



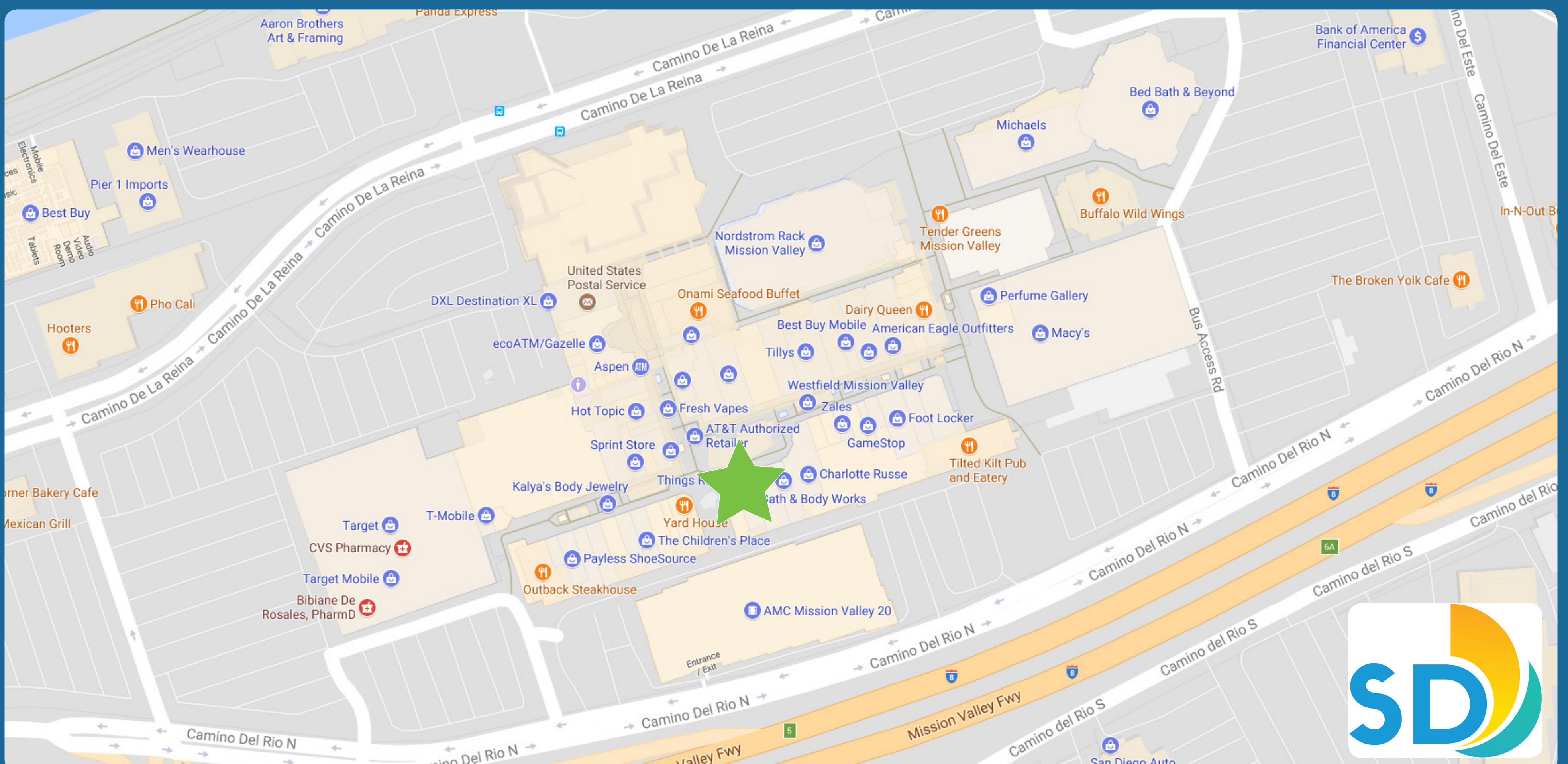
COMMUNITY OPEN HOUSE ON FUTURE LAND USES

Help Shape the
Future of Mission Valley

TODAY - August 12, 2017

**Drop in anytime between:
10:00 a.m. to 6:00 p.m.**

**In the former Bath and Body Works
across from Ruby's Diner**



What is a Community Plan?

A **Community Plan** provides directions to guide growth and development within a given area.



It describes the community's vision and identifies strategies for enhancing community character and managing change.



It guides local decision-making and public investments.

It includes goals, policies, and implementing strategies.



It plays an important role in regulating land use.



It covers several key topics that are interrelated and together provide comprehensive guidelines for the community's future:



LAND USE



MOBILITY



RECREATION



CONSERVATION & SUSTAINABILITY



URBAN DESIGN



HISTORIC PRESERVATION



PUBLIC FACILITIES, SERVICES, & SAFETY



ARTS & CULTURE



ECONOMIC PROSPERITY

Anticipated Community Outreach Process & Timeline

	Fall 2014 - Winter 2015	Spring 2015 - Winter 2016	Spring 2016 - Winter 2017	Spring 2017 - Summer 2017	Fall 2017 - Winter 2018	Spring 2018 - Fall 2018
Planning Program	Phase 1 Contracting and Formation	Phase 2 Existing Conditions and Visioning	Phase 3 Alternatives Development	Phase 4 Community Review and Plan Development	Phase 5 Community Plan, EIR and Public Facilities Financing Plan Development	Phase 6 City Hearings on Final Plans
Community Outreach	City Website Page Update Formation of CPU Subcommittee	Community Kickoff Meeting Community Visioning Stakeholder Interviews Design Professionals Workshop Planning Commission Workshop CPU Subcommittee Meetings	Online Outreach Activities Community Presentation of Land Use Alternatives Planning Commission Workshop CPU Subcommittee Meetings	Community Workshop on Preferred Land Use Environmental Impact Report (EIR) Scoping Meeting CPU Subcommittee Meetings	Release of Draft Community Plan Draft EIR Community Meeting CPU Subcommittee Meetings	Release of Final Plans Planning Commission Meeting Smart Growth and Land Use Committee Meeting City Council Meeting



LAND USE



What Could a Future Mission Valley Look Like?

MIXED USE MEDIUM & HIGH DENSITY
LOOKING EAST TOWARD JCPENNEY AT FASHION VALLEY ROAD



MIXED USE MEDIUM DENSITY
LOOKING EAST TOWARD JCPENNY AT FASHION VALLEY ROAD



MULTIOWNER REDEVELOPMENT STRATEGY
FRIARS MISSION CENTER & HAZARD CENTER EAST



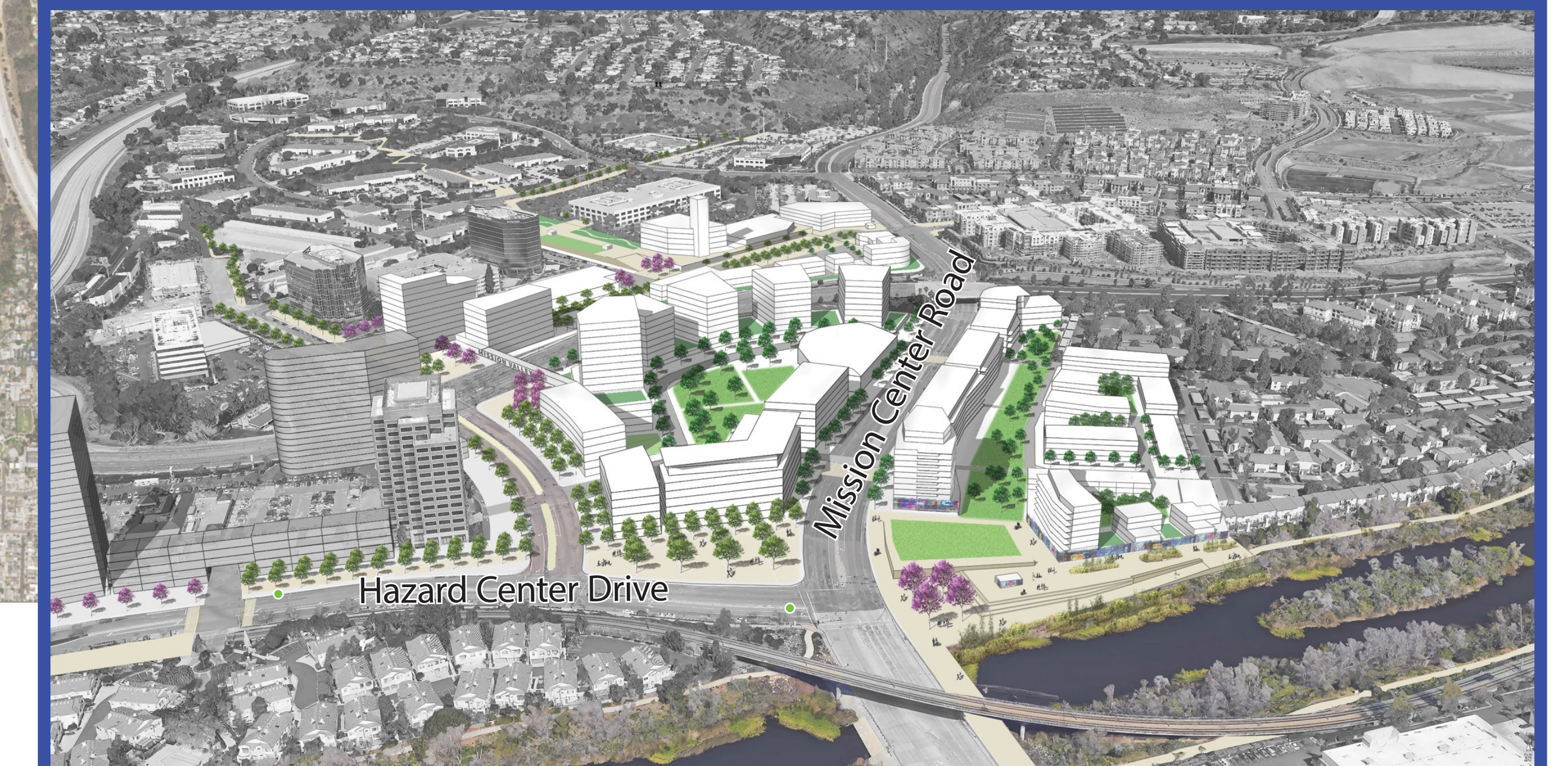
REINVESTMENT IN COMMERCIAL
PARK VALLEY CENTER



REINVESTMENT IN OFFICE
VA SAN DIEGO CLINIC SITE



MULTIOWNER REDEVELOPMENT STRATEGY
FRIARS MISSION CENTER & HAZARD CENTER EAST



RESIDENTIAL HIGH DENSITY & OFFICE
SOUTH OF RIVERWALK GOLF COURSE



RESIDENTIAL HIGH DENSITY & PARK
SOUTH OF RIVERWALK GOLF COURSE



REINVESTMENT IN OFFICE
CAMINO DEL RIO SOUTH

Residential - MD

PODIUM



60-70 DU/Acre
4 to 5 Stories Above Podium
Structured Parking

WRAP BUILDING



60-70 DU/Acre
5 to 6 Stories
Structured Parking

TOWER



60-70 DU/Acre
Above 7 stories
Structured Parking

Residential - HD

PODIUM



80-105 DU/Acre
4 to 5 Stories Above Podium
Structured Parking

CONCRETE BUILDING



80-105 DU/Acre
Stories Vary
Structured Parking

TOWER



90-120 DU/Acre
Above 10 Stories
Structured Parking

Public/
Institutional

STADIUM



SCHOOL/UNIVERSITY





RECREATION CENTER





Commercial

LIFESTYLE CENTER



1-5 Stories
Structured Parking

MAIN STREET

1-2 Stories
Structured Parking



PROFESSIONAL HUB

1-4 Stories
Structured Parking



Lodging

LEISURE HOTEL


2 to 8 Stories
Structured/Surface
Parking

EXECUTIVE HOTEL

2 to 6 Stories
Structured/Surface
Parking

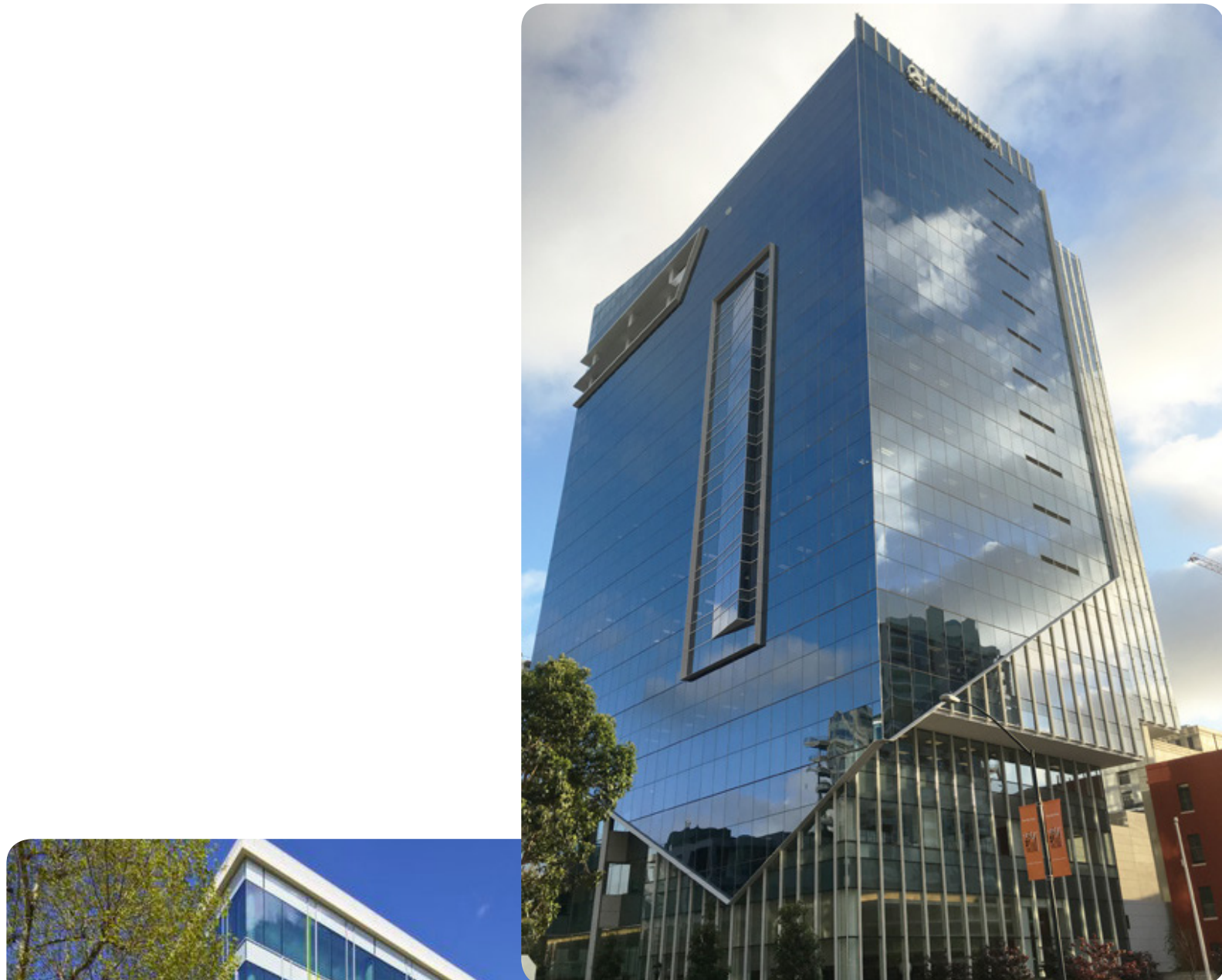

HIGH RISE HOTEL



10+ Stories
Structured Parking



Office

URBAN OFFICE



6+ Stories
Structured Parking

FLEX OFFICE

2 to 4 Stories
Structured/Surface
Parking



CAMPUS OFFICE

1 to 6+ Stories
Structured/Surface
Parking



Regional Commercial

STRIP CENTER



1 to 2 Stories
Structured/Surface
Parking

MALL

1 to 4 Stories
Structured/Surface
Parking

"BIG BOX"

1 to 2 Stories
Structured/Surface
Parking

Timeline of Major Events

- January 12, 2017**
Chargers ownership announced their decision to move the team to Los Angeles
- May 22, 2017**
A group of local investors qualified a ballot initiative (called Soccer City) to redevelop the site with a mix of uses including a Major League Soccer (MLS) stadium
- June 19, 2017**
The San Diego City Council voted to send the SoccerCity proposal to voters for the November 2018 election
- November 6, 2018**
Planned city-wide vote on the Soccer City Initiative

It is anticipated that the site will redevelop through the use of a Specific Plan.

If an Initiative (like Soccer City) is used to create the Specific Plan, it would not be required to adhere to the policies in the updated Community Plan.

If a traditional permitting process is used, a future project on the site would adhere to the policy language in the updated Community Plan.

No final decisions have been made.

The Mission Valley Community Plan Update will use the modeling assumptions below to identify how development on the site could impact all of Mission Valley.

Transportation Model Inputs	
Use	Amount
Residential Uses	4,800 – 5,000
Retail	740,000 ft²
Office/Classroom	2.4 million ft²
Stadium	40,000 seat +/-
Hotel	450 rooms
Parks	34 acres minimum

