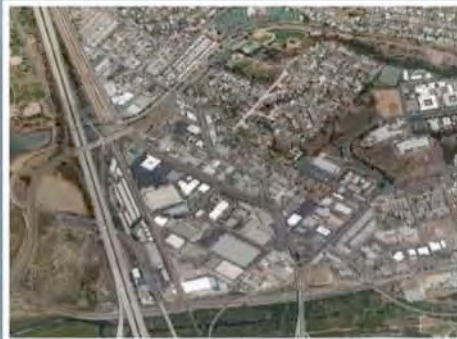


Morena Boulevard Station Area Planning Study

City of San Diego
Development Services Department



Bay Area Economics
Nelson Nygaard
PMC
JLC



Morena Boulevard Station Area Planning Study

EXISTING CONDITIONS





Morena Boulevard Station Area Planning Study: Existing Conditions

Land Use

- Describes existing situation and desired (future) uses
- Examples include residential, commercial, industrial, etc.





Morena Boulevard Station Area Planning Study: Existing Conditions

Land Use

- **Study area** includes mostly **commercial** and **industrial** land uses, with **limited multi-family residential**.
- **Adjacent land uses** are primarily single family (north) **residential** and mixed residential (south)

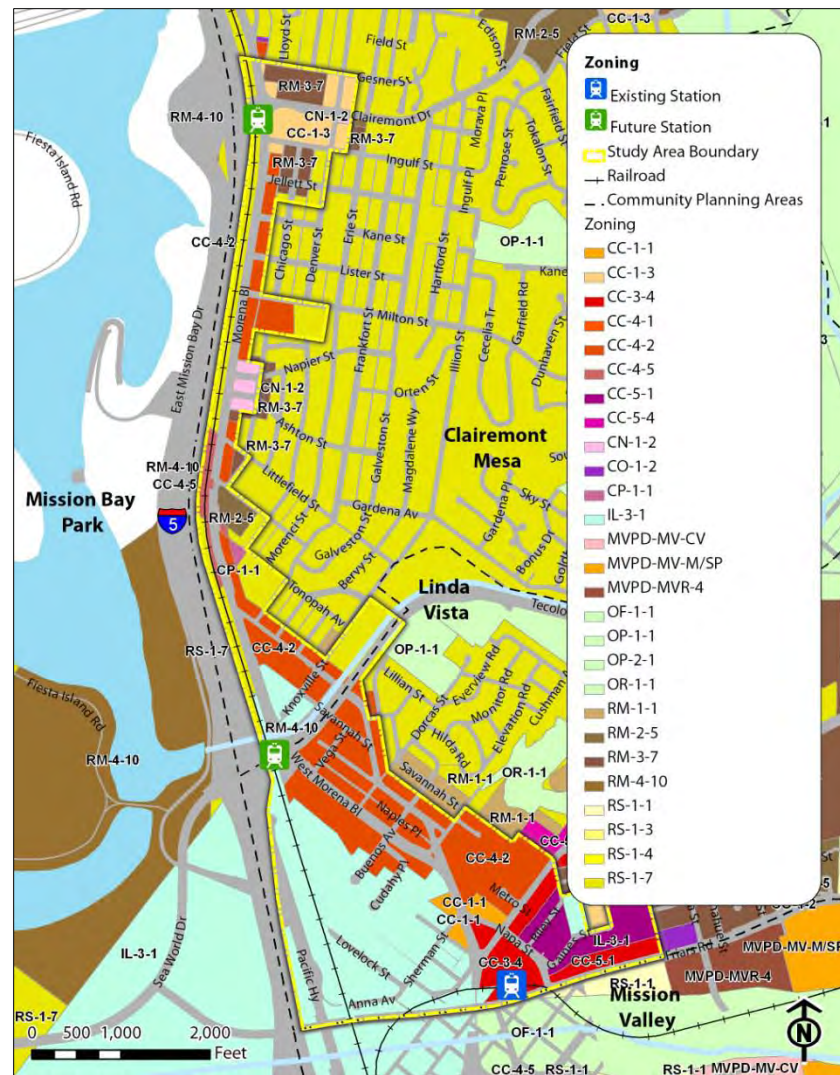




Morena Boulevard Station Area Planning Study: Existing Conditions

Zoning

- Used to **regulate existing uses/structures.**
- Examples include **CN zones** (commercial – neighborhood), **CC zones** (commercial – community), **RM zones** (residential – multiple units), **RS zones** (residential – single unit), etc.

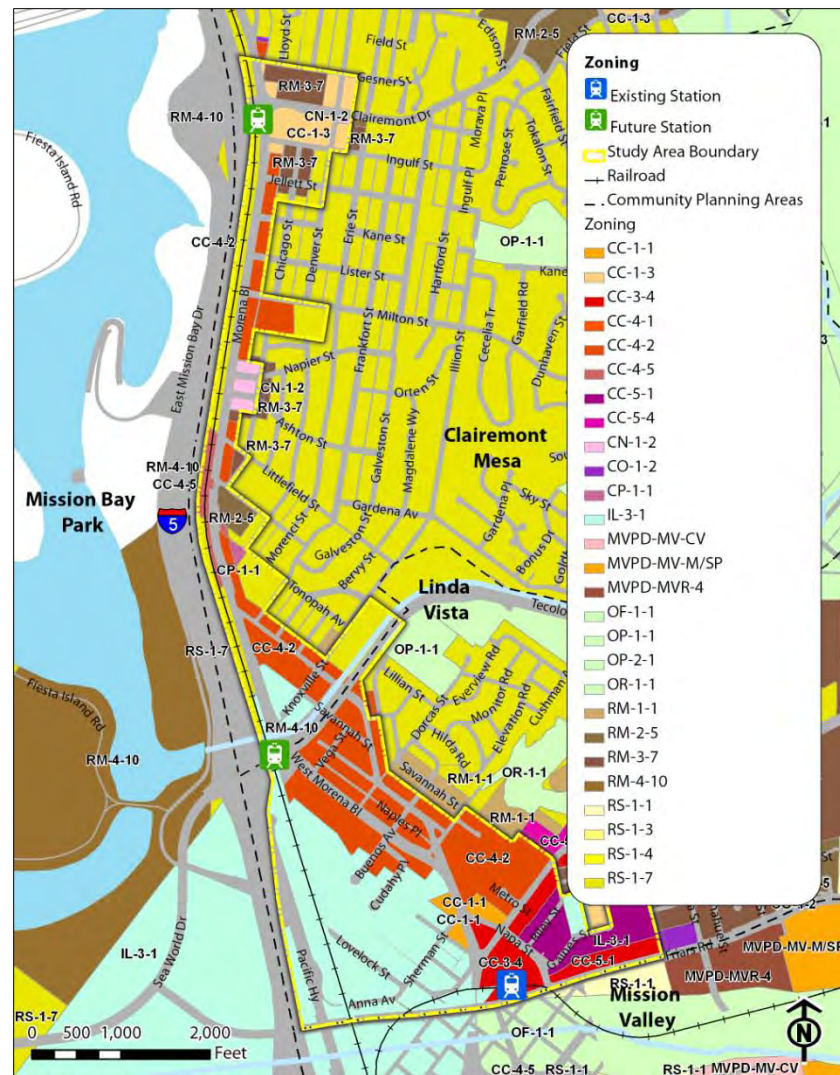




Morena Boulevard Station Area Planning Study: Existing Conditions

Zoning

- As with land use, most zones are **commercial** and **industrial**, with **limited multi-family** residential
- Many existing **commercial zones also allow mixed use** (commercial and residential)
- Existing **range of heights**
- Existing **range of residential density/FAR**

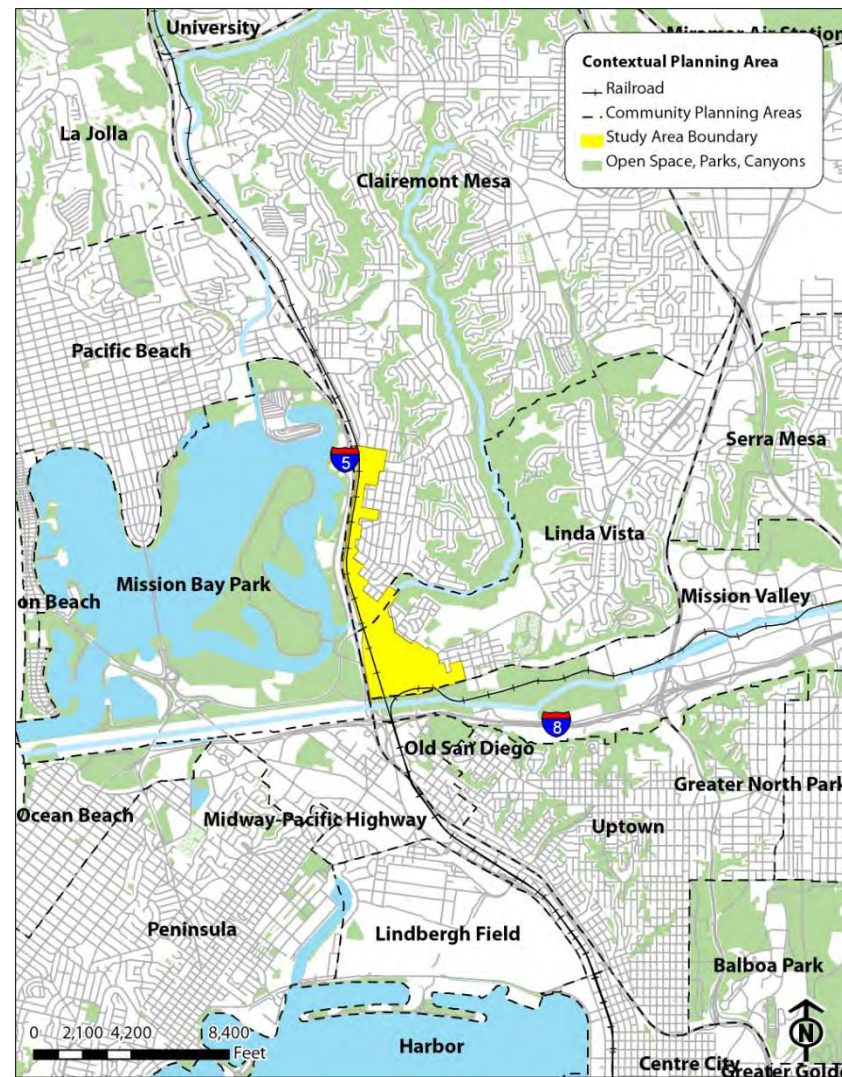




Morena Boulevard Station Area Planning Study: Existing Conditions

Community Planning Areas

- **Local units** of the City of San Diego's "City of Villages" approach to the **General Plan**
- Study area encompasses portions of the **Linda Vista** and **Clairemont Mesa** planning areas

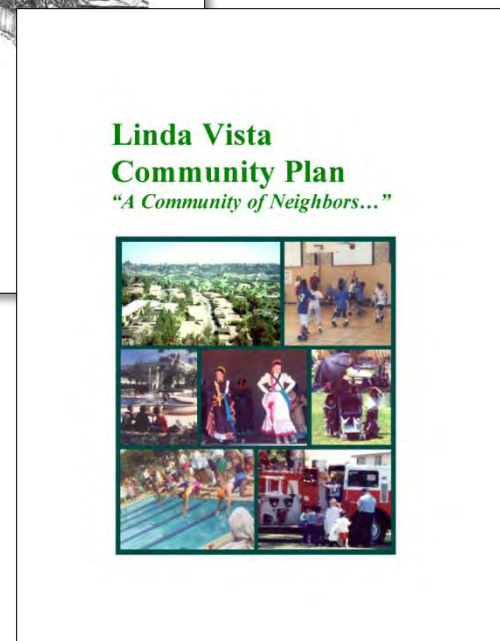
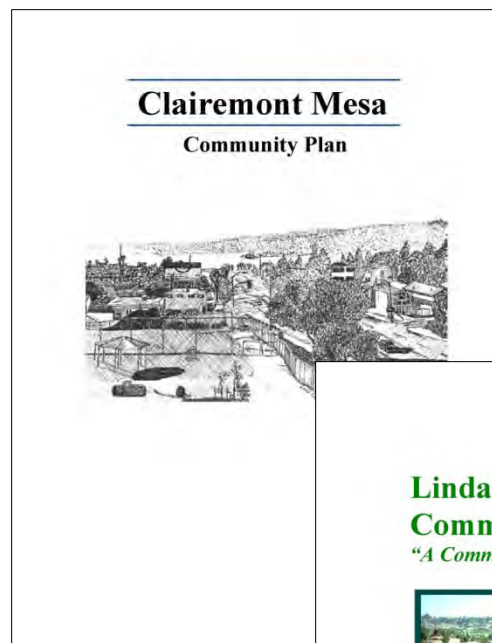




Morena Boulevard Station Area Planning Study: Existing Conditions

Community Plans

- Establish a **future vision** for the community planning area by identifying **desirable land uses**
- Also can identify **recommendations for special areas**, roadways/intersections, etc.

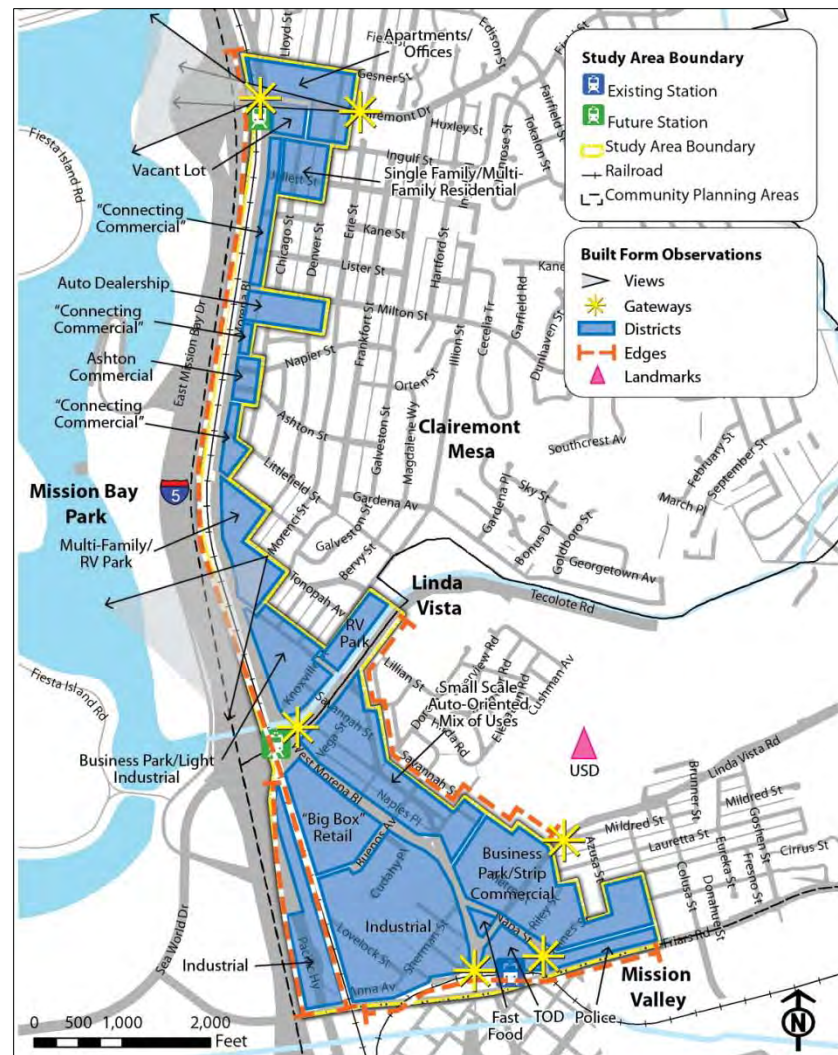
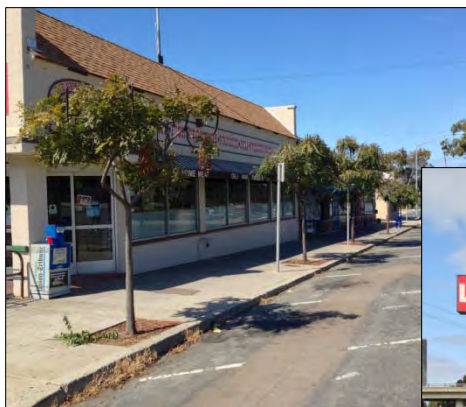




Morena Boulevard Station Area Planning Study: Existing Conditions

Built Form/Perceptual Landscape

- Includes views, gateways, districts, edges, and landmarks





Morena Boulevard Station Area Planning Study: Existing Conditions

Built Form/Perceptual Landscape

- **Edges constrain study area** except to the northeast
- **Gateways** into the study area **lack character, memorability**
- The study area has many **small districts** with **no cohesive character**





Morena Boulevard Station Area Planning Study: Existing Conditions

Built Form/Perceptual Landscape

- **Few views of Mission Bay** are possible, even with close proximity
- The buildings of **USD** provide the most **prominent landmark**, but only in the south of the study area





Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- What is mobility?



Walking



Biking



Driving



Riding

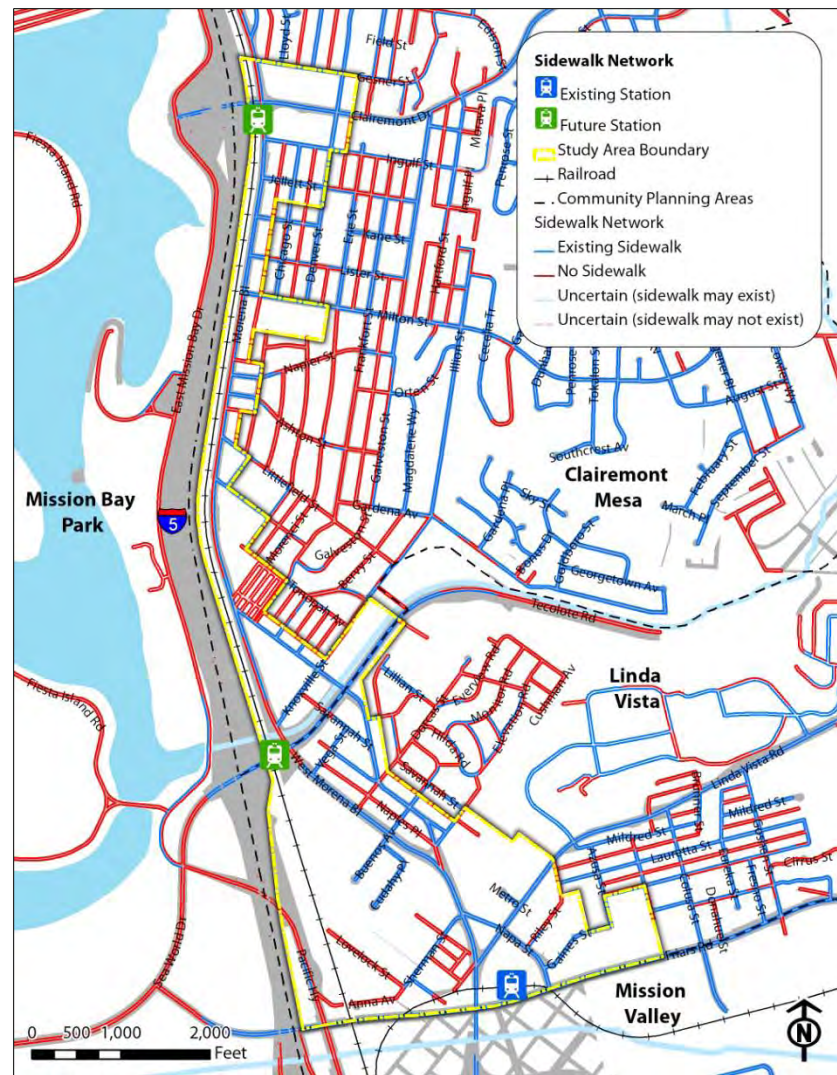




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Sidewalks are **inconsistent** and in **poor condition**, generally
- Many nearby **residential areas lack sidewalks** altogether
- Some **blocks are long** and street **crossing locations are few**





Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Besides retail/commercial destinations, the study area has numerous **destinations**:
 - Bay Park Elementary
 - Mission Bay Park
 - SD Humane Society
 - Tecolote Recreation Center

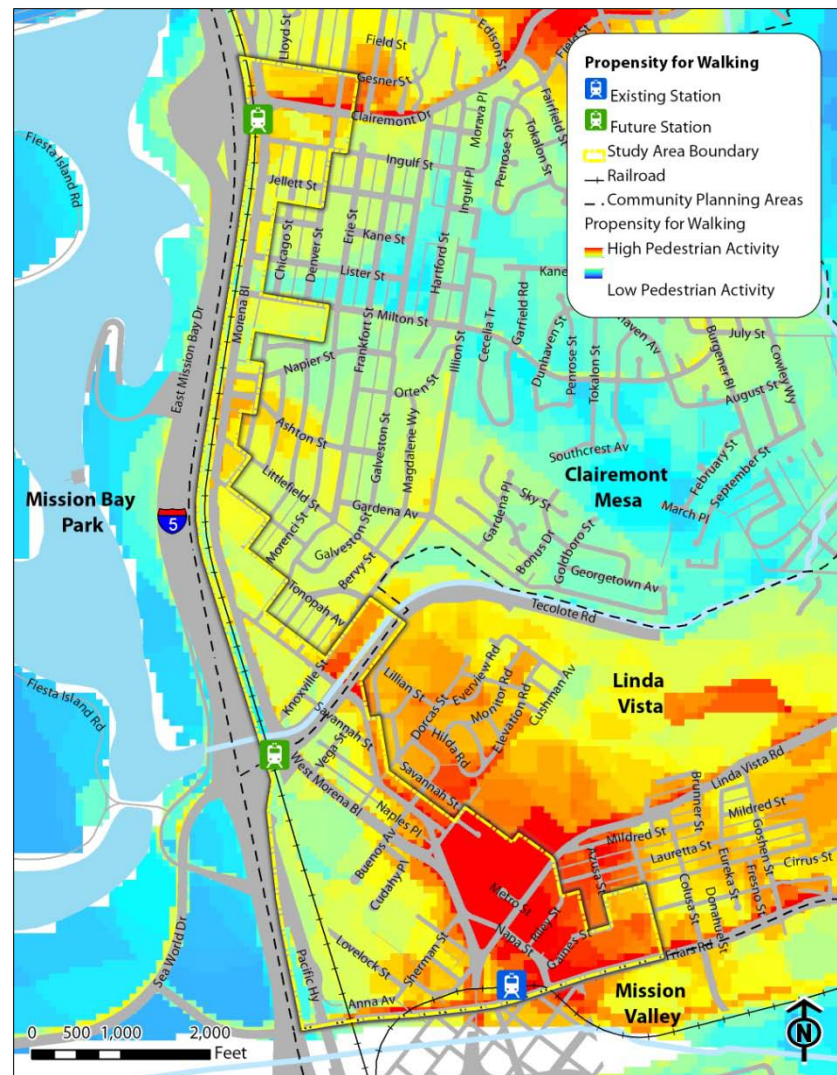




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Taking many elements into account, **propensity for walking is greatest in the south**, between Morena Blvd and Linda Vista Road
- Most of Morena Blvd has an existing moderate propensity for walking

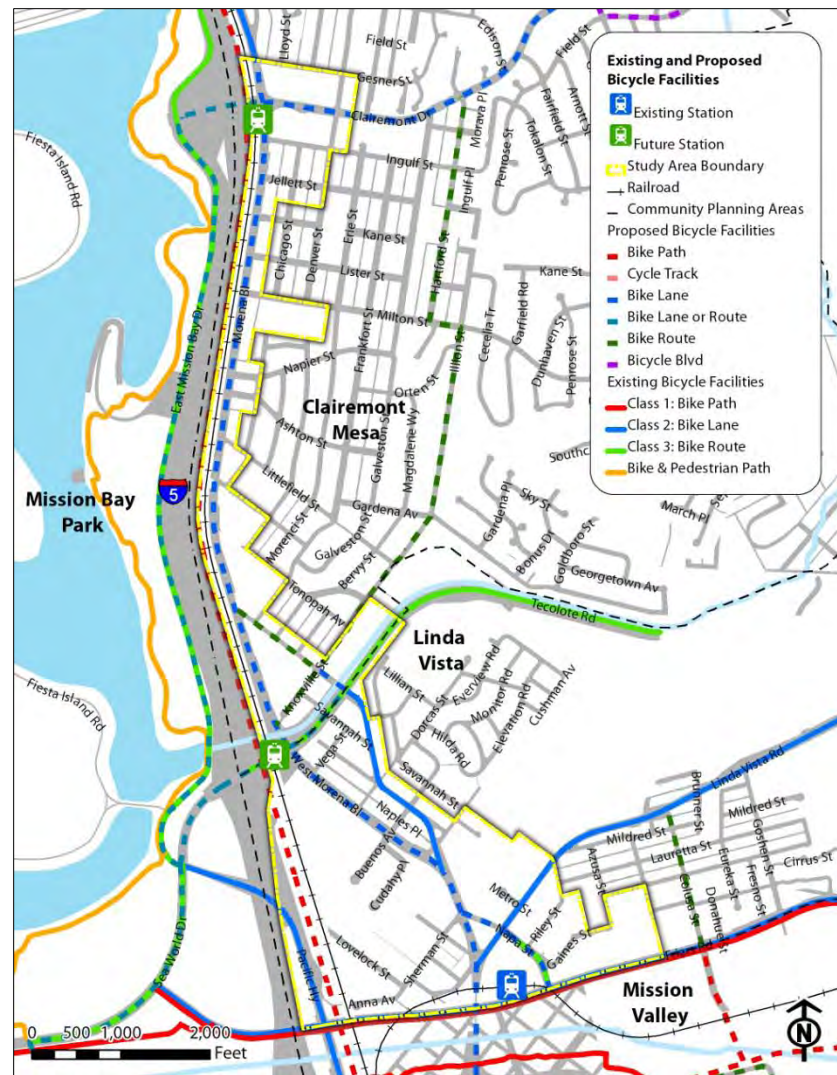




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Bicycle Facilities
 - **Existing facilities serve southern area:** Friars, Linda Vista, Pacific Hwy, Morena (to Tecolote)
 - Proposed facilities would connect northern area

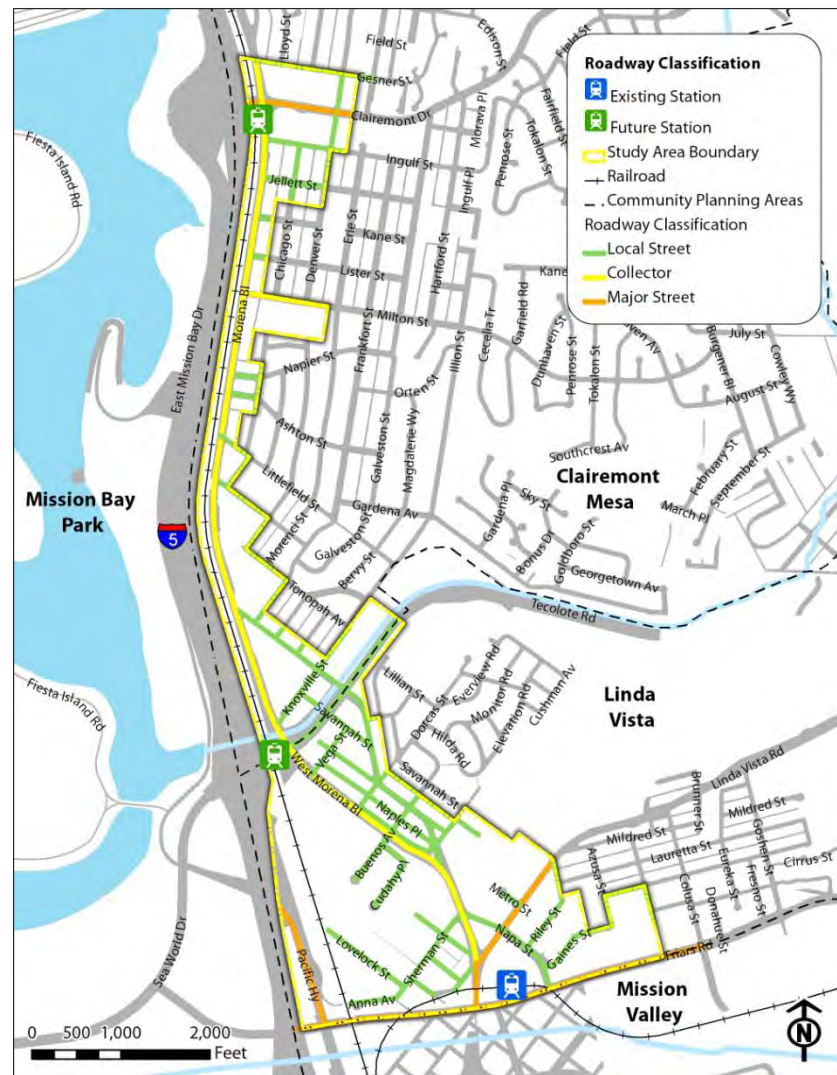




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Roadway Classification
 - Clairemont, Pacific Hwy, Linda Vista, Friars are **“major streets”**
 - Morena/W Morena, Milton are **“collectors”**
 - Rest are **“local streets”**

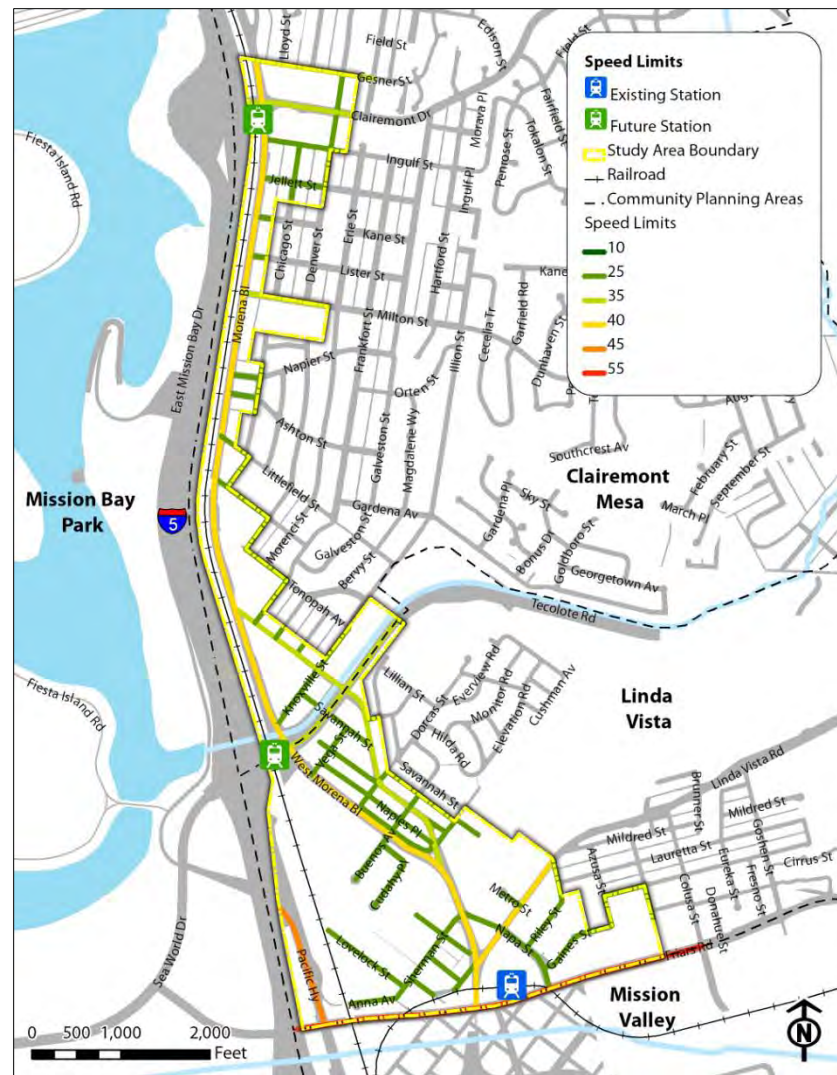




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Speed
 - Highest speed limit (55 MPH) is on Friars Road
 - Pacific Hwy is 45 MPH
 - Morena/W Morena, Linda Vista is 40 MPH





Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Average Daily Traffic
 - **I-5** is the most heavily traveled roadway
 - **Clairemont** and **Linda Vista** are second most heavily traveled
 - Most roadways have low ADTs



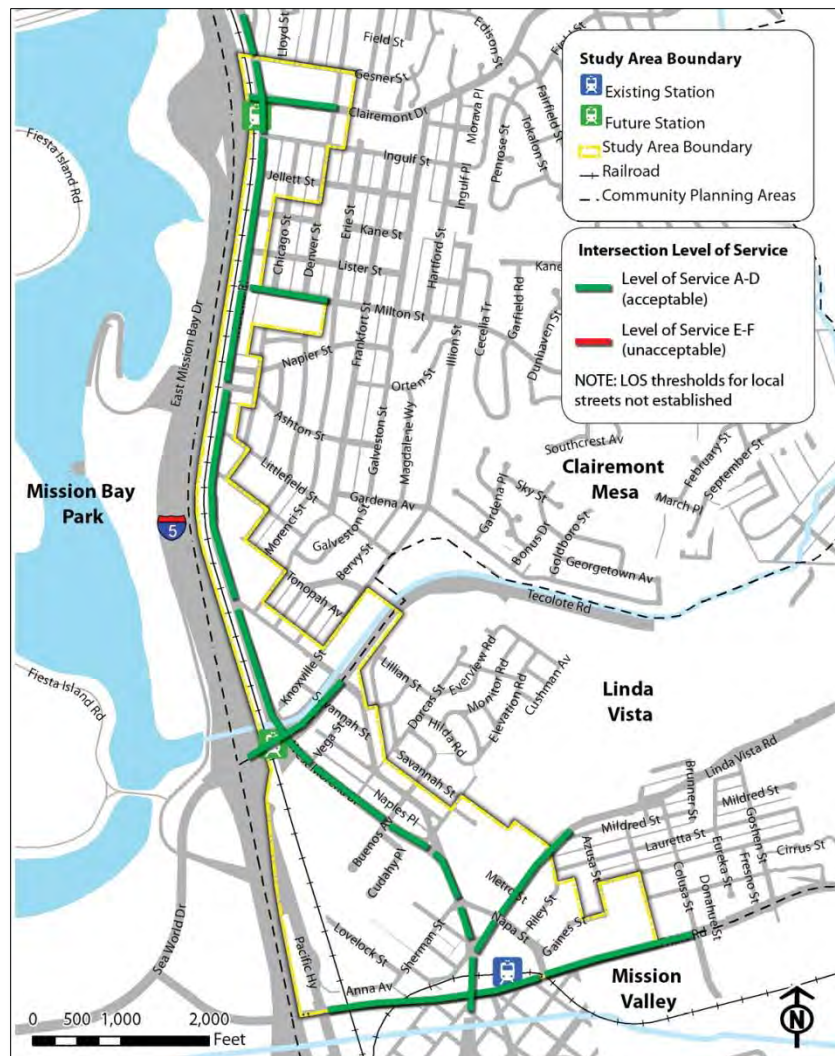


Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

Segment Level of Service

- Thresholds established for major streets and collectors (not local streets)
- **All major streets and collectors are functioning adequately**



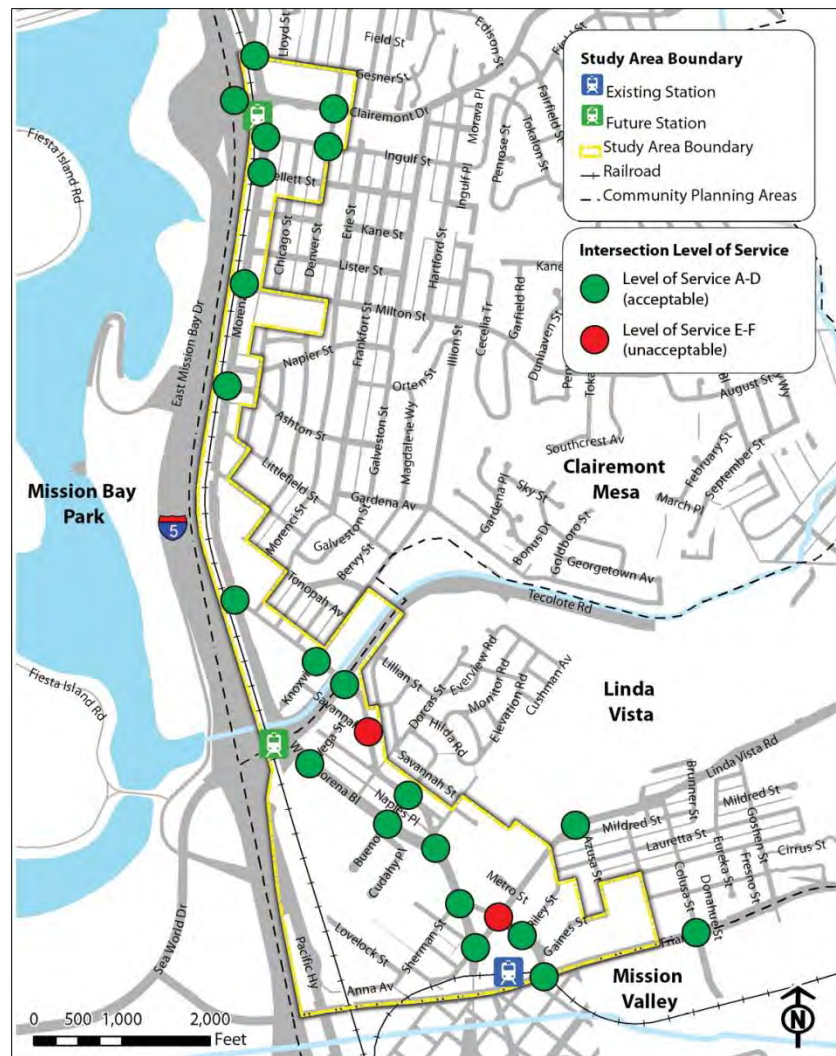


Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

Intersection Level of Service

- LOS A-D considered acceptable, E-F considered unacceptable
- **Only two intersections have LOS E-F:**
 - Savannah St/Morena Blvd
 - Side street is stop-controlled; volumes too low to warrant a signal

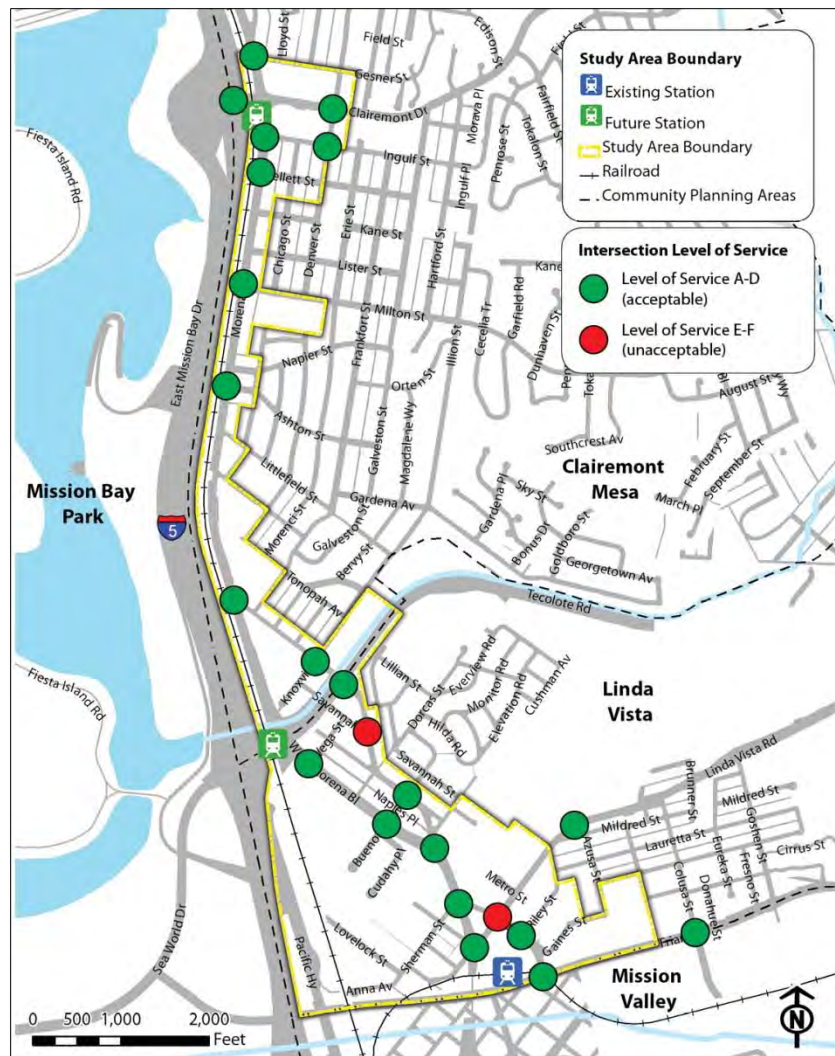




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- **Only two intersections have LOS E-F:**
 - Linda Vista Rd/Napa St
 - “Triangle” intersections work together, contribute to delay



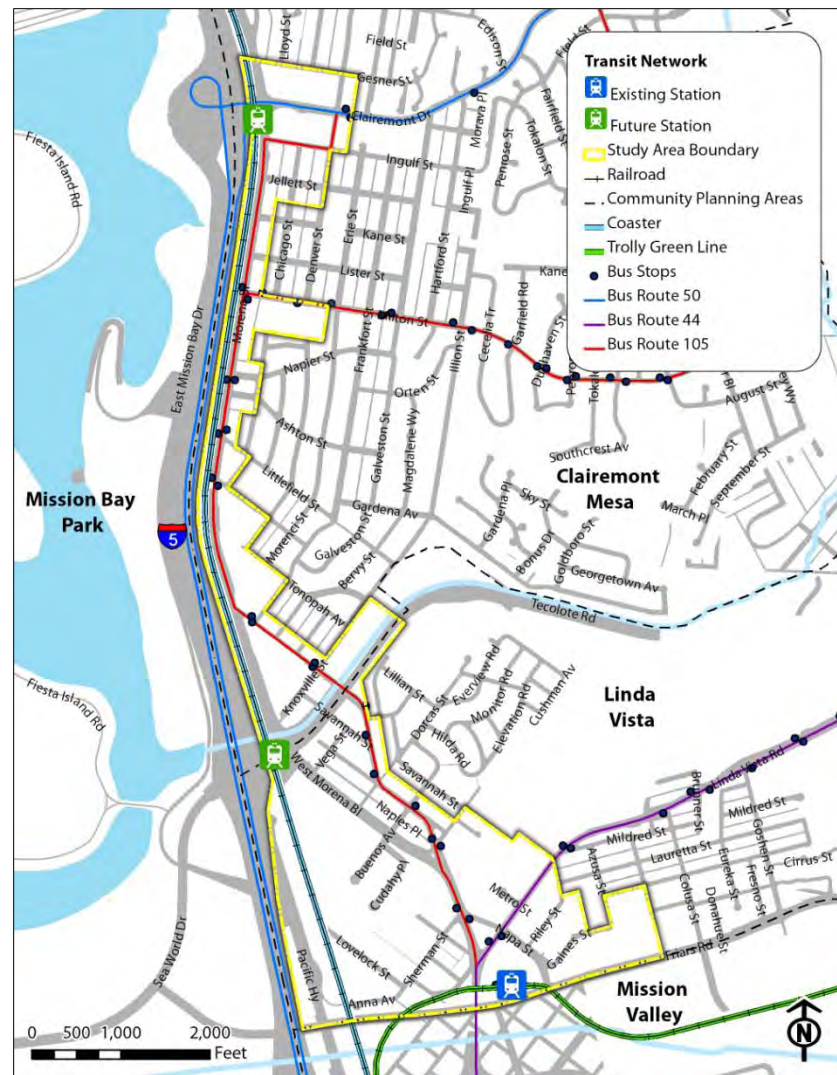


Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

Existing Transit Service

- Route 44: Old Town to Clairemont Square Shopping Center
- Route 50: UTC Express – Downtown to UTC
- Route 105: Old Town – UTC via Milton/Clairemont



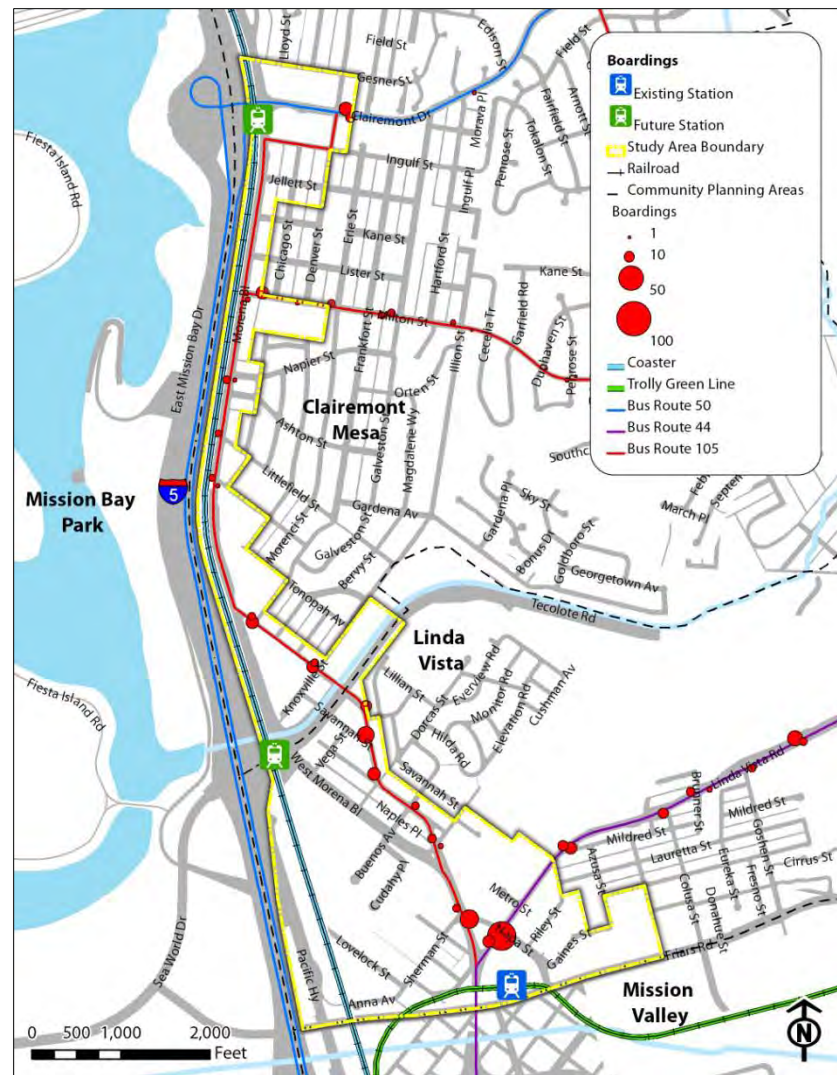


Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

Transit Boardings (getting on)

- **Greatest boardings** at Napa, Linda Vista, Morena – **near the Morena LRT station**
- Moderate boardings along Morena (south) and Linda Vista



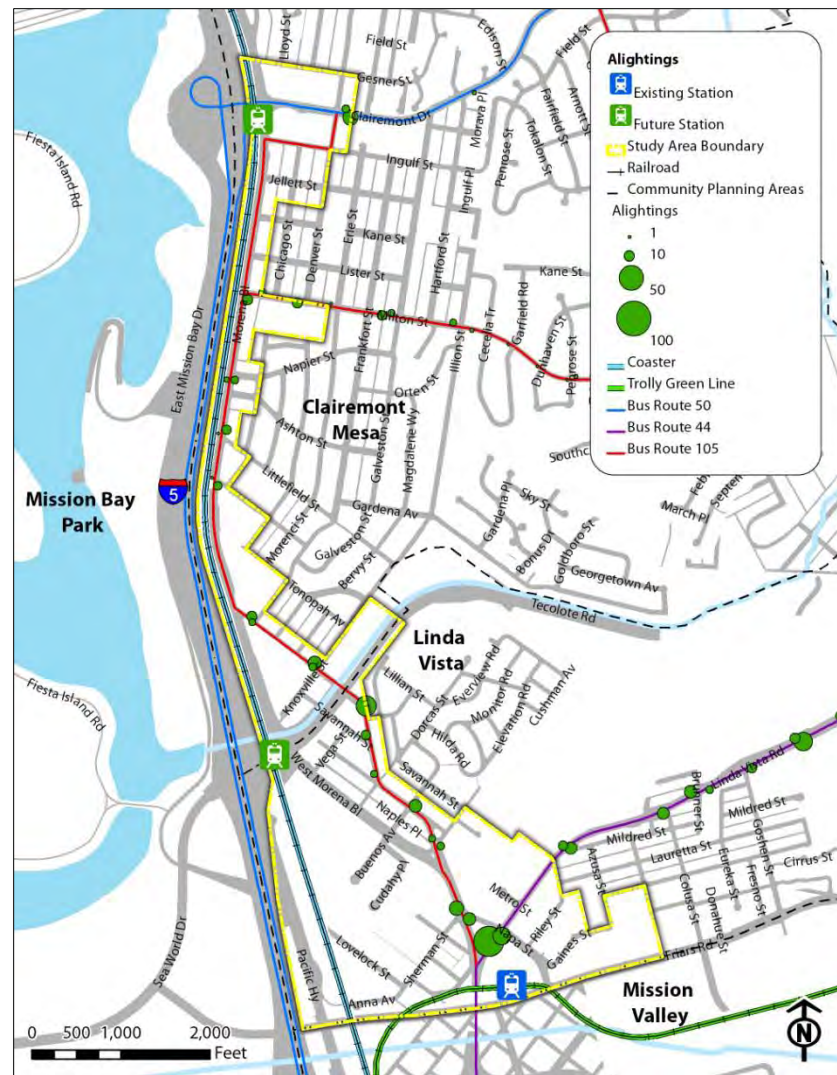


Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

Transit Alightings (getting off)

- Similar pattern to boardings, **highest activity near Morena LRT station**, moderate activity elsewhere

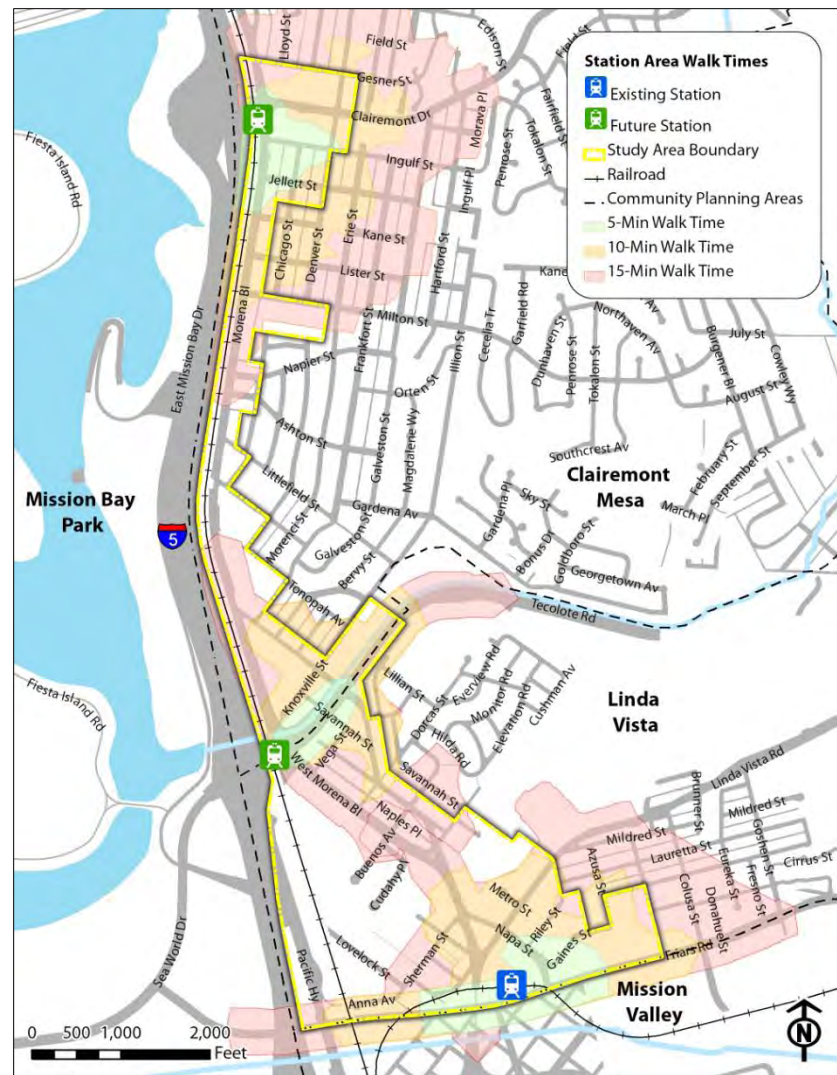




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- **Almost all areas** in study area are walkable **within 15 minutes**
- **Tecolote** station reaches much of the **retail/commercial core** of the district
- **Clairemont** station reaches broad **residential** area

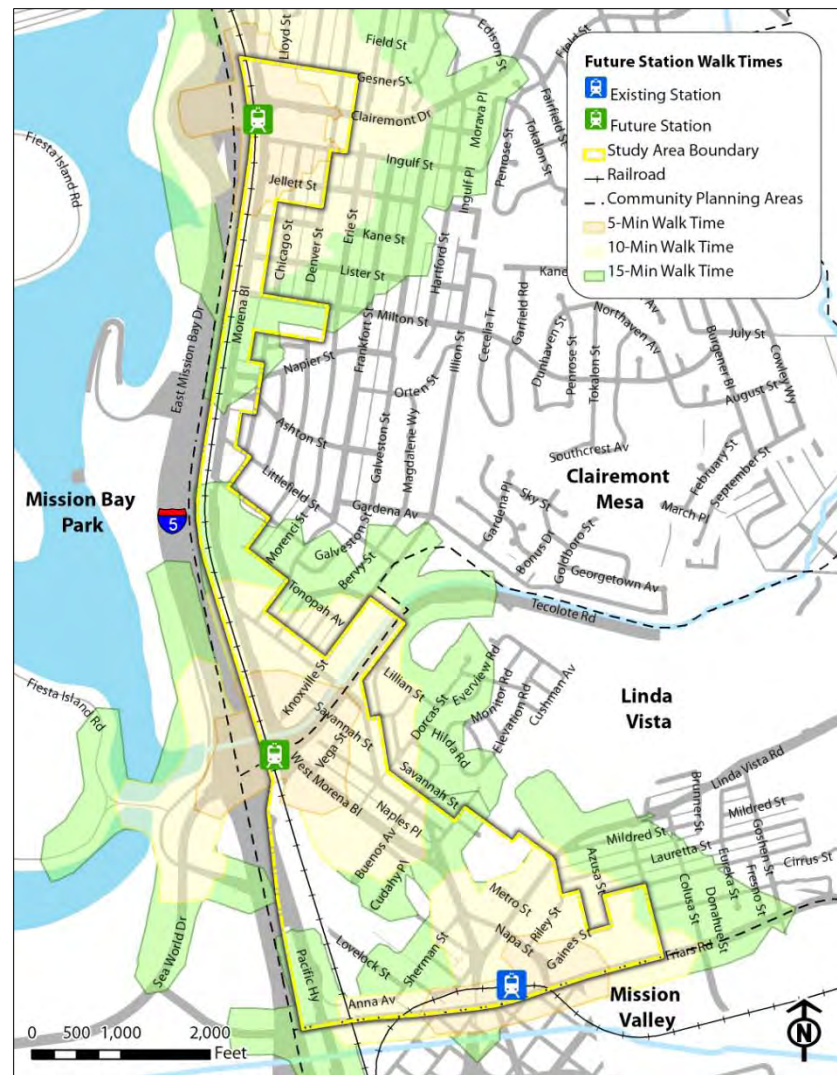




Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility

- Improvements in pedestrian network greatly increase coverage, **especially across the freeway**





Morena Boulevard Station Area Planning Study: Existing Conditions

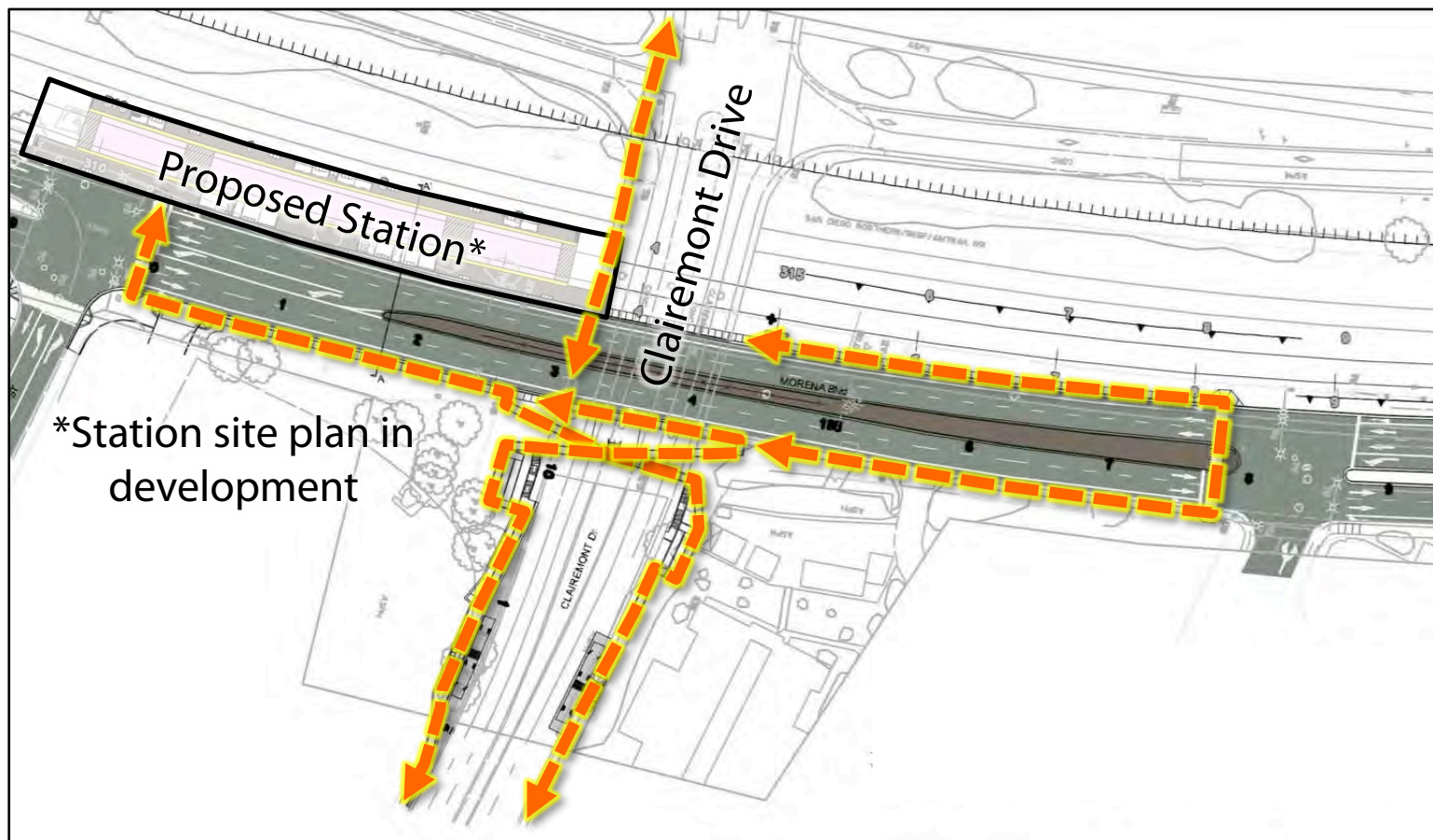
Mobility: Proposed Tecolote Station





Morena Boulevard Station Area Planning Study: Existing Conditions

Mobility: Proposed Clairemont Station

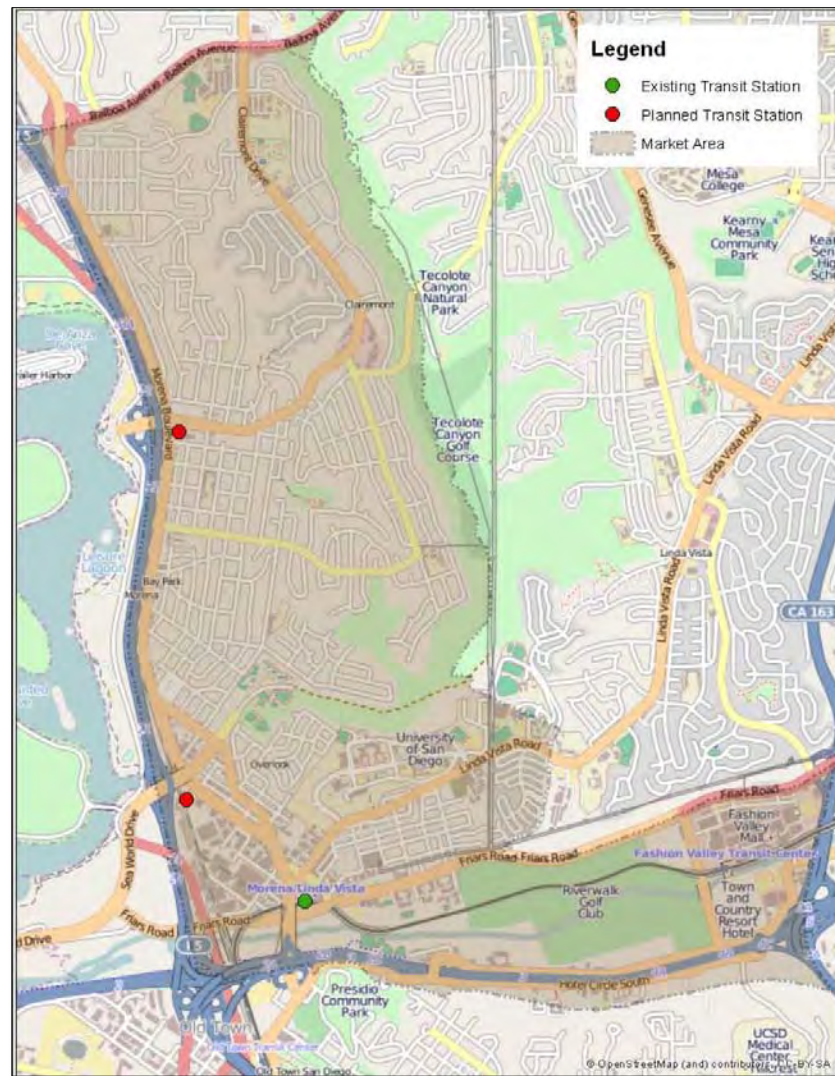




Morena Boulevard Station Area Planning Study: Existing Conditions

Market Analysis

- Market area extends north to Balboa, east to Tecolote Canyon, south to I-8 and Mission Valley
- **Growth expected in all markets** (residential, office, and retail)





Morena Boulevard Station Area Planning Study: Existing Conditions

Market Analysis

- **Resale single-family** homes are still **2% lower than 2011**
- **Resale condominiums** are **6% higher than 2011**
- New **apartment** complexes have **strong occupancy and rents**
- **Office** space has **strong occupancy**, but rents tend to be lower because of the age of the buildings





Morena Boulevard Station Area Planning Study: Existing Conditions

Market Analysis

- **Retail is robust**, with rents above the average for the City and County
- **Industrial** is expected to **remain**, although not expand





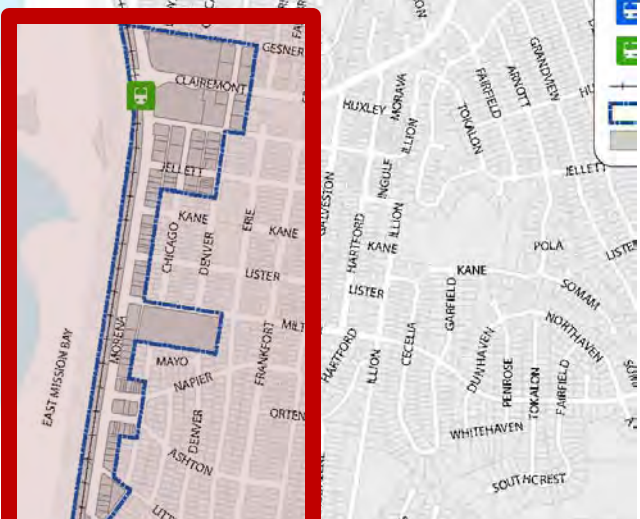
Morena Boulevard Station Area Planning Study



TABLE TOP EXERCISES



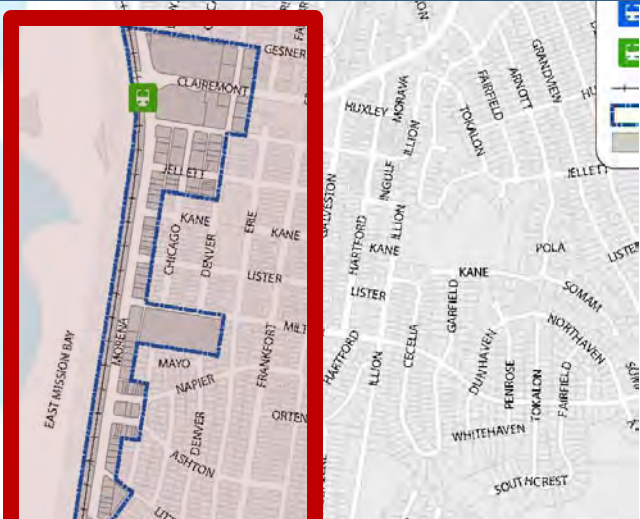
Morena Boulevard Station Area Planning Study: Table Top Exercises



- North Area and South Area
 - The dividing line is at Asher and Morena Blvd
 - Two tables are focused on the North
 - Two tables are focused on the South



Morena Boulevard Station Area Planning Study: Table Top Exercises



Exercise 1: Assets, Liabilities & Opportunities

An **asset** is something built (building, plaza, trail) that contributes positively to the community.

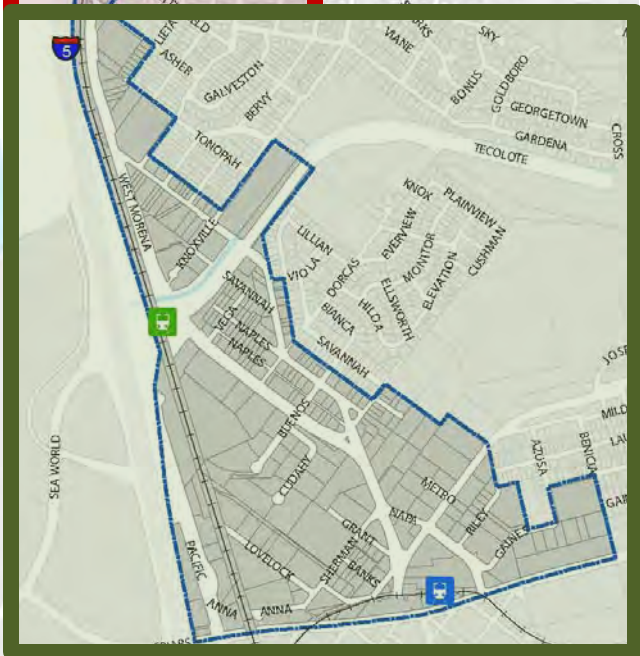
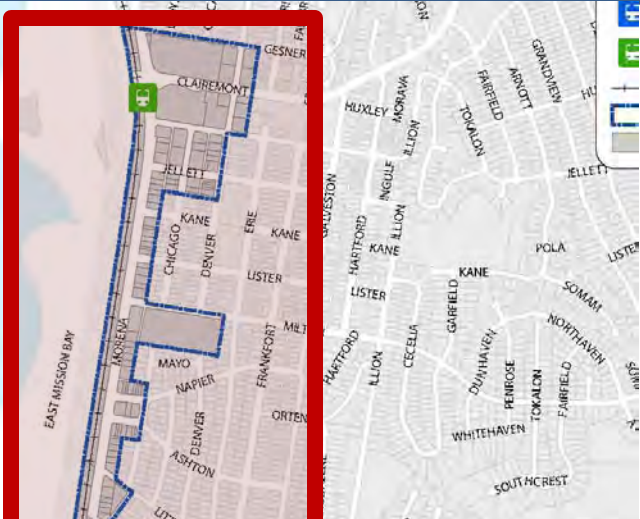
A **liability** is something built that negatively affects the community.

An **opportunity** is something that could become a positive for the community, but is currently vacant or underutilized.

1. Identify assets with green dots, liabilities with red dots, and opportunities with yellow dots on the map.
2. Discuss any concentration of dots and record the specific asset, liability, or opportunity



Morena Boulevard Station Area Planning Study: Table Top Exercises



Exercise 2:

Areas of Stability & Change

An **area of stability** is an area that has a strong sense of character. This can include retail stores or an established residential community

An **area of change** is an area where businesses and homes are in transition and the area has no clear sense of character

1. Identify areas of stability and areas of change
2. Discuss what characteristics of those areas stand out to you
3. Facilitator will mark areas and take notes on discussion



Morena Boulevard Station Area Planning Study

CONCLUSION & NEXT STEPS



Morena Boulevard Station Area Planning Study: Conclusions & Next Steps

- Mobility Survey
 - Hard copy or internet link (see City Webpage)
- Walk Audit – Saturday, 6 April 2013, 9:30 AM





Morena Boulevard Station Area Planning Study: Conclusions & Next Steps



Walk Audit
Saturday
April 6th, 2013
9:30AM to 12PM
Meet at the
Corner of
Morena Blvd and
Asher St.

Please use street parking and
DO NOT park at the High Dive.





Morena Boulevard Station Area Planning Study: Conclusions & Next Steps

- Workshop 2: Land Use Scenarios – June 2013
- City Website and Updates
 - www.sandiego.gov/planning/community/profiles/clairemontmesa/
 - www.sandiego.gov/planning/community/profiles/lindavista/



Morena Boulevard Station Area Planning Study



THANK YOU!