

Morena Corridor Specific Plan

DRAFT Vision Statement and Guiding Principles

Draft 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, arts and cultural opportunities and central gathering places, with balanced residential density that includes affordable housing, quality urban design, safe and accessible travel for all modes, employment opportunities, adequate infrastructure, and open space in a manner that celebrates the historic nature of the community.

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 complement 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**