

URBAN DESIGN

BACKGROUND

Linda Vista does not have a uniform community-wide design character. Rather, each neighborhood projects a character based on the age of the structures. The central neighborhoods are characterized by small single-family homes, duplexes, and apartment buildings from the 1940s intermixed with newer condominium projects. The "garden apartment" style can still be seen in central Linda Vista. The peripheral neighborhoods are dominated by relatively new development typical of the architectural styles of the 1970s and 1980s.

Landscaping in the community is not cohesive. A well-landscaped image has begun to appear along Linda Vista Road as a result of new street median landscaping. Some residential streets are also well-landscaped as a result of efforts by individual land owners. Much of the community, however, is lacking in street trees and parking lot landscaping.

Linda Vista Plaza provides the dominant focal point and activity center for the community, being a central location for shopping and community services. Surrounding institutional facilities reinforce the plaza's role as a community center. Morley Strip, across the street from Linda Vista Plaza, draws people into the center of the community and provides an important landscaped visual break to the urbanized appearance of the community.

The University of San Diego is built on a 16th Century Spanish Renaissance architectural theme. The dome of the Immaculata Church is a distinctive landmark on the San Diego skyline that readily identifies the community from afar. The buildings on campus are finished with "sand" or smooth texture stucco with plateresque decoration, including moldings, cornices, finials and other detailing in a subtle contrasting color. To a person on the campus, the experience is one of being in the middle of an academic environment with little or no urban interface. The student housing across (east of) Linda Vista Road continues the university's architectural theme and provides a locally-significant architectural landmark.

The relationship of development to Tecolote Canyon is characterized by low-scale buildings with irregular edges, with buildings generally set back from the tops of slopes. The effect of this development pattern is that development does not appear to overwhelm or intrude into the canyon. One exception to this is the Mission apartments on the USD campus, which intrude into the canyon.

The Morena business area is a major business area with a mix of retail, storage, and manufacturing uses. Morena lacks a cohesive image, with varying setbacks, and lot sizes, and diverse but generally vernacular building styles. A common theme unifying the area as a center of home improvement and design is beginning to emerge as a result of the type of retailing establishments located here, but this theme is not reinforced by street layout, building design, signage, or landscaping.

GOALS

1. Enhance the role of Linda Vista Plaza as the community center.
2. Maintain the non-obtrusive appearance of development adjacent to Tecolote Canyon.
3. Upgrade the appearance of existing older residential neighborhoods.
4. Promote a cohesive image for the Morena business area.

POLICIES

1. Improve pedestrian pathways within Linda Vista Plaza and from surrounding neighborhoods to the plaza.
2. New development in Linda Vista Plaza should do the following:
 - Provide shared parking with other commercial establishments
 - Provide safe and convenient walkways between parking areas and stores
 - Incorporate public art
 - Install benches and bus shelters along Linda Vista Road and Ulric Street
 - Minimize curb cuts
 - Coordinate landscaping, signage, and lighting with adjacent commercial properties according to a coordinated plan
3. The City should further enhance pedestrian activity around Linda Vista Plaza by improving crosswalks with patterned paving and improved lighting.
4. Improve the appearance of the community by installing landscaping in medians of major streets and providing street trees as shown in Figures 26 and 27 and Tables 1 and 2.
5. The City should add more street lighting to enhance public safety.

SPECIFIC PROPOSALS

Landscaping

1. The following tables shall be used to guide the placement of street trees and landscaped medians. New development should install the plant species indicated in the manner required by the citywide landscape ordinance.
2. The City should require the proper maintenance of landscaping in the public right-of-way, including trimming and maintenance of proper tree height for tree health, view preservation, and aesthetic considerations.
3. The City should pursue the installation of landscaping using grant funds and private donations provided that arrangements are made on the funding of landscape maintenance.
4. Maintenance of landscaping can be funded by a landscape maintenance district, if approved by the community, or through agreements with private landowners, civic groups, or others.

RESIDENTIAL TREE DISTRICTS

- (A) Morena Commercial / Industrial
- (B) University of San Diego / Chesterton
- (C) Hillside Single Family (Medium Lots)
- (D) Single Family and Duplex (Small Lots with Views)
- (E) Condominiums and Apartments
- (F) Linda Vista Plaza (Community Center)
- (G) Educational / Institutional



11-5-07 J.A.W.
12/12/10 Supplement 02/10



**Street Tree Districts
Linda Vista Community Planning Area**

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

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**TABLE 1
LINDA VISTA STREET TREE PLAN
STREET TREE DISTRICTS**

Tree Districts							Tree: Common Name/Botanical Name	FORM	NOTES
A	B	C	D	E	F	G			
SMALL CANOPY TREE FORM									
	3	✓		✓			Purple-leaf Plum / <i>Prunus cerasifera</i>	D/F	2
	3	✓			✓		“St. Mary’s Magnolia / <i>Magnolia grandiflora</i>	E/F	2
	3		✓				Gold Medallion / <i>Cassia leptophylla</i>	E/F	2
✓	3				✓		Hong Kong Orchid / <i>Bauhinia blakeana</i>	D/F	2
	3		✓			✓	Purple Orchid Tree / <i>Bauhinia purpurea</i>	D/F	2
	3	✓					New Zealand Christmas / <i>Metrosideros excelsus</i>	E/F	2
✓	3						Bradford Pear / <i>Pyrus calleryana</i>	D	2
	3			✓			Coral Gum / <i>Eucalyptus torquata</i>	E	2
✓	3				✓		Firewheel Tree / <i>Stenocarpus sinuatus</i>	E/F	2
LARGE CANOPY TREE FORM									
	3			✓			Fruitless Olive / <i>Olea europaea</i>	E	
✓	3			✓			London Plane / <i>Platanus acerifolia</i>	D	
	3	✓			✓		Red Cap Gum/ <i>Eucalyptus erythrocorys</i>	E	
	3		✓				Chinese Flame / <i>Koelreuteria bipinnata</i>	D/F	
	3			✓			Goldenrain Tree / <i>Koelreuteria paniculata</i>	D/F	
	3		✓				Red Gum / <i>Eucalyptus ficifolia</i>	E/F	
	3		✓				Elm / <i>Ulmus parvifolia</i>	E	
✓	3						Peppermint / <i>Agonis flexuosa</i>	E	
	3					✓	Victorian Box / <i>Pittosporum undulatum</i>	E	
	3				✓		Cape Chestnut / <i>Calodendrum capense</i>	E	
	3				✓		Jacaranda / <i>Jacaranda mimosifolia</i>	D/F	
	3	✓					Australian Flame / <i>Brachychiton acerifolius</i>	D/F	
	3					✓	African Flame / <i>Podocarpus gracilior</i>	E	
	3			✓			Holly Oak / <i>Quercus ilex</i>	E	
Tree Districts							TREE: Common Name/Botanical Name	FORM	NOTES
A	B	C	D	E	F	G			
	3					✓	African Sumac / <i>Rhus lancea</i>	E	
	3			✓			Cork Oak / <i>Quercus suber</i>	E/F	
	3					✓	Tipu Tree / <i>Tipuana tipu</i>	D/F	
UPRIGHT CANOPY TREE FORM									
	3	✓		✓	✓		Canary Island Pine / <i>Pinus canariensis</i>	E	
	3				✓	✓	Paperbark / <i>Melaleuca quinquenervia</i>	E	
	3	✓				✓	Sweet Shade/ <i>Hymenosporum flavum</i>	E/F	
	3		✓				Willow Pittosporum / <i>Pittosporum phillyracoides</i>	E	
✓	3		✓	✓			Red Ironbark / <i>Eucalyptus sideroxylon</i>	E	
	3			✓			Maidenhair Tree / <i>Ginkgo biloba</i>	E	
	3		✓				Australian Willow / <i>Geijera parvifolia</i>	E	
	3			✓	✓	✓	Small Leaf Tristania / <i>Tristania laurina</i>	E	
PALM TREE FORM									
✓	3	✓		✓			Queen Palm / <i>Syagrus romanzoffianum</i>	P	2
	3	✓					King Palm / <i>Archontophoenix cunninghamiana</i>	P	2
	3	✓	✓	✓			Palms / <i>Washingtonia robusta</i>	P	2

Legend

DDeciduous
EEvergreen
FFlowering
PPalm Species

Notes

1. Requires special approval
2. Acceptable tree in view corridor
3. Reference USD Master Plan and/or Chesterton Master Plan

General Criteria

- On all streets where curb-to-property line distance is less than ten feet, street trees should be located on private property within ten feet of the curb.
- Size of all required trees to be minimum 24-inch box. Palms to be a minimum of 8 feet Brown Trunk Heights (BTH).

- All street tree selections shall be consistent with the City of San Diego Tree Selection Guide relative to parkway width, root barriers, overhead utility wires, special installation, etc.

- All street tree planting installations require a “No Fee Street Tree Permit,” and approval by the City of San Diego’s Urban Forester. Property owner is responsible to water trees, City is responsible to prune trees per City standards.

- All plant material shall be installed per the standards of the *Landscape Technical Manual*.

STREET TREE CORRIDORS

- ① Linda Vista Road
- ② Napa Street
- ③ Morena / West Morena Boulevard
- ④ Mesa College Drive
- ⑤ Ulric Street
- ⑥ Genesee Avenue
- ⑦ Via Las Cumbres
- ⑧ Friars Road



11-G-07 J.A.W.
12/12/10 Supplemental



Street Tree Corridors
Linda Vista Community Plan

Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

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TABLE 2
LINDA VISTA STREET TREE PLAN
STREET TREE COMMUNITY CORRIDORS

CORRIDOR/SEGMENT	TREE: Common Name/Botanical Name	FORM	NOTES
#1 LINDA VISTA ROAD			
Linda Vista Road from Morena Boulevard to Napa Street	London Plane Tree / <i>Platanus acerifolia</i>	D	
Linda Vista Road from Napa Street to Mildred Street	Mexican Fan Palm / <i>Washingtonia robusta</i> Jacaranda / <i>Jacaranda mimosifolia</i> (Alternating)	P D/F	
Node: Linda Vista Road at Mildred Street/Marian Way	Coral Tree / <i>Erythrina Species</i> Tipu Tree / <i>Tipuana Tipu</i>	P D/F	1,2,3
Linda Vista Road from Mildred to Santa Ana Drive (North side)	Reference USD Master Plan	Varies	2
Linda Vista Road from Mildred Street to Santa Ana Drive (South side)	Silver Dollar Gum / <i>Eucalyptus polyanthomus</i>	E	1
Linda Vista Road from Santa Ana Drive to Alcalá Knolls (North side)	Jacaranda / <i>Jacaranda mimosifolia</i> Australian Flame / <i>Brachychiton acerifolius</i> (Alternating)	D/F E	
Linda Vista Road from Santa Ana Drive to Alcalá Knolls (South side)	Canary Island Pine / <i>Pinus canariensis</i> Jacaranda / <i>Jacaranda mimosifolia</i> (Alternating)	E E D/F	
Node: Linda Vista Road at Via las Cumbres	Coral Tree / <i>Erythrina Species</i> Tipu Tree/ <i>Tipuana Tipu</i>	E	1
Linda Vista Road from Alcalá Knolls to Clidden (Residential)	Chinese Flame / <i>Koelreuteria bipinnata</i>	D/F	
Linda Vista Road from Glidden to Tait	Purple Leaf Plum / <i>Prunus cerasifera</i> Purple Orchid Tree / <i>Bauhinia purpurea</i>	D/F D/F	
Linda Vista Road from Tait to Comstock	Chinese Flame / <i>Koelreuteria bipinnata</i>	D/F	
Node: Linda Vista Road at Post Office	Canary Island Pine / <i>Pinus canariensis</i>	E	
Node: Corner Linda Vista Road at Comstock	Jacaranda / <i>Jacaranda mimosifolia</i> Coral Tree / <i>Erythrina 1 Species</i>	D/F D/F	1
Park Node: Linda Vista Road from Comstock to Ulric Street (North side)	Australian Flame / <i>Brachychiton acerifolius</i>	D/F	
Linda Vista Road from Comstock to Ulric Street (South side)	Chinese Flame / <i>Koelreuteria bipinnata</i>	D/F	
Node: Corner Linda Vista Road at Ulric Street	Jacaranda / <i>Jacaranda mimosifolia</i> Coral Tree / <i>Erythrina 1 Species</i>	D/F D/F	1

CORRIDOR/SEGMENT	TREE: Common Name/Botanical Name	FORM	NOTES
Linda Vista Road from Ulric Street to Genesee Avenue	Chinese Flame / <i>Koelreuteria bipinnata</i> Orchid Tree / <i>Bauhinea purpurea</i> (Median only)	D/F D/F	
Node: Linda Vista Road at Genesee Avenue	Coral Tree / <i>Erythrina Species</i>	D/F	1
#2 NAPA STREET			
Napa Street from Friars Road to Linda Vista Road	Paperbark / <i>melaleuca quinquenervia</i>	E	
Node: Napa Street at Linda Vista Road	Mexican Fan Palm / <i>Washingtonia robusta</i>	P	
Napa Street from Linda Vista Road to Morena Boulevard	King Palm / <i>Archontophoenix cunninghamiana</i>	P	
#3 MORENA/WEST MORENA BOULEVARD			
Morena Boulevard from Linda Vista Road to Napa Street	London Plane Tree / <i>platanus acerifolia</i>	D	
Morena Boulevard from Napa Street to Morena Boulevard Split	Queen Palm / <i>syagrus romanzoffianumghamiana</i> Purple Orchid / <i>Bauhinea purpurea</i> (Alternating)	P D/F	
Morena Boulevard from Morena Boulevard Split to Tecolote Road	Queen Palm / <i>syagrus romanzoffianumghamiana</i> Purple Orchid / <i>Bauhinea purpurea</i> (Alternating)	P D/F	
West Morena Boulevard from Morena Boulevard Split to Tecolote Road	Mexican Fan Palm / <i>Washingtonia robusta</i> London Plane Tree / <i>Platanus acerifolia</i> Paperbark / <i>Melaleuca quinquenervial</i>	P D E	
#4 MESA COLLEGE DRIVE			
Mesa College Drive from Linda Vista Road to College Entry	Chinese Flame / <i>Koelreuteria bipinnata</i>	D/F	
#5 ULRIC STREET			
Ulric Street from Friars Road to Linda Vista Road	Canary Island Pine / <i>Pinus canariensis</i> <i>Jacaranda</i> <i>/Jacaranda mimosifolia</i> (Alternating)	E D/F	
#6 GENESEE AVENUE			
Genesee Avenue from S.R. 163 to Linda Vista Road	Canary Island Pine / <i>Pinus canariensis</i> Orchid Tree / <i>Bauhinea purpurea</i> Tipu Tree/ <i>Tipuana Tipu</i> (Alternating)	E D/F	
Node: Genesee Avenue at Linda Vista Road	Coral Tree / <i>Erythrina Species</i> Chinese Flame / <i>koereuteria bipinnata</i>	D/F D/F	1
Genesee Avenue from Linda Vista Road to Osler Street	Canary Island Pine / <i>Pinus canariensis</i> Holly Oak / <i>Quercus ilex</i> Orchid Tree / <i>Bauhinea purpurea</i> (Median)	E E D/F	

CORRIDOR/SEGMENT	TREE: Common Name/Botanical Name	FORM	NOTES
#7 VIA LAS CUMBRES			
Via las Cumbres from Friars Road to Linda Vista Road	Canary Island Pine / <i>Pinus canariensis</i> Jacaranda / <i>Jacaranda mimosifolia</i> (Alternating)	E D/F	
#8 FRIARS ROAD			
Friars Road from S.R. 163 to Via las Cumbres	Eucalyptus/ <i>Eucalyptus deglupta</i> Tipu Tree/ <i>Tipuana tipu</i> (Alternating)	E D/F	
Friars Road from Via las Cumbres to Napa Street	Eucalyptus/ <i>Eucalyptus deglupta</i> London Plane Tree/ <i>Platanus acerifolia</i> (Alternating)	E D	

Legend

Deciduous
E Evergreen
F Flowering
P Palm Species

Notes

1. Requires special approval.
2. Reference USD Master Plan.

General Criteria

- On all streets where curb-to-property line distance is less than ten feet, street trees should be located on private property within ten feet of curb.
- Size of all required trees to be minimum 24-inch box. Palms to be a minimum of 8 feet Brown Trunk Height (BTH).
- All street tree selections shall be consistent with the City of San Diego Tree Selection

Special Landscape Treatment Areas

Community Entry Nodes:

Jacaranda Tree / *Jacaranda mimosifolia*
Coral Tree / *Erythrina Species*

Bus Stops:

Jacaranda Tree / *Jacaranda mimosifolia*

Institutional Frontages:

Canary Island Pine / *Pinus canariensis*
Orchid Tree / *Bauhinea purpurea*

Guide relative to parkway width, root barriers, overhead utility wires, special installation, etc.

- All street tree planting installations require a "No Fee Street Tree Permit" and approval by the City of San Diego's Urban Forester. Property owner is responsible to water tree, City is responsible to prune trees per City standards.

- All plant material shall be installed per the standards of the Landscape Technical Manual.

Sidewalk Improvements

1. The City shall install pedestrian crossings and decorative paving within Linda Vista Plaza. Funding sources could include the Capital Improvement Program, block grant funds, and tax increment funds.
2. Business owners in the Morena area should develop a unique signage and street furniture program to help promote the business environment. The City's economic development division should provide assistance in this effort.

Public Art

1. The following locations should be considered for public art and community identification signs. Funding sources would include grants, capital improvement program funds, and private funds. The form of public art should be decided by the community.



Site-Specific Recommendations

1. In the area designated for commercial and residential use along Eastman and Fulton Streets west of Linda Vista Road, the following principles should apply to any new development.



- a. Commercial development should not exceed ten acres in size and 85,000 square feet of commercial area. The commercial center should have some frontage from and direct access to Linda Vista Road. This will require the preparation of a coordinated development plan involving several separately-owned parcels. However, until frontage can be achieved for the area east of Eastman Street, residential development can occur without a commercial component.
- b. Large areas of parking along Linda Vista Road shall be permitted only if punctuated by landscaped areas and small building pads, so that the appearance of parking is not overwhelming.
- c. Pedestrian access from residential areas to the west shall be provided to the commercial center. Continuous pedestrian access through the commercial development shall be provided during hours of operation.
- d. A landmark element, such as a fountain, plaza, tower, public art, or other architectural feature should be encouraged at the northwest corner of Linda Vista Road and Ulric Street.
- e. Abundant landscaping should be provided. Sample site layouts are shown in Figure 28

Sample site layouts are shown in Figure 28



Sample Site Layouts - "Eastman Plaza"

Linda Vista Community Planning Area

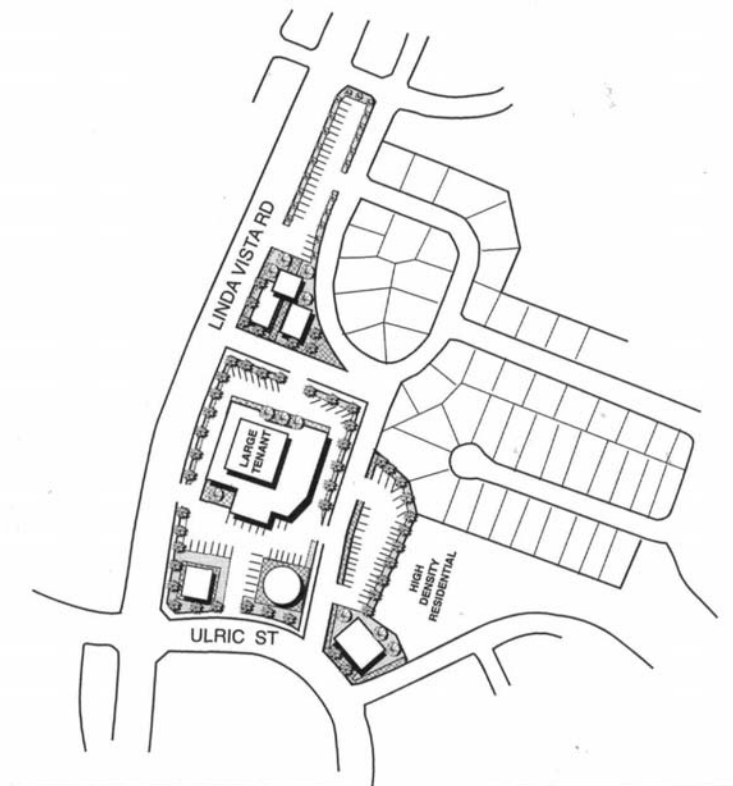
City of San Diego • Community and Economic Development Department

Figure
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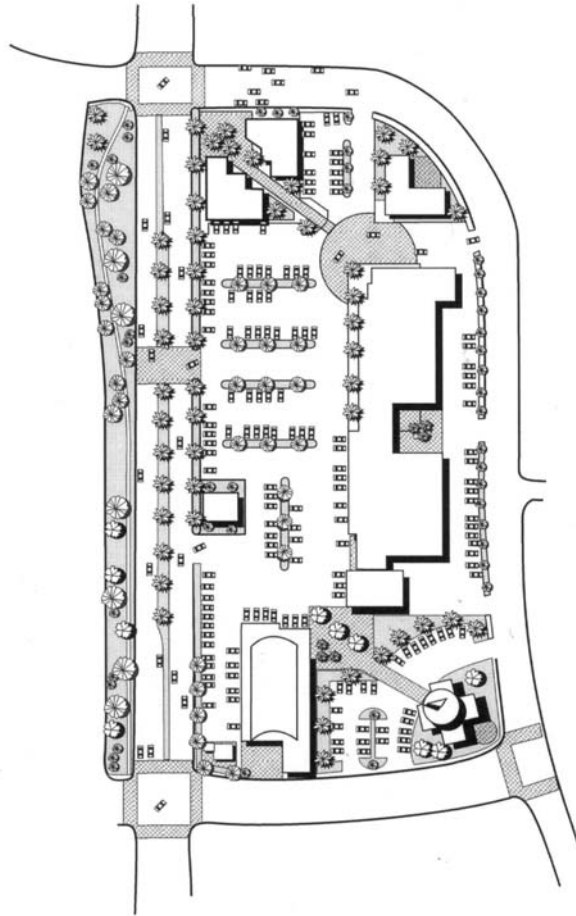
2. Development between Hyatt Street and Linda Vista Road should be accessed from Hyatt Street. Between Hyatt Street and Genesee, development should be accessed from Hyatt Street. However, decorative fencing and landscaping should be provided along the backs of the units to provide a positive appearance to Genesee Avenue and Linda Vista Road.



3. Redevelopment of the Thrift Village commercial area should maintain alley access in addition to access from Linda Vista Road and should provide parking in the rear. Development should be oriented to Ulric Street and Linda Vista Road. Decorative internal walkways should be provided.

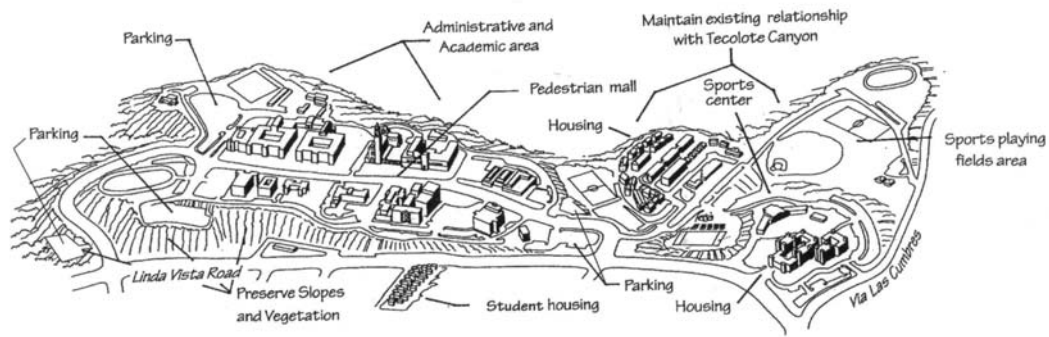


4. New development in Linda Vista Plaza should consolidate parking in front (adjacent to Linda Vista Road). The parking should be broken up by generous landscaping and by occasional building pads near Linda Vista Road. Additional attention should be given to landscaping and building articulation along Ulric Street. Internal walkways should provide convenient pedestrian circulation within the plaza, and walkways to surrounding neighborhoods should be provided.



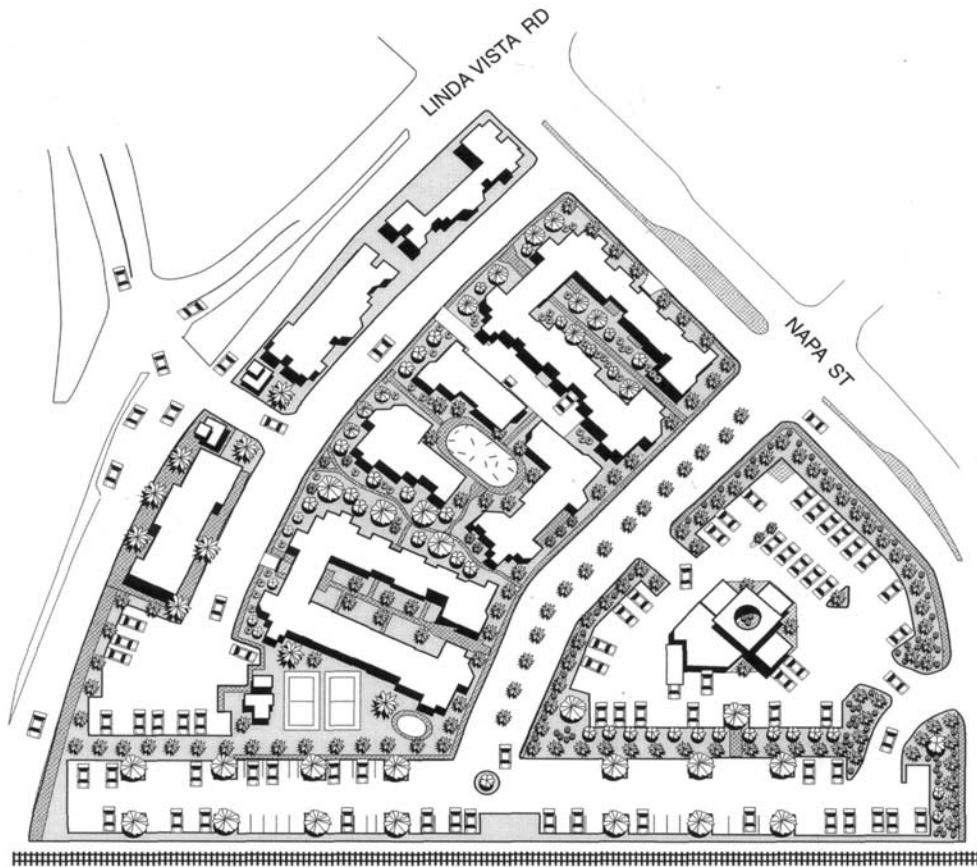
5. Development on the University of San Diego campus shall be guided by the approved Conditional Use/Resource Protection Permit and Master Plan Development Guidelines. Any future amendments to the Conditional Use Permit should consider the following principles. New development should continue to maintain the simplified 16th Century Spanish renaissance architectural style. Maintain a strong pedestrian access spine through the central portion of the campus. Surface parking areas should be discouraged in favor of structured parking on the eastern and western edges of campus. Where surface parking is provided, the parking should be designed to include landscaping and trees.

(USD) University of San Diego



6. Development of the trolley station site and the blocks immediately surrounding it should be oriented to the streets and provide convenient pedestrian circulation. The five-acre station site should be developed as a landmark project that anchors the southern end of the Morena Shopping Quarter. It should be developed with uses that provide amenities to transit riders and that help support transit usage. At the same time, it should provide for commercial uses to support local residents and students. Semi-public uses, which may include day care, plazas, outdoor seating areas, and public art should also be incorporated into the project. The development should provide identification kiosks or displays directing passengers to adjacent attractions, including shopping opportunities and the San Diego River to the south.

Trolley Station Site



7. Business owners in the Morena district should form a business association to develop common promotional material, landscaping, signage, and design themes. These themes should take advantage of the concentration of home furnishing and home improvement businesses in the area. Examples could include distinctive light fixtures, decorative flags which identify the area as a unique shopping district, and complementary decorative features such as awnings, pavers, and signage. These materials should be developed by local businesses.

Development on and Adjacent to Hillsides and Canyons

Grading and development of hillsides and canyons designated as open space should be avoided. When grading or development are necessary to provide reasonable use of private property, the following guidelines apply.

1. Where feasible, projects should avoid construction on natural hillsides with slopes exceeding 25 percent. On existing legal parcels containing steep slopes (above 25 percent grade), limit encroachment into the hillside according to a sliding scale to ensure preservation of the hillside character while allowing reasonable development.
2. Structures shall be designed to fit into the natural terrain and preserve sensitive vegetation.
3. Graded areas should be contoured and should not exceed a 2:1 ratio. Scarred slopes should be replanted with native vegetation.
4. Structures located above Tecolote Canyon and Ulric Canyon shall be low profile and set back from the rim of the canyon. The facades of structures should be angled at varying degrees to follow the canyon rim. Rooflines should also vary in angle and height.
5. Where new development is located on a hillside with street frontage, parking should be located on the street side or side yard portion of the site (not within the setback area).
6. Where lot subdivisions are proposed, each lot must contain a portion of the area in slopes less than 25 percent. The portion of the lot to be in slopes less than 25 percent shall be at least that area necessary for the development on the lot to achieve the floor area ratio permitted by the zone.
7. Structures should be clustered to preserve existing topography, vegetation, and public views.
8. The natural surface drainage system of hillside sites should be maintained. The amount of hardscape should be minimized in order to minimize runoff onto the slopes, which causes erosion, landslides, and damage to plant and animal life.
9. Provide visual access to open space areas in all large developments by providing turnouts and designing walls and fences to permit views into the open space.

10. Parking areas should be incorporated into building structures with access from the street. Common driveways should be used to reduce the amount of paving and grading.
11. Landscaping should feature native, drought-tolerant species.



ACTION PLAN

	On-Going	Adopt with Plan	Within 2 Years	Within 5 Years	Responsibility for Implementation	Source of Funding	See for More Detail
Install street landscaping	•				Private property owners	Property owners; landscape district if approved	Landscaping Proposals 1 and 3
Install pedestrian crossings in Linda Vista Plaza				•	City/new development	CIP, CDBG, Redevelopment	Sidewalk Improvement Proposal 1
Develop design program for Morena			•		Morena Shopping Quarter	CDBG, CIP, Grants	Sidewalk Improvement Proposal 2
Install public art				•	City, Property Owners, Morena Shopping Quarter	Grants, CIP, private donations	Public Art Proposal 1
Apply Design Principles for Eastman Street site; seek developer		•	•		City	N/A	Site-Specific Recommendation 1
Apply Design Principles to Other Sites		•			City	N/A	Site Specific Recommendations 2, 3, 4, and 5
Guide trolley site development		•			City, MTDB	N/A	Site-Specific Recommendation 6