



Morena Corridor Specific Plan

Linda Vista Planning Group – Ad Hoc Subcommittee | CITY OF SAN DIEGO | November 4, 2015

Tonight's Agenda

- Role of the Ad Hoc Subcommittee
- Subcommittee Meeting Schedule/Timeline
- Public Comment Period
 - What do you want to see in the Morena Corridor?
 - Individuals may speak up to 2 minutes each
- Specific Plan Overview and Process
- Vision and Guiding Principles
- Discussion/Gathering Input



Specific Plan Area



Specific Plan - Linda Vista area





MORENA CORRIDOR SPECIFIC PLAN PROCESS

Establishing the Context

The Morena Corridor Specific Plan is the next phase of developing the precise concepts and implementation strategy for the Morena Boulevard Corridor area.

Preparing the Plan Framework

The Plan will build upon the technical analysis and recommendations prepared for the Morena Boulevard Station Area Planning Study (MBAP), which include maintaining the Clairemont Mesa Height Limit Overlay Zone, refine new land uses in select locations, and identify bicycle and pedestrian improvements.

Drafting the Document

Approval Process

Working with the Community

- Morena Corridor Specific Plan Website
- Linda Vista & Clairemont Community Planning Group
- (CPG) meetings
- Email updates
- Community Engagement Opportunities

Clairemont Day at the Bay
Taste of Morena Boulevard
30th Annual Linda Vista Multi-Cultural Fair and Parade

Working with the Community

- Morena Corridor Specific Plan Website
- Linda Vista & Clairemont CPG Updates
- Community Engagement Opportunities
- Community Wide Open House

Working with the Community

- Morena Corridor Specific Plan Website
- Linda Vista & Clairemont CPG Updates
- Electronic Updates
- Community Engagement Opportunities

Working with the Community

- Linda Vista & Clairemont CPG Recommendations

Existing Conditions Review

Review of Previous MBAP Planning Study

- Community Input
- Existing Conditions/Background
- Data and Analysis
- Design Recommendations

Establishing the Vision

Vision
Plan Goals & Objectives

Draft Policies & Recommendations

Specific Plan Topics

- Land Use
- Mobility
- Urban Design
- Infrastructure and Public Facilities
- Implementation

Land Use Alternatives

- Land Use
- Community Character
- Visual Simulation Assessment
- Feasibility

Develop the Land Use Plan



Preparation of Planning Documents

Specific Plan Components

- Land Use
- Mobility
- Development Standards
- Infrastructure and Public Facilities
- Design Guidelines
- Implementation

Program Environmental Impact Report

- Environmental Analysis (e.g. air quality, traffic, public services etc.)
- Public Review
- Response to Comments

Draft Documents

Draft Specific Plan

Draft Environmental Impact Report

Public Hearings

- Council Committee
- Planning Commission
- City Council



Establishing the Context

Spring 2015

Preparing the Plan Framework

Summer- Fall 2015

Developing the Tools

2016

Approval Process

Spring 2017



Task Force Meeting Topics

Now through spring 2016

- **Introduction to the Plan effort, Gathering Input, Vision & Guiding Principles (Tonight)**
- Land Use Assessment and Opportunity Areas
- Preliminary Land Use Concepts & Urban Design Elements
- Mobility – All modes of travel (auto, bicycle, pedestrian, and transit), parking, traffic, streetscape
- Urban Design - Design Guidelines and Draft Land Use Plan & Supporting Infrastructure Improvements
- Final DRAFT Land Use and Mobility Plan

Public Engagement

- 5 subcommittee meetings
- Community Open House
- Regular updates to the Planning Groups
- Continuous on-line engagement powered by mySidewalk





The Role of Subcommittee Members

- You are representatives of the larger community
- Meet 5 times through Spring 2016 to provide input that will inform the Specific Plan
- Your input will be summarized for the Community Planning Group, Planning Commission and City Council
- Encourage involvement of other community members during outreach events
- Be partners with us in considering the broader community input

Degrees of Consensus





Public Comment

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



Specific Plan Purpose

- Establish goals and policies to guide future public and private development along the corridor that make Morena a vibrant, desirable place to shop, dine, live, and work!
- Establish zoning and design guidelines that respond to community needs and values
- Identify roadway and streetscape improvements
- Identify strategies to fund infrastructure improvements



Tonight - Task Force Meeting

#1

- Public Comment
- Review public input from previous phase
- Gather Input
 - How can the Morena Corridor better serve the Linda Vista community?
 - How can the Morena Corridor best respond to the existing and future transit stations?
 - Identify areas where future change is desired
 - Identify characteristics or assets that are important to the community
- Discuss Vision and Guiding Principles



Draft Morena Corridor Vision Statement

- 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.

Draft Guiding Principles

- Protect and enhance the Corridor's **unique neighborhood character**.
 - Ensures 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**.





Feedback & Questions

Next Ad-Hoc Subcommittee Meeting – December