

Forum on Land Use & Economic Prosperity: Mira Mesa Community Plan Update

Planning Department

October 31, 2019

9:00 a.m. to noon– Qualcomm Building AZ

- 1. Explain project purpose and background**
- 2. Review latest findings on key planning topics**
- 3. Hear your ideas for the future**



Planning Department – Forum Agenda

- 1. Opening Remark**
- 2. Overview – City**
- 3. Market Demand Analysis – KMA**
- 4. Mobility Vision – KHA**
- 5. Land Use & Urban Design Concepts – Dudek**
- 6. Break**
- 7. Tabletop Discussion & Highlights**
- 8. Public Comment**
- 9. Next Steps and Adjournment**

How You Can Provide Input

1

Participate in tabletop discussions

2

Participate in interactive polling

3

Submit written comments

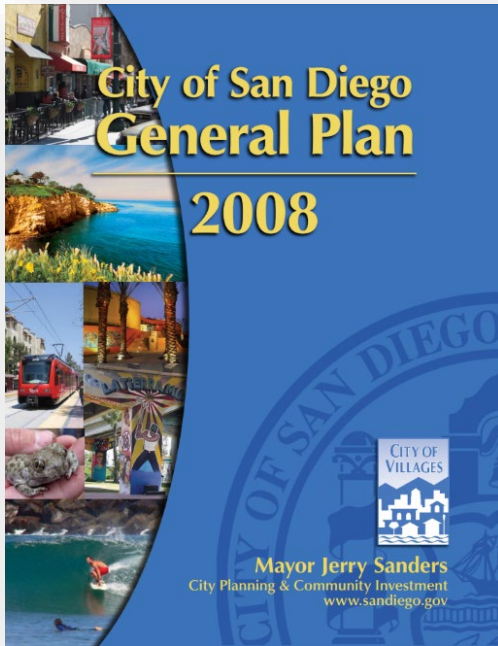


Community Plan Update



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.

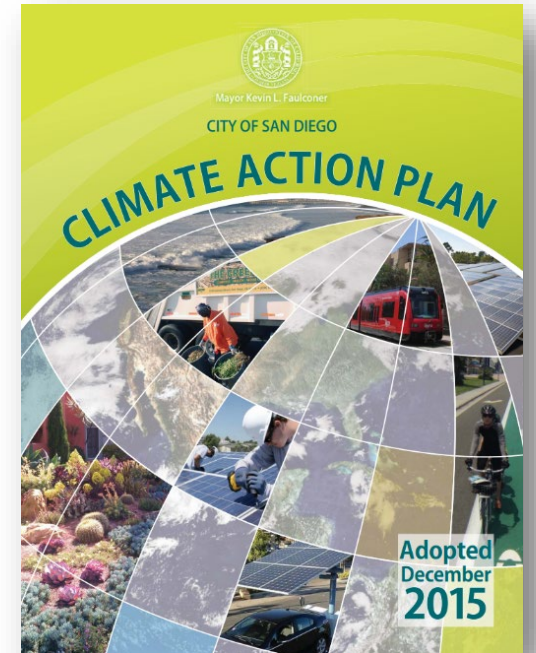


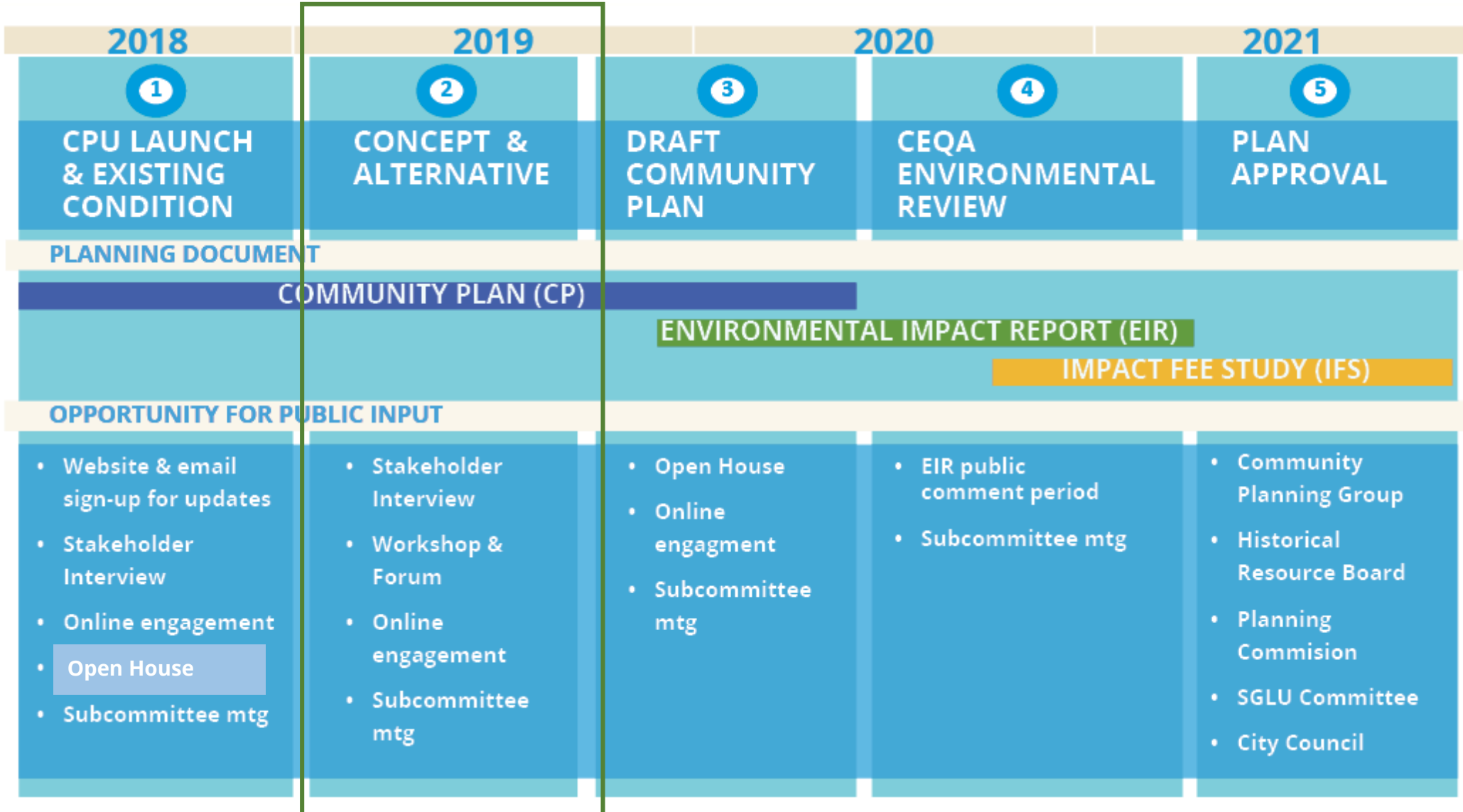
City of San Diego General Plan

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

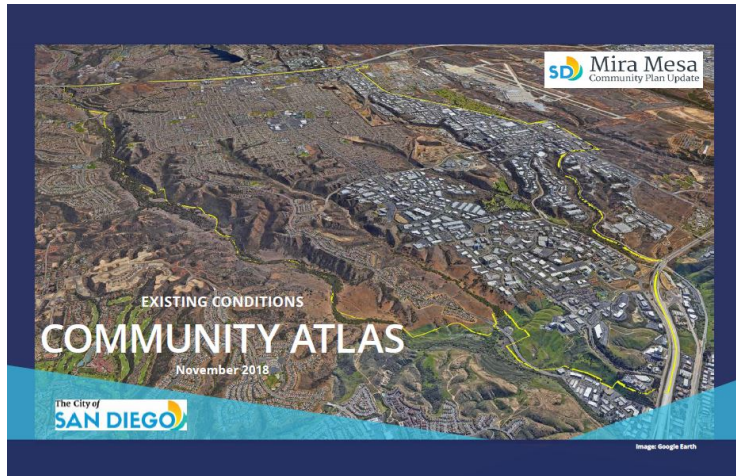
Climate Action Plan

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





Nov. 2018



**Mira Mesa
Community Atlas**

Jan. 2019



**Phase I Community
Engagement Report**

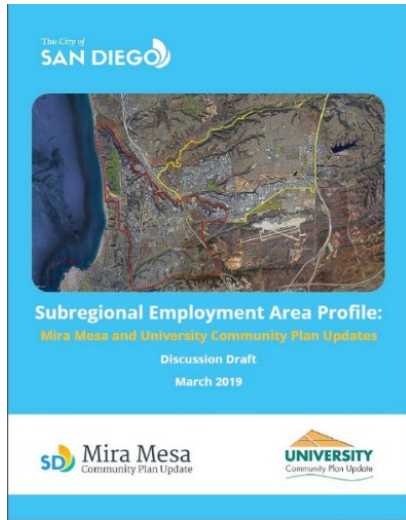
June 2019



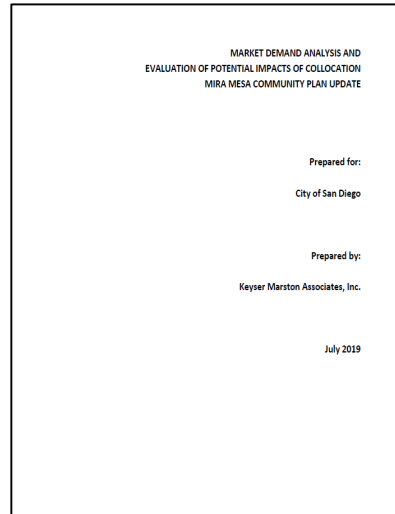
**Mobility Existing
Conditions Report**

Reports available @ www.PlanMiraMesa.org

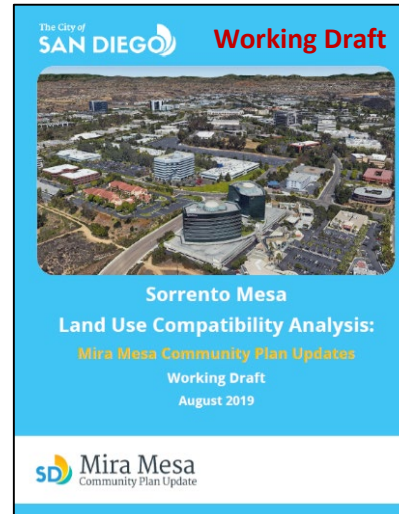
Spring/Summer/Fall 2019



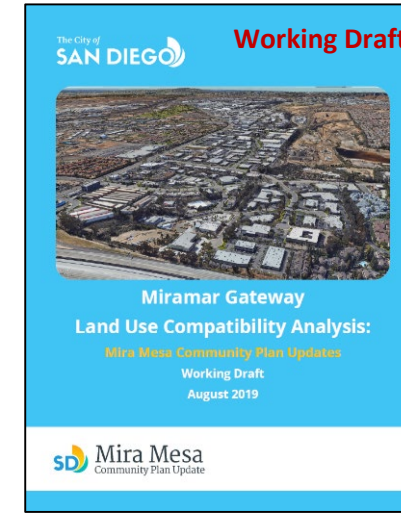
Subregional Employment Area Profile



Market Demand & Collocation Study



Sorrento Mesa Land Use Compatibility Analysis (LUCA)



Miramar Gateway LUCA



Stakeholder Interview Summary & Comparison Cities Analysis

Available @ www.PlanMiraMesa.org

Existing Conditions



Escondido



Santee

La Mesa

Mira Mesa



Kearny Mesa



Downtown

National City

Coronado



Chula Vista



Otay Mesa






Tijuana - Mexico

Pacific Ocean

**11.7% of
City Jobs**
(2017)

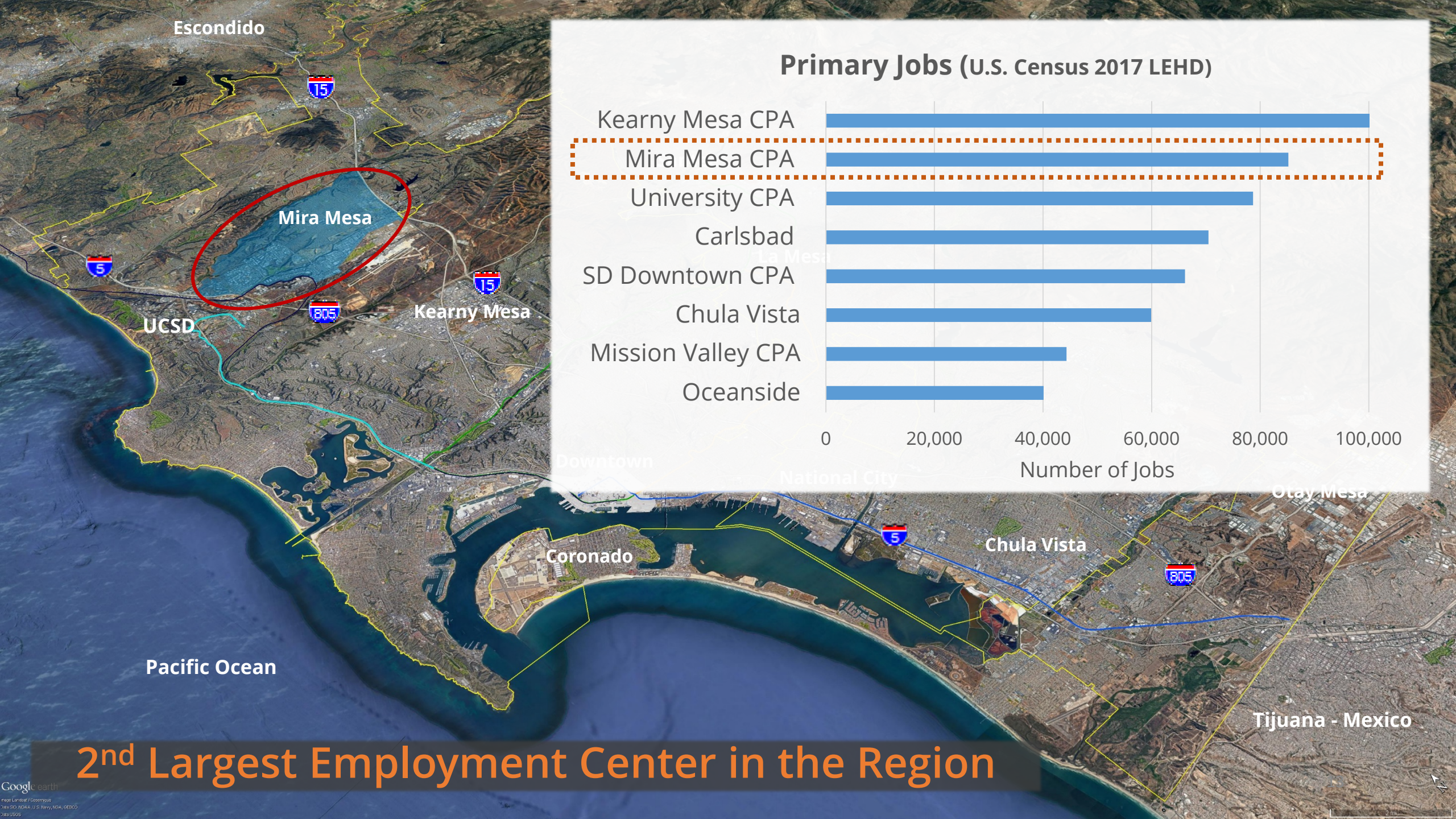
-  City of San Diego Boundary
-  Mira Mesa Community Planning Area

REGIONAL RAIL

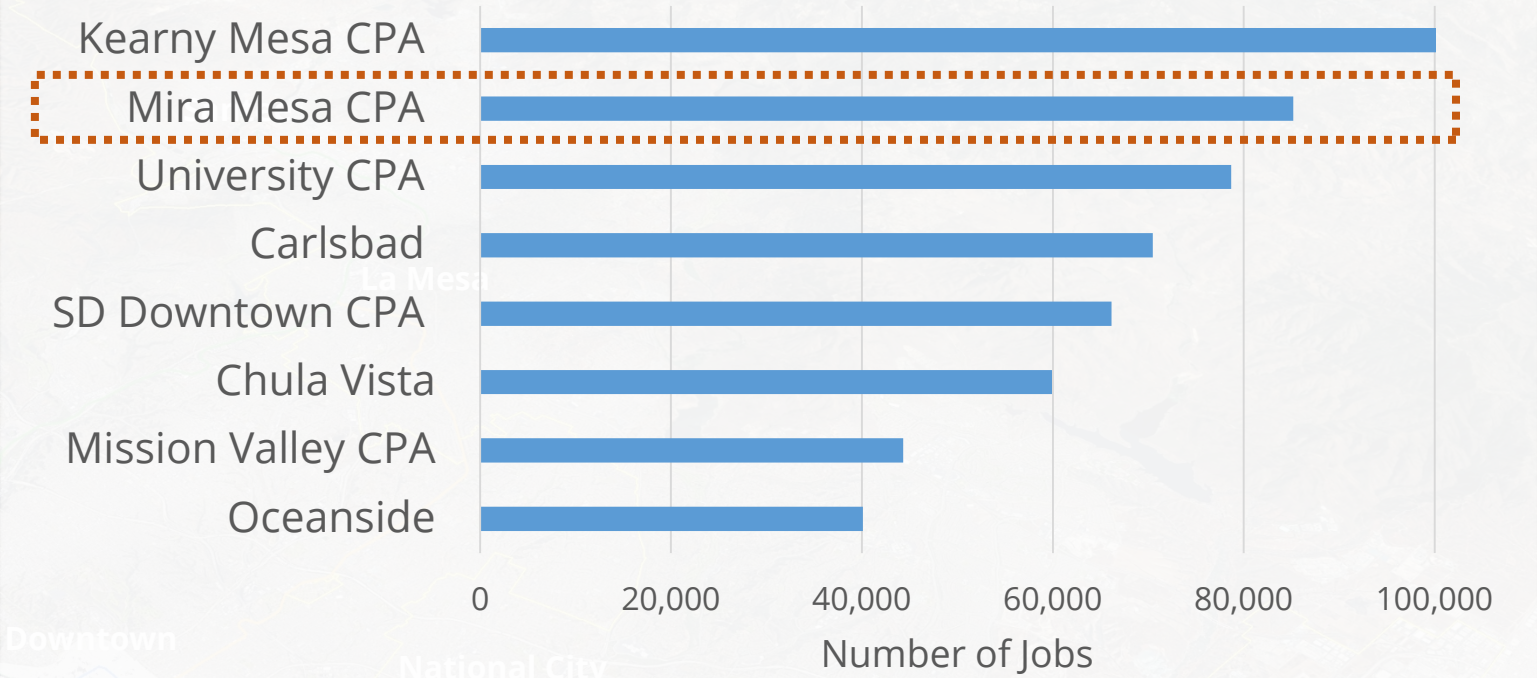
-  Blue Line
-  Green Line
-  Orange Line
-  Mid-Coast Line (under construction)
-  Amtrak/Coaster

Regional Location

Data Source: U.S. Census LEHD 2017



Primary Jobs (U.S. Census 2017 LEHD)



2nd Largest Employment Center in the Region



UCSD



**Health
Care**



Finance



**Life
Science**



Tech



**Defense,
Aerospace &
Cybersecurity**



**Craft &
Manufacturing**

Images: UCSD; Cushman Wakefield; Qualcomm; Clean Tech SD; SD Regional EDC; Ballast Point.

Land Use & Employment Context

10,729 acres
85k jobs (2017)
80k pop (2018)

Sorrento Valley Station

Sorrento Mesa = 47.9k Jobs

Mid-Coast Trolley
(under construction)

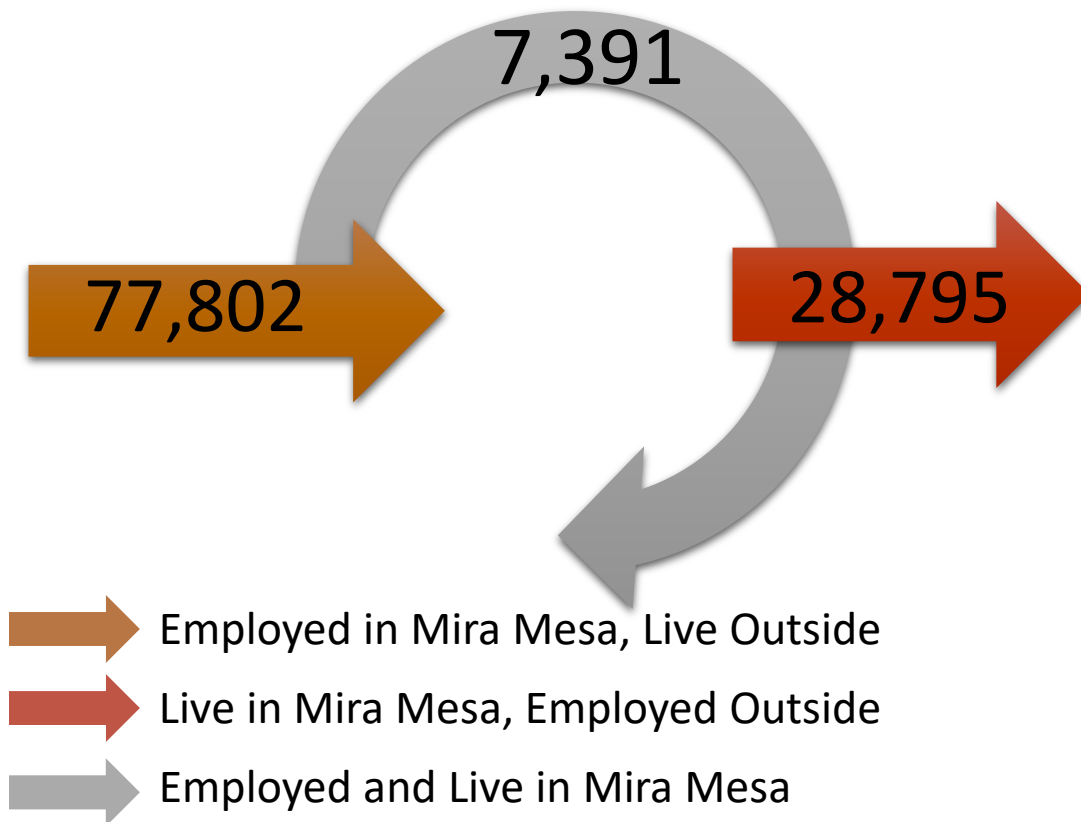
Miramar = 25.6k Jobs

Miramar College
Transit Center

MCAS-Miramar =
13k Jobs

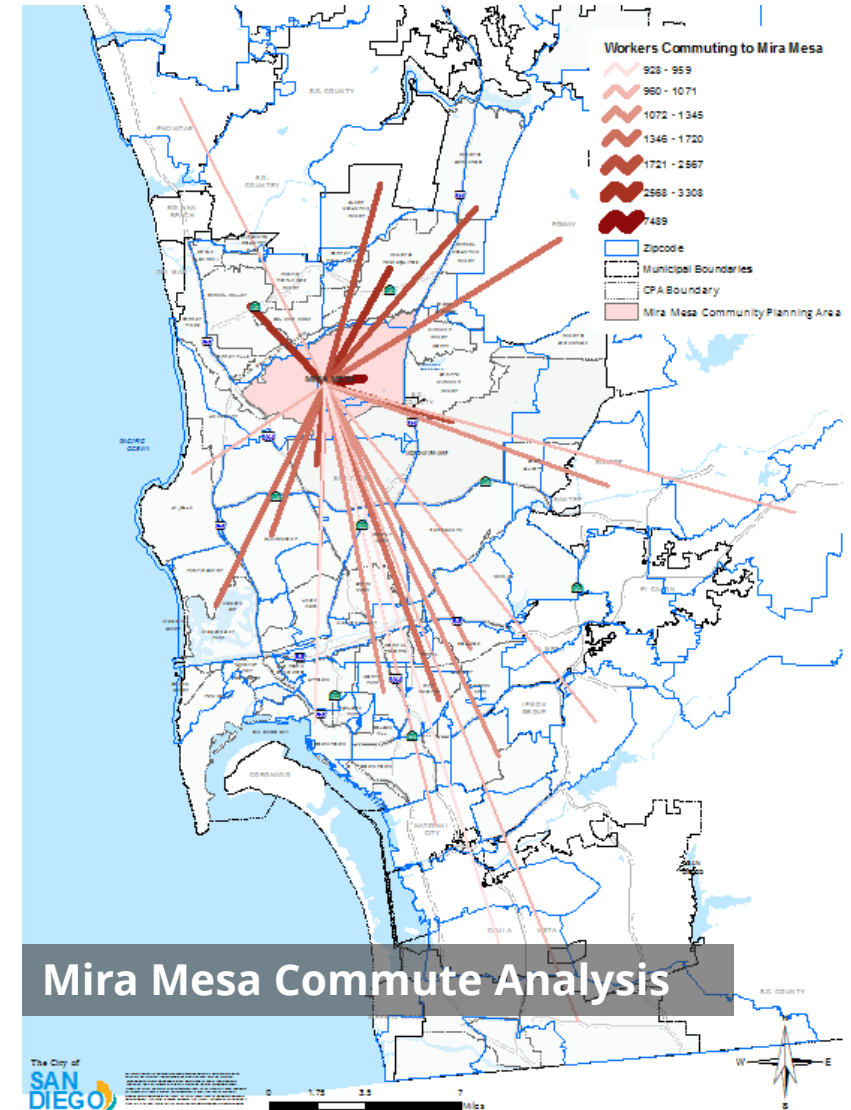
Commuter Flow (2017)

Mira Mesa Workers Inflow/Outflow Analysis



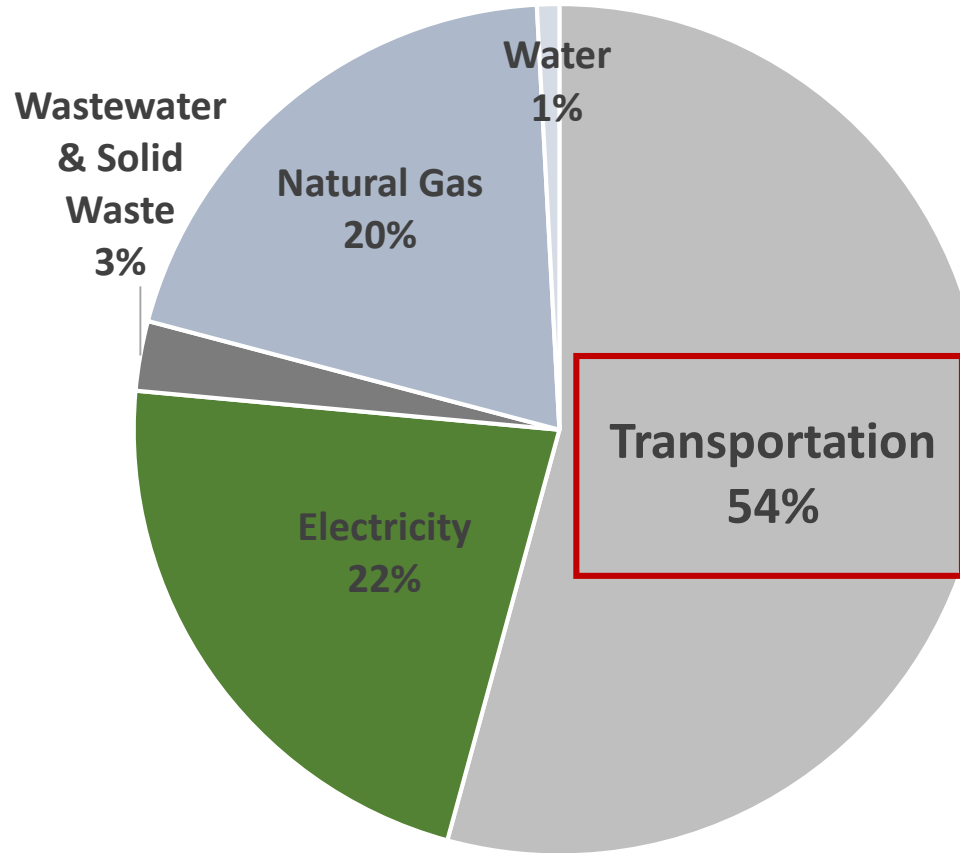
Note: Overlay arrows do no indicate directionality of worker flow between locations.

Data Source: U.S. Census LEHD 2017



Data Source: U.S. Census LEHD 2015

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

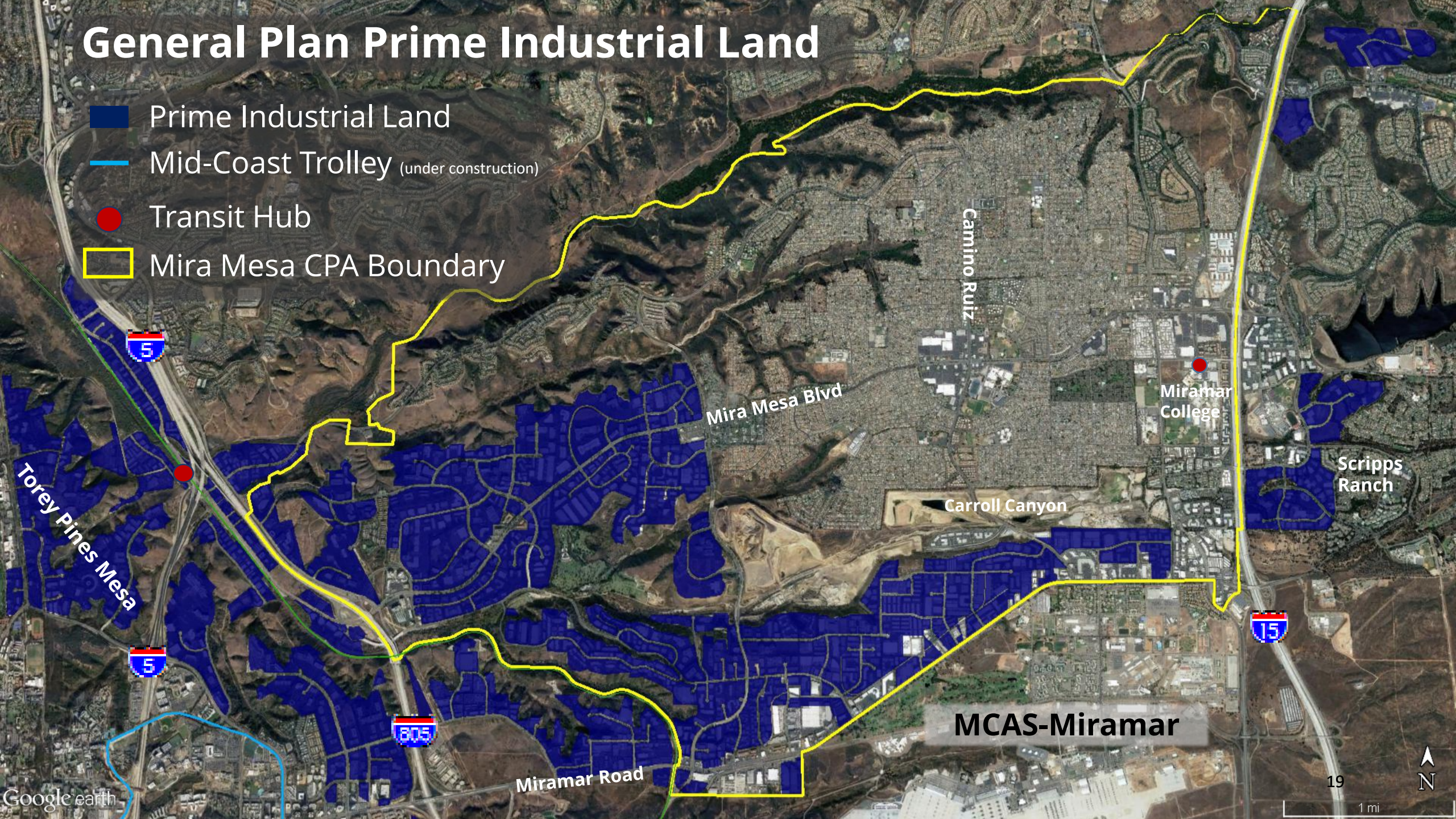
<https://www.sandiegouniontribune.com/news/watchdog/story/2019-04-24/sd-me-air-quality>





Land Use Regulation and Policy: Opportunities & Constraints

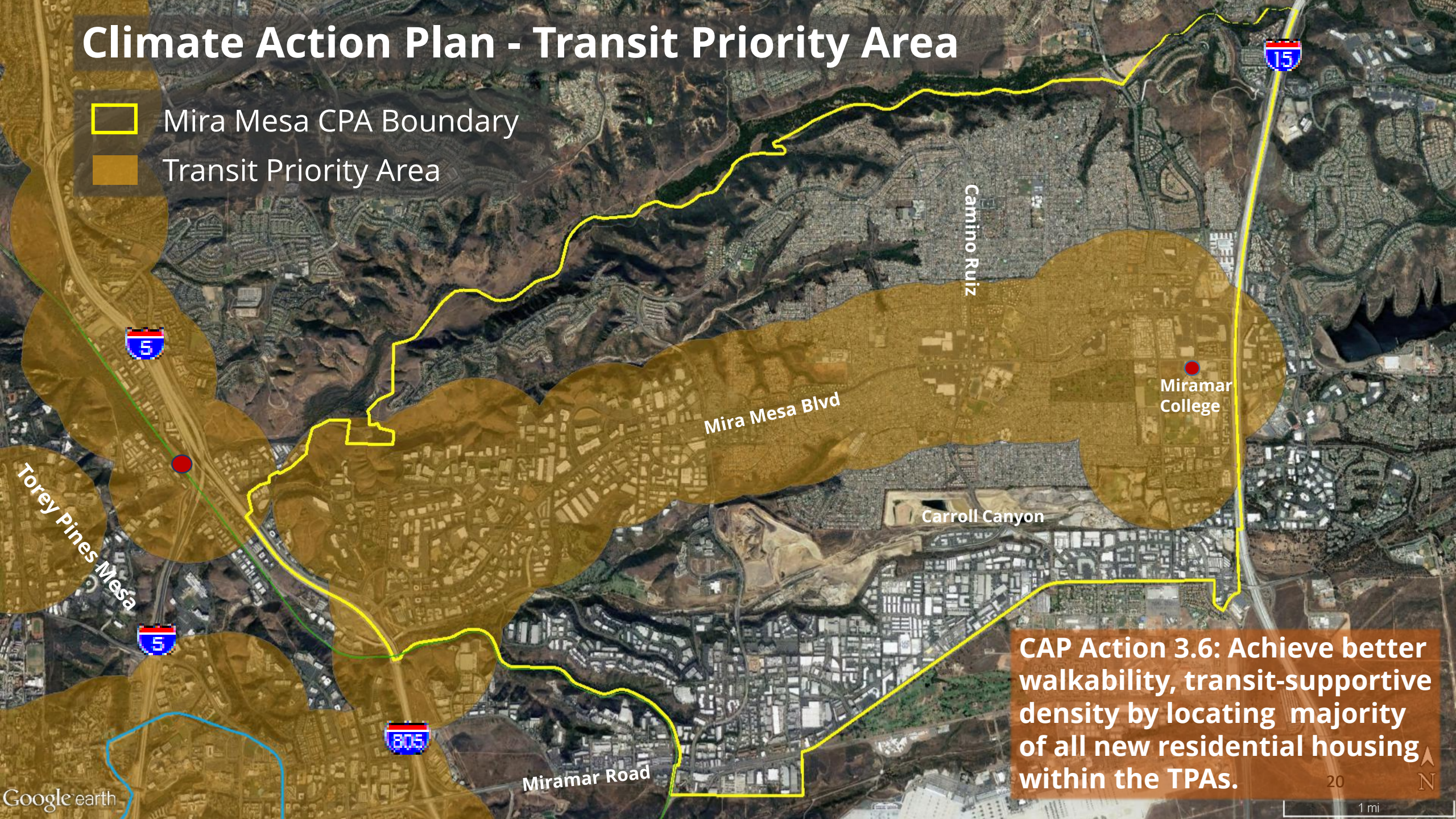
General Plan Prime Industrial Land

- Prime Industrial Land
- Mid-Coast Trolley (under construction)
- Transit Hub
- Mira Mesa CPA Boundary



Climate Action Plan - Transit Priority Area

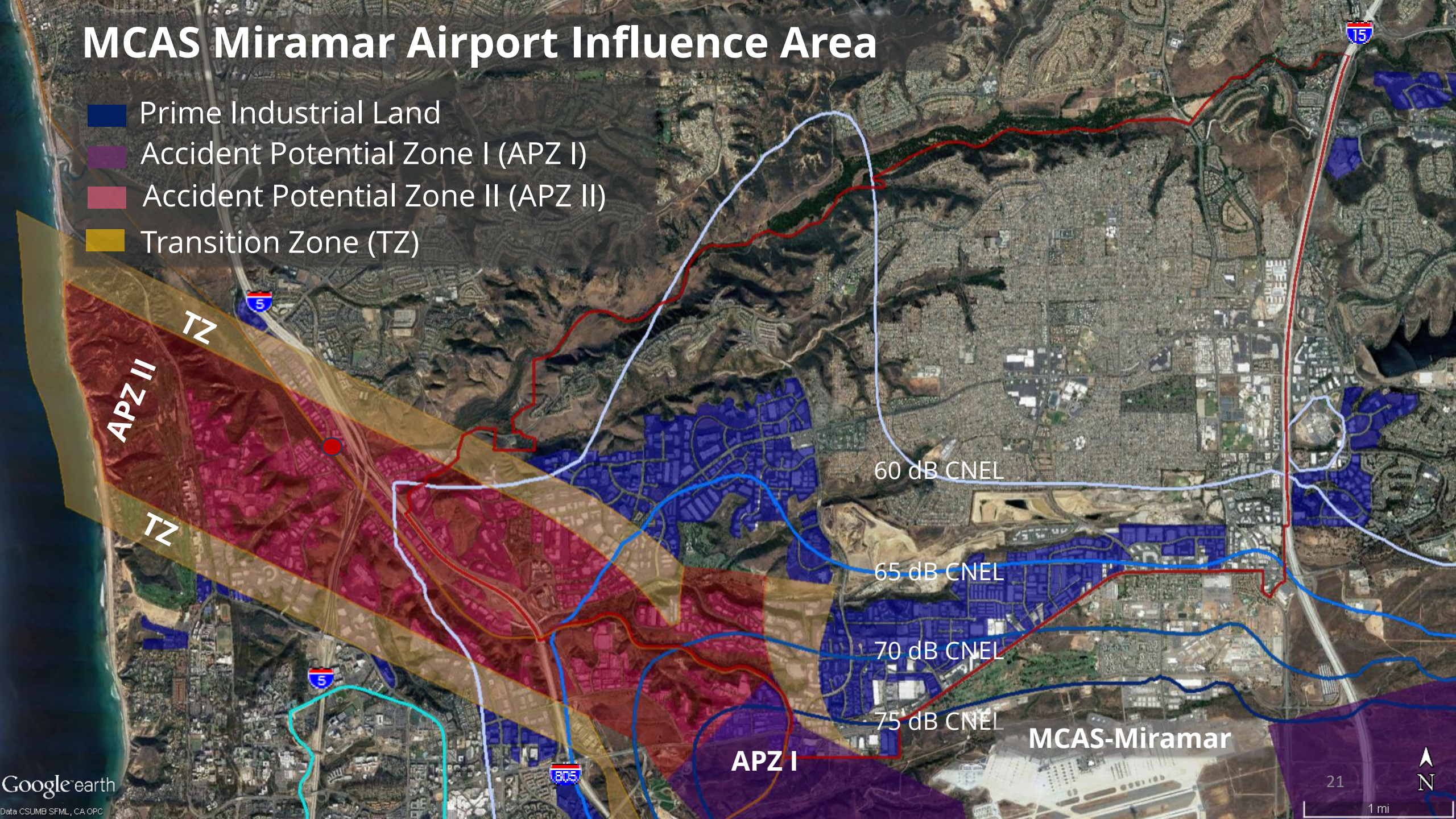
-  Mira Mesa CPA Boundary
-  Transit Priority Area



CAP Action 3.6: Achieve better walkability, transit-supportive density by locating majority of all new residential housing within the TPAs.

MCAS Miramar Airport Influence Area

- Prime Industrial Land
- Accident Potential Zone I (APZ I)
- Accident Potential Zone II (APZ II)
- Transition Zone (TZ)



FOCUS AREAS

EXPLORING URBAN DESIGN APPROACHES

Urban Design Approaches

- A. Science & Tech Park
- B. Science & Tech Park with Employment Village
- C. Science & Tech Hub

SORRENTO
MESA

3

MIRA MESA
TOWN CENTER

2

MIRA MESA
GATEWAY

1

MIRAMAR
GATEWAY

4

Urban Design Approaches

- A. Biz & Industrial Park
- B. Employment Village
- C. Flex District

Mira Mesa Blvd

Miramar Road

Community Input

Stakeholder
Events

Advisory
Committee

Stakeholder
Meetings

Open
House

Online
Survey

Phone &
Emails



1,216 online survey visits

754 online **surveys completed**



20,600+ views on social media

1,000+ unique visitors to PlanMiraMesa.org



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

12 Plan Update Advisory Committee meetings held

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



2,000+ comments received

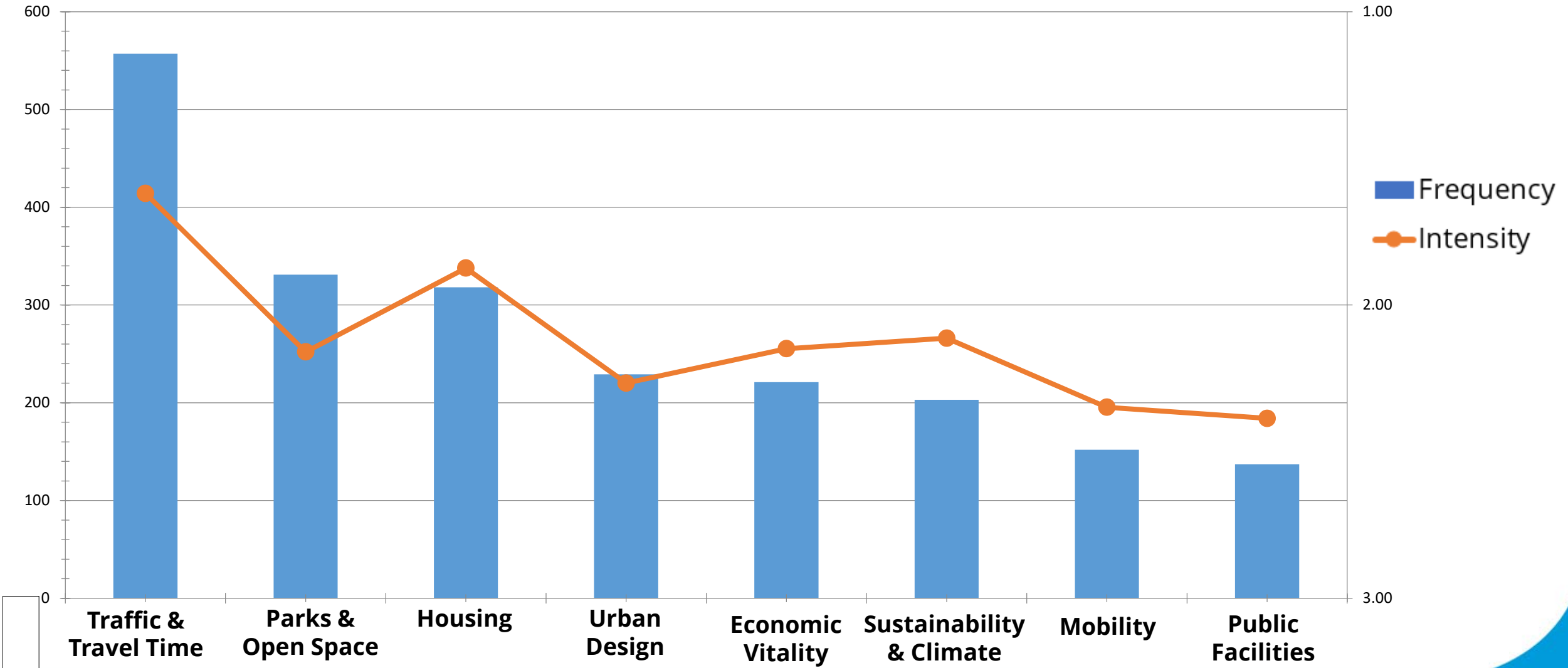
14,322 data points analyzed



7+ technical studies completed

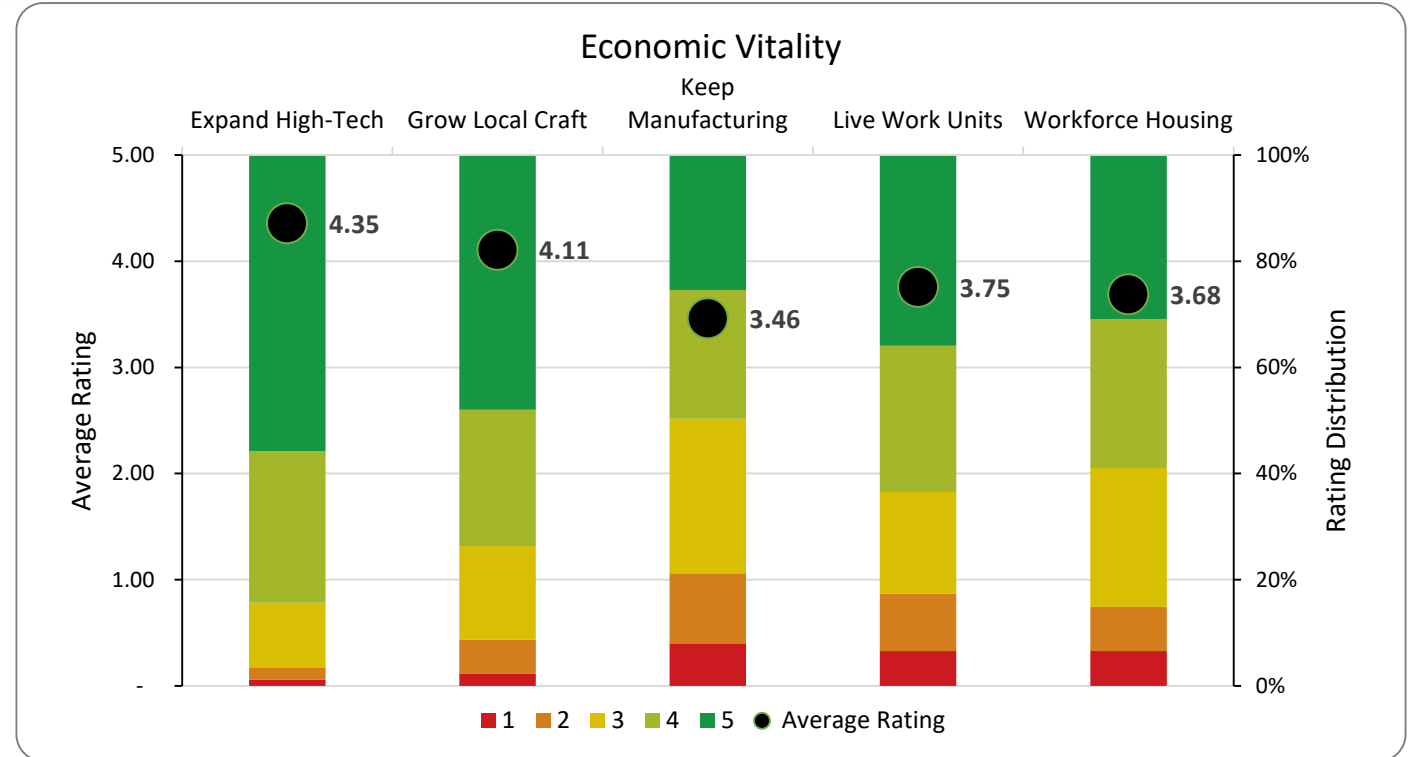
27+ presentations given

Online Survey All Rankings



ECONOMIC VITALITY

Speaks to how the Mira Mesa CPA takes specific actions to encourage a diverse, resilient, and vibrant economy that attracts employers and employees and encourages private investment in the community.



Expand High-Tech	Encourage more start-ups and knowledge-based jobs.
Grow Local Craft	Promote jobs related to food, beverage, and other locally-made products.
Keep Manufacturing	Protect industrial lands for warehousing and manufacturing jobs.
Live / Work Units	Allow live/work building in an industrial area for small business and artists.
Workforce Housing	Locate new workforce housing near jobs and transit.





























Themes	Comments	%
• Collocate Residential in Employment Area	131	25%
• Improve Economic Competitiveness & Talent Retention/Recruitment	94	18%
• Improve Mobility (Transit, Traffic, etc.)	84	16%
• Allow for More Flexibility	75	14%
• Increase Diversity of Housing Types	52	10%
• More Amenities	36	7%
• Build on Current Strengths & Assets	24	5%
• Preserve Prime Industrial	24	5%
• Questions	10	2%
	530	100%

1

What do we know?

- Housing, Jobs & Built Environment

2

Do we have enough industrial land?

3

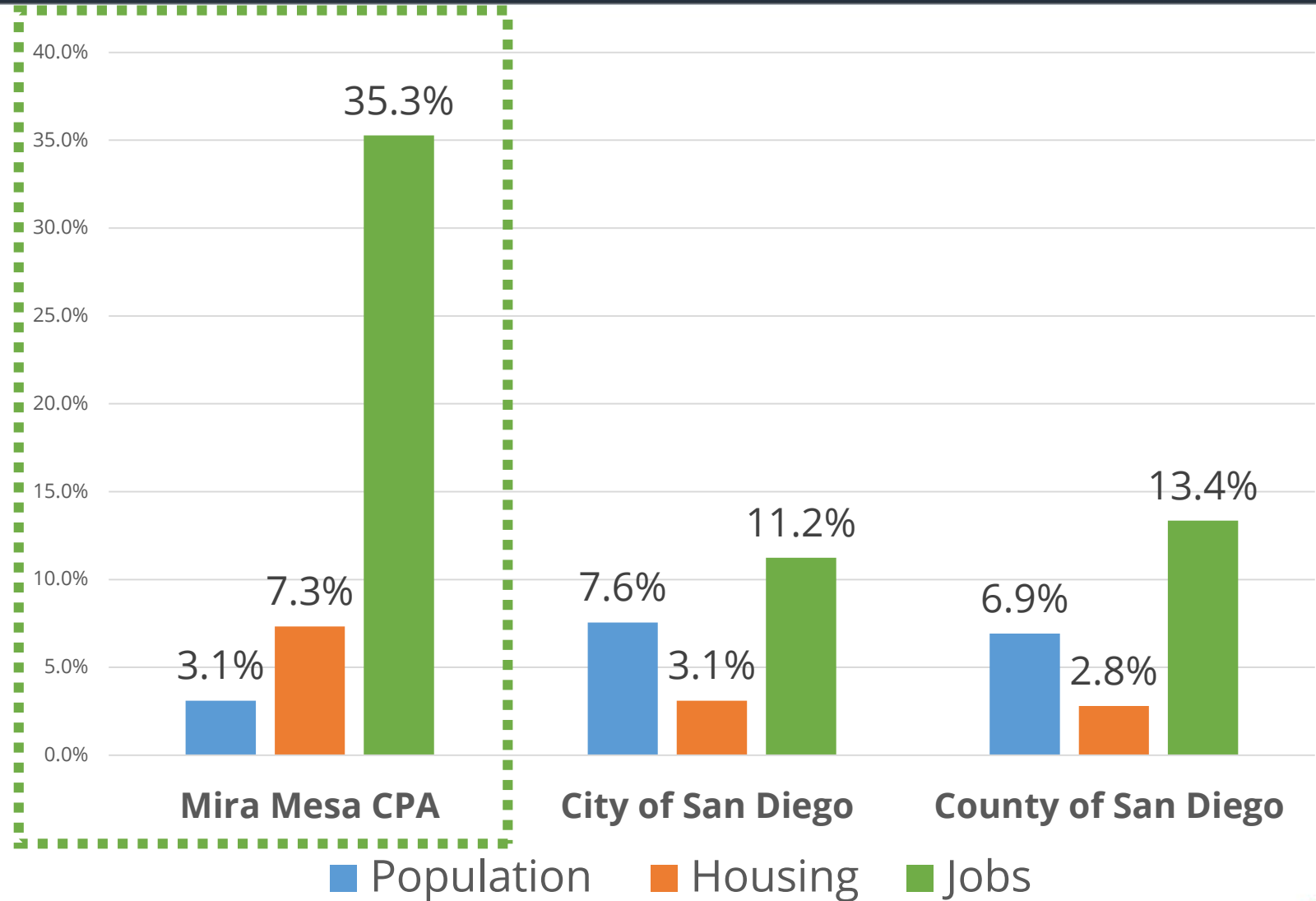
Are there any land use incompatibility?



What do we know?
Plenty of Jobs, Not Enough Housing

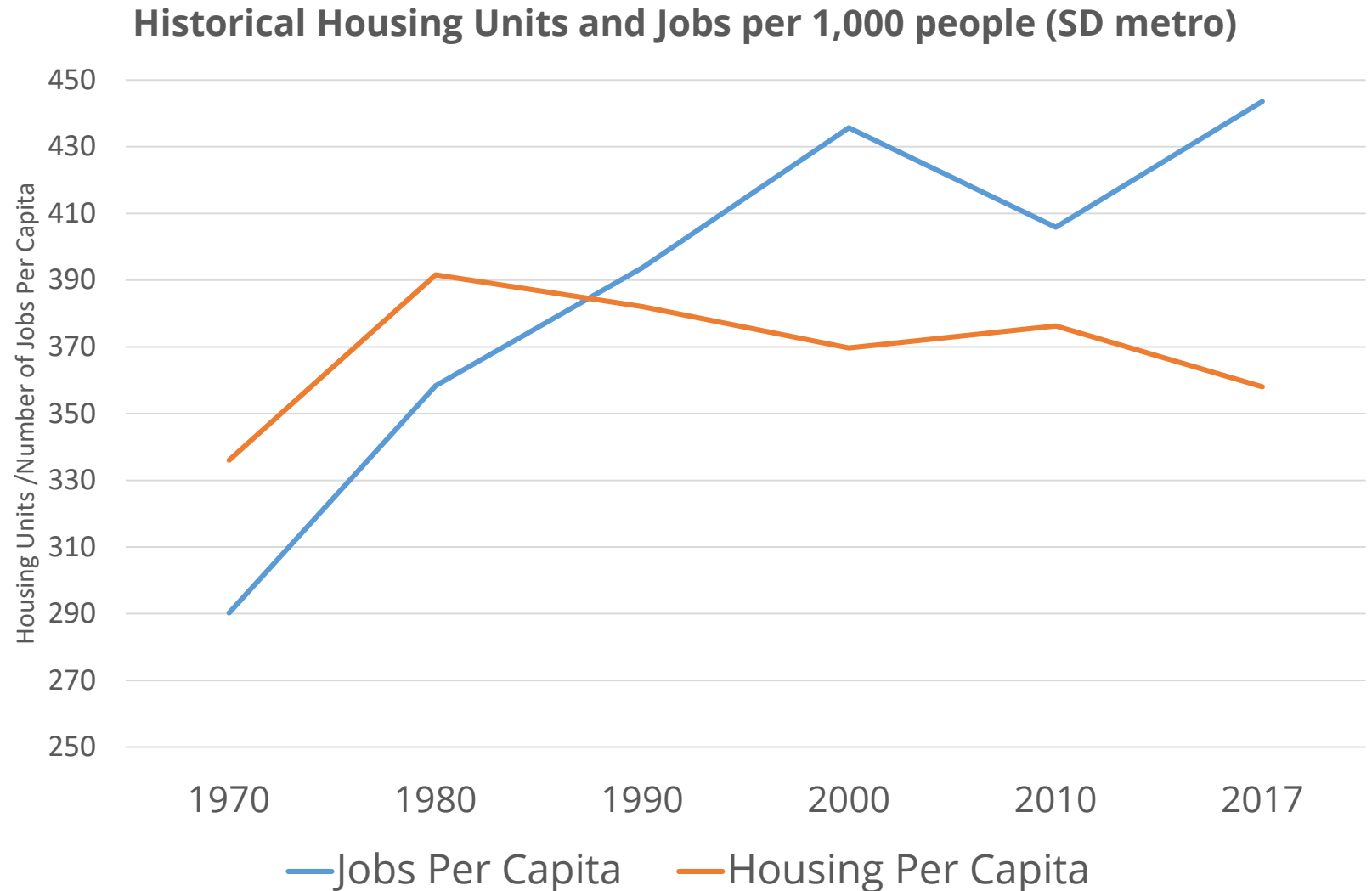
Between 2010 to 2017:

- Mira Mesa grew faster than City & County
- Employment grew 4.8 times faster than housing
- Jobs-Housing Imbalance (3.2 jobs/1 housing)



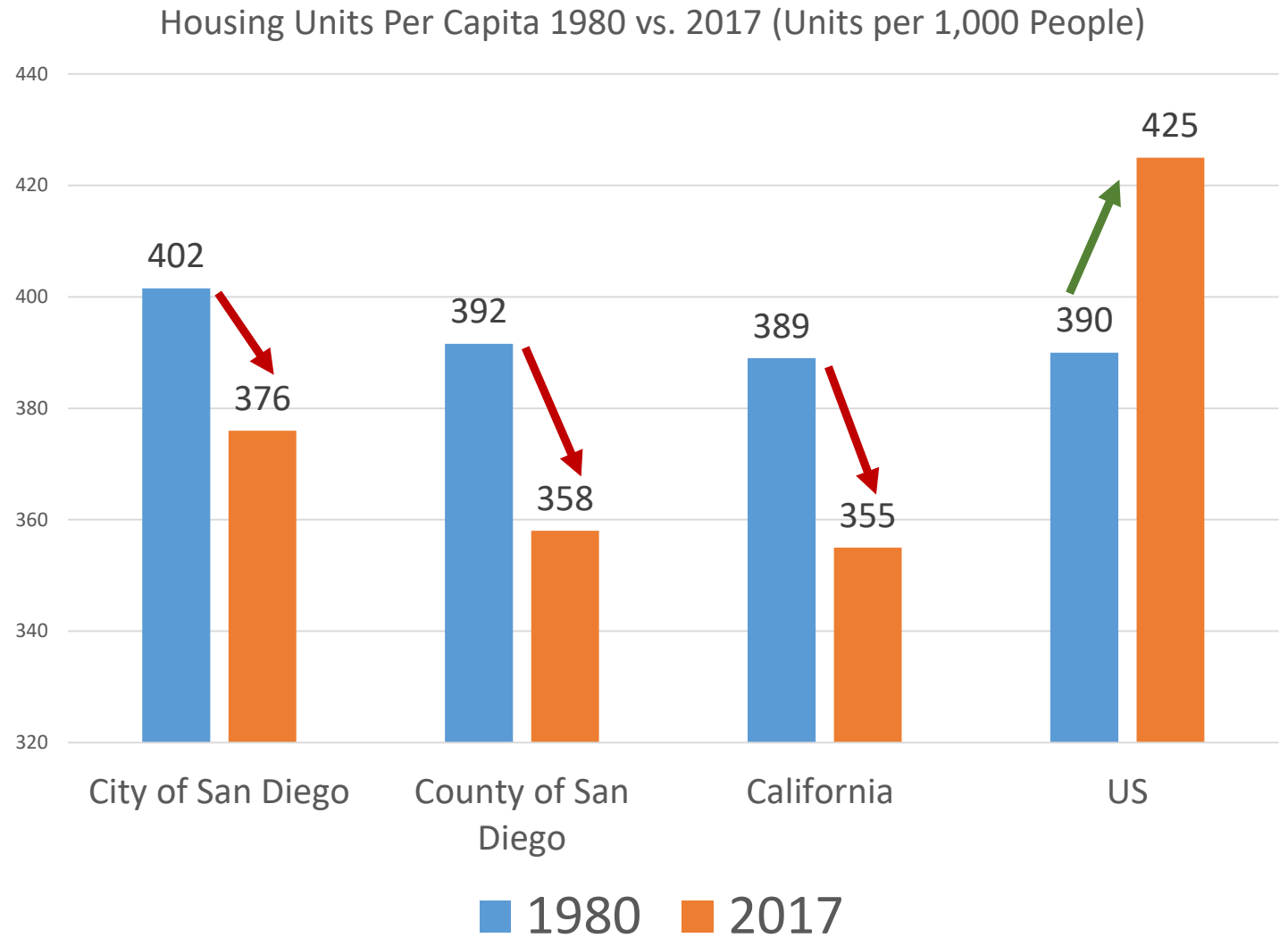
Plenty of Jobs, Not Enough Housing

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



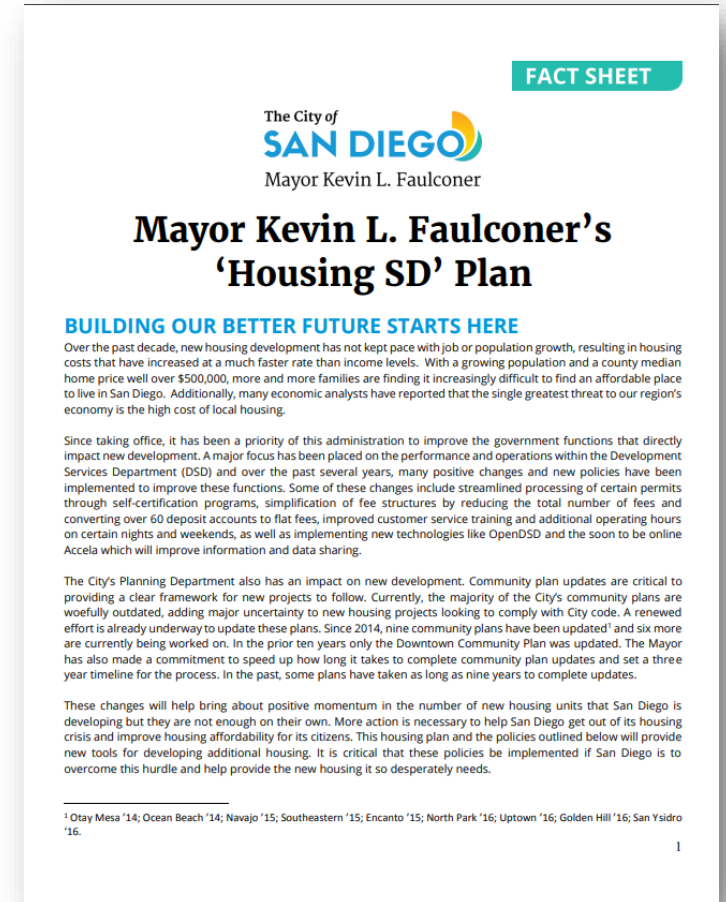
Housing Access

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



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



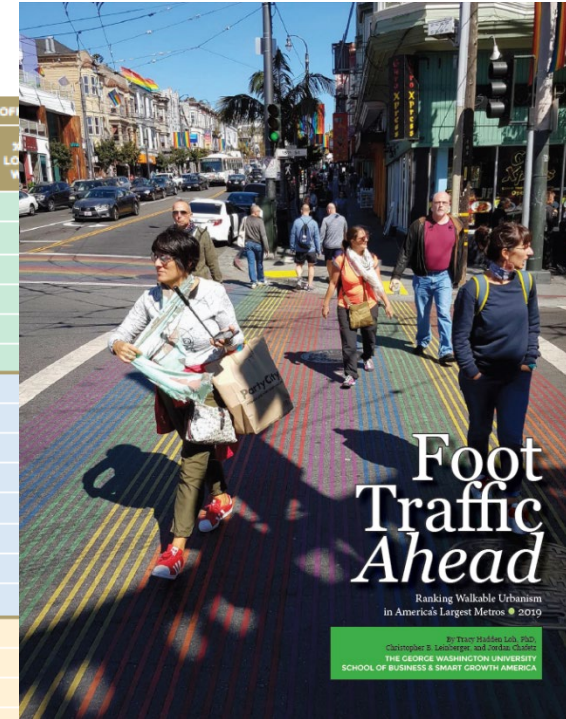
What do we know?
Shortage of Walkable Places

Shortage of Walkable Places

- San Diego metro is the **16th largest** by population in the nation,
- but ranks 25th for Walkable Urbanism***
- There is a pent up demand for mixed-use, walkable places connected to jobs and opportunity

Current Rankings

RANK	REGION	# OF WALKUPS	POPULATION			OF
			TOTAL IN METRO AREA	PER WALKUP	RANK (POPULATION PER WALKUP)	
1	New York City	149	20,192,042	135,517	6	
2	Denver	19	3,115,466	163,972	8	
3	Boston	57	4,771,936	83,718	1	
4	Washington, DC	50	6,090,196	121,804	3	
5	San Francisco Bay Area	59	6,611,717	112,063	2	
6	Chicago	41	9,549,229	232,908	16	
7	Pittsburgh	13	2,348,143	180,626	11	
8	Seattle	26	3,735,216	143,662	7	
9	Atlanta	27	5,700,990	211,148	14	
10	Charlotte	9	2,427,024	269,669	17	
11	Philadelphia	21	6,065,644	288,840	19	
12	Cincinnati	7	2,156,723	308,103	22	
13	Portland	18	2,382,037	132,335	4	
14	Minneapolis-St. Paul	11	3,526,149	320,559	23	
15	Cleveland	10	2,062,764	206,276	13	
16	St. Louis	10	2,804,998	280,500	18	
17	Baltimore	16	2,792,050	174,503	10	
18	Kansas City	9	2,088,830	232,092	15	
19	Sacramento	6	2,268,005	378,001	24	28%
20	Los Angeles	59	17,737,760	300,640	20	24%
21	Dallas-Fort Worth	38	7,104,415	186,958	12	23%
22	Houston	16	6,636,208	414,763	25	28%
23	Detroit	32	4,304,613	134,519	5	22%
24	Miami	20	6,019,790	300,990	21	18%
25	San Diego	19	3,283,665	172,824	9	18%
26	Tampa	6	2,978,209	496,368	26	20%
27	Orlando	3	2,390,859	796,953	28	14%
28	San Antonio	3	2,377,507	792,502	27	11%
29	Phoenix	5	4,561,038	912,208	29	10%
30	Las Vegas	2	2,112,436	1,056,218	30	4%
Weighted Average				273,694		35%



Foot Traffic Ahead
Ranking Walkable Urbanism in America's Largest Metros • 2019

By Ellen Hadden, PhD, PSM
Christopher S. Landis, PhD, PSM
THE GEORGE WASHINGTON UNIVERSITY
SCHOOL OF BUSINESS & SMART GROWTH AMERICA

*Foot Traffic Ahead – Ranking Walkable Urbanism in America's Largest Metros 2019

CITY OF SAN DIEGO

**Very Walkable*****6%**

City Area Acreage

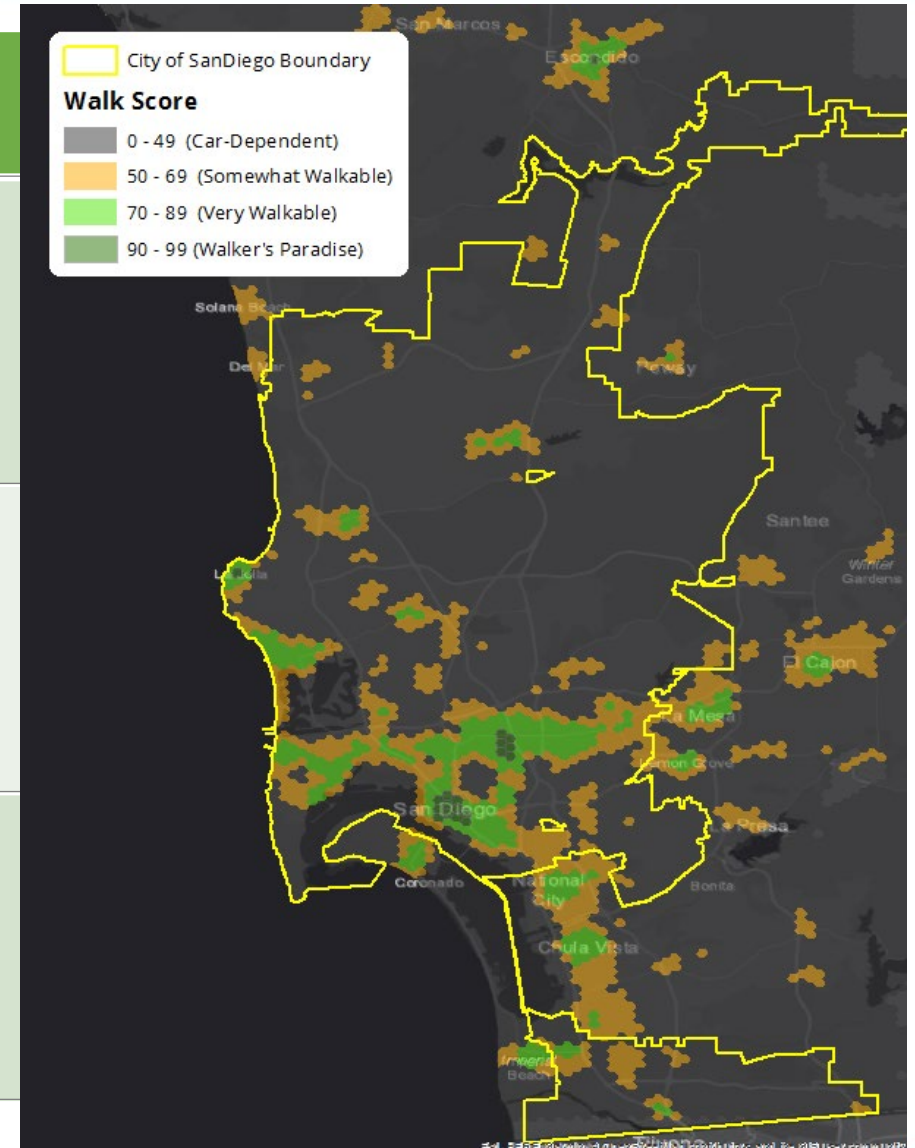
**Somewhat Walkable****11%**

City Area Acreage

**Car-Dependent****83%**

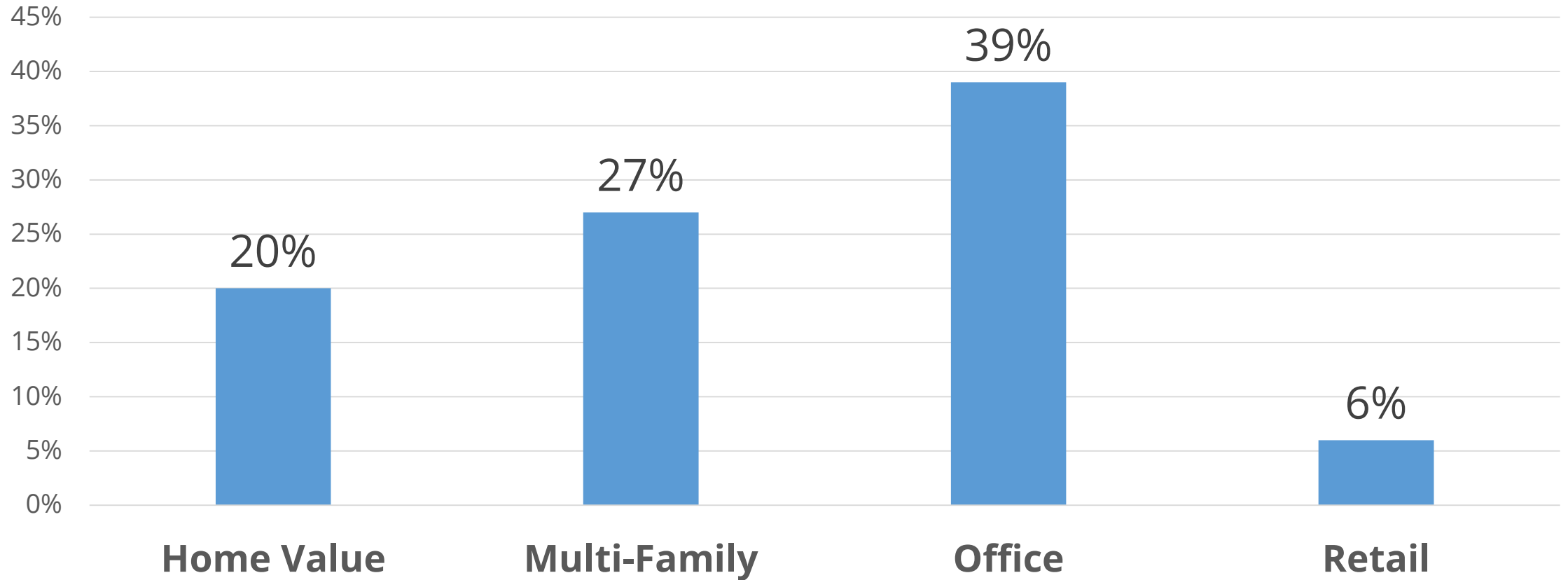
City Area Acreage

*Includes Walker's Paradise





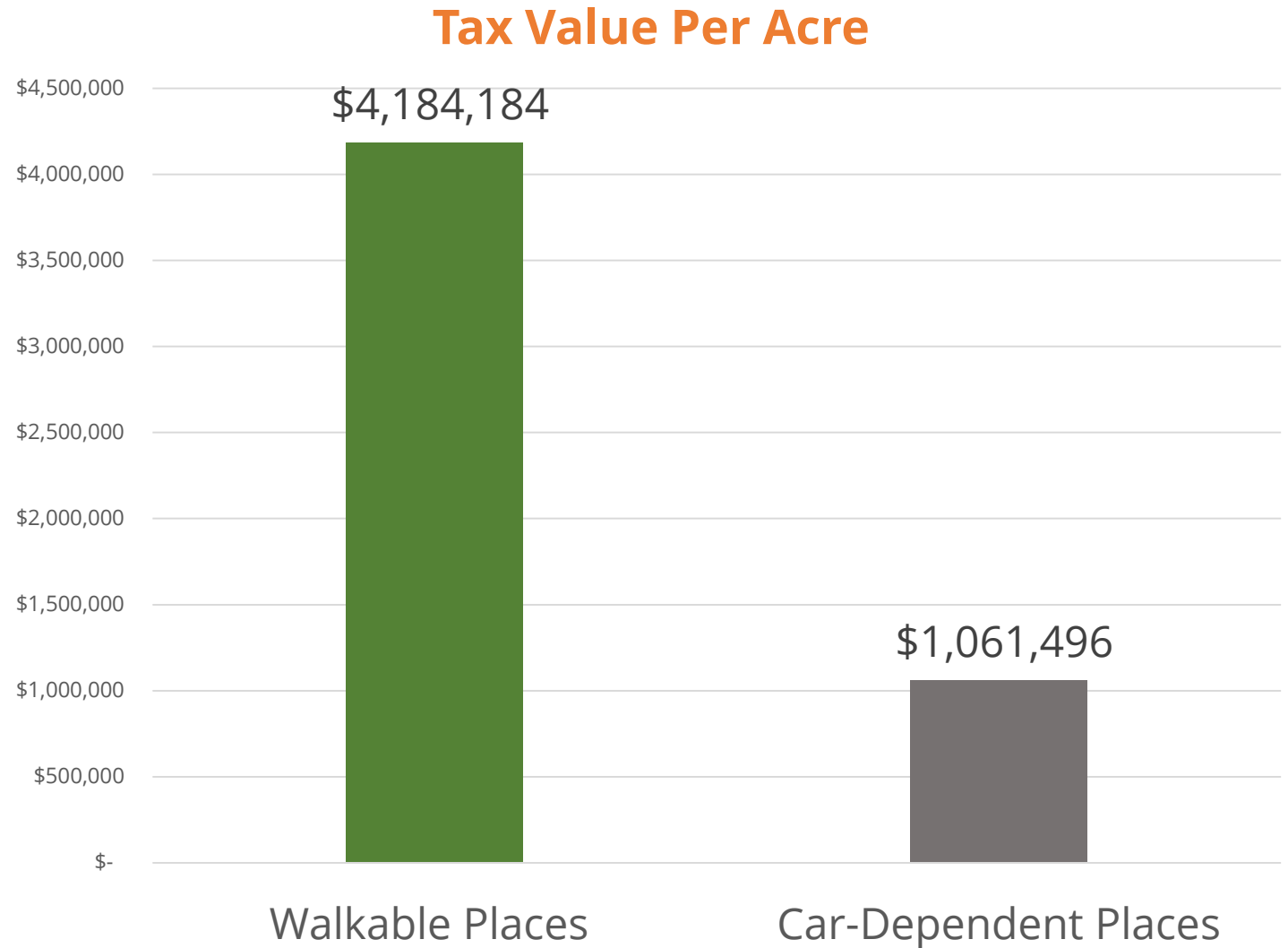
City of San Diego Price Premium: Walkable Places vs. Car-Dependent Places (Q2 2019)



Data Source: Zillow - Ave Home Value Per SF; CoStar - Ave Asking Rent Per SF for Multi-Family, Office, and Retail

Value Per Acre

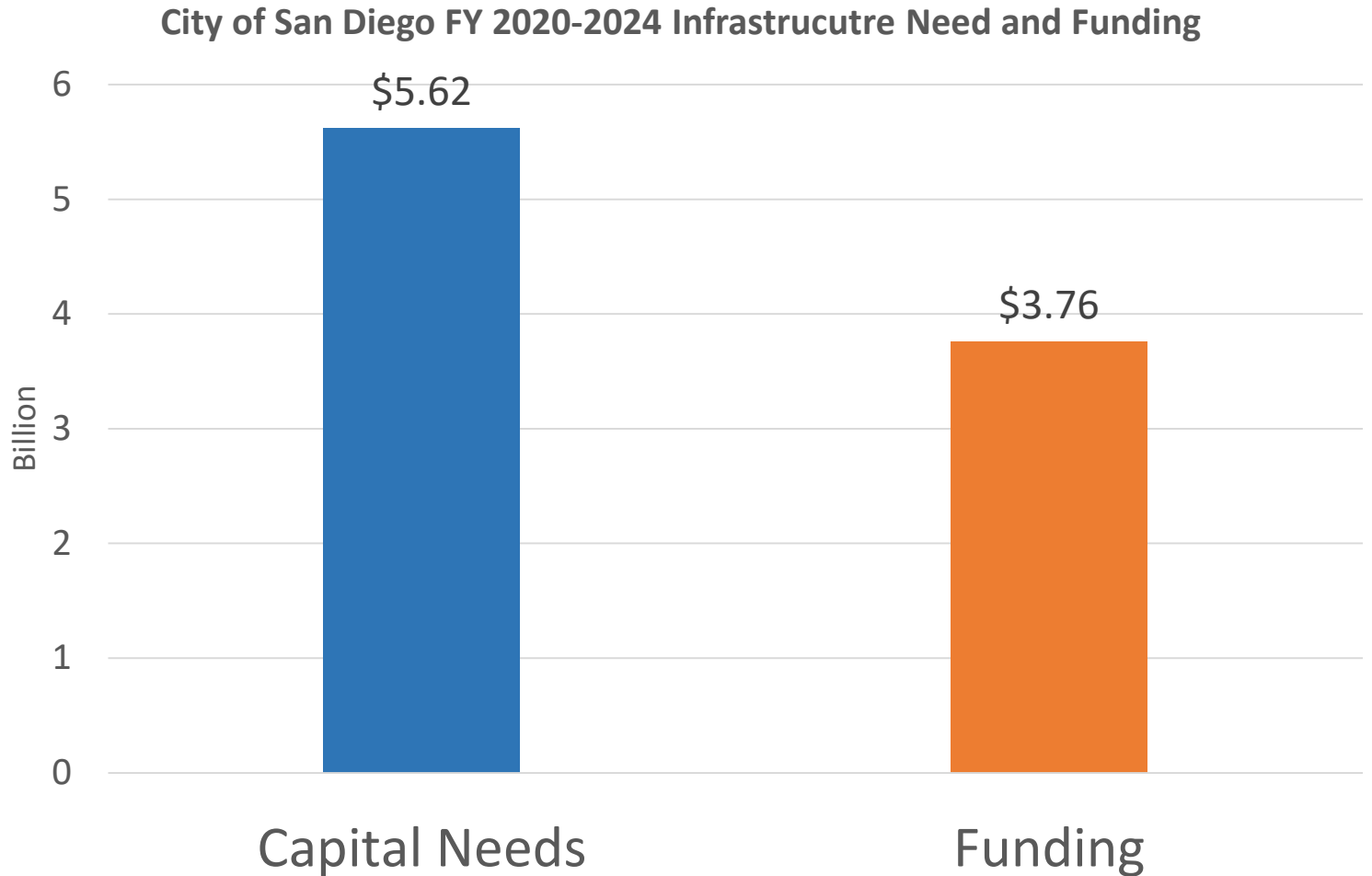
- On average, mixed-use walkable places are **3 times (294.2%) more productive** than car-dependent places in the city of San Diego





FY2020 - 2024

- Infrastructure needs \$5.62 billion
- Funding available \$3.76 billion
- **Deficit of \$1.86 billion**



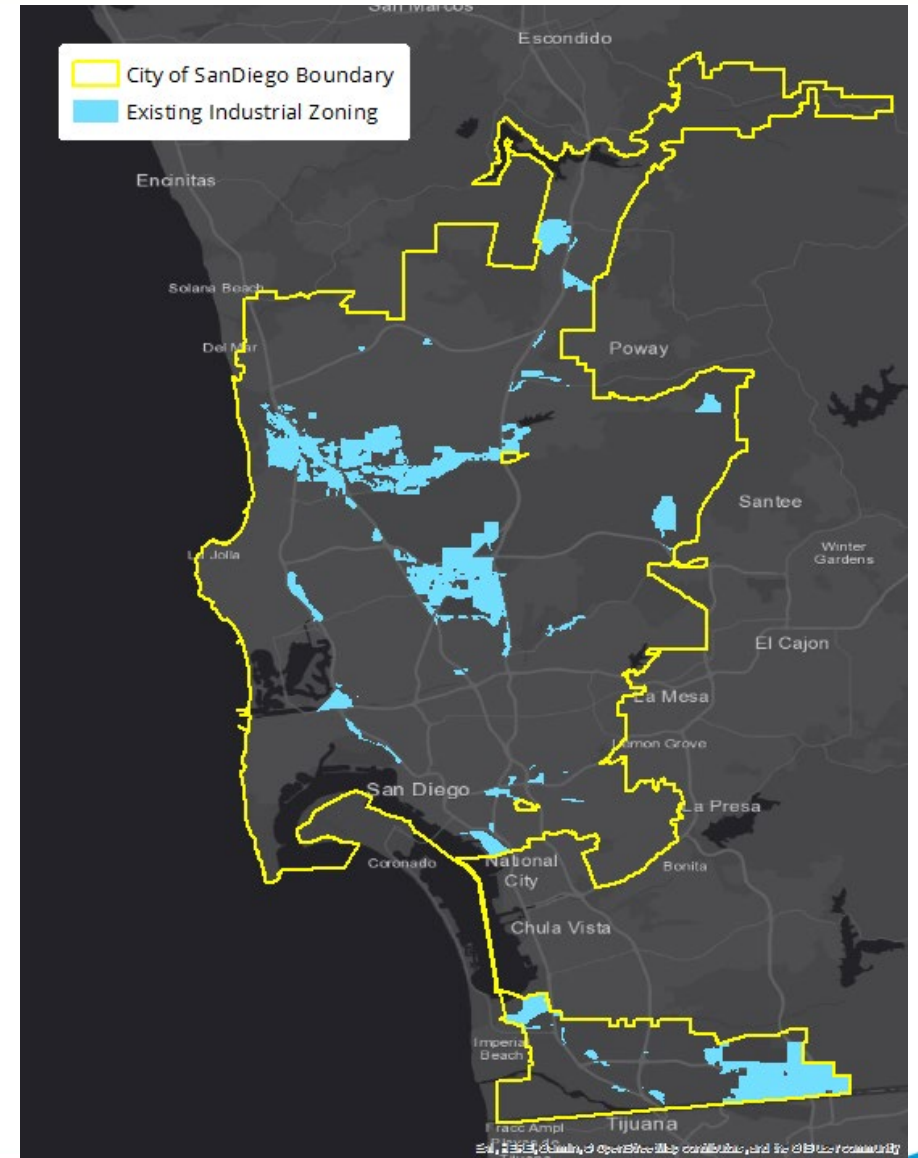
Do we have enough industrial land?

Key Metrics:

- Land Zoned for Industrial (Acre)
- Size of Municipality
- Population
- Employment

Comparison Cities Criteria:

- Competition for Science & Tech Talent
- Similar Cost of Living Index





San Diego



San Francisco



Denver



Austin



Los Angeles



San Jose



Portland, OR



Seattle



Chicago



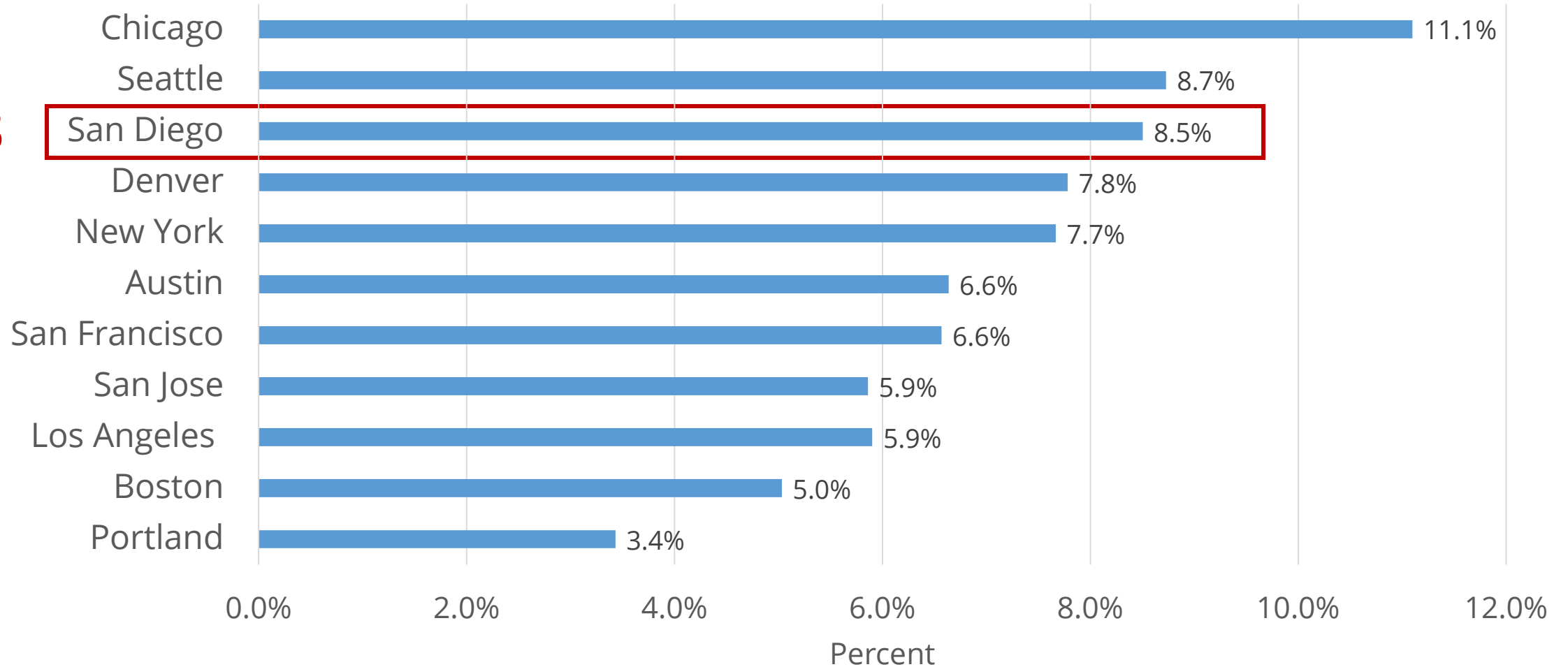
Boston



New York

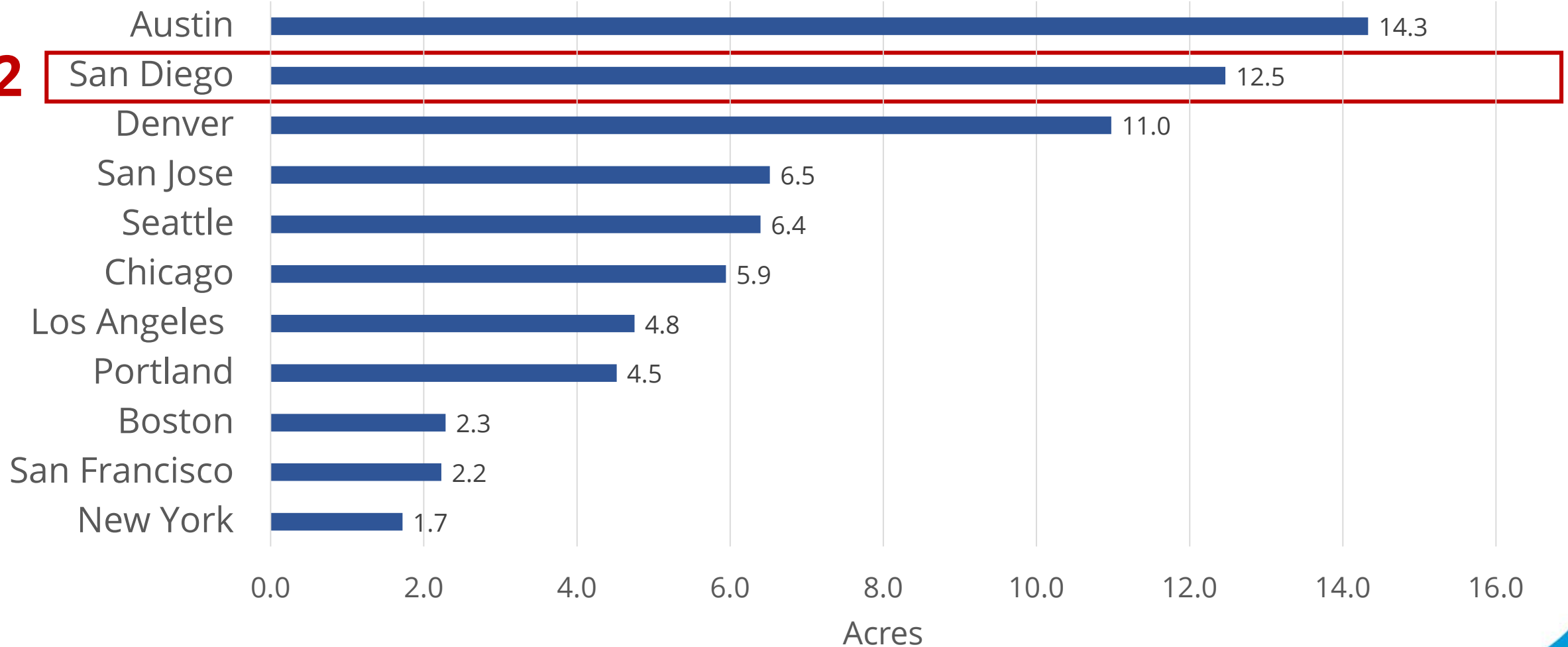
Percent Industrial Zoning

3

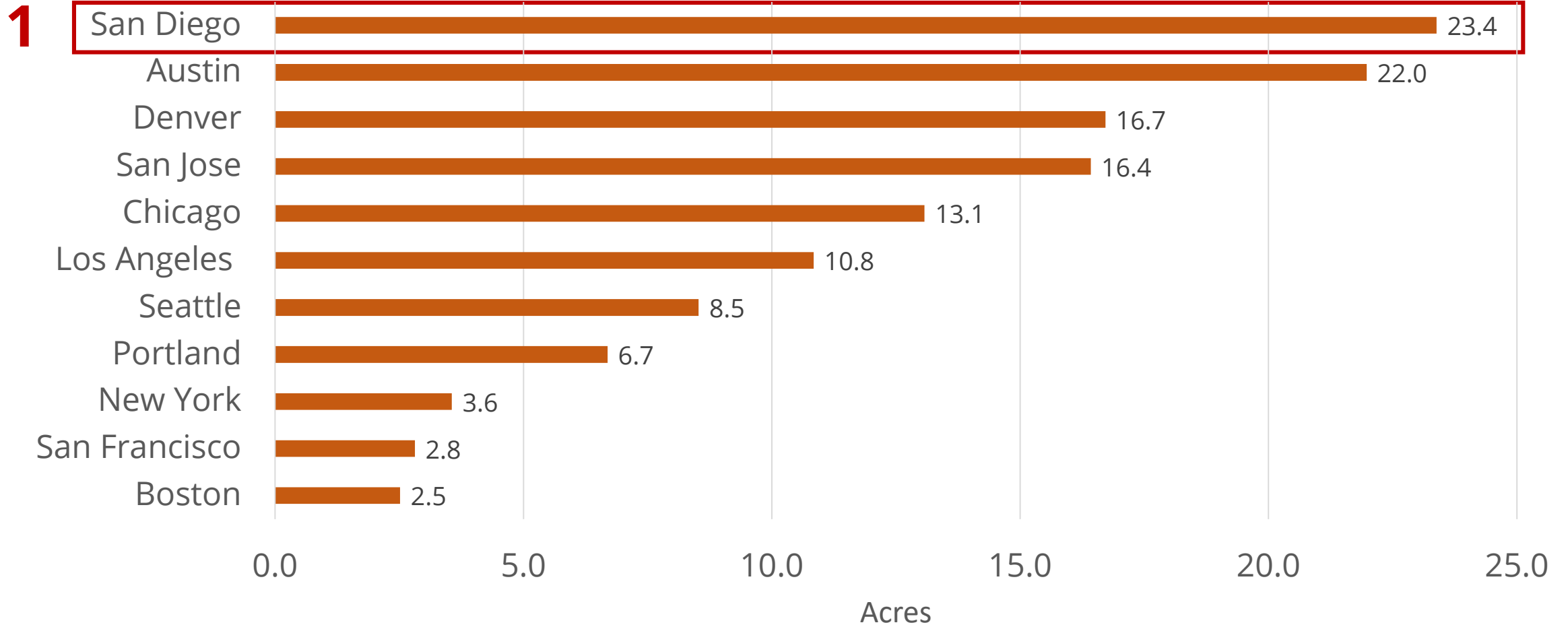


Industrial Zoning Per 1,000 People (Acres)

2



Industrial Zoning per 1,000 Jobs (Acres)



Are there any land use incompatibility?

Preliminary Assessment – Focus Areas

- There are no large scale and complex subsurface hazardous materials conditions that would preclude the mixed-use redevelopment.
- These conditions are not anticipated to prevent potential redevelopment as anticipated in the CPU.



Key Findings

- 1) Housing production has not kept pace with job growth
- 2) There is a shortage of walkable places
- 3) Compared to peer-cities San Diego has a lot of industrially zoned land capacity
- 4) Employment-oriented residential mixed-use can be compatible with a right policy, mitigation measure, and mobility improvement

Market Demand Analysis

Prepared by: Keyser Marston Associates, Inc.
October 31, 2019



KEYSER MARSTON ASSOCIATES™



The City engaged KMA to provide high-level evaluations of:

- 1) Current and anticipated market trends for employment land uses
- 2) Market opportunities and challenges related to collocation between residential and industrial uses



KEYSER MARSTON ASSOCIATES.

	Mira Mesa CPA	City of San Diego	County of San Diego
Population	80,107	1,414,461	3,371,481
Households	26,549	523,755	1,180,609
Average Household Size	3.01	2.60	2.77
Median Age	37.96	36.1	36.5
Median Household Income	\$107,360	\$80,424	\$78,294



KEYSER MARSTON ASSOCIATES.

www.PlanMiraMesa.org



Central County when Compared to the County

- Lower vacancy rate ↓
- Significantly higher rents ↑
- 49% of all industrial/R&D
- 64% of office

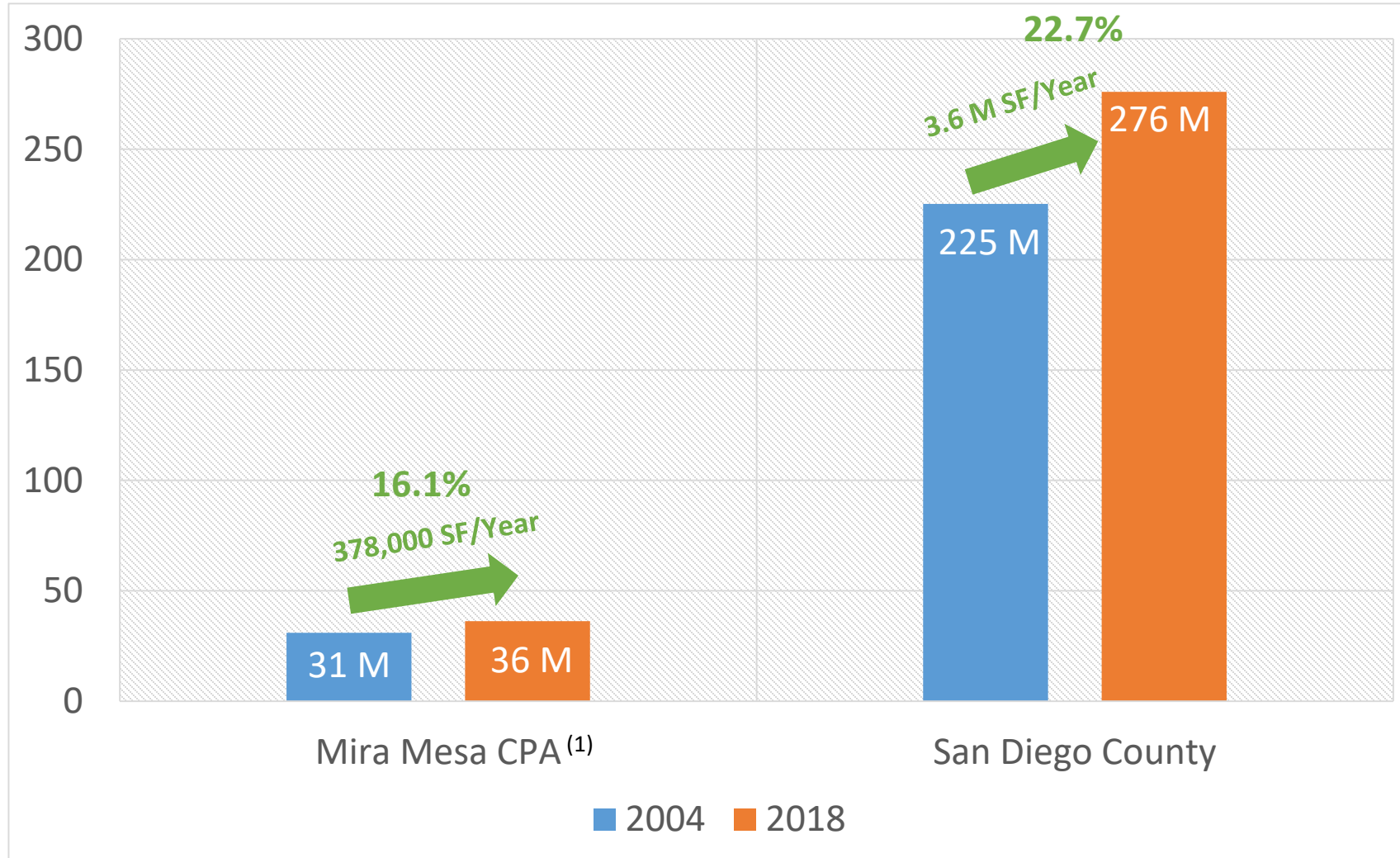


3rd Quarter 2019	Industrial/ Research & Development			Office		
	<i>Inventory (SF)</i>	<i>Vacancy Rate</i>	<i>Average Asking Rate</i>	<i>Inventory (SF)</i>	<i>Vacancy Rate</i>	<i>Average Asking Rate</i>
North County	53.9 M	7.2%	\$1.00	11.7 M	15.4%	\$2.64
Central County (Includes Mira Mesa)	80.6 M	3.9%	\$1.50	51.5 M	12.1%	\$3.48
South County	<u>30.9 M</u>	<u>4.0%</u>	<u>\$0.86</u>	<u>16.9 M</u>	<u>11.3%</u>	<u>\$3.10</u>
Total, San Diego County	165.4 M	5.0%	\$1.18	80.1 M	12.4%	\$3.26

Source: Cushman & Wakefield



Occupied
Office,
Industrial,
and R&D
SF (millions)

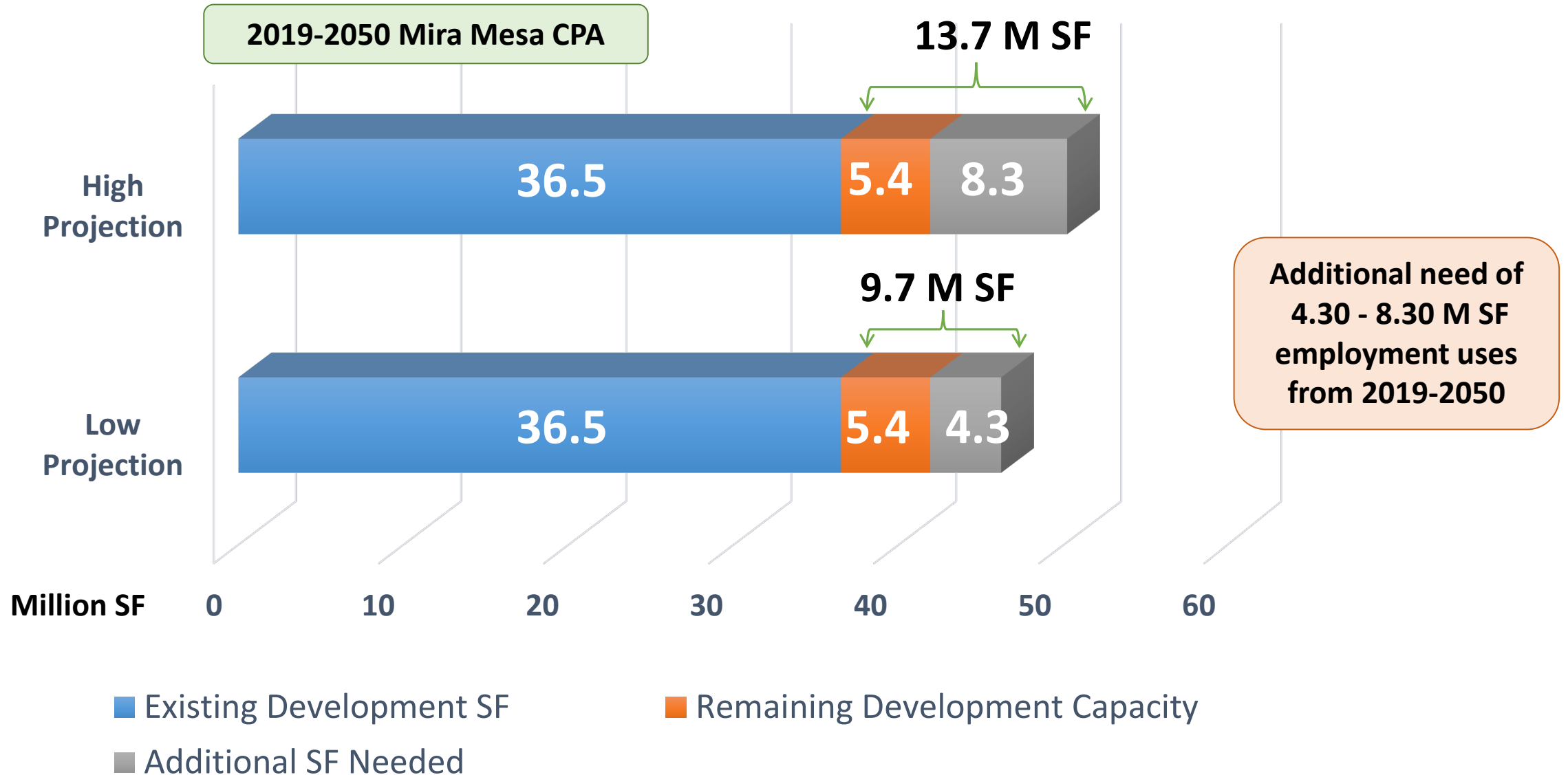


(1) Includes Miramar and Sorrento Submarkets as categorized by Voit Real Estate Services

	SF Gross Building Area (1)		
MIRA MESA CPA	Existing Development (A)	Total Development Capacity (B)	Remaining Development Capacity (C=B-A)
Employment Uses	36.5 M	41.9 M	5.4 M

(1) Estimated by City based on SANDAG data for the existing adopted Community Plan.

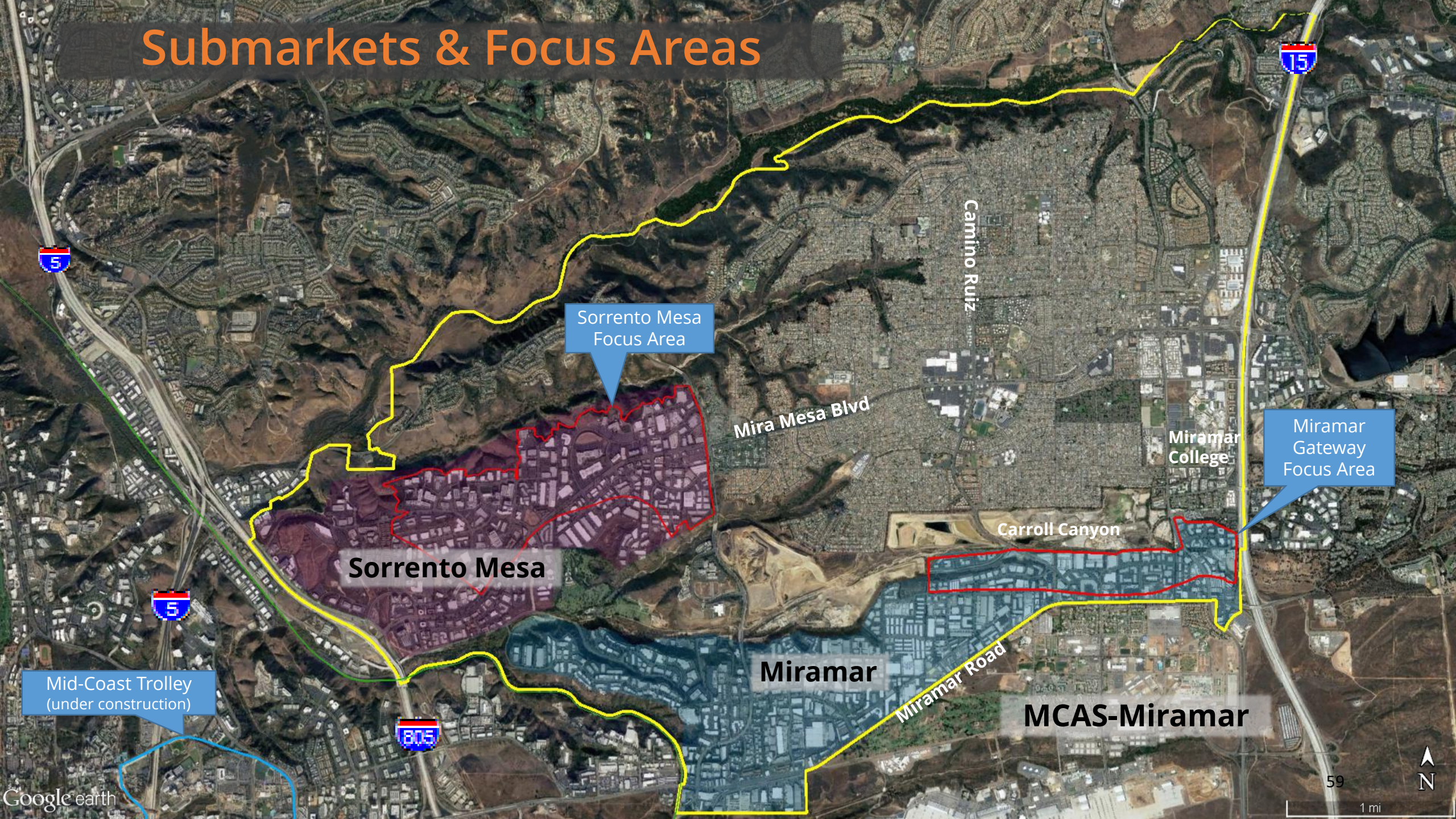
(2) Includes Office, Industrial, and R&D uses.



Objective: Evaluate market support for collocation between industrial and residential/mixed-use development in two focus areas:

- Sorrento Mesa Submarket
- Miramar Submarket

Submarkets & Focus Areas



Sorrento Mesa
Focus Area

Miramar
Gateway
Focus Area

Sorrento Mesa

Mira Mesa Blvd

Camino Ruiz

Carroll Canyon

Miramar
College

Miramar

Miramar Road

MCAS-Miramar

Mid-Coast Trolley
(under construction)

Google earth

59

1 mi



Sorrento Mesa Submarket

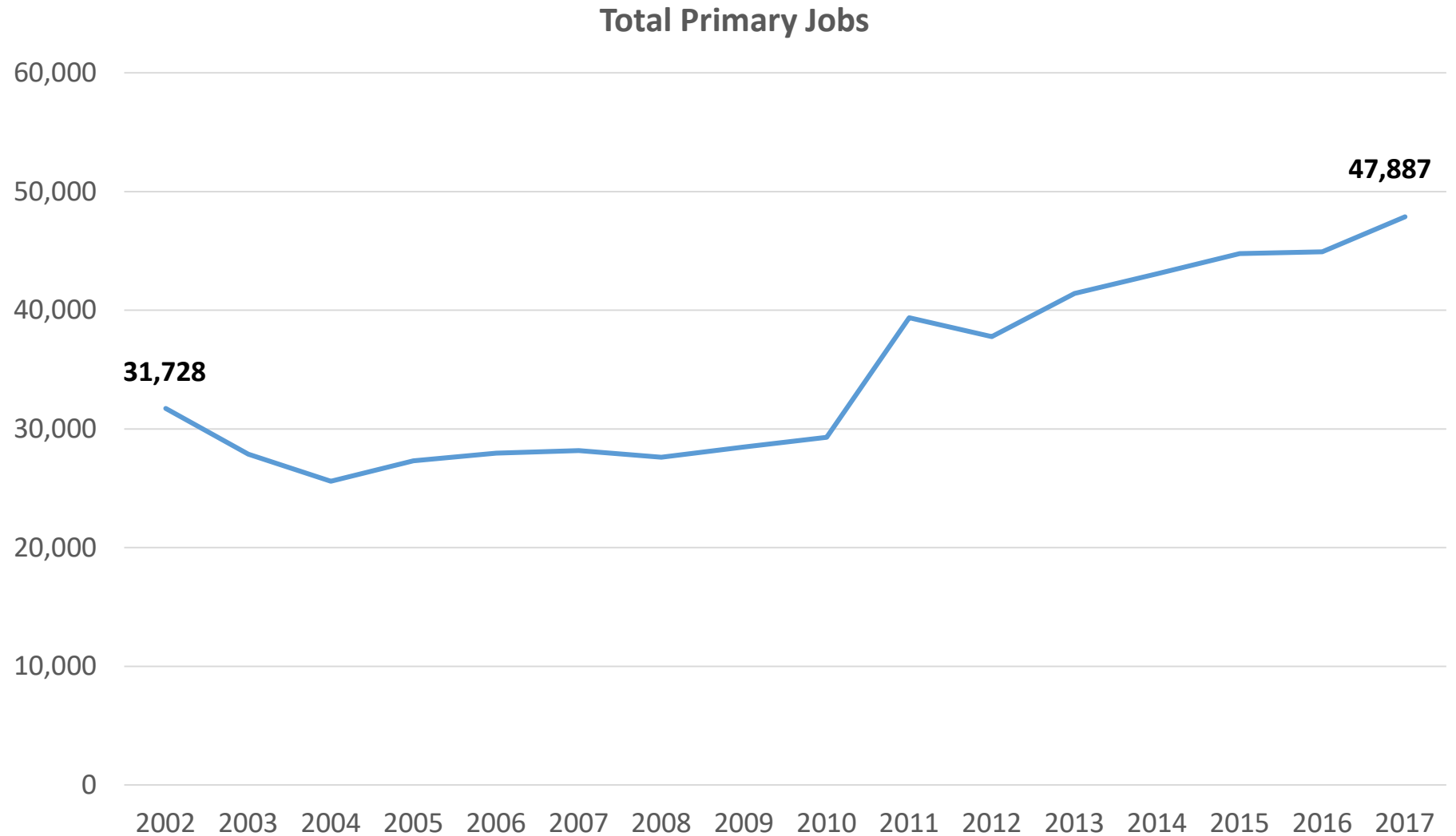
47,887 Primary Jobs (2017)

Higher Concentration of
Knowledge Jobs

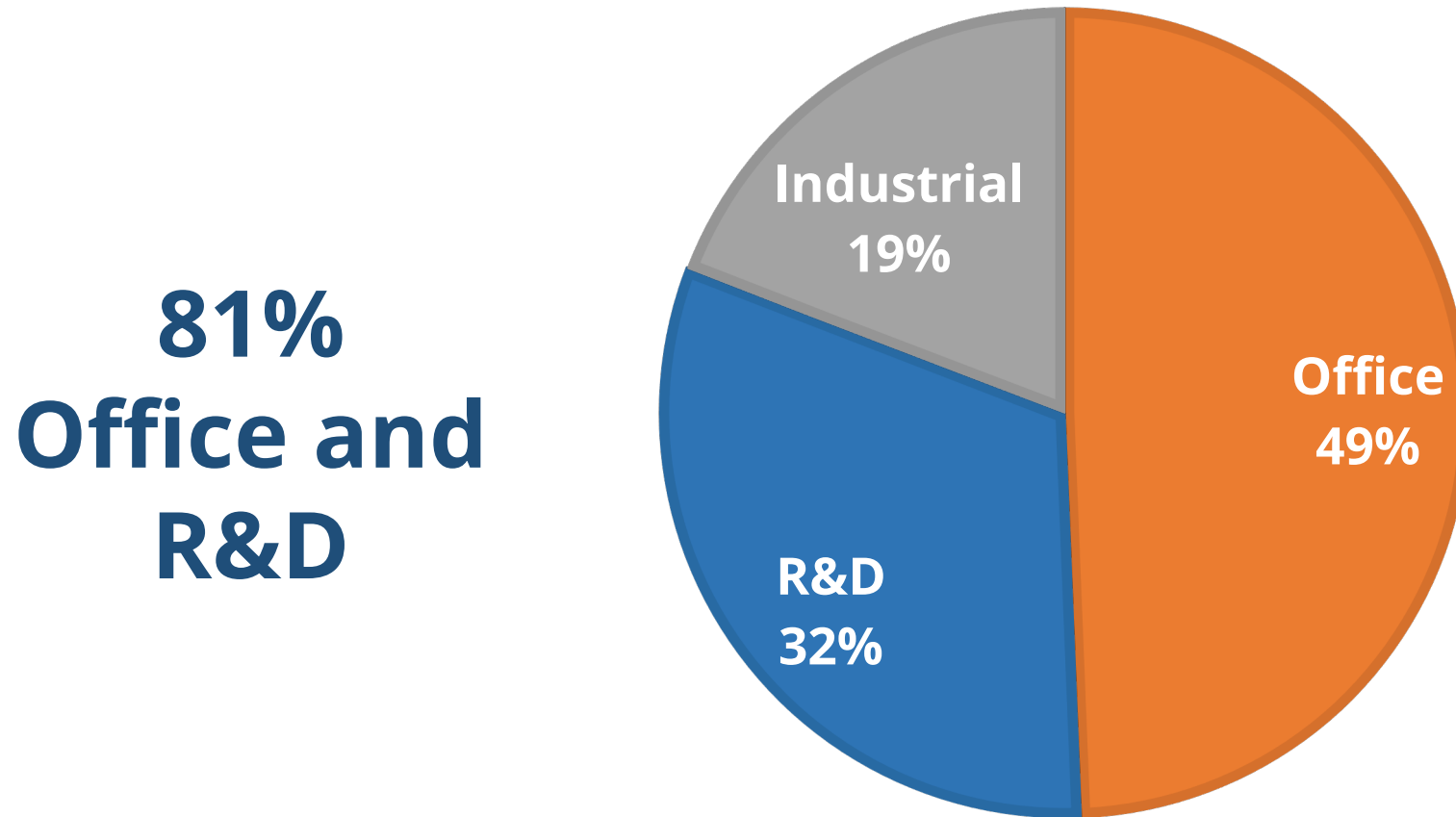




**Between
2002 and 2017,
51%
growth in
employment**



Employment Space – Rentable SF (4Q2018)



Source: Mira Mesa CPU Market Demand Forecast; CoStar

Miramar Submarket

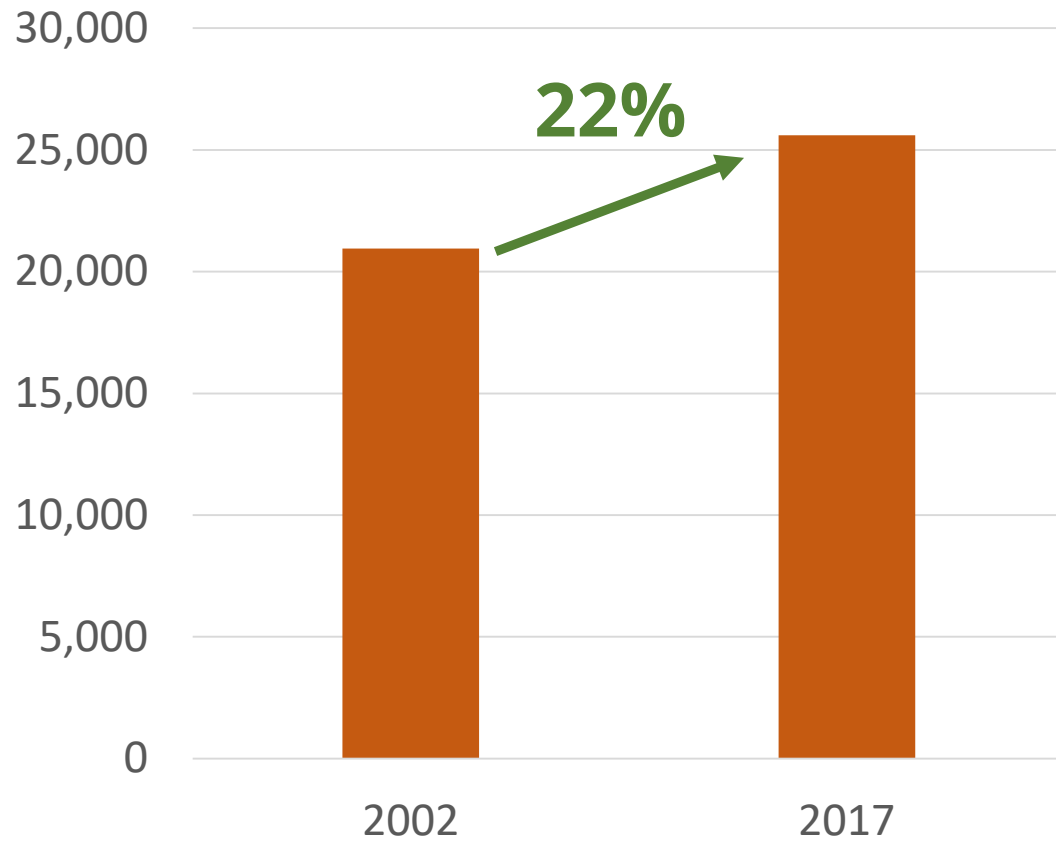
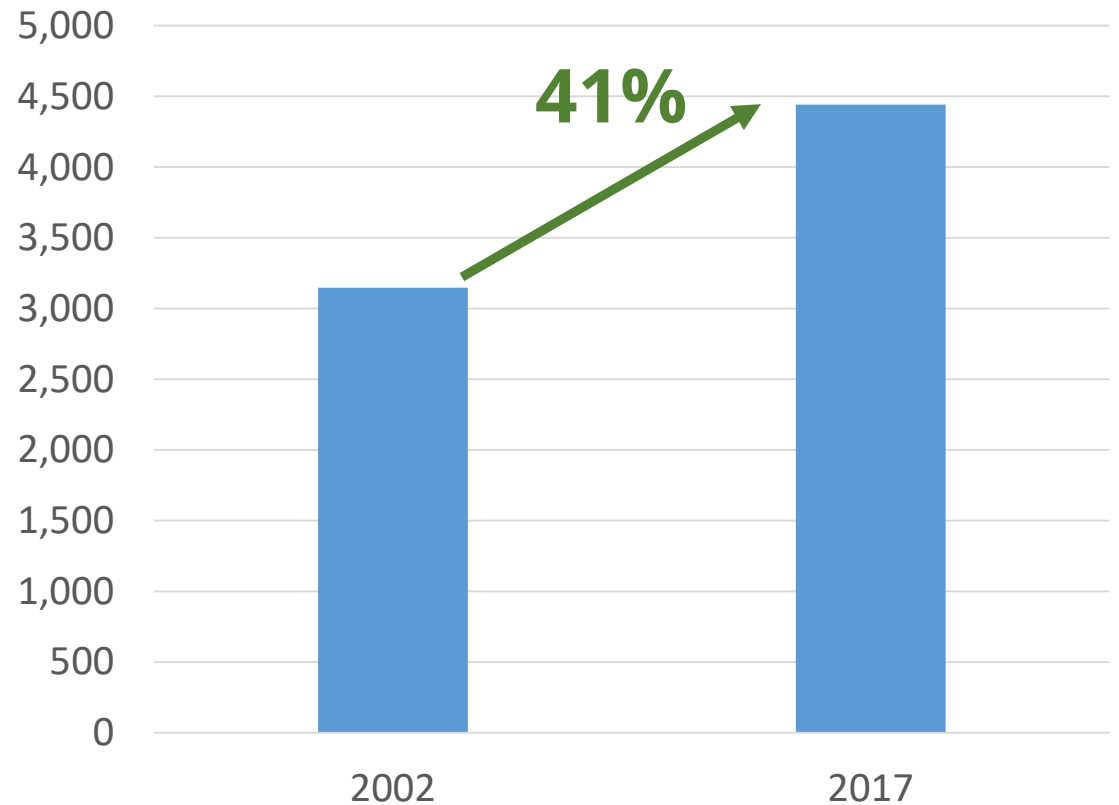
25,606 Primary Jobs (2017)

Higher Concentration of Commercial, Retail,
Manufacturing, Trucking, & Warehousing



Google earth

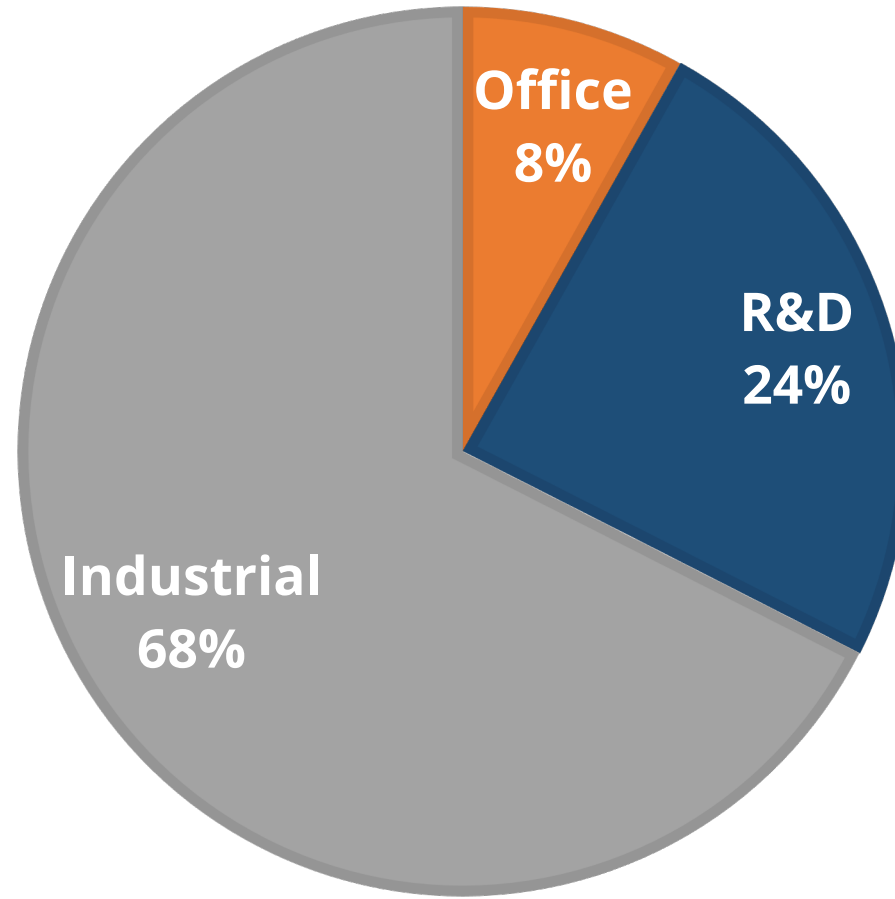
Data CSUMB SFML, CA OPC
Data USGS
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Data LDEO-Columbia, NSF, NOAA

Total Primary Jobs,
2002 vs. 2017Miramar Manufacturing Jobs,
2002 vs. 2017

Source: U.S.Census Bureau, Center for Economic Studies

Employment Space – Rentable SF (4Q2018)

68%
Industrial



Source: Mira Mesa CPU Market Demand Forecast; CoStar



Irvine Business Complex, Irvine, CA



Research Triangle Park; Raleigh, Durham, Chapel Hill; North Carolina



Kendall Square, Cambridge, MA



East Otay Mesa, San Diego, CA

Strengths

- Variety of industrial and R&D uses
- Proximity to freeways
- Existing high-quality employment
- Proximity to planned mixed-use development
- Existing Transit Priority Area (TPA)
- Actively involved business community

**Weaknesses**

- Auto-oriented community with heavy traffic congestion
- Existing superblock street grids and wide thoroughfares

**Opportunities**

- Provide employee housing in proximity to employers to reduce congestions
- Encourage the use of planned transit infrastructure
- Reduce housing costs by increasing housing supply
- Provide market support for increased commercial amenities

**Threats**

- Potential land use conflicts (e.g., noise, traffic, perceived safety risks)
- Residential uses can be viewed as a threat to existing light industrial uses



- ✓ Strong market support for employment, commercial, and residential uses
- ✓ Increased commercial amenities supported by new residential development
- ✓ Potential strong demand for collocation in Sorrento Mesa (near-term) and Miramar (mid-term)
- ✓ Opportunity to re-imagine the focus areas (i.e., provide walkability, address jobs-housing balance)

