Appendix A

Mission Valley Community Plan Update Subcommittee Roster

	Name	Category
1.	Deborah Bossmeyer*	**Resident** Civita
2.	Paul Brown*	**Representative** Voit Real Estate Services
3.	Perry Dealy*	**Representative** Dealy Development
4.	Alan Grant*	**Representative** Alta Company
5.	Ryan Holborn	**MV Employee** Preferred Employees Insurance Company
6.	Derek Hulse*	**Representative** Colliers International
7.	Rob Hutsel*	**Representative** San Diego River Park Foundation
8.	Elizabeth Leventhal*	**Resident**
9.	Andrew Michajlenko*	**Resident** Civita
10.	Karen Ruggles	**Representative** HG Fenton
11.	Rebecca Sappenfield	**Resident**
12.	John Schneidmiller	**Representative** Scottish Rite Bodies
13.	Terrance Fox	**Property Owner**
14.	Richard Ledford	**Representative** Riverwalk
15.	Patrick Pierce	**Resident**
16.	Michael Richter	**Representative** South Land Law
17.	Marco Sessa*	**Representative** Sudberry
18.	Nate Smith	**MV Employee** Westfield
19.	Dottie Surdi*	**Resident**
20.	Rick Tarbell*	**Representative** Riverwalk
21.	Karen Tournaire	**Property Owner**

*Members of the Mission Valley Community Planning Group

Appendix B

October 29 Workshop Flier

MISSION VALLEY
Community Plan
Update

Help Shape the Future of Mission Valley

The City of San Diego welcomes your participation in the Mission Valley Community Plan Update. Mark your calendar for a public workshop to learn more about the plan update and provide your input on important community issues and opportunities in Mission Valley. For more information visit our project website: http://tiny.cc/7h3gzx

Staff contact:
Nancy Graham, Senior Planner
nhgraham@sandiego.gov
(619) 236-6891

This workshop will focus on developing an overall vision and guiding principles, which will provide direction for plan development.

We will also discuss the neighborhoods of Mission Valley, and how we can better connect people to the goods and services they need, while also building a stronger sense of community.

Please join us!

Mission Valley Library:
2123 Fenton Pkwy
San Diego, CA 92108

Appendix C

October 29 Workshop Presentation

Community Workshop
October 29, 2015
Visioning, Issues, and Options

Overview

	Trolley Stops		Streams/Creeks
	Light Rail		Lakes/Ponds
	Freeways		Mission Valley Community Plan Boundary
	Ramps		

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data
Warehouse, 2015 (www.sangis.org)
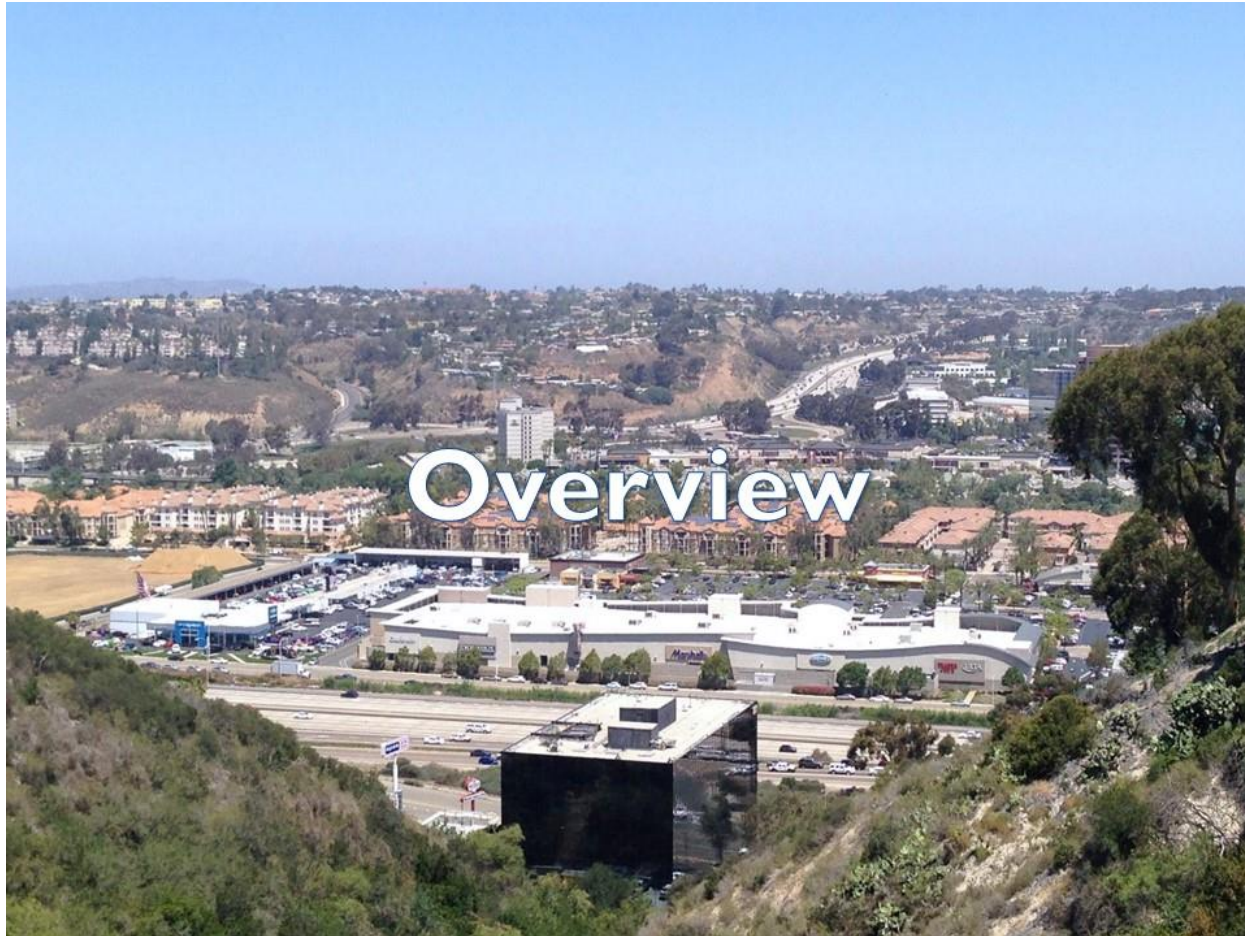
Purpose of Community Plan Update

- Update demographic, physical changes since 1985

- Realize General Plan vision at the scale of the community

- Land use and zoning update

- Public facilities financing plan – identify impact fees

- Environmental review (EIR) – project streamlining

General Plan

Community Plan

Master Plans

Content of a Community Plan

- Land Use
- Urban Design
- Mobility
- Historic Preservation
- Recreation
- Economic Prosperity
- Arts & Culture
- Public Facilities, Services & Safety
- Conservation & Sustainability

MISSION VALLEY
Community Plan Update

Schedule

Fall 2014 - Winter 2015	Spring 2015 - Fall 2015	Winter 2016 - Spring 2016	Summer 2016	Fall 2016 - Spring 2017	Summer 2017- Spring 2018

Planning Program

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Contracting	Existing Conditions and Visioning	Community Plan Development and Zoning Program	Community Review	Environmental and Public Facilities Financing Plan	City Hearings

Community Outreach

City Website Page Update	Community Kickoff Meeting	Community Workshops on Land Use Alternatives	Community Workshop/ EIR Scoping Meeting	Community Workshop on Draft EIR	Planning Commission Meeting
Formation of CPU Subcommittee	Planning Commission Workshop	Online Outreach Activity	Planning Commission Meeting	CPU Subcommittee Meetings	Smart Growth and Land Use Committee Meeting
	Community Visioning	CPU Subcommittee Meetings	Smart Growth and Land Use Committee Meeting		City Council Meeting
	Stakeholder Interviews		Other Board Meetings		
	CPU Subcommittee Meetings		CPU Subcommittee Meetings		

Community Kickoff

Opportunity for a New Vision

MISSION VALLEY
Community Plan
Update

I LIKE

Centralized location, easy access to freeways, surrounding areas and attractions.

The San Diego River

High potential for change.

Golf course

I WISH

Expanding parks and recreation opportunities

Creating multi-modal opportunities, including north-south connections

Mixed-use development

I WONDER

Addressing traffic

Preserving green space

Making Mission Valley more pedestrian friendly

Need for affordable housing

Community Character

We Want to See More…

⬆ Housing or office above ground floor retail

⬆ A mix of housing types

⬆ Walkable environments and urban plazas

⬆ Public parks and multi-use trails

⬆ Neighborhood streets

Overview of Comments

- Create a vision, not restrictions

- Affordable housing for all

- Incorporate Mission Valley's history

- Maintain Riverwalk golf course

- Balance need of current residents and new development

- Ensure public facilities accommodate growth

- Address traffic

- Expand multi-modal transit opportunities

- More open space and recreational opportunities

- Increase access to river

Path of Discovery

MISSION VALLEY
Community Plan
Update

PROJECT INITIATION ACTIVITY SUMMARY
SUMMARY OF MAPS AND PATHS RECEIVED FROM COMMUNITY STAKEHOLDERS
SEPTEMBER 2015

Fashion Valley Mall
Ralph's Shopping Center
Starbucks
Civita
Portofino
Fenton Marketplace
Estuary Trail
Intermezzo Espresso
Riverwalk Golf Club
Wood Ranch BBQ & Grill
Mission Valley Preserve
San Diego River Garden
McGregor's
Mission San Diego de Alcala
Trolley Ride
Sefton Field
San Diego River Trail
King's Fish House
View at River from Mission Center Road
River Colony Condos
Mission Valley Mall
Mission Valley Library
Qualcomm Stadium

5 min.   10 min.   20 min.
2 min.   3 min.   6 min.
1/4   1/2   1 mile

Existing Conditions

Existing Conditions

Existing Conditions Map Atlas to cover:

- Overview
- Land Use and Development
- Urban Form
- Transportation
- Historic Context and Archaeology
- Natural Environment and Open Space
- Hazards and Community Health
- Key Issues & Implications

Demographics
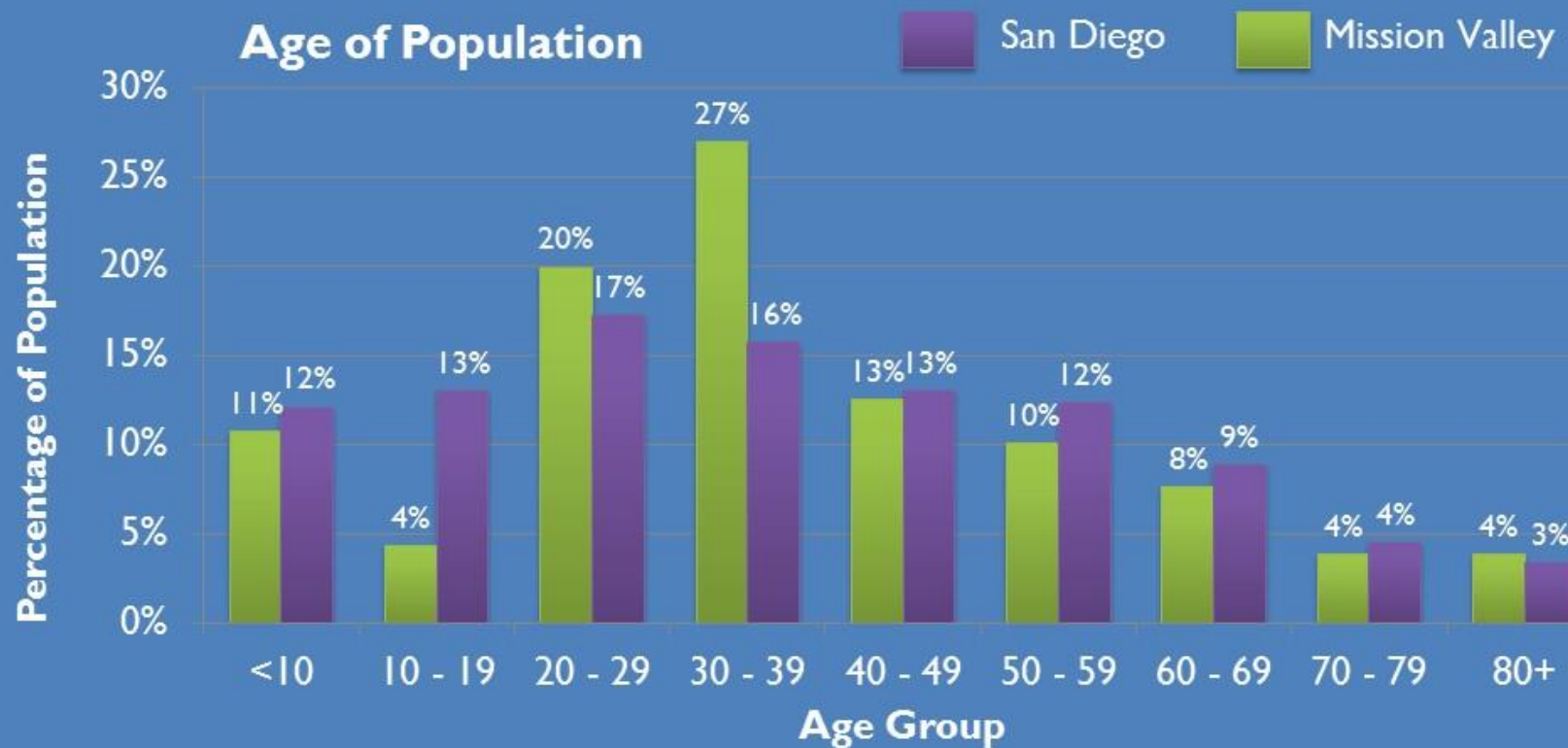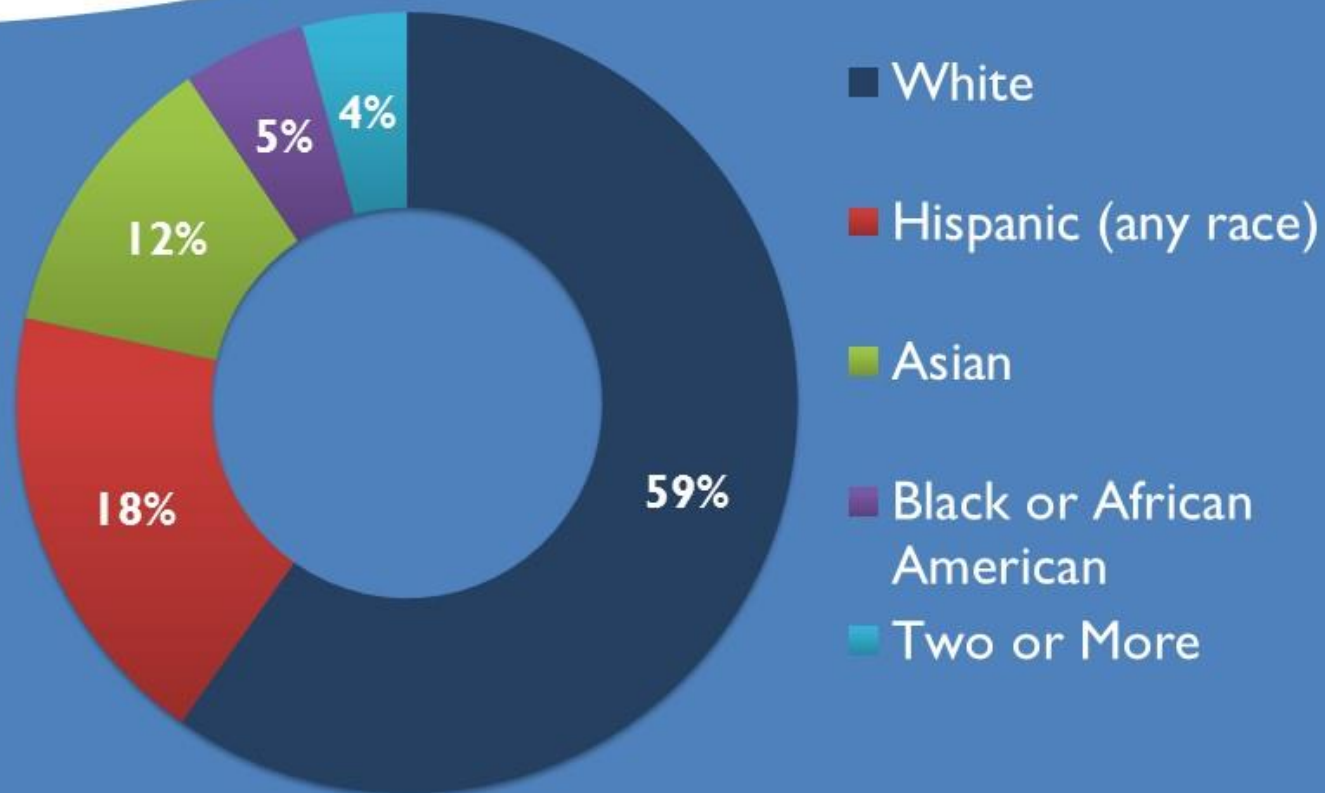
Mission Valley — City of San Diego

Percentage of Total Households vs **Household Income**

Household Income	Mission Valley	City of San Diego
Less than $15,000	5%	9%
$15,000 to $29,999	10%	12%
$30,000 to $44,999	13%	12%
$45,000 to $59,999	13%	11%
$60,000 to $74,999	13%	10%
$75,000 to $99,999	16%	13%
$100,000 to $124,999	11%	9%
$125,000 to $149,999	7%	6%
$150,000 to $199,999	7%	8%
$200,000 or more	4%	10%

Existing Community Plan

Legend:
- **Trolley Stops**
- **Light Rail**
- **Freeways**
- **Ramps**
- **Residential**
- **Res./Off.Mix**
- **Commercial Retail**
- **Commercial Office**
- **Commercial Recreation**
- **Office or Commercial Recreation**
- **Visitor Commercial**
- **Multi-Use**
- **Business / Industrial**
- **Industrial Park**
- **Mission and School**
- **Open Space**
- **Public Recreation**
- **Public Facility**
- **Mission Valley Community Plan Boundary**
- **Community Planning Areas**
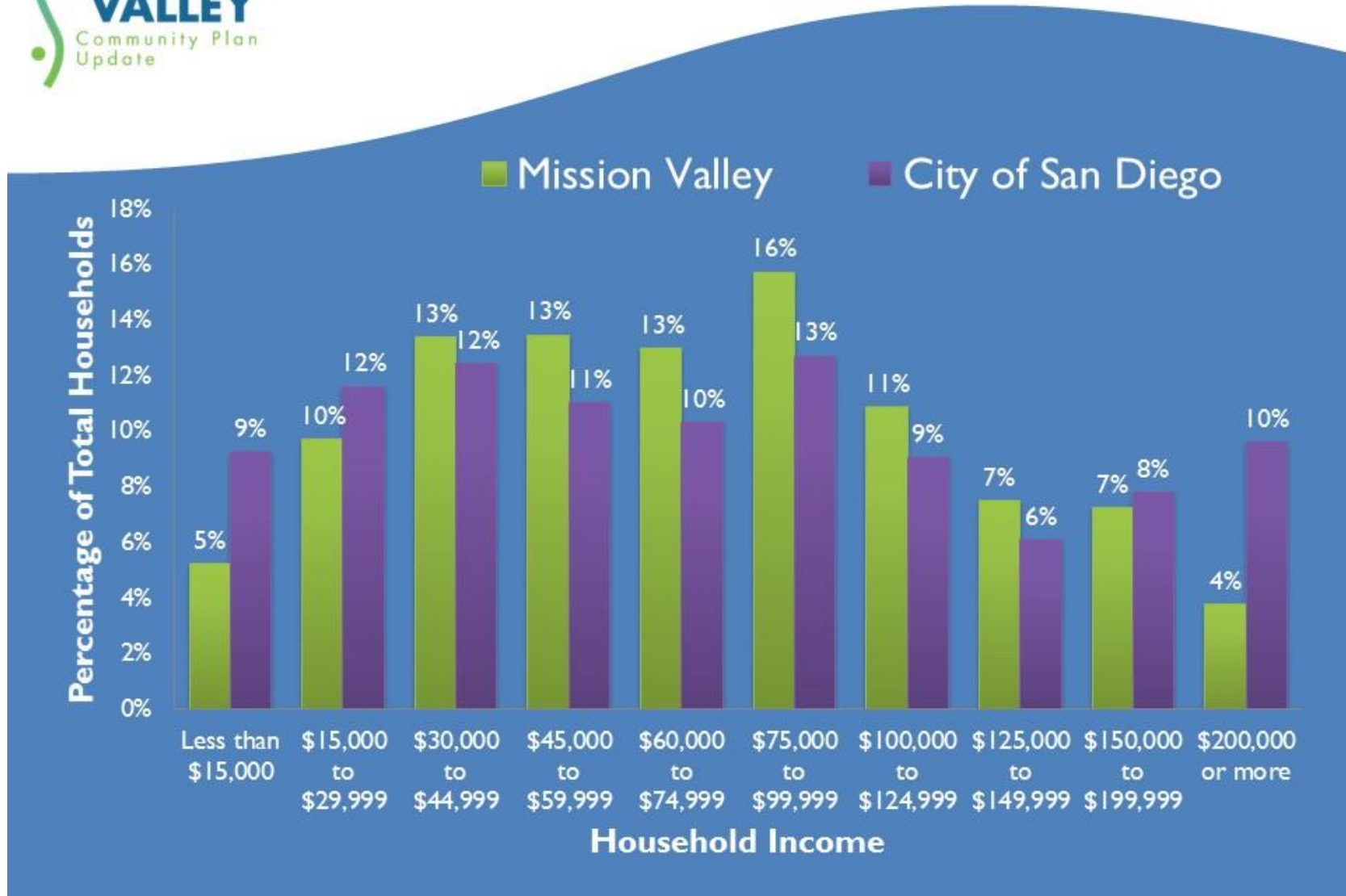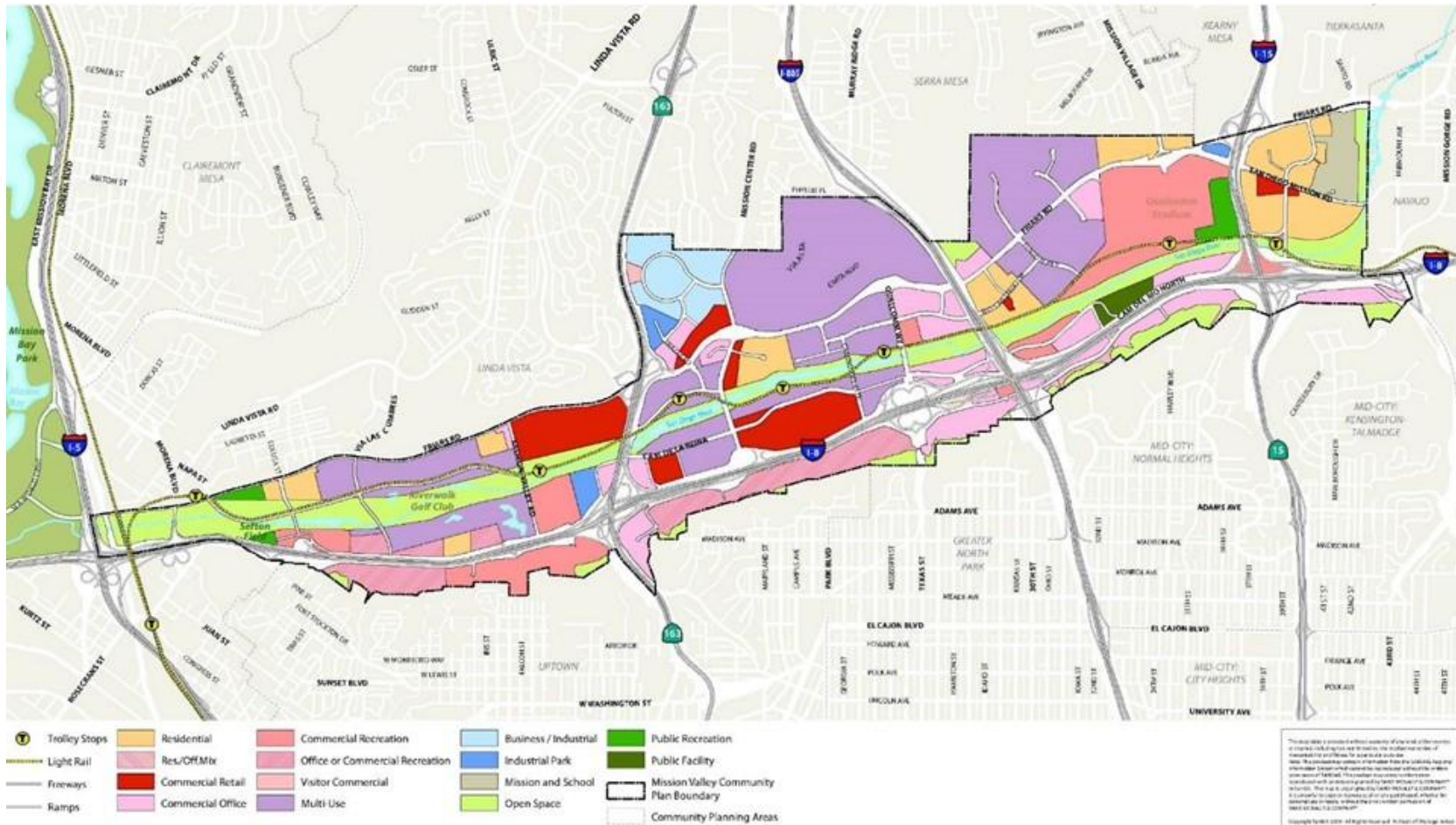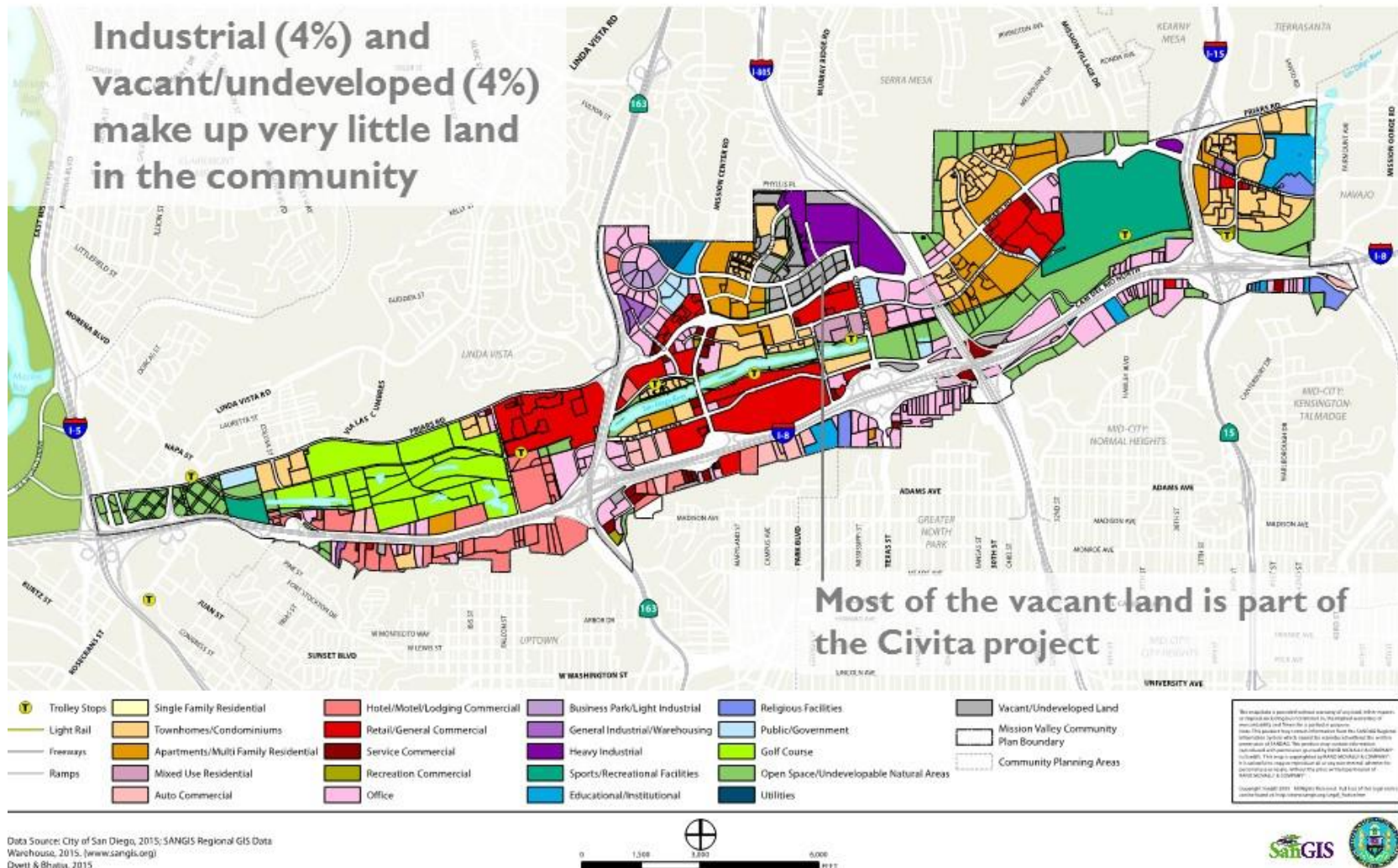
Data Source: City of San Diego, 2015; SANGIS Regional GIS Data
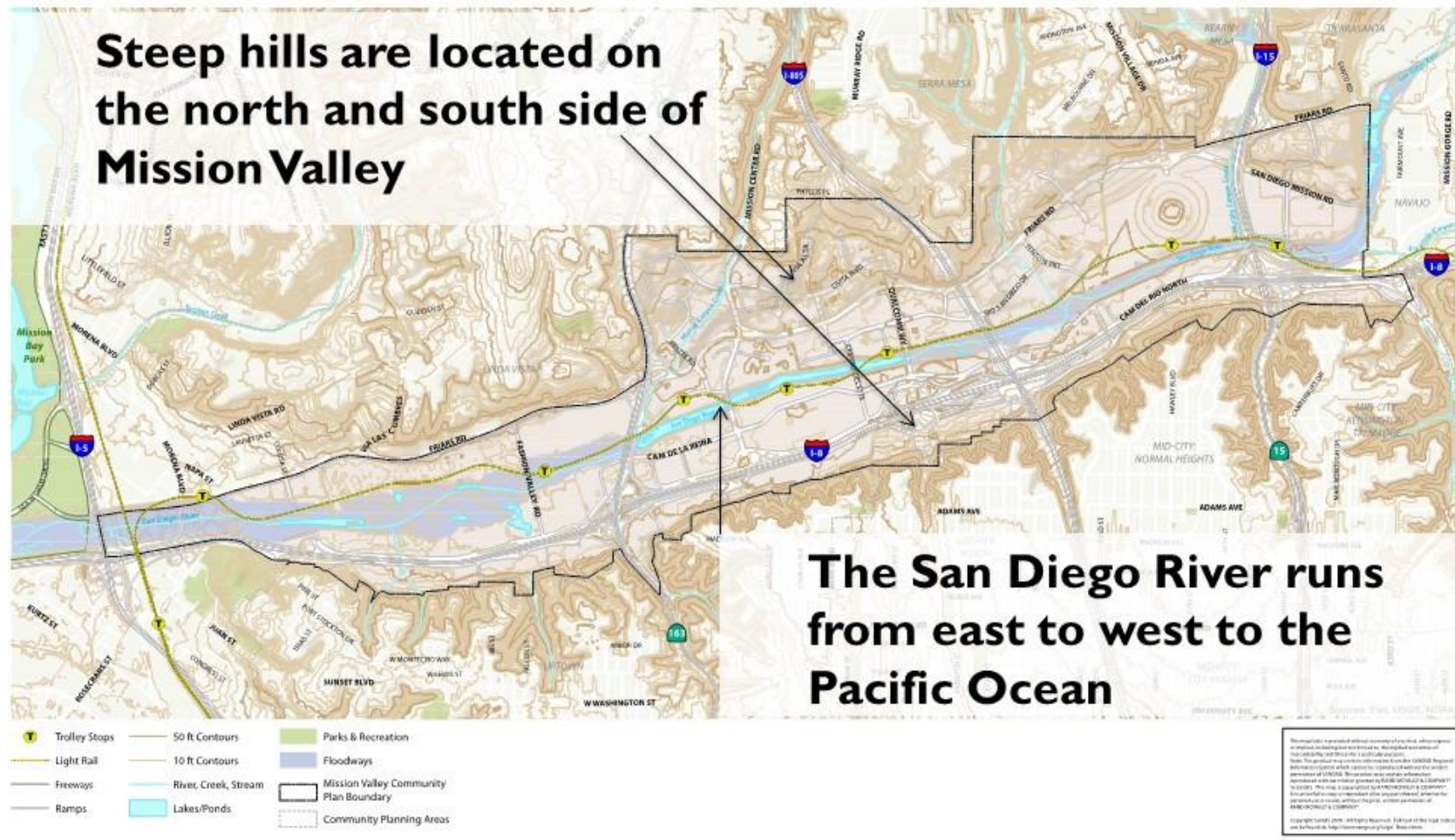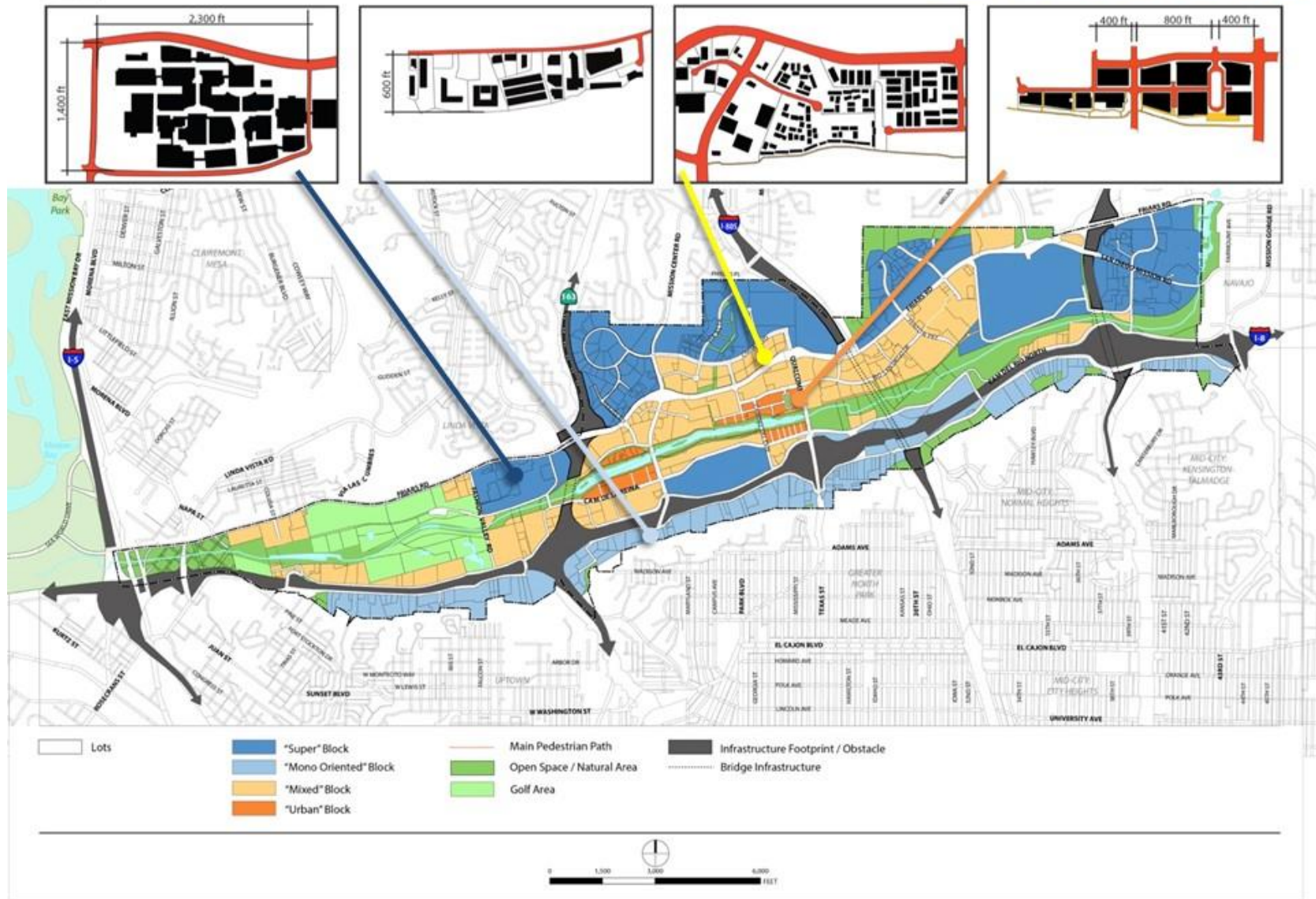Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015

Existing Community Plan
Development Intensity Districts

Specific Plans

Mission Valley Heights (1987)

Quarry Falls (2008)

Atlas (1988)

Mission City (1998)

Levi-Cushman/ Riverwalk (1987)

Atlas (1988)

First San Diego River Improvement Project (1982, last amended 1999)
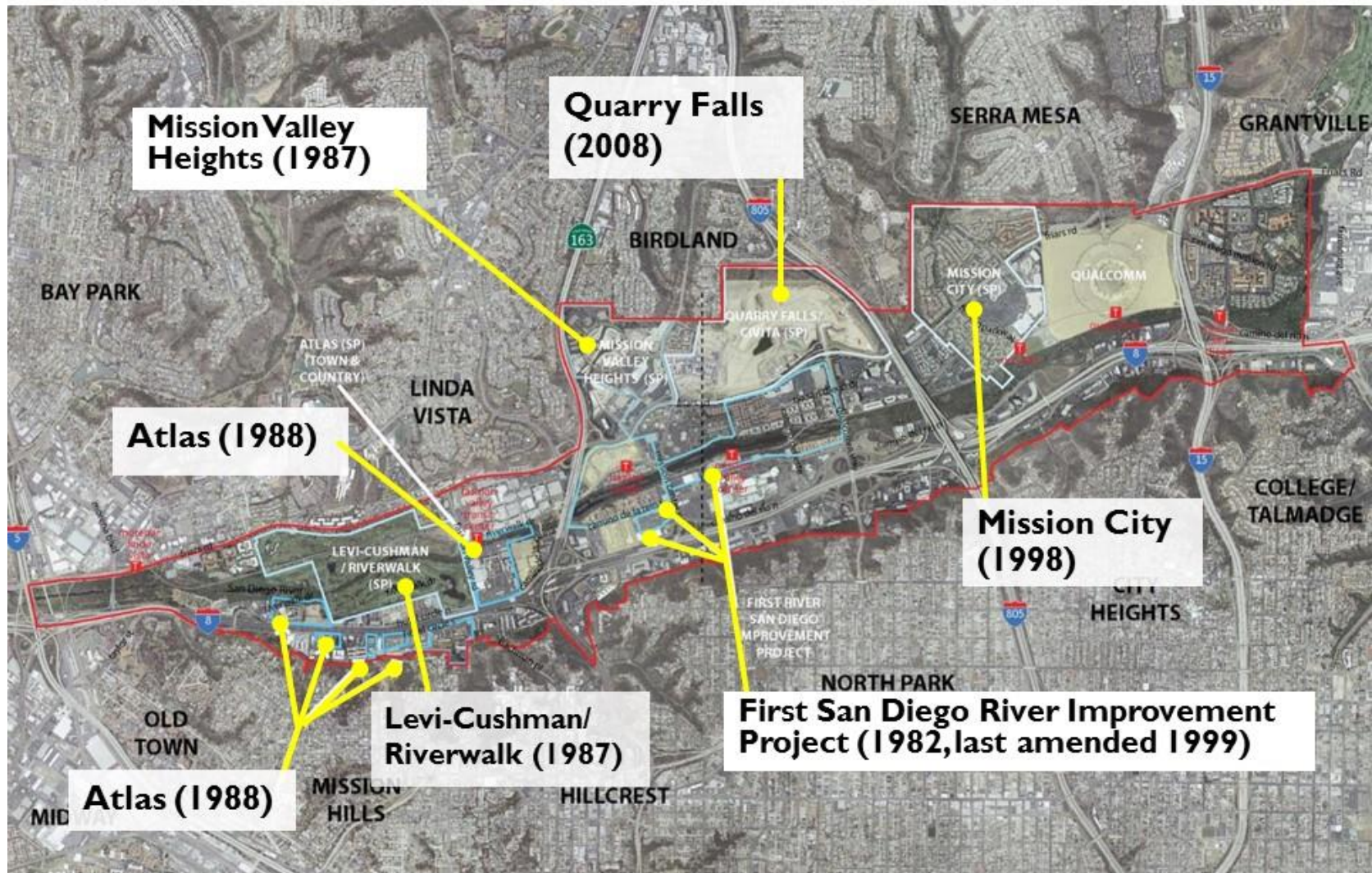
Land Use and Development

Existing Land Use

Legend:
- Trolley Stops
- Light Rail
- Freeways
- Ramps

- Single Family Residential
- Townhomes/Condominiums
- Apartments/Multi Family Residential
- Mixed Use Residential
- Auto Commercial

- Hotel/Motel/Lodging Commercial
- Retail/General Commercial
- Service Commercial
- Recreation Commercial
- Office

- Business Park/Light Industrial
- General Industrial/Warehousing
- Heavy Industrial
- Sports/Recreational Facilities
- Educational/Institutional

- Religious Facilities
- Public/Government
- Golf Course
- Open Space/Undevelopable Natural Areas
- Utilities

- Vacant/Undeveloped Land
- Mission Valley Community Plan Boundary
- Community Planning Areas

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

C-27

Existing Land Use

Commercial and office development covers 859 acres, or 36% of developable land in Mission Valley

Office (313 acres), Retail (290 acres), Hotels/motels/resorts (158 acres), Auto (46 acres) are all prominent

Legend:

- Trolley Stops
- Light Rail
- Freeways
- Ramps

- Single Family Residential
- Townhomes/Condominiums
- Apartments/Multi Family Residential
- Mixed Use Residential
- Auto Commercial

- Hotel/Motel/Lodging Commercial
- Retail/General Commercial
- Service Commercial
- Recreation Commercial
- Office

- Business Park/Light Industrial
- General Industrial/Warehousing
- Heavy Industrial
- Sports/Recreational Facilities
- Educational/Institutional

- Religious Facilities
- Public/Government
- Golf Course
- Open Space/Undevelopable Natural Areas
- Utilities

- Vacant/Undeveloped Land
- Mission Valley Community Plan Boundary
- Community Planning Areas

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

C-28

Existing Land Use

Recreation and Open Space uses make up 25% of Mission Valley – but there are no active-use public parks and very limited usable passive open space

Golf course (230 acres)
Open Space/ Undeveloped Natural Areas (377 acres)

Trolley Stops
Light Rail
Freeways
Ramps

Single Family Residential
Townhomes/Condominiums
Apartments/Multi Family Residential
Mixed Use Residential
Auto Commercial

Hotel/Motel/Lodging Commercial
Retail/General Commercial
Service Commercial
Recreation Commercial
Office

Business Park/Light Industrial
General Industrial/Warehousing
Heavy Industrial
Sports/Recreational Facilities
Educational/Institutional

Religious Facilities
Public/Government
Golf Course
Open Space/Undevelopable Natural Areas
Utilities

Vacant/Undeveloped Land
Mission Valley Community Plan Boundary
Community Planning Areas

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

C-29

Existing Land Use

Residential land use covers 19% of Mission Valley

Under-represented in Mission Valley compared to other mixed-use areas

Almost all residential is townhomes/condos (272 acres) or multifamily (178 acres)

Legend:
- Trolley Stops
- Light Rail
- Freeways
- Ramps
- Single Family Residential
- Townhomes/Condominiums
- Apartments/Multi Family Residential
- Mixed Use Residential
- Auto Commercial
- Hotel/Motel/Lodging Commercial
- Retail/General Commercial
- Service Commercial
- Recreation Commercial
- Office
- Business Park/Light Industrial
- General Industrial/Warehousing
- Heavy Industrial
- Sports/Recreational Facilities
- Educational/Institutional
- Religious Facilities
- Public/Government
- Golf Course
- Open Space/Undevelopable Natural Areas
- Utilities
- Vacant/Undeveloped Land
- Mission Valley Community Plan Boundary
- Community Planning Areas

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

Existing Land Use

Public and community facilities account for 12% of Mission Valley

Most of this land is at 176-acre Qualcomm Stadium site (7% of 12%)

Legend:
- Trolley Stops
- Light Rail
- Freeways
- Ramps
- Single Family Residential
- Townhomes/Condominiums
- Apartments/Multi Family Residential
- Mixed Use Residential
- Auto Commercial
- Hotel/Motel/Lodging Commercial
- Retail/General Commercial
- Service Commercial
- Recreation Commercial
- Office
- Business Park/Light Industrial
- General Industrial/Warehousing
- Heavy Industrial
- Sports/Recreational Facilities
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- Public/Government
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- Open Space/Undevelopable Natural Areas
- Utilities
- Vacant/Undeveloped Land
- Mission Valley Community Plan Boundary
- Community Planning Areas

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

Existing Land Use

Industrial (4%) and vacant/undeveloped (4%) make up very little land in the community

Most of the vacant land is part of the Civita project

Trolley Stops	Single Family Residential	Hotel/Motel/Lodging Commercial
Light Rail	Townhomes/Condominiums	Retail/General Commercial
Freeways	Apartments/Multi Family Residential	Service Commercial
Ramps	Mixed Use Residential	Recreation Commercial
	Auto Commercial	Office

Business Park/Light Industrial	Religious Facilities	Vacant/Undevelopable Land
General Industrial/Warehousing	Public/Government	Mission Valley Community Plan Boundary
Heavy Industrial	Golf Course	Community Planning Areas
Sports/Recreational Facilities	Open Space/Undevelopable Natural Areas	
Educational/Institutional	Utilities	

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

SanGIS

Current Development Projects

Urban Form

Landform and Natural Features

Steep hills are located on the north and south side of Mission Valley

The San Diego River runs from east to west to the Pacific Ocean

	Trolley Stops		50 ft Contours		Parks & Recreation
	Light Rail		10 ft Contours		Floodways
	Freeways		River, Creek, Stream		Mission Valley Community Plan Boundary
	Ramps		Lakes/Ponds		Community Planning Areas

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

Urban Form

Legend:

- Lots
- "Super" Block
- "Mono Oriented" Block
- "Mixed" Block
- "Urban" Block
- Main Pedestrian Path
- Open Space / Natural Area
- Golf Area
- Infrastructure Footprint / Obstacle
- Bridge Infrastructure

Historic Context and Archaeology

Historic Development

MISSION VALLEY Community Plan Update

Thousands of years ago: Cosoy, Kumeyaay Indian village, established in Mission Valley.

Late 1700s: Spaniards arrive, construct Mission San Diego de Alcala. Agricultural and livestock economy is developed.

Mid 1800s: Anglo-American settlement begins.

Early 1900s: Sand and gravel extraction introduced.

Mid 1900s: Major urban development begins: Mission Valley Shopping Center, Hotel Circle, Jack Murphy Stadium, Fashion Valley SC.

MISSION VALLEY
Community Plan
Update

One locally, statewide, and nationally recognized historic resource in Mission Valley: Mission San Diego de Alcala (1779).

Natural Environment and Open Space

Biological Resources
Vegetation

Much of Mission Valley's vegetation is found around the San Diego River. This is also the location of the Multi-Habitat Planning Area.

Trolley Stops
Light Rail
Freeways
Ramps
River, Creek, Stream

Vegetation
Intensive Agriculture
Southern Foredunes
Diegan Coastal Sage Scrub
Chaparral

Valley and Foothill Grassland
Valley Needlegrass Grassland
Non-Native Grassland
Southern Coastal Salt Marsh
Cismontane Alkali Marsh

Coastal and Valley Freshwater Marsh
Riparian and Bottomland Habitat
Southern Riparian Forest
Southern Coast Live Oak Riparian Forest
Southern Cottonwood-Willow Riparian Forest

Southern Riparian Scrub
Eucalyptus Woodland
Non-Vegetated Channel or Floodway
Disturbed Wetland
Disturbed Habitat

Estuarine
Freshwater
Shallow Bay
Urban/Developed

Multi Habitat Planning Area
Mission Valley Community Plan Boundary

Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org); National Hydrology Dataset (NHD) Flowline, Date Range: 2001 - 2011; California Natural Diversity Database (CNDDB), 2015; Rick Engineering, 2015; Dyett & Bhatia, 2015

Hydrology and Flooding

Mission Valley is located entirely within the San Diego Hydrologic Unit Watershed

Murphy Canyon Creek

Murray Canyon Creek

Alvarado Creek

San Diego River

Mission San Diego 907.11

Hydrology and Flooding

Flood-prone areas are generally located in topographically low areas, adjacent to the San Diego River

Legend:
- Trolley Stops
- Light Rail
- Freeways
- Ramps
- River, Creek, Stream
- 100 Year Floodway
- 100 Year Floodplain
- 500 Year Floodplain
- Planning Area Parcels
- Parks & Recreation
- Mission Valley Community Plan Boundary
- Community Planning Areas
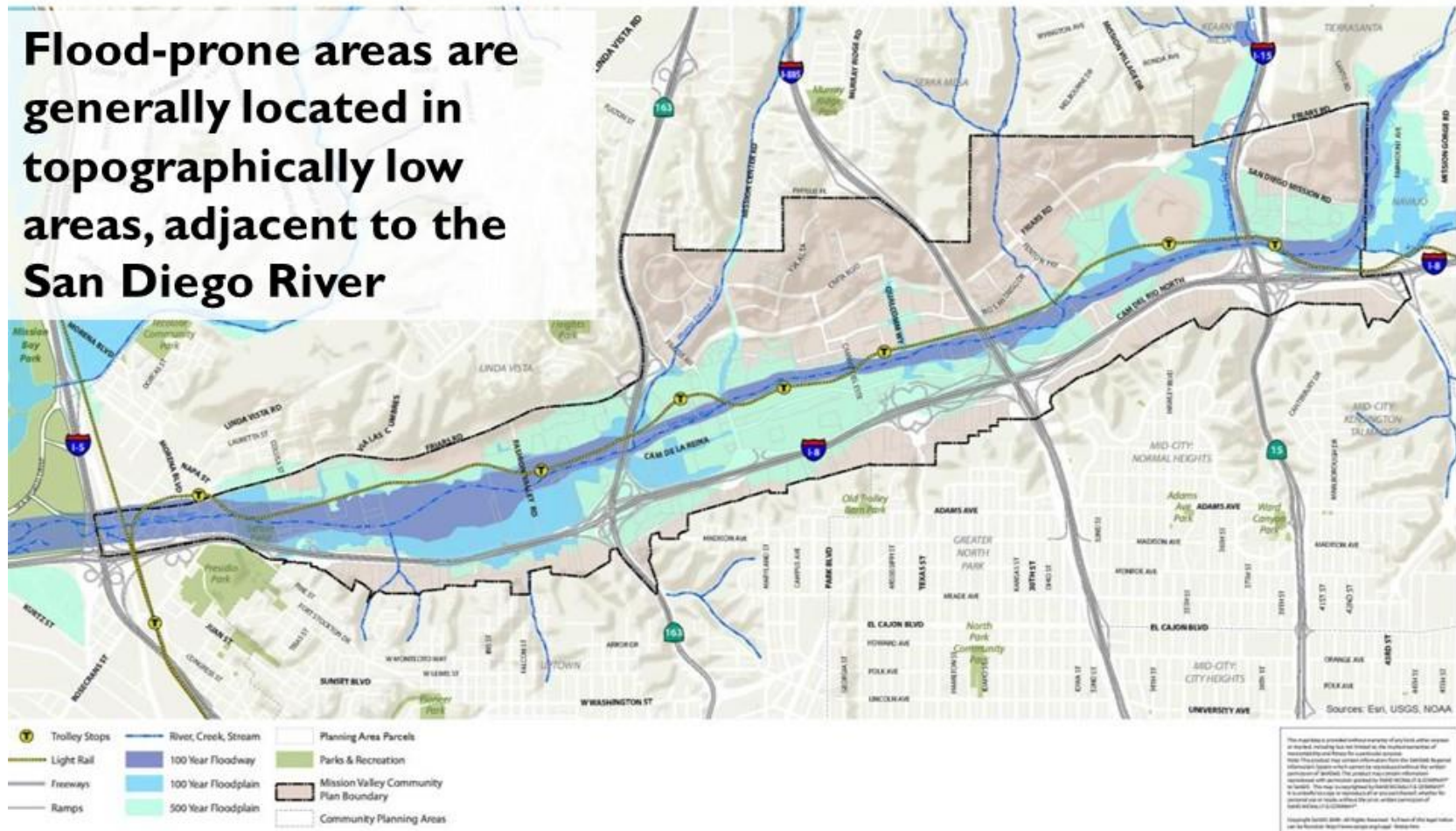
Data Source: City of San Diego, 2015; SANGIS Regional GIS Data Warehouse, 2015. (www.sangis.org); National Hydrology Dataset (NHD) Flowline, Date Range: 2001 - 2011; FEMA National Hazard Layer (NFHL), 2014; Rick Engineering, 2015; Dyett & Bhatia, 2015

Urban Forest

It is estimated that Mission Valley has 2,076 street trees in its 99 miles of streets. Full capacity is ~19,800 street trees

Open Space and Recreation

Most portions of Mission Valley are not within a quarter-mile of parkland

Issues and Options
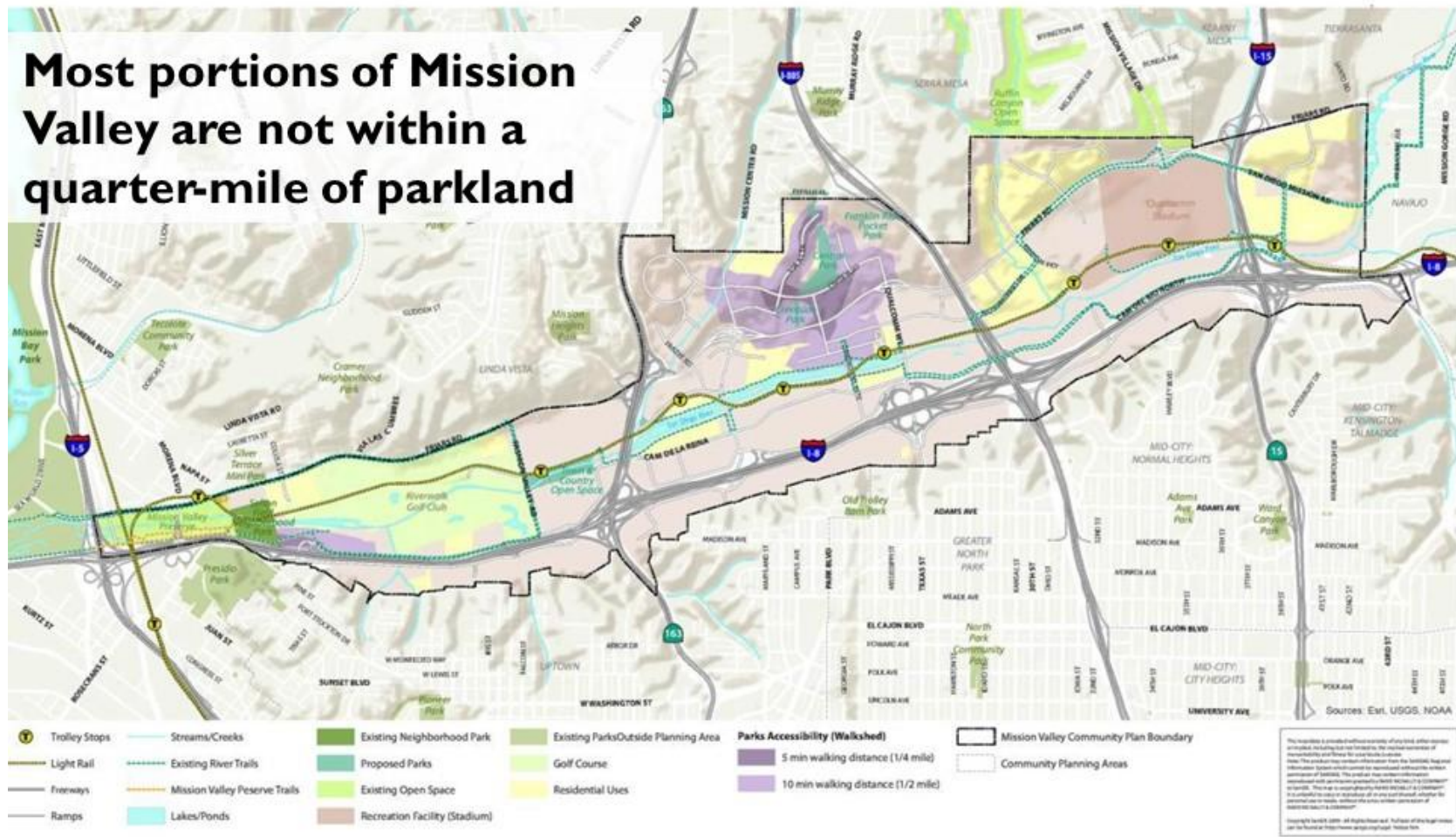
1. Fostering coherent, interconnected neighborhoods rather than standalone development projects

- Subdivision requirements
- Development standards and design guidelines
- Street design

2. Promoting connections across major physical and natural barriers

- Bridges, passages, and other physical connections
- Design standards to ensure view corridors and visual relationships

3. Whether there is a need for a "main street" and the appropriateness of Camino de la Reina as a location

- Location
- Land use characteristics
- Building form characteristics
- Circulation network and street design

4. Opportunities for an interconnected park and open space system

- Diverse open space system to meet residents' recreational needs
- Connect San Diego River Park and other parks/open spaces
- Create a green street network
- Integration of adjacent development

5. Maintaining the vitality of retail in Mission Valley

- Categories with strong retail sales in comparison to the City and Region

- Retail centers in close proximity to other amenities

- Shopping centers with weaker retail sales as potential sites for redevelopment

6. Prospects for future office development in Mission Valley

- Close proximity to major freeway intersections and Trolley
- Areas with existing high quality office buildings
- Close proximity to hospitality, retail, and other amenities
- Established market niches such as insurance companies, business service firms, and defense contractors

7. Appropriate land uses south of I-8, given the disconnected nature of these sites from the rest of the community

- Car dealerships
- Hotels
- Public storage uses
- Other uses with lower trip counts

8. Opportunities on large sites

Park Valley Center

Fenton Marketplace

Friars Mission Center

Hazard Center East

Westfield Mission Valley

Rio Vista Shopping Center
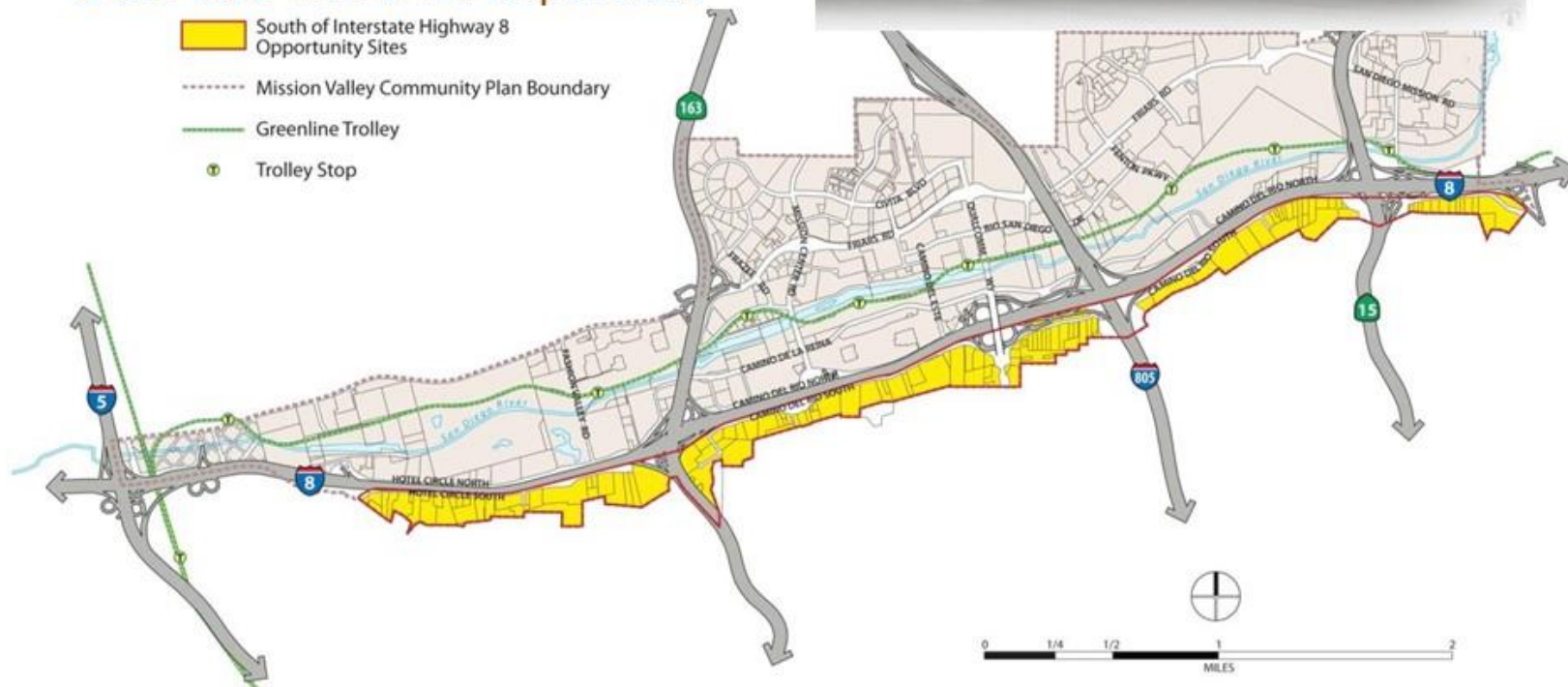
8. Opportunities on large sites

Evaluate market potential:
- Repositioning
- Intensification
- Conversion

Evaluate urban design potential:
- Connectivity; Identity; Urban Vitality

9. What strategies should be used to reduce greenhouse gas emissions

- Reducing vehicle miles traveled
- Improving energy efficiency in existing and new development
- Supporting alternative energy sources

10. How can urban agriculture be incorporated into Mission Valley

- On public land and in the right-of-way
- On private property

11. Opportunities to grow the tree canopy

Use medians and parkways to:

- Contribute to urban forest and create sense of place
- Treat stormwater and create improved streetscape

Visioning Exercises

Defining Neighborhoods

We will be working **individually** to draw our own <u>**neighborhood map**</u> of Mission Valley.

Gaslamp Quarter
historic, culture, nightlife

Example of a Neighborhood Map
of Downtown San Diego

Building Complete Neighborhoods

Working in **small groups**, we will be identifying ways to make Mission Valley a better place to live, work, and play.

PATH

Residential

SUSTAINABILITY

What are Mission Valley's **defining characteristics**?

Where are there opportunities to create **complete neighborhoods**?

Where are **Guiding Principles** most needed?

Wrap-Up and Next Steps

- CPG Subcommittee Meeting, November 13, 3pm to 4:30pm, Mission Valley Library
  - Summary of Community Workshop
  - Summary of Stakeholder Interviews
  - Finalize Guiding Principles
- CPG Subcommittee Meeting, December 11, 3pm to 4:30pm, Mission Valley Library
  - Parks & Recreation Planning
- Development of Land Use Alternatives, Spring 2016

Appendix D

October 29 Workshop Results for Vision Statements

BALANCED COMMUNITY

Preserve existing employment opportunities while introducing new local-serving businesses and housing.

DISAGREE

AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

5

D-2

BALANCED COMMUNITY

Locate housing where there is access to transit, the river, recreational opportunities and other amenities.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

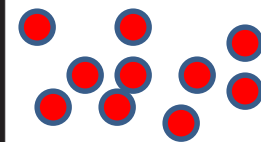This is one of my top 5:

4

D-3
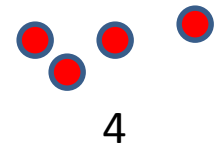
BALANCED COMMUNITY

Create a vibrant and diverse mixed-use community that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.

DISAGREE   AGREE
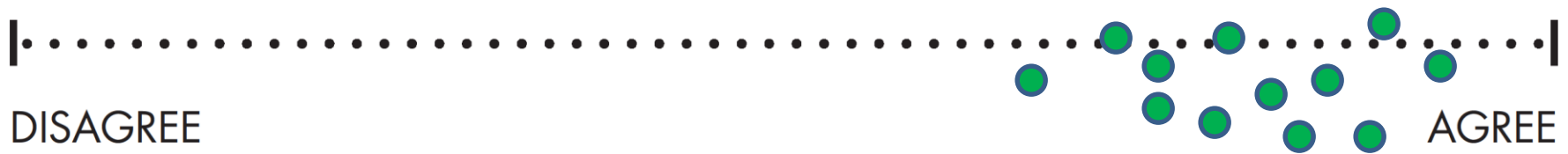
Using a Post-it note, suggest edits or another similar principle you agree with:

Keeping the iconic golf course that has been there for decades should be a top priority.

This is one of my top 5:

8
Highest ranked

D-4
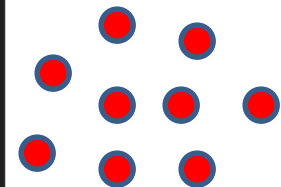
BALANCED COMMUNITY

Enhance existing infrastructure to make Mission Valley accessible to people of all ages and abilities.

DISAGREE

AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

6

D-5
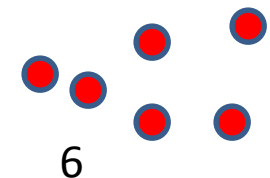
ACCESS & CONNECTIONS

Promote urban mixed-use development at strategic locations that have direct pedestrian and bicycle connections to high-frequency transit stations.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

3

WORKSHOP RESULTS

ACCESS & CONNECTIONS

Establish a stronger grid system in Mission Valley that provides new north-south connections and protects cyclists and pedestrians.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

Is this north/south access into Mission Valley or stronger north/south east/west grid through Mission Valley?

4

WORKSHOP RESULTS

ACCESS & CONNECTIONS

Proactively manage congestion by reducing vehicle trips, managing parking, and making it easier and more attractive to get around by alternative modes such as transit, walking, and biking.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

Concerned about how you propose to reduce vehicle trips and parking without impacting business

Need multi-modal transportation that addresses all transportation vehicle/mass transit/bikes/pedestrians

Would like individuals and families to be able to safely reach my business by bike

This is one of my top 5:

8
Highest ranked
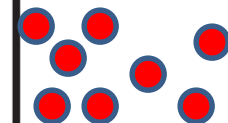
VIBRANT URBAN ENVIRONMENT

Create high-quality office districts where workers have access to restaurants, services, and outdoor recreation.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

Need to understand Mission Valley is a regional center rather than series of neighborhood villages

This is one of my top 5:

4
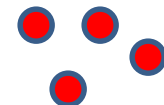
VIBRANT URBAN ENVIRONMENT

Transform transit stops into community landmarks through wayfinding and supportive urban design and development.
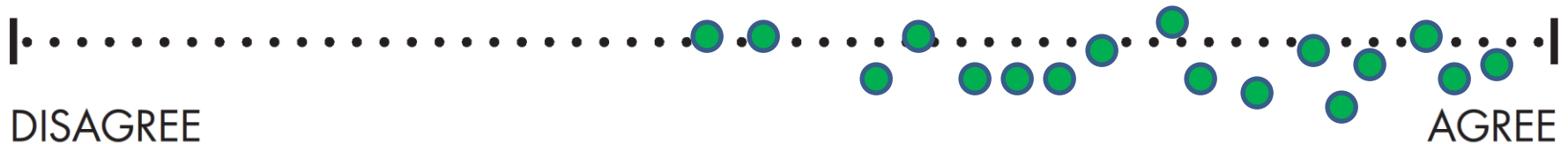
DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

4

D-I0
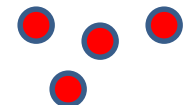
VIBRANT URBAN ENVIRONMENT

Cultivate a vibrant identity that builds on Mission Valley's diverse history through art, culture, food, and entertainment.

DISAGREE

AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

7
Highest ranked

D-11
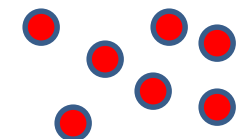
VIBRANT URBAN ENVIRONMENT

Cultivate special places through the design of buildings and public spaces that create a compelling and lasting identity.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

5
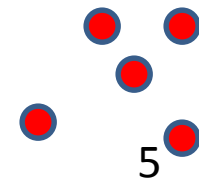
VIBRANT URBAN ENVIRONMENT

Eliminate isolated development by breaking down existing barriers and strengthening neighborhood identities.

DISAGREE

AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

1

WORKSHOP RESULTS

NATURAL SYSTEMS & RESTORATION

Create a network of shaded sidewalks, paths, usable open spaces, and parks with strong and safe connection to the San Diego River.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

10
Highest ranked

NATURAL SYSTEMS & RESTORATION

Celebrate the San Diego River by honoring the history, function, and aesthetic value it brings to the community.
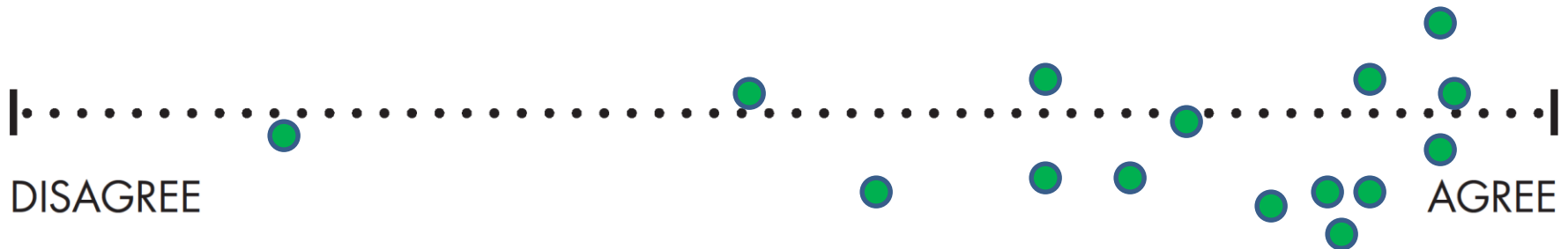
DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

2

NATURAL SYSTEMS & RESTORATION

Leverage Mission Valley's natural amenities to promote active and healthy lifestyles through access to trails, recreation opportunities, and more diverse food options.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:

3

D-16

WORKSHOP RESULTS

SUSTAINABILITY

Establish Mission Valley as a model of environmental sustainability by promoting green building, encouraging energy and water conservation, preserving and restoring habitat, and protecting waterways to reduce its environmental footprint.

DISAGREE   AGREE

Using a Post-it note, suggest edits or another similar principle you agree with:

This is one of my top 5:
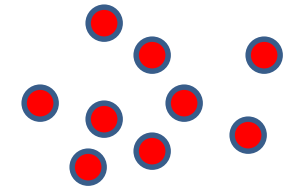
9
Only option

Appendix E

October 29 and Subcommittee Results for Neighborhood Mapping
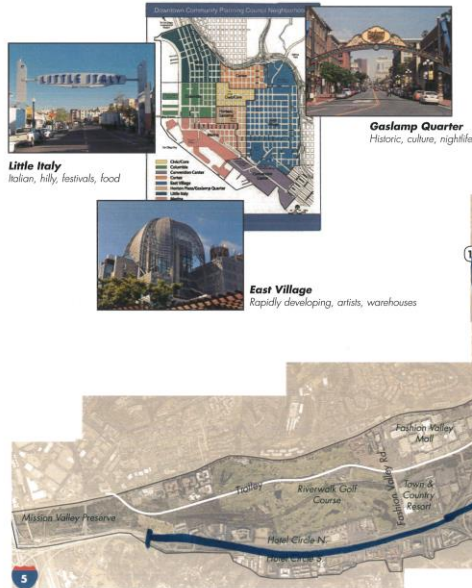
EXERCISE 1: DEFINING NEIGHBORHOODS

Do you think there are "communities within the community" in Mission Valley? What would you call each of the communities that make up Mission Valley? Through this exercise, you will make a neighborhood map for Mission Valley!

Example: Downtown San Diego

As the map below shows, Downtown San Diego has eight distinct neighborhoods, each defined by landmarks, land uses, natural landscape, and cultural influences.
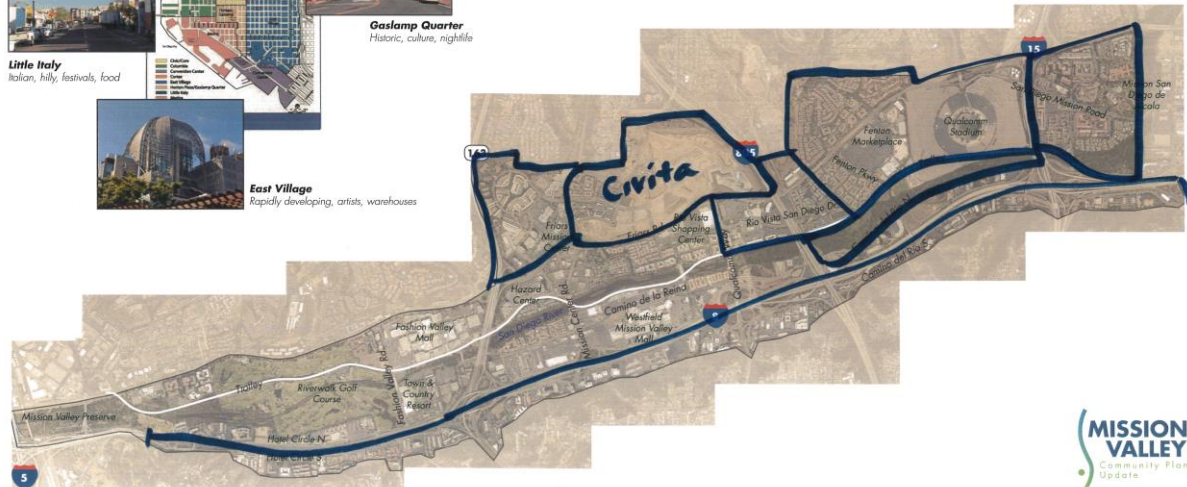
Gaslamp Quarter
Historic, culture, nightlife

Little Italy
Italian, hilly, festivals, food

East Village
Rapidly developing, artists, warehouses

INSTRUCTIONS

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2. Name the Neighborhoods: Name each neighborhood after a notable or defining characteristic. Be creative!

3. Describe Them! Describe each neighborhood in a few words on or next to the map below.

Handwritten annotations: MISSION DISTRICT, THE STADIUM, "NAPA", LINDA VISTA / USD, LOWER USD, GOLF COURSE, SO EIGHT, HOTEL DISTRICT
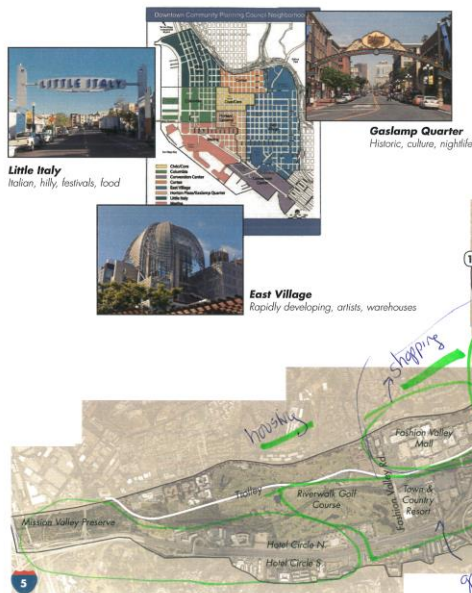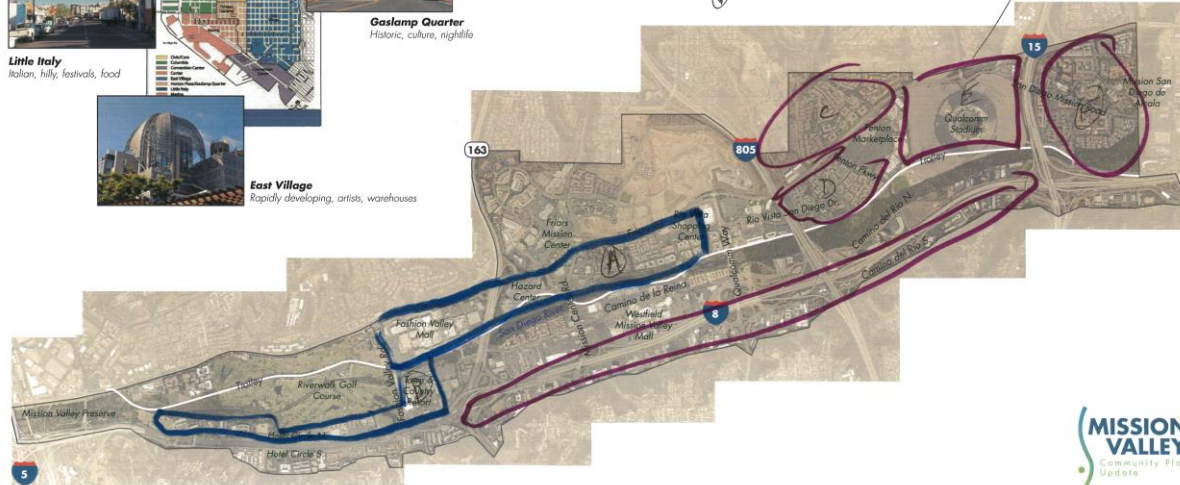
MISSION VALLEY Community Plan Update

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Handwritten annotations: Opportunity Ville, East Village, Urban Suburbia, Everyday Ville, Hotel Circle
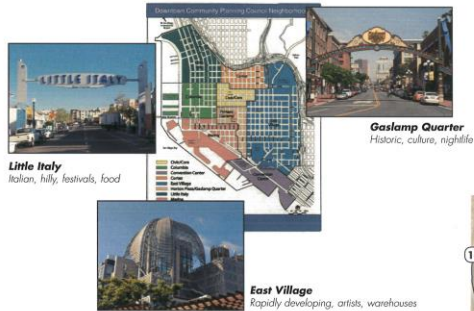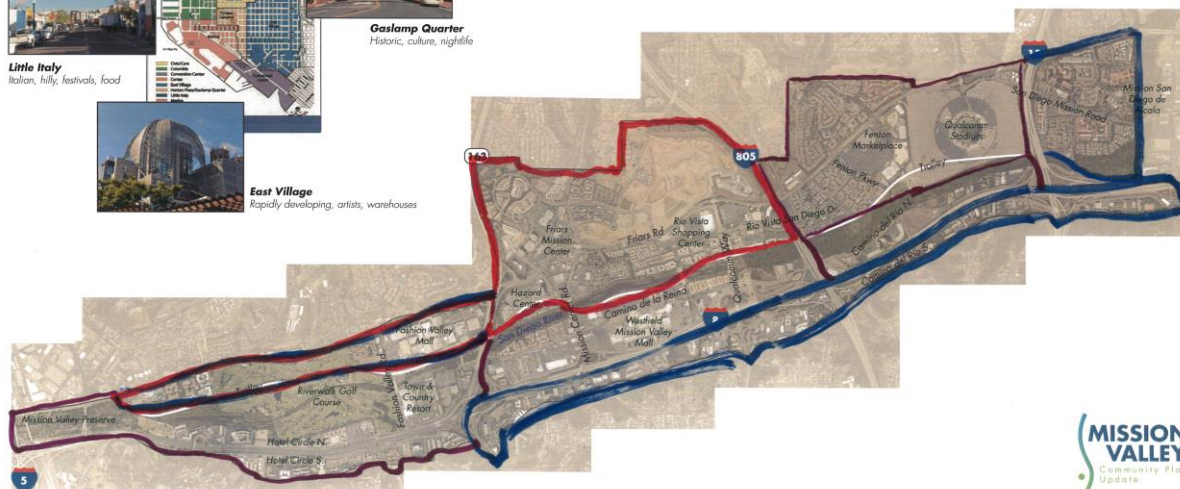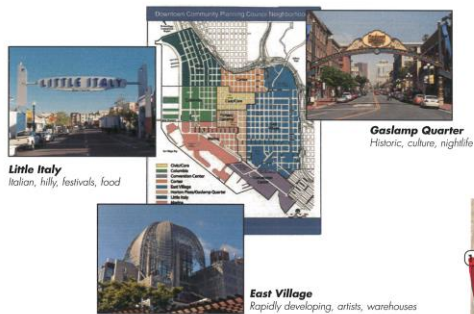
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Historic, culture, nightlife

Little Italy
Italian, hilly, festivals, food

East Village
Rapidly developing, artists, warehouses

Hazard/Civita

Qualcomm Area

Fashion

South 8

Mission Valley Mall Area

Riverwalk/Hotel Circle/Presidio

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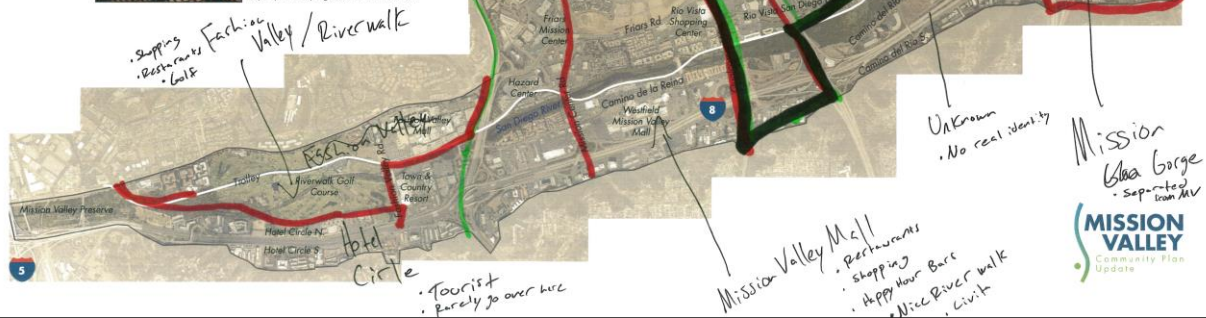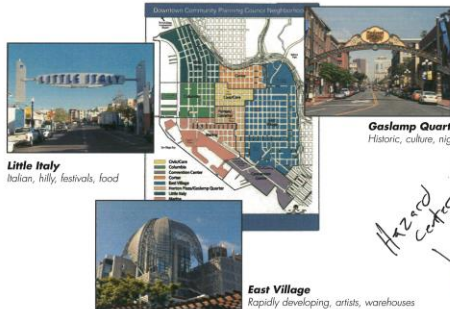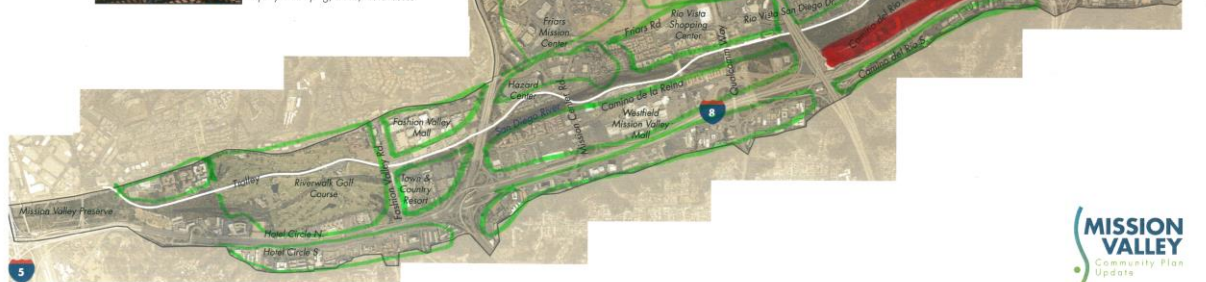

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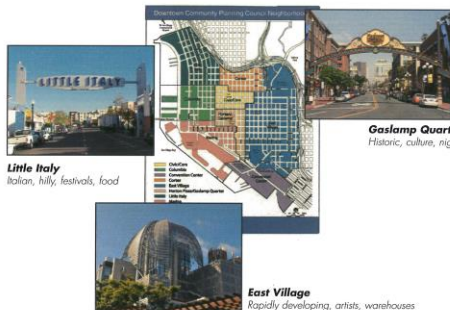
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E-5

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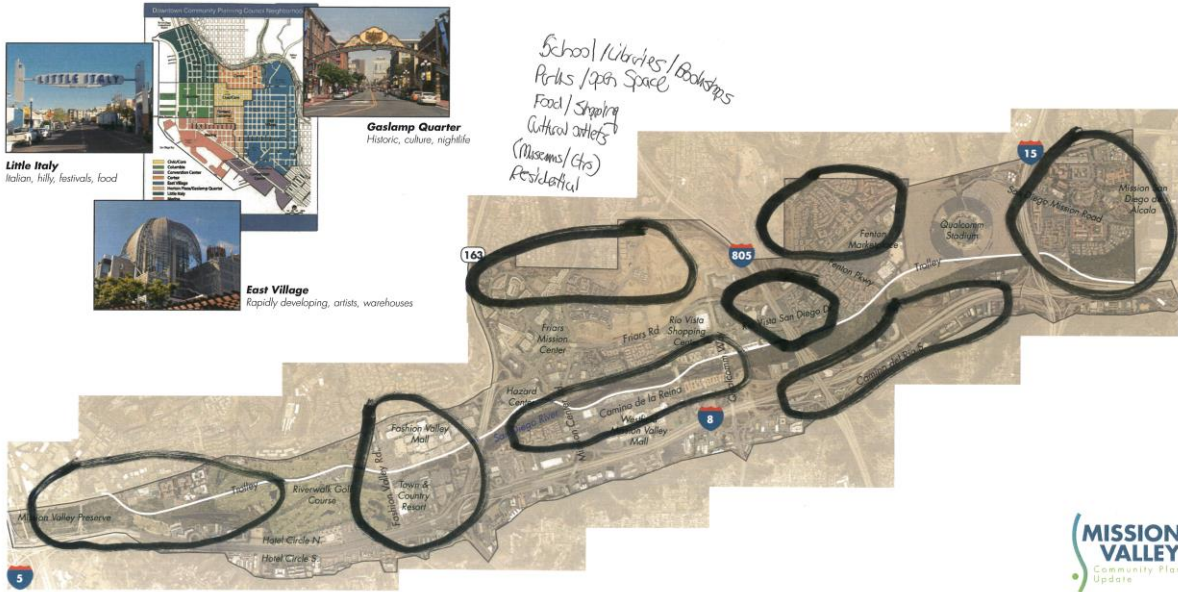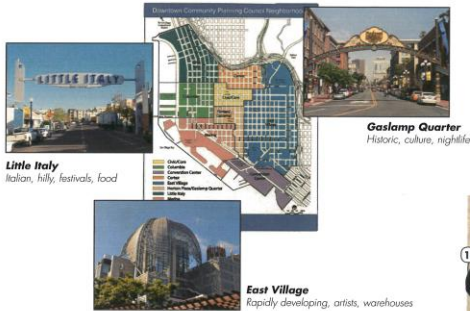
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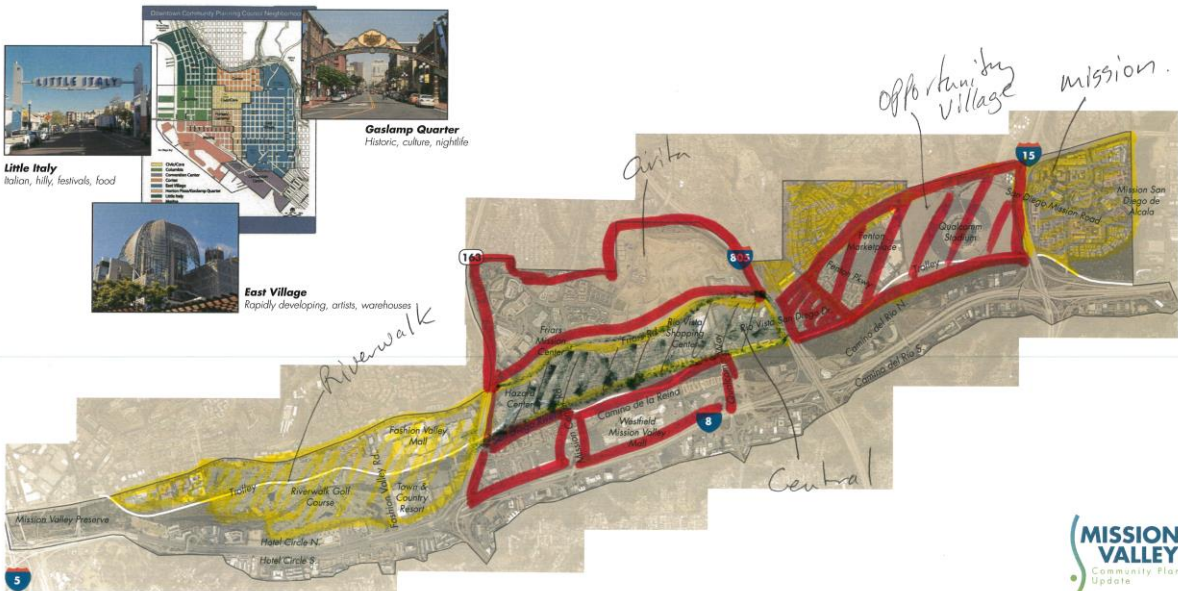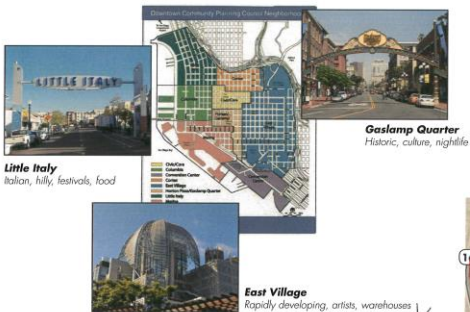
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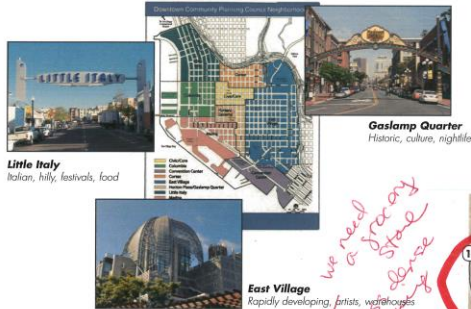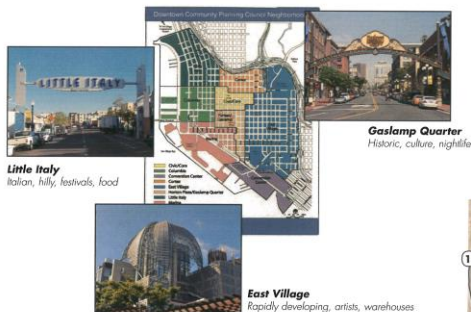**Little Italy** — Italian, hilly, festivals, food

Gaslamp Quarter — Historic, culture, nightlife

East Village — Rapidly developing, artists, warehouses

Handwritten annotations on map:
- Qualcomm Area · Football · Ikea/other · Residential/Costco · Library
- Hazard Center · Businesses · Grocery · Fast food
- Shopping · Restaurants · Golf — Fashion Valley / Riverwalk
- Mission Valley Mall · Restaurants · Shopping · Happy Hour Bars · Nice River walk · Civit
- Unknown · No real identity
- Mission Glen Gorge · separated from MV
- Hotel Circle · Tourist · Rarely go over here

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Little Italy — Italian, hilly, festivals, food

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Handwritten annotations:
- Forcing neighborhoods into a regional center which serves important function in city.
- Don't believe their are neighborhoods
- No physical barriers create areas.
- The individual areas don't have the necessary components of a neighborhood - combination of housing, retail, office, public facilities.

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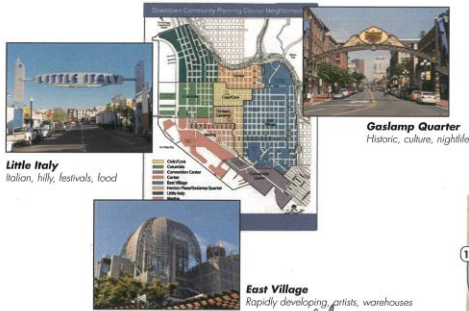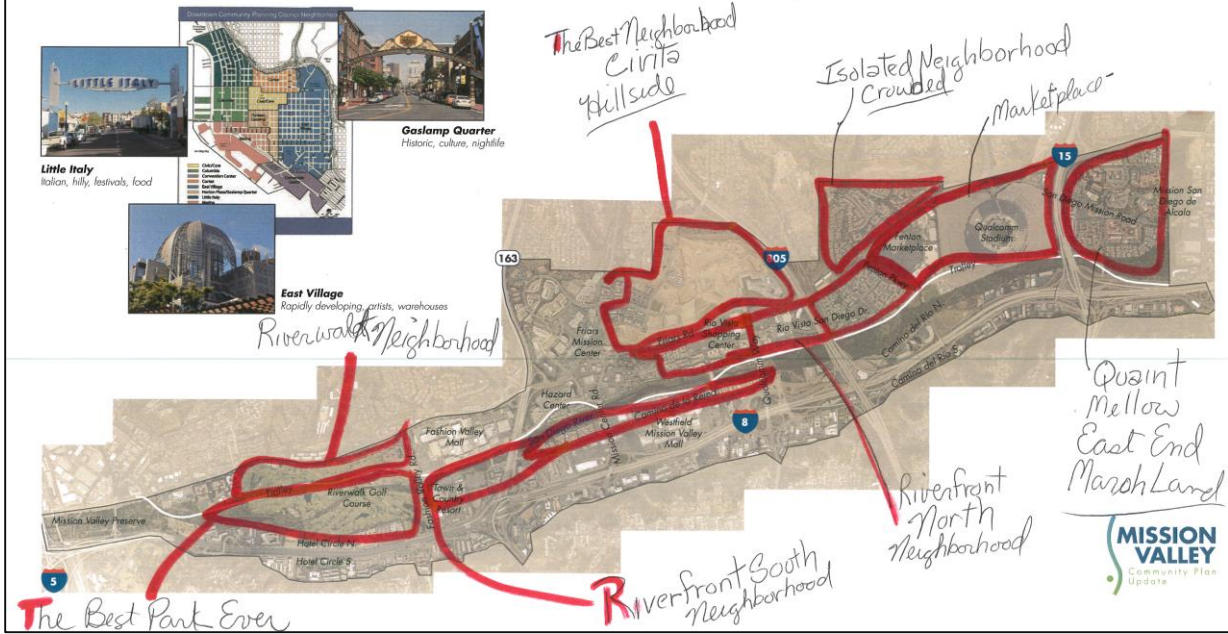**2. Name the Neighborhoods:** Name each neighborhood after a notable or defining characteristic. Be creative!

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Gaslamp Quarter
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East Village
Rapidly developing, artists, warehouses

School/Libraries/Bookshops
Parks/Open Space
Food/Shopping
Cultural outlets
(Museums/Ctrs)
Residential

Opportunity Village
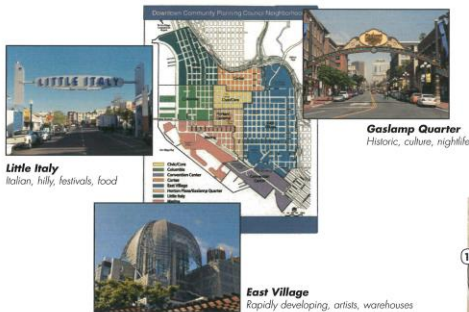*mission.*
Civita
Riverwalk
Central

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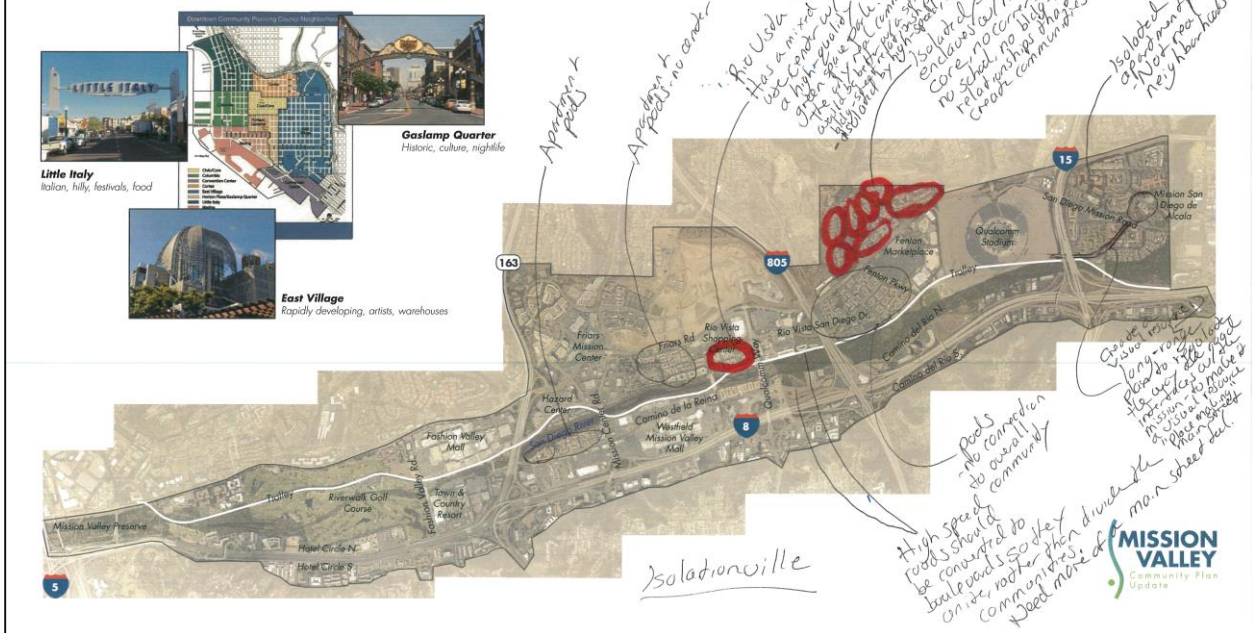
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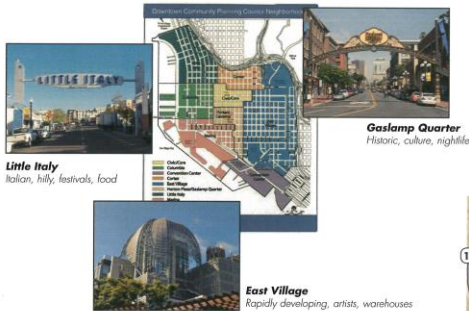

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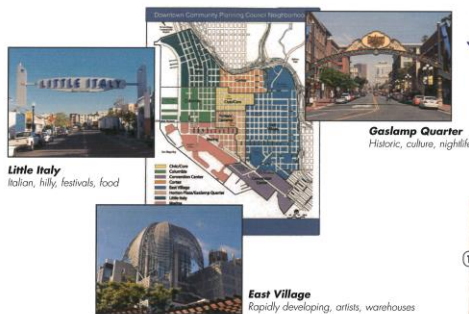
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Handwritten annotations:
- The Best Neighborhood Civita Hillside
- Isolated Neighborhood Crowded
- Marketplace
- Riverwalk Neighborhood
- Quaint Mellow East End Marsh Land
- Riverfront North Neighborhood
- Riverfront South Neighborhood
- The Best Park Ever

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Handwritten annotations:
- Apartment pods
- Apartment pods in order
- Isolationville

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It is not what I would like to see built. I would in the contrary request to stop all developments which have not started to build, whether or not they were approved many years ago as it the case of the Riverwalk project. The traffic is already terrible. It will get worse once Civitas completes the 4,000 units. Now they have some 1,100 ready.

FLOOD AREA

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Walking
library
cultural center
dining/coffee
community center

E-12

Appendix F

October 29 and Subcommittee Results for Connections and Improvements
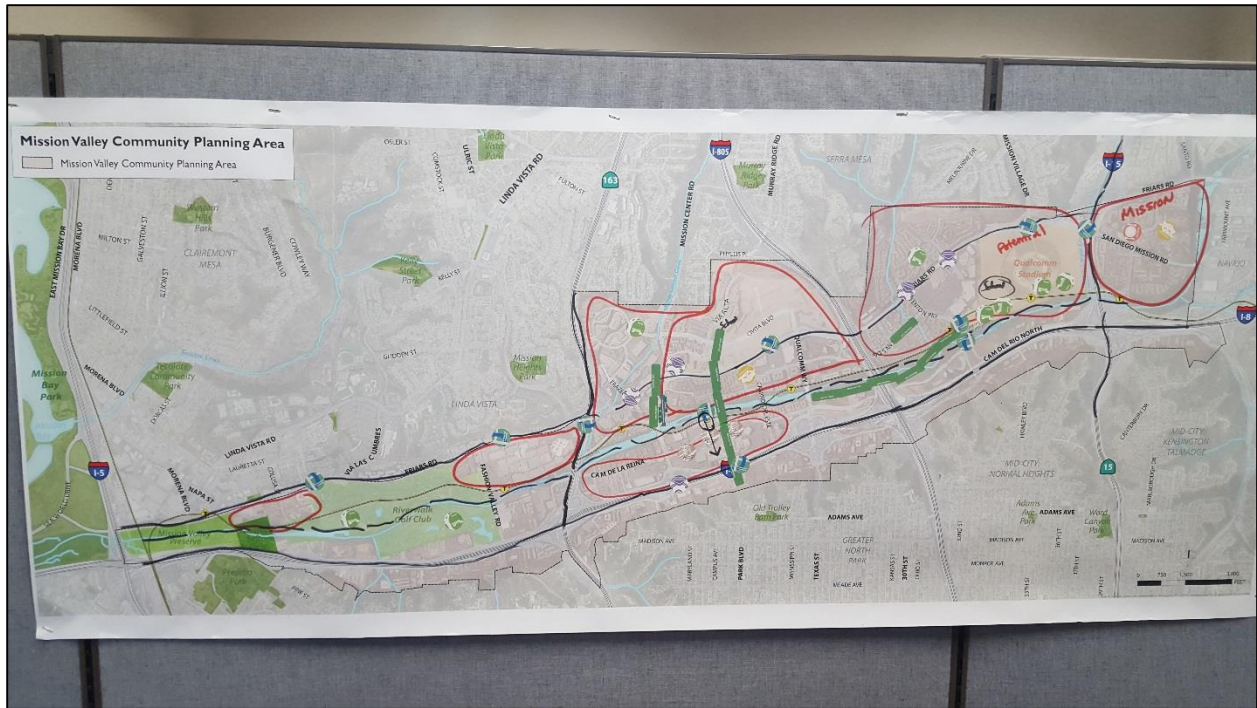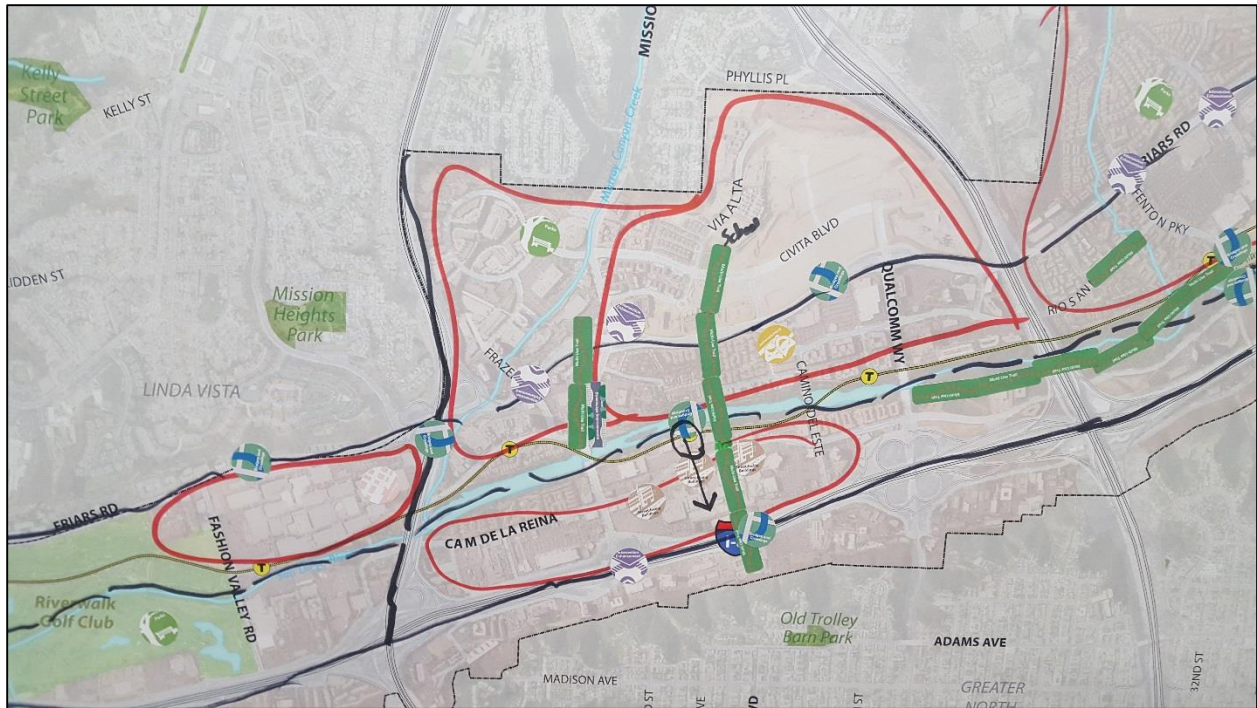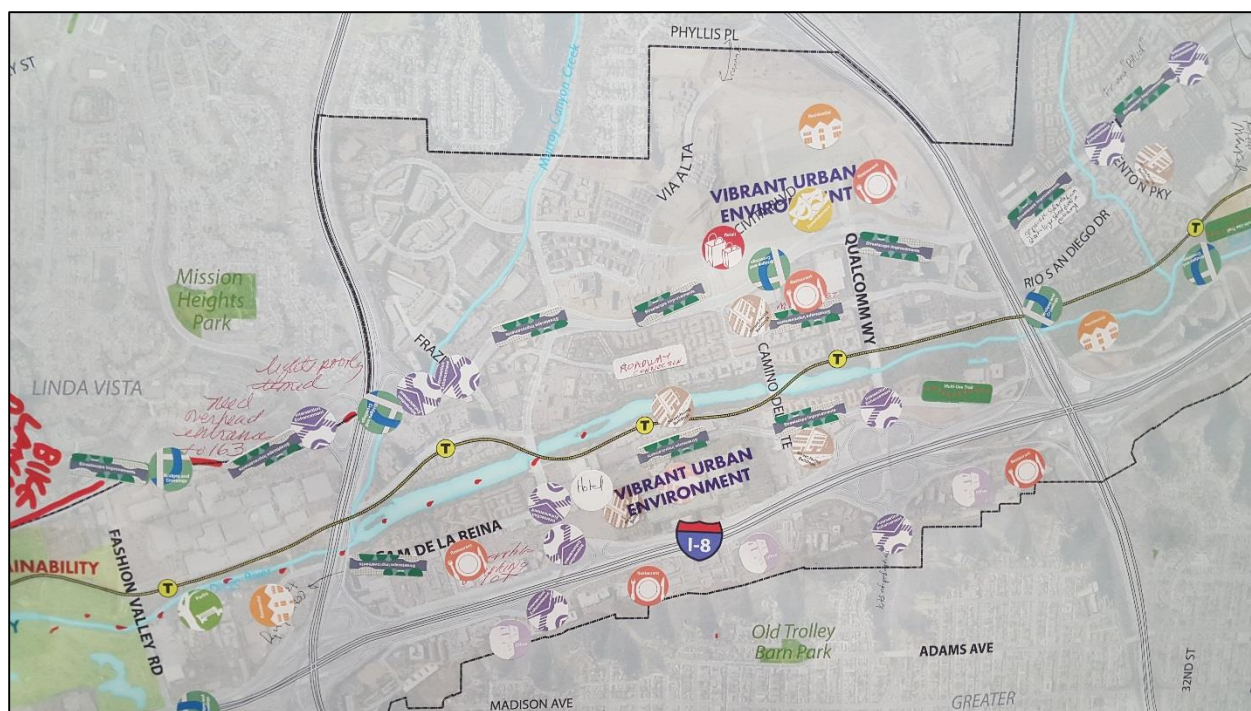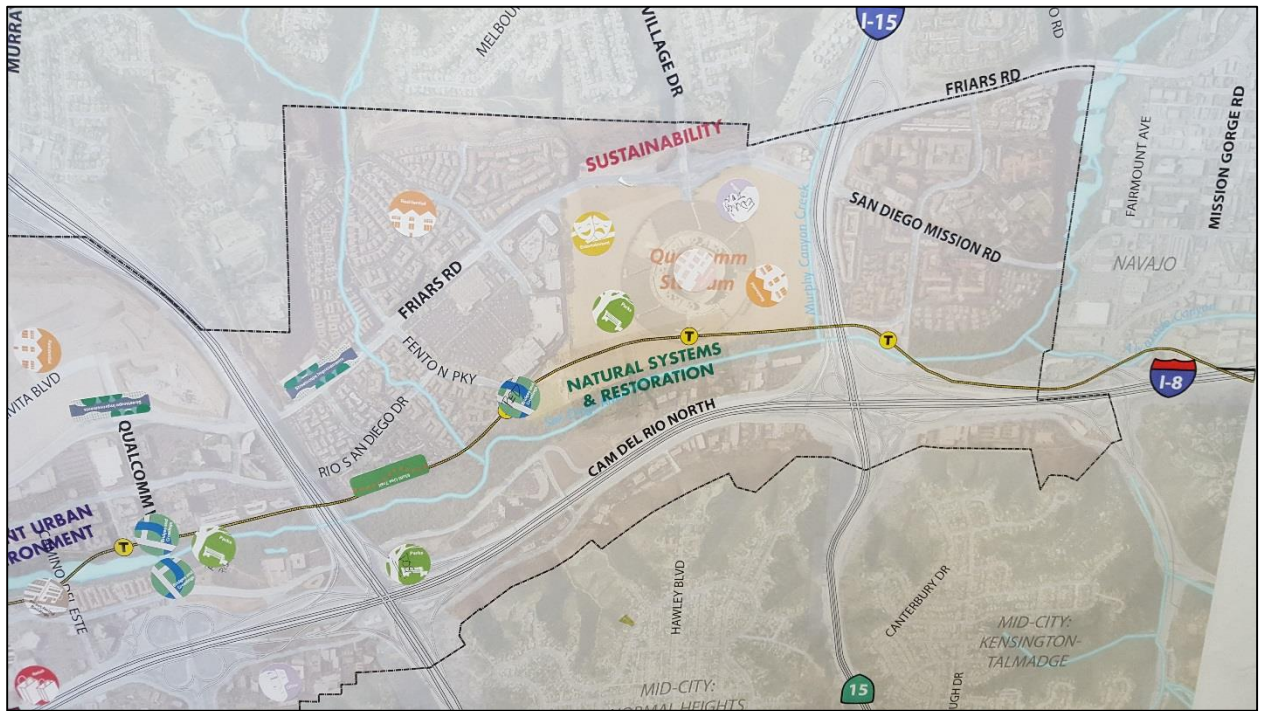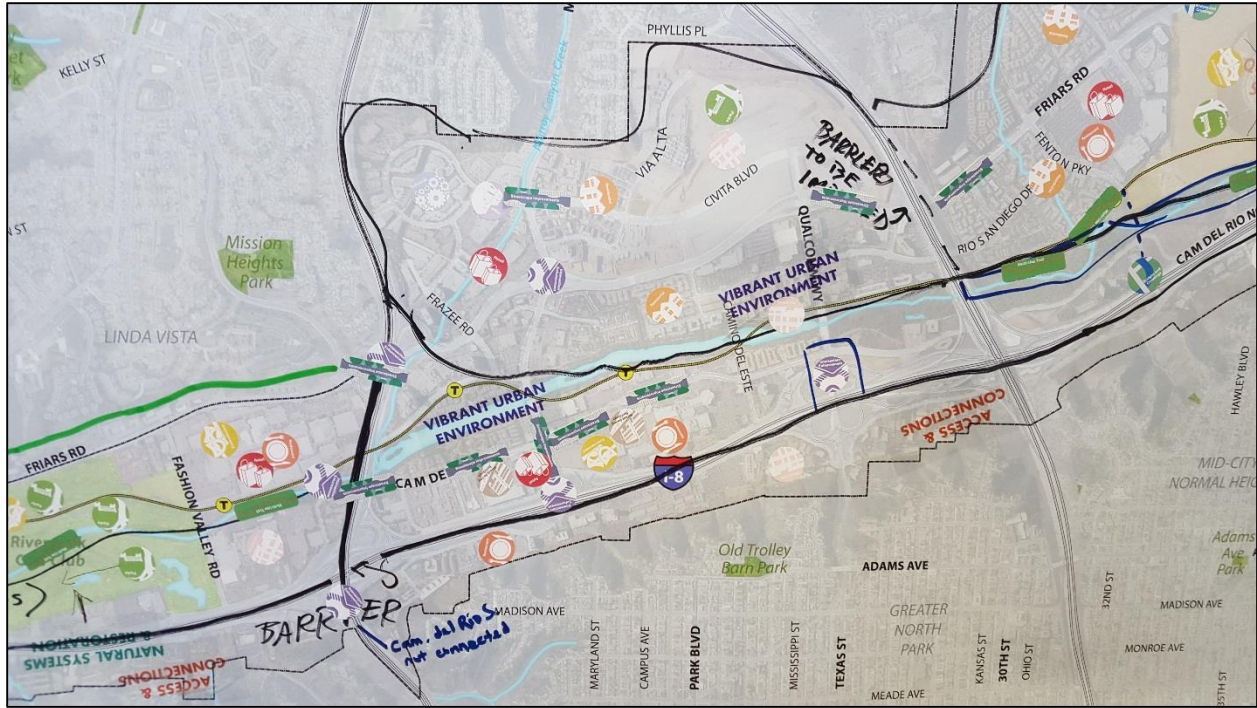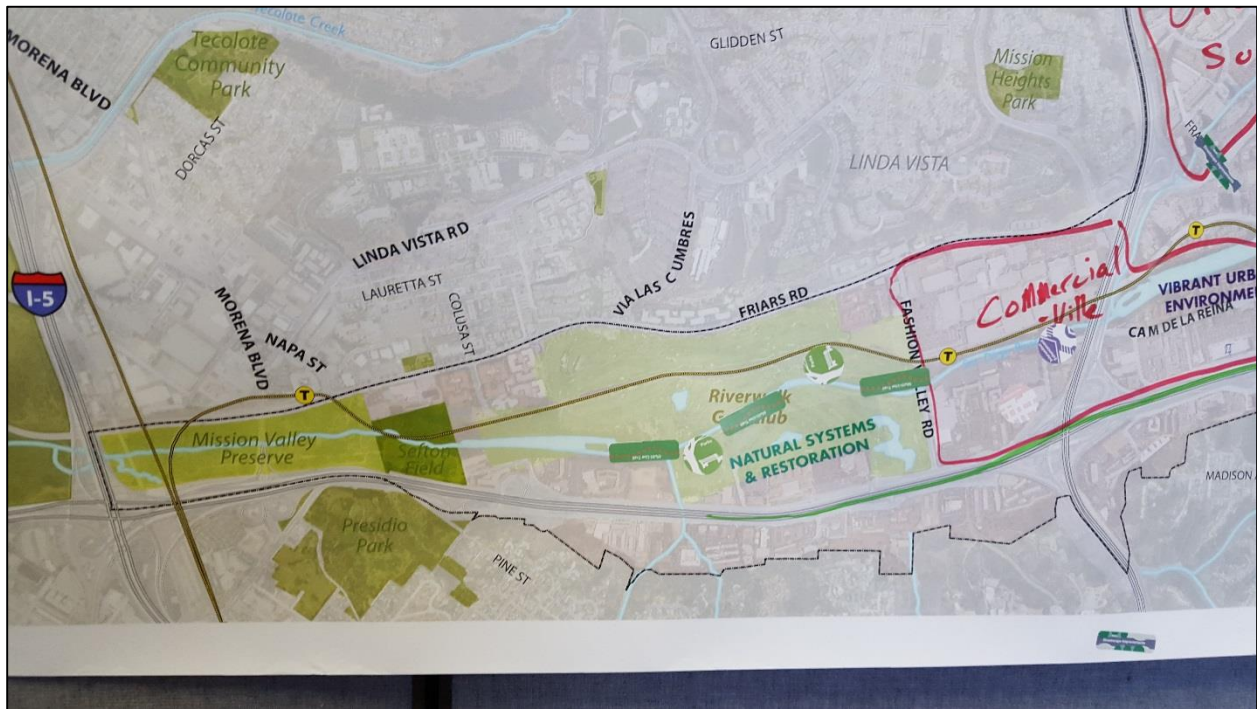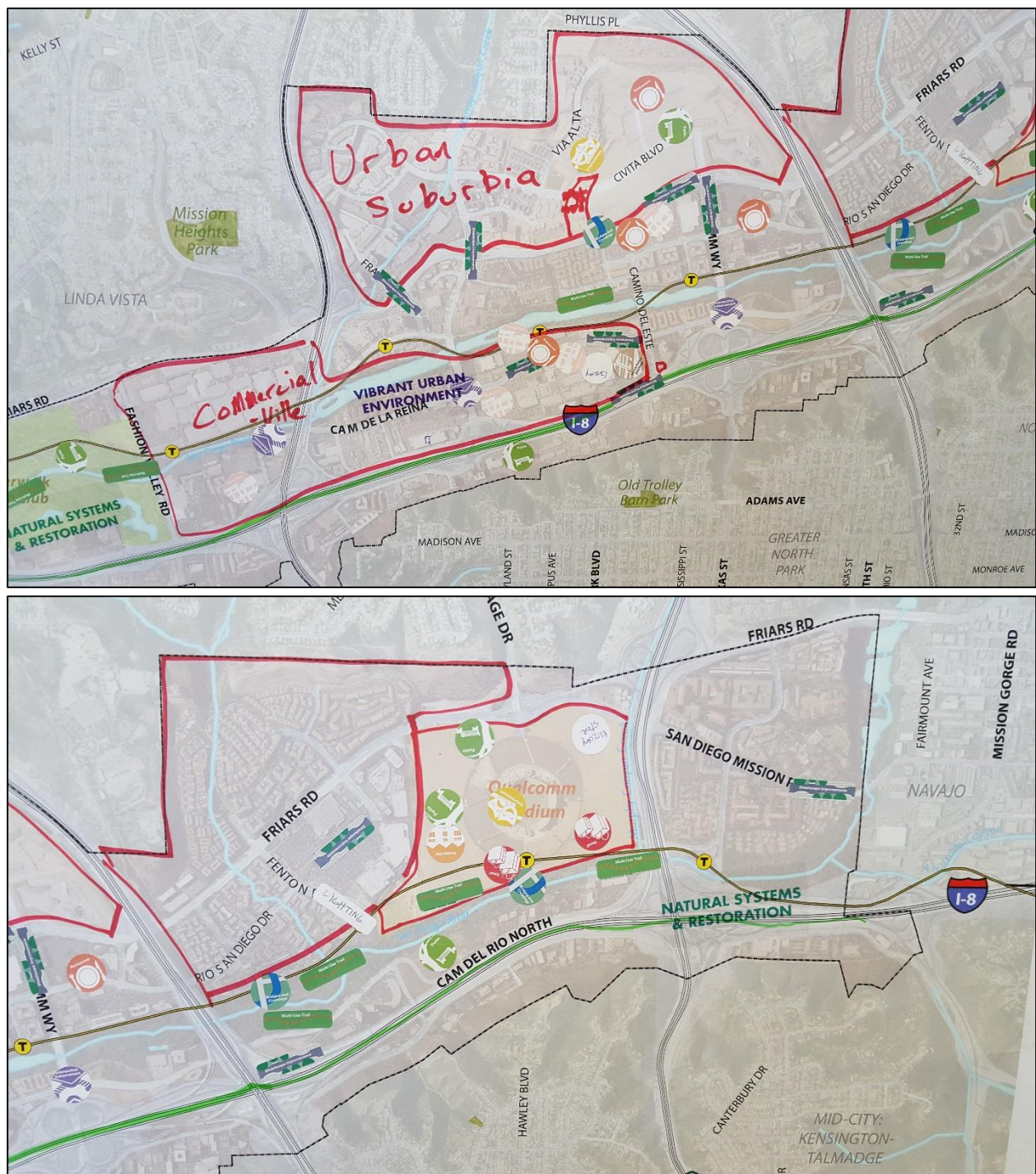
Appendix G

Names of Stakeholders Interviewed

Interview	Date/Time Slot	Attendees	Title	Organization
Business Group 1	10-15-15/9:00 - 9:45	Chris Duggan	Director, Local Government Affairs	San Diego Restaurant Association
San Diego River Park Foundation	10-15-15/11:00 -11:45	Rob Hudsel	Executive Director	San Diego River Park Foundation
Housing Group	10-15-15/1:00 - 1:45	Dave Gatzke	Vice President of Acquisitions	Community Housing Works
		Laura Nunn	Policy Director	San Diego Housing Federation
Friars Mission Center	10-15-15/2:00 - 2:45	Sarah Storey	Property Manager	Regency Center
		Stephen Hargrave	Senior Property Manager	Regency Center
		Greg Sadowsky	Senior VP, Senior Market Officer	Regency Center
Car Dealer Group	10-15-15/3:00 - 3:45	Jim Brown	Owner	Marvin K. Brown
		Jennifer Brown	President	Marvin K. Brown
		Dave Miller	General Manager	John Hine Mazda
		Todd Witt	Owner	Witt Lincoln
		Ed Witt	Owner	Witt Lincoln
		Mark Gruwell	Owner	Courtesy Chevorlet
		Jerry Curtis	Manager	Courtesy Chevorlet
Dealy Development	10-15-15/4:00 - 4: 45	Perry Dealy	Owner	Dealy Development
Park Valley Center	10-21-15/9:00 - 9:45	Patrick Kinney	Executive Vice President	Sunbelt Investment Holdings, Inc.
		Robert Griffi	Senior Vice President	Sunbelt Investment Holdings, Inc.
		Stacey Hudson	Vice President, Property Management	Sunbelt Investment Holdings, Inc.
		Mary Wang	Property Manager	Sunbelt Investment Holdings, Inc.
Westfield/Mission Valley	10-21-15/10:00 - 10:45	Nate Smith	General Manager	Westfield
		Jerry Engen	Sr. Vice President Development, San Diego Region	Westfield
Sudberry Properties	10-21-15/11:00 - 11:45	Marco Sessa	Vice President Land Development - Residential	Sudberry Properties
		Tomas Sudberry	Chairman of the Board	Sudberry Properties
H.G. Fenton Company	10-21-15/1:00 - 1:45	Karen Ruggels	Director	KLR Planning
		John LaRaia	Sr. Development Director/Capital Provider	H.G. Fenton Company
Hazard Center	10-21-15/2:00 - 2:45	Lisa Gualco	Site Manager	Hazard Center
San Diego River Conservancy	10-21-15/3:00 - 3:45	Julia Richards	Executive Officer	San Diego River Conservancy
		Ann Haddad	Board Member	San Diego River Conservancy
Hotel Group	10-21-15/4:00 - 4:45	Todd Majcher	Vice President	Lowe Enterprises
		Jeff Scribner	General Manager	Sheraton Mission Valley
		Namara Mercer	Executive Director	San Diego Hotel-Motel Association
Business Group 2	10-22-15/10:00 - 10:45	Chantell Hawken	Vice President, Public Policy	San Diego Regional Chamber of Commerce
		Sean Karafin	Executive Director, Policy and Economic Research	San Diego Regional Chamber of Commerce
		Jesse Gipe	Manager, Economic Development	San Diego Regional Economic Development Corporation
		Molly Kirkland	Director of Public Affairs	San Diego County Apartment Association
Levi-Cushman (Riverwalk)	10-22-15/11-00 - 11:45	Clifton Williams	Land Use Analyst	Latham & Watkins, LLP
		Larry Cushman	Owner	Levi-Cushman
		Brian Myers	Strategic Advisor for Acquisitions	Irvine Company
Environmental Group	10-22-15/2:00 - 2:45	Jim Peugh	Board of Directors Member - Conservation	San Diego Audubon Society
		Michael Beck	Director	Engangered Habitat League

Appendix H

Design and Planning Professionals Workshop Flier and Sign-In Sheet

MISSION VALLEY
Community Plan Update

DESIGN AND PLANNING PROFESSIONALS WORKSHOP

Help Shape the Future of Mission Valley

The City of San Diego is inviting all local planning and design professionals to share their ideas for the Mission Valley Community Plan Update. This community has great regional significance coupled with untapped potential as an area to implement the City of Villages Strategy. Mark your calendar for a lunchtime workshop geared for local experts. We recognize the value the planning and design community can bring to this project. We want to hear your ideas, both big and small, for the future of Mission Valley.

Free lunch provided.

February 12, 2016

11:00 a.m. - 1:00 p.m.

San Diego Concourse Silver Room

For more information visit our project website: http://tiny.cc/7h3gzx

RSVP to:
Nancy Graham, Senior Planner
nhgraham@sandiego.gov
(619) 236-6891
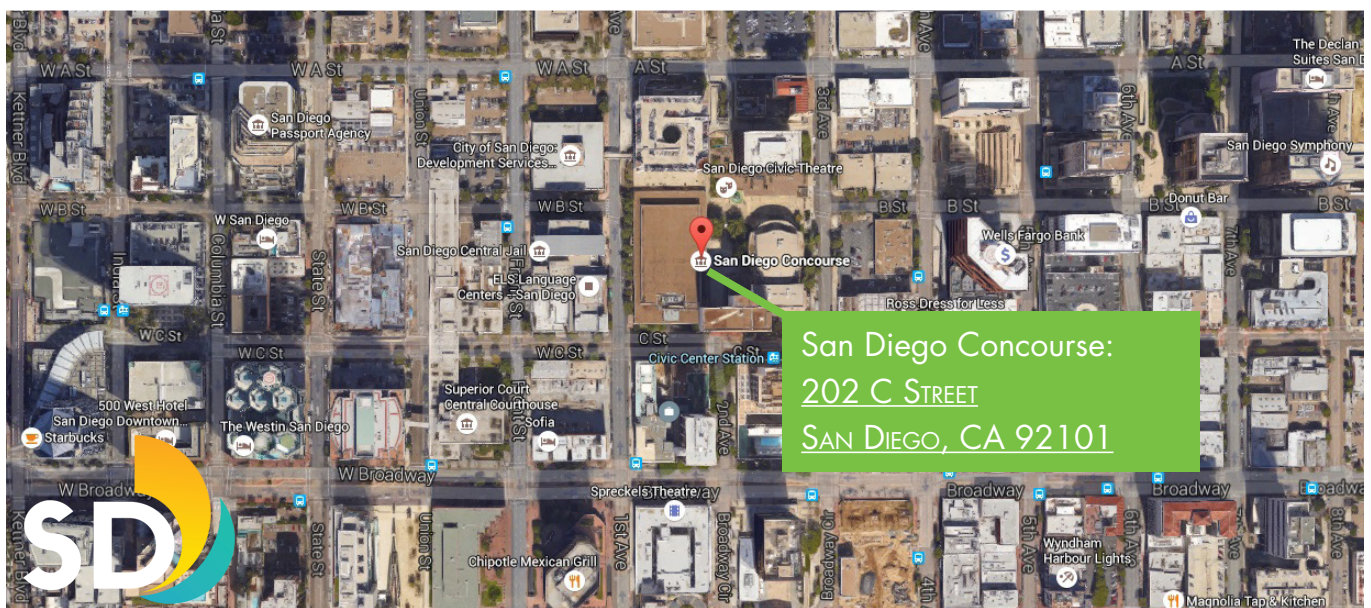
San Diego Concourse:
202 C Street
San Diego, CA 92101

#	First Name	Last Name	Email	Add to Mailing List?
1	David	Abrams	manana@san.rr.com	✓
2	Bill	Anderson	William.Anderson3@aecom.com	✓
3	Doug	Austin	dhaustin@avrpstudios.com	✓
4	France-Alia	Bardeau	france-alia.bardeau@france-sandiego.org	
5	Rick	Barrett	rickb@migcom.com	✓
6	Amy	Bridge	amyb@migcom.com	✓
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8	Evan	Burbridge	evan.burbridge@gmail.com	✓
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18	Juan	Jasso	jrspacense@att.net	✓
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29	Suchitra	Mukherjee	smukherjee@rickengineering.com	✓
30	John	Passanante	JPassanante@syska.com	
31	Sue	Peerson	speerson@gmail.com	NO
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33	Manjeet	Ranu	mranu@encinitasca.gov	✓

Design Professionals Workshop

February 12, 2016

#	First Name	Last Name	Email	Add to Mailing List?
34	Maya	Rosas	mrosas@atlantissd.com	✓
35	Diane	Sandman	diane.sandman@WeAreHarris.com	✓
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37	Michael	Schnell	m7schnell@live.com	✓
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40	Greg	Shannon	gregs.spc@att.net	✓
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47	Seth	Torma	tormasa@pbworld.com	✓
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59	Peter	Winch		
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62				
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69				
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71				

Design Professionals Workshop
February 12, 2016

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75				☐
76	Jeff	McNutt	jeffReymcNutt@yahoo.com	☑
77				☐
78	Hannah	Hobbs	Nhobbs@skyportstudio.com	☑
79	DARREN	GLANZ	DPGARCH@HOTMAIL.COM	☒
80				☐
81				☐
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85				☐
86				☐
87				☐
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Appendix I

Design and Planning Professionals Workshop Presentation

Design and Planning Professionals Workshop

February 12, 2016

- Mission Valley is a community, city, and regional asset

- The changing development environment in Mission Valley is and will be felt by many

- This is a unique opportunity to bring together San Diego's best and brightest as we re-envision this important area

Presentation (20 minutes)
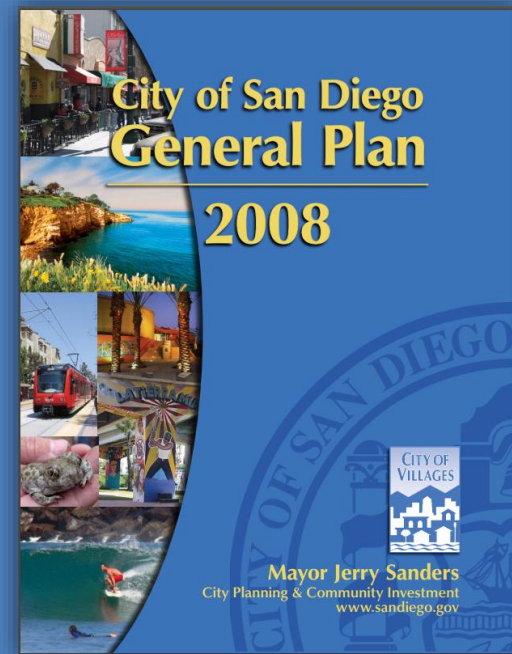
- Brief overview

- Summary of work to date

- Plan of action

Activities (75 minutes)

Wrap-Up and Next Steps (10 minutes)

Overview

General Plan: City of Villages

- Represents a shift in focus from how we develop vacant land to how we invest in our existing communities

- Emphasis on combining housing, employment, schools, civic uses at different scales, in village centers

- Strategy works to preserve established residential neighborhoods and open spaces; and

- Achieve high quality of life, address mobility and facilities needs, and manage the City's continued growth

City of San Diego
General Plan
2008

CITY OF
VILLAGES

Mayor Jerry Sanders
City Planning & Community Investment
www.sandiego.gov

Schedule

Mission Valley Community Plan Update (CPU)
Anticipated Community Outreach Process and Timeline

	Fall 2014 - Winter 2015	Spring 2015 - Fall 2015	Winter 2016 - Spring 2016	Summer 2016	Fall 2016 - Spring 2017	Summer 2017- Spring 2018
Planning Program	**Phase 1** Contracting	**Phase 2** Existing Conditions and Visioning	**Phase 3** Community Plan Development and Zoning Program	**Phase 4** Community Review	**Phase 5** Environmental and Public Facilities Financing Plan	**Phase 6** City Hearings
Community Outreach	City Website Page Update Formation of CPU Subcommittee	Community Kickoff Meeting Planning Commission Workshop Community Visioning Stakeholder Interviews CPU Subcommittee Meetings	Community Workshops on Land Use Alternatives Online Outreach Activity CPU Subcommittee Meetings	Community Workshop/ EIR Scoping Meeting Planning Commission Meeting Smart Growth and Land Use Committee Meeting Other Board Meetings CPU Subcommittee Meetings	Community Workshop on Draft EIR CPU Subcommittee Meetings	Planning Commission Meeting Smart Growth and Land Use Committee Meeting City Council Meeting

I-7

Community Input

Outreach Activities

- Standing CPU Subcommittee of the Mission Valley Community Planning Group
  - 2nd Fridays, 3:00 – 4:30 p.m., Mission Valley Library
- Community Workshops
  - June 2015
  - October 2015
- Planning Commission Workshop
  - September 2015

MISSION VALLEY
Community Plan
Update

Want to See More…

⬆ Housing or office above ground floor retail

⬆ A mix of housing types

⬆ Walkable environments and urban plazas

⬆ Public parks and multi-use trails

⬆ Neighborhood streets

Want to See More…

- Coordinated signalization
- Pedestrian paths
- Trolley access and use
- Ride share opportunities
- Complete streets
- A roadway that accommodates increased density

Existing Community Plan

- Existing Mission Valley Community Plan adopted in 1985, amended over 20 times

- Key Concerns of the Plan:

  – Improving the transportation system

  – Relating development intensity to capacity of the transportation system

  – Guiding urban form that responds to River, hillsides

  – Facilitating "multiple use" development on large sites

Existing Community Plan
Community Plan Land Use
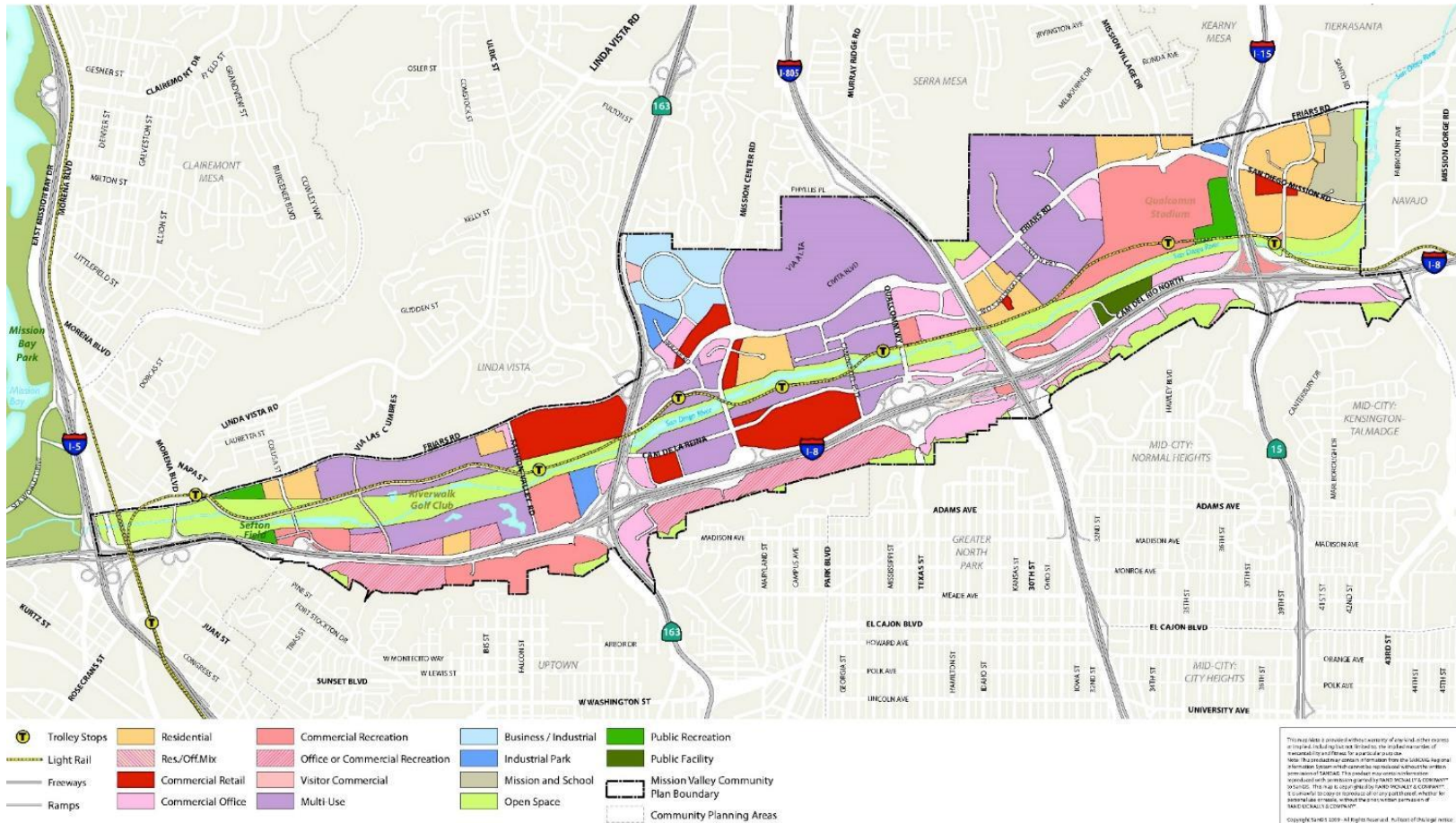
I-13

- Land use falls into 3 general categories:

    - Commercial with office or hotel

    - Mixed use (combined residential, commercial and/or office)

    - Everything else

- Not very refined in order to provide range of opportunities

Existing Community Plan
Development Intensity Districts
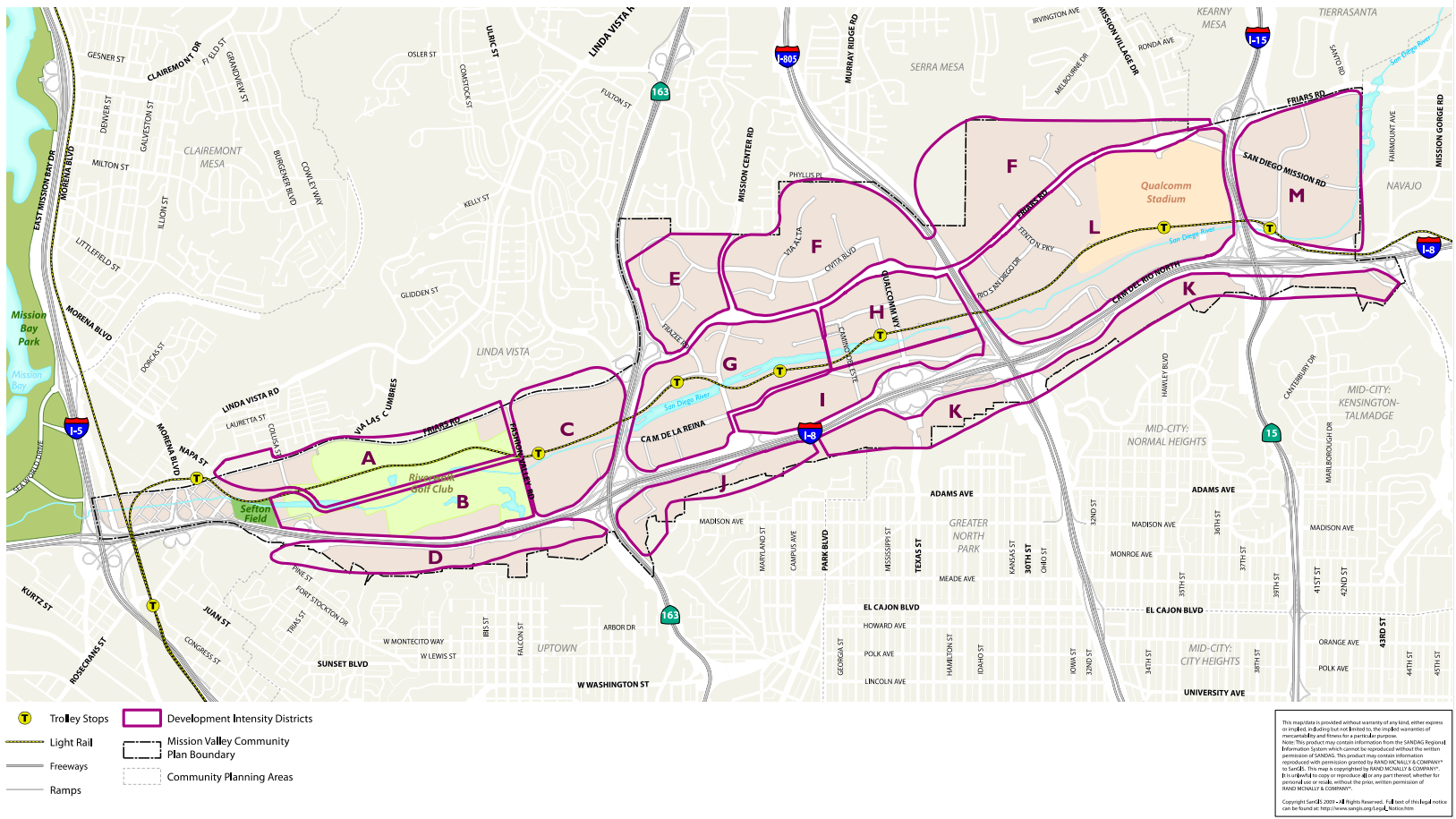
Legend

- 🅣 Trolley Stops
- ⬭ Development Intensity Districts
- ⌁ Light Rail
- Freeways
- Ramps
- Mission Valley Community Plan Boundary
- Community Planning Areas

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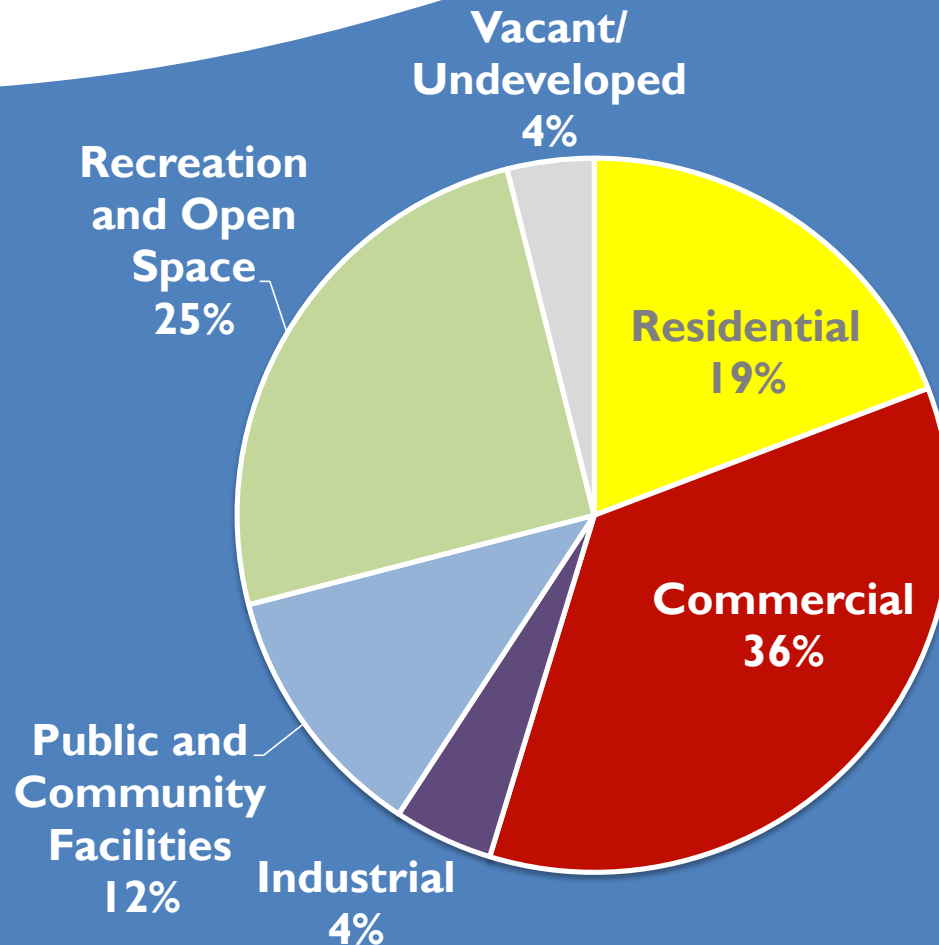Warehouse, 2015. (www.sangis.org)
Dyett & Bhatia, 2015

SanGIS
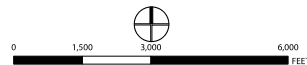
- Development Intensity District becomes the driving force behind land use

- *Pro:* flexibility. *Con:* with so much flexibility, best use and performance has not always been achieved

- ## Specific Plans

    - First San Diego River Improvement Project (1982, last amended 1999)

    - Levi-Cushman (1987)

    - Mission Valley Heights (1987)

    - Atlas (1988)

    - Mission City (1998)

    - Quarry Falls (2008)

Specific Plans

Mission Valley Heights (1987)

Quarry Falls (2008)

Atlas (1988)

Levi-Cushman/ Riverwalk (1987)

Atlas (1988)

Mission City (1998)

First San Diego River Improvement Project (1982, last amended 1999)
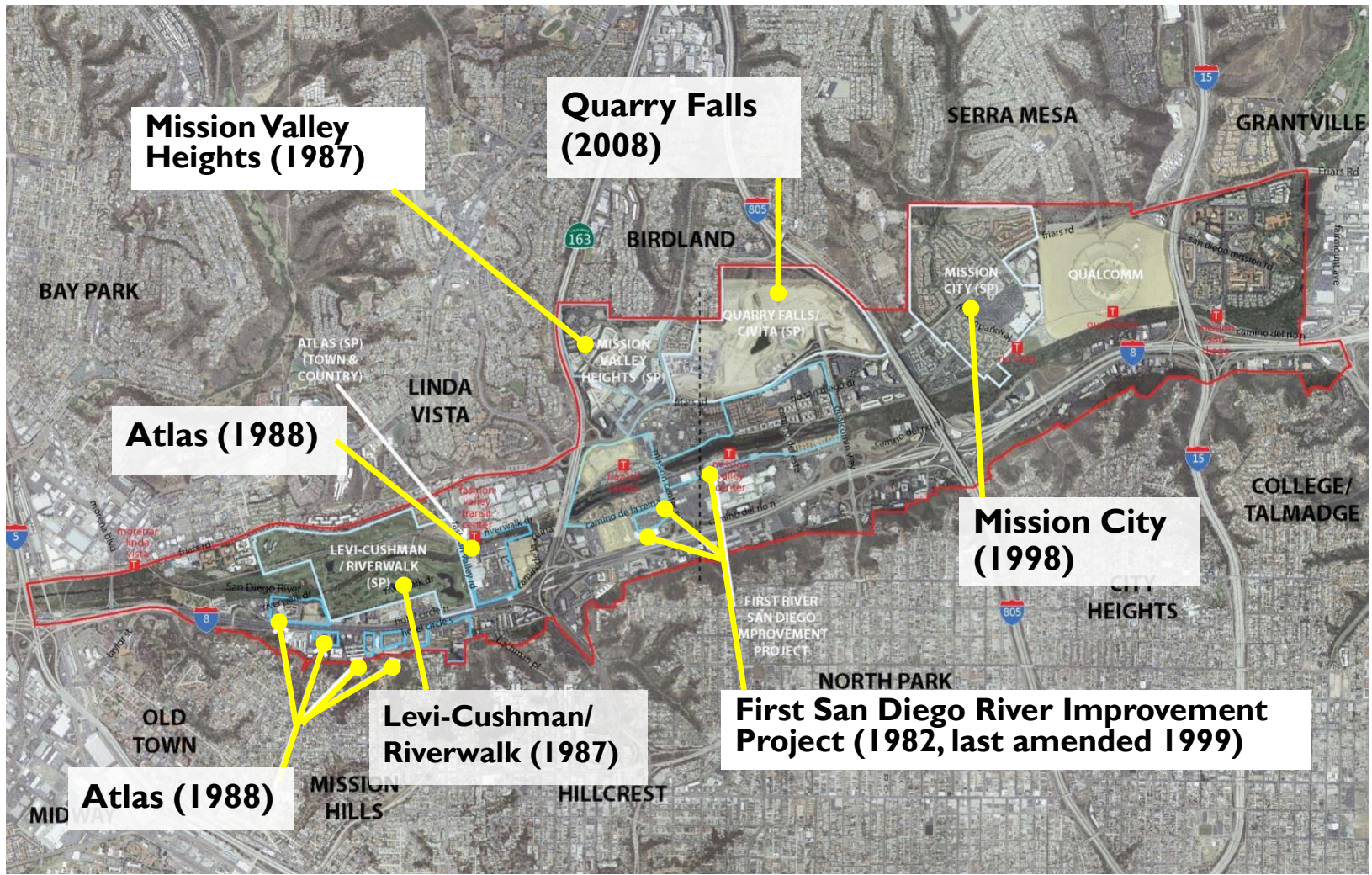
Existing Conditions

Existing Conditions Map Atlas:

- Land Use and Development
- Urban Form
- Transportation
- Historic Context and Archaeology
- Natural Environment and Open Space
- Hazards and Community Health
- Key Issues & Implications

Existing Land Use

Legend:

- (T) Trolley Stops
- Light Rail
- Freeways
- Ramps

Single Family Residential	Hotel/Motel/Lodging Commercial	Business Park/Light Industrial	Religious Facilities	Vacant/Undeveloped Land
Townhomes/Condominiums	Retail/General Commercial	General Industrial/Warehousing	Public/Government	Mission Valley Community Plan Boundary
Apartments/Multi Family Residential	Service Commercial	Heavy Industrial	Golf Course	Community Planning Areas
Mixed Use Residential	Recreation Commercial	Sports/Recreational Facilities	Open Space/Undevelopable Natural Areas	
Auto Commercial	Office	Educational/Institutional	Utilities	

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SanGIS

Existing Land Use

Vacant/Undeveloped 4%

Recreation and Open Space 25%

Residential 19%

Commercial 36%

Industrial 4%

Public and Community Facilities 12%

MISSION VALLEY
Community Plan Update

Current Development Projects

Existing Residential Density

Legend:
- (T) Trolley Stops
- Light Rail
- Freeways
- Ramps
- Not Available
- Upto 8 units/acre
- 9 - 16 units/acre
- 17 - 30 units/acre
- 31 - 60 units/acre
- Over 60 units/acre
- Mission Valley Community Plan Boundary
- Community Planning Areas

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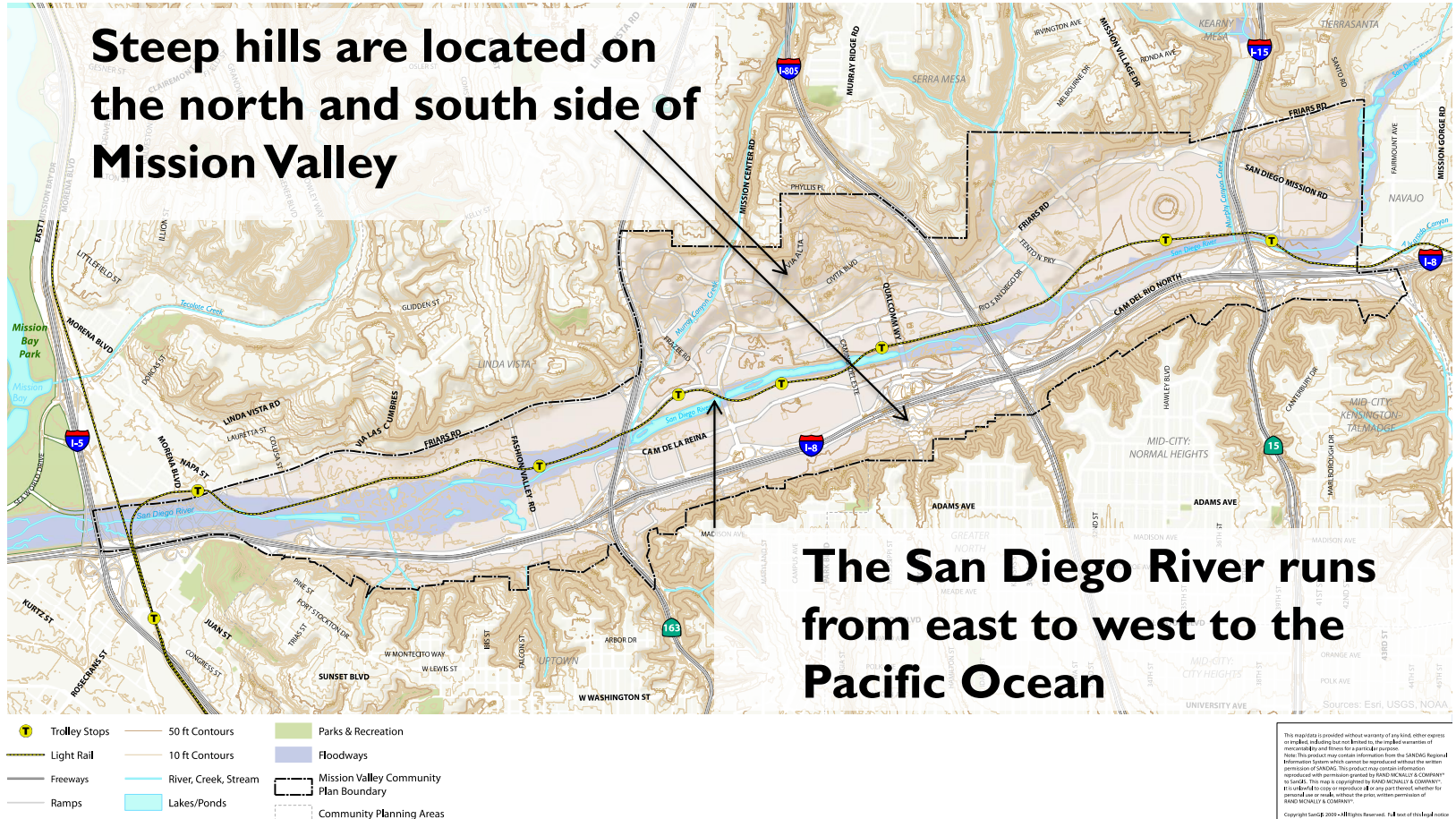Dyett & Bhatia, 2015

0   1,500   3,000   6,000 FEET

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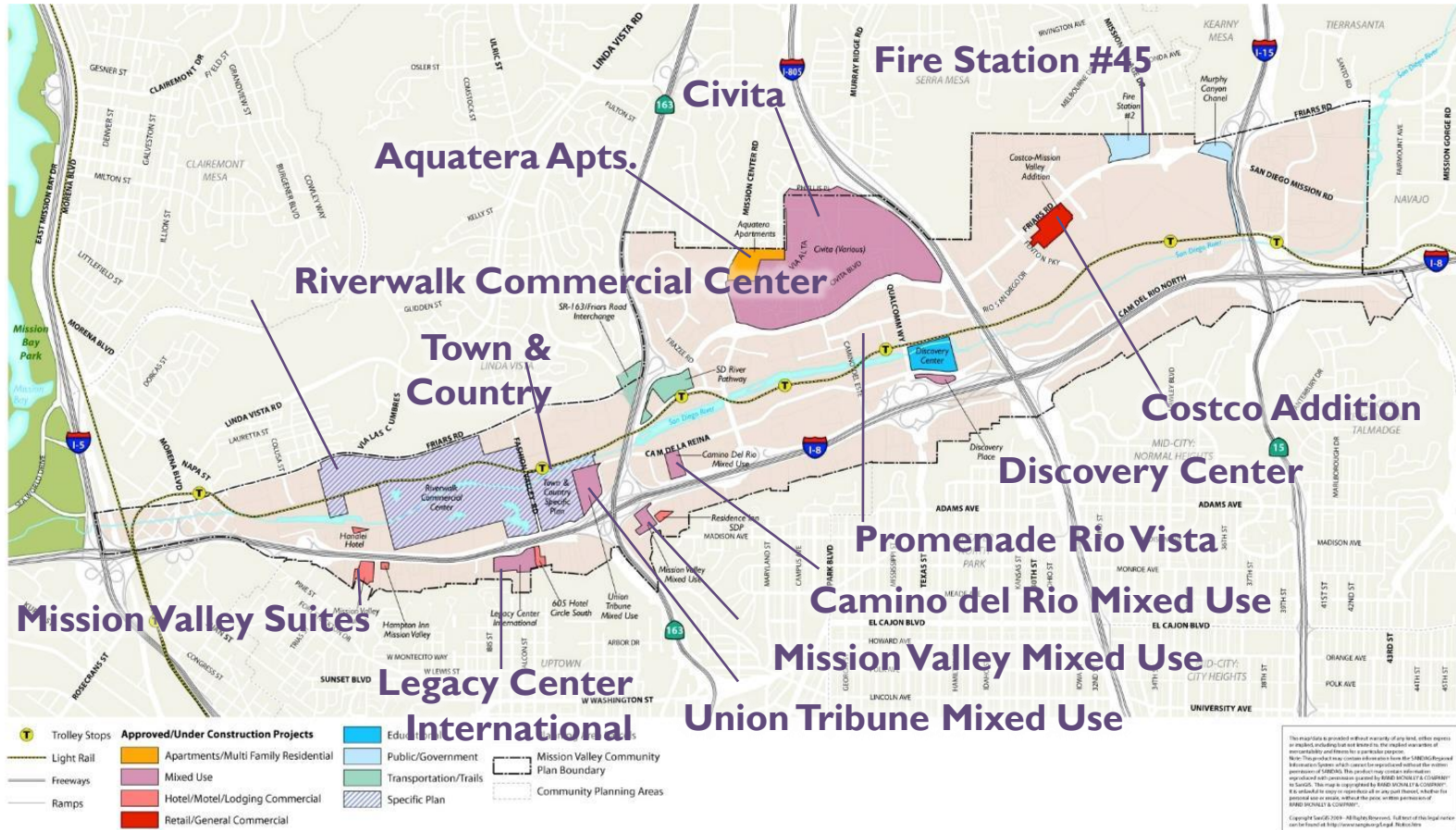
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SanGIS

Existing Residential Density

Pie chart: Existing Residential Density
- 0-8 units/acre: 5%
- 9-16 units/acre: 20%
- 17-30 units/acre: 49%
- 31-60 units/acre: 24%
- 60+ units/acre: 2%

Existing Non-Residential Intensity

Legend:
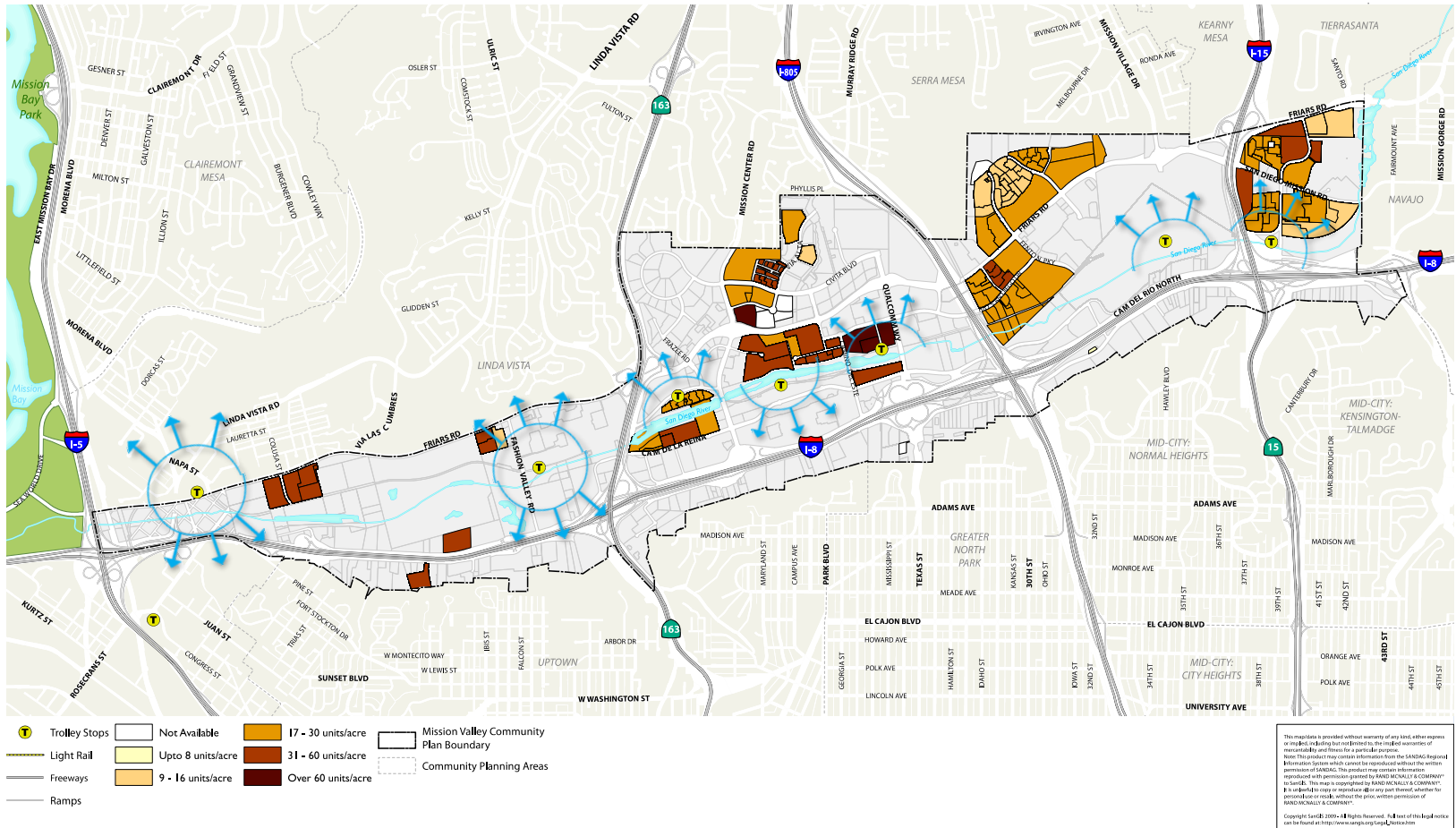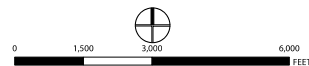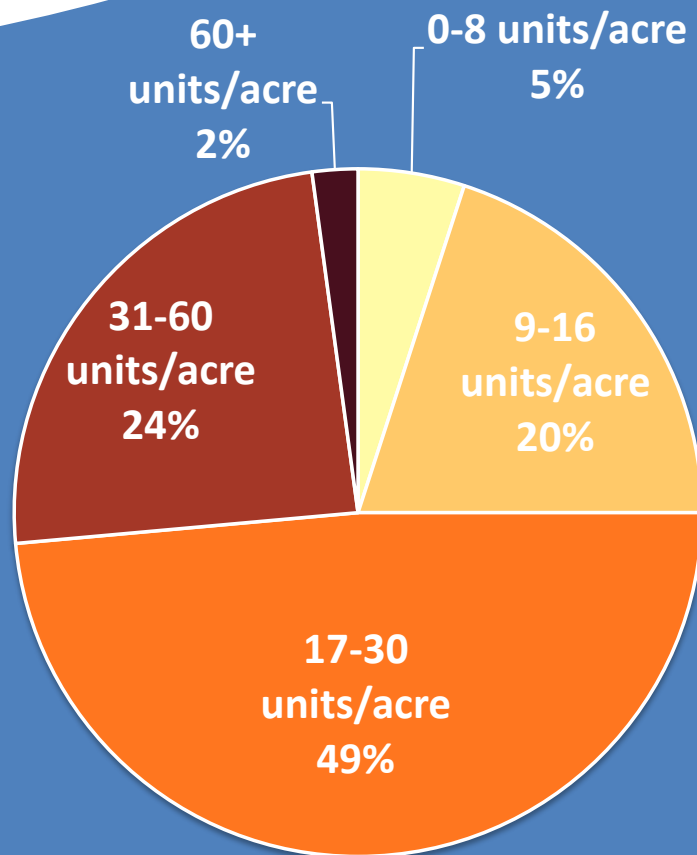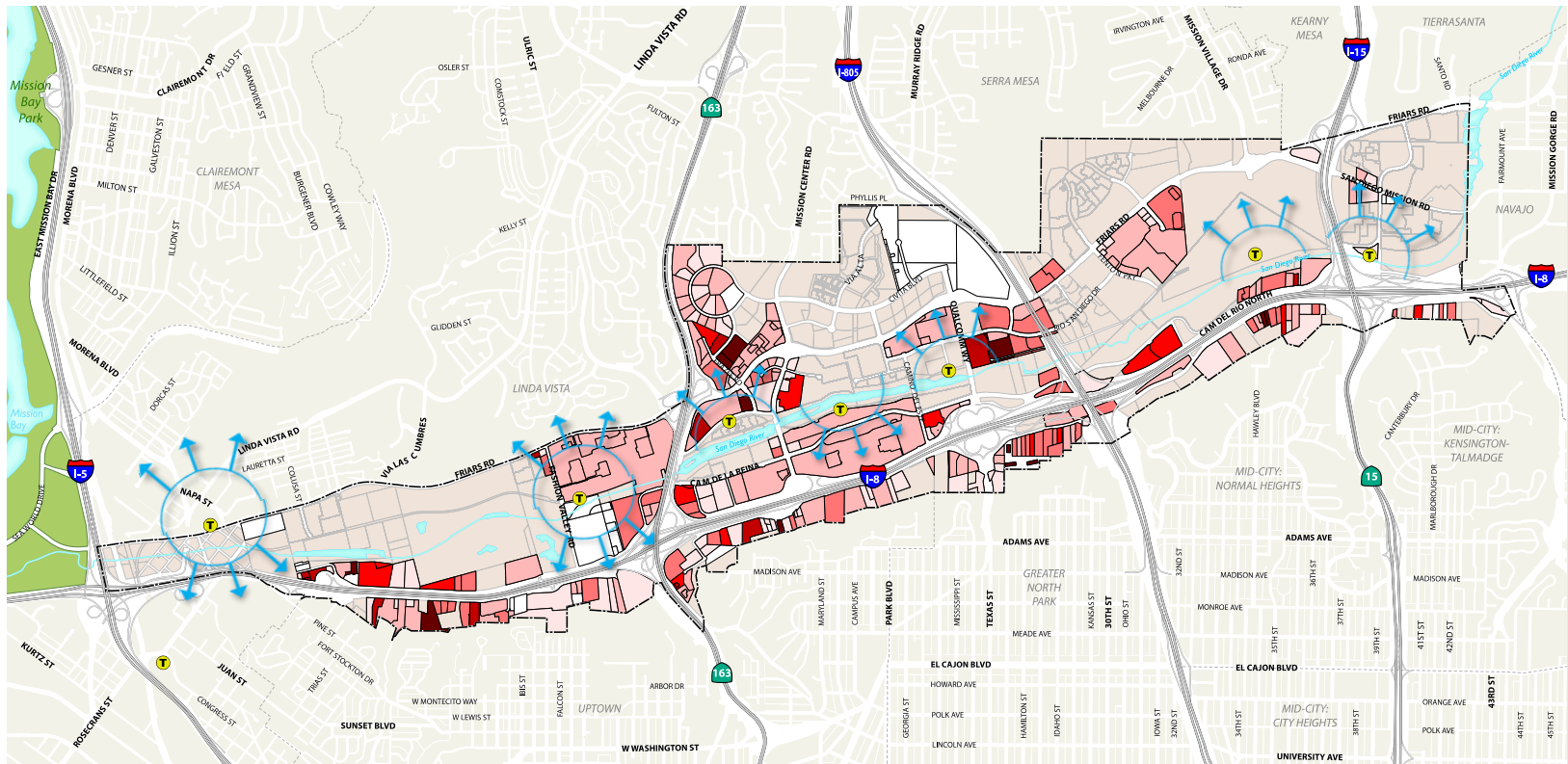
Trolley Stops

Floor Area Ratio (FAR)
- Upto 0.25 FAR
- > 0.25 - 0.5 FAR
- > 0.5 - 0.75 FAR
- > 0.75 - 1.0 FAR
- > 1.0 - 1.25 FAR
- Over 1.25 FAR
- Not Available*

Light Rail
Freeways
Ramps

Mission Valley Community Plan Boundary
Community Planning Areas

* Building Square Foot Not Available

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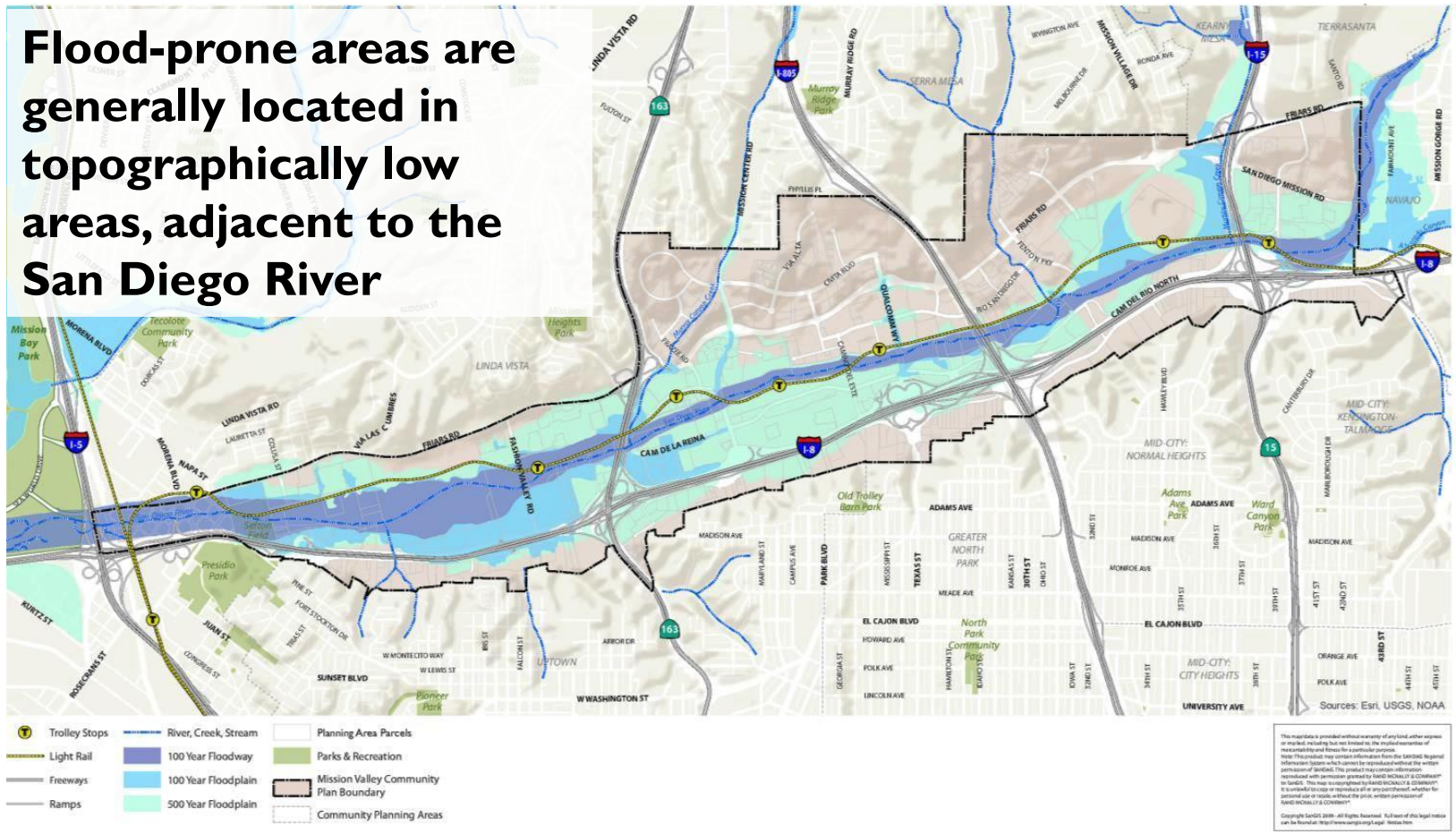Dyett & Bhatia, 2015

Existing Non-Residential Intensity

FAR Distribution

MISSION VALLEY
Community Plan Update

0.5 – 0.75, 15.6%

0.75 - 1.0, 5.4%

1.0 - 1.25, 3.5%

0.25 – 0.5 34.4%

1.25 +, 2.9%

0.0 – 0.25, 38.8%

1.5 - 1.75, 0.3%

1.75 - 2.0, 1.3%

2.0 +, 1.3%

Landform and Natural Features

Steep hills are located on the north and south side of Mission Valley

The San Diego River runs from east to west to the Pacific Ocean

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

Flood-prone areas are generally located in topographically low areas, adjacent to the San Diego River

Open Space and Recreation

Most portions of Mission Valley are not within a quarter-mile of parkland
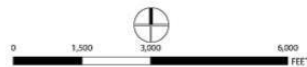
It is estimated that Mission Valley has 2,076 street trees in its 99 miles of streets. Full capacity is ~19,800 street trees

Issues and Options

- Creating neighborhoods beyond development boundaries

- Future of large sites

- Appropriate land uses south of I-8

Opportunities on large sites

Friars Mission Center

Park Valley Center

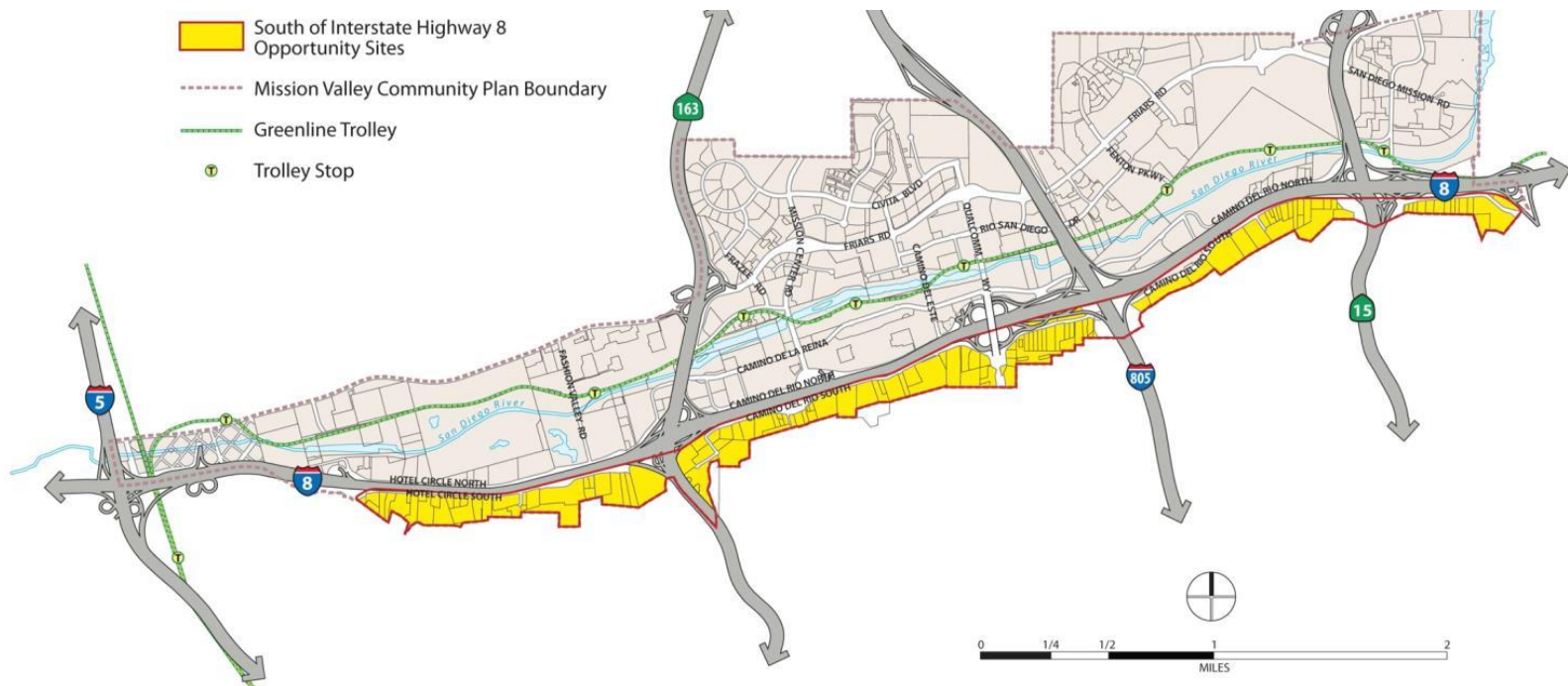Fenton Marketplace

Hazard Center East

Westfield Mission Valley

Rio Vista Shopping Center

Appropriate land uses south of I-8, given the disconnected nature of these sites from the rest of the community

- Car dealerships
- Hotels
- Public storage uses
- Other uses with lower trip counts

- Improving mobility
  - New north-south connections
  - Access to transit
  - Bicycle/pedestrian infrastructure
- Implementation of recommendations identified in the I-8 Corridor Study (SANDAG)
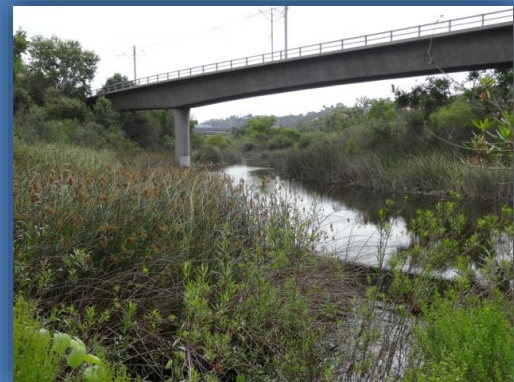
Western Tram

- Mission Hills to Fashion Valley via the Hospital Complex

Eastern Tram

- University Heights to Civita

- Sustainability opportunities

  – Reducing greenhouse gas emissions

  – Growing urban tree canopy

- Interconnected park system connected by the San Diego River

Issues and Options

- Market analysis for existing office and retail uses

- Possible future development of an Enhanced Infrastructure Finance District

- Possible transition from the Mission Valley PDO to Citywide zoning

- Future of the adopted specific plans

- Urban design framework

Activities

A weak grid system is one of the biggest challenges in Mission Valley:

Identify improvements could help Mission Valley be more **connected** for all modes.

Three Major Opportunities

- West Mission Valley
  - Via Las Cumbres / Riverwalk connection
- Central Mission Valley
  - Mission Valley Mall to Civita
- East Mission Valley
  - Fenton Parkway / Centerside to Fenton Marketplace

Central Connection

MISSION
VALLEY
Community Plan
Update
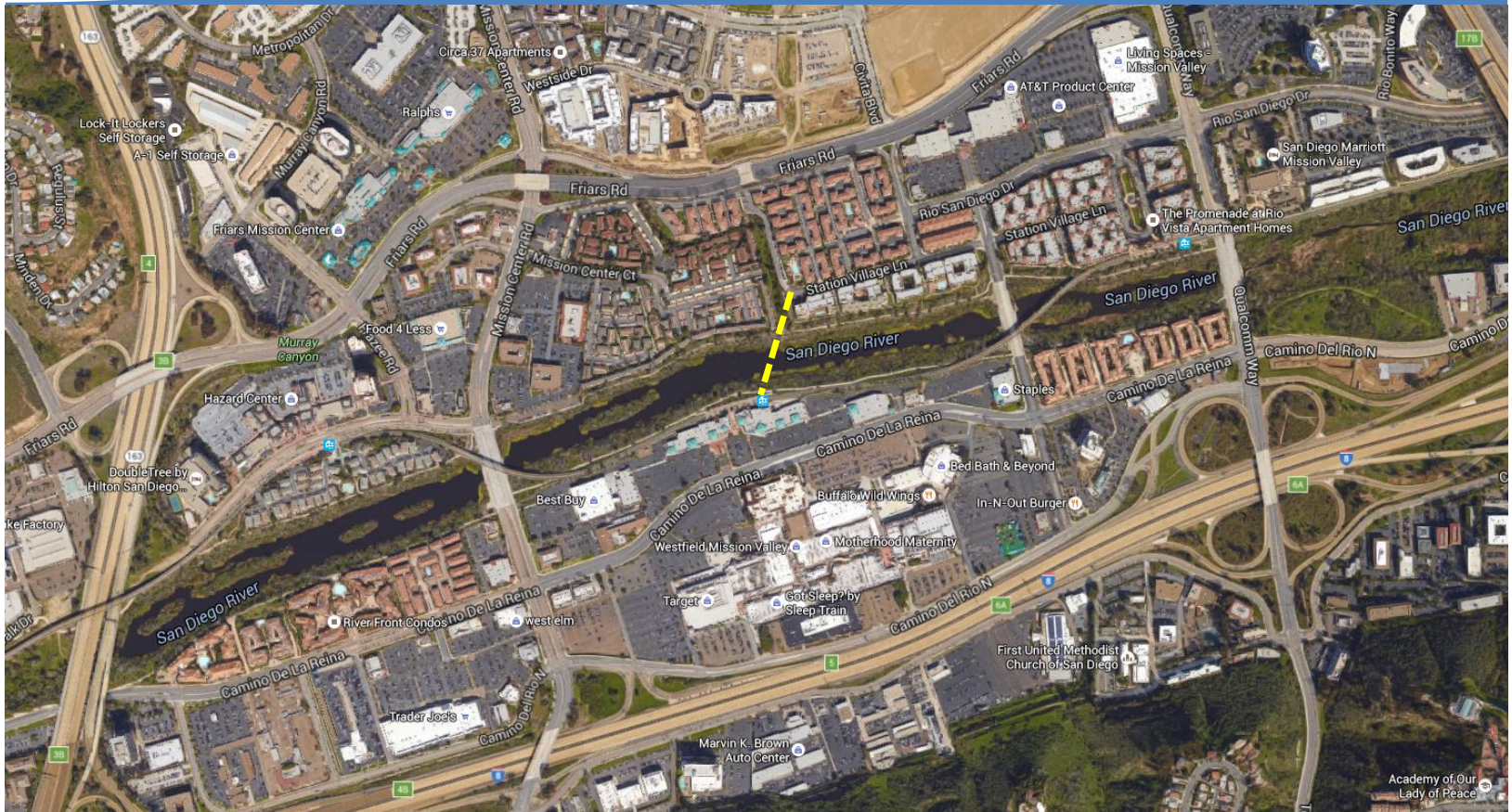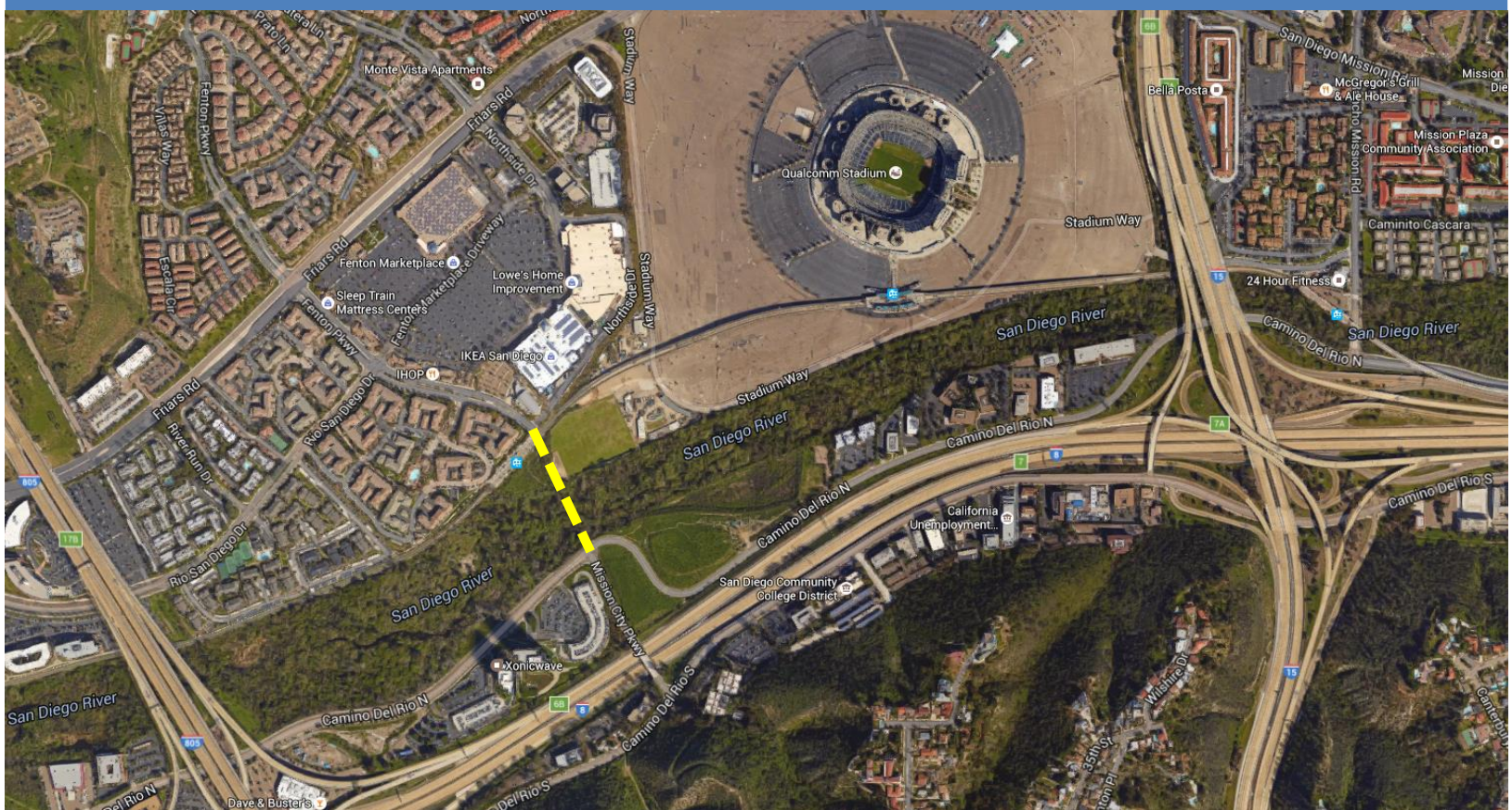
- We may not be able to get all 3 major connections
  - Need your ideas on what land use opportunities could come from each of these connections
  - Which one provides the best opportunities?
  - All ideas, big and small should be put on the table

- No one knows what the final plan is at this point

- In our work program, we need to create land use alternatives with and without a stadium plan

- It is your choice if you want to share your ideas, but it is very possible these ideas will not be used

- We want your ideas on how Mission Valley can have a graceful transition from being an auto-oriented community to a more urban one

- Feel free to float around the room
- If time permits, we will do a quick report back to the group
- This input will be used in our formation of land use alternatives

Thank you!