DEVELOPMENT INTENSITY

The purpose of this element is to establish guidelines for intensity of development in Mission Valley. The basis for regulating the intensity of development is the finite traffic capacity on the projected circulation system (freeways and surface streets). This capacity was determined by a series of traffic forecast studies which established the maximum feasible vehicular capacity for every freeway, street, intersection and interchange in Mission Valley.

The proposed development intensities are the levels at which the future acceptable amount of building square footage or number of dwelling units will be determined for any given parcel. A given number of trips are assigned to each increment of floor area for each land use. This formula is applied to the various uses listed in the Mission Valley Vehicle Generation Rates by Land Use Table (**Table 3**).

Development Intensity Districts are proposed to ensure compatibility between the street carrying capacity and the maximum development intensity that can be increased along a "high accessibility corridor" represented by the development and implementation of a future public transit system in the form of a light rail system (LRT) and possibly an intra-Valley "people mover" system.

Methodology for the Establishment of Development Intensity Districts

The traffic forecast studies, through the use of a computer assignment model, have provided a distribution of average daily vehicle trips throughout the Valley. The Valley was divided into a series of smaller areas called traffic analysis zones. The current traffic forecast study establishes the maximum number of vehicle trips that can be generated by development (existing or new) within each traffic analysis "zone," without overburdening the circulation system. Within each "zone" the available trips are distributed equitably on an acre-by-acre basis. Trips will be assigned on a gross acre basis throughout the Valley north of I-8 except for those areas in the Hillside Review (HR) Overlay Zone for which trips will be calculated on a net acre basis in a manner identical to those hillsides south of I-8. This permits the use of acreage within the FW Zone for the determination of trip generation allowances. However, development would not be permitted within the FW Zone or within any future flood management facility to the extent that it would hinder the 100-year, 49,000 cfs flood. For that portion of Mission Valley south of I-8, trips will be assigned on a net acreage basis.

TABLE 3
MISSION VALLEY VEHICLE GENERATION RATES BY LAND USE*

Residential	Rate	Commercial	Rate
Single-Family House	10 trips/unit	Gas Station	130 trips/pump
Multifamily (under 30 units/acre)	8 trips/unit	Hotel/Motel	10 trips/room
Multifamily (30 or more units/acre)	6 trips/unit	Automobile Dealer	58 trips/1,000 sq.ft.
		Health Club	45 trips/1,000 sq.ft.
		Savings & Loan	74 trips/1,000 sq.ft.
Offices		Rental Storage	3 trips/1,000 sq.ft.
Commercial Office (under 100,000 sq. ft.)	20 trips/1,000 sq.ft.		
Commercial Office (100,000 or more sq. ft.)	16 trips/1,000 sq.ft.	Industry	
Medical Office	90 trips/1,000 sq.ft.		
Government Office	40 trips/1,000 sq.ft.	Small Industry	14 trips/1,000 sq.ft.
		Large Industry	8 trips/1,000 sq.ft.
		Small Industrial/Business Park	18 trips/1,000 sq.ft.
Commercial			
Neighborhood Shopping Center	120 trips/1,000 sq.ft.		
Community Shopping Center	70 trips/1,000 sq.ft.		
Regional Shopping Center (over 1,250,000 sq.ft.)	30 trips/1,000 sq.ft.	Newspaper Publisher	25 trips/1,000 sq.ft.
(1,000,000-1,250,000 sq.ft.)	35 trips/1,000 sq.ft	Church	60 trips/acre or 300 trips/each church
(500,000-1,000,000 sq.ft.)	38 trips/1.000 sq.ft.		
(225,000-500,000 sq.ft.)	60 trips/1.000 sq.ft.	Convention Facility	78 trips/1,000 sq.ft
Freestanding Retail/Strip Commercial	40 trips/1,000 sq.ft.	Convalescent Hospital	3 trips/bed
Quality Restaurant (Low Turnover)	100 trips/1,000 sq.ft.	Park	5 trips/acre
Sit-Down Restaurant (Medium Turnover)	370 trips/1,000 sq.ft.	Four-year College	2.8 trips/student
Fast-Food Restaurant (High Turnover)	770 trips/1,000 sq.ft.	High School	1.5 trips/student
Theatre	4 trips/seat	Jr. High School	1.0 trips/student
		Elementary School	1.4 trips/student

*Current rates as of April 1984

Hillsides which are in the Hillside Review (HR) Overlay Zone will be excluded from being a determinant of the trip generation allowance and such determinations will be based upon non-HR or net acres. This approach would place development emphasis on the flatter and more developable areas and not on the hillsides. Wherever possible, individual "zones" are combined into Development Intensity Districts for purposes of establishing the upper limits of development intensity for various types of land uses. Development Intensity Districts are created by combining those "zones" whose trips will impact the same streets, intersections, and interchanges. Access is the critical factor for the delineation and establishment of Development Intensity Districts (districts) which regulate the development intensity for the permitted land uses in each district. The methodology also allows existing low-intensity development the opportunity of preserving its potential trip/intensity allocation for future development or redevelopment.

The permitted land uses in Mission Valley are: (1) commercial development with sub-categories of office, hotel/commercial recreation and retail services; (2) residential development; (3) industrial development; and, (4) multiple use development, which is a combination of the first two categories. These categories are specifically described in the **Land Use Element** of this Plan. The trip generation figures resulting from these uses are provided on **Table 3**. These figures are used in the traffic forecast study, and are updated regularly based on continuing studies and data gathering, thus they are utilized here only for purposes of illustration, and are subject to change during implementation. Based on the above information the Valley is divided into Development Intensity Districts as shown on the **Figure 26**. The acreage within each district is also shown on **Figure 26**.

DEVELOPMENT INTENSITY BONUS

The Metropolitan Transit Development Board (MTDB) is considering Mission Valley as a segment (I-5 to I-15) of the regional light rail transit (LRT) north line which will originate in Center City and terminate, ultimately, in Escondido. In addition, the feasibility of a private "people-mover" or intra-Valley transit system is recommended for future specific study. The purpose of the public transit (rail) transportation recommendations in Mission Valley are to provide the public with an alternative to the automobile. This could relieve pressure on the freeways and surface streets and provide for development intensity bonuses within affected Development Intensity Districts.

Development intensity bonuses would be granted once the transit system is approved, funded, engineered, rights-of-way acquired (if necessary), and construction dates established. The magnitude of the bonuses will be determined once MTDB is able to undertake and complete the studies necessary to make such determinations.

If there are to be development intensity bonuses resulting from the provision of rail transit systems in Mission Valley, these bonuses would, of necessity, be reflective of significant changes in commuter transportation modes. This change from private vehicles to rail transit would be most significant during the 12-hour period (the daytime period) between 6:30 a.m. and 6:30 p.m. which contains the three daily "rush hours" of morning (7:00 a.m.-10:00 a.m.), lunch hour (12:00 noon-1:30 p.m.) and evening (4:00 p.m.-6:30 p.m.). The daytime period would be most affected by an increased use of public transit which would put a significant percentage of commuters and intra-Valley personal trips on rails and off the streets.

INCLUDES THOSE AREAS IN THE LINDA VISTA COMMUNITY PLAN NORTH OF FRIARS ROAD AND WEST OF SR-163 WITH PRIMARY ACCESS TO FRIARS ROAD.

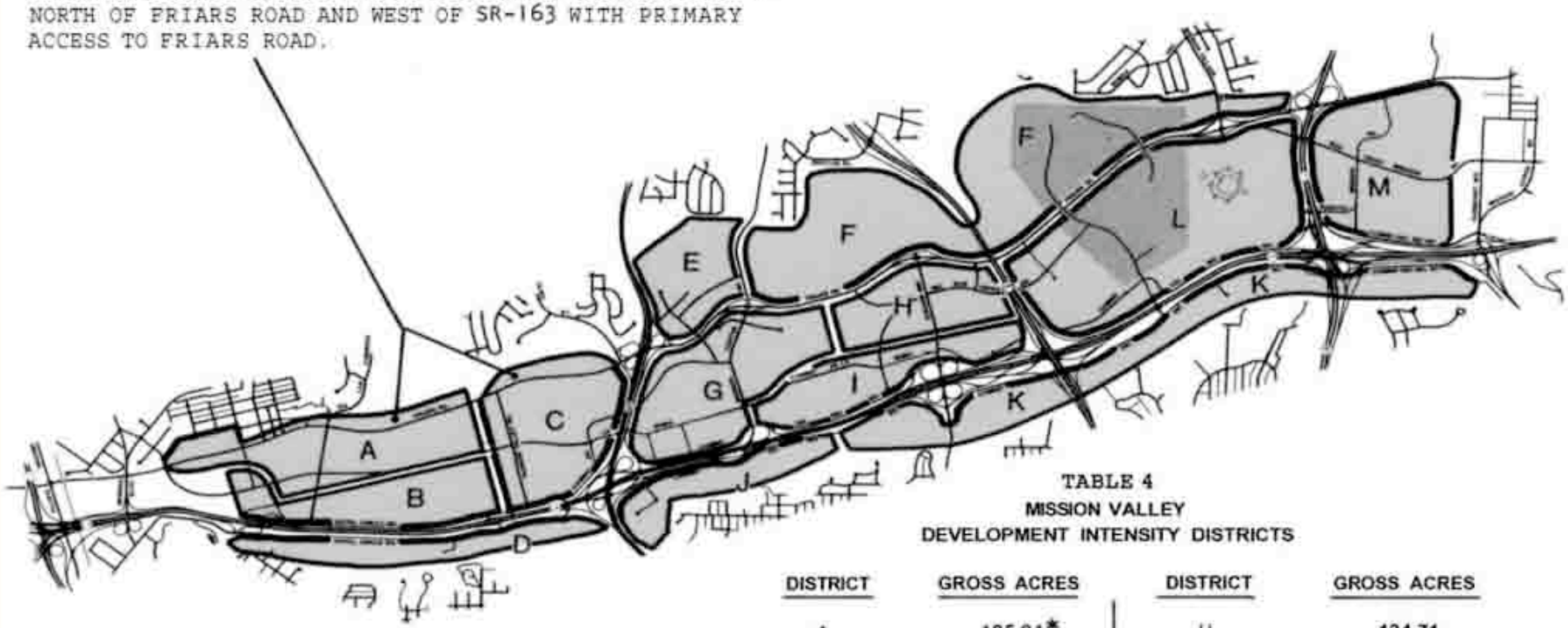

TABLE 4
MISSION VALLEY
DEVELOPMENT INTENSITY DISTRICTS

DISTRICT	GROSS ACRES	DISTRICT	GROSS ACRES
A.	185.01*	H.	134.71
B.	158.29	I.	120.06
C.	213.82*	J.	53.41*
D.	75.51*	K.	109.51*
E.	128.15*	L.	289.36
F.	407.12*	M.	209.58
G.	209.09		

* Net Acres (Exclusive of areas zoned HR)

Vehicle trip generation figures for each district (on a per acre basis) will be based upon the capacity of the street system. Current acceptable trip per acre figures are available in the Planning Department. The number of districts and the size of individual districts are subject to change during the implementation phase.

N

Development Intensity Districts
Mission Valley Community Plan
26 FIGURE

The LRT system's ability to provide additional access without impacting the street circulation system (automobile) would provide the basis for development intensity bonuses within the affected development intensity districts. The areas that will realize the additional development intensity through the use of the bonus system would be those that lie approximately within 1,000-foot radii (walking distance) of the station location, excluding the river corridor.

The percentage of trips absorbed from the surface street system by a "people mover" system may also provide equivalent development intensity bonuses if further study indicates that an increase in intensity would not have a detrimental impact on the traffic circulation system.

Additionally, the development intensity limits set within each Development Intensity District may be modified for parcels or development proposals where:

1. The portion of the Valley's vehicle circulation system affected by the proposed development is capable of accommodating all of the traffic which would be generated;
2. The proposed land use will generate traffic at a lower rate than the land use originally assumed for the traffic forecast;
3. An approved LRT or other regional public transit system station is located on the affected property or will otherwise serve the proposed development (as determined by adopted MTDB alignment studies);
4. The unique nature of the proposed development justifies a lower traffic generation rate than that assigned by the original traffic forecast used as the basis for this Plan, as demonstrated by a professional transportation study, subject to the approval of the City Engineer;
5. The direct and cumulative traffic impacts associated with the proposed development of the site can be mitigated;
6. The financing and implementation of other transportation measures or systems, which can be shown to reduce traffic impacts on the street and freeway system, is guaranteed by the applicant or property owner, either through provision of 100 percent of the costs involved or formulation of an assessment district.

Any site or proposed development which meets one or more of the preceding criteria may request a higher intensity than that called for in the Plan.

Multiple-use designated parcels shall be subject to project review in order to determine consistency with the land use assignments of the Mission Valley traffic forecast and compliance with the daily vehicle trip generation per acre assignment of the DevelopmentIntensity Districts. Project review shall be in the form of the Planned Development procedure, or, in the case of large projects, the Specific Plan procedure.

A community plan implementation phase should be initiated immediately upon adoption of the Plan. During this phase, legislation based upon concepts set forth in this Development Intensity Element should be formulated, distributed for public review, be the subject of public hearings, and be adopted. This legislation should be viewed as a specialized set of zoning regulations uniquely capable of dealing with, and complementing the growth potential and patterns in Mission Valley.

Since this implementation phase is expected to take a certain period of time between initiation and enactment of the necessary zoning regulations, consideration should be given to the utilization of interim zoning legislation which could be effective either with the adoption of the Plan or as soon thereafter as possible. This interim legislation could take the form of requiring review of all projects in the Valley through the use of Planned Development (PRD/PCD/PID) permits.

OBJECTIVE

- Provide a level of future development intensity that will enhance and maintain a high quality of life in the community.

PROPOSALS

- Formulate innovative land use regulations that will establish development intensities based upon the capacity of the circulation system.

- Establish development intensity districts to implement the land use regulations on development intensity.

- Until such time that the Development Intensity District legislation is implemented, all development projects should be processed under Planned Developments (PRD/PCD/PID) or Specific Plans in order to maintain consistency with the land use intensities established by the traffic forecast.

DEVELOPMENT GUIDELINES

- Utilize the traffic forecast, **Figure 26**, **Table 4** and development project approvals to determine a base intensity for each parcel in the Valley.

- Compare development applications to the standards provided in this element to determine compatibility with community intensity goals.

- Utilize Planned Developments (PRD/PCD/PID) and/or Specific Plans to review and process development projects requesting intensities higher than the base intensities provided by the traffic forecast until adoption and application of Development Intensity District legislation. These projects could require mitigation in the form of additional traffic circulation improvements.

- Utilize Planned Developments and/or Specific Plans to review and process development proposals in the multiple use areas to ensure consistency with the community plan traffic forecast and with the appropriate development intensities permitted by the Development Intensity District legislation.

- Require Transportation Systems Management Programs for projects which are approved for development intensity in excess of that permitted by the traffic forecast and the Development Intensity District legislation.