



EXISTING CONDITIONS MAP ATLAS

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Prepared for

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1. Introduction and Overview

1.1 INTRODUCTION

This Map Atlas provides baseline spatial information on existing conditions, opportunities, and challenges in the Mission Valley Community Planning Area and outlines existing conditions and future prospects for the community. The focus of this Atlas is on mappable resources, trends, and critical concerns that will frame choices for the long-term physical development of Mission Valley. The Atlas maps information about land uses, natural resources, urban form, and transportation infrastructure. The Atlas will be used as a basis for:

- Facilitating community input on planning issues, priorities, and vision for the future;
- Evaluating policy issues and options and preparing alternative land use and transportation concepts;
- Formulating policies and implementation actions for the updated Community Plan; and
- Creating the environmental setting portion of the Environmental Impact Report for the Community Plan.

The Atlas provides information on conditions that existed as of July 2016. It should be noted that as Mission Valley is changing more rapidly than some datasets may be updated, there might be inconsistencies between what is depicted in the Atlas and what is on the ground, particularly with respect to the Civita project.



A view of Mission Valley from above.



The San Diego Trolley, often called San Diego's "moving landmark," serves Mission Valley.



The San Diego River runs through the center of Mission Valley.

1.2 COMMUNITY PLAN PURPOSE AND PROCESS

General Plan Context

The City of San Diego General Plan, adopted in 2008, is a comprehensive “blueprint” for San Diego’s growth over the next 20 years; it provides the broad citywide vision and development framework. Central to the plan is the “City of Villages” strategy, which focuses growth into pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system. As a part of this strategy, the General Plan identifies over 50 community Planning Areas in the city, including Mission Valley, for which community plans are to be developed or updated to provide more localized policies. The General Plan also identifies Mission Valley as a Subregional Employment Area; this indicates that Mission Valley will play an important role in the city’s economic prosperity strategy, in part by providing the appropriately designated land and infrastructure needed to support business development and employment opportunities.

Purpose

The current Mission Valley Community Plan provides the detailed framework to guide development in Mission Valley. Originally adopted in 1985, the plan has undergone over 20 amendments in the intervening years. The Community Plan update seeks to bring the plan up-to-date by:

- Analyzing current land use, development, and environmental characteristics;
- Evaluating changes in demographics that may affect land use needs;
- Understanding demand for housing and commercial development;
- Working with community members and stakeholders to determine key issues of concern, desires, and preferences to establish a vision and objectives for the plan update;
- Evaluating the “fit” of current Community Plan policies to achieve community goals and regulatory requirements;
- Ensuring that policies and recommendations remain in harmony with the General Plan and citywide policies, as well as regional policies.

This update process will result in a new Community Plan.

Process

The Community Plan update process will unfold in five phases:

- **Phase 1** includes evaluation of existing conditions (this report), as well as more detailed analysis of key issues and options for addressing those issues.
- **Phase 2** includes community visioning and issue identification, which will be undertaken collaboratively with community members and stakeholders (happening concurrently with Phase 1).
- **Phase 3** will include land use and transportation alternatives. This will explore various ways in which the vision can be achieved, resulting in a preferred plan and policy framework, and development of a draft Community Plan. Community members’ input will be sought through workshops and online outreach.
- **Phase 4** will provide community members and decision-makers the opportunity to review and comment on the Draft Community Plan. The EIR process will formally begin.
- **Phase 5** will involve drafting the EIR and updating the Public Facilities Financing Plan. These will be introduced to the community at a workshop, and there will be a formal public review period for the Draft EIR. A Final EIR and Responses to Comments will be prepared.
- **Phase 6** involves presenting the Draft and Final EIR, the Draft Public Facilities Financing Plan, and the Draft Community Plan to the Planning Commission and the Smart Growth and Land Use Committee of the City Council for formal recommendation and, then, the City Council for adoption.

1.3 REGIONAL LOCATION AND PLANNING BOUNDARIES

Regional Location

Mission Valley is located at nearly the geographic center of the City of San Diego. The San Diego River runs through Mission Valley, and is a significant asset and defining feature. As shown in Figure 1-1, the Valley sits at the crossroads of the regional freeway system, enjoying access from I-5, I-8, I-15, I-805 and SR 163. The Valley is a regional center of offices, hotels, and retail businesses. The Valley is also a major regional visitor center, with a concentration of hotels located in close proximity to tourist attractions including Mission Bay, Sea World, and Balboa Park.

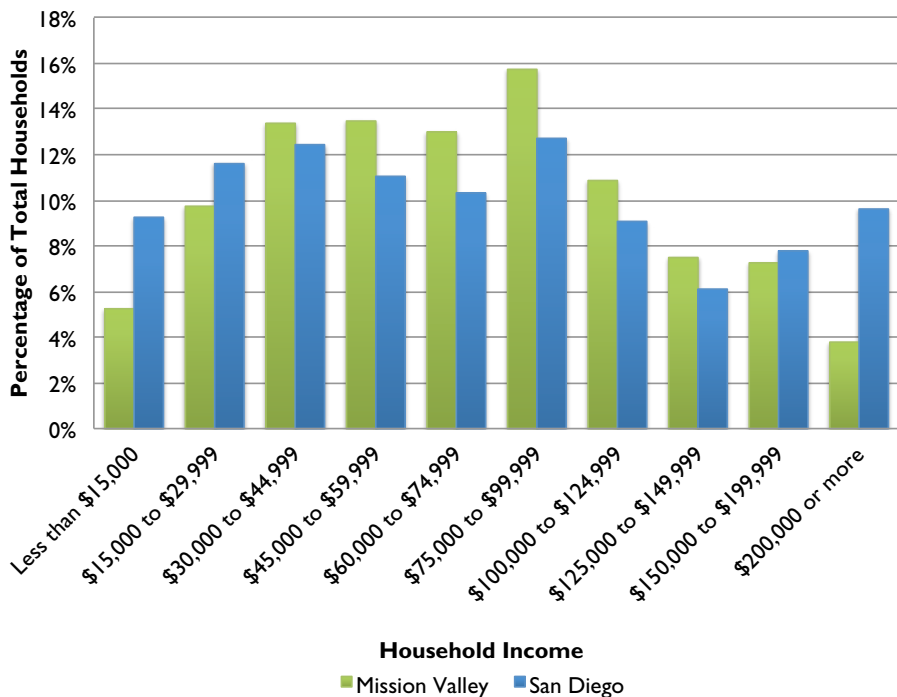
Mission Valley is bordered by several other community Planning Areas: Old Town San Diego, Uptown, Greater North Park, Normal Heights, Kensington-Talmadge, and College Area to the south, Navajo to the east, Tierrasanta, Kearny Mesa, Serra Mesa, and Linda Vista to the north, and Mission Bay Park to the west.

Figure 1-1: Mission Valley Regional Location



Existing Conditions Map Atlas

Chart 1-3: Household Income, Mission Valley and San Diego



Source: SANDAG, Current Estimates (Data Extracted on 12/2015).

1.4 MISSION VALLEY DEMOGRAPHIC OVERVIEW

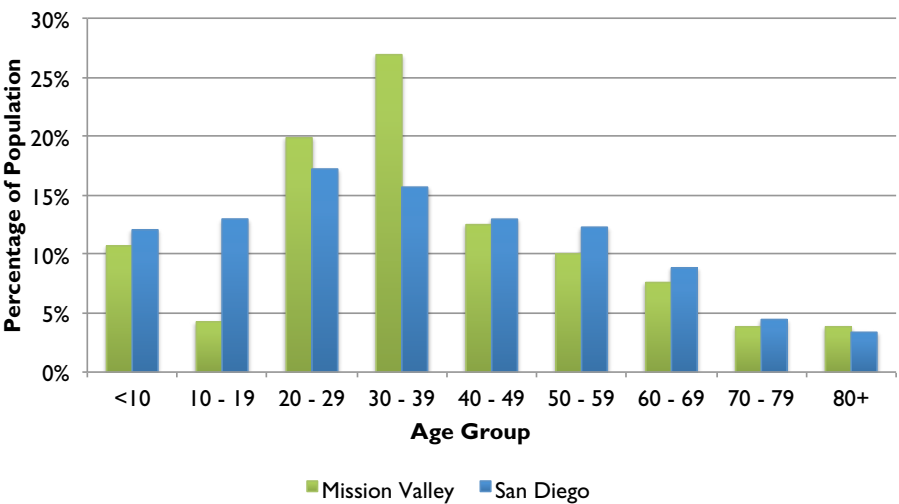
The total population of Mission Valley was 21,303 in 2014, according to the most current estimate by San Diego Association of Governments (SANDAG). People between the ages of 20 to 29 and 30 to 39 compose almost 50 percent of the population. As Chart 1-1 shows, there are a significantly larger proportion of people in these two age groups in Mission Valley compared to the City of San Diego as a whole. Conversely, Mission Valley has a smaller proportion of people between 10 and 19 years of age. The median age in Mission Valley is 34.7 years.

Over two thirds of households in Mission Valley are what the Census Bureau calls “nonfamily households,” compared to 40 percent in the city as a whole. Families with children make up 10.5 percent of households in Mission Valley, compared to 18.3 percent of households citywide. The most common household size in Mission Valley is one person, followed closely by 2-person households. Just 4.5 percent of households in Mission Valley have 4 or more persons, compared to 23.2% in San Diego. See Chart 1-2.

The median household income in Mission Valley is \$69,410. As shown in Chart 1-3, the largest income group in Mission Valley comprises households earning \$75,000 to \$99,999. Compared to the City of San Diego, Mission Valley has a smaller percentage of households with annual incomes less than \$30,000 dollars, and also a smaller percentage with incomes of more than \$200,000.

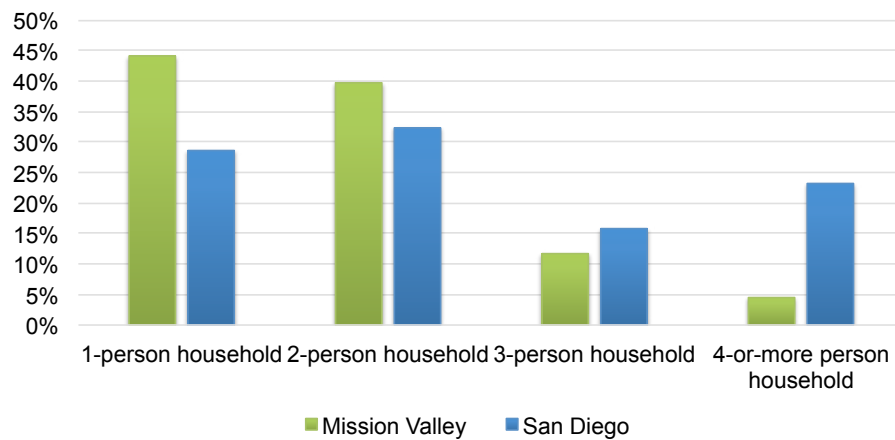
As shown in Chart 1-4, Mission Valley is predominantly white, not Hispanic or Latino; non-Hispanic whites constitute 59 percent of the population in Mission Valley. Hispanics (of any race) are the next largest ethnic group in Mission Valley, constituting 18 percent of the population. Asians represent 12 percent of the population. Blacks constitute five percent of the population, and residents who are two or more races constitute four percent of the population.

Chart 1-1: Age Groups, Mission Valley and San Diego



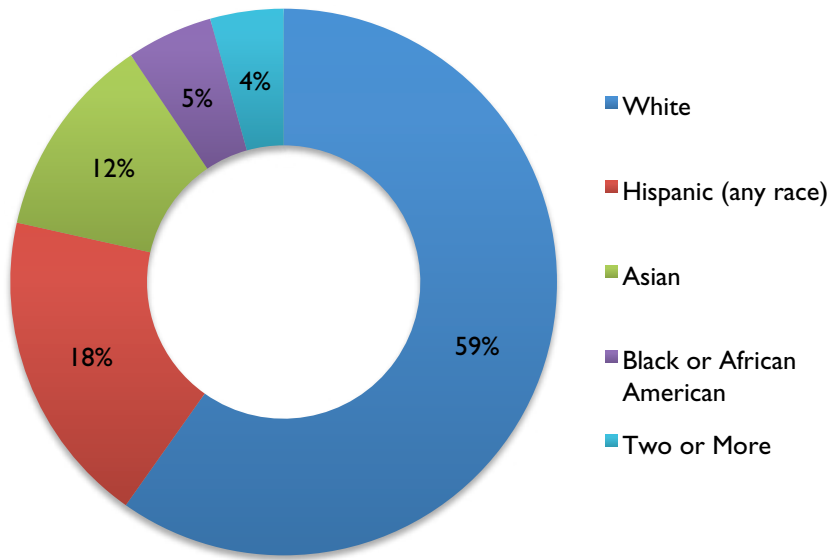
Source: SANDAG, Current Estimates (Data Extracted on 12/2015).

Chart 1-2: Household Size, Mission Valley and San Diego



Source: US Census, 2010

Chart 1-4: Ethnic Breakdown of Mission Valley



Source: SANDAG, Current Estimates (Data Extracted on 12/2015).

1.5 EXISTING PLANS IN MISSION VALLEY

Existing Mission Valley Community Plan (1985)

The current Mission Valley Community Plan was originally adopted in 1985 and has been amended on over 20 occasions since. The Plan identifies several key issues, goals, and implementation actions for the Mission Valley Community. These include improving the transportation system; relating development intensity to the capacity of the transportation system; encouraging mixed-use development on large sites to offer environments for living, working, shopping, and related activities; guiding urban form and physical development that protects and is responsive to the physical environment of Mission Valley; and encouraging the development of neighborhood facilities and services that fulfill the daily needs of local residents.

Land Use Designations

The Community Plan land use diagram, shown on Figure 1-3, shows the Plan’s land use designations. As shown in the figure, a significant portion of the Planning Area, 31 percent, is designated as Multi-Use. An equal percentage is designated as commercial with a lodging or office component, in the Commercial Recreation, Commercial Office, and Office or Commercial Recreation categories. Chart 1-4 illustrates the breakdown of land use designations in the current Mission Valley Community Plan. The land use designations are briefly described in Table 1-1.

Chart 1-5: Community Plan Land Use Pie Chart

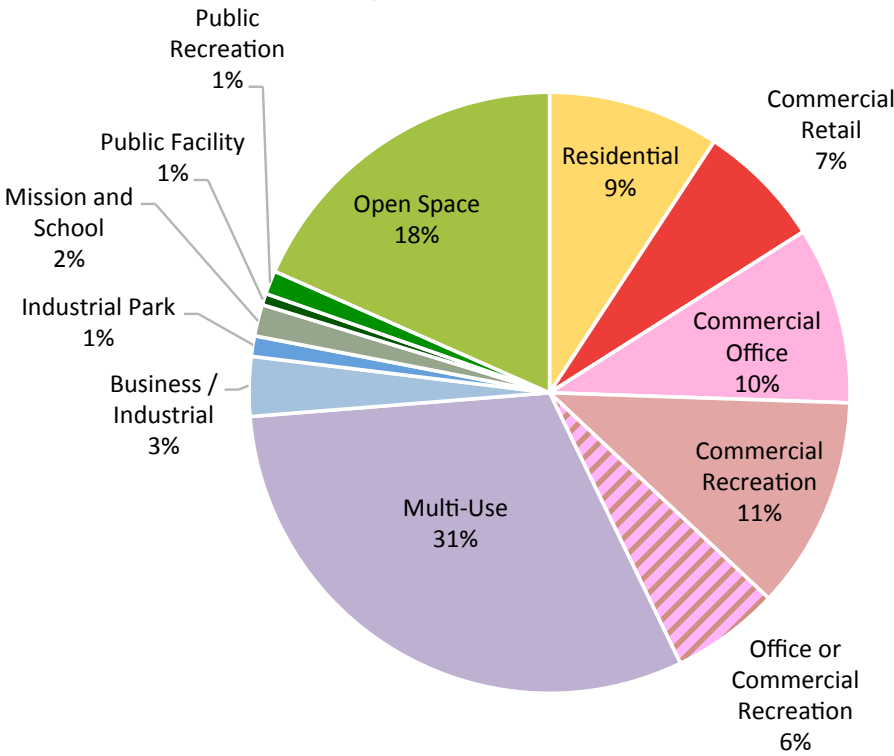
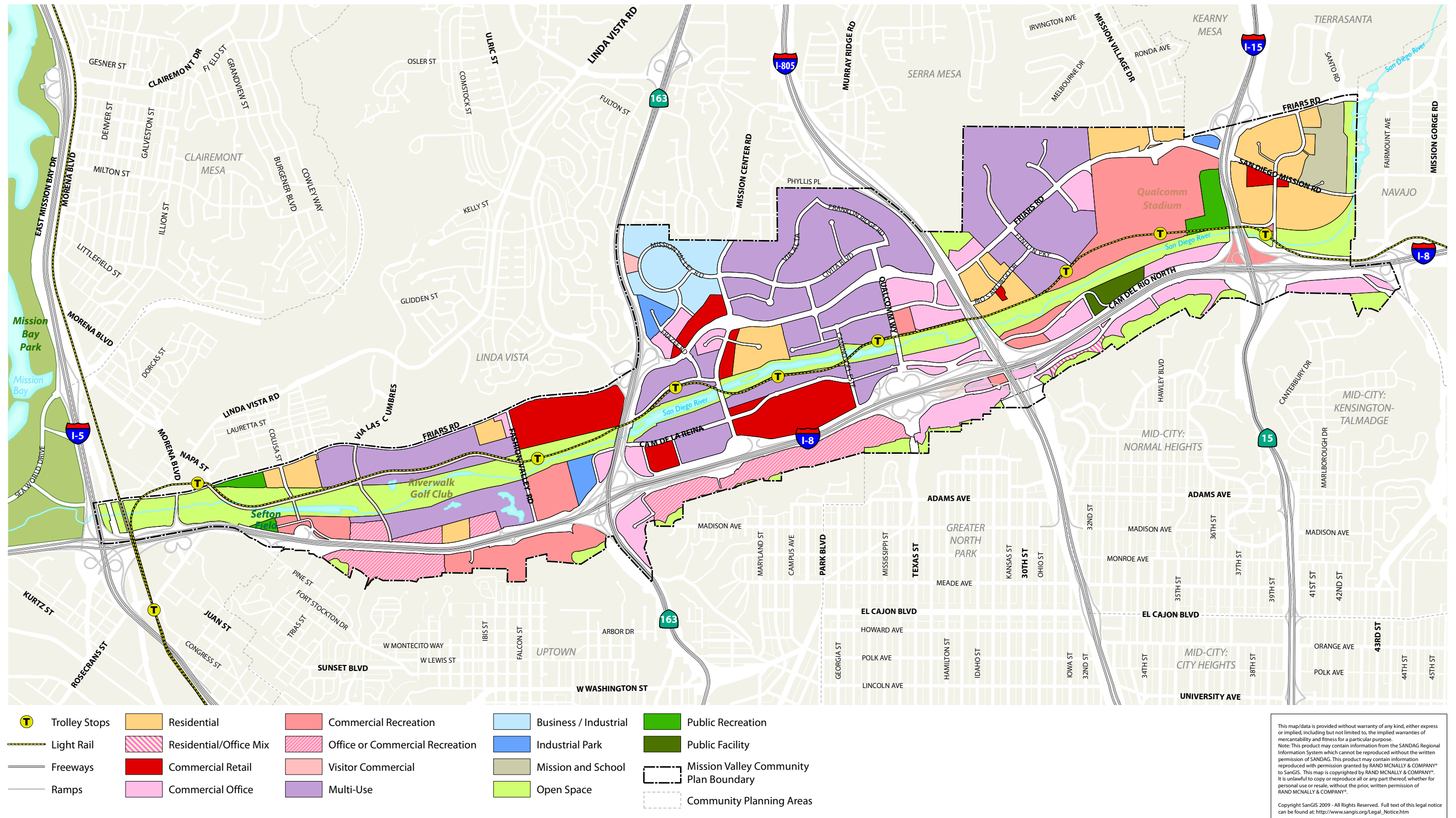


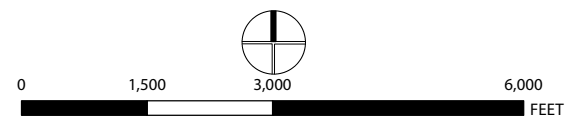
Table 1-1: Existing Mission Valley Community Plan Land Uses

Land Use Designation	Description
Residential	Intended for Residential uses.
Commercial	
Commercial Retail	Intended for regional, freestanding and neighborhood/convenience.
Commercial Recreation	Intended for lodging facilities, recreational facilities (health clubs, tennis and racquetball courts), and entertainment facilities (theaters and convention centers).
Commercial Visitor	Intended to provide for establishments catering to the lodging, shopping, or dining needs of visitors/travelers.
Commercial Office	Intended for the following: multi-tenant office buildings; single purpose office-administrative facilities; professional-medical buildings; and financial institutions.
Industrial	
Business/Industrial	Allows for light manufacturing and research and development uses.
Industrial Park	Intended for industrial uses and office parks.
Multiple Use	Intended to integrate a mix of two or more of the following uses: retail, office, residential, hotel/motel, and/or recreation.
Public/Quasi-Public	
Mission and School	Designates schools, education facilities, and Mission Basilica San Diego de Alcalá.
Open Space	Provides for preservation of land that has distinctive scenic, natural, or cultural features.
Public Recreation	Includes community parks, neighborhood parks, mini-parks, plazas, etc.
Public Facility	Designates public facilities.

Figure 1-3: Community Plan Land Use



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



Development Intensity Districts

The Community Plan limits the intensity of future development according to the estimated number of average daily vehicle trips resulting from development, in order to balance development with the capacity of the circulation system and accommodate traffic. It does so by dividing Mission Valley into three Traffic Areas and 13 Development Intensity Districts on the basis of traffic forecast studies. These are shown on Figure 1-4. Each area and district is allocated an average number of daily trips, per gross acre, that may be generated by development (see Table 1-2). Land uses are assigned vehicle trip generation factors (see Table 1-3), and development proposals are designed and evaluated to fall within the allowable thresholds. Projects that would generate average daily trips below the Threshold 1 allocations, delineated by Areas 1 to 3, are processed ministerially. Projects that exceed the limits of Threshold 1 but not of Threshold 2, delineated by Development Intensity Districts, are processed as a discretionary permit. Given the flexibility allowed by the Community Plan’s broad land use designations, the Development Intensity Districts have had a greater influence on the scale and type of development that has occurred in Mission Valley. It should be noted that not all areas in Mission Valley are influenced by the Development Intensity Districts. Specifically, as the Quarry Falls Specific Plan supersedes the Community Plan, District F does not limit the intensity of development in the area governed by Quarry Falls Specific Plan.

Table 1-2: Development Intensity Districts

District	Trips Per Gross Acre	
	Threshold 1	Threshold 2
A	150 ¹	338 ¹
B	150	263
C	150 ¹	417 ¹
D	200 ¹	380 ¹
E	140 ¹	353 ¹
F	140 ¹	140 ¹
G	140	344
H	140	323
I	140	571
J	200 ¹	671 ¹
K	200 ¹	424 ¹
L	140	267
M	140	157

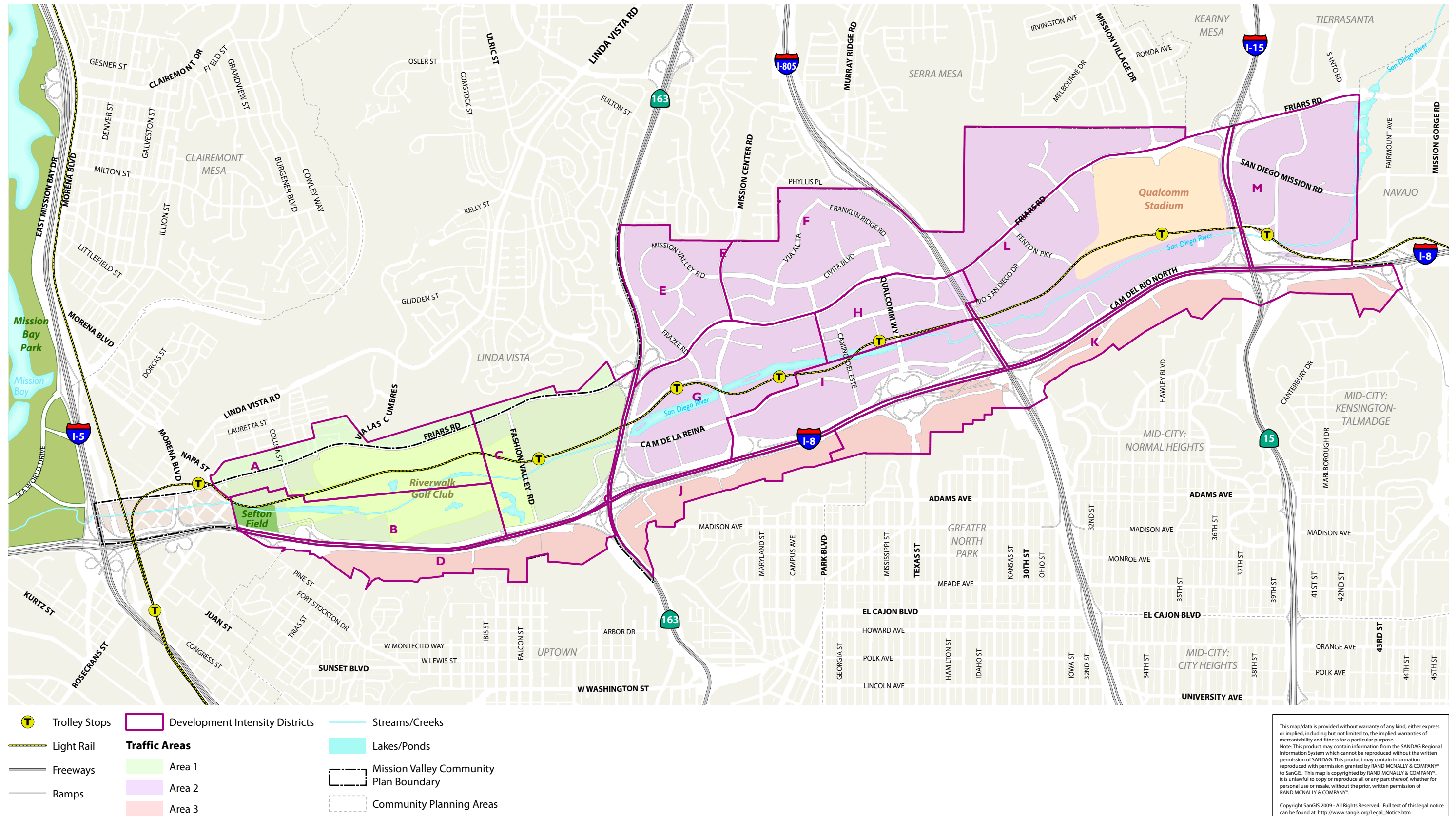
¹Excluding acreage within steep hillsides
Source: San Diego Municipal Code, 2015.

Table 1-3: Development Intensity Factors

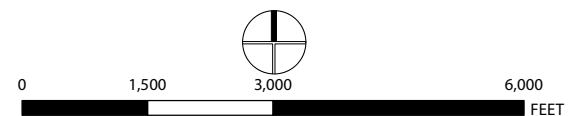
Use	Rate/Units
Residential	
Single-Family	10 trips per d.u.
Multi-family (under 30 du/ac)	8 trips per d.u.
Multi-family (30 or more du/ac)	6 trips per d.u.
Offices	
Commercial Office (under 100,000 sq. ft. gfa)	20 trips/1000 sq.ft. gfa
Commercial Office (100,000 or more sq. ft. gfa)	16 trips/1000 sq.ft. gfa
Retail	
Neighborhood Shopping Center (under 100,000 or more sq. ft. gfa)	60 trips/1000 sq.ft. gfa
Community Shopping Center (100,000 - 225, 000 sq. ft. gfa)	49 trips/1000 sq.ft. gfa
Regional Shopping Center	
Over 1,250,000 sq. ft. gfa	25 trips/1000 sq.ft. gfa
1,000,000-1,250,000 sq.ft. gfa	30 trips/1000 sq.ft. gfa
500,000-1,000,000 sq.ft. gfa	32 trips/1000 sq.ft. gfa
225,000-500,000 sq.ft. gfa	51 trips/1000 sq.ft. gfa
Freestanding Retail/Strip Commercial	40 trips/1000 sq.ft. gfa
Restaurants	40 trips/1000 sq.ft. gfa
Hotel/Motel	8 trips/1000 sq.ft. gfa
Automobile Dealer	30 trips/1000 sq.ft. gfa building area
Health Club	45 trips/1000 sq.ft. gfa
Rental Storage	2 trips/1000 sq.ft. gfa
Industry	
Small Industry (under 100,000 sq.ft. gfa)	14 trips/1000 sq.ft. gfa
Large Industry (100,000 or more sq.ft. gfa)	8 trips/1000 sq.ft. gfa
Small Industrial/Business Park (under 100,000 sq.ft. gfa)	18 trips/1000 sq.ft. gfa
Convalescent Hospital	3 trips/bed
Four-year College	2.8 trips/student
High School	1.5 trips/student
Jr. High School	1.0 trips/student
Elementary School	1.4 trips/student

Notes: d.u. = dwelling units. sq. ft. gfa = Square Feet of Gross Floor Area.
Source: San Diego Municipal Code, 2015.

Figure 1-4: Development Intensity Districts and Traffic Areas



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



Specific Plans

In addition to the current Mission Valley Community Plan, six adopted Specific Plans provide greater specificity for future development and public improvements for several sites within the Mission Valley. These Specific Plans are summarized below, and the Specific Plan areas are shown on Figure 1-5. The Mission Valley Community Plan update provides an opportunity to revisit the Specific Plans as needed to reflect the updated community vision.

First San Diego River Improvement Project Specific Plan (1982)

The First San Diego Improvement Project Specific Plan (FSDRIP) area consists of approximately 261 acres bounded by State Route 163 on the west, Camino de la Reina and Camino del Rio North on the south, and Friars Road on the north. The easterly boundary is located approximately 700 feet east of I-805.

FSDRIP entails two key elements:

- Realignment of the San Diego River to create a flood control channel between I-805 and SR 163 in order to alleviate flooding, open up more land for development, and biologically restore the San Diego River wetlands.
- Four major private developments—Mission Valley West/MBM, Hazard Center, Park in the Valley, and Rio Vista West—adjacent to the river and its floodway. These developments provide for a total of 1.3 million square feet of office space, 815,000 square feet of retail, 875 hotel rooms, and up to 2,535 residential units.

Most of FSDRIP has been implemented at this time.

Levi-Cushman/Riverwalk Specific Plan (1987)

The Levi-Cushman/Riverwalk Specific Plan proposes mixed-use development on approximately 200 acres west of Fashion Valley Road, south of Friars Road, and north of I-8 and Hotel Circle North. The site is currently used as a 27-hole golf course.

The Specific Plan proposes a total of 135 acres of future development. North of the San Diego River, the Plan features predominantly residential development, with the balance designated for commercial, office, hotel, and community uses. South of the river, the plan proposes primarily office and hotel uses. In addition, the plan proposes the construction of a 12-acre island, which would be the focus of public spaces, office and retail. The plan also proposes the creation of a 26 feet deep, soft-bottomed, natural appearing flood control channel in the river, a 25-foot-wide buffer located on each side of the river throughout the project, and habitat areas along the edges and banks of the river channel. An amendment to the Specific Plan was initiated in 2014 to, among other things, revise the Plan's land use mix.

Mission Valley Heights Specific Plan (1987)

The Mission Valley Heights Specific Plan is bounded on the east by Mission Center Road, on the south by Friars Road, on the west by SR-163, and on the north by existing residential development at the top of the mesa. The Specific Plan proposes approximately 90 acres of medium- and low-density office and industrial business park development north of Friars Road in an area formerly used for sand and gravel extraction. The Specific Plan also proposes the development of approximately 150,000 square feet of retail space, developed as a large community commercial center anchored by a large supermarket, on a 15-acre lot fronting Friars Road. This plan has been fully developed.

Atlas Specific Plan (1988)

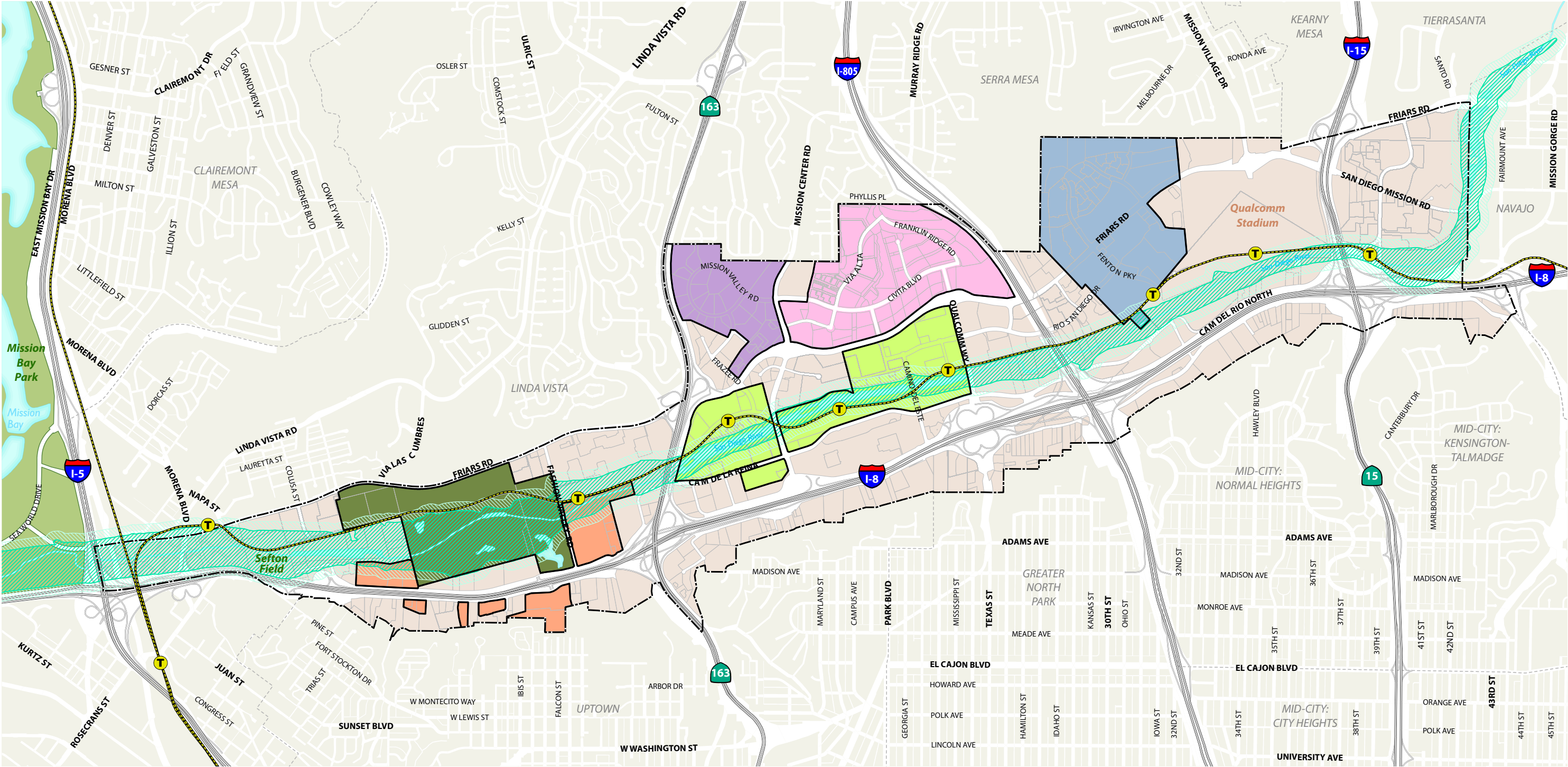
The Atlas Specific Plan establishes land uses and intensities for seven non-contiguous sites totaling approximately 86 acres, all of which were previously owned by Atlas Hotels, Inc. The Specific Plan proposes to expand development on three of the seven sites—Town and Country, Mission Valley Inn, and Hanalei Hotel (now Crowne Plaza)—and develop office uses on the vacant Hanalei Tower site. The Specific Plan also has a river improvement element, which includes a floodway improvements, a buffer along the San Diego River corridor, and public access.


The Specific Plan has not been realized, and different owners now own the subject properties. An amendment process was initiated in early 2015 to redesignate the land use of the approximately 40-acre Town and Country property from Commercial Recreation to Multi-Use. An amendment to the Specific Plan is also being proposed to carry out the mixed-use Legacy Center International Project, to be located at 875 Hotel Circle South.


Mission City Specific Plan (1998)


The Mission City Specific Plan includes a range of medium-low and medium density residential, together with commercial and office land uses, on a 225-acre site located between I-15 and I-805 and north of I-8. The plan provides for medium and low-medium density residential development to the north and a mix of uses to the south of Friars Road. The Specific Plan also provides for an expanded circulation network, including a grade-separated pedestrian crossing of Friars Road and a pedestrian way across the large mixed-use site south of Friars Road (now Fenton Marketplace). The Specific Plan has been developed.


Figure 1-5: Specific and Master Plans




 Trolley Stops


 Light Rail


 Freeways


 Ramps


 Streams/Creeks


Specific Plans


 First San Diego River Improvement Project Specific Plan

 Levi-Cushman/Riverwalk Specific Plan


 Mission Valley Heights Specific Plan


 Atlas Specific Plan


 Mission City Specific Plan


 Quarry Falls Specific Plan


San Diego River Park Master Plan

 River Corridor Area

 River Influence Area

 Lakes/Ponds/Bays

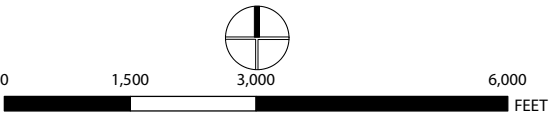
 Mission Valley Community Plan Boundary

 Community Planning Areas

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Quarry Falls Specific Plan (2008)

Quarry Falls Specific Plan encompasses an approximately 225-acre former mining site bordered on the south by Friars Road, on the north by an undeveloped area and the community of Serra Mesa, on the east by I-805, and on the west by Mission Center Road. In what is now known as the Civita Project, the Specific Plan calls for the development of six districts linked by an open space system, stepping down from Serra Mesa to the Valley floor. The Specific Plan provides for a mix of housing types to be developed, as well as a school, a large park, and mixed-use district along Friars Road. Currently, there is either public infrastructure or vertical development in all but one of Civita's districts.

Zoning

Zoning implements the policies put forth in the General Plan and the Community Plan through detailed development regulations. Zoning also regulates the form that development can take and the land uses that are permitted in Mission Valley. As Figure 1-6 shows, most of Mission Valley is governed by the Mission Valley Planned District Ordinance. The Planned District Ordinance implements the existing Community Plan through the use of base commercial, industrial, multiple use, and residential districts that provide development standards; overlay districts that regulate development intensity across Mission Valley; overlay districts that regulate the permitted form and type of development in the hillsides and adjacent to the river to ensure these areas will be respected and preserved; and special regulations that address needs unique to Mission Valley, such as parking and circulation, design requirements, and landscaping. See San Diego Municipal Code, Ch. 15, Art. 14, Divs. 1-4 (2015).

Two subdistricts are mapped along the San Diego River: the River Corridor Area, including the River, its floodway, and 35 feet on either side; and the River Influence Area, extending 200 feet beyond on both sides. Development in the River Corridor Area is limited generally to the creation of a river pathway and passive recreation areas, where these would not conflict with habitat conservation in the Multi-Habitat Planning Area (MHPA). In the River Influence Area, land use is established by underlying zones, but the lot coverage, building height and massing are limited, with allowed building height rising with increasing distance from the river. Notably, height is not otherwise regulated by underlying Mission Valley Planned District zones.

Mission Valley's hillsides, specifically the area within the Mission Valley Planned District Ordinance's Hillside Conservation, Design, and Height Limitation Subdistrict, covers 843 acres, or 35 percent of the Planning Area, including all land north of Friars Road on the northern slope of the valley and all land south of Interstate 8 on the southern slope.

Some areas subject to a Specific Plan are zoned as MVPD-MV-M/SP; this indicates that a Specific Plan is in effect and should be reviewed to understand the regulations that govern development in these areas. In other cases, as in the Quarry Falls Specific Plan, citywide zoning districts are used. As zoning must be consistent with existing policy, the zoning applicable to Mission Valley will be revised, as necessary, after the update of the Mission Valley Community Plan has been completed.

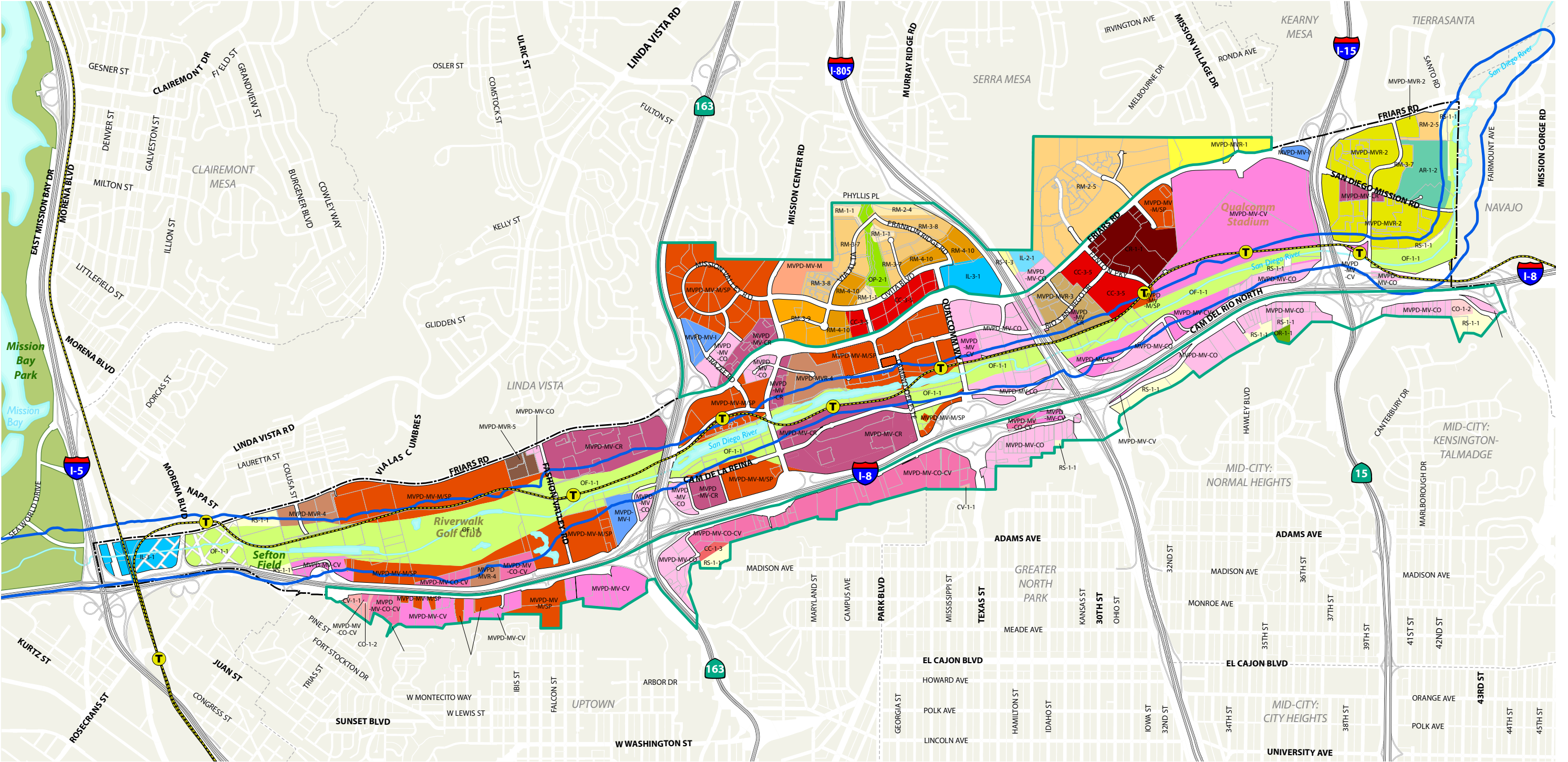
San Diego River Park Master Plan

The San Diego River Master Plan, which was adopted in 2013, is a policy document that communicates a common vision, principles, and recommendations to guide land use decisions within the River Corridor and River Influence Areas along the San Diego River (see Figure 1-5). Thus, the Master Plan informs development along the river in Mission Valley. Notably, the Master Plan envisions the creation of a distinct, identifiable park along the river. This vision for the river is supported by five main principles:

- 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; and
- Reorient development toward the river to create value and opportunities for people to embrace the river.

Specific recommendations for how to achieve this vision are provided within the Master Plan. They include providing interpretive signage at key locations, creating new pedestrian and bicycle connections, and pursuing opportunities to address the hydrology of the river. The Master Plan also provides site-specific recommendations for the Riverwalk Golf Course site to guide any future amendment of the Levi-Cushman Specific Plan, as well as recommendations for any redevelopment of the Qualcomm Stadium site.

Figure 1-6: Current Zoning



Agriculture/Open Space

- Open Space - Floodplain (OF-1-1)
- Open Space - Park (OP-2-1)
- Open Space - Residential (OR-1-1)
- Agricultural - Residential (AR-1-2)

Residential

- Single Unit (RS-1-1)
- Single Unit (RS-1-3)
- Multiple Unit (RM-1-1)
- Multiple Unit (RM-2-4)
- Multiple Unit (RM-2-5)

Commercial

- Multiple Unit (RM-3-7)
- Multiple Unit (RM-3-8)
- Multiple Unit (RM-3-9)
- Multiple Unit (RM-4-10)
- Commercial - Office (CO-1-2)

Commercial - Visitor (CV-1-1)

- Commercial - Community (CC-1-3)
- Commercial - Community (CC-3-5)
- Commercial - Regional (CR-1-1)
- Industrial Light (IL-2-1)
- Industrial Light (IL-3-1)

Mission Valley Planned District Ordinance

Base Zones

- Commercial Office (MVPD-MV-CO)
- Commercial Visitor (MVPD-MV-CV)
- Commercial Office or Visitor (MVPD-MV-CO-CV)
- Commercial Retail (MVPD-MV-CR)
- Industrial (MVPD-MV-I)

Multiple Use (MVPD-MV-M)

- Specific Plan (MVPD-MV-M/SP)
- Residential (MVPD-MVR-1)
- Residential (MVPD-MVR-2)
- Residential (MVPD-MVR-3)
- Residential (MVPD-MVR-4)
- Residential (MVPD-MVR-5)

Subdistricts

- Hillside Conservation, Design and Height Limitation District
- San Diego River Subdistrict
- Mission Valley Community Plan Boundary
- Community Planning Areas

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Dyett & Bhatia, 2015

