# Linda Vista Community Plan

*"A Community of Neighbors…"*

# *LINDA VISTA COMMUNITY PLAN*

## *and*

## *Local Coastal Program Land Use Plan*

City of San Diego Planning Department
202 C Street, MS 5A
San Diego, CA 92101

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| | | | | |

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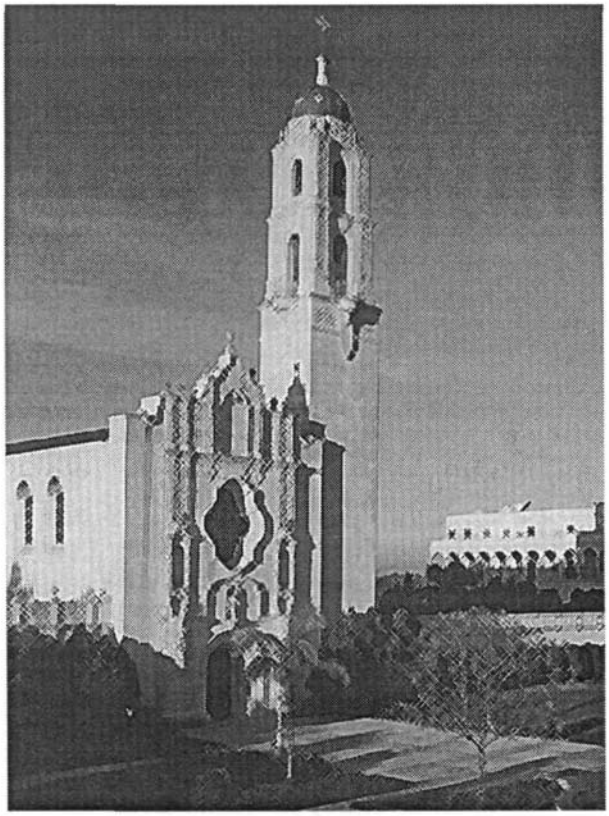


# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

## COMMUNITY FEATURES

Linda Vista is a primarily residential community with distinct neighborhoods. It is centrally located near Centre City, Mission Valley, and Mission Bay, with easy freeway access and a street system with relatively good traffic flow. Despite its strategic location, Linda Vista has remained a low to medium density residential area; and aside from the Morena area and several large educational institutions, is not a major job center for the City.

Some of Linda Vista's best assets are its location, the cultural diversity of its people, and the presence of the University of San Diego. Other assets include moderately-priced housing and a strong sense of community spirit and cooperation. Conversely, the community suffers from the lack of a major chain-type grocery store, some localized physical deterioration, and poor name identification.

## VISION STATEMENT

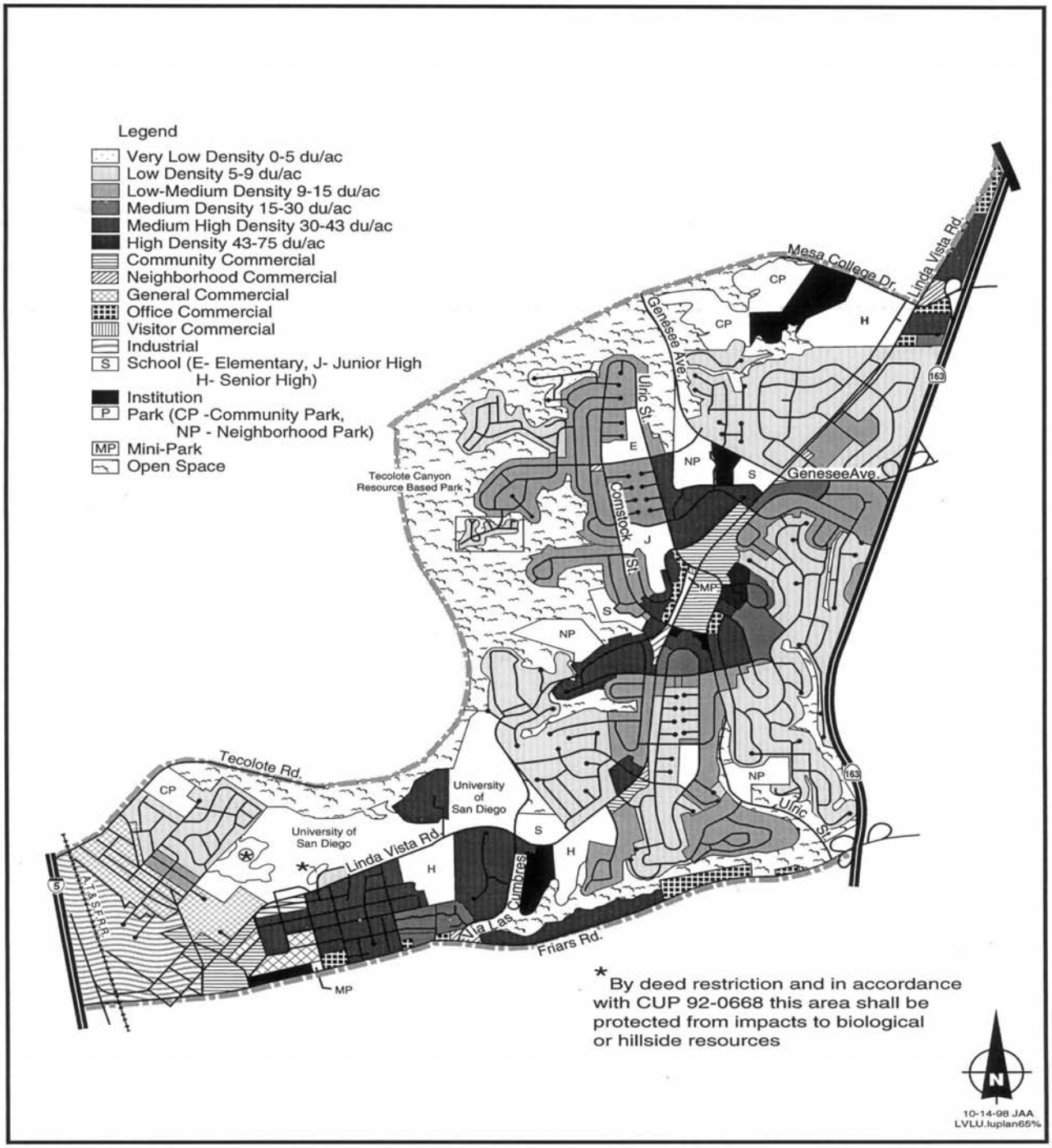
The Linda Vista community will experience moderate growth over the next twenty years. Increases in residential density will occur primarily in the central area of the community. This increase will occur through the redevelopment of existing parcels, rather than through the development of raw land. New residential development will be accompanied by adequate parking and landscaping, and by commensurate improvements to the community library, parks, roads, and other public facilities.

Tecolote Canyon, the community's major open space resource, will be preserved in its natural state. It will also provide recreational opportunities for residents of Linda Vista and the entire City of San Diego. Scenic resources, such as the slopes above Mission Valley, views to and from the University of San Diego, and views from public streets to Mission Bay will be maintained.

The circulation system will be enhanced by initiation of light rail service on the Mission Valley line and the mid-coast corridor to La Jolla. Bus and private shuttle transportation will link into these new rail lines. Pedestrian travel will also be enhanced by improved sidewalks and added landscaping.

The Morena industrial area will continue to be an important job center. The Morena commercial area will continue to provide for regional shopping opportunities, and will provide expanded local services, particularly restaurants. This area will add residential units through the conversion of some industrial land east of Napa Street to residential uses.

The Linda Vista Plaza and the blocks surrounding it will be strengthened as the heart of Linda Vista. Commercial and civic facilities will be concentrated here. This commercial area will be pedestrian-oriented, with street level commercial uses, improved sidewalks, landscaping, and the redevelopment of vacant or under-utilized parcels. Automobile-oriented uses will give way to retail and office development, and residential units on upper floors.




# Land Use Map
## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 1

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## COMMUNITY ISSUES

The major community issues that are addressed in this community plan are the following:

### Residential

- Residential development has become difficult due to the requirement for discretionary permits and the increased parking requirements imposed on portions of the community. This has been a dis-incentive to redevelop deteriorating structures.

- Some believe that the operation of subsidized rental housing has made it difficult for private owners to offer units at competitive prices.

- Some residential projects continue to deteriorate due to lack of maintenance by owners.

- Better education about existing codes is needed to improve compliance.

### Commercial

- Linda Vista lacks a major chain-type grocery store. This forces many residents to venture outside the community to fulfill their shopping needs, whereas a local supermarket would be an attractive feature adding to community life. Additional restaurants are also desirable.

- Although the commercial vacancy rate is low, a few commercial sites have remained vacant for years, inviting graffiti and vagrancy. A few commercial sites, such as the Thrift Village area north of Linda Vista Plaza, suffer from poorly-integrated development and empty (unutilized) and unattractive paved areas.

- The development of the Morena/Linda Vista trolley station brings opportunities for new transit supportive mixed-use development adjacent to the station.

- The existing development regulations for commercial areas in Morena may be discouraging needed redevelopment.

### Industrial

- The Morena industrial area is a job center that should be maintained. The uses do not negatively affect surrounding neighborhoods. Development regulations may be discouraging the attraction of new businesses or the expansion of existing businesses.

### Public Facilities

- Additional developed park acreage is needed in the Silver Terrace neighborhood to provide park land within walking distance of residents.

- The dog pound operated by the county of San Diego causes noise impacts on the Silver Terrace neighborhood.

- The San Diego Unified School District is considering closing and/or consolidating various schools in the community. Any schools which are closed should be considered for other public facilities. Also, public school facilities should undergo physical improvements to enhance the image of the community.

- The University of San Diego continues to operate as a prestigious institution. Expansion of the university should be carefully planned to follow the existing architectural theme, maintain sensitive hillsides, minimize traffic flow through the community, and provide sufficient parking.

- The University of San Diego High School is an asset to the community; however, it causes negative impacts to surrounding residential areas due to the lack of adequate on-site parking.

**Urban Design**

- Some of the major streets in the community are poorly landscaped. Additional landscaping would enhance the appearance of the community. Landscape species should be easily maintained and require minimal water.

- Overhead utilities detract from the appearance of the community.

- Pedestrian paths from residential neighborhoods to Linda Vista Plaza need improvement, including paving.

- The Morena area suffers from a disorganized appearance and confusing traffic flow.

**GENERAL COMMUNITY**

- Maintain Linda Vista as a primarily residential community including diverse neighborhoods.

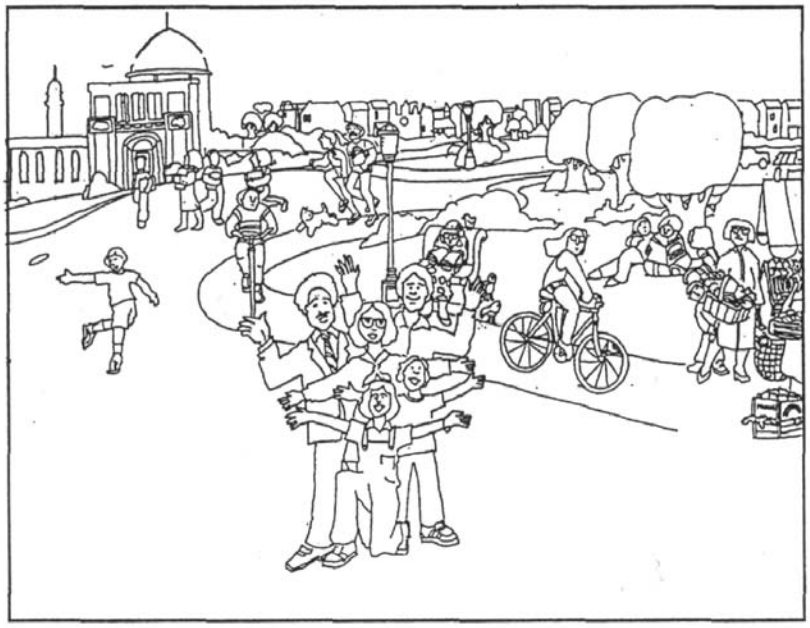
- Maintain and enhance the role of the Linda Vista Plaza area as the commercial heart of Linda Vista and as the center of community life.

- Conserve the natural amenities of the community, including Tecolote Canyon and its finger canyons, public views, and the slopes along Friars Road, Ulric Street, and State Route 163 (SR-163).

- Encourage the improvement of the central Linda Vista residential area through improved pedestrian access, and by allowing moderate growth.

- Attract new commercial services to Linda Vista, particularly a supermarket and restaurants.

- Retain the job-producing industrial development in the Morena area, and encourage expanded rail service.
- Promote the expansion of the University of San Diego in a manner that positively affects the community.
- Promote the beautification of Linda Vista through a facade rebate program, undergrounding of utilities, and a landscape theme for the community's major streets.
- Improve the pedestrian environment and encourage the use of shuttles from transit stations.
- Maintain public view corridors to Mission Bay and the Pacific Ocean.
- Regulate the growth and operation of educational institutions so that impacts to the community are minimized.



# INTRODUCTION

# INTRODUCTION

## PURPOSE OF THE PLAN

The Linda Vista Community Plan and Local Coastal Program Land Use Plan is the City of San Diego's statement of policy regarding growth and development of the Linda Vista community planning area over the next two decades. The plan proposes goals, policies, and strategies for land uses and public facilities. The plan designates areas for residential, commercial, industrial, and public uses, as well as areas that are to remain undeveloped. This document establishes the basis for development regulations, including such measures as zoning designations and development impact fees, and for the expenditure of public resources within the community.

## PLAN ORGANIZATION

The Linda Vista Community Plan contains goals, policies, and recommended actions, and land use maps which illustrate the recommendations. A large (1 inch = 600 feet) map on file with the City depicts land use designations with greater clarity.

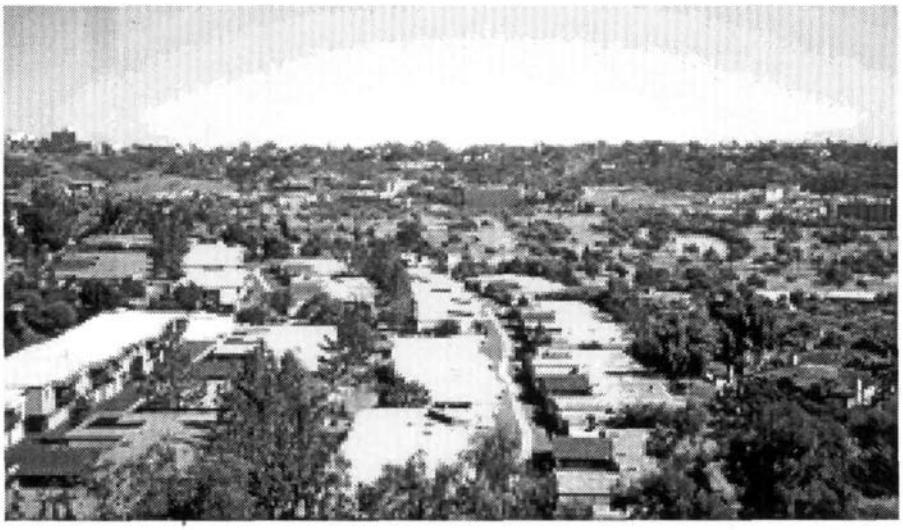
The Linda Vista Community Plan is organized as follows:
The Introduction describes the purpose of the plan, its organization and its development. The Planning Context section provides background information on the planning area, history, and urban and environmental settings which guide the development of plan policies.

The bulk of the plan consists of the "Plan Elements," each of which provides goals, policies, and proposals regarding a specific land use type - for example, residential, commercial, and industrial land uses, the circulation system and public facilities. Goals are ideal future conditions or expressions of community values. Policies are statements that guide future decisions in a manner that achieves these goals. Proposals are actions, procedures, programs, or techniques to carry out the policy. Examples of proposals include funding, zoning regulations, and future studies or plans. Each plan element also contains an "action plan," which identifies the funding, timing, and responsibility for the plan recommendations. The goals, policies, proposals, and action plans are designed to be consistent and mutually reinforcing.

## HOW THE PLAN WAS DEVELOPED

The Linda Vista Community Plan was prepared by a cooperative effort of the Linda Vista Community Planning Committee, community citizens, other community organizations, and the City of San Diego. The Linda Vista Community Planning Committee formed a task force to work with City staff on the plan update. The task force met bi-weekly for a period of two years, and was open to all members of the community. The task force spent the first six months reviewing existing conditions, discussing key issues, and suggesting responses to these issues. City staff used these discussions as the basis for preparing drafts of each plan element. Each element was then reviewed in detail by the task force, with changes made according to the desire of the task force. Community workshops were held at key points during the plan update process to obtain broader feedback on significant planning issues.

This plan update also incorporates recommendations from earlier design workshops, economic development studies, and the 1983 Linda Vista Community Plan.



# PLANNING CONTEXT

# PLANNING CONTEXT

## URBAN AND ENVIRONMENTAL SETTING

The Linda Vista community, comprising about 2,400 acres, is located on the southwestern portion of Kearny Mesa, overlooking Mission Bay and Mission Valley (see Figure 2). The planning area is generally bounded on the south by Friars Road, on the west by Interstate 5 (I-5), on the north by Tecolote Canyon and Mesa College Drive, and on the east by State Route 163 (see Figure 3).

Physically, the community is defined by: 1) Mission Valley, a broad urbanizing valley to the south of Linda Vista, rising up to 2) Kearny Mesa, a flat mesa punctuated by promontories near the University of San Diego, and 3) Tecolote Canyon, a large open space system operated by the City as a resource-based park.

There is very little vacant developable land left in Linda Vista. Much (1,274 acres) of the community is developed with residential use. Other significant land uses include light industrial and commercial in the Morena area, a university, and retail uses in central Linda Vista.

### Hillsides

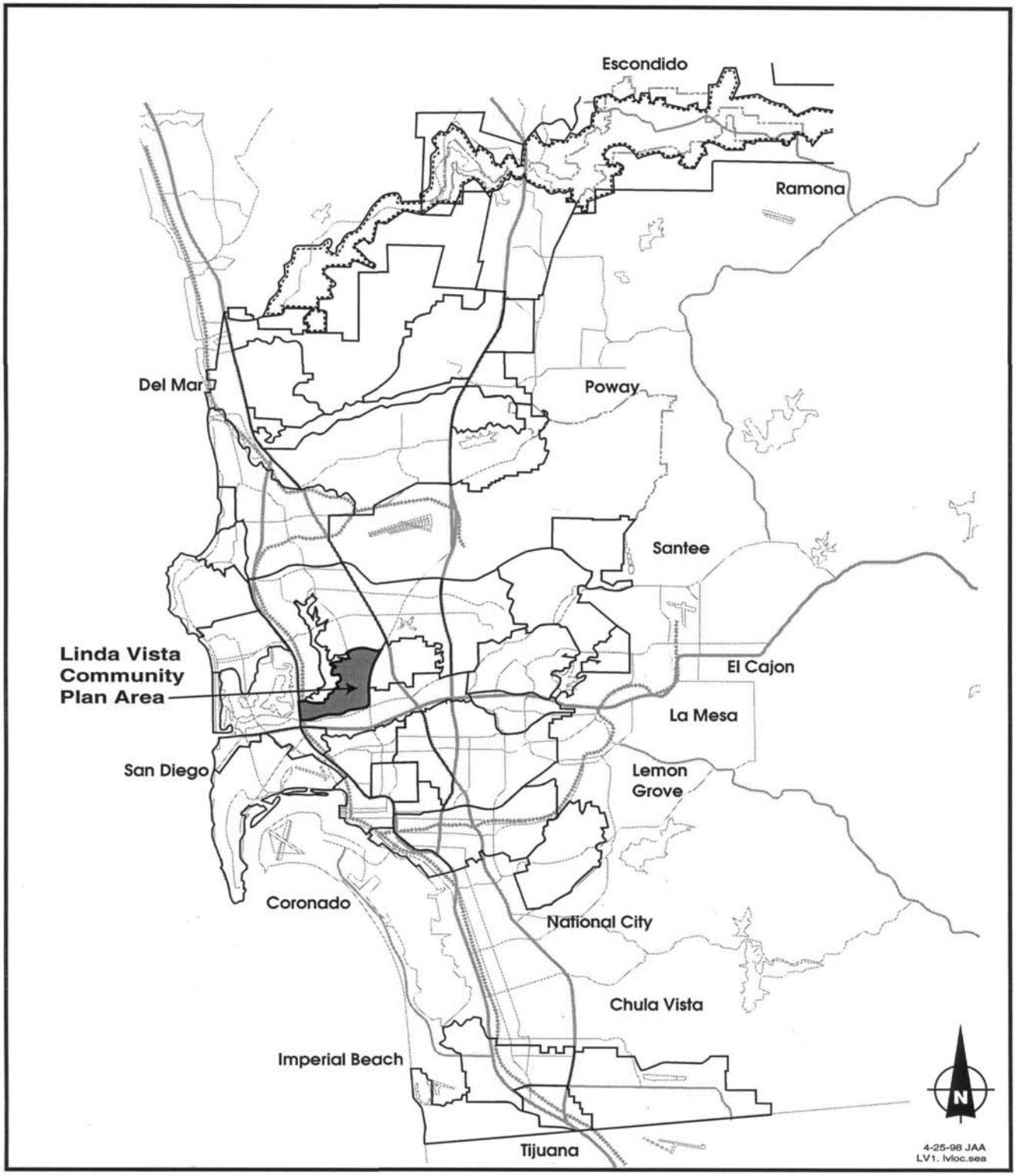
Linda Vista is topographically low along its southern border with Mission Valley, and in the Morena area at the western end of the community. The highest elevation, approximately 380 feet above mean sea level, is near the northern end of the community. Steep hillsides exist along Tecolote Canyon at the community's western edge, along finger canyons extending northward from Mission Valley, and along the edges of the University of San Diego campus.

### Geology

The City of San Diego Seismic Safety Study shows that most of Linda Vista is built on stable geological conditions. The Old Town and Rose Canyon faults run through the Morena area of the community. These are considered potentially active faults that have a relatively high potential for liquefaction. The potential for slope instability occurs along Tecolote Canyon and its finger canyons, north of Friars Road east of Via Las Cumbres, and in the slopes around the University of San Diego.

## LOCAL COASTAL PROGRAM

The California Coastal Act of 1976 established a coastal zone boundary and mandated that all jurisdictions within that boundary prepare a Local Coastal Program (LCP). The westernmost thirteen acres of the Linda Vista community are within the coastal zone (see Figure 4). This community plan is part of the City of San Diego's LCP. It contains policies and recommendations to address the coastal issues of physical and visual access to the Pacific Ocean and Mission Bay.

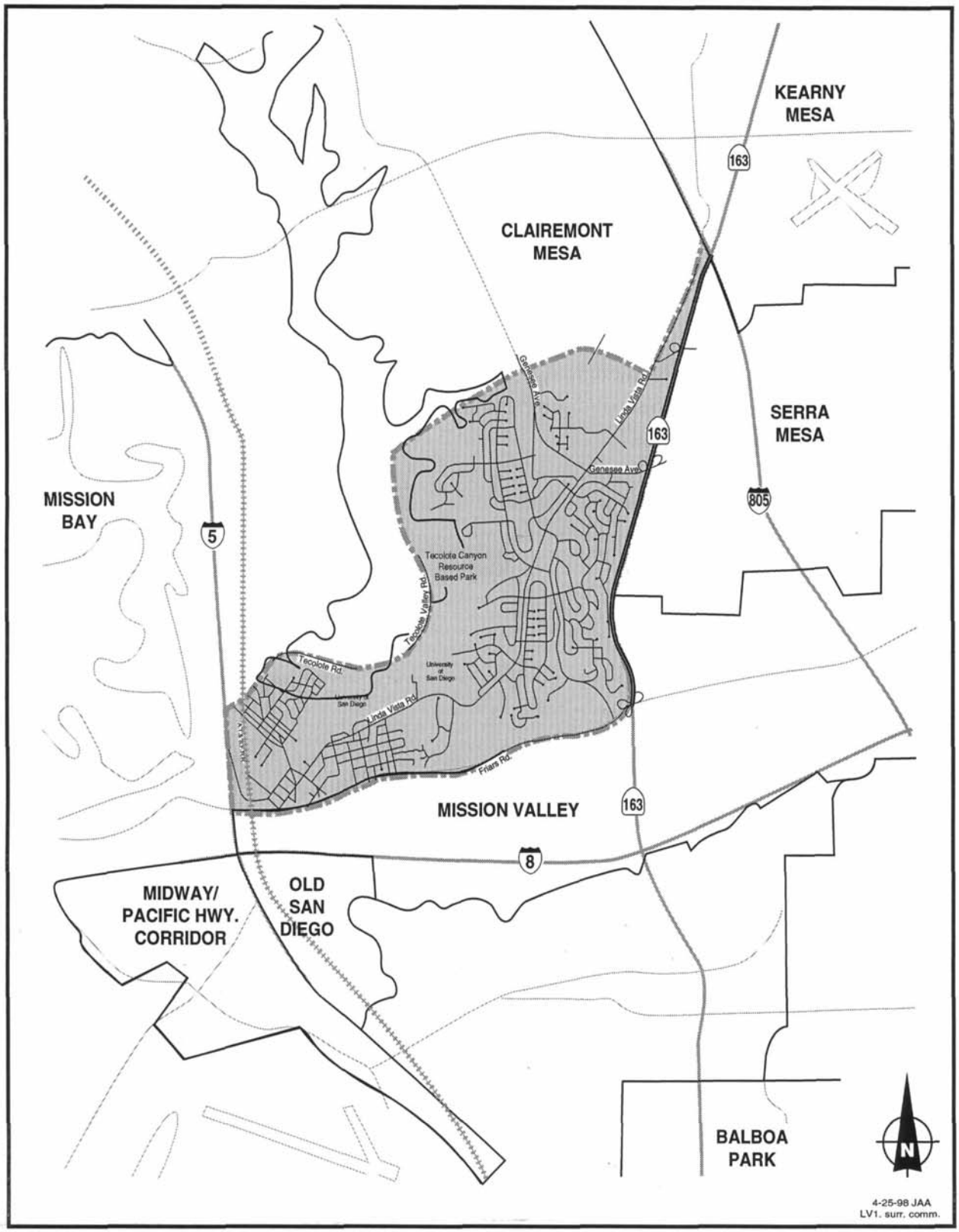



**Location Map**

**Linda Vista Community Planning Area**

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure **2**




**Surrounding Communities**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure 3

## DEVELOPMENT AND PLANNING HISTORY

Housing development in Linda Vista began with the Silver Terrace subdivision in the late 1880s. Development continued at a moderate pace through the first four decades of the 1900s. However, the community's greatest growth spurt occurred between 1941 and 1945. During World War II, the entire region faced an unexpected defense boom that resulted in an enormous influx of residents to staff the burgeoning defense industry. Housing shortages became so acute that factory officials reported an inability to recruit sufficient labor. As a result, the federal government began to build housing in San Diego, the largest of which was in Linda Vista. Three thousand dwelling units were built over a period of one year using mass production techniques.

Planned features of the new community included view lots, infrastructure, and landscaping. However, problems were encountered with the water and sewer systems being inadequate citywide, and a shortage of funding for completion of the landscaping, schools, library, and commercial uses. Overcrowded conditions were a problem from the start.

The Linda Vista Shopping Center was dedicated in 1942 by Eleanor Roosevelt as the nation's first shopping center. Extensive redevelopment of the center was conducted during the 1970s.

Still apparent are the numerous pathways and alleyways leading from surrounding residential neighborhoods to Linda Vista Plaza. Some of the pathways are still in use, while others have been built upon or removed.

The University of San Diego (USD) has been a landmark of the community since its construction in the 1950s. USD is a private university with an enrollment of approximately 6,000 students. Multiple family development accelerated in the 1960s through 1980s in areas adjacent to USD, along Friars Road, and in areas overlooking Tecolote Canyon.

The late 1970s and 1980s brought an influx of Indochinese immigrants into Linda Vista. The immigrants include Vietnamese, Laotian, Hmong, and Cambodian people. Linda Vista remains an ethnically diverse community, with a population (as of 1990) that is 62 percent white, 22 percent Asian, 18 percent Hispanic, and 6 percent black.

The first community plan prepared for Linda Vista was the Morena area plan, covering about 380 acres. Linda Vista was included in the 1970 Kearny Vista Community Plan. Successes of the plan included the acquisition of Tecolote Canyon for open space, a housing improvement program, and the formation of a redevelopment project area for Linda Vista Plaza. The redevelopment area remains in effect today.

The first comprehensive plan for the enlarged community was the 1983 Linda Vista Community Plan. This plan calls for the intensification of land uses along Friars Road and near Linda Vista Plaza, the University of San Diego, and the Morena industrial area. Many of the rezonings recommended to implement that plan were not adopted.

A series of amendments to the Linda Vista Community Plan have been approved by the City Council since the plan's adoption. One amendment requires development along Friars Road to

# Coastal Zone Boundaries

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

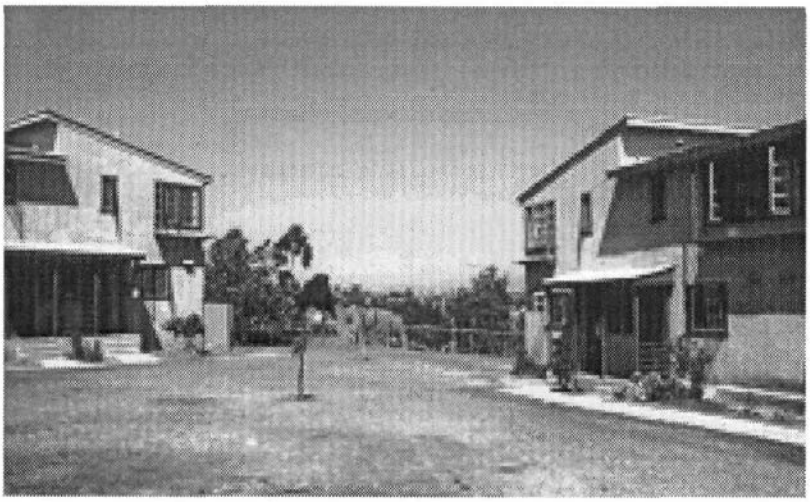
Figure 4

compete with development in Mission Valley for development allotments based on vehicle trips. In other amendments, residential densities were lowered in some (predominantly single-family) areas. Additionally, ordinances were enacted limiting the issuance of building permits and requiring discretionary permits for multifamily projects until the Linda Vista Plan Update is complete.

Many of the residential structures in Linda Vista today date back to the boom period of the 1940s. The street system, particularly in central Linda Vista, remains much the same as it was 50 years ago. Housing types in this area include small single-family homes on small lots, duplexes, triplexes, and small apartment buildings in the garden apartment style.

Residential
Commercial & Industrial
Open Space
Community Facilities
Transportation
Urban Design

# ELEMENTS OF THE COMMUNITY PLAN



# RESIDENTIAL

# RESIDENTIAL LAND USE

## BACKGROUND

Approximately one half the acreage of the community is devoted to residential development. Few vacant parcels are available for residential development. Single-family areas are largely built out. However, the multifamily areas could be redeveloped with a greater number of units under current zoning, especially in the central Linda Vista area.

The Linda Vista community contains a wide variety of housing types, including 3,900 single-family detached units, 6,900 multiple family units, and 220 mobile homes (as of 1990). This is a ten percent increase from the total number of units reported in 1980.

### Residential Densities

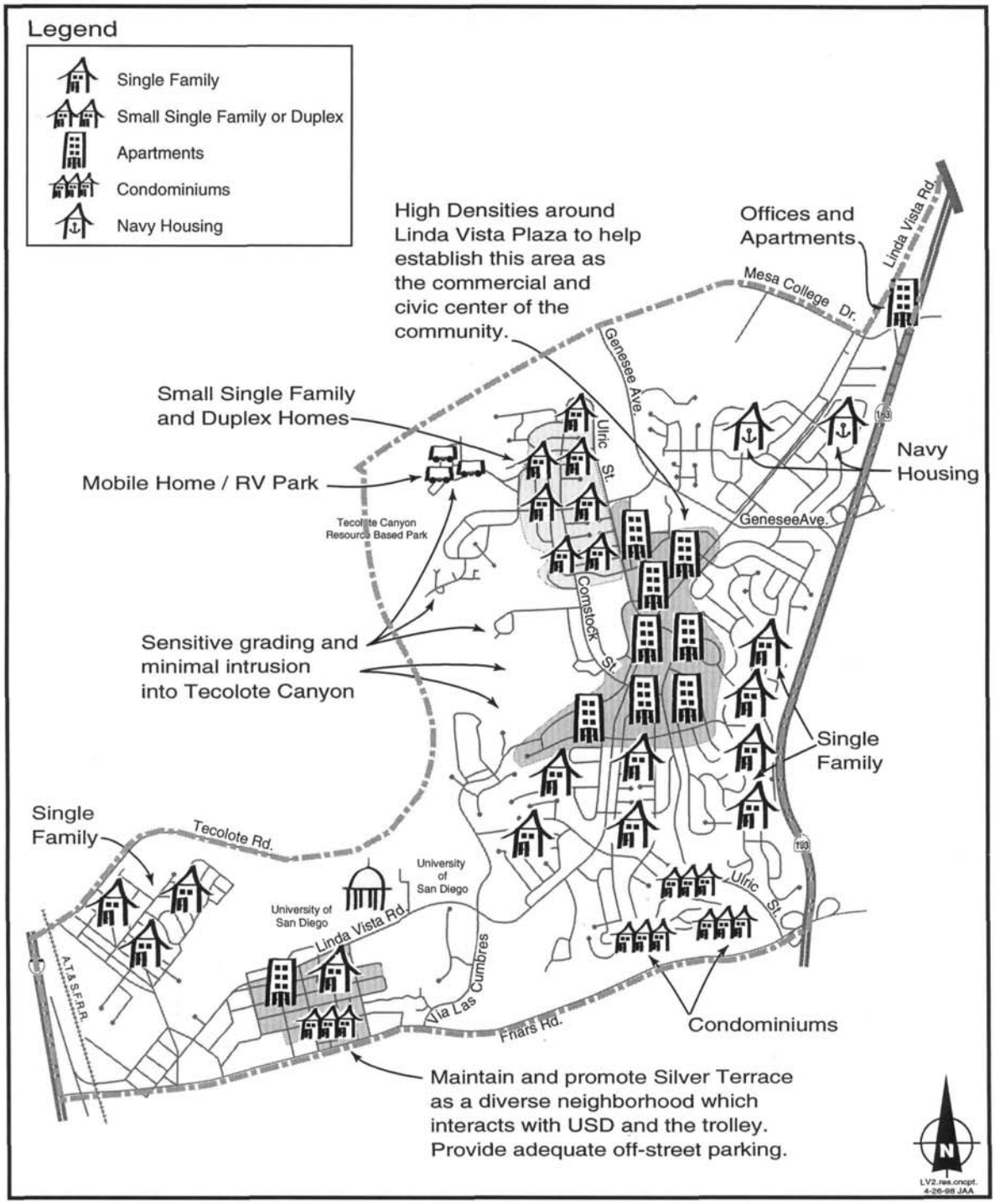
1. Low density (5-<9 dwelling units per acre) occurs in the northern part of the community in the Chesterton Navy housing project, in the Alcala Knolls and Overlook Heights neighborhoods, and in the central western area along Linda Vista Road and State Route 163. These areas are characterized by detached single-family homes on lots typically ranging from 5,000 to 10,000 square feet.

2. Low-medium density (9-< 15 dwelling units per acre) exists in the areas along Judson Street, Lanston Street, Drescher Street, and in Fashion Hills. These are typically duplexes, two-on-ones, and triplexes mixed with single-family homes in the central areas of Linda Vista, and condominiums mixed with significant open space acreage in the southern neighborhoods near Friars Road.

3. Medium density (15-<30 dwelling units per acre) occurs in small areas throughout the community and are either condominium projects or small (four to six-unit) apartment buildings.

4. Medium-high density (30-<43 dwelling units per acre) development occurs in the Silver Terrace neighborhood, student housing on the University of San Diego campus, in areas just east and south of Linda Vista Plaza, at Friars Village, along Friars Road, and in the Linda Vista Hills neighborhood at the northeastern apex of the community. These areas are developed with multi-unit condominium and apartment complexes.

5. High density (43-75 dwelling units per acre) development occurs in a 30-unit apartment complex east of Ulric Street behind Linda Vista Plaza, and a 43-unit apartment building (student housing) on Linda Vista Road at Josephine Street.




**Residential Concept**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure
5

**Residential Neighborhoods**

Linda Vista can be described as having sixteen distinct residential neighborhoods. These are depicted in Figure 6. These neighborhoods were delineated on the basis of neighborhood identity, location, or dwelling unit type. The subareas can be described as follows.

Neighborhood 1/Linda Vista Hills. This neighborhood, at the northeastern apex of the community, includes three apartment complexes intermixed with office development. Density is in the medium-high to high range.

Neighborhood 2/Chesterton. The Chesterton Navy Housing Complex comprises this subarea. Most of the area is developed with single-family homes at a density of less than five units per acre. The Navy is renovating the housing, and is also replacing 23 single-family units with 50 duplexes near Chesterton Elementary School.

Neighborhood 3/Wheatley. This neighborhood consists of the Wheatley Hills, Genesee Estates, Park Mesa, and Wildwood Village subdivisions. Density is within the low-density range.

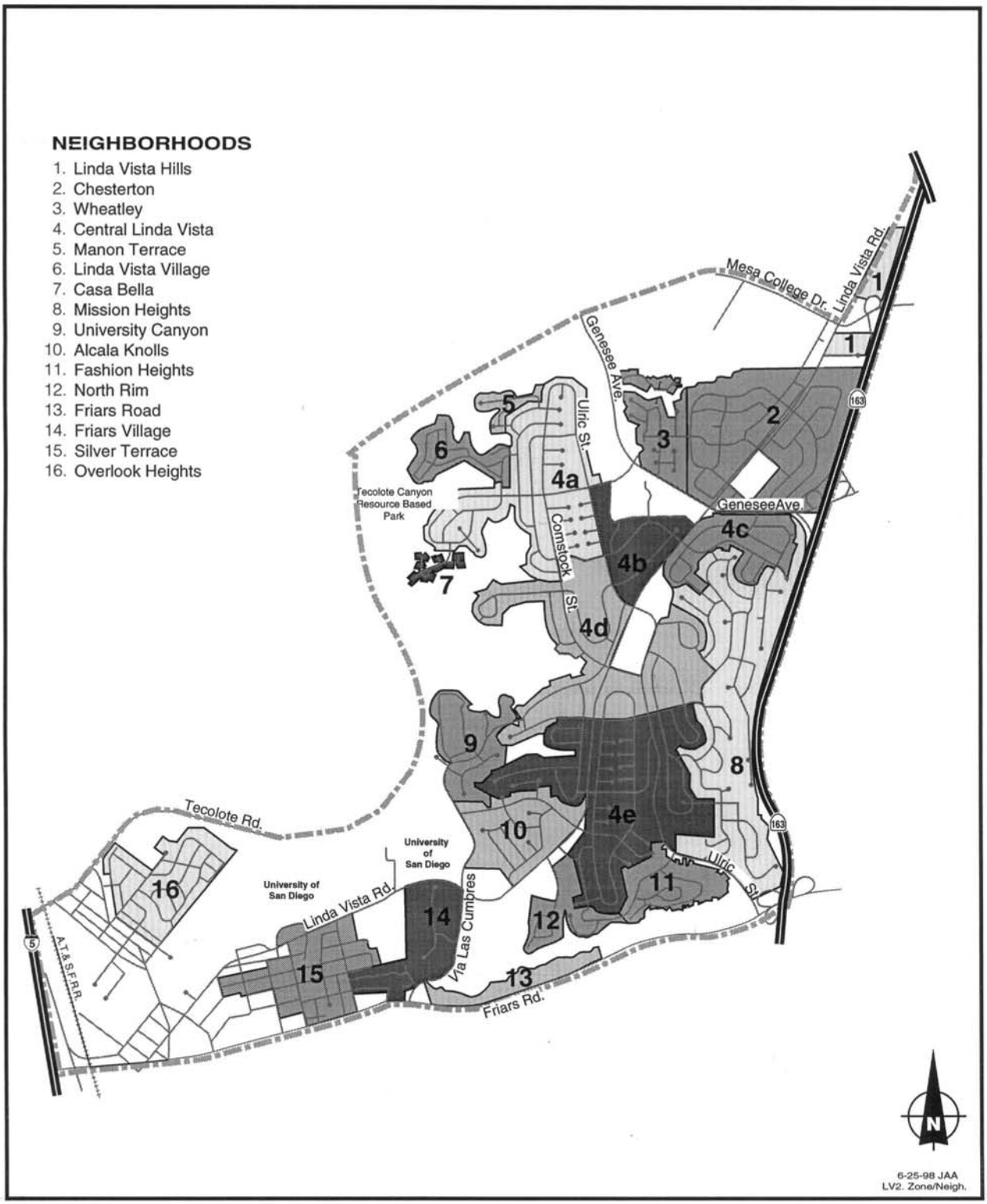
Neighborhood 4/Central Linda Vista. This large and diverse area is the center and heart of Linda Vista. It extends along the original street network established in the 1940s, centering on Linda Vista Road, the central spine of the community. Much of the housing remains the original housing of the 1940s, including single-family, duplex, and small apartment buildings. This neighborhood is, for purposes of analysis, divided into five sections. Section 4A, located west of Linda Vista Road along Ulric and Comstock Streets, has a mixture of single-family homes and duplexes, with the occasional two-on-one or triplex. Section 4B, surrounding Linda Vista Community Park, contains mostly four- and six-unit apartment buildings which date to the 1940s. The units are arranged as garden apartments, in a U- or X-shape surrounding a central open area. Section 4C, which runs south of Genesee and east of Linda Vista Road, contains single-family homes and duplexes. Section 4D has a wide variety of housing types, ranging from single-family homes and duplexes up to large apartment buildings. The highest densities occur east of Linda Vista Plaza. Section 4E is predominantly single-family, with duplexes in the Drescher Street area.

Neighborhood 5/Manon Terrace. This is a standard single-family subdivision clustered on a ridge above Tecolote Canyon.

Neighborhood 6/Linda Vista Village. This mobile home park, completed in 1980 contains 220 mobile homes. The site is bounded by Tecolote Canyon. Density is in the low range.

Neighborhood 7/Casa Bella. This is a 91-unit townhouse project in the low-density range. The site is a knoll that overlooks Tecolote Canyon.

Neighborhood 8/Mission Heights. This is an entirely single-family neighborhood except for two apartment projects. The homes were built in the 1960s and are in good condition.




**Residential Neighborhoods**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure 6

Neighborhood 9/University Canyon. This neighborhood consists of the University Canyon townhouse development and the Tait-Kelly city-owned housing project. This area features clustered housing in the low-density range.

Neighborhood 10/Alcala Knolls. This is a single-family neighborhood, except for a 12-unit townhouse development at the end of Goodwin Street and two apartment complexes at Linda Vista Road and Glidden Street, which are in the medium-high density range.

Neighborhood 11/Fashion Heights. Fashion Heights is a townhouse development in the low-density range. Several undeveloped parcels abut the project.

North Rim 12/North Rim. North Rim is a 296-unit townhouse development in the low-medium-density range.

Neighborhood 13/Friars Road. This neighborhood contains three apartment complexes in the medium-density range.

Neighborhood 14/Friars Village. This is a neighborhood with three townhouse projects, Friars Village, the Abbey, and River Park. Density is in the 10-15 dwelling unit per acre range.

Neighborhood 15/SiIver Terrace. This is a neighborhood which has been steadily transforming from a single-family to a multifamily area. The neighborhood has a diverse character. There is a large student population.

Neighborhood 16/Overlook Heights. This is a single-family neighborhood overlooking the Morena area with outstanding views of the coast.

**GOALS**

1. Continue to provide a wide variety of dwelling unit types for all ages, income, and social groups.

2. Improve the appearance and quality of deteriorating housing stock and encourage the redevelopment of unsound structures.

3. Discourage the intrusion of incompatible land uses within residential neighborhoods and the development of residential uses in heavy commercial and industrial areas.

4. Respect the hillsides and canyons in new residential development.

5. Create safe and pleasant pedestrian linkages between Linda Vista Plaza and surrounding residential neighborhoods.

6. Enhance residential neighborhoods by planting street trees, encouraging improvements to the exteriors of residential structures, and observing development standards.

7. Promote moderate residential growth in central Linda Vista and the preservation of existing

residential character in other neighborhoods.

8. Expand on-campus housing opportunities for students at the University of San Diego.

**POLICIES**

1. Maintain the existing residential character of Linda Vista's neighborhoods (except Neighborhoods 4A-D; see below) by applying land use designations which reflect the established density and development patterns.

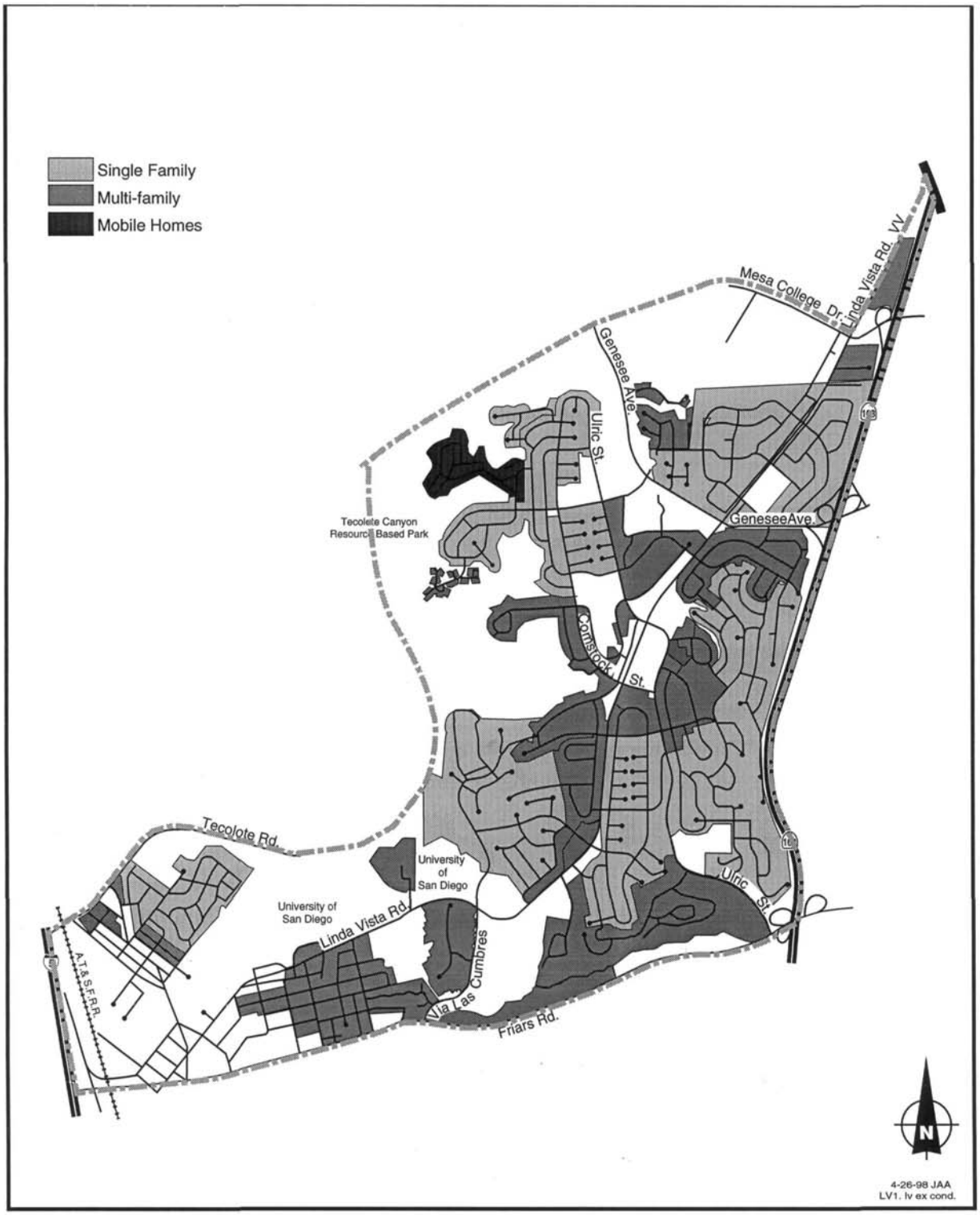
2. In Neighborhoods 4A-D, encourage redevelopment by applying land use designations which allow a greater development intensity than the existing pattern.

3. Enforce building and zoning codes in residential areas of Linda Vista to abate zoning, building, and health code violations in the form of abandoned vehicles, illegal storage of vehicles, the accumulation of junk and litter in public and private areas, and other code violations.

4. Require new development to conform to this community plan's recommendations for landscaping, site design, lighting, sidewalk treatment and signage.

5. The City shall regulate development on all properties having slopes with a natural gradient of 25 percent or greater and a minimum differential of 50 feet through the Environmentally Sensitive Lands regulations of the Municipal Code.

6. The community should encourage the use of affordable housing programs with a focus on home ownership programs, the rehabilitation of existing units, and the redevelopment of blighted parcels.




# Existing Residential Land Use

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 7

## SPECIFIC PROPOSALS

1. **Residential Densities**

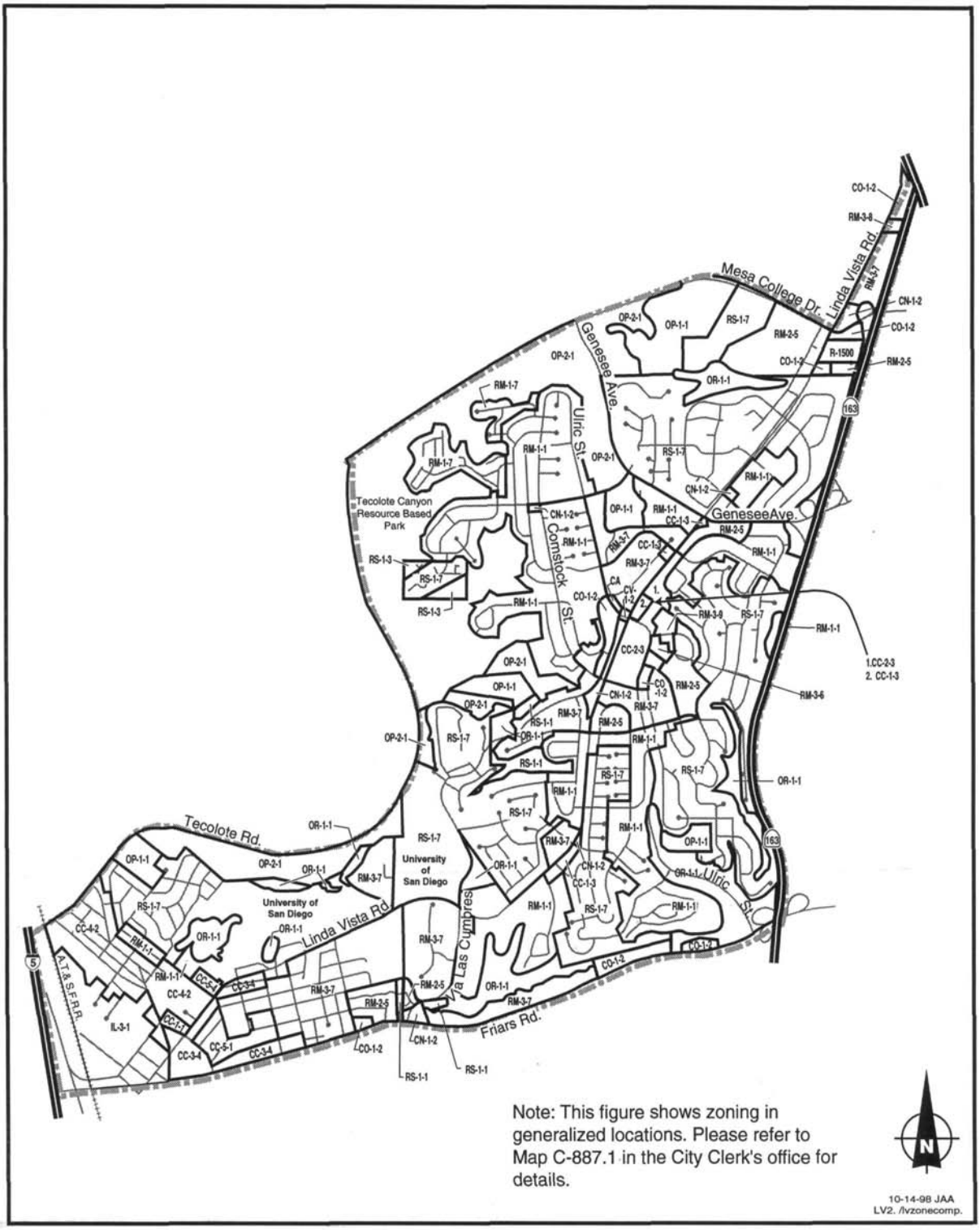
Designate the community for residential development as shown in Figure 8 and as described in the following table.

| Neighborhood | Designation (dwelling units per acre) |
|---|---|
| 1 | Medium (15-30) and Medium-High (30-43) |
| 2 | Low (5-9) and Low-Medium (9-15) |
| 3 | Low (5-9) |
| 4A | Low-Medium (9-15) |
| 4B | Medium-High (30-43) |
| 4C | Low-Medium (9-15) Medium (15-30) |
| 4D | Low-Medium (9-15), Medium (15-30) Medium-High (30-43), and High (43-75) |
| 4E | Low (5-9) and Low-Medium |
| 5 | Low (5-9) |
| 6 | Low-Medium (9-15) |
| 7 | Low (5-9) |
| 8 | Low (5-9) and Low-Medium (9-15) |
| 9 | Low (5-9) |
| 10 | Low (5-9) and Medium (15-30) |
| 11 | Low-Medium (9-15) |
| 12 | Low-Medium (9-15) |
| 13 | Medium-High (30-43) |
| 14 | Medium (15-30) and Medium-High (30-43) |
| 15 | Low (9-15) and Medium-High (30-43) |
| 16 | Low (5-9) and Low-Medium (9-15) |

# Residential Designations
## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 8




# Proposed Zoning

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 9

## 2. Residential Character

a. In single-family areas, provide for a variety of housing sizes and styles. Apply regulations that relate the building envelope to lot size to ensure that the bulk of new development does not overwhelm established neighborhoods.

b. New multifamily development should provide adequate parking, screening, and landscaping. These projects should be subject to a ministerial review process. Requests to vary from the standards of the zone are subject to a discretionary permit, and must conform to the recommendations of this community plan.

c. The City shall maintain the infrastructure in residential communities, including streets, curbs, and gutters. The community planning group and citizens should assist the City in this effort by reporting instances of neglect or deterioration.

d. The City should enforce building, zoning, and other codes to improve the safety and appearance of Linda Vista's residential neighborhoods.

## 3. Affordable Housing

The Linda Vista community has 5,774 households defined as very low or low-income, according to the 1990 census. This is about 53 percent of the households in the community. Citywide, there were 189,694 low and very low-income households, or 45 percent of all households. Low-income is defined as those earning less than 80 percent of the area's median income (adjusted for family size), while very low-income refers to those earning less than 50 percent of median income.

The median housing value of $165,000 for Linda Vista is lower than the median value citywide of $189,999, and the median rent of $569 is comparable to the citywide median of $560. The average household size in Linda Vista (2.72 persons per household) is comparable to the citywide household size of 2.61; however, central Linda Vista has a household size of 3.37 persons per unit.

The high percentage of low and very low-income households in Linda Vista, the rent levels, and the average household size indicate that a significant segment of Linda Vista's population are either living in crowded conditions in order to afford their rent, or are paying a higher than affordable rent ("affordable" is considered to be 30 percent of family income). Both of these conditions can be problematic, leading to physical deterioration of structures, inadequate parking, and reduced buying power for other consumer products.

The community of Linda Vista supports approximately 668 dwelling units occupied by low-income families which are provided assistance by the San Diego Housing Commission. This includes approximately 185 housing units owned and operated by the Housing Commission ("public housing units"), 155 loans for rehabilitation of privately-owned units, 272 families receiving "Section 8" rental assistance certificates (used to subsidize rental rates in privately-owned units) and sixteen units of homebuyer assistance. The majority of the

assisted units are in central Linda Vista in Subareas 4, 8, and 9. There are 617 low-income families on a waiting list who are seeking affordable housing in Linda Vista as of 1997.

The City's Housing Element promotes the goal of providing housing assistance to 9,316 additional lower-income households citywide during the period of 1991 to 1998. This number has been distributed by community to ensure that all communities provide their "fair share" of low-income housing needs, without concentrating such units in any one community. The seven-year goal for Linda Vista is 200 households. This goal can be accomplished in a number of ways, including new construction, rehabilitation of existing units, and rent subsidies.

The Housing Commission should continue to work with the community to provide affordable housing that is well-integrated into the community and helps upgrade the community. Housing programs should emphasize assistance to low and very low-income families that already live in Linda Vista. Examples of assistance programs that would accomplish this objective are:

a. **Public Housing**. Public housing refers to units owned and operated by the Housing Commission. Public housing units may develop through new construction or acquisition of existing units. The Housing Element discourages locating public housing in census tracts where the percentage of low-income households exceeds the citywide average. Central Linda Vista has a high percentage of low-income households. In this area, public housing should only be considered when it would redevelop blighted parcels. Nationwide, funding for new construction is diminishing and is not expected to generate significant numbers of new units. In Linda Vista, the focus should be on substantial rehabilitation of deteriorated housing rather than on new construction.

b. **Rental Assistance Program**. This program offers vouchers to qualifying households to rent privately-owned apartments. Funds are available through HUD's Section 8 program and through the home program. The renter pays 30 percent of their gross monthly income for rent, including utilities, and the federal government pays the property owner the difference between this amount and the fair market rent. Since this program maintains market rental rates and utilizes existing units, this program should be applied throughout the community as funds are available. The Housing Commission should ensure that property owners who receive rental subsidies through this program maintain strict maintenance and resident eligibility standards.

c. **Homebuyer Assistance Program**. Homebuyer assistance is available in the form of tax credits, grants, and "silent second" loans. This program helps existing residents become homeowners, which may increase community pride. Since this program maintains the market value of housing and utilizes existing units, this program should be applied throughout the community as funds become available.

d. **Rehabilitation Assistance**. Loans and grants are available for homeowners and owners of rental housing to rehabilitate properties, with the property owners agreeing to keep rent at affordable levels to low-income occupants. Since this program upgrades existing units, it should be applied throughout the community as funds become available.

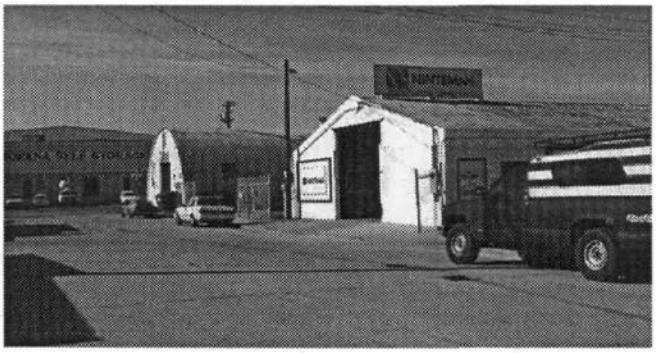
e. **Senior CUP Program**. The Senior Conditional Use Permit program provides a density bonus of up to 50 percent to property owners who rent all of the units to senior and physically impaired citizens at affordable rents. This program is available throughout the City in areas that are level, near retail and social services, and within two to three blocks from a supermarket and transit stop. Within Linda Vista, the qualifying area would be Neighborhood 4. Any projects built under this program must be compatible with surrounding residential development in bulk and scale.

## 4. Parking

The streets in Neighborhoods 14, 15 and 16 are affected by crowded parking conditions due to the proximity of large educational institutions, high student population, and the existence of older residential development which did not provide adequate off-street parking. To alleviate this problem, new residential development in these neighborhoods should be required to provide additional parking than the average citywide requirement. Specifically, the City should remove the supplemental parking requirement in Neighborhoods 13-16; remove the parking impact overlay regulations in Neighborhoods 4, 6, 7, 8, 9, 10, 11, 12, and 13 and apply the parking impact overlay regulations only to Neighborhoods 14, 15, and 16. In Neighborhood 15, additional mechanisms should be considered including permit parking, which would provide parking permits for area residents only.

## ACTION PLAN

| | On-Going | Adopt With Plan | Within 2 Years | Within 5 Years | Responsibility for Implementation | Source of Funding | See for More Detail |
|---|---|---|---|---|---|---|---|
| Enforce Building and Zoning Codes | • | | | | City | City, CDBG | Policy 4 |
| Zone Properties per Figure 9 | | • | | | City | City | Specific Proposal 1 |
| Rescind ordinance requiring discretionary permits for most development | | • | | | City | City | Specific Proposal 2 |
| Revise parking requirements | | • | | | City | City | Specific Proposal 4 |
| Implement affordable housing programs | • | | | | Housing Commission | Various | Specific Proposal 3 |



# COMMERCIAL
# INDUSTRIAL

# COMMERCIAL AND INDUSTRIAL LAND USE

## BACKGROUND

There are about 155 acres of commercially-designated land in Linda Vista, and about twenty acres of land designated for industrial use. The majority of the commercial acreage occurs in the Morena and Linda Vista Plaza areas. Several sites scattered throughout the community are also designated for commercial use. The industrial acreage is exclusively in the Morena area.

The two major commercial areas in Linda Vista are the Morena general commercial area and Linda Vista Plaza (see Figure 10). The Morena area serves a regional as well as local market, and has a concentration of businesses related to home furnishings and home improvement. There are also numerous warehouse and distribution facilities, as well as some light manufacturing, automobile repair, and materials storage businesses in that area. Linda Vista Plaza, located in central Linda Vista, is a shopping center containing an Asian food market, chain drug store, and several smaller shops and restaurants. Augmenting the plaza are commercial uses immediately to the north along the east side of Linda Vista Road.

Additional commercial sites providing convenience goods and services are located at Friars Road and Via Las Cumbres, and Linda Vista Road at Glidden, Fulton, Daniel, and Mesa College Drive. Office uses are located along Friars Road, Morley Street, east of Linda Vista Plaza, and in the northern tip of the community between Linda Vista Road and State Route 163.

## GOALS

1. Retain and enhance commercial usage of the Morena and Linda Vista Plaza areas.

2. Retain the existing industrial area west of Morena Boulevard as a diverse employment base for the community and the City. Encourage more utilization of existing rail facilities.

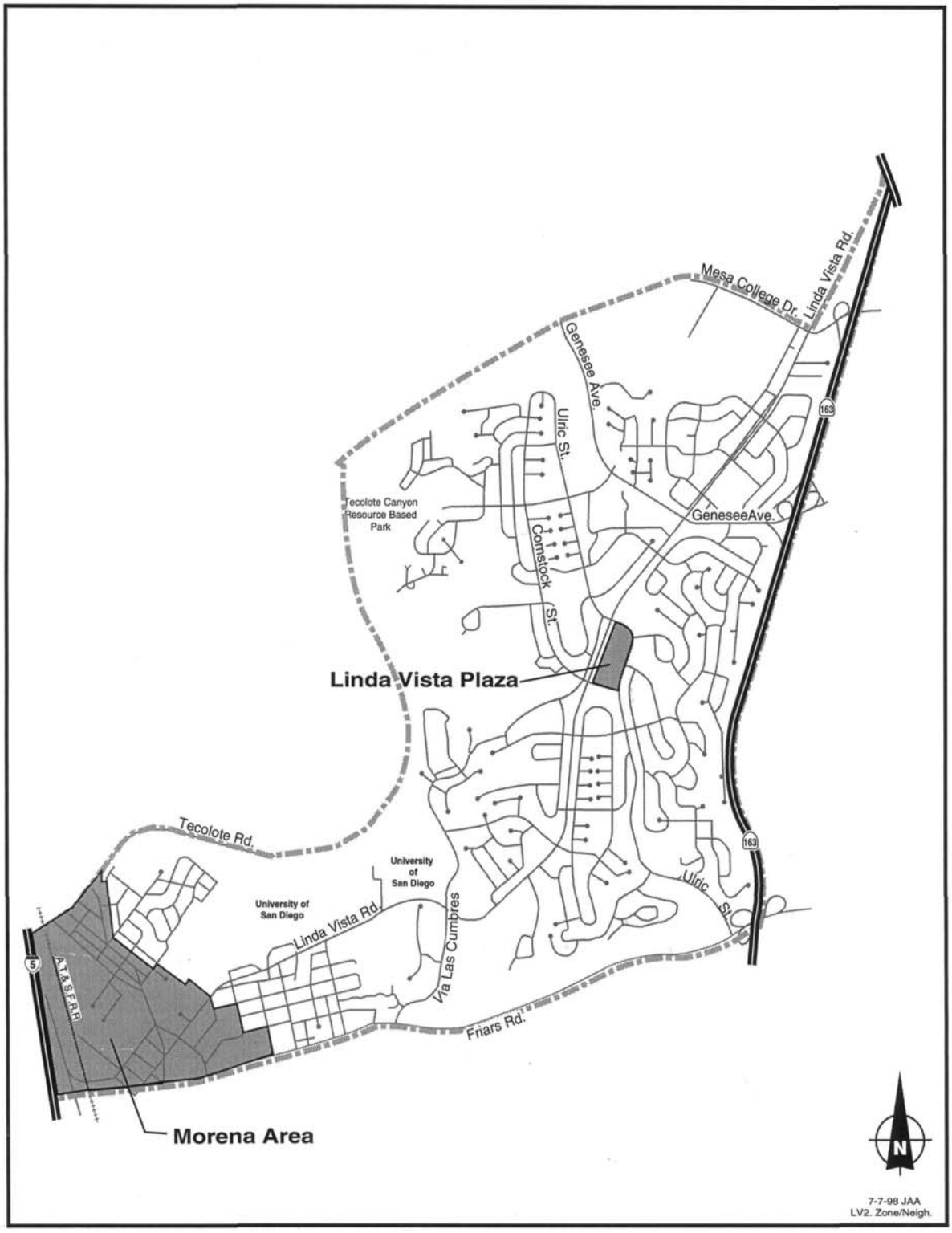
3. Ensure that development in the Morena area presents a positive visual image to viewers from Interstate 5, Pacific Highway, Interstate 8, and Mission Bay Park.

4. Reinforce the commercial area in and around Linda Vista Plaza as the community center.

5. Encourage the physical rehabilitation and improvement of the commercial area in and near Linda Vista Plaza.

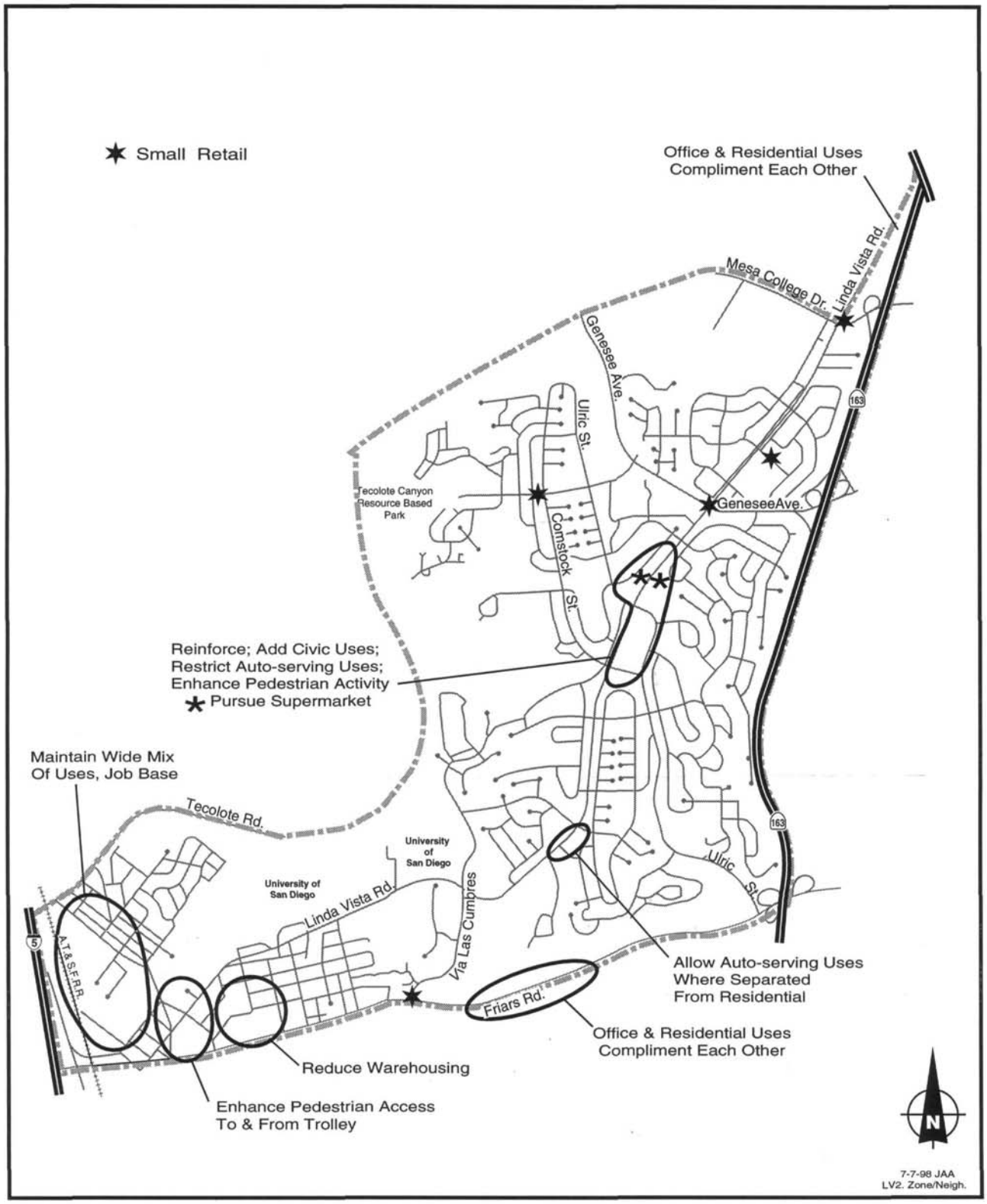
6. Encourage the construction of a new or revised shopping center, hopefully anchored by a supermarket, near Linda Vista Plaza.

7. Promote a mixture of retail and professional offices in Linda Vista to serve the basic needs of the community.




**Major Commercial and Industrial Areas**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure 10




# Commercial "Concept Map"

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 11

8. Develop attractive transit supportive mixed uses adjacent to the Light Rail Station at Napa Street to encourage transit use, enhance safety around the station, and provide services for transit users.

9. Implement development standards which will guide development through a ministerial permit process.

10. Create an environment that is business and pedestrian friendly in the community's commercial areas and around transit stations.

**POLICIES**

1. Specific commercial areas in Linda Vista shall be designated for office, community, neighborhood, and general commercial and light industrial uses as shown in Figure 12.

2. Apply commercial and industrial zoning that will allow for ministerial project review.

3. New commercial development near the light rail transit stations and in the central Linda Vista commercial area should incorporate pedestrian and transit-oriented features into project design.

4. New commercial development should provide landscaping as identified in the streetscape recommendations of this plan.

5. The City should evaluate providing incentives to developers to locate commercial uses in Linda Vista.

6. The construction of apartments in areas designated for commercial use should be permitted, except in Linda Vista Plaza, where no residential uses should be permitted. In the commercial areas around Linda Vista Plaza and the Morena commercial area, residential uses should be permitted above the ground floor or behind the street frontage. Residential-only projects should be permitted in areas designated for neighborhood commercial or office commercial uses.

7. The neighborhood commercial sites should permit convenience goods and services for surrounding residential neighborhoods, but regional or community-serving commercial uses should not be permitted.

8. Automobile-oriented commercial uses (such as automobile sales and repair) should be restricted to parts of the Morena area, Linda Vista Road at Ulric, Via Las Cumbres/Friars Road, Linda Vista Road at Genesee, Linda Vista Road south, of Glidden Street, and the commercial area north of Linda Vista Plaza (see Figure 13).

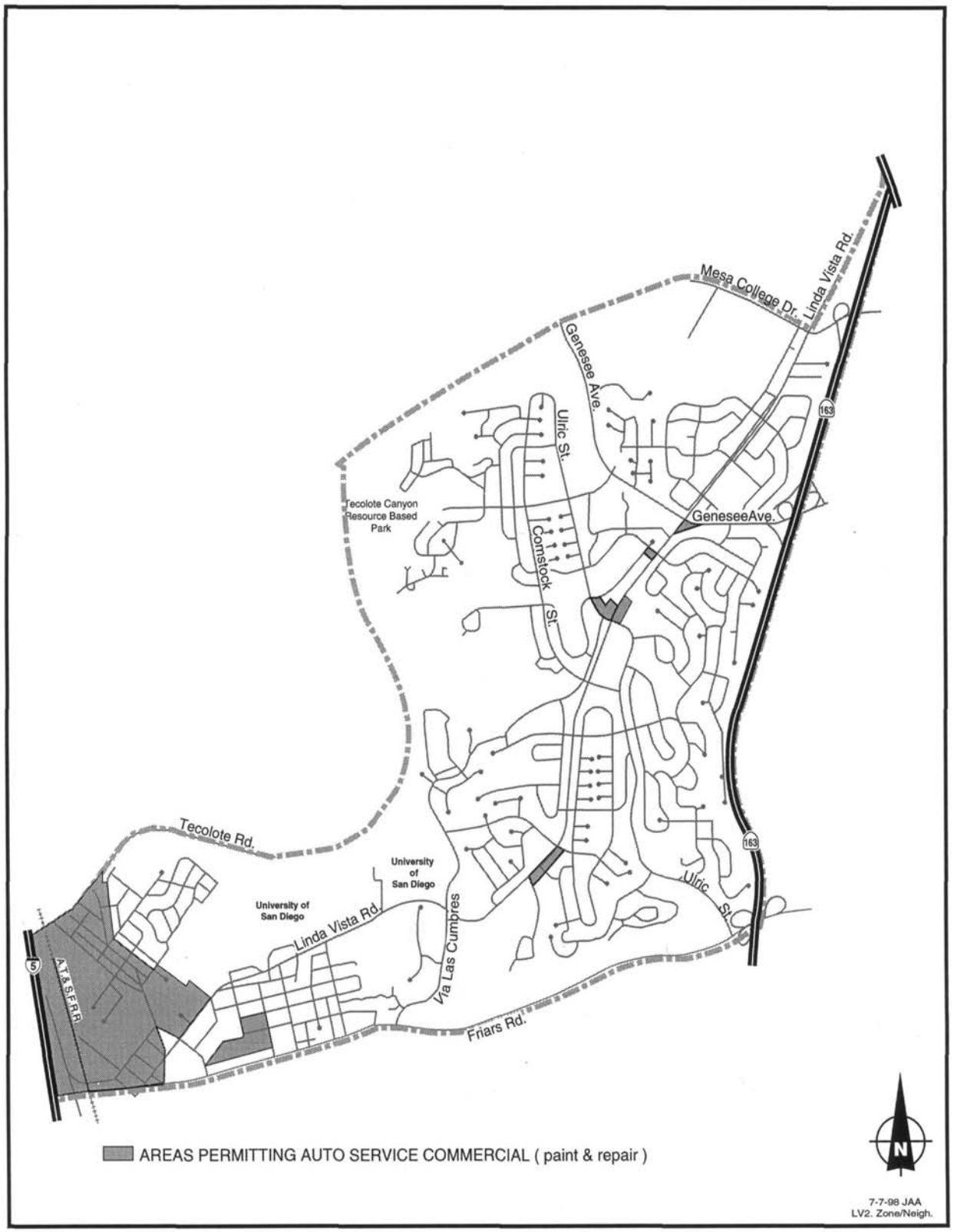
9. The general commercial area along Morena and West Morena Boulevards should be enhanced by a common landscape and signage theme, shared parking, and business promotion.

# Commercial and Industrial Designations

## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 12




# Automobile - Oriented Commercial Areas

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 13

## SPECIFIC PROPOSALS

### Commercial Designations

1. Designate Linda Vista Plaza for community-serving commercial uses. Apply zoning which will accommodate a range of community-serving retail, service, and professional offices in a pedestrian-oriented development pattern. Improve pedestrian access from surrounding residential neighborhoods to the plaza. Residential uses should not be permitted.

2. The "Thrift Village" commercial area north of Linda Vista Plaza should be designated for community-serving commercial uses. Automobile-oriented uses, such as automobile repair or sales and car washes, should be limited to the corner of Linda Vista Road at Ulric Street. Residential uses should be permitted on the upper floors and rear portions of lots.

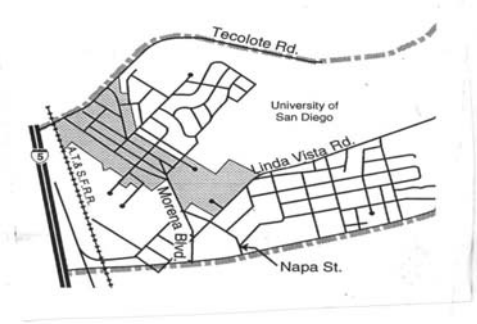
3. The following sites which are designated for community commercial use should provide retail and office, as well as automobile services and entertainment. These sites are at Linda Vista Road at Genesee Avenue, Linda Vista Road south of Glidden Street, and Linda Vista Road at Ulric Street.

4. The trumpet-shaped area west of Linda Vista Road and north of Ulric Street, should be designated for community commercial use. The adjacent area west of Eastman Street should be considered for future commercial use as well. This large area could accommodate a large commercial use such as a grocery store, clothing store, or theater. The development could also include a residential component. Commercial development of this area should consolidate parcels to form a coherent project and should occur under a discretionary permit. Automobile-oriented uses should be limited to the two corners of Linda Vista Road. The area west of Eastman Street may be developed as a residential-only project, and may achieve a density of up to 43 dwelling units per acre.

5. The commercial sites of Linda Vista Road at Daniel Avenue, Osler Street at Comstock Street, Mesa College Drive at Linda Vista Road, Via Las Cumbres at Friars Road, and Linda Vista Road north of Glidden should be designated for neighborhood commercial uses. Apply zoning which will accommodate small neighborhood-serving retail and commercial services. Residential development and professional offices should also be permitted.

6. Designate the area adjacent to and including the Morena/Linda Vista trolley station for transit-supportive, community-serving uses. The trolley site itself (specifically the surplus area) should include retail uses on the ground floor and be designed to be pedestrian and transit friendly, blending into both the transit stop and the surrounding area. The trolley site should be developed with a landmark development that helps establish an architectural image for this part of the community. Development of the adjacent parcels should emphasize retail uses.

7. Designate the Morena Boulevard area for general commercial uses. Apply zoning that permits a wide range of commercial uses. Strengthen the appeal of this area through landscaping, public art, unified signage, and business promotion.



8. Designate various sites on the north side of Friars Road, Ulric Street at Burroughs, and various sites east of Linda Vista Road at the northern edge of the community for office commercial uses. Apply an office commercial zone that emphasizes the development of community-serving businesses and professional offices. Residential development should also be permitted on these sites.

9. Designate the mixed residential area on both sides of Naples Street east of Tecolote Road for general commercial use. Apply zoning that permits small to medium scale commercial as well as office and residential uses.

10. Designate the remainder of the Morena area for light industrial uses. Apply zoning that permits commercial as well as light industrial uses, but do not permit residential development.

**Commercial Design Standards**

The following standards apply to the area designated for commercial and industrial use in the Morena area (see Figure 14). These standards are intended to improve the pedestrian environment, provide a greater unity of design, and preserve views from the community to the Presidio and Mission Bay. These standards are to be implemented through a ministerial (Type A) Community Plan Implementation Overlay Zone (CPIOZ) permit procedure.

11. Building height within the coastal zone shall be limited to 30 feet. Elsewhere, the maximum allowable building height "by right" shall be 30 feet; however, up to 45 feet may be considered with a discretionary permit. Architectural projections may exceed this limit by five feet. In the area designated for light industrial use, building heights up to 45 feet may be considered under a discretionary permit.

12. No building shall be erected or substantially enlarged unless a sidewalk is provided and maintained. Minimum sidewalk width in the designated commercial areas is seven feet, and minimum width in the industrial areas is five feet.

13. Off-street parking shall be provided according to the following standards.

| Land Use Category | Parking Spaces/Square Feet Floor Area |
|---|---|
| Medical and dental office | 1/250 |
| Professional business office | 1/300 |
| Retail and commercial service | 1/400 |
| Wholesale, distribution, and Manufacturing | 1/1500 |
| Residential | Refer to citywide regulations |
| Hotel | 1/room |

14. Landscaping should be required in accordance with the citywide landscape ordinance using the guidelines included in the Urban Design Element of this community plan.

15. For rehabilitation of existing structures or minor alterations, every effort shall be made to comply with these standards, but the City Manager may authorize variations from the standards for parking, landscaping, and sidewalk widths where conditions warrant. Minor alterations involve less than 50 percent of the market value of the structure.

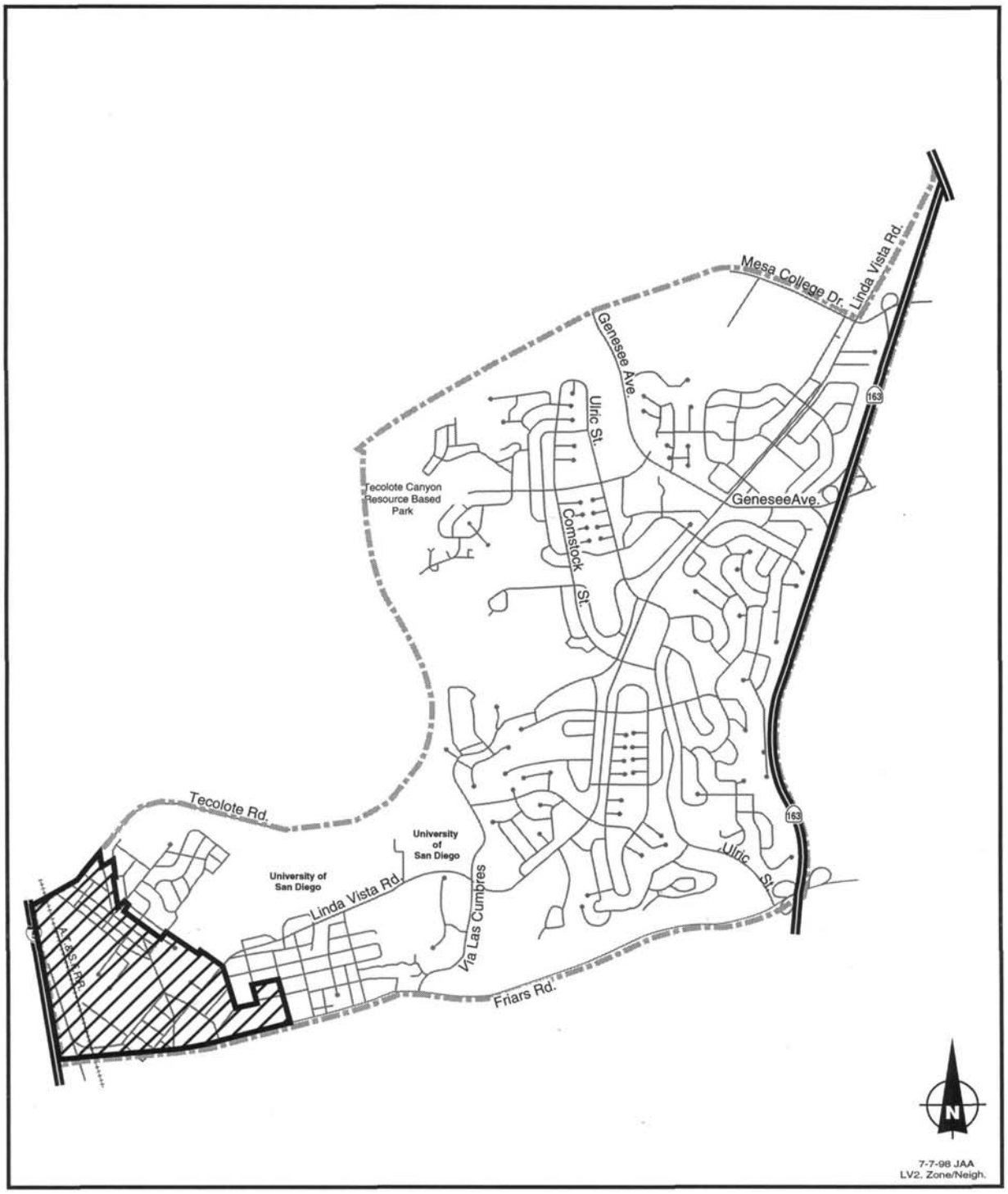
**Economic Development Proposals**

16. The City should direct public funds to reinforce the area of Linda Vista Road and Comstock Street, including Linda Vista Plaza, as the social and commercial center of the community. The construction and maintenance of public facilities and the operation of social services should occur in this area. Public facilities should be of high architectural quality and should incorporate public art and distinctive signage to create a sense of place that is uniquely Linda Vista.

17. The City and community should identify a parcel of land in Linda Vista for use as a community garden.

18. Form a Micro Business Improvement District or Association (BID/BIA) (subject to voter approval) in the central Linda Vista area and one in the Morena area to coordinate marketing, landscaping, and signage. The BID/BIA should apply for start-up funds from the City's Office of Small Business, but would be subsequently self-financed. The business associations should work in partnership with the City to enhance these two commercial areas. The City's contribution would focus on public improvements (streets, lighting, pedestrian access) and the maintenance of these improvements.

19. The Civic Association in partnership with Kearny High School has brought weekly farmer's market to Linda Vista. The parking lot at Kearny High School is used for this activity.




**Area Subject to CPIOZ Regulations**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure
**14**

20. Local merchants should hire local community members, particularly summer jobs for youth. A Linda Vista-based agency could coordinate youth employment opportunities and work with the San Diego Work Force Partnership to access employment training and placement opportunities.

21. Organize a fund-raising campaign to finance a community monument in central Linda Vista Plaza (possibly at the northeast corner of Linda Vista Road and Ulric Street).

22. The City should encourage the development of a general foods market (supermarket) in central Linda Vista. The supermarket could be developed as the anchor of a small commercial mall. The facility should be designed in accordance with the Urban Design Element of this plan. The City should expedite permit processing of a commercial development of this type. This effort should be consistent with a long-range market analysis of the types of businesses that can be supported by the Linda Vista community.

23. The City and the BID/BIA should also encourage the development of a marketing strategy to determine if additional restaurants could be encouraged to serve Linda Vista. The City should expedite permit processing for development of this type. Other implementation tools might include a targeted revolving loan fund implemented through Accion or other private lender.

## ACTION PLAN

| | On-Going | Adopt With Plan | Within 2 Years | Within 5 Years | Responsibility for Implementation | Source of Funding | See for More Detail |
|---|---|---|---|---|---|---|---|
| Zone properties as shown in Figure 9 | | • | | | City | City | Specific Proposals 1-10 |
| Require projects in the Morena area to comply with CPIOZ guidelines of this plan | • | | | | City | Reimbursable | Specific Proposals 11-16 |
| Form a Business Improvement District or Association | | | | • | Business Owners, Office of Small Business | Business Owners, business license fees | Economic Development Proposal 18 |

# OPEN SPACE

# OPEN SPACE

## BACKGROUND

Open space in Linda Vista consists of undeveloped lands, including steep slopes, sensitive vegetation, and scenic lands. The Linda Vista community's major open space resource is Tecolote Canyon, which forms the northwest boundary of the community. Tecolote Canyon is classified in the City's Progress Guide and General Plan as a resource-based park because it contains distinctive natural features. Resource-based parks are recognized as significant assets intended for citywide use. Natural features of the canyon include oak, sycamore, and willow trees along Tecolote Creek, coastal sage scrub on the slopes, and vistas from the canyon rim. The dedicated park land involves approximately 944 acres. An 18-hole golf course is within the park, and a visitors center was completed in 1992. The Tecolote Canyon Natural Park Master Plan contains guidelines for development and use of the park and for surrounding development.

Additional undeveloped land occurs along the slopes of Mission Valley and along Ulric Street. Smaller undeveloped areas exist on the University of San Diego campus, along Ulric Street, and adjacent to State Route 163. The University of San Diego campus is guided by a Conditional Use and Resource Protection Permit and design guidelines which address the preservation of sensitive biological and hillside resources.

## GOALS

1. Preserve Tecolote Canyon and its tributary canyons as open space.

2. Protect public views to and from Tecolote Canyon and ensure that development adjacent to the canyon is visually compatible with the natural state of the canyon.

3. Preserve the remaining undeveloped canyons and slopes of Linda Vista to allow public use and enjoyment of these areas.

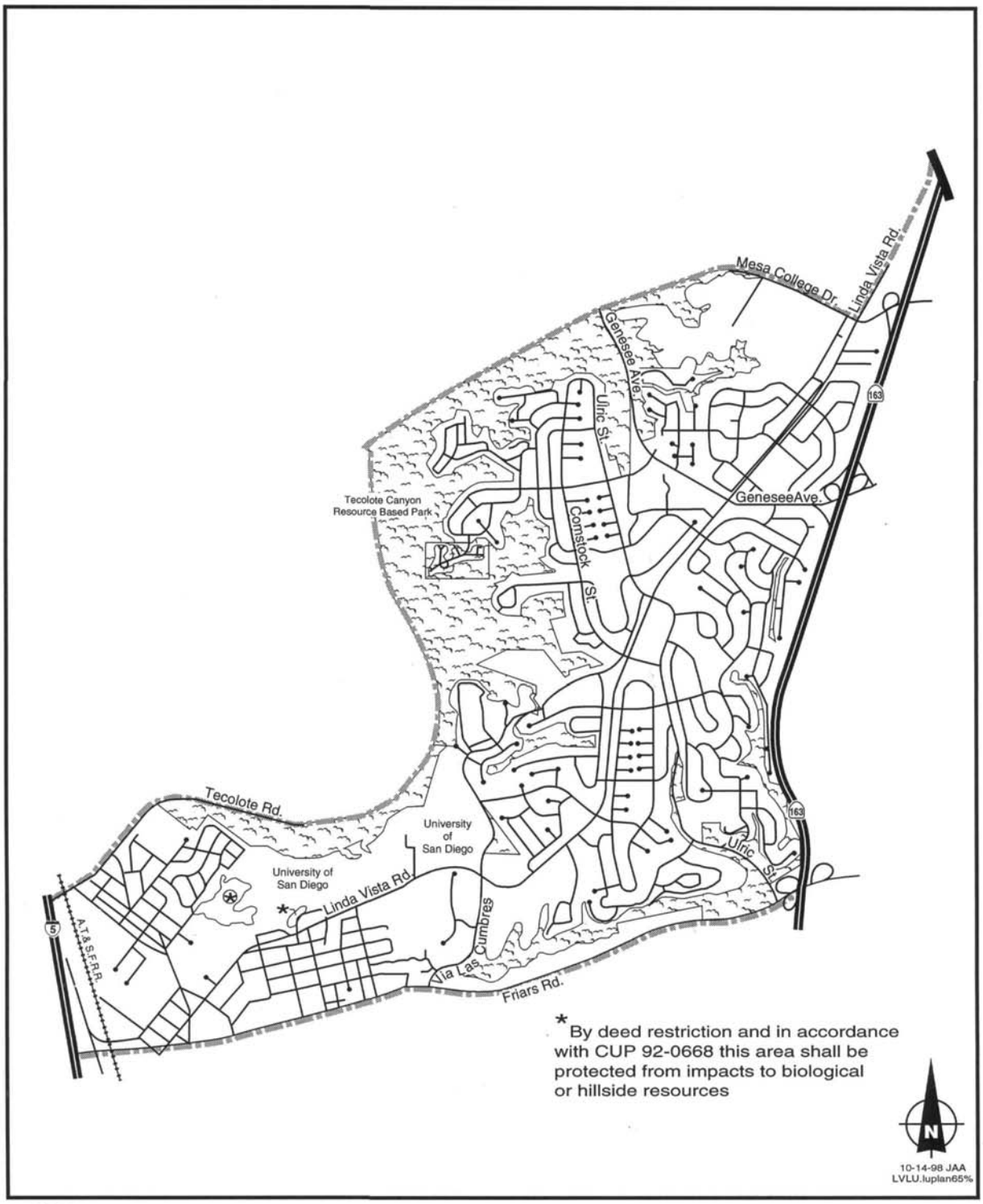
## POLICIES

1. Designate the remaining undeveloped canyons and slopes as open space as depicted in Figure 15.

2. Sensitive resources, such as coastal sage scrub and riparian (stream side) vegetation, which occur within areas designated for open space, shall be preserved.

3. New development adjacent to Tecolote Canyon should incorporate sensitive grading techniques, should set back from the rim of the canyon, and provide breaks between structures. Structures visible from the canyon should maintain a low profile so as not to be visually prominent from the canyon floor. Building materials which blend with the canyon should be used.

4. New development should be clustered outside of areas designated for open space.




# Open Space
## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 15

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**SPECIFIC PROPOSALS**

1. Where necessary to allow development on hillsides in order to provide reasonable use of private property, limit the encroachment of grading and development according to a sliding scale based on the percent of the parcel which is affected by steep slopes.

2. As a condition of development, all areas preserved as open space should be restricted by open space easement, dedication, or other means.

3. Grading of hillsides should be designed to blend into the natural landforms. Steep cuts and fills should be avoided. A variable edge of development should be provided.

4. Rezone city-owned and SDG&E-owned land in Tecolote Canyon and its tributary canyons which are designated for open space to the OP-2-1 Zone.

5. Rezone privately-owned lands which have been protected through conditions of development approval and lands designated for open space to the OR-1-1 Zone to preserve sensitive resources while retaining private property development potential where appropriate.

6. Landscaping along the right-of-way of Ulric Street, Genesee Avenue, and State Route 163, where those streets traverse designated open space, should be of native, drought-tolerant plant materials.

7. The installation of any new utility lines in designated open space areas should be avoided if possible. If unavoidable, they should be placed underground, and the disturbed areas should be revegetated with native species.

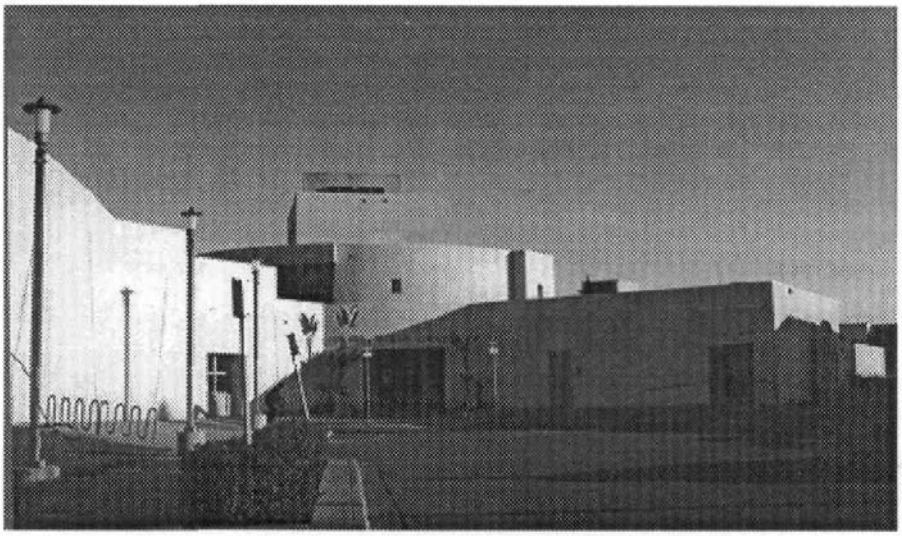
8. The Tecolote Canyon Natural Park Master Plan should be used to guide future use of and development around the canyon.

9. The University of San Diego's Conditional Use and Resource Protection Permit (as may be amended by future City Council action) should be used to guide future use and development of the campus.

10. Development should comply with the City's Multiple Species Conservation Plan.

**ACTION PLAN**

| Implementation | On-Going | Adopt with Plan | Responsibility | Funding | See for More Details |
|---|---|---|---|---|---|
| Zone properties as shown on Figure 9 | | • | City | N/A | Specific Proposals 4-5 |
| Use Tecolote Canyon Master Plan to guide new development | • | | City | N/A | Specific Proposal 8 |
| Development adjacent to open space should adhere to the guidelines of this community plan | • | | City | Reimbursable | Specific Proposals 1-10 |



# COMMUNITY FACILITIES

# COMMUNITY FACILITIES, PARKS AND SERVICES

Linda Vista is currently served by a number of public and institutional facilities to meet the needs of the population and serve the broader region. Local parks, schools, library, fire station, and police storefront facilities serve the immediate population, while Tecolote Canyon Natural Park and the Western Division Police Station provide services to surrounding communities as well. In addition, Linda Vista supports several private educational institutions that draw from the entire county. Finally, there are state and federal facilities located in Linda Vista which are vital elements of government, such as the California National Guard Armory and the San Diego County Department of Education administrative offices. The City and county of San Diego also operate two animal control facilities in the Morena area.

## GOALS

1. Provide sufficient park and recreational facilities, libraries, schools, and fire and police protection to meet the needs of the existing and future population of Linda Vista.

2. Promote the cross-utilization of public facilities, such as the use of school play fields for neighborhood parks during non-school hours, and the clustering of library, recreation buildings, and community meeting room facilities.

3. Retain the regional facilities (such as educational institutions, the County Board of Education Administrative offices, and the National Guard Armory) in Linda Vista.

### Public Schools

Public school students in Linda Vista are served by Linda Vista Elementary, Carson Elementary, Chesterton Elementary, Montgomery Junior High, and Kearny Senior High Schools. The entire community is within the San Diego Unified School District. The district also operates the Mark Twain and Linda Vista Annex special schools, which serve the entire school district. The Revere Special School on Langmuir Street is no longer operated as a school, but remains in use and is owned by the school district.

## POLICIES

1. The City and the community should work with the San Diego Unified School District to utilize schools to their fullest extent and to allow students from Linda Vista the opportunity to attend schools located within the community.

2. The City and the school district should work together to ensure that after-school programs are coordinated and that school and park facilities can be shared.

3. Any school sites that are declared surplus by the school district should be designated for an alternative use that is compatible with the surrounding neighborhood and the community as a whole.

# Public Facilities
## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 16

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**SPECIFIC PROPOSALS**

1. School sites that are declared for re-use shall be considered for alternative institutional use as their first priority. Possible options would be school administrative facilities or private schools. If these uses are infeasible, school sites shall be designated for the following uses:

| School Site | Alternative Land Use Designation |
|---|---|
| Kearny High | Medium density Residential (15-30 du/ac) |
| Montgomery Jr. High | Medium-High density residential (30-43 du/ac) |
| Chesterton Elementary | Low-Medium density residential (9-15 du/ac) |
| Linda Vista Elementary | Low-Medium density residential (9-15 du/ac) |
| Revere Development Center | 1. Convert to other school use.<br>2. If infeasible, then Low-Medium density residential (9-15 du/ac)<br>3. Part of the site should be considered for use as a community garden. |
| Carson | Low-density residential (5-9 du/ac) |
| Mark Twain | Community commercial |

2. The San Diego Unified School District should upgrade the appearance of the public schools by adding landscaping, particularly street trees, in accordance with the streetscape recommendations of this plan.

**Private Schools**

The community of Linda Vista supports several private educational facilities that both contribute to and affect the community in many ways. These institutions, including the University of San Diego, the University of San Diego High School, and the Frances Parker Middle School are considered prestigious institutions. Impacts from these institutions can, however, be felt in the form of vehicular traffic and parking shortages which reduce the amount of on-street parking available to area residents. The student population (both commuters and residents) contributes to the shortage of on-street parking in the Silver Terrace neighborhood of Linda Vista.

These private educational facilities have high visibility within the community. All are visible from and have considerable frontage on Linda Vista Road. The University of San Diego and its landmark Immaculata Church are visible from Tecolote Canyon, Mission Bay, and Interstate 5.

## University of San Diego

The University of San Diego occupies a 180-acre site on a mesa overlooking Tecolote Canyon, on the north side of Linda Vista Road. The university operates under a Conditional Use and Resource Protection Permit. The original Conditional Use Permit (CUP) was issued in 1960. A new Master Conditional Use Permit for the university was approved by the City Council in October 1996. The CUP increases enrollment to 7,000 full-time equivalent students and provides for the construction of several new academic buildings, sports facilities, and parking facilities.

**POLICIES**

1. Designate the campus for university use.

2. The university, the Linda Vista Community Planning Committee, and the City should continue to work together to ensure that the growth, development, and operation of the university are compatible with the surrounding neighborhoods and the City as a whole.

3. Impacts to the circulation system and on-street parking supply should be minimized. The use of alternative transit, such as buses and bicycles, should encouraged by the university.

4. Encourage students, faculty and staff to live on or near campus to reduce commuting distances.

**SPECIFIC PROPOSALS**

1. The university should continue to operate under the approved Conditional Use and Resource Protection permits. Development that is in conformance with the Master CUP will not require additional discretionary permits. Development which is not currently addressed by the CUP will require a site-specific CUP amendment or other discretionary permit.

2. Future student enrollment beyond 7,000 full-time equivalent students should be limited by the ability of the transportation system to handle the additional student traffic.

3. The university should maintain the existing 16th Century Spanish Renaissance theme in its new construction and rehabilitation of existing buildings.

4. Development on the campus should not encroach into designated open space and should respect and maintain scenic hillsides and sensitive vegetation.

5. The university should provide on-campus parking for students, faculty, and employees. Any future expansion should emphasize structured parking rather than surface lots.

6. The university should, if feasible, operate a shuttle to provide service between the Napa Street trolley station and the campus.

**University of San Diego High School**

The University of San Diego High School is a private high school (independent of the university), which serves students in grades 9-12 from throughout the region. Current enrollment is approximately 1,300. The high school has never obtained a Conditional Use Permit, having been established before obtaining such a permit was required. Several variances have been granted for building additions and signs.

**POLICIES**

1. Development and growth of the high school should be regulated to ensure that impacts to the surrounding neighborhood, particularly traffic and circulation impacts, are minimized.

**SPECIFIC PROPOSALS**

1. The University of San Diego High School should operate under a Master Conditional Use Permit. The City should not issue any further discretionary permits until a CUP has been approved by the Planning Commission and/or City Council. Development consistent with the Master CUP will not require additional discretionary review.

2. The high school should provide sufficient on-campus parking for students, faculty, and staff. The citywide standards may be reduced provided the high school either operates a shuttle from the Light Rail Station or prepares an agreement with an adjacent property owner (such as USD) to utilize off-campus parking facilities.

3. The CUP should emphasize structured parking rather than surface lots.

4. Enrollment should be limited by the ability of the transportation system to handle the additional student traffic.

**Frances W. Parker School**

The Frances Parker School is a private school with an enrollment of 285 students from grades 7 through 12. The school operates under a Conditional Use Permit.

**POLICIES**

1. Development and growth of the Frances W. Parker School should be regulated to ensure that impacts to the surrounding neighborhood, especially traffic and circulation impacts, are minimized.

**SPECIFIC PROPOSALS**

1. The Frances W. Parker School should operate under a Master Conditional Use Permit. Development consistent with the Master CUP will not require additional discretionary review.

2. The school should provide on-campus parking for students, faculty, and staff.

3. The CUP should emphasize structured parking rather than surface lots.

**School Re-Use**

1. If any of the private schools in Linda Vista are closed, they should be designated for the following uses.

| School Site | Alternative Land use Designation |
|---|---|
| University of San Diego | Low-density residential[1] |
| USD High | 1. Institutional use by USD, for example student housing, parking, administrative offices, or other education-related uses[2]<br>2. If infeasible, then Medium-High density residential (30-43 du/ac)[1]<br>3. Redevelopment of the site should include a neighborhood park if alternative park facilities have not been provided in the Silver Terrace area. |
| Frances Parker | Low-Medium density residential (9-15 du/ac)[1] |

[1]Development should occur under a Planned Development Permit.
[2]Use of this site by USD would require amendment of the USD Master Conditional Use Permit.

**Library**

A new branch library was constructed in Linda Vista Plaza in 1987. This architecturally-unique facility has become a focal point for the community. In addition to books, the library offers citizenship classes, art exhibits, and after-school programs. There is also a large community meeting room in the building. The former library building on Linda Vista Road north of Ulric Street is now being used as a day care center.

## Fire and Police Protection

There is one fire station located within the community, on Comstock Street east of Linda Vista Road. Other stations serving the community are located in surrounding communities. The Fire Department plans to build a second fire station in the Silver Terrace area on a 0.87 acre site next to the Western Division Police Station on Friars Road. In addition to the main police station, a storefront is located next to Chesterton Elementary School at Linda Vista Road and Daniel Avenue. The Police Department is considering moving its storefront to a more central location within the community.

## Post Office

The community post office is located on the south side of Comstock Street across from Linda Vista Plaza. The old post office building on the west side of Linda Vista Road at Comstock is owned by the U.S. Postal Service. This facility is vacant, but under consideration for re-use by the federal government for repairing mailboxes. This site should be designated for neighborhood commercial use, which allows apartments and business and professional offices, as well as various types of retail. Other institutional uses are also permitted. Specific uses which should be considered should the federal government choose not to use the site for postal operations are day care, health care, counseling, and recreation.

## Parks and Recreation

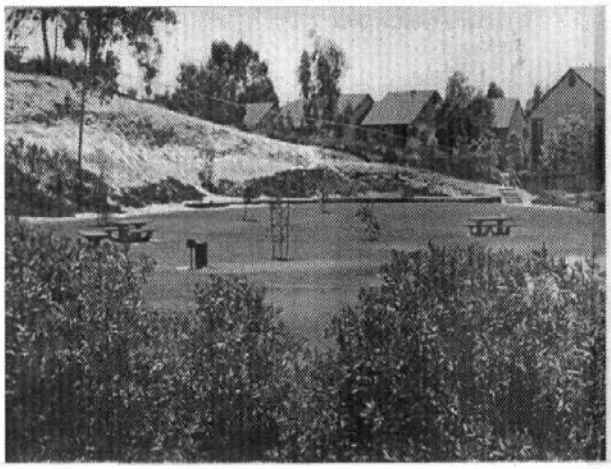
There are three community parks (Kearny Mesa, Linda Vista, and Tecolote) and two neighborhood parks (Kelly Street and Mission Heights) within the Linda Vista community. Morley Strip, across from Linda Vista Plaza, is a park-like facility with landscaping, seating, and public art. The 4,000-plus acre Mission Bay Park is a regional aquatic park located adjacent to Linda Vista across Interstate 5. Tecolote Canyon Natural Park is a resource-based park which forms the northwestern edge of the community. The park contains a golf course and passive recreational amenities.

According to the City of San Diego Progress Guide and General Plan, community parks are designed to serve a population of 18,000 to 25,000 persons within a one and one-half mile radius. They are to contain thirteen usable acres if adjacent to a junior high school, with which playing fields can be shared, and twenty acres if not so located. Community parks include a wide range of facilities including playing fields, multi-purpose courts, and recreation buildings. Neighborhood parks serve a population of 3,500 to 5,000 persons within a one-half mile radius. Neighborhood parks should contain five usable acres if adjacent to an elementary school, and ten acres when not so located. Neighborhood parks may include playing fields and playground equipment, or may be simply passive places to picnic and relax.

Variations on the sizes of these parks can be considered to meet each community's needs. For example, larger community parks may reduce the number of neighborhood parks provided, or small "mini-parks" or "renaissance parks" (Morley Strip fits this definition) can substitute for neighborhood parks. In Linda Vista, Kearny Mesa Community Park is in excess of General Plan standards for size, consisting of about 71 acres. Linda Vista and Tecolote Community Parks are

within General Plan standards (each is twenty acres in size). Kelly Street and Mission Heights neighborhood parks are somewhat larger than General Plan standards.

Based on General Plan standards for park acreage, Linda Vista has sufficient acreage for the current population. However, the park acreage is not distributed evenly throughout the community. Friars Village and Silver Terrace are not within immediate walking distance of a park.



**POLICIES**

1. Maintain the existing community and neighborhood parks.

2. Maintain Morley Strip as a mini-park.

3. The Park and Recreation Department should work with the San Diego Unified School District to identify opportunities to jointly use school properties for community recreation.

**SPECIFIC PROPOSALS**

1. The Park and Recreation Department should pursue additional funding, including state and federal grants, for maintaining and improving parks. The department should also work with community organizations to establish volunteer programs for litter abatement and safety enhancement.

2. The Park and Recreation Department should work with the school district to turf school grounds and to install lighting and security for after-school use of fields.

3. The City should pursue joint use of the playing fields at Mark Twain Elementary School and/or establish a mini-park adjacent to the proposed fire station on Friars Road to serve the Silver Terrace neighborhood. Additional (or alternative) park acreage should be pursued at the site of the University of San Diego High School if the school should close.

4. Rezone population based parks to the OP-1-1 Zone.

**Electrical Transmission and Telephone Service**

Electrical service is provided by San Diego Gas and Electric (SDG&E). Pacific Bell maintains the telephone lines. Linda Vista has high voltage transmission and distribution lines running through Tecolote Canyon and along Friars Road. Overhead lines occur throughout the community. SDG&E has a continuing program to underground existing distribution lines according to priorities established by the City Council. Typically, all overhead distribution lines in a given street are undergrounded together. This effort is financed by utility companies and/or by assessment district, in which benefiting property owners pay. The City also requires undergrounding of utilities in all new subdivisions. An electric transmission station is situated on Gaines Street in Silver Terrace.

**POLICIES**

1. Priority should be given to undergrounding of utilities in highly visible and populated areas.

**SPECIFIC PROPOSALS**

1. The highest priorities for undergrounding utilities should be Ulric Street, Comstock Street, Genesee Avenue, Morena Boulevard, and West Morena Boulevard.

2. The City should work with SDG&E to underground distribution lines concurrently with major road, water, and sewer projects.

3. SDG&E should work with the community to provide visual relief from the Gaines Street Substation.

## ACTION PLAN

| Implementation | On-Going | Adopt with Plan | Responsibility | Funding | See for More Details |
|---|---|---|---|---|---|
| Coordinate park facilities with school district | • | | City, San Diego Unified School District | Development Impact Fees, Grants, Other | Park Proposals 2 and 3 |
| Regulate operation of USD by Conditional Use Permit | • | | City | N/A | USD Proposals 1-5 |
| Regulate Operation of USD High School by Conditional Use Permit | • (initiate at first request for discretionary permit) | | City | N/A | USD High Proposals 1-4 |
| Regulate Frances Parker School by Conditional Use Permit | • | | City | N/A | Frances Parker Proposals 1-3 |
| Pursue mini-park on Friars Road | • | | City (Park and Recreation) | CIP, Grants, DIF | Park Proposal 3 |
| Underground utilities and screen the electric substation | • | | SDG&E | SDG&E | Utility Proposals 1-3 |

# TRANSPORTATION

# TRANSPORTATION

## BACKGROUND

The transportation system in Linda Vista consists of vehicular, bicycle, pedestrian, and mass transit components. The transportation network services the internal Linda Vista community and links to the adjacent communities of Clairemont Mesa, Kearny Mesa, Serra Mesa, Mission Valley, Old Town, Mission Bay Park, and the regional freeway system.

The Linda Vista community is accessed by two freeways, Interstate 5, a major north-south freeway that runs parallel to the coast and State Route 163, a north-south freeway that connects downtown with the Interstate 15 corridor. Interstate 8, a major east-west freeway, is just to the south of the community. Figure 17 shows the existing functional street classifications in Linda Vista. A map depicting signalized intersections in Linda Vista is shown on Figure 18. The level-of-service (LOS) for congested intersections (defined as LOS D or worse) are shown on Figure 19.

### Existing Roadway Network

City streets are classified according to function and traffic volume. Collector streets, which provide moderate volume through traffic movement between local streets and higher street classifications, include Collusa Street, portions of Comstock Street, Glidden Street, Osler Street, Pacific Highway, Tait Street, portions of Ulric Street, and Via Las Cumbres.

Major streets are designed to carry high volume through traffic, but allow for access from abutting properties and provide a connection between collector streets, primary arterials, and freeways. Streets in the community which are currently functioning as major streets are Friars Road, Genesee Avenue, Linda Vista Road, Mesa College Drive, Morena Boulevard, Napa Street, Tecolote Road, portions of Ulric Street, and West Morena Boulevard.
.
Primary arterials are designed to carry very large volumes of traffic from major streets and to connect to the freeway system. Direct access to abutting properties is generally not permitted. Friars Road at State Route 163 functions as a primary arterial.

### Comstock Street

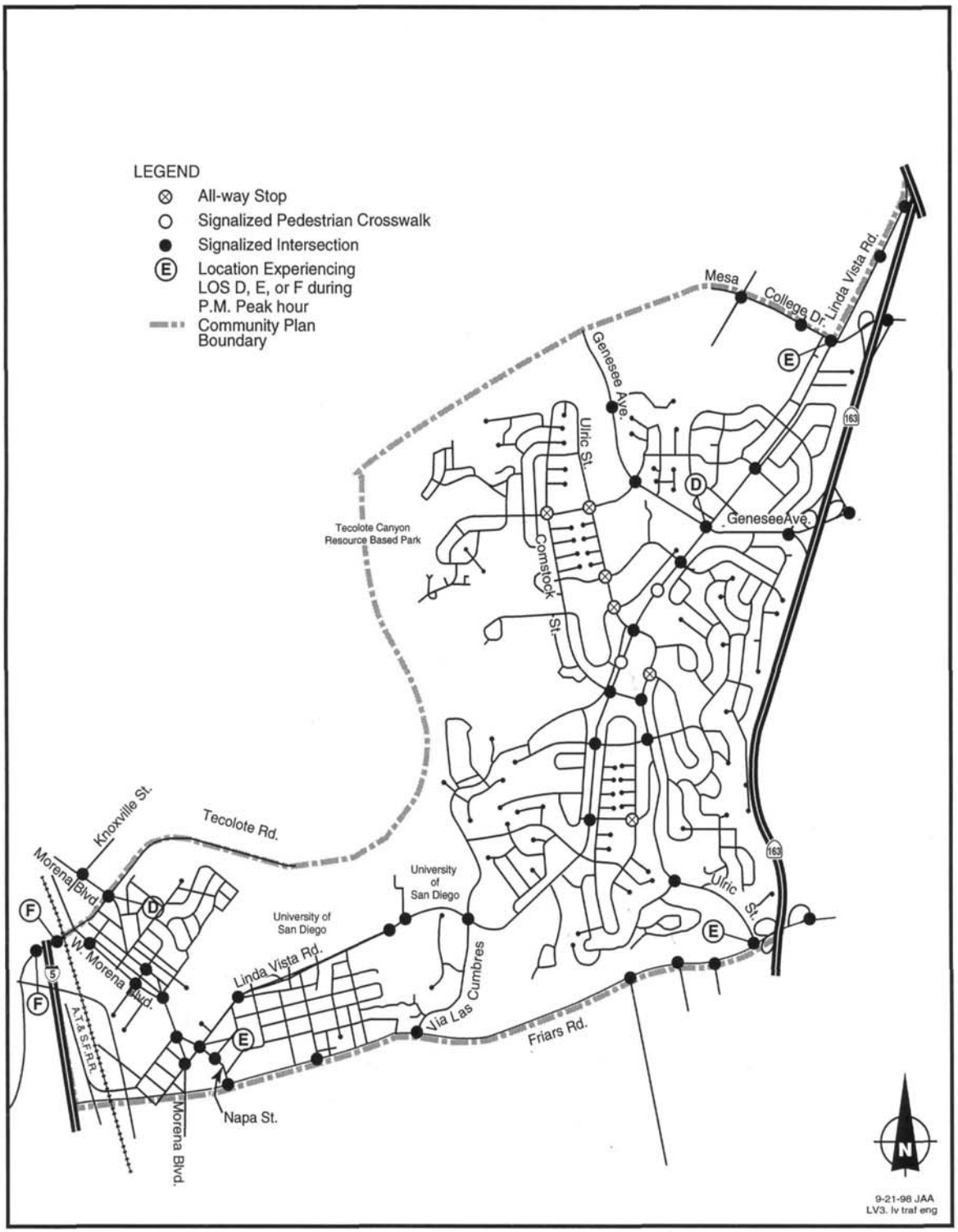
Comstock Street currently functions as a two-lane collector street with on-street parking. East of Linda Vista Road, it carries about 7,000 vehicles per day and has a curb-to-curb width of 54 feet. West of Linda Vista Road, it carries about 4,000 vehicles per day and has a curb-to-curb width of 40 feet. Business and civic buildings are served east of Linda Vista Road while residential properties are served west of Linda Vista Road. Traffic signals operate at the intersections with Linda Vista Road and with Ulric Street. Minimal congestion occurs at these intersections.

# Existing Functional Street Classifications

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 17




# Existing Traffic Control Location Map

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 18

**Selected Signalized Intersection**
**Existing Level-of-Service (P.M. Peak Hour)**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure
**19**

**Friars Road**

Friars Road operates as a four-lane major street from Sea World Drive to Ulric Street and a five-lane primary arterial from Ulric Street to State Route 163. It carries between 12,000 and 28,000 vehicles per day west of Fashion Valley Road with a width of about 90 feet. It carries about 50,000 vehicles per day east of Fashion Valley Road with a width of 90-106 feet. The abutting property is commercial on the south side between Fashion Valley Road and State Route 163, residential from east of Napa Street to Fashion Valley Road except for some commercial at Via Las Cumbres, and then various noncommercial uses west to Sea World Drive. Parking is permitted along the north side residential frontage and bicycle lanes are along the entire length on both sides.

Traffic signals operate at the intersections with Sea World Drive, Napa Street, Colusa Street, Via Las Cumbres, Fashion Valley Road, two driveways from Fashion Valley Shopping Center, and the Ulric Street/State Route 163 on- and off-ramps. Significant congestion occurs in the evening peak hour at the intersection with Ulric Road/State Route 163 southbound on- and off-ramps (LOS E).

**Genesee Avenue**

Genesee Avenue operates as a three-lane major street between the northbound and southbound State Route 163 ramps; a four-lane primary arterial from State Route 163 to Osler Street; and a two-lane major street from Osler Street to the northern community boundary. It carries about 20,000 vehicles per day west of Linda Vista Road. It has a width of 62 feet north of Osler Street and 78 feet from Osler Street to State Route 163. It carries about 28,000 vehicles per day between Linda Vista Road and State Route 163. The abutting property is mostly residential and does not have driveway access rights. Parking is permitted between State Route 163 and Osler Street. Bicycle lanes exist between Osler Street and the northern community boundary.

Traffic signals are located at the intersections with the State Route 163 southbound off-ramp, Linda Vista Road, and Osler Street and Park Mesa Way. Significant congestion occurs during the evening peak hour at the Linda Vista Road intersection (LOS E), and at the State Route 163 southbound ramp intersection (LOS D).

**Linda Vista Road**

Linda Vista Road operates as a four-lane major street from Morena Boulevard to the northern community boundary with Class II bike lanes and on-street parking north of Markham Street. It carries between 16,000 and 22,000 vehicles per day with a width that varies from about 64-73 feet south of Kramer Street and 73-82 feet north of Kramer Street. Abutting property between Morena Boulevard and Mildred Street is business frontage; from Mildred Street to Comstock Street is a mixture of school, business, and residential uses; from Comstock Street to Fulton Street is business frontage; from Fulton Street to the northern community boundary is mostly residential, with school and business uses as well.

Traffic signals are installed at the following intersections with Linda Vista Road: Morena Boulevard, Napa Street, Mildred Street, Marian Way, Santa Ana Drive, Via Las Cumbres, Kramer

Street, Tait Street, Comstock Street, Ulric Street, Fulton Street, Genesee Avenue, Wheatley Street, Mesa College Drive, Baltic Street, and Stalmer Street. Mid-block pedestrian crosswalk traffic signals are located on Linda Vista Road between Comstock Street and Ulric Street and between Ulric Street and Fulton Street. Significant congestion occurs in the evening peak period at Napa Street (LOS F), Genesee Avenue (LOS E), and Mesa College Drive (LOS D).

**Mesa College Drive**

Mesa College Drive is a four-lane major street. It carries about 20,000 to 28,000 vehicles per day with a width of about 66 feet west of Linda Vista Road and 82 feet from Linda Vista Road to State Route 163. It connects the campus of Mesa College to State Route 163 and to Interstate 805. Business, school, government, park land, and residential uses are served by Mesa College Drive. Parking is allowed west of Ashford Street. Traffic signals operate at the intersections with Armstrong Street, Ashford Street, Linda Vista Road, and the northbound off-ramp from State Route 163. Significant delay occurs in the evening at the intersection with Linda Vista Road (LOS D).

**Morena Boulevard**

Morena Boulevard functions as a three-lane collector street with two travel lanes and a center turn lane for most of the distance between Tecolote Road and the southerly intersection with West Morena Boulevard. It becomes a five-lane major street (two lanes southbound and three lanes northbound) from West Morena Boulevard to Linda Vista Road and a four-lane major street from there to Interstate 8. It carries about 18,000 vehicles per day from Tecolote Road to West Morena Boulevard with a width of about 64 feet; 30,000 vehicles per day from West Morena Boulevard to Linda Vista Road with a varying width of 82-86 feet; and 35,000 vehicles per day south of Linda Vista Road with a width of about 52 feet. Businesses are served along the entire length of Morena Boulevard.

On street parking is permitted from Viola Street to Morena Place but is limited due to extensive driveways which allow off-street parking to back directly into the street. Bicycle lanes exist from West Morena Boulevard to Viola Street.

Traffic signals are located at the intersections with Tecolote Road, Buenos Avenue, West Morena Boulevard, Napa Street/Sherman Street, and Linda Vista Road.

**Napa Street**

Napa Street functions as a four-lane collector street between Friars Road and Morena Boulevard. It carries about 22,000 vehicles per day from Morena Boulevard to Linda Vista Road with a width of only 40 feet and about 12,000 vehicles per day from Linda Vista Road to Friars Road with a varying width of 76-82 feet. The fronting properties are businesses, the Western Division Police Substation, and the Linda Vista/Morena trolley station. Parking is not allowed between Linda Vista Road and Morena Boulevard due to the narrow roadway width.

Traffic signals are located at the intersections with Morena Boulevard, Linda Vista Road, Riley Street, and Friars Road. Significant congestion occurs in the evening at the intersection with Linda Vista Road (LOS F).

**State Route 163**

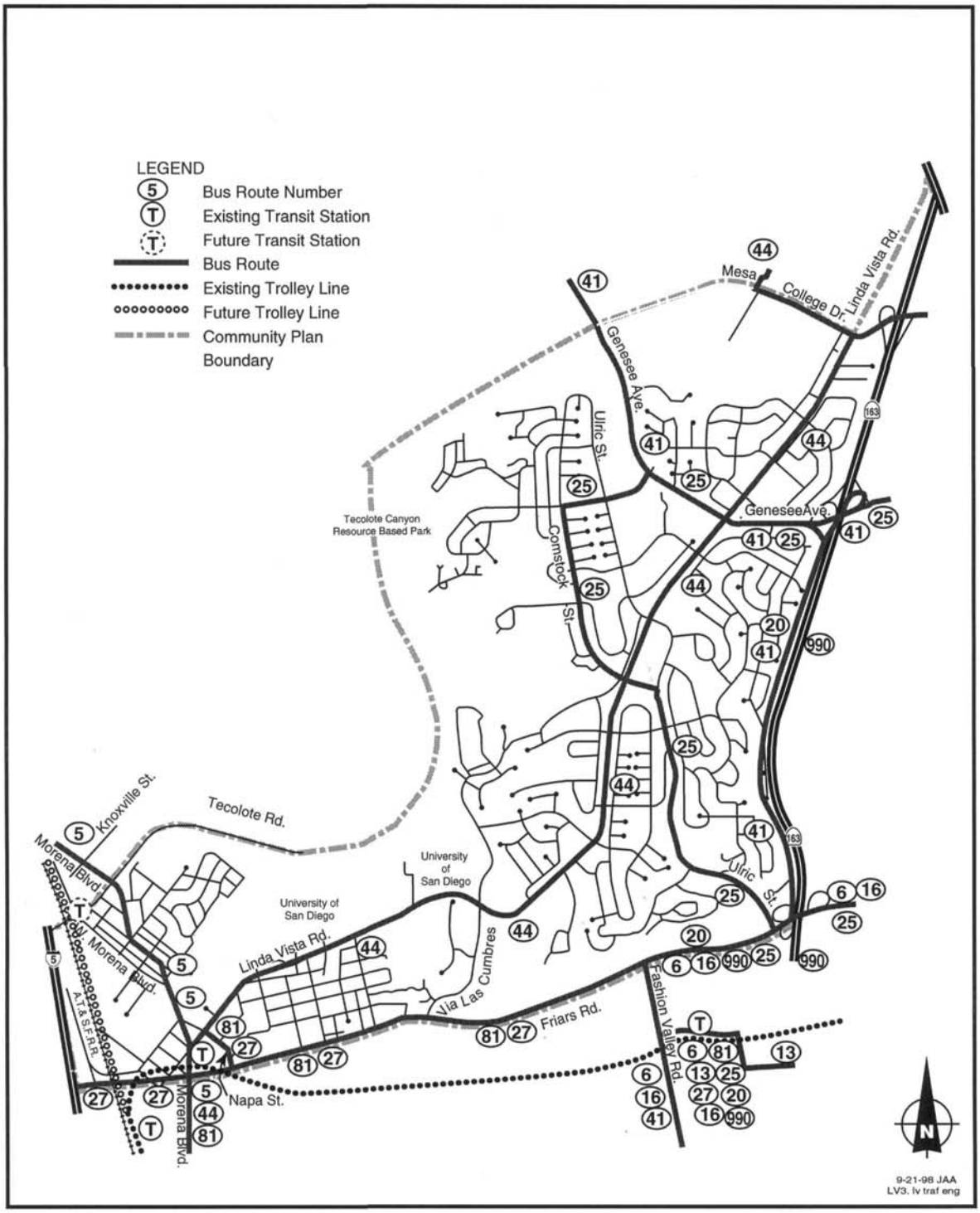
Highway Route 163 is an eight-lane freeway which serves the Linda Vista community with freeway access at Friars Road and Genesee Avenue for both north and southbound access, and at Mesa College Drive with southbound on and northbound off-ramps only.

Significant congestion occurs in the evening at the southbound off-ramp intersection with Friars Road (LOS E). The freeway section between Friars Road and Mesa College Drive also experiences significant congestion (LOS F).

Traffic signals operate at the Friars Road southbound on- and off-ramps at Ulric Street, at the Genesee Avenue southbound off-ramp, the northbound on- and off-ramps, and at the Mesa College Drive northbound off-ramp.

**Ulric Street**

Ulric Street operates as a four-lane major street from Friars Road to Tait Street; a two-lane collector with a center turn lane from Tait Street to Linda Vista Road; and a two-lane collector street from Linda Vista Road to Osler Street. It carries about 12,000 vehicles per day from Friars Road to the southbound State Route 163 on-ramp, 20,000 vehicles per day to Tait Street, and 10,000 vehicles per day to Linda Vista Road with a varying width of 58-76 feet. It carries about 7,000 vehicles per day west of Linda Vista Road with a width of about 40 feet. The areas south of Comstock Street and north of Eastman Street are residential while the area in-between is mostly commercial but with some residential use. Parking is allowed between Comstock Street and its western end. Bike lanes exist between Friars Road and Linda Vista Road. Traffic signals operate at the intersections with Friars Road, Fashion Hills Boulevard, Tait Street, Comstock Street, and Linda Vista Road. Significant congestion occurs in the evening at the intersection with Friars Road (LOS E).




# Transit Service
## Linda Vista Community Planning Area
City of San Diego • Community and Economic Development

Figure 20

**Via Las Cumbres**

Via Las Cumbres currently operates as a three-lane collector street (two lanes northbound and one lane southbound) from Friars Road to Linda Vista Road and a two-lane collector street north of Linda Vista Road. It carries about 12,000 vehicles per day from Friars Road to Linda Vista Road with a width of about 64 feet. It carries about 3,000 vehicles per day north of Linda Vista Road with a width of about 40 feet. The abutting property is generally residential except for some commercial use at the intersection with Friars Road and school uses at the intersection with Linda Vista Road. Parking is allowed except near Linda Vista Road. Bike lanes are in place from Friars Road to Linda Vista Road. Traffic signals exist at the intersections with Friars Road and Linda Vista Road. Minimal congestion occurs at these intersections.

**West Morena Boulevard**

West Morena Boulevard operates as a five-lane major street with two lanes northbound and three lanes southbound from the northern community boundary (Tecolote Road) to the southerly intersection with Morena Boulevard. It carries about 12,000 vehicles per day with a width of about 94 feet. The fronting property is commercial and parking is allowed. Traffic signals exist at the intersections with Vega Street, Buenos Street, and Morena Boulevard. Minimal congestion occurs at these intersections.

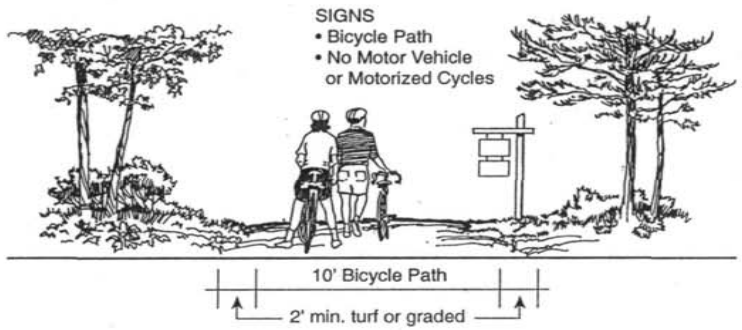
**Mass Transit**

The San Diego Metropolitan Transit System (MTS) operates the system of buses and the trolley or Light Rail Transit (LRT). They are overseen by the Metropolitan Transit Development Board (MTDB). Figure 20 shows the existing transit system service.

Bus. The Linda Vista community is served by bus routes 5, 25, 27, 41, 44, and 81. A bus transit station is located in the Fashion Valley Shopping Center which provides connecting service to bus routes 6, 13, 16, and 20, as well as the Mission Valley trolley line. Bus routes 5, 27, 44, and 81 provide stops within a short walking distance to the trolley station at Friars Road and Napa Street.

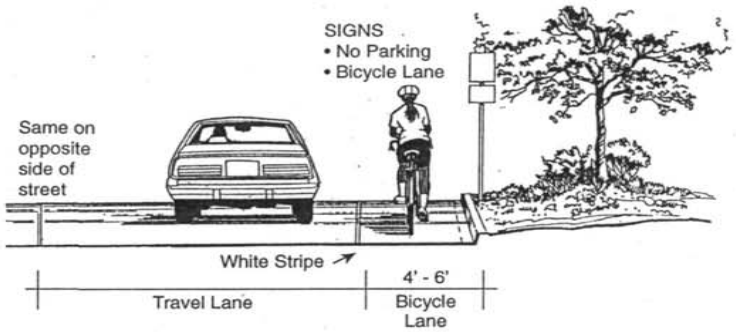
Rail. The trolley line serving Mission Valley has a station in Linda Vista located at Morena Boulevard and Napa Street. This trolley line connects with the Old Town Transfer Center and provides access to the rest of the trolley system as well as the coaster commuter rail system. In the future, the north/south trolley line will be extended from Old Town north to Balboa Avenue and beyond (the Mid-Coast line). A proposed Mid-Coast Light Rail Transit station is planned on West Morena Boulevard at Tecolote Road.

Campus Shuttle. The University of San Diego provides an on-going shuttle service for its students and faculty but only within the campus. The shuttles operate among the parking lots, main campus buildings, and on-campus student housing areas.



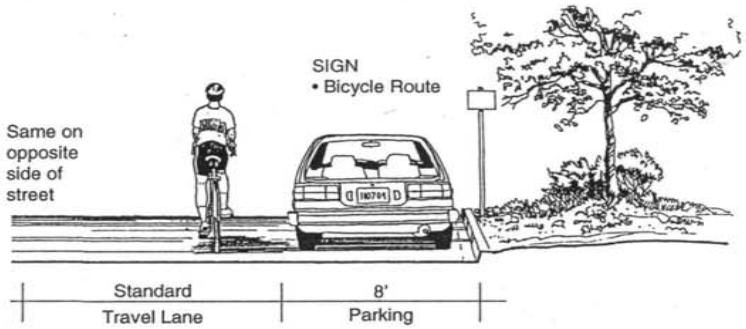

**CLASS I**
(Typical location - open space)

**Bicycle Path**
A completely separate right-of-way for the exclusive use of non-motorized vehicles.




**CLASS II**
(Typical location - major street)

**Bicycle Lane**
A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, lane striping, and other pavement marking.




**CLASS III**
(Typical location - neighborhood street)

**Bicycle Route**
A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

*The dimensions illustrated on this page are subject to change.*

# Bicycle Facilities Classifications
## Linda Vista Community Plan Area
City of San Diego • Development Services Department • Transportation Planning Section

Figure
21
LV3 BICYCLSS

# Bikeways
## Linda Vista Community Planning Area
City of San Diego • Community and Economic Development

Figure 22

## Pedestrian Circulation

Pedestrian travel is accommodated by a sidewalk system along most streets in the community. Mid-block pedestrian traffic signals were installed to assist pedestrian flow across Linda Vista Road within the blocks between Fulton Street and Ulric Street and between Ulric Street and Comstock Street. A pedestrian bridge crosses over State Route 163 from the east end of Fulton Street in Linda Vista to Cardinal Lane in Serra Mesa.

## Bicycle System

The City has three classifications of bikeways. A Class I bikeway (Bicycle Path) provides a physically separated right-of-way for use by bicycles. A Class II bikeway (Bicycle Lane) is located within the roadway in a lane that is painted for one-way bicycle travel. A Class III bikeway (Bicycle Route) is a route that shares the right-of-way with other vehicles and is identified only with signs. The bikeway types and bicycle facilities classifications are shown in Figure 21. The bicycle system within the Linda Vista Community Plan area is shown in Figure 22.

A Class I Bicycle Path has been constructed along the south side of Friars Road from Sea World Drive to just west of Fashion Valley Road. Class II Bicycle Lanes exist on Linda Vista Road from Morena Boulevard to the northerly community boundary; on Ulric Street from Friars Road to Linda Vista Road; on Genesee Avenue from the northern community boundary to Osler Street; on Mesa College Drive from Linda Vista Road to the eastern boundary; on Friars Road from Sea World Drive to State Route 163; on Morena Boulevard from the northern community boundary to the southern intersection with West Morena Boulevard; on Pacific Highway from Sea World Drive to the southern community boundary; on Tecolote Road from Sea World Way to the eastern terminus of Tecolote Road, and along Via Las Cumbres from Cirrus Street to Linda Vista Road.

## Future Conditions

### Forecast Model

The travel forecast model used for the Linda Vista Community Plan Update is a calibrated subarea model based on the San Diego Association of Governments (SANDAG) Series 8 Regional Transportation Model. The SANDAG model has land use, population, and employment data estimated for the year 2015. The Regional Transportation Network expected to be in place is included in the model. The City adjusts the model with the circulation system and land uses recommended by the Linda Vista Community Plan. The future traffic volumes are shown on Figure 23.

### Roadway Segments

Roadway segments that exceed the maximum desirable traffic volume derived from the City's Traffic Impact Study Manual are highlighted on Figure 23 and are listed below.

- Morena Boulevard from Knoxville Street to West Morena Boulevard
- Morena Boulevard from Linda Vista Road to Interstate 8

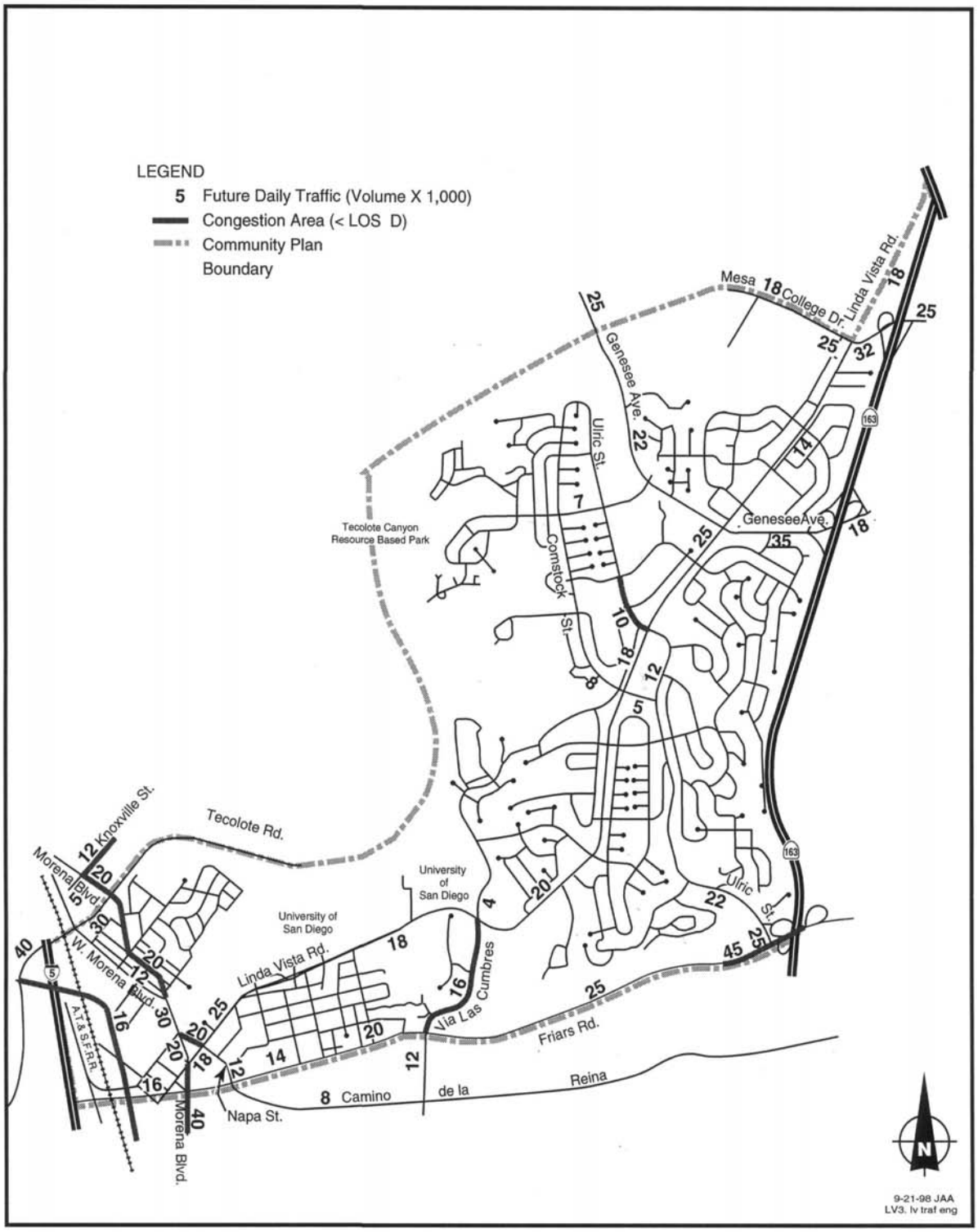
- Pacific Highway from Sea World Drive to Taylor Street
- Napa Street from Morena Boulevard to Linda Vista Road
- Via Las Cumbres from Friars Road to Linda Vista Road

**Intersections**

Future intersection levels-of-service for those intersections with a LOS D or worse are shown on Figure 24. Intersections operating at LOS E or F are in need of improvements to the existing intersection layout and traffic signal system to mitigate the high forecasted traffic volumes.

Intersections which are forecasted to experience significant congestion in the future during the evening peak hour of traffic are listed below.

- Linda Vista Road at Mesa College Drive (LOS F)
- Linda Vista Road at Genesee Avenue (LOS D)
- Morena Boulevard at Tecolote Road (LOS F)
- Tecolote Road at the northbound Interstate 5 ramps (LOS F)
- Sea World Drive at the southbound Interstate 5 ramps (LOS F)




# Future Average Daily Traffic Volumes

## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 23

## GOALS

1. Limit traffic congestion by designating appropriate land uses and intensity of residential, commercial, and industrial development within the community.

2. Maintain and improve the street system to enhance traffic flow.

3. Promote the use of transit and shuttle service.

4. Provide safe and pleasant pedestrian walkways and bikeways to connect residential neighborhoods, schools, parks, and commercial areas.

5. Provide adequate parking facilities.

6. Provide street landscaping along the major streets and at community entrances.

## POLICIES

1. Maintain at least the existing level of bus service, and encourage the major educational institutions to supplement public transit with shuttle service.

2. Require parking in accordance with citywide standards for new commercial and residential development. Reduce the parking requirement for industrial development.

3. The City should improve the road network by modifying congested intersections and street segments where feasible. All road improvements shall include sidewalks and landscaping.

4. Improve the signage connecting Interstate 5 and the Morena area.

5. Where possible, street medians and excess right-of-way should be enhanced with landscaping, hardscape, public art, or other amenities.

## SPECIFIC PROPOSALS

The following roadway segments should be improved to meet the future traffic demand, improve traffic flow, and reduce delay and congestion.

<u>Transportation Element</u>

1. **Napa Street**. Napa Street between Linda Vista Road and Morena Boulevard should be widened to a modified four-lane collector street. This would require the widening of Napa Street to provide two westbound lanes, one eastbound left-turn lane, one left turn/through lane, one eastbound through lane, and bike lanes but no center median.

2. **Ulric Street**. Widen between Linda Vista Road and Fulton Street to a two-lane collector street with a center turn lane.

3. **Via Las Cumbres**. Restripe Via Las Cumbres from Friars Road to Linda Vista Road to provide four through lanes and designate this section for Class II bike lanes where parking is prohibited and a Class III bike route where parking is allowed.

4. **Genesee Avenue**. Widen Genesee Avenue from Osler Street to north of Marlesta Drive to provide four through lanes as a four-lane major street.

The following intersections should be improved to accommodate traffic flow and reduce delay and congestion. Operational improvements, such as striping and placement of signals are subject to change over time.

6. **Linda Vista Road at Mesa College Drive**. Widen Linda Vista Road to provide an exclusive southbound right-turn lane. Restripe Mesa College Drive to provide an exclusive westbound right-turn lane.

7. **Linda Vista Road at Genesee Avenue**. Restripe Genesee Avenue to provide an exclusive eastbound right-turn lane. Widen Linda Vista Road to provide an exclusive northbound right-turn lane. Lengthen the Genesee Avenue westbound left-turn lanes to 300 feet of vehicle storage length.

8. **Linda Vista Road at Napa Street**. Widen Linda Vista Road to provide an exclusive right-turn lane for southbound traffic. Widen Napa Street west of Linda Vista Road to provide one eastbound left-turn lane, one optional left-turn or through-lane, one eastbound through lane, two westbound through lanes, and bike lanes but no parking allowed.

9. **Morena Boulevard at Tecolote Road**. Widen Morena Boulevard north of Tecolote Road including the bridge over Tecolote Creek, to provide two northbound lanes, one southbound left-turn lane, one southbound through/right turn lane, and an exclusive southbound right-turn lane. Restripe and/or widen Morena Boulevard south of Tecolote Road to include two northbound left-turn lanes, one northbound through lane and a shared northbound through/right-turn lane, and one southbound through lane.

Improvements to Genesee Avenue and Mesa College Drive should be designed to comply with the City's Multiple Species Conservation Plan. Based on the goals discussed above, the future traffic forecast volumes, and the recommended transportation improvements, the recommended future street classifications are shown on Figure 25.

Other proposals are as follows:

10. Install landscaping, public art, and/or neighborhood identification signage on the two triangular asphalt islands at the juncture of Morena and West Morena Boulevards. Remove unnecessary medians on the east side of West Morena Boulevard. Where sufficient right-of-way exists, widen sidewalks along Morena and West Morena Streets to allow room for street trees.

11. Examine whether alternative on-street parking can be provided in the Morena area.

12. Rename either Morena Boulevard or West Morena Boulevard to reduce confusion.

13. If additional development intensity above that permitted by this community plan is approved in the Morena area, fees should be assessed for the widening of the Morena Boulevard bridge over Friars Road.

14. Require commercial development along transit routes to provide landscaping and passenger waiting areas at transit stops within the public right-of-way.

15. Require that commercial development projects provide an appropriate number of bicycle racks.

16. Residents of the Silver Terrace neighborhood may pursue initiating a permit parking system to reduce the impacts of on-street parking by students attending schools in the area.

17. Modify the supplemental and campus impact requirements as identified in the Residential Element.

18. Design the Tecolote LRT Station to maximize pedestrian and bus access to Mission Bay and the Morena Shopping Quarter.

19. Adequately landscape the Mid-Coast LRT/coaster rail corridor.

20. Connect Knoxville Street to West Morena Boulevard in the Clairemont Mesa community to provide a connection to Interstate 5 so that through traffic and truck traffic do not need to use Morena Boulevard to access the Interstate 5 freeway. This should occur in conjunction with the Morena Boulevard widening (Specific Proposal 9).

21. Conduct a sign study and correct any confusing signage leading motorists to Interstate 5 from the Morena area.

**Selected Signalized Intersection**
**Future Level-of-Service (P.M. Peak Hour)**
**Linda Vista Community Planning Area**
City of San Diego • Community and Economic Development

Figure **24**

# Future Street Classifications

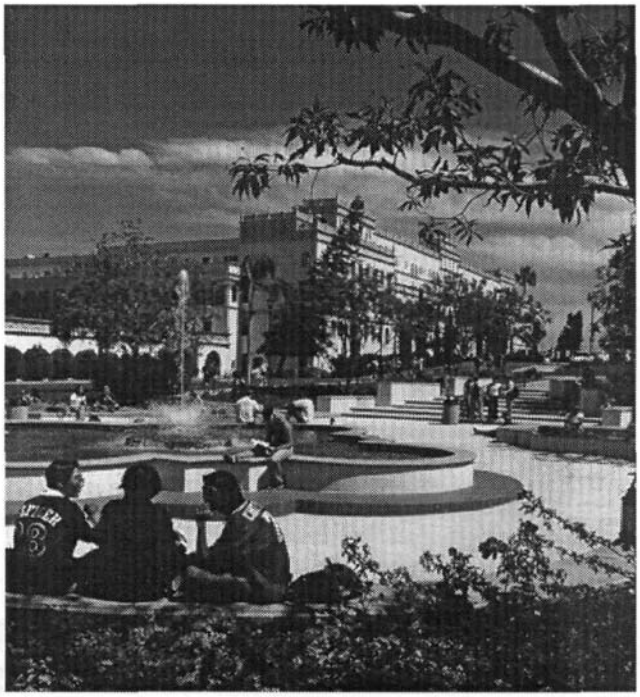
## Linda Vista Community Planning Area

City of San Diego • Community and Economic Development

Figure 25

## ACTION PLAN

| | On-Going | Adopt with Plan | Within 2 Years | Within 5 Years | Responsibility for Implementation | Source of Funding | See for More Detail |
|---|---|---|---|---|---|---|---|
| Connect Knoxville Street | | | | • | Public Works Department | Capital Improvements Program | Specific Proposal 20 |
| Conduct design study of Morena Boulevard | | | • | | Public Works Department | City | Policy 4, Specific Proposals 1, 10, 12, and 21 |
| Improve asphalt islands | | | | • | Morena Shopping Quarter, City | Possible assessment or BID; other | Specific Proposal 10 |
| Rename Morena or West Morena Boulevard | | | | • | Morena Shopping Quarter, City | Unknown | Specific Proposal 12 |
| Widen portion of Ulric Street | • | | | | Developer | Private | Specific Proposal 3 |
| Widen/ restripe various roadway segments | • | | | | Public Works Department | City | Specific Proposals 1-9 |
| Pursue permit parking district | | | • | | Residents | N/A | Specific Proposal 16 |
| Modify parking requirements | | • | | | City | N/A | Specific Proposal 17 |
| Design and landscape rail corridors and station | | | • | | MTDB, City | Unknown | Specific Proposals 18 and 19 |



# URBAN DESIGN

# 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.

# Street Tree Districts
## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 26

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

## Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure 27

**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 / *Platanus acerifolia* | D | |
| Linda Vista Road from Napa Street to Mildred Street | Mexican Fan Palm / *Washingtonia robusta Jacaranda* / *Jacaranda mimosifolia* (Alternating) | P<br>D/F | |
| Node: Linda Vista Road at Mildred Street/Marian Way | Coral Tree / *Erythrina Species*<br>Tipu Tree / *Tipuana Tipu* | P<br>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 / *Eucalyptus polyanthomus* | E | 1 |
| Linda Vista Road from Santa Ana Drive to Alcala Knolls (North side) | Jacaranda / *Jacaranda mimosifolia*<br>Australian Flame / *Brachychitan acerifolius* (Alternating) | D/F<br>E | |
| Linda Vista Road from Santa Ana Drive to Alcala Knolls (South side) | Canary Island Pine / *Pinus canariensus Jacaranda* / *Jacaranda mimosifolia* (Alternating) | E<br>E<br>D/F | |
| Node: Linda Vista Road at Via las Cumbres | Coral Tree / *Erythrina Species*<br>Tipu Tree/ *Tipuana Tipu* | E | 1 |
| Linda Vista Road from Alcala Knolls to Clidden (Residential) | Chinese Flame / *Koelreuteria bipinnata* | D/F | |
| Linda Vista Road from Glidden to Tait | Purple Leaf Plum / *Prunus cerasifera*<br>Purple Orchid Tree / *Bauhinia purpurea* | D/F<br>D/F | |
| Linda Vista Road from Tait to Comstock | Chinese Flame / *Koelreuteria bipinnata* | D/F | |
| Node: Linda Vista Road at Post Office | Canary Island Pine / *Pinus canariensis* | E | |
| Node: Corner Linda Vista Road at Comstock | Jacaranda / *Jacaranda mimosifolia*<br>Coral Tree / *Erythrina 1 Species* | D/F<br>D/F | 1 |
| Park Node: Linda Vista Road from Comstock to Ulric Street (North side) | Australian Flame / *Brachychiton acerifolius* | D/F | |
| Linda Vista Road from Comstock to Ulric Street (South side) | Chinese Flame / *Koelreuteria bipinatta* | D/F | |
| Node: Corner Linda Vista Road at Ulric Street | Jacaranda / *Jacaranda mimosfolia*<br>Coral Tree / *Erythrina 1 Species* | D/F<br>D/F | 1 |

| CORRIDOR/SEGMENT | TREE: Common Name/Botanical Name | FORM | NOTES |
|---|---|---|---|
| Linda Vista Road from Ulric Street to Genesee Avenue | Chinese Flame / *Koelreuteria bipinnata*<br>Orchid Tree / *Bauhinea purpurea* (Median only) | D/F<br>D/F | |
| Node: Linda Vista Road at Genesee Avenue | Coral Tree / *Erythrina Species* | D/F | 1 |
| **#2 NAPA STREET** | | | |
| Napa Street from Friars Road to Linda Vista Road | Paperbark / *melaleuca quinquenervia* | E | |
| Node: Napa Street at Linda Vista Road | Mexican Fan Palm / *Washingtonia robusta* | P | |
| Napa Street from Linda Vista Road to Morena Boulevard | King Palm / *Archontophoenix cunninghamiana* | P | |
| **#3 MORENA/WEST MORENA BOULEVARD** | | | |
| Morena Boulevard from Linda Vista Road to Napa Street | London Plane Tree / *platanus acerifolia* | D | |
| Morena Boulevard from Napa Street to Morena Boulevard Split | Queen Palm / *syagrus romanzoffianumghamiana*<br>Purple Orchid / *Bauhinea purpurea* (Alternating) | P<br>D/F | |
| Morena Boulevard from Morena Boulevard Split to Tecolote Road | Queen Palm / *syagrus romanzoffianumghamiana*<br>Purple Orchid / *Bauhinea purpurea* (Alternating) | P<br>D/F | |
| West Morena Boulevard from Morena Boulevard Split to Tecolote Road | Mexican Fan Palm / *Washingtonia robusta*<br>London Plane Tree / *Platanus acerifolia*<br>Paperbark / *Melaleuca quinquenervial* | P<br>D<br>E | |
| **#4 MESA COLLEGE DRIVE** | | | |
| Mesa College Drive from Linda Vista Road to College Entry | Chinese Flame / *Koelreuteria bipinnata* | D/F | |
| **#5 ULRIC STREET** | | | |
| Ulric Street from Friars Road to Linda Vista Road | Canary Island Pine / *Pinus canariensis Jacaranda* /*Jacaranda mimosifolia* (Alternating) | E<br>D/F | |
| **#6 GENESEE AVENUE** | | | |
| Genesee Avenue from S.R. 163 to Linda Vista Road | Canary Island Pine / *Pinus canariensis*<br>Orchid Tree / *Bauhinea purpurea*<br>Tipu Tree/*Tipuana Tipu*<br>(Alternating) | E<br>D/F | |
| Node: Genesee Avenue at Linda Vista Road | Coral Tree / *Erythrina Species*<br>Chinese Flame / *koereuteria bipinata* | D/F<br>D/F | 1 |
| Genesee Avenue from Linda Vista Road to Osler Street | Canary Island Pine / *Pinus canariennsis*<br>Holly Oak / *Quercus ilex*<br>Orchid Tree / *Bauhinea purpurea* (Median) | E<br>E<br>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 / *Pinus canariensis Jacaranda* / *Jacaranda mimosifolia* (Alternating) | E<br>D/F | |
| **#8 FRIARS ROAD** | | | |
| Friars Road from S.R. 163 to Via las Cumbres | Eucalyptus/*Eucalyptus deglupta*<br>Tipu Tree/*Tipuana tipu*<br>(Alternating) | E<br>D/F | |
| Friars Road from Via las Cumbres to Napa Street | Eucalyptus/*Eucalyptus deglupta*<br>London Plane Tree/*Platanus acerifolia* (Alternating) | E<br>D | |

**Legend**

Deciduous
EEvergreen
FFIowering
PPalm 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 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.

**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*

**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.

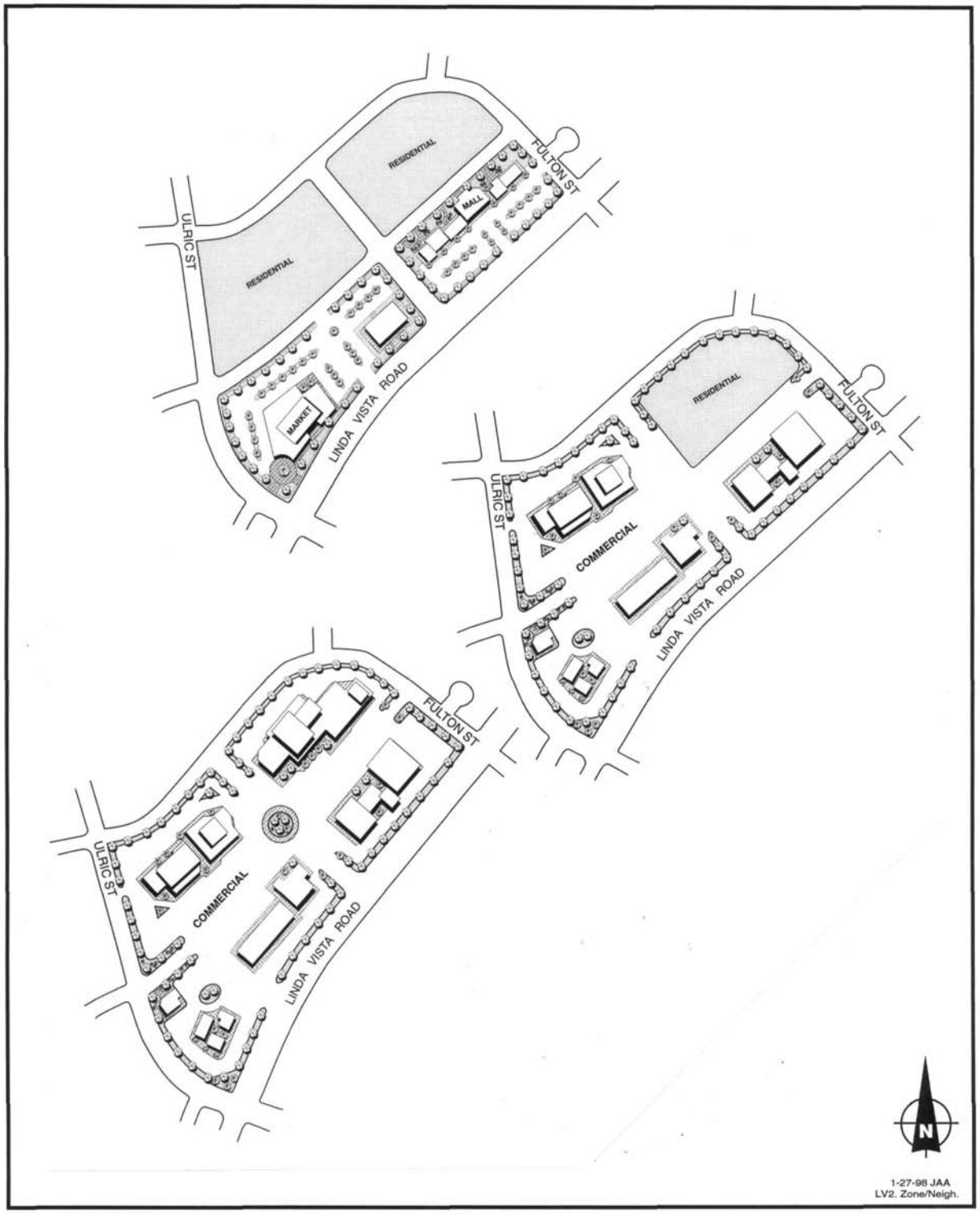
   b. Large areas of parking along Linda Vista Road shall be permitted only if punctuated by landscaped areas and small building pads, so that the appearance of parking is not overwhelming.

   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"

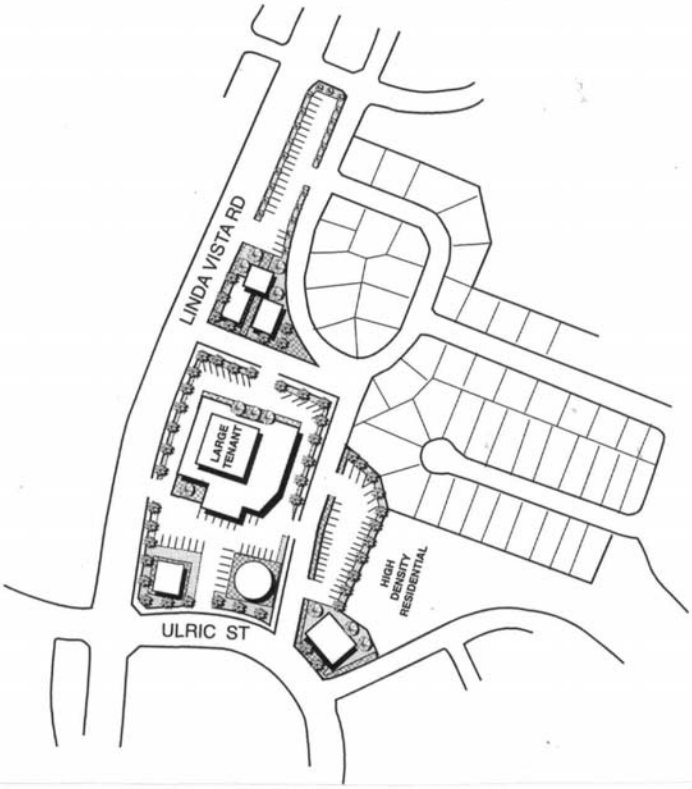
**Linda Vista Community Planning Area**

City of San Diego • Community and Economic Development Department

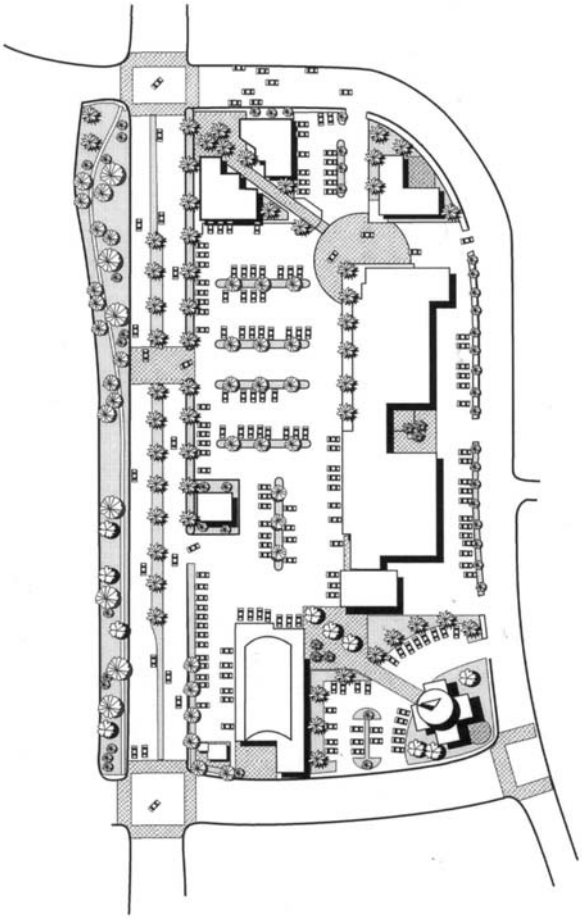
Figure **28**

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.

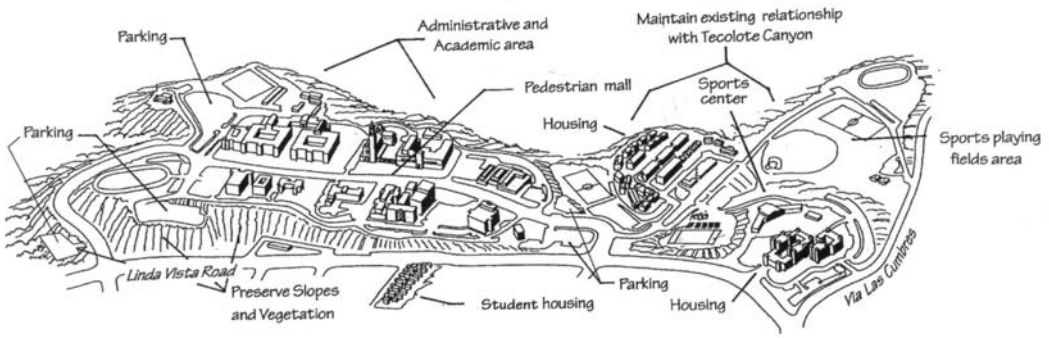


4. New development in Linda Vista Plaza should consolidate parking in front (adjacent to Linda Vista Road). The parking should be broken up by generous landscaping and by occasional building pads near Linda Vista Road. Additional attention should be given to landscaping and building articulation along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



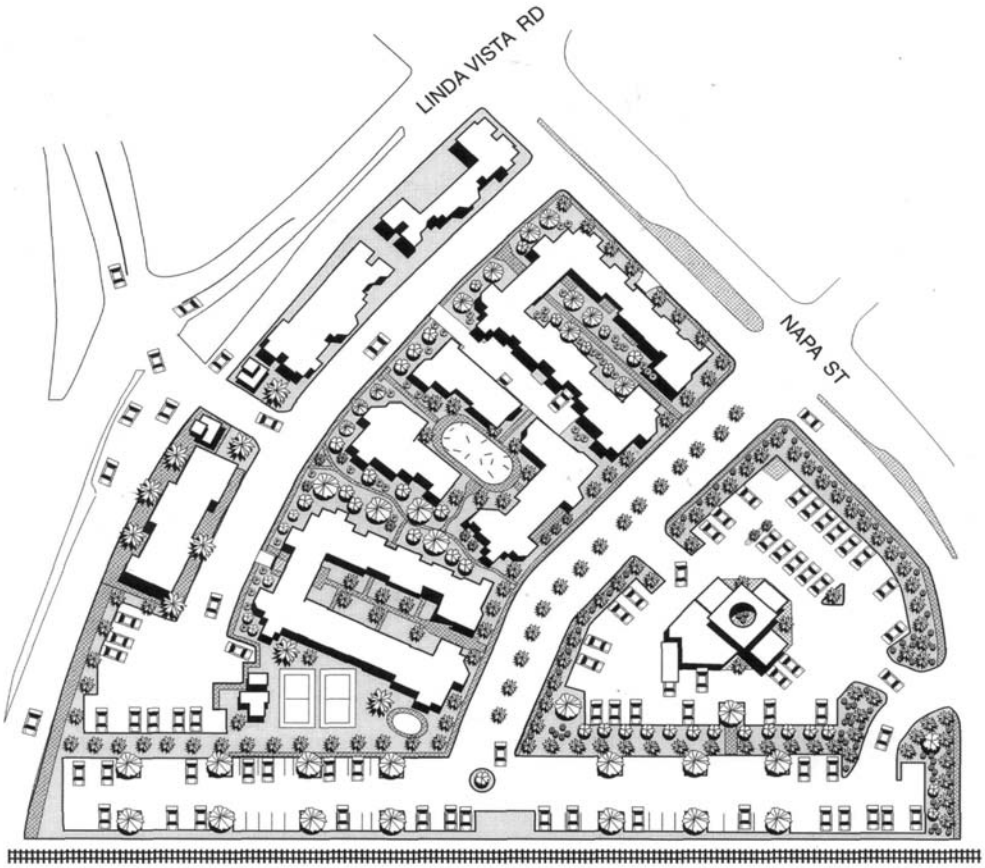
5. Development on the University of San Diego campus shall be guided by the approved Conditional Use/Resource Protection Permit and Master Plan Development Guidelines. Any future amendments to the Conditional Use Permit should consider the following principles. New development should continue to maintain 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.

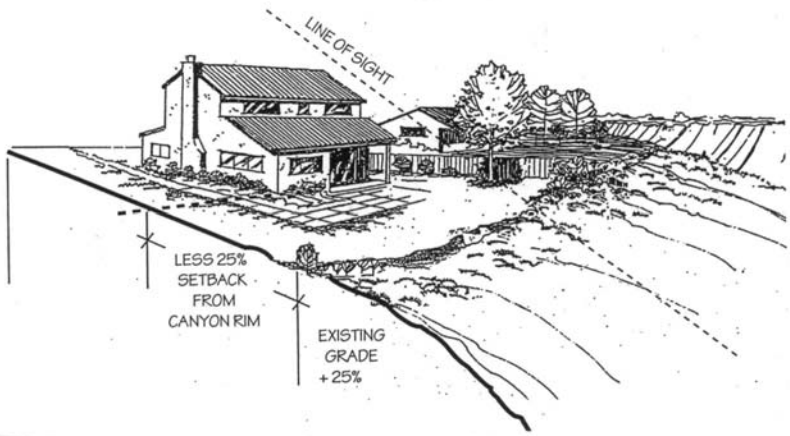
8. The natural surface drainage system of hillside sites should be maintained. The amount of hardscape should be minimized in order to minimize runoff onto the slopes, which causes erosion, landslides, and damage to plant and animal life.

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.

**Hillside Development**




## 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 |