MISSION VALLEY
Community Plan Update

Conceptual Land Use Alternatives

CPG Subcommittee Meeting
February 10, 2017

Agenda

- **3:00 – 3:30**

  Presentation: Conceptual Land Use Alternatives
- **3:30 – 4:30**

  Group Discussion

Project Objectives and Community Priorities

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Project Objectives

- Guide future growth and development based on current and future demands
- Focus growth into pedestrian-friendly, mixed-use activity centers
- Improve and promote regional transit system
- Celebrate the San Diego River

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Community Priorities

MOBILITY

- Improve bicycle and pedestrian environment
- Address and manage traffic
- Promote transit

LAND USE/ URBAN DESIGN

- Mix of uses
- More housing options
- Reinforce regional commercial
- More urban experience, "making of a great place"

OPEN SPACE

- River-focused community
- More parks and open spaces
- More active recreation facilities

Existing Conditions Recap

Existing Land Use (2015)

Current Development Projects (2015)

Opportunity Sites (2015)

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015

0 1,500 3,000 6,000 FEET

Hydrology and Flooding (2015)

unity

Plan Boundary

Community Planning Areas

PARK & OPEN SPACE OPPORTUNITIES

GREEN STREETS / LINEAR PARKS

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Development Summary

	Development as of 2012	Estimated Build Out at 2035	Without CPAs to Current Plan
Residential Units	10,974	20,333	15,000
Hotel Rooms	6,495	8,411	9,800
Office	7.8 million square feet	8.9 million square feet	17 million square feet
Retail	6.0 million square feet	7.6 million square feet	4.3 million square feet

Land Use Alternatives

What are “Alternatives”?

- Land use scenarios that are different ways to achieve the project objectives and community priorities
- Three alternatives:
  - String of Pearls
  - Vibrant Core
  - Campuses and Clusters

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Alternative 1

STRING OF PEARLS

Alternative 1: String of Pearls

Alternative 1: String of Pearls

Mixed-use nodes within ¼-mile radius of trolley stops

Enhanced connections to trolley stops

Commercial nodes south of I-8

Alternative 1: String of Pearls

West of SR-163

Mixed Use Cores with easy access to the trolley stops

New north-south connections along the San Diego River

Large park land south of the San Diego River

Alternative 1: String of Pearls

Center

Mixed use cores with easy access to the trolley stops

New connection to the trolley stops across the San Diego River and I-8

Intensify existing uses surrounding the mixed use cores and south of I-8

Alternative 1: String of Pearls

Center

Alternative 1: String of Pearls

East of I-805

Hotel and office uses surrounding a potential major sports stadium

Mixed Use Core adjacent to trolley stops and open spaces

Enhanced connection between the trolley stop and the commercial core

Alternative 1: String of Pearls

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Alternative 2

VIBRANT CORE

Alternative 2: Vibrant Core

Alternative 2: Vibrant Core

Mixed use development and major circulation improvements in the Mission Valley Core

Smaller mixed use centers outside of the core

Commercial corridor south of I-8

Mixed use center with future public uses (potential SDSU campus)

Alternative 2: Vibrant Core

West of SR-163

Mixed Use Centers with easy access to the trolley stops

New north-south connections along the San Diego River

Large parkland along the San Diego River

Alternative 2: Vibrant Core

Center

Offices and residential development in Mission Valley Height

Enhanced pedestrian connection across Friars Road

Pedestrian-oriented mixed-use core on the Westfield Mission Valley Site

Regional Commercial move to south of I-8

Alternative 2: Vibrant Core

Center

Alternative 2: Vibrant Core

East of I-805

Future potential public use (SDSU campus and/or major sports facility)

Office/Commercial facing Friars Road

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

Alternative 2: Vibrant Core

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Alternative 3

CAMPUSES AND CLUSTERS

Alternative 3: Campuses and Clusters

Alternative 3: Campuses and Clusters

Mixed use campuses with major circulation Improvements

Single use clusters with enhanced connection

Alternative 3: Campuses and Clusters

West of SR-163

A river- and transit-oriented mixed use campus with improved north-south connectivity

New north-south connections along the San Diego River

High density residential adjacent to new roadways and the new Riverwalk park

Alternative 3: Campuses and Clusters

Center

A large mixed use campus reinforced by north-south connectivity enhancement

Single use commercial and office clusters connected by a potential aerial tram

Alternative 3: Campuses and Clusters

Center

Alternative 3: Campuses and Clusters

East of I-805

Commercial and office uses facing Friars Road

Mixed use campus orients towards the river

High density residential surrounding the mixed use campus

Alternative 3: Campuses and Clusters

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Next Steps/Getting to Preferred Plan

Planning Commission Workshop (Planned for March)

→

Alternatives Further Development:

- *Densities/intensities*
- *Projected development*
- *Transportation analysis*

→

Community Engagement and Feedback

- *Workshops*
- *Online engagement*

↓

CPG/Decision-Maker Consideration of Feedback and Direction

→

Prepare Preferred Plan

→

Prepare Draft Community Plan

↓

Prepare Zoning Program and Impact Fee Study

→

Prepare Environmental Impact Report

→

Plan Adoption

Discussion

Discussion

- Questions?
- Matrix for Evaluation
  - *Return via email or at March meeting*
- Next Steps

Next Meeting

- March 10, 2017
  - *3:00 p.m.*
  - *Mission Valley Library*
- Topic:
  - *I-8 and Via las Cumbres*
  - *Presentation by Caltrans*

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Handouts - Conceptual Alternatives & Evaluation Matrix

ALT 1: STRING OF PEARLS [DRAFT]

Change Areas + Qualcomm Alternative

1. Mixed-use nodes and pedestrian-scaled network within 1/4-mile radius of trolley stops
2. Commercial nodes south of I-8
3. Connection to trolley stops across the river
4. Connection to trolley stops across I-8

40ac
10ac

0 1/4 1/2 1
MILES

Proposed Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Commercial/Office/Hotel
- Regional Retail
- Strategic Infill
- Public
- Development Node
- Specific Plan

Approved Land Use (Simplified)

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

Park and Open Space

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

Circulation Improvement

- Proposed Roadway Connection
- Proposed Pedestrian/Bicycle Connection
- Proposed Roadway Enhancement
- Proposed Bridge
- Proposed Grade-Separated Pedestrian Crossing
- Proposed Undercrossing Improvement
- Existing San Diego River Trail
- Proposed San Diego River Trail
- Existing Trolley (Green Line)
- Proposed Trolley (Purple Line)
- Proposed Aerial Tram
- 1/4-mile Radius from Trolley Station

ALT 1: STRING OF PEARLS [DRAFT]

Full Planning Area + Qualcomm Alternative

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Land Use (Simplified)

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- Residential (MD)
- Residential (LD)
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- Regional Retail
- Industrial
- Park/Recreational Facility
- Open Space
- Public
- Development Node
- Specific Plan

Circulation Improvement

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ALT 2: VIBRANT CORE [DRAFT]

Change Areas + Qualcomm Alternative

1. Mixed use development (mid - to high- density) and major circulation improvements in the "core". Smaller, lower-rise mixed use centers outside of the core
2. Commercial corridor south of I-8
3. Single use development outside the core
4. Connection to trolley stops across the river

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- Public

- Center/Core
- Specific Plan

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- 1/4-mile Radius from Trolley Station

ALT 3: CAMPUSES AND CLUSTERS [DRAFT]

Change Areas + Qualcomm Alternative

1. Medium- to high- density mixed use campuses with major circulation improvements
2. Single use clusters throughout the planning area
3. Connection to trolley stops across the river

Proposed Land Use (Simplified)

- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Commercial/Office/Hotel
- Regional Retail
- Strategic Infill

- Campus
- Single-use Cluster
- Specific Plan

Approved Land Use (Simplified)

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

Park and Open Space

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

Circulation Improvement

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Land Use Alternative Evaluation Criteria*

Directions: Using a scale of 1 – 5**, with 1 representing strongly disagree to 5 representing strongly agree, evaluate whether or not each land use alternative meets these criteria outlined below. Criteria should be read starting with the topic phrase "Does Each Land Use Alternative…" followed by reading each row from left to right. For example, with criterion number 1, it should read "Does each land use alternative create an identity for Mission Valley as an active and healthy community?" If you do not believe one or more of the following criteria is beneficial in evaluating the success of land use and mobility alternatives, place a check in the box called "Check Box if Not a Priority to You." If you have suggestions for other criteria to consider, please add you suggestion in the final row of this chart called "Add Your Own." Additional transportation specific criteria will be presented when we evaluate mobility alternatives in the future.

* The below criteria were established as a means of evaluating the success of each proposed land use alternative in shaping the future of Mission Valley. Input from subcommittee meetings, other stakeholders, community members, and online outreach as well as influencing documents such as the General Plan, Community Outreach Summary Phase 2, and Issues and Options Report were synthesized to generate these criteria. These criteria were created based on themes that carried throughout these documents and input avenues on subjects such as transportation, the San Diego River, creating a sense of place, and land use.
**1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, and 5 – strongly agree

Does Each Land Use Alternative…

Topic	No.	Criteria	Criteria Components	Alt 1 Grade	Alt 2 Grade	Alt 3 Grade	Comments	Check Box if Not a Priority to You
Sense of Place	1	Create an identity for Mission Valley…	As an active and healthy community?					
			As a regional destination?					
			As a community with unique districts?					
			In general?					

Topic	No.	Criteria	Criteria Components	Alt 1 Grade	Alt 2 Grade	Alt 3 Grade	Comments	Check Box if Not a Priority to You
Sense of Place	2	Support the development of vibrant, public gathering places?						
	3	Establish land uses appropriate to support main street development?						
	4	Enhance assets unique to Mission Valley (trolley, San Diego River, YMCA, library, historic structures…)?						
Office	5	Support locating improved office uses in Mission Valley?						
	6	Support intensification of, and or reinvestment in, office uses?						
	7	Preserve existing employment opportunities?						
	8	Encourage creation of high-quality office districts where workers have access to restaurants, transit, services, housing, and outdoor recreation?						

Topic	No.	Criteria	Criteria Components	Alt 1 Grade	Alt 2 Grade	Alt 3 Grade	Comments	Check Box if Not a Priority to You
Housing	9	Promote a variety of housing options, including affordable housing?						
	10	Locate housing where it has access to transit, the River, recreational opportunities, retail, employment, clean air, reduced noise, and other amenities?						
Commercial	11	Support commercial development…	Of arts and entertainment uses?					
			Of Restaurants?					
			By promoting intensification of, and or reinvestment in, retail uses?					
			Of Shopping and personal services?					
			In general?					

Topic	No.	Criteria	Criteria Components	Alt 1 Grade	Alt 2 Grade	Alt 3 Grade	Comments	Check Box if Not a Priority to You
River	12	Successfully promote the integration of the natural and developed environment?						
	13	Protect plant and animal habitat associated with the San Diego River?						
	14	Limit additional impacts to existing flood conditions?						
Parks	15	Provide a diverse array of green spaces?						
	16	Utilize green spaces as a connecting framework?						
Create a sustainable, balanced, multimodal, transportation system that...	17	Maximizes walk and bike trips	By supporting diversity of land uses (housing, jobs, commerce) within walking and biking distance of each other?					
			In general?					

Topic	No.	Criteria	Criteria Components	Alt 1 Grade	Alt 2 Grade	Alt 3 Grade	Comments	Check Box if Not a Priority to You
Create a sustainable, balanced, multimodal, transportation system that…	18	Maximizes transit ridership	By providing high intensity land uses around trolley stations?					
			In general?					
Healthy Food	19	Promote access to healthy food?						
Design	20	Accommodate appropriate heights and intensities?						
Add Your Own	21							
	22							
	23							