Morena Boulevard Station Area Planning Study

City of San Diego

Development Services Department

KTU+A

Bay Area Economics

Nelson Nygaard

PMC

JLC

AGENDA

9:00 – 9:05	Introductions
9:05 – 9:15	Input from Existing Conditions Workshop
9:15 – 9:30	Land Use/Zoning Analysis
9:30 – 9:45	Economic Analysis
9:45 – 10:00	Land Use & Mobility Concepts
10:00 – 10:15	Break
10:15 – 11:15	Table Top Exercises
11:15 – 11:45	Report Outs
11:45 – 12:00	Conclusion and Next Steps

INTRODUCTIONS

City of San Diego

- Michael Prinz, Project Manager

Consultant Team

- Mike Singleton, KTU+A Program Manager
- Robert Efird, KTU+A Project Manager
- Josie Calderon, JLC Outreach Coordinator
- Gardenia Durantes, JLC Outreach Support
- Nancy Graham, PMC Project Planner

Other Contributors

- SANDAG
- Caltrans – DIEGO

EXISTING CONDITIONS WORKSHOP SUMMARY

~~Visioning~~ Activity: Most Popular Elements

Urban Design:

- Street Trees/Landscaping
- Community Identity
- Inviting Environment
- Public Spaces/Seating
- Mix of Uses/Town Center
- Mission Bay Park Synergy
- Security Cameras/Safety

EXISTING CONDITIONS WORKSHOP SUMMARY

Land Use:

- Restaurant District
- High End Grocery Store
- Entertainment Uses
- Mixed Use with Reasonable Density
- Affordable Housing

EXISTING CONDITIONS WORKSHOP SUMMARY

Mobility:

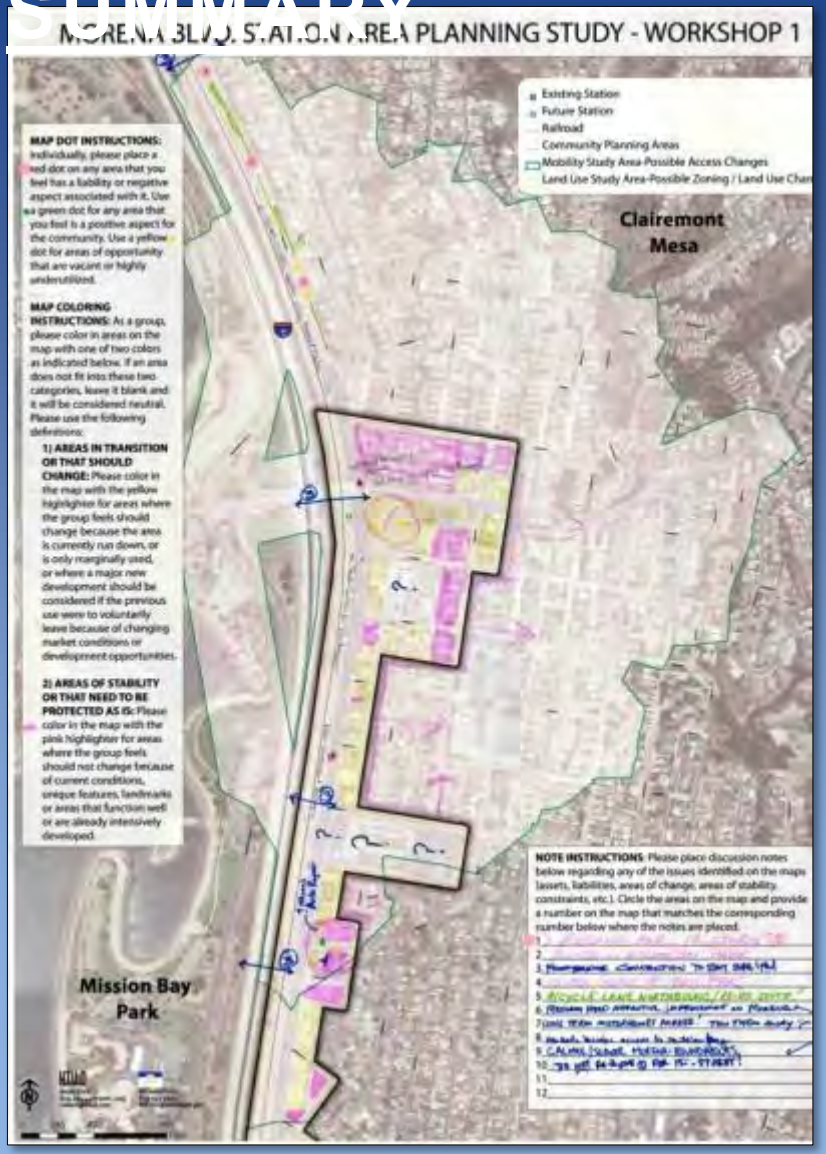
- Bicycle Access
- Access to Mission Bay Park
- Pedestrian Access
- Reduced Speeds
- Connectivity
- Shuttle Service

EXISTING CONDITIONS WORKSHOP SUMMARY

Tabletop Exercises:

- Protect multi-family & neighborhood commercial
- Speeding on Morena Blvd.
- Unsafe biking conditions
- Lack of parking
- No access to Mission Bay
- Area needs reinvestment
- Lack of corridor identity

EXISTING CONDITIONS WORKSHOP SUMMARY



Tabletop Exercises:

- Increase density near Clairemont (some disagreement)
- Unattractive streetscaping
- Bridge access to Mission Bay

EXISTING CONDITIONS WORKSHOP SUMMARY

~~Tabletop~~ Exercises:

- Create a district identity
- Add grocery store
- Rebrand Tecolote Station as the Morena Station
- Investigate roundabouts
- Improve access to USD
- Improve "the triangle"
- Designate historic buildings
- Establish gateways
- Improve streetscape/street furniture

EXISTING CONDITIONS WORKSHOP SUMMARY

~~Tabletop~~ Exercises:

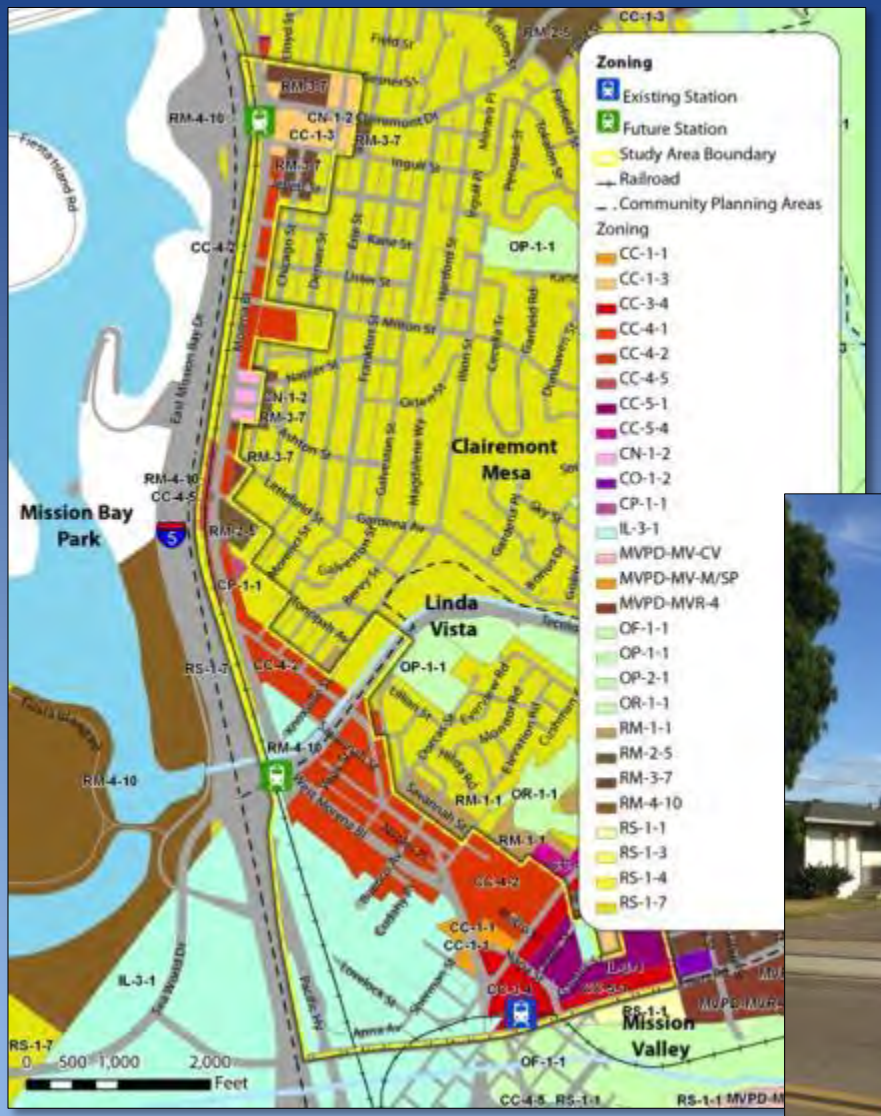
- Increase density where appropriate
- Increase bicycle and pedestrian facilities
- Speeding at freeway entrances/exits
- Improve access to Mission Bay
- Increase street trees /landscaping
- Encourage restaurant uses

LAND USE/ZONING ANALYSIS

Land Use vs. Zoning

- How properties are currently being used *may not* reflect the underlying zoning

LAND USE/ZONING ANALYSIS



Zoning Capacity

- Zoning may allow more intense development than currently exists

LAND USE/ZONING ANALYSIS

What changes are possible under current zoning?

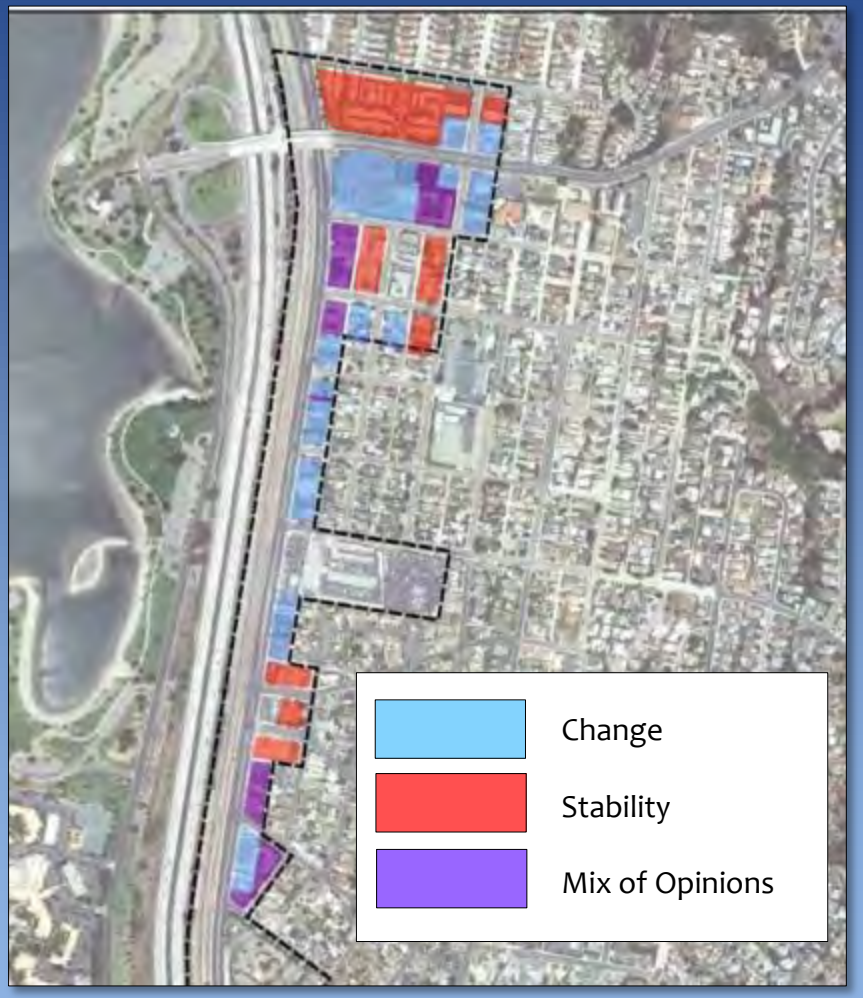
- **Several elements at play:**
  - Where is improved transit planned?
  - Where does the community want to see changes?
  - What kind of changes does the community want to see?
  - What zones will allow for a change or more intense development?

LAND USE/ZONING ANALYSIS

- **Transit:**
  - Existing trolley station at Napa/Linda Vista
  - New trolley stations at Clairemont and Tecolote
  - Walkway improvements to transit
  - Bike facilities to transit

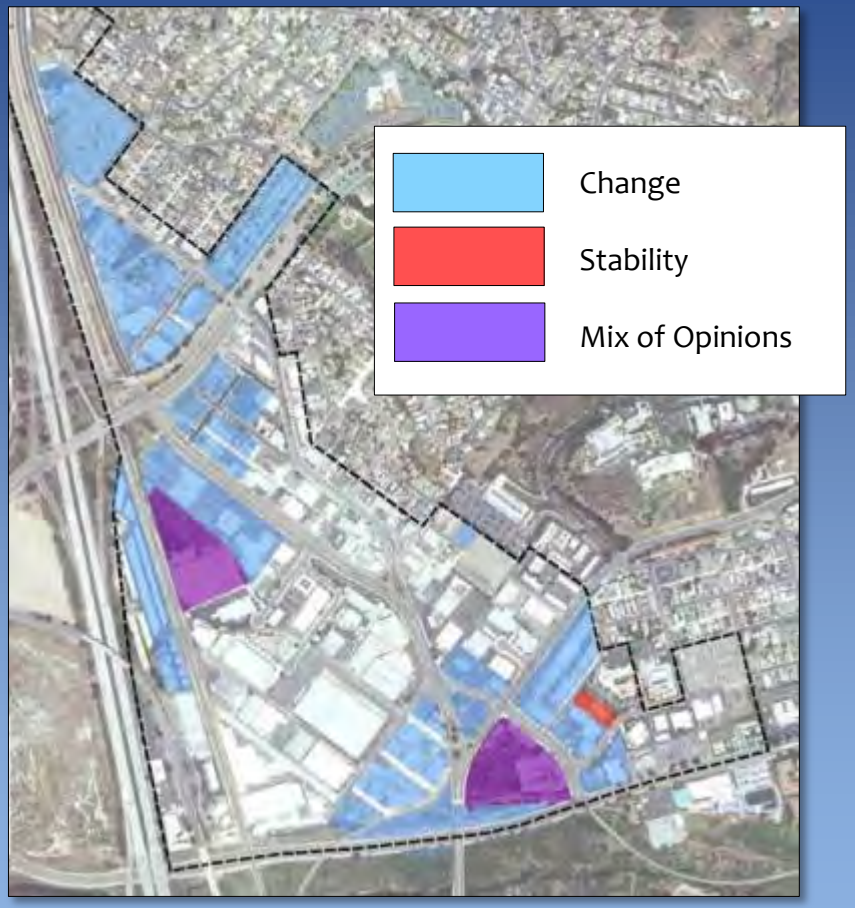
LAND USE/ZONING ANALYSIS

- **Community Vision:**
  - Protection of existing multi-family and neighborhood commercial
  - Changes on undeveloped/underdeveloped parcels



LAND USE/ZONING ANALYSIS

- **Community Vision:**
  - Widespread changes near existing and proposed trolley stations



LAND USE/ZONING ANALYSIS

- **Zoning capacity (Step 1):**
  - Analyzed allowable Floor Area Ratio (FAR), height limit, and dwelling units/acre
  - For FAR, established threshold of unrealized capacity of 50% or more

LAND USE/ZONING ANALYSIS

- Zoning capacity (Step 1)

LAND USE/ZONING ANALYSIS

- Zoning capacity (Step 2)

LAND USE/ZONING ANALYSIS

- Zoning capacity (Step 2)

LAND USE/ZONING ANALYSIS

- **Site plan capacity**
- **(Step 2):**
  - Balanced "capacity" with building massing and basic parking requirements

LAND USE/ZONING ANALYSIS

- Zoning capacity (Step 2)

ECONOMIC ANALYSIS

Two hypothetical sites analyzed, with two scenarios each

- One site for the north end, one for the south
- One scenario with existing zoning, one with transit-supportive zoning

Neither scenario assumed lot consolidation

- “Rule of thumb”: consolidation of more than 3-4 parcels becomes financially infeasible
- “Rule of thumb”: residential construction is more profitable than office, retail

ECONOMIC ANALYSIS

North Site:

- Approximately 3.6 AC
- Zoning CC-1-3 "Community Commercial"
- Allows commercial, residential (FAR bonus for residential uses)
- FAR of 0.75/1.5
- Height limit of 45' (with City Council approval) 30' limit otherwise

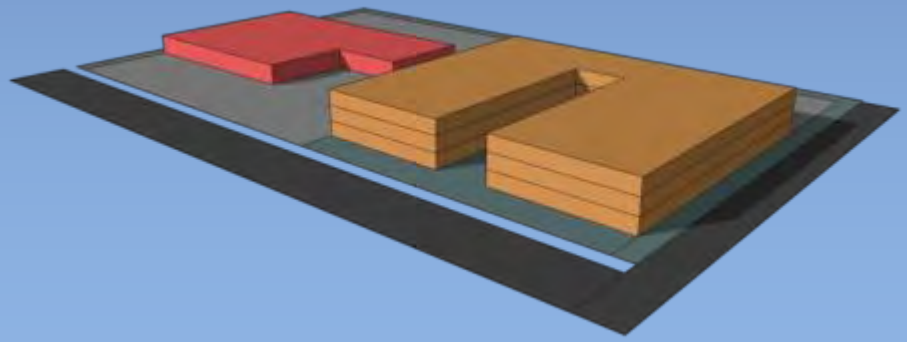
ECONOMIC ANALYSIS

North Site: "Existing Zoning" Scenario

Commercial Component (24,000 SF)

Residential Component 105 DU (Ave of 29 DU/AC)

Surface Parking (215 spaces)

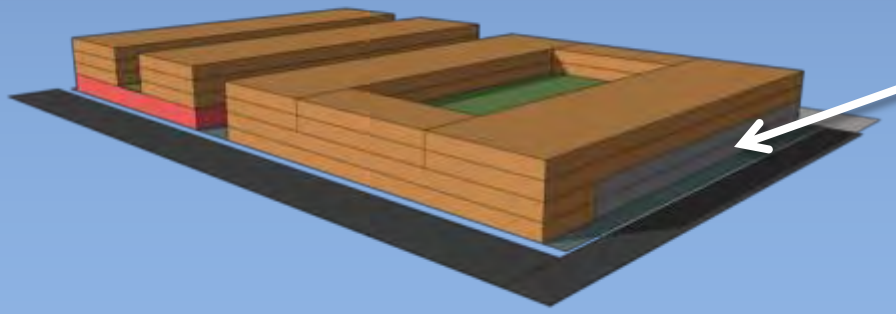


ECONOMIC ANALYSIS

North Site: "TOD Zoning" Scenario

Residential Component
267 DU
(Ave of 74 DU/AC)

Commercial
Component
(56,000 SF)



Podium
Parking (505
spaces)

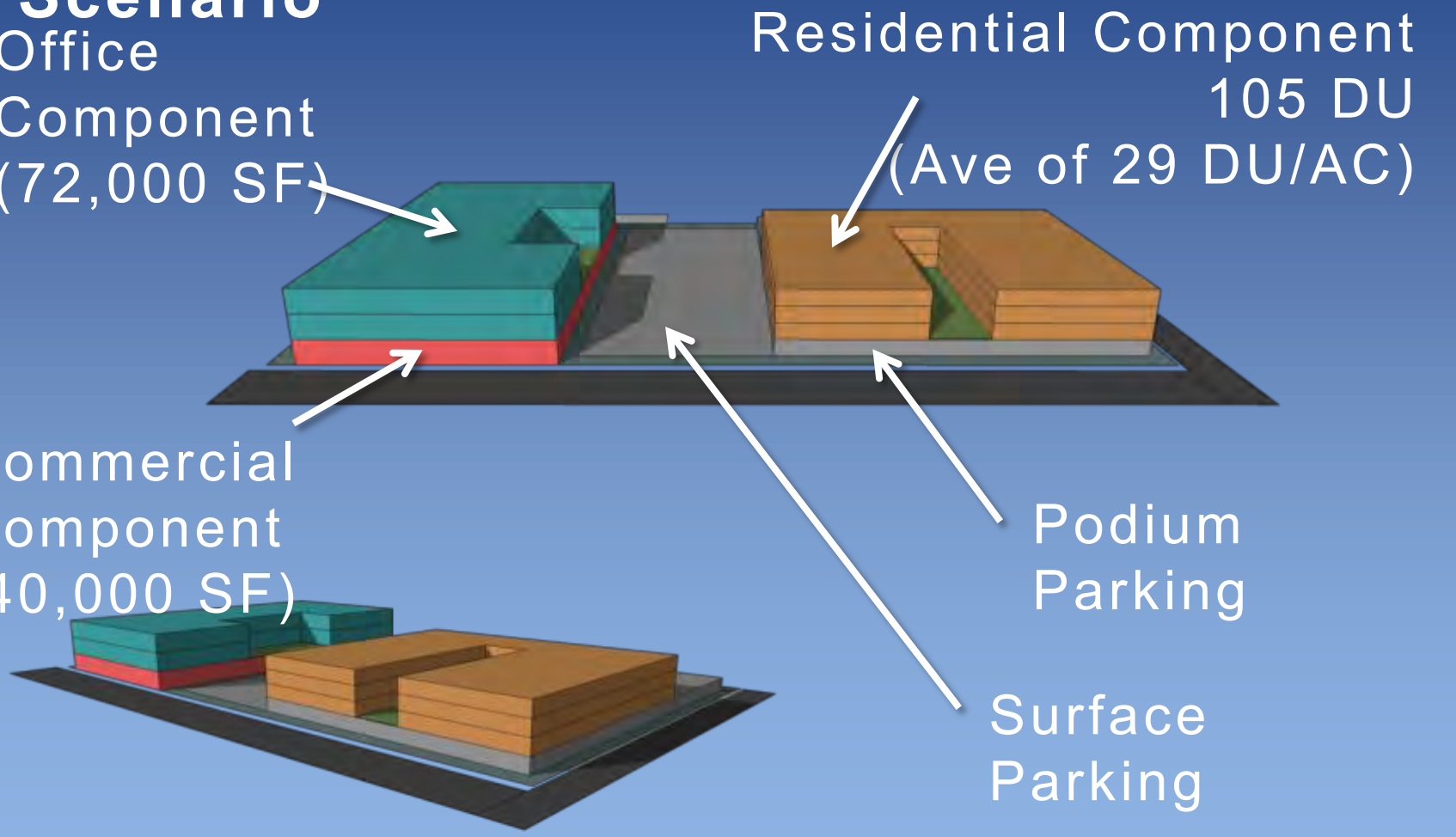
ECONOMIC ANALYSIS

North Site:

- Approximately 3.6 AC
- Zoning CC-4-2 “High Intensity Community Commercial”
- Allows commercial, resid., office (no FAR bonus for resid. uses)
- FAR of 2.0
- Height limit of 60’

ECONOMIC ANALYSIS

South Site: "Existing Zoning" Scenario

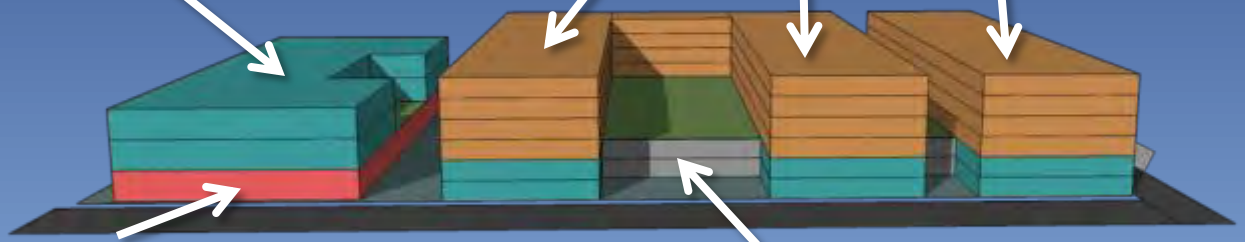


ECONOMIC ANALYSIS

South Site: "TOD Zoning" Scenario

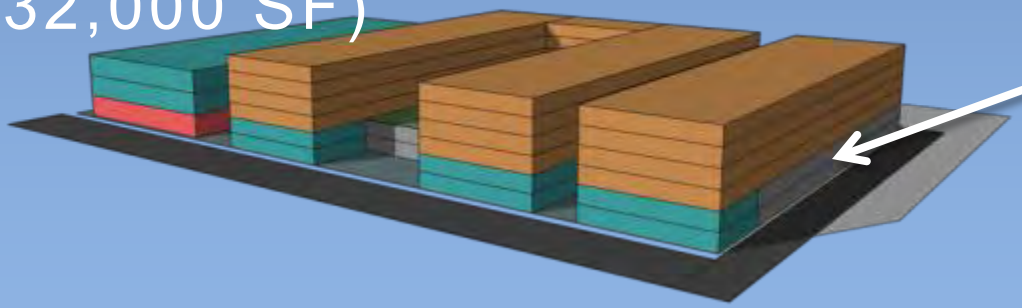
Office Component (72,000 SF)

Residential Component 280 DU (Ave of 77 DU/AC)



Commercial Component (32,000 SF)

Podium Parking (648 spaces)



ECONOMIC ANALYSIS

	#1: North Site, Current Zoning	#2: North Site, TOD Zoning	#3: South Site, Current Zoning	#4: South Site, TOD Zoning
Stories	3	4	3	5
Residential du	105 (29 du/acre)	267 (74 du/acre)	105 (29 du/acre)	280 (77 du/acre)
Retail sf	24,000	56,000	40,000	32,000
Office sf	0	0	72,000	72,000
Parking spaces	215	505	441	648
Parking - configuration	Surface	Podium – 2 level	Commercial: surface, partial 2nd floor deck Residential: Podium, 2 level	Podium – 2 level

ECONOMIC ANALYSIS

Feasibility Findings:

- The projects utilizing existing zoning are not feasible (Only able to support approx. half of the land value needed)
- The projects with TOD zoning are barely feasible (Able to support land values of $80-$85/SF)
- Feasibility can be enhanced by: 1)Allowing up to 4 stories above ground floor, 2) Reconfiguring parking with 1-level rather than 2-levels of podium parking
- For-sale residential supports considerably higher land value (Lack of for-sale development reflects financing challenges for both developer and buyers, not fundamental economics)

ECONOMIC ANALYSIS

Recommendations:

- Allowing zoning more supportive of TOD will be a key to attracting new development to the area (Larger projects also help attract more capable developers- Need to apply City's TOD overlay parking standards)
- Allow projects that are up to 4 stories above ground floor commercial
- Provide flexibility on amount of commercial in mixed-use projects

ECONOMIC ANALYSIS

Recommendations (continued):

- Provide flexibility on amount of commercial in mixed-use projects (Avoid two-level podium parking that reduces cost, increases flexibility for commercial space, benefits parking, & helps financing)

CONCEPTUAL IDEAS

MOBILITY IDEAS

- Reconfigure median and /or narrow lanes
- Drop a vehicular lane to use space for other modes
- Add Class 2 bike lane where missing
- Upgrade bike lane where substandard lane exists
- Add raised / barriered bike lane
- Add a hard-surface multi-use trail
- Add walkways where missing
- Add pedestrian crossing (with signals)
- Extend roadway where missing
- Traffic roundabout or reconfigured intersection
- Remove frontage rd. & add angled parking /walkway /trees
- Bulb-outs / pop-outs for pedestrians
- Pedestrian actuated signal for mid-block crossings
- New pedestrian crossing point with standard signals

LAND USE / DEVELOPMENT / REINVESTMENT IDEAS

- Opportunity for major new development that is transit supportive with a focus on housing and transit supportive mixed uses. This residential population will also support local businesses.
- Opportunity for reinvestment with a focus on restaurants and / or local businesses in a small main street district setting.
- Opportunity for reinvestment or new development with a focus on a design / furnishings district as a regional destination
- Opportunity for new development or reinvestment for neighborhood supporting retail (including a grocery store)
- Opportunity for major new landmark / public space feature / parklet / promenade or plaza to help emphasize district.
- UZ — Upzone needed to be transit supportive and to provide incentives for major reinvestment or to shift a land use to a new use.

Bike & Ped.

Roadway Changes

Land Use

MOBILITY OPPORTUNITIES OR CHALLENGES

Morena Blvd. drops to one lane each direction with right turn pockets north of this intersection of Gesner

With the new Clairemont station, transit users walking to the station would benefit from an additional cross walk

A ramp can be made from the north side of Clairemont to the east side of Morena

A ramp and stairs are needed here to connect Morena with Clairemont and Mission Bay to the west

Some recent pedestrian improvements have been accomplished but the area is still hostile to bikes and pedestrians

This high speed merge lane could be recaptured as one-way raised cycle track and provide a buffer to pedestrians

In one or two locations, a travel lane could be dropped based on movements and the median can be reduced

A substandard bike lane occurs on the west side of Morena, the east side is completely missing bike facilities

Some of the west side contains sidewalks but it does abruptly end in locations

Some areas contain walkable surfaces but they are too narrow and do not meet ADA requirements

Some excessive lane widths and median widths exist that could be reclaimed to make room for bike lanes

Knoxville could be made to connect with West Morena Blvd. if grading and right of way is acquired

No walkways exist under Tecolote at West Morena Blvd.

Both sides of Tecolote Creek have room for trails and can provide a link to Tecolote Rd. connecting with Mission Bay

A significant amount of right of way exists south of Tecolote Dr. that could provide connections to the future station

The median on Tecolote over the tracks / freeway is very wide and could be reduced to make room for bike lanes

The walkways on Tecolote are narrow, but a bike lane or raised 1-way cycle track could provide needed buffer

This segment of Tecolote does not require two through lanes and two left turn lanes

West Morena Blvd. south of Tecolote is very wide with and could be reclaimed for parking and bike lanes

This pedestrian restriction on West Morena Blvd is not needed and crosswalks should be added

The areas to the east of the Office Depot are land locked from adequate roadways

No pedestrian crossings occur at the merges between Morena and West Morena Blvds.

This location at the split could accommodate pedestrians if combined with new signal phasing and crosswalks

A striped shoulder lane is almost large enough to be a bike lane as seen here south of the split, north of Napa

LAND USE OPPORTUNITIES OR CHALLENGES

Housing on the north side of Clairemont near the proposed station, is of an appropriate density to support transit

The empty lot south of Clairemont and north of Ingulf is in a perfect location to be developed as a TOD

The gas station and adjacent development between Ingulf and Jellett are not transit supportive densities or uses

Some office existing in the study area. This one south of Jellett Street nearly maximizes allowed density

Remnant housing exists along Morena Blvd, most of which are low density, many have been converted to office

Most of the low density development provides a large amount of surface parking with single story buildings

Restaurants exist along the corridor, but most are inward oriented since they are next to a relatively noisy street

The age of many of the buildings indicate that reinvestment would be focussed on rebuilding not renovating

Small retail business including clubs, are spread out along the Boulevard and do not benefit by being part of a district

Though recently improved, if City Chevrolet ever moved, the development potential of the parcel would be high

Some retail storefronts appear to be converted apartments, backed up by adjacent apartments

Though not high density, some of the courtyard housing is unique and are moderately dense

This repair shop detracts from the main street feel of the Ashton / Napier retail area

Once a park, the fast food establishment impacts the character and feel of the Napier retail area

Successful businesses exist along Ashton and Napier, all with a main street character

Some older housing units have been adapted to offices and have stretched the limit on density on small lots

Though partly office and industrial, this large building represents the maximum density allowed in this area

Some businesses are on odd shaped lots that would be hard to consolidate into larger developable lots

Many of the warehouse buildings along Knoxville are too low of density compared with the lot sizes

Some of the warehousing could be repurposed to focus on interior design and furnishings showcase rooms

The Coronado Brewing Company demonstrates how high quality and unique spaces can exist in industrial areas

Many of these businesses back onto Tecolote Creek with no creekside orientation

South of Tecolote, remnant housing exists, some of which are of moderate density

An empty lot and wide right of way can be found on the south side of Tecolote near West Morena Blvd.

These two lots could be consolidated with excess Tecolote ROW and be developed with new housing near the trolley

Many of the retail business in the southern portion of the study area, are low density with limited up front parking

A few office buildings are scattered throughout the study area and have maximized their density allowances

Crosswalks / mid-block crossing

Walkways / bulb-outs

Protected / buffered bike lane

Sub-standard bike lane widened

Missing bike lanes added

Drop lanes from 4 to 2

Modify medians to reclaim space

Composite mobility concepts

New development- residential

Reinvestment- restaurant

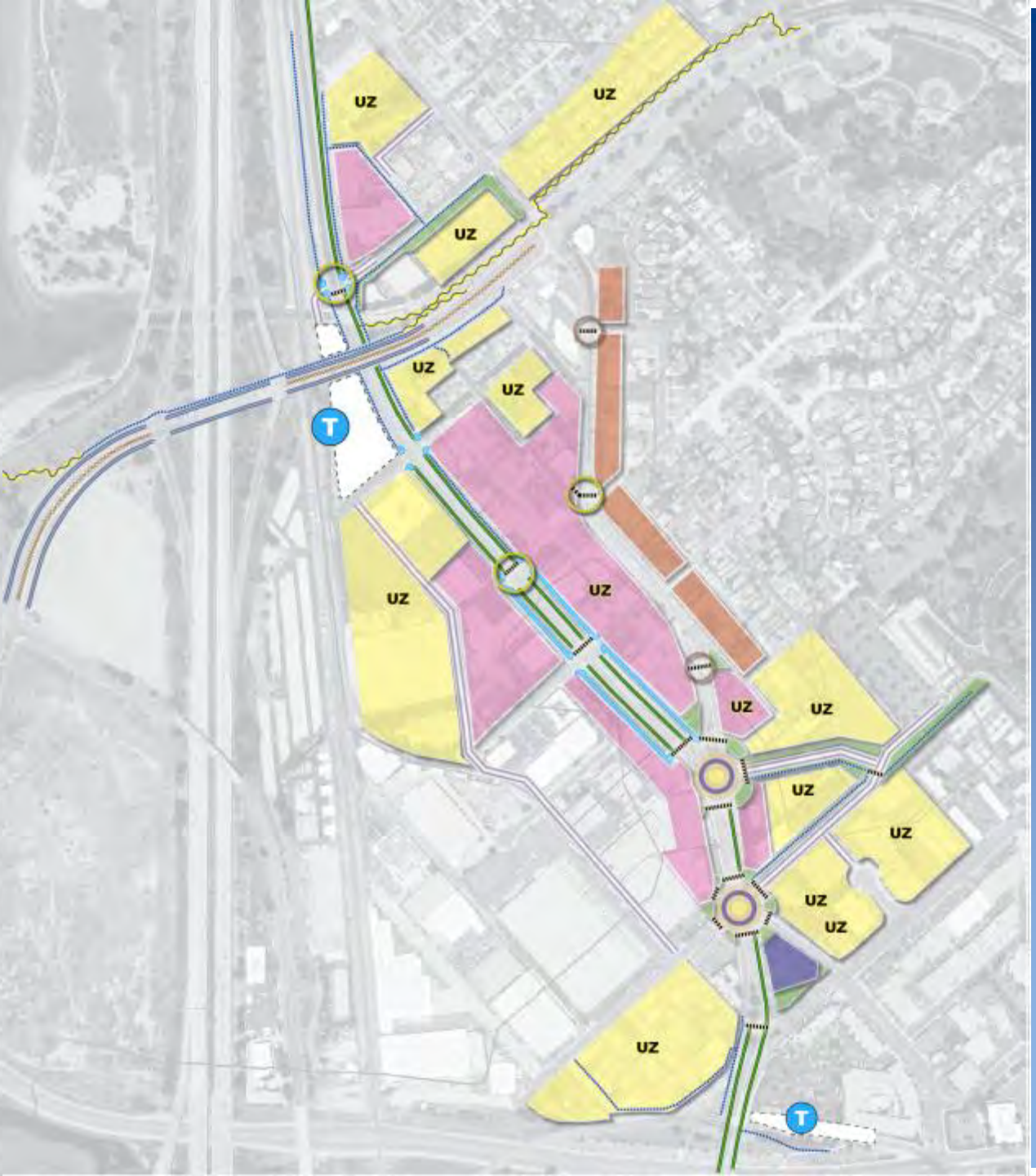
Evolving- neighborhood services

Reclaimed- park / public realm

Composite land use concepts

Composite land use / mobility

North Segment



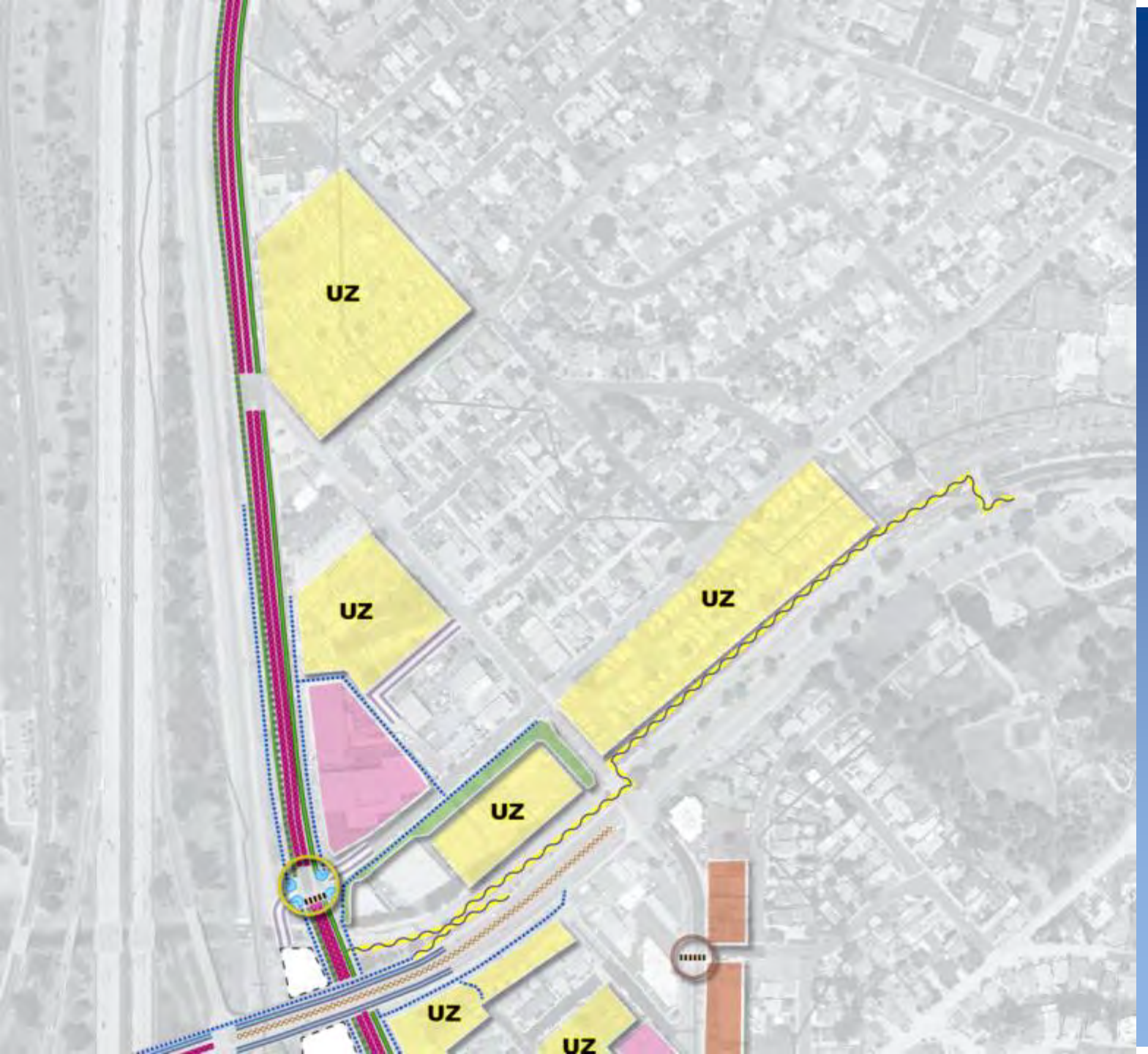
Crosswalks / signals
Walkways / bulb-outs
Hard surface multi-use trails
Protected / buffered bike lane
Sub-standard bike lane widened
Missing bike lanes added
Drop lanes from 4 to 2
Modify medians to reclaim space
Add trees, walkway & parking
Add roundabouts / new streets
Composite mobility concepts

New development- residential
Reinvesting- restaurant
Evolving- neighborhood services
Reclaiming- park / public realm
Accentuate- design district
Composite land use concepts
Composite land use / mobility

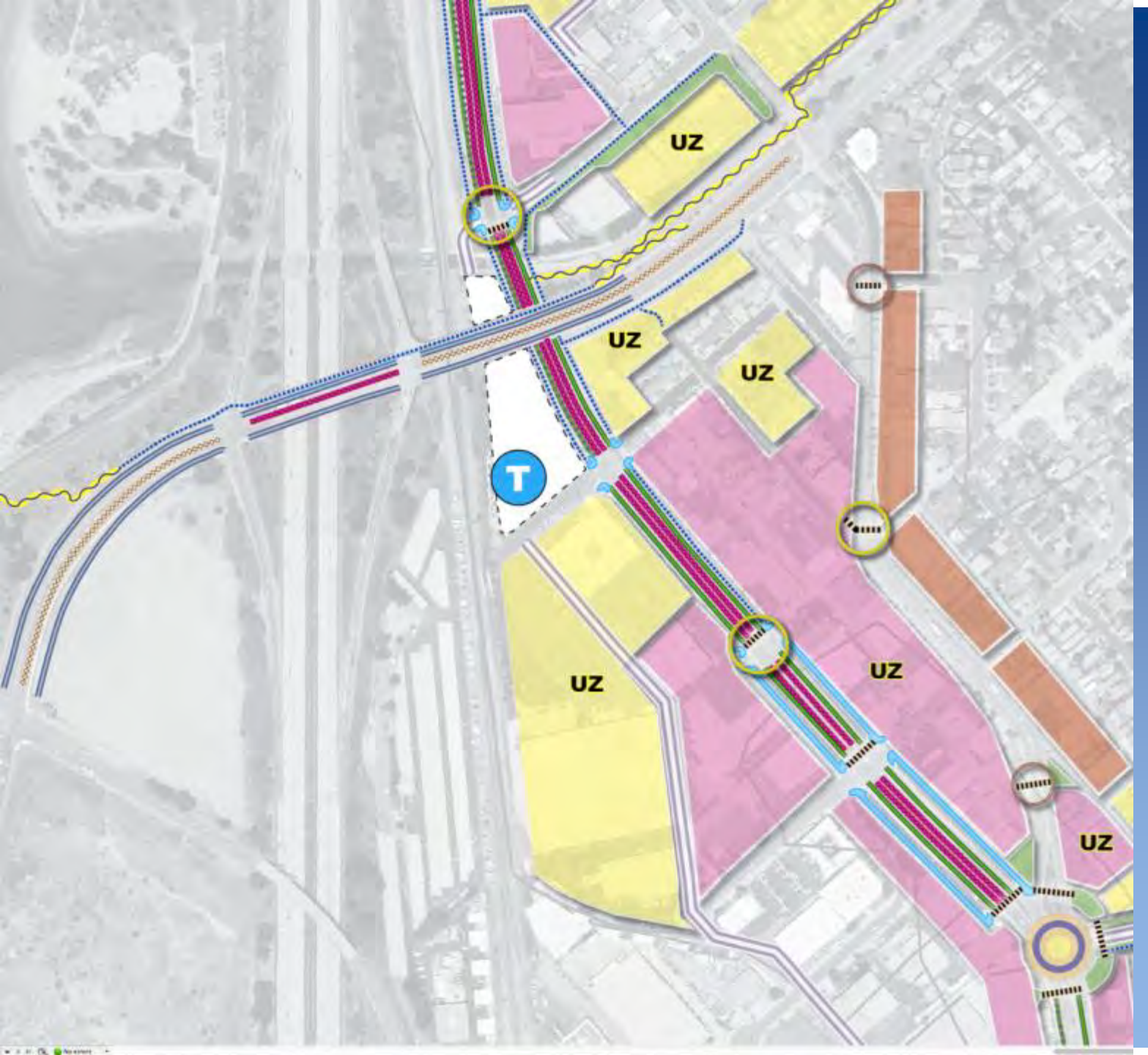
South Segment

Special Area 1

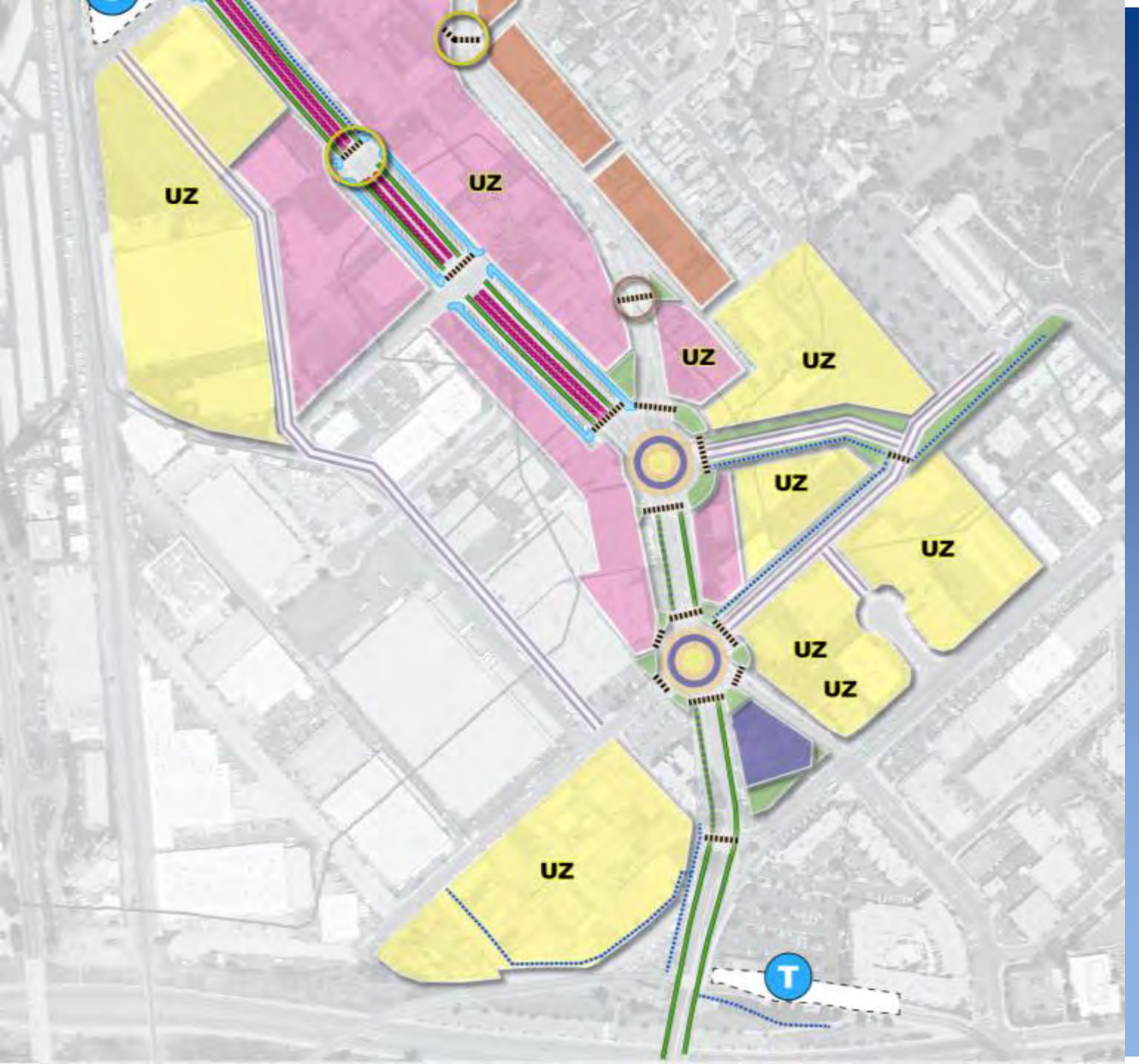
Special Area 2



Special Area 3



Special Area 4



Special Area 5

BREAK

TABLETOP EXERCISES (1 hour + 15 minute outbrief)

1. Gather at a table in the back of the room. 2- tables for mobility & 2- for land use (same maps)
2. Facilitators will provide an overview of the legend and then, starting from the top of the page, will start a discussion on each special area.
3. The facilitator will ask for you to indicate if you like the individual concepts, one at a time. Strongly opossed will also be noted.
4. The facilitator will provide an overview of the highest consensus and most split votes.
5. Participants will be asked to provide comments, and other suggestions that should be looked at or issues reviewed

NEXT STEPS

1. Revise concepts based on input today.
2. Review and add concepts identified today.
3. Identify increased trip generation rates based on build out of proposed zone changes or buildable based on current zoning.
4. Initial run of traffic modeling to determine level of service change from lane drops and new trips.
5. Market feasibility review of concepts.
6. Identification of two scenarios aimed at differing traffic impact thresholds and levels of development feasibility.
7. Workshop 3 in late September.