
MISSION VALLEY



COMMUNITY PLAN

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Prepared by
The City of San Diego
with the assistance of
The Mission Valley Unified Planning Committee



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MISSION VALLEY COMMUNITY PLAN AMENDMENTS

The following amendments have been incorporated into this February 2005 posting of this Plan:

Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
Mission Valley Community Plan approved	January 24, 1985	5576	June 25, 1985	R-263536
EIR Certified EQD No. 84-0194	—	—	June 25, 1985	R-263535
Hazard Center II	January 9, 1986	—	April 8, 1986	R-265413
Frazer Rd/Camino Del Este	July 10, 1986	—	October 13, 1987	R-269479
MV Calmat	June 7, 1990	0710-PC	September 11, 1990	R-276503
Water Reclamation Facilities	February 4, 1991	—	February 15, 1991	R-277366
MV Plan and PDO	January 23, 1992	—	April 21, 1992	R-279807
SDB-MBM III	—	—	October 6, 1992	R-280832
Park in the Valley IV	—	—	May 4, 1993	R-281917
Rio Vista West	November 18, 1993	—	December 7, 1993	R-283175
Hazard Center Phase 2	January 6, 1994	2055-PC	February 8, 1994	R-283390
Homestead Village	July 25, 1996	—	September 10, 1996	R-287814
MV West	May 29, 1997	2513-PC	July 15, 1997	R-288970
Mission City	March 19, 1998	—	April 21, 1998	R-289995
Rio Vista West VIII (repealed 4/13/99)	October 30, 1997	2571-PC	February 2, 1999	R-291254
Rio Vista West VIII	—	—	April 13, 1999	R-291480
Presidio View	August 10, 2000	3013-PC	October 24, 2000	R-294065
Mission Valley Heights	November 21, 2002	3329-PC	February 18, 2003	R-297655
A-1 Self Storage	September 16, 2004	—	January 25, 2005	—

LETTER OF TRANSMITTAL - MISSION VALLEY

June 25, 1985

The Honorable Mayor and City Council
City of San Diego, California

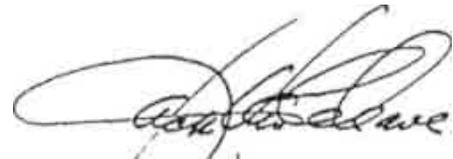
Honorable Mayor and City Council:

I am pleased to present to you the accompanying Mission Valley Community Plan. This Plan represents a comprehensive guide for the enhancement and future development of the Mission Valley Community through the year 2000. The plan was prepared by the City Planning Department. The community plan evaluated eight alternatives covering a range of development strategies, from the "no development" alternative to an alternative permitting highly intensive development throughout the valley. The alternative selected as the plan is one of moderate growth, where the development intensity is measured by the ability of the surface street system to carry the traffic. This base development intensity is to be increased as additional transportation opportunities become available. An important feature of the plan's transportation element is the establishment of a light rail transit corridor located in a manner that provides maximum access throughout the valley. The Metropolitan Transit Development Board, and the City Planning Development staffs worked together to develop the preferred alignment through the valley.

This community plan also includes a proposal for the creation of a linear park along the San Diego River. This proposal is complemented by a wetlands management plan for wetland preservation, restoration and enhancement. The wetlands management plan was developed with the cooperation of the California Department of Fish and Game and the United States Fish and Wildlife Service, and is designed to be responsive to the Army Corps of Engineers permit standards. An Urban Design Element incorporating development guidelines for development along the river and on the valley's hillsides is also included in the plan.

In closing, the Planning Department wishes to give special recognition to the Mission Valley Unified Community Planning Committee and the citizens who worked with City staff in the development of this plan. Their input has made this plan a better document.

Finally, I wish to thank Councilman Ed Struiksma, the elected representative of District 5. Without his interest and effort many of the key elements of this plan, such as the light rail transit proposal, urban design element and transportation recommendations, would not have been resolved as clearly. Implementation of this plan will owe much to his efforts on behalf of the City and the Mission Valley Community.



Jack Van Cleave

DEDICATION

Long time residents of the county can remember when Mission Valley was virtually virgin territory, with a few scattered dairies and farms, and where once in a decade a storm would flood the valley from rim to rim. In the 1950s, the Town and Country Hotel's first unit was opened and in 1958 the City Council approved the rezoning and construction of the Mission Valley Center shopping mall. That action, coupled with the freeway construction that followed, changed the face of the valley completely and forever. From the early part of the century until today, Mission Valley development has been a citywide concern. Prediction of doom has dominated the community's attitude towards this part of the City.

In 1974, urbanologists Kevin Lynch and Donald Appleyard cited the valley as a supreme example of bad planning in their "Temporary Paradise?" study of San Diego. Their observations:

"The most dramatic loss was the conversion of historic Mission Valley in the 1950s into a chaos of highways, parking lots and scattered commercial buildings ...the city should erect an historic monument to that tragic event. It struck a double blow; one directed at the landscape and (second) at the economy of the Center City ...Mission Valley is the second downtown of the region and its future appears gloomy ...Mission Valley is a landscape disaster, yet few disasters are beyond all repair. It is only that repair demands money, time, and effort."

Kevin Lynch and Donald Appleyard
"Temporary Paradise?" 1974

John Nolen, the landscape architect who wrote the City's first master plan in 1908, dreamed of a parkway through the valley with development set back from the mesa rim to afford vistas to the ocean. In 1926, he returned to issue a warning, which still holds meaning for Mission Valley 60 years later:

"The failure to regulate growth has resulted in many parts of the city, in an unfavorable, and in some cases, unsightly distribution of building development ...Without doubt, San Diego should be a more distinctive city in its physical development. Its topography, its climate, its purposes are all different from the average American city. Not to be distinctive is an advantage lost, and some things in San Diego cannot now be changed. The question is what can be done to recover lost ground and lead the city toward a more distinctive San Diego in the future?"

John Nolen
"A Comprehensive Plan in San Diego" 1926

The following plan is the product of hard work of citizens and planners which spans the period of 60 years. As such, this plan is seen as a tribute to all the planning directors the City of San Diego has had; they all envisioned a development plan for Mission Valley, and as such, these individuals contributed with their ideas and efforts to this Plan.

This Mission Valley Community Plan is therefore dedicated to:

Mr. Glen Rick - City Planning Director from 1931 to 1955
Mr. Harry Haelsig - City Planning Director from 1955 to 1964
Mr. James Fairman - City Planning Director from 1964 to 1968
Mr. James Goff - City Planning Director from 1968 to 1979



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