



Morena Corridor Specific Plan

Linda Vista Planning Group – Ad Hoc Subcommittee Mtg. 3 | CITY OF SAN DIEGO | February 1, 2016

Tonight's Agenda - Land Use

- Project Schedule Overview
- Final Review of Vision & Guiding Principles
- Existing Land Use Conditions
- Previous Recommendations
- Public Comment



Overall Specific Plan Schedule

Community Outreach

- Kick Off – March 2015
- Establishing the Context – Spring-Fall 2015
 - Existing Conditions Review (meeting 1)
 - Establishing the Vision and Guiding Principles (meeting 1 & 2)
- Preparing the Plan Framework – Winter 2016
 - Land Use Consideration Areas/Design Concepts (meeting 3 & 4)
 - Preferred Land Use and Mobility Concepts (meeting 5)
 - Urban Design Concepts / Infrastructure (meeting 6)
- Drafting the Document –Spring/Summer 2016
 - Draft Specific Plan
 - Draft Environmental Impact Report (EIR)
- Public Review Draft Specific Plan and EIR – Fall 2016
- Approval Process – Spring/Summer 2017
 - Final Draft Specific Plan and EIR
 - Public Hearings

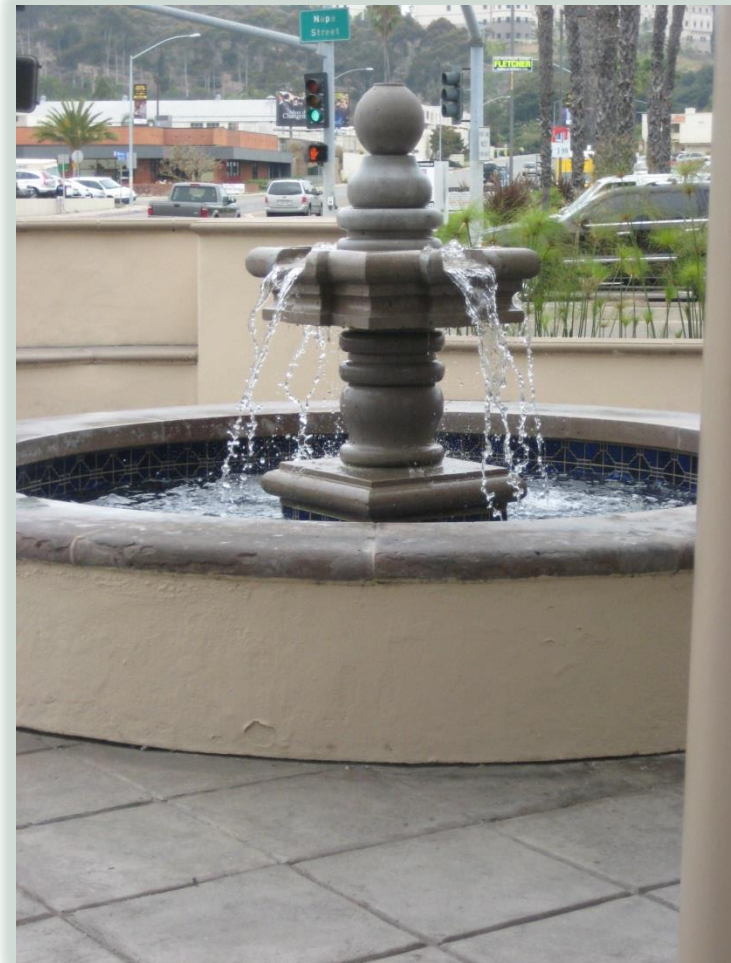
Draft Morena Corridor Vision Statement – November 2015

- Enhance the Morena Corridor as a mixed-use area that has a vibrant community core with a strong restaurant/retail component and central gathering place, balanced residential density that includes affordable housing, quality urban design, safe and accessible travel for all modes, employment opportunities, adequate infrastructure, and public amenities.



Draft Vision – Proposed December 2015

- We want a Morena Corridor that:
 - Has mixed residential/commercial uses;
 - Is walkable;
 - Retains current height limits;
 - Provides greater mobility and no worsening traffic;
 - Has density that is compatible with existing neighborhoods;
 - Provides infrastructure and parks for any increases in density; and
 - Retains jobs.



Draft Guiding Principles

- Protect and enhance the Corridor's **unique neighborhood character**.
 - Ensure new development respects general mass, volume, and scale of existing built environment.
 - Improve visual quality along Morena Boulevard
 - Preserve public views of Mission Bay
- Establish a varied and **balanced mix** of uses.
 - Encourage the preservation of existing restaurants and the development of new restaurants along the Morena Corridor
 - Provide a range of housing options
 - Integrate new uses that compliment the existing neighborhood character
- Improve the Corridor as a place of **services, shopping** and **small business**.
- Create additional **gathering** and **recreational open space** opportunities.
- Improve **mobility** for all modes of transportation.
 - Establish safe access
 - Provide adequate parking for all new development
 - Ensure safe and efficient travel for pedestrians, bicycles and vehicles
 - Improve access to Mission Bay Park
- **Celebrate community history** that dates back to the turn of the 20th century
- Maximize **sustainable development**.

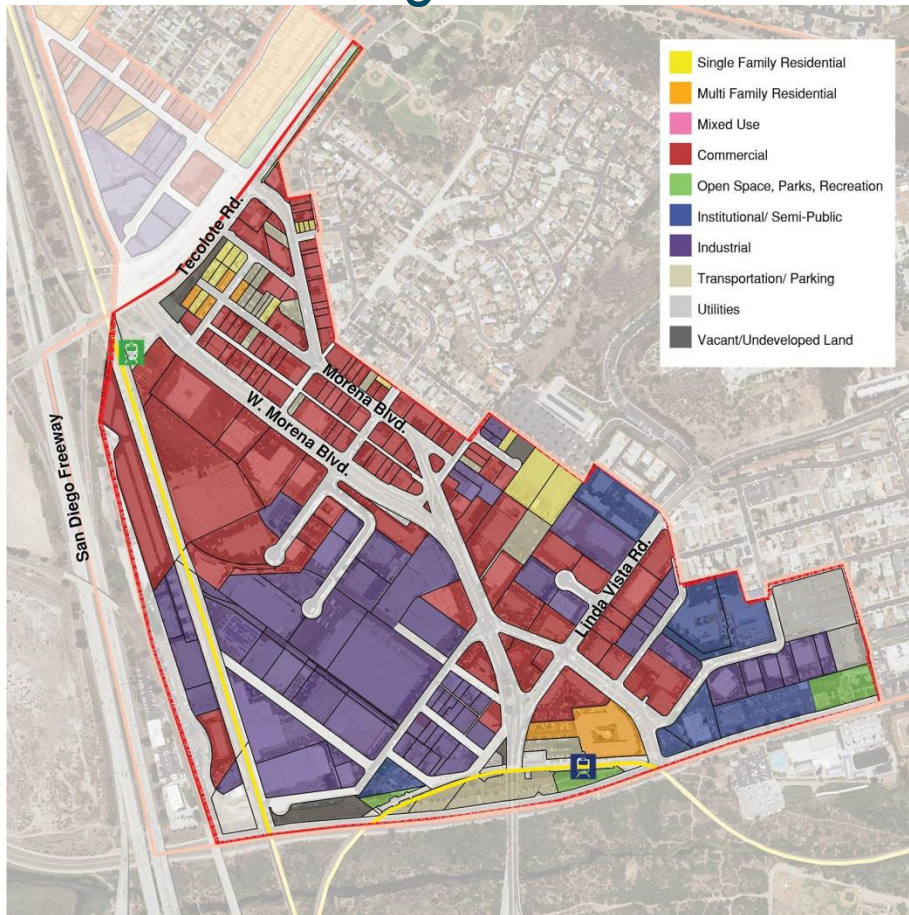


Plan Area – Linda Vista

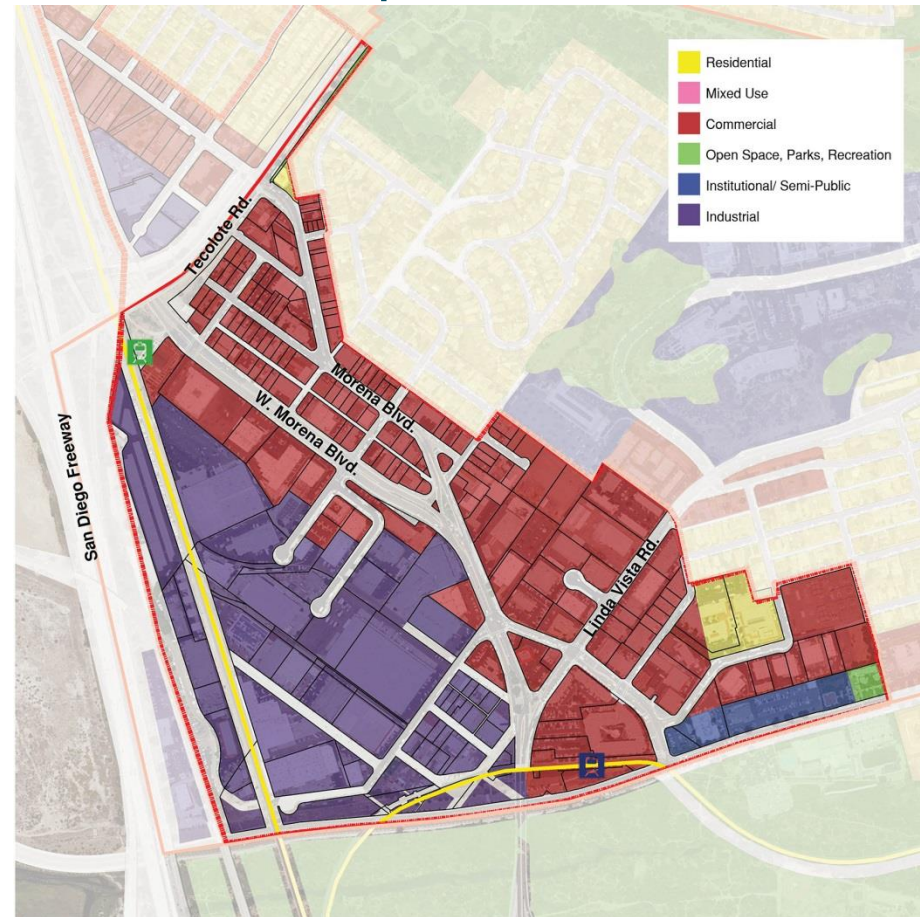


Linda Vista Plan Area_Land Use

Existing Land Use

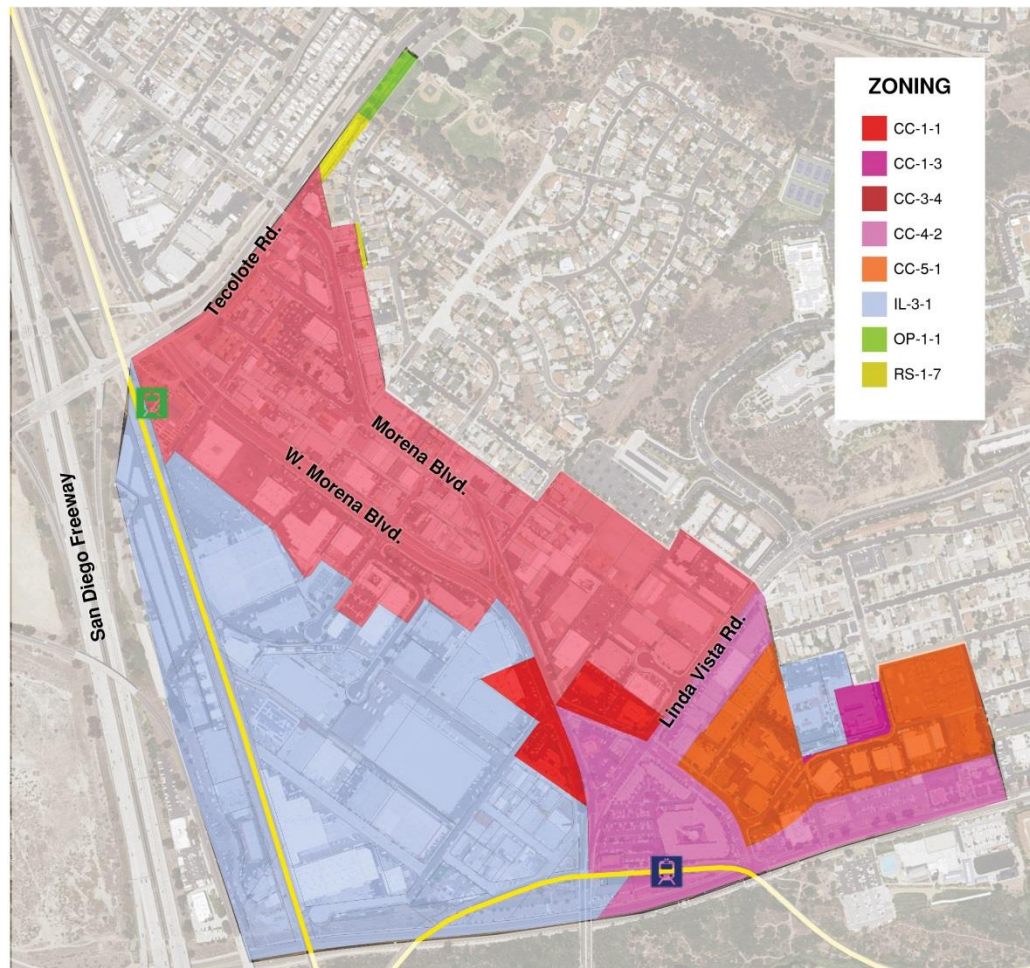


Adopted Land Use



Linda Vista Plan Area Zoning

Existing Zoning



- Commercial: 117 acre (57%)
- Industrial: 85 acre (42%)
- Other(row, etc.): 2.0 ac (1.0%)

Total – 204 acres

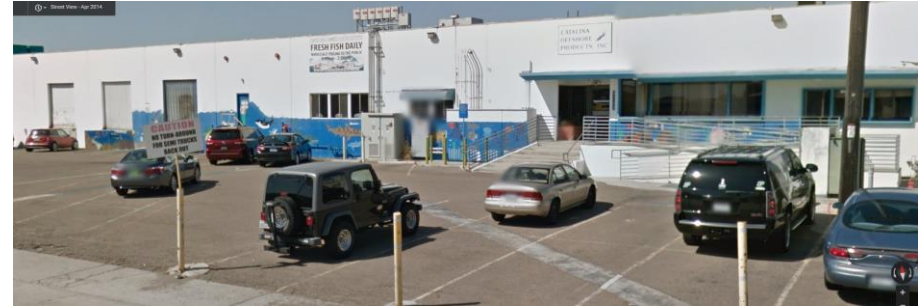
EXISTING CONDITIONS: ISSUES/CONSTRAINTS

- Confusing and congested roadways
- Dominance of auto-oriented uses
- Non-cohesive streetscape and minimal landscaping
- Undefined community-wide design character/identity
- Lack of consistent development pattern
- Underutilized parcels



EXISTING CONDITIONS: ASSETS

- Local and regional serving businesses
- Burgeoning restaurant and home design district
- Numerous warehouse and distribution facilities, and some light manufacturing
- Presence of University of San Diego (USD)
- Engaged residents and active business association



Morena Blvd Station Area Study Recommendations

- Designate Tecolote trolley station area for mixed-use development
- Attract new restaurants and a local supermarket
- Promote the home improvement businesses as a design district
- Maintain majority of industrial land uses
- Establish a grid network that improves mobility for all modes of travel



Morena Blvd Station Area Planning Study


Final Report



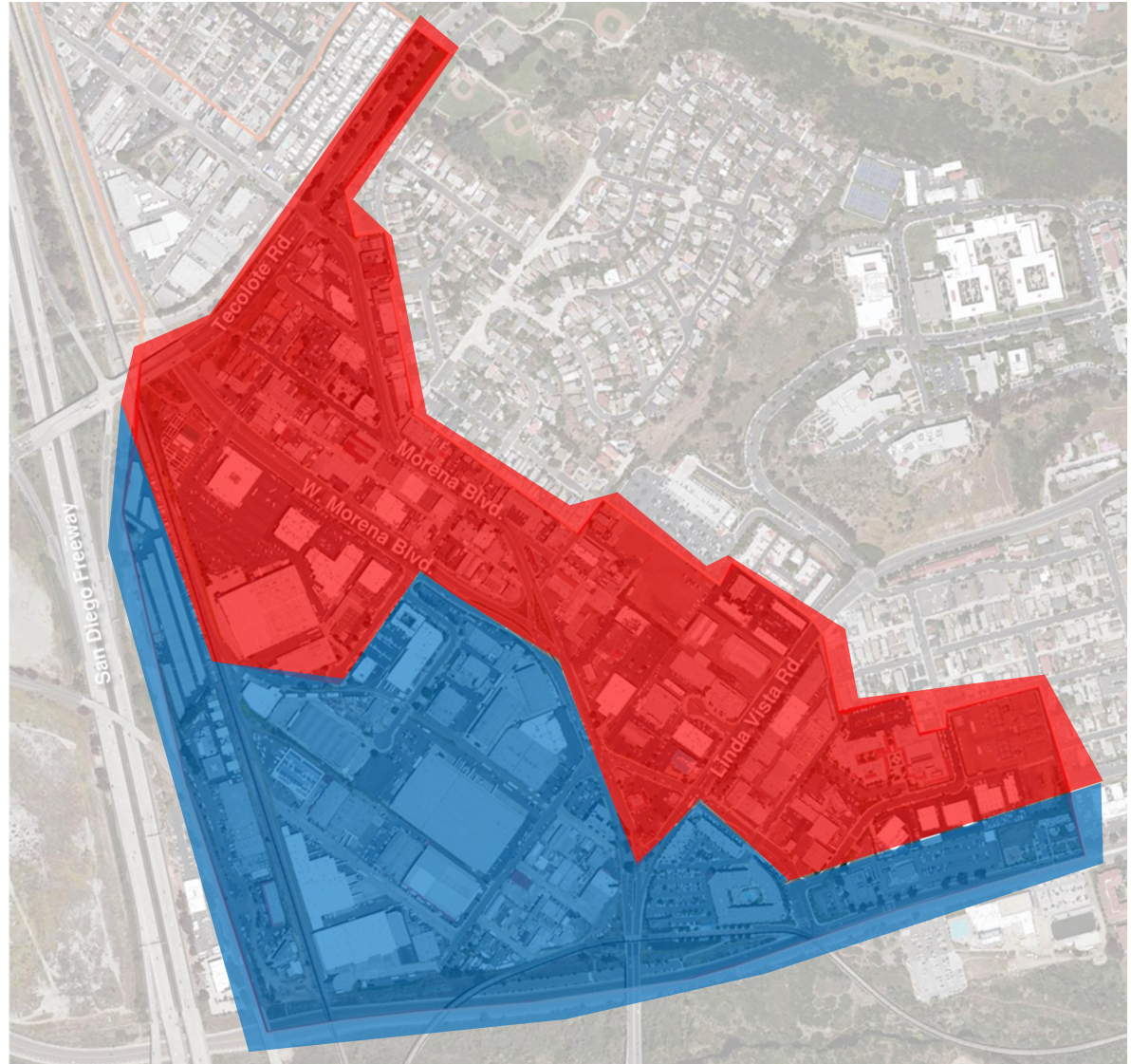


WHERE ARE THE OPPORTUNITIES IN LINDA VISTA?

Identifying Areas of Potential Change

 Area of Potential Change

 Area of Limited Change



Limited Change Area – Key Employment Uses



What might potential change look like?



Tecolote Station Area



Mixed Use

Multi - Family



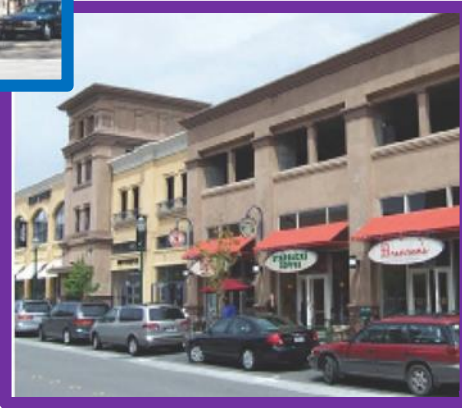
- ~ 6-acre area
- Adjacent to future transit station
- Potential for mixed-use near transit
- Opportunity for neighborhood-serving retail and employment
- Improved walkability
- Streetscape enhancements near community entry
- Public space opportunities



North of Tecolote Station Area

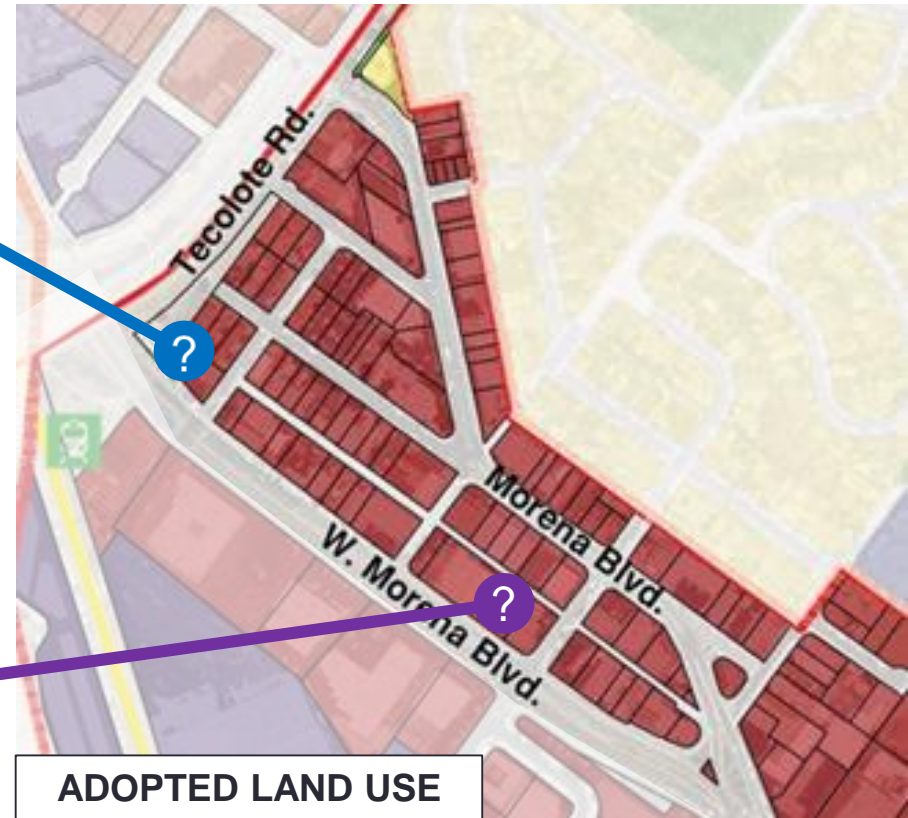


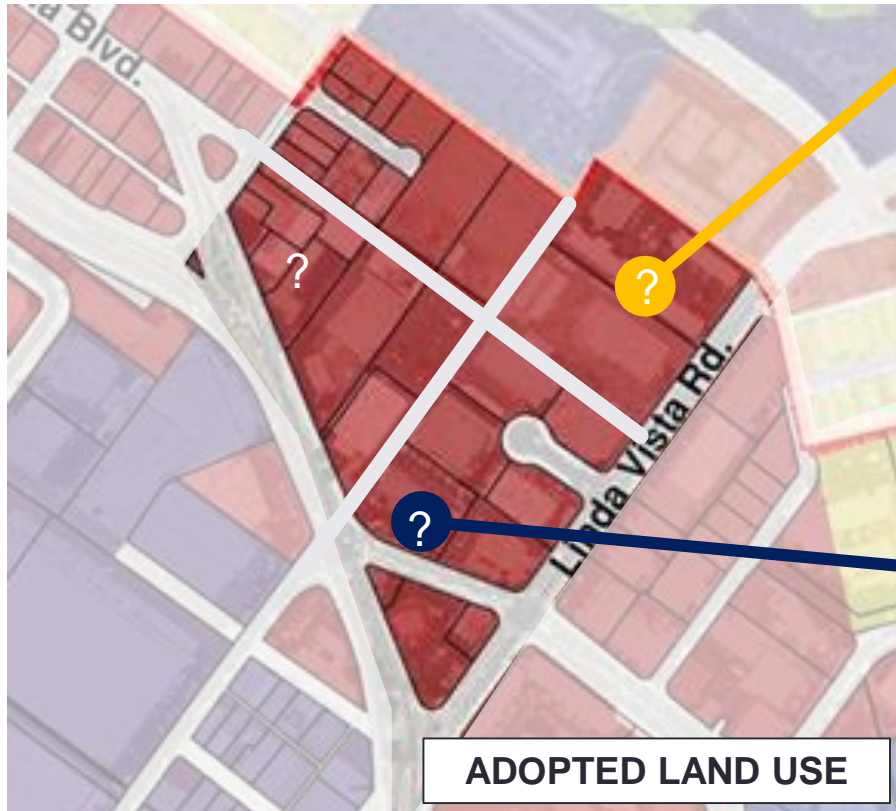
Gateway



Pedestrian-Oriented Retail

- ~20-acre area
- Within ¼ mile of transit station
- Focus on small businesses
- Design enhancements adjacent to single-family neighborhood





Townhomes

Mixed Use



- ~ 20-acre area
- Within ¼ mile of transit station
- Beautify the streetscape environment
- Complete the street grid
- Enhance bike and pedestrian connections to transit stations
- Improve interface with USD
- Mixed-use opportunity area

South Morena Area

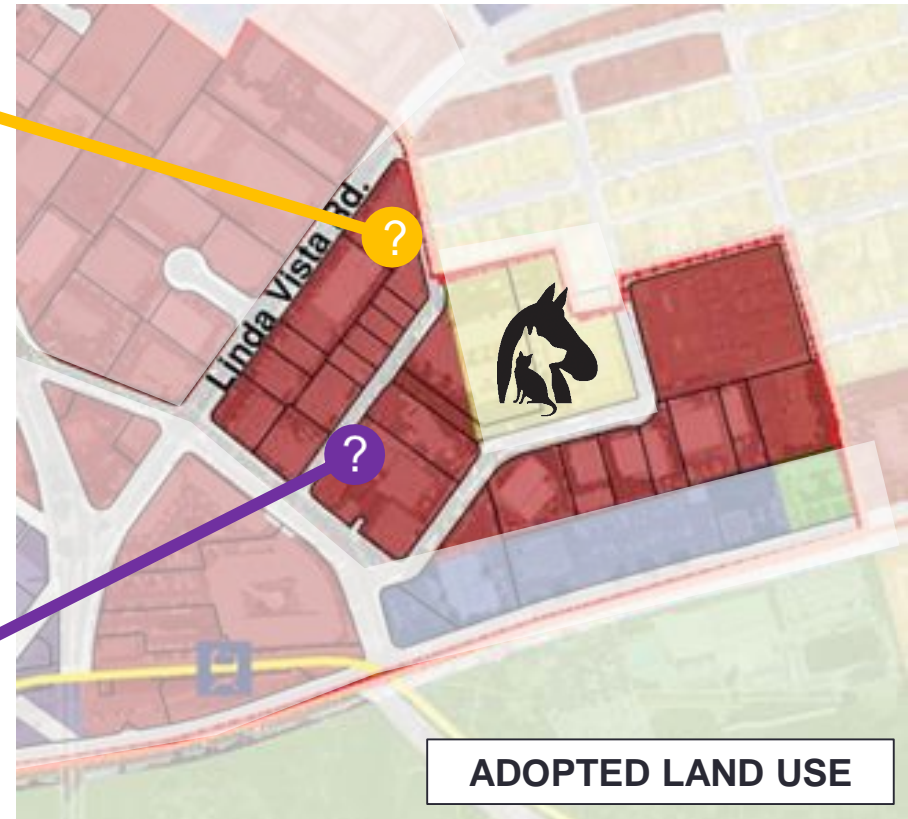


Mixed-Use



Pedestrian-Oriented Retail

- ~15-acre area
- Within ¼ mile of transit station
- Neighborhood revitalization
- Streetscape beautification
- Potential for new housing, community serving uses, and employment





Public Comment

- ✓ Maximum 2 minutes
- ✓ No ceding time to others



Feedback & Questions

Next Ad-Hoc Subcommittee Meeting – March





MULTIFAMILY 3+ STORY

Attached condominiums or apartments, three stories or more in height, with on-site recreational amenities.



MULTIFAMILY 2 STORY

Attached condominiums or apartments, two stories in height.





MIXED USE 4+ STORY

Four story and higher buildings designed for ground floor commercial uses, and residential units above.



MIXED USE 3 STORY

Buildings designed for ground floor commercial uses located close to the street, with residential units above.



OFFICE

Office uses typically developed with multistory buildings, and may include ground floor commercial uses.



RETAIL: PEDESTRIAN-ORIENTED

Commercial retail, service and restaurant uses located close to the street with storefronts opening onto the sidewalk.

