

## ARCHITECTURAL GUIDELINES

### Introduction

The following guidelines are quoted from the General Conditions section (page 1) of the Master Project Plan:

"2.c Repetitious use of identical type and style of dwellings should be avoided. Using a variety of structures can result in a more interesting appearance, and can also produce a wider range of housing costs. Use of staggered setbacks, varied building heights, widths, shapes, orientations and colors should be incorporated.

2.d Architectural harmony within the development and within the neighborhood and community must be organized as far as practical."

There is nothing unusual in the apparent contradiction embodied in these two guidelines. Planning authorities, local communities and design professionals across the country have been struggling for decades to reconcile a reverence for order and consistency with the unmistakable delights of more diverse and idiosyncratic urban places. But this kind of inconsistency in the directives of the Master Project Plan is a particular dilemma for urban design which must negotiate an appropriate path between rigid control and architectural anarchy.

The philosophy of these guidelines, however, is that the "architectural harmony" sought in 2.d above is achieved through adherence to the principles of the Urban Design Plan and its six structural systems presented in the previous chapter of this Manual. The diversity and surprise supported in 2.c, on the other hand, is a function of detailed design at the architecture and landscape architecture project level.

The following architectural guidelines, therefore, are specifically non-prescriptive with respect to building style. While the Core Sub-Area has an obvious relationship to the SDSU campus and must reflect that connection in the quality and character of the new environment that redevelopment will create, it is not a continuation of the educational setting and should not give the impression of a campus expansion project. The Core Sub-Area's "mission" is to provide a meeting place for the campus and its host community: the immediate neighborhoods and the City of San Diego at large. Its architecture, therefore, should express this unique, integrative responsibility, bringing together elements that speak at once of commerce and education and domesticity and recreation.

The kind of vibrant, mixed-use character that is intended needs a vibrant

architecture that creates its own style in the controlled juxtaposition of different buildings and open spaces. The structural systems of the Urban Design Plan provide the "controlled" part of this delicate equation; architecture and landscape need to create the intriguing juxtapositions that breathe life into the composition. To adopt a certain style for the buildings and open spaces would be to freeze the opportunity for the unexpected, establishing aesthetic limits that depreciate the value of diversity and different designers' interpretations of the evolving context.

The historic architecture of the SDSU campus, however, is the most compelling part of the context today and provides an obvious starting point for the buildings of the Core Sub-Area. Without slavish reproduction of the original buildings, many of their essential characteristics, such as shaded arcades, arched doorways, pitched tile roofs, simple stucco walls and deep, punched windows, offer valuable cues to a fresh rendition of this environmentally and symbolically appropriate style.

The architectural guidelines that follow address only the key elements of this important context - materials and color, roofs and fenestration - with an emphasis on creative interpretation, rather than direct reproduction, of these elements. Within these general guidelines, each of the building types that will be developed in the Core Sub-Area needs to achieve an internal order that meets their different functional requirements as well as the overall organizing principles established in the Urban Design Plan. The second section of the architectural guidelines reviews the organizing features of the four key building prototypes that will be represented in the area: mixed-use development, residential development, Greek housing and the Religious Centers.



*The SDSU campus offers cues for the building character.*



Coordinated material palettes allow rich variety to achieve harmony.

Complementary forms allows buildings of differing scales to achieve harmony.



## Building Elements

This section offers requirements for these key building elements: materials and color, roofs, and fenestration. These are the surface elements of architecture which have greatest impact on the overall appearance of a collection of buildings, such as in the Core Sub-Area. The intent of these guidelines is not to force uniformity, but to establish a range of acceptable treatments, within which project designers have ample room to develop unique solutions and creative aesthetic expressions.

### Materials and Color

- Buildings must relate in a compatible way to the materials, colors and textures of their immediate neighbors, as well as facades across the street and emerging patterns of the block or sub-area in which they are sited.

To "relate in a compatible way" means that materials and colors should be selected to *complement* and *coordinate* with surrounding structures, neither copying nor ignoring the immediate context or the emerging aesthetic of the Core Sub-Area as a whole. The emphasis here is on achieving a *harmonious* diversity that evolves through time, rather than a predetermined character that is fixed today, according to the aesthetic preferences of the present community and the building materials and technologies currently available.

This general requirement intentionally uses subjective terms like "compatible," "complement," "coordinate" and "harmonious" to encourage creativity in contextual design, motivating project designers to consider the array of new materials and building techniques that are constantly being developed in the design and construction industries, particularly with respect to energy conserving products, recycled materials, and other sustainable design approaches. The design challenge will be to devise ways to use these and other more traditional materials to create satisfactory relationships between the different buildings of the Core Sub-Area, producing a complex of buildings that are clearly "of the same family", although each with its own personality and individual expression.

In determining whether a project is properly compatible, it will be the responsibility of the project sponsor to show how the proposed building relates to the Core Sub-Area context in materials and color selections. The package of documents submitted for review must include color renderings, photomontages and/or computer simulations which accurately depict the relationship of the new structure to its immediate neighbors on either side and across the street.

- ? Materials that achieve relatively un-textured, monolithic wall surfaces compatible with the stucco and concrete finishes of the campus are recommended. Modular surfaces such as exposed brick and concrete block, wood siding and timber shingles should be avoided. These types of small-unit wall surfaces are generally foreign to the San Diego region and should only be used as color or texture accents.
- ? Predominant colors should be relatively neutral pastels selected from a general palette of earth tones. Pure white and intense colors should be reserved for special accents and trims.
- ? Monochromatic color schemes are discouraged. Two or more types of materials or colors of the same material should be incorporated in every building.
- ? Variety in materials is encouraged in the smaller development scale of the Residential District. In the Mixed-Use District, a closer conformity between individual buildings and the three superblocks is encouraged in the exterior street environment, but for the interior plazas and pedestrian ways, much more emphasis should be placed on diversity and richness of color and texture.
- ? Except in the Mixed-Use District, where the interior spaces should be distinctly different from the exterior character of the street, but not necessarily constant, materials should be used on all four sides of buildings.
- ? Street level portions of buildings in the Mixed-Use District must use durable, quality materials such as granite, metal, precast concrete, brick, terracotta or tile. Less durable alternatives such as stucco, wood and metal sidings and lightweight concretes are acceptable at upper levels of the Mixed-Use District and in the smaller buildings of the Residential District.
- ? Highly reflective, mirrored or tinted glasses are strongly discouraged.
- ? Large areas of uninterrupted, blank surfaces should be avoided. Detail in such areas should be developed in articulation of the wall, or the introduction of decorative tile patterns or panels of a contrasting material. Painted murals, applied billboards, or *trompe l'oeil* are unacceptable treatments of blank facades.
- ? Graffiti resistant coating should be applied on alley walls and other parts of the Core Sub-Area likely to attract "street artists".
- ? Sustainable materials, such as those made from recycled materials or those that have "earth friendly" processing are encouraged.

## Roofs

- ‡ The Core Sub-Area should present a varied roofscape, emphasizing the combination of different building heights to achieve a layering of walls and roofs across the site.

The roofscape of an urban neighborhood is a very significant component of its overall visual character. Consistency in roof form, materials and color can unify an otherwise diverse collection of buildings, but adopting a fixed standard for all roofs in an area can produce the appearance of a single development project, designed and built at one time. Instead of one large development complex, the Core Sub-Area should present the image of a dense collection of individual buildings that has grown over time, with the visible input of many different designers and community participants. To achieve this quality, the guidelines for roofs focus on the contribution of each building to the development of an articulated and interesting skyline, rather than rigid uniformity throughout the Core Sub-Area.

- A variety of roof types is encouraged, including flat and pitched roofs of various forms such as hips, gables, vaults, lean-to and saw-tooth roofs. Types to be avoided include mansard roofs and other climatically or culturally specific forms that bear no connection to the San Diego region.
- Similarly, a variety of roof sidings is appropriate, including clay or asbestos-cement tiles, corrugated or standing-seam metal sheeting, and bituminous coatings for built-up flat roofs. Materials and colors should relate to the selections made for other elements of the building, and to the character of adjacent and surrounding development. Generally, the roof should be a darker color and/or richer texture than the walls below.
- The selection of a roof type and its cladding should be considered in relation to the overall composition of the block or sub-area in which each building is sited. While variety is encouraged, an awkward or disjointed skyline geometry must be avoided. As for review of materials and color selections, the project sponsor should provide color renderings or scale models of the proposed building in context, showing how the selected roof form relates to surrounding structures and contributes to the overall roofscape of the area.
- Particular attention should be paid to the appearance of roofs that will be visible from higher levels in surrounding buildings. Where possible, these should be developed as usable outdoor spaces or roof gardens that enhance the view from above. Built-up roofing or reflective metal claddings should be avoided in all visible, lower level roofs.
- The roofscape of the Core Sub-Area should be punctuated in important places by special landmark elements such as stair and elevator towers or lookout follies. Water tanks, satellite dishes and other items of utilitarian equipment may also be incorporated into the roofscape in interesting ways. Typically, however, all mechanical equipment and cooling towers must be adequately screened.

## Fenestration

- ‡ Fenestration should be properly proportioned to the scale of the building and specific wall area in which it is contained, and should relate to the fenestration patterns of adjacent development.

Fenestration refers to the arrangement of windows and other openings in the exterior walls of buildings. The size, proportion and detail of openings has a critical impact on the general appearance of every building and is one of the most important factors conditioning the visual relationship between buildings.

Windows are available in a vast array of types, including casements, pivots, sliding sashes, hoppers and fixed lights, each of which functions differently in terms of light and ventilation. While the types of windows selected has an important impact on the quality and comfort of interior spaces, it is their size, shape and placement within a wall that effects the visual character of the exterior environment. For example, they can be uniformly spaced in a static composition; they can be arranged in continuous bands that slice a building facade into horizontal strips; or they can be grouped and proportioned in various ways to create a richer visual pattern. In keeping with the overall goal of architectural diversity and interest in the Core Sub-Area, the latter approach is recommended.

- Fenestration should be a clear and distinct element of all building facades, rather than integrated invisibly into continuous curtain wall or glass paneling systems. The arrangement and size of openings should provide visual "information" on the number of floors in a building, its general type and internal organization, the location of the main entry, and other functional characteristics of the structure.
- Fenestration should be proportioned to reflect the scale and function of interior spaces, distinguishing public commercial, office and community areas with larger volumes and higher ceilings from more intimately scaled, private residential floors.
- Openings should be grouped to create visual rhythms or patterns that break down the horizontal and vertical scale of tall buildings. These patterns should provide a harmonious link to adjacent buildings, without setting up relentless rhythms that are identical from building to building.
- Where appropriate, window sill and lintel heights should be held constant between buildings to establish horizontal continuity from project to project. Where changes in natural grade or building type make this impossible, horizontal relationships should be established in string courses or other decorative elements that are continued across adjacent facades, or reinterpreted in related treatments.
- ? Window and door frames, architraves, mullions, transoms and other fenestration details such as window boxes or security bars should be appropriately exploited as visual accents of a facade composition, adding interest and variety to the overall streetscape. At the same time, however, artificial glazing bars, fake shutters, ornate "historic" frames and other nonfunctional embellishments are strongly discouraged.



*A diverse roofscape provides visual interest.*

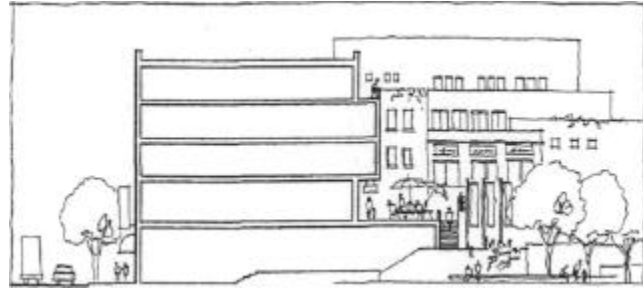


*Fenestration, when proportionate to the building's scale and surroundings, creates continuity.*

## Building Prototypes

### Mixed-Use Development

The basic mixed-use prototype will include an expanded base of two to three stories of retail commercial, office, professional services and/or entertainment uses, with residential apartments on the upper levels, to a maximum floor area ratio of 3.0, as stipulated in the Master Project Plan. Additional characteristics of this prototype and its configuration in the Mixed-Use District are listed below.



*A continuous exterior street wall contrasts with the articulated courtyard facades to bring diversity to the commercial areas*



*Multi-level activity is achieved with terraces, balconies and belvederes.*

- ‡ At least 50 percent of the gross ground floor area must be occupied by retail, or service and entertainment uses that depend on interaction with the public. As far as feasible, all buildings in the Mixed-Use District should include a vertical mix of uses, with the most active, public uses on the ground level.
- ‡ As provided for with build-to lines in the Location and Massing controls, buildings in the Mixed-Use District should hold the site perimeter, creating strong, continuous street walls on the exterior, but opening internally to more articulated, flamboyant, layered facades.
- ‡ No above-grade parking (beyond 10-car short-term visitor lots) is permitted in the Mixed-Use District, unless all facades fronting on public areas include active commercial uses and/or effective screening.
- ‡ Parking access and egress in the Mixed-Use District is limited to Lindo Paseo, right-turn-only lanes from the College Avenue curve and at the lowest grade on Montezuma, and from the alley east of College Avenue. Auto entry gates must be set back at least 20 feet from a property line. If the Transit Center is below grade or if subterranean access is provided, parking is encouraged to be accessed from the subterranean level on Campanile Drive.
- To promote multi-levels of activity on the interior of Mixed-Use District blocks, upper level restaurants, bars and cafes with outdoor terraces and balconies are encouraged.
- Projecting balconies, outdoor terraces and bay windows are encouraged at upper levels to enliven the facades of internal spaces.
- Required open space should be distributed throughout each development site, providing a sequence of outdoor "rooms" that offer a variety of different experiences and visual qualities.
- Opportunities for integrating future connections to a below-grade Transit Center and MTDB trolley station into public activity areas of a mixed-use building at the northern end of Campanile should be explored.
- Elevator and stair access from underground parking should exit into well lit, active areas of the public realm, creating an exciting arrival experience.

- Loading docks and service areas should be located underground where possible, or away from public activity areas and pedestrian paths. All service activities should be adequately screened.

### Residential Development

Residential building types could vary widely throughout the Residential District and a variety of unit size, quality and hence, cost solutions should be encouraged. Although zoning allows for as much as 12 stories on sites along Hardy Avenue, the more typical project will involve 70-80 units in one or more, 3-5 story buildings over parking.

- ‡ All residential projects in the fraternity and sorority overlay zones must be designed to allow for possible future conversion to fraternity or sorority housing.
- ‡ All residential projects must be clearly oriented to the street.
- ‡ Where residential units are constructed on top of a parking structure, the deck level must be developed as usable open space, including the types and levels of amenity that are typically available to at-grade units.
- Direct entry from the street to at-grade units should be provided wherever possible, using porches, stoops and garden terraces to add variety and interest to the streetscape.
- Upper level balconies and bay windows are encouraged for the same reason. These may project a maximum of 3 feet beyond any setback or build-to line, at a minimum clear height of 14 feet above sidewalks, or any other paved pedestrian or vehicular surface.
- Units should be stacked around and over parking decks wherever possible to screen garages from the street.
- Where possible, as in sites on the north side of Hardy Avenue, parking should be designed to take advantage of natural grade changes.
- Entries to parking should not be located on Hardy or Lindo Paseo Avenues, unless there is no viable alternative.
- Nonresidential uses, such as studios and workshops, home offices and community meeting rooms are encouraged. They should be located at street level to add variety and texture to the residential streetscape.

### Greek Housing

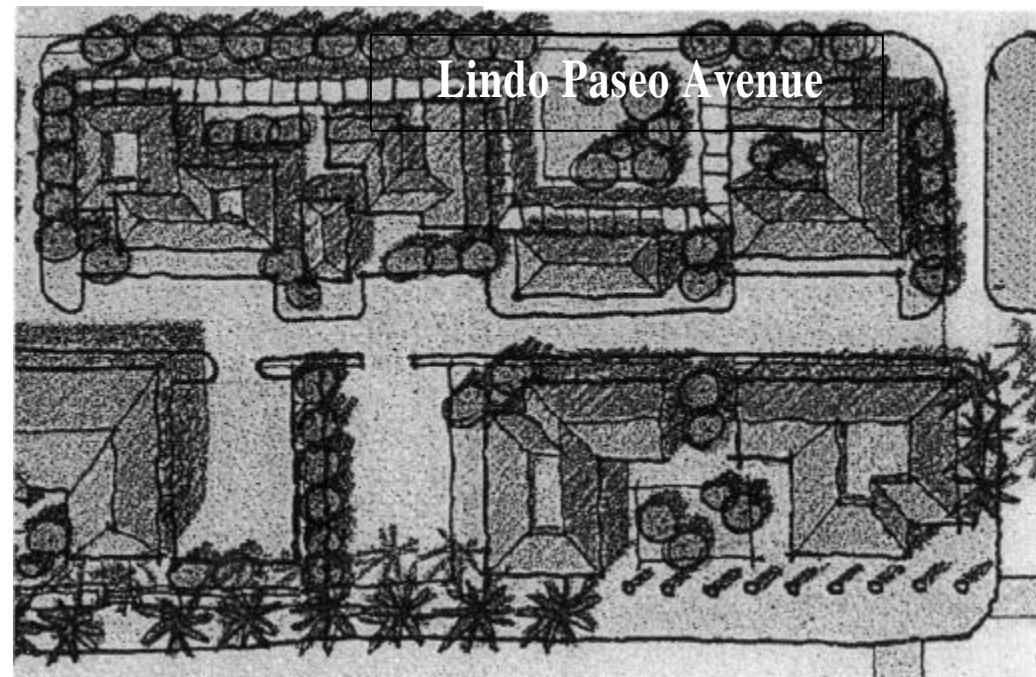
Fraternalities and sororities are only permitted within the specific areas designated, but Greek houses should not be segregated by design from the rest of the residential area. All the same guidelines for residential development above should apply, with the addition of the following requirements:

- ‡ If several Greek organizations are housed in a single structure, the building should be designed to provide each with a distinct identity, including separate entries, if possible.
- ‡ Fraternalities should be oriented towards Lindo Paseo, the Future Residential Street or Hardy Avenue, with no entries on 55th Street unless this is the only feasible alternative.
- ‡ As this is a campus entry street, the 55th Street facades should be articulated as "fronts" rather than rear or side facades, even if there are no entries provided.
- Communal spaces such as meeting rooms, dining facilities, games rooms, should be located on the ground level wherever possible.

### Religious Centers

The six religious centers in the Core Sub-Area are encouraged for relocation to a collective site at Campanile, between Montezuma and Lindo Paseo. This site was chosen for its centrality and visibility, and the fact that one of the larger religious centers is already in place on the western boundary. The following concepts should be adopted to guide the development:

- ‡ Each center should maintain its own identity, access, and street address, but the location should be designed as an integrated complex, taking advantage of site and service efficiencies, shared parking and so on.
- ‡ Development of a Campus gateway at Montezuma is required. This important project must be coordinated with the property owner or developer controlling the site on the east side of Campanile.
- New buildings should be located to create a sequence of small, enclosed spaces through the site, providing opportunities for social interaction between the organizations, or various solitary places where one could withdraw.
- Monument signs (refer to page 47) are not permitted on Montezuma Road, Campanile Drive, or 55th Street (with the exception of cooperative endeavors under a city approved signage plan).



*A possible cluster of religious centers along Campanile Drive, Lindo Paseo and Montezuma.*