



Master Plan Recommendations for MISSION BAY PARK

for the City of San Diego

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LOS ANGELES • CALIFORNIA

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MAY 1969

Prepared by

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- Mission Bay and Facilities Committees of the Park and Recreation Board
- Mission Bay Lessees Association
- A committee of the San Diego Chapter, American Institute of Architects.

Consultants:

The following consultants provided professional services to William L. Pereira & Associates during the development of the study:


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SUMMARY AND TABLE OF CONTENTS

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I. ASSIGNMENT AND SCOPE OF WORK Page 15

In July 1968, the firm of William L. Pereira & Associates was authorized to commence master planning studies of Mission Bay Park. This, in effect, was to be an updating of the plan adopted ten years earlier but the firm was further requested to suggest a program for the ultimate development of the park.

On October 30, 1968, a preliminary presentation was made to a joint meeting of the San Diego City Parks and Recreation Board and Planning Commission. Following this, the planners directed their attention to refining and developing the ideas that had been exposed. The results of this effort are contained in this report.

II. HISTORY AND DEVELOPMENT OF MISSION BAY PARK Page 19

In 1852 the U.S. Army Corps of Engineers undertook the job of controlling the vacillating San Diego River as it emptied into the sea. A permanent channel was constructed, and north of the channel was False Bay, later to be known as Mission Bay, a desolate combination of tidal marshes and sand dunes.

The first development of a Mission Bay area was the ocean-front section, Mission Beach, which was turned into an amusement center in the early 20's. In 1930 a preliminary Master Plan for Mission Bay was undertaken by the City of San Diego. It was not until 1958 that the Master Plan for Mission Bay was actually adopted. In the next ten years, some \$65,000,000 was spent on the project and by now it is the largest aquatic park in the world — a growing complex of hotels, restaurants, tourist attractions and boating and swimming facilities.

III. FACTORS OF INFLUENCE Page 25

City of San Diego. San Diego, "where California began", is the southernmost large city in the state, famous for its warm winters and cool summers. Long a center for military and naval activities, recent boom years have seen a great development in commerce, education, culture, and sports activities. Recent developments include the University of California at San Diego, the Civic Concourse, and the Sports Stadium and Sports Arena.

Community Plans in the Mission Bay Area. The open space, the temperate climate and the natural man-made resources of the San Diego area have created an outdoor way of life that is supported in "The Progress Guide and General Plan for San Diego, 1985" and in the plans of communities around Mission Bay, the latter quite naturally oriented to the park development.

Transportation. Lindbergh Field, recently improved, is capable of providing more than adequate air service to park-bound travelers.

Freeways already serve the Park area, and by 1969 new ones will have been completed along the eastern and southern boundaries. These, plus continuing road improvements, make car access to the Park very convenient.

IV. MISSION BAY – Existing Conditions Page 35

Analysis of Existing Plan. The approximately 4,200 acres of Mission Bay Park are about equally divided between water and land uses, the development and operation of which have been guided by the General Plan.

Water Uses / The three major water areas are:

- a. Between Fiesta Island and Ingraham Street – power boating, water skiing, hydroplane races. East of Fiesta Island – small sailing craft, paddle boards, and quiet water uses.
- b. West of Ingraham Street and north of Ventura Bridge – sail-boating.
- c. South of Ventura Bridge – deep water basins for power boats and sailing vessels of any mast type.

All these water areas have extensive beach areas and provide opportunities for fishing from the land.

Land Uses / Leased developments include hotels, motels, restaurants, camper facilities, yacht sales, boat storage and launching, sport fishing facilities, repair, golf course and trailer park. The best known of the private lease developments is 75-acre Sea World.

Public park development has been devoted to picnicking, sunbathing, sightseeing, camping and parking areas, and other facilities supporting beach use and swimming.

Most of the land in the Park still remains in an undeveloped state.

Current Use and Attendance / Total attendance in Mission Bay Park during a peak day has been estimated at 80,000. It is estimated that 1,270 sailboats and 1,770 powerboats are currently permanently moored in Mission Bay Park.

There are presently 824 Class A hotel rooms in the Park. Approximately 181,000 people stay in Park hotel rooms during the 90-day summer season alone.

There is one trailer park, with 653 spaces and an annual registration of about 7,000 trailers.

Existing Circulation. The principal traffic problem in the Park is the heavy through-traffic, the result of insufficient freeways and inadequate surface streets surrounding the park.

Water traffic, aside from private uses, consists of three excursion or tour boats operating within the bay on various routes and schedules.

Mission Bay Park Policies. In an effort to coordinate all Park policies and to give them official sanction, the San Diego City Council, on July 29, 1956, adopted a detailed list of policies and stated that "Mission Bay Park shall be created primarily as an aquatic recreational park for the enjoyment of all the citizens of San Diego and the visitors to this community."

Capital Improvements Program 1968–69. By the close of the existing year, improvements will be in progress or will be completed, in the areas of Bonita Cove, Crown Point Shores, and Playa Pacifica.

V. MASTER PLAN RECOMMENDATIONS Page 47

The Destiny of Mission Bay. Acknowledging and agreeing with the original determination that Mission Bay should be a water-oriented recreational park designed for maximum public usage, the planners have addressed themselves to the preservation and development of that goal. Taking into consideration what has happened thus far in the Park's history (circulation, leases, nearby developments, etc.) the planners have proposed certain major restructurings of the Park's original plan. A list of design elements was also submitted for priority attention:

- Improvements of the transportation system.
- Strengthening of the design structure.
- Re-examination of land and water configurations.
- Development of new public and private uses.
- Re-examination of existing operating and design policies.

Planning Concepts. Land Uses and Circulation / New and improved traffic corridors could not only serve Mission Bay Park but help to integrate it as a strategic transportation link with other key areas such as Lindbergh Field, Balboa Park, downtown San Diego, Old San Diego, and Hotel Circle.

It is recommended that a system of water transportation be established, connecting Mission Bay Park with Scripps Institute on the north and the Embarcadero on the south, the latter leg to include stops at Shelter Island and Harbor Island.

Most important of the new circulation developments would be "Paseo del Pacifico," cutting across the park from the Transportation Center in the southeast corner to the Pacific Ocean on the west and serving as the spine for a series of new tourist attractions.

Land and Water Uses / Fiesta Island should be divided in two, thus providing more variety of uses, increased beach frontage, better water circulation, and improved views.

De Anza Cove and De Anza Point should be re-configured into more aesthetic and functional forms.

The San Diego River floodway is recommended as the site of a marine stadium for powerboat and shell racing.

Gateways / The automotive entrances to Mission Bay Park should be established as "gateways," giving the visitor a sense of entering a new environment.

Circulation. Major Traffic Movements / To overcome the excessive through-traffic problem confronting the park, the planners suggest that circumferential traffic routed around the park be established as a horizon year target.

Local Automobile Traffic / In addition to the "Paseo," a minor road network is suggested for servicing hotels, boat docks, etc. No automobile traffic connections should be made between the mainland and Fiesta Island.

Parking / The parking problem could best be ameliorated by the construction of out-of-park parking facilities, connected to the park by shuttle bus.

Transportation Center / A Transportation Center at the southeastern corner of the park could become the principal gateway to the park, and serve as a major parking complex and point of interface for the city-wide transit system, park transit system, tour boats, shuttle ferries, and, perhaps, helicopter service.

Other Intra-Park Circulation / In order to relieve automobile traffic and at the same time maximize the enjoyment of traveling through the park, it is recommended that all manners of boat transportation be used throughout the park's waterways and that ample facilities for walking, bicycle riding and electric carts be made available.

Mission Bay Sectors. Land Sectors / The planners have divided into 14 sectors the publicly-owned land in and closely related to Mission Bay. These sectors, which vary in size and importance, are based primarily on compatible and identifiable uses.

Sector 1 already contains Robb Field and the Sports Arena, and the planners urge expansion of its use as an active sports area.

Sector 2, an ocean-oriented area with potentialities for improved swimming, a yacht club, an observation area and, at the western terminus of Paseo del Pacifico, a multi-purpose plaza. The southern part of Belmont Park could be devoted to an oceanfront hotel.

Sector 3 is already highly developed, including as it does Quivira Basin, Dana Basin, Quivira Point, two hotels, aquatic headquarters and public park land.

Sector 4 is recommended for development to complement the existing Sea World. The spine for the development would be the Paseo del Pacifico, connecting at least five more tourist attractions.

Sector 5, the Transportation Center here would be the primary gateway to Mission Bay Park, and would interface municipal transit, intra-park transit, automobiles, intra-park tour boats and perhaps helicopter service.

Sector 6, South Fiesta Island. Recommendations include dredging the interior of the island to create lagoons and coves. Cultural and educational displays here might emphasize marine sciences, marine history, the undersea world of the future, etc.

Sector 7, North Fiesta Island. This area is set aside for youth activities, such as camping and hiking.

Sector 8. This sector contains the Hilton Inn and the Playa Pacifica, a public park now under development.

Sector 9. The planners recommend reshaping the land and water configuration here and introducing a complex of modestly priced cabanas, lockers and "day-hotels."

Sector 10. For some years the area has been identified as a wild life preserve and it is recommended that this use continue.

Sector 11. Area devoted to public recreational uses.

Sector 12. Major developments are Vacation Village and Bahia Hotel, plus swimming and park areas.

Sector 13 contains the Catamaran Hotel and Restaurant and the Crescent Bay residential community. Higher density uses are foreseen in the future.

Sector 14. This sector is mostly for swimming, boating and beach activities. The planners recommend additional "windows to the sea" and Planned Unit Development for any new construction on Mission Beach.

Water Sectors. The planners have identified five principal water "zones" or sectors.

Sector 1. Because of the great depth of water and absence of

bridges, this is the obvious area for large boats. Mariners Basin will provide public swimming areas in the future.

Sector 2. This area is principally for small sailboats.

Sector 3. The largest relatively unobstructed water portion of Mission Bay, used for water-skiing, power boating and racing.

Sector 4. The southern portion of the area would be heavily used for water transportation. The northern area should be reserved for small sail boats, paddleboards, rowing and other quiet water uses.

Sector 5. This sector lies within the San Diego River floodway at the southern extremity of the Park. It is recommended that a portion approximately 7,500 feet in length be dredged and developed as a marine stadium.

This recommendation is, in effect, a reaffirmation of earlier proposals to create facilities for power boating in this area. The bridges are already constructed in such a manner to permit this activity. Dredging is entirely feasible according to engineering reports and the sand which would be removed has definite value for San Diego public beaches. The main portion of the existing beach at the west end of the Floodway would remain undisturbed and offer protection to the water in the racing area. Viewing stands could be constructed on both sides of the marine stadium and adequate parking with good access to the Park could be provided on the south side.

This recommendation assumes that the City of San Diego will have the continuing use of a dredge in order to keep the water depth to appropriate standards at all times.

Policy Recommendations. William L. Pereira & Associates makes the following major recommendations regarding the operation and implementation of the park:

1. Strengthening the role of the design review board (currently known as the Facilities Committee) and perhaps using outside consultation.
2. The so-called "master plan" requirements for lessees should be re-named "development plan" and should clearly relate specific projects to overall park plan, environment, circulation, etc.
3. The City of San Diego should purchase its own dredge.
4. An improved sign policy should be instituted for Mission Bay Park, including a graphics study for all public signs. Outside consultation is recommended.

5. A policy should be established regarding the "Mission Bay District," an overall area including the park plus adjacent areas intimately connected with the park's activities and development.

VI. BACKGROUND RESEARCH

Page 79

Trends in Tourism. Tourism has become a multi-million dollar business, of which California receives a large share. Out-of-state visitors are expected to total about 37 million in 1975.

The San Diego area alone drew over 2½ million out-of-state visitors in 1966, with another ten million coming from within the state boundaries. A conservative estimate raises this 12½ million to 16½ million by 1970.

Recreational Factors. Recreational Trends in California / The demand for outdoor recreation areas and facilities in California is far greater than the present supply. California is in the vanguard of a leisure-time movement based on just such water-oriented activities as are found in the present and planned programs for Mission Bay Park, namely boating, fishing, water skiing, swimming, sunbathing, skin diving, picnicking, sight-seeing, hiking and camping.

Existing Outdoor Recreational Facilities in San Diego / While San Diego County boasts almost 770,500 acres of federal, state and county lands available for recreational purposes, actual facilities are in short supply, and estimates of future needs reveal continued shortages.

The San Diego Metropolitan Area is better off, with three regional parks — Balboa, Mission Bay and Torrey Pines.

Estimate of Future Recreational Activity in Mission Bay Park/ Copley International Corporation estimated the activity days at the park in 1968 at 8½ million, and projected an increase to 14½ million by 1985. (One activity day is defined as "a person participating in any activity for any given length of time.")

I

ASSIGNMENT AND SCOPE OF WORK

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In July 1968, the firm of William L. Pereira & Associates was authorized by the City of San Diego to commence master planning studies of Mission Bay Park. This, in effect, was to be an updating of the plan adopted ten years earlier and the consultant was further requested to suggest a program for the ultimate development of the park.

The consultant was requested to become familiar with all significant aspects of Mission Bay Park relating to master planning recommendations and to review the existing plan, policies practices, departmental directives, and operational policies for Mission Bay Park and the proposed plans of the contiguous communities.

In carrying out this assignment, William L. Pereira & Associates performed the necessary research, with the assistance of various city officials, and with its consultants: Copley International Corporation, economic analysis; and Wilbur Smith & Associates, traffic engineering. Also, many meetings were held with citizens groups, city departments, the Mission Bay Committee, Mission Bay lessees, the City Manager's office and the Parks and Recreation Board.

On October 30, 1968, a preliminary presentation was made to a joint meeting of the Parks and Recreation Board and the City Planning Commission. Following this, the planners directed their attention to refining and developing the ideas that had been exposed. A Master Plan containing recommendations for long range development, including suggestions for implementation, was prepared. The results of this effort are contained in this report.

II

HISTORY AND DEVELOPMENT OF MISSION BAY PARK

II

HISTORY AND DEVELOPMENT OF MISSION BAY PARK

Mission Bay Park is a triumph of man over nature. Or perhaps more accurately, a triumph of man and nature. Left to its own devices, the San Diego River had for centuries emptied itself into the tidelands of the Pacific, vacillating between San Diego Bay on the south and False Bay (later to be known as Mission Bay) on the north.

When a barrier of silt built up on one side, the current would move over to the other shore, making Point Loma alternately an island and a headland. In 1852, to protect the main harbor from these deposits, the U.S. Army Corps of Engineers decided to make a permanent route, with the mouth of the river located at "False Bay." This project was completed within two years and the dike can still be seen, located just south of the present flood channel.

Thus did Mission Bay achieve a permanent southern boundary, and in this fairly constant state it remained — a vast, flat panorama of tidal basins, sand dunes, salt marshes, swamps and sea gulls. It was not a place to use, it was a place to go around, or over, or to avoid completely, except for the sandy strip that separated it from the ocean. Here, because good bathing beaches are always a lure, the seaside area known as Mission Beach was developed.

In 1921 the Spreckels Company, in order to increase its street car line, decided to develop an amusement center in Mission Bay. In connection with this project, it leased a small portion of the tidelands from the State of California and dredged a small bay within Mission Bay. This was the initial dredging project and resulted in the creation of Bonita Bay just east of Belmont Park.

In 1923, a local historian, William A. Gross, predicted that Mission Bay would someday become the "Venice of America." With the assistance of over 16 million dollars in bonds, approved by the local citizens over a period of years, the City of San Diego has proceeded to transform the Mission Bay mudflats into a magnificent, water-oriented park.

The transformation was not instantaneous, however, but rather a lengthy process of natural and man-made evolution. The Mission Bay lands passed through many hands before they came under the jurisdiction of their present owner, the City of San Diego. During the early 1920's, the State Harbor Commission was in charge of tidelands, but there were no funds to spare for recreational projects. It was not until 1929



MISSION BAY — 1928



MISSION BAY — 1948



MISSION BAY — 1951



MISSION BAY — 1959

that the State assigned the lands to the Division of Parks. Five hundred acres had been bought in 1924 by Mission Bay Lands, Inc., at \$300 an acre. The corporation's title to the land was contested by the State in a lawsuit which lasted seven years, and was finally settled in favor of the land holders. Twenty years later, these public-spirited owners sold the 500 acres to the City at the \$300-an-acre price.

The City has by now acquired all the land in Mission Bay with the exception of the small parcel on which Pikes Airport was once located. This situation is now in the process of settlement. The total cost of land purchased by the City amounted to \$1,330,000.

Planning for Mission Bay by the City of San Diego began in 1930, and has continued to the present day. In 1930, Mr. Kenneth Gardner, Mr. Glenn Rick, and Mr. Allen Perry developed a Preliminary Plan for Mission Bay State Park. This plan was modified from time to time over the next fifteen years. Towards the end of World War II, business and civic leaders in San Diego were concerned with the post-war economic outlook and it was agreed that something should be done to attract more tourist trade to San Diego. It was then that the City Planning Director brought forth a Master Plan for the development of Mission Bay as an aquatic park. This project was enthusiastically received by the community.

The move toward actual land development came in 1945, when the State ceded Mission Bay tidelands to the City of San Diego. Since then the City has purchased additional land, under the specific conditions that it be used for maritime improvement, construction, education, and recreation. This step renewed interest in transforming the Mission Bay area into an extensive aquatic park, and the City of San Diego, with state and federal aid, undertook dredging and compilation of the land areas.

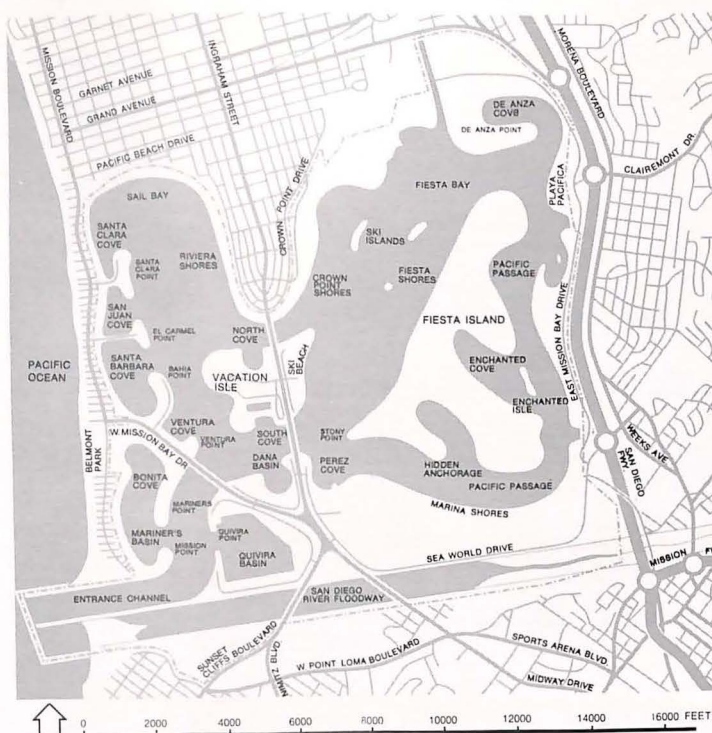
By 1949, the U.S. Army Engineers recognized that the citizens of San Diego were sincere in their intent to develop this aquatic park. The Federal government approved funds to develop a flood channel so that the San Diego River would flow directly into the ocean and would no longer deposit silt in the Bay. They constructed two stone dikes extending from the westerly end of Mission Valley to the ocean. They also constructed a northerly jetty and dredged a new channel entrance into Mission Bay. Since that time the Army Engineers have dredged the channel entrance to a depth of twenty feet and two side basins to depths of fifteen to twenty feet.

A Master Plan for the Mission Bay Recreation Area was proposed in 1956, and approved by the City Council on May 29, 1958. From 1962 to the present, many lease holdings have been developed. Total public and private expenditures of the project through 1968 are as follows:

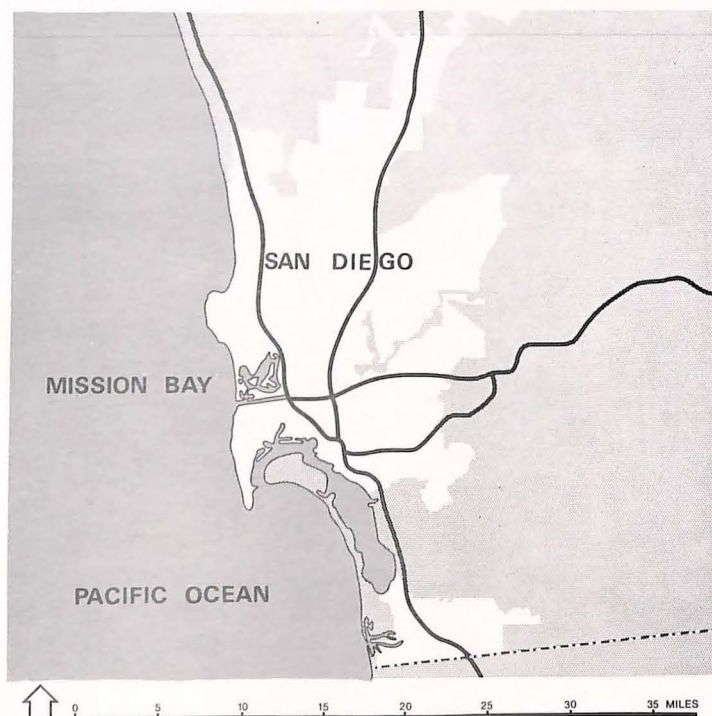
City	
Bonds	\$10,727,200
Capital Outlay	10,773,344
Sub-Total	\$21,500,544
Lease Investments	30,997,421
Federal Expenditures	10,071,000
State Expenditures	3,208,000
Total	\$65,776,965

By the time Mission Bay is completed, it will represent an investment in excess of \$100,000,000, approximately one-half of this being public funds and one-half representing investment of lessees. The project is intended to yield sufficient revenue to meet operational costs. It is not intended to produce enough revenue to meet capital costs.

Mission Bay Park is rapidly receiving recognition as an outstanding aquatic facility and will, with a continuation of the foresight that has been shown, prove to be not only a place for enjoyment of the citizens of San Diego, but a tourist attraction second to none. To the best of our knowledge, this is the largest aquatic park in the world devoted to pleasure boating, skiing, fishing, swimming, sailing, racing and public recreation and it serves all of Southern California.



Principal elements within and near Mission Bay Park.



LOCATION MAP.

III

FACTORS OF INFLUENCE

III

The City of San Diego

San Diego, "where California began," is the southernmost large city in the state, 130 miles south of Los Angeles Metropolitan area. It is a city of great variety, a progressive commercial and industrial center, a fine resort, a natural vacation spot, an increasingly important center of education, culture and recreation.

Old San Diego, the actual birthplace of California two hundred years ago, is now in the geographical center of metropolitan San Diego. Historical landmarks in the area, many of which date back to the early 1800's, include Casa de Estudillo and the Old Plaza. The oldest building in the city, Casa de Carillo, now serves as a clubhouse for the Presidio Hills Golf Course. Numerous other old adobe buildings are now being restored under the State Historic Park Plan.

The Spanish heritage is still apparent in the street names, the food, and the architecture of the city, and the evidence of San Diego's proximity to Mexico is detectable everywhere.

San Diego is renowned for its temperate climate. Summers are cool and winters are warm in comparison with other places along the same general latitude. The annual mean temperature in San Diego is 61.8 F, with a mean high of 68.8 F and a mean low of 54.9 F.

The population of San Diego County is climbing steadily. On July 1, 1968, an estimated 1,320,500 was reached. The County has grown by nearly 287,500 persons or 17.8 percent since the 1960 census. The increase reflects an average daily growth of 95 people since April 1, 1960. On July 1, 1968, the City of San Diego's population climbed to 684,800 or 12,400 higher than a year ago and nearly 111,600 more than the 1960 census figure.

The economy of the San Diego Metropolitan area is based on military and naval activities, manufacturing, and electronics

FACTORS OF INFLUENCE



BALBOA PARK — California Tower.



OLD TOWN — Serra Museum.

and commercial agriculture, fishing, higher education and research, and certain portions of the trade and service industries which serve tourists and retired persons. San Diego's commercial growth has resembled that of most large cities in that it has been closely related to population growth.

Defense manufacturing makes up the largest portion of commercial enterprise; however, there is a substantial food and apparel producing industry. San Diego County's climate is conducive to the successful production of vegetables, fruits, and the nursery and cut flower industry.

The influence of the military is a dominant factor in San Diego. In 1907, the United States Navy established its first installation in the county and in 1921 the area became headquarters for the Eleventh Naval District. The armed forces and their families have acted not only as an accelerator of population and employment growth, but have also provided a base to support other elements in the county's economy. In addition, the military and naval bases themselves purchase a substantial amount of goods and services directly from local businesses.

San Diego possesses a magnificent land-locked harbor, one of the world's finest anchorages. Expenditures for port expansion and improvements have totaled over ten million dollars during the past five years. The harbor itself is protected by the natural breakwater that is Point Loma; the harbor comprises a total area of approximately eighteen square miles.

San Diego International Airport is one of the three largest in California. Completed in February of 1967, it is specially planned to accommodate the huge jets which are now being built.

The city's economic progress is accompanied by a rising standard of culture. A recent spur to the cultural movement is the completion of San Diego's 3,000 seat civic theater. The theater is a part of the large Civic Concourse, which includes a 5,000 seat convention hall, exhibition halls, a 14-story city administration building and an eleven-story garage.

The art scene in San Diego is dominated by the Fine Arts Gallery and its adjoining Timken Gallery in Balboa Park. The Old Globe in Balboa Park is famous for its June through September National Shakespeare Festival. Institutes of higher education in San Diego include San Diego State College, California Western University, University of California at San Diego, and University of San Diego.

San Diego has been described as a city built around a park. This is Balboa Park, comprising 1,158 acres of land, with sports facilities of all kinds, art galleries, theatres, museums, promenades and ponds, and the famous San Diego Zoo which attracts more than two million visitors annually.



BALBOA PARK — Timken Art Gallery.

Coronado, a resort center for nearly sixty years, noted for the famous Hotel del Coronado, is an established summer tourist center. Located on the narrow peninsula that encloses the greater part of San Diego Bay, Coronado has been developing an attractive residential character, providing visitors and permanent residents with ample community services and ready access to San Diego.

San Diego has become one of the West's centers for both participator and spectator sports. Golf (with 64 courses), swimming (with seventy miles of beaches), tennis, deep sea fishing, water skiing, skin diving, surfing, boating, mountain climbing and hunting are a few of the many participator sports that flourish in the area.

The nationally famous San Diego Chargers of the American Football League, as well as the San Diego State Aztecs, in recent years the nation's number one college division football team, both began playing in the 50,000 seat, multi-purpose San Diego Sports Stadium in 1967. The brand new International Sports Arena is the home-base for the Gulls, the newest addition to the Western Hockey League, and for the Rockets, San Diego's National Basketball Association franchise. Mission Bay features the annual "San Diego Cup," unlimited hydroplane races. The nearby Del Mar race track is famous for fine thoroughbred racing.

Perhaps no aspect of San Diego is more exciting and convincing than its commitment to the future. Prior to 1960, for example, downtown San Diego boasted few skyscrapers. Since then three have been built. In 1969 alone, four more will see completion.

With man-made Shelter Island in San Diego Bay, a financial, recreational and social success, another island is being developed in the cusp of the harbor. Known as Harbor Island, with a completion date of 1973, it will feature hotels, marinas, restaurants and an array of ocean science activities.

The heart of the downtown waterfront is due to be transformed by a multi-million dollar Embarcadero. Already completed is a complex which includes a hotel, shops, restaurant, and a tourist-oriented pier.

A 4½ million dollar repertory theatre complex is scheduled for construction adjacent to the University of California at San Diego.

With the opening of the 1969 season, San Diego will field a baseball team in the National League, with home games to be played at the San Diego Stadium. The Stadium is also the site (the westside grounds of the parking lot, to be exact) for auto racing and slaloms.

This, then, is San Diego today — a city rushing towards its many tomorrows.



MISSION VALLEY — San Diego Stadium.



SAN DIEGO BAY. Shelter Island and marinas to the left and North Island Naval Air Station to the right.

Community Plans in the Mission Bay Area

While each community in the San Diego area has individual interests, they all hold one future goal in common: the preservation of Mission Bay's aesthetic beauty and open space. San Diegans appreciate the pleasures of open space and outdoor life, and in Mission Bay Park they hope to create a comfortable, interesting, accessible and enjoyable area for residents and tourists alike.

The "Progress Guide and General Plan for San Diego - 1985" put forth an ambitious goal regarding San Diego's park and recreation development, namely that the park and recreation system should be adequate to the qualitative and quantitative needs of both tourists and residents, with a diversity of areas and facilities to meet all interests.

The city recognizes that many aspects of open space contribute positively to the physical, social and economic well-being of San Diego residents, and their goal for open space provides for a 12,000 acre system.

The following conclusions are among those concerning transportation included in the plan. There is a lack of adequate facilities for cycling, horseback riding and hiking within the San Diego area. The potentials of other types of recreational transportation such as waterways, special boats and tramways need serious investigation. Walking as a mode of travel lacks the special preference it deserves.

The Planning Department has therefore devised a plan for trail development in the San Diego area. New public parks and open space areas should include hiking trails, and bicycle trails should be routed to include San Diego's many points of interest. One of the early concepts for Mission Bay planning was a continuous boardwalk along the shoreline to encourage pleasurable walking.

The Mission-Pacific Beach area, located just north of Mission Bay, has developed the goals for a community plan which puts forth their desire to preserve an attractive natural environment, to accommodate population growth both commercially and residentially, and to develop recreational areas to their fullest potential use.

The plan's primary park and recreation development goals are: good design, utilization of school playgrounds, development of trails to link the major recreation facilities, design of walkways to provide pedestrian access between major activity areas within the community. The proximity of the Mission-Pacific Beach area to Mission Bay has, of course, made the park's development vital to the residents of the area. Their stated objectives are "To promote the development of Mission Bay Park as an area of great desirability, where over-

commercialization must not occur at the expense of park amenities."

The area is visualized as predominantly a commercial tourist-oriented recreation area, and the San Diego City Planners believe the community plan may cause problems in the future, mainly because of the very high densities being encouraged. These do, however, correspond to the existing R4 zoning, except at the tip, which is zoned R2. The resident population is growing very fast; there are 1,400 summer rental units; 800/900 new hotel units are planned here (out of a city total of 2,000). The result will be greatly increased traffic and severe congestion.

The Peninsula Community Plan covering the area immediately south of Mission Bay, including Ocean Beach, was compiled by Peninsulans, Inc. and the City of San Diego and approved by the City Council in November, 1968. The plan states several major goals including: the preservation of the residential character of the Peninsula; protection from noise, traffic, etc.; complementary design; limited commercial expansion; development of an adequate transportation system. The Peninsula planners believe that by concentrating increased residential densities and intense land uses on the community's boundaries, traffic problems would be lessened. Existing land use patterns could largely be retained and strengthened and the cost of capital improvements minimized.

The plan proposes a high level of park and recreation facilities to serve community needs. The park needs for the Peninsula have heretofore been met by four community park and recreation centers, two neighborhood parks, five playgrounds, and the resource-based parks on the perimeter of the community (including Mission Bay Park and ocean beaches). The Peninsulans indicated that Robb Field should be developed to stress field games and active year round recreation in a park-like setting.

The Ocean Beach area is generally located along the ocean front and Mission Bay Flood Control Channel between Narragansett Avenue and Robb Field. A new fishing pier, beaches, swimming and surfing, the activities of Mission Bay and an exciting coastline and views are some of the environmental assets. In addition, a proposed new development will create parklike ocean front beaches adjoining much of the area designated for commercial-recreation use.

Clairemont-Mesa. This is a comparatively new residential area, with a population of 83,000, which is expected to grow to 100,000 by 1990. Because of its location east of the freeway, it has less impact on Mission Beach as a traffic generator than do other communities. The plan recommends acquisition of natural open space in Tecalote Canyon, as far north as



SPORTS ARENA.

Genesee. The property would be acquired by assessment proceedings and owned by the City, which might lease parts of it for recreational use to cover the cost of maintenance, etc. This is something never before done in California.

Midway. This is primarily a commercial area with some industrial zoning south of future Freeway #109, near the Sports Arena.

Doctor's Hospital, the main Post Office Terminal and the Sports Arena are in this area. The Arena has a seating capacity of 13,000. It was built by private enterprise on land leased from the City. It has a large parking area, used mainly at night, which might allow for some daytime use by Mission Bay.

In the west there are residential developments, with densities up to 40 units per acre. There is a "swinging singles" development and some military housing. The 1966 population was 5,900.

Both here and in Clairemont-Mesa, the committees want more control of billboards and better landscaping along freeways.

Old San Diego. A plan for Old San Diego was prepared by the Old San Diego Community Planning Committee and approved by the City Council in November, 1968. While not precisely adjacent to Mission Bay, this area obviously influences it, since both are tourist/commercial oriented. It would be extremely desirable to create a link by tramway or some other system of local transportation between the two areas and such other tourist attractions as the zoo in Balboa Park and the Cabrillo Monument.

Its principal objective is to emphasize and restore the historic character of the old town, and to develop it as a living community rather than a museum piece. Among the types of attractions which will be encouraged are restaurants, night clubs, sidewalk cafes, antique shops, arts and crafts workshops, theatres, and other visitor-oriented facilities.

The plan calls for a State Historic Park in the area and for a new system of zoning and land development controls.

There is at present a rather small resident population (1,200 in 1966) and it has been decreasing. Older people are staying, younger ones leaving. However, the commercial areas are beginning to build up and it is expected that more residents will follow.

If the area is developed according to the plan it is estimated that it could attract two million annual visitors. As a tourist influx develops, a program for parking will be needed. The plan suggests areas of parking under the freeway and, taking advantage of the topography, some in the slopes of the hills.

Transportation

The transportation facilities to Mission Bay Park have been improved substantially in recent years and by 1969 it will be relatively easy for automobile or air travelers to reach the park.

San Diego International Airport, which has recently been improved with new terminal facilities, is presently handling over 2.5 million passengers per year. It is projected that by 1977 this number will increase to 7.6 million. Lindbergh Field is an urban airport located within a few minutes driving time of Mission Bay Park.

By the close of 1969, freeways will have been completed along the eastern and southern boundaries of Mission Bay and the peripheral local road system will be subjected to many improvements. In addition to the privately owned automobile, visitors may use a municipally owned bus system or taxis. At present there is no rail transit.



SAN DIEGO INTERNATIONAL AIRPORT. Balboa Park in background and newly constructed Harbor Island on the right.

IV
MISSION BAY —
EXISTING CONDITIONS

IV

Analysis of the Existing Plan

Mission Bay Park is an outstanding recreational facility because of its vast size, its urban setting and its present and potential use for a variety of aquatic recreational activities. It is further enhanced by the excellent climate which permits year-round use and the park policies which have generally protected the park against over-building and over-emphasis on private uses (not available to the public) which occur in most marina developments.

The 4,200 acres contained within Mission Bay Park boundaries are roughly divided equally between land and water. When the San Diego River was channeled in the present floodway, dredging operations created a relatively stable pattern of land and water masses, with Mission Beach, an existing strand, forming the westerly enclosure and Crown Point, a high land form, protruding into the bay from the north. Mission Bay is large enough to accommodate three and one-half Balboa Parks or five and one-half Marina del Reys within its boundaries. In fact, it is only slightly smaller in area than the entire city of Santa Monica, which contains in excess of 91,000 persons. Because of its urban setting the scale seems even more remarkable. However, the very scale of this facility represents a challenge to urban design.

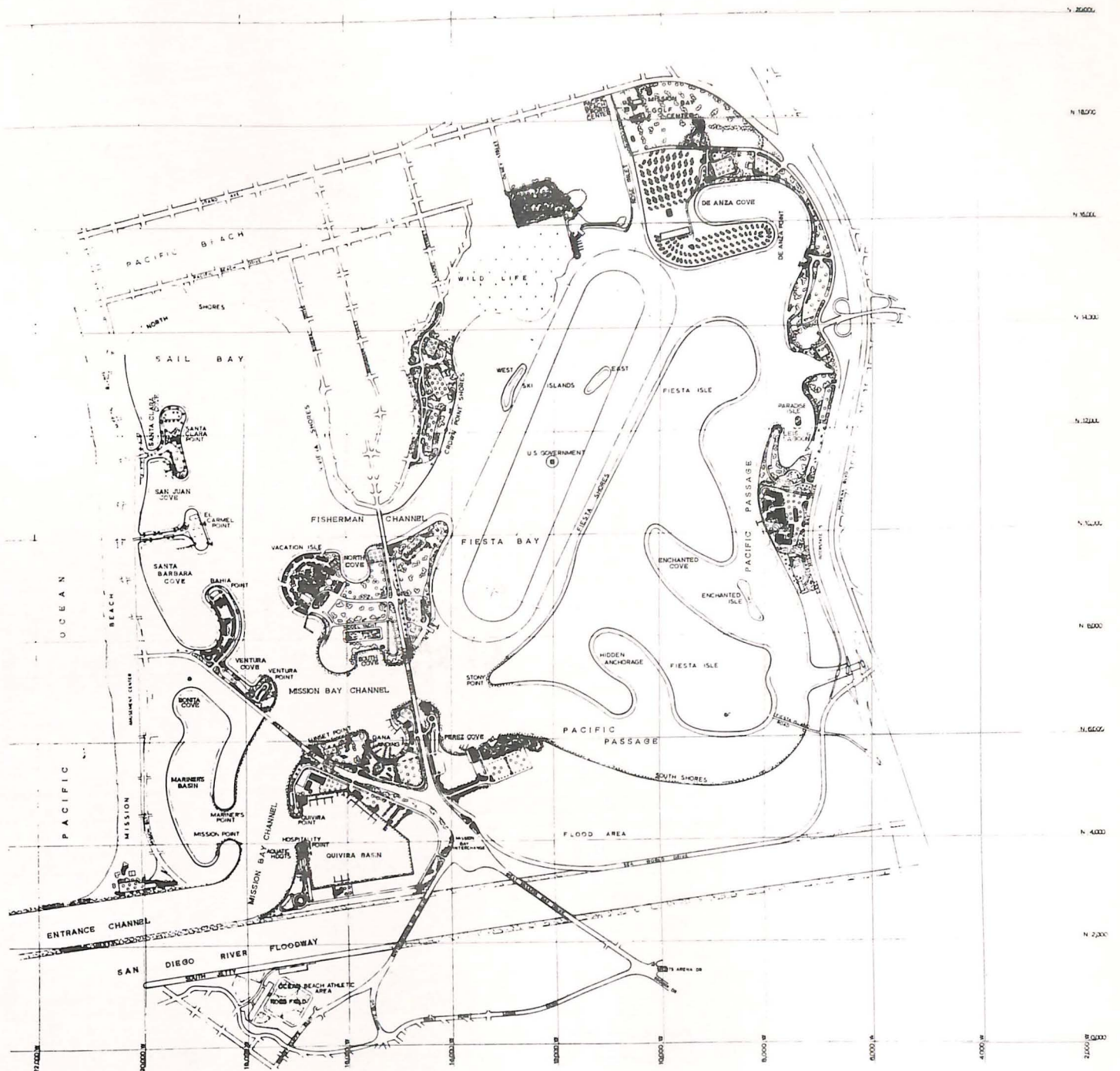
The basic guide for the development of Mission Bay Park is the General Plan, adopted by the City Council in 1958. This along with the Community Facilities report prepared in 1959, has served as a basis for policies under which the park, during the past decade, has reached its present state of development. Prior to this plan a study had been prepared by a consulting firm, Community Facility Planners, which dealt largely with landscaping, graphics, color and architectural design concepts for various types of buildings.

MISSION BAY — EXISTING CONDITIONS



MISSION BAY. Aerial photograph taken December 17, 1968.

MISSION BAY PARK — 1968



Water Uses. There are three major divisions of water areas:

- a. East of Ingraham Street is the 450-acre Fiesta Island. Between Fiesta Island and Ingraham Street, the water is given over to swimming, power boating, water skiing and the annual hydroplane races. East of Fiesta Island, the water has been "zoned" for very small sailing craft, paddle boards and quiet water uses. Boat slips are proposed for the shoreline south of and opposite Fiesta Island, but are not yet constructed.
- b. West of Ingraham Street and north of Ventura Bridge sail-boating has been emphasized and power boating restricted. However, due to the 35.5 foot vertical clearance on Ventura Bridge, this area is used by small to

medium-sized trailerable sailing craft such as the Victory, Tempest, Dragon and Star classes.

- c. South of the Ventura Bridge are two deep-water basins flanking the entrance channel. These provide opportunities for handling large craft including power boats and sailing vessels of any mast height.

Swimming facilities and beaches exist in all three water areas. Many of these water areas have extensive beach areas and provide opportunities for sport fishing from the land. It is worthy of comment that better winds are frequently observed in the area east of Ingraham Street (Fiesta Bay), an area devoted to unlimited speed power boating. However, any recognition of this fact would probably require a solution through operating procedures rather than through long range master planning fixes.

At the present time, there are over 70 acres of water area under lease, excluding moorings. Except in the case of Sea World, the long-term water leases are used for slips, docks, launching facilities and swimming areas. Existing city policy does not restrict the amount of water that may be leased.

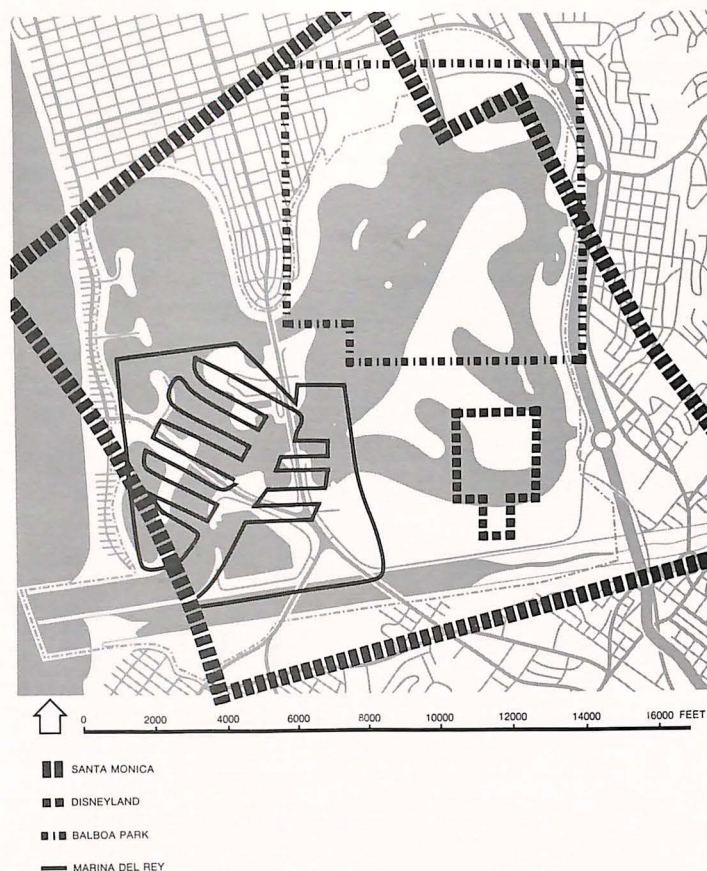
Of the 27 miles of shoreline in Mission Bay, approximately 19 miles are beaches. In most cases where beach erosion might take place, the shoreline is riprapped or bulkheaded.

The principal water uses in Mission Bay are swimming, sailing, power boating, water skiing and fishing. Although certain problems such as eel grass, silting and beach erosion still lack permanent solutions, they are not being ignored.

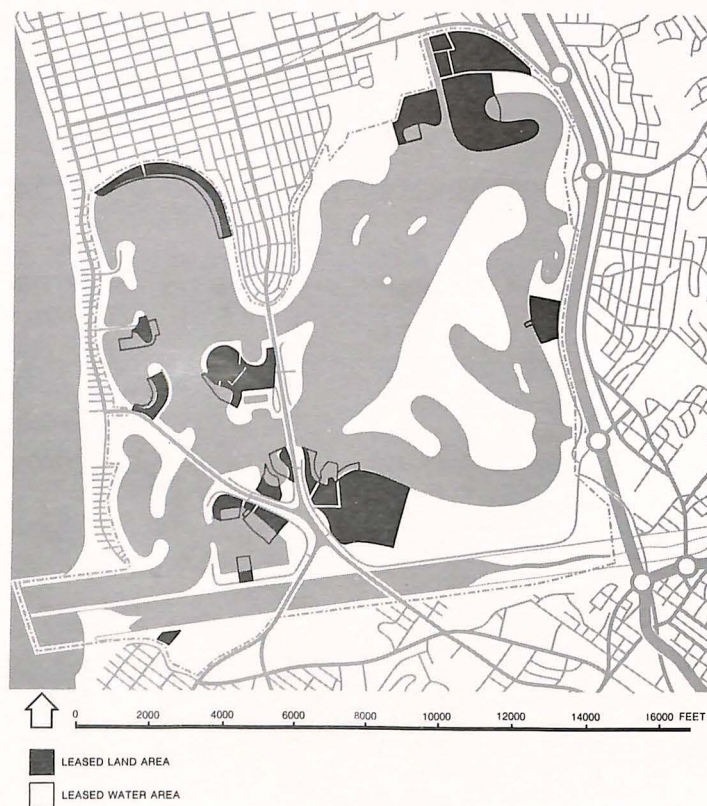
Land Uses. Although most of the land forms in Mission Bay Park were created by dredging ten years or more ago, development of the filled land is largely incomplete on the date of this study. This has enabled the planners to take a new look at land uses and to draw upon experience gained during the past decade. Private entrepreneurs, under lease arrangements, have developed over 300 acres (or are in the process of doing so). These developments include hotels, motels, restaurants, camper facilities, yacht sales, boat storage and launching, sport fishing facilities, boat repair, golf course and trailer park.

a. Leased Development

The best known of the private lease developments is the 75-plus acre Sea World, the largest and biggest single enterprise in Mission Bay, a combined land and water use attraction. It was originally planned to handle 6,000 people per day on a so-called high day average. Past expansion to date has increased this capacity to a level of approximately 11,000 per day on a high day average although on peak days they have handled up to as many as 15,000 people. By the 1972-1973 period they hope to increase the capacity further to handle a high day average of 18,000 people or approxi-



SIZE COMPARISONS. The City of Santa Monica has a population of over 90,000 persons in an area not much larger than Mission Bay Park.



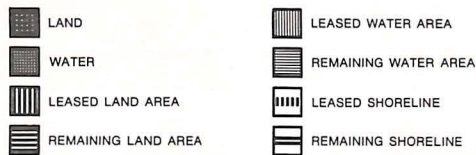
LEASED AREAS. Excludes leases to public agencies and town councils.

TOTAL LAND AND WATER DEDICATED:
 LAND = 1910.3 ACRES = 44.95%
 WATER = 2339.3 ACRES = 55.05%
 TOTAL 4249.6 ACRES (TOTAL PARK AREA)

LAND:
 TOTAL = 1910.3 ACRES
 LEASED = 342.653 ACRES = 17.94%

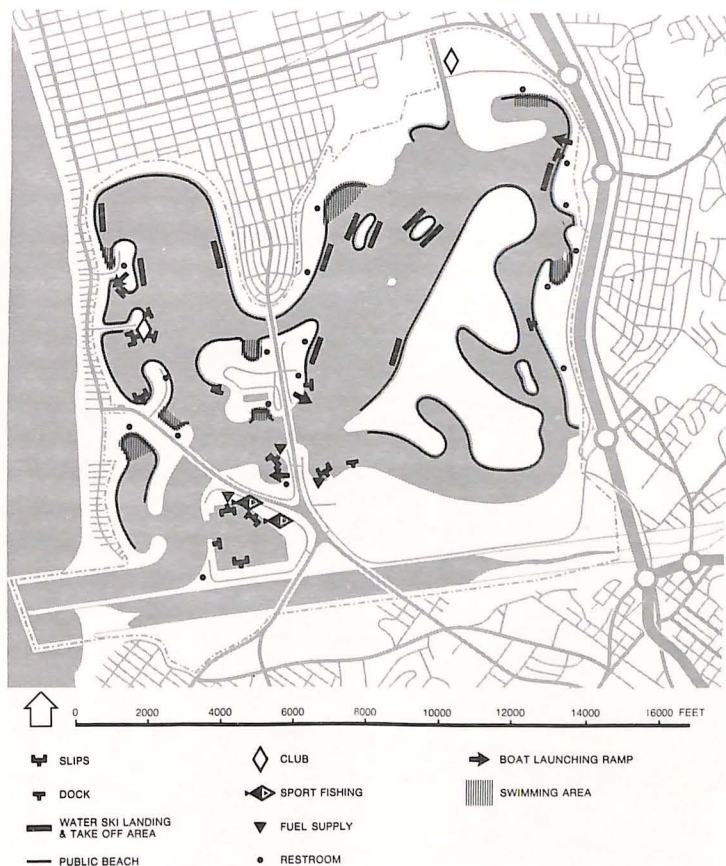
WATER:
 TOTAL = 2339.3 ACRES
 LEASED = 77.35 ACRES = 3.31%

SHORELINE:
 TOTAL = 27.00 MILES
 LEASED = 3.03 MILES = 11.22%



AREA RELATIONSHIPS

AREA RELATIONSHIPS. Existing relationships of land and water areas and status of leasing.



WATER AREAS. Indicates type and extent of existing water activities.

mately 2½ million people per year. This expansion will include additional parking and service areas plus an expansion of existing show area capacity.

The new Hilton Inn unit will add 317 Class A rooms to the existing 191 rooms for a total capacity of 508 rooms in early 1969. Also under construction, the Dana Motel, with 200 rooms at lower rentals, will be completed shortly thereafter.

By the time present construction is completed, Mission Bay Park will have a total of 1,341 hotel and motel beds or units covering 90 acres distributed throughout the park. Of these, 1,141 are Class A and represent 16% of all such hotels in San Diego County.

There is an inconsistency in the design of the various hotels, some of them showing quality in their architecture and attractiveness in their environment, while others appear uncontrolled from a visual standpoint. Accepting the desirability of retaining a park-like atmosphere, it would appear that at least one hotel site is somewhat overbuilt.

Architecturally, the restaurants in Mission Bay range from first class to pleasant and attractive, but it must be observed that there is an absence of facilities which can serve families at moderate costs.

At the northeast corner of the park is a 45-acre golf course with related facilities and a restaurant. South of the golf course is a trailer park occupying approximately 70 acres which extends to the tip of De Anza Point. West of Rose Inlet and adjacent to the wild life area is a 39.5 acre site on which a camper facility is now being constructed under lease arrangement. A portion of this site lies outside Mission Park boundaries.

Sport fishing and boat repair are both located on Quivira Basin. It would seem logical to develop the remaining unimproved land fronting on Quivira Basin with private leases for slips and other facilities related to boating and sport fishing.

A small site has been leased for a service station at the corner of Ventura and Mission Blvds. on a short-term lease basis. This will be removed when development occurs at Bonita Cove and Belmont Park.

In addition to the private lessee development, the Mission Bay Yacht Club, on El Carmel Point, has developed facilities covering more than 6 acres, and the Mission Bay Boat and Ski Club is using four acres on Rose Creek. Also in the lease category is Ski Island, used by the U.S. Federal Aviation Agency for a navigational aid, and two athletic fields leased to community organizations.

b. Public Development

The principal uses for which public park development is intended are picnicking, sunbathing, boat launching facilities, fishing, sightseeing, camping and parking areas, and other facilities to support beach use and swimming. By mid-1969, the following publicly developed portions of the park will be completed:

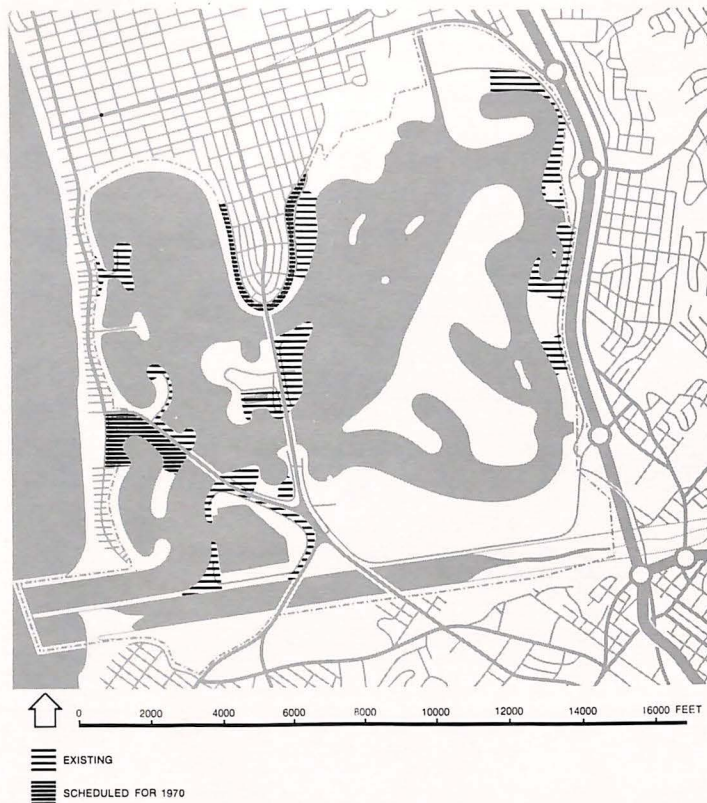
1. The area adjacent to Interstate Highway 5 (I-5) from De Anza Cove to a point a few hundred yards south of the Hilton Inn. Close to the Clairemont interchange will be the new Information Center, a quasi-public facility to assist visitors to Mission Bay Park and other San Diego attractions.
2. The eastern waterfront portion of Crown Point from Ingraham Bridge to the wild-life area.
3. Virtually all of Vacation Isle, with the exception of the privately leased portion.
4. Most, if not all, of the following locations: Santa Clara Point, El Carmel Point, Bahia Point, Ventura Cove, Ventura Point, Sunset Point, Dana Landing, Quivira Point, Hospitality Point, and the Ocean Beach Athletic area.

The remaining portions of the park, with the exception of the leased areas, remain for development.

Current Use and Attendance. As mentioned above, Copley International Corporation has estimated the total attendance in Mission Bay Park during a peak season day at 80,000 persons. Sea World reports an attendance figure of 15,000 on a peak day. According to Copley estimates the total number of activity days at Mission Bay for the year 1968 was 8-1/2 million. Of these activity days, approximately 18% were in water-oriented recreation, the remainder in land-based activities such as sports, walking, picnicking, etc.

Boating. The following numbers and types of boats were permanently docked or moored at the six major marinas (Islandia, Bahia, Dana Marina, Perez Cove Marina, Mission Bay Yacht Club) in 1968:

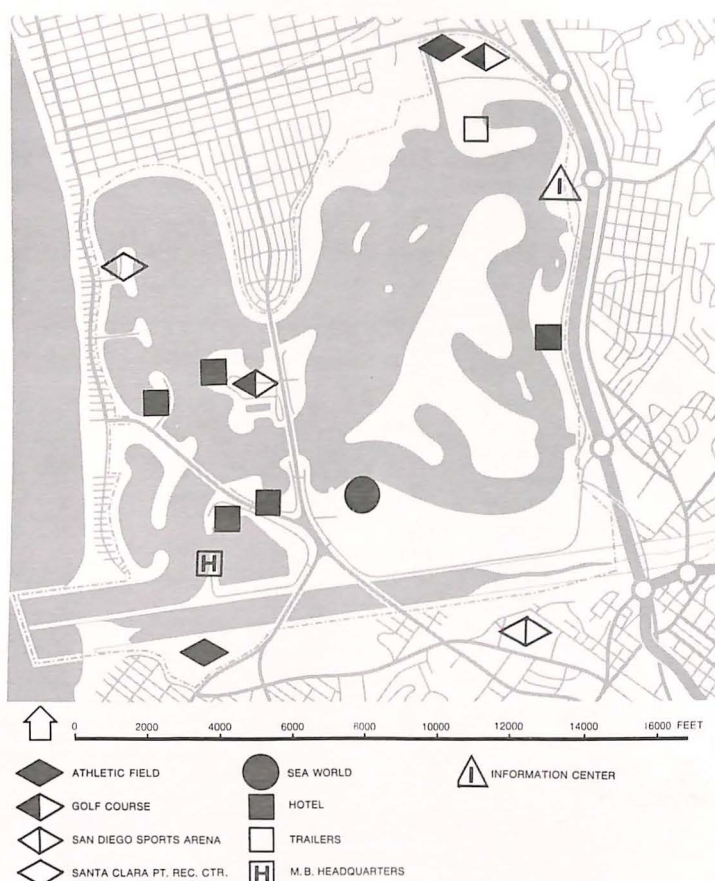
Sailboats (total)	1,270
Power boats (total)	1,770
Sailboats with masts over 14 feet	400
Powerboats with masts over 14 feet	50
Sailboats larger than 20 ft. in length	80
Powerboats larger than 20 ft. in length	360



PUBLIC DEVELOPMENT.



PEREZ COVE MARINA — dry storage building at left background.



VACATION VILLAGE — view from observation tower.

Hotels. In 1968, there were 824 Class A hotel rooms in Mission Bay Park distributed as follows:

Islandia Hotel	104
Vacation Village Hotel	199
Bahia Hotel	330
Hilton Inn	191
Total hotel rooms	824
Annual stays overnight:	452,500

It should be noted that in 1969, Hilton will open 317 additional Class A rooms and Dana Marina will have added 200 Class B rooms to the above, making a total of 1,341 rooms.

The estimated average length of stay, according to hotel managers, is three days for people from outside San Diego County and one day for local residents. Forty percent of the hotel trade occurs during June, July and August, the 90-day summer season, when approximately 181,000 people stay in Mission Bay Park hotel rooms. Using the same estimates, it can be calculated that about 2,000 people stay overnight in the hotels during a peak season day. This computation leads to a factor of 2.4 people in each hotel room during a peak season day.

To provide a basis comparison for the Mission Bay hotel facilities, the following data from the San Diego Convention and Visitors Bureau concerning Class A hotels in San Diego County was obtained:

Class A hotel rooms in San Diego County: 7,096

Occupancy of Class A hotels in San Diego County: 75% with a low of 54% in December and January, and a high of 94% in August.

In Mission Bay Park, the average occupancy is 69% but the high in August is closer to 100% than in the rest of San Diego County.

Trailers and Camping Areas. In Mission Bay Park there is only one fully-developed trailer park, De Anza Trailer Park. It has 515 spaces permanently in use, plus 138 spaces available in what they call the "vacation part" of their facilities. The "vacation part" has a large turnover, about 7,000 trailers are registered over a year's period. The total number of trailer spaces is 653.

A campground is being developed, located in the north-eastern part of Mission Bay Park, to accommodate about 10,000 camping parties per year. Campsters will use this facility.

Existing Circulation/Land Traffic. Due, in part, to its vast size, Mission Bay is criss-crossed by non-park-oriented automobile traffic movements. When the bridge connecting Mission Beach with Ocean Beach was removed, and when the Ingraham and Ventura Bridges and the bridges crossing the San Diego River Floodway were constructed, a course was set which has gradually introduced more and more through-traffic.

The recent construction of Highway I-5 and the increased number of people wanting to reach the Ocean Beach and Point Loma area have intensified these problems.

By 1969, Highway 109 will join with Highway I-5 south of the San Diego River Freeway and extend west close to the Ocean Beach area. However, complete freeway-to-freeway ramps will not be constructed at this time.

One place where the results of increasing and conflicting traffic volumes are easily observed is at "Mystic Maze," which is basically a 5-point intersection located in the most intensively used portion of the park. In addition to formlessness and lack of visual appeal, there are inherent traffic hazards and inconveniences at this point. This has been recognized by the City of San Diego officials and solutions have been advanced which include interchanges, new bridges, etc.

Mission Boulevard on Mission Beach is already an overloaded facility in certain parts, and existing zoning would permit a much greater intensity of use, thus multiplying existing problems.

East-west connections between Pacific Beach and Highway I-5 are inadequate, with solutions limited by the shortage of interchanges, the topography, built-up conditions, etc.

Private lessees have created approximately 5,500 car-parking stalls in Mission Bay Park, of which approximately 60 percent serve Sea World. In addition, public park development will account for 6,571 spaces by 1970. This includes trailers and buses. All of the parking areas are designed as surface parking.

Water Traffic. There are presently two excursion or tour boats operating in Mission Bay:

- a. One operates from the Bahia and the Catamaran Hotels on the eastern portion of Sail Bay.
- b. The small hydrofoil is operating on short East Bay trips out of Sea World.

There is presently no other public water transportation in Mission Bay Park. A recent survey conducted by Copley shows that 1,770 power boats and 1,270 sail boats are permanently stored in the bay. In addition, 14 public launching ramps, at three different locations, add substantially to the water-borne traffic, depending upon the season.



TRAFFIC FLOW DIAGRAM.



SOUTH INGRAHAM BRIDGE
— Vacation Isle in left foreground.



City Recommendations. As previously mentioned, the City has been preparing studies for an interchange system in the "Mystic Maze" area between Sea World and Quivira Basin and the reconstruction of both Ingraham and Ventura Bridges in order to provide for increased vehicular capacity, improved vertical curvature and more freedom for passage of boats. In addition, a one-way system of streets in the Pacific Beach area has been designed for early implementation. These and other proposals for improving traffic in the Mission Bay area are shown.

City Council Policy. On July 29, 1965, the San Diego City Council adopted a broad set of policies to guide the development of Mission Bay. These policies, some of which had been in effect at an earlier date, have had a strong influence on the existing conditions and operating procedures we find today in the park. Hence, they are set forth below:

Purpose

"Over a period of several years, the Mission Bay Commission has recommended a number of policies designed to guide the orderly development of Mission Bay Park. It appears advisable to give official sanction to these policies and to list them together for the joint benefit of administrators and the general public.

Policy

It is the policy of the Council that Mission Bay Park shall be created primarily as an aquatic recreation park for the enjoyment of all the citizens of San Diego and the visitors to this community. This policy shall encompass the following goals:

1. Every effort shall be made during the planning, design, and development stages to insure the utmost beauty, utility and year-round usage of the facility through *utilization and enhancement of the natural aspects* inherent in the area.
- *2. The total land area of all *leases shall not exceed twenty-five percent* of the total dedicated land area in Mission Bay Park.
3. The major emphasis in developing Mission Bay Park shall be on the creation of facilities *for use by the general public* without unnecessary restrictions.
4. *The development of land areas shall be designed to further the aquatic utilization* of the park. Land areas within the boundaries of the park, which because of location are not suitable to aquatic recreational development, may be developed for park and recreation areas, operation centers, or secondary activities supporting the aquatic park and recreation needs.

5. Water areas shall be conserved and developed to an optimum level to provide as nearly as practical for *all forms of aquatic recreation*.
6. Funds for development of the park facilities will come primarily from city general obligation bonds.
7. Private capital will be encouraged to develop and maintain, under a lease program, those facilities which provide services not normally provided by the City and which are needed to enhance the useability of the park.
8. The granting of leases, permits and concessions shall be limited to those which are necessary to support, serve and encourage the general aquatic and related recreational uses of the park. (See item 2., supra.)
9. Every effort shall be made to provide sufficient revenue from leases to cover the City's operating expenses for Mission Bay Park.
10. All facilities shall be available for use by the public. To provide those services and activities, such as competitive events that cannot be provided by commercial or municipal enterprises, limited areas may be leased to nonprofit organizations or clubs. Any leased facility requiring membership as a prerequisite for use shall select members on a first-come basis and in accordance with rules or bylaws approved by the City.
11. The areas to be leased shall comply with the Master Plan for Mission Bay and shall encompass only areas included within Master Plan submitted by lessee and approved by City showing ultimate usage. A construction schedule of improvement must also accompany said Master Plan.
12. Options may be given to a prospective lessee to allow him time to develop an approved Master Plan, provided lessee shall pay in advance a deposit of not less than fifty percent of the minimum rental rate pro-rated on a yearly basis for the period of the option. Said deposit shall be forfeited as rental if prospective lessee fails to exercise said option.
13. Rights of first refusal may be granted with or without special compensation in connection with leases where the type of development indicates a strong possibility for the necessity of future expansion.
14. During the period before any option is exercised, City may approve a temporary use by lessee of the option area for a purpose not included within the lessee's master plan and not in strict compliance with established land use or lease policies, provided such temporary use is primarily for the purpose of enhancing the aesthetic appearance of the area, is compatible with surrounding

areas, and that such temporary use shall cease upon the exercising or expiration of such option."

Capital Improvements Program 1968-1969. By the close of the current fiscal year, the following Mission Bay improvements will be in progress or will be completed.

Bonita Cove / Electrical installations, irrigation systems, picnic facilities, walks, refreshment building, parking lots, power pump station, sewers and water mains, and landscaping.

Crown Point Shores / Completing the landscaping and service road around the southern and western edges of Crown Point.

Mariners Basin / Installation of lights as navigational aids.

Playa Pacifica From Clairemont Interchange to Tecolote Interchange / Parking lots, access roads, utilities, walks, lighting and landscaping.

Santa Clara Point / Replacement of boat dock.

General / Provision of directional signs throughout Mission Bay.

V
MASTER PLAN
RECOMMENDATIONS

V

The Destiny of Mission Bay

Mission Bay is destined to fulfill the recreational needs of a vast number of people in varied ways. Situated close to the heart of the important and growing San Diego metropolitan complex, it is both convenient to the residents and, via free-ways and the airport, to visitors from afar.

Most man-made aquatic facilities which have been developed throughout the coastal United States have become so-called "marinas," and the water frontage is usually crowded with homes or apartments with boat slips at the front door. This, of course, produces a very desirable living environment, but at the same time necessarily restricts the use of the public water areas by emphasizing permanent residency, usually at a price scale attainable only by the higher income segment of the population.

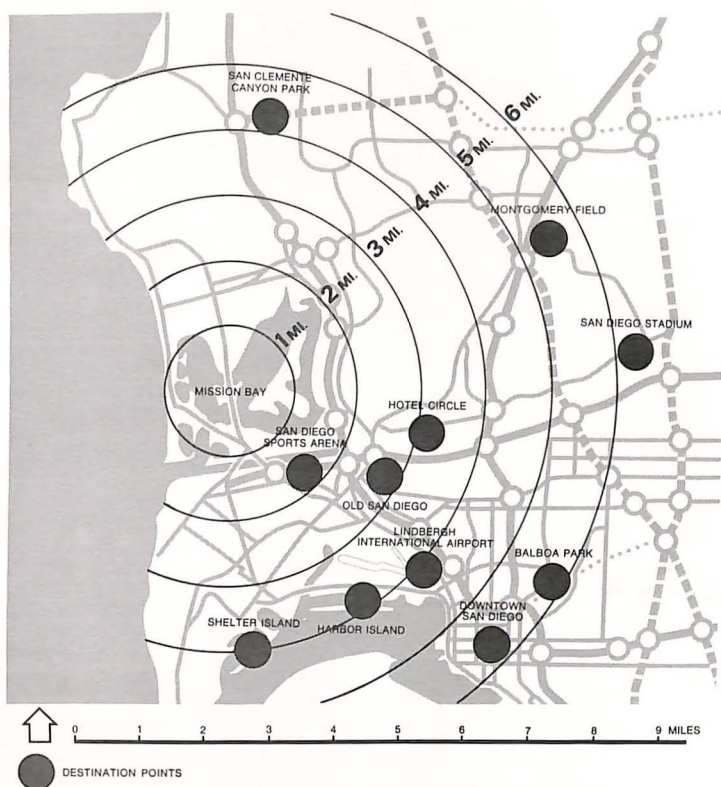
When the San Diego city fathers initially set the pattern for the development of Mission Bay Park they chose, in the opinion of the planners, a wise goal, namely that the area should be a water oriented park for maximum public usage and enjoyment. It is towards preserving and enhancing that goal that the planners have addressed themselves.

In 1958, the City Council of San Diego adopted a General Plan for Mission Bay Park. Following this in subsequent years, various policies were adopted by the City Council with respect to park goals, leasing, moorings, etc. The planners consider the basic elements of these policies reasonable and worthy of pursuing to horizon year development, with certain clarification and refinement based on the experience gained.

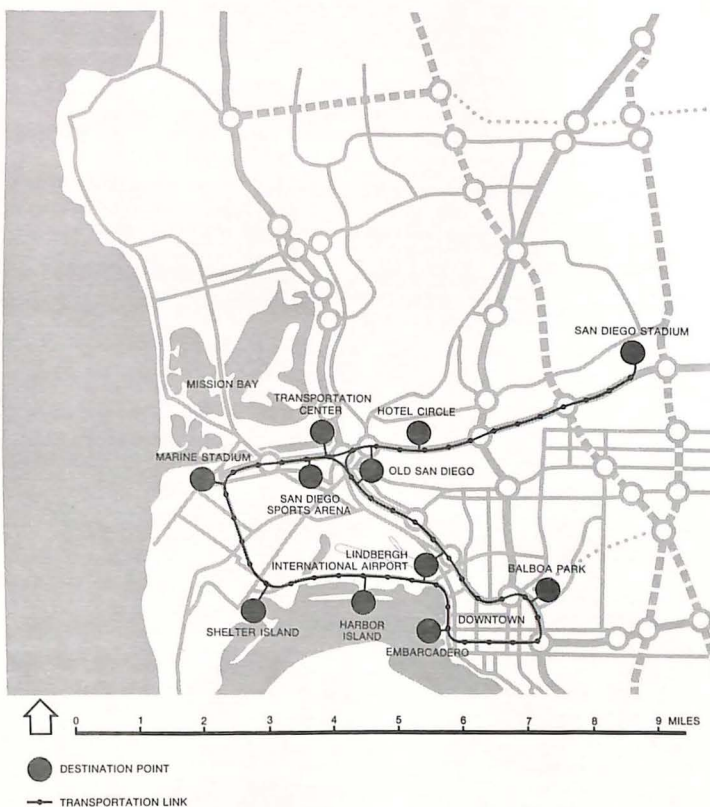
MASTER PLAN RECOMMENDATIONS



Principal master plan proposals superimposed over existing land forms.



PRINCIPAL DESTINATION POINTS showing distances from Mission Bay.



PROPOSED TRANSPORTATION LINKAGE.

However, William L. Pereira & Associates, in its assignment of "up-dating" the Master Plan for Mission Bay, engaged in an extensive program of research and analysis and, with the assistance of various city officials, created a planning inventory of what had happened to date and what various people thought about it. As a result, the planners became convinced that the true goals of an aquatic park are not likely to be achieved without some major physical restructuring. This restructuring of certain planning elements must be viewed in the context of what has taken place up to this point (i.e., circulation, development by lessees and the City of San Diego, adjacent and nearby private and public developments, land and water configurations and similar fixes). The planners also concluded that the following design elements should be given priority attention:

1. Transportation should be improved with an emphasis on reducing non-park-oriented traffic and on-site parking.
2. Design structure should be strengthened, taking into recognition the development which has occurred during the past ten years but, at the same time, maximizing the opportunities that still remain.
3. The land and water configuration should be re-examined in order to determine the optimum relationships for function and beauty.
4. New public and private uses, with recommended locations should be projected to the ultimate year for full park development.
5. The existing operating and design policies should be examined in the light of a decade of experience in order to encourage, by horizon year, the highest quality results in the park development without impairing the sound economic base necessary to insure the construction, maintenance and operating capacity of the total park.

Planning Concepts

Land Uses and Circulation. The physical relationship of Mission Bay to other San Diego attractions discloses a unique opportunity to create convenient transportation links related to existing important traffic corridors. A corridor following Interstate Route 8 from the southeast corner of the park reaches Hotel Circle and the San Diego Stadium. Also from the southeast corner Interstate Route 5 provides a corridor to Old San Diego, Lindbergh Field, the Embarcadero, Balboa Park and downtown San Diego. From the southeastern corner of the park Route 109, Nimitz Blvd. and Harbor Drive provide a loop connecting with I-5 which gives access to the San Diego Sports Arena and athletic areas such as Robb Field, Shelter Island and Harbor Island.

Although these transportation routes are for automotive vehicles today, it would be well to consider the possible use of these existing rights-of-way by some form of transit system. Such a system would not only serve tourism but provide transit for a substantial number of citizens who live and work in San Diego.

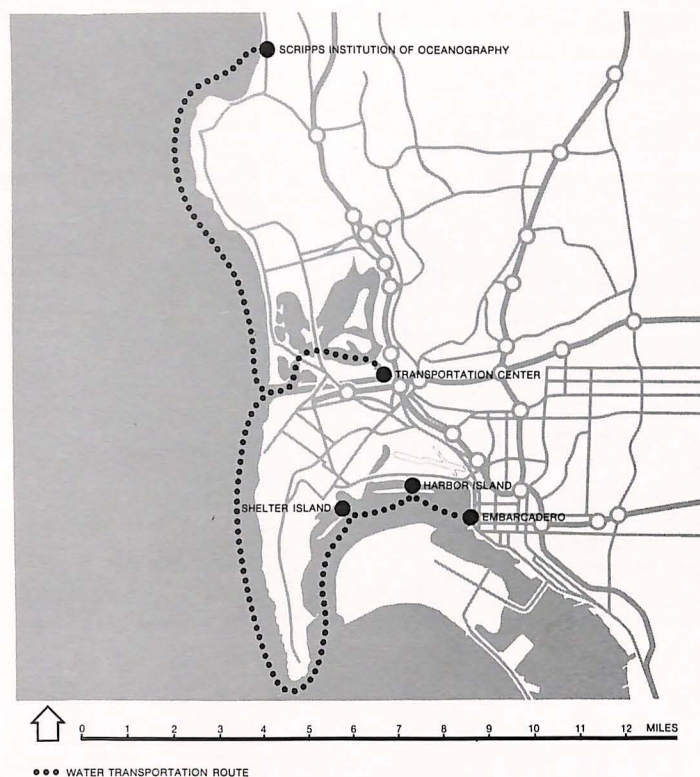
Because of the park's relationship to San Diego, and for several other reasons, the planners propose that an important transportation center be located at the southeastern corner of the park, which area would also serve as the principal gateway to the park itself.

In addition to the aforementioned land transportation links, the opportunity exists to create a water system relating to Mission Bay and extending north to Scripps Institute of Oceanography and south around Point Loma into San Diego Bay, with stops at Shelter and Harbor Islands, and terminating at the Embarcadero. Recent progresses in the development of hydrofoils and hovercraft should make it possible for the average passenger to enjoy a trip even on fairly rough waters.

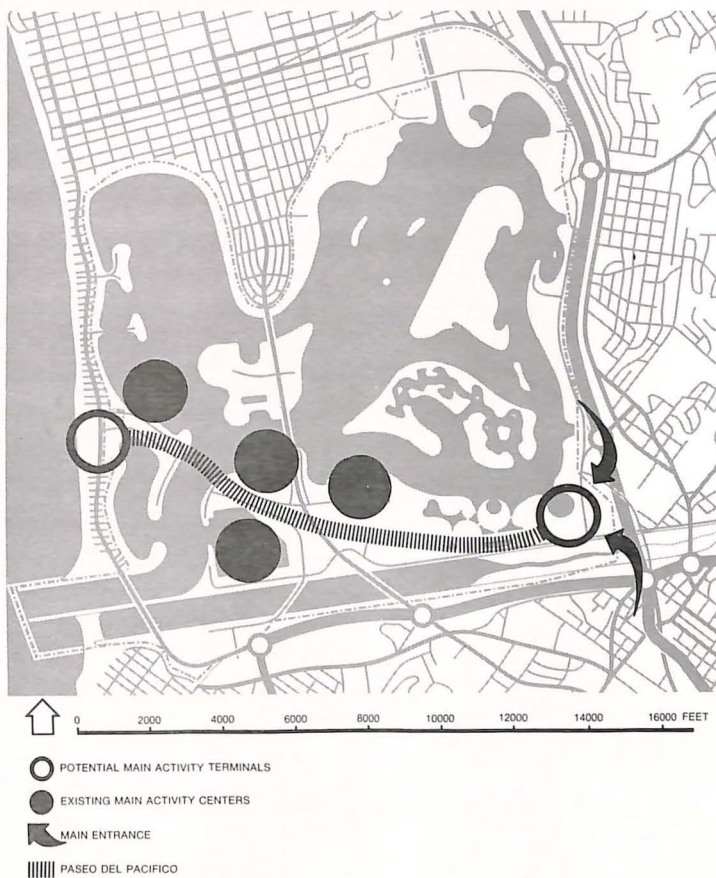
A most important part of the planners' concept for Mission Bay is the protection of the park from unneeded and unwanted automobile traffic. The die was cast for a pattern of through-park traffic at the time Ingraham Street was extended to the south and the bridges across the bay and the San Diego River were constructed. This was later compounded by the introduction of Ventura Bridge connecting Mission Blvd. with Ingraham Street. When the bridge at the south end of Mission Blvd. was removed and the entrance channel to Mission Bay dredged, substantial traffic movements through the park were encouraged. The configuration of the two additional bridges across the San Diego River floodway further complicated the traffic situation, providing additional threats to highway safety and the natural beauty and recreational qualities of the park.

The planners determined to make every effort to discover ways to reduce through-park traffic and the need for excessive on-site parking, both of which will be discussed further under recommended solutions for improving circulation. As the existing developed uses and the undeveloped land areas were analyzed in relation to each other, and the needed linkages within the park were observed, it became clear that a strong spine should traverse the southern portion of the park from the transportation center west past Sea World and Ingraham Street, continuing on across Ventura Bridge, and terminating at Belmont Park and the Pacific Ocean. This spine, which we have referred to as the "Paseo del Pacifico," will have the following functions:

- a. It will give convenient and direct access to the area which will probably always have the most concentrated development within the park, because of the uses already



AREA WATER TRANSPORTATION — Recommended route.



assigned and the size and location of the remaining undeveloped land.

- b. It will, with a lineal theme, give form and structure to a portion of the park which today has neither.
- c. The total length of this spine is close to three miles, allowing for a variety of park uses but presenting, as well, opportunities to retain proper scale and intimacy where desired.
- d. This spine is conceived as being free of all normal automobile traffic. The graceful curving configuration of this corridor would be devoted to pedestrians, trams, bicycles and necessary service vehicles.
- e. The uses flanking the spine west of Ingraham Street are largely completed today with the exception of Belmont Park, its western terminus. East of Ingraham Street, leading to the transportation center, the spine would be flanked by four or five clusters of special visitor attractions separated and surrounded by park and other public activity areas relating primarily to the water.

Other land use recommendations are as follows:

- a. Two important circulation corridors to areas within the park are Ingraham Street to Vacation Isle and one along the eastern edge of the park adjacent to Interstate Route 5 (East Mission Bay Blvd.). It will be necessary to provide automobile circulation within these two corridors in order to serve hotels, boat launching ramps, etc.

The land south of the San Diego River floodway is visualized as primarily an athletic and sports complex both within and without the dedicated park boundaries, but with easy access to the park via shuttle buses, trams, etc. This area now contains Robb Field and the Sports Arena, both on city land. These facilities should be expanded through additional land acquisition by the city to form a complete sports complex for the long range needs of San Diego.

Land and Water Uses. William L. Pereira & Associates made three principal recommendations regarding land and water configuration, two of which could be implemented in the early years as funding becomes available.

1. The division of Fiesta Island into two parts, separated by a passage of water 800' to 1000' wide, which might be named "Enchanted Passage." One reason for recommending this division is that by horizon year, the water areas of Mission Bay Park may have become overcrowded while some land areas are still undeveloped. The division

will greatly improve the east and west views at this location in the inner bay, as well as making a more interesting configuration for the shore-line forms, expediting movements of boats, and creating many hundreds of feet of additional beaches.

It is also believed that the division will create a more interesting and aesthetically pleasing water and land relationship and provide opportunities for different kinds of uses on each of the two islands. As envisioned, both of the islands would be reached by water only, which would contribute to the overall experience of being "on an island." Barges, ferries and other craft would provide access and service requirements. Distances from the mainland are short, permitting frequent trips at peak periods.

The interior of the newly-created South Fiesta Island should be dredged to create a lagoon lined by coves throughout its entire length. The dredged material may be used to increase the height of the land forms in both islands, thus adding more interest to the topography.

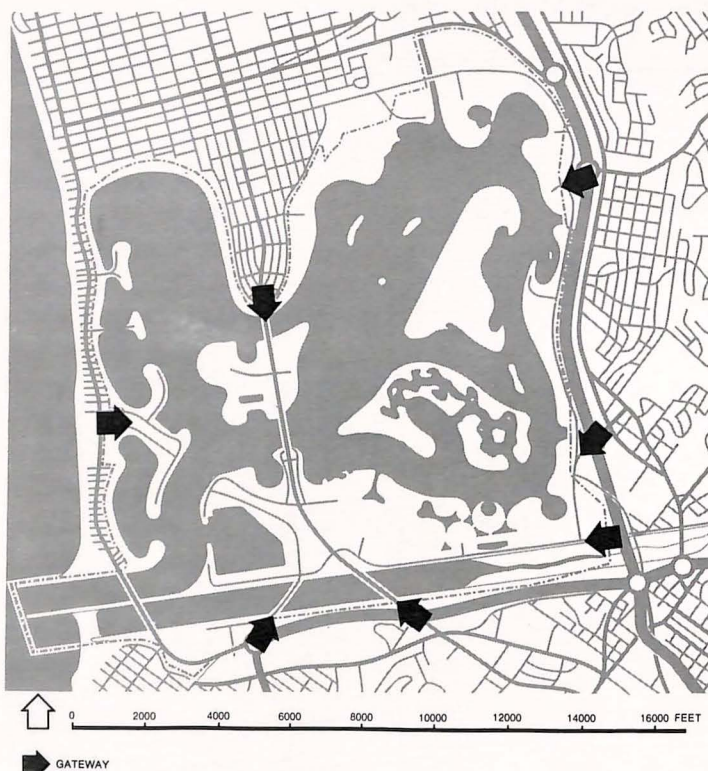
2. At the present time Mission Bay does not have facilities for regularly-scheduled powerboat racing or rowing in competition. Certain groups have requested the inclusion of a "marine stadium" in Mission Bay to provide facilities for outboard racing, alternating with the racing of shells. It has been suggested that this facility be similar to the ones now operating in Long Beach and Miami. The portion of the San Diego River floodway west of Midway is recommended as a location for the marine stadium for the following reasons:
 - a. Marine engineers report that dredging the western one-half or two-thirds of the San Diego River Floodway south of the park is entirely feasible and that the good sand thus removed can be sold or stock-piled for use on public beaches.
 - b. There are several good locations adjoining the floodway for viewing the races.
 - c. The length and width of the area cited is adequate in size according to the standards used elsewhere.
 - d. The noise which results from powerboat racing could more easily be absorbed in this area, which is buffered and is adjacent to an active sports area.

The planners can find no other portion of Mission Bay Park that could accept this facility without destroying the functions of other land and water uses nearby. For



1 BELMONT PARK	6 RETAIL ATTRACTION	11 VISITOR ATTRACTION
2 BAHIA HOTEL	7 SPORTSFISHING ACTIVITIES	12 PERFORMING ARTS
3 VENTURA BRIDGE	8 SEA WORLD	13 MODEL BOAT BASIN
4 ISLANDIA HOTEL	9 VISITOR ATTRACTION	14 VISITOR ATTRACTION
5 DANA MARINA MOTEL	10 VISITOR ATTRACTION	15 TRANSPORTATION CENTER

ACTIVITY SPINE ELEMENTS.



GATEWAYS TO MISSION BAY PARK.



TRAFFIC MOVEMENT TO/
FROM MISSION BAY PARK.

example, it was observed that during the annual hydroplane races, held in Fiesta Bay, all other activity is prohibited and virtually all functions in the park requiring reasonable quiet are seriously impaired.

3. Although the present leases in the De Anza area, the northeast corner of the park, run beyond the turn of the century, the planners believe that a new look at this land and water configuration, as well as land use, is an appropriate part of horizon year planning. When present leases expire, De Anza Point and De Anza Cove should be reshaped to create a more aesthetically satisfying shoreline and a feeling of more water area. This would provide additional, more interesting uses and probably more lineal feet of beach, to serve much larger numbers of the public. The water area resulting from this reshaping should be for swimming, beach sunbathing, very small non-powered watercraft and other quiet and even passive uses. Additional boat launching facilities could be created near parking and access.

It has been observed that most dredged areas are susceptible to silting and many beach areas are subject to erosion. It is the opinion of some experts that eel grass could be eliminated through additional dredging. For these and other reasons contained in this section it might be prudent for the City of San Diego to own a dredge in Mission Bay to carry out the park development envisioned and to perform perennial maintenance duties.

4. Gateways / The approaches to Mission Bay Park via private automobile, bus or taxi cab, should be well marked so that the visitor is fully conscious that he is entering a new and different park atmosphere. For this reason, the planners have suggested seven "gateways," located at the Information Center near Highway I-5; at the Sea World Drive entrance of Highway I-5; at the southern edge of the San Diego River floodway; at West Mission Bay Drive; at the South Mission Bay Drive; at the interchange of the "Paseo" and Mission Blvd.; and finally at the intersection of Crown Point Drive and Ingraham Street.

These gateways should all be similar and should identify the park through superior graphic symbols, sculpture, planting, etc.

Circulation

Major Traffic Movements. As discussed earlier, through-park circulation, if allowed to continue to increase, will destroy some of the most valuable features of the park. This is true even today, and the disadvantages are not limited to aesthetic considerations, noise, confusion, etc.; serious traffic hazards exist at many points.

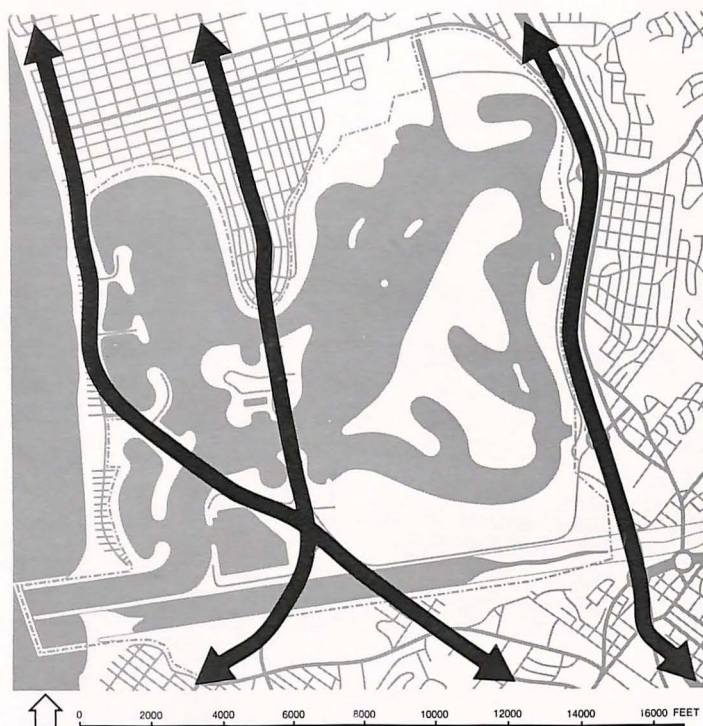
There are presently three different types of park traffic: a) movements to and from the park from various points in the San Diego area, b) movements through the park of non-park-oriented cars, and c) movements within the park itself.

A combination of these movements, with emphasis on the through-park traffic, has resulted in a five-point intersection popularly referred to as "Mystic Maze." The planners, with consultation advice from Wilbur Smith & Associates, Traffic Engineers, analyzed the existing traffic situation and various city and state proposals for improvements. The following items of information were brought out:

- a. An east-west freeway in the Pacific-Mission Beach area has been studied and rejected in favor of a one-way street plan which is now being initiated.
- b. Existing right-of-way on Mission Blvd. is 80 feet.
- c. Although Ingraham Street as a through-way did not exist until after construction of Mission Bay Park was commenced, it now appears too late in history to cut off this facility. Therefore, Ingraham Street crossing the park is considered a necessary through-park traffic corridor to serve principally non-park oriented movements although some park activities (Vacation Isle) will be served by this route.
- d. The city is contemplating construction of new bridges on Ingraham Street (north and south of Vacation Isle) and West Mission Bay Drive (Ventura Boulevard), as well as an interchange in the "Mystic Maze" area, but no final designs have yet been agreed upon. The Route 109/I-5 interchange is being constructed with two missing movements. However, the design provides for the inclusion of these movements in the future. Highway 109 is expected to be completed in 1969 and is projected to carry substantial traffic volumes.
- e. With present roadway configurations, movements between the peninsula, the Point Loma area and I-5 would be traversing the park via present Sea World Drive. This, of course, further complicates the "Mystic Maze" intersection and, if allowed to continue, would force the creation of an interchange or some other solution to handle these and other volumes.

Following are the basic recommendations of William L. Pereira & Associates and Wilbur Smith & Associates for the handling of the major traffic movements for the ultimate development of Mission Bay Park.

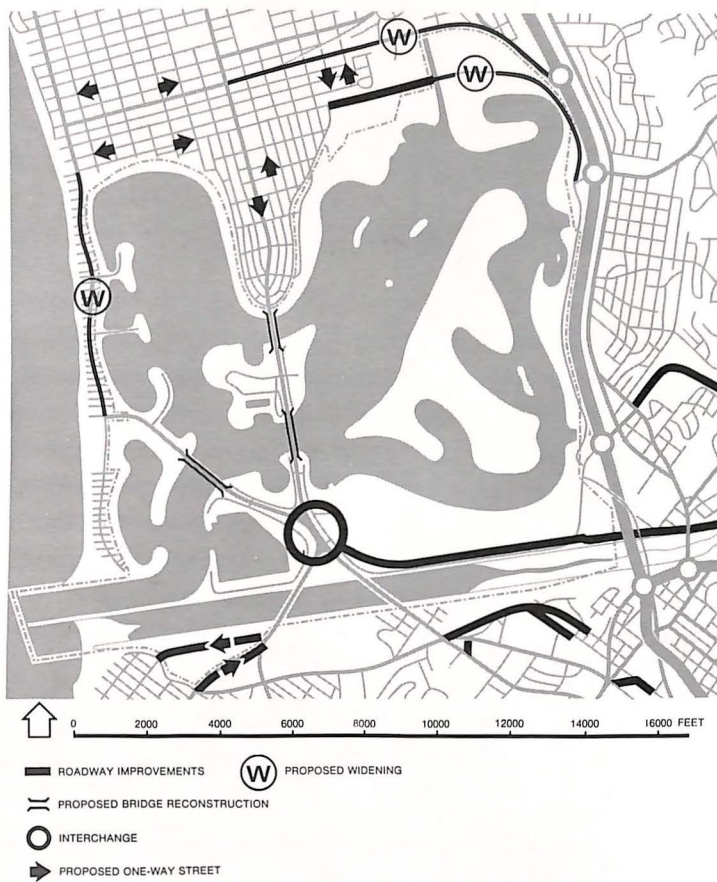
- a. The basic concept of a circumferential traffic routing around the park is, in our opinion, a horizon-year target. To achieve this requires improved east-west travel



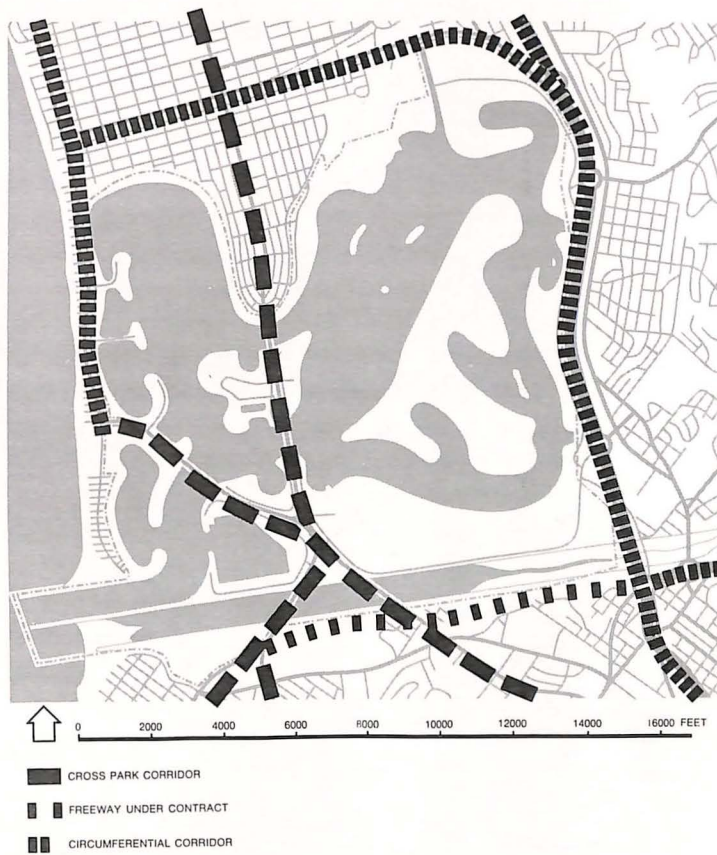
THROUGH-TRAFFIC NON-PARK ORIENTED.



INTRA PARK TRAVEL. Desire lines.



PROPOSED ROADWAY IMPROVEMENTS - 1968.



EXISTING MAJOR TRAVEL CORRIDORS.

through Pacific Beach, which can be accomplished primarily through implementation of the one-way street system. The idea that ultimately a freeway should be constructed in the Garnet-Grand corridor, between I-5 and Mission Blvd., should receive additional consideration. The missing link across Entrance Channel should be connected, accompanied by the widening of Mission Blvd. and the extension of Route 109 Freeway to the west. Along with Interstate Route 5, this ring road will then provide traffic access distribution for the park from all directions as well as providing by-pass opportunities for non-park traffic.

- b. With the connection across Entrance Channel, the Ventura Bridge link would no longer carry automobiles which would have the effect of simplifying the intersection of Ingraham Street and West Mission Bay Drive. Even before a channel crossing is completed, some consideration may be given to severely restricting traffic using this bridge. This obviously would put a severe burden on Ingraham Street and would sever good access to and from Mission Beach, but it may be appropriate to the land use and water use planning.
- c. Ingraham Street should remain a major traffic artery serving north-south movements between Pacific Beach and Point Loma/downtown San Diego. However, since it must also be a principal access route to the park, detailed redesign studies are needed so that it performs its traffic service functions *within* the planned environment of park activities. This redesign would also affect the design of bridges on either side of Vacation Isle, the intersection with Mission Bay Drive near Sea World, and access to and from local service roads.
- d. Since there are possibilities of adding the missing movements to the interchange of Routes 109 and I-5, this redesign should be planned. Such addition could eliminate considerable traffic demand from Sea World Drive and further simplify the difficult intersection near Sea World. Thus Route 109 would take over additional traffic service which is compatible with its limited-access design.
- e. With concentration of visitor attractions on the south side of the park, it would be appropriate to consider removal of the traffic interchange functions now west of Sea World to a point south of the river. This could be done by redesigning Midway Interchange, either at its present location or somewhat to the west to provide better alignment of West Mission Bay Drive. It would also appear that the South Mission Bay Drive bridge would not be needed as a major traffic carrier with this redesign, since Route 109 would provide the through service to Sunset Cliffs Boulevard and Point Loma. The

bridge would remain as a part of the local service roadway system.

A most important result of the restructuring of the major traffic movements would be the spine or "Paseo" curving from the southeast corner of the park west to the terminus at Belmont Park. The "Paseo" could be free of normal automobile traffic and could become available for pedestrians, bicycles, mini-trams and similar slower moving and picturesque modes of transportation.

In order to keep the "Paseo" free of private automobiles, a grade separation is recommended at Ingraham Street with the "Paseo" passing under or over, depending on final design considerations, and, as it moves westward across the Mission Bay Channel, continuing as a pedestrian-tramway type of facility terminating at Belmont Park.

Local Automobile Traffic. To supplement the type of circulation envisioned for the "Paseo," a local road system is recommended to serve hotels, launching ramps, boat docks, and similar facilities which require a privately-owned automobile close to the function itself. This road network will be, as far as possible, separated from both the "Paseo" and through-traffic routes. Access to the system will be primarily from Ingraham Street, West Mission Bay Drive, South Mission Bay Drive, Mission Boulevard, Friars Road, and Pacific Beach-North Mission Bay Drive.

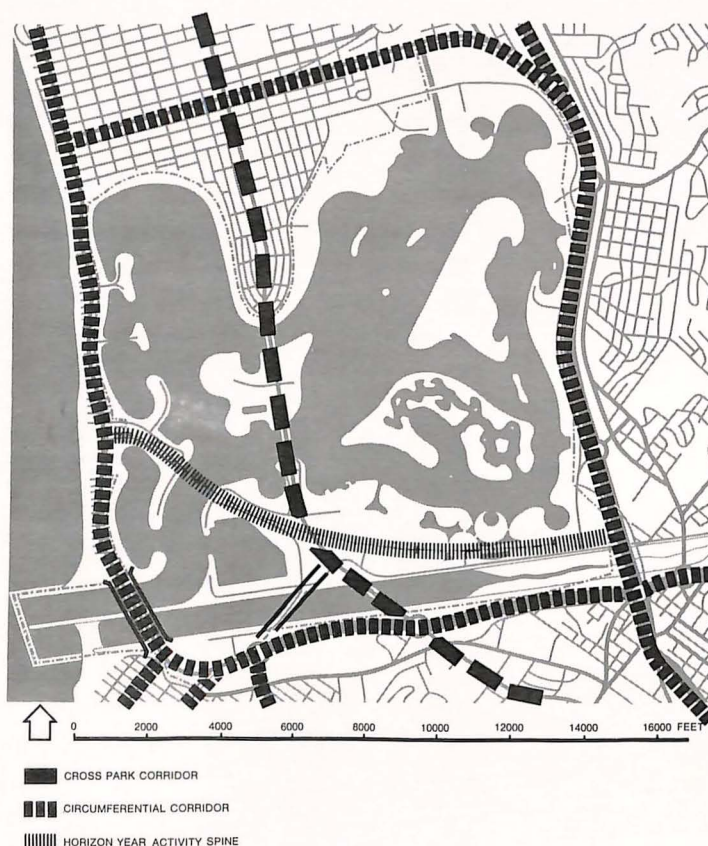
The planners recommend that no automobile traffic connections be made between the mainland and Fiesta Islands, and that visitor access services be provided by boat, barge, or ferry. This will add to the sense of adventure for youth groups using the facilities and to the sense of isolation and the atmosphere of a true island for adults visiting the proposed educational and cultural attractions on South Fiesta Island. Of course, a system of pedestrian paths on the islands would be constructed in such a way as to accommodate required service vehicles.

Parking. Next to the problems of high-volume through-park automobile traffic which will result if a new circulation system is not established, the most serious adverse effects of the automobile on Mission Bay would be uncontrolled surface parking. The planners are convinced that immediate and strong efforts should be made to provide parking limited to automobiles which must enter the main body of the park to enjoy the facilities.

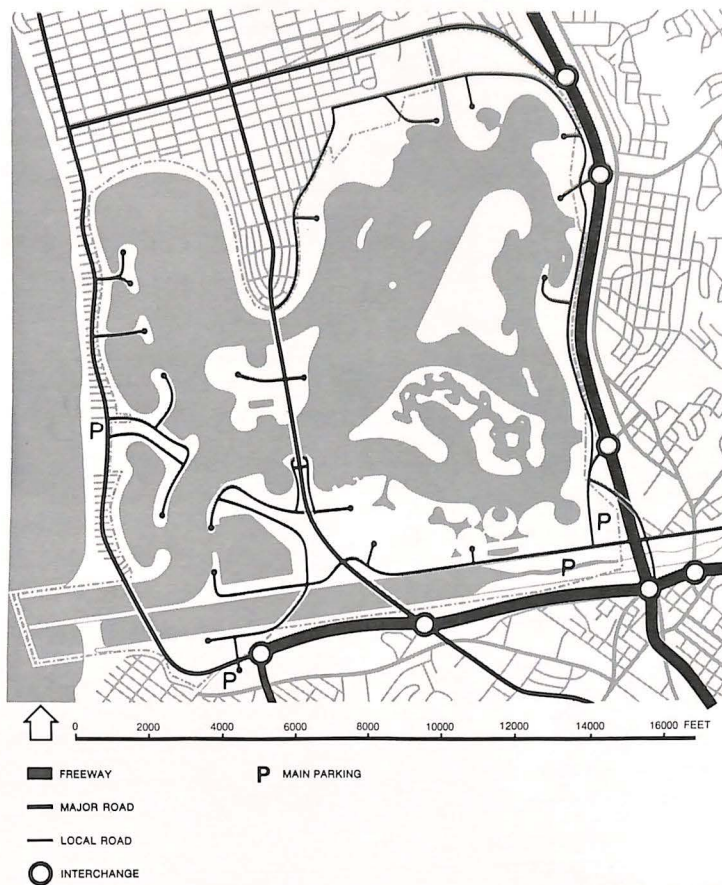
In order to accomplish this, it is imperative that peripheral parking compounds be provided. To this end, all city-owned property close to Mission Bay Park was examined and a recommended parking concept evolved. Fortunately, city-owned land now exists south of the San Diego River floodway, and of course, the floodway itself is an available area for a parking structure.



PROPOSED CIRCULATION—
HORIZON YEAR.



ACTIVITY SPINE.



PROPOSED LOCAL ROADS
and their relationship to major
circulation corridors.

Based on the fact that most automobile visitors to Mission Bay Park will approach via Routes I-5 or 109, it soon becomes apparent that the best opportunity for locating large parking areas exists at the southeastern and southern edges of the park. The land near I-5 and the floodway, nearby, which would permit structures accommodating many thousands of cars at this point alone, would cause little discomfort to the park itself, and would entail no acquisition of private property. To augment this location, there is additional city land east of Robb Field which has convenient park access over South Mission Bay Bridge, and there is the Sports Arena site which could have shuttle bus access via West Mission Bay Drive leading to Ingraham Street.

As the years pass, it will become very clear that one-level surface parking is both a wasteful and unappealing use of increasingly valuable land. For automobiles which must penetrate the park itself, it is recommended that, whenever possible, parking be placed under buildings, possibly with one-half level excavation. If for some reason this is not possible, the surface lots should be partially hidden by landscaped berms, with landscaping generously distributed throughout the surfaced area. In the San Diego River Floodway and other similar conditions, parking should be in structures by the time volume requires it, but it should be planned now.

Transportation Center. The southeastern corner of the park will undoubtedly become the major gateway to the facility for the following reasons:

- a. It can be a terminal of the city-wide transportation system.
- b. It has direct access from Interstate Route 5 and Friars Road, as well as lying close to Routes 109 and I-8.
- c. It is the eastern terminal point of the proposed "Paseo del Pacifico."
- d. It is an excellent place to interface a city-wide transit system with a large parking complex and with the various park transportation systems which may include trams, bicycles, boats, and just plain walking.
- e. It would be the principal water terminal for tour boats and shuttle ferries to South Fiesta Island and to the entire park.
- f. To complete the transportation interface, it could even have a roof heli-stop, for its location is such that the noise would not reach into the park itself.

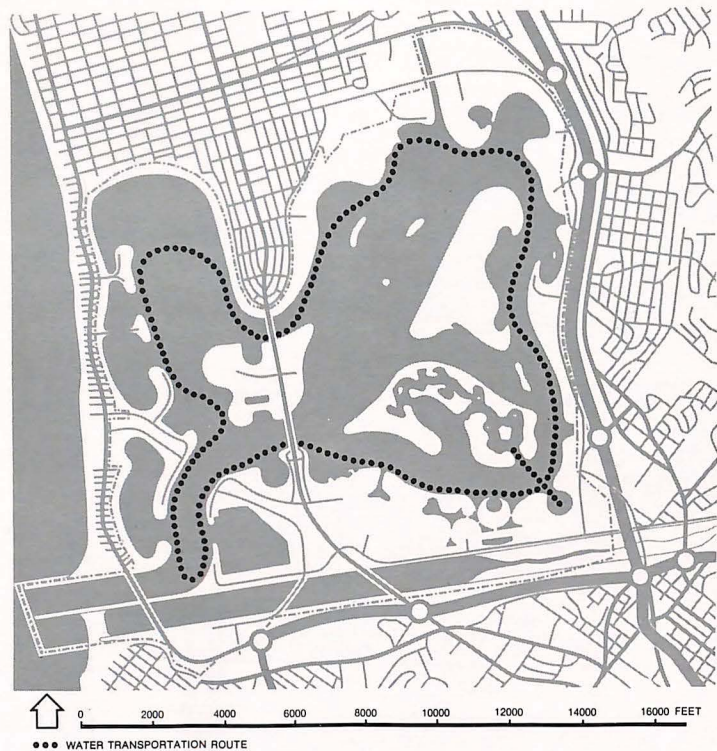
Other Intra-Park Circulation. In order to relieve automobile traffic, while at the same time maximizing the enjoyment of traveling through the park, heavy reliance on many different types of transportation is recommended.

With almost one-half of the total park being devoted to water, various types of watercraft could be utilized for movement to various destination points within the park via systems of tour boats, ferries and rented craft of all types. The principal harbor for water-borne traffic would be close to the Transportation Center, with docking facilities located throughout the park at logical destination points. Careful routing and other traffic controls will, of course, be necessary, particularly at times when special events are taking place. However, such a large body of water should be able to accommodate the movement of a substantial number of people and at the same time allow space for relaxation and fun.

Docking facilities for water-borne passenger traffic should be carefully located to avoid conflicts with boat launching, water ski take-off and landing areas, and fishing spots.

A system of pedestrian paths and promenades will provide yet another kind of movement. They have been laid out in an interesting way, taking advantage of not only waterfront views, but views of inland attractions. Bicycles and small electric carts could also use this path system, especially with well-related rental concessions.

As an example, a day's movement around Mission Bay might begin with a drive from home to the parking portion of the Transportation Center. After leaving the automobile, the visitor could saunter through an area landscaped with foliage and fountains to a small harbor, at which point there would be a choice of various types of boats going to various destination points in the bay. He might tour around the bay, stop off at a swimming beach, or take a picturesque ride through the oceanographic displays on South Fiesta Island. On return to the Transportation Center he could board a tram and travel three miles along the "Paseo" to Belmont Park, viewing the scenery in complete relaxation or dropping off at any point of interest before continuing on. At Belmont Park Plaza the visitor could ascend the tower for a breathtaking view of the entire park and the Pacific Ocean. Following this he could go for an ocean swim or rent a bicycle or electric cart to explore the more secluded byways of the park before returning to his car at the Transportation Center.



PROPOSED LOCAL WATER TRANSPORTATION ROUTE.



- | | | | |
|-------------------------------------|-----------------------|----------------|--------------------|
| PUBLIC PARK DEVELOPMENT | TRANSPORTATION CENTER | WILDLIFE AREA | M. B. HEADQUARTERS |
| PASEO DEL PACIFICO | VISITOR ATTRACTIONS | ACTIVE SPORTS | YACHT CLUB |
| MARITIME AND OCEANOGRAPHIC EXHIBITS | HOTELS | MARINE STADIUM | PUBLIC BEACH |
| BOATING AND FISHING | PARK BOUNDARIES | FREEWAY | |
| YOUTH CAMPING | INFORMATION CENTER | MAJOR ROAD | |

Land Use



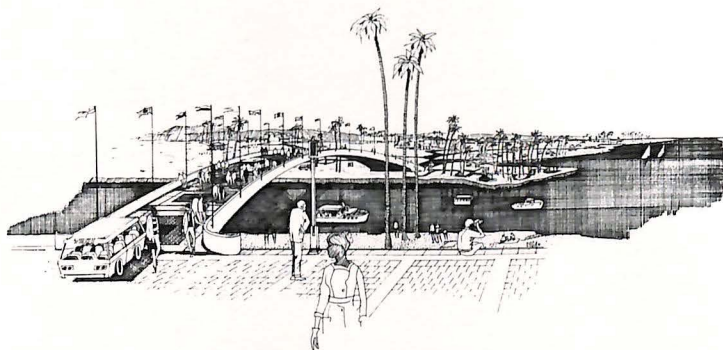
Sectors

MISSION BAY
Illustrative Plan



MISSION BAY
Illustrative Plan

CHANNEL BRIDGE — At the northern end of the Channel, the Paseo del Pacifico will connect with Belmont Park.

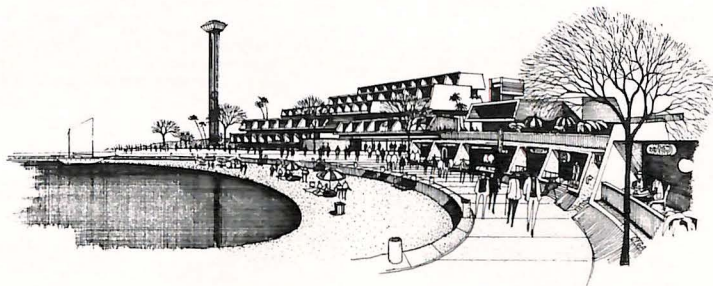


SECTOR 1



SECTOR 2

BELMONT PARK — Just south of the western terminus of Paseo del Pacifico will be a beach-oriented hotel.



Mission Bay Sectors

The planners have divided into 14 sectors the publicly-owned land in and closely related to Mission Bay. These sectors, which vary in size and importance, are based primarily on compatible and identifiable uses.

Sector 1 (342 land acres). This sector lies south of the San Diego River floodway stretching from Highway I-5 to the ocean and is bounded generally on the south by Sports Arena Boulevard and West Point Loma Boulevard. At the present time approximately two-thirds of this area is in public ownership. By the close of 1969, Highway 109 will occupy much of the northern boundary.

Sector 1 can be a valuable transition zone between the aquatic recreation area and the rest of the community. Therefore, the planners recommend that it be identified primarily as an active sports area, expanding and consolidating the kind of uses that now exist, such as Robb Field and the Sports Arena. Included in this complex would be soccer, archery, tennis, hobby areas (such as flying model planes), lawn bowling, horse riding trails, etc.

Substantial amounts of parking will be needed in this area. If a system of shuttle buses were set up to traverse the bridges over the San Diego River floodway, these parking facilities could be used to alleviate the parking needs arising in Mission Bay. Over a period of time the remaining privately-owned land in the area could be acquired for park purposes as described above, thus creating a continuous green belt which would enhance both Mission Bay and the communities lying to the south. Furthermore, the active sports use will be in harmony with the speed-boat racing and rowing shells recommended for the dredged river floodway.

It should be borne in mind that recommendations for Sector 1 deal with the long range future. It is recognized that rental income through the lease of certain city-owned land within this sector may be vital to the city's fiscal program. If, for example, the city finds it necessary to lease certain sites for motel use, this portion of the park development would take place at the lease termination date.

Sector 2 (144 land acres). Sector 2 includes Belmont Park, Bonita Cove, Mariners Basin, Mariners Point and Mission Point.

This is an ocean-oriented area as well as the location of one of the best of Mission Bay's beaches. Its proximity to the entrance channel and the 20-foot deep water in Mariners Basin makes Mariner Point an ideal location for a yacht club for people with ocean-going power and sail boats. The City of San Diego has plans well advanced for developing Bonita Cove as a swimming area backed up by picnic area, park, etc.

Belmont Park is the western terminus of the Paseo del Pacifico and as such should have a transportation center. The

planners visualize the trams passing over a bridge spanning Mission Boulevard and into an attractive, landscaped plaza. Flanking the plaza would be small buildings housing needed services such as souvenir sales, ticketing, restrooms, lockers, etc. Trams would turn around a central tower in the plaza in the process of picking up and letting off passengers.

The southern two-thirds of Belmont Park would be devoted to an ocean-front hotel with a low silhouette and a pueblo-type form, providing maximum ocean views, privacy and sunny terraces. This would be constructed by private enterprise as a land or air rights lease. The hotel could serve as a prototype for good quality development along the ocean to the north.

All of the above (hotel, plaza, transportation center, etc.) would be on a huge landscaped, concrete platform, under which would be one or two levels of parking. As many as 2,000 to 2,500 car spaces could be efficiently provided in this manner.

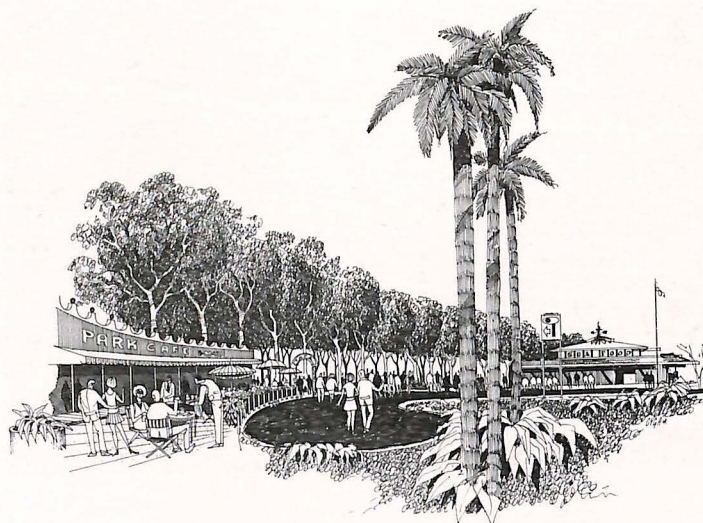
At beach level, the western portion of the structure could be given over to concessions for food, beach equipment rental, lockers, dressing rooms, and restrooms.

Sector 3 (178 land acres). This sector is highly developed at the present time. It includes Quivira Basin, Dana Basin, Quivira Point, two hotels, aquatic headquarters and other public park lands. The sector is ocean-oriented, and tends to emphasize power boating and sport fishing. It includes facilities for boat launching and repair, boatslips, parking and yacht sales. The planners recommend a continuance of these uses with rigid design control. However, it is recommended that no additional hotels be permitted in this location unless it is clearly demonstrated that hotel use is a necessary backup to the economic feasibility of slip rentals.

Sector 4 (294 land acres). This area, lying south of Pacific Passage between Ingraham Street and the proposed Transportation Center, is recommended for development emphasizing visitor attractions with a mixture of land and water as themes. The attractions would be combined with and related to public parkland.

In addition to sightseeing, picnicking, bicycle riding, walking or simply sitting on the grass, the visitor would also be aware of the aquatic nature of the park through the introduction of small bodies of water linked together. Small boat transportation along these waterways would be yet another way of exploring and enjoying this portion of the park.

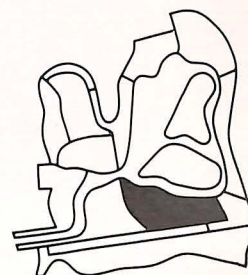
At the present time the principal attraction in this area is Sea World, with its closely related Atlantis Restaurant, and it has already set the style for the area in a very creditable way. Sea World is an extremely popular attraction and will continue to attract large numbers of visitors. From time to time, it will



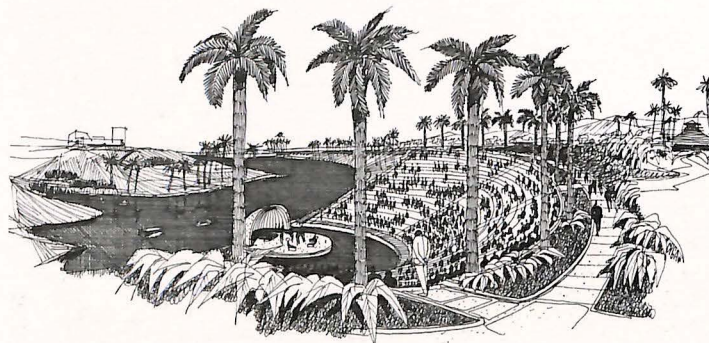
VISITOR ATTRACTION —
Paseo del Pacifico, illustrating
"nodes" of activities.



SECTOR 3



SECTOR 4



VISITOR ATTRACTION —
Open-air setting for music,
water ballet and similar enter-
tainments.

PICNIC AREA.



have to expand in order to incorporate newly-devised features and ever larger crowds. The planners recommend that this growth be carefully controlled in order to preserve the concept of the Paseo del Pacifico and to avoid any imbalance in visitor dispersion. The existing parking area will, of course, be removed when the peripheral parking areas come into use. The findings of Copley International, as consultants to William L. Pereira & Associates, have, however, revealed that Sea World alone cannot satisfy either the present or future demands for visitor attractions.

This being the case, the planners suggest that at least four more visitor attractions be added to the area, closely related to and conveniently spaced along the Paseo del Pacifico. Since Sea World is currently the destination point for over one-half of the park visitors, and since visitor totals are constantly increasing, a multi-attraction Paseo would enable visitors to either walk or ride the tram to these other centers of activity and at the same time enjoy the passive recreation of sightseeing in the park development surrounding each attraction. Suggested attractions might include the following:

Water Gardens. This is proposed for an area lying immediately south of Sea World and straddling the Paseo del Pacifico. It is envisioned as four groups of small free-form lakes. Carefully landscaped with appropriate flora and sculpture, and complemented by several small restaurants and cafes at the edges of the lakes and sometimes extending over the water, the environment created will be restful and visually attractive. The quiet enclosed waters of the lakes, small in scale, and linked with small pedestrian bridges, will act as a foil to the bustle and activity of nearby Sea World, and also as a relief from the vastness of the main body of water in Mission Bay.

Children's Recreation Area. This is a large area roughly circular in shape and bisected by the Paseo del Pacifico. One part of the area will be a flat, grassy open space for general recreational uses such as non-team ball games and picnic games, kite flying, etc. For small children, there will be an additional area equipped with various forms of play-sculpture, as well as the customary swings, maypole and slides.

Bazaar-Mercado. A park of this size, incorporating a wide range of recreational activities, will inevitably create a need for certain commercial ventures in addition to restaurants and cafes. The planners recommend that these needs be met by allowing a limited number of small kiosks or boutiques, selling such items as photographic supplies, souvenirs, beach and sailing gear and game equipment. These kiosks will be arranged in a miniature village-like setting at one or two positions on the Paseo del Pacifico. Grouped in this way, they will achieve a convenient identity and avoid the need for unnecessary duplication of these facilities at many different locations.

PARK ATMOSPHERE.



The Amphitheater. Music is traditionally such an important feature of urban recreation that most city parks have at least one bandstand. The planners feel that Mission Bay, although essentially an aquatic park, should also provide a bandstand on or near the Paseo del Pacifico. However, the vast scale of this park has led to the conclusion that it will also support a major outdoor facility on the scale of the Hollywood Bowl or the Greek Theater at Griffith Park. This is envisaged as a large, shell-shaped amphitheater facing the waters of the Pacific Passage. There will be seating for several thousand visitors who will look down towards a circular pool containing a floating orchestra platform. Water-oriented concert facilities have been successful in Washington, D.C., Boston and other places.

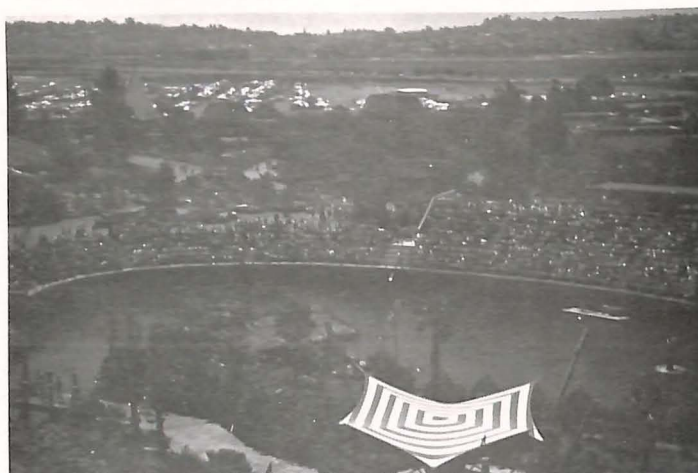
In addition to orchestral concerts, this setting will allow the pool area to be used for water-ballet and aquatic shows. The background of the waters of the Pacific Passage and the low silhouette of Fiesta Island beyond will provide a serenely beautiful backdrop to these audio-visual performances.

Seafood Market (Feria del Mar). Surely no visit to a seaside park would seem complete unless one had the opportunity to sample some of the local seafood. It is recommended that this need be met by developing a small village consisting entirely of kiosks and cafes serving seafood in all its many forms. Situated on the Paseo del Pacifico at a point quite near the Transportation Center, this seafood center will have a distinctly nautical character, and apart from stalls selling seafoods of all kinds, might include such novelty features as an English fish and chips shop. Day visitors will also have the opportunity of buying fresh seafood to take home with them.

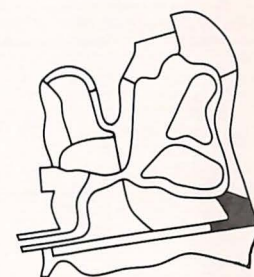
Model Boat Basin. Because this is the most active portion of Mission Bay Park and is destined to remain so, the planners have recommended that the model boat basin be moved to a location on the spine. Much greater attendance and participation at model boat events could be expected at a point where people are congregated.

Sector 5 (86 land acres). This sector, located at the southeast corner of the park and extending into the eastern end of the San Diego River floodway, has been designated as the Transportation Center. It should be a well designed and beautiful place in itself, with such features as a theme fountain, gardens and adjacent landscaped park land. It could also be a gateway, introducing people to the fun and aquatic atmosphere of the park.

It could include a rich mixture of uses and services to make the visitor's experience pleasurable and his movement more efficient. This would include information, ticketing for rides and attractions, food, restrooms, camera supplies, souvenir sales, bicycle and electric cart rentals.



SEA WORLD — Lagoon Show.



SECTOR 5



VISITOR ATTRACTION.



SECTOR 6

Basic to the function of this sector would be facilities for parking large numbers of automobiles, many of which could be stored in a structure over the river floodway itself. Principal access for automobiles would be from the adjacent Highway I-5, with a substantial amount of parking being provided in garages along this highway in a manner that would not impinge on the main body of the park itself.

Once the visitor had parked his car or alighted from a public transit vehicle in this area, he would experience a feeling of freedom. He could choose the luxury of being moved by tram or boat, or he might prefer to rent a bicycle, electric cart or rental boat.

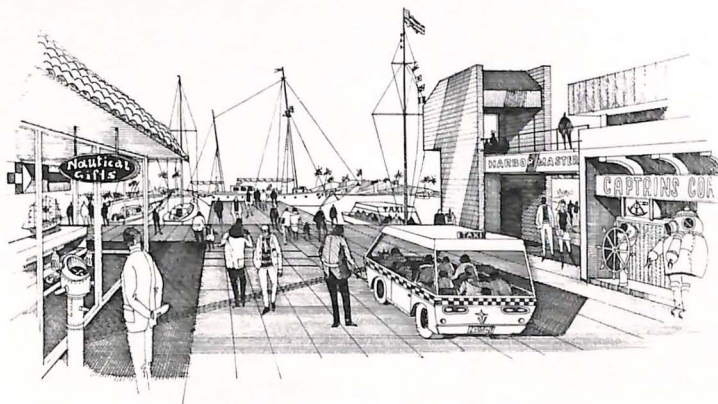
Ultimately, the Transportation Center will be the location for interfacing all types of transportation to, from and within the park. For this reason, the planners have included, at a site opposite South Fiesta Island, a harbor which would be the major terminal for water-borne transportation operating throughout the park and from outside points such as La Jolla and the Embarcadero in San Diego.

Sector 6 (151 land acres) This area, created by division of Fiesta Island into two portions, is a separate island, which the planners have called South Fiesta Island. It is recommended that the dredging of the area be done in such a way as to create canals, coves and lagoons which would link the inner portion of the island and be accessible for scheduled boat trips. Most of the exterior outline of the island could then be devoted to beaches.

South Fiesta Island would be accessible by boat only. Only necessary service vehicles would be permitted on the island itself.

The watery interior of the island would be devoted to cultural and educational displays emphasizing nautical themes, the marine sciences, oceanographic equipment, and live exhibits showing uses of such equipment. The exciting world of the future, of advancing sciences and technology, would be revealed to the visitor through exhibits and displays which could be changed as new knowledge and equipment became available. Replicas of the extraordinary vessels that are exploring the new underwater world could be shown in appropriate environments. These might include Lockheed's *Deep Quest* and Reynolds' *Aluminaut*. A *Sea Lab*, with live aquanauts inside, could demonstrate how men are learning to adapt themselves to life in an undersea habitat. Equally fascinating to watch would be all the variations of today's underwater activity — mining, farming and the training of whales, sea lions and porpoises to assist in communication and exploration.

A museum of maps and charts and a specialized library would be interesting additions to the complex. It might include the



TRANSPORTATION CENTER
— View of the harbor, with
Fiesta Isle in the background.

history and exploits of the U.S. Navy from 1845 to the present day.

A lighthouse on a prominent knoll could be the central feature and keynote of the maritime museum. It would provide something that is missing — a symbol for Mission Bay — a point of orientation for visitors and residents alike, and a vantage point from which the whole complex of Mission Bay could be viewed.

South Fiesta Island would be a public facility in all functional and operational aspects. However, the planners suggest that the feasibility of creating the facility with the assistance of subscriptions, donations, non-profit foundations, etc. be explored. It seems likely that educational institutions and national corporations and foundations engaged in the marine sciences would find this an ideal location for displaying to the public the accomplishments and progress of marine science.

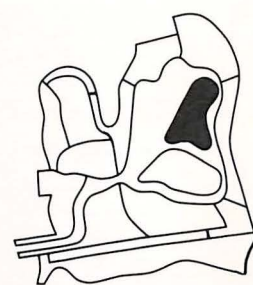
Sector 7 (173 land acres). This sector, called North Fiesta Island, is also a true island. It is separated from its southern counterpart by a channel of open water which might be called "Enchanted Passage." It is proposed that all access would be via boat, barge or ferry, with the mainland dock location somewhere close to the new Information Center, on the west shore of Mission Bay.

This island has been set aside for the principal purpose of serving youth activities such as camping and hiking, all under the supervision of leaders and youth groups in the San Diego area.

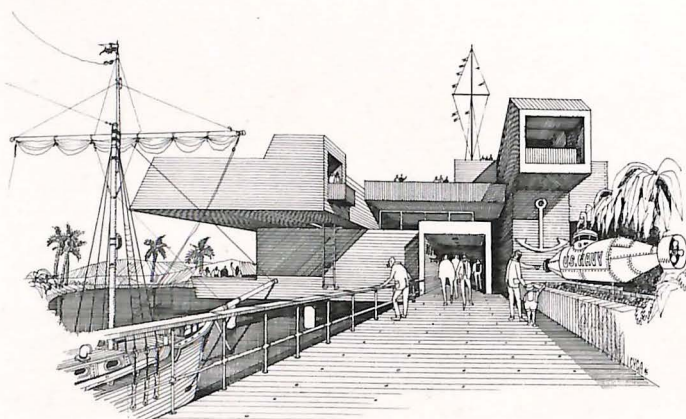
Except for necessary service buildings, meeting halls, rest-rooms, docks and the like, it is proposed that no buildings be erected and that the landscape treatment be as wooded and natural-appearing as possible. One possibility for adding to the sense of fun and adventure for the young people would be the construction of natural-appearing caves which could be used for sleeping in place of tents.

In working out the details of the island development, the planners recommend close collaboration with the youth organizations which will be the sponsoring groups. However, the basic configuration should include some hills and beaches developed to the maximum extent that water conditions permit. The southern portion of the island, due to its configuration, should provide valuable additional beach frontage that does not now exist.

In 1968, the western edge of Fiesta Island was utilized for viewing the annual hydroplane races. There is no reason why this could not continue, with proper scheduling of activities on North Fiesta Island and by utilizing frequently-scheduled ferries for transporting spectators to the viewing area.



SECTOR 7



SOUTH FIESTA ISLE — Scene of marine historical exhibits, oceanography and selected educational and cultural activities.



SECTOR 8

Sector 8 (121 land acres). This sector extends along the western side of Highway I-5 from De Anza Cove on the north to a few hundred feet short of Tecolote Creek on the south.

By 1969, most of this area will have been developed by public park construction, by dredging now in progress, and by a 317-room addition to the Hilton Inn now under construction. Playa Pacifica, the public park now under development, consists of landscaped lawn areas for picnicking, numerous paths and promenades, beach facilities, restrooms, roads and parking. The development will continue to a point approximately 200 yards south of the Hilton Inn. This sector extends to the proposed Transportation Center, approximately one-half mile to the south.

With certain road adjustments, approximately 12 acres fronting on the water will be available for development. If more hotels are permitted in Mission Bay, it is strongly recommended that they be limited to two, and to the area south of the Hilton Inn.

In order to maximize the park-like atmosphere and sea view, particularly at an important gateway, it is recommended that some of this land, possibly in the vicinity of Tecolote Creek, be retained for public park development. If this is not done, very stringent land coverage and landscape controls should be imposed on the hotel developer.

In view of the fact that this sector contains the two most important automobile gateways to Mission Bay, further detailed study should be given to the present and future handling of traffic at the gateways and along East Mission Bay Drive. The fact that automobile traffic must always be part of Sector 8 is one of the reasons why the planners have recommended that any future hotel development be limited to this area.

Sector 9 (194 land acres). This sector includes De Anza Cove and De Anza Point, which contain bathing beaches, parkland and house trailers, the latter under lease. North of North Mission Bay Drive is a small golf course and the San Diego Boat and Ski Club, both are also under lease.

The planners believe that, at the expiration of the present leases, it would be well to consider reshaping the land and water configuration in this area and assigning most of the sector to public park use. With a more carefully designed shoreline, the area not only could be aesthetically pleasing but could provide more opportunities for swimming and beach recreation in general.

Because of the location of this sector, it could be in great demand. In order to give the citizens of San Diego the maximum opportunity for enjoying the beach and water areas, the planners recommend an approach frequently used in Southern Europe — a complex of modestly priced cabanas, lockers and even “day hotels.”



SECTOR 9

EXTENSIVE BEACHES.



Sector 10 (159 land acres). This sector includes the salt marsh area, Campland and land owned by the City and the University of California. Campland is under lease and construction will soon be completed.

The remaining portion of the salt marsh, long identified as a wildlife preserve, should be continued in this use. In order to maintain natural conditions and to make the area available to the public, fencing should be limited to that necessary for public safety, and should be landscaped.

The remaining land in this sector is outside the park boundaries, and its use is subject to future decisions by the City and University.

Sector 11 (115 land acres). This sector includes the eastern portion of Crown Point (known as Crown Point Shores) and lies between the water and Crown Point Drive. The sector also includes the portion of Vacation Isle lying east of Ingraham Street.

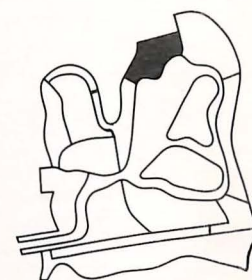
This sector is devoted to swimming beaches backed up by picnic areas, landscape features, roads and parking. Portions of the shore are heavily used for fishing and for ski take-off and landing areas.

The southeastern portion of Vacation Isle has boat launching ramps. The annual hydroplane races are centered here, the boats being launched by truck-driven derricks brought in for the occasion. At the present time, campers are permitted to park in the northeastern portion of Vacation Isle. It is felt, however, the future demand for swimming, picnicking, fishing, etc. will be so great that this practice should be abandoned, thereby enabling more people to enjoy this strategic location and its facilities.

By 1969 or 1970, the landscaping around the tip of Crown Point will be completed, so this should now be regarded as a fully developed sector containing appropriate uses for an aquatic park.

Sector 12 (106 land acres). This sector contains the portion of Vacation Isle lying west of Ingraham, plus Bahia Point, Ventura Cove and Ventura Point. It is characterized by two hotels, various swimming areas, and public park development with parking, picnic facilities, landscaping, etc. A model boat basin exists on Vacation Isle, but this activity is recommended for relocation to a point in Sector 4 near the Paseo del Pacifico.

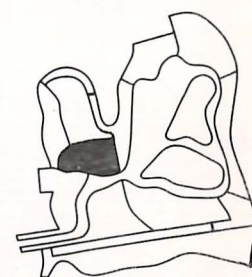
The owners of Vacation Village on Vacation Isle are in the process of preparing plans for an additional 40 hotel units which they would like to construct in 1969. The Bahia Hotel site has been developed to capacity, the most recent portion with high rise slabs.



SECTOR 10



SECTOR 11



SECTOR 12

BAREFOOT — Underground setting for food and entertainment.



SECTOR 13

The planners view this sector as essentially completed as of the date of this report. Recommendations, therefore, are limited to careful design review of development proposals and to detailed park considerations. For example, it is possible that the model yacht basin may become a salt water swimming pool with little or no expense.

Sector 13 (25 land acres). This sector is a special case, for it contains the Scripps and Crescent Bay Association leases, both entered into prior to the construction of Mission Bay Park. It extends around the northern half of Sail Bay from Moorland Street on Crown Point to a western terminus near Mission Boulevard.

The Scripps lease now contains, among others, the Catamaran Hotel and Catamaran Restaurant. Docking facilities for the "Bahia Belle" extend from the restaurant facilities.

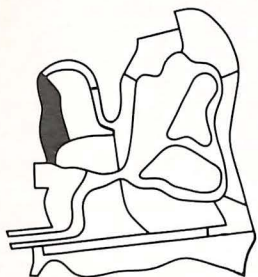
The land in back of the Crescent Bay lease is held in multiple private ownership and the owners are members of the association. The land is zoned R-4 and, before horizon year, it will be ready for a new generation of higher density uses.

The Crescent Bay Association has requested an extension of its lease, which presently permits docks and slips utilized by the homeowners of the association. The beach, of course, is public, but access is difficult because of the shortage of parking in this area.

The planners recommend that, if consideration is given to a renewal of the lease, plans be presented, as in the case of any other lessee, and that they be reviewed by competent professionals who in turn will make recommendations to the city regarding dimensions, number and type of slips, aesthetics, water traffic, etc. It is further recommended that no more than a total of 250 slips be permitted in this sector in order to preserve the overall water functions. Docks should not extend more than 200 feet into the water.

Sector 14 (73 land acres). This sector extends from the Scripps lease to the base of Bahia Point. It contains public beach area backed up by private residential development, the owners of which, unlike the Scripps and Crescent Bay owners, have no lease privileges in the bay. This sector also contains Santa Clara Point and El Carmel Point which, because of their configurations, create a series of coves. Both points are developed as public parks with the exception of 6.10 (land) and 5.65 (water) acres on El Carmel Point which have been leased to the Mission Bay Yacht Club for clubhouses, launching facilities, docks and slips. This sector is mostly for swimming, boating, and beach activities.

The Mission Beach strand is so much a part of the Mission Bay Park environment that its development in the future should be closely coordinated. This can best be accomplished through close cooperation between the Park & Recreation Board and the City Planning Commission.



SECTOR 14

The planners recommend that, in addition to Belmont Park, at least two other "windows to the sea" be developed westward from Santa Clara Point and El Carmel Point, with at least a greenbelt or landscaped mall linking the ocean to the base of each point.

If any large parcels are being considered for new development, consideration should be given to creating a Planned Unit Development for all residential and commercial construction on Mission Beach. In addition, a rather precise plan should be developed for the entire strand in order to guide present and future owners in its development.

To preserve the integrity of this potentially important piece of real estate, off-street parking should be required for all new developments and land coverage and building height should be carefully watched. Mission Boulevard should be landscaped, overhead wires put underground, existing waterways and promenades preserved and increased.

Consideration should be given to permitting dock and slip leases for owner's association in this sector in a manner similar to the Crescent Beach leases and subject to intelligent planning controls. This will enhance the value of private development to come and, therefore, the quality. If the city should take this course, it should have some understanding with owners associations, which on a quid-pro-quo basis, would insure high quality planned unit development that will be a credit to the future Mission Beach as well as Mission Bay.

It is recommended that no more than a total of 150 slips be permitted in this sector and that docks should not exceed 200 feet in length.

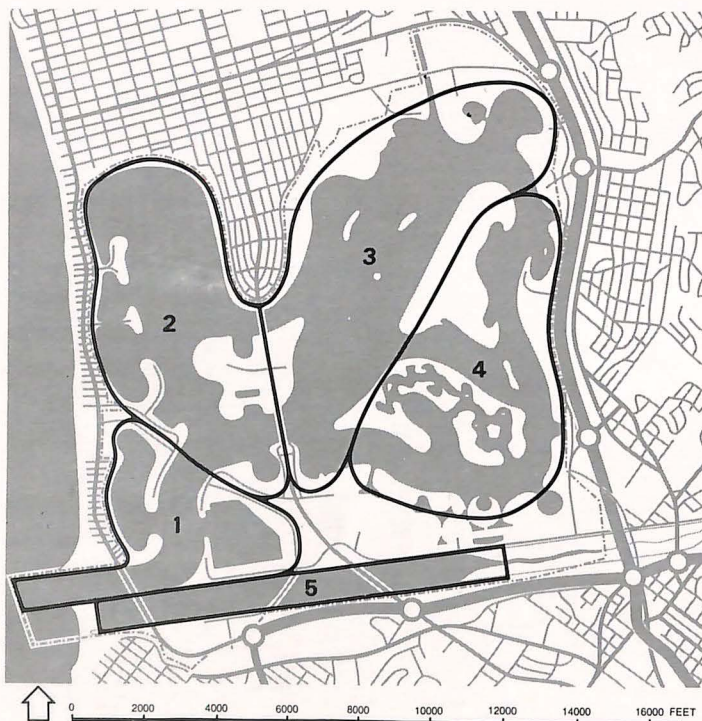
Water Sectors

The planners concur in general with the existing water uses and beach uses in the portions of the park which are now developed. Furthermore, water uses do not concern physical planning as much as operational policies and regulations. After a decade of experience in operating Mission Bay it seems logical to assume that the city government has and will continue to have the greatest amount of expertise in this area.

During the research phase of this assignment, however, it became clear that there will always be a problem of the potential conflicts between sailing, rowing, paddleboards and the like — versus speedboats, water skiing and hydroplanes. The "zoning" of water for the slow and relatively quiet boats presents little problem. It is the powerboat, particularly one that has great speed and accompanying noise, that must be given careful consideration. Due to the necessity of bridges at Mission Bay Park, as well as water depths, beach uses, etc., the size of boats to be permitted in any water area is also an important consideration.



SAILING.



WATER SECTORS.



FISHING.

The planners have identified five principal water "zones" or sectors.

Sector 1 (297 water acres). This sector includes the entrance channel, Mariners Basin and Quivira Basin. Because of the greater depth of the water (15' to 20') and the absence of low bridges, this is the obvious area for the larger boats, particularly the tall-masted sailboats. It also is the only entrance to Mission Bay from the sea and most of the water, therefore, becomes a traffic corridor. Mariners Basin is bordered by good beaches and will in the future provide public swimming areas. A yacht club is recommended for Mariners Point, and by the time it reaches the design stage, standards and regulations protecting both swimmers and yachtsmen should be developed.

Sector 2 (579 water acres). This sector includes Sail Bay on the north, and the water which, in effect, provides traffic corridors around Vacation Isle to Sail Bay and to Fiesta Bay.

Present regulations protect Sail Bay between 11 a.m. and 5 p.m. for the use of sailboats, which are generally 22' or smaller. An additional use of this water area is for occasional rowing regattas. In view of the fact that Mission Beach, adjacent on the west, is zoned R-4 and will be subject to pressures for high intensity development in the future, it might be well for the city to keep a close watch on this situation and subject it to further study. If a wall of high-rise apartments or hotels are permitted as the next generation of uses on Mission Beach, it is likely that winds on Sail Bay will be affected. A less damaging possibility might be the encouragement of low silhouette buildings which cascade down to the water.

The future of Sail Bay as a sailing area should also be kept in mind when the Crescent Bay Association presents its plans for dock facilities in connection with any renewal of the lease.

When the new Ventura Bridge is constructed, it is recommended that a 42-foot clearance above mean low water be established. This will permit day sailors, such as the Star and Dragon class sloops, to pass under and race outside Mission Bay. If this is done it will relieve water traffic in the Bay and create better sailing conditions for smaller craft that cannot usually take advantage of the open sea.

Sector 3 (711 water acres). This sector, known as Fiesta Bay, is the largest relatively unobstructed water portion of Mission Bay and is presently identified with waterskiing, power boating and races, and a once-a-year hydroplane race. Because the average winds will probably always be better in Fiesta Bay than in Sail Bay, and because the popularity of sailboating will probably continue to grow, it may in the future become necessary to establish regulations reappportioning the use between power and sail boats.



WATER SKIING.

Sector 4 (652 water acres). This area consists of Pacific Passage and the newly recommended Enchanted Passage. The southern portion of this area will, in the future, assume more importance for water transportation within the bay because of the presence of the Transportation Center and other more intense water activities related to Marina Shores. However, the northern part of Pacific Passage, "Enchanted Passage" and various coves on Fiesta Island should be reserved for small, quiet water uses, such as paddleboards, rowing, very small sail boats, etc.

Sector 5 (183 water acres). This sector lies within the San Diego River floodway at the southern extremity of the Park. It is recommended that a portion approximately 7,500 feet in length be dredged and developed as a marine stadium.

This recommendation is, in effect, a reaffirmation of earlier proposals to create facilities for power boating in this area. The bridges are already constructed in such a manner to permit this activity. Dredging is entirely feasible according to engineering reports and the sand which would be removed has definite value for San Diego public beaches. The main portion of the existing beach at the west end of the Floodway would remain undisturbed and offer protection to the water in the racing area. Viewing stands could be constructed on both sides of the marine stadium and adequate parking with good access to the Park could be provided on the south side.

This recommendation assumes that the City of San Diego will have the continuing use of a dredge in order to keep the water depth to appropriate standards at all times.

Phasing of Public Improvements

It probably would be unwise to attempt to fix the sequence or phasing of improvements in Mission Bay through to horizon year in every detail. New proposals, changing events, funding opportunities, etc. could shift the emphasis on the order of growth. However, the following are the planner's recommendations for phasing the principal elements of public improvements:

1. The design and construction of the activity spine, which we have called Paseo del Pacifico, should be given early consideration. The stretch between the southeastern gateway to the park and Ingraham Street will open up this undeveloped and critically located portion by providing access by means of trams, bicycle paths, pedestrian promenades. The right-of-way should be established in a graceful curve, flanked by a band of landscaping, in order to establish a pleasing visual effect on the Paseo until such time as the development of this portion of the park is further advanced.
2. Friars Road should be extended west along a right-of-way paralleling the existing Sea World Drive. This facility



HYDROPLANE LAUNCHING — temporary facilities are installed annually on Vacation Isle for San Diego Cup and Gold Cup races.



HYDROFOIL.

will provide service to the southern portion of the park as well as becoming a most important link in the local road circulation. The design of the eastern end of this roadway should take into consideration the demands of East Mission Bay Drive, the Tecolote gateway to the park and the proposed Transportation Center at the southeast corner.

3. As Paseo del Pacifico and Friars Road are being developed, consideration should also be given to the design of the Transportation Center. The development of this facility could be initiated by the creation of landscaped parking areas, which could be utilized upon the completion of the Paseo. It is possible that a bus or tram system could be initiated at this time also, even in a modest way.
4. Initiate steps to create complete interchanges on Highway 109 at I-5 and Midway Drive. This is most critical if non-park traffic movements are to be served while at the same time saving the park from excessive through-park traffic.
5. Design and construct the Bonita Cove area for public park use in accordance with the capital improvement program. The spine concept should be taken into account, as should the necessity for making a slight adjustment in the alignment of the right-of-way as shown in the plan.
6. Commence dredging operations to create North and South Fiesta Islands. Care should be taken to design an interesting topographic character for North Fiesta Island.
7. Landscaping on North Fiesta Island should begin upon the completion of dredging. Design and construct restrooms and other necessary public installations on North Fiesta Island to serve youth groups.
8. Dredge a portion of the San Diego River Floodway to create proper water depth and length for a marine stadium.
9. Dredge the interior of South Fiesta Island to create lagoons and small coves and prepare sites for exhibits. (This operation could be given a higher priority if a non-profit sponsoring group presents itself.)
10. Construct a high level bridge over the entrance channel joining Mission Boulevard with Highway 109 extended.
11. At the expiration of the existing lease, create new land and water configurations in the De Anza area according to the plan for public recreational use.

The green belt flanking the southern length of the San Diego River floodway, which is recommended for sports and active

recreational uses, should be phased as funds become available or leases expire.

The local road system within the park, as well as pathways and promenades, should be phased as required for the movement of people and vehicles, and timed to coincide with new private and public development.

The groin proposed for the entrance channel, to reduce surge, should be constructed, if possible, before a lease is entered into for a yacht club at Mariner's Basin.

The public park development flanking the spine should be phased to coincide with lessee developments.

Policy Recommendations

William L. Pereira & Associates, in its role as planner, has been requested to make recommendations on policies regarding the operation and implementation of the park. The following represent recommendations on what are considered the most important matters which are being encountered now and which will continue to be encountered in the long-range future.

1. Strengthening the role of the design review board, currently known as the Facilities Committee. As a matter of fact, changing the title to "Design Review Board" would be a good first step, for that would connote more exactly the role most such committees perform. At the present time there are some fine examples of architectural quality in the park, but there are some rather poor ones, too. The same is true of planning examples. It is possible that outside consulting advice can aid in the decisions of the Design Review Board.
2. The "Master Plan" required from lessees in their operations is really a misnomer and in some cases does not seem to have had a good effect. It is recommended that the term "Development Plan" be used and that if the lessee has intentions of building by stages he still be required to create a plan for the entire parcel and agree to adhere to it at the time of the lease signing. The development plan, of course, can be laid out so that it is incremented by phases. There should be no surprises to the public when later increments are reached. The development plan, for example, should put an absolute ceiling on the maximum number of units or floor space, should regulate building coverage and height, and should show appropriate landscaping, both as to amount and as to quality. The development plan should also clearly show how the proposal relates to its neighbors and to the Master Plan for the Park as a whole, with respect to use, appearance, building orientation, roadways, parking, walkways and promenades, as well as landscaping.

3. As a matter of policy, the City of San Diego should, by the purchase of its own dredge, take on the responsibility for the continuing maintenance requirements of Mission Bay.
4. A more workable and higher quality sign policy should be established for Mission Bay Park, including a graphics study for all public signs. It is recommended that the consultant be employed to prepare a report upon which new policy should be based and from which a new logo-type or other public symbols could be selected and adopted.
5. A policy should be established regarding what we can call the "Mission Bay District", in addition to the park itself. This could include Crown Point, Pacific Beach north to Grand Avenue, Mission Beach, and the area extending several hundred yards south of Mission Beach to the San Diego River floodway. These areas are all intimately connected with the development and growth of Mission Bay Park, and as it approaches horizon year the public and private development in these affected areas should be keeping pace and quality. A long-range plan for the acquisition of appropriate land for public use should be adopted for these areas.

Recommended Leasing Policy

William L. Pereira & Associates recommend the retention of the existing leasing policy, which reserves 75% of the land area within Mission Bay Park for public development, and permits the remaining 25% to be leased.

However, in order to be consistent with the original purpose of the leasing policy established by the City Council, the planners have researched and analyzed the existing leases and recommend that the following table be the basis for existing leases as a part of the 25% maximum.

The bases for selecting the above leases as part of the 25% maximum are:

They are profit-making enterprises, or

The use is limited to an approved membership roster, or

Benefits accrue primarily to nearby property owners.

The existing leases which are *not* included in the above list are truly public uses and should *not* be deducted from the 25% maximum. They include the lease to the Pacific Beach Town Council (10 acres), Robb Field (6.5 acres), and the FAA lease on Ski Island (1.85 acres). The service station lease of .35 acres at Ventura and Mission Boulevards is not included because it will soon be terminated.

MISSION BAY LEASES					
Lessee and Location	Lease Beginning	No. Years	Acreage		Purpose
			Land	Water	
B.R.P., Inc. (Perez Cove Marina) Perez Cove	4-4-62	50	9.50	4.75	Marina
Dana Marina, Inc. (Marina) Dana Basin	6-1-62	35	4.09	4.67	Small Boat Facility
Dana Marina, Inc. (Motel) Dana Basin	6-1-68	50	7.97	2.43	Motel
DeAnza Harbor, Inc. DeAnza Point	11-24-53	50	69.90	6.15	Trailer Park
Evans and Lamoreaux Bahia Point	3-17-66	50	13.27	2.00	Motel
Roy Everingham Quivira Basin	2-15-66	5	0	.14	Bait
Monte Mansfield (Hana Kai) Quivira Basin	1-21-60	25	2.00	4.40	Boat Repair
Mears Hotel Co. (Hilton Inn) Dock Facility	6-1-63	10	0	.33	Guest Dock
Mears Hotel Co. (Hilton Inn) Playa Pacifica	5-11-62	50	17.66	0	Hotel and Restaurant
Mission Bay Golf Center DeAnza	7-6-54	47	45.80	0	Golf Course
Mission Bay Yacht Club El Carmel Point	8-1-61	50	6.10	5.65	Yacht Club
Quivira Basin Enterprises (Islandia) Quivira Basin	3-21-61	50	7.95	6.05	Boatel and Sportfishing
San Diego Mission Bay Boat and Ski Club Rose Creek	6-26-64	10	4.01	0	Boat and Ski Club
Seaforth Sportfishing Quivira Basin	8-20-59	25	6.26	11.99	Sportfishing & Marina
Sea World, Inc. Perez Cove	7-16-63	50	86.736	2.22	Marine Life Exhibit
Sea World, Inc. West Perez Cove	8-9-66	50	6.75	2.64	Atlantis Restaurant
Sportsman's Sea Food Co. Quivira Basin	4-27-61	25	.58	.46	Fish Processing
Vacation Village, Inc. West Vacation Isle	3-9-62	50	43.95	6.59	Motel and Golf Course
Crescent Beach Development Association Sail Bay	6-1-26	50			
Scripps Lease Sail Bay	6-1-26	50	8.73*	16.00*	Tideland Use
San Diego Visitor Information Center	10-29-68	25	2.157		Information, displays, parking
Tri-Square Construction Company East of Rose Creek	11-7-67	50	15.38**	7.94	Public campland
TOTAL			358.793	84.41	
* Estimated ** Additional 24.14 acres are situated outside of dedicated park boundary.					

On November 20, 1968, at 12 noon, the Office of the City Engineer caused aerial photographs to be taken for the purpose of calculating the land and water areas in Mission Bay Park.

The official calculated acreage, at mean sea level, of Mission Bay Park is as follows:

Land	1910.3 acres
Water	2339.3 acres
<hr/>	
Total	4249.6 acres

In order to determine the remaining area available for lease under current policy, the following is set forth:

* $1910.3 \times 25\% = 477.575$ total land acres which may be leased

* $477.575 - 358.793 = 118.782$ land acres remaining for future leasing

VI
BACKGROUND RESEARCH

VI

Trends in Tourism

With the world-wide increase in leisure time and the improved mobility due to air travel, tourism has become a multi-million dollar industry. Today it is possible for almost anyone with a medium income to take a trip to any place in the world on a two week vacation. Still, in spite of the competition that is springing up in other sub-tropical areas like the Mediterranean, the Caribbean, the South Pacific, the tourist industry in Southern California has continued to grow steadily.

California. According to a report prepared by ERA in 1967 for the U.S. Department of Commerce, the total number of out-of-state visitors by car is expected to increase from approximately 10 million in 1966 to 13.3 million in 1970 and 19 million in 1975.

Out-of-state air travelers are expected to increase from 4.3 million in 1966 to 8 million in 1970, and to approximately 18 million by 1975.

Airport planners anticipate an increase in the number of households earnings over \$10,000. This, plus the development of jumbo jets and the associated prospect of lower overall fares, is expected to maintain or even accentuate the growth in air travel.

The vast majority of out-of-state visitors who travel to California by air enter the state at one of three major airports — Los Angeles International Airport, San Francisco International Airport, and San Diego International Airport. In 1961, the three major airports recorded a total of some 13 million passengers. By 1966 this number increased to almost 28 million, more than double the 1961 figure. The average annual increase was 16.3 percent. For the first six months of 1967, traffic increased 15.5 percent over the corresponding period in 1966.

BACKGROUND RESEARCH

Out-of-state visitor totals include both pleasure and business visitors. The average automobile visitor spends \$85.50 in California, less than one-third the \$266.50 spent by the average air visitor. An estimated 4.3 million out-of-state visitors traveled by air to California in 1966. In the same year, approximately 10-million out-of-state visitors came to California by automobile. By 1975, the number of air and automobile arrivals is expected to be almost equal.

San Diego County. There are basically four types of visitors who come to the San Diego Metropolitan Area: persons visiting friends or relatives; business visitors, including conventioners; pure tourists who visit the area solely for recreational purposes; and the "pass through" tourists who stop briefly in the area on his way to Baja, California. The bulk of tourist activity in the past has come from the first two categories.

In 1966 the total number of visitors to San Diego, including both Californians and residents of other states, was approximately twelve and a half million. Some 2.52 million California parties, representing a visitor total of 9.8 million made pleasure trips to San Diego during 1966. About 7.63 million came only for the day, while 2.25 million stayed overnight. The major source of visitors on one-day trips was the Southern California area outside of Los Angeles, which includes residents of San Diego County. However, Los Angeles itself provided the greatest number of visitors on overnight trips. Peak visitation occurred in the third quarter, when 4.73 million California residents took pleasure trips to San Diego Metropolitan Area.

Out-of-state visitors to San Diego were estimated to total 2.62 million in 1966. Air entry into California accounted for some one million, but only 300,000 came directly to San Diego; 565,000 entered via Los Angeles and 145,000 via the San Francisco Bay area. Of the 1.61 million automobile visitors, approximately 865,000 came from Arizona, Nevada, or Oregon, while 745,000 came from non-border states.

On a percentage distribution basis, California residents traveling within the state took approximately 9.0 percent of their one-day trips and 9.3 percent of their overnight trips to San Diego. Of automobile tourists to California from other states, an estimated 18.5 percent visited San Diego, while for air tourists the share was 23.5 percent giving a combined market penetration rate of 20.2 percent of all out-of-state tourists to California.

According to the San Diego Convention and Visitors Bureau 1965 Visitor Industry Report, visitor spending in San Diego approximately doubled in the ten-year period from 1955 to 1965, at nearly a 7 percent average annual rate of increase. 1967, however, showed a jump of 14 percent over 1966, with the tourist spending exceeding \$300,000,000.

Conventions alone (and there were 446 of them during 1967) accounted for over \$40,000,000.

National trends in discretionary income and leisure time suggest that the 1965 to 1975 period will be one of increasingly rapid growth in the recreation sector of the economy. Continuation of a 7 percent rise in spending annually therefore should be a conservative estimate for the 1966 to 1970 period.

Visitor spending trends are the best available indicator of growth in overall recreation activity since they reflect all elements of the recreation-based sector of the economy. Therefore, conservatively, recreation activity in San Diego is projected to increase by 31 percent from 1966 to 1970 (a 7 percent annual rate). Thus, from 12.5 million persons in 1966 in all market segments available to Mission Bay, the number is expected to rise to 16.5 million in 1970.

Swimming. Swimming, playing in or near the water, sunbathing, surfing, skin-diving (including SCUBA) are leading recreational activities in California. Almost three-fourths of the population lives within a one-hour drive of the coast, and nearly 90% lives within a three-hour drive. People swim chiefly during the summer, particularly during the school vacation when the weather is good. The shorelines are extensively used on a day-use basis on weekend days and holidays by family groups who travel an average of 25 miles one way.

Based on population, each 1,000 people need 25 "effective feet" of shoreline. One effective foot of shoreline is defined as comprising one lineal foot of shore with a 100-foot-wide band of water suitable for swimming. It has a 200-foot-wide strip of beach for sunbathing and play, and a 100-foot-wide buffer zone for utilities and picnicking. Where all attendance is by automobile, an additional 265-foot strip is needed for parking.

Picnicking. Much picnicking is an accompaniment to other activities: sightseeing, swimming, hiking, fishing, boating, and recreation travel.

According to the California State Public Outdoor Recreation Plan, the most notable deficiency in San Diego's recreational facilities is in family picnic units, for groups of 4 to 5 persons.

Picnic grounds within communities such as those in Mission Bay Park, which are designed to accommodate family groups, should be planned with: 1) not more than 16 picnic-units per acre; 2) each unit accommodating a maximum of 8 persons; 3) sufficient units so that each is used no more than 600 visitor days each season; and 4) one parking space for each unit.

Camping. Californians camp in some part of the state in all seasons of the year, but the heaviest camping season is from April through October, coinciding with the school vacation and favorable weather conditions in the mountains and by the sea. The weekend trip, with an average range of about 75 miles, is the favorite of all groups; generally one night and two days are spent in the recreation area. Second favorite is the annual vacation with an average distance of 175 miles to the camp site and usually lasting one week. Along the southern beaches, trailers are almost as popular as tents. Statewide, about 25% of camping is done with a trailer.

The State Public Outdoor Recreation Plan recommends that as many camp sites as possible should be located close to large urban centers, or within reasonable traveling distance to them, in order that the maximum number of persons can enjoy the facilities provided. It adds that beach camp sites should be developed not on the beach itself but on adjacent land. The sandy beaches should be reserved for day-use purposes; they are a limited and greatly demanded recreation resource.

Existing Outdoor Recreation Facilities in San Diego. The existing acreage of federal, state and county lands available for recreational purposes in San Diego County presently adds up to an impressive figure of approximately 1,079,018 acres. This figure includes the Cleveland National Forest lands, which total 567,000 acres.

A large amount of recreation land in San Diego County is held in state parks. State ownership, which is dominantly under the jurisdiction of the Division of Beaches and Parks, totals 512,018 acres. Anza-Borrego Desert State Park, in San Diego and Imperial Counties, is the largest in the State Park system, with 488,000 acres.

Within the City of San Diego, the City owns 110 park sites ranging in size from .05 of an acre to Mission Bay's 4,249.60 acres, and totaling 7,968.63 acres. Also within the city is Torrey Pines State Park of 877.08 acres. Based on a population estimated at 700,000 at the end of 1968, at 16 acres per 1,000 people, the city currently needs 11,200 acres of park land, or 3,232 acres more than it now has.

The City of San Diego presently possesses three "resource" parks which can be considered regional in scope: Balboa, with 1,158 acres; Mission Bay, with a total of 4,249.6 acres in land and water; and Torrey Pines, comprising 1,388 acres under City and State ownership. Other existing large parks include Soledad, Kate O. Sessions Memorial, Presidio, Waller-Montgomery, Lake Murray, La Jolla Heights, and San Clemente. In addition, shoreline parks presently total some 180 acres.

There are nearly one hundred parks and recreational areas of lesser magnitude in San Diego, including several open space parks. Of these smaller parks, only about thirty are land-

scaped or otherwise improved. San Diego contains one National Monument, Cabrillo, and two National Historic Landmarks, Presidio Hill and Old Mission Dam.

Mission Bay / Potential visitors to Mission Bay comprise:

1. San Diego County residents
2. Single day recreation visitors
3. Overnight visitors

California residents

Out-of-state residents

In 1966 the number in each of these groups was:

	Number of Persons
San Diego County residents on one-day pleasure trips	5,380,000
Los Angeles—Orange County residents on one-day pleasure trips to San Diego	2,250,000
Overnight visitors in San Diego:	
California residents	2,255,000
Out-of-state residents	2,620,000
Total	12,505,000

Recreational Factors

Recreational Trends in California. The demand for outdoor recreation areas and facilities in California is far greater than the present supply. In general, facilities are over-used by more than 30%. In addition, there are multitudes who cannot be accommodated at the area of their choice or at any comparable area.

At the present rate of acquisition and development the available supply of outdoor recreation areas and facilities will continue to be inadequate, and unless the lands and waters that hold recreation potential today are acquired or reserved for recreation as soon as possible, there will be a critical shortage of recreation lands and waters for all recreation uses on a local, regional, and statewide basis.

Recreational travel and sightseeing are the leading forms of recreation for residents and visitors alike. Furthermore, the amount of recreation travel, in terms of total passenger miles, is as great as the amount of travel for all other purposes. In California, 60% of all recreation (except travel) is water-oriented.



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An important trend which will have a significant impact on Mission Bay is what Life Magazine has called the "national aquamania." When people from many parts of the U.S. were asked by the magazine's pollsters what they were doing with their spare time and money, with extraordinary unanimity they placed boating, fishing, swimming, skin-diving and water skiing at the top of their lists. This is reflected in the principal recreational activities requiring space in Mission Bay which are as follows:

Boating. Boating, including water skiing, has, in post-war years, boomed into an important place in California recreation. The greatest number of boats are manned by groups of individuals averaging two to three per party. Boating by family groups of four persons is second in popularity.

The standard yardstick for measuring boating opportunity is the "access unit." One access unit is defined as a facility capable of launching one boat at a time and serving 125 trailered boats or storage facilities, berthing, mooring, and the like, or 100 non-trailered boats.

The acute deficiencies in California today are in access units, including parking, facilities for convenient launching and use of boats, and services. Severe shortages of actual water surface for boating now exist in some areas and by 1980 these shortages will be quite general.

Fishing. According to a statewide survey made in 1958, fishing accounted for more than 50% of boat use. Deep sea fishing has increased tremendously in popularity in the last few years, but since boat fishermen are restricted to open areas adjacent to harbors, future growth of the sport depends on adequate harbor launching and docking facilities.

Ocean shore fishing, which includes angling, rock and pier fishing, clam digging, abalone picking and skin-diving for fish and shellfish, may become one of the mainstays of California sport-fishing, but only if adequate access is provided. In 1958, 4 million days of ocean shore angling alone were estimated and nearly 2-1/2 times as many were predicted by 1980.

In addition to the existing parks and open spaces, the City has programmed the acquisition of more than 3,000 acres through the year 1973. This would include approximately 1,800 acres in resource parks with the remainder represented by neighborhood and community parks and open space.

There are fourteen major beach areas in San Diego. These areas comprise a total of 62,300 feet of shoreline length, and 146.87 beach acres. The combined capacity of the beaches is 63,978 people.

According to the Automobile Club of Southern California camping map of Southern California, there are a total of 4,104 campsite units in 61 parks within a 75 mile radius (the average weekend drive) of San Diego. These camp sites can accommodate approximately 16,000 people.

The San Diego area offers a total of 64 golf clubs, country clubs, and pitch and putt courses, both public and private.

There are 11 rental stables and 13 boarding and training facilities for horse enthusiasts in the San Diego Metropolitan area.

Boating facilities are provided in San Diego Bay and Mission Bay. San Diego Bay has approximately 2,200 slips, with 2,200 more scheduled for construction on Harbor Island. Mission Bay now has facilities that include 937 wet slips and dry storage for 589 boats.

Estimate of Future Recreational Activity in Mission Bay Park. A preliminary estimate of recreational activity in Mission Bay Park was prepared by Copley International Corporation in September 1968 (See Appendix for full text). The Copley projections were based on the assumption that Mission Bay would continue to offer the same relative mix in the supply of outdoor recreational opportunities that exists at present. The projections also assumed that Mission Bay would continue in its relative size and importance as a supplier of outdoor recreational opportunities in the San Diego area. If, for instance, another major water-oriented park were developed in the County in the future, it would of course affect the level of usage at Mission Bay. The outdoor recreational activities most relevant to Mission Bay were taken to be swimming, boating, water-skiing, picnicking, active and spectator sports, nature walks and attendance at concerts or dramas.

Copley has estimated the total attendance in Mission Bay Park during a peak season day at 80,000 persons. No exact count of actual or annual attendance has been arrived at, but estimates have been prepared on the basis of "activity days". One activity day is defined as "A person participating in any activity for any given length of time." It is thus possible for one person to "acquire" several activity days over a 24-hour period. The sum of all activity days will obviously exceed the total number of visitors in the Park. However, the percentages of use, and of potential future demand do give some indication of the relative popularity of various activities and the need for increased facilities in specific areas.

According to the Copley estimates the total number of activity days at Mission Bay for the year 1968 was 8-1/2 million. This is projected to increase to 14-1/2 million by 1985.

Sea World was originally planned to handle 6,000 people per day on a so-called high day average. Past expansion to date has increased this capacity to a level of approximately 11,000

per day on a high day average although on peak days they have handled up to as many as 15,000 people. By the 1972-1973 period they plan to increase the capacity further to handle a high day average of 18,000 people or approximately 2-1/2 million people per year.

Projections as to the origin of future visitors were broken down into three categories: San Diego County, Other Southern California, and Other. The largest increase is expected to come from the Other Southern California sector, which includes the counties of San Luis Obispo, Kern, Imperial, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange and Riverside. However, Copley observes that the Other category is also steadily growing and as an example, they report that an increasing number of visitors are bringing small boats to Mission Bay from as far away as Arizona.

