



Alternatives Evaluation: Central Mission Valley

CPG Subcommittee Meeting
May 12, 2017

- **3:00 – 3:20**

Presentation:

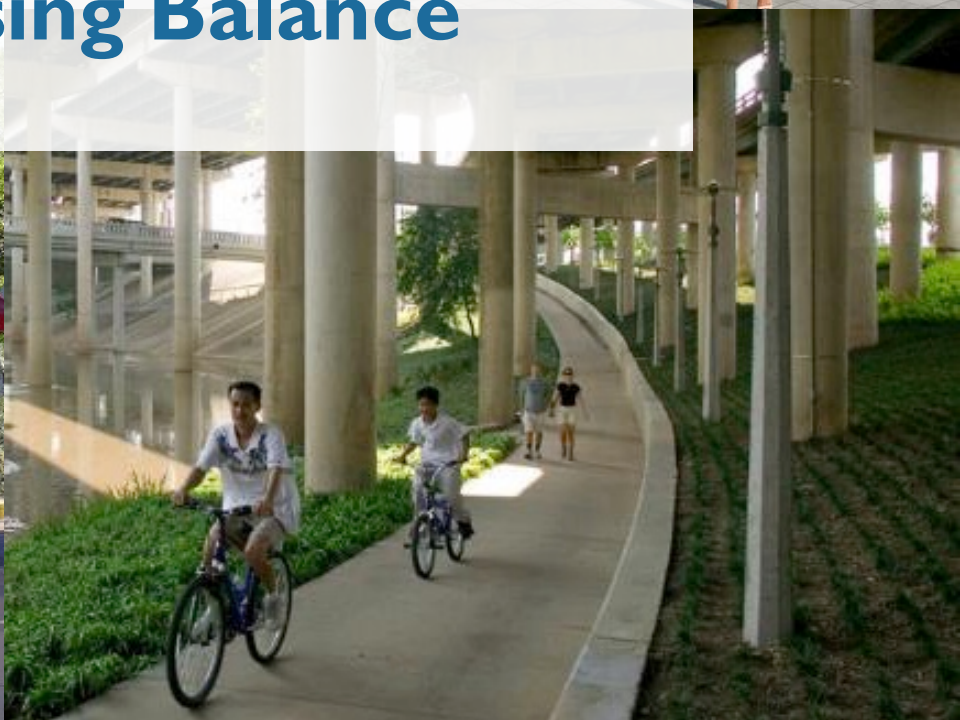
Jobs/Housing Balance
Visualizations

- **3:20 – 4:30**

Map Exercise

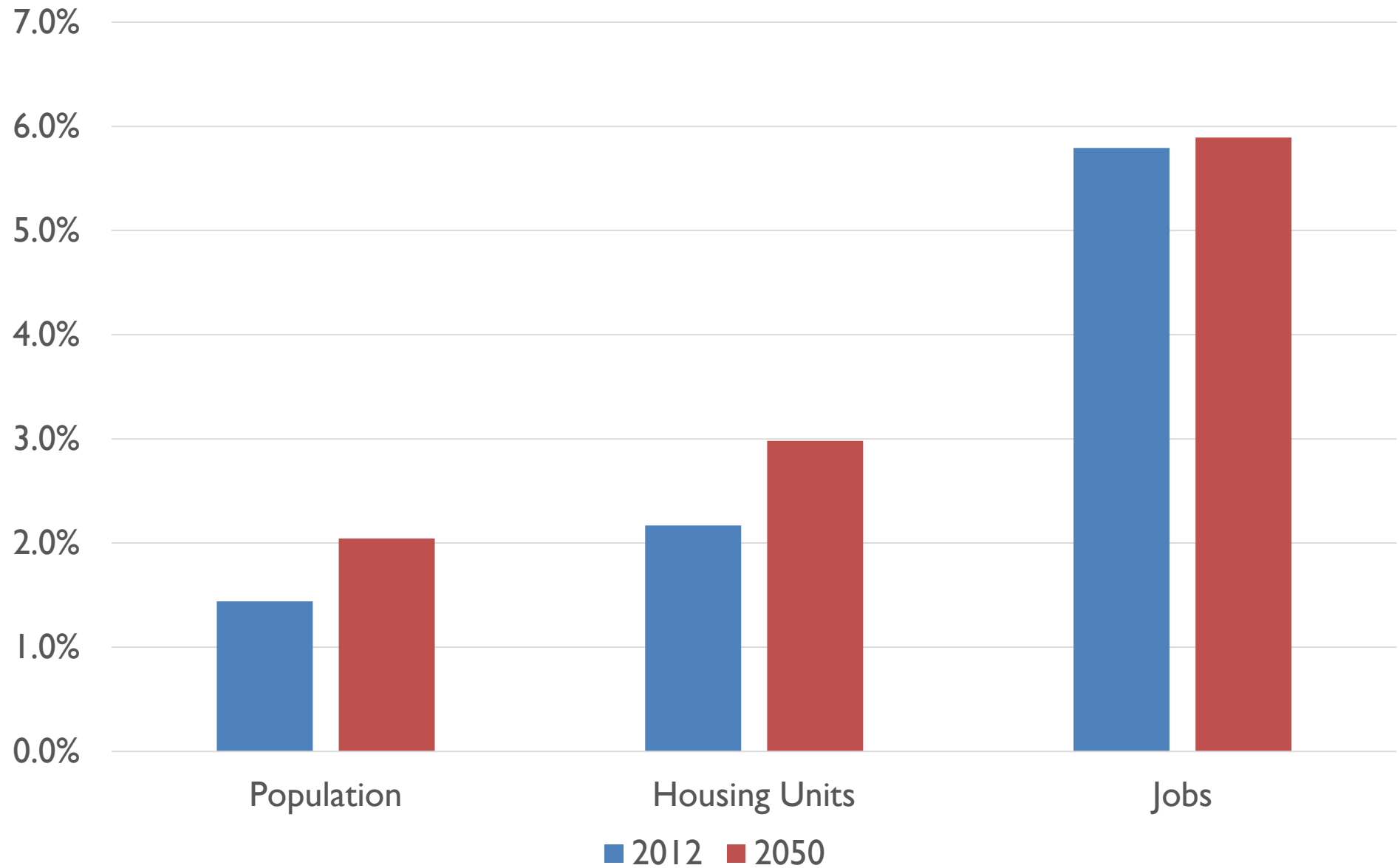


Jobs/Housing Balance

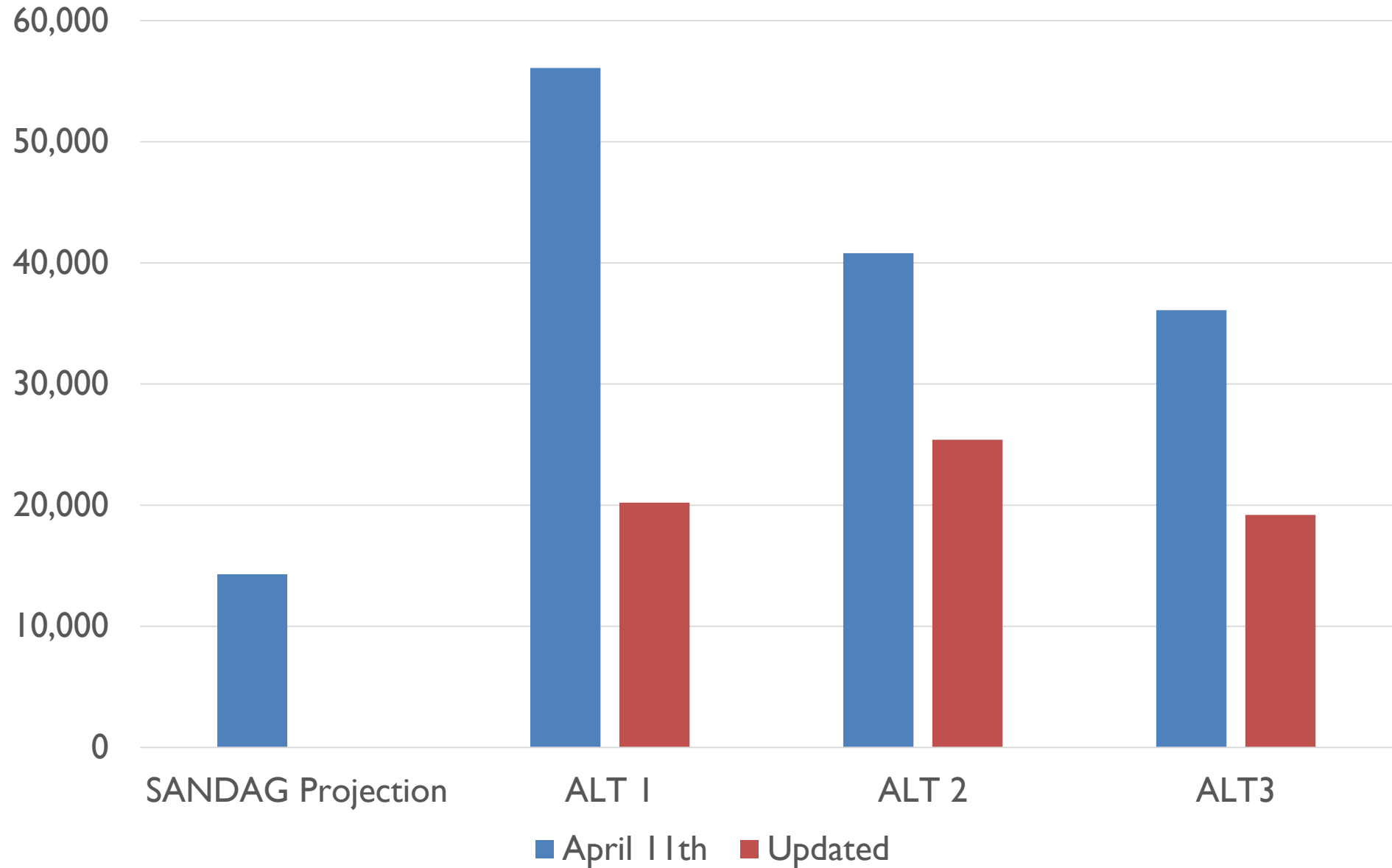


- Understand how the alternatives would result in a more “balanced” community locally and regionally
- Analyze proposed non-residential uses in terms of job growth
- Understand job-housing balance resulting from the alternatives

Mission Valley as Share of City (SANDAG)



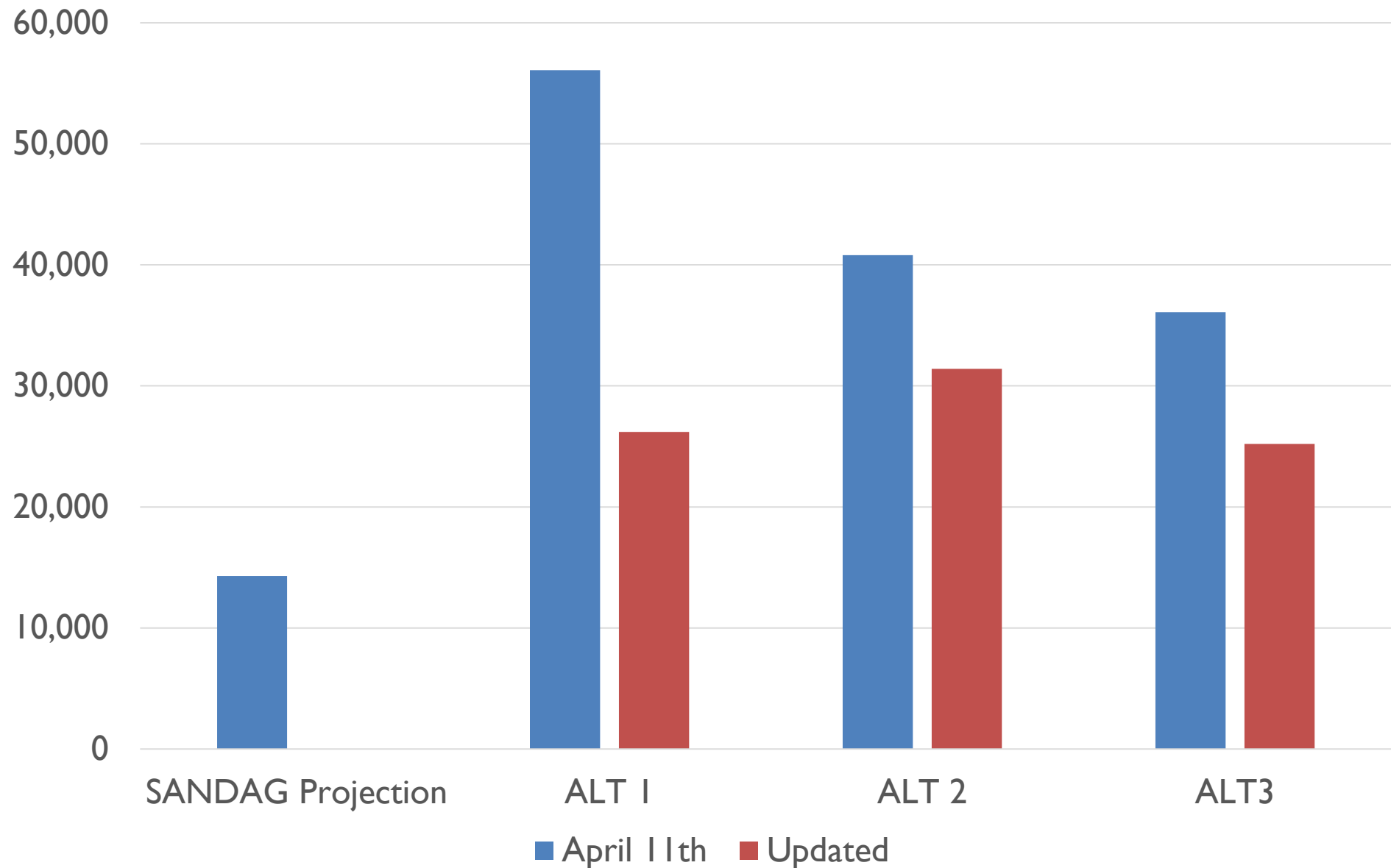
New Jobs (2012 – 2050)



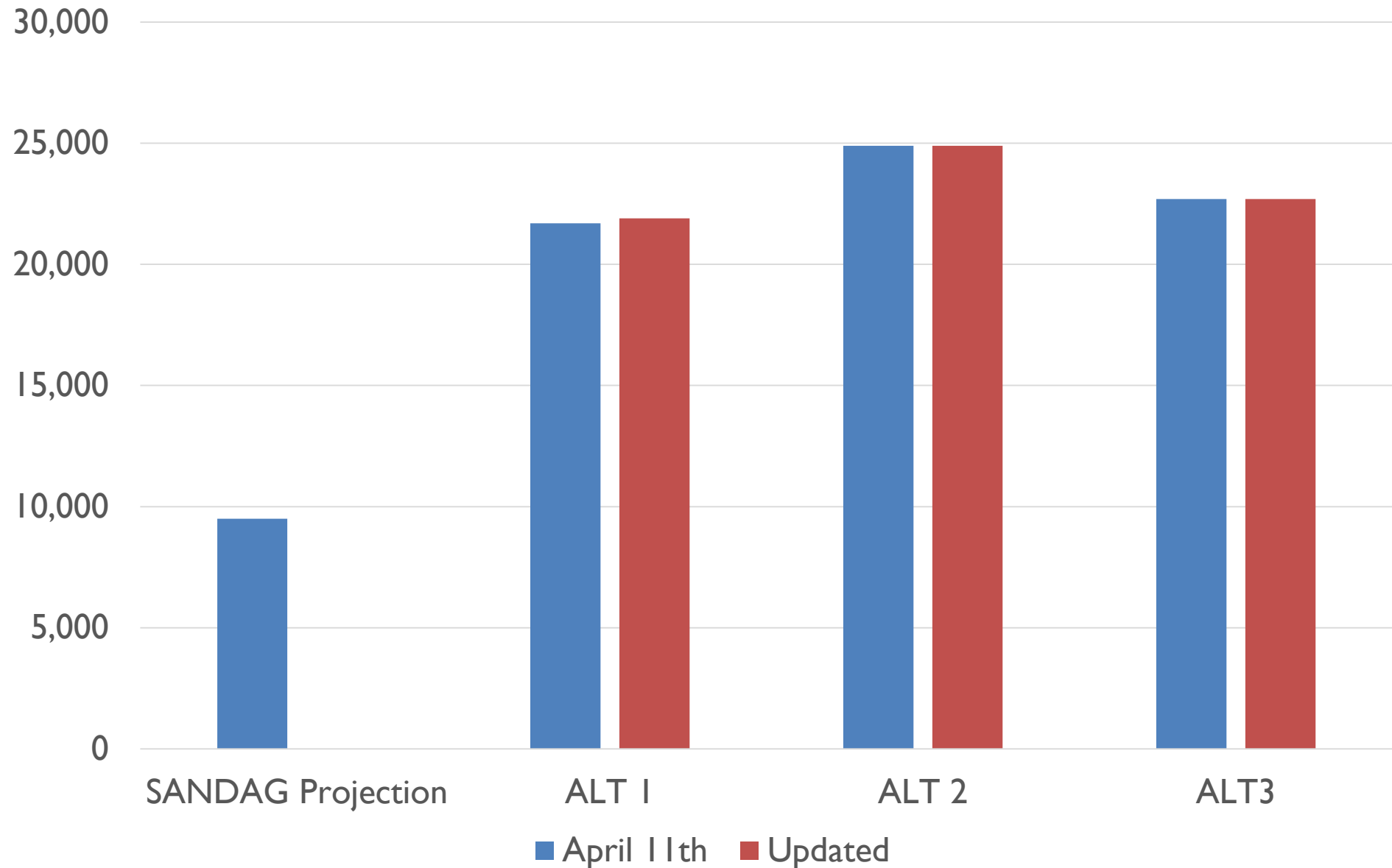
Employment Densification

- Office space:
 - Currently 275 s.f. per employee in Mission Valley
 - National trend toward densification (new offices at 175 s.f. per person sometimes)
 - If future average 225 s.f., number of new jobs in existing office space = 5,700
- Retail:
 - If retail space converted to office, employment intensity can increase 2.5 times

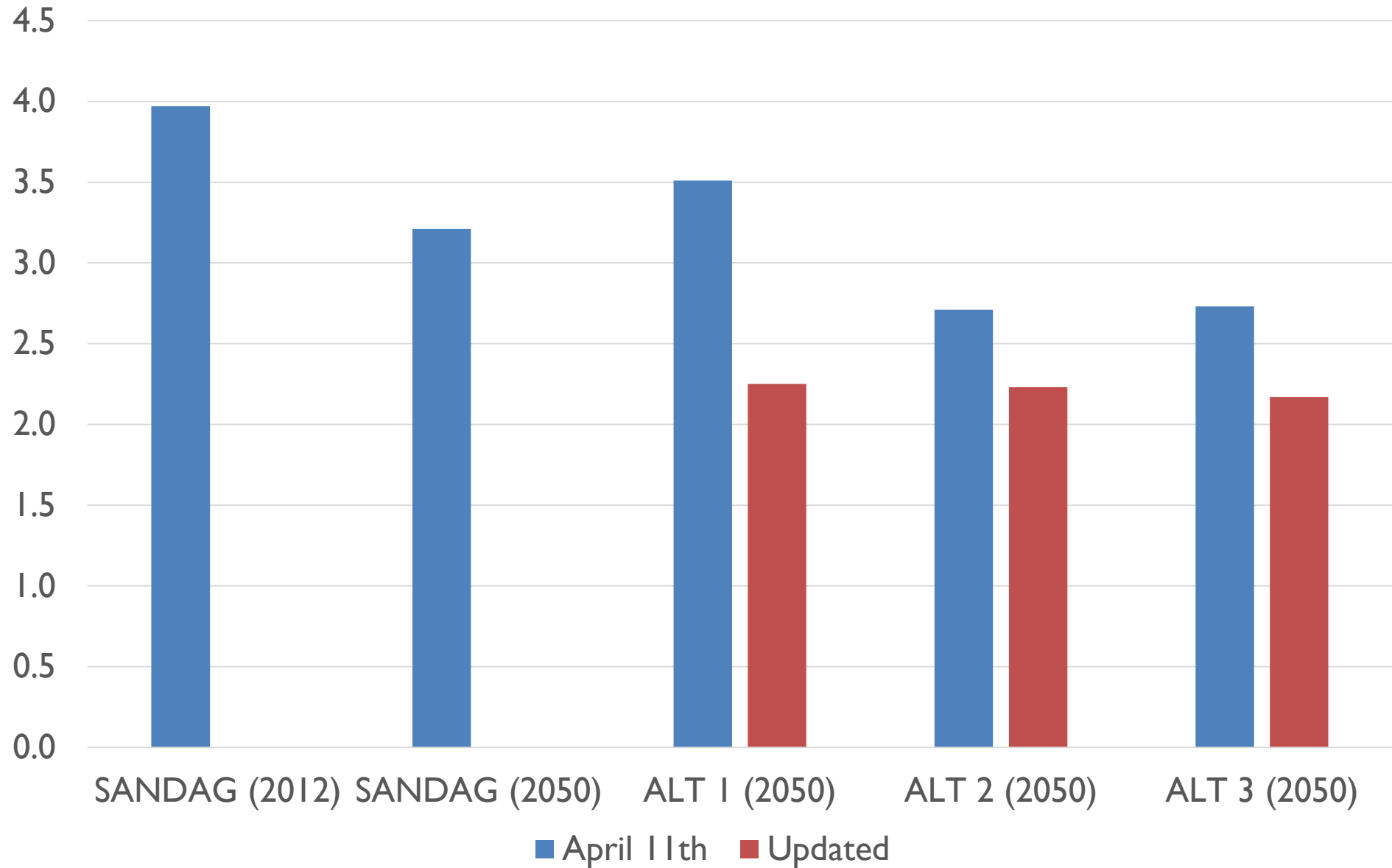
New Jobs with Intensification (2012 - 2050)



New Housing Units (2012-2050)



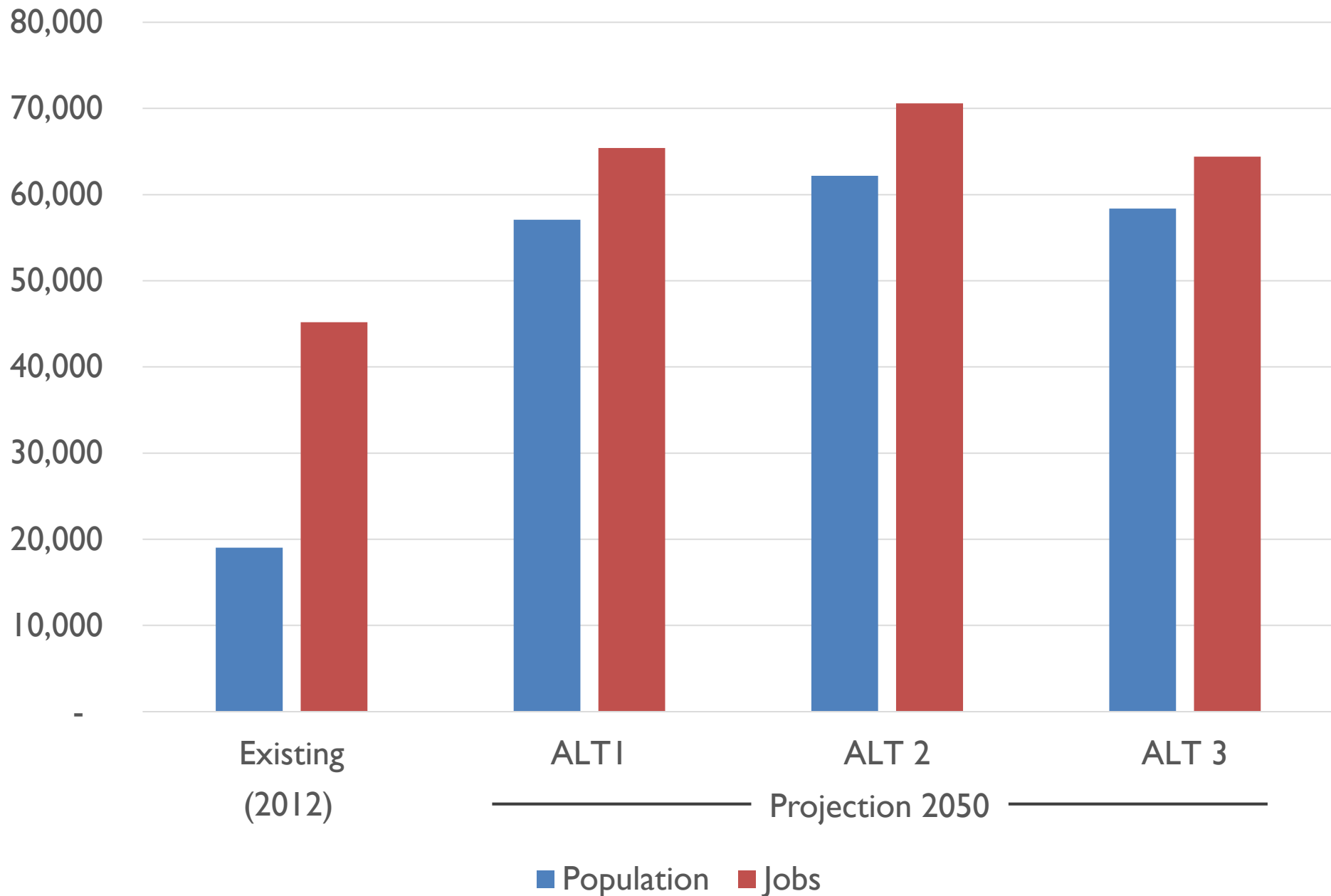
Jobs/Employed Residents



Job-Housing Balance

- Greater numerical balance between jobs and housing
- Policies to improve “fit”:
 - Affordability/Income
 - Other Demographics (household size, age, etc.)

Mission Valley Growth Projections



The following slides show examples of how development could take shape within the three different land use alternatives. This is just a visualization to provide a better understanding of how development potential could vary among the different alternatives and not a finalized proposal.



LU Alternatives for Central Mission Valley



Alt I: String of Pearls

Proposed Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Commercial/Office/Hotel
- Regional Retail
- Strategic Infill
- Public

Park and Open Space

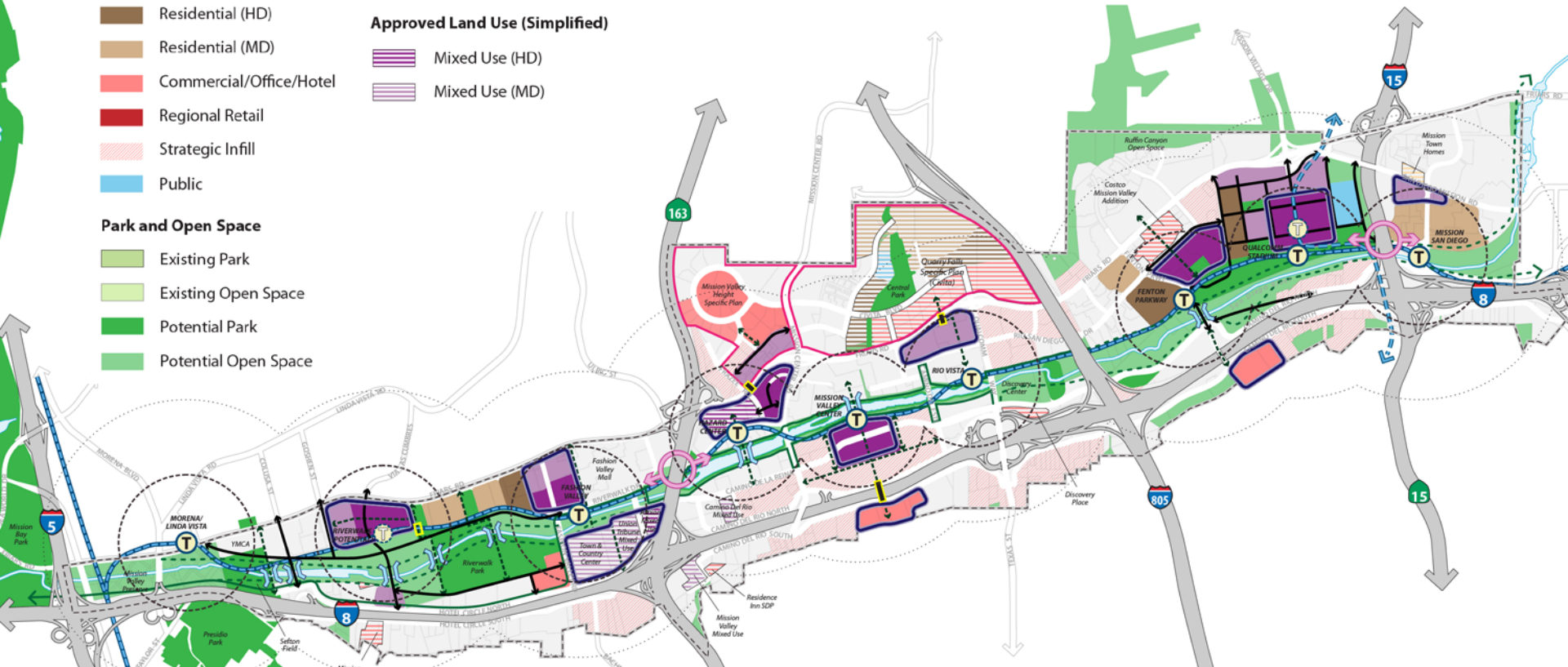
- Existing Park
- Existing Open Space
- Potential Park
- Potential Open Space

Development Node

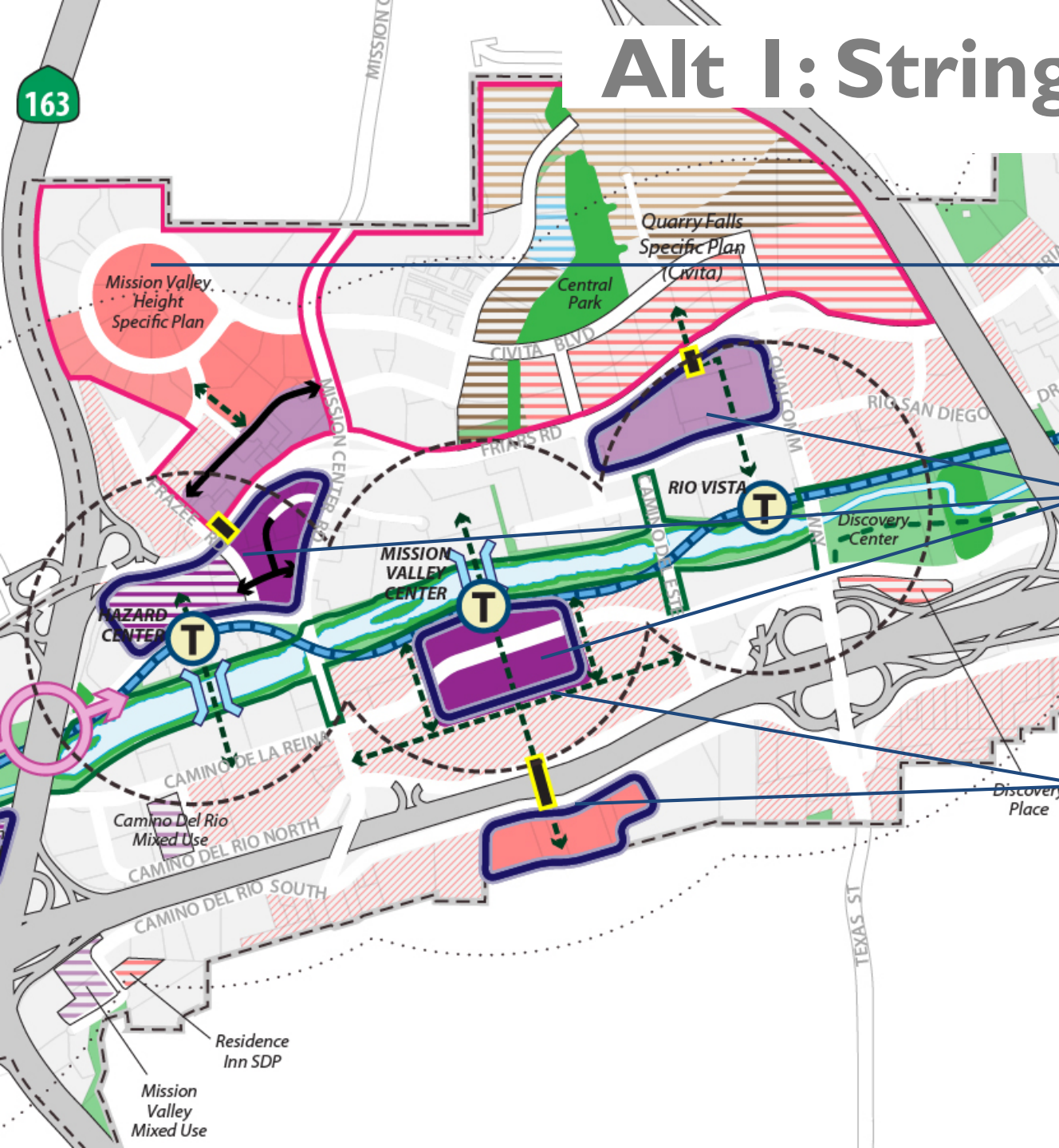
Specific Plan

Approved Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)



Alt I: String of Pearls

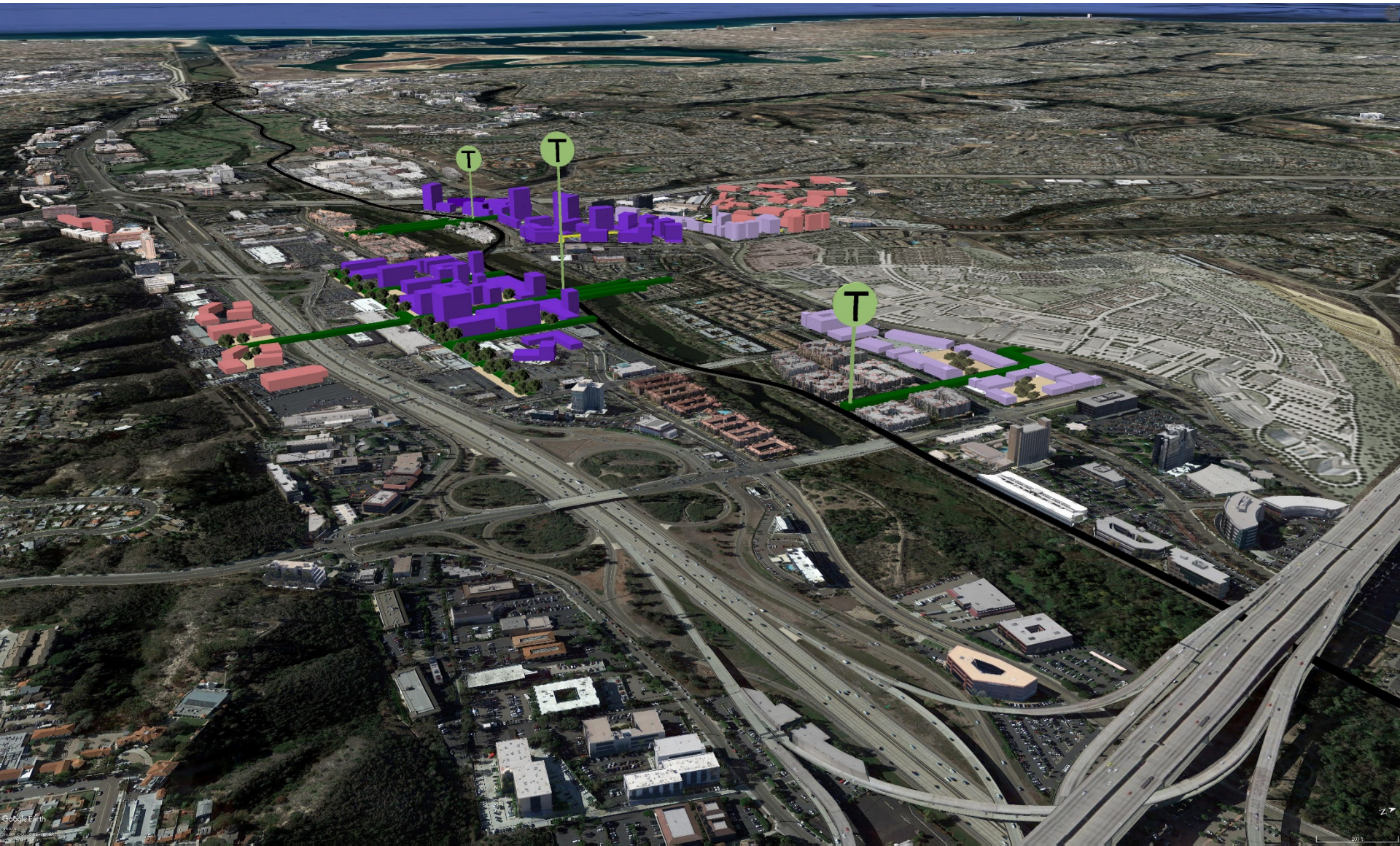


New office/commercial development on part of Mission Valley Heights site

Mixed use nodes – primary residential with supporting retail and office uses – surrounding transit nodes

Intensify existing commercial uses surrounding the mixed use cores and south of I-8

Alt I: String of Pearls



Alt 2: Vibrant Core

Proposed Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Commercial/Office/Hotel
- Regional Retail
- Strategic Infill
- Public

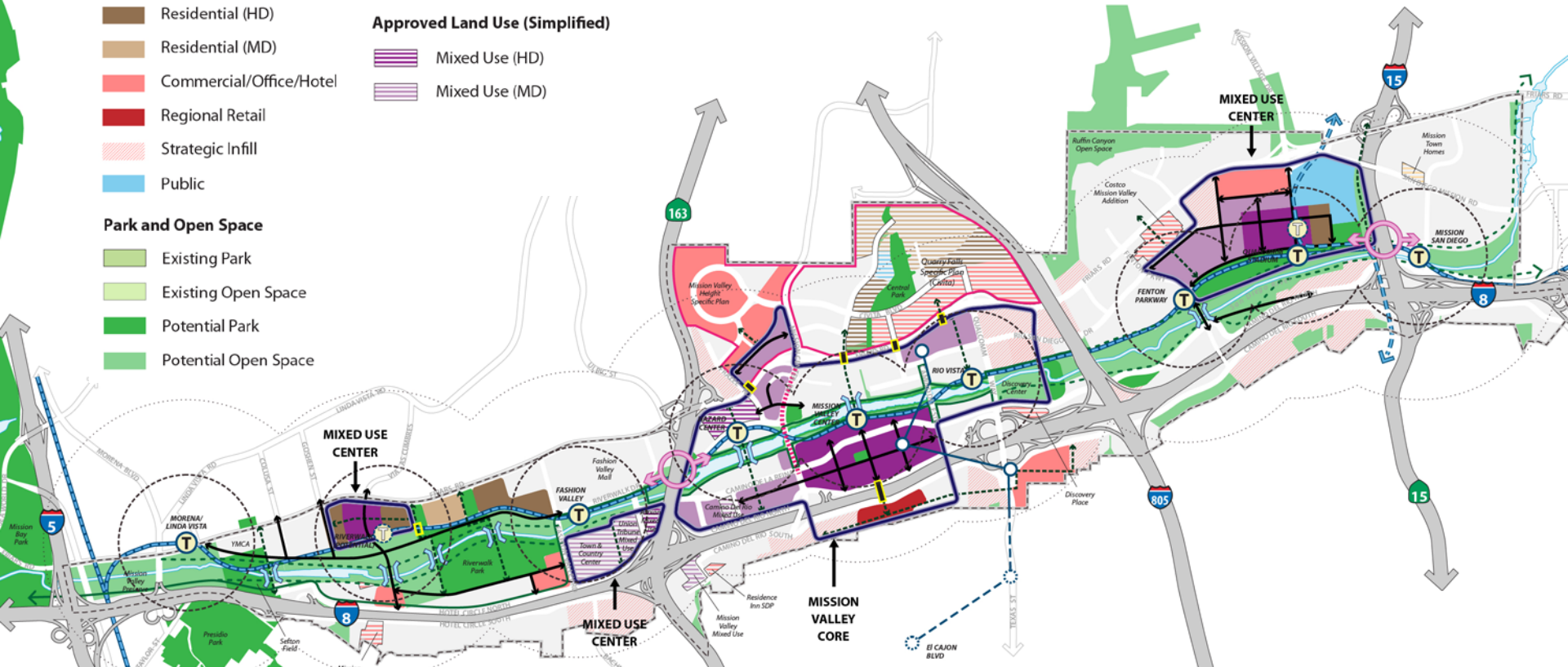
Park and Open Space

- Existing Park
- Existing Open Space
- Potential Park
- Potential Open Space

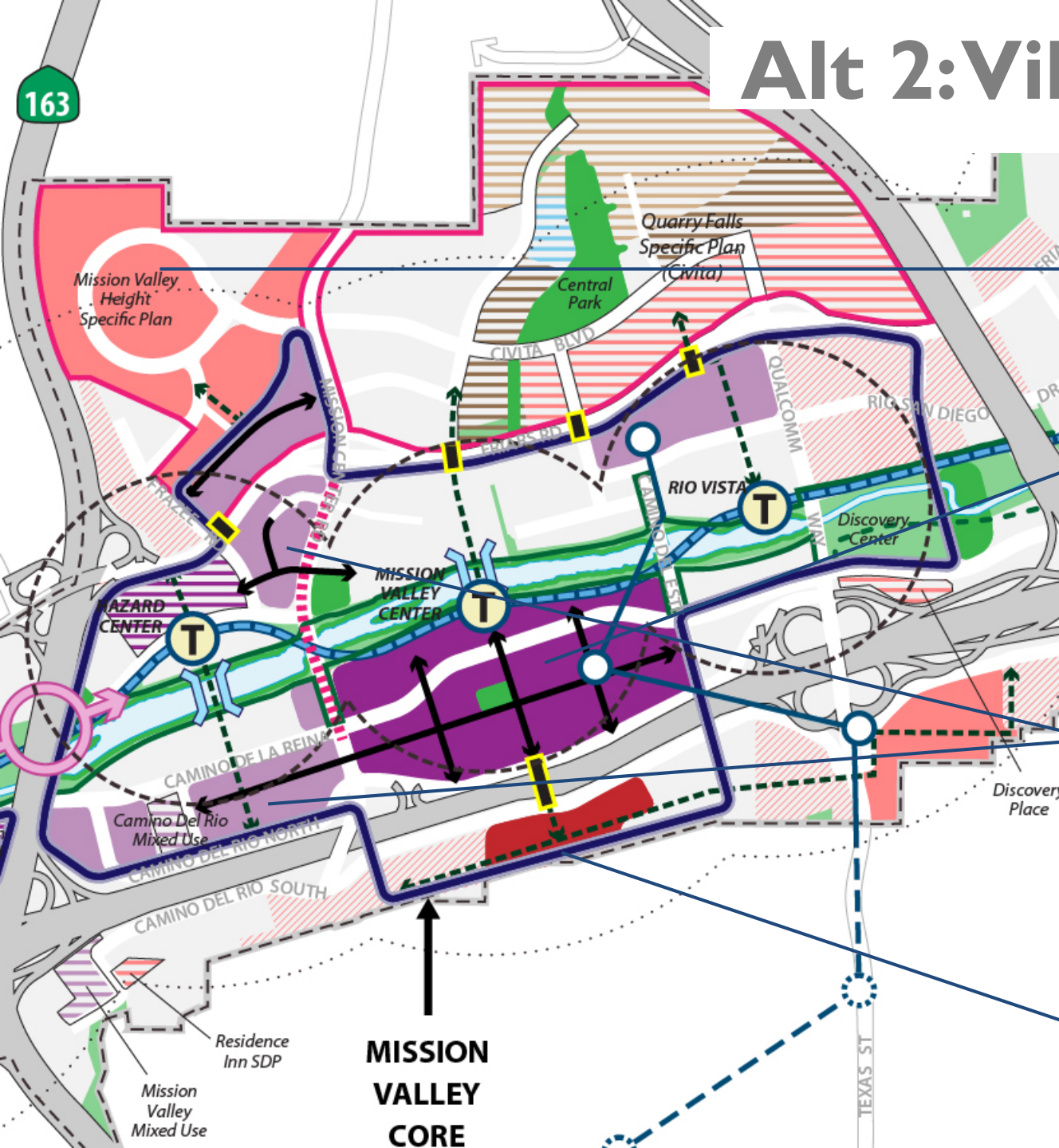
- Center/Core
- Specific Plan

Approved Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)



Alt 2: Vibrant Core



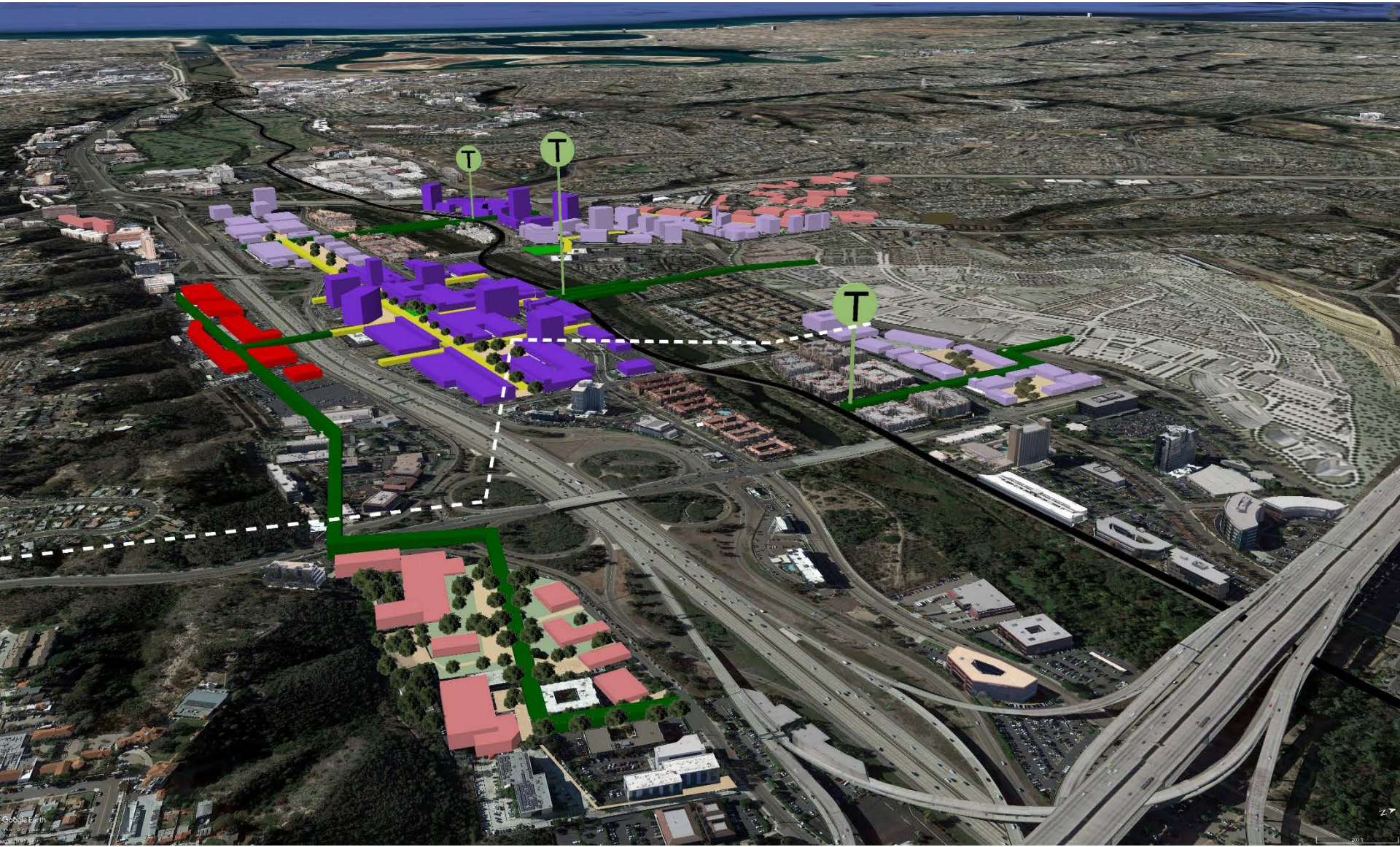
Office and commercial development at Mission Valley Heights

Pedestrian-oriented, high intensity mixed-use core on the Westfield Mission Valley site

Mixed-use development along Mission Valley Drive and Camino De La Reina

Regional commercial shift to south of I-8

Alt 2: Vibrant Core



Alt 3: Campuses and Clusters

Proposed Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Commercial/Office/Hotel
- Regional Retail
- Strategic Infill

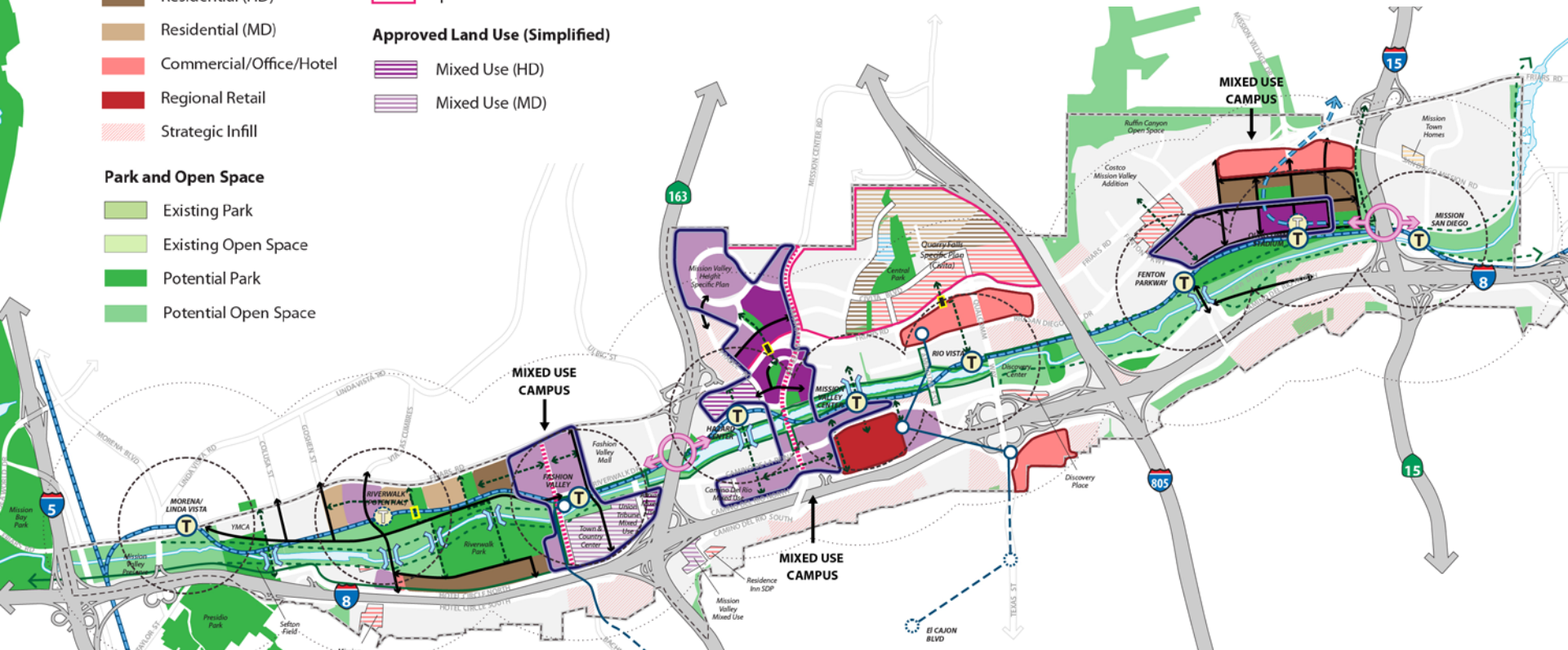
Park and Open Space

- Existing Park
- Existing Open Space
- Potential Park
- Potential Open Space

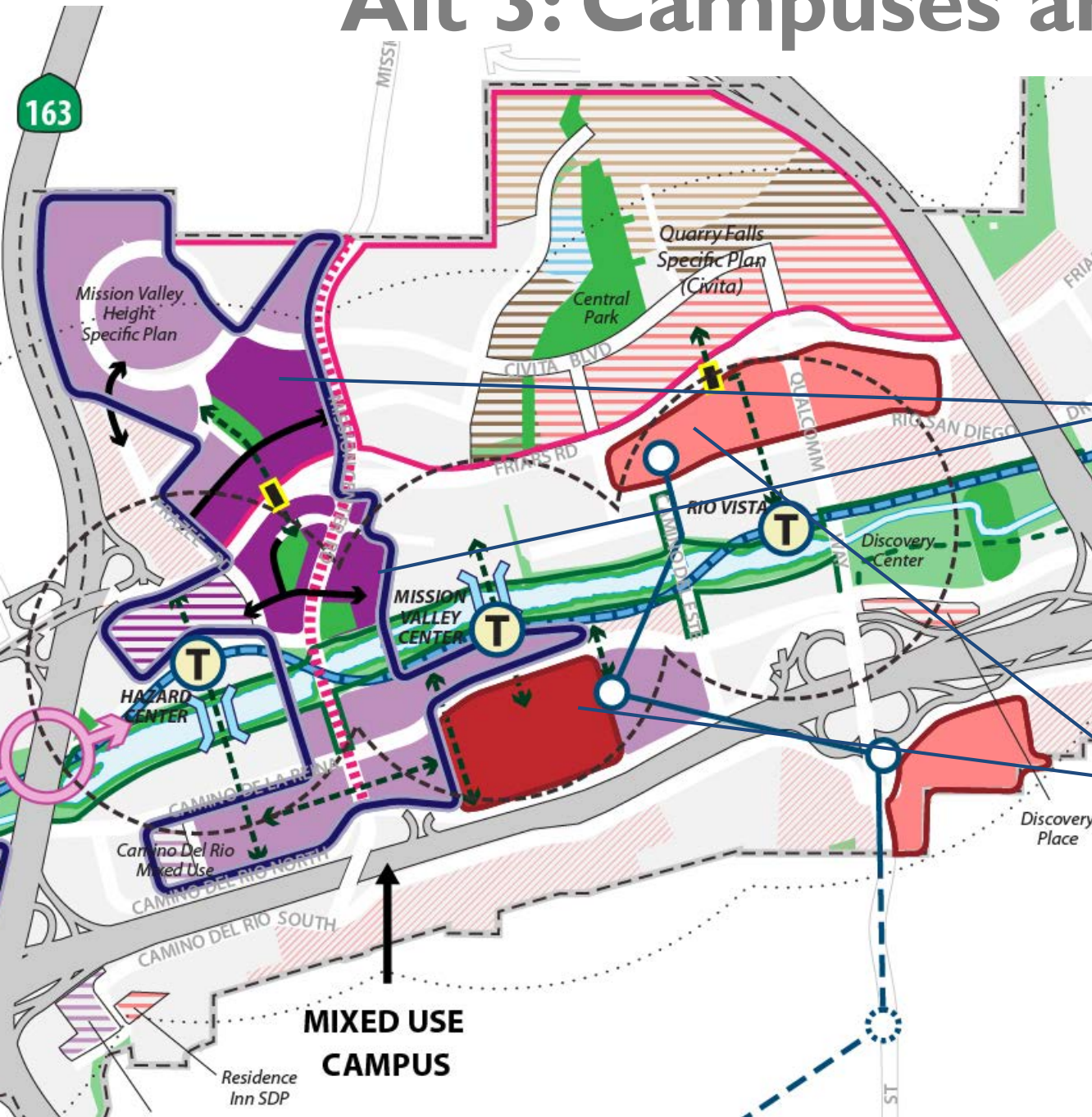
- Campus
- Single-use Cluster
- Specific Plan

Approved Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)



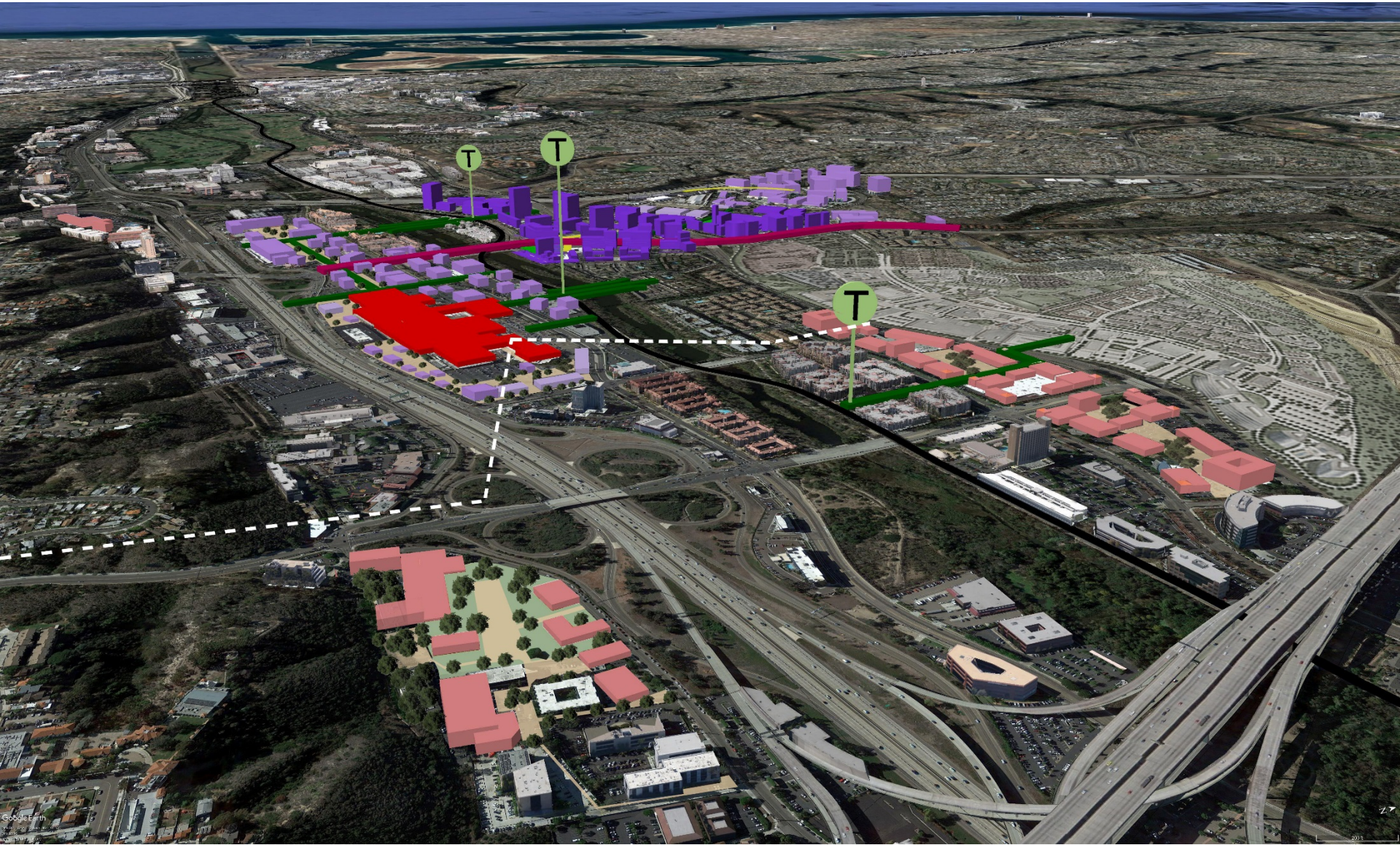
Alt 3: Campuses and Clusters

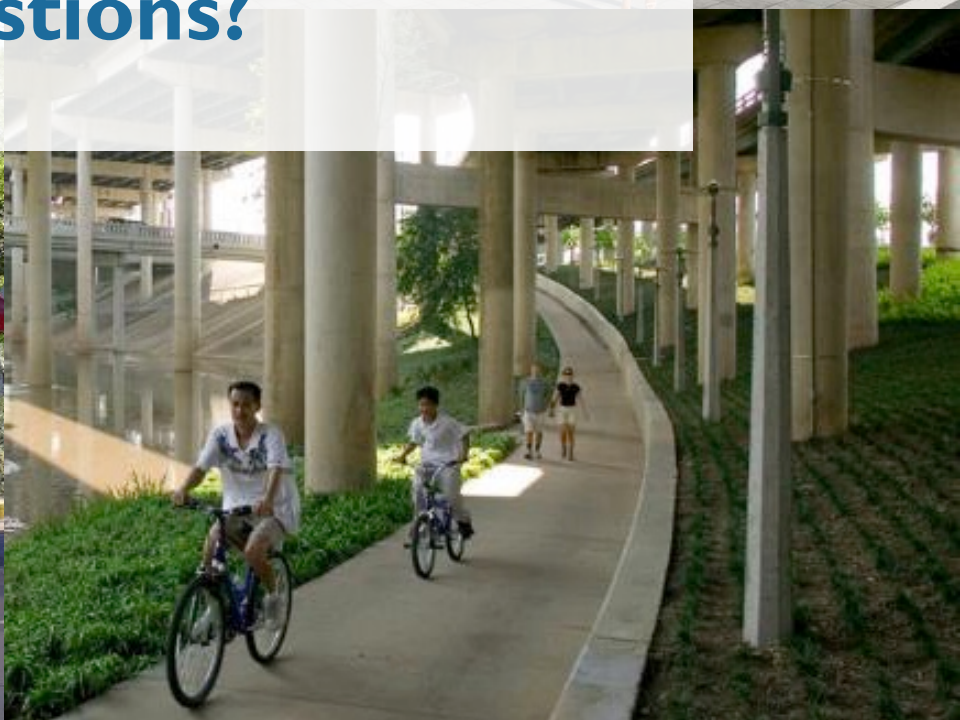


A large mixed-use campus – residential, office, and retail – strengthened by improved north-south connectivity

Retail and office clusters near potential aerial tram stops

Alt 3: Campuses and Clusters





Questions?

Map Exercise

- Place-type sheets demonstrate the type of development represented in the alternative maps
- Give us your feedback on the place-type examples and identify where you think each type is appropriate
- Collaboratively we will work to build a single map of Central Mission Valley for further analysis



Discussion

- Upcoming meetings (3:00 MV Library):
 - Western Mission Valley: June 9, 2017
 - Eastern Mission Valley: July 14, 2017
- 3 subarea maps will be combined into a “Draft Preferred Alternative” for further review:
 - Density analysis
 - Mobility analysis
 - Public outreach event



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- Regional Growth Forecast (SANDAG)
- Economic Analysis (KMA)
- Jobs and Housing Balance

Retail Growth Trend

- Existing: 5.8 million s.f., 680,000 s.f. in pipeline
- Market analysis shows continued retail strength
- Challenges from e-commerce

Office Growth Trend

- Existing: 7.1 million s.f., 670,000 s.f. in pipeline
- Office job has the largest job share in Mission Valley (58% in 2012)
- Office market currently not strong; new need may emerge in the next 5-10 years
- Projected by SANDAG to have greatest share of future job increase in Mission Valley (6,700 of 14,250)

Hotel Growth Trend

- Existing: 7,000 jobs in the leisure and hospitality sector
- SANDAG projects 20% of future job growth in the leisure and hospitality sector

- Adjust development potential on opportunity sites
- Adjust density and intensity assumptions
- Adjust proposed land uses (minor)