

# **Morena Blvd Station Area Planning Study**

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Appendix D:

Land Use Alternatives Support Materials





### D.0 Land Use Alternatives Support Materials

Appendix C provides supplemental text explanation of the land use alternatives developed for Workshop 3 and some of the factors/metrics used to craft these alternatives.

#### D.1 Land Use Alternatives Overview

The community was presented with three land use alternatives in Workshop 3 of the community outreach process. In order to provide the community with a range of options, the planning team developed three scenarios which represent varying land use intensities that are all consistent with the vision described in the previous section. These alternatives range from least intensive ("Alternative 1") to most intensive ("Alternative 3"), with one scenario in between ("Alternative 2").

The vision for the land use scenarios of the MBAP was based on input provided by the community, the results of market demand/trend analyses, and the city's goals of supporting transit through complementary land use patterns. The resulting land use vision converts many existing retail/commercial parcels into a higher amount of multi-family residential parcels. Key parcels near the existing and proposed trolley stations are envisioned for a mix of uses to include residential, retail, commercial, and office. The goal of this shift is to accommodate future growth in areas that are well served by transit, creating hubs of activity and density that incorporate sustainable principles while also adding diversity and vibrancy to the existing neighborhood. Whenever possible, a balance of jobs and housing should be obtained in order to keep trips more local. A balance of destinations and origins in areas around transit facilities allows for primary and reverse commute balance of users on the transit line. The incorporation of a wide variety of uses that support a community's needs generally keeps trips shorter, allowing for more of them to be made by bike or walking. All of these considerations are critical to creating a complete community.

In order to capitalize on the anticipated investment in the Mid-Coast Trolley corridor and its associated stations, the plan set a goal of achieving a range of between 30 and 70 dwelling units per acre. This range is widely accepted as the ideal range for transit oriented development. The goal is to strategically place the higher density development closest to the stations where walk times are shortest, and gradually decrease density as the distance increases. This graduated approach also has the benefit of lessening physical incompatibilities with existing lower density single family development.

The initial phases of the project established that a density of 70 dwelling units per acre could generally be achieved through a development pattern of four stories of multi-family construction built on a podium of two floors structured parking, resulting in an overall height of six stories. However, this height in some areas is not likely to be supported by the public based on concerns over density and the potential for blocking views from many homes located up slope of the study area. The south end of the project study area does not have the neighborhood sensitivity of view blockage as the north end does. This is a result of the depth of non-residential development between I-5 and the slopes where housing exists, and it is also related to the lower elevation gains that occur when moving up on landforms to the east. Not as many views in the south end would be blocked and most of the views are of the industrial areas of Morena Boulevard and the freeway aerial structures of I-5 and I-8.



As a point of comparison, below are key metrics comparing existing land use quantities (based on City-provided 2013 GIS data) with the community plan land uses (also referred to as the “adopted” land uses) and the MBAP land uses as developed in the preferred scenario:

#### Existing Land Uses:

- Residential: approximately 1,000 dwelling units
- Non-Residential (commercial, retail, office, industrial, etc.): approximately 3.4 million square feet

#### Community Plan/“Adopted” Land Uses:

- Residential: approximately 3,600 dwelling units
- Increase of approximately 2,600 dwelling units from existing
- Non-Residential (commercial, retail, office, industrial, etc.): approximately 3.2 million square feet
- Decrease of approximately 200,000 square feet from existing

### D.2 Proposed Development Level

In the land use alternatives developed by the planning team, proposed development is largely limited to areas adjacent to the trolley stations and areas identified as mixed-use. The goal is to strategically place the higher density development closest to the stations where walk times are shortest, and gradually decrease density as the distance increases. This graduated approach also has the benefit of lessening physical incompatibilities with existing lower density single family development.

#### Proposed Densities

Early in the project, the planning team established that a density of 70 dwelling units per acre could generally be achieved through a development pattern of four stories of multi-family construction built on a podium of two floors structured parking.

#### Proposed Building Heights

The proposed maximum height is 50’ – 60’ (approximately five to six stories) throughout the study area. The focus of any increased height would be for new development adjacent to transit stations or transit oriented development.

#### Proposed Floor Area Ratios

Proposed floor area ratio recommendations vary throughout the study area, with a low of approximately 1.20 and a high of approximately 2.45. These ratios include both residential and non-residential uses. Since the MBAP envisions the majority of this development to be additional multi-family residential, the recommended non-residential component of mixed use projects would be a maximum of 0.25.



### D.3 Alternative 1 (Conservative Land Use Alternative)

The conservative land use scenario envisions the least amount of land use changes paired with the lowest intensity of development on the changed parcels. The largest areas of change in the Conservative scenario include:

- The Bayview Plaza site is proposed to include mixed-use development, including ground floor commercial/retail and upper floors residential over structured parking. The proposed maximum height is 50' (approximately five stories). Significant development on this site is warranted because of the close proximity to the proposed Clairemont station. Not only would residents/patrons of the development benefit by having easy access to transit, but also the station would benefit from the activity and security provided by nearby shops and residents.
- No changes are proposed at the business hub near Ashton/Napier in order to encourage development similar to what exists. One potential change is the replacement of the fast food restaurant with a small public park.
- RV parks east of Morena (at Knoxville and Frankfort) are envisioned to be converted to multi-family residential. Proposed maximum height is 40' – 50', although the edges closer to the surrounding residential could transition to 30'.
- The most intensive expansion of residential occurs south of Tecolote Road, where little to no residential uses currently exists. Mixed use and/or exclusive use residential parcels are proposed along Vega Street on the Toys R Us, Petco, and Coles sites (west of West Morena), and east of Morena Boulevard between Cushman Avenue and Linda Vista Road. The proposed maximum height is 50' – 60' (approximately five to six stories). This corridor is a prime location between the proposed Tecolote trolley station and the existing Morena station. New residences and shops in this area would be within a 10 to 15 minute walk of at least one of these stations.
- The conservative scenario proposes the retention of and reinvestment in existing retail between Morena and West Morena (between the south split and Tecolote Road) and along the east side of Morena just south of the south split. This is envisioned as the core of the "Design District" and will create continuity in the character of the neighborhood as residential uses are introduced.
- The conservative scenario also envisions the retention of existing commercial/restaurant uses along the east side of Morena Boulevard (between the Linda Vista Road and Tecolote Road).

### D.4 Alternative 3 (Aggressive Land Use Alternative)

The aggressive land use scenario envisions an extensive amount of land use changes paired with high intensity development on the changed parcels. The largest areas of change in the aggressive scenario include:

- The Bayview Plaza site is proposed to include mixed-use development, including ground floor commercial/retail and upper floors residential over structured parking. The proposed maximum height is 60' (approximately six stories). Significant development on this site is warranted because of the close proximity to the proposed Clairemont station. Not only would residents/patrons of the development benefit by having easy access to transit, but the station would benefit from the activity and security provided by nearby shops and residents.



- The commercial properties near the proposed Clairemont station (along the northern portion of Morena Boulevard and near the intersection of Clairemont Drive and Denver Street) would be encouraged to increase density beyond existing levels. The goal would be to achieve a maximum of 30' on most parcels. This would not require a zoning/land use change, but represents an increase in development beyond what exists currently. More intense development in these areas near the Clairemont station would further improve the transit-land use relationship and further reduce vehicular trips in the area.
- The City Chevrolet site (at Milton Street and Morena Boulevard) is envisioned as converting to multi-family residential, with a maximum height of 60' for portions of the project, although the edges along Morena and near the surrounding neighborhood could transition to 20' – 30'. This change of use would occur only if the dealership decided to relocate.
- No changes are proposed at the business hub near Ashton Street/Napier Street in order to encourage development similar to existing uses. Where the conservative and preferred scenarios proposed a park next to the fire station, the aggressive scenario proposes two public plazas, one on the block with the fire station and one at the corner of Napier Street and Morena Boulevard (the current site of the BMW auto repair).
- RV parks east of Morena (at Knoxville Street and Frankfort Street) are envisioned to be converted to multi-family residential. The proposed maximum height is 60', although the edges closer to the surrounding residential could transition to 30'.
- Additional properties along Morena Boulevard between Tecolote Road and the north split with West Morena Boulevard are converted to multi-family residential with a maximum height of 60'. These properties capitalize on the close proximity to the proposed Tecolote trolley station, which would allow many new residents to walk to the station.
- The area around the proposed Tecolote station increases residential uses between Morena and West Morena as in the conservative scenario, and further expands the mixed-use residential/retail uses west of West Morena. In this scenario, the residential/retail includes the current sites of Toys R Us, Petco, Jerome's, and A-1 Storage. The maximum height for development in this area is 60'. This area is a key location for additional density as it borders the proposed station site and represents some of the largest individual parcels in the corridor, allowing for larger individual developments.
- The aggressive scenario also proposes the conversion of all of the light industrial properties to the southwest of Morena/West Morena. Maximum heights in this area would vary from 30' – 60' to capitalize on the key location between the proposed Tecolote station and the existing Morena station.
- The area near the existing Morena station increases both residential and mixed-use land uses. Under this scenario, two new high-density residential nodes are created: one southeast of Cushman Avenue and Morena Boulevard and the other southwest of Sherman Street and Morena Boulevard. In addition to these nodes, a mixed-use residential/office node is created north of Linda Vista Road and Napa Road. These locations are ideal for higher density development because of their close proximity to the Morena station, as well as USD. The siting of additional office uses in this location is directly tied to the anticipated need for office space near the university. The maximum height for all these nodes is 60'.



- The aggressive scenario also proposes the retention of and reinvestment in existing retail between Morena and West Morena (between the south split and Tecolote Road), on either side of Buenos Avenue, and along the east side of Morena just south of the south split. This is envisioned as the core of the “Design District” and will create continuity in the character of the neighborhood as residential uses are introduced.
- The aggressive scenario also envisions the retention of existing commercial/restaurant uses along the east side of Morena Boulevard (between Linda Vista Road and Tecolote Road). Numerous restaurants already are located along this segment of roadway, and retaining the existing land use and zoning will help to attract more of these uses in this area.

### D.5 Alternative 2 (Moderately Aggressive Scenario/Proposed Land Use Alternative)

In general, workshop attendees supported the goal of shifting some non-residential land uses to residential land uses, as long as a core of businesses were retained and enhanced to support the budding “design district” identity of the corridor. Attendees recognized the importance of increasing the level of development near the existing and proposed trolley stations as a means to direct growth away from established single-family neighborhoods and support long-term sustainability goals. There were varying opinions on the appropriate level of density near the stations, however. Some workshop attendees agreed that 60’ in height was appropriate in certain locations, especially if it is “stepped back” as it approaches lower density development. Other attendees were adamant that the existing 30’ height limit (in the Clairemont planning area) be enforced. Of particular concern to this group were blockage of views and the introduction of too much development in an already established neighborhood.

The following are key points and comments received from community members regarding the land use alternatives:

- Several people requested to make sure building heights are restricted to a maximum of 30 feet to prevent view blockages.
- People overall agreed that higher density seems appropriate for this corridor, especially near Linda Vista Road due to the close proximity to USD.
- The idea of implementing a parking district along Morena Boulevard was supported.

Based on input provided by the community and city staff, land use alternatives were merged to produce a scenario that decreases non-residential uses while providing a significant increase in multi-family residential/mixed-uses (see Figure D-1).

The land use quantities as proposed in the Proposed Land Use alternative are:

- Residential: approximately 5,800 dwelling units (Increase of approximately 4,800 from existing)\*
- Non-residential commercial, retail, office, and industrial uses: 2.7 million square feet (Decrease of approximately 700,000 square feet from existing)\*

\*Metrics represent the combined total for parcels adjusted by the MBAP Proposed Land Use and the unchanged parcels remaining in the study area based on their Adopted Community Plan land use.

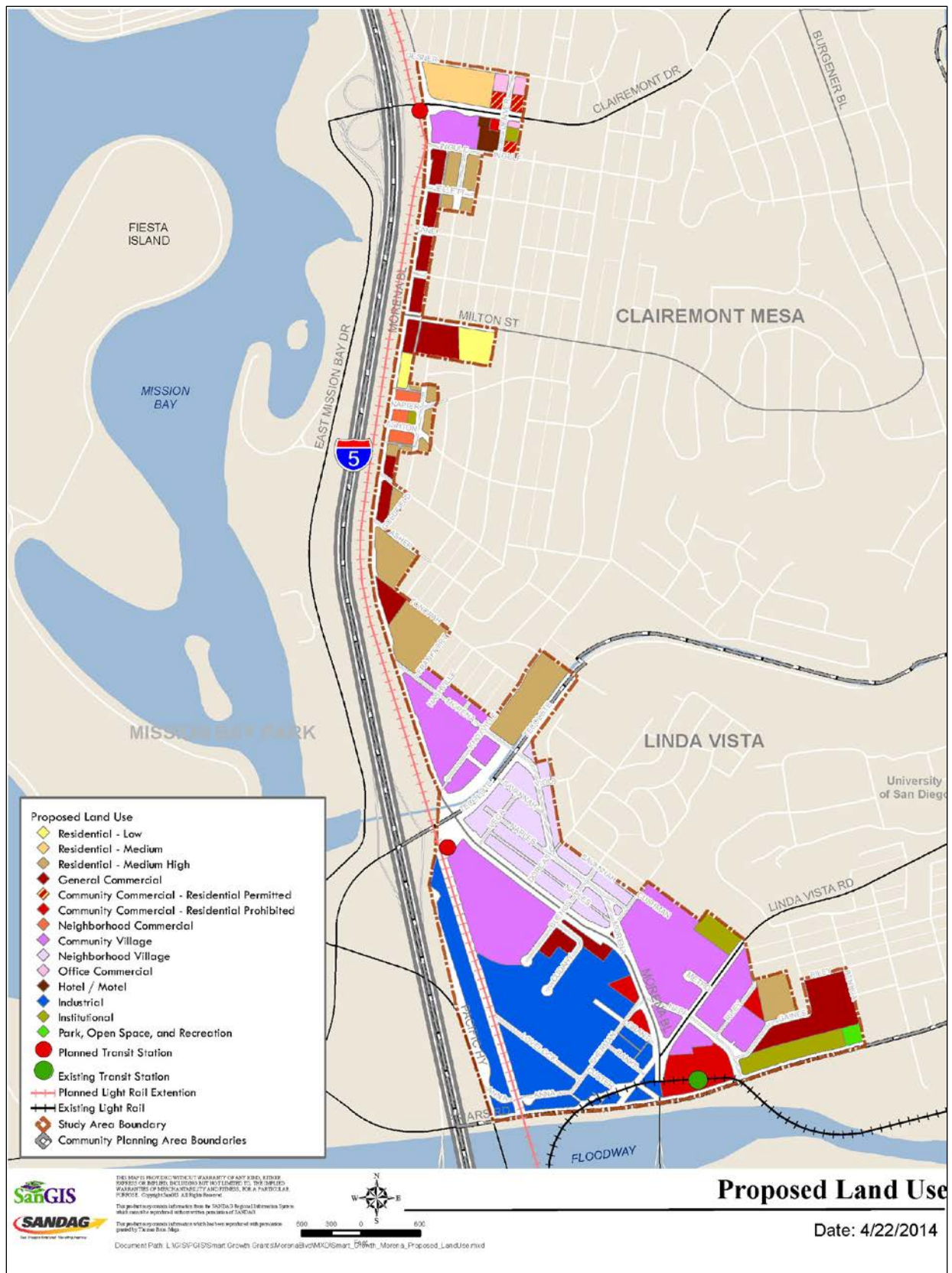


Figure D-1: Proposed Land Use