



Morena Corridor Specific Plan

Clairemont Community Planning Group
Ad Hoc Subcommittee
June 13, 2016

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

Specific Plan Area



Design Guidelines - Overview

- Public Realm is comprised of three “areas”:
 - Amenity Area
 - Pedestrian Area
 - Frontage Area
- The design guidelines are organized into four main sections:
 - Public realm
 - Site design
 - Building design
 - Special treatments



Through-traffic
and
on-street parking

Parkway,
landscaping,
bollards,

Path of Travel
(5 foot
minimum)

Outdoor dining space, plaza
space, outdoor display, or
landscaping

Amenity Area

| Pedestrian Area

| Frontage Area

Design Guidelines – Public Realm

1. Pedestrian Area
2. Landscape Architecture
3. Signage
4. Public Art
5. Outdoor Dining/Displays
6. Furnishings



Design Guidelines – Public Realm

Pedestrian Area

- Emphasizes clear pedestrian pathways / bulb outs / curb extensions
- 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/Outdoor Dining/Displays Furnishings

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



Design Guidelines – Site Design

1. Building Placement, Orientation and Access

- Buildings should front streets to activate public space

2. Parking

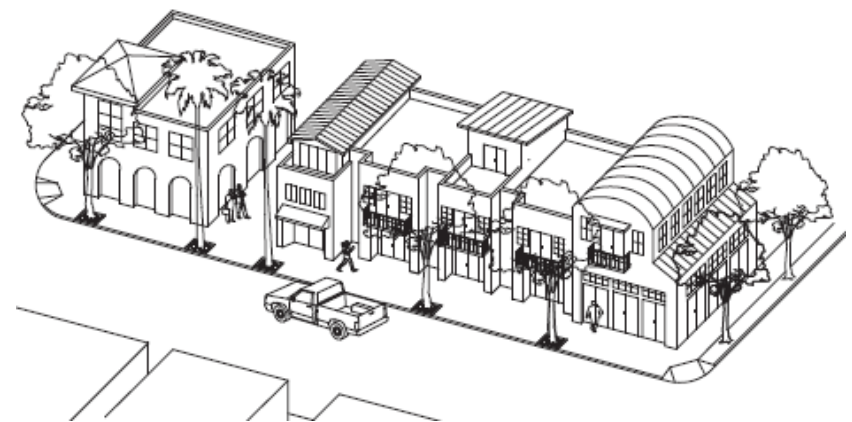
- Locate parking behind buildings to emphasize pedestrian area

3. Private Open Space

- Provide plazas, courtyards, and other open spaces to support community interaction

4. Sustainable Site Design

- Incorporate features, such as solar panels, reflective rooftop materials, green roofs



Design Guidelines – Site Design

1. Building Placement, Orientation and Access
2. Parking
3. Private Open Space
4. Sustainable Site Design
5. Fences and Walls
6. Services, Loading Areas and Utilities
7. Alleys
8. Development Adjacent Transit Stations



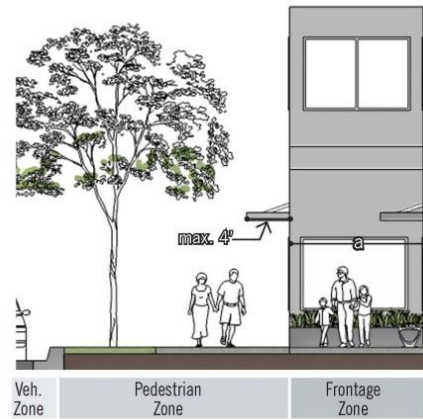
Design Guidelines – Building Design

1. Architectural Detail-Façade design and composition
2. New Buildings Adjacent to Historic Buildings
3. Building Massing and Articulation
4. Entryways
5. Windows and Doors
6. Roofs
7. Materials and Colors
8. Lighting
9. Hardscape
10. Corner Treatment
11. Sustainable Building Design
12. Frontage: five frontage types

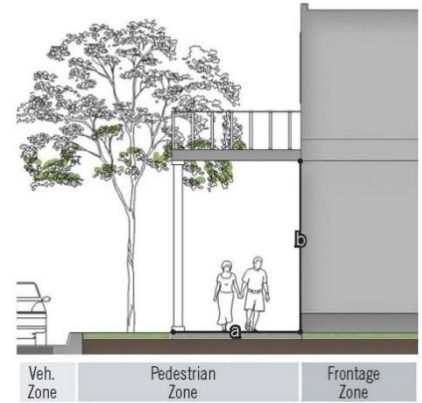


Frontage Types

Forecourt



Galley



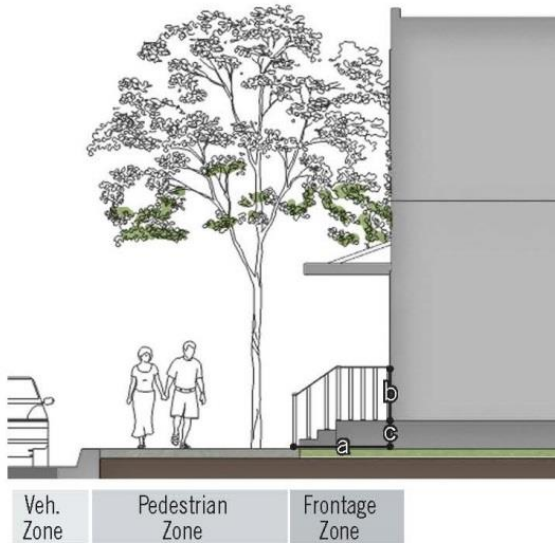
Frontage Type - Stoop



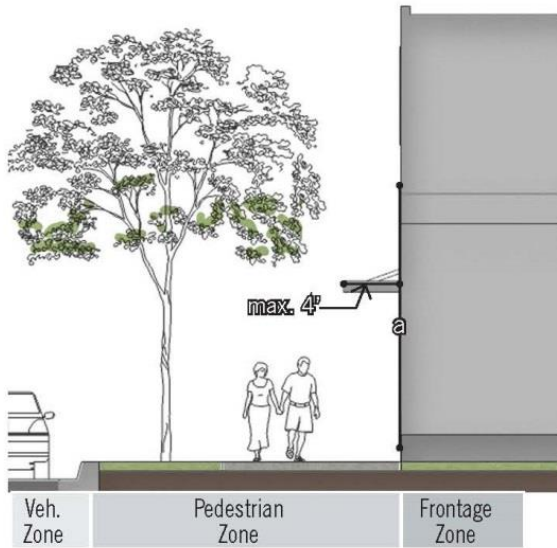
Veh. Zone Pedestrian Zone Frontage Zone



Frontage Type - Terrace



Frontage Type – Shopfront



Design Guidelines – Special Treatments

Emphasis on gateways
& Intersections

- Tower elements as prominent feature
- Entry plazas at corner sites
- Unique building design and lighting





Public Comment