



## FORUM ON LAND USE AND ECONOMIC PROSPERITY MIRA MESA COMMUNITY PLAN UPDATE

October 31, 2019 ♦ 9:00 a.m. – 12:00 p.m.

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### S U M M A R Y   R E P O R T

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#### INTRODUCTION

On October 31, 2019, the City of San Diego Planning Department hosted the Forum on Land Use and Economic Prosperity (the Forum) as part of the Mira Mesa Community Plan Update (MMCPU). The purpose of the Forum was to: explain the purpose, background, and process for the MMCPU; review findings to date on key topics – specifically, existing conditions, mobility, urban design and market analysis; and facilitate participant input on the specific focus areas of Sorrento Mesa and Miramar Gateway through review of potential scenarios.

#### Background

The Mira Mesa Community Planning Area is approximately 10,500 acres, located in the north central portion of the City of San Diego between the Interstate 805 and Interstate 15. The City is updating the Mira Mesa Community Plan, which was adopted in 1992. The updated community Plan will take into account current conditions, citywide goals in the Climate Action Plan and the General Plan, and community specific goals to provide direction for the long-term development of the community.

The MMCPU is a collaborative process with ongoing opportunities for public input. City Planning Department staff is working with the Mira Mesa community and the public to identify and consider important questions, issues, and opportunities. Examples of these topics include but are not limited to: growth patterns in the next 20-to-30 years, residential and employment growth, service and infrastructure needs, and positive economic effects.

The Mira Mesa Community Planning Update Advisory Committee provides the primary guidance for the planning and engagement for the MMCPU. The Forum offered an opportunity for community members representing residents, major employers, trade associations, real estate and development, government agencies, and property owners to learn about the latest technical analyses, and to provide insight about the potential for collocation of mixed uses on prime industrial land.

## Meeting Format and Agenda

The Forum occurred on October 31, 2019, 9:00 a.m. to 12:00 p.m. at Qualcomm Building AZ, 10155 Pacific Height Boulevard, San Diego, 92121. Over 50 community members attended the event, primarily representing residents, government agencies, real estate and development, major employer, business and property owner interests. Upon arriving at the event location, participants received a nametag and agenda and comment form handout.

Andy Pendoley of MIG, Inc., served as the forum facilitator and initiated the proceedings. He introduced Mike Hansen, Director of Planning, City of San Diego, who provided opening remarks about the importance of the community planning process in the Mira Mesa community. He then introduced Councilmember Chris Cate, District 6, who also provided welcoming remarks and thanked community members for their participation in the process. Mr. Pendoley then provided an overview of the forum objectives, agenda, format and ways for participants to provide input. In turn, he introduced a series of project team members, each of whom presented on the following planning topics:



- Alex Frost, Senior Planner, and Project Manager for the MMCPU reviewed the purpose of the planning process, the planning context, community input to-date, and existing conditions findings.
- Michael Tactay of Keyser Marston Associates presented economic analysis of the study area, including current and anticipated market trends for employment land uses, as well as market opportunities and challenges related to collocation between residential and industrial uses.
- Amy Jackson and Edgar Torres of Kimley Horn presented the analysis of mobility in the study area, including the primary strategies by mode: transit, bikeways, pedestrian and roadway.
- Gaurav Srivastava of Dudek presented the analysis of urban design observations and approaches, including draft urban design principles for land use and place-making, as well as scenarios for studying potential development in the Sorrento Mesa and Miramar Gateway focus areas.

In between each of these presentations, Mr. Pendoley conducted brief interactive polling exercises with participants to gauge their reactions to the presentation material. Following the

presentations, each participant selected a focus area (Sorrento Mesa or Miramar Gateway) to discuss as part of facilitated, small group discussions. Project team members and City Planning staff facilitated the discussions among 8-to-10 participants per table, and recorded comments on flipchart pages and table maps. Some participants also submitted written comments via comment forms.

Following the small group discussions, one volunteer from each table reported to the large group on key discussion points. Mr. Pendoley then posed two final questions about collocation of mixed uses on industrial land via the interactive polling. During these reports and the final polling questions, Steven Davidovas of MIG graphically-recorded the discussion points and results on a large, wall-sized piece of paper, or “wallgraphic.” A photo-reduced copy of the wallgraphic is included at the end of this report. A summary of the key findings, small group discussions and interactive polling results is included in the following sections.



## PARTICIPANT INPUT

Following is a summary of participant inputs from the Forum.

- Forum participants either support or are open to the idea of collocation of mixed uses on industrial land in the Sorrento Mesa and Miramar Gateway focus areas
- Maintaining the community as a major employment hub is critical to the community’s and City’s long-range future
- Balancing the proportion of jobs to housing will be important to the planning area’s long-term future. More mobility options – especially transit – will be critical to supporting livability and the local economy
- Based on the high-level urban design and land use scenarios presented to participants to facilitate early input on levels of potential change in the two focus areas, most participants support the idea of some employment oriented residential mixed-use
- Scenario 3 was the preferred scenario for the Miramar Gateway tabletop discussion, while preferred scenario for Sorrento Mesa tabletop discussions varied more greatly from scenario 1 to scenario 3
- Stronger transit service and access in the focus areas and throughout Mira Mesa is a top priority for many participants, particularly in the context of pursuing intensity shown in Scenario 3
- Urban design and land use principles of greatest importance to participants included exploring mixed-use in the study area, preparing for future job growth, and creating places that attract talent

- Improvements in the public realm--such as gateway locations, parks and streetscapes—will be important to elevating the community as a destination and a community
- Close attention to impacts and implications to traffic congestion and flow, sensitive receptors, transit access, and pedestrian and bike safety should be studied to ensure successful collocation of mixed uses on industrial land
- Sensitivity to natural elements, parks and open spaces, and other public facilities will be important to ensuring livability in current and future residential areas

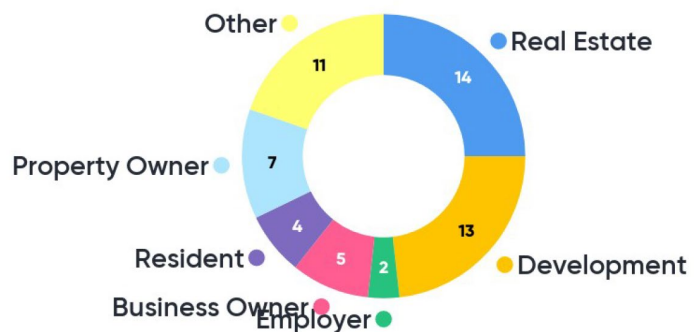
## SUMMARY OF DISCUSSIONS

Participants provided input at the event through interactive polling exercises, small group discussions, and written comment forms.

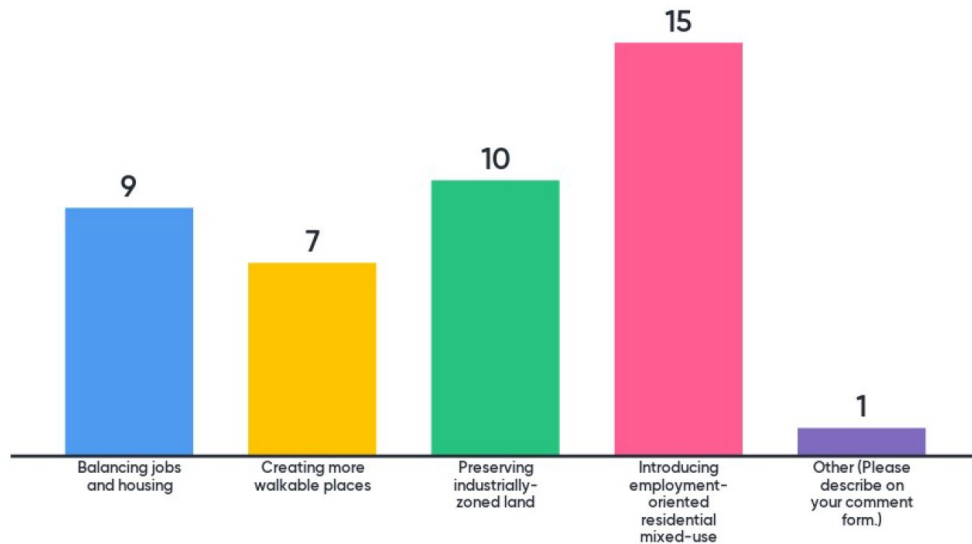
### Interactive Polling Exercises

Mr. Pendoley guided participants through a series of interactive polling exercises during the forum. Participants used their smartphones, laptops or tablets to log-in to a web-based polling system, which collected responses to one question at a time. The polling system displayed the results in real-time, which was projected on the screen at the front of the room.

**Participants' Roles.** The first question asked participants to indicate their role(s) in the Mira Mesa community. Thirty-six (36) participants responded, and chose one or more response options, as displayed at the right. Most respondents identified roles as real estate, development, other and/or property owner.



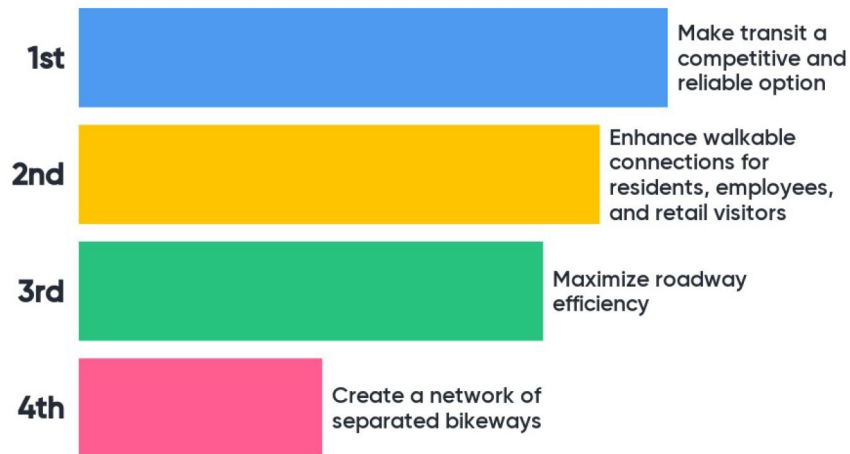
**Biggest Opportunity.** Following the overview presentation of the planning process and existing conditions findings, forty-two (42) participants indicated what they believe to be the biggest opportunity for the long-term future of the Mira Mesa Community Plan Area based on the presentation’s key findings. Approximately one-third of participants indicated “introducing employment-oriented residential mixed use,” followed by “preserving industrially-zoned land.”



**Market Analysis.** Following the presentation of the economic analysis of the study area, thirty-five (35) participants ranked the importance of each finding from the analysis. Participants ranked each of the findings from 1 (most important) to 4 (least important). “Support for employment, commercial, and residential uses” and “Residential development supports increased commercial amenities” ranked as the first and second most important finding, respectively.



**Mobility Strategies.** Following the presentation of the mobility analysis in the study area, thirty-six (36) participants ranked the importance of each finding from the analysis. Respondents ranked each of the findings from 1 (most important) to 4 (least important). “Make transit a competitive and reliable option” and “Enhance walkable connections for residents, employees, and retail visitors” ranked as the first and second most important findings, respectively.



**Urban Design Principles.** Following the presentation of the urban design analysis of the study area, thirty (30) participants ranked the importance of each draft urban design principle. Participants ranked each of the findings from 1 (most important) to 6 (least important). “Explore mixed-use,” “Prepare for job growth,” and “Create places that attract talent” ranked as the first, second and third most important findings, respectively.





**Collocation of Mixed Uses in the Focus Areas.** Following the small group discussions and reports back to the large group regarding the Sorrento Mesa and Miramar Gateway focus areas, participants indicated their thoughts about collocation of mixed uses on industrial land in each of those focus areas.

First, in the Miramar Gateway focus area, all sixteen (16) participants indicated that they believe it would improve the focus area, or that they are open to it, but would like to see more analysis.



In the Sorrento Mesa focus area, almost all fourteen (14) participants indicated that they believe it would improve the focus area, or that they are open to it, but would like to see more analysis.



## Small Group Discussions

Following the presentations, participants self-selected to join a small group discussion about one of the focus areas: Miramar Gateway or Sorrento Mesa. One small group addressed Miramar Gateway, and three small groups addressed Sorrento Mesa. Each group included six (6) to ten (10) participants, and project team members served as discussion facilitators and note-takers. Facilitators and note-takers recorded discussion points on flipchart pages and a tabletop map of the focus area. Some participants provided comments separately on written comment forms, which are on file with the project team.



Questions posed to the small groups to help inform the discussions included the following:

- *What is an area or condition of this community that should remain as it is today? Why?*
- *What is an area or condition of this community that you would like to see change? In what ways, and why?*
- *What would be success factors for each scenario?*
- *How could we solve the challenges within each scenario?*
- *If you had to choose one preferred scenario, which would it be? Would you make any modifications, and why?*

Following are summaries of discussion points regarding the two focus area as noted on flipchart pages and tabletop maps.

## Miramar Gateway

- Expanded transit service and access is the top priority – it's required for any scenario to be successful
- Avoid impacting MCAS Miramar's uses on their property
- Create a flexible plan that can respond to economic changes
- Invest in improving the public spaces along Miramar Road
- Improve connections between uses at the Black Mountain Road and Miramar Road intersection
- Promote the destinations in the community with more 24-hour uses east of Black Mountain Road
- Provide medical and hospital uses in the study area
- Pursue Scenario 3, but with a strong transit focus



***Sorrento Mesa***

- Strengthen transit in this focus area as it is a major jobs center with significant traffic congestion, and will also be necessary if residential is introduced
- Explore creative transit modes such as the skyway and flexible bus/HOV lanes
- Maintain the employment character, but carefully consider specific locations for mixed use in ways that do not compromise land values and performance as a job center
- Expand the number of connection points into the community to improve mobility and traffic flow: over Los Penasquitos Canyon; and north to Carmel Valley
- Understand the long-term plans of current major employers as part of exploring future opportunities and needs
- Address the viability of the bicycle as a daily mode due to topography challenges
- Explore different elements of Scenarios 2 and 3 in different portions of the focus area; i.e., Scenario 3 in the western portion, Scenario 2 in the central portion, and Scenario 3 in the eastern portion

## WALLGRAPHIC

Below is a photo-reduced copy of the wallgraphic developed during the reports from the small group discussions.

