



Mission Valley Community Plan Update Subcommittee Meeting

Guiding Principles and Community Workshop
Exercises

December 4, 2015



Current Plan's 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.



Current Plan's Goals and Objectives

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**.



The General Plan's Guiding Principles

1. An open space network formed by parks, canyons, river valleys, habitats, beaches, and ocean;
2. Diverse residential communities formed by the open space network;
3. Compact and walkable mixed-use villages of different scales within communities;
4. Employment centers for a strong economy;
5. An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers;
6. High quality, affordable, and well-maintained public facilities to serve the City's population, workers, and visitors;
7. Historic districts and sites that respect our heritage;
8. Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities;
9. A clean and sustainable environment; and
10. A high aesthetic standard.

1. Fostering coherent, interconnected neighborhoods rather than standalone development projects
2. Promoting connections across major physical and natural barriers
3. Whether there is a need for a “main street” and the appropriateness of Camino de la Reina as a location
4. Opportunities for an interconnected park and open space system
5. Maintaining the vitality of retail in Mission Valley
6. Prospects for future office development in Mission Valley
7. Appropriate land uses south of I-8, given the disconnected nature of these sites from the rest of the community
8. Opportunities on large sites
9. What strategies should be used to reduce greenhouse gas emissions
10. How can urban agriculture be incorporated into Mission Valley
11. Opportunities to grow the tree canopy

MAPPING EXERCISES

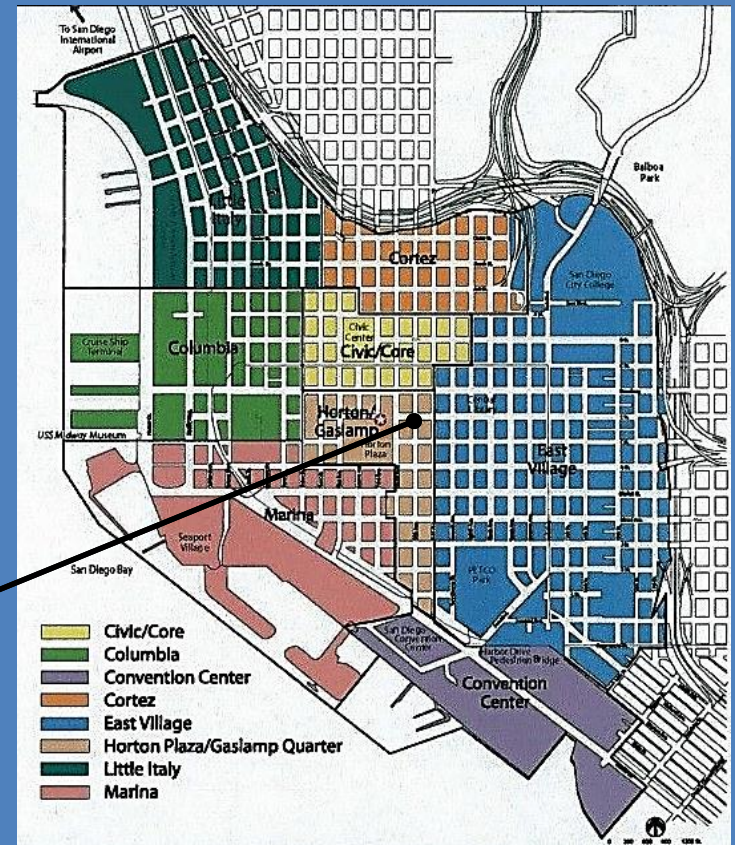


Defining Neighborhoods

We will be working individually to draw our own neighborhood map of Mission Valley.



Gaslamp Quarter
historic, culture, nightlife

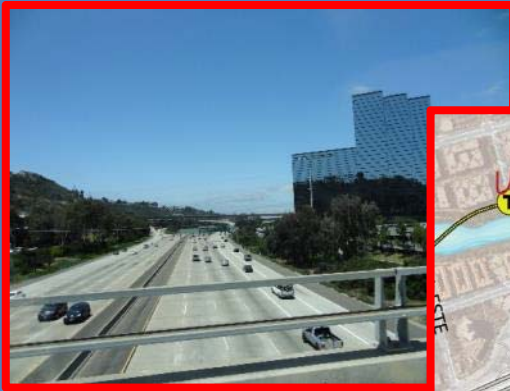


Example of a Neighborhood Map
of Downtown San Diego

Making Connections



Working in **small groups**, we will be using markers and stickers to identify on the table map:



Places where **physical barriers** divide Mission Valley.



And, where improvements could help Mission Valley feel more **connected**.

Building Complete Neighborhoods

Working in **small groups**, we will be identifying ways to make Mission Valley a better place to live, work, and play.



SUSTAINABILITY

What are Mission Valley's **defining characteristics**?

Where are there opportunities to create **complete neighborhoods**?

Where are **Guiding Principles** most needed?

HOW WERE THESE STATEMENTS FORMED?

- Kickoff Meeting Activities

I like... I wish... I wonder...

- Path of Discovery Exercise

- Planning Commission Workshop

- Stakeholder Interviews

I LIKE

Centralized location, easy access
to freeways, surrounding areas
and attractions.
The San Diego River
High potential for change.
Golf course

I WONDER

Addressing traffic
Preserving green space
Making Mission Valley more
pedestrian friendly
Need for affordable housing

I WISH

Expanding Parks and recreation
opportunities
Creating multi-modal
opportunities including north-
south connections
Mixed-use development



VISION STATEMENTS

Balanced Community:

- Preserve existing employment opportunities while introducing new local-serving businesses and housing.
- Locate housing where there is access to transit, the river, recreational opportunities and other amenities.
- Create a vibrant and diverse mixed-use community that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.
- Enhance existing infrastructure to make Mission Valley accessible to people of all ages and abilities.

VISION STATEMENTS

Access & Connections:

- Promote urban mixed-use development at strategic locations that have direct pedestrian and bicycle connections to high-frequency transit stations.
- Establish a stronger grid system in Mission Valley that provides new north-south connections and protects cyclists and pedestrians.
- Proactively manage congestion by reducing vehicle trips, managing parking, and making it easier and more attractive to get around by alternative modes such as transit, walking, and biking.

VISION STATEMENTS

Vibrant Urban Environment:

- Create high-quality office districts where workers have access to restaurants, services, and outdoor recreation.
- Transform transit stops into community landmarks through wayfinding and supportive urban design and development.
- Cultivate a vibrant identity that builds on Mission Valley's diverse history through art, culture, food, and entertainment.
- Cultivate special places through the design of buildings and public spaces that create a compelling and lasting identity.
- Eliminate isolated development by breaking down existing barriers and strengthening neighborhood identities.

VISION STATEMENTS

Natural Systems & Restoration:

- Create a network of shaded sidewalks, paths, usable open spaces, and parks with strong and safe connection to the San Diego River.
- Celebrate the San Diego River by honoring the history, function, and aesthetic value it brings to the community.
- Leverage Mission Valley's natural amenities to promote active and healthy lifestyles through access to trails, recreation opportunities, and more diverse food options.



VISION STATEMENTS

Sustainability:

- Establish Mission Valley as a model of environmental sustainability by promoting green building, encouraging energy and water conservation, preserving and restoring habitat, and protecting waterways to reduce its environmental footprint.

COMMUNITY INPUT



WORKSHOP RESULTS

BALANCED COMMUNITY

Preserve existing employment opportunities while introducing new local-serving businesses and housing.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



5

WORKSHOP RESULTS

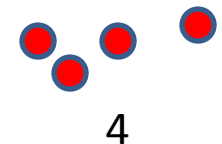
BALANCED COMMUNITY

Locate housing where there is access to transit, the river, recreational opportunities and other amenities.



Using a Post-it note, suggest edits or another similar principle you agree with:

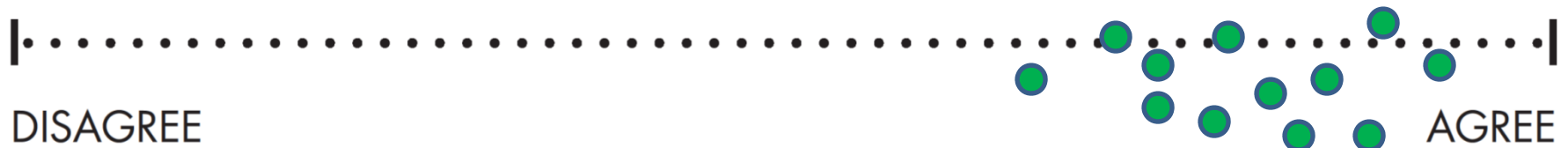
This is one of my top 5:



WORKSHOP RESULTS

BALANCED COMMUNITY

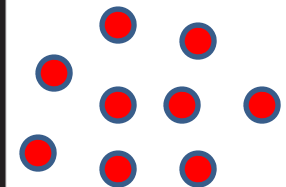
Create a vibrant and diverse mixed-use community that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.



Using a Post-it note, suggest edits or another similar principle you agree with:

Keeping the iconic golf course that has been there for decades should be a top priority.

This is one of my top 5:



8

Highest ranked

WORKSHOP RESULTS

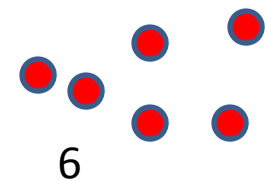
BALANCED COMMUNITY

Enhance existing infrastructure to make Mission Valley accessible to people of all ages and abilities.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



WORKSHOP RESULTS

ACCESS & CONNECTIONS

Promote urban mixed-use development at strategic locations that have direct pedestrian and bicycle connections to high-frequency transit stations.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



3

WORKSHOP RESULTS

ACCESS & CONNECTIONS

Establish a stronger grid system in Mission Valley that provides new north-south connections and protects cyclists and pedestrians.



Using a Post-it note, suggest edits or another similar principle you agree with:

Is this north/south access into Mission Valley or stronger north/south east/west grid through Mission Valley?

This is one of my top 5:



4

WORKSHOP RESULTS

ACCESS & CONNECTIONS

Proactively manage congestion by reducing vehicle trips, managing parking, and making it easier and more attractive to get around by alternative modes such as transit, walking, and biking.



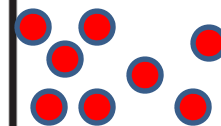
Using a Post-it note, suggest edits or another similar principle you agree with:

Concerned about how you propose to reduce vehicle trips and parking without impacting business

Need multi-modal transportation that addresses all transportation vehicle/mass transit/bikes/pedestrians

Would like individuals and families to be able to safely reach my business by bike

This is one of my top 5:



8

Highest ranked

WORKSHOP RESULTS

VIBRANT URBAN ENVIRONMENT

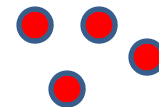
Create high-quality office districts where workers have access to restaurants, services, and outdoor recreation.



Using a Post-it note, suggest edits or another similar principle you agree with:

Need to understand
Mission Valley is a
regional center rather
than series of
neighborhood villages

This is one of my top 5:



WORKSHOP RESULTS

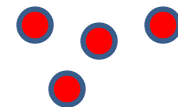
VIBRANT URBAN ENVIRONMENT

Transform transit stops into community landmarks through wayfinding and supportive urban design and development.



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4

WORKSHOP RESULTS

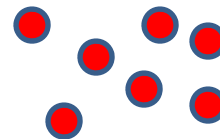
VIBRANT URBAN ENVIRONMENT

Cultivate a vibrant identity that builds on Mission Valley's diverse history through art, culture, food, and entertainment.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



7

Highest ranked

WORKSHOP RESULTS

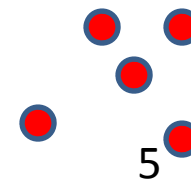
VIBRANT URBAN ENVIRONMENT

Cultivate special places through the design of buildings and public spaces that create a compelling and lasting identity.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



WORKSHOP RESULTS

VIBRANT URBAN ENVIRONMENT

Eliminate isolated development by breaking down existing barriers and strengthening neighborhood identities.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



WORKSHOP RESULTS

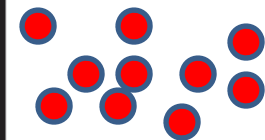
NATURAL SYSTEMS & RESTORATION

Create a network of shaded sidewalks, paths, usable open spaces, and parks with strong and safe connection to the San Diego River.



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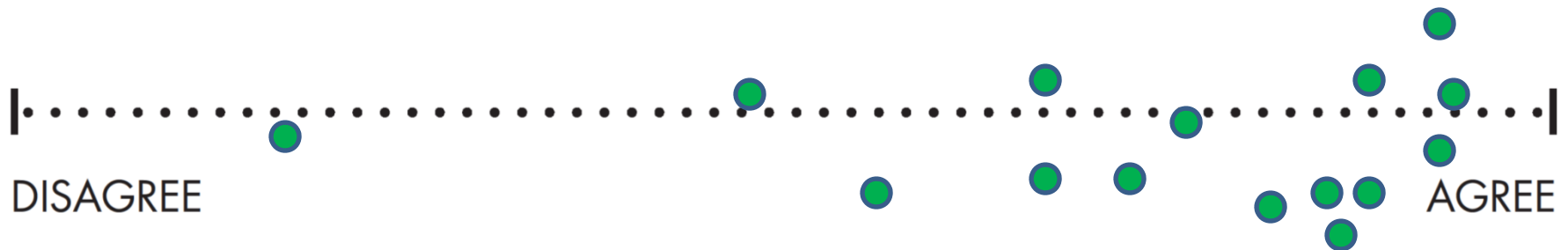
10

Highest ranked

WORKSHOP RESULTS

NATURAL SYSTEMS & RESTORATION

Celebrate the San Diego River by honoring the history, function, and aesthetic value it brings to the community.



Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:



WORKSHOP RESULTS

NATURAL SYSTEMS & RESTORATION

Leverage Mission Valley's natural amenities to promote active and healthy lifestyles through access to trails, recreation opportunities, and more diverse food options.



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WORKSHOP RESULTS

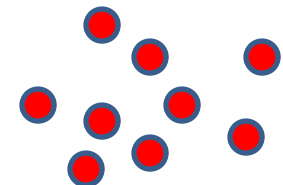
SUSTAINABILITY

Establish Mission Valley as a model of environmental sustainability by promoting green building, encouraging energy and water conservation, preserving and restoring habitat, and protecting waterways to reduce its environmental footprint.



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9

Only option