



Morena Corridor Specific Plan

Linda Vista Planning Group
Ad Hoc Subcommittee Mtg. 6
May 26, 2016



Tonight's Agenda – Land Use

- Schedule Overview
- Summary of Community Input
- Land Use Considerations
 - Potential Areas of Change
- 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 (Meetings 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



Subcommittee's Vision Statement

Community supports a Corridor that:

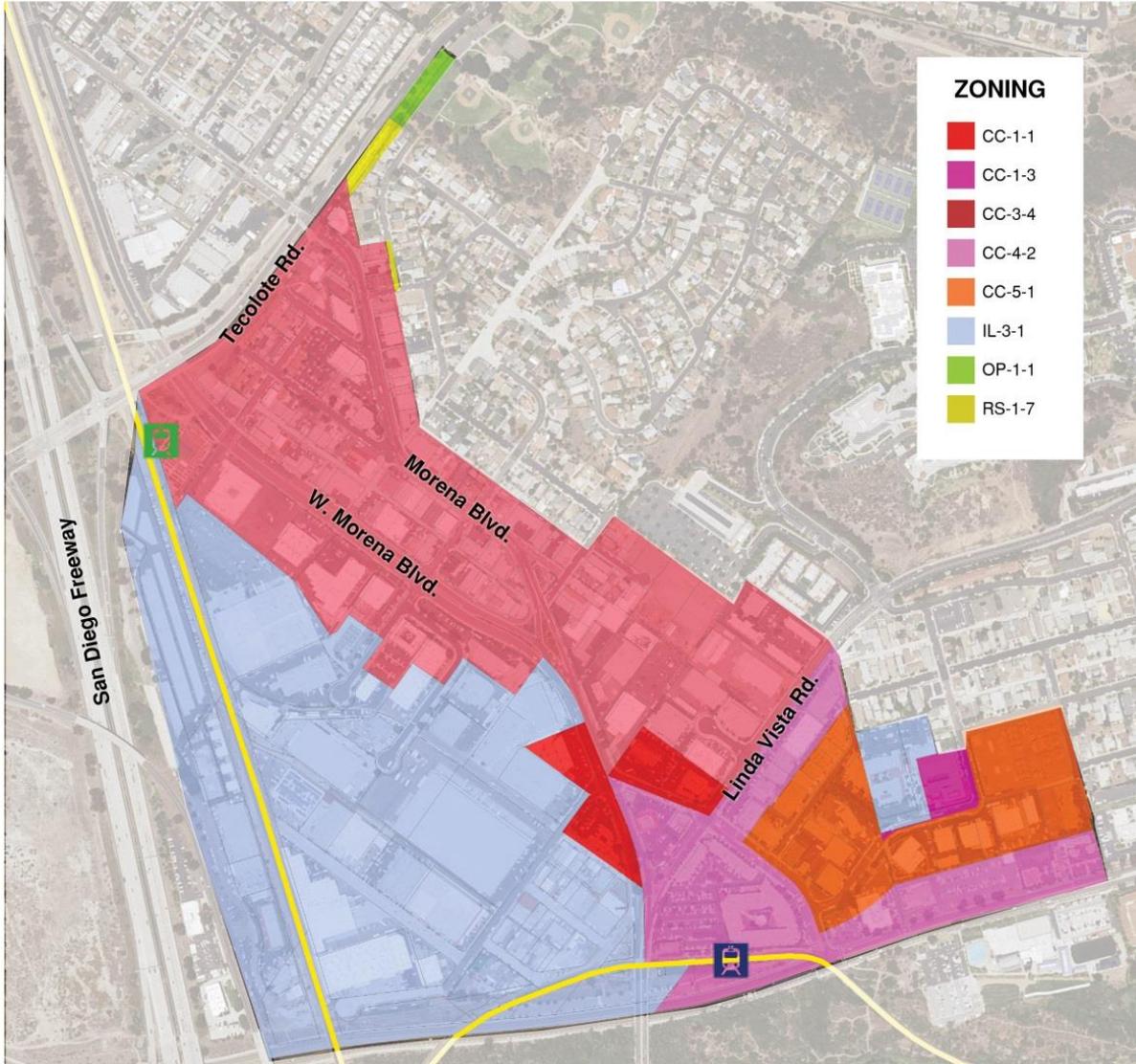
- Includes mixed residential / commercial uses
- Is walkable
- Retains current height limits
- Provides greater mobility and does not worsen traffic
- Has density compatible with existing neighborhoods
- Quality design that complements the existing unique neighborhood character
- Provides infrastructure and parks for any increases in density
- Retains jobs



Specific Plan Area – Linda Vista



Existing Zoning



Uses

Acres

Commercial:	117
Industrial:	85
Miscellaneous:	2

Total

204

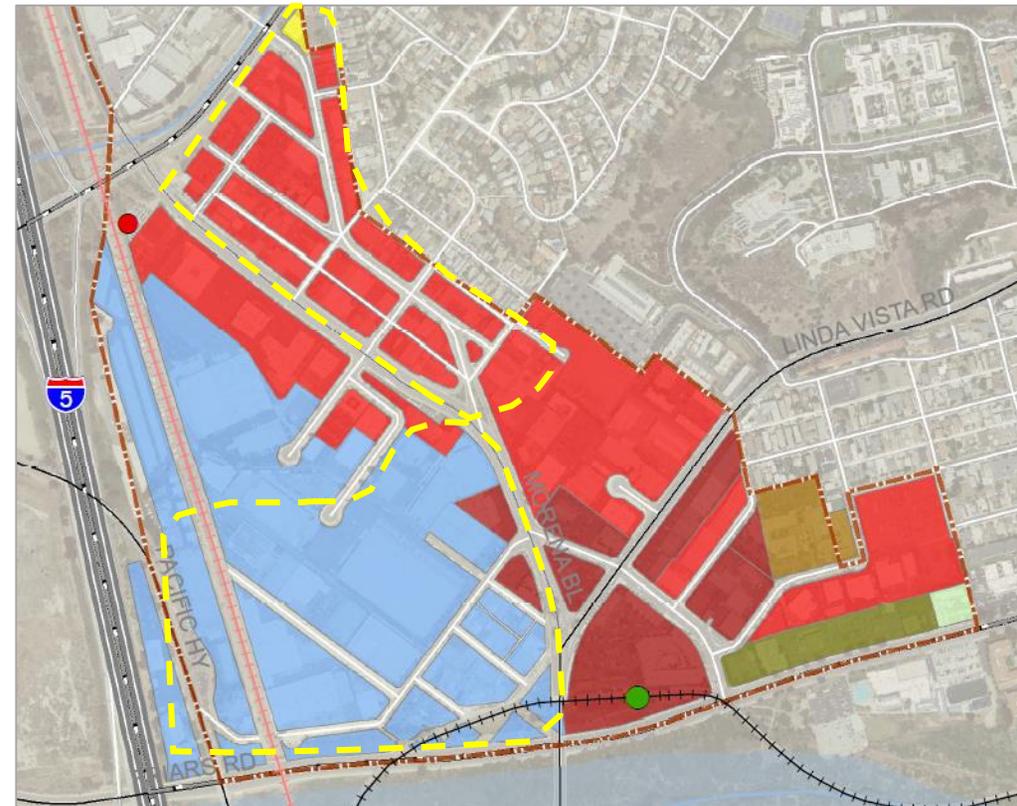


Community Vision - Opportunities/priorities

- Maintain and expand employment – Attract neighborhood-serving retail and higher wage employment
- Ensure development regulations encourage existing business expansion and new business attraction
- Improve Mobility
 - Relieve congested roadways
 - Design a grid network to reduce confusion and improve safety
 - Increase bike and pedestrian safety

Primary Land Use Recommendations

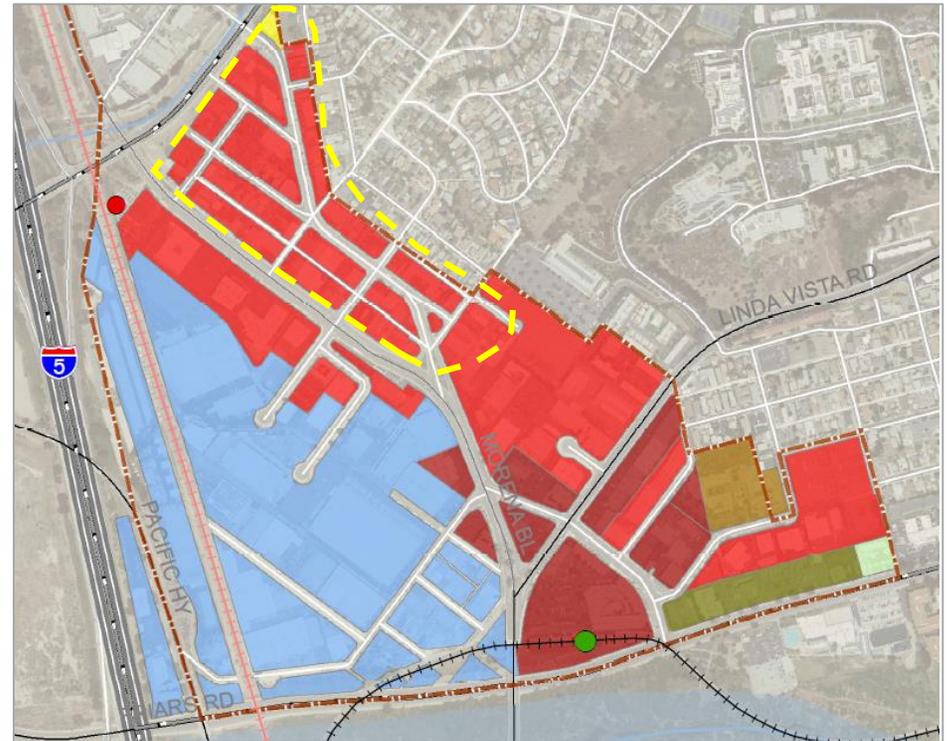
- Majority of industrial land uses retained
 - Consistent with Vision Statement – *Retain Jobs*
- Promote mixed-use development in commercial areas
 - Consistent with Vision Statement – *Includes mixed residential/commercial uses*
- *Retains current height limits*





Land Use Recommendation – Artisan District

- Promote small manufacturing and goods production that supports local businesses



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





Considerations for Improvements

- Analysis of land development requirements
- To understand whether new development can occur in current market conditions
- To determine whether a project can support additional community benefits
- To inform the land use and zoning recommendations for the Specific Plan



Analysis Results

- A project is developable when:

The value of the completed project is $>$ total cost of development

Analysis measures “residual land value” – how much one can afford to pay for a site, compared to what land is selling for

- Economic consultant’s findings: Land values are currently \$5.2 million/acre (or \$120/square foot)

Land Use Considerations

- Existing zoning (29 du/acre) would not support new development and roadway network given current market conditions and land values

Land Use Consideration Areas

1. Tecolote Station

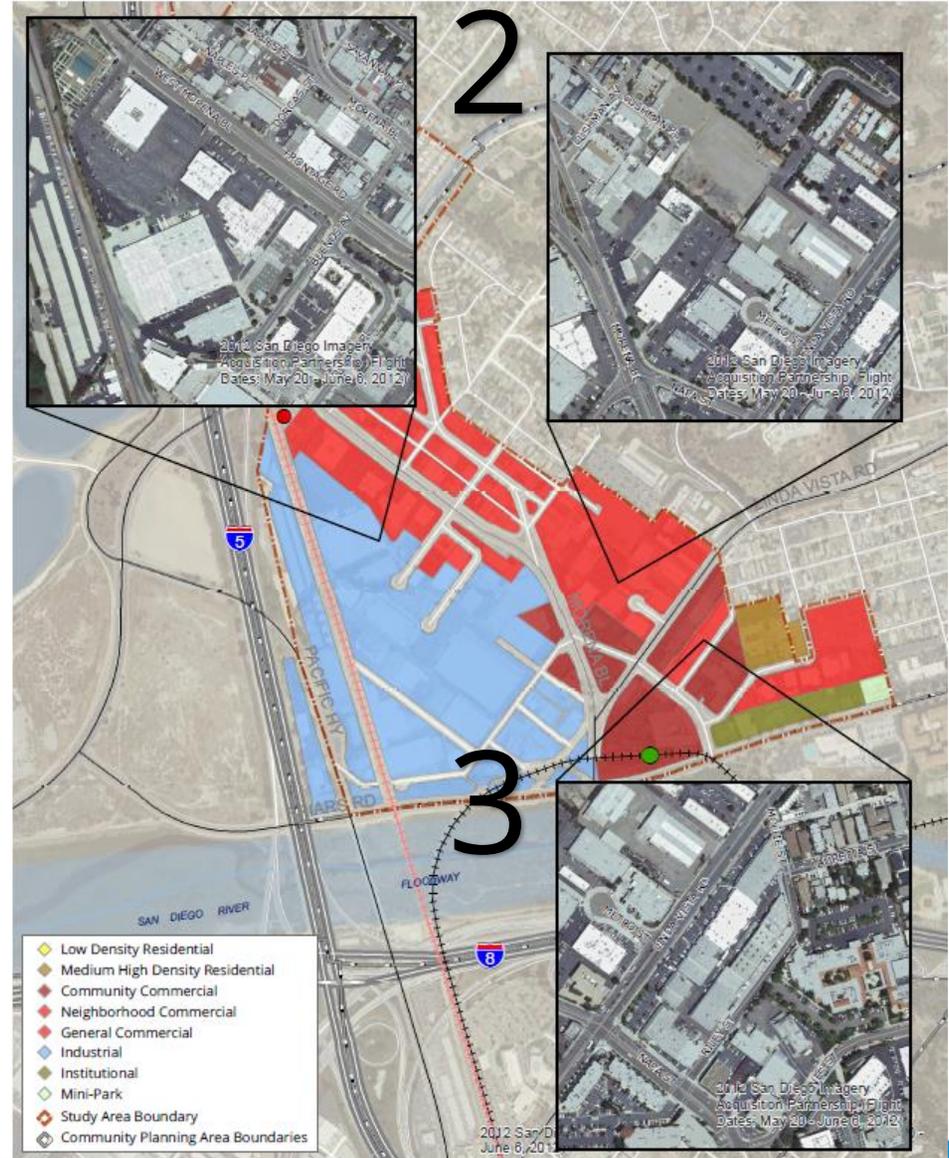
2. Future East Morena Extension

3. South Linda Vista

1

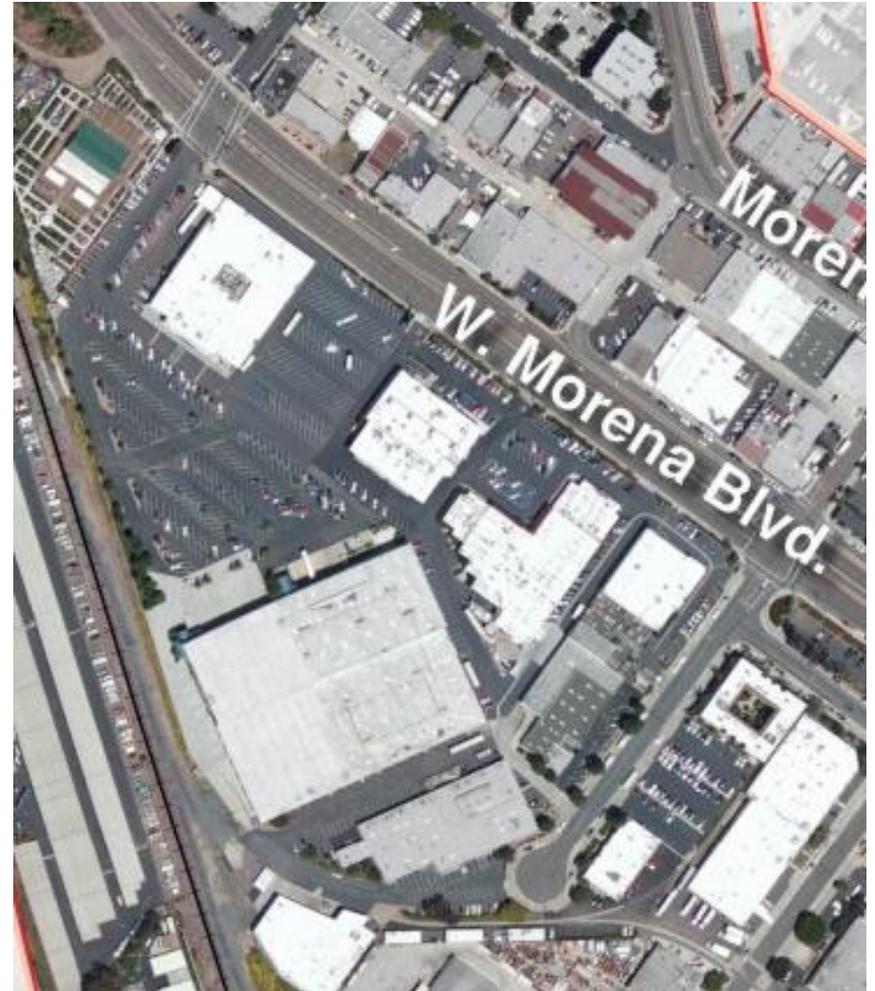
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Tecolote Station Considerations

- Adjacent to transit station
- Potential for mixed-use near transit
- Opportunity for neighborhood-serving retail
- Improved walkability
- Streetscape enhancements near community entry
- Public space opportunities



Tecolote Station Considerations

- Comparison – Comm22
 - Comm22
 - Mixed-use development
 - Adjacent to trolley station
- Streetscape enhancements
- Density – 58 du/acre



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







East Morena Extension – Sample Project



- 4 stories mixed use development
 - 300 units (~49 units/acre)
 - ground floor retail
 - surface and parking structure



- 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





Planning Department





South of Linda Vista Road

Associated improvements:

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



Options Moving Forward

- Maintain 29 du/acre zoning and 45 foot height limit – expect limited to no new residential / mixed used development in the near term
- Allow an increase in density at the areas identified for residential and mixed-use development
- Allow for future consideration of increased density and/or height on a case-by-case basis in accordance with established principles

Next Steps

- Technical analyses – traffic/noise/air quality
 - Determine impacts and mitigation
- Work with community to establish design guidelines and guiding principles