

Mira Mesa Community Plan Update: Economic Prosperity

Planning Department

May 20, 2019

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

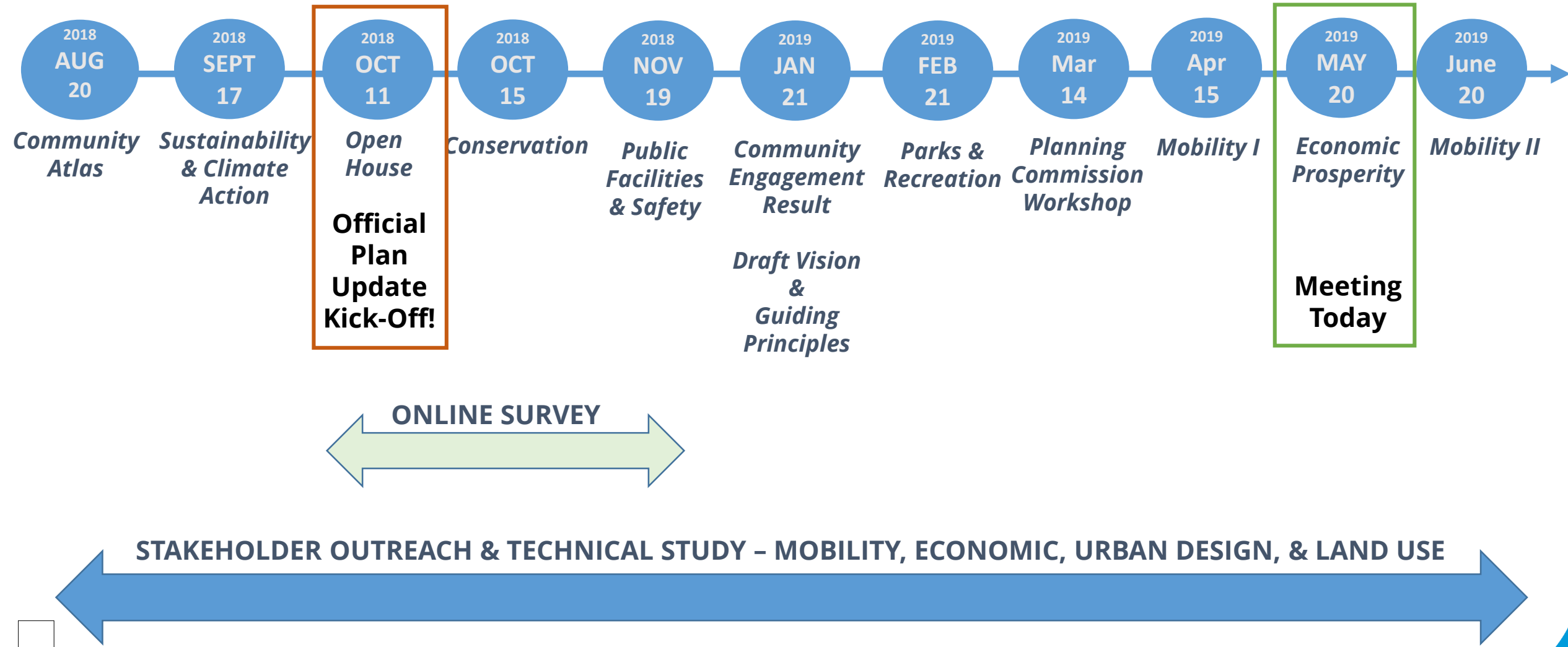


- 1. Community Plan Update/Recap**
- 2. Market Demand Analysis and Collocation Study – KMA**
- 3. Economic Context (National, Regional and Subregional)**
 - Drivers of Innovation Economy, Trends, & Profile of Economic Cluster
 - Challenges, Opportunity & Guiding Principles
- 4. Employment Area Profile**
 - Miramar Industrial Area & Sorrento Mesa
- 5. Collocation Study Area – Miramar Gateway and Sorrento Mesa**
 - Focus Area Criteria and Adopted Land Use
 - Study result, recommendation, and discussion
- 6. Next Steps**



Community Plan Update Schedule





Nov. 2018



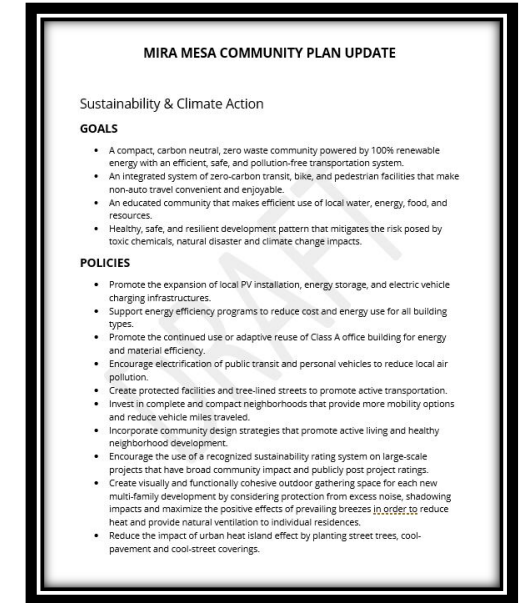
Community Atlas: Existing Conditions Report

Jan. 2019



Phase I Community Engagement Report

Oct/Nov(18)/Feb 2019



Draft Goals & Policies

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

Reports available @ www.PlanMiraMesa.org

Community Input

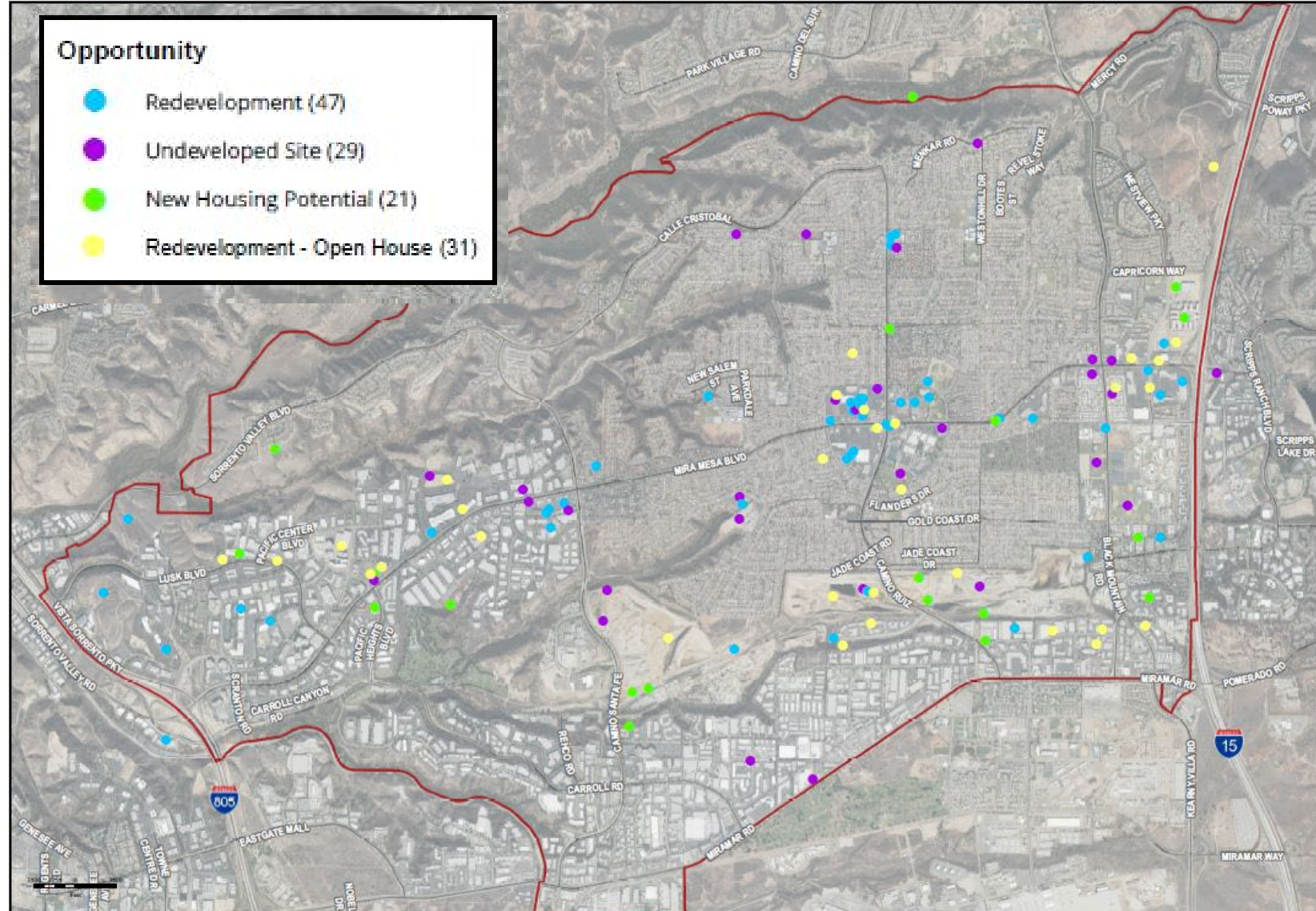
Open
House



Online
Survey

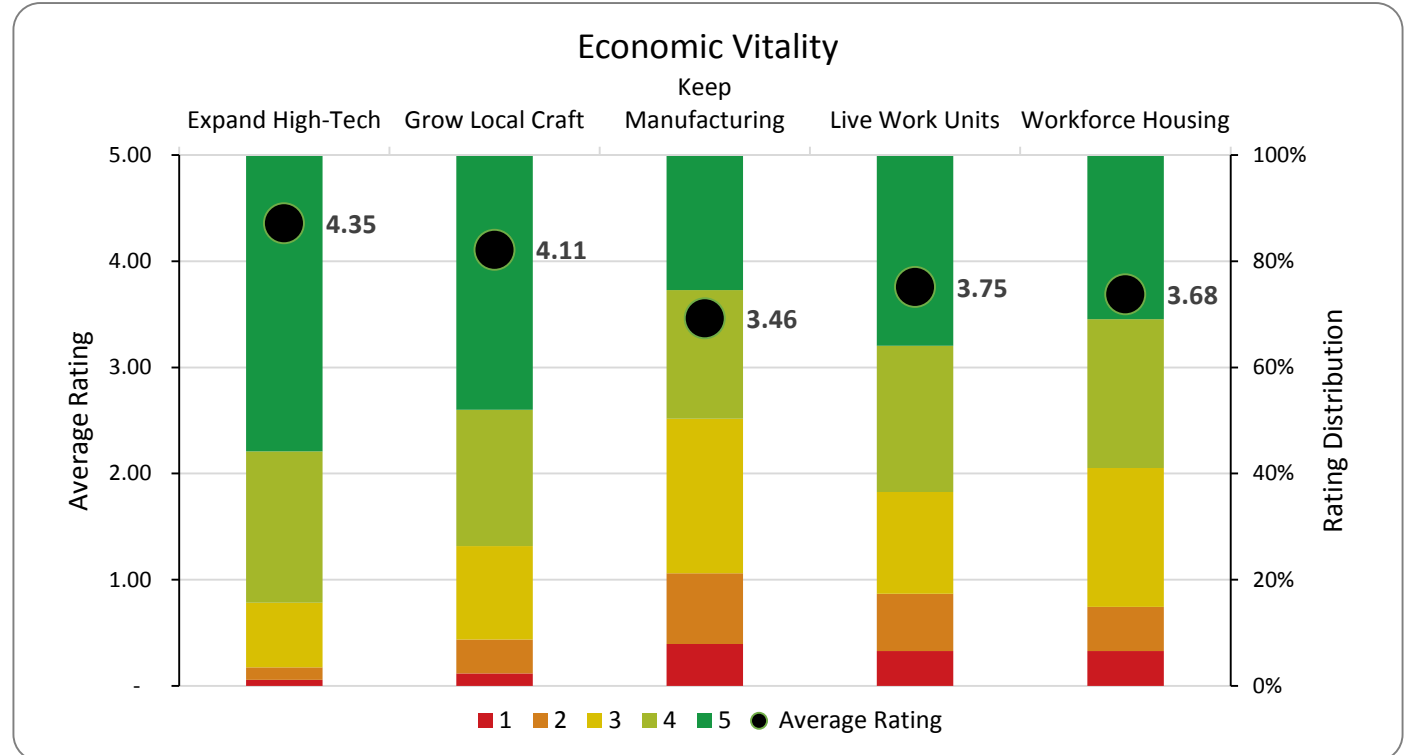
Mapping Opportunity

- Community input from online survey and open house
- Preference for future redevelopment or housing:
 - Shopping Centers,
 - Sorrento Mesa,
 - Miramar Gateway,
 - Carroll Canyon



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.

Community Input

Stakeholder
Event



Stakeholder
Interview

illumina®

HOLOGIC®
The Science of Sure

KILROY

Aj BIO-PHARMA
AJINOMOTO SERVICES

SAN DIEGO
REGIONAL
EDC



Hines

IRVINE COMPANY
Since 1864

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

Scripps

Qualcomm



ALEXANDRIA

SOUTHWEST
STRATEGIES

MIRA INVESTMENTS //

MTS
Metropolitan Transit System



HAMMER
VENTURES

cleantech
SAN DIEGO

TECH SAN DIEGO

CLIMATE ACTION
CAMPAIGN

SANDAG

ULI Urban Land Institute
San Diego-Tijuana

BIOCOM

Sd
San Diego
Regional
Chamber



SAN DIEGO STATE
UNIVERSITY

UC San Diego

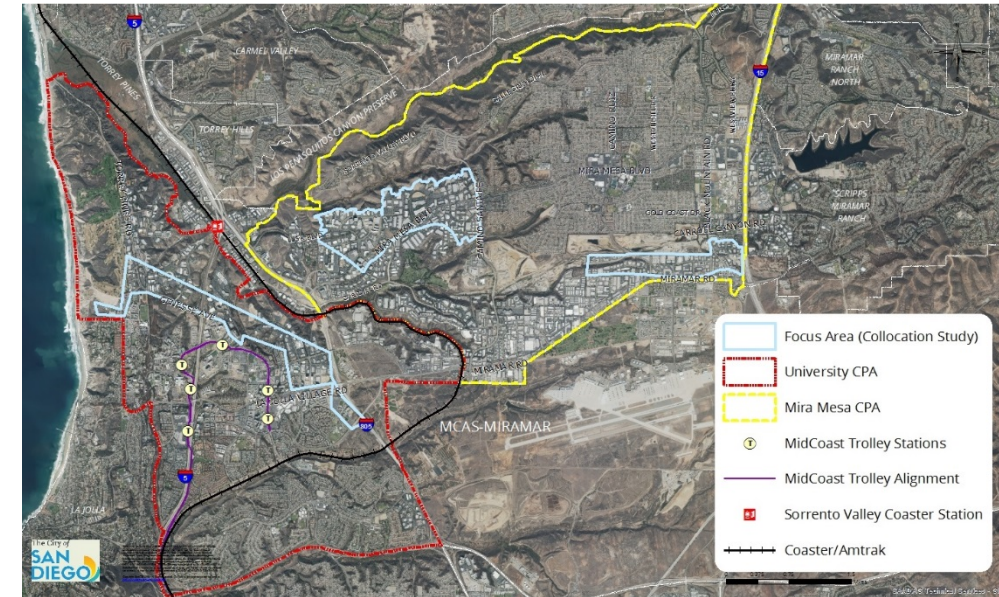
Celgene

Community Event

Forum

Postponed to Fall 2019

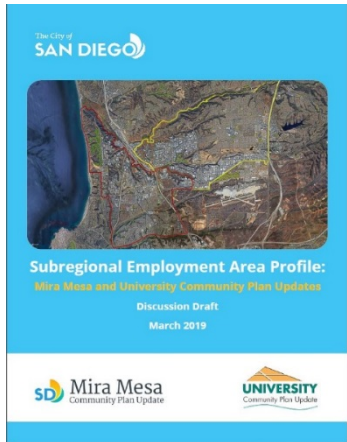
- Joint initiative between University and Mira Mesa CPUs
- Convene business associations, large employers, major property owners, developers, and community members
- Present result of technical studies, stakeholder interviews, and market demand forecast



Technical
Reports

May

June/July



**Subregional
Employment
Area Profile**



**Collocation
Study**



**Market
Demand
Forecast**



**Land Use
Compatibility
Analysis**



**Mobility
Existing
Conditions
Report**



**Stakeholder
Interview
Summary**

Today's Presentation



Economic Prosperity

National, Regional and Subregional Context



Land Use and Employment Context

University

77k jobs (2015)
68k pop (2018)

Mira Mesa

83k jobs (2015)
80k pop (2018)

Miramar College
731 jobs
10k students

Sorrento Valley
(45k jobs: 29 jobs/ac)

Miramar
(20K jobs: 12.5 jobs/ac)

MCAS-Miramar

12K jobs
3.5k pop

UCSD
25k jobs
38k students

UTC Core
(10k jobs: 32.4 jobs/ac)

High-Tech, Biotech,
Health Care Hub:
166,000+ jobs
24% of City Jobs

Mid-Coast Trolley Extension
(Under Construction)

Coaster/Amtrak

Sorrento Valley
Coaster Station



Google earth

Data CSUMB SFML, CA OPC
Data USGS

3 mi





UCSD



**Health
Care**



**Life
Science**



Tech



**Clean
Tech**



**Defense,
Aerospace, &
Cybersecurity**



Craft

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

Economic Trends

- High-growth companies are flocking to neighborhoods that are more mixed-use & transit-accessible
- Life science is one of the fastest growing sectors in the U.S. economy
- More than 400 new startups are created every years in SD
- Talent war is driving force for economic growth & innovation
- SD has the 3rd highest shares of millennials in the nation
- 62% of Millennials and 55% of Seniors prefer walkable communities and shorter commutes, even if it means living in a apartment or townhouse

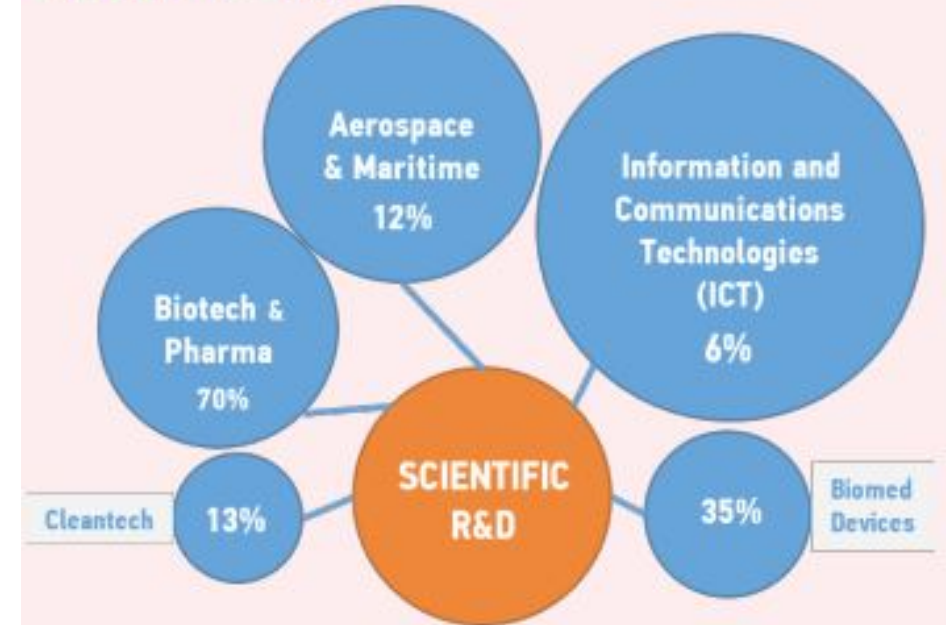


Source: Subregional Employment Area Profile – Mira Mesa and University Community Plan Updates; Photos: Sidewalk Lab and Emerystation West

Drivers of Innovation Economy

- 80 Research Institutes* (independent & university-affiliated)
- 17+ Universities & Colleges
- Large pool of STEM Graduates
- Military and Defense Contractors
- Federal Funding
- Venture Capitals
- Government Policies & Land Use
- Multi-Sector Collaboration

FIGURE 1.1: Scientific R&D and San Diego's Traded Employment Clusters



Scientific R&D is a critical part of the region's innovation economy. For instance, 70 percent of all biotech and pharma cluster employment is from the scientific R&D industry.

Bubble size represents total cluster employment. Percentage = share of cluster employment that is from the scientific R&D industry.

Sources: California Employment Development Department; the SANDAG Traded Clusters Report; Employment updated to 2014 by San Diego Regional EDC.

Source: San Diego Regional Economic Development Corporation; *Biocom Economic Impact Report (2017)

Local Research Institutes*

- UCSD – **9th best** in biomedical research **worldwide**
- Scripps Research – **29th best** biomedical research **worldwide**
- Salk Institute – **98th best** in biomedical research **worldwide**



source: <https://www.natureindex.com/supplements/nature-index-2019-biomedical-sciences/tables/overall#>

Image: UCSD Webpage

San Diego #3 Life Science Cluster

1. Boston-Cambridge

2. San Francisco Bay Area

3. San Diego

4. New Jersey

5. Raleigh-Durham

6. Washington, D.C.-Baltimore

7. New York City (and surrounding areas)

8. Philadelphia

9. Los Angeles

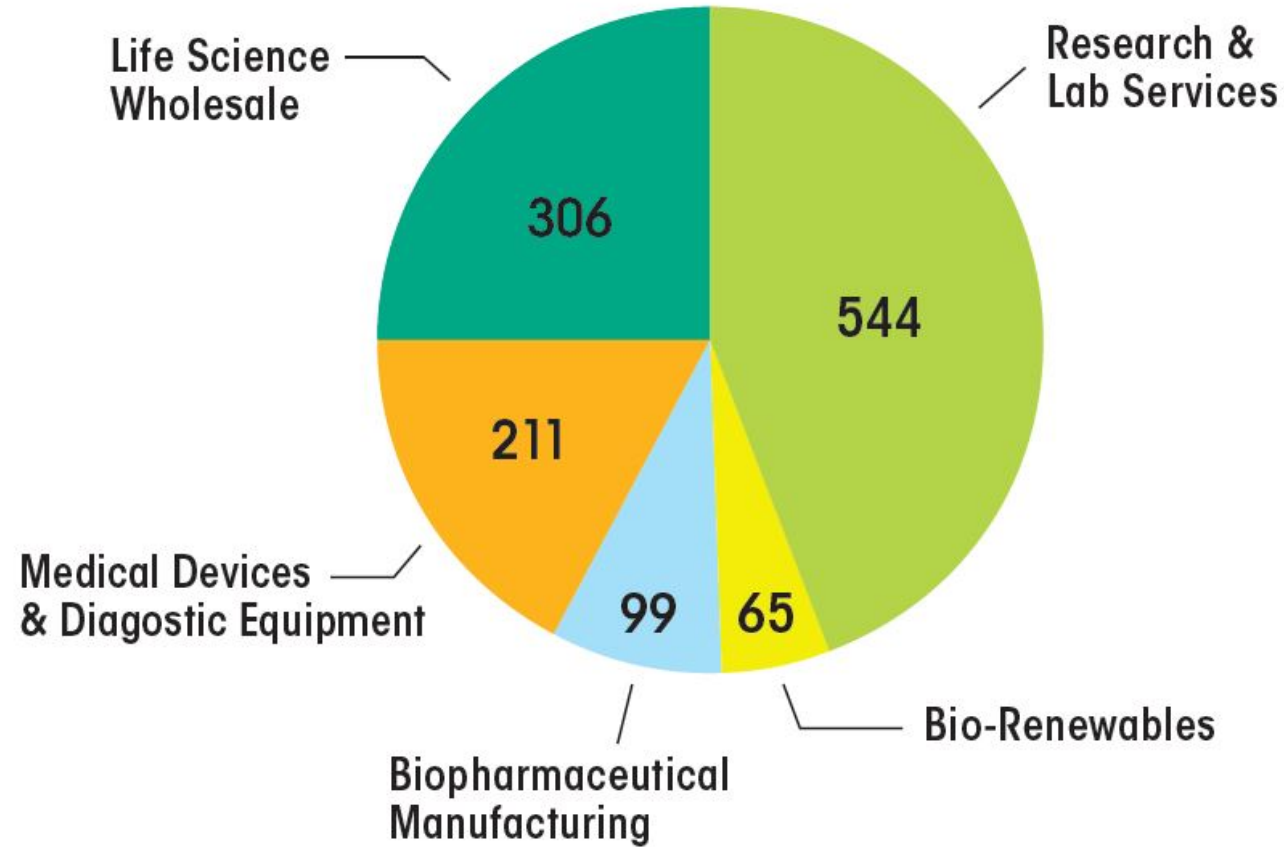
10. Chicago

Primary Life Science Cluster



CBRE: Ranked by size of laboratory inventory, size and long-term growth in life science employment, number and concentration of key scientist, size of funding sources.

SAN DIEGO BREAKDOWN OF LIFE SCIENCE COMPANY SECTORS



Source: Biocom: https://news.biocom.org/sites/biocom.newshq.businesswire.com/files/doc_library/file/biocom-economic-impact-report-SD-county.pdf



Top Life Science Cluster



Emerging Life Science Hub



Image 1: <https://www.bisnow.com/boston/news/office/exclusive-foundation-medicine-enters-seaport-amid-talks-of-big-life-science-campus-98107> Image 2: <https://courbanize.com/projects/mit-kendall-square/information>

Image 3: <https://www.bizjournals.com/houston/news/2019/03/26/here-s-how-houston-s-life-sciences-sector-ranks-on.html>

Image 4: ARE

San Diego #9 Tech Market

1. Silicon Valley
2. San Francisco
3. Washington DC Metro
4. Boston/Cambridge
5. Raleigh
6. Seattle
7. Austin
8. Denver/Boulder
9. San Diego
10. Madison

Primary US Tech Cluster



Global Wireless Leader



San Diego #4 Clean-Tech Market

1. San Francisco
2. San Jose
3. Portland
4. San Diego
5. Washington D.C.
6. Los Angeles
7. Seattle
8. Boston
9. Austin
10. Chicago



Source: The San Diego Clean-Tech Landscape (2015)

San Diego #1 Craft Brew City

1. San Diego
2. Denver
3. Portland
4. Minneapolis
5. Chicago
6. Austin
7. Santa Rosa
8. Seattle
9. St. Louis
10. Bend, OR

Brewery Location



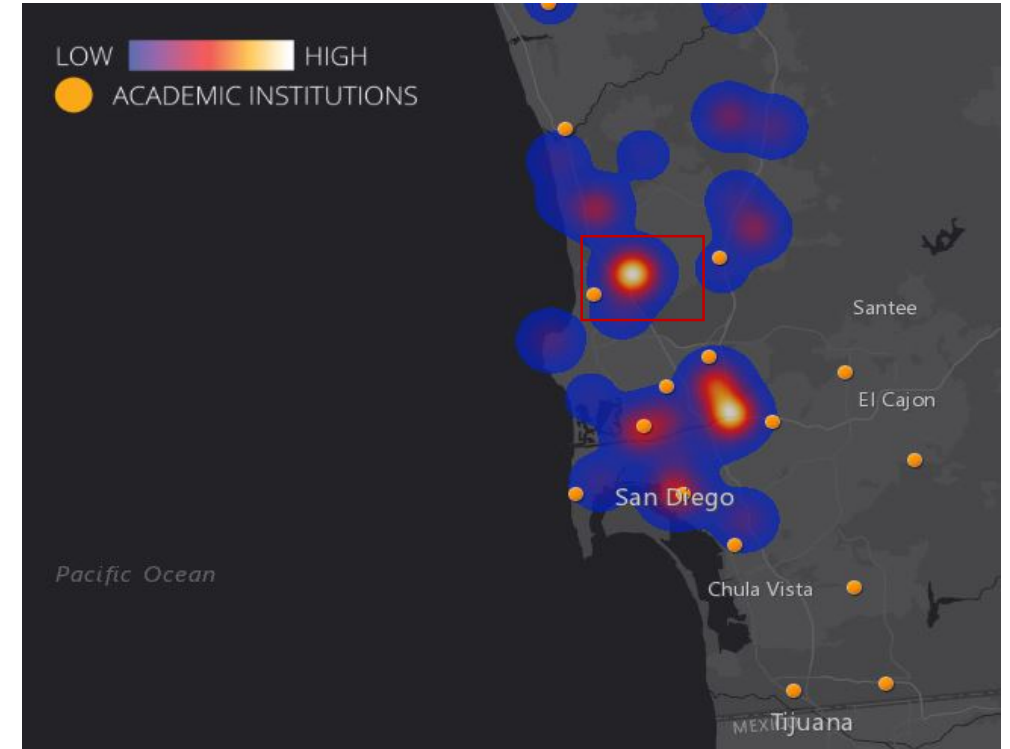
Source: Food & Wine: <https://www.foodandwine.com/news/craft-beer-capital-america-data> and SD Brewers Guild

Defense Hub

- Largest concentration of military in the world
- 2nd largest recipient of defense procurement nationwide
- Leaders in unmanned vehicles, robotics, cybersecurity and shipbuilding

1. Fairfax, VA
2. San Diego, CA
3. Tarrant, TX
4. Los Angeles, CA
5. District of Columbia
6. Madison, AL
7. Honolulu, HI
8. Newport News, VA
9. Middlesex, MA
10. Bexar, TX

Primary SD Cyber Cluster



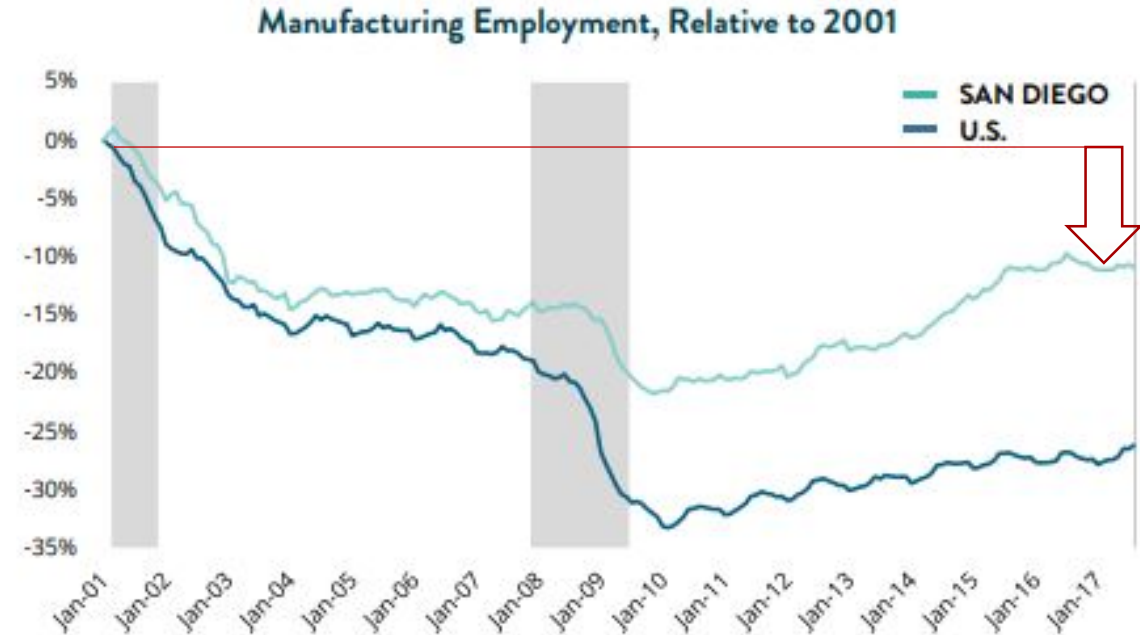
Aerospace Innovation



Source: <https://www.sandiegobusiness.org/our-economy#key-military>

Spans Diverse Industries

- 10% decline in manufacturing employment since 2001
- Industry getting automated
- Advanced manufacturing staying robust in SD



Employment and Average Wages by Key Manufacturing Industries

Industry	Employment	Avg Annual Pay
Breweries	2,040	\$43,330
Aircraft Manufacturing	5,274	\$92,746
Medical Equipment Manufacturing	6,509	\$83,960
Semiconductor and Other Electronic Component Manufacturing	5,760	\$107,700
Search, Detection, Navigation, and Aeronautical Instrument Manufacturing	6,120	\$113,350

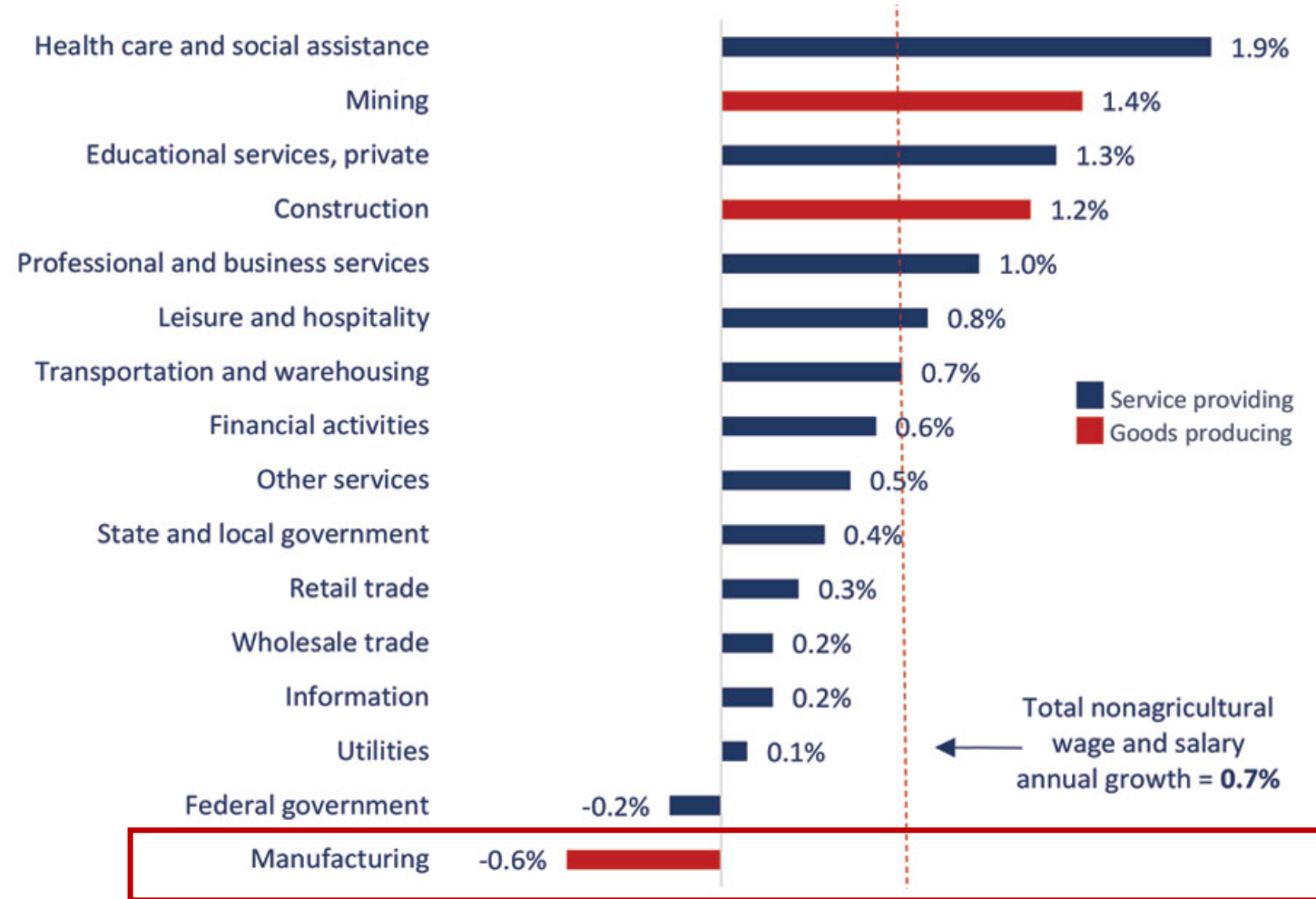
Source: San Diego Regional Economic Development Corp: https://www.sandiegobusiness.org/sites/default/files/Manufacturing_0.pdf

www.PlanMiraMesa.org

The Bureau of Labor Statistics Forecast

- Nationally, manufacturing jobs forecasted to decline from 12.3 million jobs in 2016 to 11.6 million in 2026
- A loss of 736,000 jobs

Annual rate of change for wage and salary employment, projected 2016-26



Source: Industry Week

Cleaner & Greener Production

- Marijuana Production Facilities
- Food Tech
 - Companies using tech to change the way food has traditionally been discovered, purchased, delivered, prepared, and consumed*



Photo: http://www.gazettes.com/news/business/san-diego-marijuana-firm-plans-two-cultivation-manufacturing-sites-in/article_0b3b84a0-41b9-11e8-9553-03d189fb609f.html

Infographic: <https://www.thegrocer.co.uk/entrepreneurs/how-to-make-sense-of-the-fast-moving-foodtech-scene-/563792.article>

*Source: https://files.pitchbook.com/website/files/pdf/PitchBook_1Q_2019_Emerging_Tech_Research_Foodtech_Executive_Summary.pdf



Challenges & Opportunities
Mira Mesa CPU
Guiding Principles for Economic Prosperity



Mira Mesa Employment Area - Challenges and Opportunities

CHALLENGES	OPPORTUNITIES
<ul style="list-style-type: none">• Traffic, congestion & travel time	<ul style="list-style-type: none">• Add housing near job centers
<ul style="list-style-type: none">• Climate change & air pollution – transportation account for 54% of city’s GHG and rising	<ul style="list-style-type: none">• Emerging electric, shared, autonomous, & micro-mobility solutions
<ul style="list-style-type: none">• Lack of quality transit & active transportation infrastructure	<ul style="list-style-type: none">• Improve regional transit connection & enhance pedestrian/bike network and facilities
<ul style="list-style-type: none">• Lack of new housing (50 to 120% AMI)	<ul style="list-style-type: none">• Increase housing capacity
<ul style="list-style-type: none">• Lack of employee amenities	<ul style="list-style-type: none">• Add new mixed-use areas
<ul style="list-style-type: none">• Difficulty recruiting & retaining talent	<ul style="list-style-type: none">• Create places that attract talent
<ul style="list-style-type: none">• Lack of parks & recreation space	<ul style="list-style-type: none">• Allow uses that require parks (i.e. residential)

Maintain SD's comparative advantage

- Build on current strengths and assets
- Create places that attract talent:
 - Great social environment for people to live, learn, play, and move.
 - Walkable, bikeable, transit & amenity rich.
 - Spaces for start-ups, craft businesses, and knowledge-based jobs
- Create opportunity for workforce housing
- Preserve industrial land for manufacturing, logistics, & warehousing in most suitable location



Image: UCSD

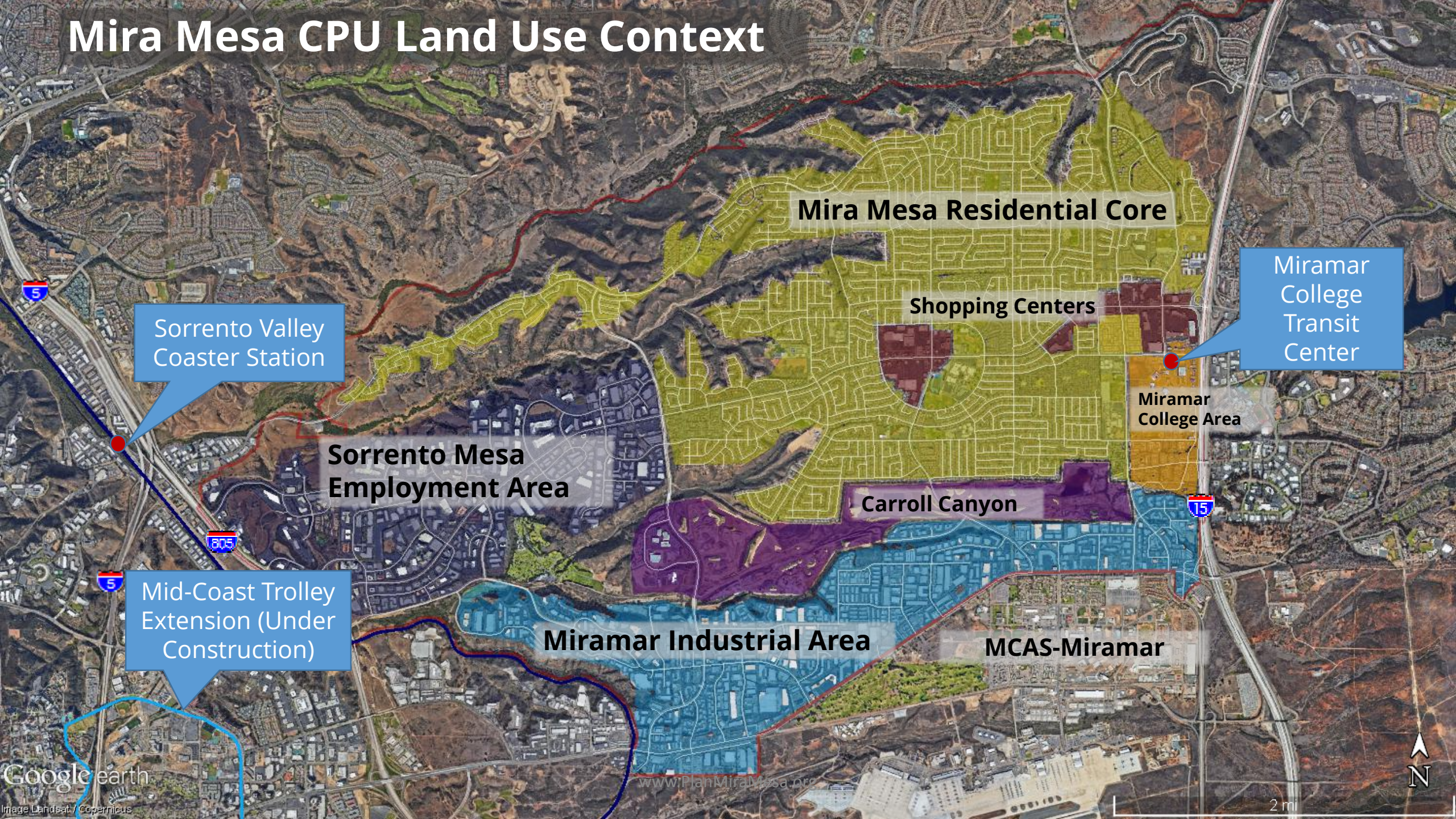


Image: Emerystation West



Sorrento Mesa
Employment Areas Profile
Miramar

Mira Mesa CPU Land Use Context



Mira Mesa Residential Core

Shopping Centers

**Miramar
College
Transit
Center**

**Sorrento Valley
Coaster Station**

**Miramar
College Area**

**Sorrento Mesa
Employment Area**

Carroll Canyon

**Mid-Coast Trolley
Extension (Under
Construction)**

Miramar Industrial Area

MCAS-Miramar

Sorrento Mesa Employment Area

45,810 jobs (2016)

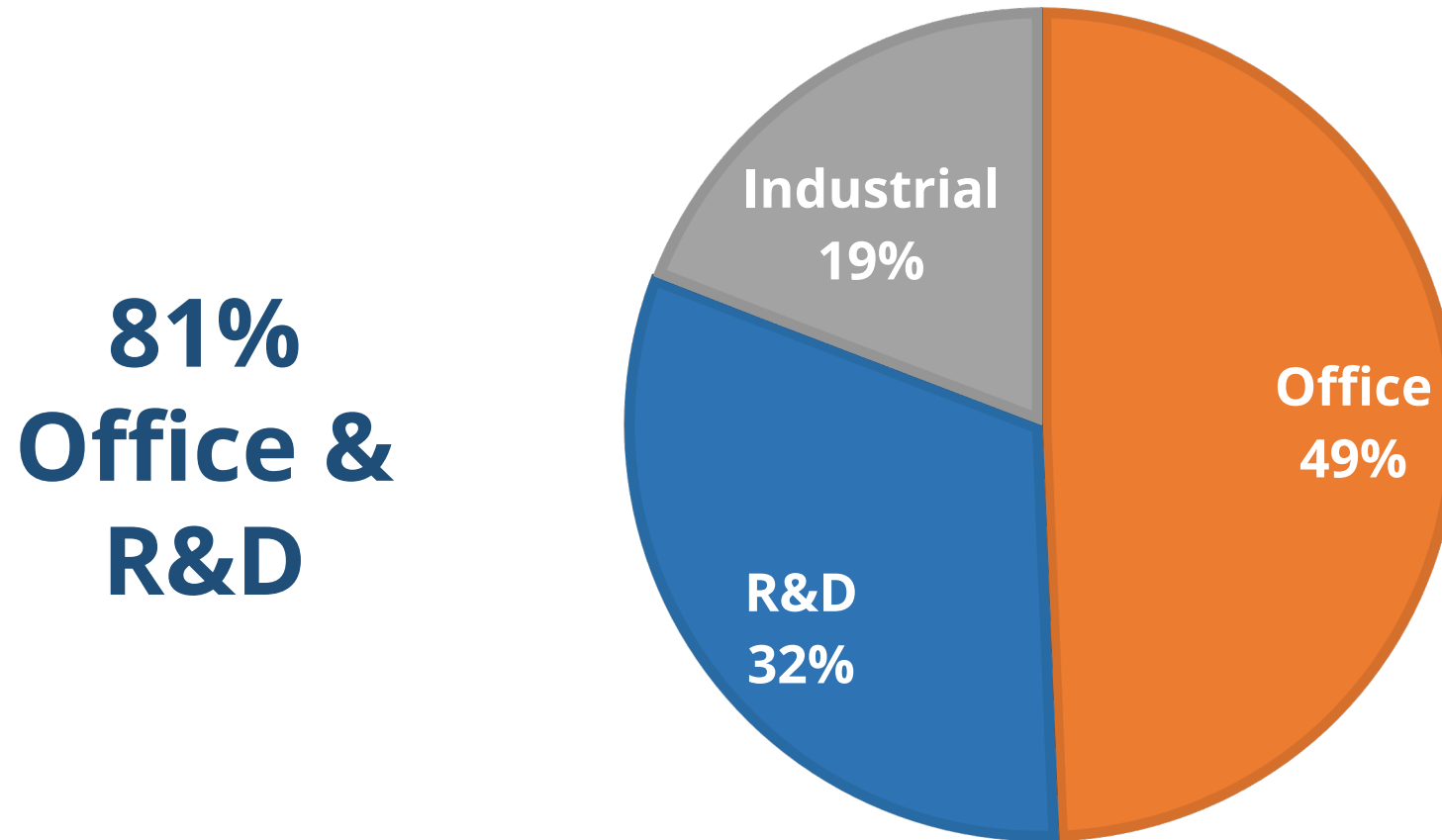
1,618 Businesses

29 jobs/ac

Higher Concentration of
Knowledge Jobs



Employment Space – Rentable Square Feet (Q4 2018)



Source: Mira Mesa CPU Market Demand Forecast; CoStar



Vacancy Rate

Sorrento Mesa	SD County
4.9%	4.3%
11.0%	6.5%
11.0%	10.6%

4.9%

4.3%

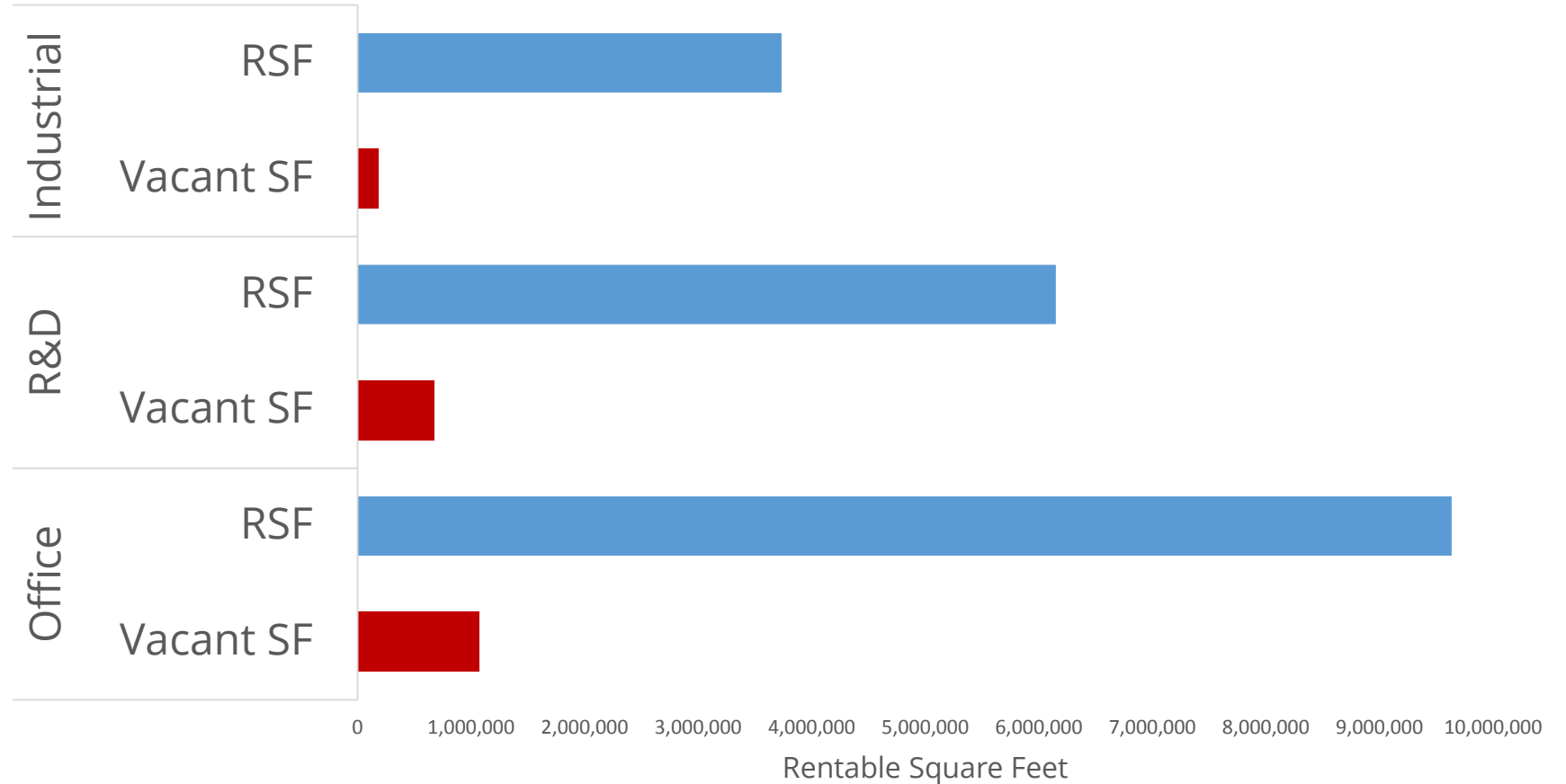
11.0%

6.5%

11.0%

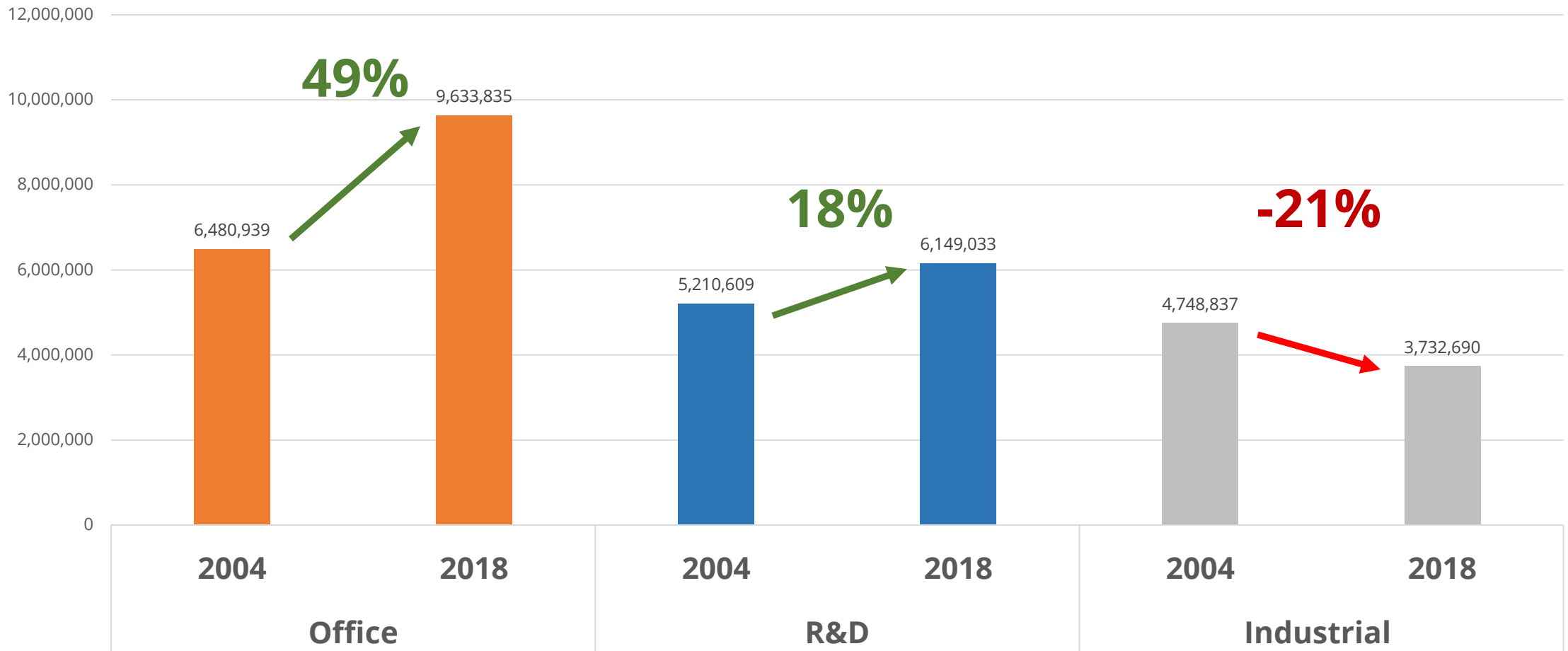
10.6%

Rentable Square Feet and Vacant Square Feet (Q4 2018)



Source: Mira Mesa CPU Market Demand Forecast; CoStar

Sorrento Mesa - Change in RSF - 2004 to 2018

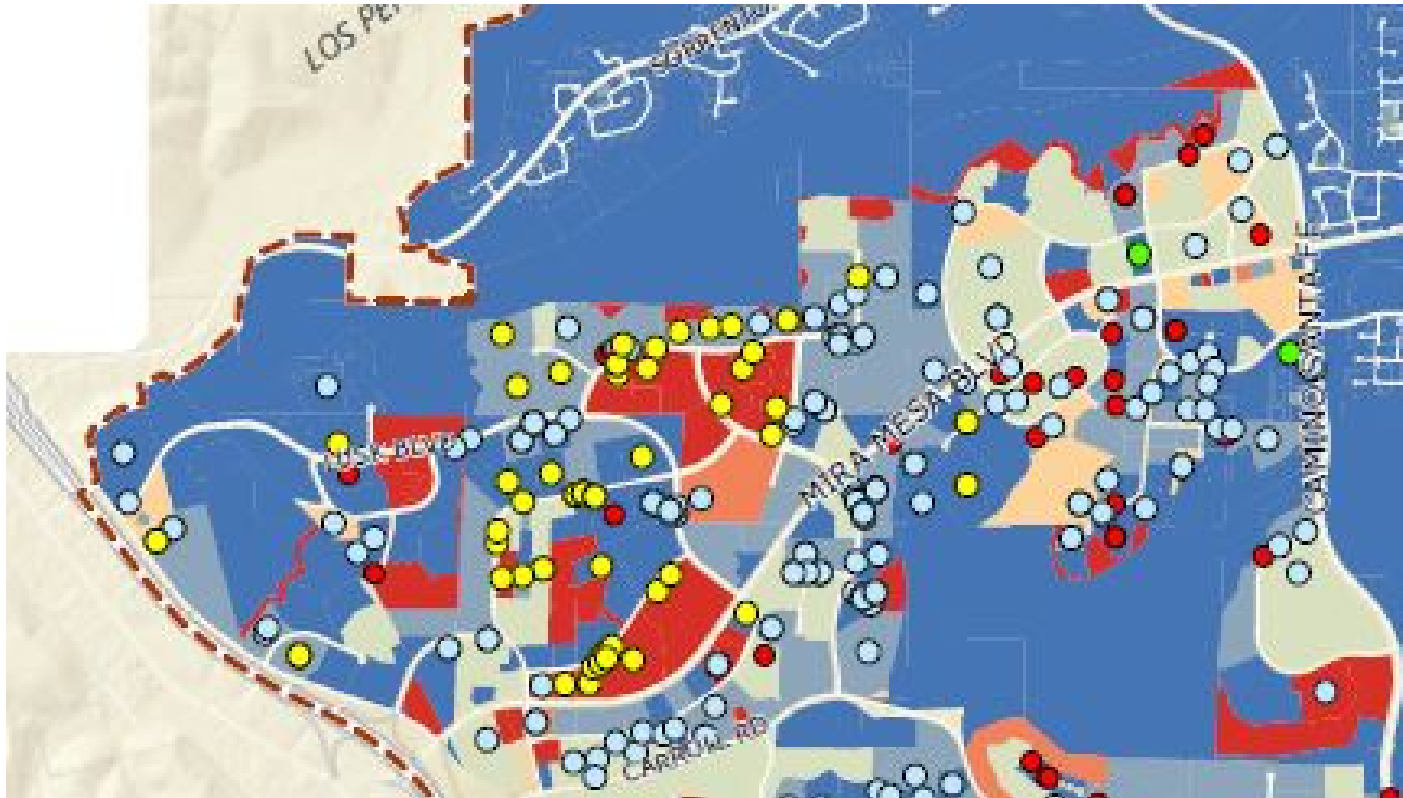
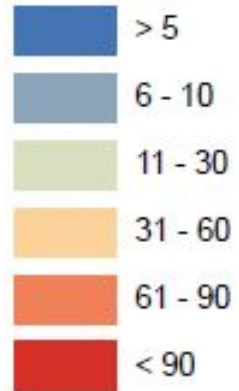


Source: Mira Mesa CPU Market Demand Forecast; CoStar



- Life Science
- Craft Beer & Spirit
- Information & Communication Technology
- Manufacturing

Jobs / Acre



dexcom[®]

Qualcomm



ALEXANDRIA[®]

SAMSUNG

HOLOGIC[®]
The Science of Sure



Google

pwc



NUVASIVE

Aj
AJINOMOTO

BIO-PHARMA
SERVICES

verizon[✓]
connect

Source: Mira Mesa Community Atlas



9920 Pacific Heights Blvd

Gravity Heights – 12,000 sf brewery and restaurant

<https://www.gravityheights.com/>



9805 Scranton Rd



The Park – 655k sf lifestyle office campus with a 7 acre park, and brewpub (San Diego Tech Center)

<http://www.theparksd.com/>

<https://www.parkcommonsds.com/>



Park Commons – 10,000 sf (200 seats) – Food Hall

Source: <https://sandiego.eater.com/2018/3/13/17114868/park-commons-food-hall-bar-whisknadle-hospitality-sorrento-valley>

Miramar Industrial Area

20,575 jobs (2016)

2,792 Businesses

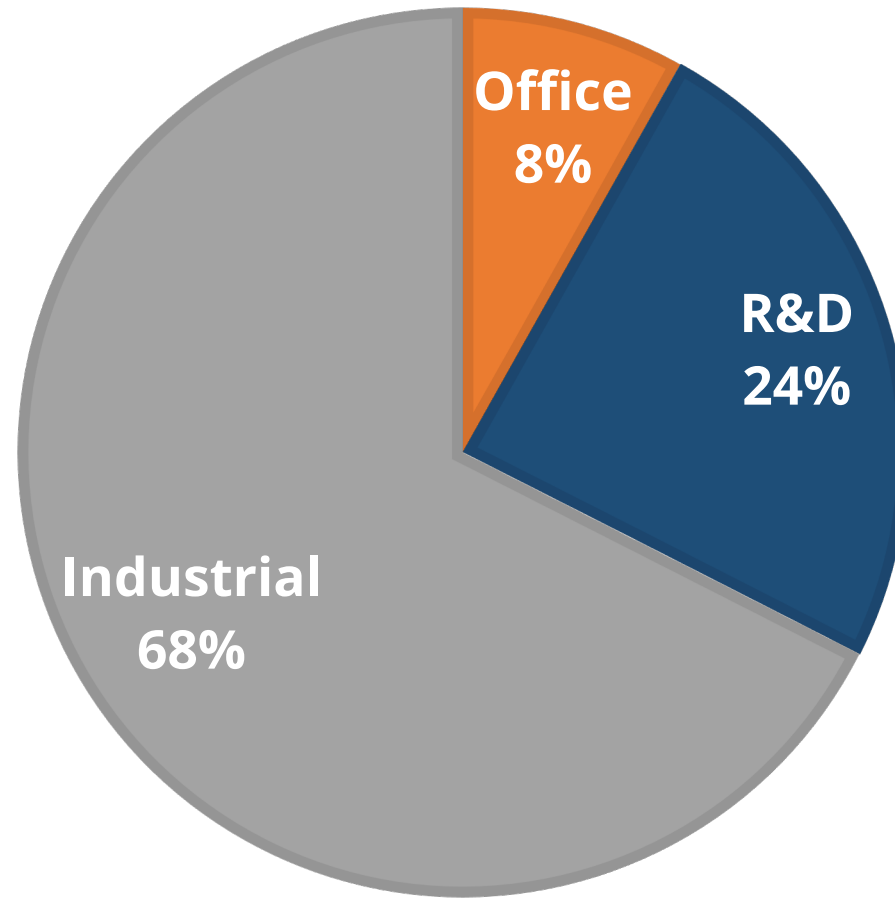
12 jobs/ac

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



Employment Space – Rentable Square Feet (Q4 2018)

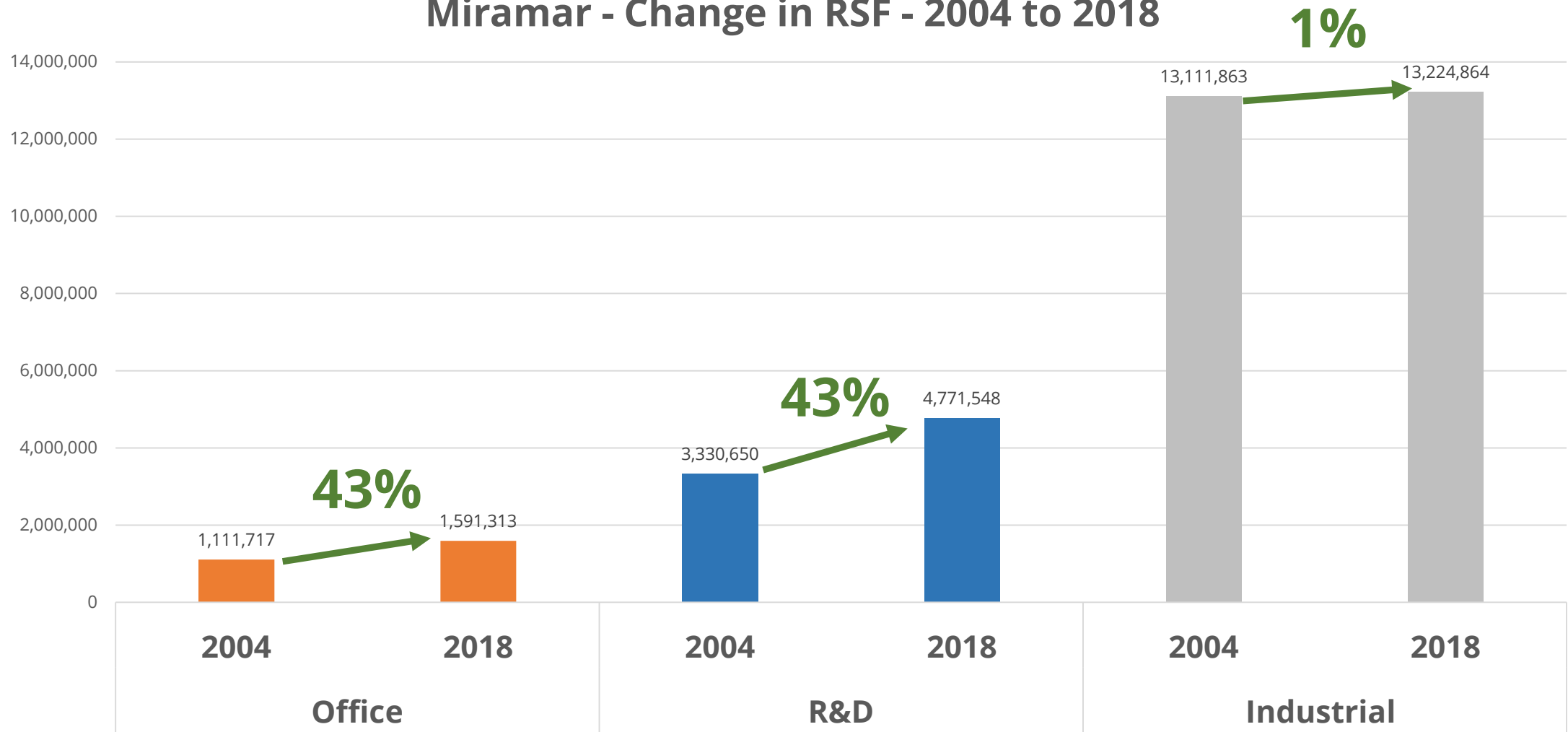
68%
Industrial



Source: Mira Mesa CPU Market Demand Forecast; CoStar



Miramar - Change in RSF - 2004 to 2018



Source: Mira Mesa CPU Market Demand Forecast; CoStar



Vacancy Rate

Miramar

SD County

3.6%

4.3%

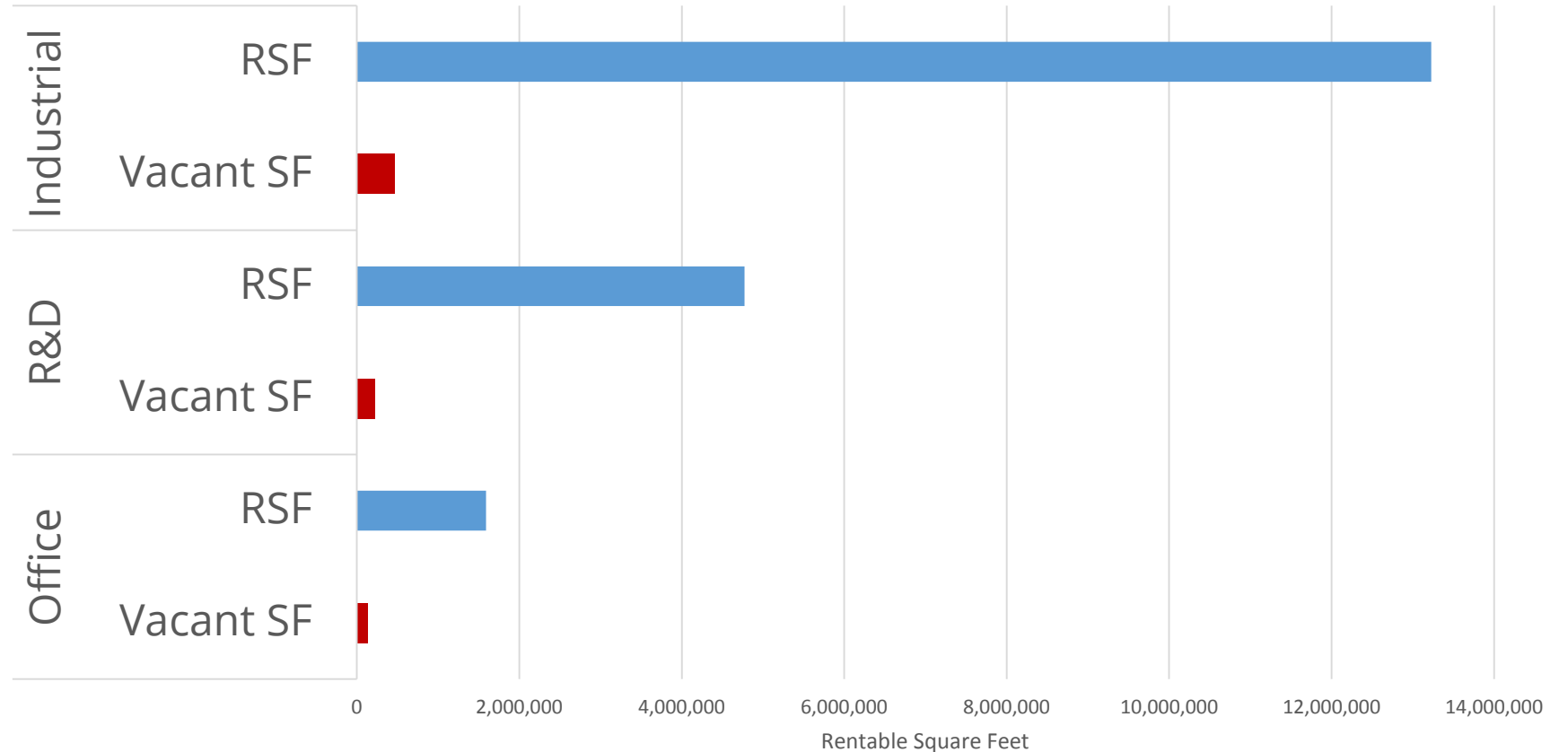
4.8%

6.5%

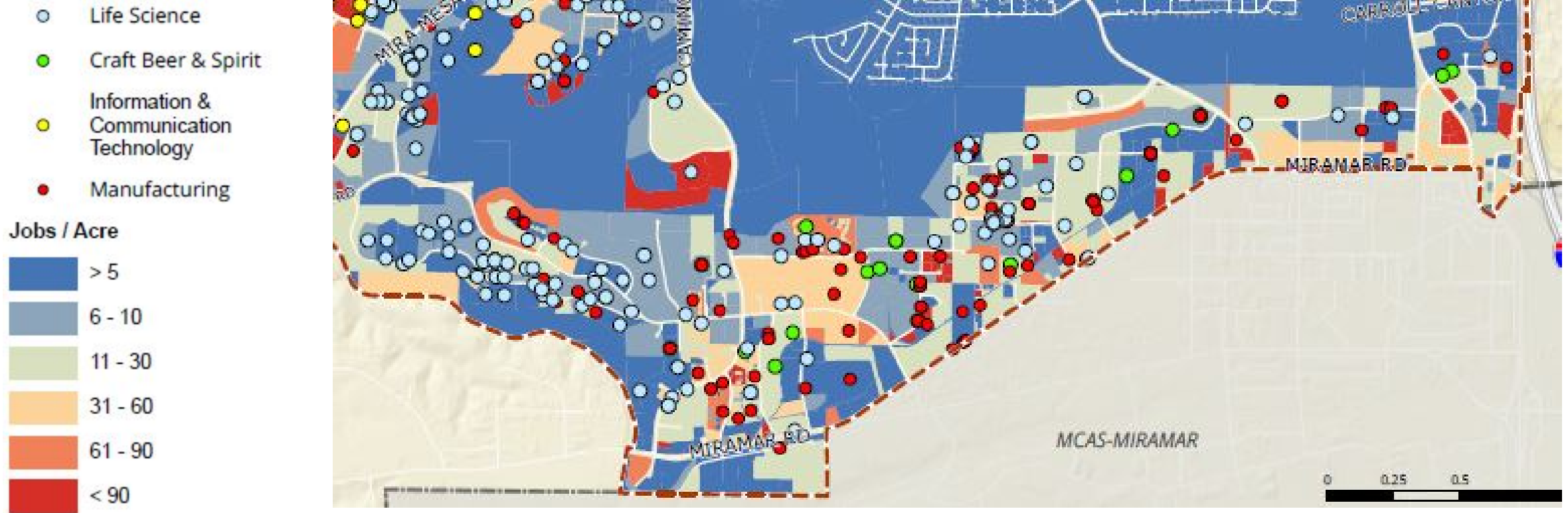
8.5%

10.6%

Rentable Square Feet and Vacant Square Feet (Q4 2018)



Source: Mira Mesa CPU Market Demand Forecast; CoStar



NORTHROP GRUMMAN



Source: Mira Mesa Community Atlas



BioLegend



Duchateau

Images: BioLegend and Duchateau



Artisanal Craft Beverage & Food Hub



AleSmith



Cutwater



Ballast Point

Images: Miralani Makers' District; AleSmith; Cutwater; Ballast Point



Collocation Study Area Overview

Focus Areas - Collocation

Selection Criteria:

1. Outside Noise Contours >65 CNEL
2. Outside APZ I & II
3. Outside Open Space Area
4. Within TPAs
5. Contains Prime Industrial Land
6. Contains High Transit Ridership Stop(s)
7. Contain or Near Proposed Transit

● High Transit Ridership

● Proposed Transit Station or Stop

Focus Area 3
Sorrento Mesa

Sorrento Mesa

Sorrento Valley
Coaster Station

UCSD

Planned Skyway

Miramar

MCAS-Miramar

Focus Area 4
Miramar
Gateway



	Miramar Gateway	Sorrento Mesa
Size of the Study Area	268 acres	711 acres
Number of Parcels	114	187
Median Parcel Size	1.59 acres	2.51 acres
Median FAR	0.32	0.36
Total Floor Area	3.87 million sf	10.74 million sf
Median Floor Area	22,773 sf	38,952 sf
Number of Businesses (2017)	642	736
Number of People Employed (2015)	3,921	16,822
Area Designated Prime Industrial	138 acres	586 acres
Percent Prime Industrial	51.4%	82.4%

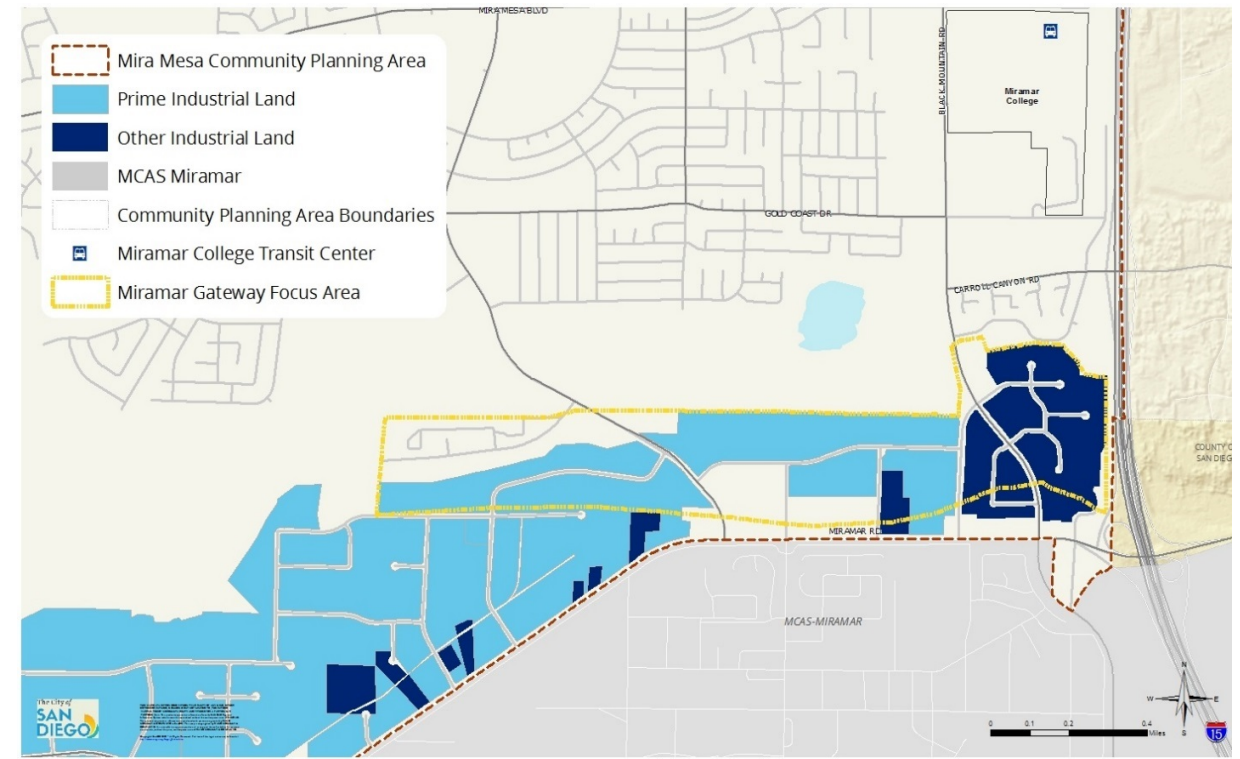
Source: Land Use Suitability Analysis



Miramar Gateway



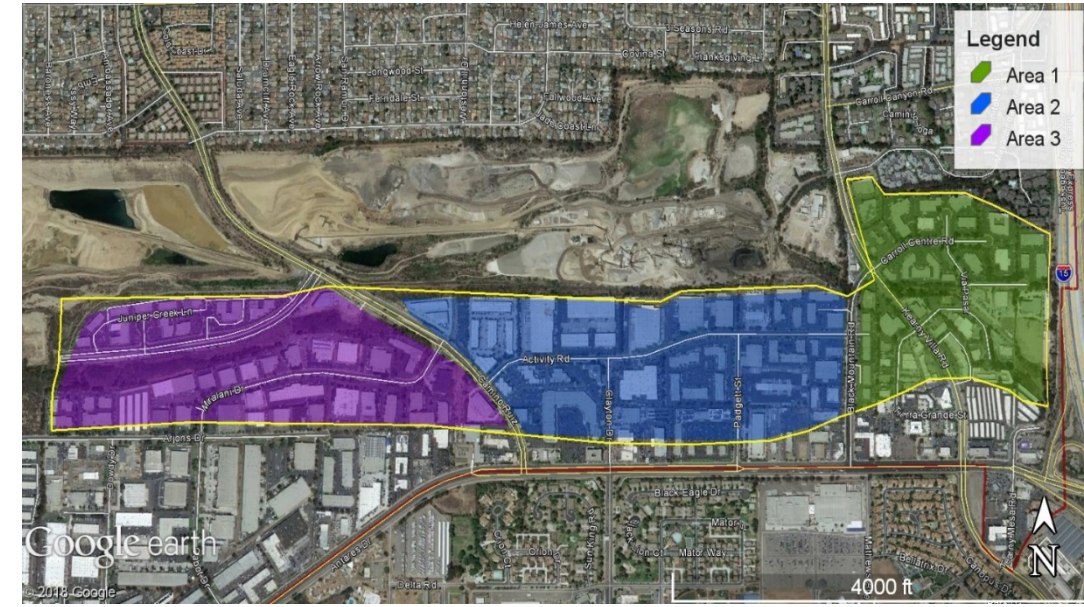
Study Area – Aerial



Prime & Other Industrial Land

Questions

1. How encroached is the area from non-industrial use?
2. Is the area near residential?
3. Does it contain any parcels that allow residential?
4. Is it located within one-third mile of transit?
5. Is there presence of public & commercial facilities generally associated with residential neighborhoods?
6. Are there significant incompatibilities? (truck traffic, odor, and noise).
7. How many clean-up sites are in the area?
8. Are there any toxic release sites in the area?
9. Are there any toxic release sites within 1,000 feet of the area?



Study Subarea

Question

How encroached is the area from non-industrial use?

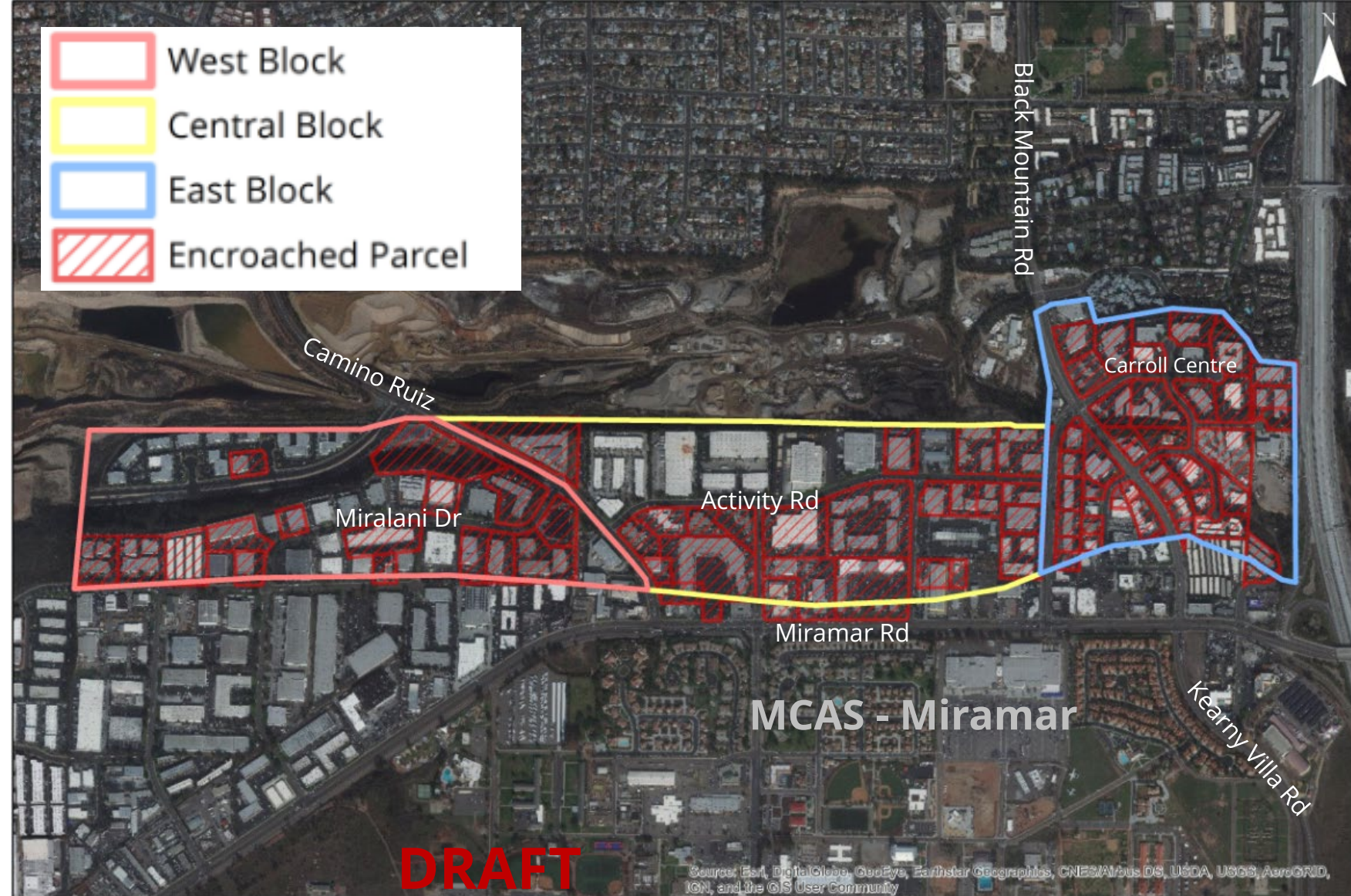
Base Sector

- Export oriented business

(Develop physical, intellectual, & digital products for global & national market)

Encroachment

- Multi-tenant office
- Commercial
- Retail
- Sensitive receptors (*i.e., church, daycare*)



Question

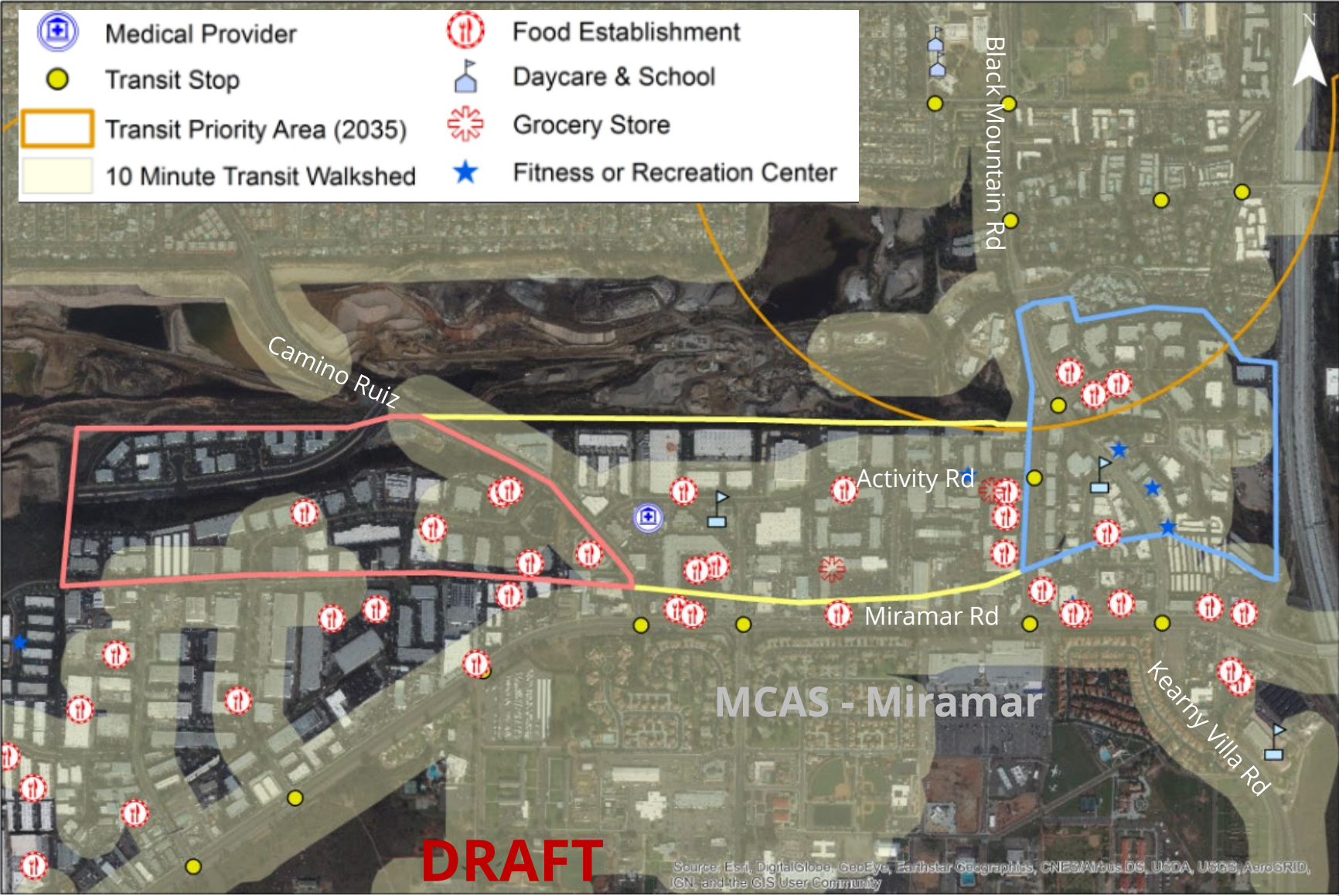
Is it located within one-third mile of transit?

*The proposed Stone Creek land use may not be the most current proposal.



Question

Is there a presence of public & commercial facilities generally associated with residential neighborhoods?



Questions

How many clean-up sites are in the area?

Are there any toxic release sites in the area?

Are there any toxic release sites within 1,000 feet of the area?



	Study Subareas		
Key Questions	Area 1	Area 2	Area 3
How encroached is the area from non-industrial uses?	85%	66%	78%
Is the area near residential use?	Yes	Yes	No
Does it contain any parcels that allow residential?	No	Yes	No
Is the area located within one-third mile of existing or planned transit	Yes	Yes	No
Is there presence of public and commercial facilities generally associated with residential neighborhood	Yes	Yes	No
Are there significant incompatibilities? (truck traffic, odor, and noise)	Low	Medium	High
How many clean-up sites are in the area?	4	6	2
Are there any toxic release sites in the area?	No	No	No
Are there any toxic release sites within 1,000 feet of the area?	No	Yes	Yes

Explore Employment Village Concept

Explore Non-Residential Mixed-Use

Employment Village (EV)

- Adjacent to Residential
- Near services & amenities
- Adjacent to MCAS-Miramar
- Transit-accessible

Proposed UD Study Area

- EV 1 = 71 acres
- EV 2 = 60 acres
- 46% of the Focus Area, but preserves most of the prime industrial





Discussion



Sorrento Mesa



UTC

UCSD

Sorrento Mesa
Focus Area

Nancy Ridge

Cemetery

Qualcomm
Pacific Campus

Residence Inn

Dexcom

Hologic

Google

Genetic Center Dr
Sharp

Green Flash

Arris

Montessori

Staybridge

Self-Storage

Plaza Sorrento

Self-Storage

Longship Brewery

LA Fitness

FedEx

Sorrento Mesa



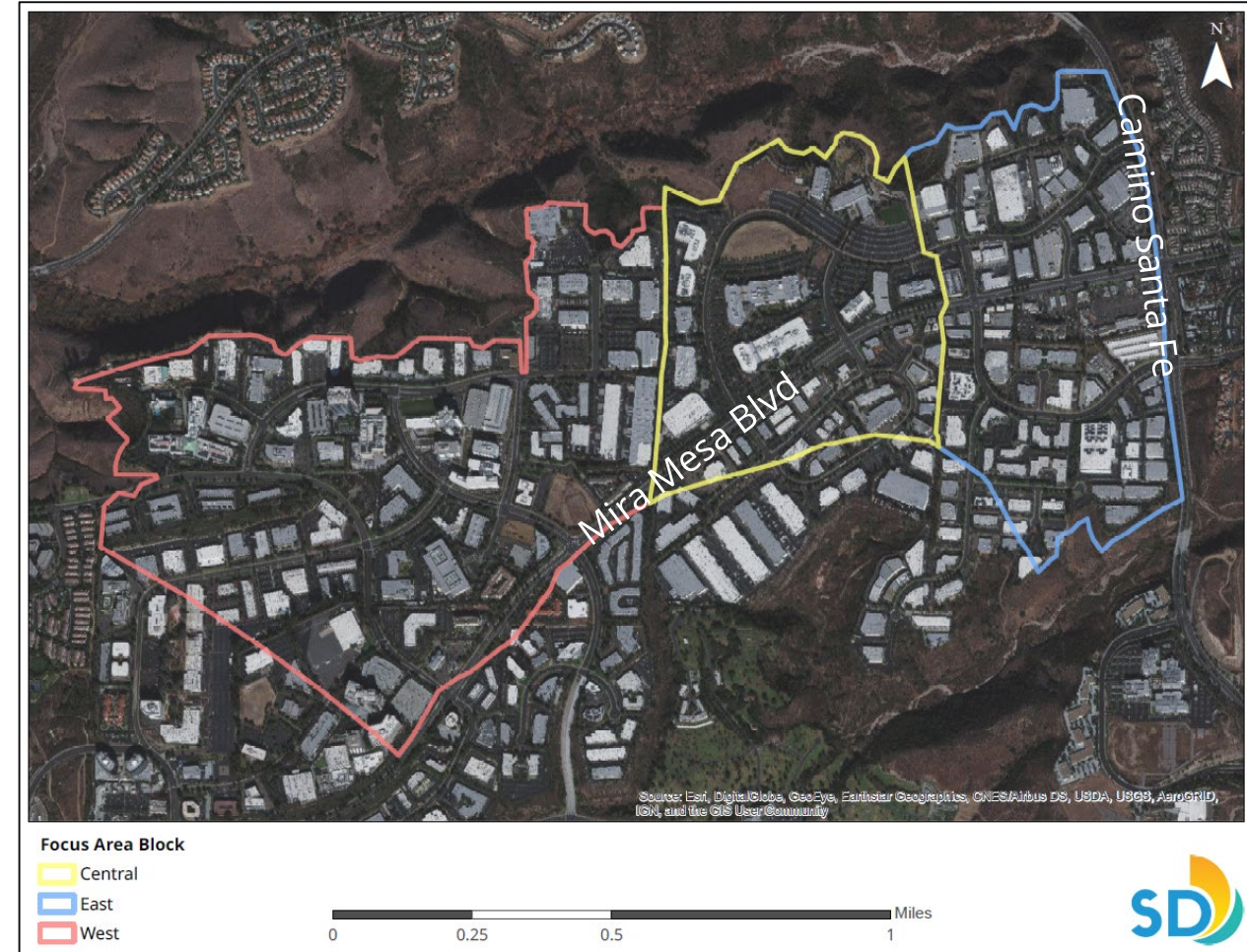
Study Area – Aerial



Prime & Other Industrial Land

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Question

How encroached is the area from non-industrial use?

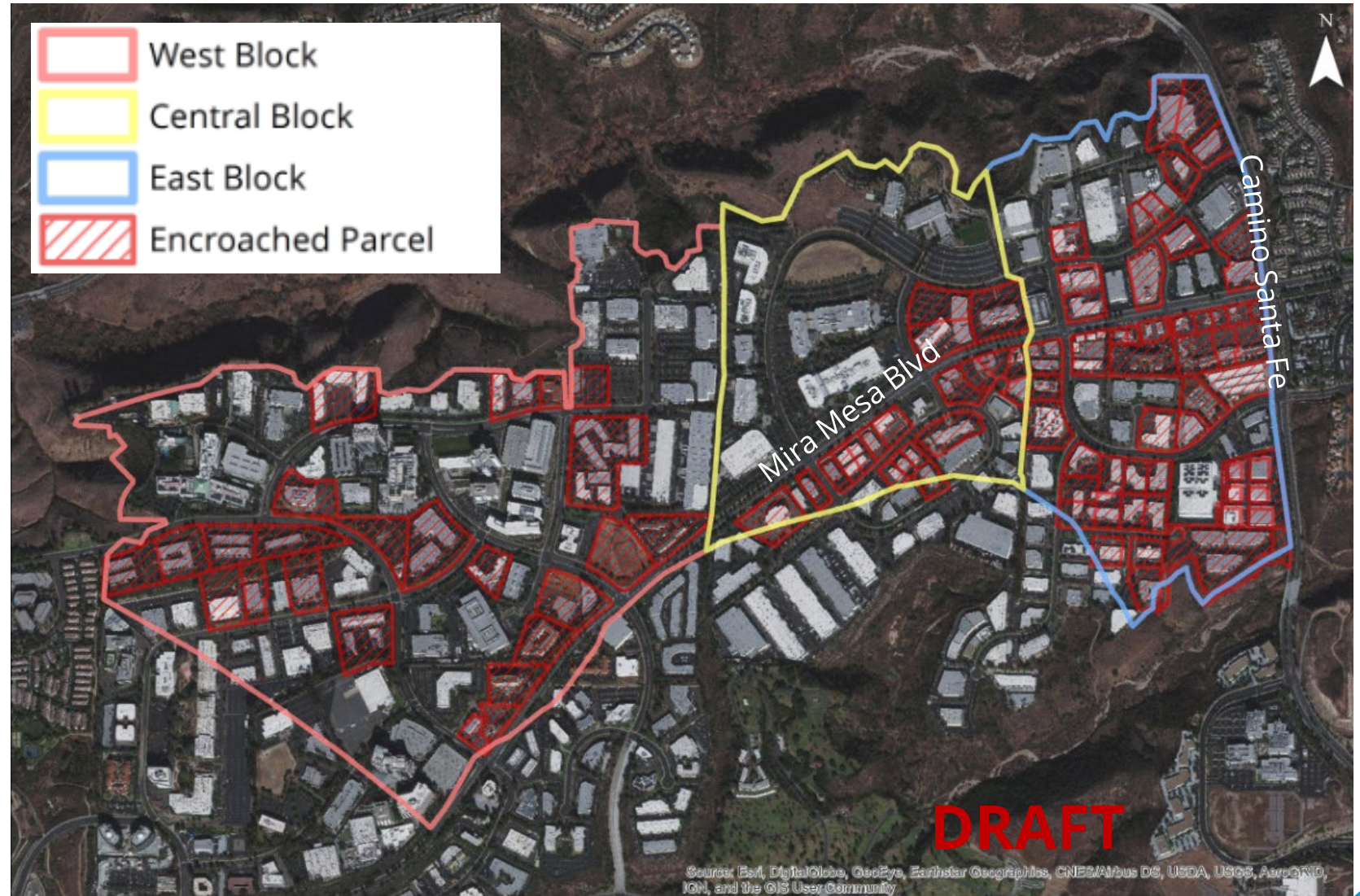
Base Sector

- Export oriented business

(Develop physical, intellectual, & digital products for global & national market)

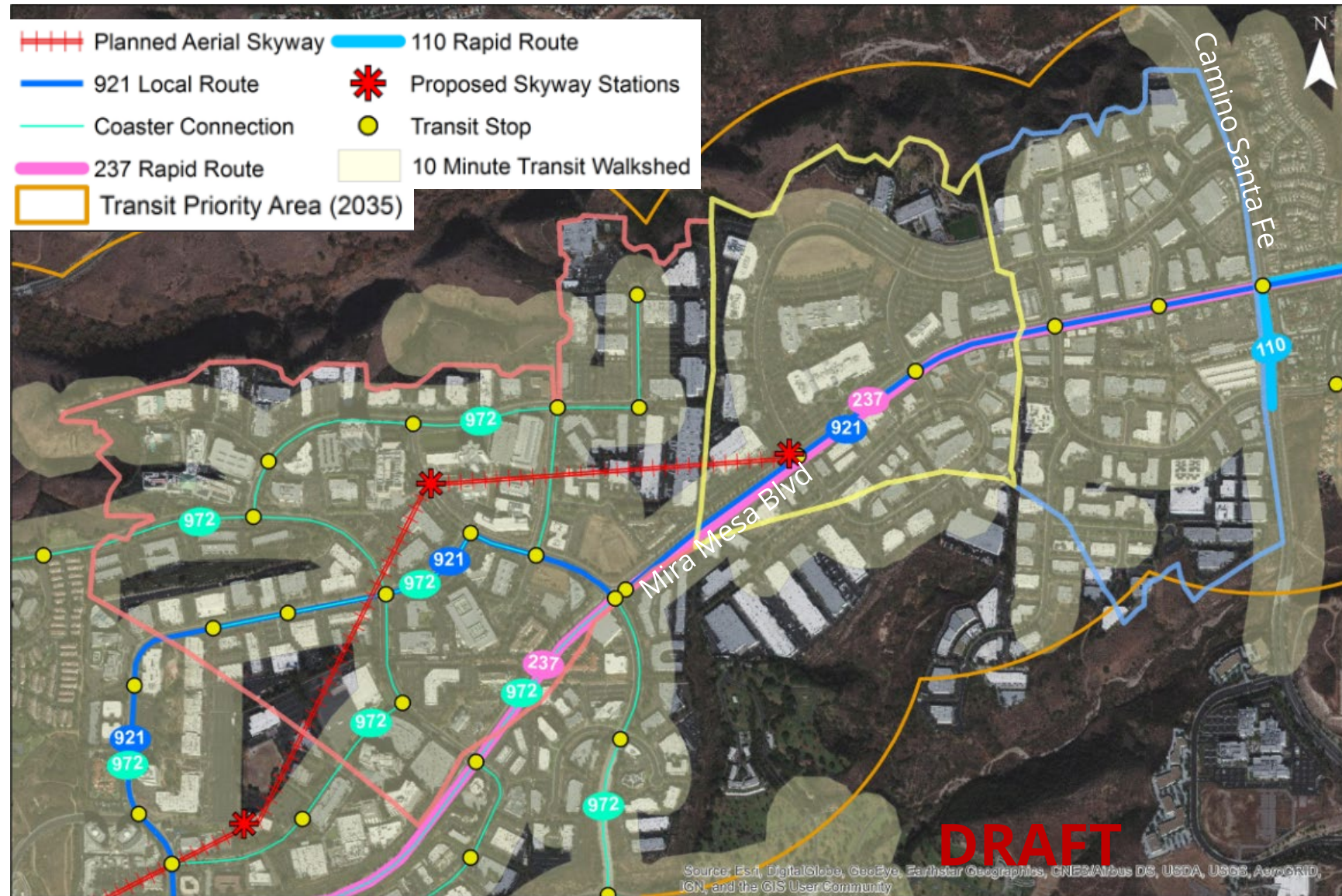
Encroachment

- Multi-tenant office
- Commercial
- Retail
- Sensitive receptors (*i.e., church, daycare*)



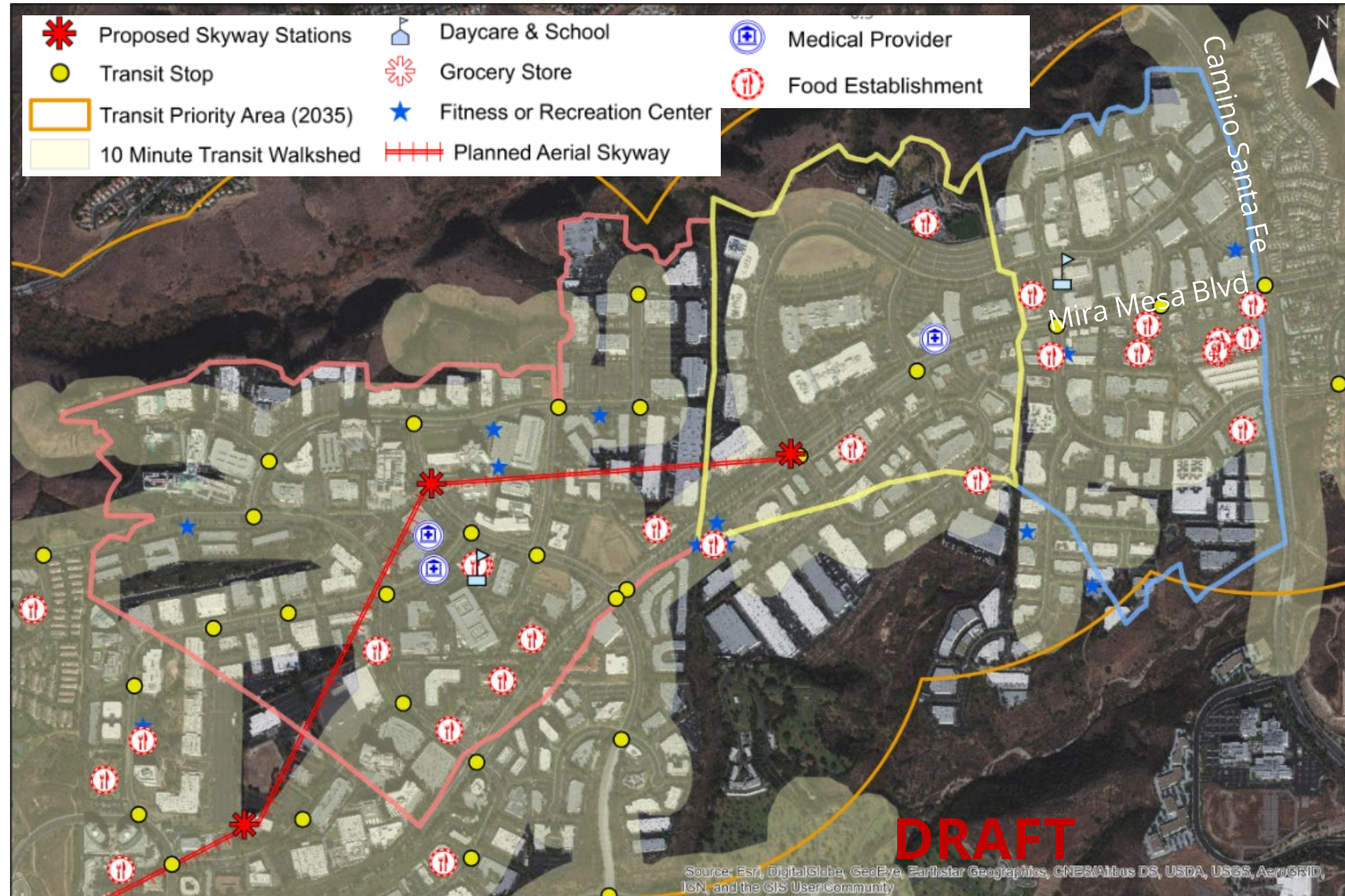
Question

Is it located within one-third mile of transit?



Question

Is there a presence of public & commercial facilities generally associated with residential neighborhoods?



Questions

How many clean-up sites are in the area?

Are there any toxic release sites in the area?

Are there any toxic release sites within 1,000 feet of the area?



	Study Subareas		
Key Questions	West	Central	East
How encroached is the area from non-industrial uses?	30%	25%	60%
Is the area near residential use?	Yes	No	Yes
Is the area located within one-third mile of existing or planned transit	Yes	Yes	Yes
Is there presence of public and commercial facilities generally associated with residential neighborhood	Yes	No	Yes
Are there significant incompatibilities? (truck traffic, odors, and noise)	Low	Medium	Medium
How many clean-up sites are in the area?	5	0	2
Are there any toxic release inventory sites in the area?	Yes	No	Yes
Are there any toxic release sites within 1,000 sf of the area?	-	Yes	-

Explore Employment Village Concept

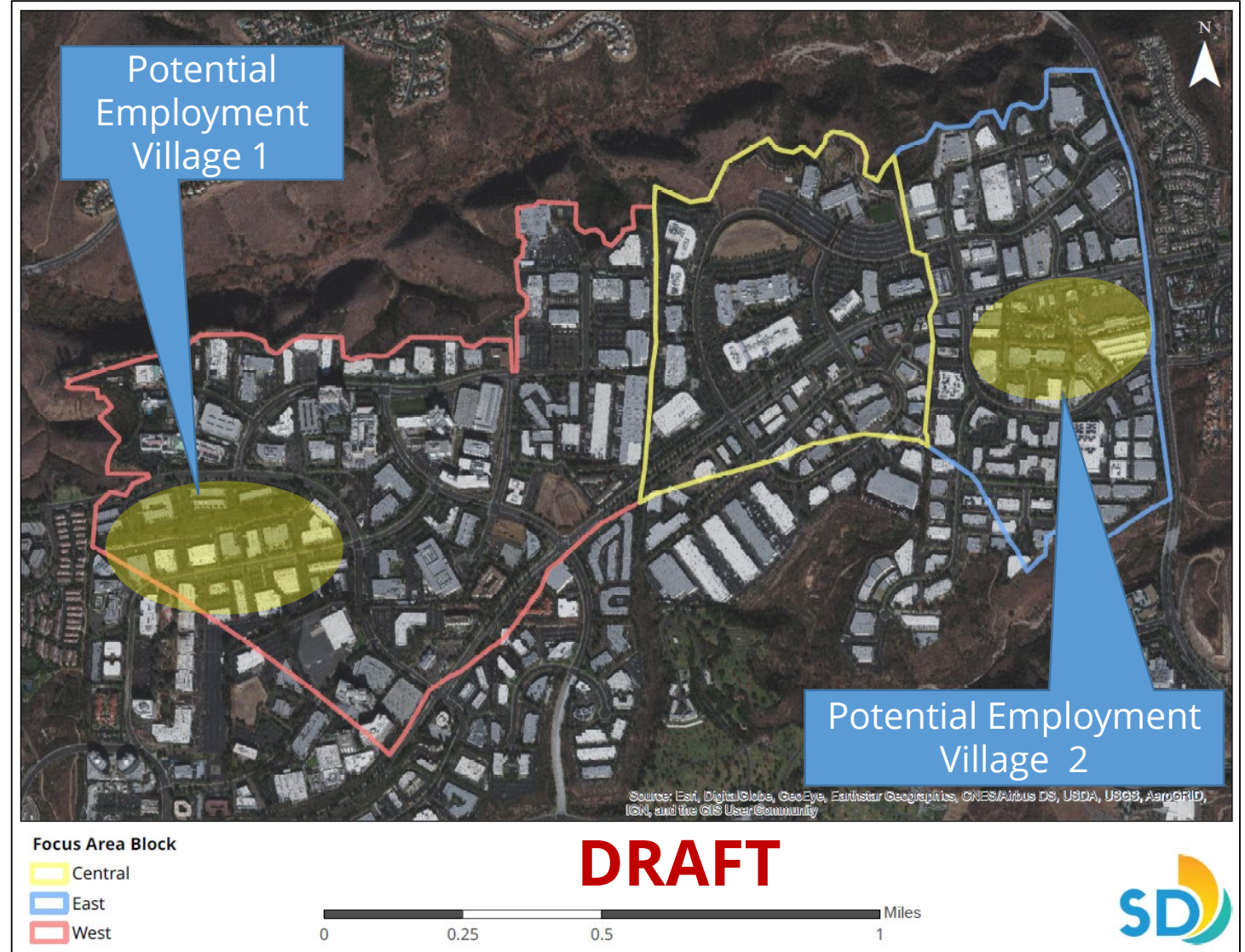
Explore Non-Residential Mixed-Use

Employment Village (EV)

- Adjacent to Residential
- Near services & amenities
- Transit-accessible
- Minimal disruption

Proposed UD Study Area

- EV 1 = 54 acres
- EV 2 = 38 acres
- 12.9% of Focus Area

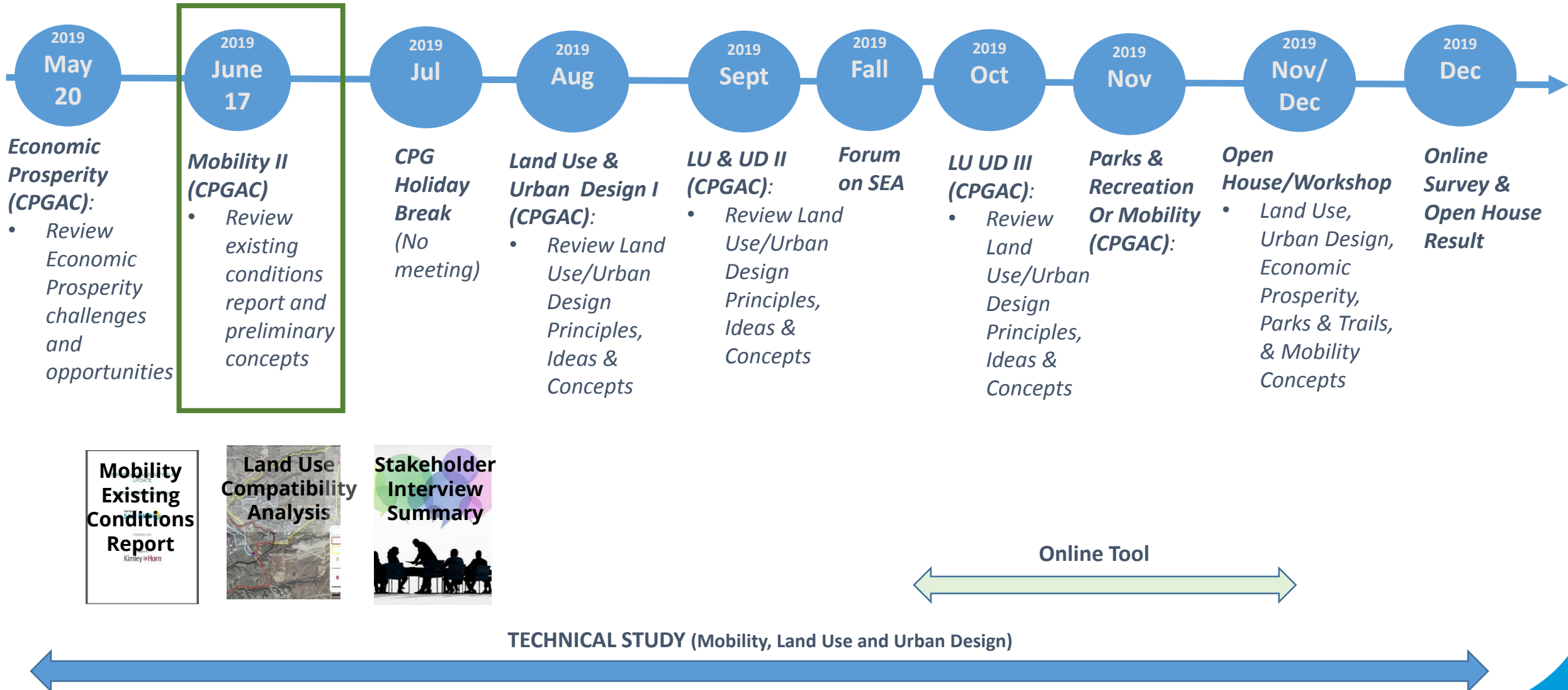




Discussion



Next Steps



For more information please visit:

www.PlanMiraMesa.org

Mira Mesa Community Plan Update: Economic Prosperity

Planning Department

May 20, 2019

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