



THE CITY OF SAN DIEGO

Report to the Planning Commission

DATE ISSUED: May 31, 2022 REPORT NO. PC-22-030
HEARING DATE: June 9, 2022
SUBJECT: Mission Valley Community Plan Amendment Initiation –MKB
Mixed-Use
PROJECT NUMBER: 1051351
OWNER/APPLICANT: MKB

SUMMARY

Issue(s): Should the Planning Commission INITIATE an amendment to the Mission Valley Community Plan to re-designate 7.3 acres from Regional Office and Visitor Commercial to Mixed-Use High (145 Dwelling Units per Acre) to allow up to 1,059 multifamily homes, auto sales, maintenance, and repair and commercial retail sales and services on the 14.13-acre subject site located at 1441 Camino del Rio?

Staff Recommendation: INITIATE the community plan amendment and general plan amendment process.

Community Planning Group Recommendation: On April 6, 2022, the Mission Valley Community Planning Group voted 14-0-2 in support of initiating an amendment to the Mission Valley Community Plan (Attachment 1).

City Strategic Plan Goal and Objectives: The proposed Community Plan Amendment (CPA) relates to the Strategic Plan's Priority Area: Create Homes for All of Us by allowing for additional home capacity within the City.

Environmental Review: This activity is not a "project" under the definition set forth in CEQA Guidelines Section 15378. Should initiation of the Community Plan Amendment be approved, environmental review would take place at the appropriate time in accordance with CEQA Section 15004.

Fiscal Impact Statement: None with this action. All costs associated with the processing of the application are recovered through a deposit account funded by the applicant.

Code Enforcement Impact: None

Housing Impact Statement: If initiated, subsequent approval of the proposed community plan amendment and corresponding rezone could allow for the development of an additional 1,059 multifamily homes.

BACKGROUND

Site Location

The proposed 14.13-acres subject site is located at 1441 Camino Del Rio. The 7.30-acre developable area of the site is located within the Mission Valley Community Planning Area. The remaining 6.83-acre undevelopable hillside portion of the property is in Uptown Community Planning Area and not included in the community plan amendment initiation. (Attachment 2)

Existing Land Uses

The 7.30-acre portion of the site in Mission Valley is developed as an auto dealership. West of the site is a hotel. East of the site is an auto dealership. The 6.83-acre portion of the site is part of the southern steep slopes of Mission Valley and is within the Uptown Community Plan Area. (Attachment 3)

Community Planned Land Uses

The Mission Valley Community Plan designates the 7.30-acre portion of the site - and properties adjacent to the east and west - as Residential Office and Visitor Commercial and specifies that residential developments are prohibited. (Attachment 4) The Uptown Community Plan designates the 6.83-acre portion of the site as open space.

Zoning

Base Zone: The 7.30-acre portion of the site in Mission Valley is zoned CR-1-1 which is intended for regional commercial uses. The 6.83-acre portion of the site in Uptown is zoned OR-1-1 which is intended for open space. (Attachment 5)

Community Plan Implementation Overlay Zone: The site is located within the Hillside Conservation Design and Height Limitation Community Plan Implementation Overlay Zone Sub District and limits building height to 40 feet. Exceptions may be approved up to 65 feet provided that a development preserves native hillside vegetation and topography; recontours all previously graded hillsides into a naturalistic form and revegetated with native plants; and designs and sites buildings and structures so that a minimum 30 foot wide open public view corridor is created from the hillside to adjacent public streets and freeway. (Attachment 6)

Mobility

Transit: The nearest bus stops are located on Texas Street and on Camino De La Reina. Both bus stops are served by MTS Bus Route 6 and are approximately 15-minute walks from the site and a walk distance of 0.7 miles. The Mission Valley Center Trolley Station is approximately a 20-minute walk from the site and a walk distance of 1.0 mile. The site is within a Transit Priority Area (TPA). (Attachment 7)

Bicycle: Camino del Rio South has existing Class II bike lanes consistent with the planned bike route type. (Attachment 8)

Pedestrian: The Community Plan designations Camino del Rio South as a connector which is a low pedestrian route type. (Attachment 9)

Road: Camino Del Rio South is classified as a two-lane collector. Mission Center Road over the freeway is a 5-lane major arterial. (Attachment 10)

Complete Communities: Mobility Choices: This site is located within the Complete Communities Mobility Choices Zone 2. Projects within Mobility Zone 2 are required to provide active transportation measures. (Attachment 11)

Public Facilities

Public schools: An elementary school is under construction at the Civita development and is 1.7 miles from the site.

Library: The Mission Valley Branch Library is 2.2 miles from the site.

Recreation center/Park: The Linda Vista Recreation Center is 4.3 miles from the site. The 14-acre Civita Park at the Civita development is 1.8 miles from the site. The Riverwalk development is planned to have up to 45 acres of public park space which is 2.0 miles from the site.

Public safety facilities: Fire Station 45 is 4.3 miles from the site. (Attachment 12)

Prior Community Plan Amendment

The Mission Valley Community Plan was adopted in 2019 and was amended in 2020 to remove the Specific Plan Community Plan Implementation Overlay Zone from a former Atlas Specific Plan site consistent with the recommendations of the plan.

Housing & Demographics

As of 2020, SANDAG estimates the population of Mission Valley to be approximately 29,192, which is a 51 percent increase from the 2010 population estimate of 19,357. SANDAG estimates that between 2010 and 2020, the number of housing units increased by 17 percent from 11,233 to 13,164. Vacancy rates in Mission Valley fell between 2010 and 2020 from 9.2

to 5.1 percent, while persons per household increased from 1.87 to 2.3. Overall, the Median Household Income (adjusted for March 2022 inflation) increased from \$81,884 to \$95,394. (Attachment 13) According to the latest California Tax Credit Allocation Committee Opportunity Map, the subject site falls within an area designated as a High Resource opportunity area.

Year	Population	Household Population	Housing Units	Persons Per Household	Vacancy Rate	Median Household Income (Adj. March 2022 CPI)
2010	19,357	19,033	11,233	1.87	9.2%	\$81,885
2020	29,192	28,798	13,164	2.30	5.1%	\$95,394

Source: SANDAG Annual Housing and Population Estimates

Affordable Housing

As of 2022, according to the San Diego Housing Commission there are 718 deed-restricted affordable dwelling units in Mission Valley.

Community Plan Update

The Mission Valley Community Plan Update was completed in 2019. The community plan envisions a community that is renowned for its "walk- and bike-ability, accessibility to transit and interstates, recreational and employment opportunities, and a concentration of diverse food and unique shopping". The community plan envisions several "urban village areas", including the Western Mission Valley, Stadium Site, Eastern Mission Valley, Central Mission Valley, and "South of I-8". However, the Community Plan envisions the "South of I-8" area as a node for office, automobile, and hotel uses, and specifically prohibited residential development to promote housing development in areas with pedestrian access to transit service. (Attachment 14)

Multiple Habitat Planning Area

The 6.83-acre undevelopable hillside portion of the property in Uptown Community Planning Area is within the Multiple Habitat Planning Area (MHPA). (Attachment 15)

Noise

The site is located within an area identified as having a noise level between 65 and 70 dB. (Attachment 16)

Other Planning Efforts

The following other planning efforts and development projects are near the subject site:

SDSU Mission Valley: The 166-acre mixed use development at the site of the former stadium is planned as a multiphase project will include a 1.6 million-square-foot research and

innovation district, a 35,000-seat stadium which is under construction, more than 4,600 multifamily homes, and 80 acres of parks and open space.

Home Depot: The approved 14-acre home improvement retail center at the Scottish Rite Center along Camino del Rio South will have 106,000 square-foot building and 18,000 square-foot garden center, and a parking structure.

Civita: The 230-acre mixed use specific plan development between Friars and Mission Center roads has been under construction since 2010. It currently has 2,700 existing multifamily homes and will include a total of 4,780 multifamily homes.

Riverwalk: The approved 200-acre mixed use specific plan development between Friars and Fashion Valley roads, will have 1 million square feet of office, 150,000 square feet of retail, 4,300 multifamily homes, and 97 acres of parks and open space.

Townsend: The recently completed mixed-use development has 267 multifamily homes at the former site of the Witt Lincoln car dealership between Camino Del Rio North and Camino de La Reina.

Metro Mission Valley: The mixed-use development with 291 multifamily homes was completed in 2018 as Millennium Mission Valley at the former site of the Bob Baker Ford car dealership.

Alexan: The recently completed residential development with 284 multifamily homes is located between Camino de la Reina and State Route 163.

Town & Country: The soon to be completed mixed-use development located between Fashion Valley Road and Hotel Circle North will add 840 homes to an existing 40-acre hotel site and included a 3-acre park along the San Diego River.

DISCUSSION

Request

The applicant is requesting an amendment to the community plan to redesignate the portion of the project site located in the Mission Valley Community Plan from Regional Office and Visitor Commercial (Residential Prohibited) to Mixed Use - High and a corresponding an amendment to the General Plan to redesignate the entire project site as Multiple Use. The proposed increase in density would allow the for the up to 1,059 multifamily residential homes based on the maximum density allowed by the proposed land use designation at 145 homes per acre. The applicant stated in their letter of initiation that the site would a smaller automobile dealership which would include repair and maintenance services. (Attachment 17) As part of the community plan amendment, staff will work with the applicant to identify the mix of residential floor area, homes, and non-residential floor area.

Community Planning Group

On April 6, 2022, the applicant presented the proposal to the Mission Valley Community Planning Group. The Community Planning Group commented on the need to review a development proposal with the community plan amendment and without a development proposal the applicant should prepare a specific plan.

Land Use

The Mission Valley Community Plan designates the subject site for Regional Office and Visitor Commercial and places on emphasis on office, automobile, and hotel uses on the southside of I-8. The Community Plan also prohibits residential uses on the south side of I-8 where the subject site is located. The prohibition for future residential uses on the southside of I-8 is primarily due to existing and planned automobility orientated land uses and limited pedestrian and bicycle access to transit, retail uses planning public facilities on the northside of I-8. The intent of the Community Plan was to provide a location for automobile oriented commercial uses. As part of the community plan amendment, staff will work with the applicant with the expectation that a pedestrian and bicycle friendly development with improved access to transit is developed.

Affordable Housing

The applicant is proposing to provide affordable housing on-site. As part of the amendment process, staff will work with the applicant to address the affordable housing aspects of the proposal.

Mobility

While the subject site is in a transit priority area, access to transit is limited to a single pedestrian facility on the westside of the Mission Center Road bridge crossing the freeway to the northside of I-8. The bridge also does not have any existing bicycle facilities. As part of the community plan amendment, staff will work with the applicant to prepare a Vehicle Miles Traveled (VMT) transportation analysis and a Local Mobility Analysis (LMA) that will identify opportunities for multimodal improvements needed to improve access to the northside of I-8. This could include, but is not limited to: bus shelters, protected bike lanes, striping and crossing improvements, improved pedestrian-friendly amenities, and signal improvements.

Compatibility

Automobile Maintenance and Repair: The amendment application proposed automobile sales, repair, and maintenance uses with residential which could create the potential for conflicts. As part of the amendment process, staff will work with the applicant to include separation and buffering as part of the site and building design to reduce in noise and hazardous materials compatibility between automobile repair and maintenance services, commercial uses on adjacent properties, and residential uses.

Soil: Local databases indicating the subject site soil has a history a level 3 hazardous materials rating. This rating indicates possible residual contamination in soil and/or groundwater that may necessitate re-opening of case based on human health (vapor intrusion pathway) or groundwater impacts and revised closure standards. As part of the amendment process, hazardous materials analysis and specific actions need to be identified along with feasible mitigation measures to make the site suitable for residential uses.

Freeway Noise & Emissions: The subject site is located adjacent to I-8. As part of the amendment process, noise and air quality analysis and specific actions need to be identified feasible noise and emissions mitigate measures from I-8.

Recreational Space

The subject site lacks quality pedestrian and bicycle access to park or public space for people to recreate. As part of the amendment process, staff will work with the applicant to include outdoor recreational space as part of the site and building design that can serve residents of the project and that will also be made available for public use.

Public Space

The applicant is proposing commercial ground level space. As part of the amendment process, staff will work with the applicant to include outdoor public space as part of the site and building design to support pedestrian activities and the commercial space.

South of I-8 District

To avoid creating an isolated pocket of residential uses, staff will work with the applicant to include concepts images and design guidelines in the community plan and/or specific plan to call for similar improvements for other properties, thus creating a continuous or a sequence of recreational spaces, linked by a cycle track, promenade with a pedestrian and/or multi-use path.

Hillside Conservation Design and Height Limitation CPIOZ Sub District

The subject site is within a Hillside Conservation Design and Height Limitation CPIOZ Sub District and is subject to supplemental regulations that control building height and site design. While the CPIOZ regulations could limit the ability to achieve the maximum number of homes allowed by the proposed land use designation, depending on the site design and home unit size, the protection of the green strip of open space that separates the developed valley floor from the adjacent mesa was identified as a key objective as part of the Community Plan Update to give visual relief to the south slopes of Mission Valley. As part of the amendment process, staff will work with the applicant to identify a site and building design that conforms to the CPIOZ supplemental development regulations by providing wide open public view corridors between the open space hillsides, Camino Del Rio South, and I-8.

Implementation

The Planning Department has typically required a specific plan within Mission Valley for larger developments with multiple phases and/or community plan amendments without a development project. While the proposed site area is smaller in area than more recent approved specific plans within Mission Valley, the degree of potential land use, mobility, and infrastructure issues identified in this report, a specific plan would provide the ability to address the potential issues.

Initiation Criteria

The City is unique among jurisdictions in that the process to amend the General Plan and/or a community plan requires either a Planning Commission or City Council initiation before a plan amendment process and accompanying project may proceed. Community plans are components of the City's General Plan. The staff recommendation of approval or denial of the initiation is based upon compliance with all three of the initiation criteria contained in the General Plan. The Planning Department has provided an overview of how the following initiation criteria are addressed by the proposed amendment:

(a) The amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria.

The proposed amendment could be considered consistent with goals and policies of the General Plan. The amendment proposes diversifying land uses in an area identified in an area identified as having a "high propensity" as a village. The General Plan encourages mixed-use, transit-oriented developments in villages as part of its "City of Villages" strategy. The proposed initiation would also implement General Plan policies including providing affordable housing (LU-H.2.) and increasing the city's supply of land designated for various residential densities (LU-C.3).

The General Plan also has policies that aim to provide a variety of housing types and sizes with varying levels of affordability in residential and village developments and different types of land uses within a community to offer a diverse mix of uses. The proposed amendment would include affordable housing opportunities consistent with policies in the Housing Element of the General Plan, including "encouraging the location of affordable housing opportunities by encouraging mixed-income development" (HE-1.8).

The proposed amendment could potentially satisfy the goals of the community plan. A mixed-use, pedestrian friendly development could catalyze a total transformation of an auto-oriented area unsuitable for residential development into a vibrant community area, provided the appropriate infrastructure and design is in place. However, there are issues associated with this site and will require multiple analyses and specific actions that can address issues identified by staff.

(b) The proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design.

The proposed amendment could provide additional public benefit to the community as compared to the existing land use designation by allowing for a mixed-use, higher density multi-family residential development, including affordable housing. This land use designation would add capacity for more homes. The proposed amendment would benefit the community by providing additional home opportunities, including affordable homes, during a time at which the City Council has declared a housing state of emergency. The proposed amendment also provides the opportunity to provide public and recreational space that will be open to the public.

(c) Public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.

The Mission Valley Community planning area is an urbanizing community, the subject site is currently developed, and all necessary public services appear to be available. If the amendment to the Community Plan is initiated, an analysis of public services and facilities would be conducted with the review of the amendment which include police, fire, and schools, as well as public utilities, such as water, sewer, and storm drain.

CONCLUSION

As outlined above, staff recommends that the proposed initiation would require additional analysis of all the criteria as described, which could have merit based upon the need for more homes within the City. The following issues have been identified by City staff. If initiated, these issues, as well as others that may be identified, would be analyzed and evaluated through the community plan amendment review process:

Land Use, Zoning & Housing

- Concepts images and design guidelines for creating a mixed-use area in the South of I-8 District within the Community Plan.
- Appropriate land use designation, density range, and associated zoning for the site.
- Appropriate mix of residential floor area, homes, and non-residential floor area.
- On-site affordable homes

Building & Site Design

- Limit buildings to 65 feet provided that a development:
 - Preserves native hillside vegetation and topography;
 - Recontours all previously graded hillsides into a naturalistic form and revegetated with native plants; and

- Designs and sites buildings and structures so that a minimum 30-foot wide open public view corridor is created to/from the hillsides to Camino del Rio South and I-8.
- Orientate primary building facades to Camino del Rio South.
- Architecture that enhances the visibility of development along building frontages.
- Building design to avoid long, uninterrupted facades oriented for buildings above three stories, along Camino del Rio South to preserve views of the hillsides and ridges from the Mission Valley floor.
- Sustainability features in the building and site design.

Mobility

- Concepts, images, and improvements for creating an active transportation area in the South of I-8 District with improved connections to the north side of I-8 within the Community Plan.
- Active transportation options as identifying rideshare drop-off areas within the project site, providing a by-demand shuttle service, including bikeshare storage areas and information kiosks for bikesharing and carsharing services.
- A pedestrian promenade to improve the pedestrian experience along Camino del Rio South frontage or urban pathways, in lieu of standard sidewalks, where wide sidewalks and pedestrian furnishings, such as benches, enhanced paving, recreational amenities, street trees, street lights, transit stops, and bike parking function as improved and expanded pedestrian ways with pedestrian mobility as the primary purpose.
- A buffer that separates the pedestrian pathway from the parking, driving, or vehicular travel lane and provide a noncontiguous sidewalk, enhanced with street trees and other landscaping either in trees grates, planters, or a continuous planter strip.
- Opportunity to construct a cycle track similar to what is planned for Hotel Circle North or buffered Class 2 bikeway if a cycle track is determined to be in feasible.
- Improvements need to enhance pedestrian and bicycle access from the subject site to the north side of I-8.

Public & Recreational Space

- Concepts, images, and improvements for creating public and recreational space in the South of I-8 District within the Community Plan.
- A linear park adjacent to the promenade along Camino del Rio South.
- Plazas and urban greens within the site that provide public space integrated into the project, as places to relax, gather, and interact.
- Building and parking structure rooftops with recreational spaces.
- Full trail alignment and construct a portion of a trail that will ultimately connect from properties along Camino del Rio South to communities located on the mesa south of Mission Valley.

Landscaping

- Low water use landscaping compatible with nearby hillside vegetation.
- Green roofs with landscaping.

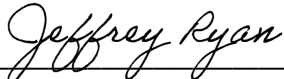
Noise and Emissions

- Noise and air quality analysis to identify specific actions need to be identified feasible noise and emissions mitigate measures from the freeway.
- Site and building measures to reduce noise impacts from non-residential uses and freeways noises
 - Non-residential buildings that they act as buffers between residential uses and the freeway.
 - A double row of street trees and other landscaping adjacent to the freeway.
 - Buffer residential development from noise with setbacks or elevation differences.
 - Noise-absorbing building materials and install double-paned windows.


Although staff believes that the proposed amendment meets the necessary criteria for initiation, additional information and analysis must be completed to determine the appropriateness of the amendment. Therefore, by initiating this community plan amendment, neither the staff nor the Planning Commission is committed to recommend in favor or denial of the proposed amendment.

If initiated by the Planning Commission, staff recommends that the Planning Commission request that the applicant fully address the issues identified in this report as well as others that may be identified by staff or the Planning Commission as part of the community plan amendment review process. Staff further recommends the Planning Commission request that the applicant prepare a specific plan for the site as a tool for addressing the issues identified in this report.

Respectfully submitted,



Jeffrey Ryan
Senior Planner
Planning Department



Tait Galloway
Interim Deputy Director
Planning Department

ATTACHMENTS

1. Mission Valley Planning Group Vote (Minutes Extract)
2. Site Location
3. Existing Land Use
4. Planned Land Use
5. Zoning
6. Community Plan Implementation Overlay Zone
7. Transit
8. Pedestrian Route Types
9. Bicycle Network
10. Roadway Network Classifications
11. Complete Communities: Mobility Choices
12. Public Facilities
13. Housing and Demographic Estimates
14. Urban Village Areas
15. Multiple Habitat Planning Area
16. Existing Noise Contours
17. Applicant Letter of Initiation
18. Ownership Disclosure

- Facility is 185 ft from Park and 330 ft from School
- Landlord recommended the east facing location to avoid visibility from school and noted school is K-5th
- Only 2 existing licenses (in Sera Mesa) neighborhood in this census track (1 has expired)
- Shared signage

Questions asked about location selection relative to other available spaces

- Landlord expanded on space elements and target tenants associated with it

Question asked about the size of the suite

- 1900 sq feet

Question asked about why a type 21 vs type 20

- Liquor vs. wine – the shop will be selling higher end liquor products

Motion to approve the **Conditional Use Permit** as presented was made by **Michael Sherman**, seconded by **Darshan Patel** and approved 12/1

For: Doyle, Durant, Hazlewood, Hulse, McSherry, Michajlenko, Ouellette, Patel, Pittsford, Sherman, Speas, and Weiselberg

Against: Leventhal

Recused: Abbo, Frankel, and Radelow

2. Community Plan Amendment Initiation Request (Marvin K. Brown)

Description: This initiation request will authorize the study of a potential mixed-use development project on the approximately 14-acre property located at 1441 and 1461 Camino del Rio South. The project proposes a change in land use designation from “Regional Office and Visitor Commercial” to “Mixed Use – High” and contemplates potential retail, commercial, office, and residential uses. Residential uses are currently prohibited on the property.

Brittany Wallace and **Karen Ruggels** (KLR Planning) and **Jennifer Brown** (Marvin K. Brown Auto Center) spoke as applicant and presented an overview of the proposal as submitted including history of the business / location, Mission Valley Plan, social changes since the Plan’s approval in 2019 and request to consider the change

- Housing needs / SD General Plan goals
 - How this project meets these goals
- SANDAG Regional Plan (City of Villages strategy)
- Mayoral Housing Platforms
- Shift in Auto Business
- Community Plan impact associated with this proposal
 - Community benefits

Presentation included information on:

Community Plan Amendment Initiation

- Planning Commission hearing
- Project Submittal

- Project Refinement
- Resubmittal
- Return to Planning Group
- Request approval for Planning group followed by public hearing etc.

Questions from the Board

- Any evidence that the City would support this in light of earlier land use position for this area?
Applicant suggests that they are looking forward to working with the City on options and the city seems “willing to explore”
 - The process with take time to analyze city’s concerns as part of this process
 - Applicant is asking to test these ideas
- Clarity on Zoning request
 - Applicant suggested it could be a number of different zones and they may pursue a highbred of standard residential and IMX zone.
- Do you know ‘high density’ component of the project
 - Applicant said it is unknown at this time
- Earlier discussion on Community Plan south of the 8 hinged on mobility issues – any ideas how to overcome this? This will have precedent setting impact for other properties / low rent facilities
 - Applicant agrees this is an issue and will need to be evaluated – suggested future focused ideas that could impact this
 - Transportation demand management element will be a part of this plan
- Suggestion in proposal for Master Plan guideline impact
 - Applicant suggested this site is not minimal – this project could provide a pattern for other areas
 - Puts in place developer parameters
- Water and sewage will be a consideration in light of existing infrastructure on an auto site

Motion by Andrew Michajlenko, seconded by Elizabeth Leventhal to approve the Community Plan Amendment Initiation Request as presented was approved 14 / 2 with no abstentions.

Motion to approve the Community Plan Amendment Initiation Request as presented was made by **Andrew Michajlenko**, seconded by **Elizabeth Leventhal** and approved 14/2

For: Abbo, Doyle, Durant, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Patel, Pittsford, Radelow, Speas, and Weiselberg

Against: Ouellette, and Sherman





Abstain: none

3. Election of Officers of the Mission Valley Planning Group

Description: Election of officers (chair, vice chair, treasurer, and secretary) for four-year terms expiring March 2026.

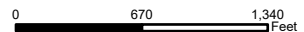
Aerial Map

Legend

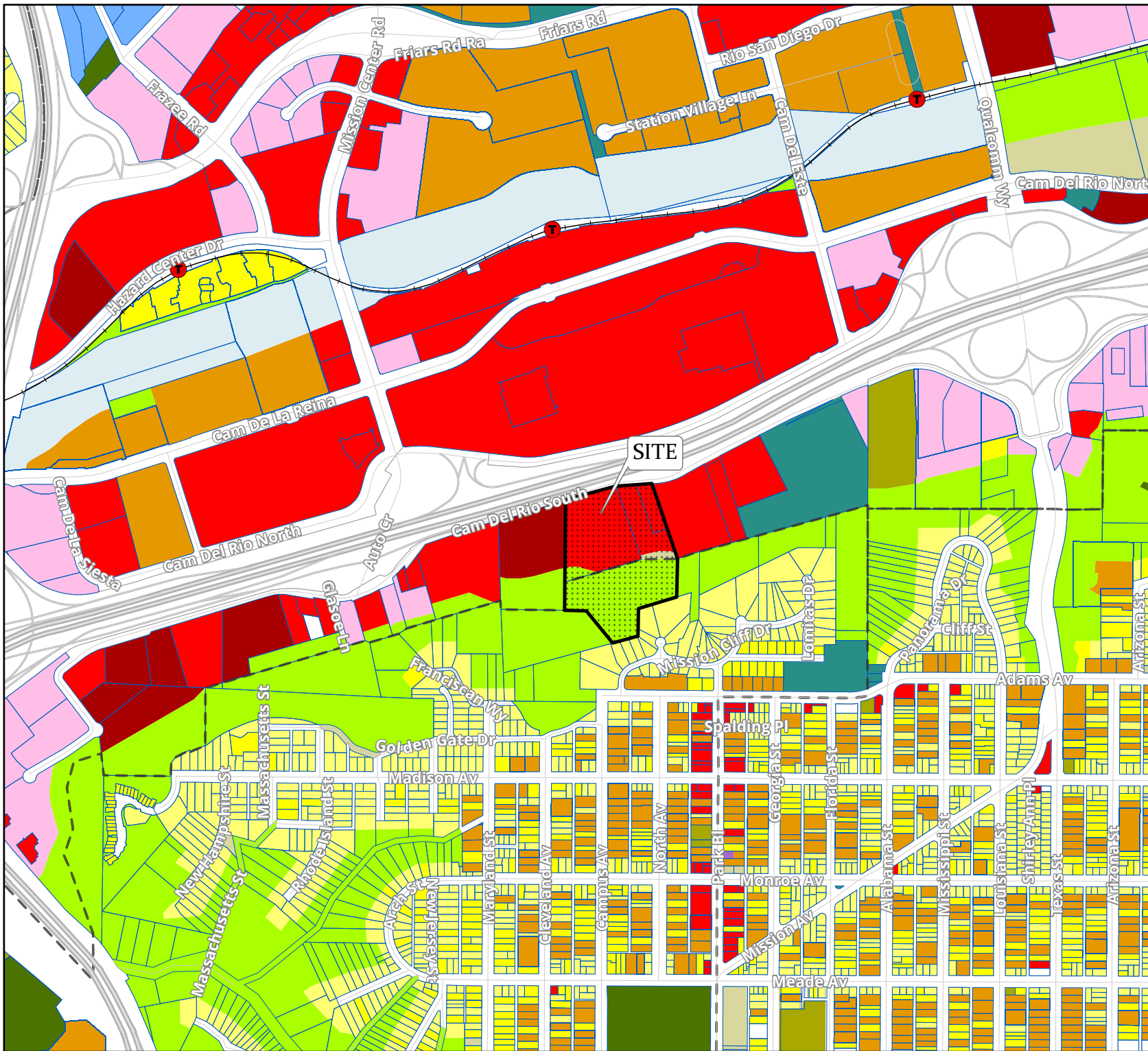
-  Planning Areas
-  Initiation_Site
-  Trolley Stop
-  Light Rail



General Disclaimer:
 This is a draft community plan amendment map.
 The boundaries and features on this map are intended to show existing or proposed conditions.
 When/If the amendment is approved/adopted, the adopted plan shall be updated to reflect the approved changes.



Existing Land Use Map



Legend

RESIDENTIAL

- Single Family Detached
- Single Family Attached
- Multiple Family

COMMERCIAL

- Retail, Regional, Wholesale Commercial
- Visitor Commercial
- Office Commercial

INDUSTRIAL

- Light Industry

MULTIPLE USE

- Mixed Use

PARKS AND RECREATION

- Recreation
- Open Space Parks

PUBLIC FACILITIES AND UTILITIES

- Transportation, Communications, Utilities
- Institutions
- Education

UNDEVELOPED

- Undeveloped

WATER

- River, Lake, Bay
- Planning Areas

- Trolley Stop

- Light Rail

PLAN LAND USE LAYER NOTICE:

This map is for illustrative purposes only. Refer to the Adopted Community Plan document for official land use boundaries. Map is intended to reflect land use designations depicted in the community plan document and should not be used for site planning purposes. If you notice areas of land use on this map that differ from adopted plan, please inform GIS staff to request a change to this map.

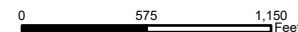
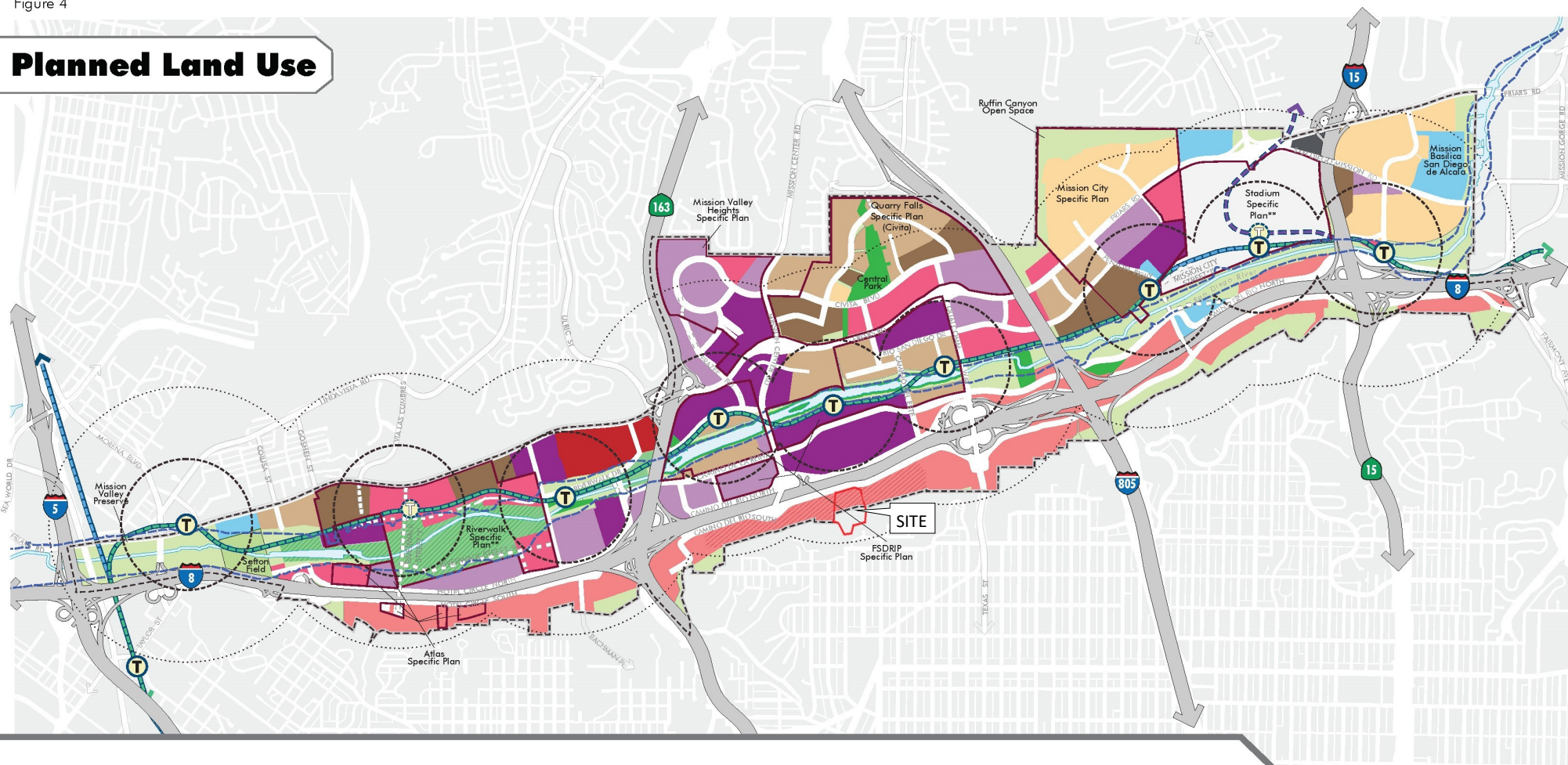


Figure 4

Planned Land Use



General Information

- Mission Valley Community Plan Area
- 100 Year Floodway
- Specific Plan
- Parcels
- Planned Roadway
- San Diego River

Transit

- Existing Trolley (Blue Line)
- Existing Trolley (Green Line)
- Planned Trolley (Purple Line)
- Planned Trolley Stop (Riverwalk)
- Trolley Station Design District (1/4 mile)
- Transit Priority Area (1/2 mile)

Land Use

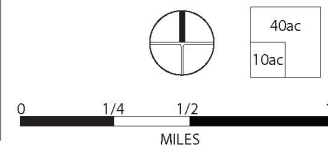
- Mixed Use (HD)
- Mixed Use (MD)
- Residential (HD)
- Residential (MD)
- Residential (LD)
- Public/Institutional

- Office and Visitor Commercial
 - Office and Visitor Commercial*
 - Regional Commercial*
 - Regional Office and Visitor Commercial*
 - Industrial
- *Residential Prohibited

Park and Open Space

- Existing Park
- Existing Open Space
- Potential Park
- Potential Open Space
- Potential Park/Open Space

**To be completed

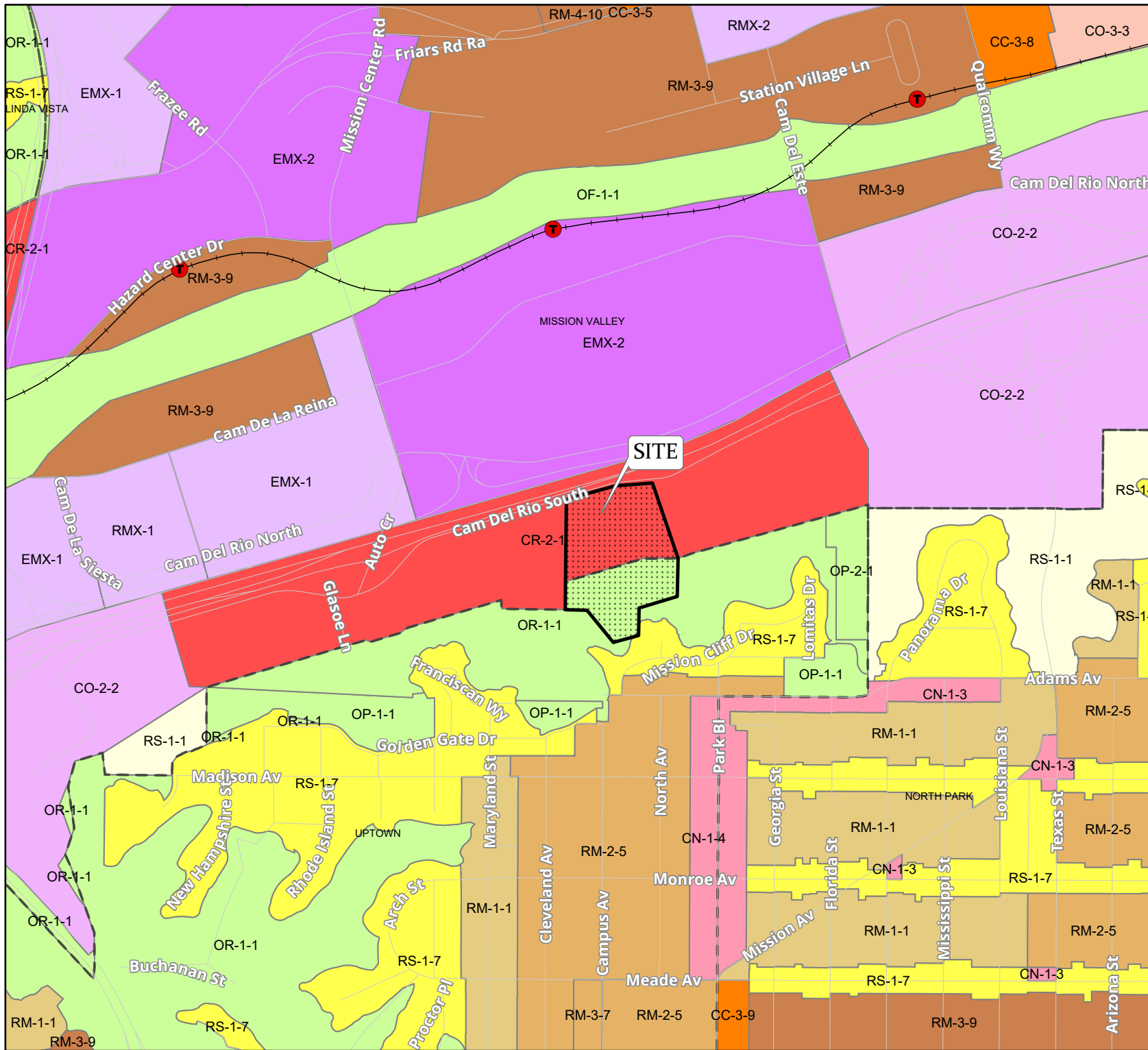


ATTACHMENT 5

Date: 5/20/2022

DRAFT

Zoning Map

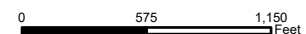


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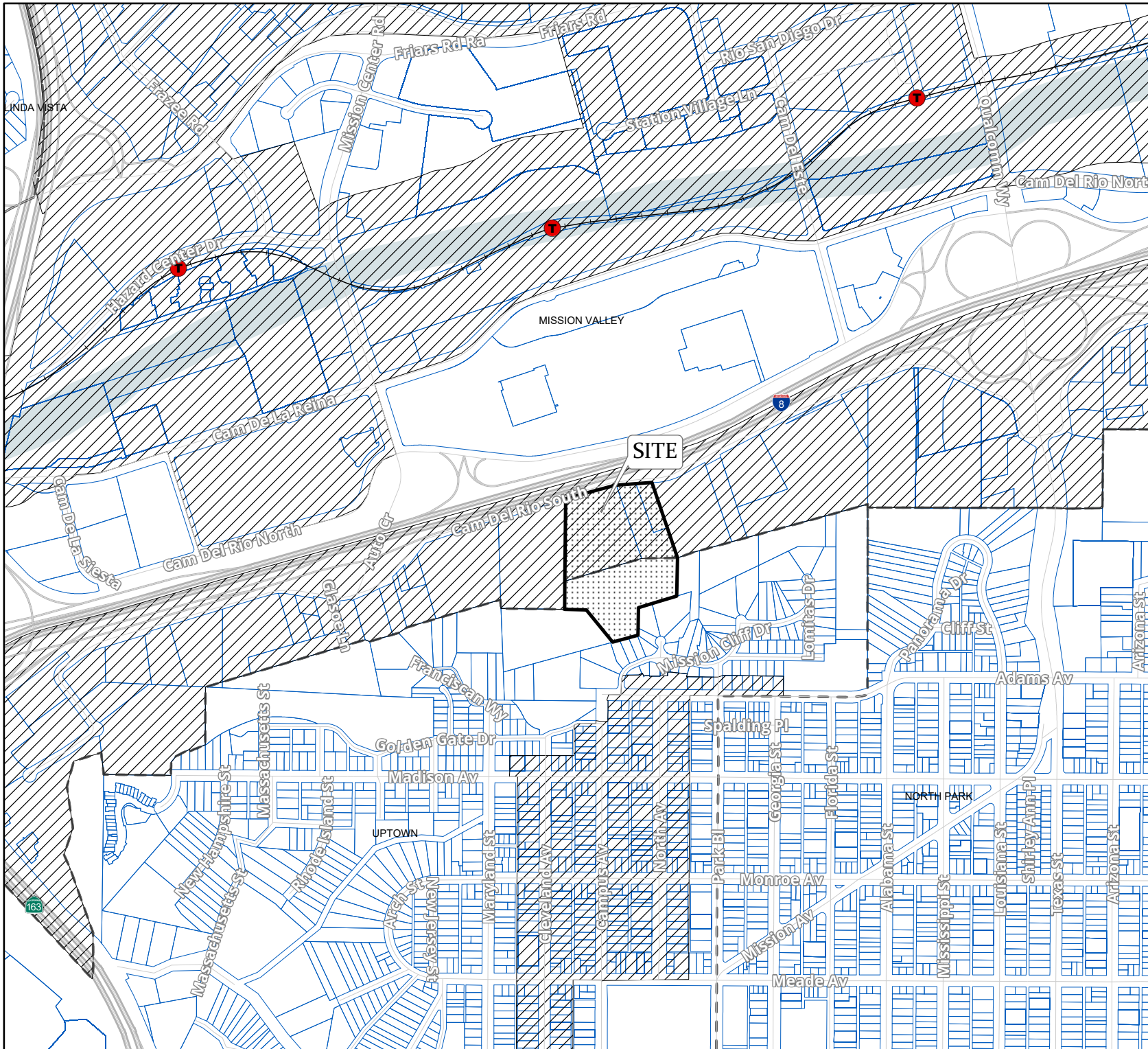
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- CC-3-8
- CC-3-9
- CN-1-3
- CN-1-4
- CO-2-2
- CO-3-3
- CR-2-1
- EMX-1
- EMX-2
- OF-1-1
- OP-1-1
- OP-2-1
- OR-1-1
- RM-1-1
- RM-2-5
- RM-3-7
- RM-3-9
- RM-4-10
- RMX-1
- RMX-2
- RS-1-1
- RS-1-7

- Planning Areas
- Trolley Stop
- Light Rail

PLAN LAND USE LAYER NOTICE:
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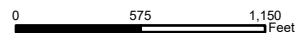
CPIOZ Subdistricts Map



Legend











- CPIOZ-A
- Parcels
- Planning Areas
- Trolley Stop
- Light Rail

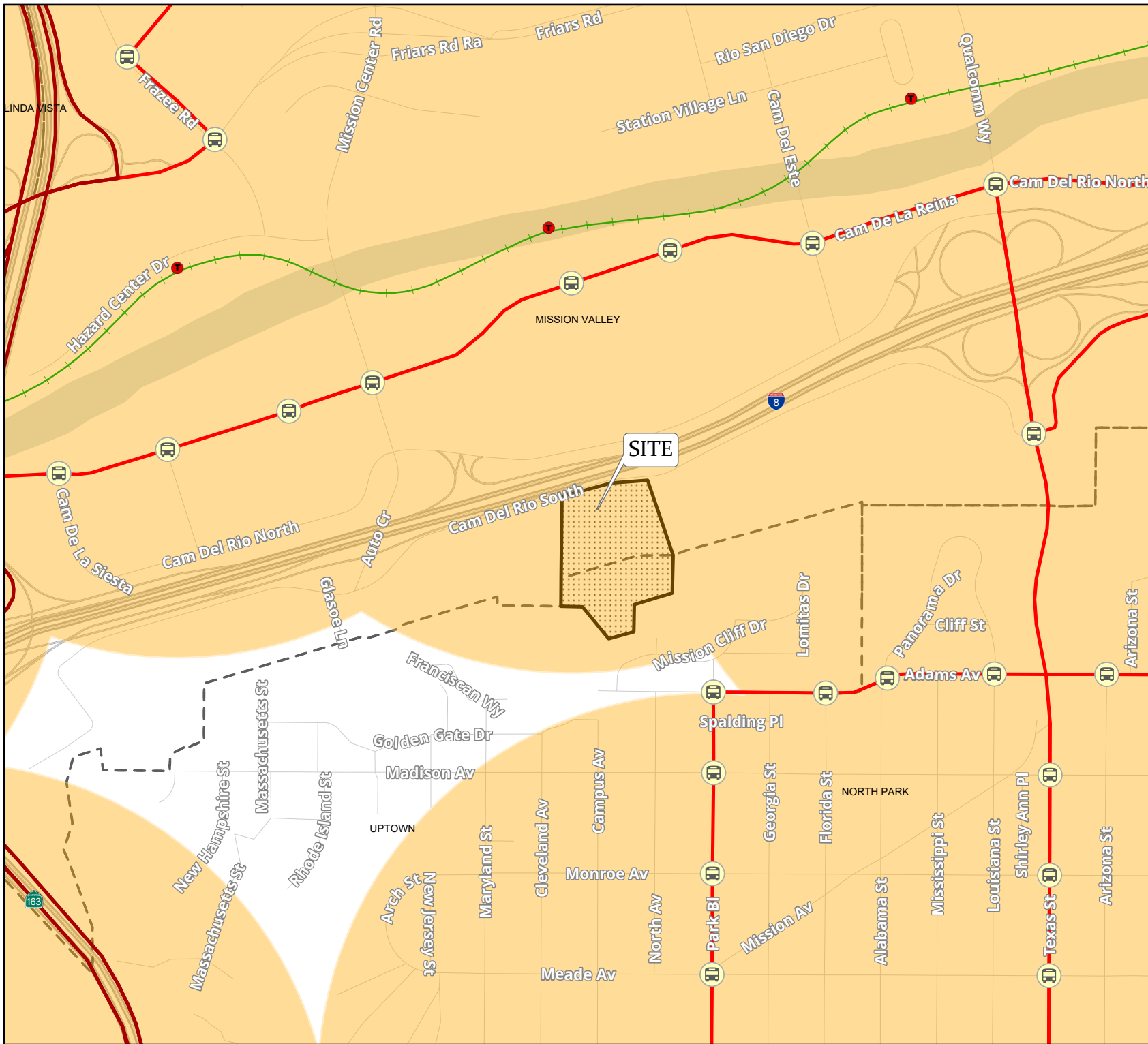
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Transit Map

Legend

-  Trolley Stop
-  Bus Stop
-  Blue Line
-  Green Line
-  Orange Line
-  Coaster
-  MTS Local Bus
-  Express Bus
-  Transit Priority Area
-  Planning Areas



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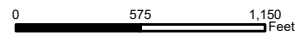
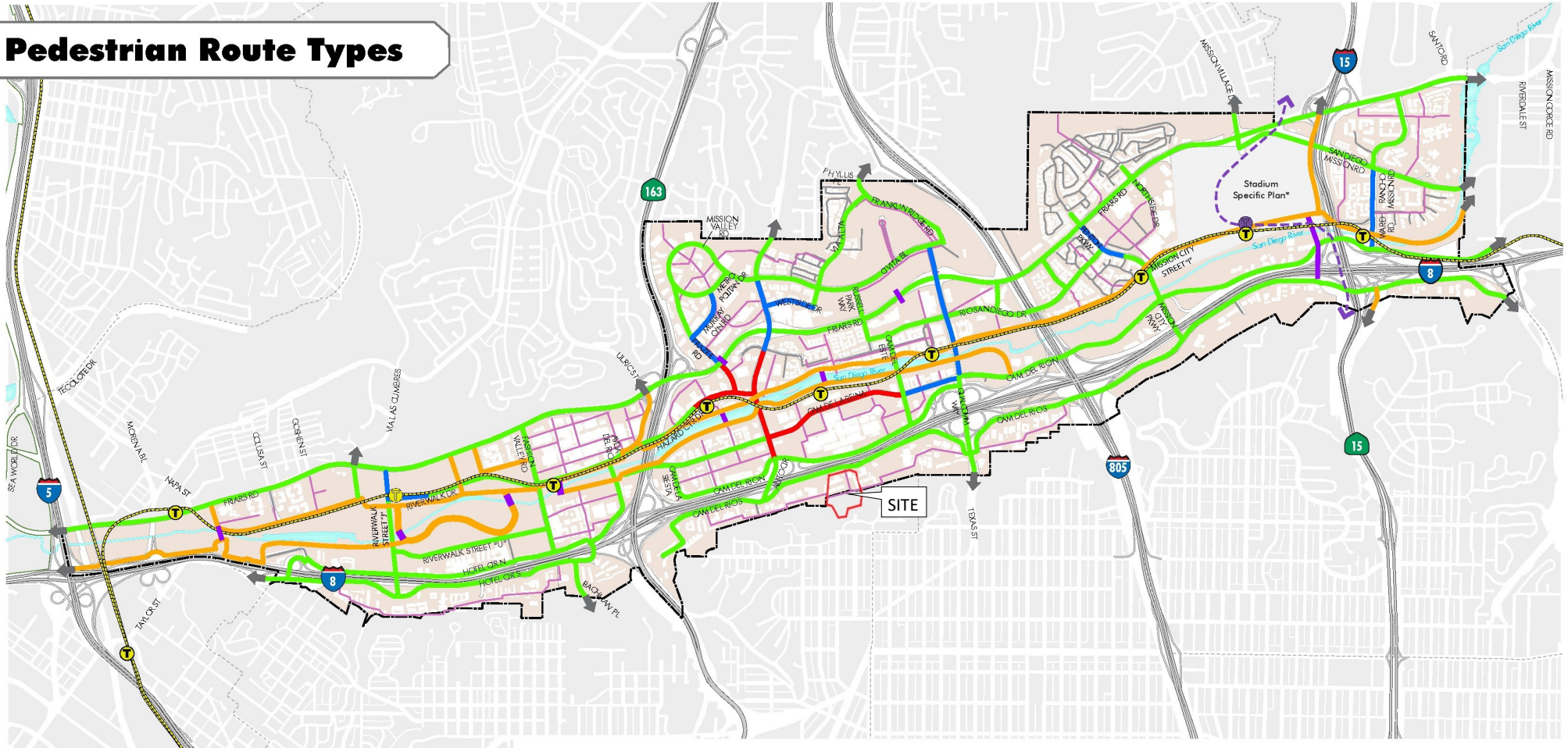


Figure 5

Pedestrian Route Types



General Information

- Trolley Stops
- Planned/Proposed Trolley Stops
- San Diego Trolley Purple Line (Planned)
- Light Rail
- Freeways
- Ramps
- San Diego River
- Mission Valley Community Plan Boundary
- Community Planning Areas

Pedestrian Route Type

- District (heavy pedestrian levels)
- Corridor (moderate pedestrian levels)
- Connector (low pedestrian levels)
- Neighborhood
- Paseo
- Path
- Pedestrian/Bicycle Bridge

*Additional infrastructure will be recommended through the specific plan.

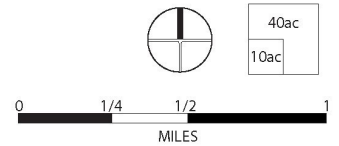
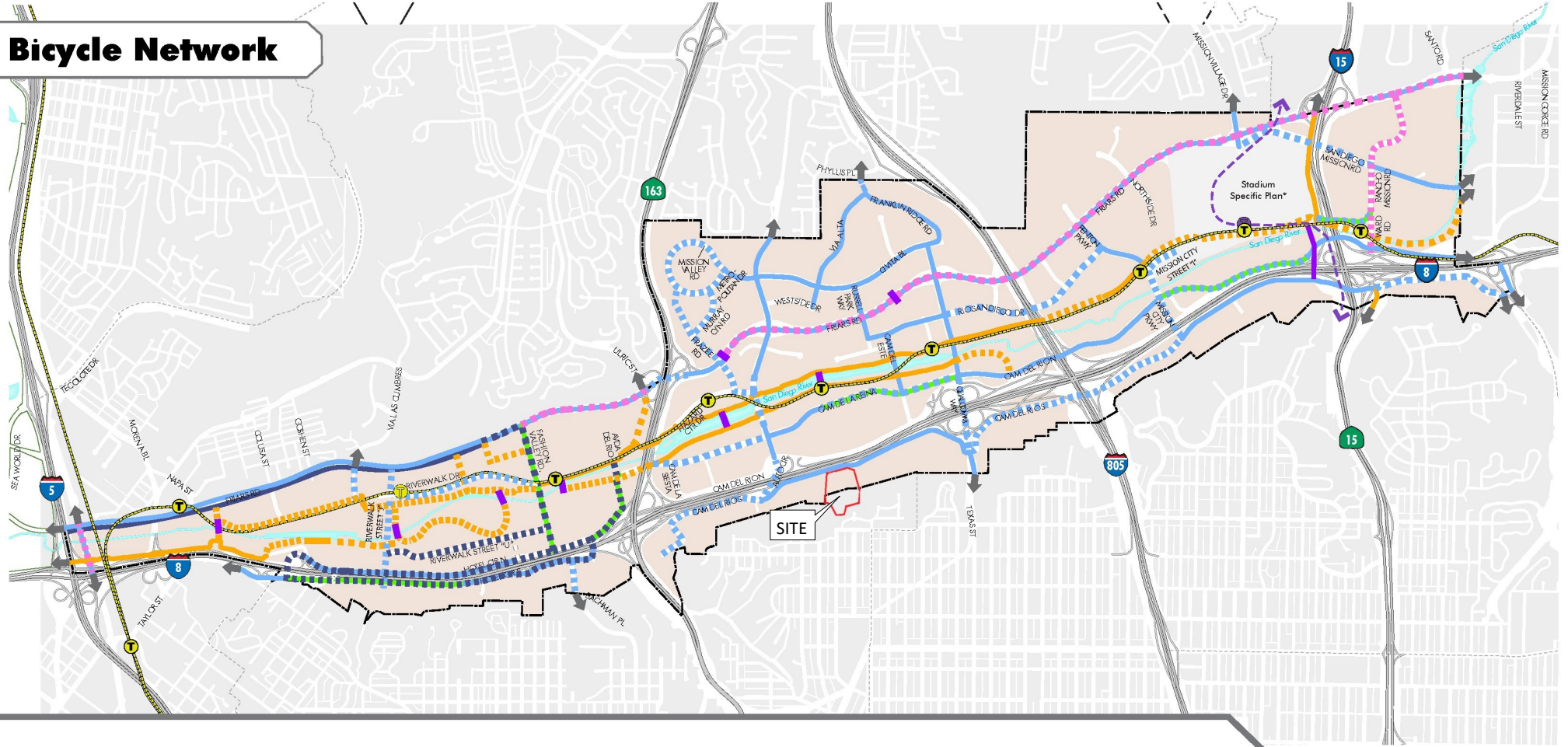


Figure 9

Bicycle Network



General Information

- Trolley Stops
- Planned/Proposed Trolley Stops
- San Diego Trolley Purple Line (Planned)
- Light Rail
- Freeways
- Ramps
- Planned Roadway
- San Diego River
- Mission Valley Community Plan Boundary
- Community Planning Areas
- Pedestrian/Bicycle Bridge

*Additional infrastructure will be recommended through the specific plan.

Existing Facilities

- Class I - Bike Path
- Class II - Bike Lane
- Class III - Bike Route
- Class IV - Two-Way Cycle Track

Proposed Facilities

- Class I - Bike Path
- Class II - Bike Lane
- Class III - Bike Route
- Class IV - One-Way Cycle Track
- Class IV - Two-Way Cycle Track
- Bicycle Facility in Adjacent Community

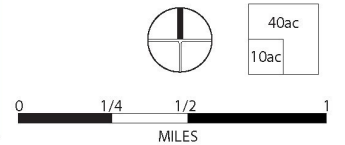
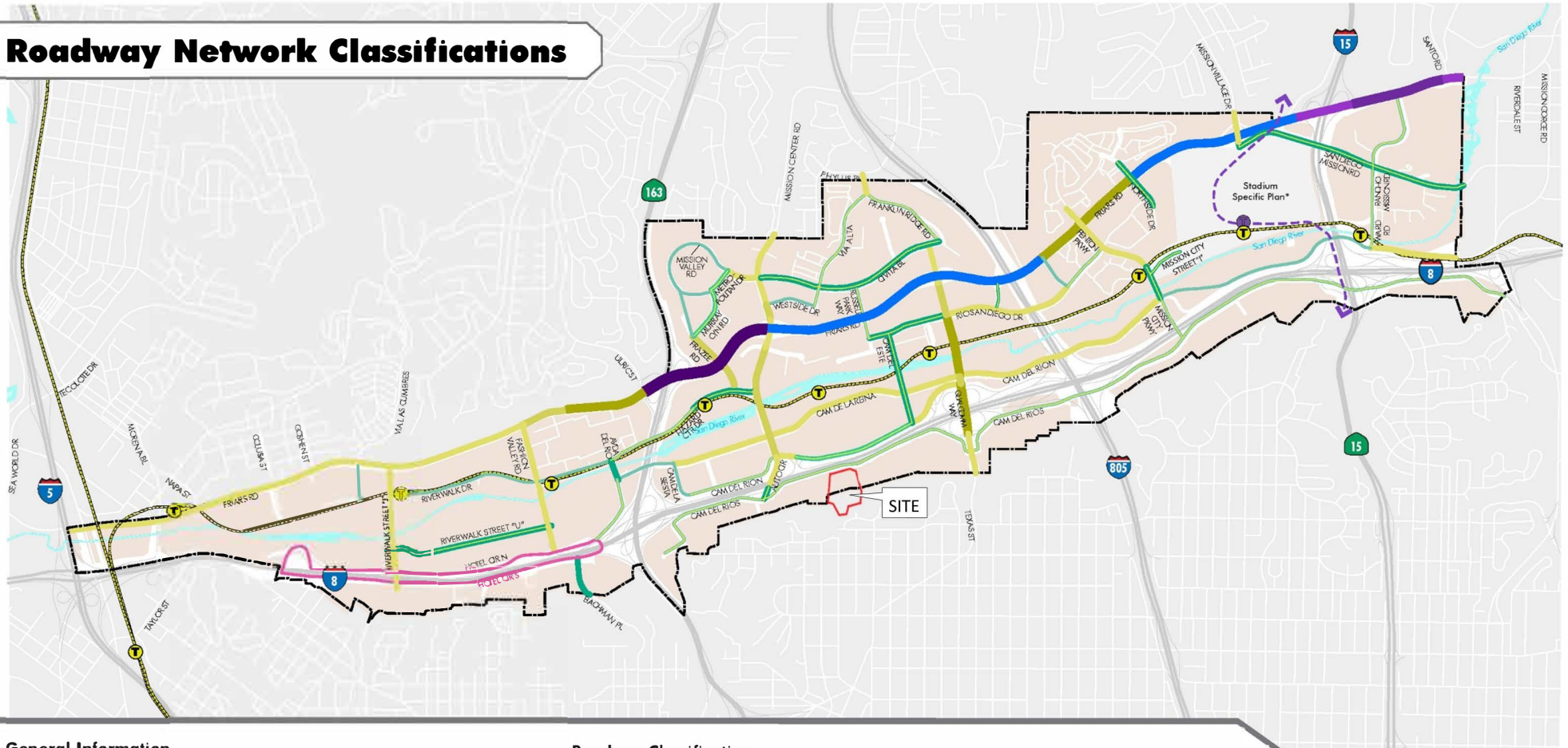


Figure 14

Roadway Network Classifications



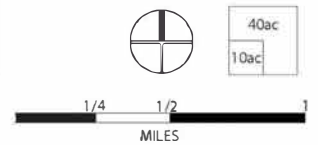
General Information

- Freeways
- Ramps
- Trolley Stops
- Planned/Proposed Trolley Stops
- San Diego Trolley Purple Line (Planned)
- San Diego River
- Mission Valley Community Boundary

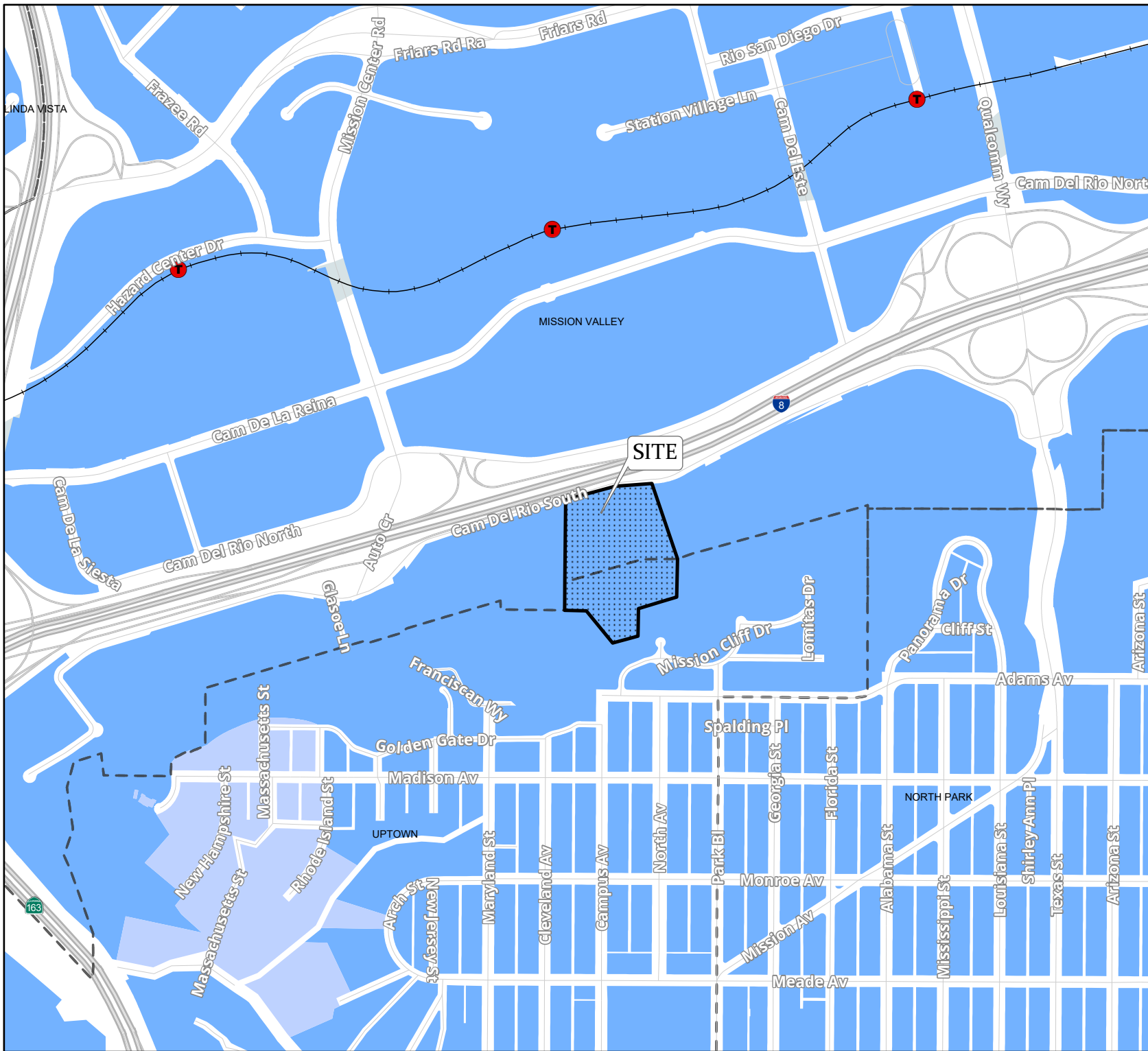
Roadway Classifications

- 8-Ln Prime Arterial
- 7-Ln Prime Arterial
- 6-Ln Prime Arterial
- 6-Ln Major Arterial
- 5-Ln Major Arterial
- 4-Ln Major Arterial
- 2-Ln Major Arterial
- 4-Ln Collector
- 3-Ln Collector
- 2-Ln Collector
- 6-Ln Expressway
- Two-Way Left Turn Lane (on Collector roadways)
- One-Way Couplet

*Additional infrastructure will be recommended through the specific plan.



Complete Communities
Mobility Choices
Map



Legend

- Mobility Zone 1
- Mobility Zone 2
- Mobility Zone 3
- Mobility Zone 4
- Not Applicable
- Planning Areas
- T Trolley Stop
- Light Rail

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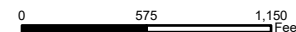
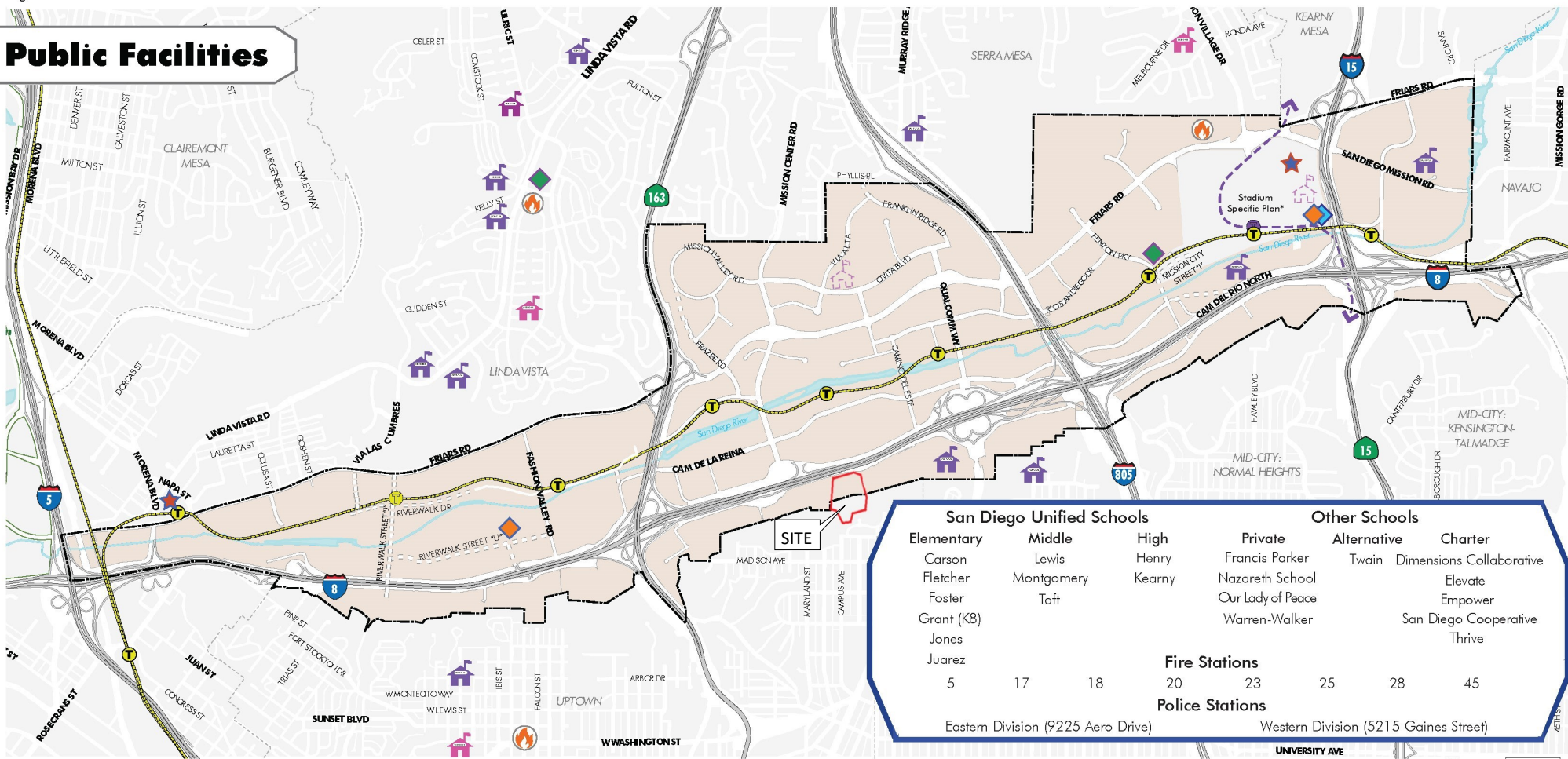


Figure 18

Public Facilities



San Diego Unified Schools			Other Schools		
Elementary	Middle	High	Private	Alternative	Charter
Carson	Lewis	Henry	Francis Parker	Twain	Dimensions Collaborative
Fletcher	Montgomery	Kearny	Nazareth School		Elevate
Foster	Taft		Our Lady of Peace		Empower
Grant (K8)			Warren-Walker		San Diego Cooperative
Jones					Thrive
Juarez					
5	17	18		25	28
			45		
			Fire Stations		
			Police Stations		
			Eastern Division (9225 Aero Drive)		
			Western Division (5215 Gaines Street)		

Transit

- Trolley Stops
- Light Rail
- Planned/Proposed Trolley Stops
- San Diego Trolley Purple Line (Planned)

General Information

- San Diego River
- Mission Valley Community Plan Boundary
- Community Planning Areas
- Freeways, Ramps
- Planned Roadway

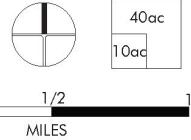
Facilities

- Existing Police Station / Potential Combined Police-Fire Station
- Potential Police Facility
- Existing Fire Station

- Existing Library
- Potential Recreation Center
- Potential Aquatic Center

- Elementary School
- Middle School
- Other School
- Proposed / Potential School

*Additional infrastructure will be recommended through the specific plan.



Demographic and Socioeconomic Estimates Community Planning Area Mission Valley



Apr 1, 2010

Total Population	19,357
Household Population	19,033
Group Quarters Population	324
Persons Per Household	1.87

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	11,233	10,197	9.2%
Single Family - Detached	676	637	5.8%
Single Family - Attached	396	370	6.6%
Multi-Family	10,161	9,190	9.6%
Mobile Home and Other	0	0	--

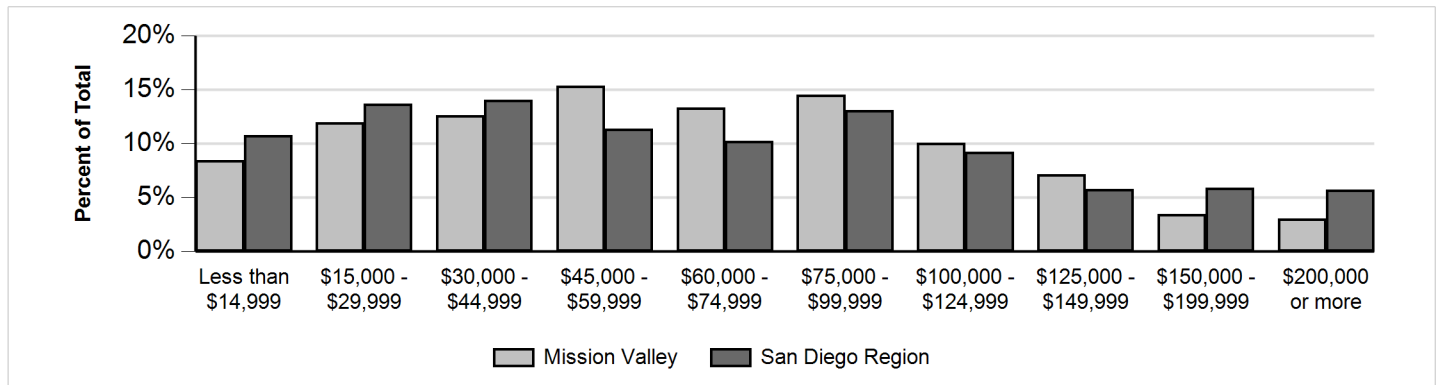
Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	8%	12%	13%	15%	13%	15%	10%	7%	3%	3%

Median Household Income

	2010
Adjusted for Inflation (2010 \$)	\$61,715



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

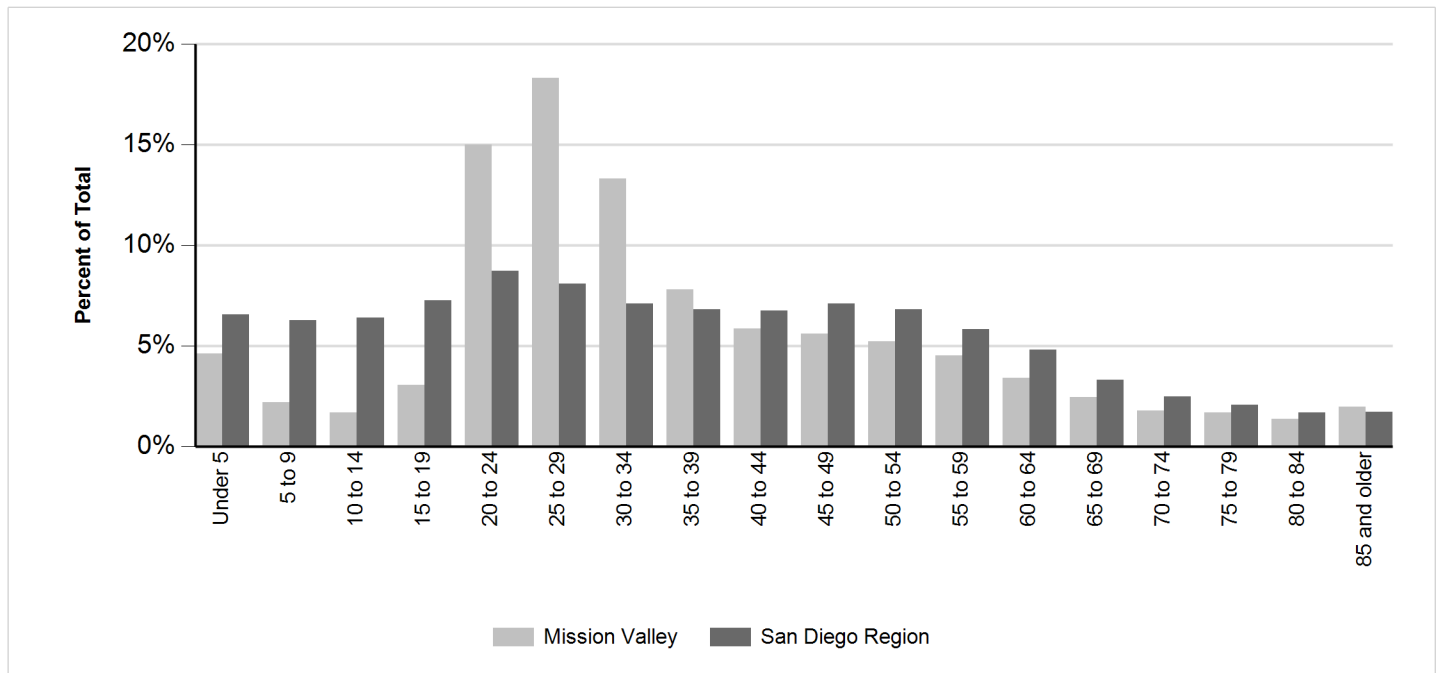
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	19,357	9,687	9,670	50%
Under 5	893	454	439	49%
5 to 9	426	211	215	50%
10 to 14	328	179	149	45%
15 to 17	247	125	122	49%
18 and 19	346	172	174	50%
20 to 24	2,905	1,289	1,616	56%
25 to 29	3,545	1,772	1,773	50%
30 to 34	2,579	1,414	1,165	45%
35 to 39	1,511	843	668	44%
40 to 44	1,133	612	521	46%
45 to 49	1,086	588	498	46%
50 to 54	1,012	521	491	49%
55 to 59	879	452	427	49%
60 and 61	292	140	152	52%
62 to 64	371	163	208	56%
65 to 69	478	232	246	51%
70 to 74	344	132	212	62%
75 to 79	331	135	196	59%
80 to 84	266	118	148	56%
85 and older	385	135	250	65%
Under 18	1,894	969	925	49%
65 and older	1,804	752	1,052	58%
Median Age	31.9	32.3	31.5	N/A

Population by Age



ATTACHMENT 13

Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	3,473	11,656	1,044	79	2,253	852
Under 5	251	393	54	2	92	101
5 to 9	142	157	44	2	46	35
10 to 14	115	124	27	1	31	30
15 to 17	70	113	22	1	18	23
18 and 19	76	193	16	2	37	22
20 to 24	554	1,770	122	11	294	154
25 to 29	674	2,048	176	10	475	162
30 to 34	472	1,433	122	14	424	114
35 to 39	274	823	111	9	233	61
40 to 44	218	668	85	6	115	41
45 to 49	156	691	81	5	125	28
50 to 54	134	680	75	1	94	28
55 to 59	97	626	50	3	91	12
60 and 61	31	206	12	1	36	6
62 to 64	51	270	8	2	31	9
65 to 69	52	372	11	4	30	9
70 to 74	35	261	13	3	26	6
75 to 79	37	262	5	1	21	5
80 to 84	18	222	7	0	16	3
85 and older	16	344	3	1	18	3
Under 18	578	787	147	6	187	189
65 and older	158	1,461	39	9	111	26
Median Age	28.9	33.6	32.5	33.8	31.6	26.9

Demographic and Socioeconomic Estimates Community Planning Area Mission Valley



Apr 1, 2020

Total Population	29,192
Household Population	28,798
Group Quarters Population	394
Persons Per Household	2.30

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	13,164	12,494	5.1%
Single Family - Detached	861	809	6.0%
Single Family - Attached	474	451	4.9%
Multi-Family	11,829	11,234	5.0%
Mobile Home and Other	0	0	--

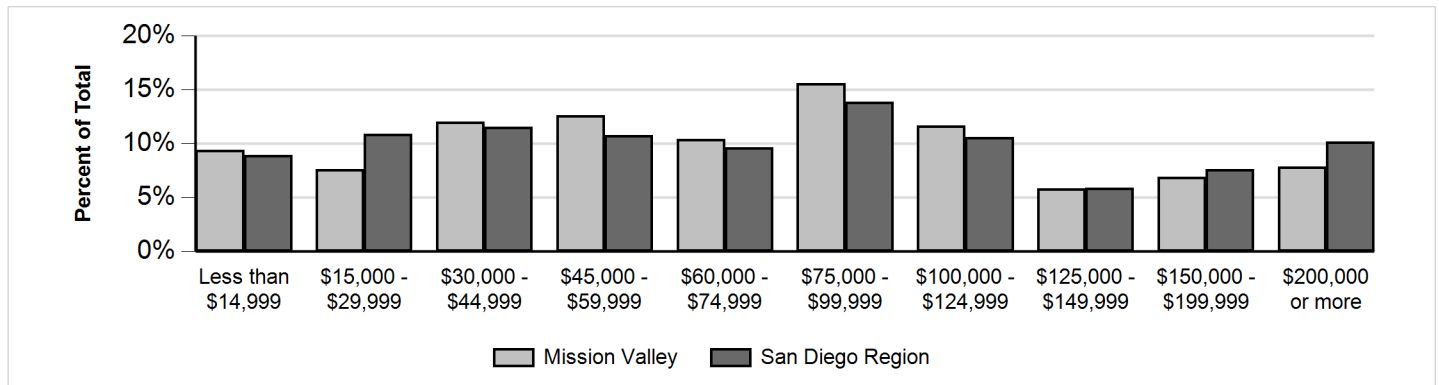
Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	9%	8%	12%	13%	10%	16%	12%	6%	7%	8%

Median Household Income

	2020
Adjusted for Inflation (2010 \$)	\$71,897



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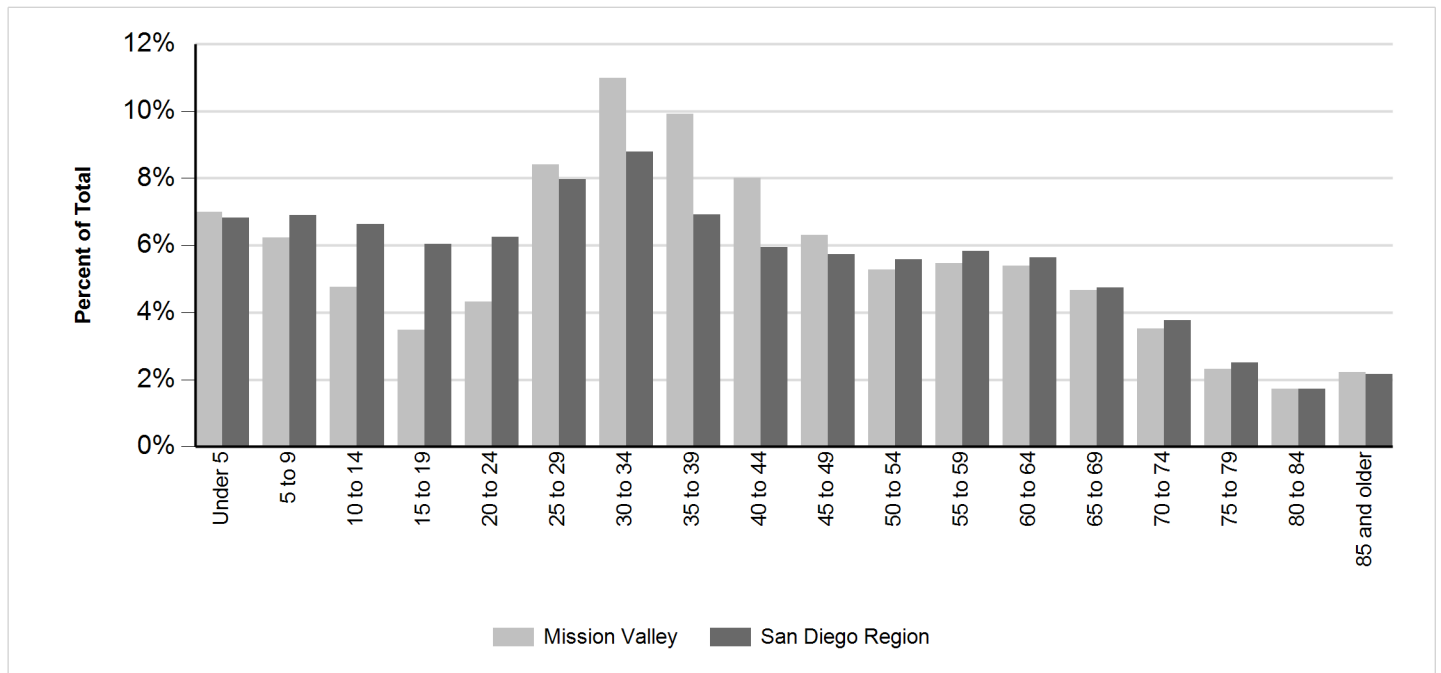
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Caution should always be taken when using data for small population groups, particularly at small levels of geography.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	29,192	14,770	14,422	49%
Under 5	2,045	1,063	982	48%
5 to 9	1,817	915	902	50%
10 to 14	1,388	703	685	49%
15 to 17	697	357	340	49%
18 and 19	319	145	174	55%
20 to 24	1,260	571	689	55%
25 to 29	2,453	1,278	1,175	48%
30 to 34	3,206	1,779	1,427	45%
35 to 39	2,898	1,507	1,391	48%
40 to 44	2,336	1,190	1,146	49%
45 to 49	1,844	996	848	46%
50 to 54	1,541	782	759	49%
55 to 59	1,598	808	790	49%
60 and 61	658	343	315	48%
62 to 64	914	453	461	50%
65 to 69	1,362	665	697	51%
70 to 74	1,025	454	571	56%
75 to 79	676	299	377	56%
80 to 84	504	218	286	57%
85 and older	651	244	407	63%
Under 18	5,947	3,038	2,909	49%
65 and older	4,218	1,880	2,338	55%
Median Age	37.4	36.9	38.0	N/A

Population by Age



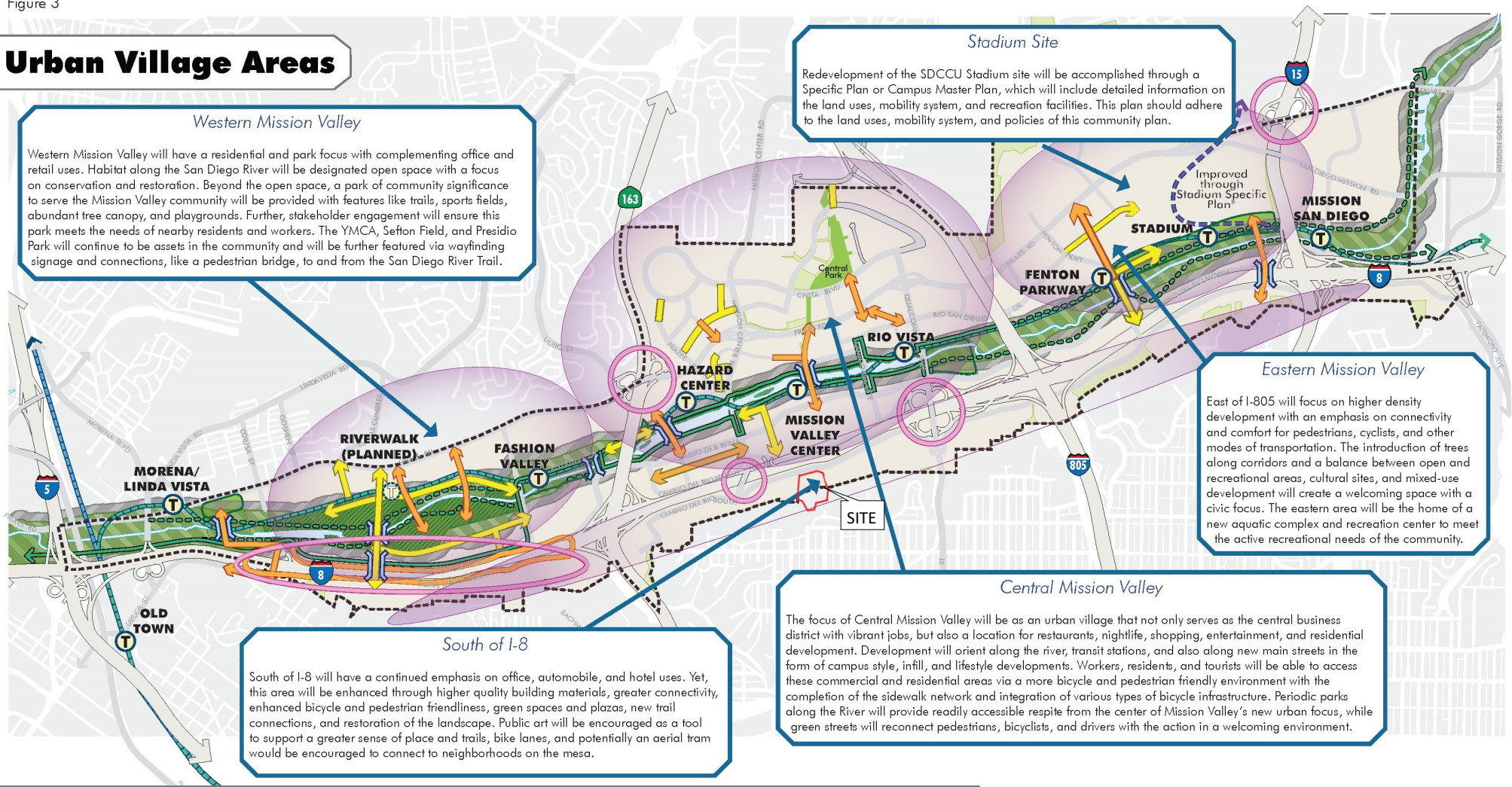
ATTACHMENT 13

Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	8,530	14,278	1,798	110	2,806	1,670
Under 5	628	987	109	10	204	107
5 to 9	497	891	93	7	223	106
10 to 14	422	669	86	5	143	63
15 to 17	210	325	37	4	76	45
18 and 19	106	146	22	1	25	19
20 to 24	444	564	64	1	102	85
25 to 29	787	1,203	133	4	179	147
30 to 34	880	1,678	198	12	270	168
35 to 39	755	1,519	177	7	301	139
40 to 44	610	1,207	123	9	264	123
45 to 49	503	890	141	6	183	121
50 to 54	437	750	111	9	146	88
55 to 59	480	741	121	4	159	93
60 and 61	186	309	45	3	71	44
62 to 64	266	417	72	7	85	67
65 to 69	415	623	106	7	118	93
70 to 74	346	450	66	6	98	59
75 to 79	247	299	33	4	54	39
80 to 84	146	247	30	1	51	29
85 and older	165	363	31	3	54	35
Under 18	1,757	2,872	325	26	646	321
65 and older	1,319	1,982	266	21	375	255
Median Age	36.9	37.2	39.4	42.2	38.0	38.4

Figure 3

Urban Village Areas



General Information

- Mission Valley Community Plan Area
- San Diego River

Transit

- Existing Trolley (Blue Line)
- Existing Trolley (Green Line)
- Planned Trolley (Purple Line)
- Planned Trolley Stop (Riverwalk)

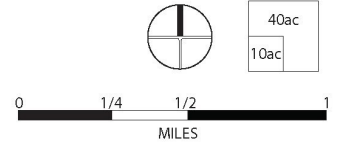
Circulation Improvement

- Roadway Connection
- Pedestrian/Bicycle Connection
- New Bridge
- Existing San Diego River Pathway
- Proposed San Diego River Pathway
- Intersection/Interchange Improvement

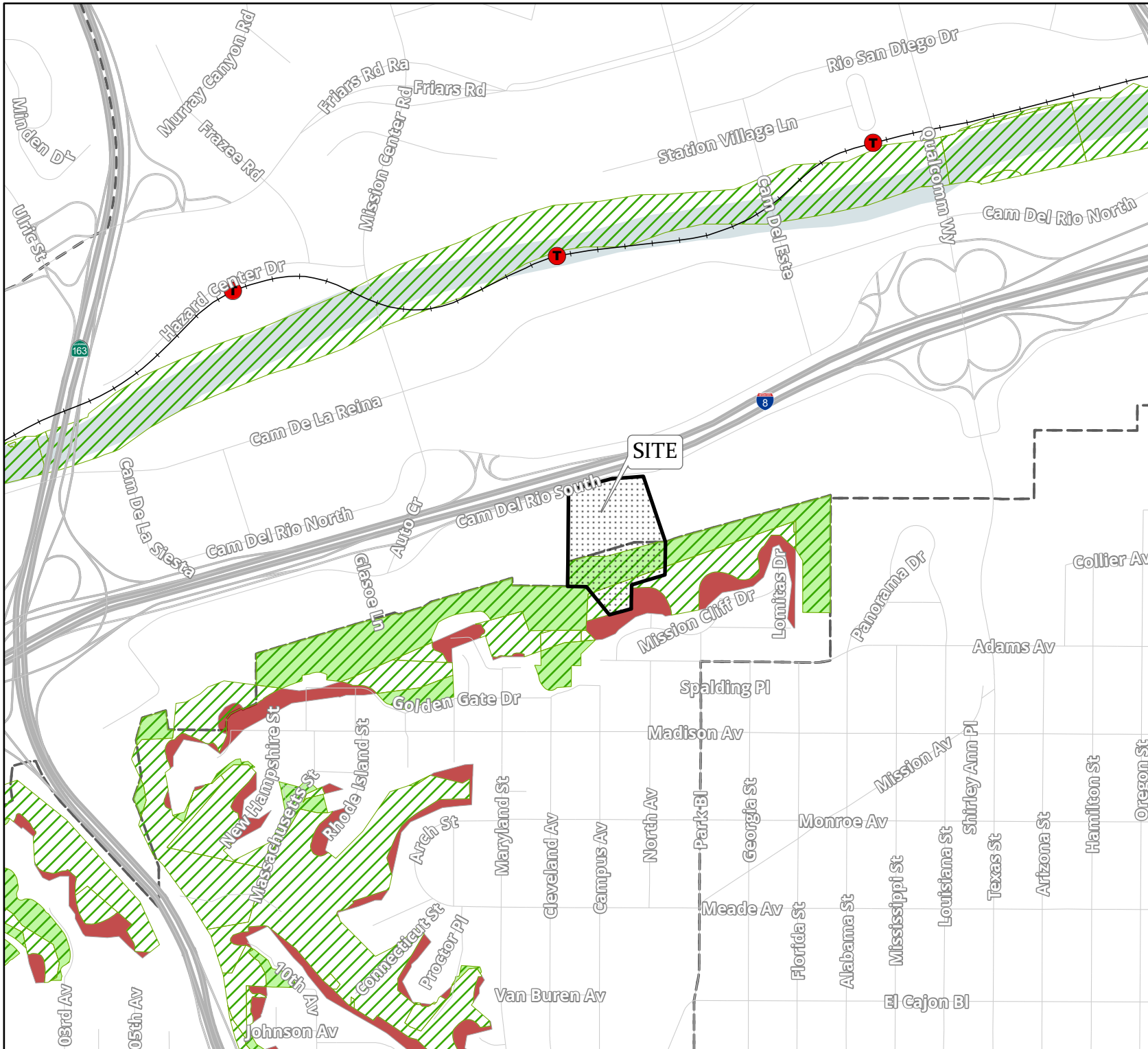
Park and Open Space

- Existing Park
- Existing Open Space
- Potential Park/Open Space
- River Corridor
- River Influence Area

*Additional infrastructure will be recommended through the specific plan.



MHPA Map



- Legend**
- Multi-Habitat Planning Area
 - MHPA Corrections and Adjustments
 - Addition
 - Subtraction
 - Planning Areas
 - Trolley Stop
 - Light Rail

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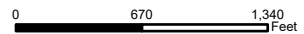
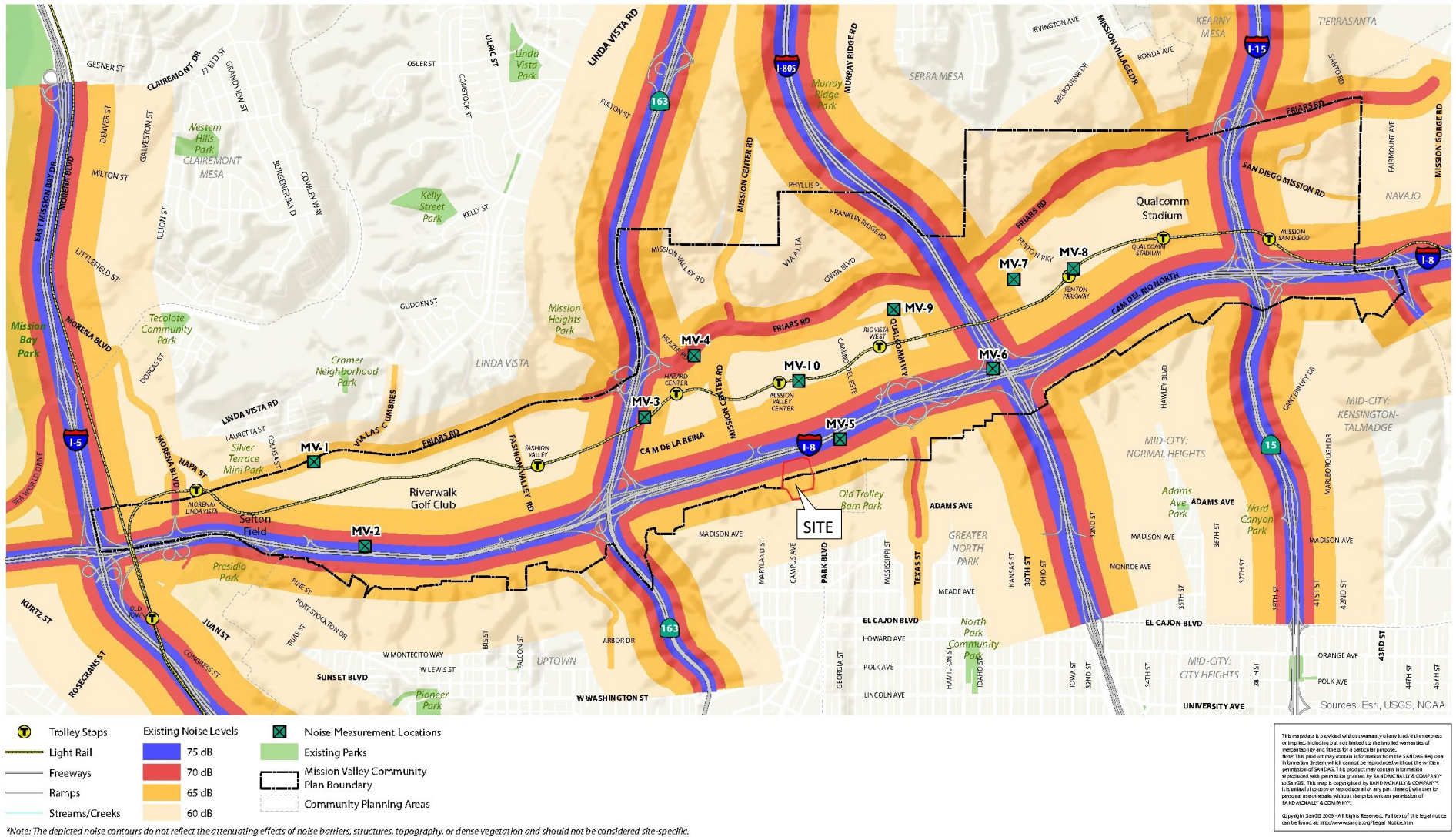


Figure 7-1: Existing Noise Contours





P.O. Box 882676
 San Diego, CA 92168-2676
 karen@klrplanning.com
 619.578.9505

February 2, 2022

Ms. Heidi Vonblum
 Planning Director
 City of San Diego
 9485 Aero Drive
 San Diego, California 92123

RE: LETTER OF REQUEST FOR COMMUNITY PLAN AMENDMENT/GENERAL PLAN AMENDMENT INITIATION FOR THE **MKB REDEVELOPMENT PROJECT** IN THE MISSION VALLEY COMMUNITY IN ACCORDANCE WITH THE CITY OF SAN DIEGO, GENERAL PLAN, 2008

APPROXIMATELY 14.13 ACRES; APN: 438-090-2600, -3000, and -3100

Dear Heidi,

On behalf of MKB Land Acquisition, LLC (aka Marvin K. Brown Auto Center), we are pleased to submit this request for initiation of an Amendment to the Mission Valley Community Plan for the **MKB Redevelopment** project (the "MKB project"). The MKB project proposes the infill redevelopment of existing car dealerships and related uses, located at 1441 and 1461 Camino del Rio South. (See Attachment A – *Aerial Photograph*.) Based on an article printed in *Voice of San Diego* (February 1, 2022)¹, *San Diego requires more housing, much more than we're comfortable admitting. According to the most recent state assessment – known as RHNA – the city of San Diego needs to construct an additional 108,036 new housing units by 2029 in order to meet its housing needs. We believe that studying a project that provides housing at this site makes good sense, is supported by our preliminary evaluation of the site's potential to absorb high-density housing in a mixed-use setting, is in line with market demand, and is consistent with Mayor Todd Gloria's recently unveiled Homes for All of Us plan.*

The project site is within both the Mission Valley and Uptown Community Plan areas. (See Attachment B – *Project Site Location within Mission Valley and Uptown Community Plan Areas.*) However, no change in land use or zoning is proposed for the portion of the project site located in the Uptown community. Therefore, this request to initiate a Community Plan Amendment only pertains to amending the Mission Valley Community Plan. (In addition to the Community Plan Amendment/General Plan Amendment, decision Process 5, the project is anticipated to also require Rezone(s) to reflect and implement the change in land use designation, a Master Planned Development Permit with Design Guidelines and Development Standards, and a Vesting Tentative Map.)

We recognize that the Mission Valley Community Plan is one of the City's more recently adopted Community Plan Updates, with adoption in 2019, and a request for an initiation allowing for a land use change is reviewed with sensitivity. However, much has changed both at the macro national/global level and in the micro Mission Valley environment since the adoption of the Community Plan. These impetuses for change prompt us to reconsider our view of the future and challenge us to aspire for even greater outcomes than could have been imagined even a few short years ago at the culmination of the Community Plan Update process in Mission Valley.

¹ <https://www.voiceofsandiego.org/topics/opinion/san-diego-needs-to-grow-and-thats-ok/>

GENERATIONAL SHIFT AND COVID

Locally, nationally, and globally, our socioeconomic landscape has shifted dramatically. Members of the Millennial and Gen Z generations are entering adulthood and the workforce with different expectations, desires, and demands than previous generations. This coupled with a global pandemic has accelerated a shift to work-from-home and less structured forms of employment. Social distancing requirements and uncertainties with childcare and other lifestyle demands created unprecedented challenges such that younger generations increasingly seek-out interconnected, live-work-play developments and communities, and value an ability to either work from home or work in a more collaborative, casual environment, such as co-working spaces.

Additionally, with COVID, a new model for goods delivery, services and employment (telecommuting) has emerged. The winners of COVID include Amazon, Grub Hub, digital conferencing (such as Zoom and Teams), Instacart, FedEx, UPS, Peloton, etc. Inversely, large brick and mortar retailers and malls have suffered. Coresight research, a leading market research firm, predicts that 25 percent of United States malls will shut down in the next three to five years. Classic mall brands like Neiman Marcus, Pier 1 Imports, Lucky Brand, Brooks Brothers, CEC Entertainment (Check E. Cheese), JC Penny, J.Crew, Guitar Center, GNC, and many more filed for bankruptcy during COVID.² At the same time, smaller neighborhood serving retailers have experienced a resurgence (in places, wholesale emergence), as shoppers look to support local businesses that reflect the social, societal, and environmental viewpoints of their customers.

Life sciences is a growing office market segment but overall office vacancy remains at 12.8 percent. Travel for business and pleasure has been down. The San Diego Tourism Authority reported that total visitors dropped from 35.1 million in 2019 to just 14.3 million in 2020. It is unclear if the San Diego office and hotel markets will fully recover from COVID. This, coupled with the decline in large-scale retail, requires us to explore novel opportunities for areas like the project site that were previously envisioned to continue to carry commercial and tourist serving land uses.

Employers and employees alike have been slow to return to work, with many electing to remain on a full or partial work-from-home model. These shifts have resulted in people spending more time at home and less time in their cars commuting. We have had to adapt our living spaces into flex spaces that accommodate more facets of our lives. The need for nearby quality open spaces has never been greater.

HOUSING CRISIS

San Diego's population is expected to grow 26 percent between 2012 and 2035. The new Regional Housing Needs Assessment (RHNA) target for the City of San Diego in the 6th Cycle was adopted by SANDAG in July of 2020 and totaled 108,036 housing units.³ The RHNA target was later incorporated into the City's Housing Element which was adopted in July of 2021, **years after the update to the Mission Valley Community Plan**. Relative to the Mission Valley community, the demand for housing has outpaced supply, and rents in Mission Valley have remained very strong. From 2014 to 2021, rents in Mission Valley have risen 42 percent.⁴ However, not every site in Mission Valley envisioned for residential capacity is ready to capitalize on that demand. At the same time, sites like the MKB project site, which was not envisioned for housing at the time the Community Plan was updated, are well-positioned for infill redevelopment south of Interstate 8 (I-8) with the potential to realize high density housing in proximity to the existing retail along Camino Del Rio South, the Westfield centers anchored by Trader Joes and Target, and an evolving neighborhood environment with expanded employment such as the

² <https://coresight.com/research/us-mall-closures-impact-of-covid-19-likely-to-accelerate-mall-consolidation/>

³ San Diego Housing Element.

⁴ Zillow data.

nearby Scottish Rite Center poised to redevelop into a Home Depot. Uses like the new Home Depot result in new employees to Mission Valley in need of housing. It and also creates a lifestyle retail amenity that supports residential development south of I-8, as well as existing and developing residential uses north of I-8. In fact, the Mission Valley Planning Group acknowledged the need to consider housing south of I-8 in their comment letter to the Mission Valley Community Plan Update (CPU) Program Environmental Impact Report, which stated that the Community Plan Update Land Use Plan "limits mixed-use land development on the south side of the Interstate-8 corridor, precluding residential uses and undermining General Plan policies related to housing," and that the CPU "should be amended to allow for mixed-use land development on the South side of I-8 between Mission Center Rd and the I-15 freeway." This is precisely what the MKB project CPA would do for the project site.

SANDAG

SANDAG, our regional transportation agency, has put forth a bold new 2021 Regional Transportation Plan that relies on key strategies referred to as the 5 Big Moves. These strategies will expand multimodal transportation options and invest in high-speed and light rail public transit to reduce our dependence on cars and help us meet our Climate Action goals. Of particular interest to us is the Mobility Hubs strategy, which are customizable areas that improve connections between public transit and other travel options and make it easier to travel from one's home to employment centers.

The MKB project is located in a regional mobility hub area, as shown in Attachment C, *Central Mobility Hub and Connections*. The proposed project can supplement SANDAG's plan to improve transit connectivity through other micro transit travel options including rideshare drop off zones, shuttle service, bikeshare, carshare, and improved bikeways and walkways.

AUTO INDUSTRY

Across the auto industry, there are significant emerging trends within the last few years that have led us to reexamine the Marvin K. Brown dealership and what is possible on-site. Tesla has redefined the customer experience for automobile purchasing. Moreover, customers are now forgoing the in-person experience all together by purchasing cars online. In September of 2021, Cadillac released the new Electric Vehicle in their line, called the Lyric. It sold out in just 19 minutes. With more online sales, less on-site inventory is needed making larger dealerships unnecessary. Also, there is a reduced need for service stalls, as mobile car service will become more widespread. These trends give conventional dealerships the potential to be redeveloped into mixed-use projects.

LOCAL ADMINISTRATION GOALS

Mayor Todd Gloria's primary focus is on the provision of more housing – and more affordable housing. From the recently adopted Complete Communities Housing Solutions Ordinance to the proposed Homes for All of Us programming, the Mayor has put the provision of housing at the forefront of his policy actions. Included within Homes for All of Us, is a program to Incentivize Climate-Friendly Housing Development Near Transit which will Achieve the City's climate goals by incentivizing housing construction on existing auto-oriented locations. Additional emphasis is placed on providing housing in smart locations, proximate to transit and near services, amenities, and employment. This emphasis is especially important when affordable housing is proposed.

The MKB project is the premier realization of the Mayor's housing policies in a location that also helps the City continue toward its Climate Action Plan goals. The project site is located within a Transit Priority Area (TPA) and Parking Standards TPA. Encompassing approximately 14.13 acres fronting Camino del Rio South and I-8, the project site currently has an outdated automobile focus, occupied by circa-1960s automotive dealerships and service bays/supporting uses (generally constructed late 1990s to

late 2000s) that comprise approximately 67,300 total square feet. Parking is provided in open surface parking lots.

PROPOSED MKB PROJECT

All of the changes that have occurred at the macro national/global and micro Mission Valley levels – particularly over the last three years – have influenced our forward-thinking vision for the MKB site. Preliminary outreach meetings with key stakeholders in Mission Valley have provided additional insight, recommendations, and support for our team to examine how redevelopment of the MKB site can be improved to benefit the City. We recognize that a successful project will balance the goals of the Brown family, the community, and the City, and be in support of the larger Vision of the Mission Valley Community Plan. A mindful and well thought-out project will also regard the environment and move forward in a transparent and collaborative process. In so doing, we believe that there is alignment in delivering a well-designed, amenity rich, connected, and mixed-use project available to serve a range of incomes and needs.

At the onset, we envision a contemporary, fully integrated, vertical and horizontal mixed-use project inspired by best practices in urban design and phased in a manner to allow continual operation of the dealership – whether in its current form or in a much modernized version similar to what is occurring with dealerships across the nation. (Some of those examples are available herein as Attachment D, *Examples of Re-imagined Automobile Center Projects*.) The lower developable portion of the site that lies within the Mission Valley community measures about 7.3 acres. Some portions of the slopes to the south, located primarily in the Uptown community, are mapped as sensitive habitat; impacts to those areas will be minimized, and the area will be left as open natural space. The proposed Master Planned Development will define design guidelines and development standards informed by the Mission Valley Community Plan that will also address any nuanced constraints or opportunities that are unique to the site.

The project is envisioned to be open to the public in terms of visibility and connectivity, both to maximize the viability of the commercial spaces and to also create a rich sense of community. We envision important pedestrian and vehicular connectivity and linkages – not only through the site and to the adjacent public roadway, but also as completing a link of the Community Plan trail connection to Trolley Barn Park, identified as an important north-south connection from the upper mesa down to Mission Valley and beyond. We welcome the opportunity to work with the City and our neighbors to make that connection a meaningful public benefit.

Inspired by the precedence of other successful auto center mixed use projects being delivered around the United States, as currently envisioned, the project could include a modernized auto dealership with showrooms, offices, parts sales, customer amenities, non-customer touch points, lobby and drop off area. We also believe the project would benefit from adding commercial retail services and amenities to this area of the community, such as restaurants, cafes, convenience stores and other supportive uses.

At the heart of the project, we envision a new multi-family residential community, offering a private apartment lifestyle with a rich assortment of indoor and outdoor amenities and programming. The project will also do its part by providing a share of affordable housing units in accordance with the City's Inclusionary Housing Ordinance.

As a principle of good planning, we recognize that mobility supports land use. As such, we intend to engage a traffic/transportation expert to prepare the Vehicle Miles Traveled (VMT) transportation analysis and the Local Mobility Analysis (LMA) that will identify opportunities for improvements to the area that greatly enhance transit access and propensity, such as bus shelters, protected bike lanes, striping improvements, and possibly more. The LMA may also make recommendations for other mobility options such as shuttles, e-bikes, uber drop offs areas, telecommuting and more. We also intend to evaluate appropriate and effective treatments that can buffer residential uses from the proximity of the freeway, such as setbacks, landscaping, sound walls, double-paned

windows and more. We view this analysis as an important part of the larger formal process and look forward to improving the connectivity of our site with transit and other nearby destinations.

PROPOSED PLAN AMENDMENT AND CRITERIA EVALUATION

The project site is currently designated as Regional Office and Visitor Commercial (Residential Prohibited) on the Planned Land Use map for the Mission Valley Community Plan (Community Plan Figure 4; see Attachment E – *Mission Valley Community Plan Land Use Plan*). Further, the project site is designated as Commercial Employment, Retail, and Services on the City of San Diego General Plan Land Use and Street System Map (General Plan Figure LU-2; see Attachment F – *City of San Diego General Plan Land Use and Street System Map*). The project proposes an amendment to the Mission Valley Community Plan to redesignate the portion of the project site located in the Mission Valley Community Plan area as Mixed Use – High and an amendment to the City of San Diego General Plan to redesignate the entire project site as Multiple Use.

The following section addresses the criteria associated with the Plan Amendment process, as outlined in General Plan Land Use Policy LU-D.10:

LU-D.10. Require that the recommendation of approval or denial to the Planning Commission be based upon compliance with all of the three initiation criteria as follows: a) the amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria; b) the proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design; and c) public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.

We believe that all three criteria can be met. The findings and our initial responses are as follows:

- a) ***The amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria.***

General Plan Consistency

There are numerous goals and policies of the City of San Diego General Plan with which the amendment would be consistent. For concision, however, the core of planning in the General Plan is the Strategic Framework and the City of Villages Strategy. The City of Villages Strategy “focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transit system” (pg. SF-3). Further:

A “village” is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village will be unique to the community in which it is located. All villages will be pedestrian-friendly and characterized by inviting, accessible and attractive streets and public spaces. Public spaces will vary from village to village, consisting of well-designed public parks or plazas that bring people together. Individual villages will offer a variety of housing types affordable for people with different incomes and needs. Over time, villages will connect to each other via an expanded regional transit system.

Implementation of the City of Villages strategy relies upon the designation and development of village sites. There are many factors to consider when designating village sites including the capacity for growth, existing and future public facilities, transportation options, community character, and environmental constraints. Precise village boundaries, the specific mix of uses, architectural form, needed public facilities, and the type of public space within proposed village areas will be determined through community plan updates or amendments[...]. (pg. SF-3)

The project site is also located in a High Propensity as a Village, as shown in Attachment G – *City of San Diego General Plan Village Propensity Map*. The proposed amendment would lay the foundation for a village within Mission Valley along the south side of I-8, which is already supported by the site's location within a TPA, Parking Standards TPA, and Transit Area overlay Zone. This is an area with existing transit opportunities readily available, with local bus service and trolley transit. In fact, the closest bus stop is located three-quarters of a mile from the project site at Camino de la Reina and Mission Center Road with at best a 15-minute frequency and the closest trolley station is located at Park-in-the-Valley, approximately one mile from the project site. The proposed amendment would allow for a mix of high density residential and retail uses designed with a pedestrian focus along local transit routes and near regional transit service. Furthermore, the amendment would provide the opportunity for housing to be located within a Parking Standards TPA in walking distance to transit and, with the recent approval of a Home Depot less than one-half-mile to the east that adds to the existing economic sector of the area, provides housing within walking distance to the existing and evolving employment base on the south side of I-8. Although this amendment would not create a village by itself, its very high-density residential uses and integrated commercial spaces provide the framework for a greater village to evolve around the project site and in adjacent areas along Camino del Rio South – thereby energizing this portion of the community and infusing it with activity.

Community Plan Consistency

The Vision for Mission Valley is that the community “will be renowned for its walk- and bike-ability, accessibility to transit and interstates, recreational and employment opportunities, and a concentration of diverse food and unique shopping.” More specifically, “Mission Valley is envisioned as an urban village nestled along the San Diego River with something to offer everyone: innovative workplaces, housing that meets varied lifestyle needs, ample parklands, unique shopping and dining options, and enhanced pedestrian, bicycle, and transit access.” The MKB project would provide for **innovative workplaces** via modern and integrated employment opportunities, **housing** that contributes to the variety offered in Mission Valley to meet varied lifestyle needs, **unique shopping and dining opportunities**, and **enhanced multi-modal access** within the site and off-site.

The amendment would allow for mixed-use redevelopment that would include employment space in the form of commercial and retail opportunities, as well as high density multi-family residential housing. The amendment would support multi-modal transportation by generating potential transit users from both the residential and commercial components of the project and by improving pedestrian and bicycle access. Thus, the amendment would allow for redevelopment of the site in a manner that is supportive of transit and active transportation uses. The location of the project site south of I-8 creates new life for this currently underutilized portion of the community, focusing on the integrated high-quality housing opportunities and retail, all within walking distance of the consumer, employment, and culinary destinations within the heart of Mission Valley to the north of I-8. It also supports the growing employment base south of I-8 by providing housing within walking distance to existing and planned commercial uses. The Community Plan further delineates its vision relative to urban design, mobility system, parks and recreation, and land use and housing.

The urban design component of the Mission Valley Community Plan vision calls for the promotion of urban design as a “Placemaking Tool” that provides “a fundamental driving framework for future development in the community.” As a statement project, which is key to the evolving character of the neighborhood south of I-8, thoughtful, high-quality design is at the heart of the MKB project. The project would address Camino del Rio South in a manner that creates engaging spaces for public and civic life and breaks up the current large, developed site into more fine-grained layers of residential, commercial, employment, and visitor uses that create a welcoming tapestry across the site. The street frontage along the project site would be improved to create a pleasant environment for the pedestrian and cyclist, which would additionally support and encourage the mobility needs of site residents and users.

The project would likely include usable public or quasi-public spaces in the form of dining terraces and pedestrian circulation areas. These spaces would complement the proposed uses and create a meaningful environment in which site users can engage with all the project has to offer.

As previously alluded, the project would implement truly great architecture, both out of respect to the site's high visibility and to lay the foundation for equally high-quality projects that may be proposed in the future south of I-8. The project's architecture intends to be distinctive and memorable, and will include great attention to materials, building details, amenity spaces, and the overall building quality. At its heart, project design intends to give back to the Mission Valley for all that it has provided the Marvin K. Brown auto dealership family over the last six decades and pay it forward with a development to honors the future of Mission Valley.

As a last relevant urban design element, the project site is adjacent to and includes hillsides of the south mesa. These hillsides afford an opportunity for the project to help realize critical linkages to the neighborhoods of Uptown that rim the south mesa. Additionally, project design incorporates these prominent hillsides into the overall vision and design to allow for a modern, much-needed high density project to coexist with the distinct sense of place these hillsides provide.

Relative to the mobility system component of the Mission Valley Community Plan vision, the project site is located within a TPA and provides less than one mile pedestrian walk to the Park in the Valley trolley station and approximately three-quarters of a mile from the closest Route 6 bus stop at Mission Center Road and Camino de la Reina. The project site is currently served by sidewalks and there are bicycle facilities within Camino del Rio South. Understanding the ever-present first and last mile concerns relative to transit connectivity, the project would take a two-pronged approach to supporting transit ridership. First, the project intends to explore ways to enhance the pedestrian experience along Camino del Rio South and would provide facilities for on-site bicycle use and support. Second, the project is investigating shuttle and micro-mobility options. These features would allow for residents, employees, and visitors to choose multiple options for safe, comfortable connectivity to transit and other nearby amenities and opportunities.

These multi-modal improvements would also enhance connectivity to Mission Valley's parks and recreation amenities, another key element of the Mission Valley Community Plan vision. As discussed following this vision discussion, the Mission Valley Community Plan envisions a trail connection to the south mesa and Trolley Barn Park that would terminate at the project site. As part of this Community Plan Amendment Initiation, the project intends to explore the provision of a trailhead at this termination location, as well pedestrian connectivity elements through the site from the trailhead to Camino del Rio South.

Relative to land use and housing, the vision of the Mission Valley Community Plan states that “[n]ew and creative housing opportunities will be a defining feature of a future Mission Valley.” The MKB project represent a **new and creative housing opportunity** that will define not only the future of the neighborhood south of I-8 but Mission Valley as a whole. The vision continues by stating “[a]s the community continues to grow, existing sites will be re-envisioned to better integrate housing into the area.” This Community Plan Amendment Initiation Request is the manifestation of the re-envisioning of the project site and its existing development to not only better integrate housing into the greater community, but additionally to provide housing in an area where it is completely lacking at this time, but that currently serves a wide variety of uses that could greatly benefit from affordable and market-rate housing. “The future Mission Valley will be designed to create a better balance between employment and shopping opportunities with housing.” Surrounding uses to the project site include office developments, hotel uses, and retail amenities. The project would bring balance to these employment and shopping opportunities by infusing housing into a current housing desert.

Finally, the land use and housing component of the vision of the Mission Valley Community Plan underscores the provision of mixed-use developments:

Much of the land in Mission Valley will be designated for mixed-use development. This development will occur either through total redevelopment of existing sites, or the creation of new uses coupled with existing buildings of differing uses. This plan will allow the economy of Mission Valley to continue to thrive while new homes are integrated into the landscape. It will be important that new housing provides a high quality of life through context-sensitive design, including thoughtful site planning, integrated green and open spaces, ample opportunities for non-motorized travel, and connectivity to adjacent properties. Through the policies in this plan, the future Mission Valley will be more sustainable, produce less per capita greenhouse gas emissions, and be a vibrant and thriving community that many will have the privilege to call home.

Despite the emphasis of the Community Plan on mixed-use development, the project site and its surroundings were specifically given a land use designation and zone that prohibit multifamily residential development. This prohibition negates the ability of the neighborhood south of I-8 to create a mixed-use area through both the creation of mixed-use projects, such as the one presented in this Community Plan Amendment Initiation, and through the provision of solely-residential projects adjacent to existing non-residential developments to remain. The project's mix of uses would contribute to the economy of Missions Valley by retaining the dealership tax base, providing residents that represent a key force in the local economy, and creating new commercial opportunities to potential house local businesses and be frequented by local customers. The project site has already been earmarked by the City as a favorable site for attaining the City's climate goals (indicated by its designation not only within the TPA, but also within the Parking Standards TPA) and the provision of a mix of uses on-site, including high-density affordable and market rate housing in proximity to transit, will result in a redevelopment that is much more climate-friendly and climate-supportive than the current solely auto-serving development on-site. The project will act as a catalyst to create vitality in an underutilized portion of the Mission Valley community that is poised to provide a near blank slate for a mixed-use linear village to emerge south of I-8.

Additionally, the Implementation chapter of the Mission Valley Community Plan includes a discussion, illustrations, and Design Guidelines relative to the neighborhood south of I-8. Although the focus area of this discussion in the Community Plan is the site just east of the project – Scottish Rite Center, which is being redeveloped as a Home Depot. However, a similar approach applies to the MKB site. Relative to the south of I-8 neighborhood, the Community Plan identifies this area as presenting an opportunity for gateway features/signature architect and framing views of Mission Valley, while acknowledging the challenges presented by linear and constrained nature of these sites. As alluded to previously, the project's design team embraces these challenges as opportunities to provide novel, quality architecture in a creative way and create a truly memorable and functional development. Similar to the Home Depot site, the project site is located just north of Trolley Barn Park in the University Heights neighborhood of the Uptown Community. Figure 37.B. of the Community Plan identifies opportunities for the Home Depot site, which include a public view corridor, circulation along the hillside, and cross connections between sites – all of which apply to the MKB project site, as well. The internal circulation illustrated on the Scottish Rite Center site would be similarly implemented on the project site. Figure 37.B. (as well as Figure 37.C.) also illustrates a trail connection through the canyon of the south mesa from Trolley Barn Park to Mission Valley. If extended to the project site, this represents a one-half mile trail, providing a shared recreation amenity and access point connecting Mission Valley and Uptown's pedestrian populations.

Building forms illustrated in Figure 37.C. would be incorporated in a similar manner within the MKB project. Additionally, the following Design Guidelines of the south of I-8 discussion would be part of the project's vision and design:

- **DG-103 Camino Del Rio South.** Foster a consistent relationship between development and Camino del Rio South. For parcels abutting Camino del Rio South, primary facades should be located along with access either from or visible from Camino del Rio South.
- **DG-104 Visibility.** As appropriate, capitalize on proximity to the freeway with signature architecture that enhances the visibility of development.
- **DG-105 Hillside Landscaping.** Incorporate landscaping that is consistent blends in with the nearby hillside vegetation.
- **DG-106 Building Form.** For buildings above three stories, avoid long, uninterrupted facades oriented parallel to I-8 in an effort to preserve views of the hillsides and ridges from the Mission Valley floor.

The project will also take into account the following Design Guidelines relative to its freeway adjacency:

- **DG-107 Site Planning.** In plans for large sites, locate taller buildings so that they act as buffers between residential uses and the freeway.
- **DG-108 Freeway-Adjacent Landscaping (Buffers).** Install ample landscaping adjacent to the freeway. This should include understory vegetation as well as trees.
- **DG-109 Noise Attenuation.** Buffer residential development from noise with setbacks or elevation differences. Use noise-absorbing building materials and install double-paned windows. Incorporate landscaping materials, landscaped berms, and structural forms in wall design. Consider installation of sound walls where appropriate.

Although the Mission Valley Community Plan does not include any specific land use amendment criteria, it does include several policies directed at redevelopment of the community as a transit-focus/pedestrian-oriented community, with enhanced connectivity and an integration of multiple uses to support the City's climate reduction goals and improve non-vehicle movements throughout the community.

b) The proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design.

The project site is currently designated for Regional Office and Visitor Commercial land uses. There is no residential development intensity allowed on the project site, and the project site an area that is historically automobile- and office-oriented. Current site design focuses on street-fronting surface parking lots with commercial buildings interior to the parcels. Sidewalks are not enhanced, and there are no bicycle facilities adjacent to the project site.

The proposed land use plan amendment would allow for development of a pedestrian-focused mobility-enhancing project that would be vertically mixed-use; one which would provide synergy not only between the uses on-site (residents of the site could find employment in the commercial component and employees, visitors, and residents alike could take advantage of the retail components), but also adjacent employment and retail uses, which include hotel, office, and restaurant uses. The proposed amendment envisions a project designed with expansive pedestrian entrances and connections at appropriate locations throughout the site, inviting residents and visitors into the site and providing open-air gathering spaces that may take the form of dining and gathering areas, passive green space, or other outdoor settings. The density and development intensity that would be accommodated by the proposed amendment would provide a concentration of potential users for area transit and would allow for an infusion of active transportation users. All of these features contribute positively to the community identity and sense of place, and are public benefits.

Additional public benefits of the project are anticipated to be the provision of a trail connection to the south mesa and the Uptown community, the provision of affordable housing on-site, the retention of the auto dealerships in a modern format to retain the dealership tax base, and the preservation of the habitat on the southern slopes of the site. Each will be addressed in turn, below.

The Mission Valley Community Plan identifies new trail connections for the area of the valley south of I-8 with new trailhead locations south of I-8 at Bachman Place and at Camino del Rio South near Mission City Parkway. The possible trail connection at the project site would provide additional trail access between these two identified locations to the adjacent slopes of the south mesa. This trailhead and potential trail connection would allow for pedestrian access to University Heights and beyond.

The project would provide affordable housing on-site. The amendment will allow for the exploration of options to implement Complete Communities Housing Solutions. The project would realize a substantial offering of both market-rate and affordable housing at this location within the Parking Standards TPA, within less than one mile of existing bus and trolley transit, and adjacent to/near existing and planned employment and commercial opportunities.

Redevelopment of the project would incorporate novel car dealership offerings in the form of vertically integrated mixed uses on-site. These showrooms, which may be two or three in total sized at approximately 5,000 square feet each, would allow for the retention of the dealership tax base within a modern, fully integrated project. Additional project uses being explored, including high density residential, commercial, and restaurant, would be mutually synergistic with the auto dealerships, as visitors of the dealership can patronize the commercial components, and residents of the project could utilize the dealerships' offerings, including auto sales and auto maintenance.

Of the project's approximately 14 acres, roughly six acres are encompassed in the slopes of the south mesa. Implementation of the project would preserve the habitat on these slopes, with restoration for previous disturbance, as necessary. Habitat includes chaparral and coastal sage scrub. Preservation of this area would not only allow for habitat to remain in the urban fabric, but also ensures the views of the hillside greenery for residents, visitors, and employees alike.

- c) ***Public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.***

The proposed amendment applies to a fully-developed site within an urbanized community of the City of San Diego. Public facilities, services, and utilities exist to serve the uses on-site today. As a component of the amendment process, the environmental document required by the California Environmental Quality Act (CEQA) would provide an in-depth analysis of the potential impacts of the proposed project on a number of issues areas, to include public facilities and services, including police, fire, and schools, as well as public utilities, such as water, sewer, and storm drain.

OTHER CONSIDERATIONS

As part of the CPA process, the applicant is committed to evaluating a number of other land use considerations, as elaborated below. The project's location allows for a design that can set the standard and basis for similar improvements along Camino del Rio South as part of future redevelopment opportunities that may be of interest to other property owners.

1. ***Improve Transit Connectivity.*** The plan amendment analysis for the project will consider project design elements that incorporate such micro transit travel options as identifying rideshare drop-off areas within the project site, providing a by-demand shuttle service, including bikeshare storage areas and information kiosks

for bikesharing and carsharing services, constructing a Class 2 bikeway along the project frontage, and enhancing the project's frontage with an expanded pedestrian promenade to improve the pedestrian experience.

2. **Connectivity for Bicycles and Pedestrians.** Taking cues from other recently updated Community Plans and the City's recent implementation of Complete Communities, the plan amendment analysis will consider infrastructure amenities, such as a public promenade along the project site's Camino del Rio South frontage or urban pathways, in lieu of standard sidewalks, where wide sidewalks and pedestrian furnishings, such as benches, enhanced paving, street trees, street lights, transit stops, and bike parking function as improved and expanded pedestrianways with pedestrian mobility as the primary purpose. Space permitting, the analysis will also evaluate the opportunity to include a cycle track similar to what is planned for Hotel Circle North in the Mission Valley Community Plan.
3. **Recreational Amenities.** The plan amendment analysis will also consider recreational amenities that can serve not only residents of the project, but also the general public. For example, the promenade mention in item #2, above, could also function as a linear park along the project's frontage of Camino del Rio South and serve as a catalyst for similar improvements for other properties, thus creating a continuous or a sequence of recreational spaces, linked by a pedestrian and/or multi-use path, as described in the City's Parks Master Plan. Other considerations could include parklets or a quasi-public space integrated into the project, creating a convenient place to relax, gather, and interact. Rooftops of residential buildings afford expansive views of the Valley and can also provide opportunities for recreation amenities to be considered as part of the project design.
4. **South Slope Trail Connection.** As presented in the discussion above regarding the Mission Valley Community Plan, the plan amendment analysis will evaluate a trail alignment to construct a portion of a trail that will ultimately connect from properties along Camino del Rio South to communities located on the mesa south of Mission Valley, with an evaluation of pedestrian connectivity elements through the site to a future trailhead access.
5. **Buffers and Transitions.** Recognizing that the project will redevelop a previous automobile dealership to include a modern/updated version of car sales and service center, as well as the project site's location adjacent and proximate to car dealerships, the site design will consider how best to transition and incorporate on-site uses, as well as buffer adjacent businesses. Additionally, as called for in the Mission Valley Community Plan, the project design will include buffer that separate the pedestrian pathway from the parking, driving, or vehicular travel lane and provide a noncontiguous sidewalk, enhanced with street trees and other landscaping either in trees grates, planters, or a continuous planter strip. Buffer treatments will also help to lessen noise and vehicular emissions due to traffic on the I-8 freeway.

We respectfully request that the City of San Diego Planning Department process this land use plan amendment initiation request to study the potential for a change to the current land use, allowing for the potential redevelopment with a vibrant, urban mixed-use project that can provide much-needed housing to the community (and City as a whole) and support the existing and evolving mobility options, all while preserving and expanding employment opportunities. We urge staff to schedule our request for a hearing at the City of San Diego Planning Commission at the earliest possible opportunity.

Ms. Heidi Vonblum
February 2, 2022
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Thank you for your attention to this project that fully embraces and represents **new and creative housing opportunities will be a defining feature of a future Mission Valley**. If you have any questions, please feel free to contact me at 619.204.9757 or brittany@klrplanning.com.

Sincerely,



Brittany Ruggels Wallace
Senior Project Manager

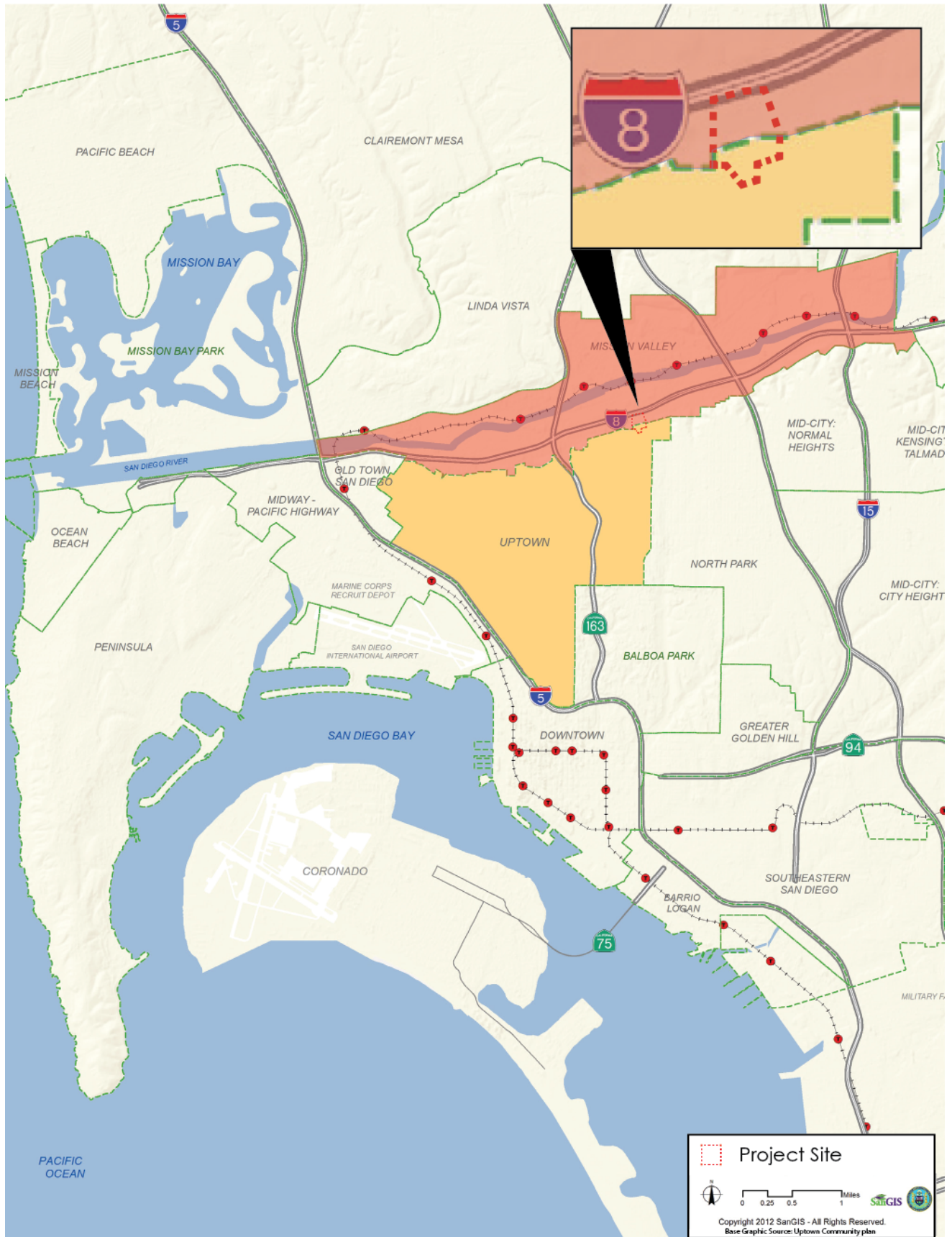
Cc: Jennifer Brown, *Marvin K. Brown Auto Center*
Oscar Uranga, *IMG Construction Management*
Karen L. Ruggels, *KLR PLANNING*

Attachments: A – Aerial Photograph
B – Project Site Location within Mission Valley and Uptown Community Plan Areas
C – Central Mobility Hub and Connections
D – Examples of Re-imagined Automobile Center Projects
E – Mission Valley Community Plan Land Use Map
F – City of San Diego General Plan Land Use and Street System Map
G – City of San Diego General Plan Village Propensity Map

Attachment A – Aerial Photograph

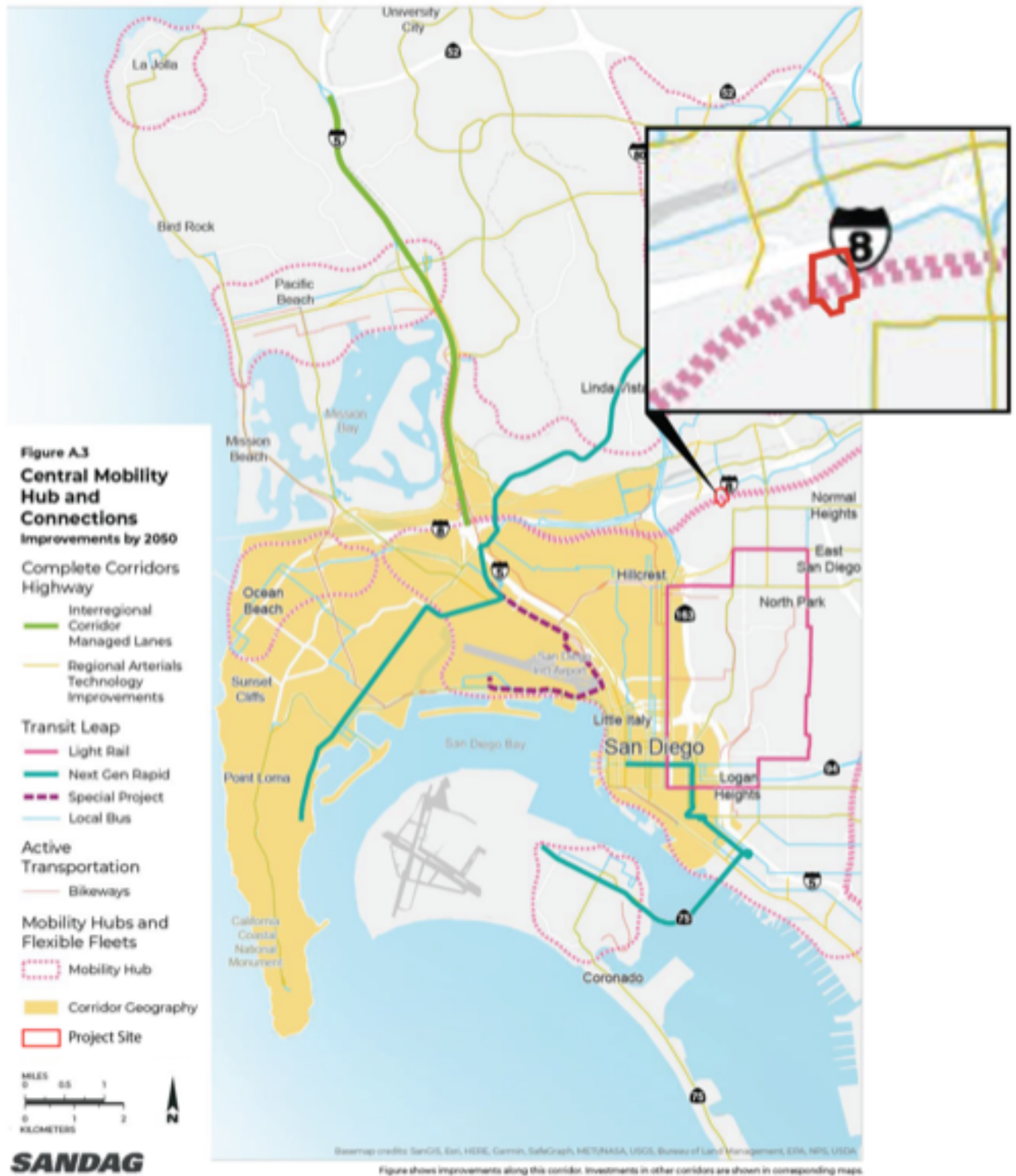


Attachment B – Project Site Location within Mission Valley and Uptown Community Plan Area



Attachment C – Central Mobility Hub and Connections

Figure A.3: Central Mobility Hub and Connections



D – Examples of Re-imagined Automobile Center Projects

SHIFT IN AUTO



Escondido, California



Long Island City, New York

- Trend – more online sales, less onsite inventory
- Larger showrooms unnecessary
- Less need for service stalls, more mobile service
- Conventional showrooms redeveloped into mixed-use projects

SHIFT IN AUTO DEALERSHIPS

BUSINESS | AUTOS & TRANSPORTATION | AUTOS INDUSTRY

Dealer Lots Have Fewer Cars—and the Industry Likes It That Way

As they scramble to rebuild inventories, makers and retailers discover unforeseen benefit of having less supply on hand

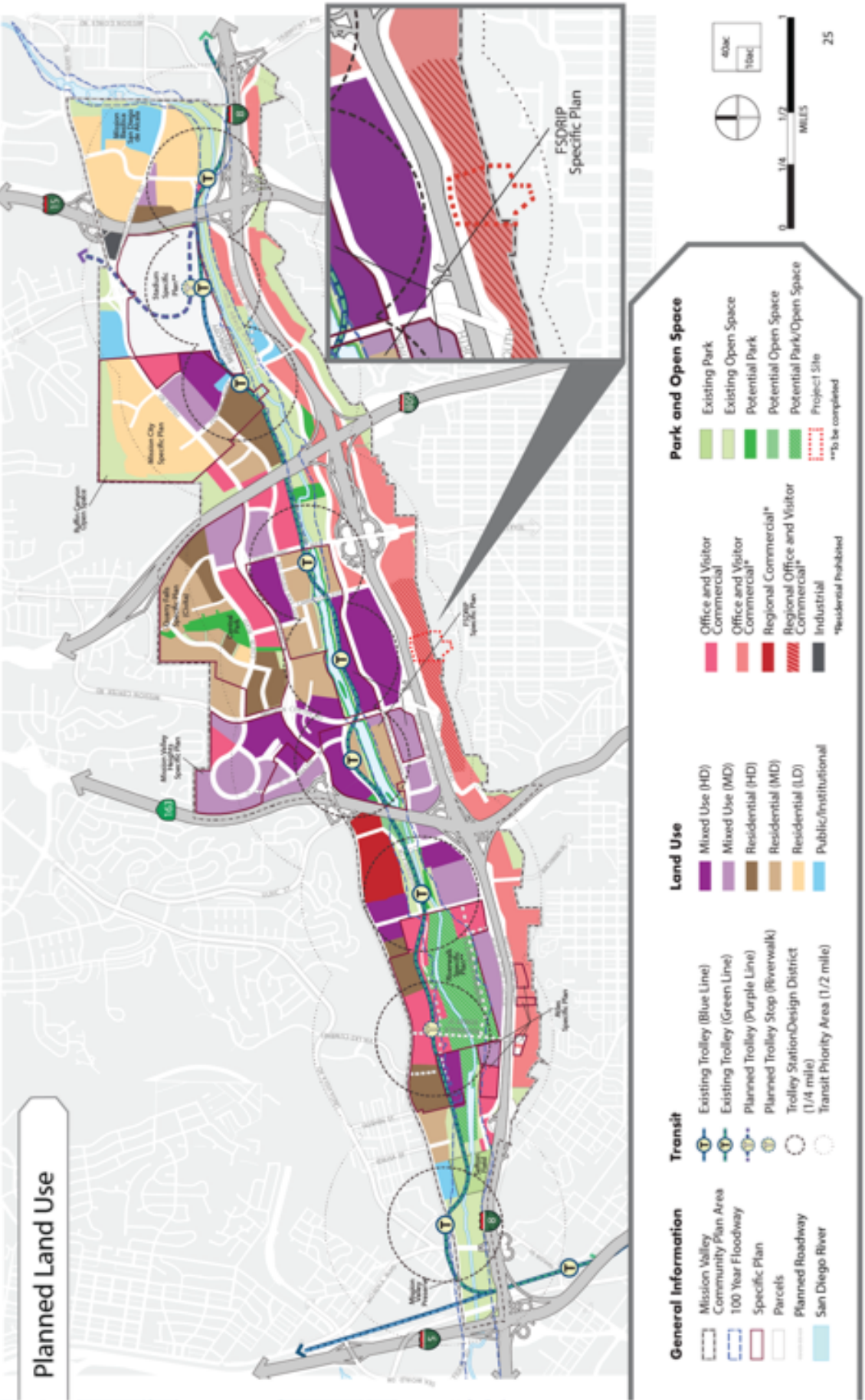


Walnut Creek, California

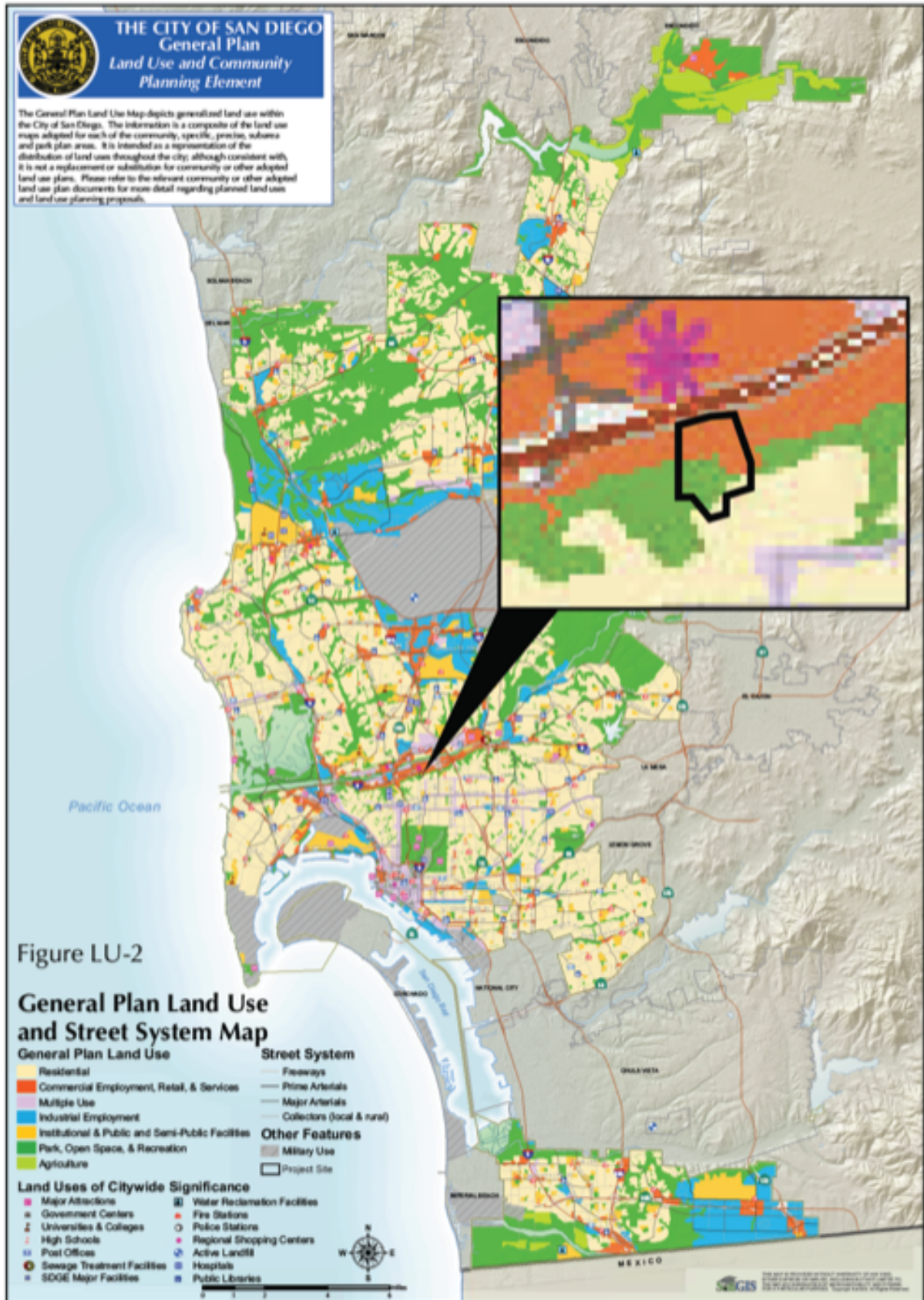
- Mixed-use dealership/multi-family residential
- Ideal location near existing job centers
- Convenient to transit, especially with SANDAG Regional Plan

Attachment E – Mission Valley Community Plan Land Use Map

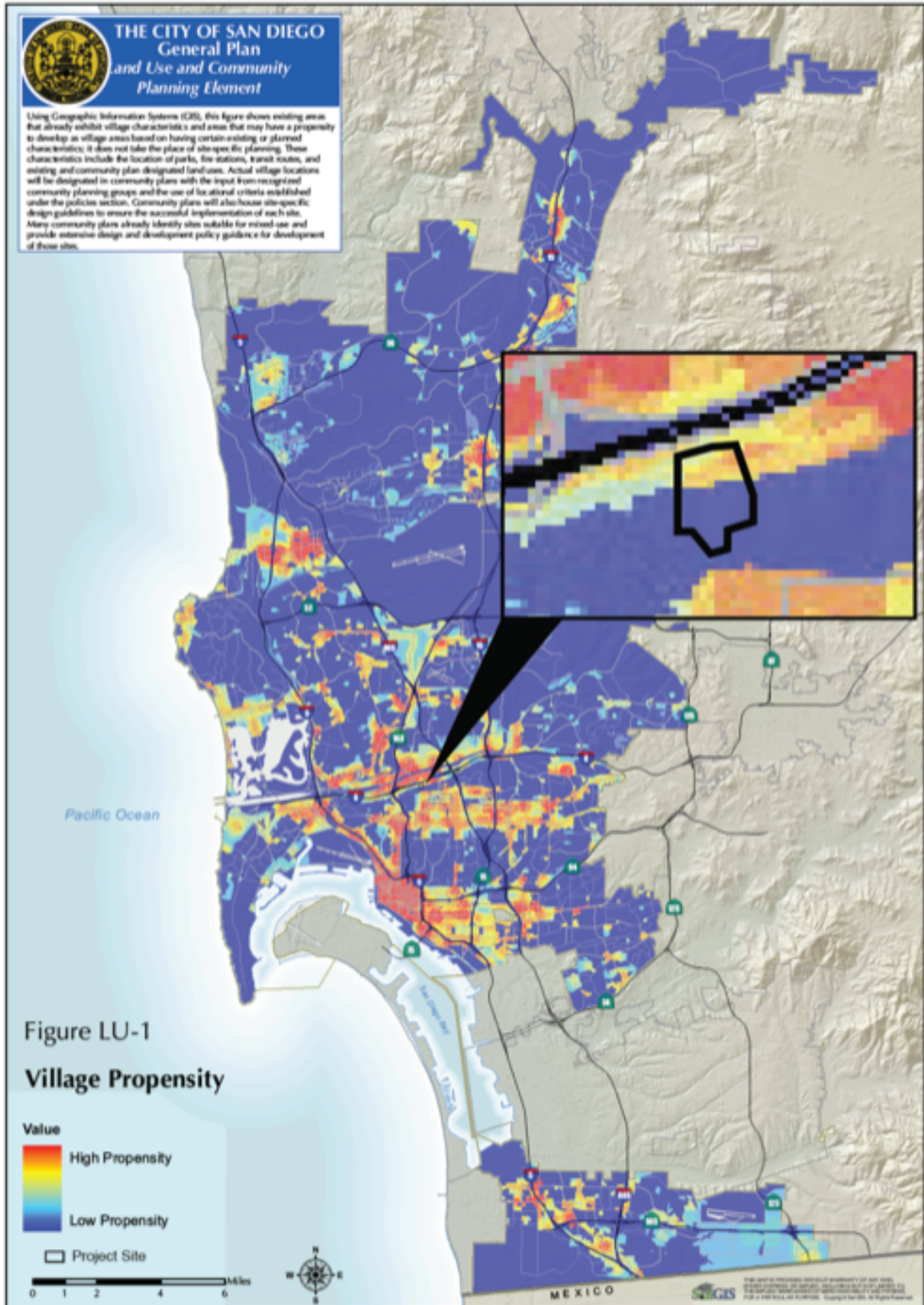
Figure 4



Attachment F – City of San Diego General Plan Land Use and Street System Map



Attachment G – City of San Diego General Plan Village Propensity



	<p>City of San Diego Development Services 1222 First Ave., MS 302 San Diego, CA 92101 (619) 446-5000</p> <p style="text-align: center;">Ownership Disclosure Statement</p>	<p style="text-align: center;">FORM DS-318</p> <p style="text-align: center;">October 2017</p>
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Approval Type: Check appropriate box for type of approval(s) requested: Neighborhood Use Permit Coastal Development Permit
 Neighborhood Development Permit Site Development Permit Planned Development Permit Conditional Use Permit Variance
 Tentative Map Vesting Tentative Map Map Waiver Land Use Plan Amendment Other _____

Project Title: MKB Redevelopment **Project No. For City Use Only:** _____

Project Address: 1441 and 1461 Camino del Rio South

Specify Form of Ownership/Legal Status (please check):

Corporation Limited Liability -or- General - What State? _____ Corporate Identification No. _____
 Partnership Individual

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property. Please list below the owner(s), applicant(s), and other financially interested persons of the above referenced property. A financially interested party includes any individual, firm, co-partnership, joint venture, association, social club, fraternal organization, corporation, estate, trust, receiver or syndicate with a financial interest in the application. If the applicant includes a corporation or partnership, include the names, titles, addresses of all individuals owning more than 10% of the shares. If a publicly-owned corporation, include the names, titles, and addresses of the corporate officers. (A separate page may be attached if necessary.) If any person is a nonprofit organization or a trust, list the names and addresses of **ANY** person serving as an officer or director of the nonprofit organization or as trustee or beneficiary of the nonprofit organization. A signature is required of at least one of the property owners. Attach additional pages if needed. Note: The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process.

Property Owner

Name of Individual: Jennifer Brown Owner Tenant/Lessee Successor Agency
Street Address: 1441 + 1461 Camino Del Rio South
City: San Diego State: Ca. Zip: 92108
Phone No.: 619-994-2885 Fax No.: _____ Email: jennifer@mkb.com
Signature: [Signature] Date: 2/2/22
Additional pages Attached: Yes No

Applicant

Name of Individual: Jennifer Brown Owner Tenant/Lessee Successor Agency
Street Address: 1441 + 1461 Camino Del Rio South
City: San Diego State: Ca. Zip: 92108
Phone No.: 619-994-2885 Fax No.: _____ Email: jennifer@mkb.com
Signature: [Signature] Date: 2/2/22
Additional pages Attached: Yes No

Other Financially Interested Persons

Name of Individual: _____ Owner Tenant/Lessee Successor Agency
Street Address: _____
City: _____ State: _____ Zip: _____
Phone No.: _____ Fax No.: _____ Email: _____
Signature: _____ Date: _____
Additional pages Attached: Yes No

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Upon request, this information is available in alternative formats for persons with disabilities.