



THE CITY OF SAN DIEGO

## REPORT TO THE PLANNING COMMISSION

**DATE ISSUED:** September 15, 2015 **REPORT NO.** PC-15-111

**ATTENTION:** Planning Commission, Agenda of September 24, 2015

**SUBJECT:** Mission Valley Community Plan Update Workshop

### SUMMARY

**Issue:** This is a workshop to update the Planning Commission on the Mission Valley Community Plan Update. No action is required on the part of the Planning Commission at this time.

**City Strategic Plan Goal(s)/Objective(s):** The Mission Valley Community Plan Update is consistent with the following City of San Diego Strategic Plan goals and objectives:

- Goal #2: Work in partnership with all of our communities to achieve safe and livable neighborhoods.
  - Objective #3: Invest in infrastructure.
  - Objective #5: Cultivate civic engagement and participation.
- Goal #3: Create and sustain a resilient and economically prosperous City.
  - Objective #1: Create dynamic neighborhoods that incorporate mobility, connectivity, and sustainability.

### BACKGROUND

The Mission Valley Community Planning area is over 3,200 acres in size and is located near the geographic center of the City of San Diego. It is bounded to the west by Interstate 5, to the east by the San Diego River and Fairmount Avenue, and by the valley walls north of Friars Road and south of Camino del Rio South (Attachment 1).

The Mission Valley Community Plan was adopted by the San Diego City Council on June 25, 1985. The plan has been amended twenty times, with the most recent amendments for the inclusion of Quarry Falls (2008), Hazard Center redevelopment (2010), and the San Diego River Park Master Plan (2013).

In 1990, the Mission Valley Planned District was applied to Mission Valley to replace the zoning in place at the time and further implement the community plan. After implementation of the Citywide Land Development Code in 2000, the Mission Valley Community Planning Group voted to endorse the replacement of the Mission Valley Planned District with the Citywide zoning. However, it was determined that it would be

best to facilitate this change concurrent with a future community plan update. Efforts to update the plan were made in 2002-4 and 2008-10; however neither attempt came to fruition due to lack of funding.

## **DISCUSSION**

In the FY 2015 budget cycle, funding was allocated for the Mission Valley Community Plan Update. In addition, new staff members were added to the Planning Department to complete the work program. A review of department efforts on previous updates was completed in order to identify best practices to apply to this effort to achieve the departmental goal of a three-year update timeframe. A process and schedule was developed for the Mission Valley CPU based on these best practices (Attachment 2).

Over the past few months, staff has completed the Contracting phase (Phase 1) of the project process, and is nearing the end of the Existing Conditions and Visioning phase (Phase 2). In June of 2015, the City of San Diego began using our As-Needed Consultant Services agreements to contract with the consulting firm Dyett and Bhatia to assist City staff in the planning and environmental analysis required for the update, and Chen Ryan to assist with mobility studies. Current work efforts include ongoing community outreach, existing conditions research, and detailed technical studies related to land use, mobility, economics, and environmental constraints.

Since project initiation, four meetings with the community have been held. They include:

- June 30, 2015 – Community-wide Kickoff Meeting  
Over 70 participants attended a station-based workshop on the future of Mission Valley and the update process. Attendees were given a passport and directed to interactive exercises designed to collect input on a vision for the future, community character, mobility, park and public facilities, sustainability, culture and history, and public art. Attachment 3, Mission Valley CPU Kickoff Meeting Summary, provides an overview of the activities and input collected.
- July 10, 2015 – Subcommittee Interest Meeting  
Community members were invited to an information meeting to learn more about the plan update process, and how they can be involved through the standing Mission Valley Community Planning Group subcommittee. The meeting also included a facilitated discussion on public outreach for the update, and attendees shared their ideas and priorities on how to engage the community in policy development.
- August 14, 2015 – Subcommittee Meeting #1  
Committee members were given a comprehensive presentation on the planning context and regulatory setting of update. This included an introduction to the City of San Diego General Plan, the Regional Comprehensive Plan, ongoing legislation related to greenhouse gas reduction (AB 32 and SB 375), complete streets (AB 1358), and CEQA.



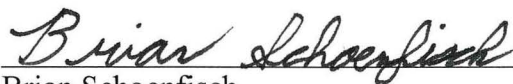
- September 11, 2015 – Subcommittee Meeting #2  
Subcommittee members were given an interactive exercise called “Path of Discovery,” and this meeting was a time for members to present their results. The exercise required members to pretend a friend is moving to Mission Valley and directed them to plan a day of exploration by identifying their favorite special places in the community. Each member identified the best place to live, eat, shop, be entertained, exercise, be in nature, and relax. Each place had to be connected by a path of travel, which needed to include alternative transportation options.

Current work underway includes the development of a Map Atlas that details existing conditions and key planning issues in Mission Valley including land use, mobility, urban forestry and open space, hydrology, public health, demographics, and urban form. Staff and consultants are also actively researching key challenges facing Mission Valley and developing options on possible ways to address these challenges. These issues include:

- Creating neighborhoods beyond development boundaries
- Future of large sites
- Appropriate land uses south of I-8
- Mobility opportunities including new north-south connections, access to transit, and bicycle/pedestrian infrastructure
- Sustainability opportunities
- Interconnected park system connected by the San Diego River
- Implementation of recommendations identified in the I-8 Corridor Study (SANDAG)
- Market analysis for existing office and retail uses
- Possible future development of an Enhanced Infrastructure Finance District
- Possible transition from the Mission Valley PDO to Citywide zoning
- Future of the adopted specific plans

## CONCLUSION

The Planning Commission has expressed a desire to have a workshop early in the plan development process, where Commissioners could share their ideas and priorities for the update. The workshop today is to serve as a venue for that discussion. This date was selected in order to allow staff time to be responsive to input prior to a public workshop this fall, planned for late October or early November.



Brian Schoenfisch  
Program Manager/Principal Planner  
Planning Department



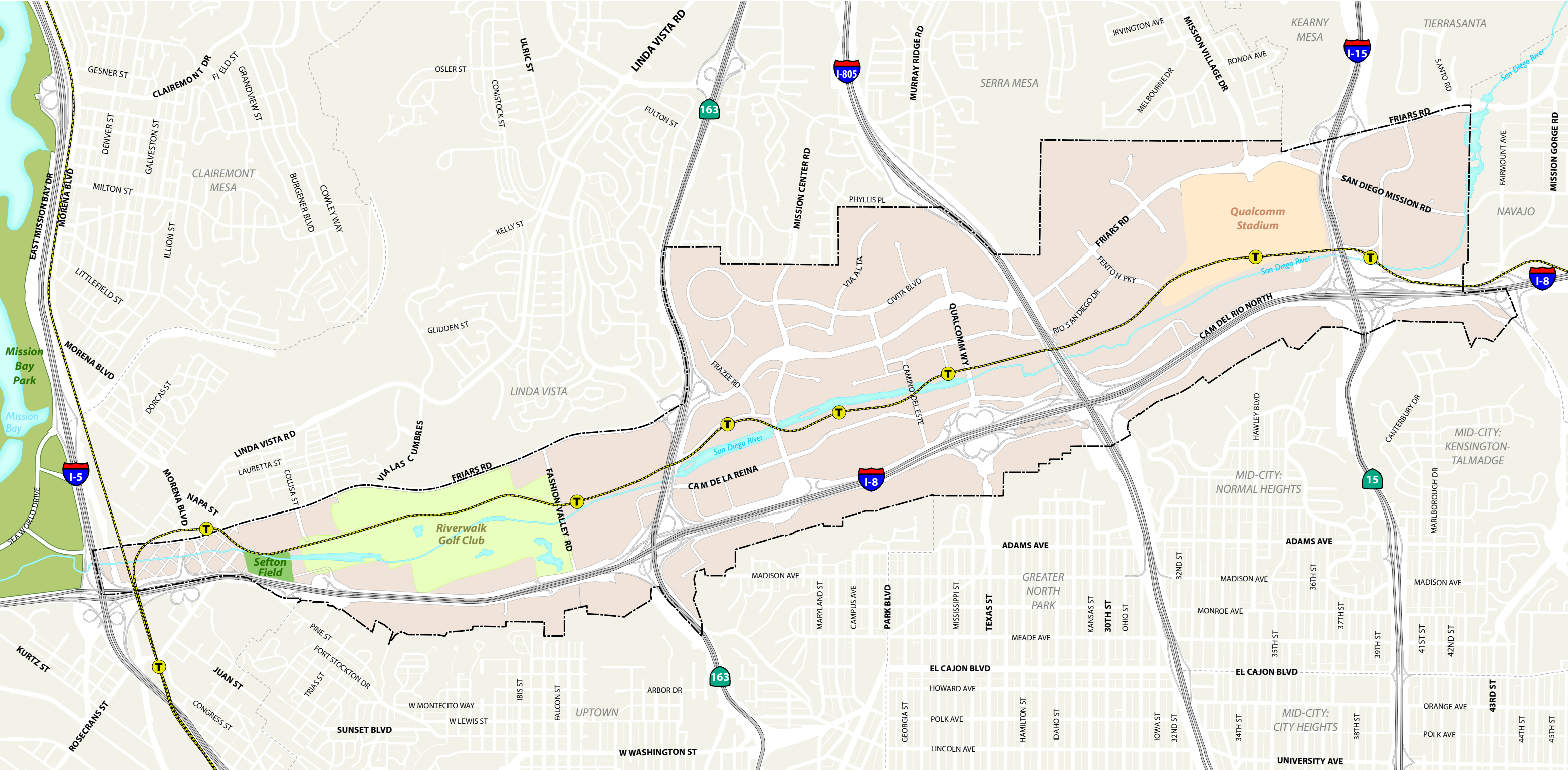
Nancy Graham, AICP  
Senior Planner  
Planning Department

BS/ng

### Attachments:

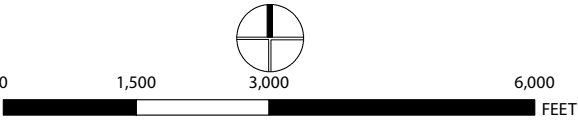
1. Mission Valley Planning Area Map
2. Mission Valley CPU Process Chart
3. Mission Valley CPU Kickoff Meeting Summary

Attachment 1: Mission Valley Planning Area



- Trolley Stops
- Light Rail
- Freeways
- Ramps
- Streams/Creeks
- Lakes/Ponds
- Mission Valley Community Plan Boundary
- Community Planning Areas

This map/data is provided without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.  
Note: This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. This product may contain information reproduced with permission granted by RAND McNALLY & COMPANY® to SanGIS. This map is copyrighted by RAND McNALLY & COMPANY®. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of RAND McNALLY & COMPANY®.  
Copyright SanGIS 2009 - All Rights Reserved. Full text of this legal notice can be found at: [http://www.sangis.org/Legal\\_Notice.htm](http://www.sangis.org/Legal_Notice.htm)



## Attachment 2

# Mission Valley Community Plan Update (CPU) Anticipated Community Outreach Process and Timeline



	Fall 2014 - Winter 2015	Spring 2015 - Fall 2015	Winter 2016 - Spring 2016	Summer 2016	Fall 2016 - Spring 2017	Summer 2017- Spring 2018
Planning Program	<b>Phase 1</b>  Contracting	<b>Phase 2</b>  Existing Conditions and Visioning	<b>Phase 3</b>  Community Plan Development and Zoning Program	<b>Phase 4</b>  Community Review	<b>Phase 5</b>  Environmental and Public Facilities Financing Plan	<b>Phase 6</b>  City Hearings
Community Outreach	City Website Page Update  Formation of CPU Subcommittee	Community Kickoff Meeting  Planning Commission Workshop  Community Visioning  Stakeholder Interviews  CPU Subcommittee Meetings	Community Workshops on Land Use Alternatives  Online Outreach Activity  CPU Subcommittee Meetings	Community Workshop/ EIR Scoping Meeting  Planning Commission Meeting  Smart Growth and Land Use Committee Meeting  Other Board Meetings  CPU Subcommittee Meetings	Community Workshop on Draft EIR  CPU Subcommittee Meetings	Planning Commission Meeting  Smart Growth and Land Use Committee Meeting  City Council Meeting



A Community Plan provides direction to guide growth and development within a given area. It describes the community's vision and identifies strategies for enhancing community character and managing change. It includes goals, policies, and implementing strategies. It guides local decision-making and public investments. It plays an important role in regulating land use.

# Workshop Summary

## AN OPPORTUNITY FOR A NEW VISION



### WHAT IS SPECIAL ABOUT MISSION VALLEY?

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

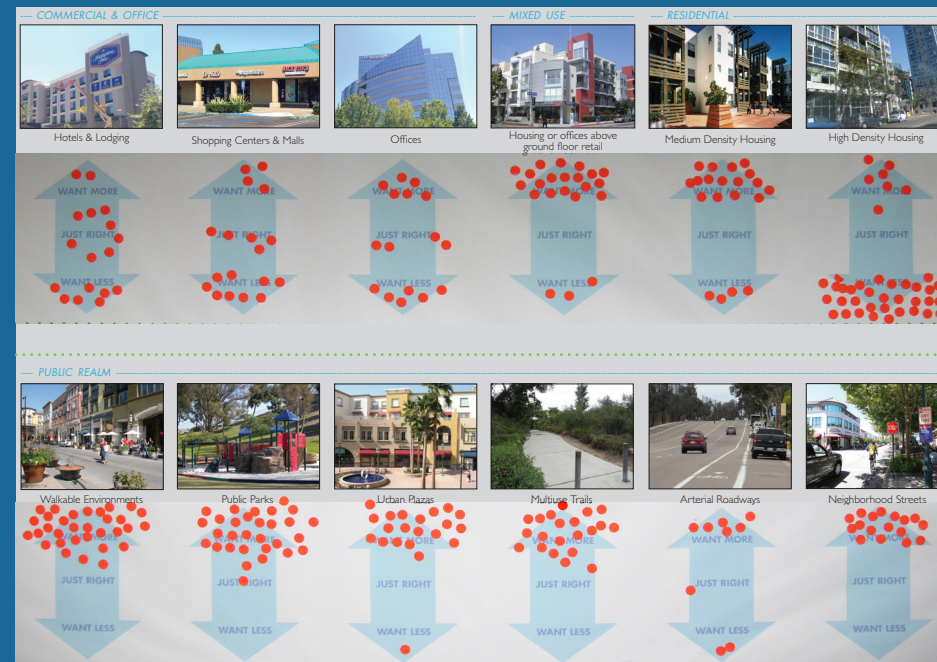
### WHAT ARE THE CHALLENGES?

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

### WHAT ARE FUTURE OPPORTUNITIES?

- Expanding parks & recreation
- Creating multi-modal opportunities including north-south connection
- Mixed-use development

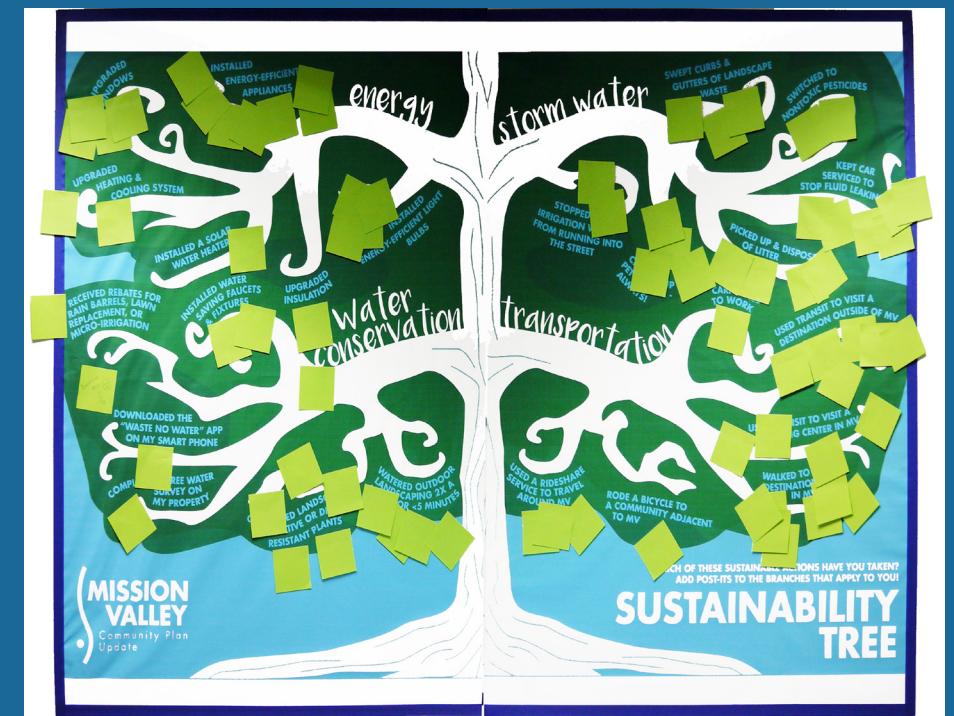
## COMMUNITY CHARACTER



### WE WANT TO SEE MORE:

- Housing or office above ground floor retail
- A mix of housing types
- Walkable environments and urban plazas
- Public parks and multi-use trails
- Neighborhood streets

## SUSTAINABILITY



### WHAT WE ARE DOING:

#### STORM WATER CAPTURE:

- Better serviced cars
- Controlled irrigation

#### WATER CONSERVATION

- Water-sensitive outdoor landscaping
- Drought tolerant plants

#### ENERGY CONSERVATION:

- Upgraded windows
- Energy-efficient appliances & light bulbs

#### ALTERNATIVE TRANSPORTATION

- Transit use to great San Diego destinations
- Walking in my neighborhood



**MOBILITY**



**WE WANT TO SEE MORE:**

- Coordinated signalization
- Pedestrian paths
- Trolley access and use & ride share opportunities
- Streets designed for all modes of travel
- A roadway network that accommodates increased density

**PUBLIC ART**



**WE WANT TO SEE MORE:**

- Expression of identity and history THROUGH Sculptures, Furniture, Lighting, Interactive art

**COMMUNITY PLAN OVERVIEW**

The event provided an overview of the contents of a community plan and included interactive exercises on the subject areas including:

- Land Use
- Urban Design
- Mobility
- Historic Preservation
- Recreation
- Economic Prosperity
- Arts & Culture
- Public Facilities, Services, & Safety
- Conservation & Sustainability

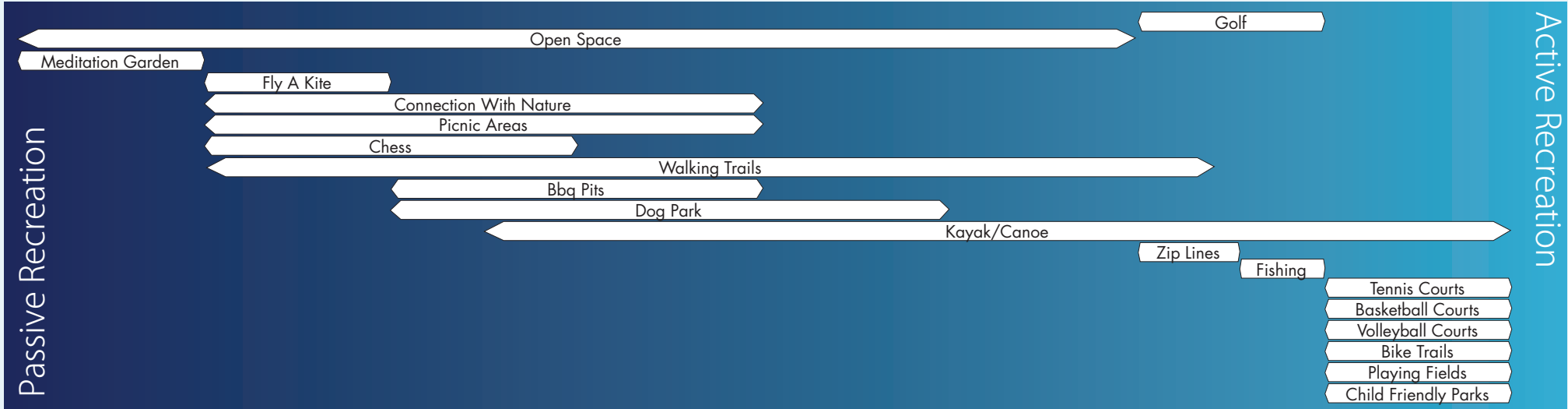


**SUMMARY OF GENERAL COMMENTS:**

- Create a development vision rather than development restrictions.
- Ensure that there is a fair amount of quality new affordable housing.
- Incorporate history into the planning and development of Mission Valley.
- Maintain Riverwalk golf course in its current condition.
- Balance needs of current residents and new development, reach out to surrounding communities, and maintain community character.
- Ensure public facilities and services (water, landfills, and police) are adequate to accommodate growth and new development.
- Address traffic issues throughout valley and expand multi-modal transit opportunities.
- Increase opportunities to recreate, develop open space areas, provide pedestrian paths and increase access to the San Diego River.

**PUBLIC FACILITIES & PARKS**

**WE THINK AN IDEAL PARK HAS:**



**WE WANT TO SEE MORE:**

- Public parks & multi-use trails
- Active and passive recreations opportunities, especially the activities listed above