

Mira Mesa Community Plan Update: Interactive Discussion

Planning Department

October 21, 2019

5:30 pm to 6:50 pm – Mira Mesa Library

1. Community Plan Update/Recap

- Alex Frost, Senior Planner, City of San Diego Planning Department

2. Interactive Dialogue Session

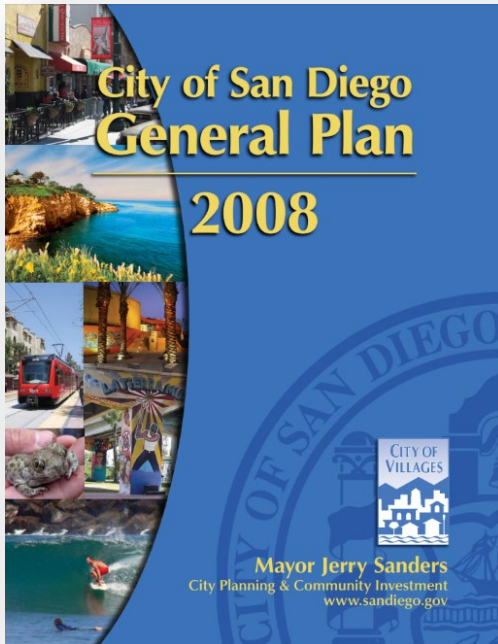
- Alex Frost & Gaurav Srivastava, Dudek

Community Plan Update



1**Address Regional Growth****2****Understand Community Needs & Enhance Quality of Life****3****Determine Infrastructure Demand****4****Take Action for the Environment**

The City is updating the Community Plan in order to help shape the future of Mira Mesa CPA for the next 20 to 30 years. The current plan was last adopted in 1992.

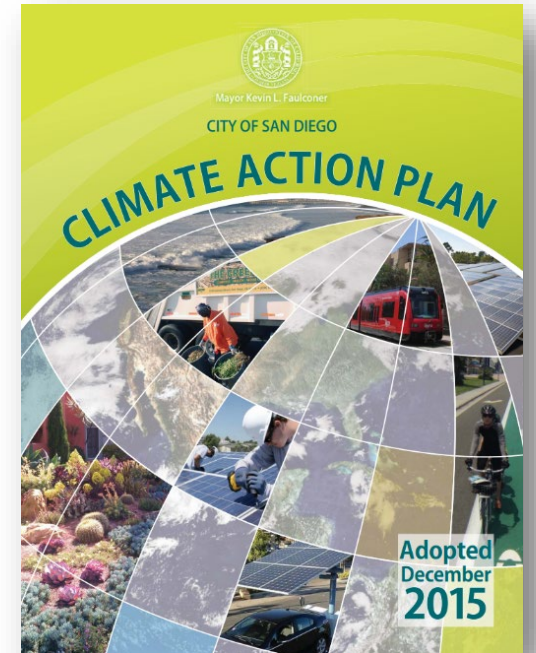


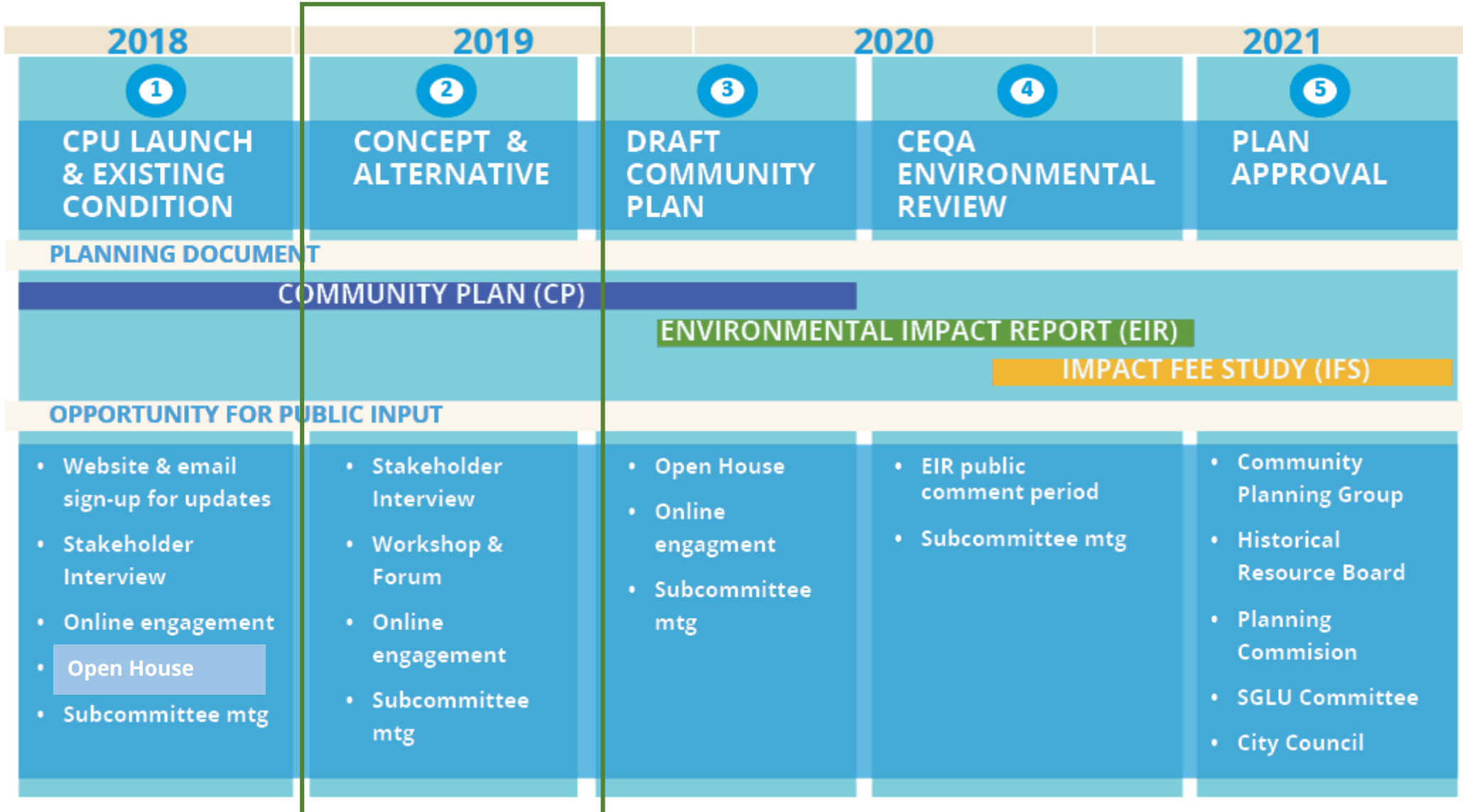
City of San Diego General Plan

- Provides a Comprehensive Slate of Citywide Policies
- Furthers the City of Villages Smart Growth Strategy

Climate Action Plan

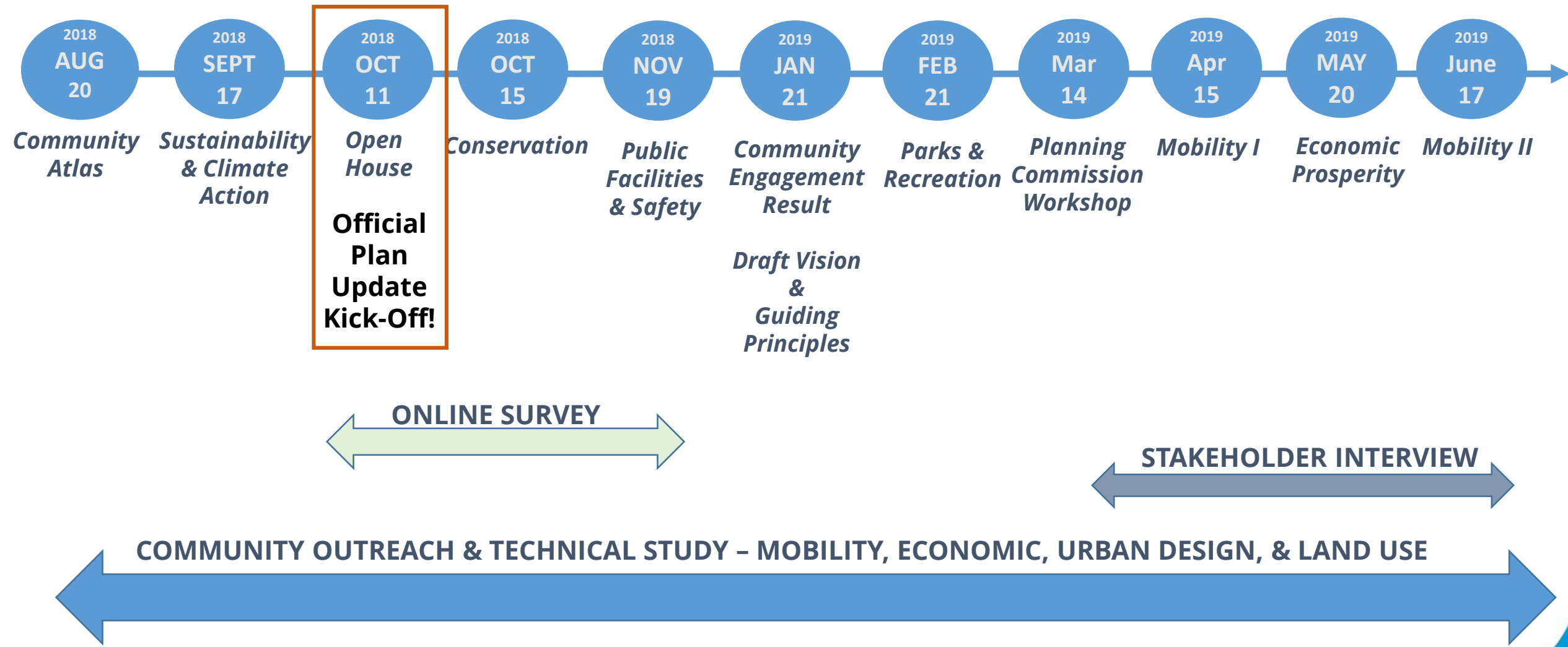
- Provides Citywide GHG emission Reduction Targets
- 50% reduction in GHG emission and 100% renewable electricity by 2035
- Strategy 3: Bicycling, Walking, Transit, & Land Use

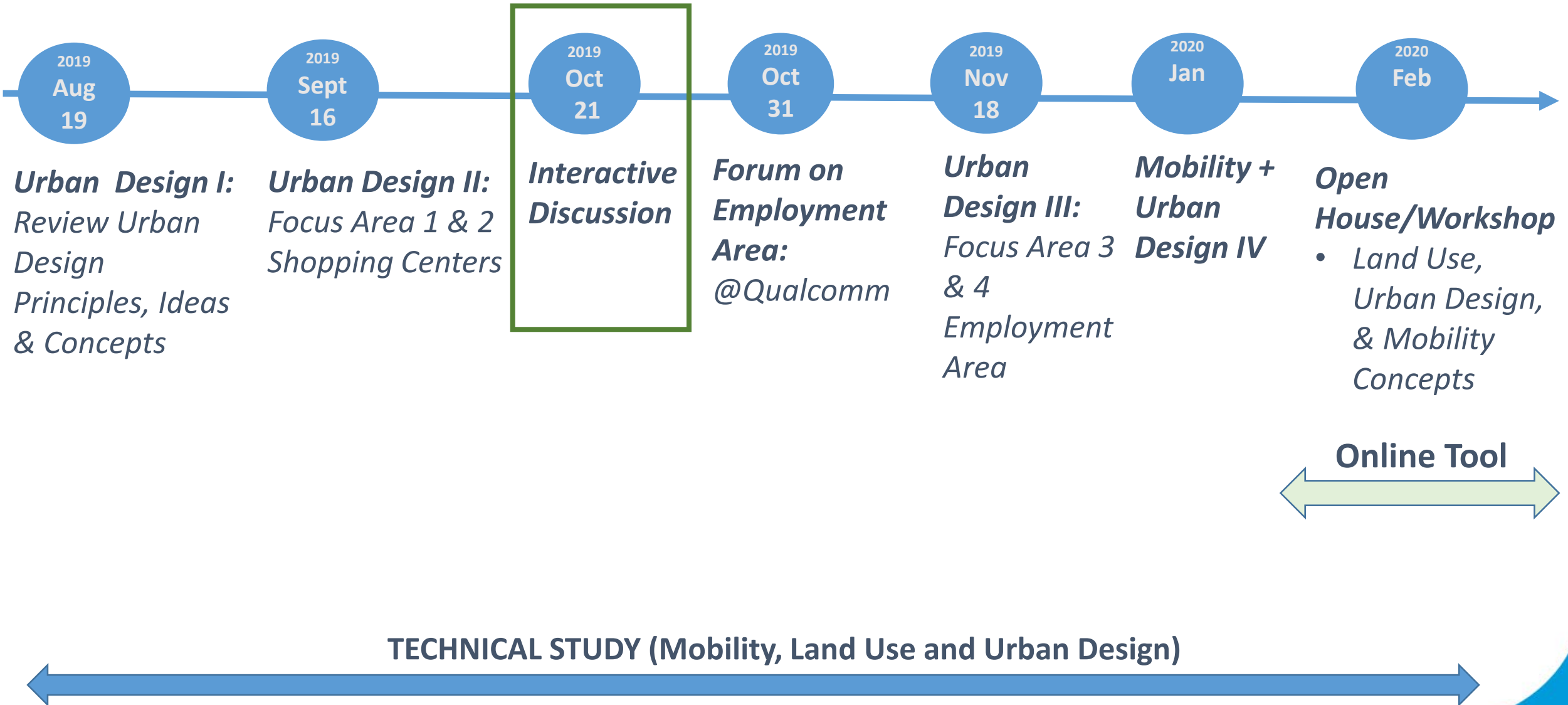






Mira Mesa Plan Update Schedule







Nov. 2018



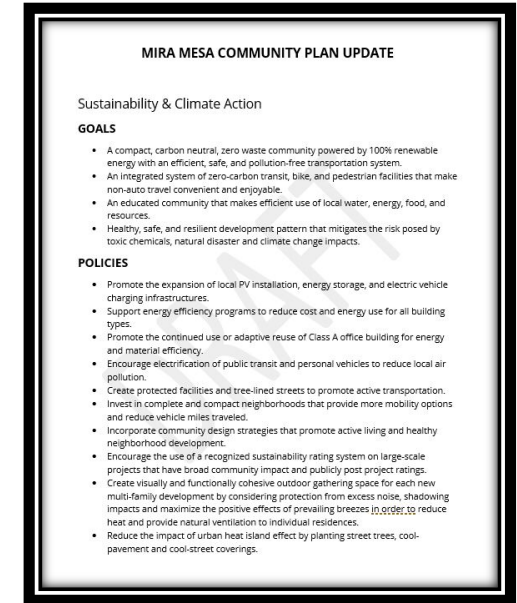
Community Atlas: Existing Conditions Report

Jan. 2019



Phase I Community Engagement Report, Draft Vision & Principles

Oct/Nov(18)/Feb 2019

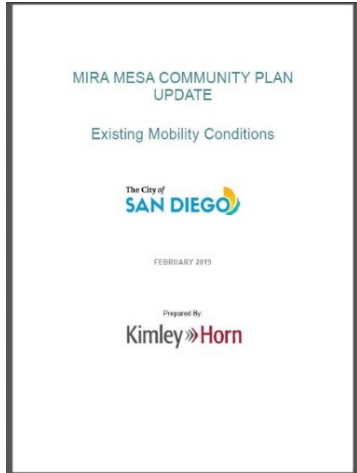


Draft Goals & Policies

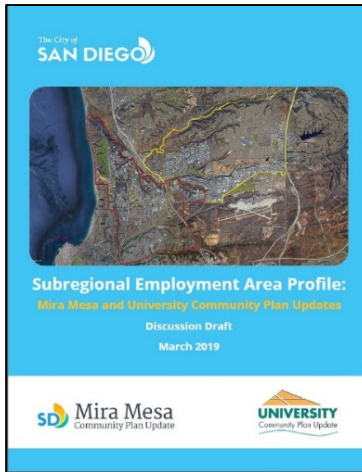
- Sustainability & Climate Action
- Conservation & Open Space
- Public Facilities
- Parks & Recreation

Reports available @ www.PlanMiraMesa.org

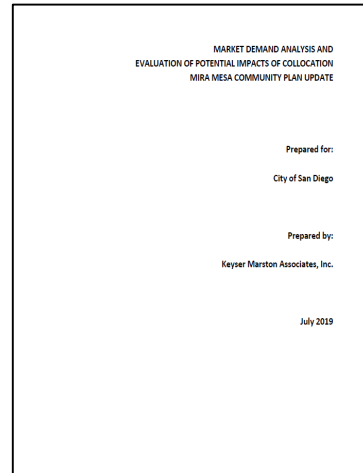
Spring/Summer/Fall 2019



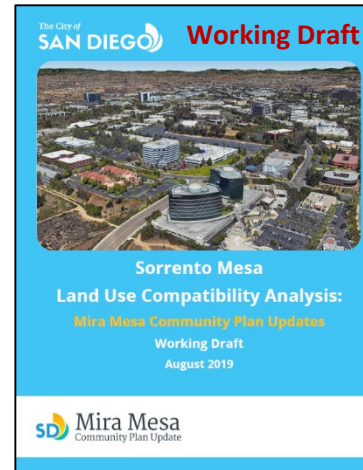
**Draft
Mobility
Existing
Conditions
Report**



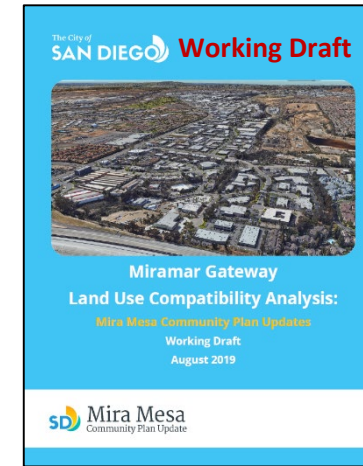
**Subregional
Employment
Area Profile**



**Market
Demand &
Collocation
Study**



**Sorrento
Mesa
LUCA**



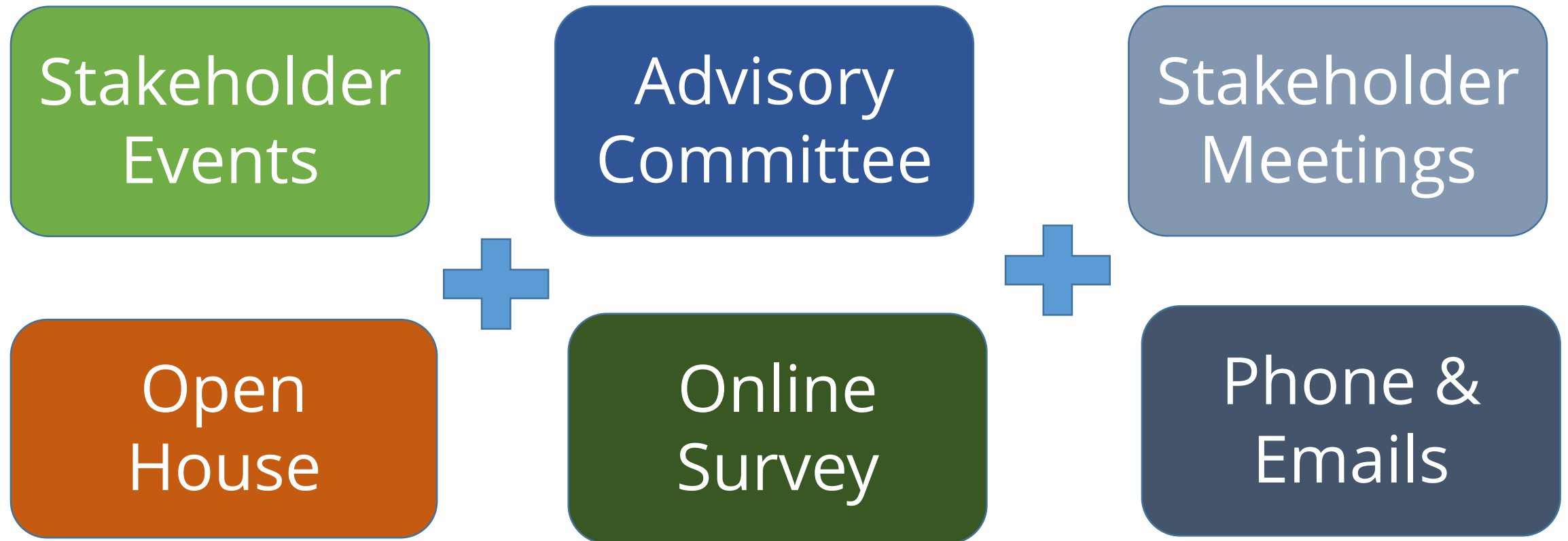
**Miramar
Gateway
LUCA**



**Stakeholder
Interview
Summary
&
Comparison
Cities
Analysis**

Available @ www.PlanMiraMesa.org

Community Input





1,216 online survey visits

754 online **surveys completed**



20,600+ views on social media

1,000+ unique visitors to PlanMiraMesa.org



400+ people engaged (*street fair, open house, location specific outreach*)

11 Plan Update Advisory Committee meetings held

20+ Stakeholder interviews & **70+** meetings held



2,000+ comments received

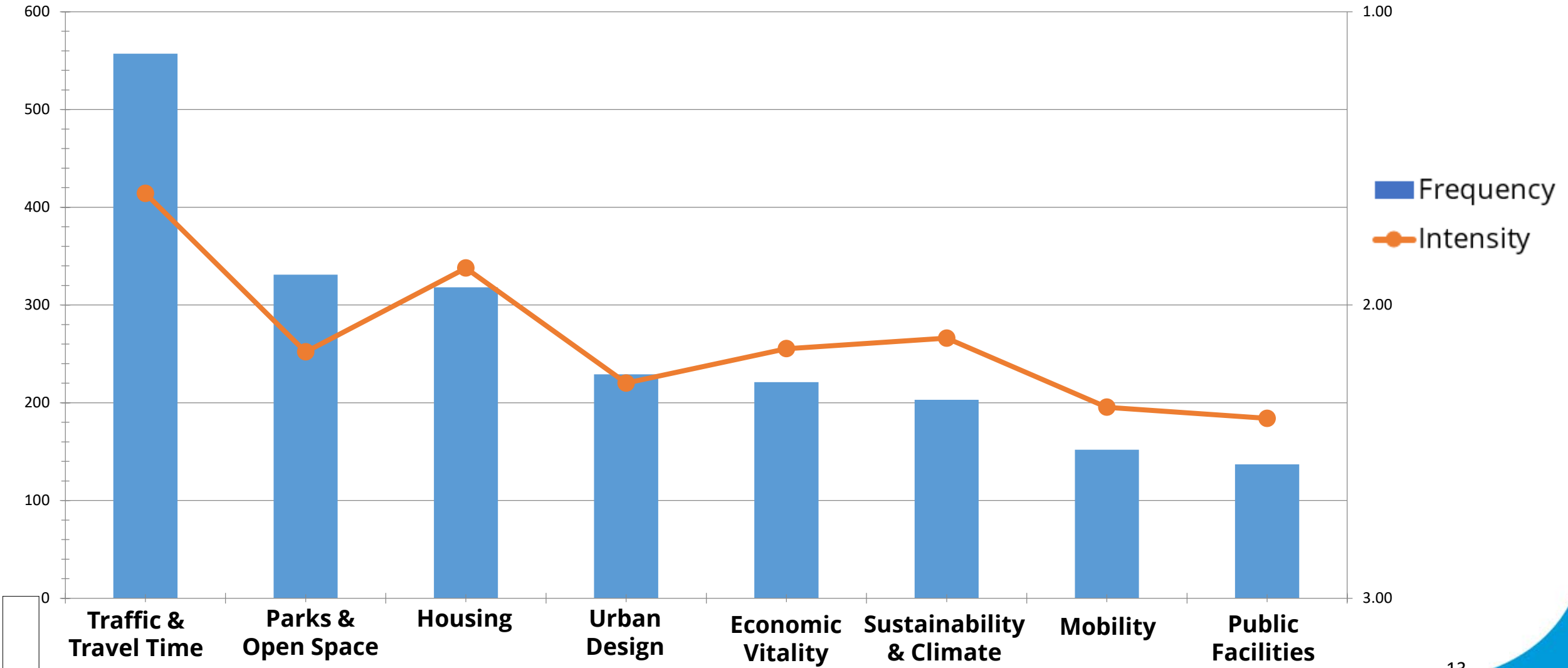
14,322 data points analyzed



7+ technical studies completed

27+ presentations given

Online Survey All Rankings

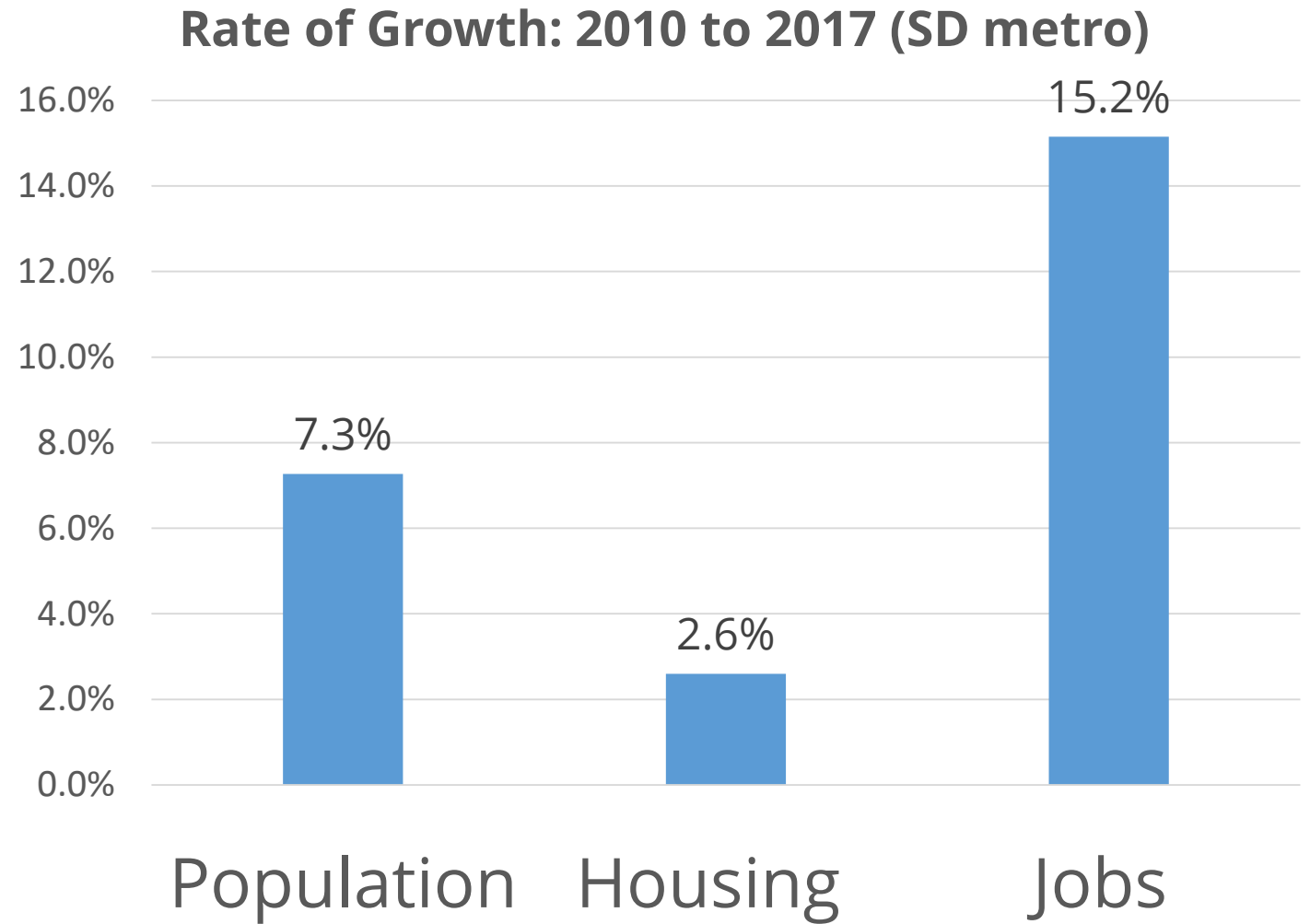


Long-Term Trends



Job Growth Outpace Housing Development

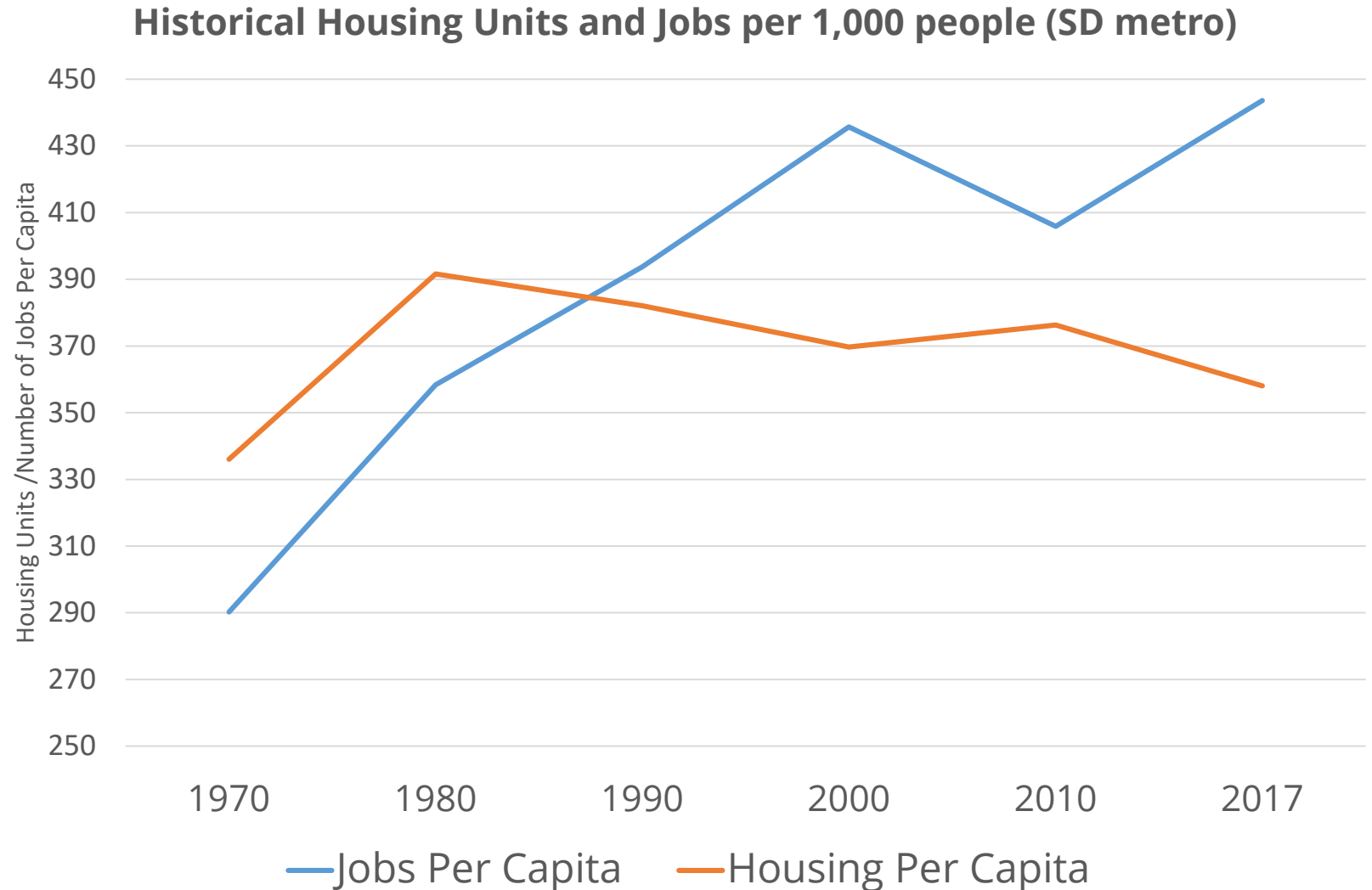
- Between 2010 to 2017, employment grew 5.8x times faster than housing in San Diego metro



Source: City of SD Planning Analysis Data: Population and Housing – Census 2017; Jobs – FRED Economic Data 2017

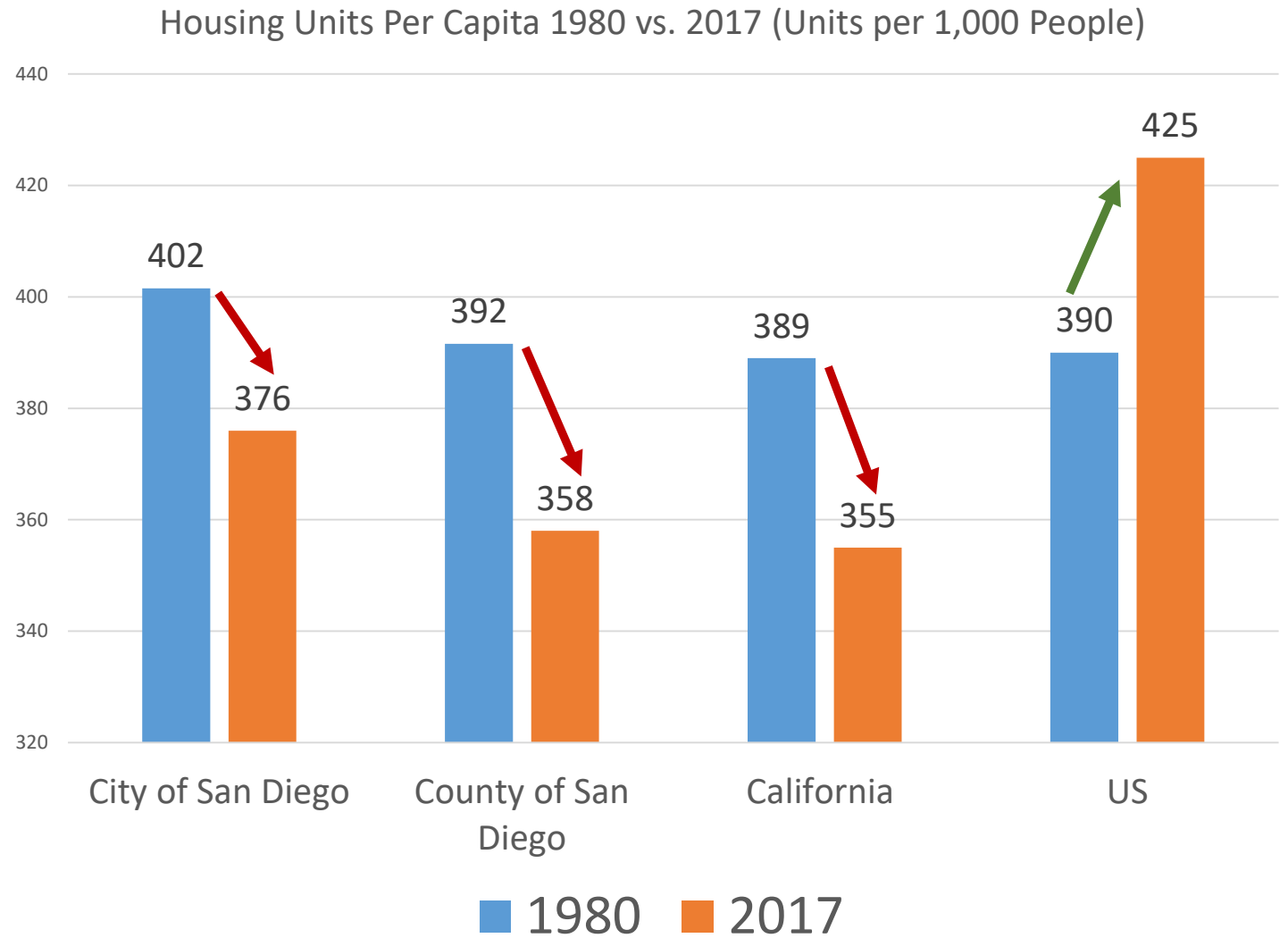
Plenty of Jobs, Not Enough Housing

- Housing availability peaked in 1980
- Between 1980 to 2017, **housing access declined by 8.6%**, while **employment increased by 23.8%**



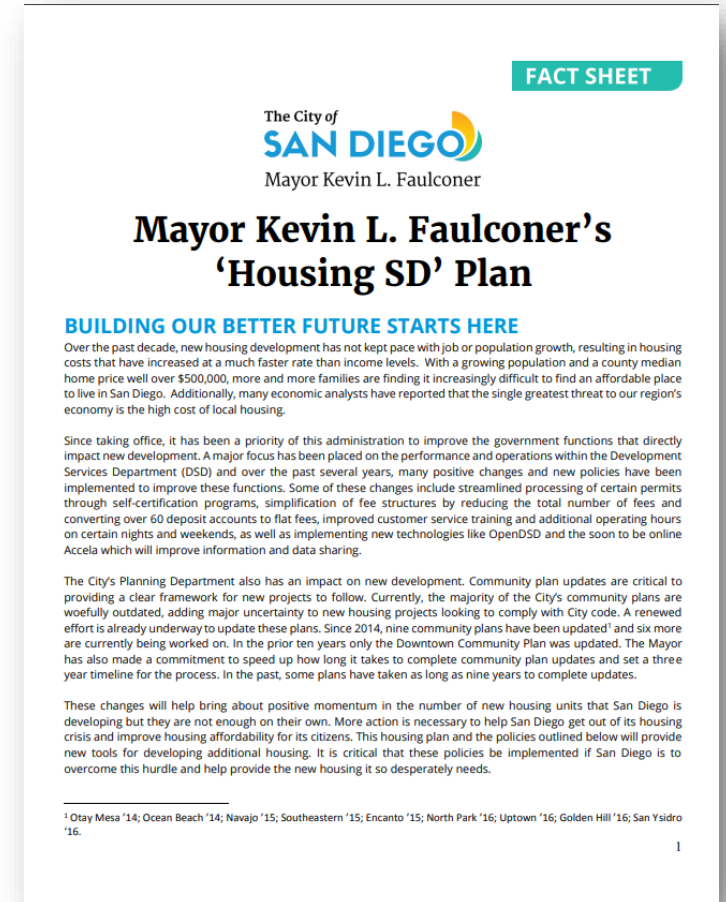
Housing Access

- San Diego and California show long-term decline in housing access, while the U.S. shows an 8.2% increase.



Housing Need

According to the latest the State of California & SANDAG's Regional Housing Needs Assessment (RHNA), the City of San Diego needs to build **107,901 housing units by 2029** to meet demand.



Housing Need

- **44%** of San Diego **millennials** are **considering leaving** San Diego **in the next two years**
- 68% identify affordable housing options as one of the top three reasons they were considering a move





Casa Mira View



**3 Roots
(proposed*)**

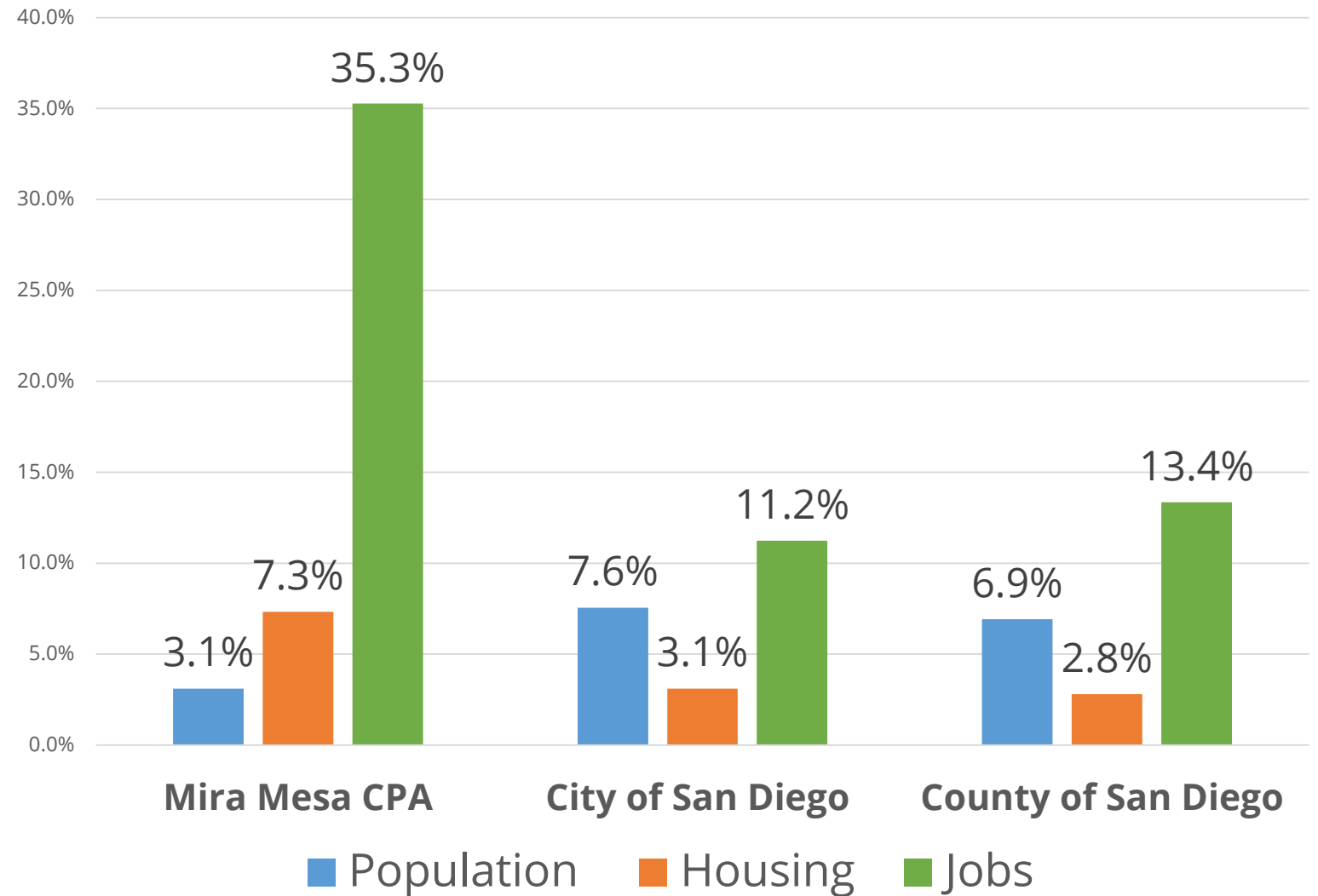


**Stone Creek
(proposed*)**

***Conceptual rendering**

Between 2010 to 2017:

- Mira Mesa grew faster than City & County
- Employment grew 4.8 times faster than housing
- Jobs-Housing Imbalance (3.18 jobs/1 housing)





Mira Mesa CPA is the 2nd largest employment center in the region

85,000+ jobs (2017)

Sorrento Valley Station

Sorrento Mesa = 47.9k Jobs

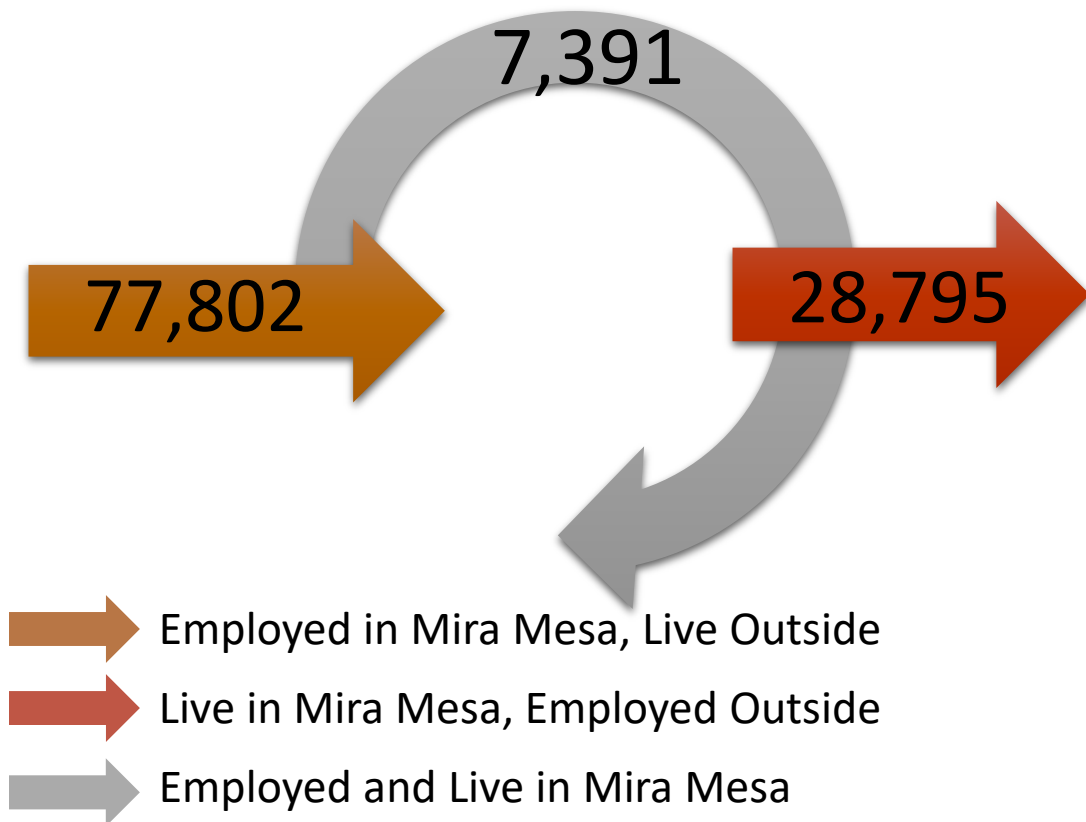
Miramar = 25.6k Jobs

MCAS-Miramar =
13k Jobs

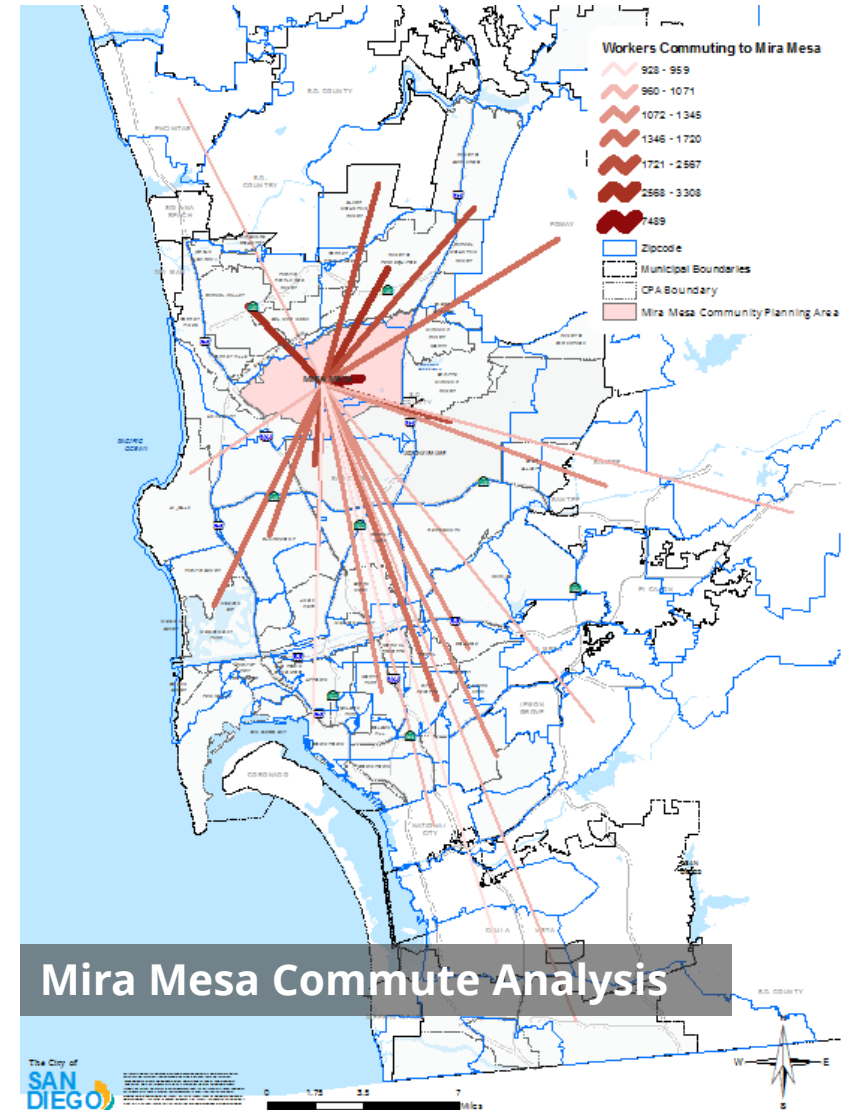
Miramar College Transit Center

Commuter Flow (2017)

Mira Mesa Workers Inflow/Outflow Analysis

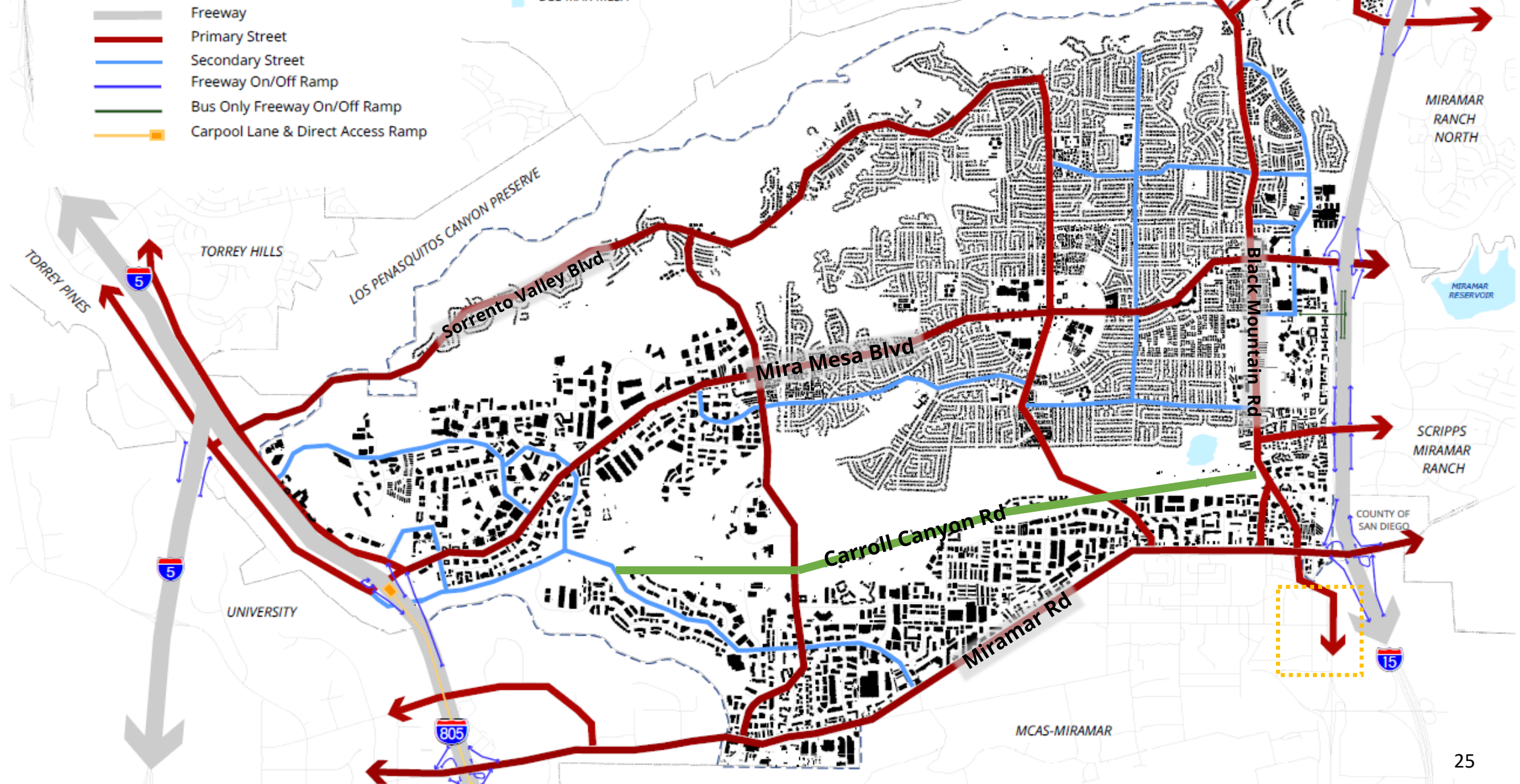


Note: Overlay arrows do no indicate directionality of worker flow between locations.

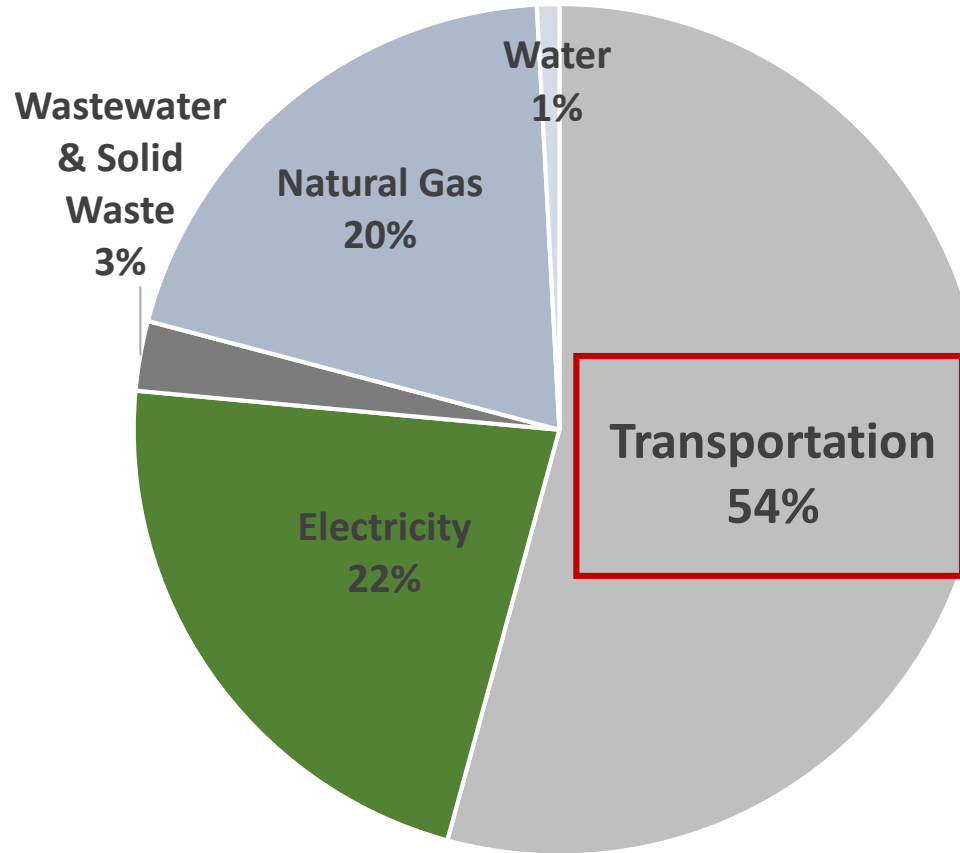


Mira Mesa Street Network

Figure 4-2: Streets and Highways



City of San Diego 2016 GHG Emissions



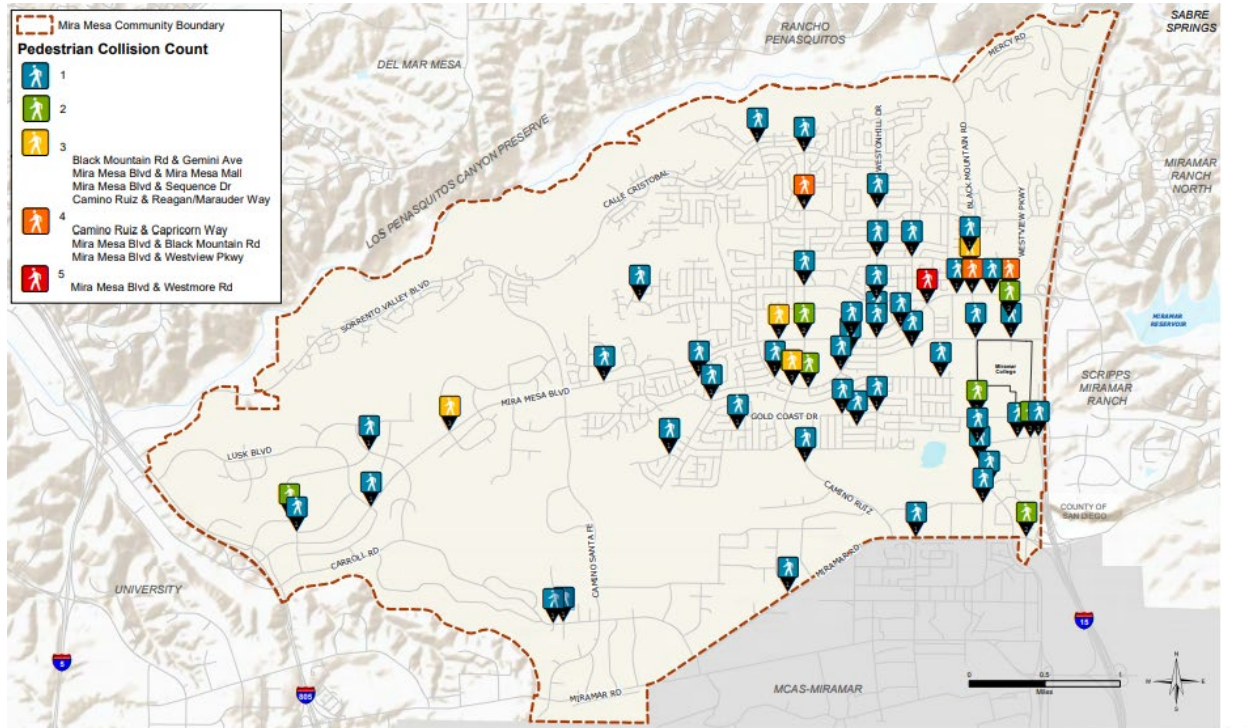
Source: City of San Diego Climate Action Plan 2017 Annual Report

San Diego ranks 6th among most polluted cities in US



Sixth worst ozone pollution in the country

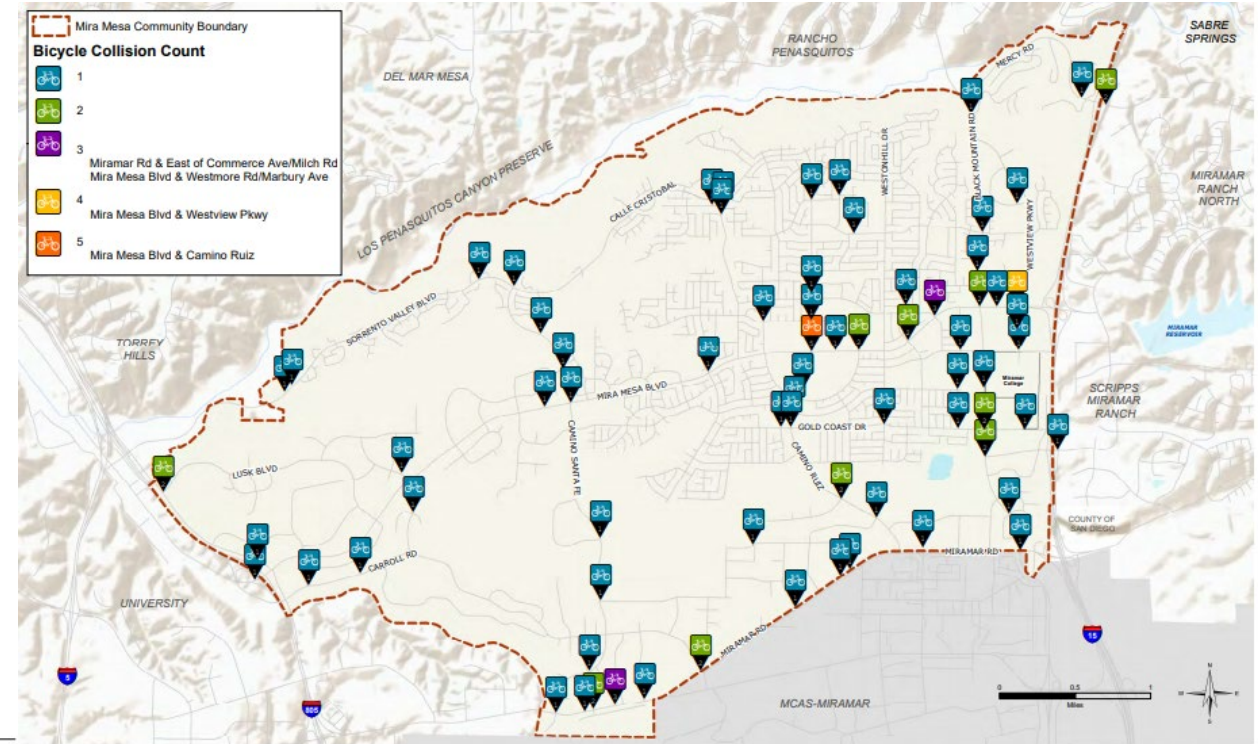
<https://www.sandiegouniontribune.com/news/watchdog/story/2019-04-24/sd-me-air-quality>



Pedestrian Collision History (Oct 2012 – Sept 2017)

87 Pedestrian Collisions

(Oct. 2012 to Sept. 2017)



Bicycle Collisions (Oct 2012 to Sept 2017)

94 Bicycle Collisions

(Oct. 2012 to Sept. 2017)



Make transit a competitive and reliable option



Create a network of separated bikeways for regional access & parallel low-stress routes for local trips within Mira Mesa



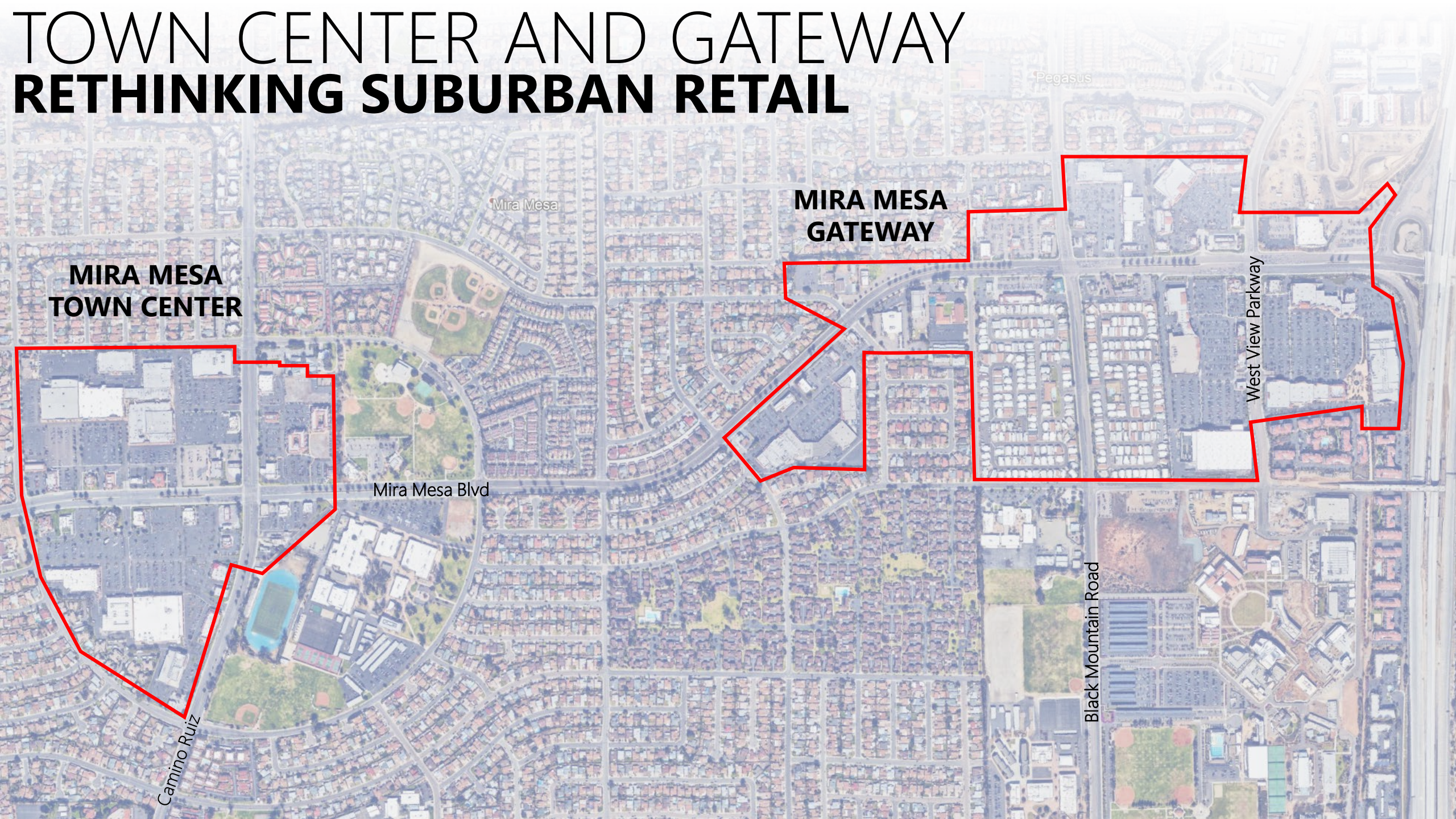
Enhance walkable connections for residents, employees, and retail visitors



Maximize roadway efficiency

TOWN CENTER AND GATEWAY

RETHINKING SUBURBAN RETAIL



**MIRA MESA
TOWN CENTER**

**MIRA MESA
GATEWAY**

Mira Mesa

Mira Mesa Blvd

Camino Ruiz

Black Mountain Road

West View Parkway

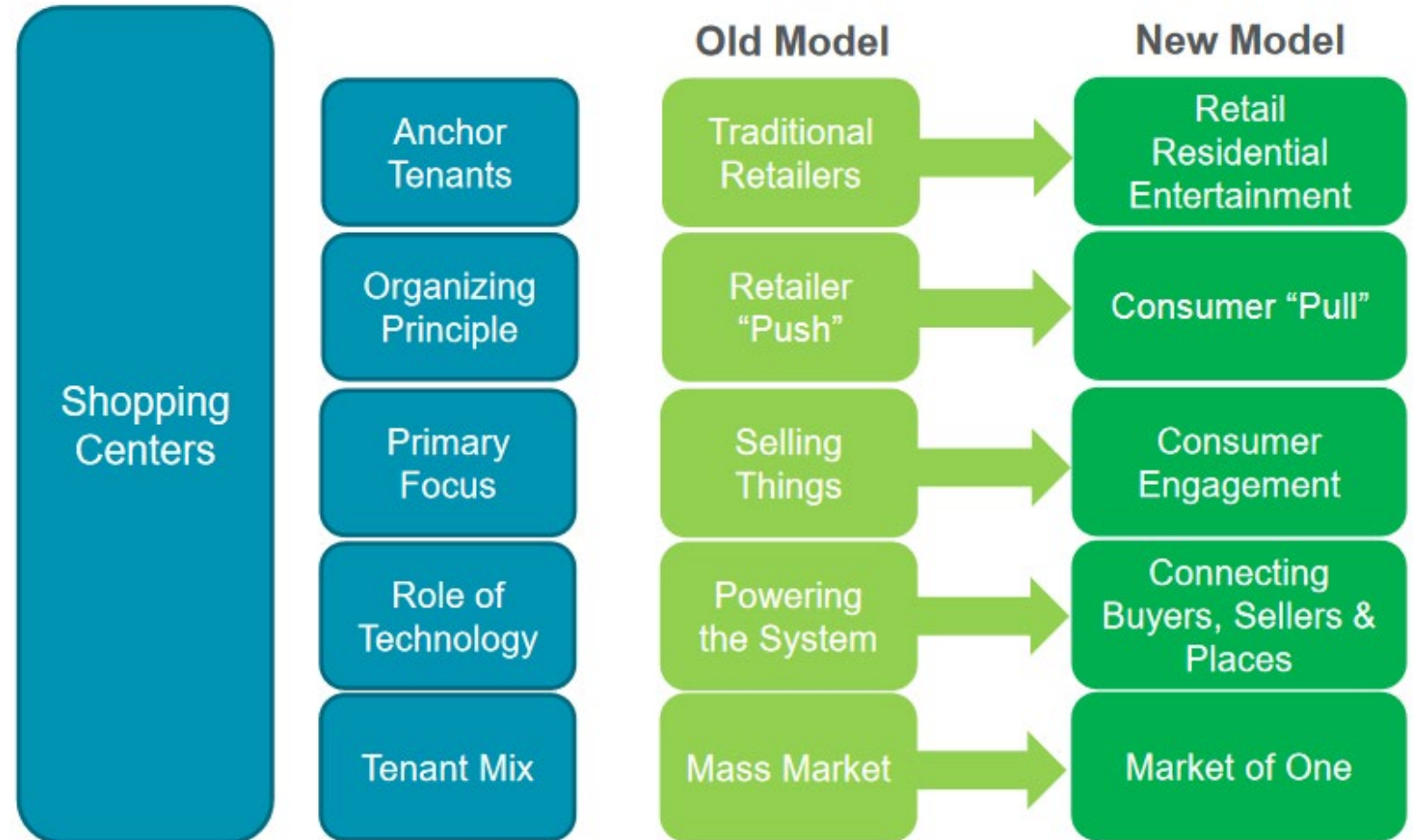
Pegasus

Changing Retail Landscape

- Over-retailed
- eCommerce
- Discount stores
- Shift in consumer spending/preference
- Experiential

The New Retail

In the newCommerce Era, the use of space is radically different...



MIRA MESA TOWN CENTER



DEVELOPMENT APPROACHES

MIRA MESA TOWN CENTER



OPTION 1 – COMMUNITY VILLAGE

- Anchor tenants retained
- Combination of surface & structured parking
- Retained surface parking for retail anchors
- Residential: mix of townhome, live-work, and apartments
- Public space at Mira Mesa Blvd & Camino Ruiz

OPTION 2 – URBAN VILLAGE

- Main Street bridging Mira Mesa Blvd
- Anchor tenants retained
- Mostly structured parking
- Dedicated parking garage for retained anchors
- Distributed hierarchy of open space – plazas and paseos along with parks
- Residential: mix of attached townhomes/live-work and apartments

OPTION 3 – LIFESTYLE CENTER

- 100% redevelopment – no anchors retained
- Combination of structured and subsurface parking
- Highest amount of public space and amenities, most pedestrian-friendly
- Residential: mix of townhomes, podium/wrap apartments, and mid-rise apartments

*RETAINS EXISTING SURFACE PARKING
RETAINS ELEMENTS OF SUBURBAN MALL TYPE
LOWER RESIDENTIAL DENSITY*

*MAXIMIZES OPEN SPACE AMENITY
URBAN, MORE CONDUCTIVE TO WALKING
HIGHER RESIDENTIAL DENSITY*

Where's the parking?

- Potential housing assumes 1.5 parking spots per unit & retail assumes 3 parking per 1,000 sf
- Some of the surface parking shifts to structure and underground parking

Are you taking away existing retail?

- No, we are only exploring future options to prepare for expected changes in retail landscape and consumer preference, while meeting environmental, mobility and housing goals
- Many major anchors will remain in business as long as they are profitable

Are you willing to modify or refine these urban design scenarios?

- This is the first draft, we can add a new option or refine what was presented, based on what we hear today.

Where's the infrastructure to support all of this?

- The urban design scenarios identify new park and community spaces
- The city is developing a new transit, bike, walk, and vehicular concepts for Mira Mesa
- SANDAG and Metropolitan Transit System (MTS) are working on a plan and a funding mechanism (ballot initiatives) for new infrastructure projects

Five Broad Questions

1. What makes Mira Mesa a special and unique place?
2. Why is it important to you?
3. What are things that work well in Mira Mesa and where are improvements needed?
4. Places evolve over time. In the coming 20-30 years, what changes would you like to see in Mira Mesa for yourself, your family, and future generations?
 - New uses and amenities
 - Ways to get around – foot, bike, transit, and car, or others
 - Kind of places – streets, sidewalks, plazas, parks, and other open spaces
5. What are some other places that you like, that Mira Mesa could learn from?

For more information please visit:

www.PlanMiraMesa.org

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