
LAND USE

The major components of existing land use in Mission Valley are commercial, residential and industrial. Commercial activities are the primary land use, encompassing 634.14 acres or approximately 26 percent of the area. Residential uses currently occupy about eight percent of the Valley, while industrial activities (excluding the extractive areas) utilize 26.4 percent.

The proposed land use for certain large, vacant or redevelopable areas is multiple use, in keeping with the recommended plan alternative of “Moderate Development - Integrated Use” to be achieved through the use of Planned Commercial Development (PCD) permits or Specific Plans. Multiple use in Mission Valley will contain various combinations of commercial and residential uses.

RESIDENTIAL

In January 1984, 196.8 acres (8.13% of the land area) in the Mission Valley community planning area were devoted to residential land uses. At that time there were 4,834 housing units in Mission Valley. The few remaining single-family dwellings are scattered along Camino del Rio South between Texas Street and Fairmount Avenue, and along Hotel Circle South. These remaining single-family dwellings are among the last vestiges of the rural environment of the Valley, present since the early 1900s.

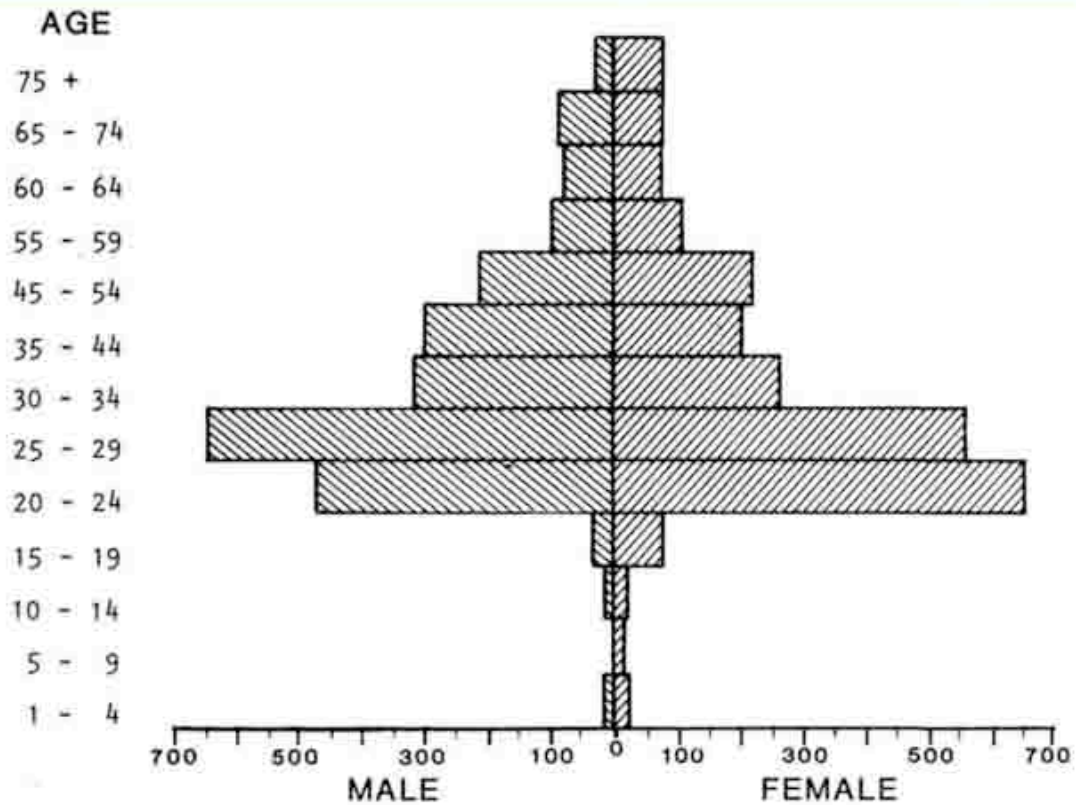
Recent residential development in the Valley has been primarily multiple unit structures. The largest concentration of these complexes is in the vicinity of the Mission San Diego de Alcalá (east of I-15), with the next largest grouping near Mission Valley. According to the Community Analysis Profile for the Mission Valley Community Plan area, there were in January 1984, 7,253 residents in Mission Valley. For new residential developments, vehicle trips generation rates decrease as the density of the development increases. This factor can affect the overall intensity of development in the Valley.

SANDAG Series V Population Forecast estimates a 54% increase in the total number of housing units in the Valley by the year 2000. This would result in a projected residential population of 9,716. However, currently approved projects and rezonings, and the nature of projected development indicate that a more realistic projection would be approximately 6,900 units or 11,200 residents. This discrepancy is due primarily to SANDAG’s assumption that new residential development will have a maximum density of 14 units per acre. In fact, proposed residential projects will be developing at densities of up to 73 units per acre.

The Plan (Concept 5) projects a planning area horizon year residential capacity of 15,159 dwelling units or 24,558 residents based upon the 1984 occupancy ratio of 1.62 residents per dwelling unit.

OBJECTIVES

- Provide a variety of housing types and densities within the community.
- Encourage development which combines and integrates residential uses with commercial and service uses.



AGE GROUP	# of PEOPLE	% of POPULATION
75 +	162	3.2
60 - 74	430	8.4
45 - 59	731	14.3
30 - 44	1163	22.7
20 - 29	2390	46.6
1 - 19	246	4.9
TOTAL	5122	

Population Characteristics (1980)

Mission Valley Community Plan

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FIGURE



PROPOSALS

- Encourage imaginative land development techniques and varied building site layouts.
- Provide amenities for residents such as recreation, shopping, employment and cultural opportunities within or adjacent to residential development.
- Encourage the design of residential areas so as to prevent the encroachment of incompatible uses and minimize conflicts (such as excessive traffic noise) with more intensive non-residential uses located nearby.

DEVELOPMENT GUIDELINES

Residential development should be in the form of generally self-contained areas. The following proposals are intended to achieve this concept:

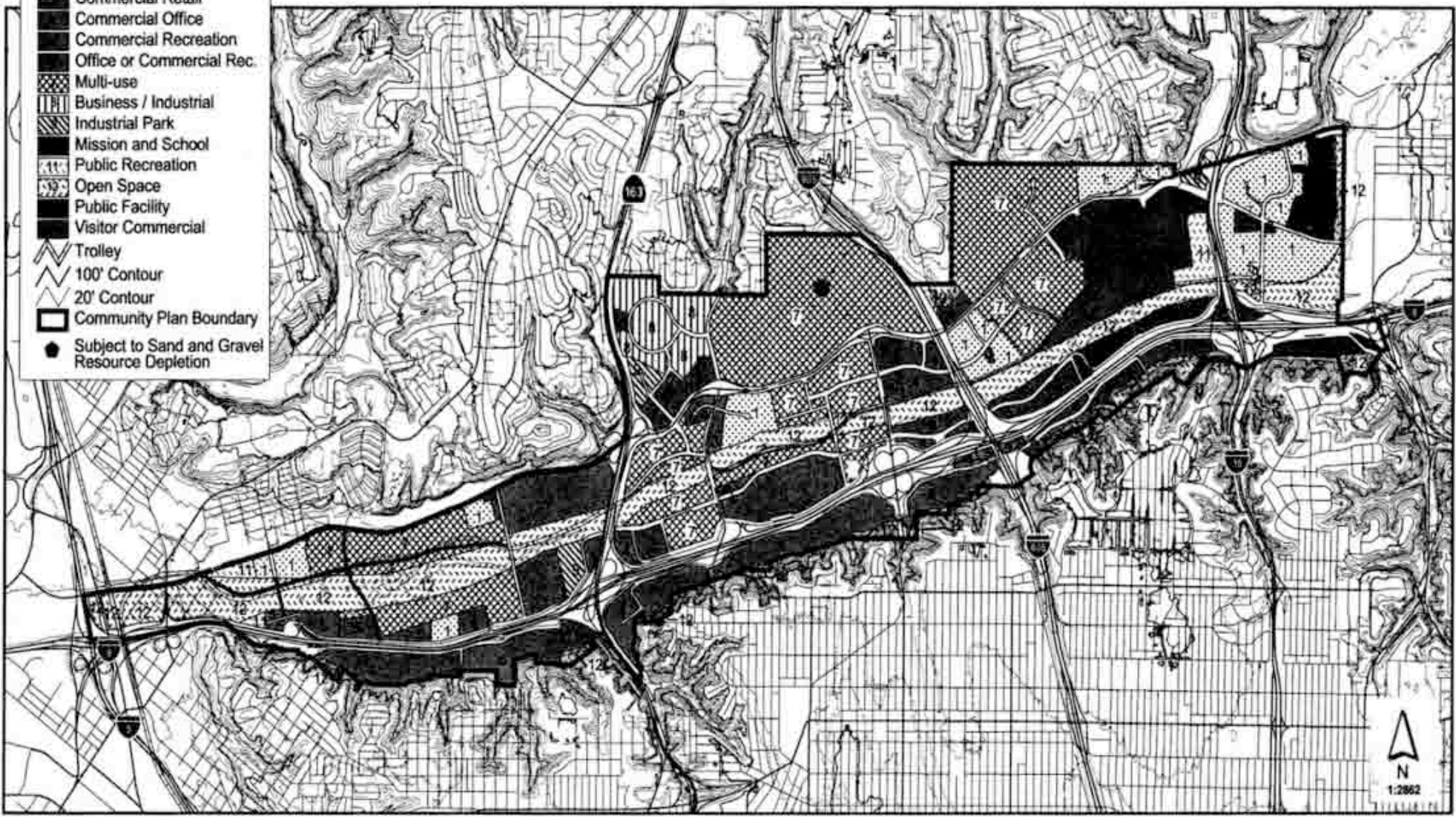
1. Provide amenities intended primarily for use by residents. These amenities should include:
 - a. Leisure activity areas.
 - b. Active recreational facilities.
 - c. Child care centers.
 - d. Neighborhood and convenience shopping and medical and other similar professional office complexes.
 - e. Cultural/educational opportunities.
 - f. Community facilities and services.
2. Design internal pedestrian and bicycle circulation paths to reduce dependency on the automobile and minimize conflicts among pedestrian, bicycle and automobile traffic.
3. Employ the Planned Development (PRD/PCD) approach to residential and/or commercial development to encourage a mix of housing types and densities, integration of commercial uses, and flexibility in site arrangement. Residential use will be allowed to occur without the use of PRD/PCD permits up to a maximum density of 14 dwelling units to the acre. However, higher densities of up to 73 dwelling units may be obtained through the Planned Development approach. This approach will ensure residents that higher density development will provide open space and recreational facilities.

TABLE 2
MISSION VALLEY – EXISTING ZONING*

Zone	Acres	Percent of Area
Residential/Single		
R1-40000	752.77	31.34
R1-10000	11.97	0.50
R1-5000	244.43	10.18
Subtotal	1009.17	42.02
Residential/Multiple		
R-1500	32.09	1.34
R-1000	154.43	6.43
R-600	18.15	0.76
R-400	8.22	0.34
Subtotal	212.89	8.87
Commercial		
CP	5.13	0.21
CR	132.84	5.53
CO	189.41	7.89
CN	16.78	0.70
CA	240.46	10.01
C	2.12	0.09
Subtotal	586.74	24.43
Industrial		
M-1B	97.71	4.07
M-1A	10.47	0.44
M-1	22.77	0.95
Subtotal	130.95	5.46
Miscellaneous		
A-1-1	40.10	1.67
FW	421.84	17.56
Subtotal	461.94	19.23
Total	2401.69	100.00

* July 1984 (Excludes Public Right-of-way)

- LEGEND**
-  Residential
 -  Residential / Office Mix
 -  Commercial Retail
 -  Commercial Office
 -  Commercial Recreation
 -  Office or Commercial Rec.
 -  Multi-use
 -  Business / Industrial
 -  Industrial Park
 -  Mission and School
 -  Public Recreation
 -  Open Space
 -  Public Facility
 -  Visitor Commercial
 -  Trolley
 -  100' Contour
 -  20' Contour
 -  Community Plan Boundary
 -  Subject to Sand and Gravel Resource Depletion



Land Use
Mission Valley Community Plan

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FIGURE

4. Discourage visitor-oriented uses from locating within predominantly residential areas to minimize conflicts between residents and tourists. These include:
 - a. Lodging facilities.
 - b. Outdoor amusements.
 - c. Theaters.
 - d. Other uses that tend to draw traffic from outside the community.
5. Encourage a wide variety of housing types and styles. Although detached single-family dwellings are probably not feasible, there are still many options available. These include:
 - a. Attached single-family dwelling (row or townhouses).
 - b. Low-rise garden multiple-dwelling structures.
 - c. Mid- and high-rise multiple-dwelling structures.
6. Relate residential development to other elements physically and architecturally. Important considerations should include compatibility, livability and attractiveness.
7. Encourage driveways serving residential units to take access from private streets.
 - a. Relate residential development to the traffic circulation system.
 - b. Encourage access to residential complexes from local or private streets.
 - c. Discourage direct access to residential units from:
 - (1) Collector streets.
 - (2) Major streets.
 - (3) Primary arterial streets.
8. Encourage mid- and high-rise multiple dwelling structures where:
 - a. They are compatible with surrounding development.
 - b. They are conveniently situated with regard to shopping and other amenities.
 - c. They are located within walking distance of transit lines.
 - d. There is adequate street capacity to handle traffic generated by such development.
9. Provide low- and moderate-cost housing.

10. Encourage housing designed for the elderly, especially in areas where residents daily needs can be easily met, particularly with easy access to public transit and public and community facilities.
11. Encourage close, easy access between residences and daily shopping facilities.
12. Encourage use of the citywide Low-Income Housing Bonus which provides a 25 percent increase in the permitted residential densities if the development includes a percentage of low-income units.
13. Permit medium- to medium-high density residential developments (up to 73 units per acre) in conjunction with commercial facilities, through the utilization of PRD/PCD permits.

COMMERCIAL

Although Mission Valley is noted for its commercial facilities, these uses currently comprise only about 26 percent of its land area. Commercial uses in the Valley can be categorized as commercial-retail, commercial-recreation and commercial-office. The western portion of the Valley (from Morena Boulevard to Fashion Valley Road) is predominantly used for commercial-recreation, the central section (between Fashion Valley Road and I-805) has a commercial-retail emphasis, and the primary use in the eastern section (between I-805 and I-15) is commercial-office.

The Plan (Concept 5) provides for the development of approximately 17 million square feet of office development, 4.3 million square feet of retail floor area and 9,800 hotel rooms. This level of commercial development is expected to generate an employment base of approximately 50,000 employees which is a 230 percent increase above the most recent employment figure of 15,000 (SANDAG, 1980).

This Plan also provides for self-storage facilities in appropriate commercial areas as support facilities for commercial and residential development. There are very limited opportunities in industrial areas of the community for these facilities, which are in growing demand due to the continuing development of higher density residential projects with their limited storage space. Providing these facilities within the Valley rather than at a more distant industrial location reduces the amount of travel required of local residents and businesses to patronize them. These facilities can be compatible with surrounding commercial development with the appropriate design, location and operational considerations.

Commercial-Retail

Retail uses can further be divided into regional, freestanding and neighborhood/convenience. Generally, the larger the retail center, the fewer daily vehicle trips are generated by that land use. This can result in greater intensity of new retail developments depending upon the overall transportation impacts.

Regional Retail

The most intensive commercial activity in Mission Valley Center is contained in the two regional shopping centers—Mission Valley Center and Fashion Valley Center. The Mission Valley Shopping Center currently contains 88 establishments, including such major retailers as the May Company, Montgomery Ward, Bullock's, Walker Scott and J.J. Newberry. An expansion of the shopping center recently added a Saks Fifth Avenue store and other small retail shops. The total land area for the Mission Valley Center and Mission Valley Center West is 77 acres, with about 1,219,000 square feet of useable retail space. Additional retail floor area of approximately 300,000 square feet is proposed for this shopping center as part of the First San Diego River Improvement Project Specific Plan.

The Fashion Valley Shopping Center contains 80 establishments (January 1981), including The Broadway, Buffum's, Robinson's, J.C. Penney and F.W. Woolworth. The total land area for Fashion Valley Center is about 76 acres, with about 1,345,000 square feet of useable retail space. Fashion Valley Center has recently completed an expansion that added Neiman-Marcus and Nordstrom Department stores and other smaller stores. This expansion added about 341,000 square feet of retail space to the original center.

Freestanding Retail

Freestanding retail uses are establishments that generally tend to locate outside of shopping centers, and often comprise “strip” commercial developments along heavily traveled streets. Example of freestanding retail uses in Mission Valley include automobile service stations, restaurants, automobile sales showrooms and furniture stores, all of which encourage or demand the use of the automobile as their only means of accessibility and, by their very nature, discourage or preclude pedestrian access. The existing freestanding retail areas are located west of Mission Center Road along Camino del Rio North, and along Camino del Rio South between SR-163 and Texas Street.

Neighborhood/Convenience Retail

Neighborhood/convenience retail shopping centers provide for the day-to-day needs of residents. They are typically located within or adjacent to residential neighborhoods. The only convenience shopping facility within Mission Valley is Rancho Mission Plaza, located at the intersection of San Diego Mission Road and Rancho Mission Road. This three-acre center contains several establishments that could be considered neighborhood/convenience businesses. Although there is a convenience food store, delicatessen and restaurant, there is no full line supermarket characteristic of a neighborhood shopping center. Residents of Mission Valley must travel to Grantville, Serra Mesa, Linda Vista or other communities for groceries and other daily needs. However, it is anticipated that future residential development, increases in the number of retail and office employees and the needs of residents in adjoining communities (i.e., those residential developments, existing and proposed, along the north side of Friars Road in the Linda Vista and Serra Mesa communities) will create the necessary demand for neighborhood convenience centers complete with supermarkets. These centers, when designed and developed, should be integrated with residential and other supportive development in order to encourage pedestrian patronage and reduce dependence upon vehicles for access.

Commercial-Recreation

Commercial-recreational uses include lodging facilities (hotels and motels), recreational facilities (health clubs, tennis and racquetball courts) and entertainment facilities (theaters and convention centers). Each of these uses generates different rates of average daily vehicle trips, which can be a determining factor in the permitted intensity of any new development.

Lodging Facilities

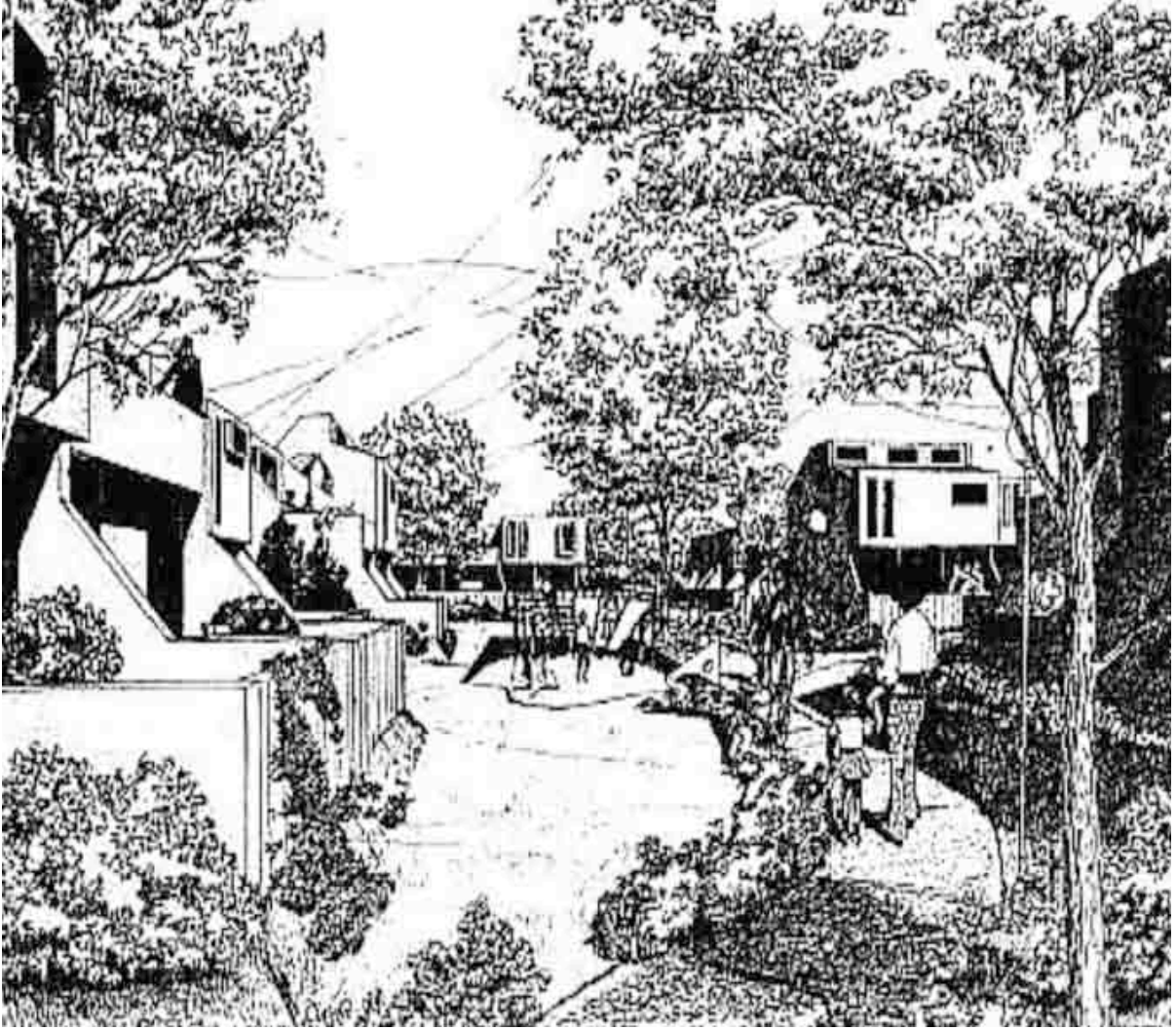
There are generally two types of lodging facilities in the Valley—low “intensity” resort motels and high “intensity” urban hotels. Low-intensity motels typically have a “room density” of 15 to 30 rooms per net acre, are one or two stories high, and have spacious, open grounds. High-intensity urban hotels are characterized by room densities generally of 30 to 65 rooms or more per net acre, are three or more stories high, and have limited open ground. Currently, most lodging facilities are located along Hotel Circle, west of SR-163, however, a number of hotels are proposed, approved, and/or permitted by existing zoning in other areas of the community. At present, there are 3,864 rooms in 17 establishments.

Recreational Facilities

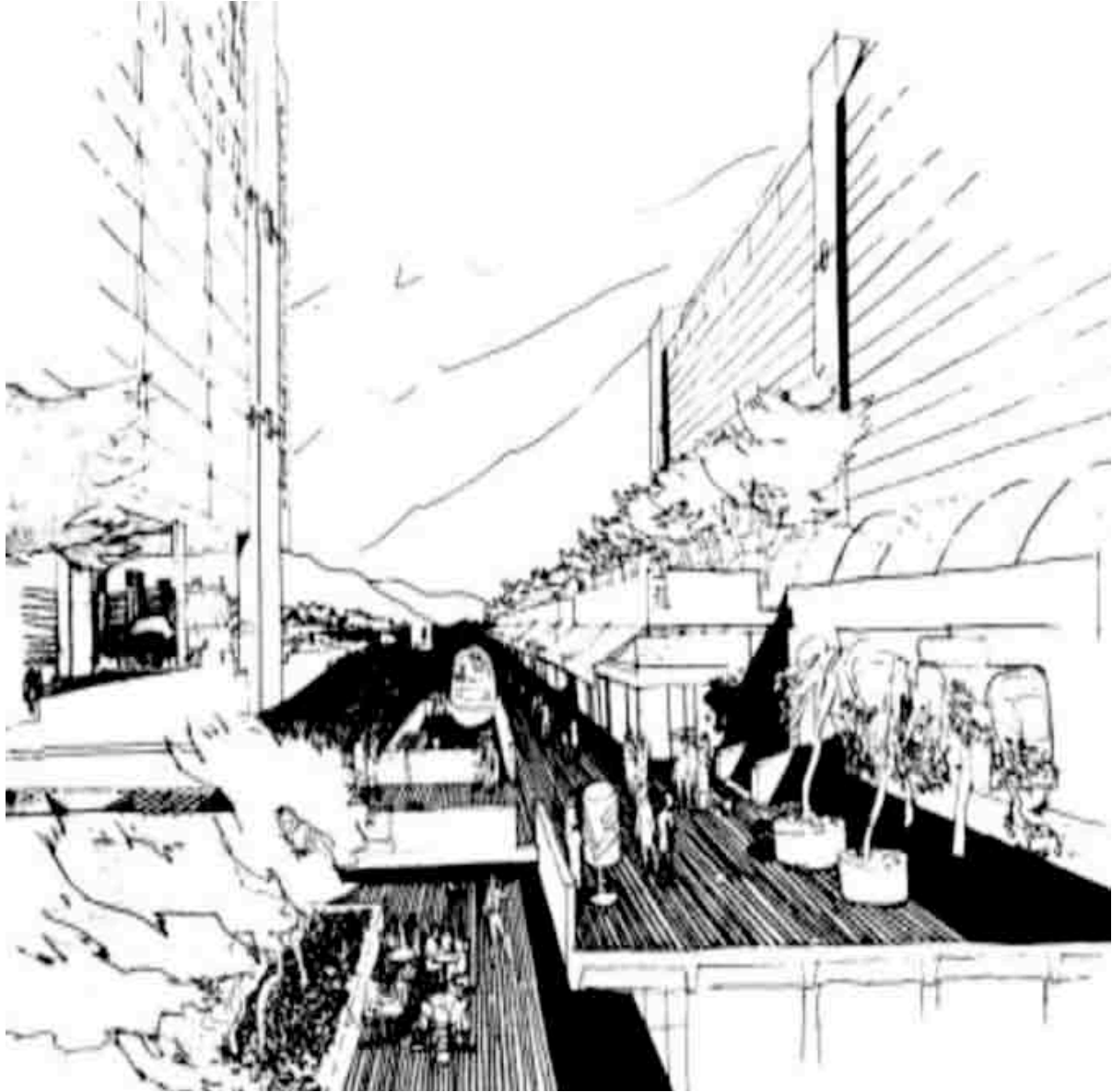
Outdoor recreational uses include the golf courses and athletic fields. The Stardust (206 acres) and River Valley golf courses (33 acres), are the predominant existing land uses in the western portion of the Valley. Athletic fields, leased from the City and Stadium Authority, comprise approximately 13 acres. Indoor recreational facilities include two major health and tennis clubs. These are generally located in the western portion of the Valley; however, one health club and racquetball court is located on Rancho Mission Road, at the eastern end of the Valley.

Entertainment Facilities

Entertainment uses located in the Valley include motion picture theaters, bars and restaurants, and the privately operated convention facility. Currently, four motion picture theaters are located in Mission Valley. Numerous bars and restaurants are located in the Valley, many of which feature live entertainment. These restaurants attract customers from the region as well as nearby hotels and motels. The convention facility located in the Town and Country Hotel complex is used as a concert hall in addition to its regular function.



Suggested character of Residential development in Mission Valley



Suggested character of Commercial development at Urban Nodes within the Valley

Commercial-Visitor

Business–Serving Hotels

The commercial-visitor category is primarily intended to provide for establishments catering to the lodging, shopping, or dining needs of visitors/travelers. The permitted uses within the commercial-visitor category are defined in Section 101.0426.1 of the Municipal Code. There currently is only one site located within the Plan which is designated as commercial-visitor, Lots 15 and 16 of the Mission Valley Heights Specific Plan.

This site consists of a limited-service hotel built within Mission Valley Heights Industrial/Business Park. Limited-service hotels are typically built within industrial/business parks to serve the corporate/business traveler, are two stories high, have a room density of 40 to 42 rooms per net acre, and are “limited” in that they do not provide pools/spas, restaurants, or meeting/conference facilities. The limited service hotel is assessed a vehicle trip generation rate of 5 ADTs/room.

Commercial-Office

The commercial-office category generally includes the following: multi-tenant office buildings; single purpose office-administrative facilities; professional-medical buildings; and financial institutions. There are major office clusters located on Hotel Circle North, at the interchanges of I-8 and SR-163, and I-8 and Texas Street, and at the Mission Center-Friars Road interchange. The rest are scattered along Camino del Rio South east of Texas Street and have recently become the predominant new use along Camino del Rio North, east of I-805. Most of the office-administrative developments consist of low-rise complexes.

The area along Camino del Rio South, although designated for commercial-office development also provides an opportunity for residential development as an alternative land use through the provisions of PCD/PRD permits.

Currently, there are approximately 4,000,000 square feet of office space in Mission Valley with additional amounts of square footage approved by rezonings and PCD permits. For purposes of transportation planning related to land use, office uses have been further categorized as: large commercial (over 100,000 square feet of gross floor area); small commercial (less than 100,000 square feet of gross floor area); governmental; and medical. Each of the categories generates different rates of average daily vehicle trips, which will affect the permitted intensity of development.

OBJECTIVES

- Encourage multi-use development in which commercial uses are combined or integrated with other uses.
- Maintain Mission Valley as a regional retail center.
- Provide a full range of retail uses.

- Encourage visitor-oriented commercial development.
- Encourage continuation of existing and development of new commercial-recreational uses, particularly along the San Diego River.
- Encourage new commercial development which relates (physically and visually) to existing adjacent development.
- Provide support facilities for commercial and residential uses, including storage space.

PROPOSALS

- Provide neighborhood/convenience commercial facilities near, or as part of, residential developments.
- Utilize planned developments to combine different commercial uses together with other uses.
- Encourage commercial-office development which includes personal services for employees such as cafeterias, barbers, dry cleaners, etc.
- Encourage commercial-recreational uses and other related uses (restaurants, sports facilities and equipment, specialty shops, etc.) to locate adjacent to the river.
- Allow self-storage facilities in appropriate commercial areas and under limited conditions, as described under Development Guidelines.

DEVELOPMENT GUIDELINES

- Provide parking garages as an integral part of new development utilizing existing ground level spaces for retail activity. These parking garages should be adjacent to public streets.
- Locate neighborhood/convenience uses toward the center of residential areas to promote pedestrian and/or bicycle access and therefore reduce reliance on the automobile.
- Connect various developments (new and existing) by transit, pedestrian, and bicycle routes to discourage intra-Valley auto traffic.
- Provide commercial-retail development in areas that are pedestrian-oriented and have pedestrian linkages to other pedestrian activity areas. Retail-oriented parking facilities should be located in close proximity the developments.
- Provide for self-storage facilities with a planned development permit under the following conditions:
 - The site should be north of Friars Road or south of I-8.

- The site should be isolated from areas of high pedestrian activity, and otherwise located where it will not functionally or visually disrupt other uses, such as remnant or isolated parcels.
- There should not be a proliferation of this use in commercial areas.
- The maximum usable area of the site should be two acres.
- The development should be consistent with its surroundings and be similar in appearance to other permitted uses in the zone, such as office, hotel, or retail.
- Loading areas should be internal to the structure.
- No outside storage should be permitted.
- Hours of operation should be limited.
- Businesses should not be permitted to operate within the storage spaces.
- Encourage multiple uses on the site, such as retail on the front or upper floors.
- The development should be consistent with all other recommendations of this Plan.
- This use when in commercially designated areas requires a planned development permit.

INDUSTRIAL

Industrial land uses in the Valley include a pipeline tank farm, a newspaper publishing facility, industrially zoned areas north of Friars Road, and small group of industrial and distributional uses located near the Mission San Diego de Alcala.

The San Diego Pipeline Company owns a high-pressure underground pipeline that brings liquid fuels from Norwalk, California to the petroleum tank farm located at Friars Road and I-15. Most of this facility lies north of Friars Road, in the Serra Mesa community planning area.

The San Diego Union Tribune plant, located at the northwest quadrant of I-8 and SR-163, is a combined administrative and industrial distribution facility. In terms of strict land use classification, a newspaper plant is industrial. However, it may be permitted in any zone if a Conditional Use Permit (CUP) is granted by the City Council.

There are two areas north of Friars Road zoned for industrial development. One area is immediately east of I-805. The second area, Mission Valley Heights Specific Plan Area, lies between Mission Center Road and SR-163. A portion of this area has already developed in commercial-office; a portion has been approved for a “limited service” hotel serving the surrounding industrial business park uses, while other portions have been approved for industrial park.

The cluster of industrial, distributional, and “heavy” commercial uses located at San Diego Mission and Rancho Roads has diminished in recent years. Remaining are a water bottling plant and a precision valve manufacturer.

Sand and Gravel

Sand and gravel operations and related activities occupy about 596 acres, including 240 acres undergoing annexation. Three firms are operating sand and gravel extraction facilities in Mission Valley at this time: Fenton, Conrock and Hazard.

The first Fenton operation covers about 240 acres located just west of the San Diego Jack Murphy stadium. It is operating under City CUP No. 82-0014. Upon annexation, the development of this property will be determined through a specific plan. Any specific plan adopted will comply with the objectives, proposals, and development guidelines included in this Plan. The second Fenton operation covers about 55 acres located in the vicinity of Mission Center Road and Friars Road. It is operating under CUP No. 82-0005.

The Conrock operation covers about 256 acres, located in the vicinity of Friars Road and Stadium Way. It is operating under City CUP No. 5073 (as amended and extended) and City CUP No. 82-0315. A portion of the operation south of Friars Road will be eventually developed under the provisions of the First San Diego River Improvement Project Specific Plan.

The Hazard operation is located on the southeast quadrant of SR-163 and Friars Road. City CUP 174 PC regulates this 49-acre property. Unlike Fenton and Conrock, Hazard is primarily engaged in construction contracting and the storage and sale of sand and gravel and unit masonry products.

Mission Valley contains three types of aggregate deposits: lower San Diego River alluvial material, predominantly sand; Stadium conglomerates, which yield almost exclusively coarse aggregate before crushing; and metavolcanics which must be crushed in order to be used as aggregate material. Of the total resources, the conglomerates are the most abundant. Of 6,545 million tons of total resources, 177 million tons are acceptable grades of sand and 6,368 million-tons are acceptable grades of gravel. A calculated 152 million tons of aggregate resources lay within the non-urbanized areas of Mission Valley (“Mineral Land Classification of the Western San Diego County Production Consumption Region,” California Division of Mines and Geology, 1981).

OBJECTIVES

- Continue sand and gravel operations in the community until depletion is reached.
- Require and enforce land reclamation which is consistent with municipal, state and federal guidelines during and following termination of extraction activity for subsequent reuse.

PROPOSALS

- Retain and maintain those industrial uses which will be compatible with the commercial and residential development of the Valley.
- Allow existing sand and gravel operations and related activities to continue until depletion of aggregate resources is reached. This can be achieved by renewing, and when necessary, amending existing permits. The existing review procedure should ensure compliance with all conditions.

RE-USE DEVELOPMENT PROPOSALS

1. Relationship to Existing Development

- All development should be oriented away from the mesa.
- New development should be a logical extension of existing land use.
- Support facilities needed for new development should be provided within the new development or in adjacent lowlands. No additional burden should be placed on existing schools, parks and local shopping facilities on the mesa.
- Streets serving new development should be connected to the road network, and not to major streets serving residential areas on the mesa.

2. Environmental Problems

- Environmentally sensitive issues should be addressed in each precise development plan. These should include but not be limited to the following: air quality; flood hazards; high quality habitats and adjacent open space systems; hillside preservation and conservation; carrying capacity of the local street system and the impact of Jack Murphy San Diego Stadium.
- Ideally, depletion or termination of mining operations should be reached in any given extraction area before re-use begins. If this proves infeasible, new development should be sufficiently buffered from continued mining operations to meet existing noise and air pollution standards; present no danger to public health, safety and welfare; and minimize environmental conflicts.
- The use of Planned Developments and Specific Plans should be encouraged to assure the highest quality of development and sensitive treatment of the environment.



Suggested character of Industrial/Business Park development

3. Land Use Guidelines

- When land within an existing sand and gravel extraction area is proposed for urban development, multiple land uses should be considered and processed consistent with the land use and development guidelines of the Multiple Use Development Option of this Plan.

4. Implementation Guidelines

- New development should be logical and cohesive, not piecemeal or fragmented.
- If two or more entities are operating in a given extraction area, they should coordinate their activities to assure logical, cohesive development and minimize environmental conflicts.
- In recognition of the large areas involved, changing economic conditions, and the extensive time frames necessary for complete re-use, Specific Plans for parcels of ten or more acres and Planned Developments for parcels of less than ten acres should be utilized to process development plans. Development plans should include specific land use allocations, development intensities (floor area square footage for office and retail uses, number of guest rooms for hotels, and number of dwelling units for residential development), complete street networks, and, if applicable, phasing programs.

DEVELOPMENT GUIDELINES

- Apply appropriate land reclamation measures to all sand and gravel operations. These reclamation measures should begin before the termination of extractive activities. Ensure compliance with the State Surface Mining and Reclamation Act of 1975, City ordinances, and all subsequent legislation concerned with the reclamation and rehabilitation of mined land. This will be achieved by requiring the approval of a reclamation plan for all natural resource operations: The following criteria are proposed to guide the evaluation of such reclamation plans:
 - a. Contour finished slopes so they blend into the surrounding terrain.
 - b. Control erosion caused by storm runoff and other water sources.
 - c. Plant and seed recontoured slopes with local native-drought resistant trees, shrubs and grasses. If possible, the planting pattern should be in keeping with the native growth on adjacent unmined lands or with that of other hillside areas within the valley.
 - d. Create water areas wherever possible to further enhance the greenbelt flood control concept. This will enhance the unique setting of the floodplain area and will help to replace riparian habitat areas, lost elsewhere in the Valley.
- Develop feasible land use conversion plans in the form of specific plans for the reuse of terminated sand and gravel operations and related lands. Because these lands which are presently undergoing extraction are significant in terms of acreage, it is anticipated that they may develop under the multiple use development option.

MULTIPLE USE DEVELOPMENT OPTION

A “multi-use development” means a relatively large-scale real estate project characterized by:

- Two or more significant revenue-producing uses (such as retail, office, residential (either as rentals or condominiums), hotel/motel, and/or recreation—which, in well-planned projects, are financially supportive of the other uses.
- Significant functional and physical integration of project components including uninterrupted pedestrian connections, if available, to adjacent developments.
- Development in conformance with a coherent plan (which frequently stipulates the type and scale of uses, permitted densities and related items), and
- Public transit opportunities and commitments.

This definition clearly differentiates multi-use developments from other forms of land use and also identifies “common denominator” characteristics of multi-use projects with a minimum number of criteria.

These two or more uses should be significant (e.g., retail should be more than site-serving convenience facilities) and revenue-producing (e.g., to amortize cost over time and provide a reasonable return. In most multi-use projects, revenue-producing uses consist of retail, office, residential, and/or transient (hotel/motel) facilities. Two or more revenue-producing uses in the project usually imply large-scale development.

Another defining characteristic of multi-use development is a significant physical and functional integration of project components. All project components; should be interconnected by pedestrian ways, although (physically) this integration can take many forms:

- vertical mixing of project components into a single structure, often occupying only one parcel.
- Careful positioning of key project components around centrally located focal points (e.g., a shopping gallery or hotel containing a large central court).
- Interconnection of project components through an elaborate pedestrian circulation network (e.g., subterranean concourses, walkways and plazas at grade and aerial bridges between buildings, or
- Extensive use of escalators, elevators, moving sidewalks, bridges and other mechanical or structural means of facilitating horizontal and vertical movement by pedestrians.
- Permanent pedestrian linkages to public transit systems.

Whatever their form, “coherent” plans for multi-use development typically set forth at a minimum the types and scale of land uses, permitted densities, and those areas on the site where different kinds of development are to occur. Plans for projects entailing substantial public improvements should specify respective responsibilities and financial obligations (e.g., for provision of on-site and off-site improvements) on the part of public and private sectors. These documents guide—and in the case of some projects, govern—development as to scale, timing, type, and density of buildings and relationships among project components, open space and public improvements on the site. This distinguishes such projects from unplanned mixing of uses often resulting from the separate, unrelated actions of several different developers. In Mission Valley, multi-use projects (in the form of specific plans) are proposed for the majority of the large undeveloped parcels and redevelopable areas.

There are four significant revenue-producing land uses in Mission Valley. They are: 1) Commercially-Retail; 2) Commercial-Office; 3) Commercial-Recreation; 4) Residential. These four revenue-producing uses in a single project create a “multi-use” development and are usually found in a large-scale project.

Multi-use projects may also include separate structures on separate parcels of land providing that the creation of parcels and designation of uses is the result of a plan approved for the entire designated project and it meets the basic criteria for a multi-use project.

Multi-use is an option for developers. It may be applied for through a PCD Permit or through a Specific Plan. In general, the Specific Plan should be used for projects of ten or more acres. This may vary, however, and should be determined on a case-by-case basis. An application for a multi-use project should include:

- Location, scale, size, and proposed use of all buildings.
- A schematic plan of pedestrian areas (plazas, courtyards, etc.) and interconnecting usable paths.
- Vehicular access plan including streets, parking, goods delivery and linkages to the public circulation system (freeways and major surface streets).
- A landscaping plan to tie the various uses together.
- A financing and maintenance plan for any and all public facilities or improvements.
- Linkages to the public transit system.
- Other land use controls as may be required to conform to the urban design guidelines included in the **Urban Design Element** of this Plan.

This multi-use option is intended to encourage comprehensive developments which will minimize the need for an over reliance on automobile access and emphasize pedestrian orientation and proximity to public transit. Density bonuses may be given to such developments if they can incorporate some of the bonus provisions included in the **Development Intensity Element**. Additional development intensity based upon increased traffic generation may be permitted if it can be shown that: 1) the additional traffic generation can be accommodated; or 2) additional improvements can be made to the circulation/transportation system which will accommodate the increase in traffic generation.

OBJECTIVE

- Provide new development and redevelopment which integrates various land uses into coordinated multi-use projects.

PROPOSALS


- Include a variety of revenue-producing uses in each large-scale multi-use project.
- Ensure functional and physical integration of the various uses within the multi-use project and between adjacent uses or projects.
- Combine uses within a multi-use project to create a 24-hour cycle of activity.


Figure 6
Removed by
City Council
April 21, 1992

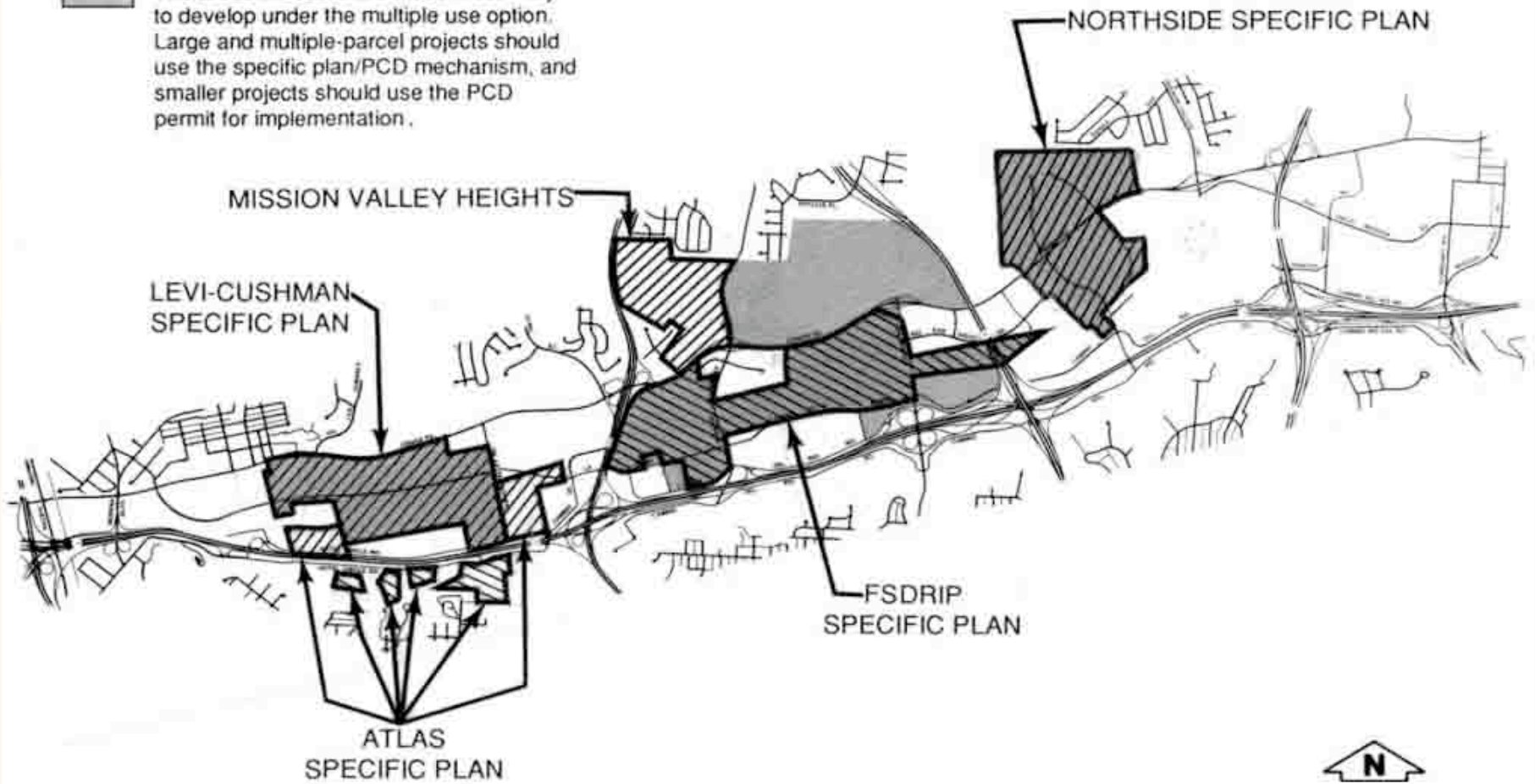
Figure 7
Removed by
City Council
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Figure 8
Removed by
City Council
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Figure 9
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City Council
April 21, 1992

 These areas are covered by adopted specific plans. Refer to the identified specific plan document for more detailed information.

 The areas indicated are those most likely to develop under the multiple use option. Large and multiple-parcel projects should use the specific plan/PCD mechanism, and smaller projects should use the PCD permit for implementation.



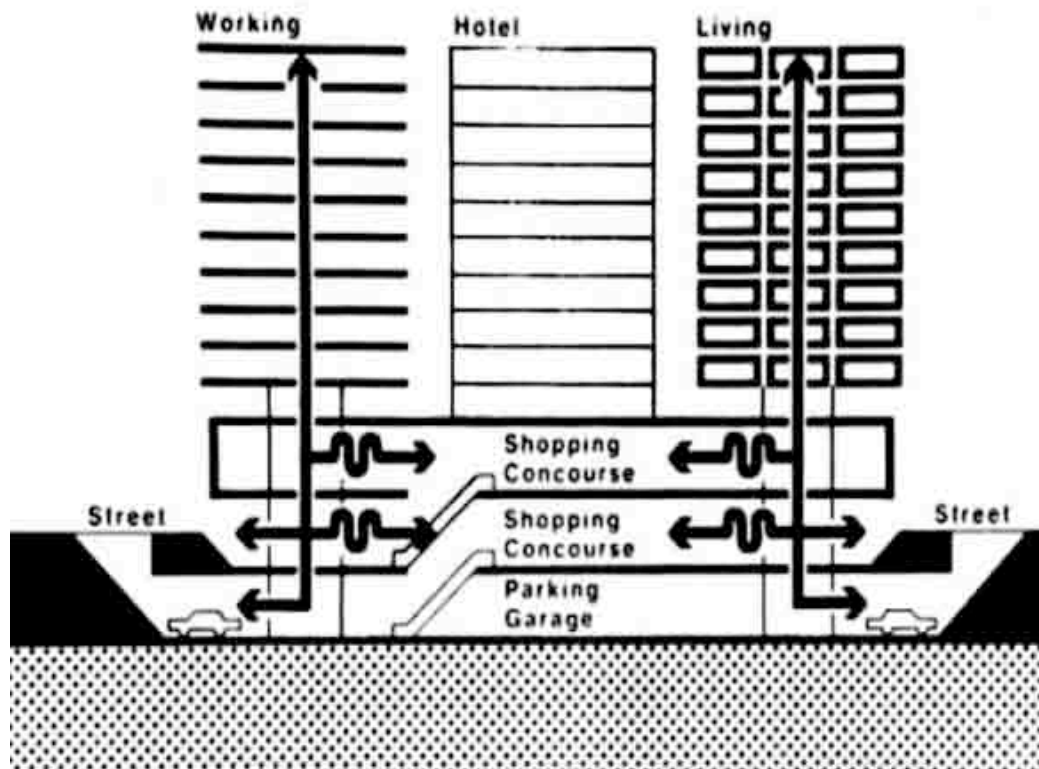
Specific Plan/Multiple Use Areas
Mission Valley Community Plan

10
FIGURE



DEVELOPMENT GUIDELINES

- Multi-use development projects should include all of the following design elements:
 - a. Separate vehicular access and delivery loading zones.
 - b. People-oriented spaces.
 - c. Compatibility with adjacent development.
 - d. Uninterrupted pedestrian connections.
- Encourage activity on a 24-hour basis within a development project by including one or more of the following types of uses in addition to office and retail:
 - a. Restaurants.
 - b. Theatres.
 - c. Hotels.
 - d. Residences.
- Multi-use development projects should be processed and evaluated through the use of PCD permits and/or Specific Plans.



Conceptual design for a mixed use or highly integrated multiple use development