

MISSION VALLEY PLANNING GROUP

November 4, 2021

Commissioner Justine Nielsen
City of San Diego
Redistricting Commission
202 C Street, MS2A
San Diego, CA 92101

VIA EMAIL: redistricting2020@sandiego.gov

Re: October 29, 2021 Approved Map

Mrs. Nielsen:

On behalf of the Mission Valley Community Planning Group (“MVPG”), I write to express our concerns with the October 29, 2021 map approved by the Commission. We respectfully request the Commission consider an alternative that does not result in the division of our community into three different Council districts.

Mission Valley is uniquely situated in the heart of San Diego and serves as a job center, retail hub, and increasingly, a residential community. The Valley is slated to accept a substantial amount of growth in the coming years – the recently adopted community plan anticipates nearly 30,000 new housing units by 2050 – more than any other community in our City.

Over the next decade, major redevelopment projects at the former Qualcomm stadium site and Riverwalk golf course are poised to construct over 8,000 residential units alongside major new park and transportation improvements. Development at the Civita master planned community continues and nearly 1,000 apartment units along Camino de La Reina are planned to open in the next 12 months.

This type of significant growth requires substantial infrastructure improvements, thoughtful planning, and attendant City investments in public services. Splitting the Valley into three Council districts makes the prioritization of these necessary capital improvement projects more difficult and planning substantially more challenging. The focus required to properly support the growth of Mission Valley is materially hindered when our community is split into three Council districts.

Mission Valley is also united by the physical barriers of the adjacent mesas and a precious natural resource, the San Diego River. Completion of the River Park Master

Plan and other improvements to the River are also aided by having a single champion of these efforts.

Finally, Mission Valley has developed in a manner in stark contrast to the other communities in proposed District 3 and District 9. The interests and needs of these older communities are highly divergent from the needs of a modern, mixed-use, transit-oriented job and retail center like Mission Valley. Splitting our community into three districts diminishes the opportunity to unite to achieve the vision of our community plan and dilutes the power of our votes.

We are not aware of any other community that has been split into three different Council districts. We urge you to consider the future growth of Mission Valley and the unity of interests of our residents, businesses, and visitors and design a map that continues to keep the Valley represented by a single council district.

Thank you for your consideration of this request. Please do not hesitate to contact me at MVPGChair@gmail.com to discuss this matter further.

Sincerely,



Jonathan Frankel, Chair
Mission Valley Planning Group