

2. Land Use and Development

2.1 EXISTING LAND USE

Existing on the ground land uses were identified from City and County data and aerial photography. The analysis uses parcel-level information from Geographic Information Systems (GIS) databases, including Assessor's data, updated in 2015. Aerial photography is current as of 2015.

There are approximately 3,216 acres in Mission Valley, or 2,418 acres excluding utilities and rights-of-way. Table 2-1 shows the breakdown of existing land uses, and Chart 2-1 shows the existing land uses in a bar of pie chart, excluding rights-of-way and utilities. Figure 2-1 shows the overall pattern of existing land uses in Mission Valley.

Chart 2-1: Existing Land Use

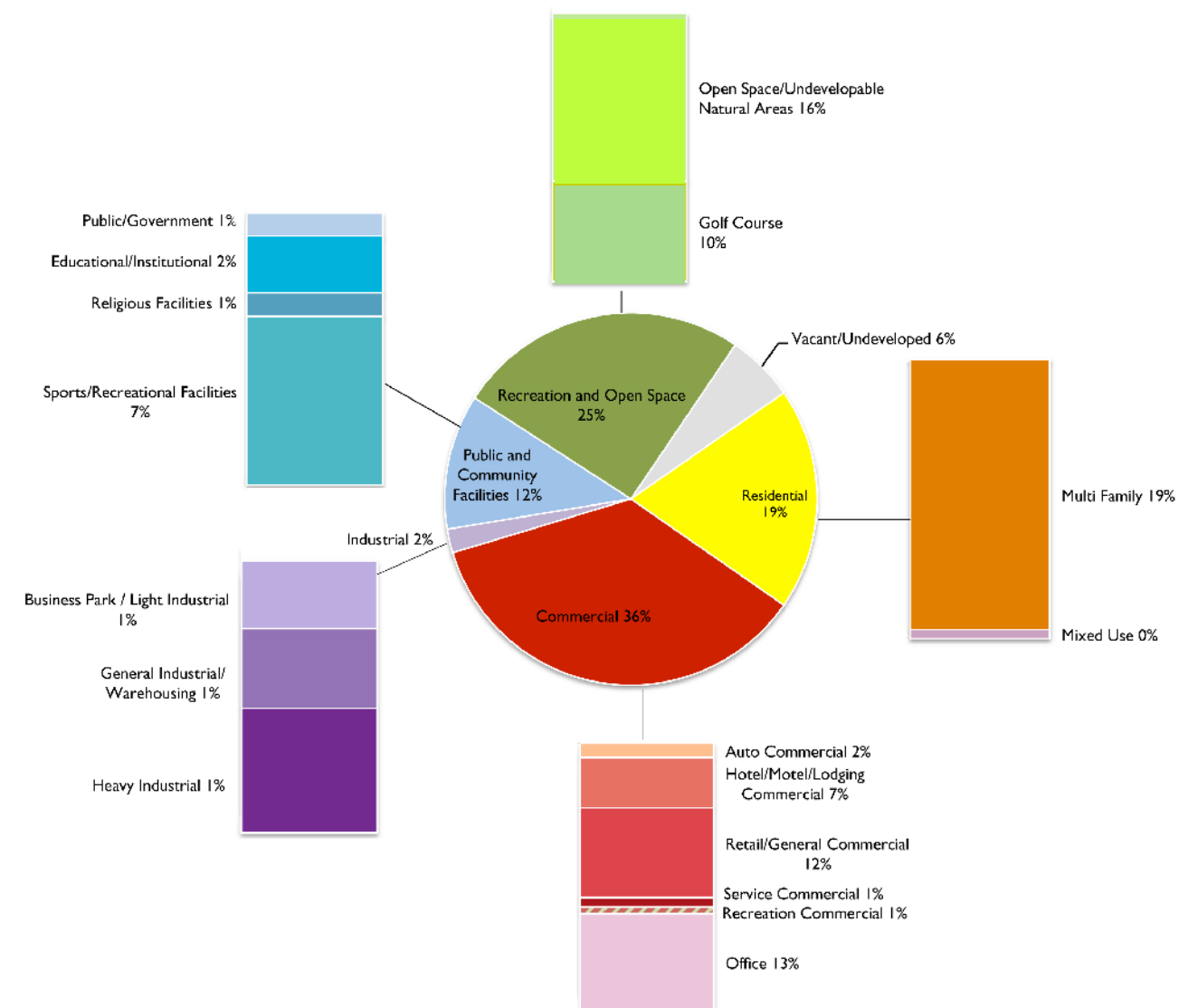
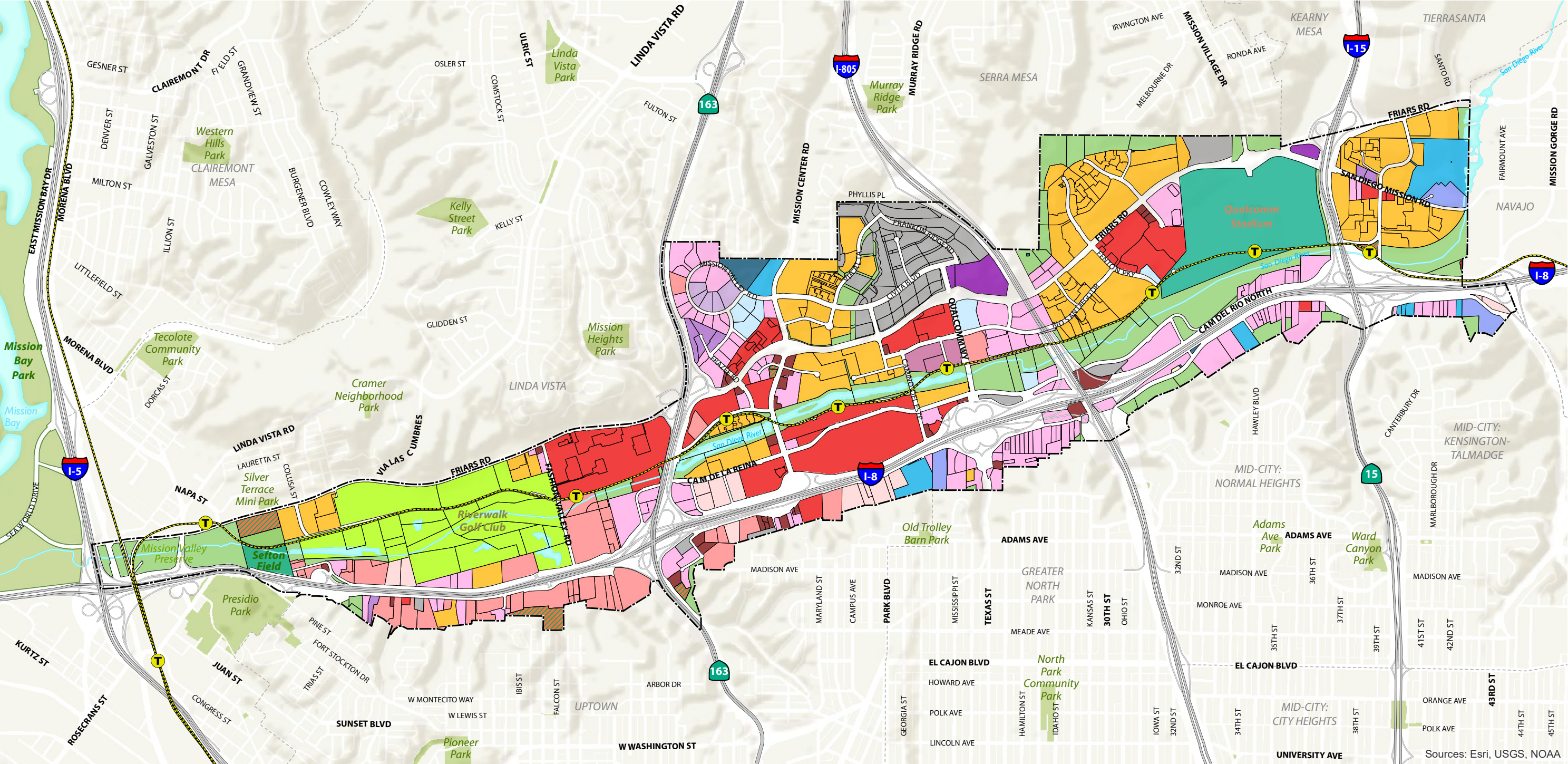


Table 2-1: Existing Land Use

Existing Land Use Categories	Acres	Percentage
Residential	467	19%
Single-Family	0	0%
Multi-Family	452	19%
Mixed-Use	15	1%
Commercial	863	36%
Auto Commercial	46	2%
Hotel/Motel/Lodging Commercial	163	7%
Retail/General Commercial	290	12%
Service Commercial	30	1%
Recreation Commercial	22	1%
Office	313	13%
Industrial	50	2%
Business Park/Light Industrial	12	1%
Heavy Industrial	23	1%
General Industrial/Warehousing	15	1%
Public and Community Facilities	284	12%
Public/Government	24	1%
Educational/Institutional	59	2%
Religious Facilities	25	1%
Sports/Recreational Facilities	176	7%
Recreation and Open Space	613	25%
Open Space/Undevelopable Natural Areas	383	16%
Golf Course	230	10%
Vacant/Undeveloped	142	6%
Total	2,418	100%

Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org); Dyett & Bhatia, 2015.

Figure 2-1: Existing Land Use



Trolley Stops

Light Rail

Freeways

Ramps

Streams/Creeks

Single-Family Residential

Multifamily Residential

Mixed Use Residential

Auto Commercial

Hotel/Motel/Lodging Commercial

Retail/General Commercial

Service Commercial

Recreation Commercial

Office

Business Park/Light Industrial

General Industrial/Warehousing

Heavy Industrial

Educational/Institutional

Religious Facilities

Public/Government

Sports/Recreational Facilities

Golf Course

Open Space/Undevelopable Natural Areas

Utilities

Vacant/Undeveloped Land

Parks

Lakes/Ponds/Bays

Mission Valley Community Plan Boundary

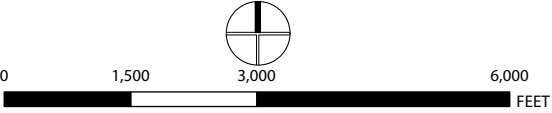
Community Planning Areas

Sources: Esri, USGS, NOAA

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY™ to SanGIS. This map is copyrighted by RAND McNALLY & COMPANY™. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY™.

Copyright SanGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: http://www.sangis.org/Legal_Notice.htm

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015



Current Land Use Pattern

As shown in Table 2-1 and Chart 2-1, commercial uses constitute the most prominent existing land use located in Mission Valley, occupying 863 acres or 36 percent of the Planning Area. Within this general category, office, retail/general commercial, and hotel/motel/lodging uses are each well-represented in Mission Valley, occupying 313 acres (13 percent), 290 acres (12 percent), and 163 acres (7 percent) of the Planning Area, respectively.

Recreation and Open Space is the second most prominent land use category, comprising 613 acres or 25 percent of Mission Valley. Much of this land is located within the Mission Valley Preserve and natural areas along the San Diego River, which, in turn is located within the 100-year floodway and San Diego's planned habitat preserve, the Multi-Habitat Planning Area. Development is limited in these areas. The Riverwalk Golf Course covers 230 acres or 10 percent of Mission Valley. Sefton Field is the only public park that provides opportunities for active recreation in Mission Valley, and there is limited usable open space for passive recreation.

Residential uses are scattered throughout Mission Valley, and generally located north of I-8 and mostly east of SR 163. Residential uses are almost entirely comprised of multifamily development, with some mixed-use development at Rio Vista that is primarily multifamily residential. In total, residential uses comprise of 467 acres or 19 percent of Mission Valley.

Public and Community Facilities occupy 284 acres, or 12 percent, of the Mission Valley community. The vast majority of this use is at Qualcomm Stadium, which occupies 176 acres or seven percent of the Planning Area.

Industrial uses comprise 50 acres or 2 percent of Mission Valley. Vacant land constitutes 142 acres or 6 percent of the Planning Area; the vast majority of both vacant and industrial land is in the Quarry Falls Specific Plan area, and will be developed as part of the Civita project.

2.2 DENSITY AND INTENSITY

Residential Density

The density of residential development in Mission Valley is shown in Figure 2-2 and Chart 2-2. For residential uses, density is expressed as the number of housing units per acre (dwelling units/acre, or du/ac). As reflected in this analysis, residential density is calculated for developed land, not including public rights-of-way. This may be considered the “net” residential density, as distinguished from “gross” residential density, which also accounts for streets and other public areas.

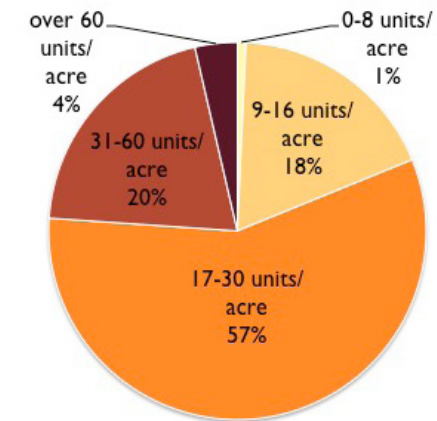


4 Rio Vista. 65 dwelling units/acre.



3 Rio del Oro condominiums. 55 dwelling units/acre.

Chart 2-2: Breakdown of Existing Residential Densities

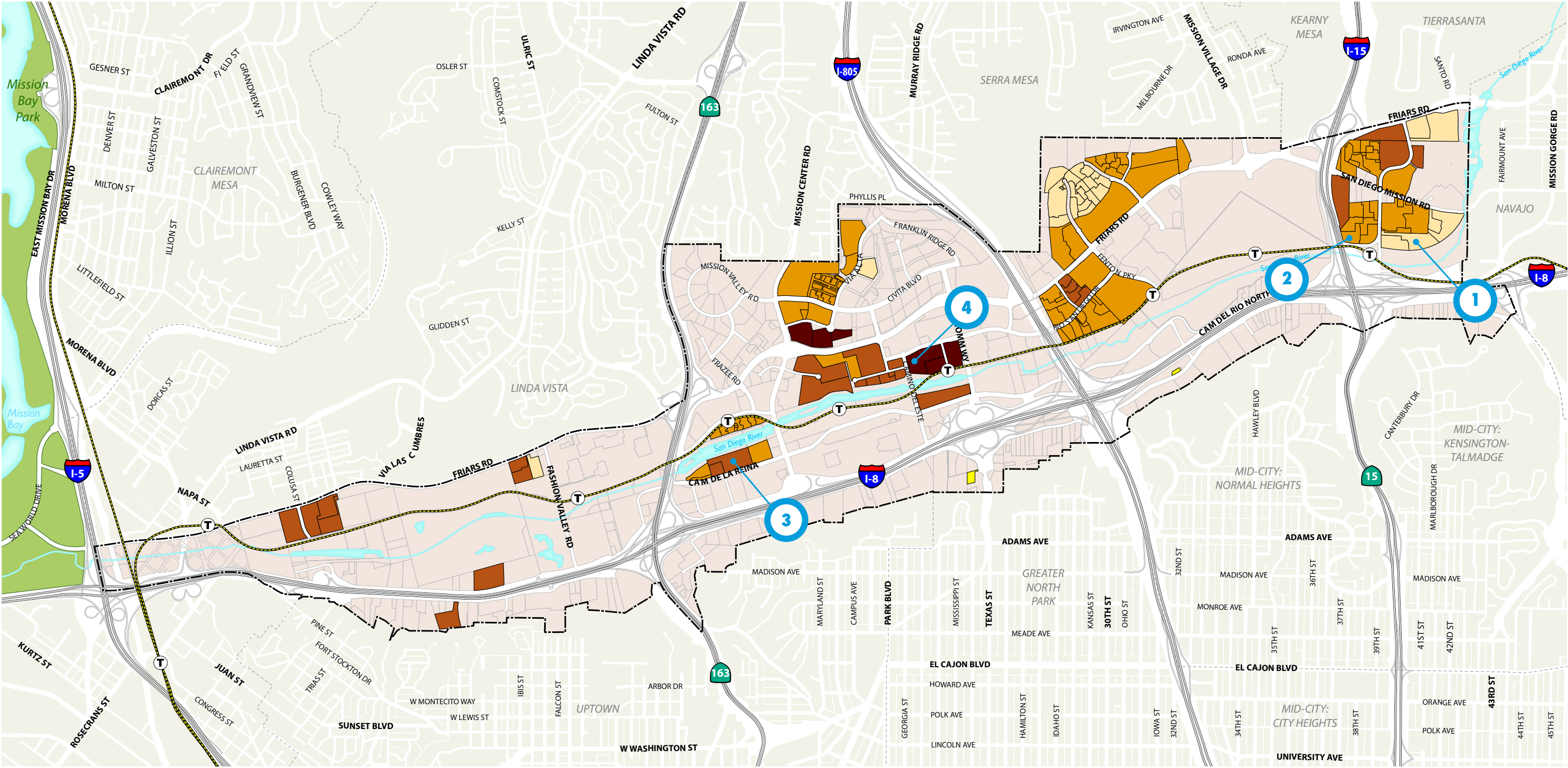


1 Caminito Elegante. 11 dwelling units/acre.



2 Mission Plaza condominiums. 22 dwelling units/acre.

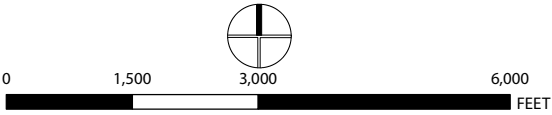
Figure 2-2: Existing Residential Density



- Trolley Stops
- Streams/Creeks
- Light Rail
- Freeways
- Ramps
- Up to 8 units/acre
- 9 - 16 units/ acre
- 17 - 30 units/acre
- 31 - 60 units/acre
- Over 60 units/acre
- Study Area Parcels
- Mission Valley Community Plan Boundary
- Community Planning Areas

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.
Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY™ to SanGIS. This map is copyrighted by RAND McNALLY & COMPANY™. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY™.

Copyright SanGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: http://www.sangis.org/Legal_Notice.htm



Average (net) residential density in Mission Valley is approximately 41 dwelling units per acre, demonstrating the relatively compact, multifamily building forms that predominate in the community. Mission Valley’s housing includes townhomes, multiplex apartment and condominium complexes, stacked flats, and housing built over parking; these housing typologies are described in detail in Section 3.3, Buildings. As shown in Chart 2-2, over 75 percent of residential properties have a net density of at least 17 dwelling units per acre. Many of the densest residential properties are located west of I-805 and along the San Diego River.

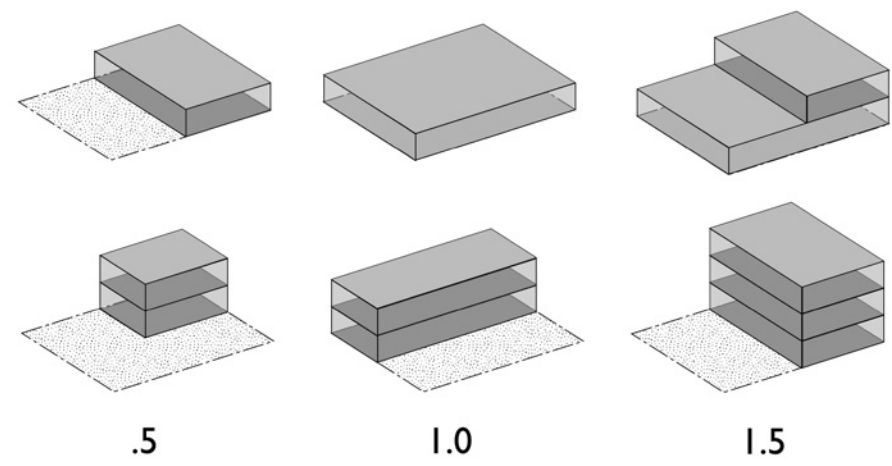
The overall population density in Mission Valley is relatively low at fewer than 7 persons per acre. This is the result of only 19 percent of land in the community being developed with housing.

Non-Residential Development Intensity

The intensity of non-residential development (office, commercial, and industrial) in Mission Valley is shown in Figure 2-3. Development intensity is expressed as Floor Area Ratio (FAR), which refers to the ratio between a building’s total floor area and the total area (excluding any area devoted to parking) of the site. For instance, as shown in Figure 2-4, a one-story building occupying half of a parcel has an FAR of 0.5; a two-story building occupying the same half of a parcel has an FAR of 1.0.

Overall, non-residential buildings in Mission Valley have a median FAR of 0.37. As shown in Chart 2-3, over 88 percent of non-residential buildings have an FAR of 0.75 or less. No development in Mission Valley has an FAR that reaches 2.0. Tall buildings in the Planning Area, such as the Sheraton Mission Valley, Courtyard San Diego Mission Valley and the Centerside office complex, have an overall FAR of less than 2.0 because they are situated on lots with substantial surface parking and landscaping.

Figure 2-4: FAR Illustration Figure



Travelodge. 0.4 FAR.



Office building located at 2375 Northside Drive. 0.52 FAR.



Courtyard San Diego Mission Valley. 0.73 FAR.

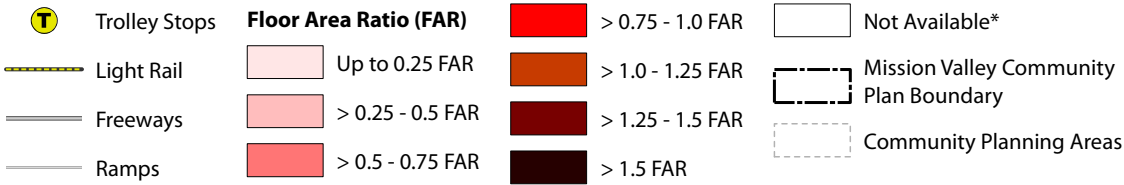
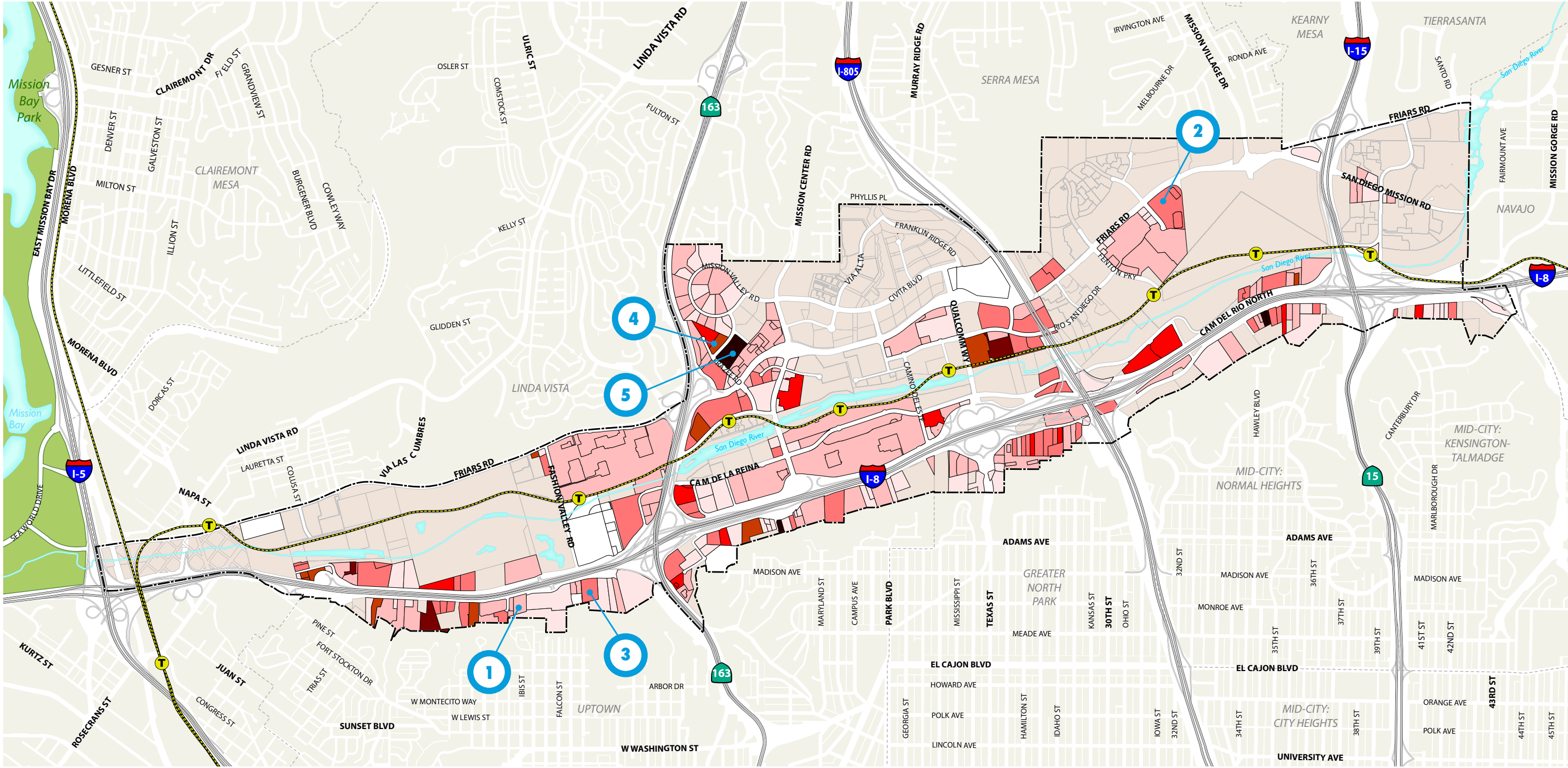


Office building located at 1455 Frazee Road. 1.80 FAR.



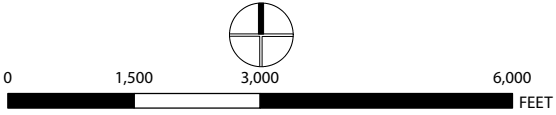
Doubletree Hotel. 1.06 FAR.

Figure 2-3: Non-Residential Development Intensity (Floor Area Ratio)



* Building Square Foot Not Available

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.
Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY® to SanGIS. This map is copyrighted by RAND McNALLY & COMPANY®. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY®.
Copyright SanGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: http://www.sangis.org/Legal_Notice.htm



2.3 DEVELOPMENT PROJECTS

As of August 2015, a sizable inventory of development projects is under review, permitted, or under construction in Mission Valley. The location and land use of all current development projects is illustrated in Figure 2-5 and summarized in Table 2-2.

Current residential and mixed-use projects will create over 5,600 housing units and over 1.4 million square feet of new commercial and office space in Mission Valley, as summarized in Table 2-2. The largest project currently under construction in Mission Valley, Civita, involves the development of a former sand and gravel quarry site with a maximum of 4,780 residential units, as well as a 60- to 70-acre park, a town center with retail amenities, and an office campus. There are also several hotel projects in development; the construction of over 600 hotel rooms has been approved or is in progress. Also notable is Discovery Center project, which is in review at this time.

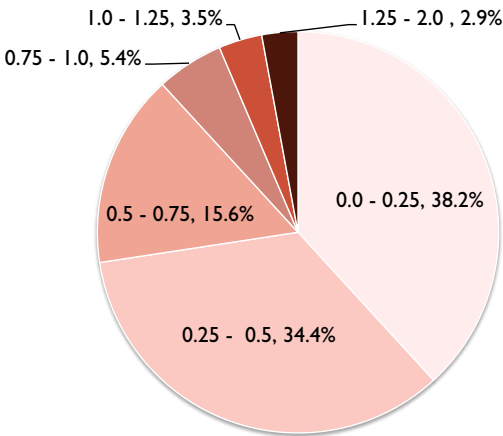
This project would result in the construction of a river interpretive center and park along the San Diego River, which would become an educational and recreational asset for the community.

Table 2-2: Development Projects

Project	Location	Status	Description
Residential			
San Diego Mission Road Townhomes	10222 & 10306 San Diego Mission Road	In Review	55 townhomes on a 2.6-acre site.
Mixed-Use			
Civita	8080 Friars Road	In Construction	4,780 residential units, maximum of 603,000 square feet of commercial retail and 620,000 square feet of commercial office, approximately 17.5 acres of parks, civic uses, open space.
Discovery Place	2315 Camino Del Rio S.	In Construction	Commercial development consisting of a hotel, fast food & retail/commercial totaling 88,275 square feet on a vacant 3.29-acre site.
Camino Del Rio Mixed Use	730 Camino del Rio N.	Approved	291 residential units, 14 shopkeeper units, and 4,000 square feet of retail, in a “wrap design” organized around three courtyards.
Mission Valley Mixed Use	444-480 Camino del Rio S.	Approved	101,050 square-foot commercial building and 72 residential apartment units.
Union Tribune Mixed Use	350 Camino De La Reina	Approved	200 residential units, 212,000 square foot parking structure, 3,000 square feet of retail, and 60,000 square feet of outdoor amenity/public space on a 12.86 acre site.
Legacy Center International	875 Hotel Circle South	In Review	Religious, lodging, administrative, recreational & commercial uses on an 18-acre lot, currently occupied by Mission Valley Resort Hotel.
Hotel/Motel/Lodging Commercial			
Hampton Inn Mission Valley	2151 Hotel Circle S.	In Construction	Five-story hotel with 182 rooms on a 3.10 acre site.
605 Hotel Circle South	605 Hotel Circle S.	Approved	Five-story hotel with 87 rooms on a 2.77 acre site.
Hanalei Hotel	2270 1/5 Hotel Circle N.	Approved	10,000 square foot addition for an exhibit hall on the Hanalei Hotel.
Mission Valley Suites	2201 & 2181 Hotel Circle S.	Approved	236-Guestroom, 5-story hotel on a 4.88-acre lot currently occupied by a hotel.
Residence Inn SDP	445 Camino Del Rio S.	Approved	118-Guestroom, 5-story hotel with underground parking on a 1.41-acre lot currently occupied by a restaurant.
Retail/Commercial			
Costco-Mission Valley Addition	2345 Fenton Parkway	Approved	5,134 square foot additions to an existing 143,311 square foot commercial building.
Educational			
Discovery Center	2450 & 2310 Camino Del Rio N.	In Review	Two-story, 9,950 square foot, interpretive building center, providing educational, meeting and community uses, and extension of the San Diego River Trail through the project site.
Public/Government			
SR 163/Friars Road Interchange		Approved	Widen the Friars Road bridge and improvements to the SR 163/Friars Road Interchange, as well as portions of Friars Road and other local streets in the vicinity of SR 163.
Specific Plans			
Riverwalk Commercial Center		In Review	Land Use Initiation to amend the Levi-Cushman Specific Plan for mixed-used, transit-oriented development.
Town & Country		In Review	Initiation to amend the Atlas Specific Plan to redesignate the land use of the approximately 40-acre property surrounding Town and Country.

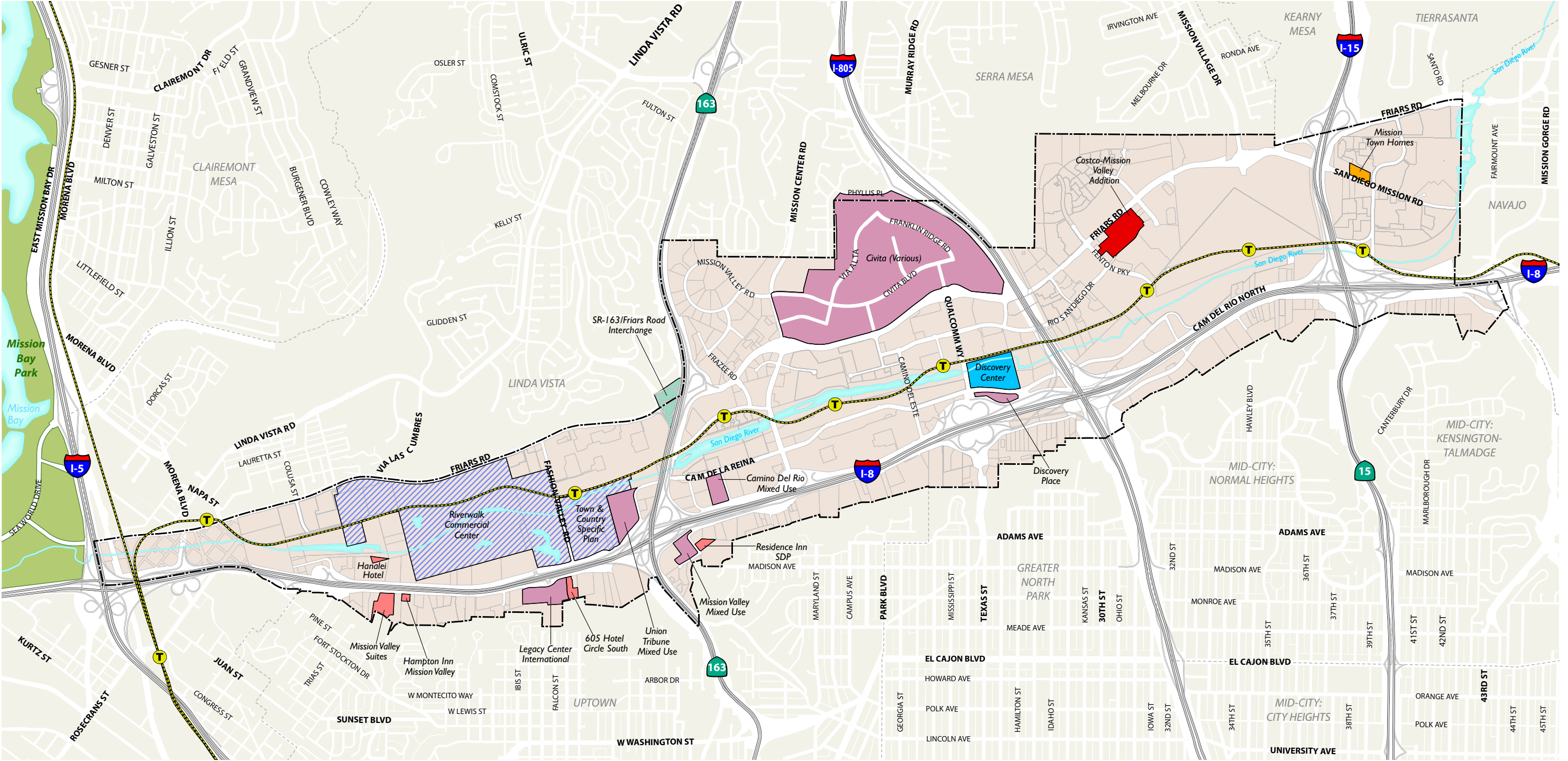
Source: City of San Diego, 2015.

Chart 2-3: FAR Breakdown



Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org); Dyett & Bhatia, 2015.

Figure 2-5: Current Development Projects



Trolley Stops

Light Rail

Freeways

Ramps

Approved/Under Construction Projects

Apartments/Multi Family Residential

Mixed Use

Hotel/Motel/Lodging Commercial

Educational

Transportation/Trails

Specific Plan

Retail/General Commercial

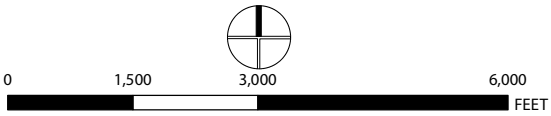
Planning Area Parcels

Mission Valley Community Plan Boundary

Community Planning Areas

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.
Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY* to SanGIS. This map is copyrighted by RAND McNALLY & COMPANY*. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY*.
Copyright SanGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: http://www.sangis.org/Legal_Notice.htm

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015



2.4 POTENTIAL OPPORTUNITY SITES

Vacant and underutilized sites can provide strategic opportunities to create higher-density uses near transit, public realm enhancements and connections, community and recreational uses, and additional uses identified as priorities by the community. Potential opportunity sites include vacant or undeveloped land (not including preserved open space); commercial sites where the ratio of building value to land value is less than one; and large commercial centers which may be aging or have potential for intensification. This section describes opportunity sites in the following categories, shown on Figure 2-6.

The following method was used to determine “opportunity” sites.

Vacant Sites. First, sites that contain no development or are used solely as surface parking lots.

Assessed Building Value/Land Value Ratio. Second, the assessed building value was compared to the land value for each site. This assessed value ratio (building value/land value) indicates whether the site is being used up to its potential. Building values that are less than their land values indicate that there is potential for redevelopment. Building values that exceed land values indicate that redevelopment is likely unnecessary and inappropriate. Sites where the assessed value ratio was less than or equal to 1.5 were identified as having potential for redevelopment or expansion.

This criterion also serves as a proxy for building age, which may be a factor that is considered in evaluating whether a site presents an opportunity for development. Generally speaking, land with older buildings that have not seen reinvestment presents a better opportunity for development than land with new construction. However, because there is insufficient data on the ages of nonresidential buildings in Mission Valley, their value in relation to the land on which they sit is a reasonable substitute.

Building Intensity. Next, sites with low intensity uses, which may indicate a potential for intensification in the future, were identified. This may mean that buildings are small compared to the overall site (e.g., low in height, small in size, or contain large surface parking lots or unused land). The ratio of building floor area to overall site area—the FAR value, as defined in Chapter 2—provides a metric. Sites with FAR values of 0.70 or less were identified as having potential for redevelopment or expansion.

Last, sites where new development has been approved or is currently under construction were removed as opportunity sites. Sites with development projects in review were not removed, as no project has been finalized in these instances. Riverwalk Golf Course is noted on the map, although no plans for redevelopment are complete, as there is a high likelihood of this site being developed in the planning horizon.

Many sites, regardless of their relatively low FAR value or assessed value ratio, may not see development in the coming years. The planning process helps identify locations where property owners are more likely to opt to develop, reinvest in, and intensify their land. Potential opportunity sites have been classified into four tiers, based on the planning team’s best sense of their future likelihood to see new development.

Qualcomm Stadium. At the time of publication, there was ambiguity about the future use of the Qualcomm Stadium site, including whether or not it would continue to be used for professional football. The site is likely to have potential for multiple uses in the future.

Tier 1. This is the tier where development is most likely to occur. Vacant land and sites that have both a low FAR value (less than 0.35) and a low assessed value ratio (less than 0.75). The Qualcomm Site is also included in this category. 139 acres plus 156 acres at Qualcomm site, for a total of 295 acres.

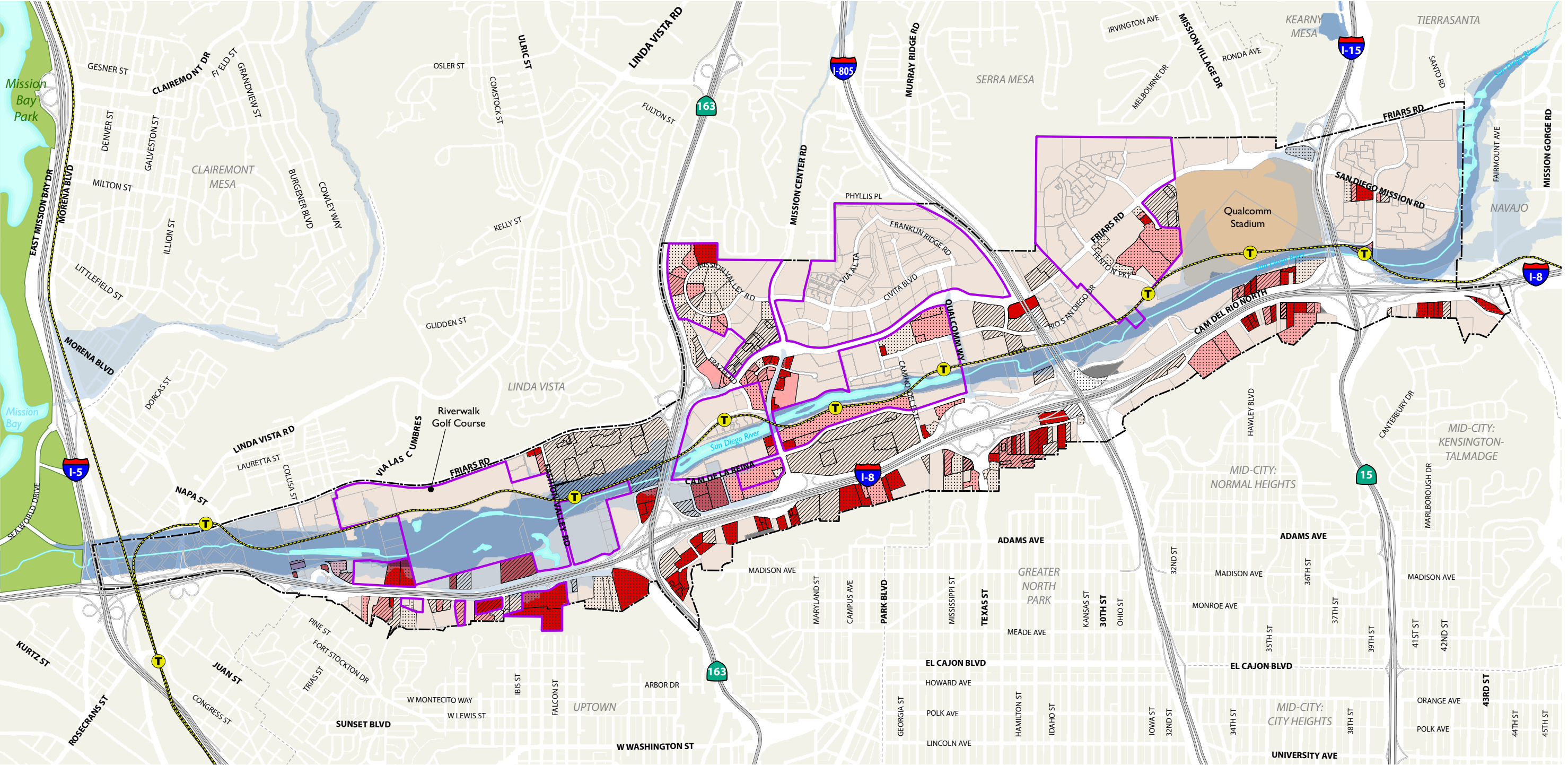
Tier 2. Sites that have both a low FAR value (less than 0.35) and medium assessed value ratio (0.75 to 1.50). Sites that have both a medium FAR value (0.75 to 1.50) and a low assessed value ratio (less than 0.75). 172 acres.

Tier 3. Sites that have either a low FAR value (less than 0.35) or a low assessed value (less than 0.75). Sites that have both a medium FAR value (0.75 to 1.50) and a medium assessed value ratio (0.75 to 1.50). 142 acres.

Tier 4. This is the tier in which, of all the opportunity sites, development is least likely to occur. Sites that have either a medium FAR value (0.75 to 1.50) or a medium assessed value ratio (0.75 to 1.50). 265 acres.

In total, this analysis identifies 717 acres, or 30 percent of Mission Valley, with the potential for full or partial development or redevelopment. This indicates that there is a high potential for change in Mission Valley, and guided by a new Community Plan.

Figure 2-6: Potential Opportunity Sites



Trolley Stops

Light Rail

Freeways

Ramps

Streams/Creeks

Opportunity Sites

Vacant/Undeveloped Parcels

Low Assessed Value Ratio (< 0.75)

Medium Assessed Value Ratio (0.75 - 1.5)

Low Floor Area Ratio (< 0.35)

Medium Floor Area Ratio (0.35 - 0.7)

Qualcomm Stadium Site

Specific Plans

FEMA Flood Areas

100 Year Floodplain

100 Year Floodzone

Planning Area Parcels

Lakes/Ponds/Bays

Mission Valley Community Plan Boundary

Community Planning Areas

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY™ to SANGIS. This map is copyrighted by RAND McNALLY & COMPANY™. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY™.

Copyright SANGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: http://www.sangis.org/Legal_Notice.htm

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015

