

# Serra Mesa Planning Group

A Recognized San Diego City Planning Group - Serving the Citizens of Serra Mesa

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August 20, 2026

Mayor Todd Gloria  
City of San Diego Administration Building  
202 C Street, 11<sup>th</sup> Floor  
San Diego, CA 92101

RE: Mission Village Shopping Center, 9280 Gramercy Dr, and Guild Mortgage building, 9160 Gramercy Dr

Dear Mayor Gloria,

Since this area is in the center of the community, along a major traffic route, and one of the few remaining undeveloped parcels in Serra Mesa, the Serra Mesa Planning Group (SMPG) is concerned about the future of this property, and the current status of any permitted development there. SMPG passed a motion on August 20, 2026 to send this letter requesting information about the project, and an explanation and justification for the approval process. Following a brief historical background are a list of questions that we would like answered.

## Background

**9280 Gramercy Dr** – former Mission Village Shopping Center (demolished in 2002). Site currently vacant

3/30/2004 – Mission Village - Project No. 6547, Planned Development Permit No. 57551. Approval for 160 rental units and 15,000 sf retail (8,000 sf along Ruffin Rd and 7,000 sf at Ruffin/Gramercy corner), \$500,000 security to be used for improvements to Serra Mesa if the applicant does not apply for a building permit to redevelop the gas station corner within one year after the service station lease has terminated and a “no further action” letter (refers to remedial action for the underground storage tanks). Resolution Number [R-299042](#), [R-299050](#). No development ever occurred.

11/30/2005 – Approval for condominiums, required to make the community room available to community at no cost, if food and drink are served, a nominal cleaning fee may be assessed if the facility is not returned to its original condition, and condominium owners have an assigned parking space deeded to them. Hearing Officer Report No. HO-05-217 indicates location is 3310 Ruffin Rd and 9174-9280 Gramercy Dr. No development ever occurred.

2/26/2025 – [PRJ-1131973](#), preliminary review for 9280 Gramercy Dr, proposed “199 for-sale dwelling units, eight of which shall be set aside as Shopkeeper Units.” Closed on 10/8/2025.

**9160 Gramercy Dr** – former Guild Mortgage building site (Vacant structure destroyed by fire July 5, 2026)

5/14/2025 – [PRJ-1136506](#), Discretionary Project (Process 1) for 9160 Gramercy, proposed “A Tentative Map Exemption on approx. 9 acres zoned CC-1-3 for 199 for sale dwelling units, 8 of which shall be set aside as shopkeeper units.” Accela Citizen Portal currently shows Recheck Required.

## Questions

- PCD Permit 57551 approved in 2004 for “Lots Nos 1 and 2, Parcel Map 8791” grants permission for a 160 unit apartment complex and 15,000 sf of commercial space on a 9.1 acre site.
  - Is this permit still approved, active, or usable?
  - Was the \$500,000 security it required collected? Was it used for improvements to Serra Mesa since the gas station corner was never developed?
  - The 2007 Letter signed by Kelly Broughton of San Diego Development Services Department (attached) suggests that recordation of Parcel Map 19768 (which appears to consolidate Lots 1 and 2) on June 21 2005 constitutes utilization of Permit 57551, and as such the Permit continues to grant permission for the development describe in it without need for an extension.
  - Is this a correct interpretation?
- PRJ-1131973 for 9280 Gramercy Dr proposed 199 for sale dwelling units
  - Which lot(s) or parcel(s) would be developed under the scope of this project?
  - The project record status is Closed. Does that mean this scope was approved, denied, or abandoned?
- PRJ-1136506 for 9160 Gramercy Dr (opened 5/14/2025) states the scope as “A Tentative Map Exemption on approx. 9 acres zoned CC-1-3 for 199 for sale dwelling units, 8 of which shall be set aside as shopkeeper units.”
  - What is the justification for allowing Process 1 without requiring any community input for such a large project? Or does community input come later under a different Project for the actual development?
  - DSD Accela information shows this Project pertains to Parcel 429-010-3300 and 492-010-3500, which suggest it's the whole 9.1 acres covered by Parcel map 19768 (comprising both 9160 and 9280 Gramercy Dr). Is this an accurate understanding of the extents of this Project?
  - If it is only for Lot 1, does that mean that Lot 2 could have future development of similar scope (such as the 160 unit development from Permit 57551)?
  - Does this project supersede PCD Permit 57551? Does it supersede PRJ-1131973?
  - If so, do the requirements in PCD Permit 57551 (such as the \$500,000 to be paid for improvements in Serra Mesa, or the requirement for the community room within the project to be made available) still apply? If not, what would invalidate those requirements?
  - Who is the project applicant? Who currently owns, or will own, this site?
  - If this project is moving forward, how can we get more detail about the mix of units, quantity of parking, clarity on the size/configuration of shopkeeper units, etc?
  - What are the next steps in the approval process or execution of this project?
- Irrespective of these projects, who is responsible for demolition and removal of debris from the burned down structure at 9160 Gramercy (former Guild Mortgage office building)? When will this clean up occur?

We would appreciate a response to this letter prior to the next SMPG meeting on September 17.

Sincerely,

Chris Rosemond  
Chair, Serra Mesa Planning Group

cc: City Councilmember Raul Campillo  
cc: Michaela Valk, Director of Community Engagement, Office of Mayor Todd Gloria