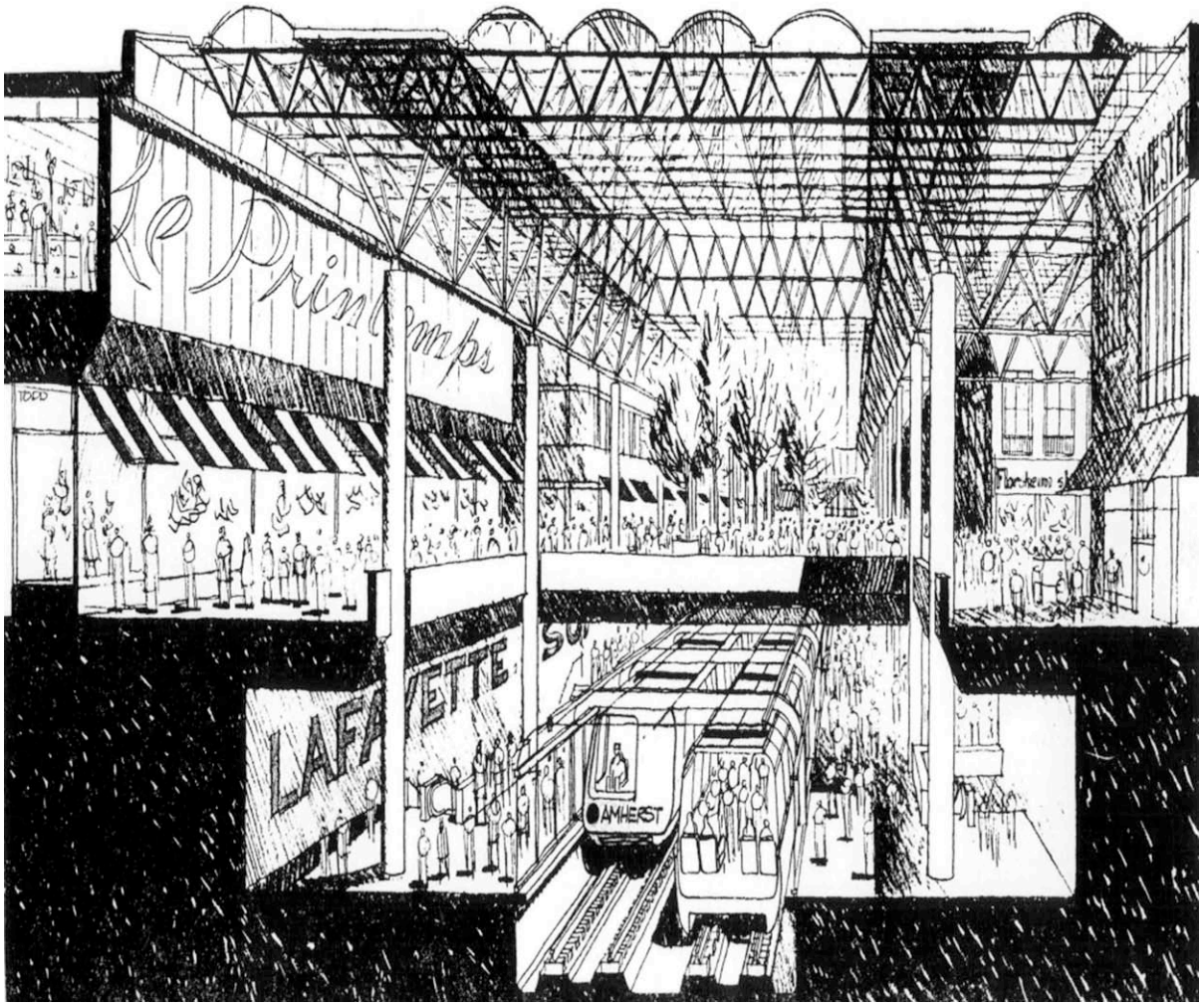
Intra-Valley “People Mover” System

A “people mover” system generally handles trip distribution within compact areas. These systems usually collect trips from major transportation systems (freeways, streets, transit terminals) and distribute them within a community such as Mission Valley. The use of such a system in the Valley could help alleviate congestion on the surface street system. Since the configuration of the Valley precludes the compactness of development necessary to foster strong pedestrian movement patterns, the existence of “people mover” or private intra-Valley transit system becomes a viable substitute for short distance vehicle use and, as a result, removes trips from the surface street system. The substitute is particularly desirable for the movement of shoppers between retail centers, and the movement of workers, clients, and visitors between offices, restaurants, and entertainment or recreation attractions.

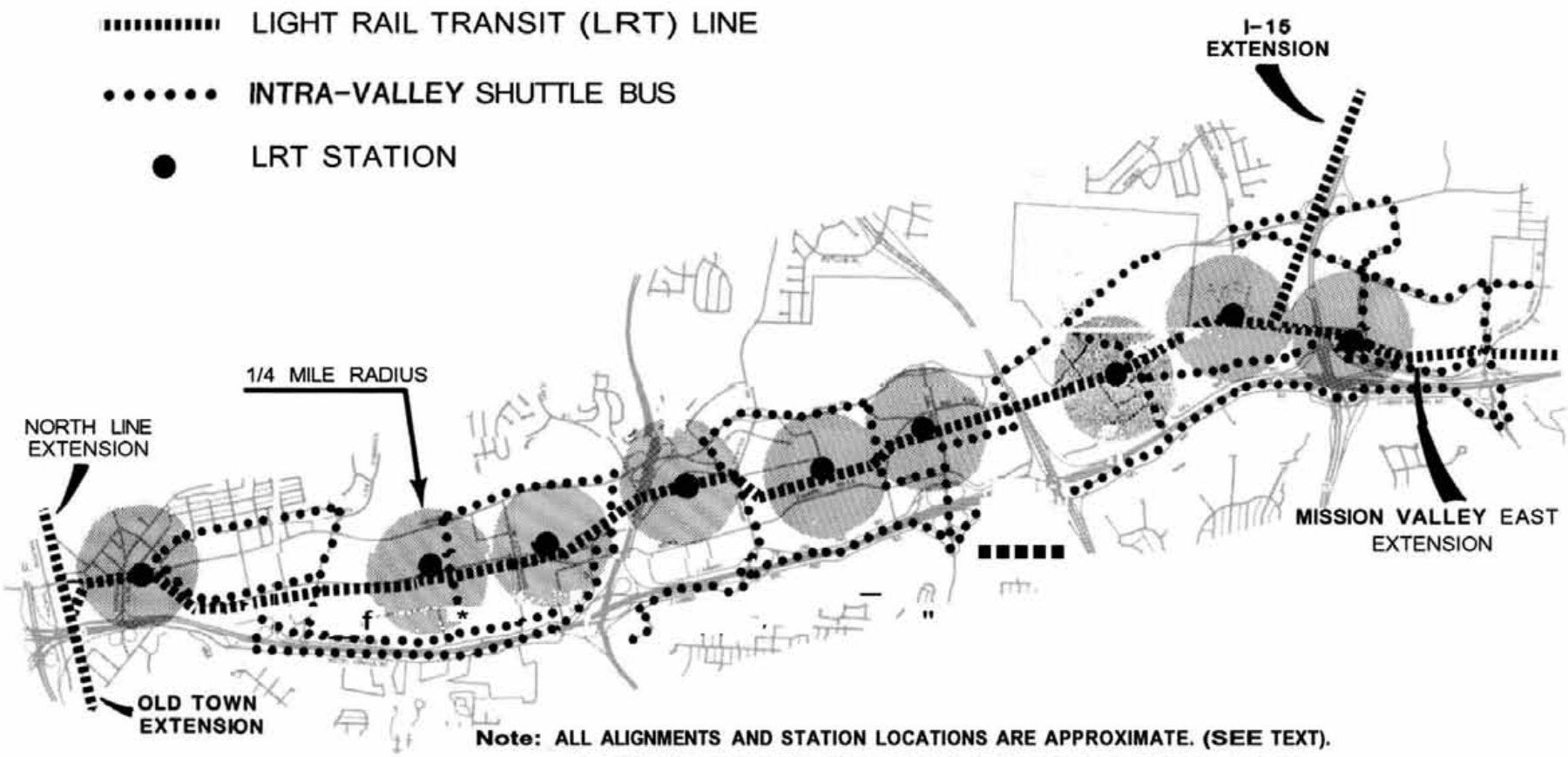
The initial system in the Valley could consist of buses utilizing the surface street system to connect the various activity centers. This may eventually be replaced by a more sophisticated system (perhaps even an elevated guide-way) as part of major new development projects in the Valley. The establishment of such a system should be initiated by property owners in the Valley, and administered through the formulation of a transit authority. The routes would be determined some time in the future. **Figure 16** indicates how such a system might interface with the LRT.

OBJECTIVES

- Encourage the use of public transit modes to reduce dependency on the automobile.
- Provide opportunities for individual property owners to achieve a higher use of their property through support of more efficient transportation modes.
- Provide financing for public transportation facilities through both public and private sources including the use of assessment districts.
- Provide mitigation for traffic generation impacts through the provision and/or financing of public transportation facilities on a project-by-project basis.



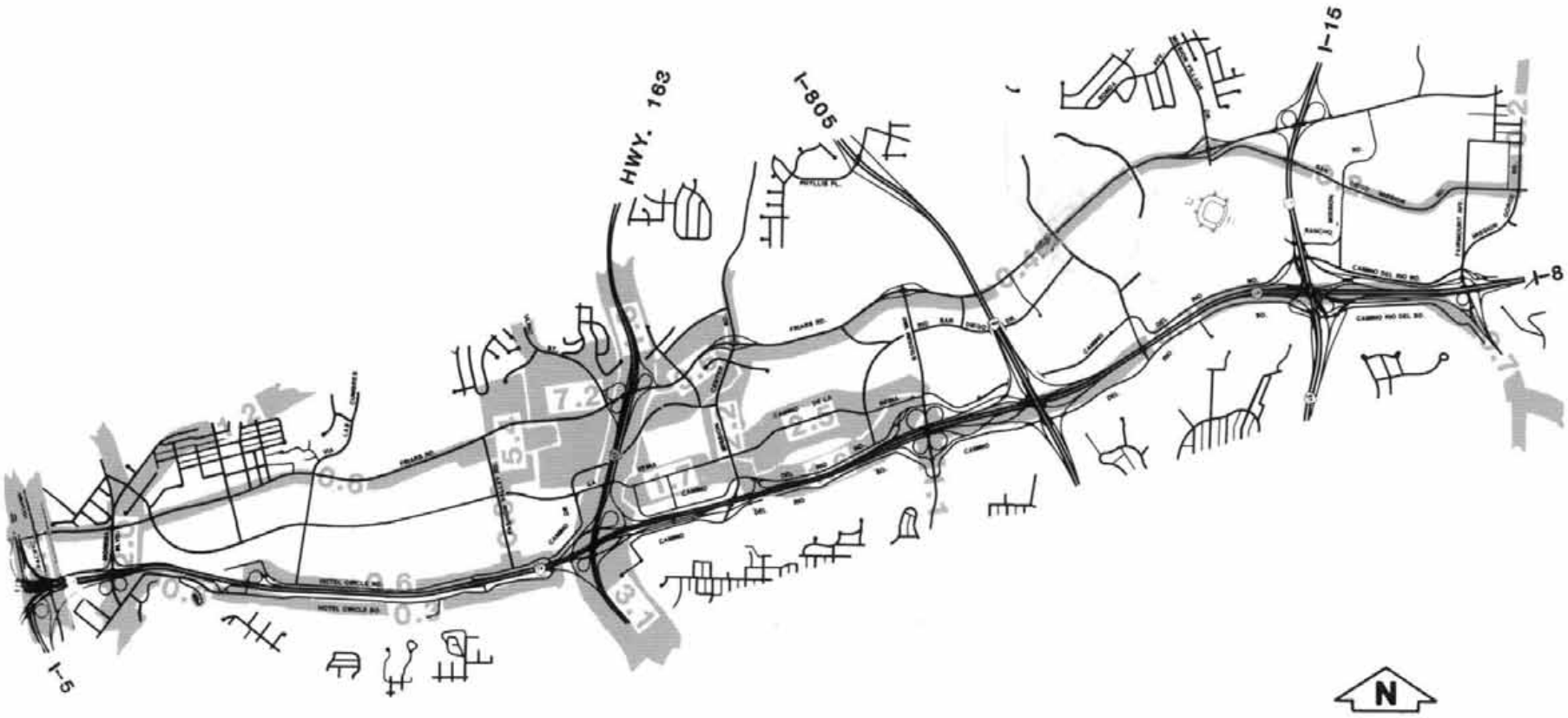
Suggested design concept for Light Rail Transit Station at Urban node



Proposed Light Rail Transit With Shuttle Service

Mission Valley Community Plan

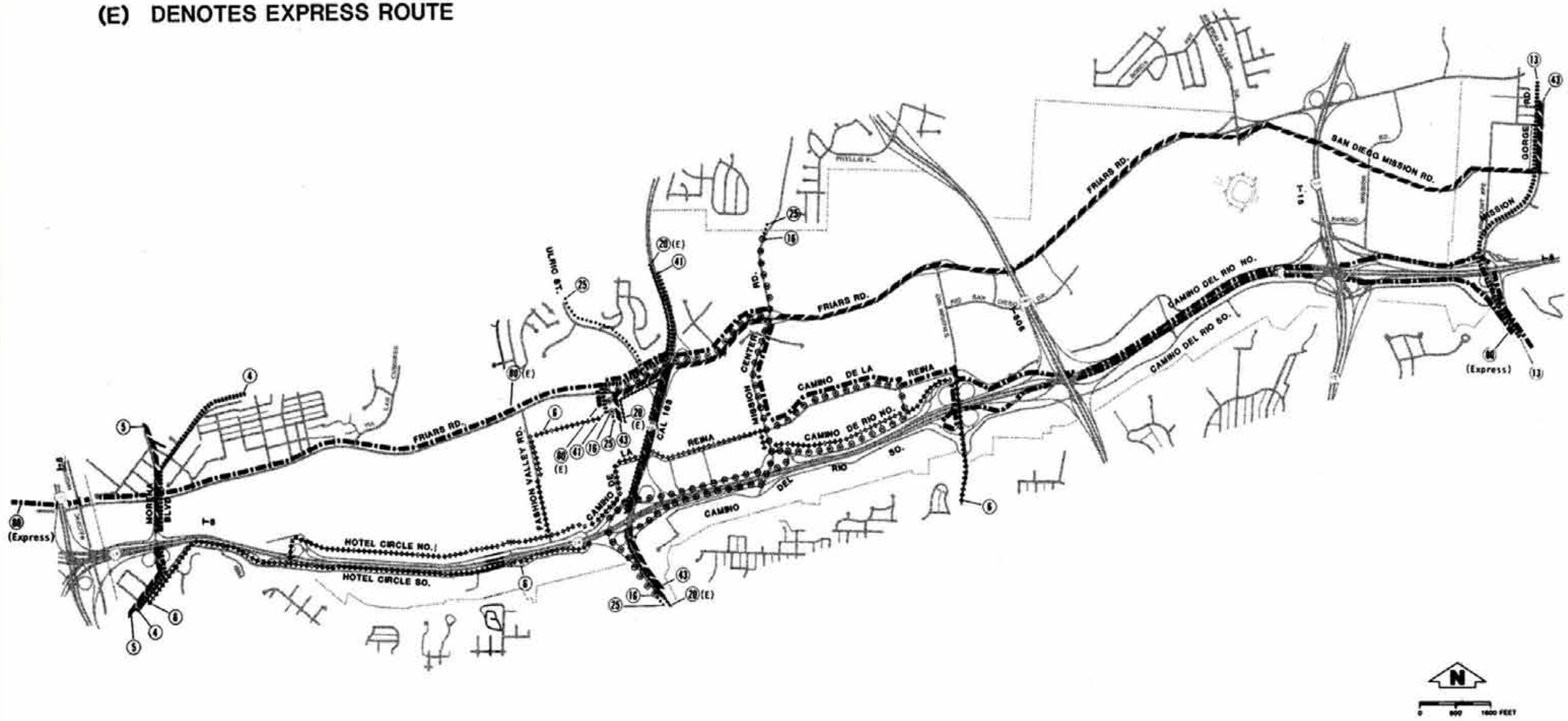
17 FIGURE



1984 Transit Passenger Flow Map (Prepared by SANDAG)

Mission Valley Community Plan

18 FIGURE



Existing Transit Routes

Mission Valley Community Plan

19 FIGURE

PROPOSALS

- Improve responsiveness of the City's bus system to Valley needs.
- Encourage private bus, taxicab and shuttle services to supplement the public system.
- Encourage a higher level of public transit service to the stadium during scheduled events.
- Extend the LRT line from downtown to Mission Valley and ultimately to Escondido via the I-15 corridor and to the East County via the I-8 corridor.
- Establish methods of financing and phasing public transit improvements.

DEVELOPMENT GUIDELINES

- Implement all means of reducing dependency on the automobile. In addition to public transit, bicycles, and new pedestrian facilities, private development should be encouraged to participate in the following modes of transportation and Transportation Systems Management Program (TSMP) techniques:

  a. Van-pooling

  b. Car-pooling

  c. Park-and-ride (public and private)

  d. Bicycle park-bus ride (public and private)

  e. Piggyback bicycle-bus transportation

  f. Jitney Service

  g. Taxis

  h. Employer subsidies of transit passes for employees

  i. Ridesharing

  j. Flextime (staggered work hours)

  k. Preferential parking programs

  l. Any other current TSMP techniques which are available and may be applicable at the time of project review

- Achieve greater public transit responsiveness to Valley needs by:

  a. Encouraging SDT and MTDB to study the possibility of locating additional bus destination transfer facilities in Mission Valley.

b. Encouraging property owners to establish a shuttle bus or intra-Valley "people mover" system (administered through a transit authority) to serve major facilities in Mission Valley. The new routes should link the offices on the south side of I-8 with proposed residential areas north of Friars Road, and new residential developments with commercial areas. In addition, an intra-Valley shuttle should connect with the regional transit points in the Mission Valley/Fashion Valley shopping centers.

- Encourage greater public use of the transit system to events at San Diego Jack Murphy Stadium by:

  a. Establishing more pickup points in heavily congested areas outside Mission Valley, preferably "park-and-ride" locations.

  b. Setting parking fees high enough to encourage people to car-pool or use buses.

  c. Developing faster ingress and egress routes and policies for buses.

  d. Providing greater numbers of buses which leave at various times from several locations.

- Implement the Transit Route Plan developed by the MTDB.

- Eliminate on street parking at key destinations within the community to provide safe bus turnout and stop areas and design transit related improvements into those streets which are designated as transit routes.

- Provide transit stops which are:

  a. Integrated into buildings, pedestrian areas, or urban plazas.

  b. Sheltered from sun, wind and rain.

  c. Highly visible to pedestrians and riders through signage, color, selection and structural design.

  d. Located at major activity centers.

  e. Carefully integrated into the street design through additional rights-of-way requirements, special transit shelter design, landscaping, security lighting, ornamental paving and other appropriate design techniques.

PARKING AND GOODS DELIVERY

On a project basis, parking supply and demand are often not well matched, leading to some local parking problems.

Three large parking lots exist in Mission Valley. Two of these are free—Fashion Valley Shopping Center (5,552 spaces) and Mission Valley Shopping Center (6,681 spaces). San Diego Jack Murphy Stadium has approximately 17,000 pay spaces. Usually, this supply of spaces is under-used. These lots are full only a few days a year—during the holiday season at the shopping centers, and during event sellouts at the San Diego Jack Murphy Stadium.

The demand for on-street parking spaces illustrates that the deficiencies are found at or near major office complexes, restaurants, automobile dealerships and in residential areas. Additionally, the tendency to develop parking spaces in a piecemeal fashion (dividing the areas on the basis of ownership) often results in adjacent parking areas in which one lot is full or overcrowded while the other lot is nearly empty. Comprehensive development of parking areas would result in greater efficiency and use.

A recent trend of increased employee density may require re-evaluation of parking requirements, especially for office employee parking. It is apparent that the crowding of employees into smaller spaces is occurring. Inflation in construction, land acquisition and leasing costs, is a major contributing factor to this trend.

A direct result of inflation is the increase in the number of fee parking facilities, the policy of charging for parking helps defray the considerable cost of providing parking spaces. However, people will seek free on-street parking to avoid parking fees. This accounts, in part, for the existing on-street parking demand in the vicinity of pay parking facilities.

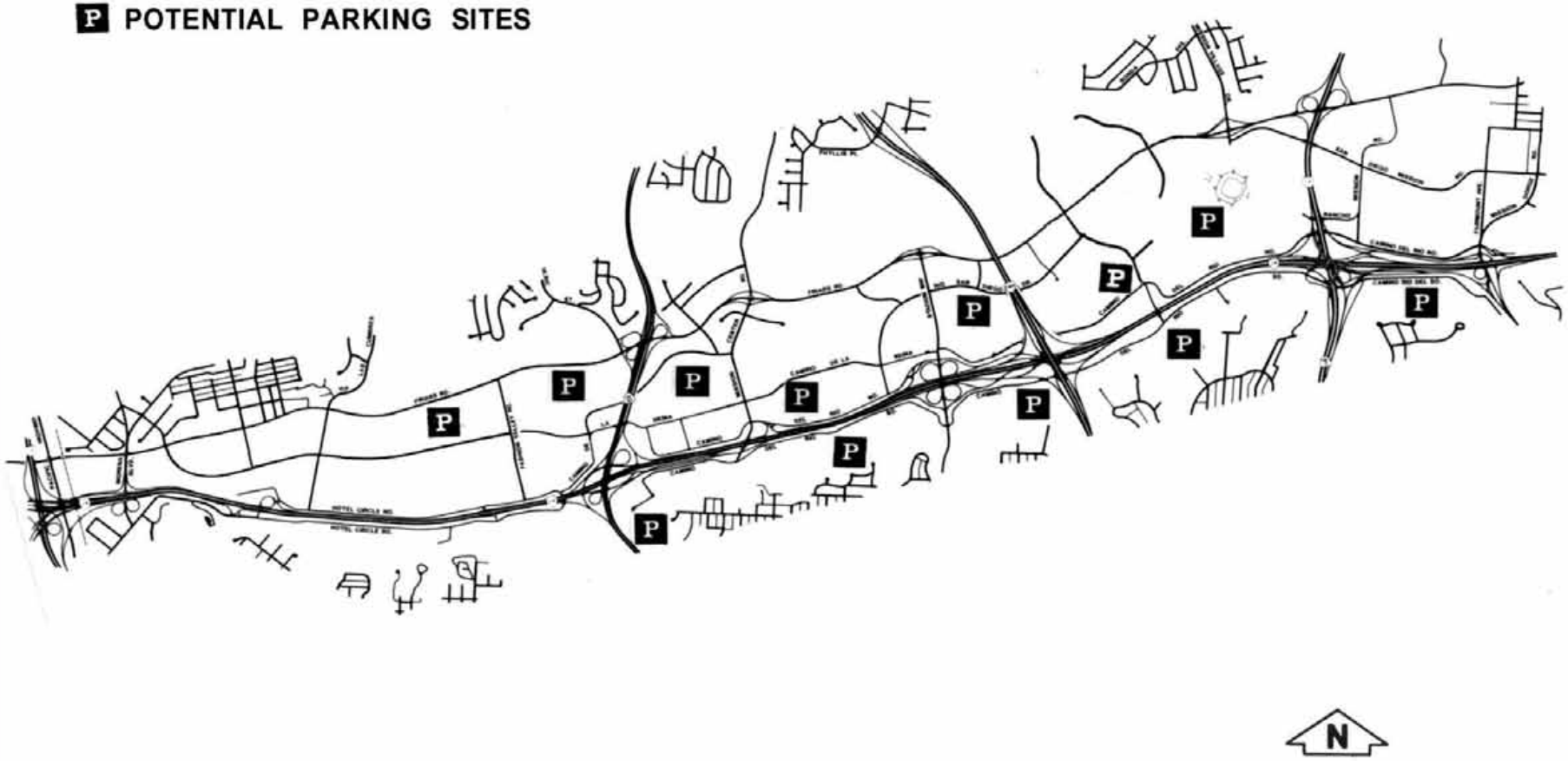
A possible solution to this problem is to create special parking districts. Certain areas within the community could establish parking reservoirs to be used by a number of businesses or buildings and be served by a mode of public transit. Possible locations for these consolidated or shared parking areas are shown on **Figure 20**. Shared or consolidated parking may provide an economical alternative to individually provided on-site parking, particularly on small parcels or those with floodway or hillside review zoning.

Goods delivery is a necessary and indispensable function in Mission Valley and, as such, is an integral factor in the circulation system. Delivery vehicles are generally trucks and vans. Conflicts between these vehicles and through traffic occur when such vehicles park on the streets during deliveries, blocking one or more traffic lanes.

OBJECTIVES

- Provide adequate off-street parking for all new development in Mission Valley.

- Coordinate and combine parking areas and goods delivery to provide a more efficient use of land area.



Consolidated Parking Areas
Mission Valley Community Plan
20 FIGURE

PROPOSALS

- Discourage on-street curbside parking.
- Minimize conflicts between driveways and traffic flow.
- Encourage more efficient use of existing parking facilities, including the San Diego Jack Murphy Stadium parking lot.
- Provide a goods delivery system which doesn't conflict with other elements of the circulation system.
- Provide adequate, well-designed off-street parking facilities.

DEVELOPMENT GUIDELINES

Off-Street Parking

- Provide attractively designed parking structures or underground facilities to reduce the area of a site which must be devoted to parking. Auto-oriented uses such as service stations and drive-thru facilities should be integrated into the design of the parking facilities.
- Driveways should not be permitted along primary arterials and major streets where lower classification streets are available to provide adequate access. If driveways along major streets cannot be avoided, then design parking facilities to minimize the number of driveways needed. Private access roads may be used for combined parking areas.
- Design parking facilities to ensure proper access and specify if for use by residents, employees, customers, visitors, goods deliveries or the handicapped.
- Modify the off-street parking requirements contained in the zoning regulations by developing comprehensive zoning regulations tailored specifically to the Mission Valley community. Parking requirements should apply and be enforced throughout the entire planning area. Exclude on-street parking from consideration for meeting these parking requirements.
- Provide landscaping in parking areas in the form of mature trees and screening hedges and shrubs. Use native, or drought-resistant plants, and compatible vegetation along the river. Parking area landscaping should consist of large canopied trees and parking area edges should be mounded and be landscaped with shrubbery.
- Provide for safe and convenient pedestrian movement both within and to and from parking areas. Pedestrian ways should be incorporated into the design of parking areas so as to provide pedestrian passage through parking areas to pedestrian destinations (buildings, streets, etc.)

- Design parking facilities to be adequate for both initial development and future expansion of land uses in terms of size and intensity. For example, initial parking facilities could be surface lots capable of eventually accommodating parking structures. Surface lots could also reserve land for future development and provide multi-purpose parking areas and urban plazas through the use of decorative paving, kiosks, and other pedestrian and visual amenities.

- Encourage efficient use of parking resources through development of a comprehensive Valley-wide parking program to include:

  1. Off-site parking facilities to efficiently accommodate parking overflows in nearby areas.

  2. Sharing of parking facilities by various non-competing users.

  3. Staggering user hours.

  4. Providing parking districts by identifying parking facilities that can serve several business activities in the same area.

On-Street Parking

- Eliminate on-street parking along primary arterial streets.

- Widen streets where necessary, to accommodate the needed number of traffic lanes based on transportation needs forecasts for Mission Valley.

- Provide acceleration and deceleration lanes, turning pockets and bus lanes, if necessary. Paint curb areas red to reduce curb parking at intersections and along existing major streets and collector streets where on-street parking is currently allowed.

Goods Delivery

- Discourage the use of public rights-of-way for the loading and unloading of goods by providing adequate delivery areas.

- Provide off-street loading and unloading bays where possible for new commercial and recreational developments. Recommended standards require at least one 12-foot by 40-foot bay per 40,000 square feet of any fraction thereof of net usable floor area. Incorporate these requirements into the appropriate zoning regulations.

BIKEWAYS

Bikeways are classified into three general categories based on the degree or extent of their improvements, as follows:

Bicycle Path

A completely separate right-of-way for the exclusive use of bicycles. (Class I)

Bicycle Lane

A restricted right-of-way located on the paved road surface the traffic lane nearest the curb, and identified by special signs, lane stripping, and other pavement markings. (Class II)

Bicycle Route

A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with pedestrian and motor vehicles. (Class III)

Mission Valley contains a major segment of the citywide bikeway system. This regional bikeway, to be built in three phases, will extend from Quivira Way (Mission Bay) to I-15. Other proposed bikeways would connect Mission Valley with Hillcrest and Mission Hills.

Existing bikeway route in Mission Valley

OBJECTIVES

- Create an intra-community bikeway system which would provide access to the various land use developments within the Valley, and connect to the regional system.

- Encourage bicycle use in the Valley.

- Create the San Diego River Park Pathway that would allow for bicycle and pedestrian traffic along the river and would also connect to other regional bike routes.

PROPOSALS

- Designate a community bikeway system as shown on **Figure 21**.

- Complete key elements of the regional bikeway system and connect it to adjacent communities.

- Through development permits along the San Diego River obtain a bike route for bicycle and pedestrian traffic with a public access easement.

DEVELOPMENT GUIDELINES

- Design bikeways to meet the minimum standards included in the current Caltrans Highway Design Manual and in the current City of San Diego Council Policy 600-4.

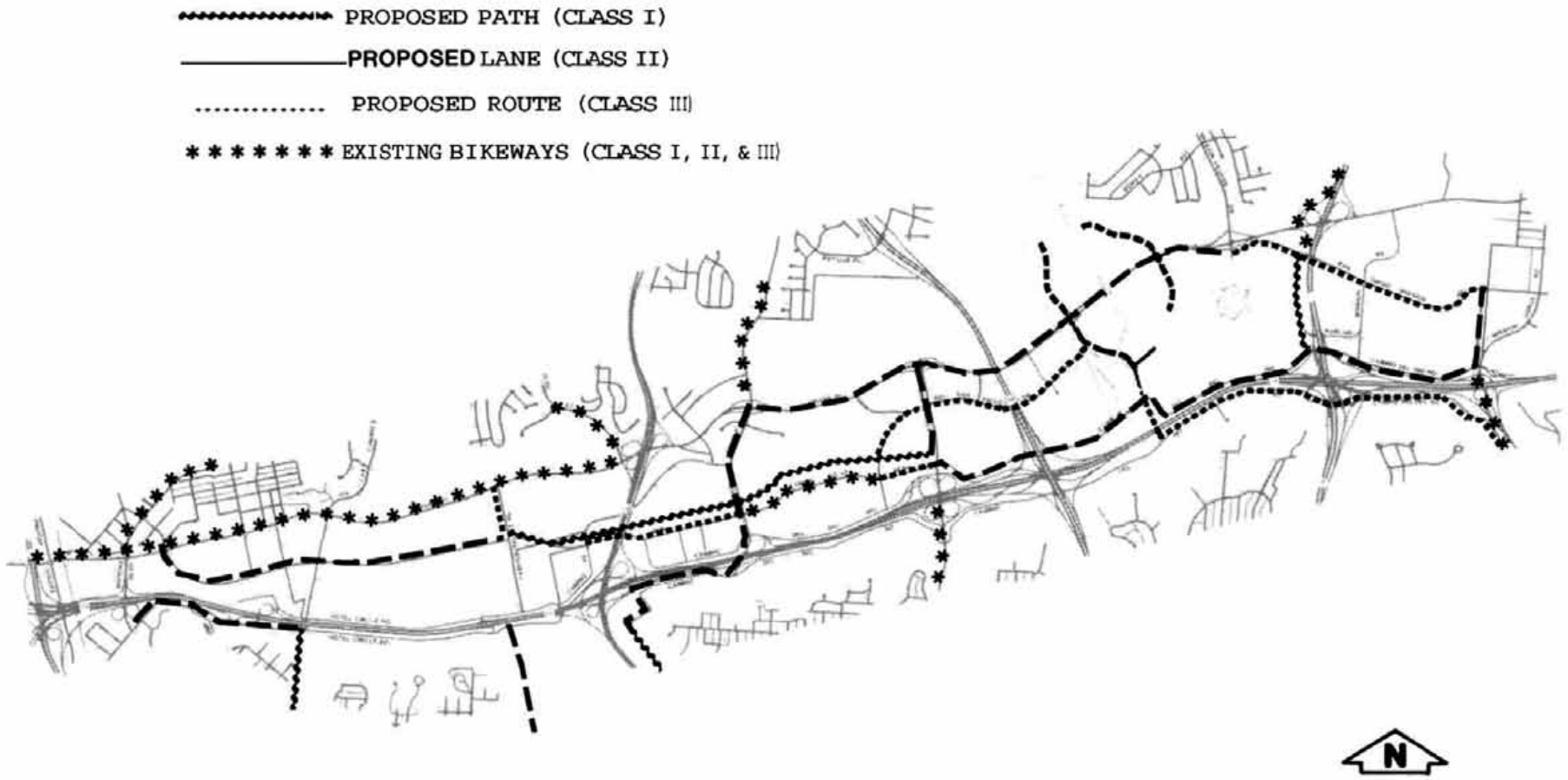
- Provide secure bicycle parking at activity areas, including transit stops, commercial areas and sports/recreational facilities.

- Provide lockers, shower and changing facilities at major developments in order to encourage the use of bicycles and bikeways by employees.

- Install bicycle sensitive signal detectors at signalized intersections along commuter routes.

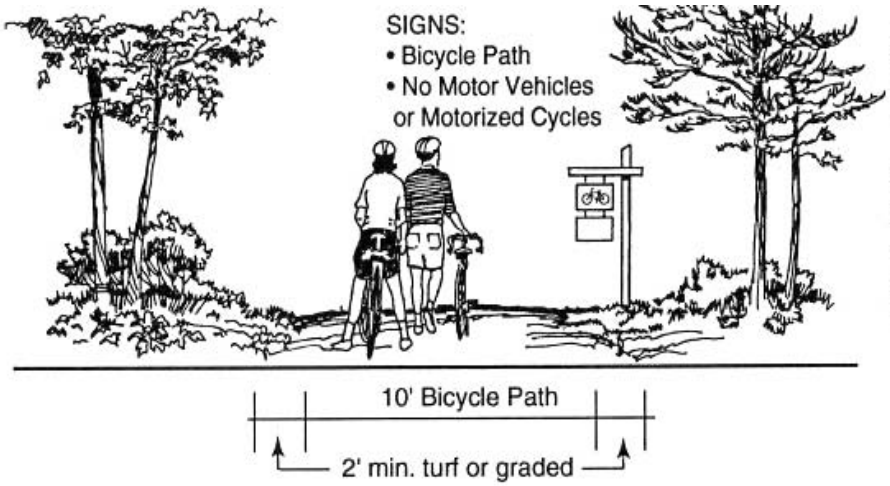
- Utilize assessment districts and conditions placed on development permits to provide, among other improvements, bikeways.

- Provide a San Diego River Park Pathway for bicycle and pedestrian traffic that meets the Design Guidelines of the San Diego River Park Master Plan.



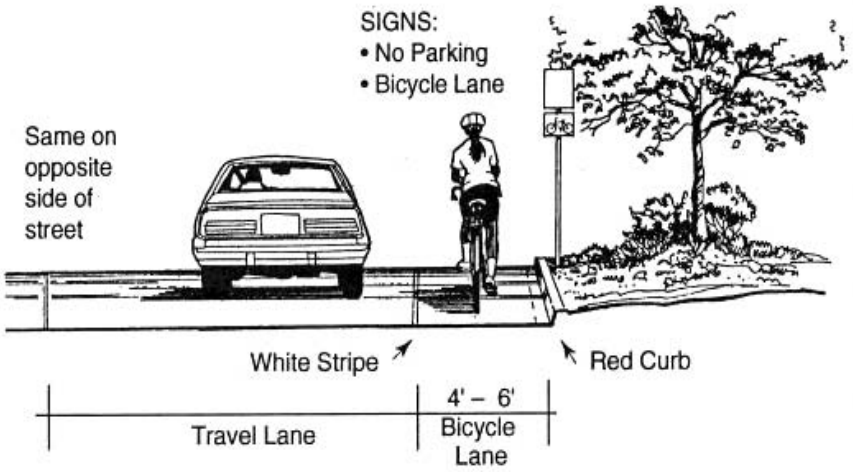
Bikeways
Mission Valley Community Plan
21 FIGURE

BIKEWAY DESIGN SPECIFICATIONS



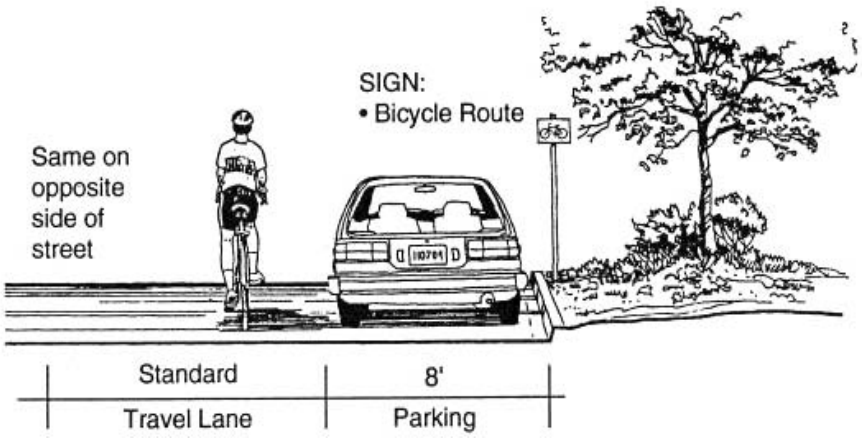
CLASS I
(Typical location - open space)

Bicycle Path:
A completely separate right-of-way for the exclusive use of non-motorized vehicles.



CLASS II
(Typical location - major street)

Bicycle Lane:
A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, land striping, and other pavement markings.



CLASS III
(Typical location - neighborhood street)

Bicycle Route:
A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

PEDESTRIAN CIRCULATION

Throughout its urban history, Mission Valley has developed with a strong automobile orientation. Pedestrian activity has been actively discouraged everywhere outside of the central malls at the two regional shopping centers. Such basic pedestrian amenities as sidewalks and crosswalks are found in only a few locations (usually within a residential development) and do not lead anywhere. There has in the past, been little or no effort to encourage or provide for this significant mode of transportation. As Mission Valley continues to develop as a major urban center, pedestrian circulation will become an increasingly important aspect of the overall circulation system for the community.

Walking is a form of transportation that must be provided for, especially in neighborhoods for short trips to local commercial and public facilities and in business areas where many shoppers congregate. Sidewalks, malls and similar spaces provide not only for pedestrian movement but also for childrens' play, socializing among residents, window-shopping, and sitting and watching. Congestion occurs on sidewalks in high activity areas, just as it does on streets. The inadequacy of pedestrian space creates inconveniences for those trying to pass through and those shopping or stopping to talk or look or rest.

A pedestrian circulation system for Mission Valley should be designed with the following characteristics as basic criteria:

1. Continuity

The pedestrian circulation system should achieve continuity by the incorporation of plazas, courts, and interior arcades connecting all pedestrian activities of major significance, the pedestrian system should also connect smoothly with other transportation components, thus providing a continuity in pedestrian scale between changing modes of movements. Visually, the pedestrian system can provide a sense of unity among adjoining buildings and strategically placed skyways can form effective gateways into development projects.

2. Convenience

A functional system should be convenient for the pedestrian (i.e., easy to find and use with

a minimum of circulation level changes).

3. Safety

The pedestrian system, as designed and defined herein, is intended as a safe system of people movement kept apart from vehicular traffic.

4. Comfort

The entire system should be well lighted, spacious, and well maintained. The design should be orderly and the pedestrian needs emphasized in terms of walkways, furnishings and aesthetics.

5. Entertainment

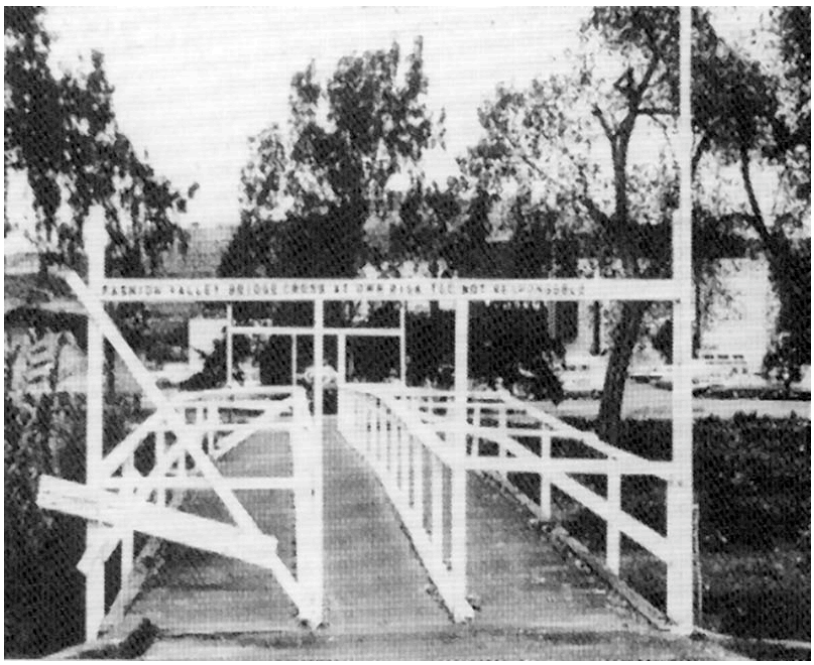
Surprises, happenings, and exhibits can all be part of the total experience for people walking through the pedestrian circulation system. Arcades may contain retail shops, banks, brokerage offices, art galleries, information booths, kiosks, and special places for newsstands, vendors, and flower stalls. The courts can become exciting places for both children and adults to gather, eat or watch other people passing by.

Encourage pedways to avoid pedestrian/automobile circulation conflicts.

In many high-activity areas the sidewalks are narrower than required for pedestrians. Where pedestrian traffic is high and through vehicular traffic is light or can be moved to alternate routes or reduced by transit improvements, some street space should be converted into wider sidewalks, landscaped strips and sitting areas. Through traffic should be discouraged or eliminated to avoid conflicts which inconvenience drivers and pedestrians alike and which may increase accidents. In a high-density residential area with little open space, wider sidewalks and small plazas should be created to provide more usable space as well as to discourage through traffic.

Pedestrian walkways should be sharply delineated from traffic areas and set apart where possible to provide a separate circulation system. Separation should include landscaping and other barriers, and walkways should pass through the interiors of blocks wherever practical. Walkways that cross streets should have pavement markings and good sight distances for motorists and pedestrians.

Driveways across sidewalks should be kept to a practical minimum, with control maintained over the number and width of curb cuts. Barriers should be installed along parking lots to avoid encroachments on sidewalks, with adequate sidewalks, with adequate sight distances maintained at driveways. Truck loading should occur on private property rather than in roadways or on sidewalks, and sidewalk freight elevators should be discouraged.



Where streets are designed for high volumes or relatively high-speed vehicular traffic, adequate provision must be made for safe and convenient pedestrian crossings with bridge structures or tunnels if necessary. This is especially important in higher density residential areas. Wide streets should have adequately timed lights and median strips or islands at intersections to allow safe crossings. If grade separation of pedestrian and vehicular movement is necessary; the roadway should be depressed to maintain continuity of pedestrian paths wherever possible. If a change in pedestrian level is required, ramps, escalators or elevators are usually preferable to stairs.

In order to reduce the hazards of traffic at night, and provide security from crime and other dangers, public areas should have adequate lighting. Although the need for lighting is general, special attention should be given to crosswalks, transit stops and to pathways in open space and around buildings. Care should be taken to shield the glare of any such lighting from residential properties.

Large integrated developments are expected to accommodate the pedestrian by providing passage through the interior or possibly creating another level of pedestrian activities separated from the street grade. Activities, attractive street furnishing, and public space are expected to become part of the pedestrian experiences.

A pedestrian and bicycle pathway along the San Diego River should be provided along the river and connect to other existing pedestrian and bicycle routes. Picnic areas, overlooks and interpretive signs can be placed along the pathway so as to enhance the pedestrian experience and educate users on the habitat and cultural history of the River.

OBJECTIVE

- Improve the visual quality as well as the physical efficiency of the existing and future pedestrian circulation system.

PROPOSALS

- Ensure convenient and safe pedestrian crossings.

- Provide adequate light in public areas.
- Provide a continuous pedestrian circulation system (east-west and north-south) to connect activity centers, residential development, and to provide access to adjacent communities with grade separations if necessary for pedestrian safety.

- Design walkways and parking facilities to minimize danger to pedestrians.

- Widen sidewalks where intensive commercial, recreational, or institutional activity is present and where residential densities are high.

- Create the San Diego River Park Pathway along the San Diego River and make connections to existing pedestrian and bicycle routes and adjacent developments.

DEVELOPMENT GUIDELINES

- Pedestrian and/or bikeway access should be provided along the length of the river as generally shown on **Figure 22**. The pedestrian and bikeway access should be placed in the buffer areas and in the floodway according to the criteria provided in the San Diego River Element, with lookouts developed at strategic areas along the river bends to afford views of the habitat areas.

- All pedestrian walks should have a minimum width of ten feet in order to encourage pedestrian use and related activities (i.e., vendors). In areas of high development intensity, widths of 15 feet to 20 feet or greater should be considered with the use of landscaping to buffer the pedestrian from the automobile.

- Separated pedestrian areas should be provided within the improved right-of-way on the major street crossings of the river. Other river crossings may be considered for pedestrian access only as part of the nature trail network. River crossings may be provided as long as they are found to be consistent with the necessary protection and habitat enhancement measures and can be adequately maintained.

- Urban plazas and project recreational areas for the commercial, residential, hotel and office development should have direct links to both the river and the public streets parallel to the river, re; Friars Road and Camino de la Reina.

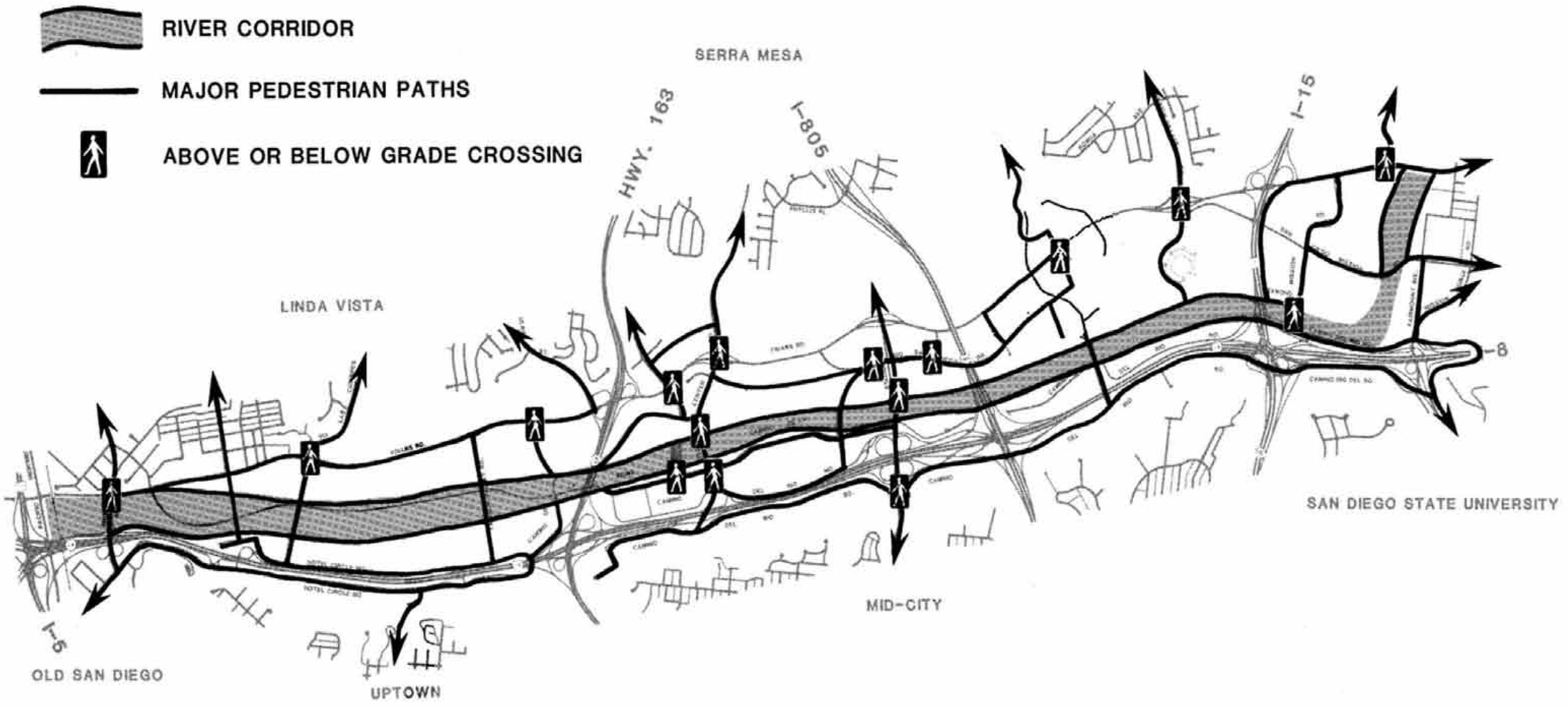
- Landscaped pedestrian sidewalks should be provided along all public streets to encourage pedestrian activity and expedite pedestrian access. Trees should be located adjacent to the curb to provide pedestrian scale and separation from vehicular activity without reducing normal sidewalk area. Tall, canopied trees are preferable to other trees.

- Projects should front on the public street and provide identifiable pedestrian access from the street into the project, even in areas where parking lots are located between the street and the buildings.

  Pedestrian crossings should be identified through special paving design or materials. In the event that mid-block pedestrian crossings are provided, they should be designed in accordance with applicable standards of safety and design.

- Areas of high pedestrian activity, which need to be linked above-ground (through the development of platform or bridge structures) or below-ground (through tunnels). These

bridges or tunnels should connect high pedestrian activity areas and should be located in such a way as to link pedestrian areas as directly as possible. As an alternative, where feasible, roadbeds may be elevated or depressed to facilitate pedestrian crossings.

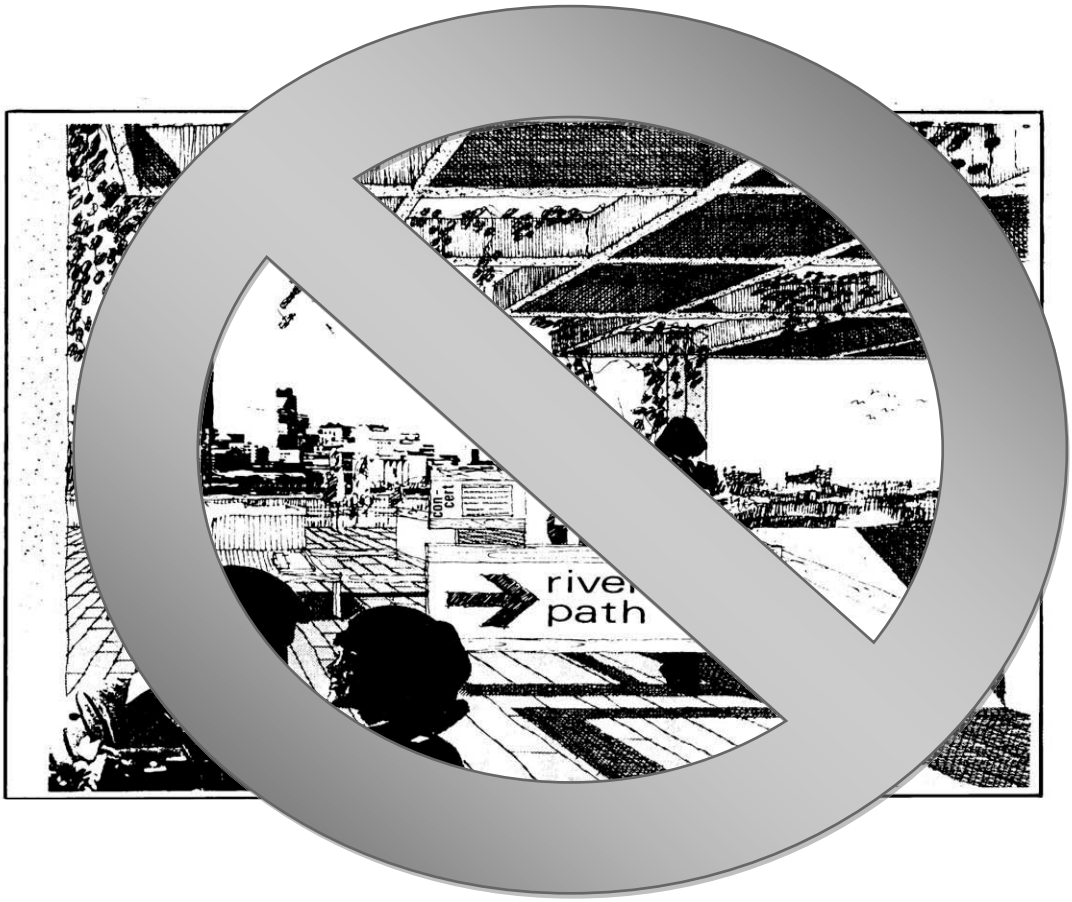


Pedestrian Circulation System **22**
Mission Valley Community Plan FIGURE

- Large development projects (PCDs or Specific Plans) should provide not only internal pedestrian circulation, but should ensure continuity community-wide by connecting the internal system with adjacent projects and the community-wide pedestrian system.

- Handicapped access must be provided to all areas of pedestrian activity, parking areas, buildings, pedestrian linkages and the community-wide pedestrian system.

- Provide a San Diego River Park Pathway for bicycle and pedestrian traffic that meets the Design Guidelines of the San Diego River Park Master Plan.



Open Space

OPEN SPACE

Open space is perceived as one of the tools for protecting San Diego's quality of life. It supports the conservation and enhancement of San Diego's existing communities and seeks to aid in the creation of new communities which strive to retain and enhance natural amenities.

The citywide open space system is based upon the natural features of the San Diego coastal plain. It capitalizes on the drainage systems, particularly the river valleys and adjoining steep hillsides which interrupt the coastal plain and link the ocean with the coastal mountain range.

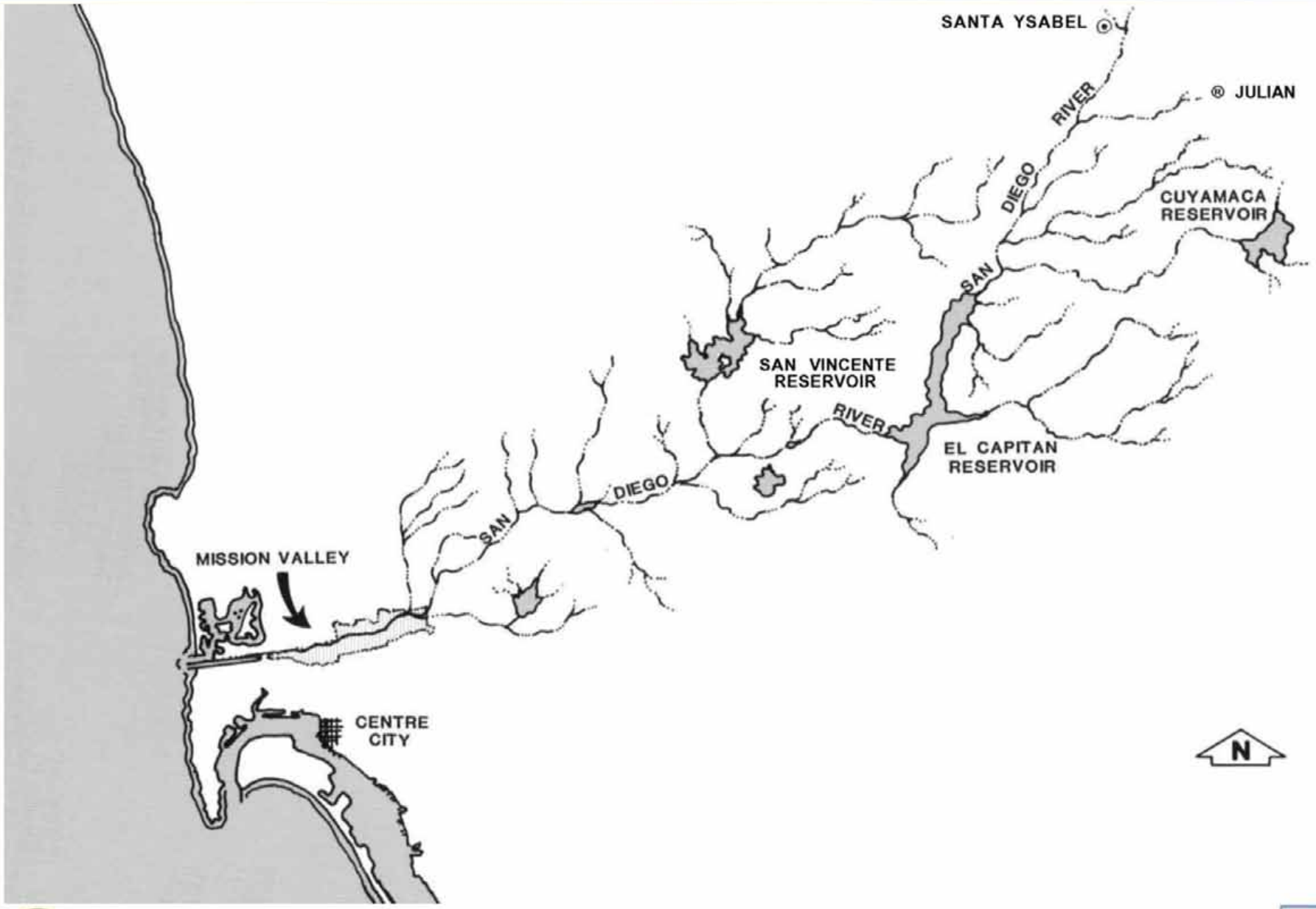
Because the drainage systems contain alluvial soils and ground water they often support lush stands of vegetation and as such, are important assets in establishing the natural amenity or quality of life for San Diego. San Diego's many canyons and valleys are not only scenic but are often particularly suitable for use as natural parks.

The limited use of drainage systems for intensive urban development often provides an opportunity to use them as natural relief from urbanization in already built up areas. Similarly, canyon and hillside open spaces give form to urbanization and can enhance neighborhood environments.

In reviewing the land characteristics of the coastal plain it is apparent that open space may also function to protect the public health, safety, and general welfare. For this reason, steep areas of unstable soil and floodplains may be restricted to reduce development intensities that are consistent with open space objectives.

As a major floodplain, Mission Valley is an important element of the citywide open space system. Additionally, open space in the Valley serves a dual function of recreation and flood control. Given the topography in Mission Valley, the open space, and in particular, the river will affect all aspects of future development in the community including land use, transportation (configuration of surface streets), and urban design.

In Mission Valley, open space includes those areas which form a greenbelt around and through the community. The San Diego River is the most prominent open space element; the hillsides which form the North and south boundaries of the community are also a natural feature. Finally, parks and recreation areas are the third component of Mission Valley's open space element.



San Diego River Drainage Basin

Mission Valley Community Plan

23 FIGURE

SAN DIEGO RIVER

The San Diego River begins in the Laguna Mountains, northeast of the town of Santa Ysabel, just beyond the northern boundary of the Cleveland National Forest. It winds down through the mountains toward the southwest, through the El Capitan Dam and the cities of Lakeside and Santee. It traverses the Mission Trails Regional Park through Mission Gorge. When it reaches Mission Valley, near the Mission San Diego de Alcala, the river veers sharply westward and continues through the Mission Valley community planning area, and includes that portion of the San Diego River between Morena Boulevard on the west and Friars Road at Fairmount Avenue on the east.

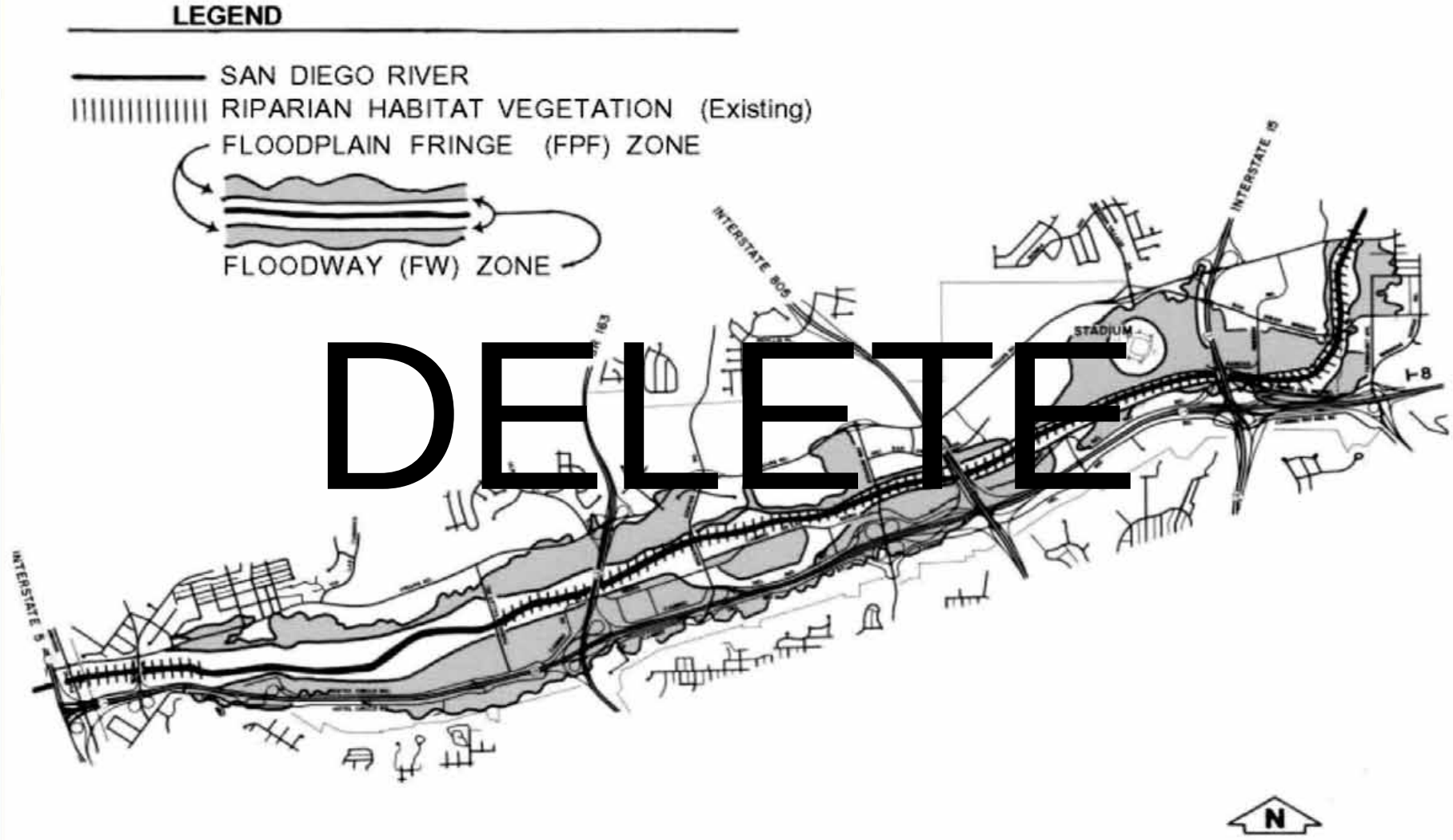
The San Diego River is the major factor responsible for the existing topography in this area, creating Mission Gorge and the flat floodplain now called Mission Valley. It was the primary source of fresh water for the early San Diego settlements. In urban Mission Valley, the river has the potential for open space, recreational uses and aesthetic appeal.

The Mission Valley portion of the San Diego River is the major component of a freshwater wetland system complete with a variety of established riparian habitats. Habitat types within the project area include freshwater marsh, open water, riparian woodland and ruderal or disturbed area. These habitats are currently underutilized by wildlife due to long-term physical disturbance within the area, human disturbance, closed marsh habitats, intrusion of giant reeds and the lack of adjoining or complementing native scrub habitats. Freshwater marsh, open water and riparian woodland are rare habitats in the San Diego area and are potentially significant wildlife resources.

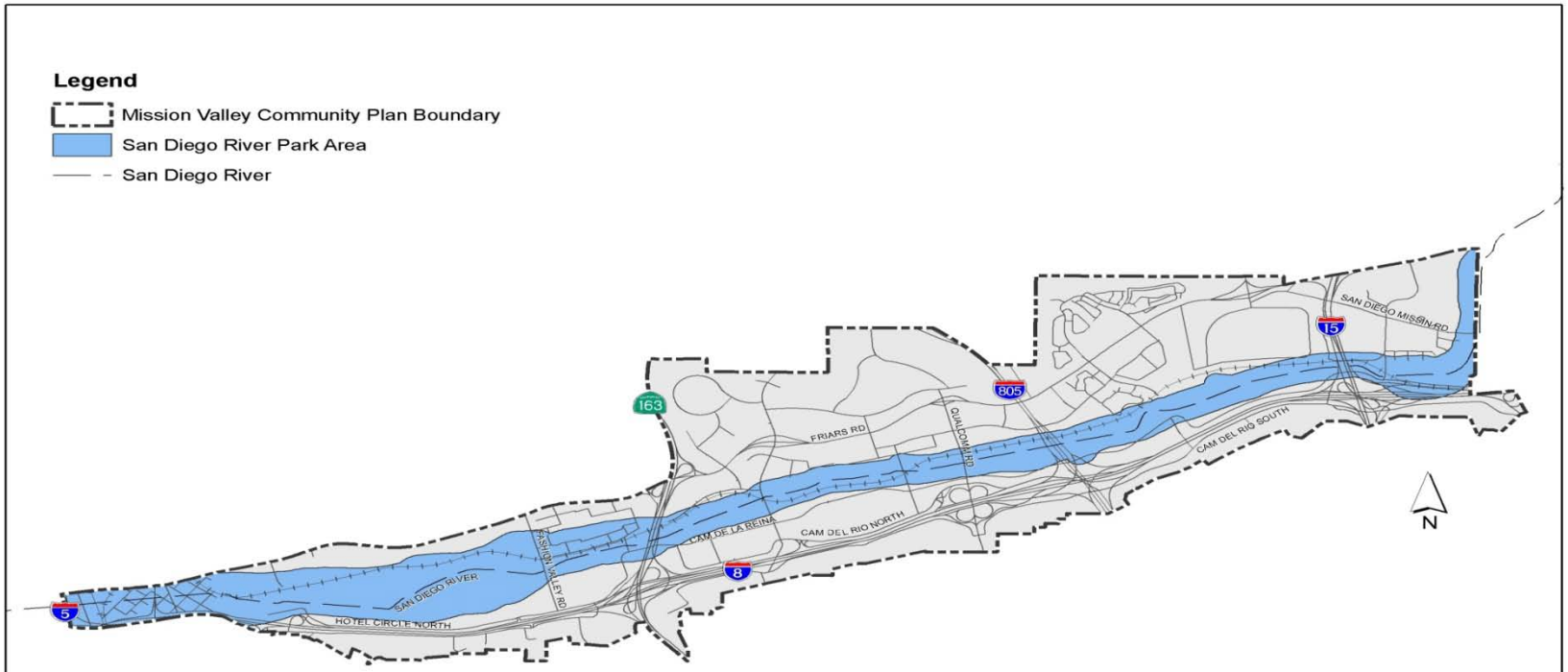
The three major types of existing plant communities are riparian woodland, freshwater marsh and pond aquatic. Riparian woodland is generally linear in character and closely follows the margins of permanent rivers, streams and pond areas. It is composed of semi-aquatic trees and herbs that are often dense enough to resemble a forest. Within the planning area, the predominant species are the willows, with a moderate number of Fremont cottonwoods. The woodland habitat is very dense just east of the I-805 Bridge and also just east of SR-163. It is also well developed north of Camino de la Reina at Mission Center Road. The large area just east of Qualcomm Stadium Way and south of the river is actually a successional riparian woodland composed of mule fat, small willows, cottonwood and tamarisk.

Freshwater marsh is an aquatic community of immersed plants found where the water is at or just above the surface on the shallow margins of open water habitats. In Mission Valley it is composed primarily of cattail and bulrush. This habitat suffers sporadic adverse impacts by flooding, especially in the narrow channel areas between Qualcomm Stadium Way and Mission Center Road, but it is very resilient and can reestablish itself within a few years. The most extensive areas of marsh habitat are located east of Qualcomm Stadium Way and immediately west of Mission Center Road.

Pond aquatic habitats are found in slow moving portions of the river or ponded areas. Within the planning area, species found in this habitat include water fern, duckweed, water hyacinth, water plantain and ditch grass.



San Diego River
Mission Valley Community Plan
24 FIGURE



San Diego River
Mission Valley Community Plan
24 FIGURE

The San Diego River through Mission Valley is a significant aesthetic and economic asset to the community. It provides visual and physical relief from the intensifying urbanization in the Valley. As a linear green space, the river corridor unifies the community, accentuating the natural setting of the Valley. As the Valley continues to develop as a major urban center, the need for accessible open space will increase. The river corridor also provides new opportunities for recreational uses. As the flooding is controlled ~~(through the creation and construction of a flood control facility),~~ the presence of the river should also add to the value of property adjacent to it. The river corridor has the potential to become a regional attraction, drawing residents and visitors to the area. This will, in turn, draw money into the area and provide greater demand for visitor-oriented services. The unique setting of the river and wetland habitats also adds to the value of property in the area. ~~The addition of a flood control facility may make more land available for development.~~ Existing development, however, has essentially ignored the river, choosing instead to orient away from it.

~~The current means of flood protection in Mission Valley are the Floodway (FW) and Floodplain Fringe Overlay (FPF) zones which were adopted in 1973 and applied to Mission Valley in 1977. These zones are based upon the U.S. Army Corps of Engineers' determination in 1973 that the 100-year flood would have a peak discharge of 36,000 cubic feet per second (cfs). The zones were applied as an interim flood control measure to protect Mission Valley development until a permanent flood control facility could be designed, funded, and constructed, The FW zone represents the area of inundation during the 100-year flood, given existing development and topography. In a subsequent study (1975), the Corps revised their peak discharge estimate to 49,000 cfs to coincide with the year 2000, 100-year flood level. Therefore, any flood facility should now be designed to carry a minimum of 49,000 cfs in order to meet the Corps' and the City Engineer's standards. When a facility is designed which meets all hydraulic, environmental and design criteria to the satisfaction of the City Council, then the limits of the FW zone may be decreased, potentially increasing the area of developable land in the Valley. The flood control facility includes the portion of the river corridor in which floodwaters will be contained and includes riparian habitat areas. The river corridor includes the area within the 100-year floodway and its surrounding environs, buffer areas and all land that connects visually and functionally with the river open space.~~

The San Diego River has lacked a common theme or identity in San Diego and has remained isolated and not easily accessible by the public. The River has become overgrown with a large number of invasive species. In response, the San Diego River Park Master Plan was prepared in 2010 as the policy document for all development and redevelopment of the San Diego River. The Master Plan is a comprehensive planning effort to claim the San Diego River as a natural resource and recreation amenity. The vision for the San Diego River Park is to reclaim the valley as a common, a synergy of water, wildlife and people. Creating the river park offers the potential to again have the river corridor be a common place that residents of the City can come to enjoy and experience nature. By seeking to create open space within this river corridor and restore the river's riparian integrity, people can be reconnected with nature, and then a distinct and identifiable River Park will be created. To support the Vision for the river valley the Master Plan has five principles that serve as the guide against which all future decisions should be tested, these principles are:

- Restore and maintain a healthy river system.
- Unify fragmented lands and habitats.
- Create a connected continuum, with a sequence of unique places and experiences.
- Reveal the river valley history.
- Reorient development toward the river.

To implement the five principles, Design Guidelines have been written that provide development standards for two distinct areas of the river valley: (1) the River Corridor Area, which addresses river hydrology, restoration of the river habitat, and the creation of a path corridor along the River; and (2) the River Influence Area, which addresses how the built environment should relate to the River. These two areas have been defined to ensure that development of the San Diego River Park will correlate with the surrounding built environment while preserving and enhancing the natural environment.

~~The San Diego River Natural Resource Wetlands Management Plan (**Appendix G**) is an integral part of implementing the San Diego River element of the Plan. The City of San Diego has undertaken this management program to help coordinate various private and public interests concerned with riparian/wetlands habitat protection, safe flood passage and continued urban development. With technical assistance from the U.S. Fish and Wildlife Service, California Department of Fish and Game, and Caltrans, the Natural Resource Wetlands Management Plan establishes specific biological design criteria to be coordinated with development and the hydraulic confinement criteria of the existing Open Space – Floodplain (OF-1-1) Zone. The intent is that any development project in conjunction with a projected 100-year flood control facility be so designed that a wetlands habitat system at least equal in quality to that presently existing is preserved, enhanced or created continuously along the San Diego River. By approving a comprehensive plan specifying the future identity of the river channel now, development expectations can be clarified, and the granting of permits for projects which are in conformance with the plan can be facilitated. Under the present system, incremental portions of the river are disrupted, and piecemeal compensation projects may fail to assure a unified and functional wetland habitat. In order to create and maintain a viable wildlife corridor within the floodway proper, it is necessary to protect the native habitat areas from excessive human disturbance. The degradation of both the native habitats and their use by wildlife can occur through either noise, visual or direct physical disturbance. These same forms of disturbance can also degrade the aesthetic value of the river corridor for human use. For these reasons, buffers should be provided and activities should be restricted along and within the floodway.~~

~~Physically, the buffer along the San Diego River is defined as the area between the edge of the 100-year floodway and adjacent development. A substantial buffer, planted with native species of coastal sage scrub and native trees, is needed to protect the river's habitat and to create greater edge and diversity.~~

It is the desire of the community that the San Diego River area be landscaped and beautiful, with flood protection to be accomplished in such a way so as to look natural and provide recreational facilities for the public. The purpose of this element is to provide objectives and guidelines that will facilitate the development of the San Diego River Park as a natural,

functional component of the Mission Valley community.

OBJECTIVES

- Implement the San Diego River Park Master Plan.
- Protect existing and future development from flood hazard.
- Preserve and maintain the wetlands and riparian habitat areas along both sides of the river.
- Enhance and maintain the aesthetic and recreational qualities of the river corridor as part of an open space and park system.

PROPOSALS

- ~~Provide criteria to enable property owners to design, construct and maintain a flood control facility for the length of the San Diego River within the community planning area.~~
- ~~Utilize design principles to enhance visual and physical access to the river.~~
- ~~Develop and implement a flood control facility maintenance program in conformance with the Natural Resource Wetlands Management Plan to identify cost responsibilities and to facilitate permit review and issuance. In the absence of a regional maintenance program, maintenance programs should be developed for all projects proposed along the river.~~
- ~~Develop guidelines for compatible uses adjacent to the river.~~
- Implement the Design Guidelines of the San Diego River Park Master Plan and the Development Regulations within the Mission Valley Planned District Ordinance, 'River Sub-district' section for all development along and within the San Diego River.
- Create and complete the San Diego River Park Pathway along the River to accommodate both bicycle and pedestrian users.
- Provide a pathway connection from adjacent neighborhoods and parks to the San Diego River Pathway.
- Pursue opportunities during the redevelopment of the Riverwalk Golf Course to address the hydrology of the river, provide a wetland buffer, create a public park and orient new development to the river. In the short term, pursue opportunities to locate the river pathway along the north side of the Trolley Line.
- Coordinate with Caltrans to establish 'Green Gateways' at the intersection of SR#163 and I-805 and the river valley by re-vegetating the right of way with native riparian landscape.
- Provide grade separated crossings at public street intersections for the existing River

Pathway at FSDRIP, including Mission Center Road, Camino del Este, and Qualcomm Way to complete the river pathway.

- If Qualcomm Stadium redevelops provide a naturalized open space along the river, the river pathway, a public park and orient new development to the river.

- Provide interpretive signage along the river pathway about the rich history of Mission Valley including; the prehistoric Village of Cosoy and the Village of Nipaguay, the history of the first Spanish Mission in California, the farming industry of the 1880's, the sand and gravel companies and the development of the highways, stadiums and golf courses.

DEVELOPMENT GUIDELINES

- ~~Any flood control facility designed and constructed in Mission Valley must meet the following hydraulic, environmental, design, maintenance and financing criteria:~~

1. Hydraulic Criteria

a. The facility should be capable of containing the year 2000, 100-year flood of 49,000 cfs as determined by the U.S. Army Corps of Engineers and the City Engineer and as updated thereafter in order to provide public safety and protect public and private investment.

b. The facility should be designed using coefficient of friction values commensurate with expected future habitat growth and erosion protection. The design of the floodway should ensure that existing or enhanced riparian and wetland vegetation can be achieved concurrent with necessary hydraulic parameters.

c. All north-south roads crossing the flood control facility should be improved or constructed to be passable during a minimum year 2000 ten-year flood and should act as energy dissipaters for floods of greater volumes. The impacts of an energy dissipater effect must be taken into account when designing the carrying capacity of the flood management facility.

d. Any given segment of the facility should deliver and receive water at velocities equal to the existing exit and entry velocities.

2. Environmental Criteria

a. The facility shall be unlined and soft-bottomed with sloping, vegetated sides.

b. Dikes, embankments, etc., should be vegetated or otherwise protected against erosion. Riprap may be used in limited areas where scouring is likely to occur during high velocity flows of water.

c. The width of the facility should vary from bank to bank according to the environmental setting and hydraulic criteria.

d. The design and construction of the flood control facility within the river corridor should implement the Wetlands Management Plan, replacing any habitat areas that are disturbed or eliminated by the facility itself or its construction, and enhancing and preserving any remaining areas. A biological mitigation program should be developed for all projects impacting native wetland/riparian vegetation. Such a program should ensure that each native habitat type (open water, marsh, riparian woodland) would not be quantitatively reduced and that any revegetation would result in a qualitative improvement to the affected vegetation.

e. A phasing plan for construction of any flood control facility should be developed so as to allow any newly created biological community to become established before the next is disrupted.

f. A maintenance plan should be established to insure the future quality and preservation of wetland and riparian habitat areas.

3. Design Criteria

a. Any flood control facility should be designed to complement the linear greenbelt along both sides of the river. Indigenous types of vegetation should be allowed to grow within the facility and along the edges (refer to landscaping appendix, **Appendix F**). The sides of the facility should reproduce natural slopes, and where riprap or man-made materials are exposed, they should be sculptured in a manner to enhance the overall setting, or covered with soil and revegetated. The design of the floodway should ensure that the biological program could be achieved concurrent with the necessary hydraulic parameters.

b. Pedestrian and/or bicycle paths should be included as part of the design of the facility. They may be placed within the flood facility or on an embankment, and therefore subject to periodic flooding, as long as the carrying capacity of the facility is not impaired, and if they do not conflict with the recommendations of the Natural Resources Wetlands Management Plan and this element.

c. Buffer areas should be located along the entire length of both sides of the river and at no location should private development intrude into the floodway proper. Buffer areas should meet the following criteria:

(1) The average width of the buffer within each project area should not be less than 20 feet.

(2) Buffer areas should be widest adjacent to the most sensitive habitat areas.

(3) Buffer areas should be planted with a combination of native trees and shrubs, particularly riparian woodland and coastal sage scrub species. The buffer should provide a woodland overstory, but a more open and maintained understory could be established in some locations to provide views and a more traditionally landscaped appearance (**Appendix F**).

4. Maintenance Criteria

a. A maintenance program for the flood control facility should be developed in conformance with the guidelines provided by the Wetland Management Plan, and should include the following:

(1) Identification of wetland/riparian habitat areas that should be preserved and those that can be restored or replaced.

(2) A determination of maintenance responsibilities for the long-term rehabilitation, enhancement and protection of wetland/riparian resources.

(3) The establishment of a Valley-wide maintenance program to eliminate the need for the issuance of individual clearing/dredging permits from the various state and federal resource agencies.

b. Maintenance of the flood control facility should include maintenance of the biological resources, the floodway's hydraulic efficiency, and the river corridor's aesthetic quality.

c. Maintenance should be privately funded.

5. Financing Criteria

a. An assessment district or some other means of private financing should be formed to provide funding for construction and maintenance of the flood control facility. The financing program should:

(1) Include all owners of property that would be directly affected by, or benefit from, a flood control facility in Mission Valley.

(2) Exempt and/or credit any group or individual property owner that develops, funds, constructs and maintains the flood control facility themselves.

- Land uses compatible with the river and the goals of the Wetlands Management Plan should be implemented as part of any development project adjacent to the river. All riverfront projects should implement the concept of habitat preservation, a flood facility, and a linear park of a quality comparable to or better than those included in the First San Diego River Improvement Project (FSDRIP), which has been approved by the City Council.

1. Any facilities located within the 100-year floodway should be compatible with the primary use of the floodway as a natural open space system and should not reduce the quantity or quality of the native habitat areas. Compatible land uses would consist primarily of passive recreational uses including, but not limited to:

a. Fitness stations for joggers.

b. Fishing platforms.

c. Viewing or rest areas.

d.Pedestrian and bicycle paths (placed near the floodway edge).

2. Land uses within the buffer area may include:

a. Light rail transit corridor.

b. Pedestrian and bicycle paths.

c. Passive recreational uses.

3. Compatible land uses adjacent to the river corridor may include commercial or active recreational uses such as:

a. Outdoor cafes.

b. Art or craft sales.

c. Plant nurseries.

d. Hotels or motels.

e. Restaurants.

~~f. Volleyball and tennis courts.~~

~~g. Softball fields (grass).~~

~~h. Golf courses or putting greens.~~

- ~~Planned commercial/residential developments (PCD/PRD) located adjacent to the river corridor should use the river corridor area immediately adjacent to the flood control facility to fulfill their open space or landscaped area requirements.~~

- ~~The river corridor adjacent to the flood control facility should include adequate space provisions for the following:~~

  ~~a. A buffer area with an average width of not less than 20 feet between the wetland habitat area and adjacent urban development.~~

  ~~b. An east-west extension of Camino de la Reina as a four-lane major street between Napa Street and Fairmount Avenue, passable during a year 2000 100-year flood in the area between Fashion Valley Road and SR-163. The road may have to be situated below the 100-year flood level due to existing urban development. Under no circumstances, however, should that portion of the road be inundated by any flood less than the ten-year flood level.~~

  ~~c. A light rail transit (LRT) line right-of-way along the river, above the year 2000, 100-year flood level. The LRT line should extend from the intersections of Friars Road and Moreno Boulevard, eastward to the San Diego Jack Murphy Stadium. The precise widths of the LRT right-of-way and the station locations will be determined by future engineering studies. However, it is anticipated that, at the very minimum, the right-of-way widths will be 22 feet or greater and the stadium location widths will be typically 34 feet. The LRT alignment is expected to be on the north side of the river except that a segment between SR-163 and Stadium Way is expected to be on the south side of the river. Additional environmental review will be necessary where there are intrusions into the wetlands habitat. In any such instances, appropriate mitigation will be required, including the widening of buffer areas.~~

~~—~~

- ~~Individual development projects located along the river corridor should be processed as specific plans or as planned developments and reviewed with adjacent (previously adopted) projects in mind in order to insure the connection of roads, transit alignment, walkways and bikeways.~~

- All development with the Floodway and Floodplain should be designed to meet the City regulations for Flood Hazard Areas (M.C. 143.0145) and the Design Guidelines of the San Diego River Park Master Plan.

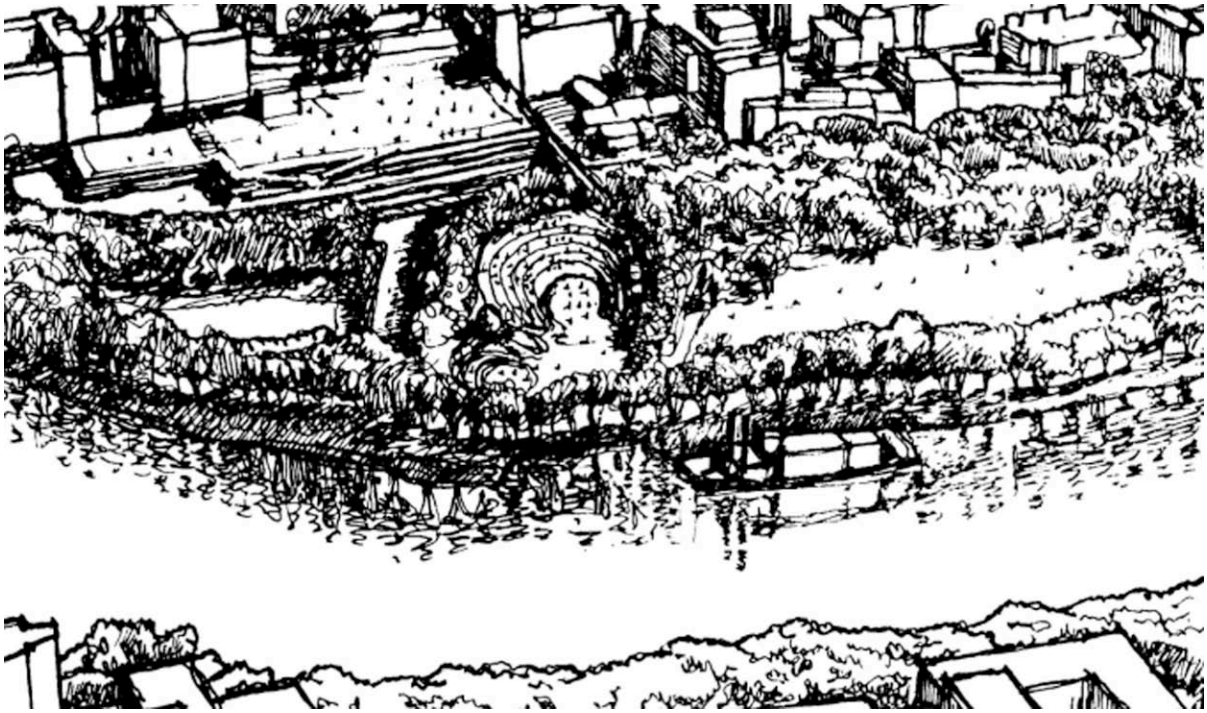
- Design of the wetland buffer and habitat adjacent to the river should be designed to meet the City regulations for Environmentally Sensitive Lands (M.C. 143.0101) and the Design

Guidelines of the San Diego River Park Master Plan.

- The San Diego River Park pathway for pedestrians and bicyclists should be included as part of the design for all development along the river. The pathway design should meet the Design Guidelines of the San Diego River Park Master Plan.

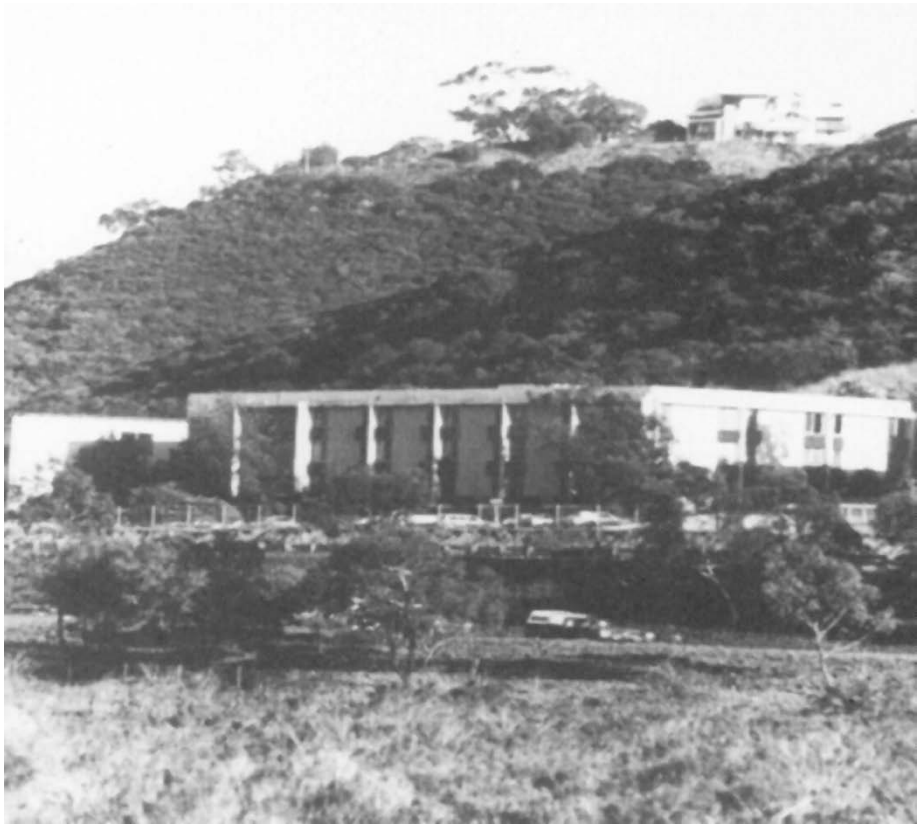
- All new structures built adjacent to the River should be designed per the Design Guidelines of the San Diego River Park Master Plan.

~~Note: See **Appendix E** for Department of Water Resources recommendations for flood damage prevention.~~



Conceptual design and development along the San Diego River through Mission Valley

Height limits of 40 to 65 feet should be established in the area south of I-8 to maintain visibility to adjacent natural hillsides.



Hillside development encroachment should be low-density in character.

HILLSIDES

Hillsides are geological features on the landscape whose slope and soils are in a balance with vegetation, underlying geology and the amount of precipitation. Maintaining this equilibrium reduces the danger to public health and safety posed by unstable hillsides. Development affects this equilibrium. Disturbance of hillsides can result in the loss of slope and soil stability, increased run-off and intensified erosion; it can also destroy a community's aesthetic resources. The southern slopes of Mission Valley mark the community's boundary and provide an attractive and distinctive setting.

The open space areas shown in the General Plan are predominantly comprised of steep hillsides and small, undeveloped canyons. The southern slopes of Mission Valley are identified as part of that open space system. The major portions of the slopes are currently zoned for low-density residential development, and are further regulated as Environmentally Sensitive Lands, the Hillside Review Overlay Zone. As demand for land increases, these hillsides are more likely to face development pressure. Due to the impact hillside development can have on the community's health and safety, and on land, water, economic and visual resources, it is apparent that if they are developed it must be in a manner compatible with hillside ecology. Whereas the southern slopes have been maintained in close to their natural state, the northern hillsides have been extensively modified and disturbed by extraction and building activities. Development oriented toward the Valley and accessed by roads from the Valley floor should not extend above the 150-foot elevation contour.

OBJECTIVE

- Preserve as open space those hillsides characterized by steep slopes or geological instability in order to control urban form, insure public safety, provide aesthetic enjoyment and protect biological resources.

PROPOSALS

- Designate the hillsides and canyons which have any of the following characteristics as open space in the community:

  a. Contain rare or endangered species of vegetation or animal life.

  b. Contain unstable soils.

  c. Contain the primary course of a natural drainage pattern.

  d. Located above the 150-foot elevation contour.

- Permit only low-intensity developments to occur on remaining hillsides exceeding 25 percent slope within the HR Zone located below the 150-foot elevation contour.

- Open Space easements should be required for those lots or portions of lots in the HR Zone.

The north facing hillsides in the West Mission Valley area

- Lot splits should not be permitted on hillsides exceeding 25 percent slope except to separate that portion of a lot exceeding 25 percent slope from that portion not exceeding 25 percent slope for purposes of obtaining open space easements.

- Development intensity should not be determined based upon land located exceeding 25 percent slope.

- Encourage the use of Planned Developments to cluster development and retain as much open space area as possible.

- Preserve the linear greenbelt and natural form of the southern hillsides.

- Rehabilitate the northern hillsides and incorporate them into future development.

DEVELOPMENT GUIDELINES

- Grading required to accommodate any new development should disturb only minimally the natural terrain. This can be achieved by:

  a. Contouring as naturally as possible to maintain the overall landform.

  b. Blending graded features into remaining natural terrain.

  c. Replanting with native, drought-resistant plants to restore natural appearance and prevent erosion.

  d. Adapting buildings and parking areas to the natural terrain (i.e., tucking into hillsides, utilizing small pad areas, utilizing compatible site design).

- Development constructed on natural hillsides should preserve and enhance the beauty of the landscape by encouraging the maximum retention of natural topographic features such as drainage swales, streams, slopes, ridgelines, rock outcroppings, vistas, natural plant formations and trees.

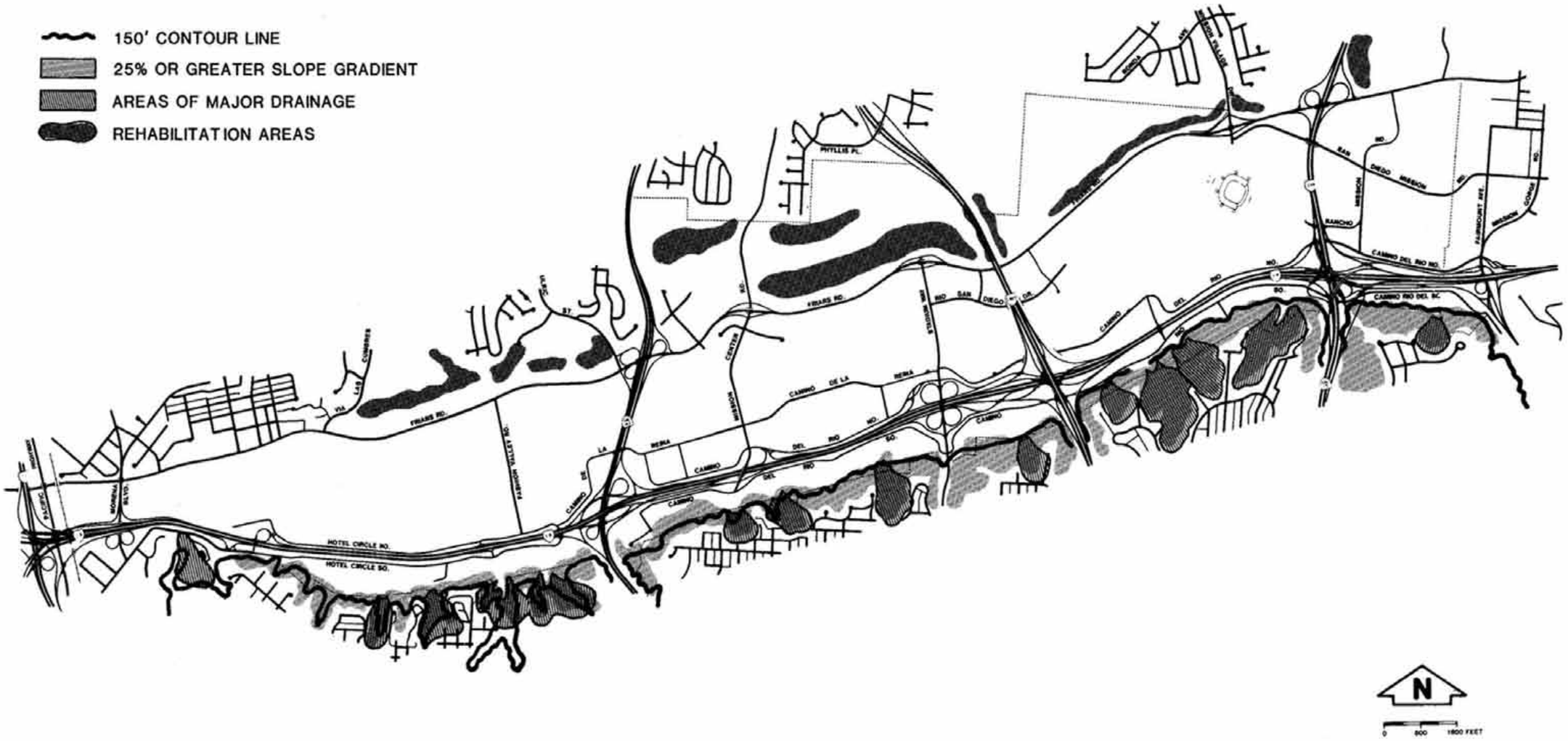
  a. Orient new development along natural drainage courses that can provide natural amenity for the project, provided drainage is not impeded.

  b. Use pedestrian bridges and walkways to link various elements of developments separated by drainage courses or subsidiary canyons or gullies.

- Design roads serving hillside and canyon developments carefully and sensitively.

  a. Roads serving residential development near the upper ridge of the south rim of the Valley should be cul-de-sacs or loops extending from existing upland streets. These extensions should be “single loaded” (with structures on one side only) and of minimum width.

  b. Roads serving Valley development (office, educational, commercial-recreation, commercial-retail) at the base of the hillsides should consist of short side streets branching off Camino Del Rio South or Hotel Circle South. These side streets should provide primary access to projects in preference to collector streets.



Hillsides

Mission Valley Community Plan

25 FIGURE

c. Access roads should not intrude into the designated open space areas.

- Access roads should follow the natural topography, whenever possible, to minimize cutting and grading. Where roads have to cross the natural gradient, bridges should be used rather than fill in order to maintain the natural drainage patterns.

- Wherever possible, preserve and incorporate mature trees and other established vegetation into the overall project design.

- Improve the appearance of the understructures of buildings and parking areas visible from below by:

  a. Providing sensitive site and structural design.

  b. Incorporating structures into the existing hillsides.

  c. Use appropriate screening materials (including landscaping).

- Large-scale development (commercial, office, or commercial-recreation) at the base of the slopes should not cut or grade, nor extend above the 150-foot elevation contour on the southern slopes.

- As part of the implementation process, height limits and site design regulations should be formulated in order to prevent the obscuring of views of the natural hillsides.

- All that portion of the Plan area located south of I-8 should be incorporated into a South Mission Valley Height Limitation Zone, which establishes a height limitation for a new or altered building of 40 to 65 feet.

- The hillsides should provide a clear area of demarcation between the Plan area and the communities on the mesas above Mission Valley.

- Development at the base of the slopes should utilize the following design principles:

  a. Emphasize a horizontal rather than a vertical orientation for building shape.

  b. Step back each successive floor of the structure to follow the natural line of the slope.

  c. Set the rear of the structure into the slope to help blend the structure into the site.

  d. Utilize building materials and colors that are of earth tones, particularly dark hues.

  e. Utilize landscape materials compatible with the natural hillside vegetation.

  f. Design roof areas to minimize disruption of views from the crest of the hillsides. Sloped or landscaped roofs and enclosed mechanical equipment can help to achieve this effect.

A primary recreational opportunity in Mission Valley is the golf course.

Presidio Park provides passive recreational opportunities in the adjacent community of Old Town.

PARKS AND RECREATION

Mission Valley is primarily an urbanized commercial center. As such, there are no public parks currently located within the community. Two resource-based parks border the community and are readily accessible by automobile and bicycle. These are Presidio Park, located in Old San Diego at the western end of the Valley, and Mission Bay Park, also located just west of the Valley. A third resource-based park, Mission Trails Regional Park, is located northeast of the Valley, accessible through Mission Gorge.

The City of San Diego leases out land for two recreational facilities. One is Sefton Little League Field, located at 2505 Hotel Circle Place. The other is the outdoor sports facility abutting the Qualcomm Stadium parking lot. The latter facility is made available to other sports organizations.

The greenbelt formed by the San Diego River corridor provides both visual and physical relief from the existing urban development. Recreation opportunities within the vicinity of the San Diego River, including pedestrian and bicycle paths, are identified within the San Diego River Park Master Plan.

The major concentrations of residential development in the community are located at the western and eastern ends of the Valley. A YMCA (Young Mens' Christian Association) facility at the western end of the Valley on Friars Road (developed on leased City-owned land) provides both indoor and outdoor recreational opportunities in a park-like setting along the river. A private health club provides indoor recreational facilities at the eastern end of the Valley, on Rancho Mission Road near the river. Another private health club provides similar facilities in the western end of the valley, on Hotel Circle South. The need for active and passive recreational opportunities will increase as residential development increases in the Valley.

The projected residential population indicates a need for active recreational park facilities in addition to what is currently provided by the YMCA, Sefton Little League Field and the bicycle and pedestrian paths proposed along the river. Each residential project developer in the community shall be responsible for the provision of private recreational facilities (neighborhood parks) in accordance with the standards of the General Plan for the use of the project residents and their guests. These facilities may include any of an extensive inventory of facilities including tennis courts, pools, Jacuzzi, picnic/barbecue areas, and lawns and landscaped areas. This will permit flexible development of recreational facilities and activity centers in keeping with the needs and interests of various groups in different areas. This concept applies to all residential unit developers within the community planning area to ensure that each resident has adequate recreational facilities. The provision and maintenance of these private recreational facilities should be assured through deed restriction on each individual dwelling unit, Conditions, Covenants, and Restrictions (CC&R) agreement, or other similar means.

Two park-like facilities will be provided on City-owned land in Mission Valley. One site will be located in the vicinity of San Diego Jack Murphy Stadium. The other will be located in the western area in the vicinity of the existing YMCA. A pedestrian connection will be available

between the two facilities through the open space linkage system to be established along the river corridor.

OBJECTIVE

- Provide adequate park and recreation areas for the use of Mission Valley residents in accordance with the General Plan.

PROPOSALS

- Utilize the San Diego River corridor for passive recreation.

- Coordinate with private recreational facilities and commercial interests so that the private facilities complement and supplement the public recreational system.

- Neighborhood parks should be provided within, and as part of, new residential projects.

- Provide a community park in the vicinity of San Diego Jack Murphy Qualcomm Stadium. Because of the potential expense of land purchase at this site, it will be necessary to find means of financing the facility with other than the standard park fee program, which in its present form cannot guarantee the minimum funding for such a facility. It should be developed as an active park, oriented to organized sports.

- Provide a public neighborhood park facility within the Quarry Falls Specific Plan area. This park may include active and/or passive park elements, such as athletic courts, fitness courts, children's playgrounds, a grassy amphitheater, picnic areas with tables and barbecues, and conveniently located sitting areas. A simple interpretive signage system that reflects a historical connection to the San Diego River is recommended to aid in visitor enjoyment of the park.

- Expand the existing sports facility abutting the stadium parking lot.

- Utilize a variety of methods to finance the development of a community park in the vicinity of the San Diego Jack Murphy Stadium. The specific financing method should be established in conjunction with the land use implementation ordinance and public facilities implementation package to follow the approval of this Plan. Methods to assess as part of this implementation program include: increase in park fees, incorporation into a Valley-wide public facilities assessment district, establishment of a separate park improvements assessment district, incorporation into a facility benefit financing program (FBA), financing as a condition of approval of any San Diego Jack Murphy Stadium reuse program; and/or other means found feasible during the implementation studies.

- Utilize a variety of methods to finance the development of a neighborhood park in the western area of the San Diego River floodway in conjunction with YMCA improvements. A joint use facility should be pursued at this site. Such facility would provide additional playground area at the YMCA site. The YMCA should manage and maintain the site as part of a joint use program. Improvements on this facility are minimal and could probably be funded through a combination of existing community park funds, the YMCA, assessment districts, (FBA), and any other method identified during the implement-studies

of this Plan.

- An agreement should be reached between the San Diego City School District and the developers of residential projects regarding the provision of private funds for school facilities and for access to existing facilities. If considered necessary by the school district, it should be a condition of approval of future subdivision maps. Access could mean the provision of transportation to schools on the part of individual residential development projects.

- Maximize the use of school facilities by encouraging use of the recreational facilities, sports fields, libraries and meeting rooms for a variety of activities by the community at large.

DEVELOPMENT GUIDELINES

- Combine appropriate passive recreational use of wildlife and/or wetland conservation areas and water resources.

- Develop a continuous pedestrian walkway and bikeway along the river in accordance with the guidelines of the ~~Wetlands.~~ San Diego River Park Master Plan.

- Develop all park and recreational facilities in accordance with the guidelines included in the General Plan.

- Provide the necessary neighborhood park facilities through private development~~.~~

OPEN SPACE LINKAGE SYSTEM

The three previously discussed sub-elements (San Diego River, Hillsides, Parks and Recreation) provide important components of the Open Space Element. However, it is equally important that a relationship be established between these sub-elements. This relationship can be established through the open space linkage system, which is a summation of the other sub-elements. In essence, the San Diego River, the hillsides and the public and private recreational facilities create a physical and visual open space element and the open space linkage system binds them together.

OBJECTIVE

- Link the various sub-elements of the San Diego system into a visually and physically cohesive unit.

PROPOSALS

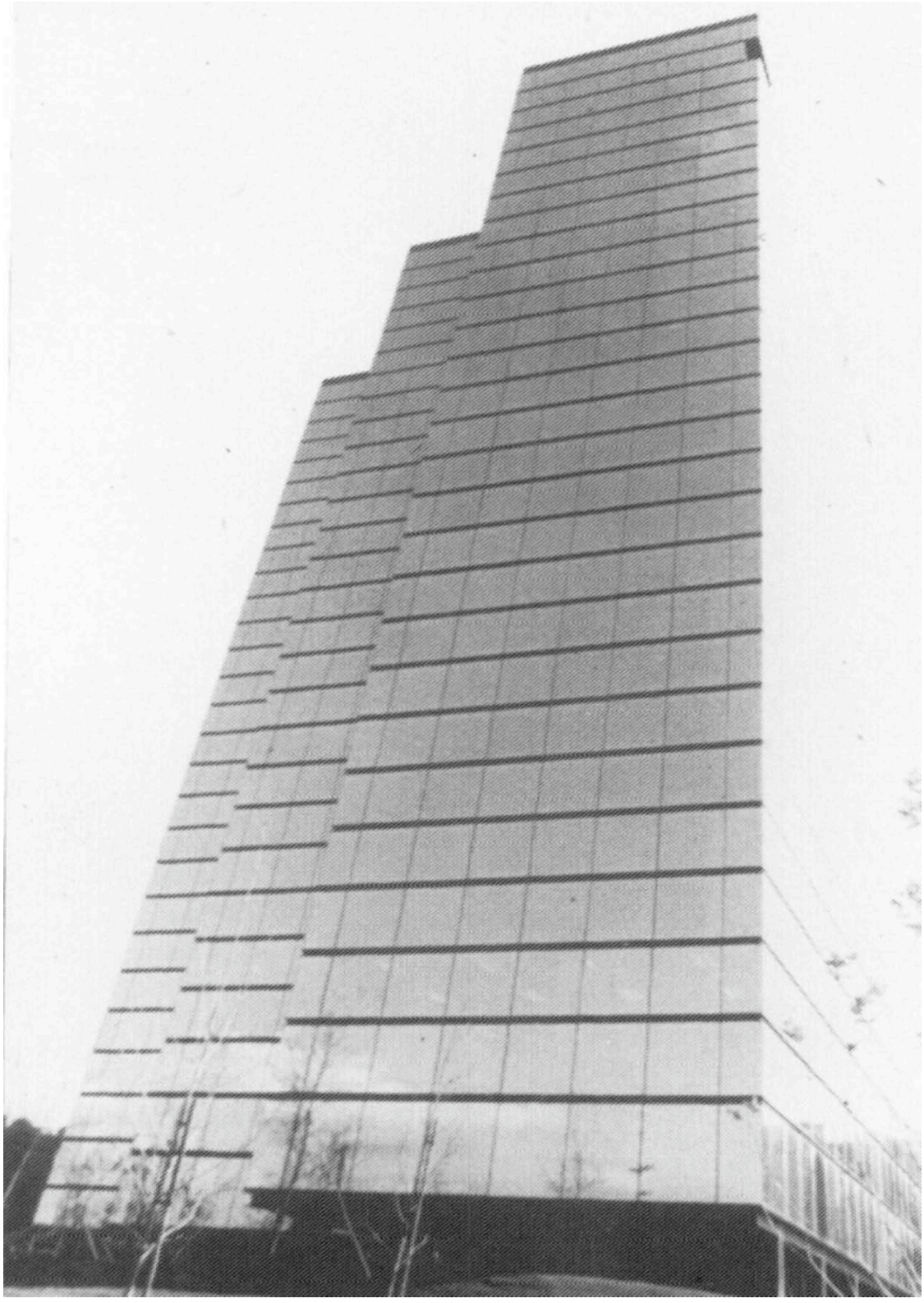
- Utilize the San Diego River corridor as the focal “point” or spine of the open space linkage system.

- Provide visual access to the San Diego River and the hillsides in order to preserve a sense of openness in the valley.

- Provide physical linkages in the form of pedestrian paths and bikeways between the recreational facilities of new and existing developments and the San Diego River corridor.

DEVELOPMENT GUIDELINES

- Utilize specific plans and planned developments to ensure that opportunities for physical linkages to the open space system are realized.
- Utilize malls, pedestrian paths, bikeways, and landscaped streets as integral parts of the open space linkage system.



Development Intensity

DEVELOPMENT INTENSITY

The purpose of this element is to establish guidelines for intensity of development in Mission Valley. The basis for regulating the intensity of development is the finite traffic capacity on the projected circulation system (freeways and surface streets). This capacity was determined by a series of traffic forecast studies which established the maximum feasible vehicular capacity for every freeway, street, intersection and interchange in Mission Valley.

The proposed development intensities are the levels at which the future acceptable amount of building square footage or number of dwelling units will be determined for any given parcel. A given number of trips are assigned to each increment of floor area for each land use. This formula is applied to the various uses listed in the Mission Valley Vehicle Generation Rates by Land Use Table (**Table 3**).

Development Intensity Districts are proposed to ensure compatibility between the street carrying capacity and the maximum development intensity that can be increased along a "high accessibility corridor" represented by the development and implementation of a future public transit system in the form of a light rail system (LRT) and possibly an intra-Valley "people mover" system.

Methodology for the Establishment of Development Intensity Districts

The traffic forecast studies, through the use of a computer assignment model, have provided a distribution of average daily vehicle trips throughout the Valley. The Valley was divided into a series of smaller areas called traffic analysis zones. The current traffic forecast study establishes the maximum number of vehicle trips that can be generated by development (existing or new) within each traffic analysis "zone," without overburdening the circulation system. Within each "zone" the available trips are distributed equitably on an acre-by-acre basis. Trips will be assigned on a gross acre basis throughout the Valley north of I-8 except for those areas in the Hillside Review (HR) Overlay Zone for which trips will be calculated on a net acre basis in a manner identical to those hillsides south of I-8. This permits the use of acreage within the FW Zone for the determination of trip generation allowances. However, development would not be permitted within the FW Zone or within any future flood management facility to the extent that it would hinder the 100-year, 49,000 cfs flood. For that portion of Mission Valley south of I-8, trips will be assigned on a net acreage basis.

TABLE 3
MISSION VALLEY VEHICLE GENERATION RATES BY LAND USE*

Residential	Rate	Commercial	Rate
Single-Family House	10 trips/unit	Gas Station	130 trips/pump
Multifamily (under 30 units/acre)	8 trips/unit	Hotel/Motel	10 trips/room
Multifamily (30 or more units/acre)	6 trips/unit	Automobile Dealer	58 trips/1,000 sq.ft.
		Health Club	45 trips/1,000 sq.ft.
		Savings & Loan	74 trips/1,000 sq.ft.
Offices		Rental Storage	3 trips/1,000 sq.ft.
Commercial Office (under 100,000 sq. ft.)	20 trips/1,000 sq.ft.		
Commercial Office (100,000 or more sq. ft.)	16 trips/1,000 sq.ft.	Industry	
Medical Office	90 trips/1,000 sq.ft.		
Government Office	40 trips/1,000 sq.ft.	Small Industry	14 trips/1,000 sq.ft.
		Large Industry	8 trips/1,000 sq.ft.
		Small Industrial/Business Park	18 trips/1,000 sq.ft.
Commercial			
Neighborhood Shopping Center	120 trips/1,000 sq.ft.		
Community Shopping Center	70 trips/1,000 sq.ft.		
Regional Shopping Center (over 1,250,000 sq.ft.)	30 trips/1,000 sq.ft.	Newspaper Publisher	25 trips/1,000 sq.ft.
(1,000,000-1,250,000 sq.ft.)	35 trips/1,000 sq.ft	Church	60 trips/acre or 300 trips/each church
(500,000-1,000,000 sq.ft.)	38 trips/1.000 sq.ft.		
(225,000-500,000 sq.ft.)	60 trips/1.000 sq.ft.	Convention Facility	78 trips/1,000 sq.ft
Freestanding Retail/Strip Commercial	40 trips/1,000 sq.ft.	Convalescent Hospital	3 trips/bed
Quality Restaurant (Low Turnover)	100 trips/1,000 sq.ft.	Park	5 trips/acre
Sit-Down Restaurant (Medium Turnover)	370 trips/1,000 sq.ft.	Four-year College	2.8 trips/student
Fast-Food Restaurant (High Turnover)	770 trips/1,000 sq.ft.	High School	1.5 trips/student
Theatre	4 trips/seat	Jr. High School	1.0 trips/student
		Elementary School	1.4 trips/student

*Current rates as of April 1984

Hillsides which are in the Hillside Review (HR) Overlay Zone will be excluded from being a determinant of the trip generation allowance and such determinations will be based upon non-HR or net acres. This approach would place development emphasis on the flatter and more developable areas and not on the hillsides. Wherever possible, individual "zones" are combined into Development Intensity Districts for purposes of establishing the upper limits of development intensity for various types of land uses. Development Intensity Districts are created by combining those "zones" whose trips will impact the same streets, intersections, and interchanges. Access is the critical factor for the delineation and establishment of Development Intensity Districts (districts) which regulate the development intensity for the permitted land uses in each district. The methodology also allows existing low-intensity development the opportunity of preserving its potential trip/intensity allocation for future development or redevelopment.

The permitted land uses in Mission Valley are: (1) commercial development with sub-categories of office, hotel/commercial recreation and retail services; (2) residential development; (3) industrial development; and, (4) multiple use development, which is a combination of the first two categories. These categories are specifically described in the **Land Use Element** of this Plan. The trip generation figures resulting from these uses are provided on **Table 3**. These figures are used in the traffic forecast study, and are updated regularly based on continuing studies and data gathering, thus they are utilized here only for purposes of illustration, and are subject to change during implementation. Based on the above information the Valley is divided into Development Intensity Districts as shown on the **Figure 26**. The acreage within each district is also shown on **Figure 26**.

DEVELOPMENT INTENSITY BONUS

The Metropolitan Transit Development Board (MTDB) is considering Mission Valley as a segment (I-5 to I-15) of the regional light rail transit (LRT) north line which will originate in Center City and terminate, ultimately, in Escondido. In addition, the feasibility of a private "people-mover" or intra-Valley transit system is recommended for future specific study. The purpose of the public transit (rail) transportation recommendations in Mission Valley are to provide the public with an alternative to the automobile. This could relieve pressure on the freeways and surface streets and provide for development intensity bonuses within affected Development Intensity Districts.

Development intensity bonuses would be granted once the transit system is approved, funded, engineered, rights-of-way acquired (if necessary), and construction dates established. The magnitude of the bonuses will be determined once MTDB is able to undertake and complete the studies necessary to make such determinations.

If there are to be development intensity bonuses resulting from the provision of rail transit systems in Mission Valley, these bonuses would, of necessity, be reflective of significant changes in commuter transportation modes. This change from private vehicles to rail transit would be most significant during the 12-hour period (the daytime period) between 6:30 a.m. and 6:30 p.m. which contains the three daily "rush hours" of morning (7:00 a.m.-10:00 a.m.), lunch hour (12:00 noon-1:30 p.m.) and evening (4:00 p.m.-6:30 p.m.). The daytime period would be most affected by an increased use of public transit which would put a significant percentage of commuters and intra-Valley personal trips on rails and off the streets.

INCLUDES THOSE AREAS IN THE LINDA VISTA COMMUNITY PLAN NORTH OF FRIARS ROAD AND WEST OF SR-163 WITH PRIMARY ACCESS TO FRIARS ROAD.

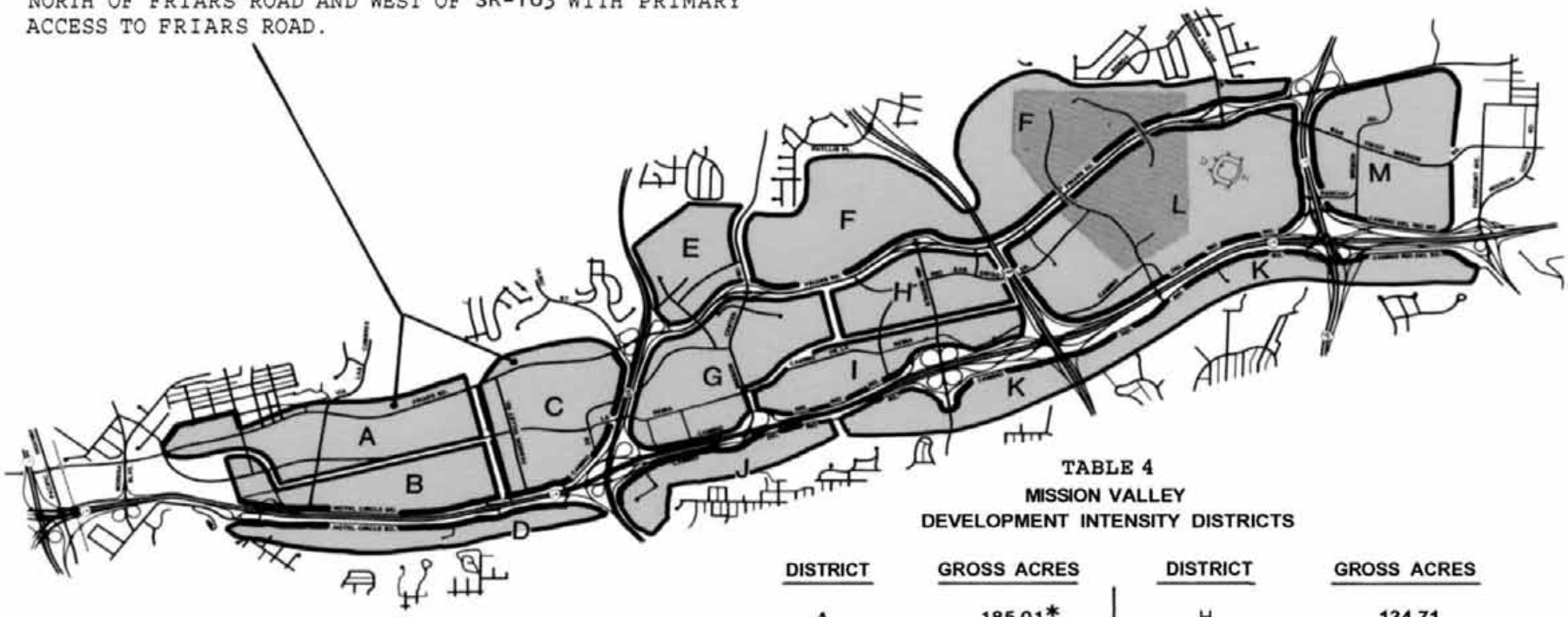


TABLE 4
MISSION VALLEY
DEVELOPMENT INTENSITY DISTRICTS

DISTRICT	GROSS ACRES	DISTRICT	GROSS ACRES
A.	185.01*	H.	134.71
B.	158.29	I.	120.06
C.	213.82*	J.	53.41*
D.	75.51*	K.	109.51*
E.	128.15*	L.	289.36
F.	407.12*	M.	209.58
G.	209.09		

* Net Acres (Exclusive of areas zoned HR)

Vehicle trip generation figures for each district (on a per acre basis) will be based upon the capacity of the street system. Current acceptable trip per acre figures are available in the Planning Department. The number of districts and the size of individual districts are subject to change during the implementation phase.

N

Development Intensity Districts
Mission Valley Community Plan
26 FIGURE

The LRT system's ability to provide additional access without impacting the street circulation system (automobile) would provide the basis for development intensity bonuses within the affected development intensity districts. The areas that will realize the additional development intensity through the use of the bonus system would be those that lie approximately within 1,000-foot radii (walking distance) of the station location, excluding the river corridor.

The percentage of trips absorbed from the surface street system by a “people mover” system may also provide equivalent development intensity bonuses if further study indicates that an increase in intensity would not have a detrimental impact on the traffic circulation system.

Additionally, the development intensity limits set within each Development Intensity District may be modified for parcels or development proposals where:

1. The portion of the Valley's vehicle circulation system affected by the proposed development is capable of accommodating all of the traffic which would be generated;
2. The proposed land use will generate traffic at a lower rate than the land use originally assumed for the traffic forecast;
3. An approved LRT or other regional public transit system station is located on the affected property or will otherwise serve the proposed development (as determined by adopted MTDB alignment studies);
4. The unique nature of the proposed development justifies a lower traffic generation rate than that assigned by the original traffic forecast used as the basis for this Plan, as demonstrated by a professional transportation study, subject to the approval of the City Engineer;
5. The direct and cumulative traffic impacts associated with the proposed development of the site can be mitigated;
6. The financing and implementation of other transportation measures or systems, which can be shown to reduce traffic impacts on the street and freeway system, is guaranteed by the applicant or property owner, either through provision of 100 percent of the costs involved or formulation of an assessment district.

Any site or proposed development which meets one or more of the preceding criteria may request a higher intensity than that called for in the Plan.

Multiple-use designated parcels shall be subject to project review in order to determine consistency with the land use assignments of the Mission Valley traffic forecast and compliance with the daily vehicle trip generation per acre assignment of the DevelopmentIntensity Districts. Project review shall be in the form of the Planned Development procedure, or, in the case of large projects, the Specific Plan procedure.

A community plan implementation phase should be initiated immediately upon adoption of the Plan. During this phase, legislation based upon concepts set forth in this Development Intensity Element should be formulated, distributed for public review, be the subject of public hearings, and be adopted. This legislation should be viewed as a specialized set of zoning regulations uniquely capable of dealing with, and complementing the growth potential and patterns in Mission Valley.

Since this implementation phase is expected to take a certain period of time between initiation and enactment of the necessary zoning regulations, consideration should be given to the utilization of interim zoning legislation which could be effective either with the adoption of the Plan or as soon thereafter as possible. This interim legislation could take the form of requiring review of all projects in the Valley through the use of Planned Development (PRD/PCD/PID) permits.

OBJECTIVE

- Provide a level of future development intensity that will enhance and maintain a high quality of life in the community.

PROPOSALS

- Formulate innovative land use regulations that will establish development intensities based upon the capacity of the circulation system.

- Establish development intensity districts to implement the land use regulations on development intensity.

- Until such time that the Development Intensity District legislation is implemented, all development projects should be processed under Planned Developments (PRD/PCD/PID) or Specific Plans in order to maintain consistency with the land use intensities established by the traffic forecast.

DEVELOPMENT GUIDELINES

- Utilize the traffic forecast, **Figure 26**, **Table 4** and development project approvals to determine a base intensity for each parcel in the Valley.

- Compare development applications to the standards provided in this element to determine compatibility with community intensity goals.

- Utilize Planned Developments (PRD/PCD/PID) and/or Specific Plans to review and process development projects requesting intensities higher than the base intensities provided by the traffic forecast until adoption and application of Development Intensity District legislation. These projects could require mitigation in the form of additional traffic circulation improvements.

- Utilize Planned Developments and/or Specific Plans to review and process development proposals in the multiple use areas to ensure consistency with the community plan traffic forecast and with the appropriate development intensities permitted by the Development Intensity District legislation.

- Require Transportation Systems Management Programs for projects which are approved for development intensity in excess of that permitted by the traffic forecast and the Development Intensity District legislation.

Community Facilities

COMMUNITY FACILITIES

Community facilities are comprised of both community services, such as schools, police and fire protection, libraries, and emergency medical facilities, and public utilities which include gas, electricity, water and sewer, and petroleum lines. In addition, the San Diego Jack Murphy Stadium is located in Mission Valley and has been classified as a public facility. Other community facilities such as parks and recreation facilities are discussed in the **Open Space Element**.

COMMUNITY SERVICES

Schools

Mission Valley is served by nine elementary schools, five junior high schools and 14 senior high schools. None of these are located within the Plan area; residents are served by schools in communities bordering Mission Valley. **Table 5** identifies these schools and provides enrollment and capacity information. A private parochial school, the Nazareth School, is located at Mission San Diego de Alcala. Of the 275 students enrolled there in March 1983, 80 reside on campus. These students come from the entire region. Additionally, the Quarry Falls Specific Plan allows for the possible development of a school within Quarry Falls, which may include an elementary, middle or high school.

Universities and Community Colleges

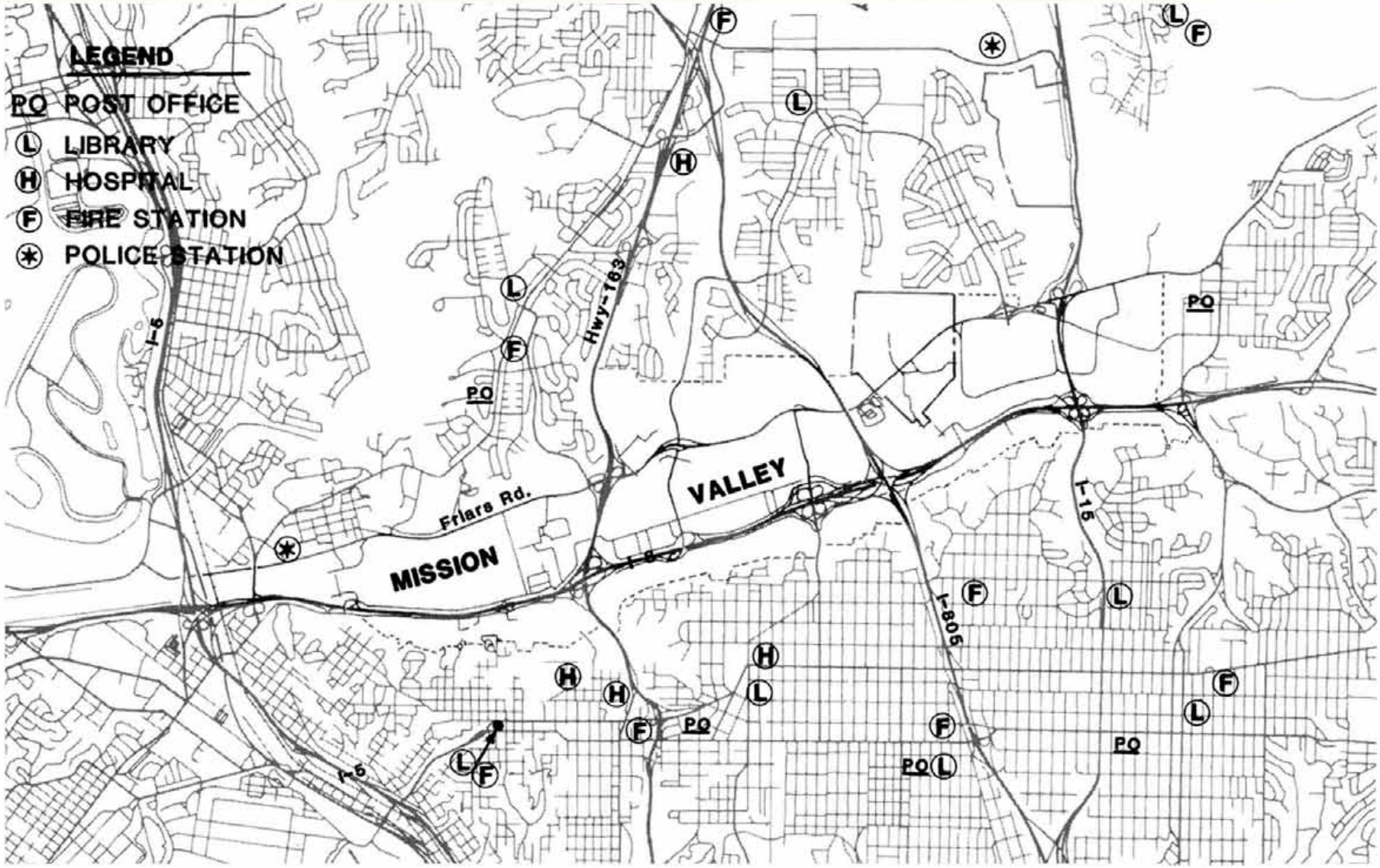
National University is the only university located within the Mission Valley community. It is a private institution which attracts students primarily from the region. The University of San Diego, a private, Catholic university, is located at the western end of the Valley in the Linda Vista community. San Diego State University, located in the State College planning area, is near the eastern border of the Mission Valley community. Each of these two latter universities draws upon the entire region and beyond for enrollment.

Another level of education of interest to a predominantly adult community is the community college system. There are two campuses of the San Diego Community College District within easy automobile access of Mission Valley. These are San Diego City College and San Diego Mesa College. Grossmont College, located a short distance away, north of the Navajo community. In addition to daytime classes, there are extensive evening school programs with classes frequently offered off-campus.

Fire and Police Protection

Mission Valley is served by the San Diego City Police and Fire departments. Although there are currently no fire or police stations located within the Valley, there are a total of six fire stations located in the surrounding communities. Station 20, located at Kemper Street and Midway Drive, serves Mission Valley west of Benicia Street (extended). The area east of Benicia Street to SR-163 is served by Station 23, located at Comstock Street and Linda Vista

Road. Station 5, located at 9th and University avenues, responds to calls in the southwestern portion of Mission Valley. Station 18, located at Felton Street and Adams Avenue, also serves the southwestern area. Currently, only 30 percent of Mission Valley meets the Fire



Community Facilities

Mission Valley Community Plan

27 FIGURE

Demand Zone standard of a six-minute response time. As the intensity of development in the Valley increases, so does the need for adequate fire protection. The capital improvement projects budget for the Fiscal Year 1985 provides funding for site acquisition, design, construction, and furnishing of an intermediate class fire station in the vicinity of I-15 and Friars Road (Station 2). This station will provide an improved level of service to the Serra Mesa, Navajo, (Grantville) and Mission Valley areas. There is also a police substation located nearby, in the Linda Vista Community, at Friars Road and Napa Street at the western end of the Valley. In addition to the intermediate class fire station scheduled for construction in the vicinity of I-5 and Friars Road, a future fire station will be needed in the western portion of the valley. The size and location of this future station will be determined by future studies prepared in conjunction with the implementation program of this Plan.

Library Service

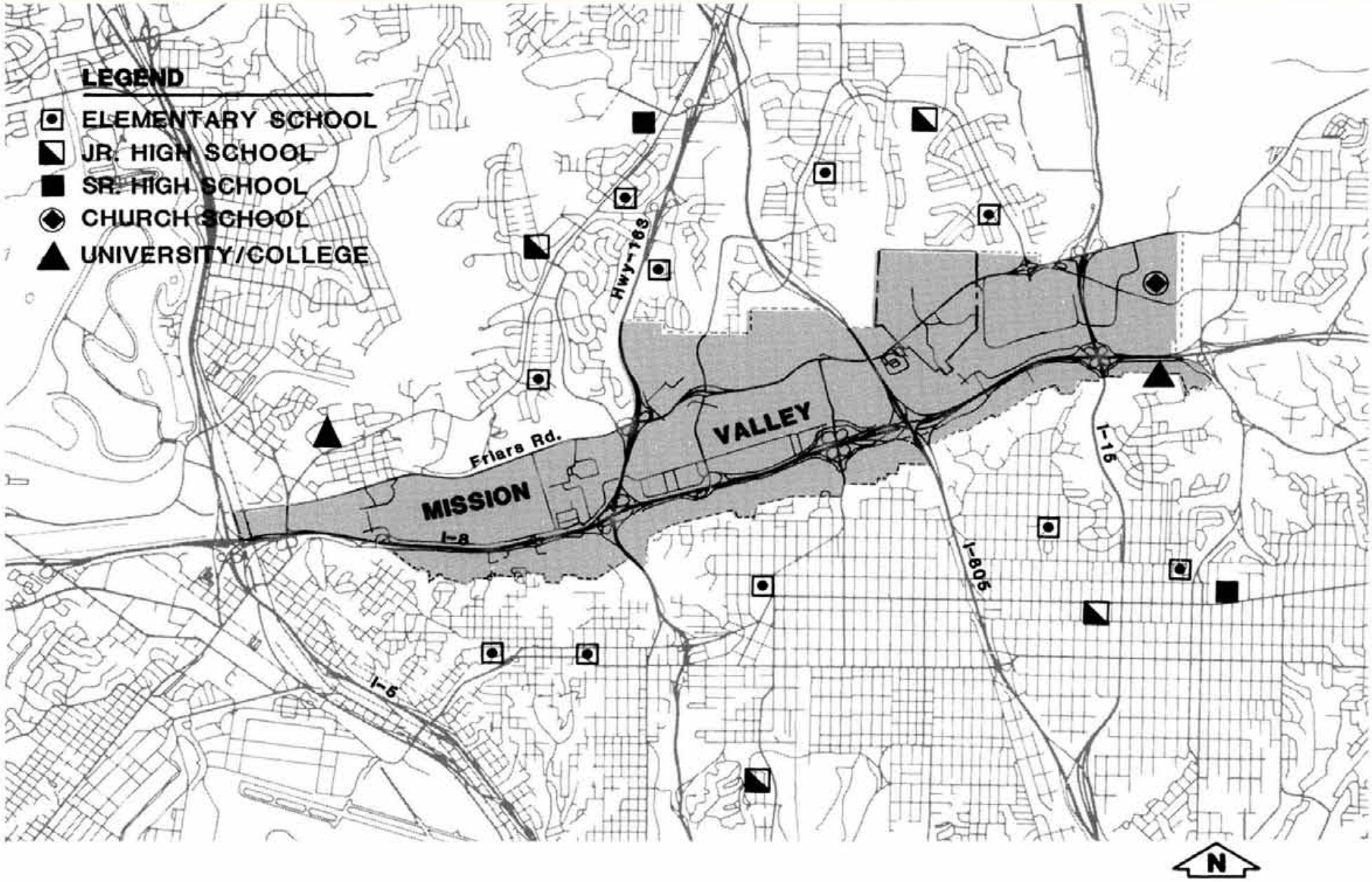
There are ten branch public libraries located in the communities surrounding Mission Valley. Three of these libraries are located north of the Valley in the communities of Tierrasanta, Serra Mesa and Linda Vista. The remainders are located south of the Valley in the Uptown, Park North-East and Mid-City communities. There are currently 5,124 people residing in Mission Valley and a projected population of approximately 11,200. A permanent library facility is recommended when the service area includes at least 20,000 residents.

Postal Service

Most of Mission Valley is served by the main post office located on Midway Drive (Zip Code 92108). The Grantville post office (Zip Code 92120) serves the portion of Mission Valley located east of I-15. The locations of future postal facilities are determined by the federal government, however, a location in the center of the community, close to residential development, would be encouraged by the City.

Emergency Medical

There are four emergency medical facilities which can serve Mission Valley. The Donald N. Sharp Memorial Community Hospital, located in the Serra Mesa community, provides emergency care for nearby communities. Two facilities, Mercy Hospital and the University of California Medical Center, located in the Uptown community planning area, service the entire San Diego Region as well as nearby communities. Direct emergency vehicle access between Mission Valley and the University of California Medical Center will be provided via Bachman Place (a private road) extending south from Hotel Circle South. Hillside Hospital in the Park North-East community can also provide emergency care for Mission Valley.



Schools

Mission Valley Community Plan

28 FIGURE

TABLE 5
ENROLLMENT AND CAPACITY STATISTICS FOR SCHOOLS LOCATED IN COMMUNITIES BORDERING MISSION VALLEY

	October 1982	October 1983	Current Capacity
Elementary Schools			
Adams	829	752	846
Birney	605	594	614
Carson	577	499	720
Fletcher	270	278	282
Florence	264	270	298
Franklin	378	427	388
Grant	538	596	450
Jones	334	310	360
Juarez	199	163	240
Junior High Schools			
Lewis	1,013	957	1,353
Montgomery	995	989	1,321
Roosevelt	1,208	1,171	1,146
Taft	680	617	846
Wilson	1,451	1,095	1,580
Senior High Schools			
Henry	2,800	2,686	3,170
Hoover	1,367	1,872	1,442
Kearny	1,816	1,568	2,239
San Diego	1,361	1,352	1,712

PUBLIC UTILITIES

Gas and Electricity

San Diego Gas and Electric Company provides gas and electric service for all of San Diego. The Mission Switching Substation is a major facility located in the Serra Mesa community planning area.

Water and Sewer

The City of San Diego provides water and sewer service to the Mission Valley community. The Valley is served by the Alvarado Filtration Plant. The Mission Valley-Kearny Mesa trunk sewer system collects all liquid wastes from the Plan area.

Mission Valley contains major trunk sewer lines that serve much of the San Diego metropolitan area. Substantial improvements in the trunk sewer system are needed to serve anticipated growth in Mission Valley and the region. The portion of the 54-inch north trunk line extending east of SR-163 is a "temporary" facility that should be replaced by a minimum 66-inch line between 1985 and 1990. The portion of the north trunk line extending west of SR-163 is considered adequate to the year 2035. However, a parallel line extending westerly from Murray Canyon to connect with the Metropolitan North Interceptor is anticipated to be needed during the life of the Plan. The south trunk line is nearing capacity from approximately Texas Street westward. Relief is expected to be provided by replacing the south trunk line westerly of SR-163 in 1988.

The City of San Diego Water Utilities Department also has two water reclamation projects located in Mission Valley. The first is a reverse-osmosis water purification project which uses water hyacinth plants to convert waste water to a drinkable level. This pilot program is located along the San Diego River on the southwest corner of the Stadium property. The other project is a five-year design study to determine the requirements for building and operating water hyacinth reclamation projects for a given population size. The latter project will provide design standards for future reclamation facilities of this type. Construction of the second project should begin in 1983 on City-owned land on the south side of the river near Milly Way.

Telephone Service

Pacific Telephone provides service to all parts of the community on demand. No major projects are anticipated and service is adequate.

Bulk Petroleum Pipeline

A bulk petroleum pipeline runs south from the San Diego Pipeline Company tank farm through the stadium parking lot to Camino del Rio North, then westerly along I-8 to the I-805 overcrossing. It continues through east-central San Diego to the bulk petroleum station located at San Diego Harbor.

PUBLIC FACILITIES

San Diego Jack Murphy Stadium

Although San Diego Jack Murphy Stadium may be categorized as a commercial-recreational use, it is worthy of separate discussion as a public facility because of its function, uniqueness, size and impact on the Mission Valley.

The stadium was constructed in 1967 on its 158-acre site at a cost of $27,500,000. It currently (1984) has a seating capacity of about 60,000. Parking is available for approximately 17,000 private vehicles and 300 buses. The recent expansion (1984) of the stadium's seating capacity and any future expansion of the seating capacity will require, at the very minimum, an increased emphasis on the use of buses and a de-emphasis on private automobiles in order to reduce problems of traffic congestion and poor air quality. Any expansion or addition of commercial activities other than those related to normal stadium events, must comply with the development intensity limitations described in the traffic forecast and the **Development Intensity Element** of' this Plan.

An economic feasibility study is being conducted by the City of San Diego Property Department to determine how City-owned property (the stadium as well as other properties located between Stadium Way and I-15) might be developed or redeveloped in the future. For purposes of this Plan, all publicly-owned properties must be retained for the needed community facilities, until it can be shown that these properties are no longer required. In the event there is a surplus of publicly-owned land after all of the needed community facilities have been provided, the findings and recommendations of this study should be considered, provided they comply with the goals of this Plan and the development intensity and land uses proposed for this area.

OBJECTIVE

- Provide and maintain a high level of service for the full range of community facilities necessary in an urbanized area.

PROPOSALS

- Provide improvements in the level of service of community facilities as residential population and development intensity increase in the Valley.
- Maintain existing facilities, or expand as needed, to keep an adequate level of service.

Schools

- Provide new school facilities or access to existing facilities as considered necessary by the school district.

San Diego Jack Murphy Stadium as seen from the river channel

DEVELOPMENT GUIDELINES

- Construct a new fire station (No. 2) in Mission Valley, located north of I-8 and east of I-805 to improve response time to anticipated development in the community. Land acquisition and design are scheduled in the City's capital improvement budget.

- Enlarge existing trunk sewer lines and water lines in the Valley to handle the capacities anticipated with future development.

- Emphasize crime prevention, community relations and crime-inhibiting design principles in new development in all parts of Mission Valley.

- Before publicly-owned land is used for non-public activity, it should be reviewed and determined to be not necessary for public use.

- An agreement should be reached between the San Diego City School District and the developers of residential projects regarding the provision of private funds for school facilities and for access to existing facilities. If considered necessary by the school district, it should be a condition of approval of future subdivision maps. Access could mean the provision of transportation to schools on the part of individual residential development projects.

- Maximize the use of school facilities should be maximized by encouraging use of the recreational facilities, sports fields, libraries and meeting rooms for a variety of activities by the community at large.

WATER RECLAMATION PLANT

An 18-acre site north of I-8 and east of Mission City Parkway is identified for development with a water reclamation plan. The plant is proposed to operate in conjunction with several other regional reclamation facilities to be constructed for the City's Clean Water Program. The facilities will serve to provide secondary treatment of waste water discharged to the ocean, achieve the maximum amount of water reclamation possible to minimize dependence upon imported water supplies, and accommodate future increases in wastewater flows.

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Conservation

CONSERVATION

Conservation and protection of natural resources is becoming an increasingly important aspect of daily life in every community. Air, water, land, and energy are resources which must be conserved and/or protected. Conservation is the planned management, preservation, and wise utilization of natural resources. Its obligation is to prevent the wasteful exploitation or destruction of the community's natural resources and adoption of policies for their preservation, development and wise use.

AIR QUALITY

Probably no single natural resource has such direct and intractable bearing on the public health, safety and welfare as air. Unlike other resources, it permits no substitutes, cannot be imported when local supplies are deteriorated, and allows no reduced-use conservation measures. The management of air resources is dependent on both local and regional activities and controls.

The resource itself is clearly regional, however, the generation of air pollution is local in nature and can be affected by local land use and transportation decisions. Intensity of development, residential densities, the location of major destinations in relation to residential development, the design of streets and highways, and transportation choices available to the populace all help to determine the amount of air pollution in Mission Valley. The geographic pattern of higher mesas partially surrounding the urbanized community helps to hold and concentrate pollution within the local air basin. Mission Valley has this particular geographic pattern, the strong automobile orientation of the community has increased the concentrations of pollutants which tend to collect in the Valley.

NOISE

The freeways crossing and extending the length of the Valley contribute significantly to the noise levels there. Events held in San Diego Jack Murphy Stadium also contribute to noise levels in the eastern section of the community. Currently, only stadium concerts and firework displays have noise related regulations. Each of these events may not exceed a 95 decibel average (measured at the

press level) and must end at a prescribed time. Average noise levels (hourly) for sporting events (football games and motorcycle racing) have been measured at between 93 and 95 decibels. The noise generated by I-15 between Friars Road and I-8 is 76 decibels at 50 feet from the center of the outside lane, based on a daily traffic count of 57,800. Future modification to the stadium should take into consideration additional noise abatement measures. The recent seating expansion project which partially enclosed the southeastern portion should provide some noise attenuation of stadium events.

WATER QUALITY AND CONSERVATION

The use, conservation, supply and distribution of water are critical issues in Mission Valley as they are in all of Southern California. Since almost all urban activity is dependent to some extent on water, it is important that water quality is maintained and the supply of water is properly managed. In Mission Valley, there is another consideration; that of the impact of water on the landscape in the form of surface water features and flooding. A second aspect is the use and preservation of water for recreational or aesthetic purposes, including support of water-based wildlife and plant life.

LAND

Land resources in Mission Valley include soils, hillsides, canyons and the floodplain. Land uses which do not use the available land to its best advantage, or which destroy the topography, detract from the overall appearance of the Valley, deplete its stock of resources, and contribute to erosion and sedimentation.

HABITAT

The riparian and wetland habitats located along the San Diego River are a rare resource in Southern California and, as such, should be conserved. The ~~Wetland Management Plan for the San Diego River~~ San Diego River Park Master Plan and the Environmentally Sensitive Lands Regulations within the Ctiy's Municipal Code, Chapter 14, Article 3, Division1 discusses the quantity and quality of habitat types in the Valley and provides recommendations and regulations for their conservation.

ENERGY

There is general agreement that existing ways of life, urban patterns, transportation facilities, buildings, and equipment all reflect a past when energy was abundant and cheap. Many other countries, with living standards equal to ours, use less than half the energy per capita that is consumed in the United States. Apart from savings in transportation, the next most likely area for improving efficiency is building and development design and land use patterns. It is indisputable that sprawled low-density urban development increases travel distances, street and highway requirements, public utility extensions, and public service costs (fire, police, schools)—all of which translate directly into increased energy use. Grouped structures and higher density development have recognized energy savings. Subdivisions in areas that are hot in summer and cold in winter, or in areas where auto dependence is mandatory, or where cultural and commercial and recreational and employment facilities are lacking, can only

result in increased energy use—not only for initial development but also in yearly operation and in the more nebulous energy costs that traffic congestion, waste water, and public services demand.

In addition to the location of development, its design can contribute to better use of energy. Narrow streets reduce construction energy and materials, and reflected summer heat. Deciduous street trees allow summer shade and winter sun on buildings and streets, and make walking and bicycling more attractive. More extensive walks and bicycle paths reduce auto use. Smaller minimum lot sizes reduce travel, utility and service distances.

Important energy savings can also be realized through energy-conserving site planning and building design techniques and principles. Flexibility in required setbacks allows buildings to be oriented to maximize sun access and wind for natural heating and cooling factors. Designs that consider micro-climates, building efficiency, summer shade and winter exposure of windows, and the energy implications of colors and materials can reduce total energy operating needs by as much as 50 percent.

OBJECTIVES

- Protect and enhance the quality of Mission Valley's air and water resources.

- Conserve the Valley's water, land, and energy resources

PROPOSALS

- Apply and enforce the recommendations of the Regional Air Quality Strategy (RAQS).

- Minimize and avoid adverse noise impacts by planning for the appropriate placement and intensity of land uses relative to noise sources.

- Provide guidelines for the mitigation of noise impacts where incompatible land uses are located in a high noise environment.

- Monitor potential sources of water contamination and take necessary steps to eliminate existing problems and to prevent potential problems.

- Encourage water conservation through development and landscaping guidelines, and the use of recycled water.

- Conserve energy by utilizing alternative energy sources and energy-efficient building and site design principles.

DEVELOPMENT GUIDELINES

- Improve air quality through the reduction of automobile trips by:

  1. Incorporating services for employees into development (restaurant, cleaners, barbers, exercise areas, bike lockers, shower facilities, etc.).

  2. Clustering neighborhood commercial uses near residential developments and providing convenience shopping within walking distance (1/4 mile).

  3. Providing other modes of transportation such as intra-community buses linking activity centers and locating the LRT in most central location in order to provide the maximum amount of accessibility to transit patrons and potential transit patrons.

  4. Developing safe bicycle and pedestrian connections between activity centers by properly designing these facilities with the street system and into other linkage systems.

  5. Encouraging employer subsidization of public transit passes for employees particularly for those projects within 1/4 mile walking distance of public transit stations (LRT) and bus stops.

- Mitigate noise impacts on land uses which are incompatible with the annual community noise equivalent levels, according to General Plan standards, should be mitigated through the following measures:

  1. Screening freeways and other heavily traveled roads through the use of walls and/or berming with landscaping. Where solid walls are necessary, the design of the wall and surrounding land should soften the visual effect of the wall. Landscaping materials and sculptural forms should be incorporated into the design.

  2. Orienting the structures, including the placement of windows, away from roads or noise sources.

  3. Utilizing noise-absorbing building materials in all new construction. Mechanical ventilation should be installed in residential developments to supplement or replace air conditioning where insulation is the chief means of reducing noise. Mechanical systems should be designed to use as little energy as possible, and to provide as many aesthetic elements as possible. For instance, cooling towers can become fountains, stream exhausts can have sculptured expressions, and landscaping can be used for energy and noise protection purposes.

  4. Buffering residential development sufficiently from noise by means of setbacks or elevation differences. Such buffers along freeways or roads could be used for compatible uses, such as pedestrian paths, bikeways, or open space.

- Improve water quality through the following measures:

  1. Practice erosion control techniques when grading or preparing building sites.

  2. Utilize ground cover vegetation when landscaping a development in a drainage area to help control runoff.

  3. Upgrade aging sewer and water lines as part of a capital improvements program in the Valley.

  4. Incorporate sedimentation ponds as part of any flood control or runoff control facility.

- Conserve water through the following measures:

  1. Landscape with native, drought-resistant vegetation.

  2. Use water saving devices in all new development projects.

  3. Utilize water from the water reclamation project for irrigation of landscaping. The City's water reclamation project located south of the stadium is intended as a pilot project which will initially have the capability to reclaim one million gallons of water a day. This water could be utilized to irrigate landscaping or with public and private projects in the vicinity of the reclamation plant.

  4. Use techniques recommended by Department of Water Resources (see **Appendix D**).

- Encourage new development to make the best use of available energy through the following measures:

  1. Clustering buildings in order to use a common heating/cooling source.

  2. Use a north-south orientation to take advantage of passive solar energy and provide the option of installing active solar equipment.

  3. Design the building to allow flow-through ventilation of air from outside, thus reducing mechanical ventilation costs and energy requirements.

  4. Utilize building materials which will act as insulators or conductors, depending on the energy needs.

  5. Use architectural designs, forms, materials and orientations which lend themselves to solar heating and cooling. For example, sloped roofs, if properly oriented and angled, can readily be retrofitted for solar heating. Site location of new buildings should be carefully considered in order to avoid casting shadows on existing buildings so as not to preempt opportunities for solar heating and cooling for those buildings.

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Cultural and Heritage Resources

CULTURAL AND HERITAGE RESOURCES

Cultural and heritage resources include archaeological and historic sites, landmarks, and "semipublic" cultural facilities.

HISTORIC SITES

The only designated historic site in Mission Valley is the Mission San Diego de Alcala (City Historical Site No. 113). It is also listed in the National Register of Historic Places, as well as being a designated National Historic Landmark, and a California Registered Landmark. The Mission is located on the north side of San Diego Mission Road between I-15 and Fairmount Avenue, on a part of the Nazareth School complex. The Mission was the first established in upper (Alta) California. It was founded by the Franciscan Order under the direction of Father Junipero Serra in the late 1770s. The mission is also named a "Minor Basilica"—a designation of historical prominence in Catholic Church history. It is one of three such designated sites in California.

CHURCHES

There are three churches in Mission Valley. The Mission San Diego de Alcala is located adjacent to the Nazareth complex. Two other churches are located on Camino del Rio South. These are the First United Methodist Church of San Diego, located just west of Texas Street; and the Church of Religious Science Center of San Diego, located near National University.

While the Mission San Diego de Alcala continues to serve as a parish church it is perhaps more significant in the land use context as a heritage resource. It has been designated as a historic site by national, state and local authorities, and probably generates more traffic and visitor trips from its significance as a historic site and structure than from its strictly religious nature as a place of worship.

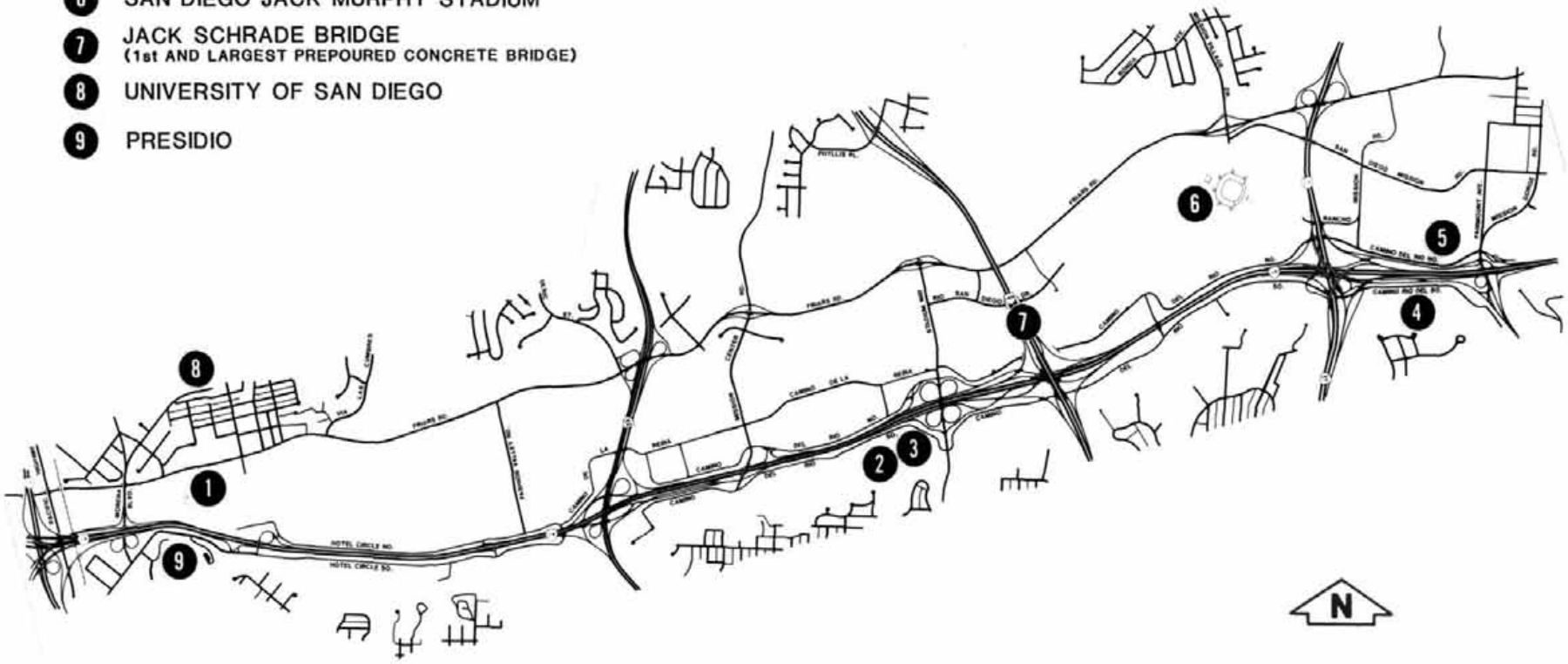
All three churches are "commuter" facilities as they serve a wide region rather than a specific neighborhood or community. The two churches located on Camino del Rio South cause few parking problems, as they are located in a commercial area. A residential neighborhood has developed around the Mission; on-street parking, especially on Sundays, may occasionally cause some problems for residents.

The Mission San Diego de Alcala is also a cultural focal point for East Mission Valley. Public involvement includes a community theater, festivals and facilities for archaeological-historical research.

LANDMARKS

San Diego Jack Murphy Stadium is probably the most distinct landmark in Mission Valley. Its award-winning design and regional importance as a professional sports facility have also made it a community landmark. It dominates the view from almost any vantage point in the eastern portion of the Valley.

1. Y.M.C.A.
2. SCOTTISH RITE TEMPLE
3. FIRST UNITED METHODIST CHURCH
4. CHURCH OF RELIGIOUS SCIENCE
5. MISSION SAN DIEGO DE ALCALA
6. SAN DIEGO JACK MURPHY STADIUM
7. JACK SCHRADE BRIDGE
   (1st AND LARGEST PREPOURED CONCRETE BRIDGE)
8. UNIVERSITY OF SAN DIEGO
9. PRESIDIO



Cultural Resources–Landmarks
Mission Valley Community Plan
29 FIGURE

The Jack Schrade Bridge (I-805 overpass) is also a prominent landmark in the Valley, particularly from I-8 and Camino del Rio South. It is named after the California legislator instrumental in obtaining the funds for its construction. The bridge was the first of its kind to be constructed entirely out of preformed concrete.

The University of San Diego is a visual landmark located at the western end of the Valley in the Linda Vista community. It is situated to the north of Linda Vista Road on a 106-acre site. The most striking element of the University, as a landmark, is the distinctive tower and blue dome of the Spanish Renaissance-style Immaculata Church building.

The Serra Museum located in Presidio Park is also a visual landmark located at the western end of the valley in the Old San Diego community. It is situated above Hotel Circle South (Taylor Street) and I-8 and its white adobe Spanish Mission Style architecture is readily visible throughout a significant portion of the valley.

OTHER INSTITUTIONS

The Scottish Rite Memorial Temple, located on Camino del Rio South, is the only fraternal facility in Mission Valley. Its large hall is frequently leased out for exhibitions, ethnic festivals and other cultural activities.

The Young Mens' Christian Association (YMCA) has a new facility located on Friars Road, just east of Napa Street. The new YMCA will serve as a community activity center for West Mission Valley, because its facilities (such as a gymnasium, arts and crafts rooms, meeting rooms and outdoor play facilities) are designed to appeal to youth and adults alike.

OBJECTIVES

- Encourage cultural resources to locate in Mission Valley.

- Identify and preserve any archaeological or historic sites.

PROPOSALS

- Conduct archaeological and paleontological surveys, when warranted, for projects requiring a discretionary permit.

- Should a site worthy of preservation be found, institute appropriate measures for its protection or for the salvage of the artifacts.

- Encourage location of neighborhood-oriented religious facilities in residential areas, and regional-oriented religious facilities outside of residential areas.

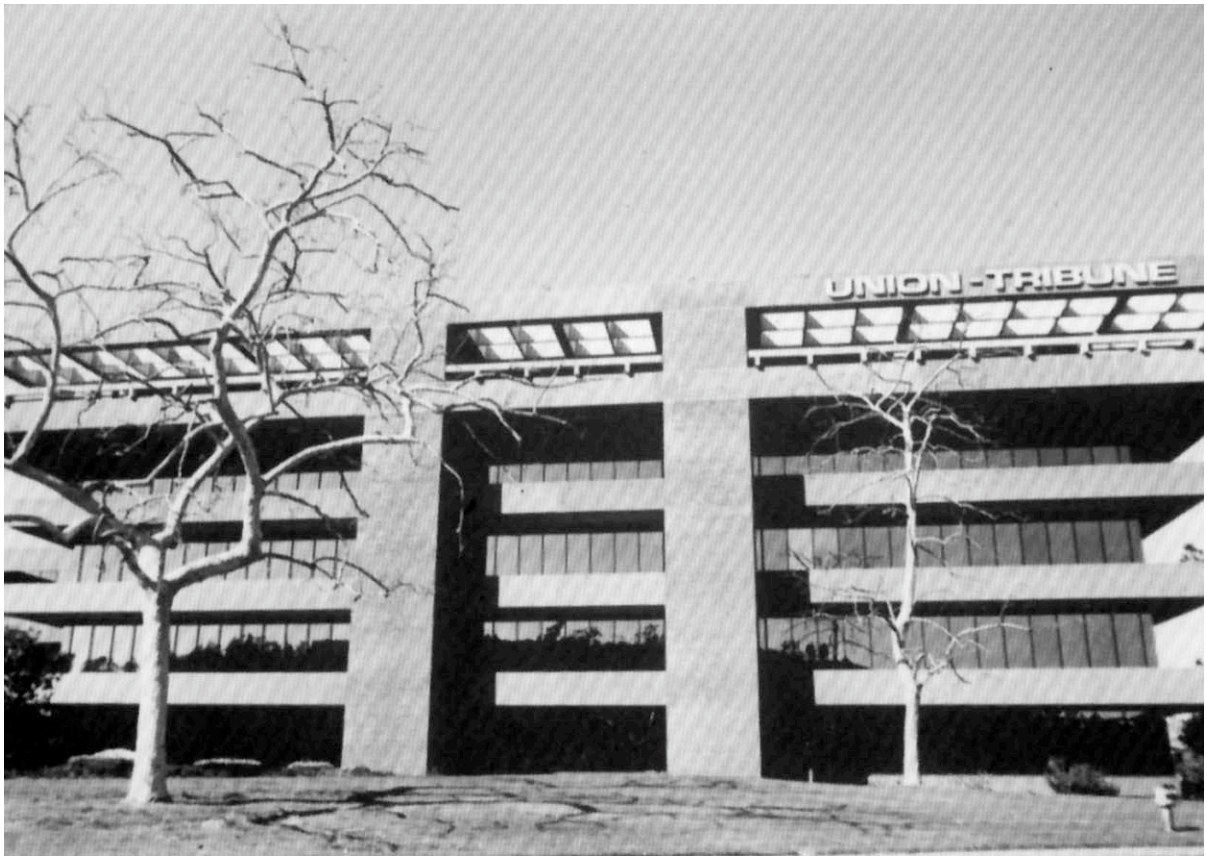
- Retain the Nazareth complex (orphanage, parochial school, retirement home) as an appropriate use for its location.

- Maintain view corridors to identified community landmarks as a means of establishing the

uniqueness and maintaining the visual qualities of the community and as a means of providing orientation within the valley. This can be accomplished, in part, through the use of Specific Plans and Planned Development permits.

- Review of historic sites, and archeological resources, geological and paleontological resources and geologic hazards should be included as part of project review.

First United Methodist Church of San Diego



Urban Design

URBAN DESIGN

Urban design in Mission Valley is a process of identifying the form and function of the community and recommending guidelines for future development which will enhance that form and function, and tie the various components of the community together. There are two functional categories which will require special design considerations: 1) design protection areas (river, hillsides, landmarks); and 2) transportation corridors (freeways, streets, light rail transit). These categories are analyzed from a Valley-wide perspective.

DESIGN PROTECTION AREAS

San Diego River

The river is the natural ribbon which ties the community together. It serves as a community identifying characteristic and as an aesthetic resource, providing a natural and pleasant setting for a variety of uses. The river is a key component of design in Mission Valley. It contributes to the linear quality of the community.

Urban design guidelines for the River are found in the Design Guidelines section of the San Diego River Park Master Plan. The Design Guidelines are provided for two distinct areas of the river: 1) the River Corridor Area and 2) the River Influence Area. Within these areas are guidelines for site planning, architecture and landscape architecture. These guidelines are implemented through development regulations contained in the River Sub-district of the Mission Valley Planned District Development Ordinance, Chapter 15, Article 14, Division 1.

The River Corridor area is the 100 year floodway (as mapped by FEMA) and 35' on both sides of the Floodway. This area will include the natural design of the floodway and the wetland/habitat area. Also within this area will be the San Diego River Pathway for pedestrians and bicyclists. Passive recreation amenities, such as benches, picnic areas, overlooks, interpretive signs that compliment the river can also be found in this area and shall be designed with materials that reflect the natural colors and textures found along the river. Plant materials will be native and located to enhance views of the river.

~~The areas immediately adjacent to the river corridor will require sensitive design treatment in order to relate development on either side of the river to each other, and to tie together developments up or downstream. To promote the river as the focus of activity, development (new and existing) should orient toward the river. Visual access (views) should also be maintained from public roads and other development.~~

The River Influence area is the first 200' adjacent to the River Corridor area on both sides of the river. This area is where development will occur and this built environment should provide a high quality backdrop to the River. Development projects could be designed with appropriate scale relationships between buildings and the adjacent open space features. The buildings should terrace or step down to the river corridor area. Parking and entrances should be located along access roads, leaving pedestrian areas and landscaping along the river. Setback requirements should be sufficient to provide a gradual transition between open space and development.

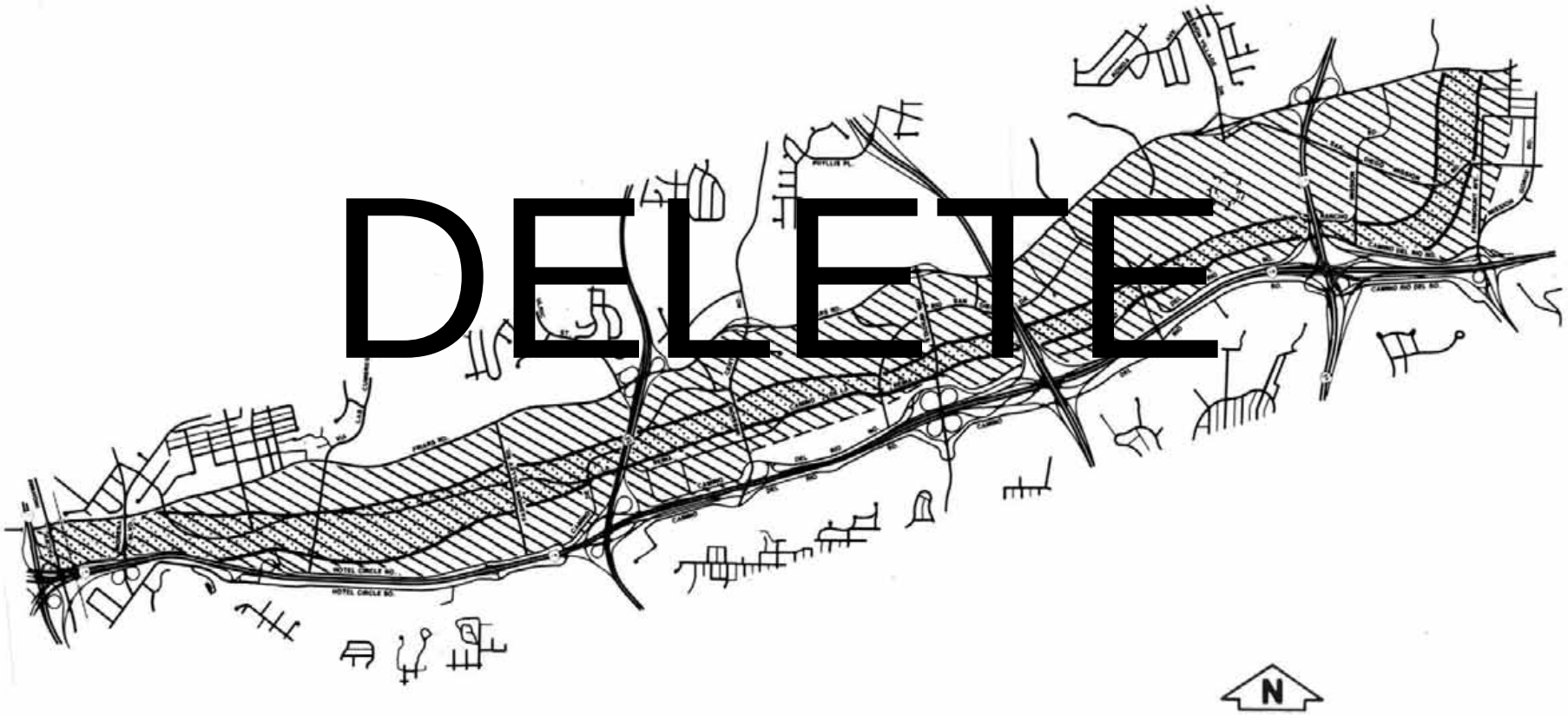
Visual and physical access to the river corridor are equally important design issues. Buildings should be sited so as to provide and/or maintain views of the river from public roads, the freeways, the mesas on either side of the community, and to maintain views across the river. Pedestrian access from the development to the River and from public right-of-ways should also be encouraged. ~~along the river corridor. It can be in the form of paths, rest areas, jogging trails, or observation areas. Transit lines should run parallel to the river. They may be located within the buffer area, but should be separated from the river by some vegetation.~~

Because of the complexity of the river corridor issues, the urban design for the river area is fully defined in the San Diego River Park Master Plan Design Guidelines. ~~development guidelines are divided into the following major categories: Flood Protection, Wetland Natural Habitat Conservation and Enhancement, Buffer Areas, Passive Recreation Areas, Open Space, View Enhancement, and Architectural Massing Considerations.~~

LEGEND

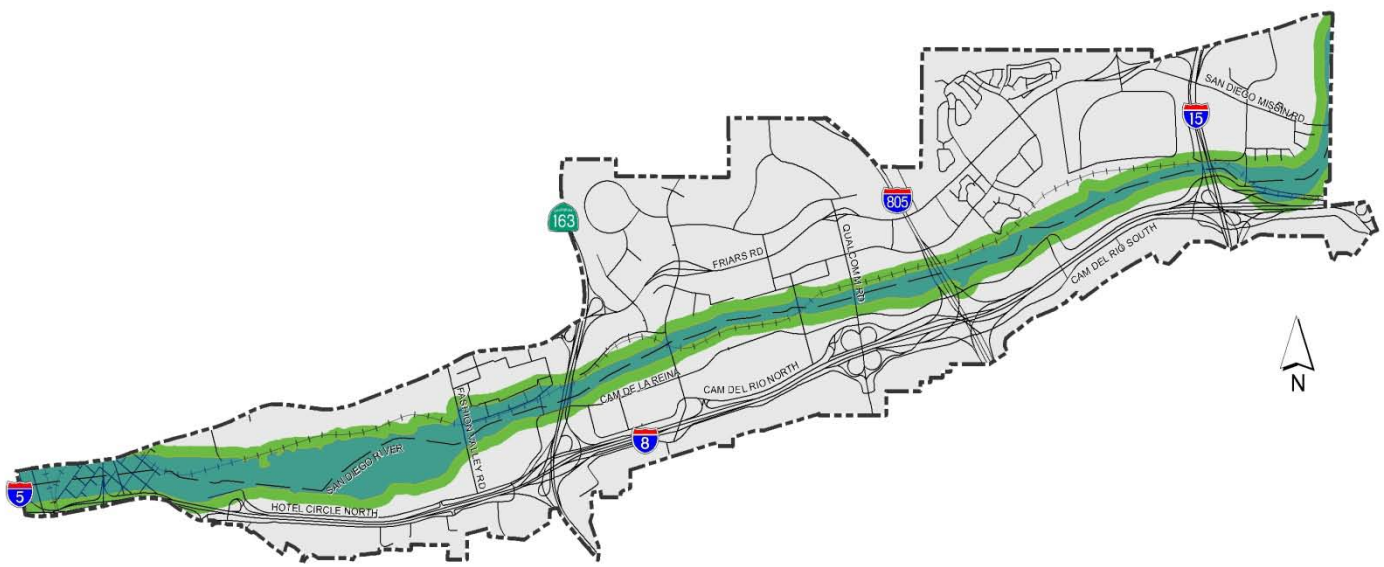
WETLANDS REVIEW AREA

URBAN DESIGN SENSITIVE AREA



Urban Design–San Diego River
Mission Valley Community Plan

30
FIGURE



Urban Design-San Diego River **30** FIGURE

Mission Valley Community Plan

DESIGN GUIDELINES

Flood Protection

- The 100-year floodway zone protection should be maintained within the valley. The existing floodway zone line should be updated to carry the 100-year 49,000 cfs flood projected by the Army Corps of Engineers based on the river basin's buildout.

- Opportunities for modifying and realigning the existing floodway zone through construction of a man-made channel may be considered, as long as the channel is designed to carry the projected 100-year 49,000 cfs flood in a natural appearing facility. Additionally, this new facility will be required to implement the policies of the Wetlands Management Plan (**Appendix G**) and the urban design guidelines for riverfront development included in this section of the Plan. The new facility will be required to maintain a constant water flow velocity and provide erosion protection throughout its length.

- If modifications to the existing floodway zone are proposed on a project-by-project basis, the new project will be required to maintain existing safe water velocities and property values for adjacent properties.

Wetlands Natural Habitat Conservation and Enhancement

- The floodway should be designed as a natural appearing waterway with rehabilitation, revegetation and/or preservation of native wetland habitats. Open water, freshwater marsh areas, riparian woodlands, buffer areas and passive recreation areas should be designed in concert so as to form a complete open space system along the river.

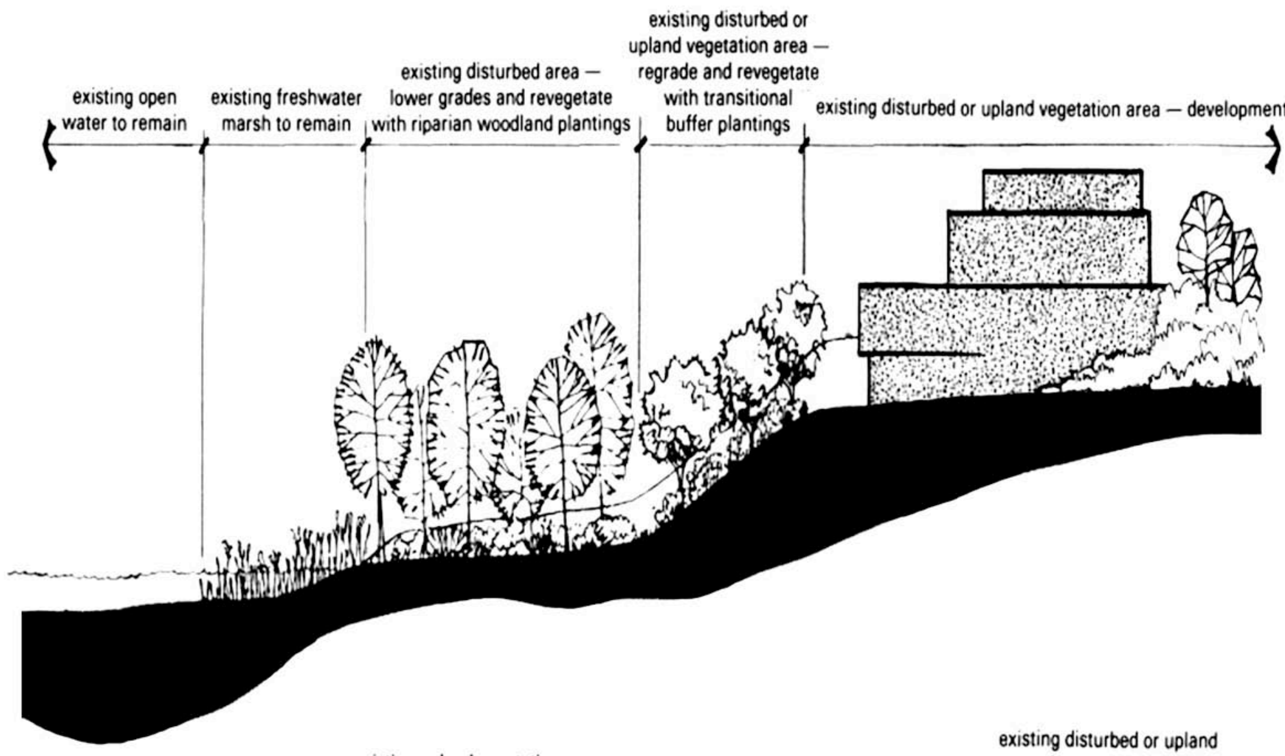
- Natural environmental features should be preserved and recreated within the floodway proper and should be incorporated as much as possible in areas beyond the floodway boundary to maintain and enhance the habitat and aesthetic values of the river.

- When rehabilitation and recreation of the floodway wetlands habitat is considered, open waters may become more extensive because of groundwater sources, although the water level will fluctuate with the seasons. Freshwater marsh vegetation will occur adjacent to and within water areas. Riparian woodlands should generally be located on the floodway slopes and on islands that may be created within the floodway. Woodland canopies should extend beyond the floodway into the private development area. A continuous revegetation corridor should be developed along both sides of the river. (For information on revegetation materials see **Appendix G.**)

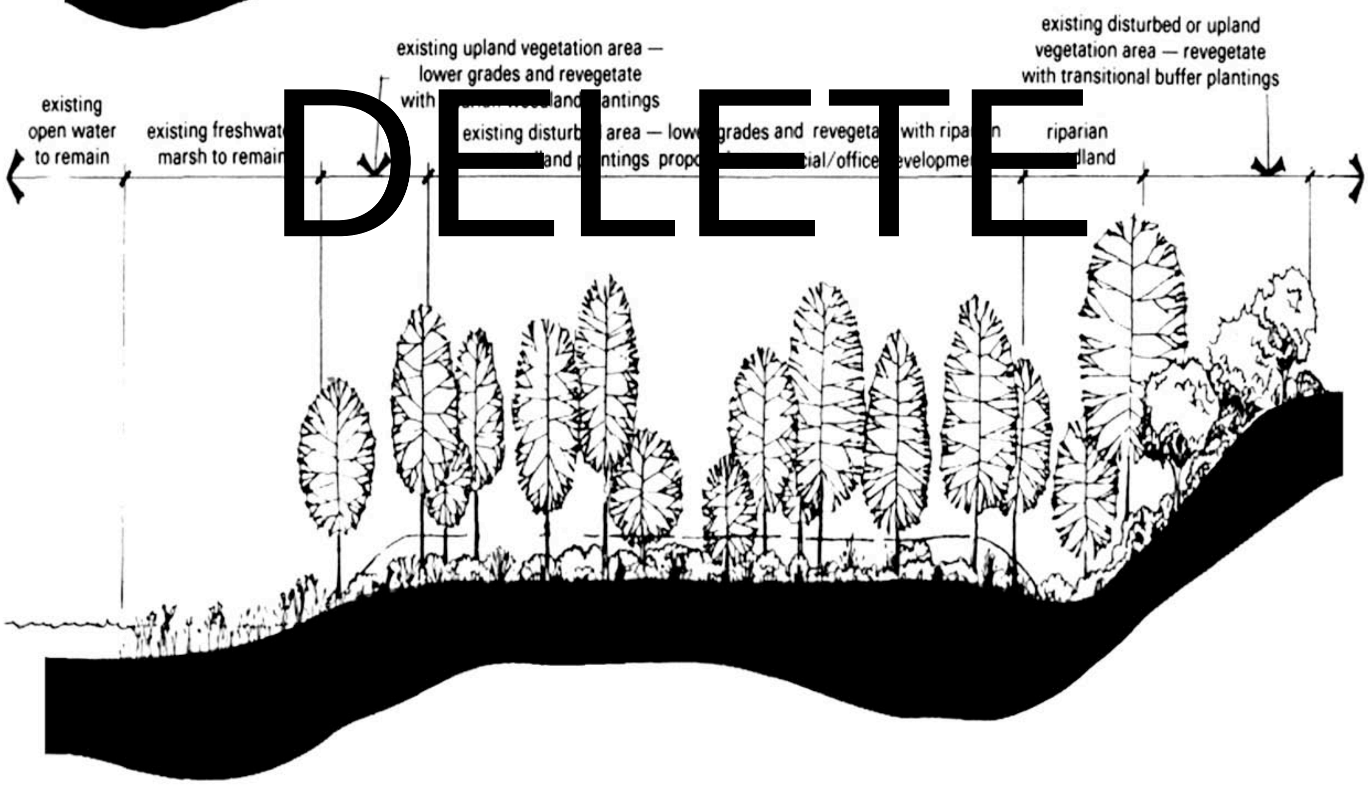
Buffer Areas

- Buffer areas are to be located along the entire length on both sides of the river. Private development shall not intrude into the floodway.

- The average width of the buffer for the entire length of the river area shall not be less than 20 feet. Maximum buffer widths should be at least 50 feet. A minimum buffer of ten feet should be assured.


existing open water to remain
existing freshwater marsh to remain
existing disturbed area — lower grades and revegetate with riparian woodland plantings
existing disturbed or upland vegetation area — regrade and revegetate with transitional buffer plantings
existing disturbed or upland vegetation area — development

DELETE


existing open water to remain
existing upland vegetation area — lower grades and revegetate
existing disturbed or upland vegetation area — revegetate with transitional buffer plantings
riparian

- Buffer areas should be widest adjacent to the most sensitive habitat areas.

- Buffer areas should be planted with a combination of native trees, primarily riparian woodlands species and native shrubs of the coastal sage scrub community (**Appendix G**).

- Land uses within the buffer areas should include only the LRT Corridor, bikeway and pedestrian lanes and other passive recreation uses. LRT encroachments into buffer areas should take place in the wider sections of the buffer.

Passive Recreation Areas

- Passive recreation facilities should be provided along the floodway, including picnic areas, benches, viewing areas, pedestrian and bicycle lanes, and other recreational activities such as a par course (exercise stations). These activities may take place within the 100-year floodway only in those areas where they avoid contact with the more sensitive wildlife habitat areas.

- Active recreation areas that may be developed within a project should be located away from the river and buffer areas, but should be visually and/or physically linked to the river corridor's passive recreation facilities.

Open Space

- The river corridor is the dominant open space feature of the Mission Valley community, and is an important part of the San Diego River and the citywide open space systems. As such, it should be accessible to the public.

- Areas outside the river channel and riparian corridor should be landscaped and linked to the river corridor. The landscaping should be consistent with the native species in the river (see **Appendix G**).

- Private project recreational and urban plazas should be linked visually and/or physically to the river corridor in order to integrate them into the area-wide open space system.

- Public roadways directly linking the river to other portions of the community should be landscaped with trees native to the rivers and valley's ecosystem. Riparian woodland type of trees or drought-resistant and fast growing species should be used (see **Appendix G**).

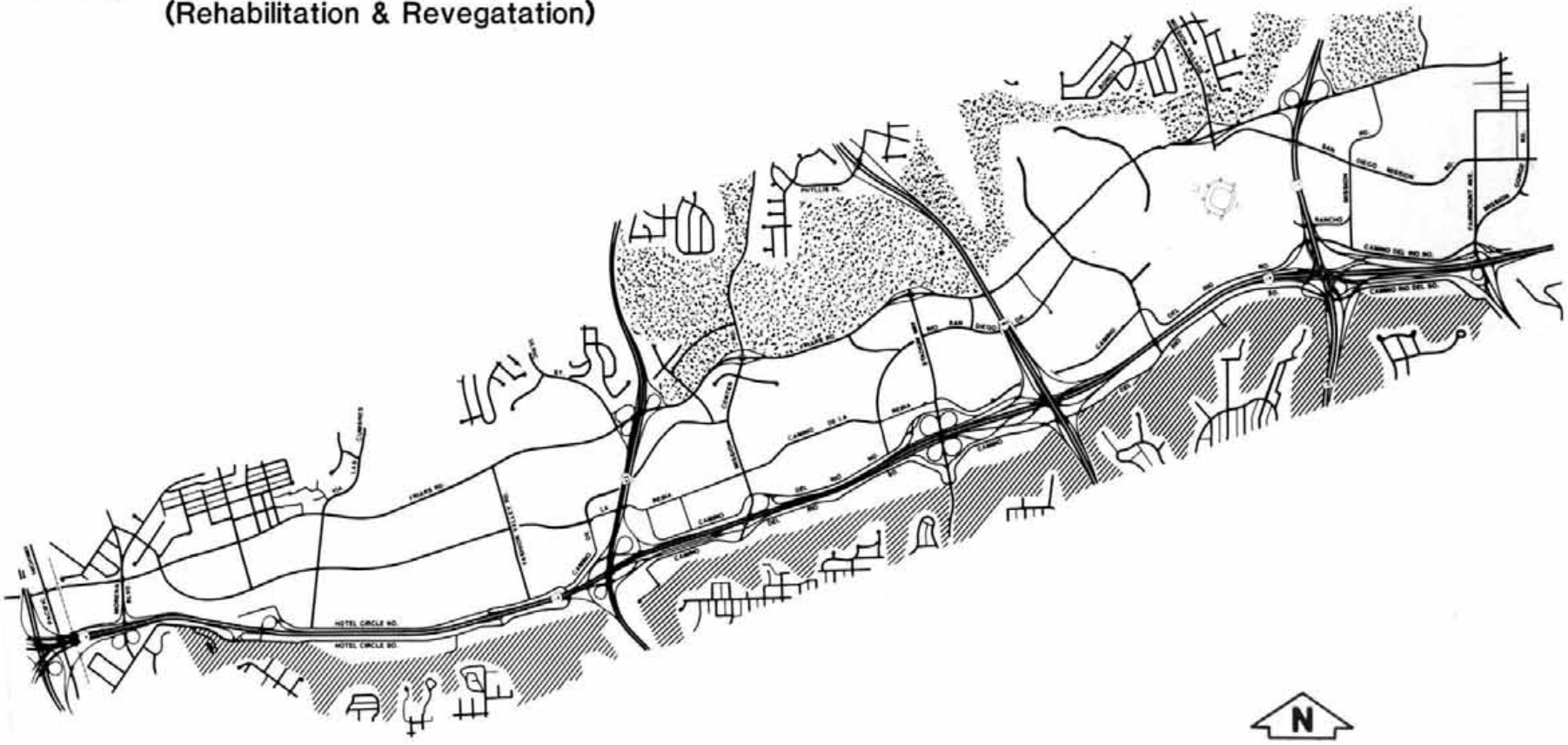
View Enhancement

View considerations in relation to the river corridor are of two types. First: ground level views from public areas such as roads. These views primarily affect the siting of buildings. Second: aerial views from the hillsides into the river area and from public areas such as parks and roads in surrounding communities. These view considerations primarily affect the desired height and bulk of buildings. The following guidelines are designed to address the view quality issues:

LEGEND

NORTH FACING SLOPES
(Conservation)

SOUTH FACING SLOPES
(Rehabilitation & Revegetation)



Urban Design–Hillsides
Mission Valley Community Plan
31
FIGURE

- Generally, ground level view corridors into the river corridor should be provided from public streets. This will require spacing between buildings and development of landscaped areas in relation to river view corridors.

- Curving streets provide special view qualities and are desirable when establishing view corridors. All development should be set back from these view corridors and landscaped see-through areas should be provided.

- To allow see-through at pedestrian levels, landscaping materials should include patterned paving and tall-canopied trees.

- In order to provide visual openings and pedestrian scale along the river, buildings or portions of the buildings nearest the river should be of lower profiles with building heights increasing as distances from the river increase. High-rise structures should be kept back from the river.

- Because of the view impacts of large low-rise buildings as seen from above, roof areas should be carefully designed to enclose mechanical equipment. Projects should also consider the development of roof forms and the use of roof materials that will have positive visual impacts by providing color and pattern. Strong consideration should be given to the use of roofs for recreation, such as terraces and landscaped parklike areas, in conjunction with project recreational activities or commercial activities such as restaurants.

- Private development should be designed with thought given to the creation of landmarks, which provide focal points and better visual orientation. Landmark qualities can be established through the development of vertical building elements, such as towers, and other special building forms, such as "campaniles," domes or other similar structural forms. These architectural forms are particularly applicable to urban centers in commercial developments which are the focal points of activity in the community.

Architectural Massing

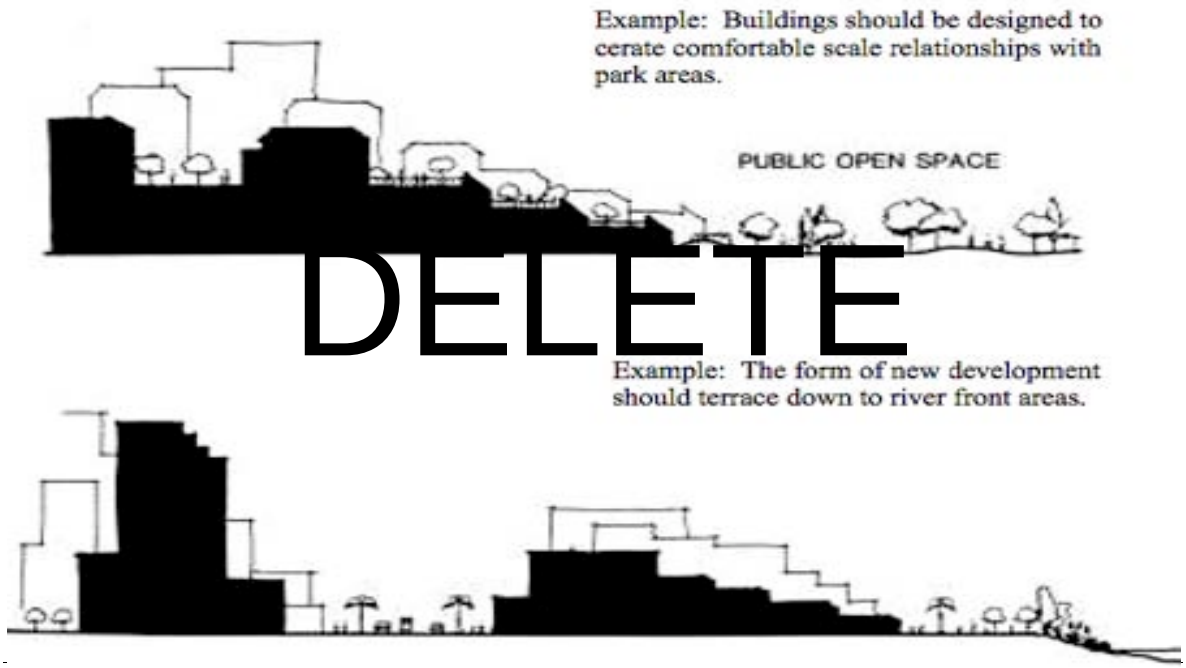
- Development should orient towards the river.

- Development should be designed with appropriate scale relationships between buildings and adjacent open space features.

- Buildings should terrace or step down to the river corridor area.

- Parking areas and automobile access into development should be located along non-river frontage access roads, with wide pedestrian areas and landscaping located along the river.

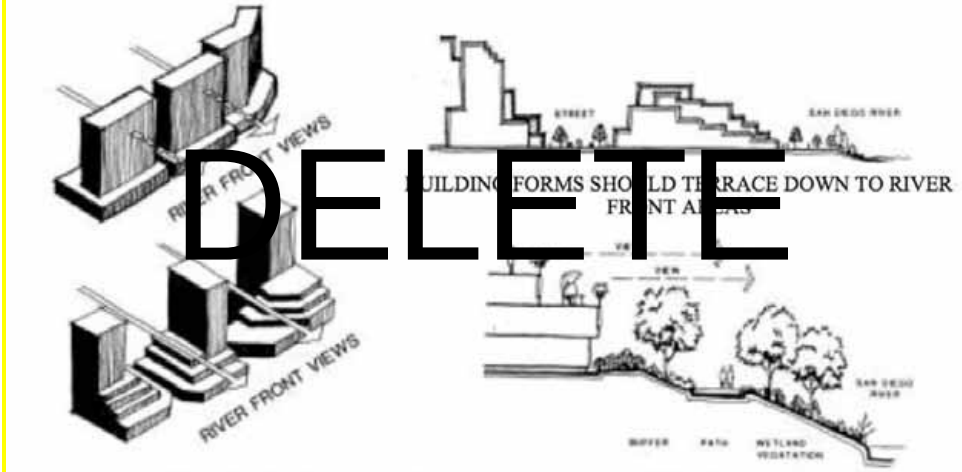
- Building setback requirements should be sufficient in depth to provide a gradual transition between open space and development. Tall buildings will require larger setbacks than shorter buildings.



Example: Buildings should be designed to cerate comfortable scale relationships with park areas.

Example: The form of new development should terrace down to river front areas.

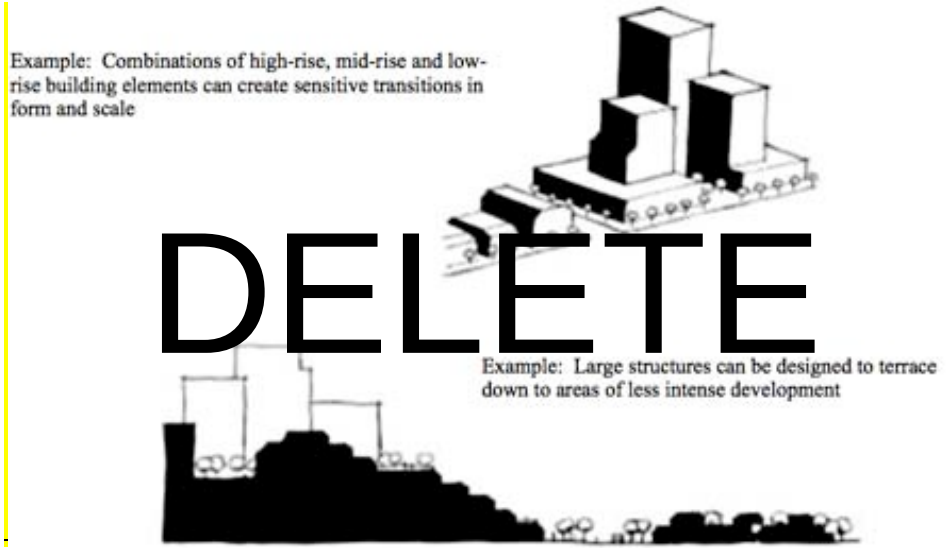
~~Development projects should be designed with appropriate scale relationships between buildings and adjacent open space features.~~



Example: Large developmental projects can be sensitively designed to avoid forming a "wall of development" that restricts views from surrounding areas. This is particularly important when considering development nearer to the river.

VIEWSHEDS ACROSS THE RIVER SHOULD BE MAINTAINED OR ENHANCED

~~As development proceeds, existing views of the natural environment should be preserved and enhanced and new views should be created. The objective is not to provide panoramic views but to create urban views that are derived from relationships between the built environment and natural features of the area.~~



~~***Design structures to create transitions in form and scale between large buildings and adjacent smaller buildings or areas of less intense development.***~~

- ~~Buildings should be sited so as to provide and/or maintain views of the river from public roads, the freeways, and the mesas on both sides of the valley, while maintaining views across the river.~~

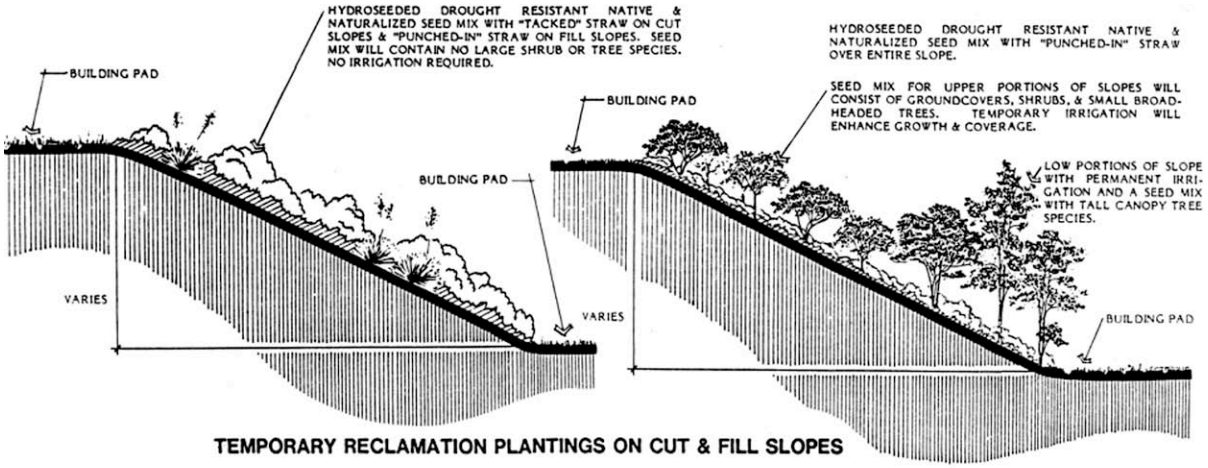
- ~~Building materials and design should enhance the aesthetic and biological value of the river. Reflective materials should not be used in the areas immediately adjacent to the floodway.~~

- ~~Outdoor lighting in projects adjacent to the river corridor should be "directed" rather than "general" and should not illuminate native habitat areas except as required for public safety.~~

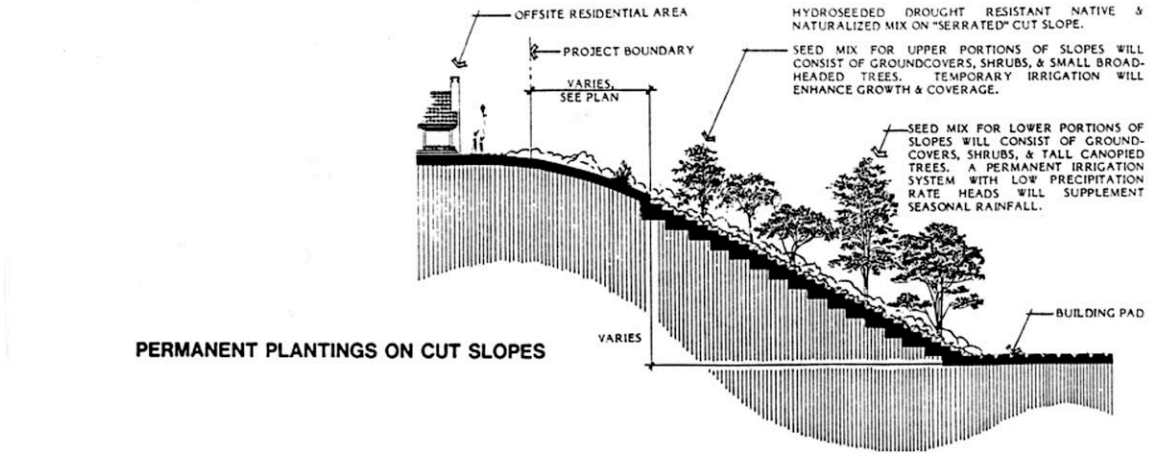
- ~~Large development projects should be sensitively designed to avoid forming a wall of development that restricts views from surrounding areas. This may be accomplished by requiring greater setbacks for upper floors.~~

Hillsides

The hillsides (or valley walls) define the edges of the community. They also contribute to the form and linear quality of the Valley. The southern slopes are a continuous green edge, providing both relief from the urban development, and a buffer separating the floor of the valley and the mesa communities above. The shape of the slopes also provides design constraints for development at the base, either as a backdrop or a basis for the creation of compatible forms. The northern slopes on the other hand need to be re-contoured and rehabilitated. Design guidelines have been developed separately for the south and north slopes.



TEMPORARY RECLAMATION PLANTINGS ON CUT & FILL SLOPES



PERMANENT PLANTINGS ON CUT SLOPES

DESIGN GUIDELINES

South Slopes

- The existing natural slopes should be preserved. Development should use the slopes as a backdrop and as a guide to building form. By clustering, contouring and terracing structures into the site, the form of the slopes can be preserved.
- Development should be clustered in portions of the slope that have already been disturbed or that are sparsely vegetated, in order to maintain a greater portion of the area in its natural state.
- All hillside areas left in natural state should be maintained in a dedicated open space easement.
- Automobile access should be carefully designed to provide the minimum possible disruption of the hillside. When necessary to avoid excessive grading, automobile access should be located adjacent to street access and separated from the habitable building sections. The linkages from the street to the building should be made through pedestrian ways, bikeways, etc., which may be easier to incorporate into a hillside condition.
- All hillside graded areas should be revegetated with native local flora (see **Appendix F**).

North Slopes

- Regraded areas should maintain a slope ratio of 2:1. Grading should be sculptured in an effort to recreate natural slopes and contours.

- Slope areas should be seeded with native local vegetation (see **Appendix F**).

- Development should occur at the base of the slope in order to leave the slope area to mirror the greenbelt effect of the southern hillsides.

- When development occurs beyond the base of the hillsides, in the terraces formed by the recreated grading, the development profile should be very low.

- Buildings and parking areas should be adapted to the terrain. This includes the terracing of buildings either up or down a slope. In addition to providing views and terraced outdoor "deck" areas, the visual impact on the slopes is minimized.

- Variable slope gradients are encouraged in reconstructed slope areas.

- In general, sharp angular forms should be rounded and smoothed to blend with the natural terrain.

- During construction, measures shall be taken to control runoff from construction sites. Filter fabric fences, heavy plastic earth covers, gravel berms or lines of straw bales are a few of the techniques that should be considered.

- Grading shall be phased so that prompt revegetation or construction can control erosion. Only those areas which will later be resurfaced, landscaped or built on, should be disturbed. Resurfacing of parking lots and roadways should take place as soon as possible and not wait until the completion of construction.

- Graded slopes shall be promptly revegetated with groundcover or a combination of groundcover, shrubs and trees. Hydro-seeding may substitute for container plantings. Groundcovers should have moderate to high erosion control qualities (see **Appendix F**).

Landmarks

Community landmarks such as the Presidio (Serra Museum), Mission San Diego de Alcala, San Diego Jack Murphy Stadium, and the Jack Schrade Bridge (I-805) establish areas that require special design considerations. These landmarks provide a community identity and, as such, they should remain highly visible.

DESIGN GUIDELINES

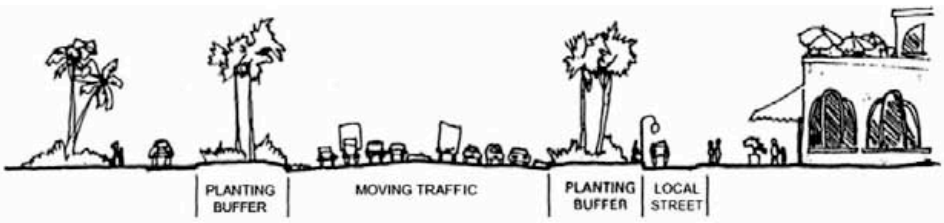
- New development located nearby should complement the landmarks, and should be sited so as not to hide them from view. Special development considerations should be established within the landmark view sensitive areas of the Plan.

- Development near the Mission should be low in scale and complementary to the Spanish period architecture.

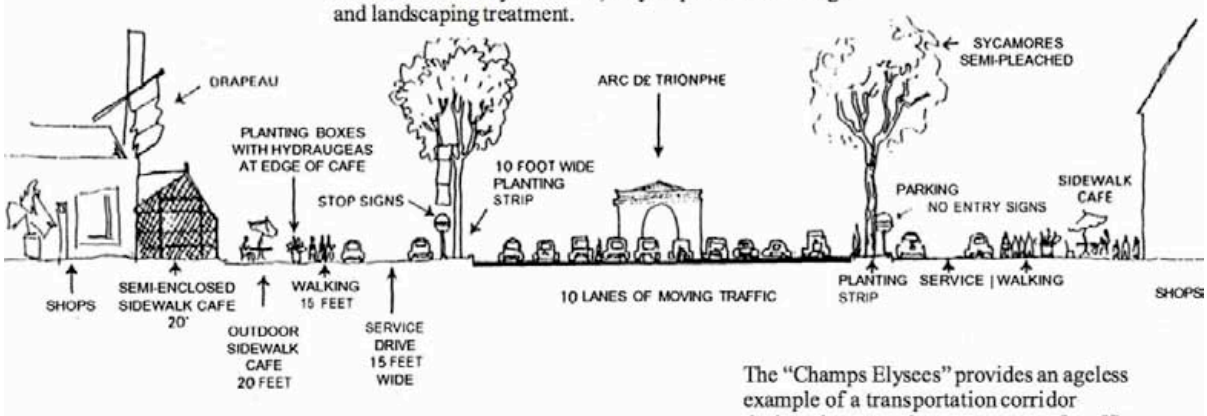
- Development near the Jack Schrade Bridge should use the bridge to frame the project, perhaps even incorporating some of its form into the design of new buildings

- Development surrounding the San Diego stadium should maintain view corridors and landscaped areas to enhance the views into this major civic and architectural landmark.

- The gateways, or entrances into the community are another type of landmark. Being crisscrossed by regional freeways, Mission Valley has many of them. Each should provide a clear view into, as well as through the community. New development located at these entrances will also become community landmarks, and should be designed with that thought in mind.



Freeway interchanges are sculptural entrances and gateways into the community. As such, they require careful design and landscaping treatment.



Freeways should be buffered with planting. Selection of planting is critical to insure visibility, provide micro-climate relief and a sense of "ambiance," to enhance the daily human experience.

The "Champs Elysees" provides an ageless example of a transportation corridor designed to carry large amounts of traffic, with frontage roads providing additional local service. Additionally; the design, and landscaping provide opportunities for the development of urban activities on both sides of the corridor. The design provides; 1. Spatial relationships to the main road; 2. Mitigation to micro-climatic problems resulting from the development of large paved areas; 3. Provision of an environmental setting encouraging human activity and enjoyment; *4.* The "Arc de Trionphe" gives the final touch of monumentality and historical place. Properties throughout the I-8 corridor have the same potential.

TRANSPORTATION CORRIDORS

Transportation corridors, particularly in Mission Valley, are not only functional, but they contribute to the overall character of the community. In the Valley, they also function as a major user of land. As such, it is important that they make a positive contribution to this linear community. These corridors include freeways, major roads, local streets, and transit lines. Pedestrian walkways are also included as a transportation corridor with special design needs.

Freeways

The typical engineering function of the freeway is to transport vehicles on a regional basis. They are designed to perform this function. In Mission Valley the freeways are not only a major component of the community's transportation system, but they are also a key physical feature. As such, a careful design treatment of the freeway corridors will contribute positively to the overall visual character of the community.

DESIGN GUIDELINES

- Freeways should be buffered from adjacent frontage roads by landscaping. Landscaping not only provides visual relief but also helps reduce the effect of some of the heat and noise generated by the freeway traffic.

- Landscaping along the north-south freeway corridors (SR-163, I-805, I-15) should be designed to enhance the hillsides that frame these freeways as they enter the valley. Such landscaping will help to define the freeways as view corridors and entrance/gateways into the community.

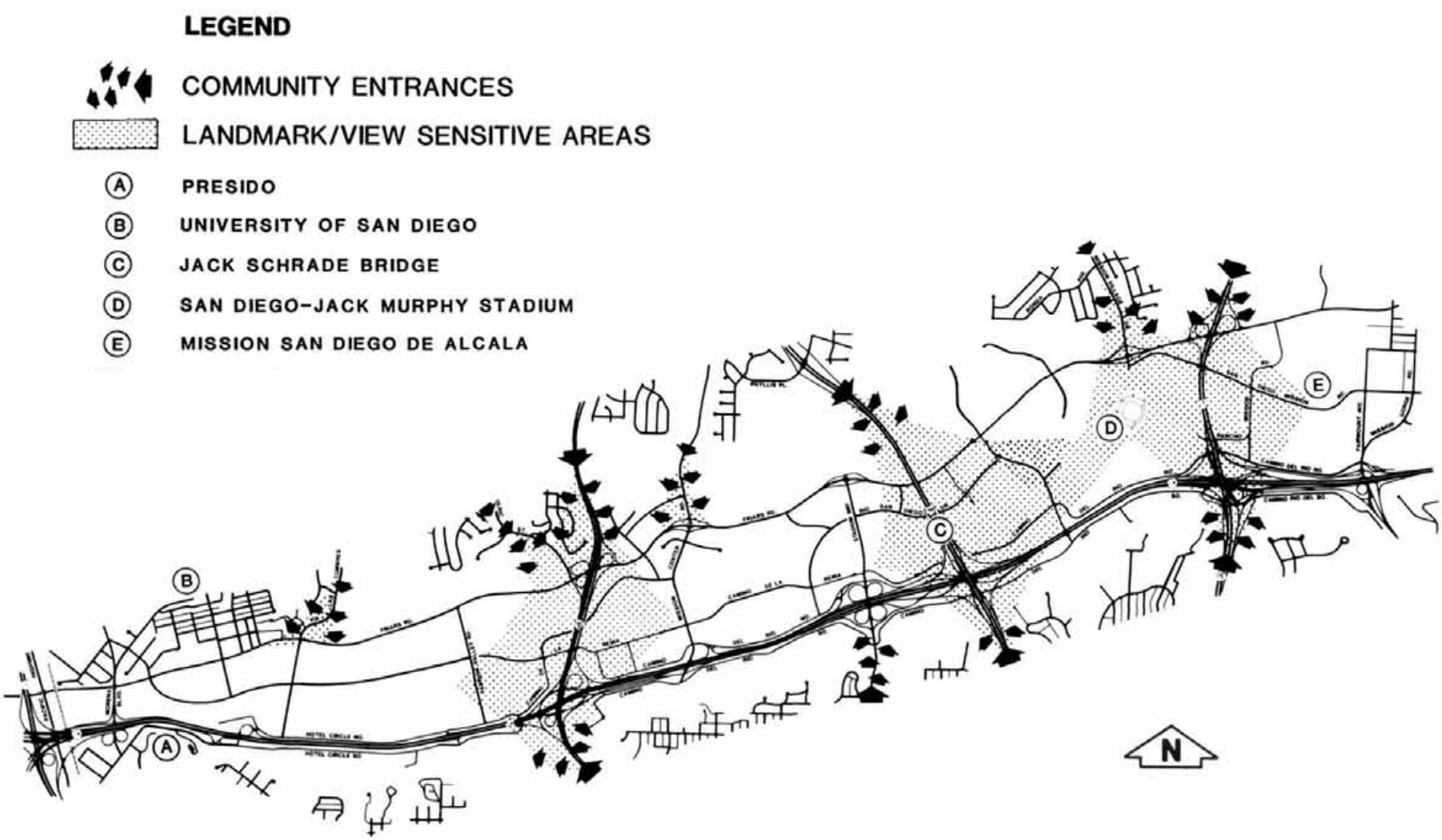
- The freeways themselves are massive structures. At several points in the valley, these structures are elevated, providing useable space underneath (163, I-805, I-15). These spaces maybe used for transit stops, or pedestrian areas, park space, and public art areas, provided noise levels are compatible with such activities. The freeway structures themselves provide sculptural forms that can be complemented with park like landscaping underneath.

- Interstate 8 is eligible for designation as a State Scenic Highway and future consideration should be given to designating it as a State Scenic Highway.

- Specific plans should incorporate comprehensive sign programs as part of their development guidelines.

- Signage for adjacent developments should be compatible and not attempt to “out shout” each other.

- Signage should be designed to complement the architectural design of buildings and developments.



Urban Design–Landmarks and Community Entrances

Mission Valley Community Plan

32 FIGURE

Major Roads

The function of major roads is to transport vehicles throughout the community. In Mission Valley, they connect the distant sections of the community and the various uses. Large-scale developments take access directly from these major roads. The major roads provide an important urban design element connecting individual projects. This aspect requires careful design consideration

DESIGN GUIDELINES

- Street trees should be provided along major streets. Trees should be long-lived (60 years) deep-rooted, evergreen, require little maintenance and be structurally strong, insect and disease resistant and require little pruning (see **Appendix F**).
- Street trees should be planted in the sidewalk between the parking or traffic lane and the pedestrian walk area, to provide greater pedestrian safety, and better delineate pedestrian spaces along the street.
- To allow visibility at pedestrian levels, landscaping materials should include tall trees with canopy areas, rather than short bushy trees.
- In the interest of maintaining sight distances and public safety, trees shall be planted no closer than 25 feet from the beginning of curb returns at intersections; ten feet from street lights; ten feet from fire hydrants; and, ten feet from driveways.
- Pedestrian sidewalks along major streets should have at least an eight-foot clear corridor. In areas of high intensity commercial development this clear sidewalk should be increased to a minimum of ten feet.
- Landscaped medians are highly desirable along major east-west streets, and their development should be encouraged. The landscaped material should be primarily tall-canopied trees and low maintenance ground cover.
- Major and collector street design should include space and design for transit stops (bus, LRT, taxis).
- Collector streets should receive the same design considerations as major streets.

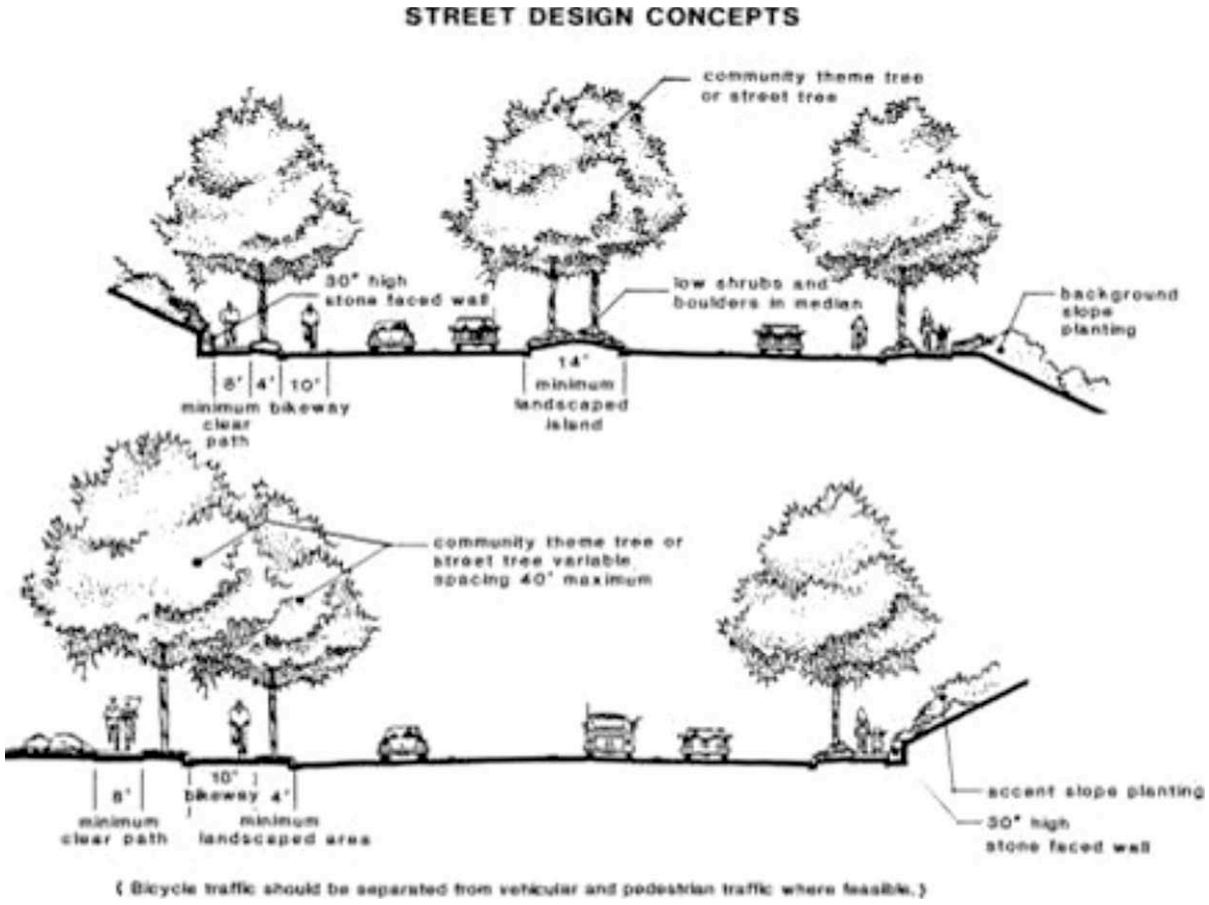
Local Streets

The function of a local street is to carry vehicles for short trips at relatively slow speeds and to facilitate the movement of pedestrians. These streets are relatively narrow, and provide access to residential developments and small commercial centers.

DESIGN GUIDELINES

- Pedestrian sidewalks along local streets should have at least a six-foot clear path corridor. In areas of higher intensity residential development (exceeding 30 dwelling units/acre) the pedestrian clear path should be at least eight feet wide.
- On local streets near the San Diego River open space area, street trees should be compatible with the native vegetation along the river corridor (see ~~**Appendix G**~~ **San**

Diego River Park Master Plan Design Guidelines).



- To allow visibility at pedestrian levels, landscaping materials should include tall trees with canopy areas, rather than short and bushy trees.

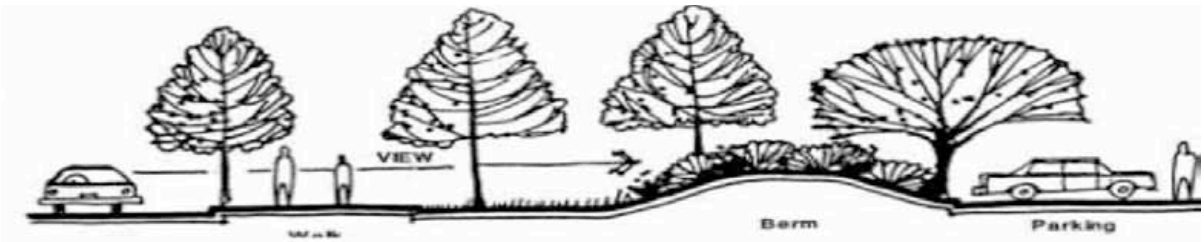
- Street tree species on local streets should vary from project to project, to allow some identification with each project and neighborhood. Flowering trees are desirable since they help provide greater identity (see **Appendix F**).

- Local street design should also include such features as benches, public telephones and drinking fountains.

- Commercial development located along local streets should orient toward the street. Commercial uses should occupy the ground floor areas fronting on the street. Street frontage ground floor commercial uses are particularly important.

Parking Areas

Parking areas are typically closely related to the street system. They provide the first impression and identification of a project, when a client, resident or employee first arrives. Therefore it is important that first impressions be pleasant and provide much needed identification. The following guidelines should be considered to assure high quality design in parking areas.



PARKING AREAS ADJACENT TO STREETS SHOULD BE SCREENED

BROAD HEADED TREES SHOULD BE UTILIZED IN PARKING AREAS.

PARKING STRUCTURES SHOULD BE SCREENED FROM STREET VIEWS WHERE POSSIBLE. PLANT MATERIAL COULD ALSO BE USED TO CREATE INTEREST.

DESIGN GUIDELINES

- Trees and other plants should be dominant elements of major entries into projects, particularly those entries into parking areas.

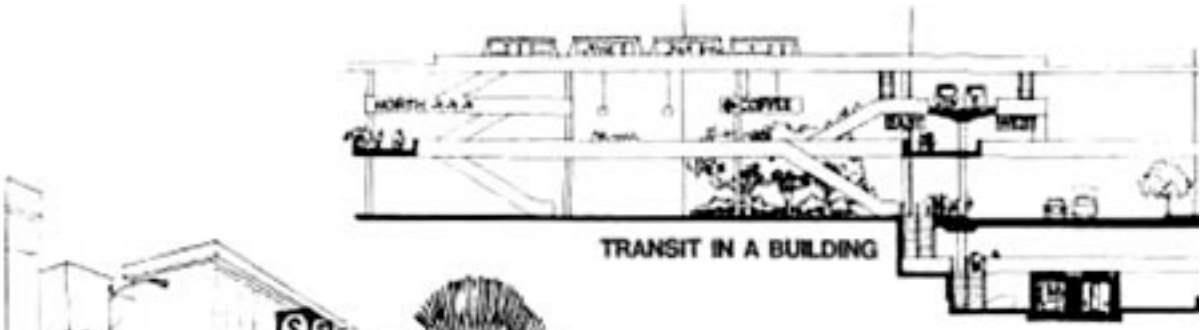
- Round headed, rather than upright trees should be utilized in parking areas.

- Parking lot trees should have a mature height and spread of at least 30 feet. They should also be long-lived (60 years), clean, require little maintenance, and be structurally strong, insect and disease-resistant, and require little pruning.

- A minimum ten percent of the parking lot area should be landscaped. Landscaping areas should be distributed between the periphery and interior landscaping islands and be designed to break up large paved areas. Landscaping islands should be a minimum ten feet wide.

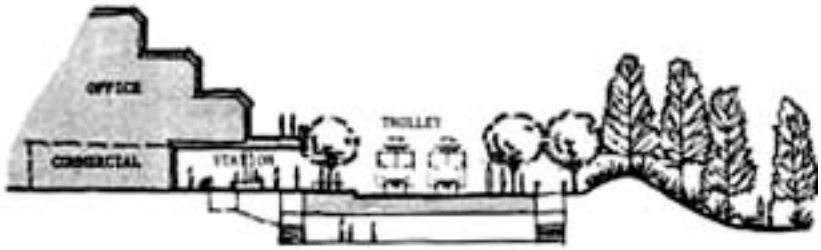
- Parking lot landscaping should include primarily ground cover and tall-canopied trees, instead of bushes or short bushy trees,

- To screen parking lots and structures from the street, large dense shrubs may be massed at the edge of the parking area. Trees and shrubs can be combined with earth berms to screen adjacent parking areas.



TRANSIT IN A BUILDING

TRANSIT ON THE STREET



INTEGRATED TROLLEY STATION

- Turf areas should be minimized except where recreation areas are required. Turf for strict visual reasons (except at major entries) should be minimized because of the high water use and maintenance costs.

- Instead of extensive parking lot landscaping, development proposals may want to utilize the option of using patterned paving. If a parking lot is designed with patterned paving, interior-landscaping requirements may be reduced, based on the requirements of individual projects.

Light Rail Transit

The proposed LRT system will function as an important link in the regional transit system. At the same time, it will be critical to coordinate its alignment, design, and linkage with other Mission Valley transit facilities and future development patterns, if the system is to meet subregional or community-wide needs within the valley.

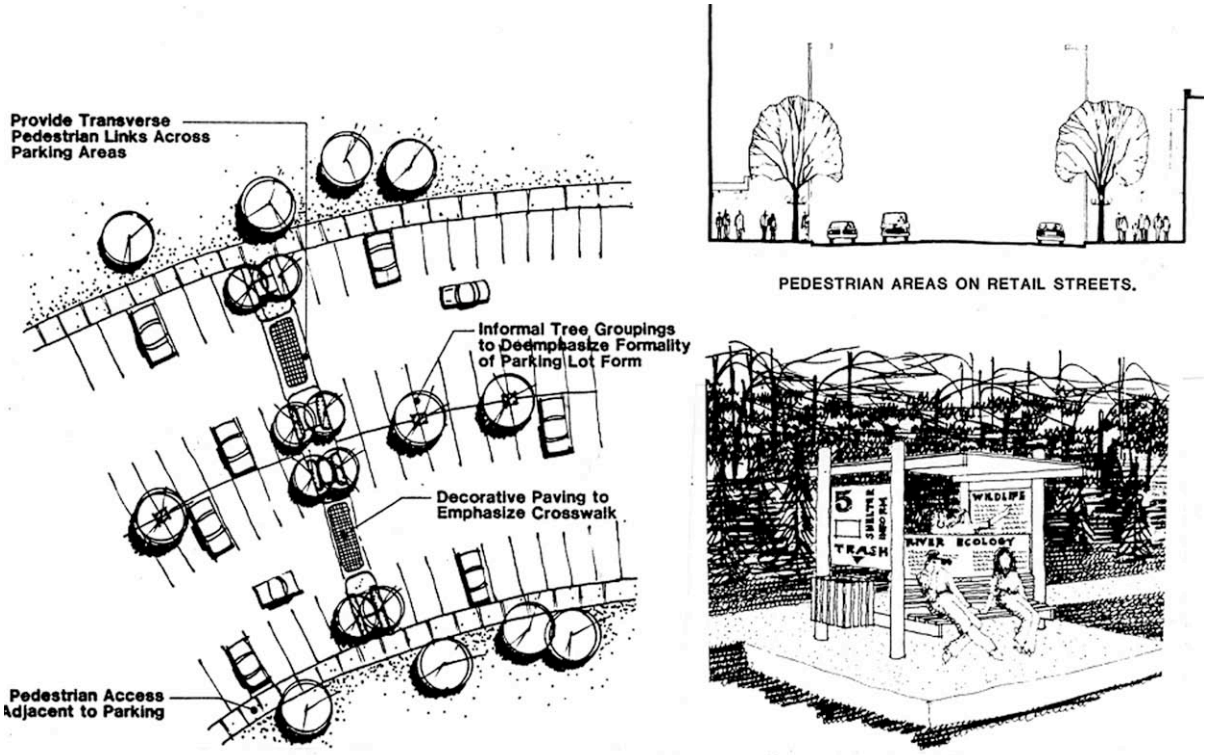
DESIGN GUIDELINES

- LRT stops should be located to maximize access from more intensely developed areas, and to optimize connections with other transit services. Transit stops should be pedestrian oriented. In order to provide the design orientation, transit stops should include shelters,

canopies, and patterned sidewalks, information kiosks, benches, and other pedestrian-oriented amenities. LRT stops located within building developments are highly desirable. Development proposals should consider such location in terms of their public spaces, access, zoning and adjacent land uses.

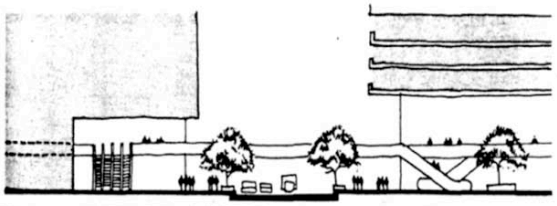
- Instances of LRT encroachment into the wetland buffer areas should be minimized. Where, because of previous development, it is necessary to have such an encroachment, and the landscaped buffer area is reduced, an increased landscaped buffer should be provided in other areas along the corridor as compensation.

- Where previous development requires that the LRT encroach into the wetlands, wetland replacement or enhancement will be required consistent with the conceptual requirements of the environmental agencies in charge, and the **Wetlands Management Plan Element** of this Plan.



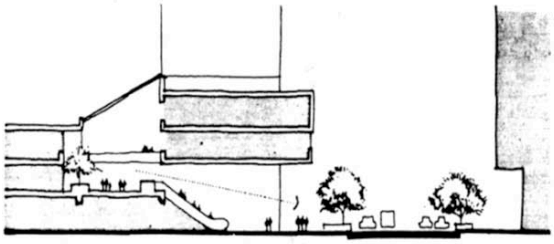
Pedestrian Areas

Pedestrian areas are an important and previously ignored aspect of design in Mission Valley. The only significant existing pedestrian areas are enclosed within the two major shopping centers. Everywhere else, the pedestrian is discouraged. The various developments are connected only by roads without sidewalks or anything of interest to the pedestrian. Pedestrian areas can be a route from one destination to another or a destination in itself.

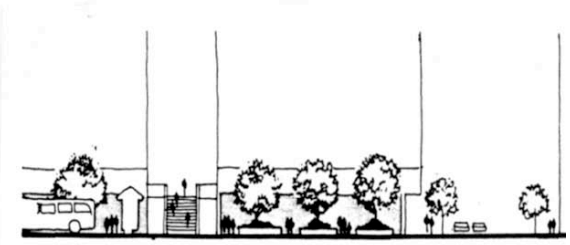


PEDWAY PERPENDICULAR TO A MAJOR RETAIL STREET

SKYWAYS CAN ALSO BE BUILT BETWEEN BUILDINGS



PEDWAY PARALLEL TO A MAJOR RETAIL STREET



AT-GRADE PEDESTRIAN STREET

However, pedestrian areas provide expanded opportunities for local access and circulation needs within the community. The function of pedestrian areas or walkways is to provide a safe route for foot travel and access to gathering places and recreational facilities. Typical areas of design concern for pedestrian activities are sidewalks, open space walkways, malls, recreational centers, plazas, bridges, overpasses and skyways.

DESIGN GUIDELINES

- Pedestrian areas should include safe routes between developments, preferably separated from vehicular traffic. They should provide interest to the walker so as to promote their use. Interest can be created by paving materials, undulating slopes, landscaping, retail uses, public events (concerts, sidewalk sales, other gatherings, etc.), selling of food (cafes or vendors), and public art such as urban sculpture. Pedestrian areas should also include sitting areas and adequate lighting. Along the river corridor, pedestrian areas might also include observation areas and walks with exhibits featuring wetland habitat descriptions.

- All pedestrian walks should have a minimum width of six feet in order to encourage pedestrian use. In areas of higher development intensity, widths of ten feet to 20 feet should be considered. Pedestrian sidewalk width guidelines are incorporated in the street design section of this section.

- Pedestrian crossings of streets or parking lots should be identified through special paving and design materials. This technique should be used to provide access pedestrian areas across low volume and low speed streets.

- Pedestrian bridges should be provided to connect high activity areas across high speed, high volume streets. Their location should be designed to provide the most direct pedestrian access possible. Bridge access should not be hidden from view of pedestrian centers of activity.

- Pedestrian bridge design should incorporate handicapped access. The span and structure should also be treated simply and sculpturally, since it provides a gateway effect to the street, or the space below.

- Pedestrian tunnels may be developed under special conditions as alternatives to bridges. Where this is the case, the tunnel should be well illuminated, and include commercial and other people gathering activities to provide better personal security.

- Pedestrian areas should incorporate patterned paving to give them more visual prominence, human scale, and beauty.

- Pedestrian connections between buildings at elevations higher than the second or third floors of buildings may be highly desirable to provide greater building activity resulting from the connections and the greater land use mixtures. These connectors are known as skyways and they provide a pedestrian network that provides safe and efficient means of foot travel within high-intensity areas and urban areas. Skyways are typically enclosed, although they can also be open.

- Skyways should not angle up or down from one building to another when internal floor-level adjustments can be made.

  Skyways should provide transparent areas, glass, or be non-enclosed for security and for pedestrian orientation.

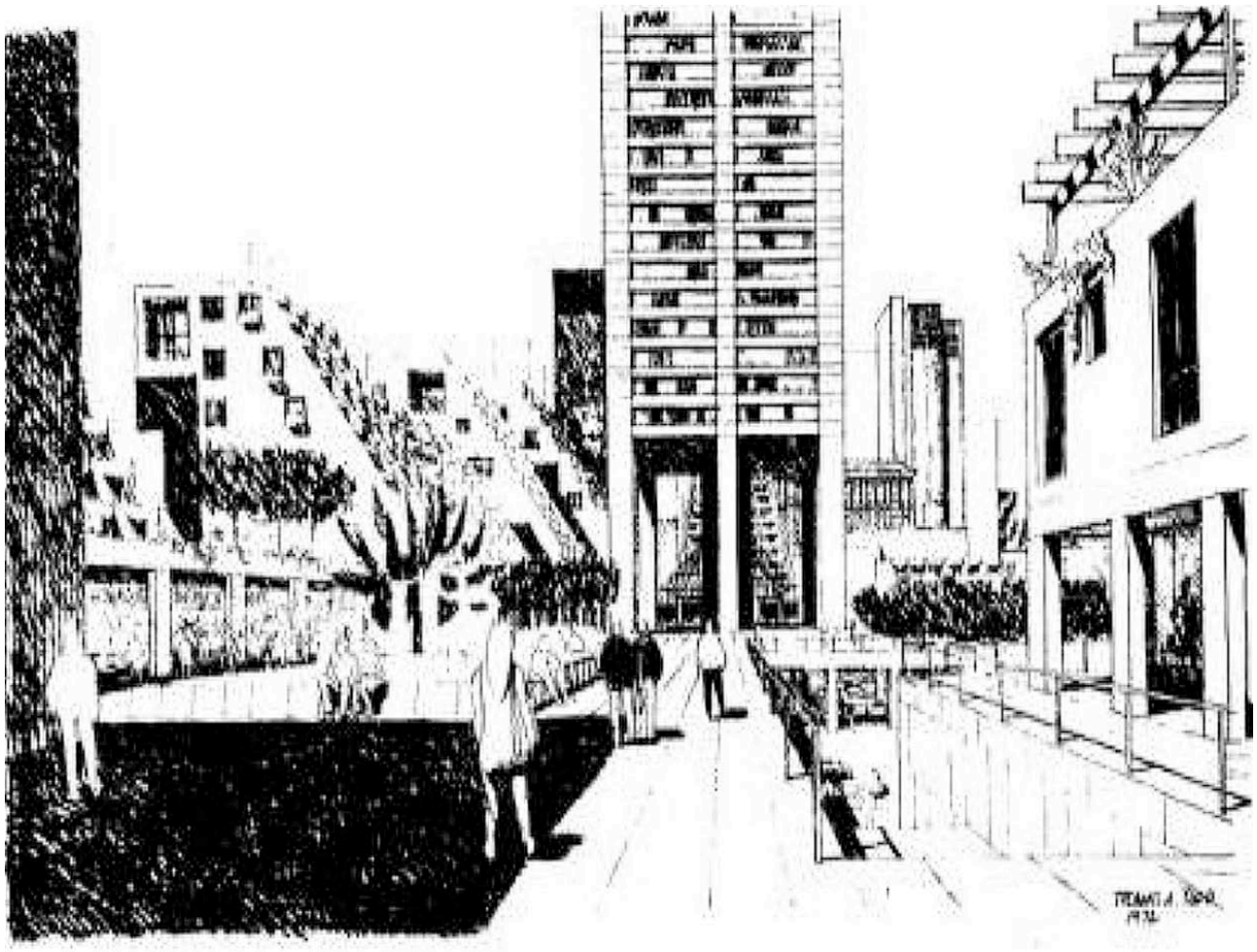
- Skyway and pedestrian bridge widths should allow for adequate passage of pedestrians at peak travel hours. A common width now in use is 12 to 15 feet minimum.

- Continuous indirect lighting should be incorporated into skyways and bridges as well as interior building pathways to supplement natural light sources and to increase security.

- Skyway and bridge building materials should be selected for ease of maintenance and replacement.

- Skyway and bridge directional signage is an important, aspect of skyway and bridge design. There should be directional signage coordination for skyways and bridges throughout the valley.

- Private project recreational and/or urban plazas should be linked visually and/or physically to the open space corridor, in order to integrate them into the area wide-open space system.



APPROPRIATE BUILDING BULK AND ORIENTATION CREATES BETTER SUN EXPOSURE FOR PEDESTRIAN ACTIVITY AREAS. IN A MIXED USE PROJECT.

ENERGY AND CONSERVATION CONSIDERATIONS

The need for proper energy planning and conservation has become readily apparent in recent years. Shortages in traditional energy sources, as well as loss of non-renewable sources, coupled with spiraling prices make it important that steps be taken to control and conserve the amount of energy expended on both local and national levels. Energy planning and conservation issues are expected to become even more important in the future. Therefore, it is important that issues relative to these subjects be identified.

The design guidelines address building circulation, fenestration, color, treatment of roofs, building location relative to public plaza spaces, application to mechanical equipment, multiple use opportunities for the designs of mechanical equipment, and desirable landscaping types.

Solar Access

DESIGN GUIDELINES:

- Building location and height should be carefully considered in relation to public spaces. Plazas and other public spaces should not be totally kept in shadows, and should be protected from excessive wind conditions.

- Buildings should orient the majority of their glass areas to the south, and deciduous trees should be located on that southern facade. This allows sun to warn the building in winter, when it is highly desirable, while providing shade in the warmer summer months.

- Building facades should incorporate overhangs to shade direct sun and reduce heat gain.

- Roof surfaces should be constructed of highly reflective material to reduce solar roof loads, unless a passive heat system is employed.

- Sloped roof surfaces ideally should be located facing the south, and at an angle that can accommodate later retrofitting for solar energy.

- Building colors should be carefully considered in order to minimize heat transfer into building structures.

- Building facades should incorporate overhangs or canopies to shade direct sun and reduce heat gain.

- In commercial buildings, nearly 50 percent of the energy is used for lighting purposes. Approximately 33 percent of the total building energy is consumed by environmental comfort systems. Natural daylight should be used as a conservation technique.

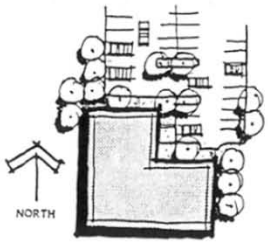
- Buildings should not solely depend on mechanical systems for ventilation. Building design should encourage natural ventilation.

- To reduce solar reflection on buildings, parking areas with large paved surfaces should be located to the east and north of adjacent buildings.

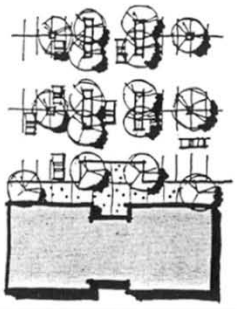
- Evergreen trees should be placed on the west side of buildings to provide protection from prevailing winds.

- The installation of active solar hot water and solar heating systems should be considered for buildings. Rooftop solar energy collectors should be designed as an integral part of the building form. The roof slopes necessary for the energy collector are important and possible determinants of architectural shapes. If rooftop solar energy collectors are to be utilized by a building complex subsequent to original building construction, an appropriate add-on design that integrates the collectors into the building form should be required.

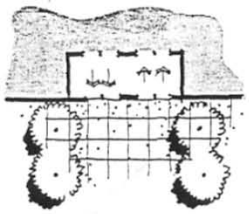
SOLAR DESIGN CONCEPTS



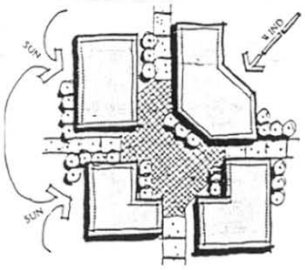
LARGE PARKING AREAS SHOULD BE LOCATED EAST & NORTH OF ADJACENT STRUCTURES TO REDUCE SOLAR REFLECTION.



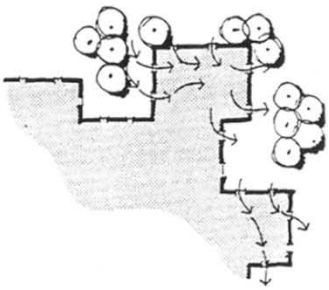
INCORPORATE DECIDUOUS TREES INTO PLANTING PLANS NEAR BUILDINGS & LARGE PAVED AREAS.



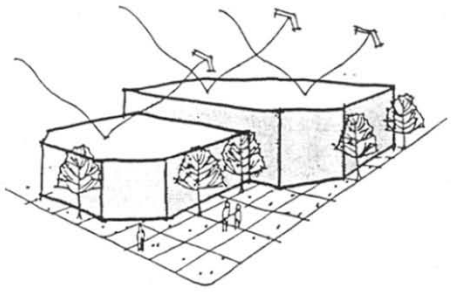
ER UTILIZING VESTIBULES AT ENTRYWAYS TO REDUCE HEAT OR COLD INFILTRATION.



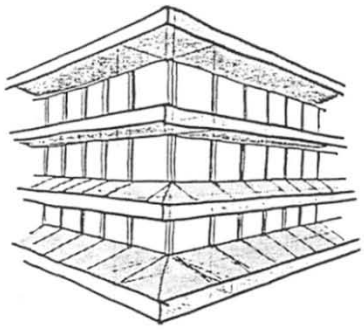
WHERE PLAZAS ARE UTILIZED, BUILDINGS OF APPROPRIATE HEIGHT SHOULD BE CLUSTERED TO PROVIDE PROTECTION FROM SUN AND WIND.



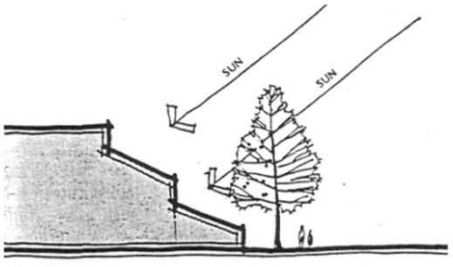
BUILDINGS SHOULD BE DESIGNED TO ENCOURAGE NATURAL VENTILATION.



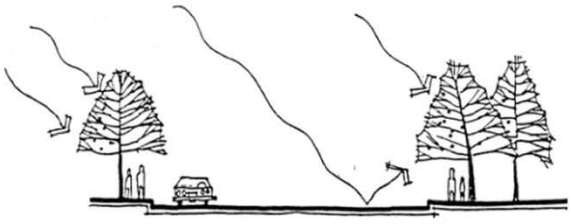
ROOF SURFACES SHOULD BE CONSTRUCTED OF HIGHLY REFLECTIVE MATERIAL TO REDUCE SOLAR ROOF LOADS, UNLESS A PASSIVE HEAT SYSTEM IS EMPLOYED.



BUILDING FACADES SHOULD INCORPORATE OVERHANGS TO SHADE DIRECT SUN & REDUCE HEAT GAIN.



ORIENT THE MAJORITY OF GLASS AREAS ON BUILDINGS TO THE SOUTH & LOCATE DECIDUOUS TREES ADJACENT.



MINIMIZE STREET & PARKING SURFACES FOR SOLAR REFLECTION & HEAT RADIATION CONTROL.

Water Conservation

DESIGN GUIDELINES

- Buildings should be designed with mechanisms that will reduce water consumption. The following water saving devices should be considered: Low flow plumbing fixtures; cycle adjustment machines; pressure regulators to maintain water pressure to desirable conservation levels; hot water pipe insulation; and, automatic sprinkler systems.

- Water should be conserved by using low maintenance drought tolerant plant material, and the use of inert landscape materials (rocks, gravel, ornamental paving) and sculptured forms.

- Drip irrigation systems should be encouraged.

- Reclaimed water use should be encouraged, particularly for large master planned projects.

- Mechanical equipment in buildings should either be buffered and hidden from view, or should be sculptural. For example; cooling towers, when necessary, could be designed as fountains.

- **Appendix D** provides specific recommendations for water conservation.

NOISE CONSIDERATIONS

Because of the Valley's elongated shape, its intensive freeway system and projects may be subjected to noise levels in excess of City standards. Design guidelines are necessary to guide development to meet the noise standards desirable for development in the Valley.

DESIGN GUIDELINES

- Landscaped earthen berms should be constructed to reduce noise effects. Earthen berms of the same height as a wall are as effective in reducing noise, but have greater design appeal and appearance when fully landscaped. Other effective methods are building setbacks, or elevation differences.

- Non-sensitive land uses, such as garages, parking lots, or recreational areas should be sited adjacent to major noise producing roadways and freeways.

STREET GRAPHICS

Mission Valley is a developing urban community and this **Urban Design Element** is intended to provide a full range of development guidelines which are intended to result in an aesthetically pleasing community. One important aspect of urban design that is often ignored is that of street graphics.

Street graphics is a rather broad term which, for the purposes of this document, is intended to encompass both public and private signing and to establish a basis upon which a comprehensive signage program can be developed for Mission Valley.

DESIGN GUIDELINES

- A special sign district should be developed for Mission Valley.

- Signs should perform the function of providing directions and information to both the motorist and the pedestrian.

- A unique public signage design program should be developed. This would include street identification signs and directional signs.

- High-rise buildings should be identified by symbols and graphic designs rather than by full building width lettering.

- Signage should be designed to complement the architectural design of buildings and developments.

- Specific plans should incorporate comprehensive sign programs as part of their development guidelines.

- Signage for adjacent developments should be compatible and not attempt to “out shout” each other.

WATER RECLAMATION PLANT

The following design guidelines should be applied to the Mission Valley Water Reclamation Plant.

- Buildings should be designed to present an attractive facade, blend in with the surrounding commercial area and not appear extravagant or too different.

- The use of reflective glass should be minimized.

- Machinery, ventilating facilities and other equipment should be screened as much as possible.

- Site layout and roof treatments should be sensitively designed to present a positive view from above.

- Screening, in the form of fences or walls, should be used to screen plant facilities from adjacent areas. Chain-link fencing should not be used.

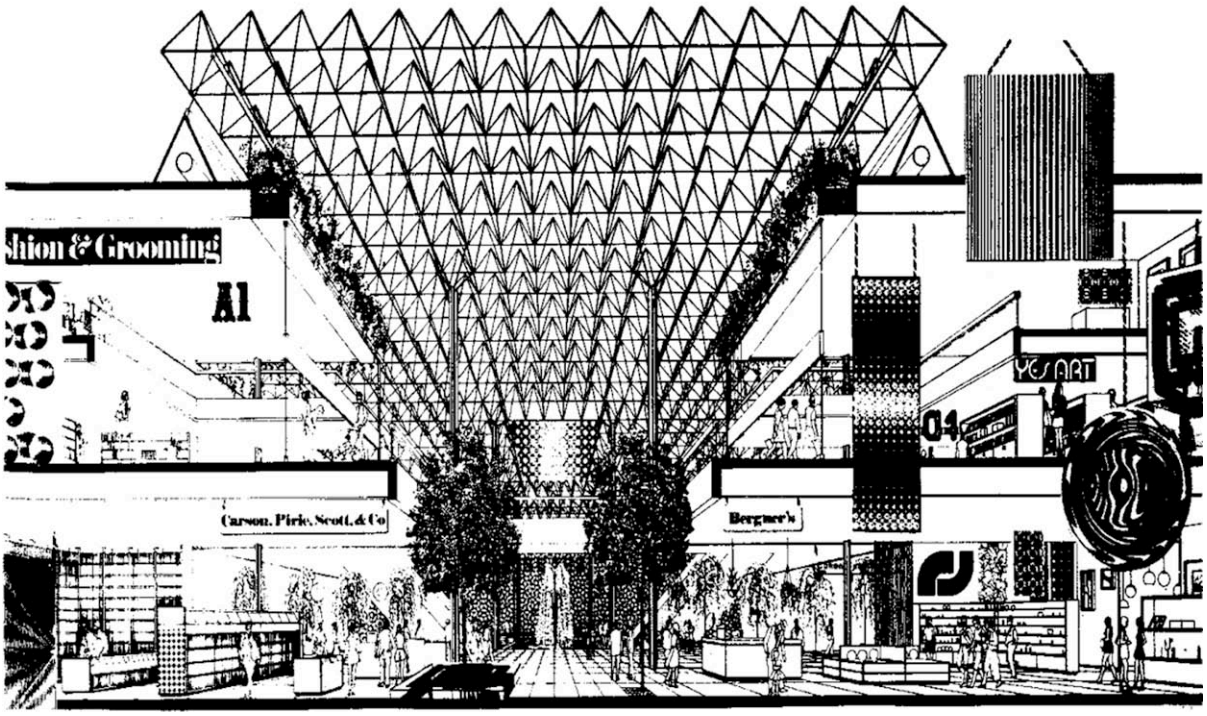
- Extensive landscaping should be provided on-site. Landscaping requirements of the Mission Valley Community Plan, the Mission Valley Planned District Ordinance and the citywide Landscape Technical Manual should be used in designing a landscape plan for the site.

- Along Camino del Rio North, provide an eight-foot parkway with a ten-foot non-contiguous sidewalk. Street trees in conformance with the Plan should provided in the parkway.

- Odors emanating from the site should be minimized.

- Lighting should be directed on-site. No lighting should be cast in the direction of the San Diego River.

- Realignment of Camino del Rio North should stay out of the 100-year FW boundary.



Signage should be designed to complement the architectural design of buildings.

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Implementation

IMPLEMENTATION

The Plan sets forth proposals to guide the short-term and long-range development of the Mission Valley community. While some of the proposals outlined in this Plan are generalizations, others are, in effect, specific actions. The Plan is comprehensive in that it includes all-important aspects of the community. However, several issues and solutions to problems have been left unanswered in this report because of the need for subsequent studies which must be undertaken before more specific recommendations can be made. This section of the Plan lists steps necessary to put the Plan into effect. Specific implementation mechanisms and responsibilities will be determined following the Plan's review by all City Departments.

PUBLIC FACILITIES FINANCING

Several major public facilities will have to be constructed in order to realize Mission Valley's development intensity potential. These facilities include a 100-year capacity flood control facility, major new surface streets, freeway interchange improvements, and public utilities (sewer, water, etc.) and will include a future regional light rail transit line with an intra-Valley transit or “people mover.” In addition, consideration should also be given to improving bus service provided by San Diego Transit through the use of assessment district funding. San Diego Transit can provide a necessary feeder service to the LRT and can ultimately increase the level of service currently available in the Valley by providing more routes and more frequent service. Since there will be direct benefits accruing to individual properties (public and private) within the Valley from the development of these facilities, it is incumbent upon these properties to assume the costs of these improvements, much in the same manner as newly developing communities finance their public facilities (based on the General Plan and City Council policies).

It may be advisable to establish an overall Improvements Assessment District or numerous smaller districts to ensure that the improvements are built and adequately financed, since the costs of the facilities will be paid by property owners (both private and public). The assessment district(s) will include all properties which would benefit from the improvements, participating being on a pro rata share of benefit received. The assessment district(s) will be based on specific projects in order to best determine benefit. If several projects propose public improvements which can be constructed concurrently, then the various assessments may be combined in a single district.

In lieu of providing improvements via a single or multiple assessment district(s), property owners may opt to use the following alternative methods of financing needed improvements:

1. Development agreements (a contract between the City and the property owners outlining the improvements and financial responsibility for their construction and maintenance pursuant to the State Government Code or other forms of contractual agreements).

2. Private agreements among property owners.

3. Districts in arrears (establishment of an assessment district or issuance of a bond after the improvements have been constructed in order to recover the costs).

4. Cost recovery (a fee is charged to the users of the improvements to recover the costs of construction).

5 Subdivision agreements and conditions.

6. Cash.

7. Other methods acceptable to The City of San Diego.

Additionally, properties that provide improvements, consistent with the assessment district standards, as part of development projects would be credited with a value commensurate with their assessments. Recent projects in which developers have already provided or contributed toward the completion of the necessary facilities are to be given credit for those specific improvements. In addition, as an assessment option, physical improvements, financial or land contributions for improvements, or development of public facilities such as parks and libraries in lieu of direct payment of assessments may be considered. The magnitude of the future public facilities required in Mission Valley strongly suggests that the landowners and responsible government agencies work closely together to minimize cost and ensure their timely installation.

SCHOOLS

The General Plan includes two primary goals (or the provision of public schools. These goals are: 1) the provision of a public school system that enables all students to realize their highest potentials, and 2) to actively pursue the implementation of the balanced community concept, thereby causing integrated schools through integrated residential neighborhoods.

The City of San Diego through Council Policy 600-10 requires that schools as well as other public facilities be available concurrent with need in the development. In addition, City Council Policy 600-22 requires basic information of the school districts pertaining to school availability and the impact on schools by proposed rezoning changes and new housing developments. To implement the City of San Diego Council policies, enrollment capacities for each school are updated on an annual basis. Under the City's policies, developers are responsible for the cost of incremental facilities required to house students expected to reside in the proposed development.

Although the Plan area is in an urbanized area and does not require a letter of school availability according to Council Policy 600-22, the school districts must supply school data pertinent to the proposed development. The Mission Valley community is unique in that it is lacking any public schools within its boundaries. This fact and the geographic features of the Valley itself could make adjacent schools more difficult to access. For these reasons, the distances of the existing schools from the proposed residential development and the availability of schools in general are of concern.

The issues of school availability and access are provided for in this plan, thereby meeting the goals of the General Plan and Council Policies 600-10 and 600-22. The developers of residential projects should reach an agreement with the school district on the provision of school facilities or access to these facilities, as considered necessary by the school district. Submittal of agreements to the City should be made a condition of approval for future development plans or Subdivision Maps.

TRANSPORTATION IMPROVEMENTS PHASING

The Mission Valley traffic forecasts have identified the ultimate improvements to the transportation network that will be needed in the Valley. Each of these improvements have been phased, based upon the amount of development that occurs in different areas of Mission Valley. As development proceeds in these various areas, street and ramp improvements will be required at certain stages before any additional final maps and/or rezonings will be approved.

Equivalent Dwelling Units (EDU) have been selected to translate different type of development into a common denominator. The EDU factor for each type of land use in Mission Valley is listed in **Appendix A**. In order to monitor the EDU's in Mission Valley, the Valley was divided into twelve sectors, basically along the San Diego River and the north-south freeways (see **Figure A-1, Appendix Section**). These sectors were grouped together according to which street or ramp improvements will be required because of development in those areas (**Table A-2** and **Figure A-2**, **Appendix Section**). **Table A-2** indicates the maximum amount of EDU's that can be developed within a group of sectors before certain street improvements are necessary. These EDU totals exclude any projects that are underway or have approved tentative or final maps. If a new project replaces an existing land use, only the difference in EDU's between the new and old use should be counted in monitoring total EDU's. Notice that some of the groups have several levels of development that require different road improvements.

Group A from **Table A-2** includes five street improvements which would be required in the immediate future if all of the approved tentative maps in Mission Valley follow through to completed projects. Existing tentative maps which become final maps should be monitored so the improvements in Group A can be implemented at the appropriate time.

This phasing plan for Mission Valley's street improvements is not time-specific, but rather based on land development. The phasing plan is meant to be used as a general guide so that adequate street facilities are in place as development progresses. If various areas of the Valley build out before others do, then the phasing plan should be reassessed to accommodate unforeseen imbalances.

LEGISLATIVE IMPLEMENTATION

- Concurrent plan amendments to the Linda Vista Community Plan and the Serra Mesa Community Plan. The Linda Vista Community will be amended to provide for development intensity regulations along the north side of Friars Road for those parcels of land which have primary access to Friars Road and depend upon the Mission Valley circulation system. The Serra Mesa Community Plan will be amended to delete the sand and gravel extraction areas on the north side of Friars Road and other related areas on the north side of Friars Road from the Community Plan. These areas will be incorporated into the Mission Valley Community Plan.

Zoning legislation in the form of a Development Intensity District ordinance will be formulated which will regulate the intensity of new development and redevelopment by establishing relationships with traffic generation factors.

Transfer of Development Rights legislation will be formulated and implemented as part of the Development Intensity District legislation program.

- Interim zoning legislation can be established for the time period between community plan adoption and adoption of plan implementation legislation.

- A San Diego River ~~Design District~~ Park Sub-district will be established in the Mission Valley Planned District Ordinance Regulations which will guide development and redevelopment of properties adjacent to the river. Critical aspects of this Sub-district will be the relationships between development (the River Influence Area) and the floodway, pathway corridor, required wetland buffer and areas mapped Multi-Habitat Planning Area (the River Corridor Area). ~~.habitat, the LRT, the flood facility, open space and urban design.~~

- A Hillside Conservation and Rehabilitation District will be developed and utilized to protect the hillsides and to upgrade those portions of the hillsides which have been damaged.

- A South Mission Valley Height Limitation Ordinance will be formulated to establish height limits of 40 to 65 feet for developments located south of I-8.

- Multiple Use Areas Review Procedures will be formulated to assist property-owners, developers, and City staff in processing and reviewing multiple-use development projects in multiple-use designated areas.

- Establishment of Specific Plan and Development Agreement policies and procedures will be undertaken in order to assist landowners, developers and City Staff in processing and reviewing specific plans and development agreements.

- Special Sign District legislation will be formulated and implemented in order to blend signing and street graphics into the overall urban design goals for the community.

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