

**C3 Topic Committee: Mission Valley**  
**Notes from 1/24/2019 Meeting**

**PROCESS**

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Step 1: Meet

- Arrange a meeting with stakeholders and advocacy group to determine key goals (Top 3 priorities) – need to set these and identify how to gain influence on conditions of the sale agreement between the City of San Diego and SDSU.

Step 2: Organize

- Create advisory group to work with City and provide input on plan – implement city public engagement standards
- Identify city staff responsible for project
- Approach City Council and establish priorities/lens early on

Step 3: Identify Allies and leverage relationships

- Mayoral candidates could be a voice; also new Councilmembers who ran on listening to community voice
- New SANDAG Director
- Who are the negotiating teams at SDSU/City/Alumni
- SDSU Alumni > SDSU Foundation - Alumni are powerful voice
- Economic development corps.
- Chamber of Commerce
- USD

**IDEAS**

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**Environmental and Historic Impact**

- What is the environmental impact of the demolition of the stadium with its close proximity to the river?
- Site design and grading should follow the natural behavior of the river and land.
- How will the site help to make open space much more accessible to the public beyond the scope of the stadium site development?
- How will the historic designation of the stadium be addressed? C3 could advocate to save the stadium.

**Program: Open Space, Entertainment, and Tech-Driven Economic Development**

- Mission Valley is the most underdeveloped land in San Diego. How will they avoid a “shopping cart” scenario where program and building typologies are quickly dropped in without consideration of context and long-term development?
- How much open space should be planned, beyond required minimum?
- C3 could recommend to enlarge the river park and its contents to be consistent with the plan created by the San Diego River Park Foundation, and provide a permanent source of funding for its operation and maintenance. This will be a major asset to SDSU and the rest of the city.

- C3 could recommend that the site provide a large plaza or gathering place that can serve the needs of both the school and the community as a whole. Mission Valley currently lacks such a feature. It can be a site for university, civic, and cultural events.
- There is interest in a central gathering space that will accommodate both passive and active programming like an amphitheater.
- C3 could recommend the site include opportunities for development of a commercial entertainment district (which could grow beyond the boundaries of the site) for use by both the school community and the surrounding community.
- C3 could recommend that the site identifies itself as a new node for technology-related commercial and academic development, but at a scale that takes into account the amount of such space already existing and planned in other areas.
- Will the plan include a diverse mix of housing, especially for low and moderate income households, including students?
- Will the plan incorporate design suggestions from the local planning and architectural communities, as to aesthetics and sustainability?

### **Connectivity and Transit**

- The weakest part of the current plan is how it fails to integrate with surrounding communities.
- How will new roads, freeway off-ramps, bicycle paths, and walking trails move people to and through the site? There might need to be a major freeway infrastructure project to direct people from I-8 and I-15 into the site.
- How and where will parking be integrated?
- Planning should be zoomed out well beyond the stadium site into much of Mission Valley.
- While this project can't solve the transit deficits throughout all of Mission Valley, how will it set an example?
- Will the site plan for a density that takes full advantage of proximity to mass transit?

## **C3 PROGRAMS**

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### **A. Potential Breakfast Dialogue Topics**

- Environmental Impact
- Transit and Connectivity: parking, transit, bicycle and pedestrian access
- Open space programming: How much land and how much access?

### **B. Urban Crawl Targets**

- From immediately adjacent communities to stadium site to experience and observe opportunities for connectivity
- Identify a successful example of what we want to see at another location and do a Crawl there for inspiration
- Invite representatives, SDSU planners to participate in crawl

### **C. Resources or actions to consider:**

SDSU Scoping Meetings for Draft Environmental Impact Report  
<http://missionvalley.sdsu.edu/community-engagement.html>