



## **Alternatives Evaluation: Mission Valley East**

CPG Subcommittee Meeting  
July 14, 2017

- **3:00 – 3:45**

Presentation:

Land use alternatives

Discussion:

Modeling assumptions for all sites east of I-805

Policy ideas for the Qualcomm site





# LU Alternatives





# Qualcomm Stadium Site

- It is anticipated that the site will redevelop through the use of a Specific Plan
- If an Initiative 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, it would adhere to the policy language in the updated Community Plan (see examples from Draft Midway Community Plan and Otay Mesa Community Plan)

# Site Development Capacity

- All of the alternatives generally have a consistent amount of development, with less commercial space if a stadium is included. Site design is based on the theme of the alternative.

Use	Amount	
Residential Units	4,800 – 5,000	
Retail	370,000 ft <sup>2</sup>	250,000 ft <sup>2</sup>
Office/Classroom	2.7 million ft <sup>2</sup>	1.0 million ft <sup>2</sup>
Stadium	No	40,000 seat +/-
Hotel	450 rooms	
Parks	34 acres minimum	

*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.*

# 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

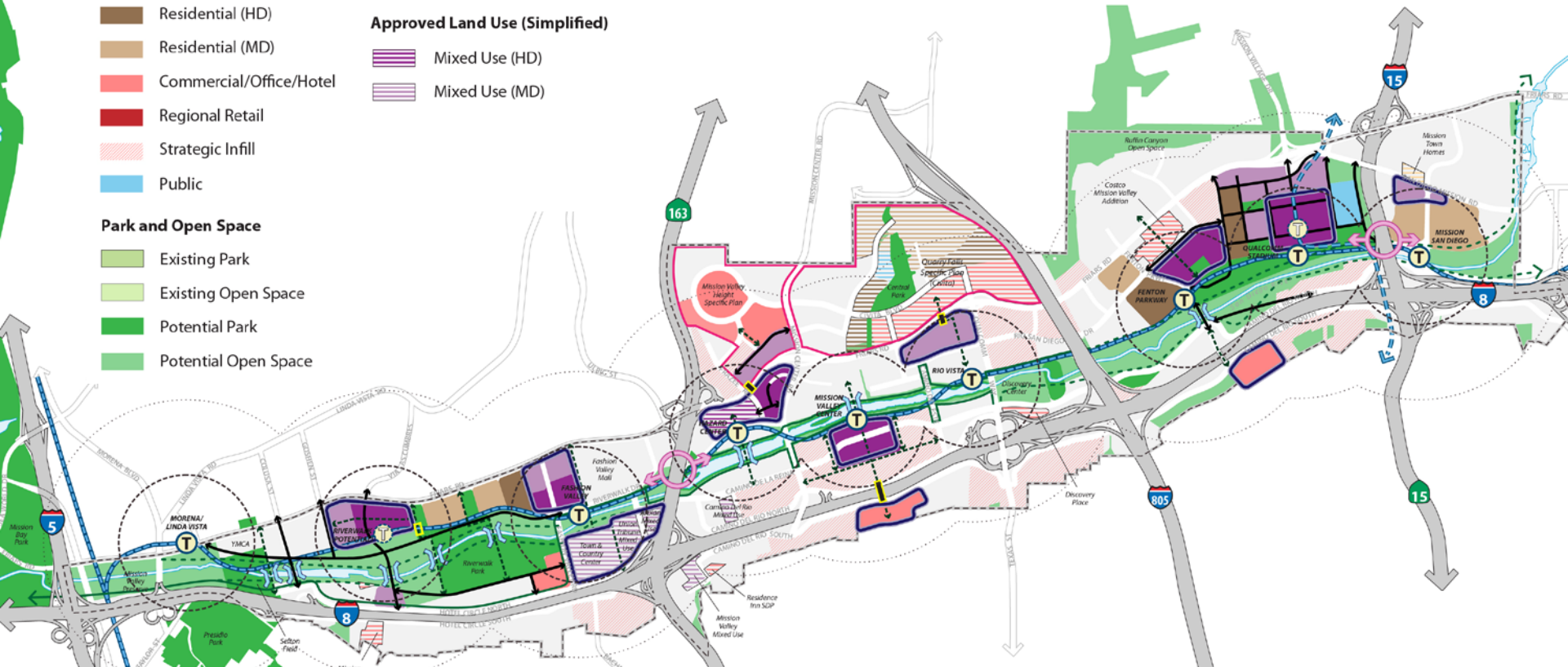
- Existing Park
- Existing Open Space
- Potential Park
- Potential Open Space

Development Node

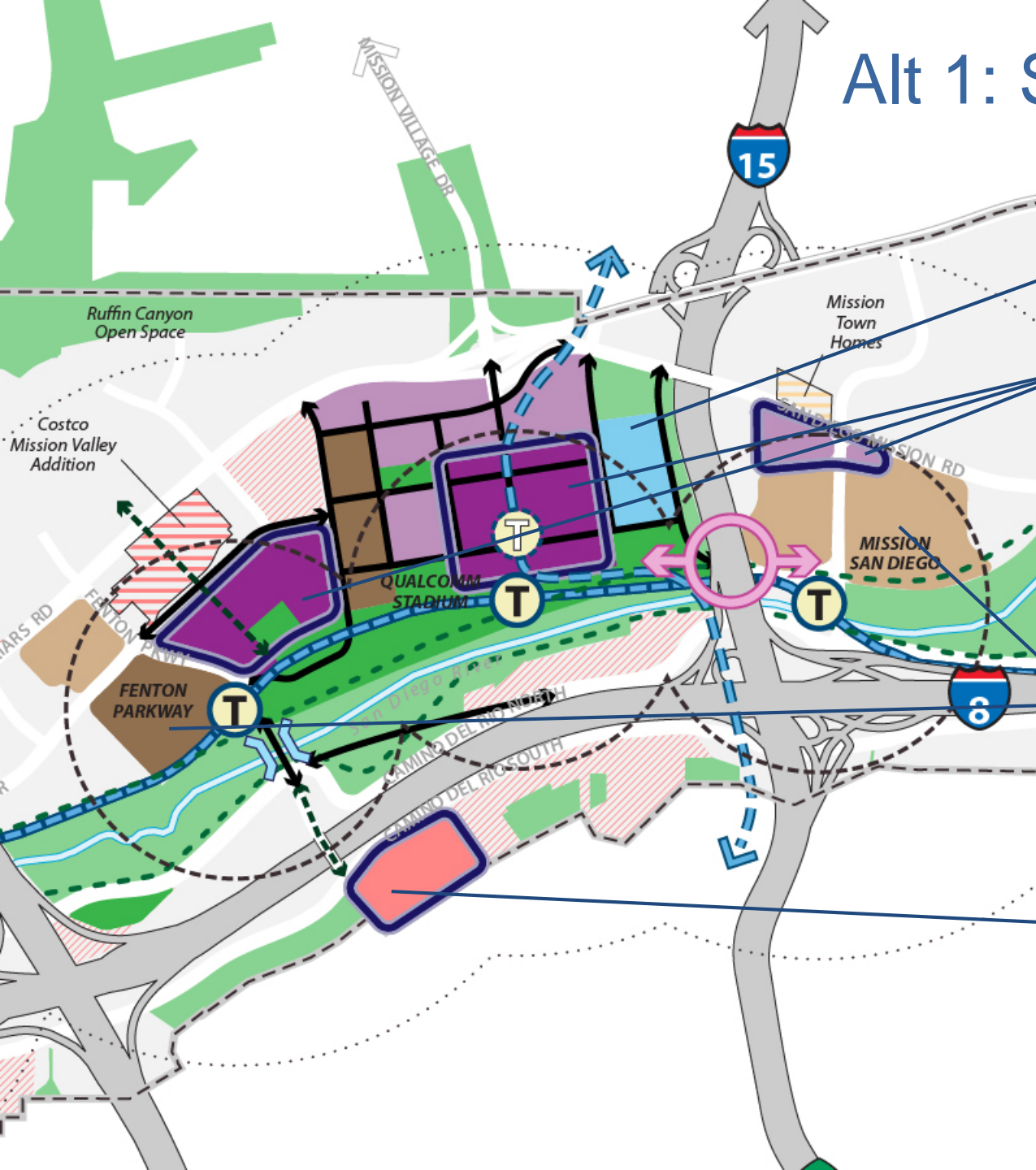
Specific Plan

## Approved Land Use (Simplified)

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



# Alt 1: String of Pearls



New stadium

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

New medium and high residential development adjacent to trolley stations

Commercial node south of I-8



# 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

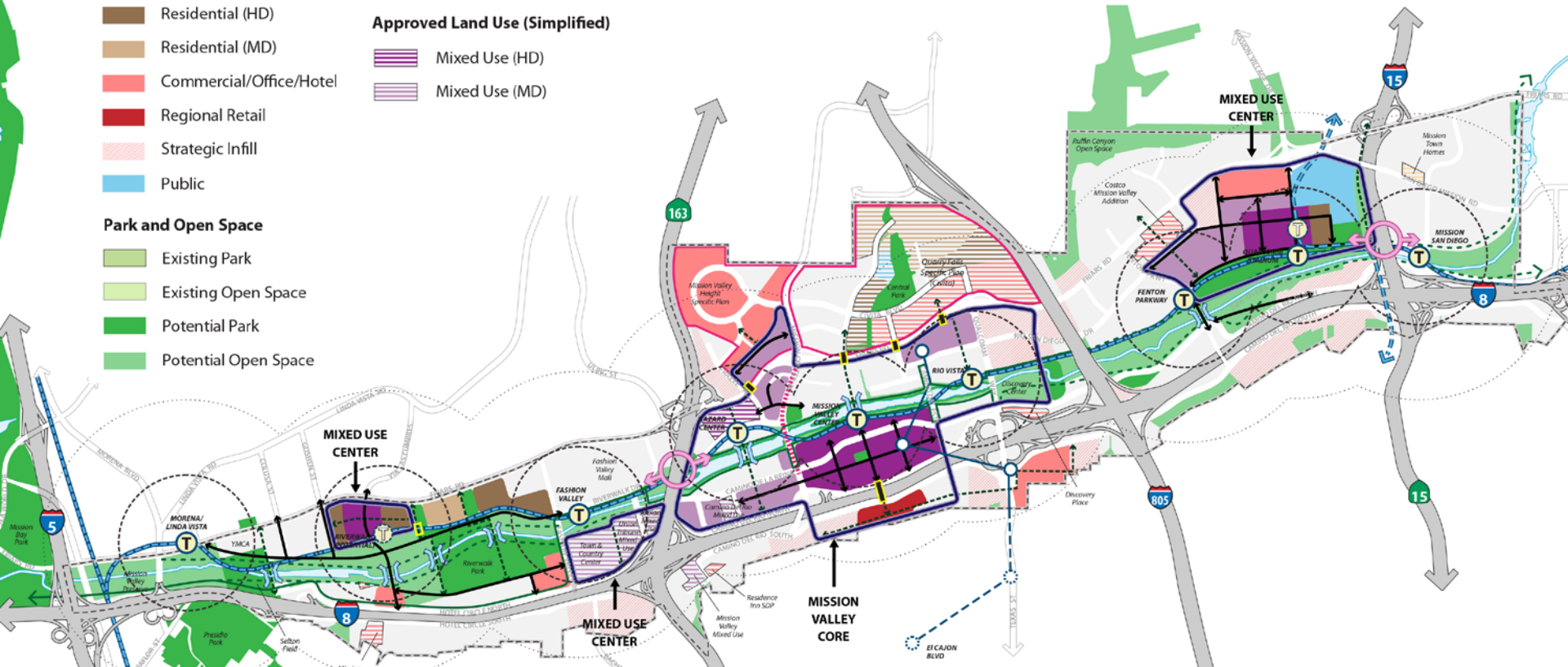
## Park and Open Space

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

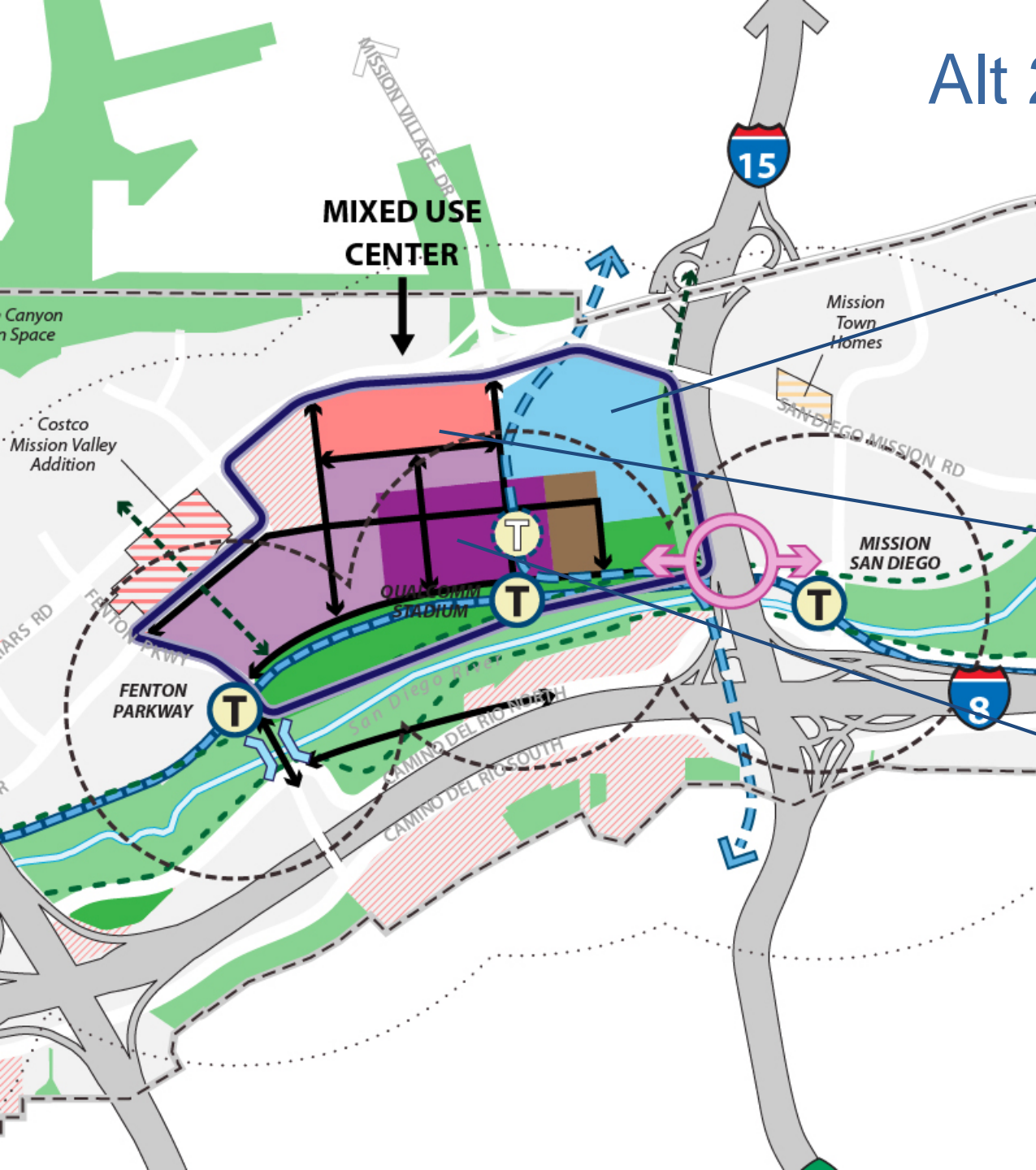
- Center/Core
- Specific Plan

## Approved Land Use (Simplified)

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



## Alt 2: Vibrant Core



Future potential public use (university campus)

Office/Commercial facing Friars Road

Mixed use and residential uses facing the San Diego River and the future park

# 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

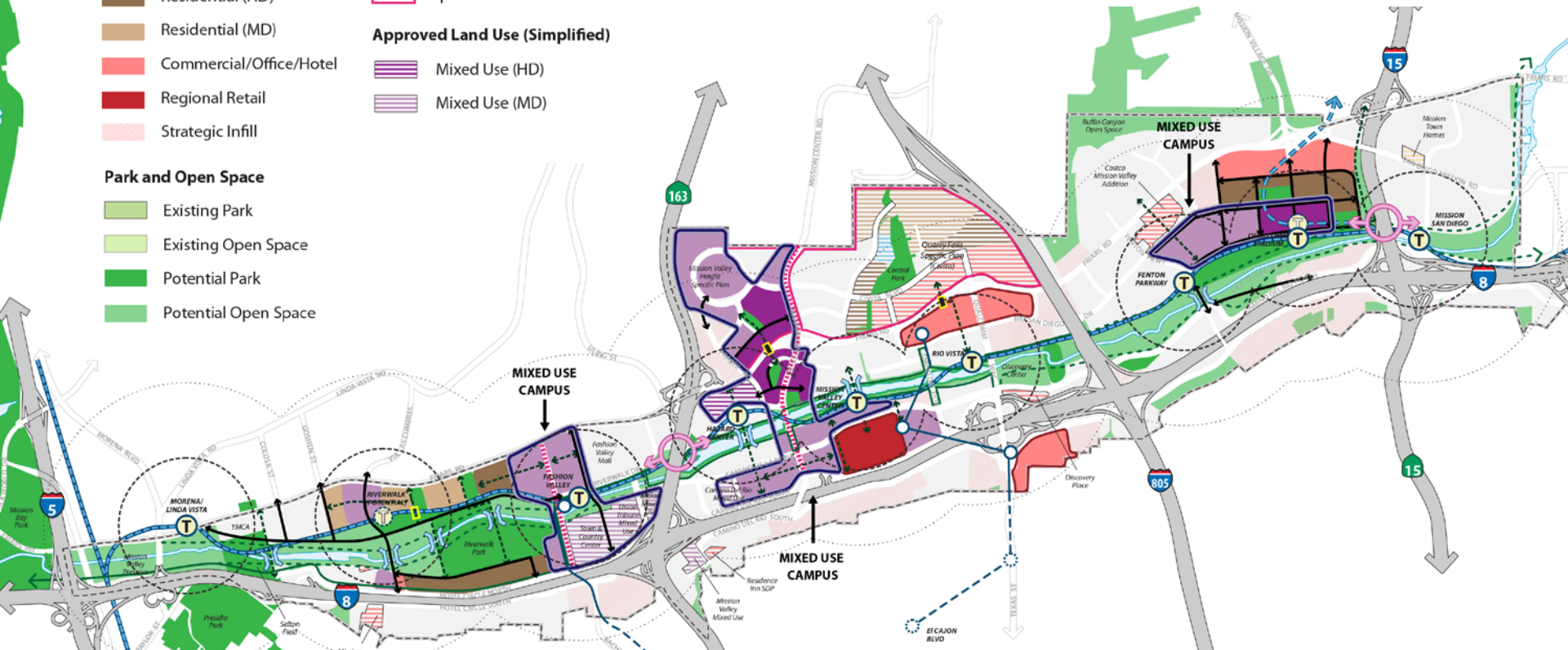
## Park and Open Space

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

- Campus
- Single-use Cluster
- Specific Plan

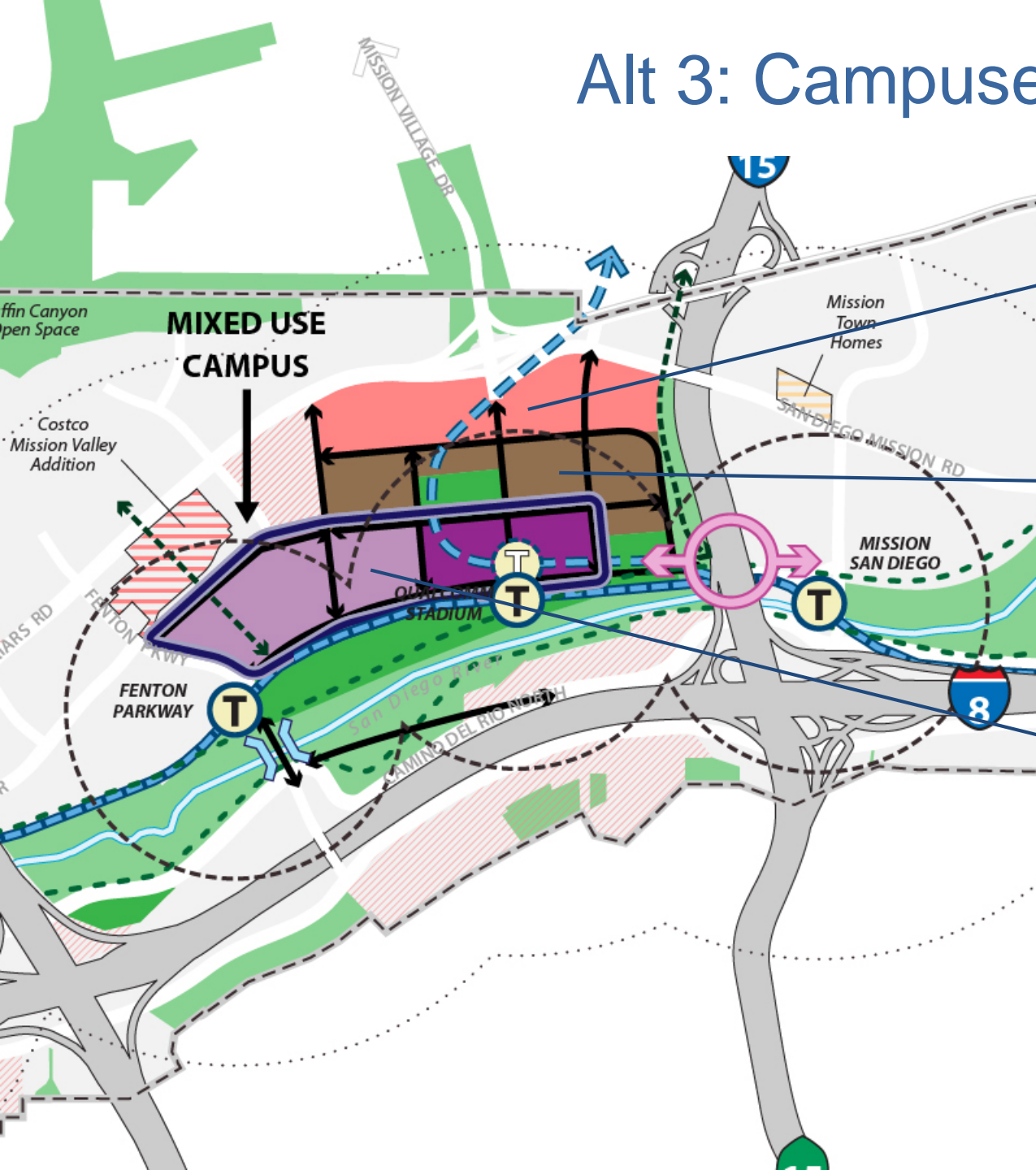
## Approved Land Use (Simplified)

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





# Alt 3: Campuses and Clusters



Office/Commercial  
facing Friars Road

High density  
residential surround  
the Mixed Use  
Campus

Mixed Use Campus  
oriented towards the  
San Diego River





# Map Exercise





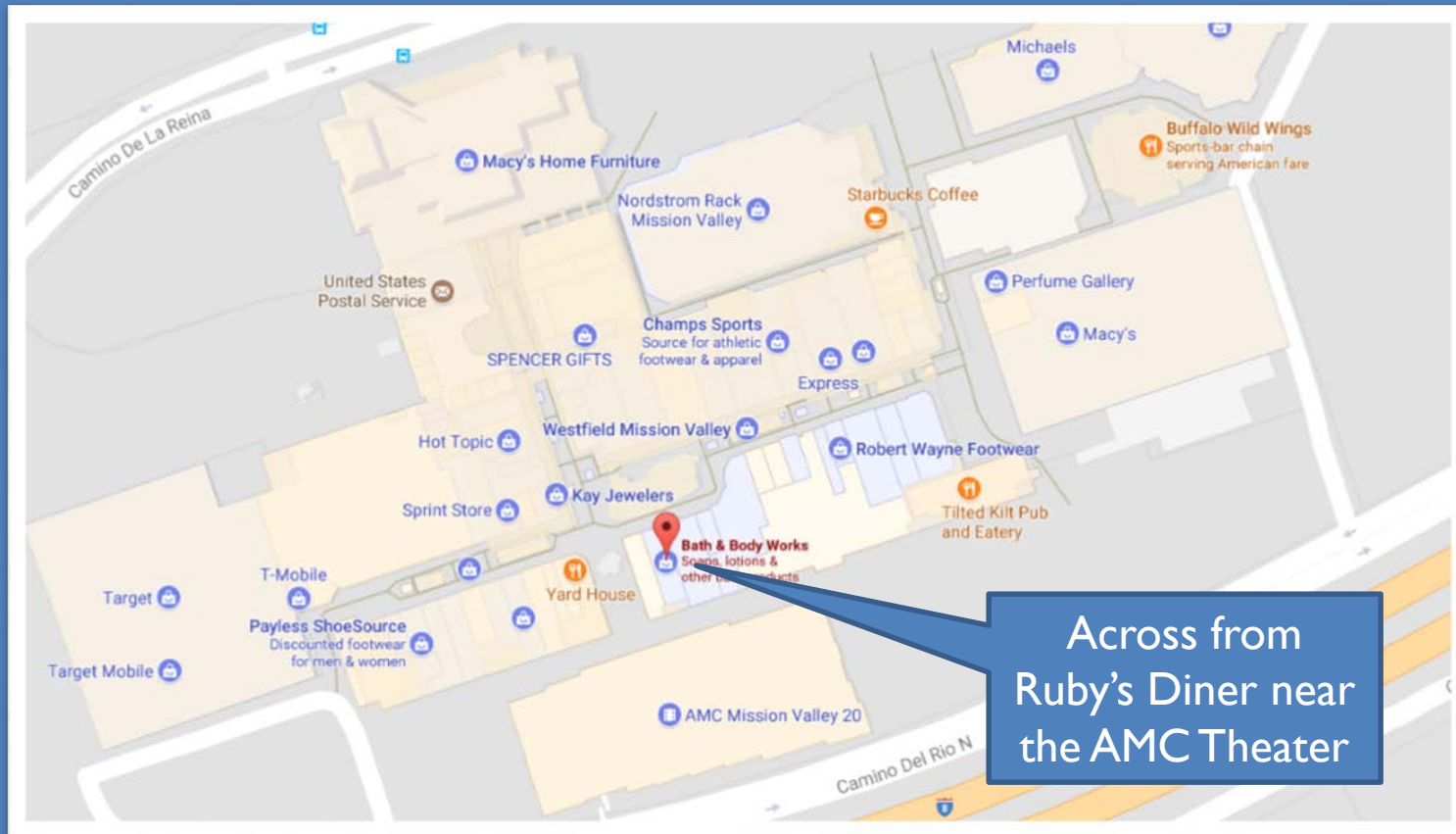
## Discussion

- 3 subarea maps will be combined into a “Draft Preferred Alternative” for further review and analysis
- A public outreach event to review the map with the larger community will be held at Westfield Mission Valley Mall on August 12
- This group will get a preview day during our meeting time (3:00 to 4:30 p.m.) on August 11



# Meeting Location

- Former Bath & Body Works – Westfield MV







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