



Morena Corridor Specific Plan

Linda Vista Planning Group
Ad Hoc Subcommittee
October 13, 2016



Tonight's Agenda

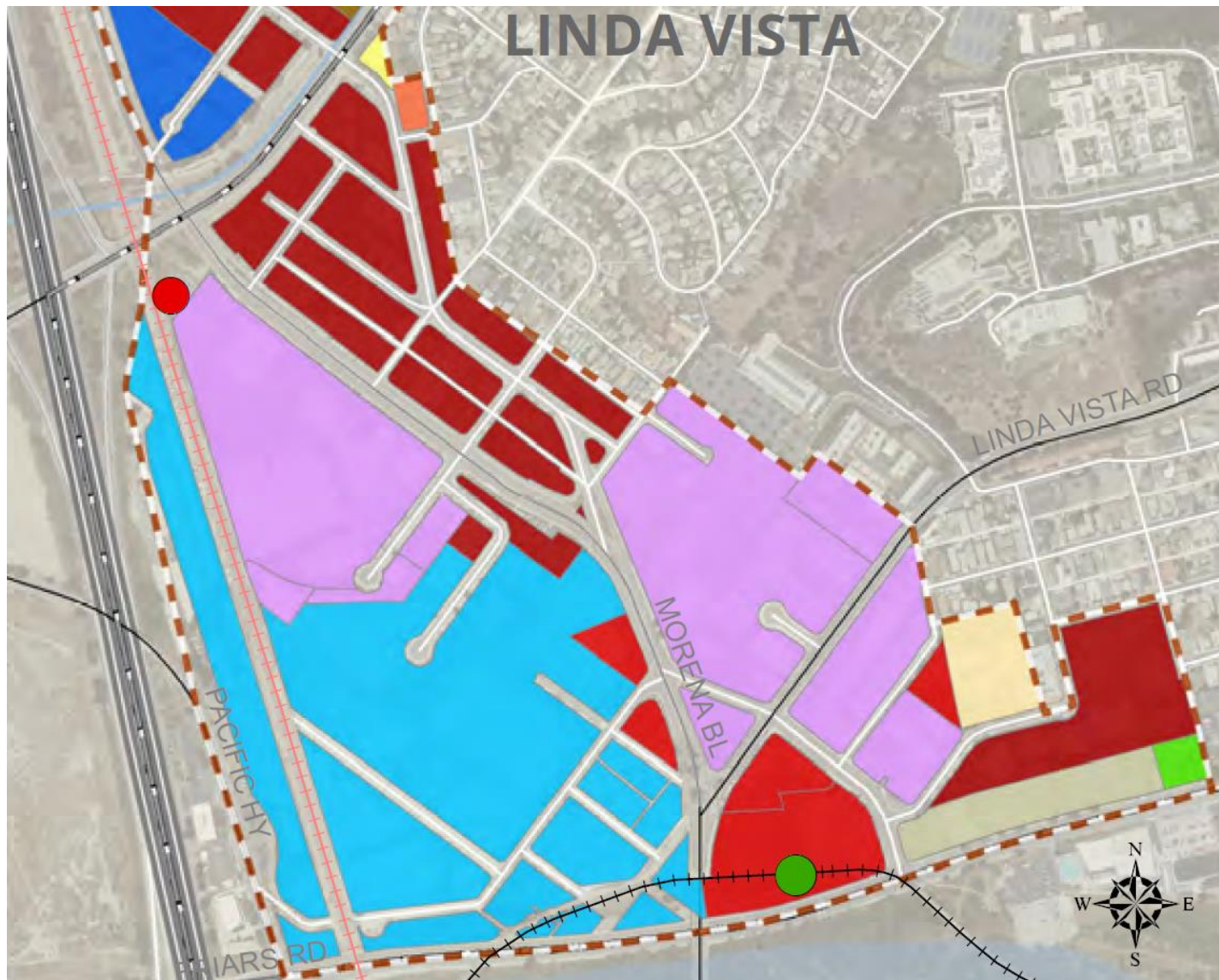
- Urban Design Considerations
- Specific Plan Overview/Outline
- Public Comment
- Next Steps



Specific Plan Area



Proposed Land Use Map



Subcommittee's Vision for Urban Design

- Quality design that complements the existing unique neighborhood character



Mobility Framework

- Revised Grid Street Network
- Enhances community view corridors
- Increases opportunities for interaction



Community Vision – Improved Mobility

Vision Statement Priorities

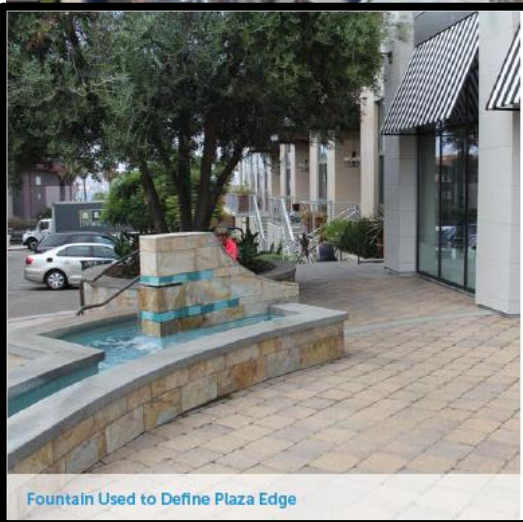
- Network should provide greater mobility and not worsen traffic
- Area is walkable and inviting

Proposed Grid System Improves Mobility

- Relieves congested roadways
- Reduces confusion and improves safety
- Increases bike and pedestrian safety



Revised Street Grid Network increases access points within community



Fountain Used to Define Plaza Edge

Urban Design Consideration Areas

1. Tecolote Station

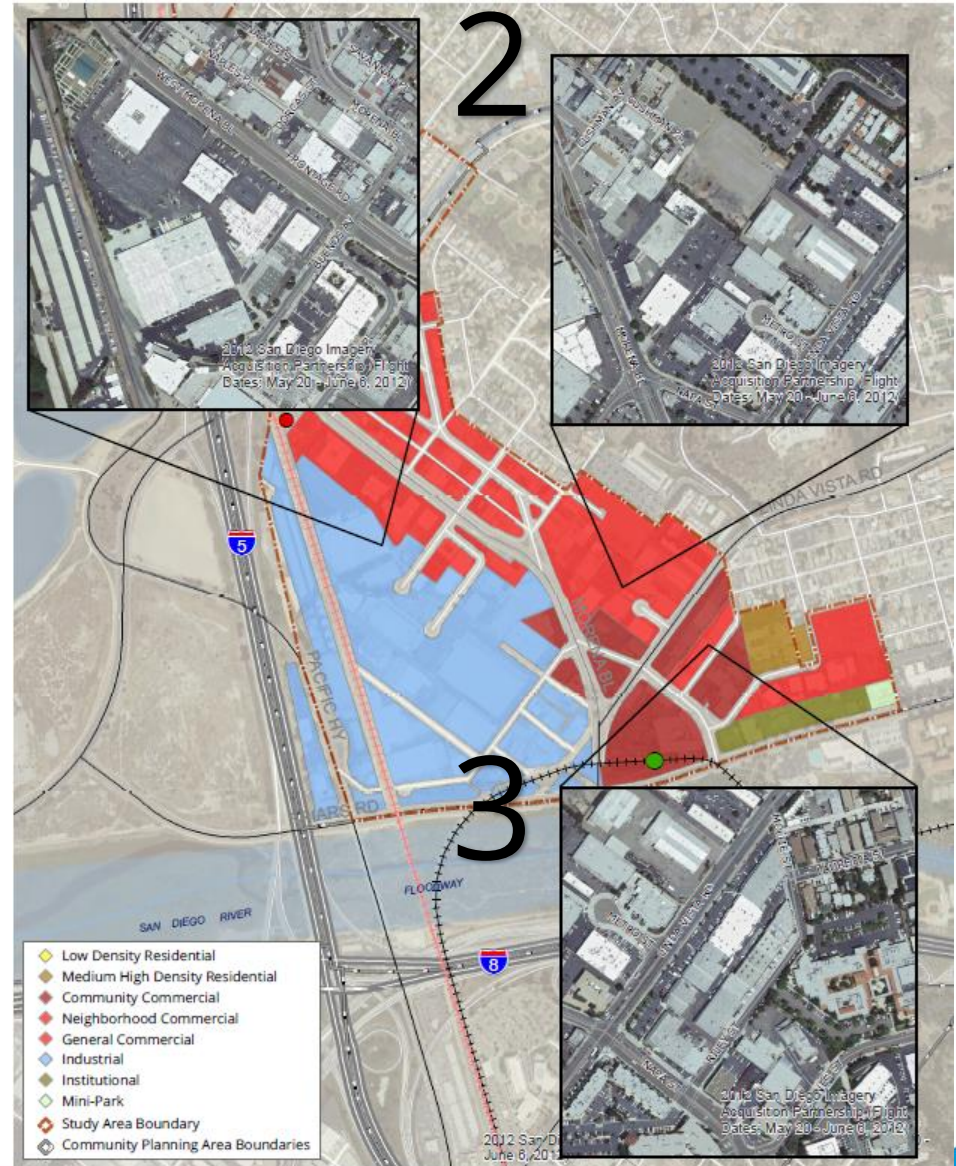
2. Future East Morena Extension

3. South Linda Vista

1

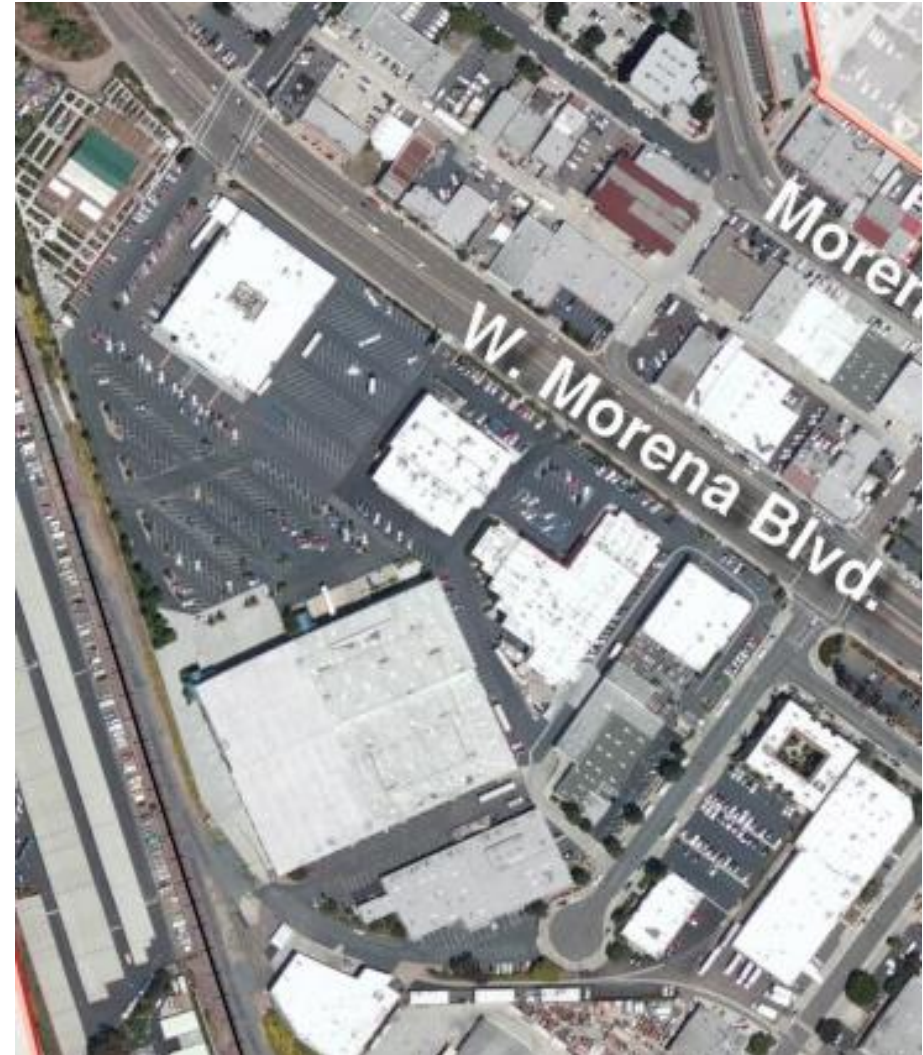
2

3



Tecolote Station

- Mixed-use near transit
- Neighborhood-serving retail
- Improved walkability
- Streetscape enhancements
- Public space opportunities



Tecolote Station Design Opportunities

- Create mixed-use development adjacent to trolley station
- Establish view corridors through site
- Provide unique architecture and gateway features
- Enhance public space opportunities



Tecolote Station Area – Site Design

- Create an internal grid network
- Establish view corridors through Dorcas and Buenos
- Provide public park space and plazas







Building Design – Encourage landmark buildings





Building Design

Incorporate design variation & transparent features



East Morena Extension

The extension:

- Bounds an area of approximately 20 acres
- Is located within ¼ mile of transit station

Associated improvements:

- A completed street grid
- Enhanced bike and pedestrian connections to transit stations
- Improved interface with USD
- Mixed-use opportunity area





- Compatible with scale of nearby multi-family development
- Opportunity for public spaces and improved streetscape
- Opportunity for new community-serving retail locations
- Complete the street grid
- Improve interface with University of San Diego







South of Linda Vista Road

Associated improvements:

- Approximately 15 Acre area
- Within $\frac{1}{4}$ mile of transit station
- Potential for new development compatible with adjacent neighborhoods



Specific Plan Outline



Specific Plan Organization

Chapter 1 – Introduction

- Specific Plan overview, purpose and background

Chapter 2 – Land Use

- Identifies land use designations, districts and overlay zones (e.g. Clairemont Height Limit Overlay Zone)

Chapter 3 – Mobility and Streetscape

- Addresses vehicular, bicycle, and pedestrian connectivity and an enhanced streetscape in the right-of-way

Chapter 4 – Design Guidelines

- Provides direction for the development of the public realm, site design, and building design.

Chapter 5 – Infrastructure, Facilities, and Public Services

- Describes the infrastructure and public services needed for implementation of the Specific Plan.

Chapter 6 – Implementation

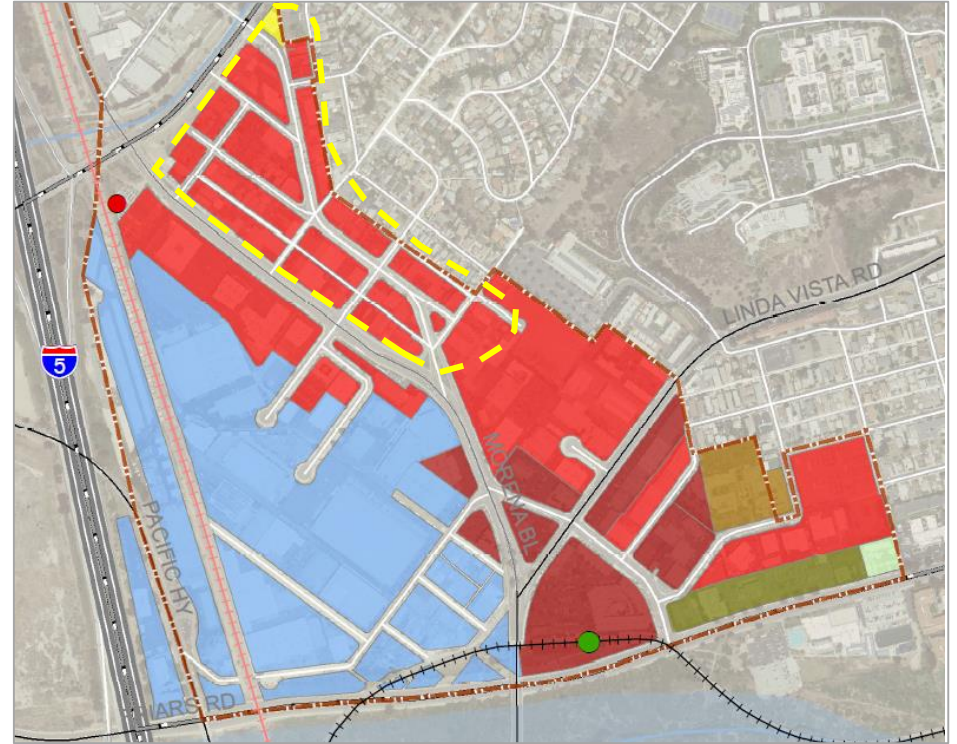
- Details implementation and funding mechanisms that can be used to support the vision of the Specific Plan.

Chapter 7 – Administration

- Describes procedures for amendments and development processing requirements.

Land Use Districts – Artisan District

- Promote small manufacturing and goods production that supports local businesses



Mobility and Urban Design

❖ Streetscape Recommendations

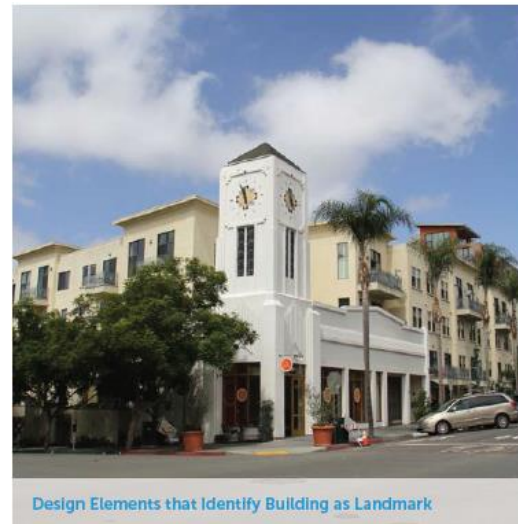
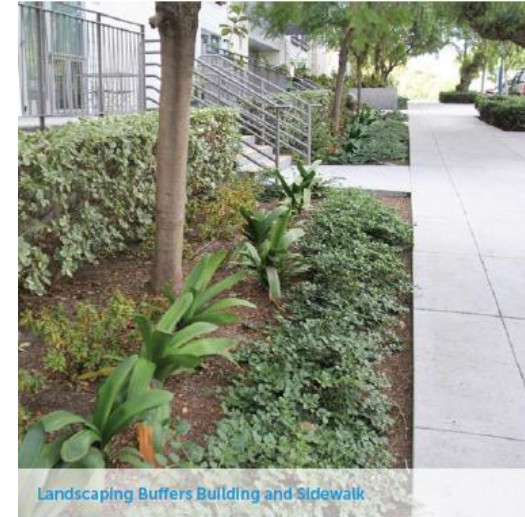
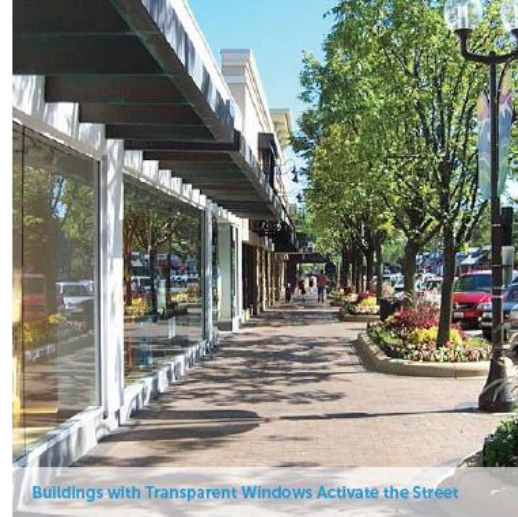
- Examples: landscaping, public art, and outdoor areas

❖ Site design

- Examples: building orientation and access, relation to public realm

❖ Building design:

- Examples: frontage, façade design, articulation, materials and color



Public Realm

❖ Pedestrian Area

- Emphasizes clear pedestrian pathways
- Promote outdoor cafes along street sidewalks

❖ Landscape Architecture

- Landscaping to highlight building facades and add visual interest
- Expand use of street trees and street furniture

❖ Public Art/Signage

- Promote public art
- Guidance for outdoor dining, signage and displays





Next Steps:

- | | |
|-------------------------------------|-------------|
| ❖ Specific Plan Public Review Draft | November |
| ❖ EIR Public Review Draft | Early 2017 |
| ❖ Approval Process | Summer 2017 |
| ❖ Final Draft Specific Plan and EIR | |
| ❖ Public Hearings | |