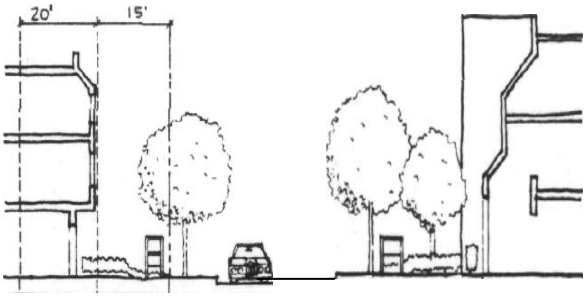
COMMERCIAL GUIDELINES

- All new community and neighborhood commercial development should be built with appropriate setbacks from the street to maintain a consistent street setback pattern.

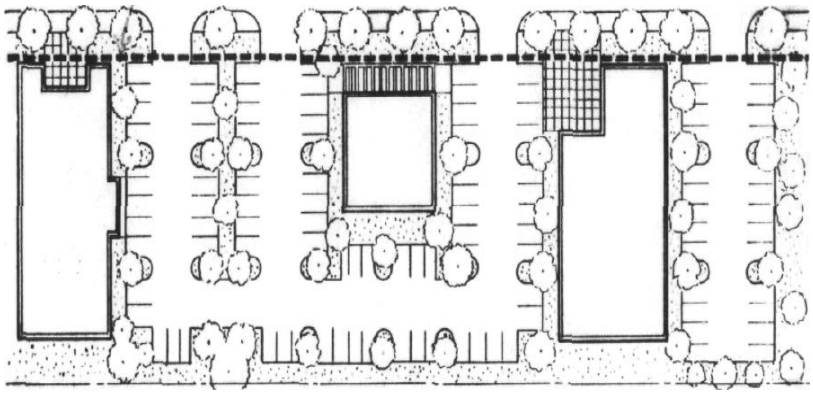
- Along pedestrian oriented streets where existing buildings are close to the property line, new buildings should be required to be up to or within ten feet of the property line. In these cases, parking should not be allowed between the building and the street, and any parking in the front half of the lot should be set back to allow landscaping.



Provide appropriate setbacks.

- If buildings are set back from the property line, this intermittent area between the building and street must be paved and landscaped. Decorative paving may substitute for part of the landscaping requirement.

- The fine grain scale of older shopping streets should be preserved. The new infill development should respect the design of existing structures and contribute to the quality of the area. New development should break up building masses into smaller visual components.



Provide landscaping in parking and setback areas

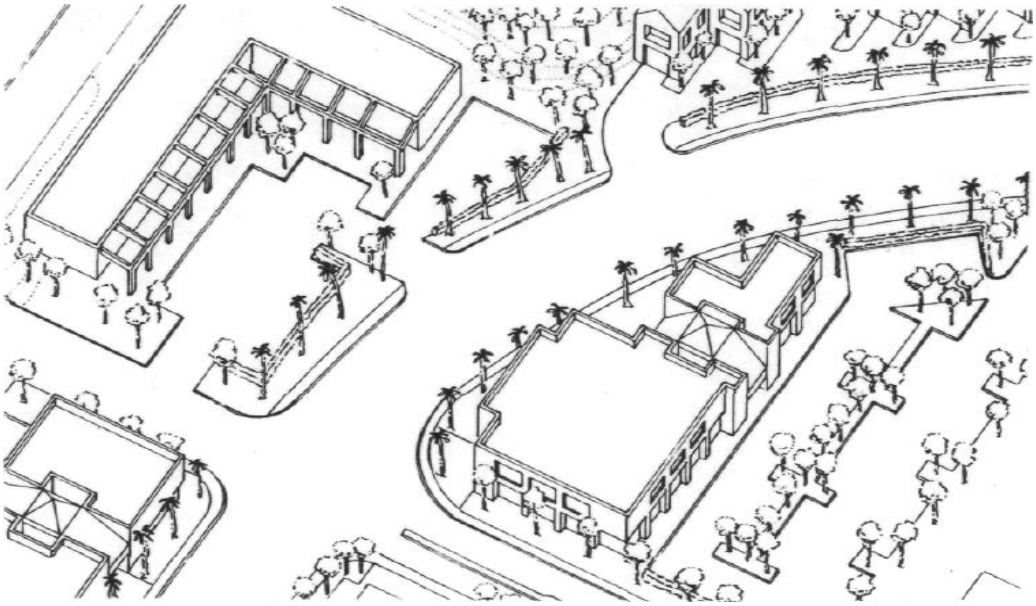
- Buildings on shopping streets should develop a transparency with the pedestrian environment of the sidewalk. This will help to avoid blank or solid wall monotony and add to facade variation. Transparency can be accomplished by use of glass or other transparent materials.

- Streetscape elements including kiosks, walkways, street furniture, street lighting and signage should be used to enhance the appearance and function of commercial developments. These elements should be compatible with the materials, color and design of the structures and should be planned as a unifying element of a commercial area.

- In larger scale or drive-in commercial centers, any walls or fences should be set back from the property line to permit some landscaping between the right-of-way (sidewalk) and the wall or fence.

- Curb cuts should be minimized to increase the opportunities for both landscaping and parking along the street.

- Urban Plazas. Public squares and broad open areas surrounded by defined physical edges such as buildings, landmarks, and public parks are encouraged in activity areas throughout the Southeastern communities. The purpose of the urban plaza is to improve the pedestrian environment, and to serve as a linkage between major activity areas, as well as to provide quality settings for high use, high capacity activities. Plazas should be designed with a combination of landscape and enhanced hardscape and surrounded by special open space or architectural features. Urban Plazas could be developed at multiple levels to provide a buffer and transition area between conflicting land uses.



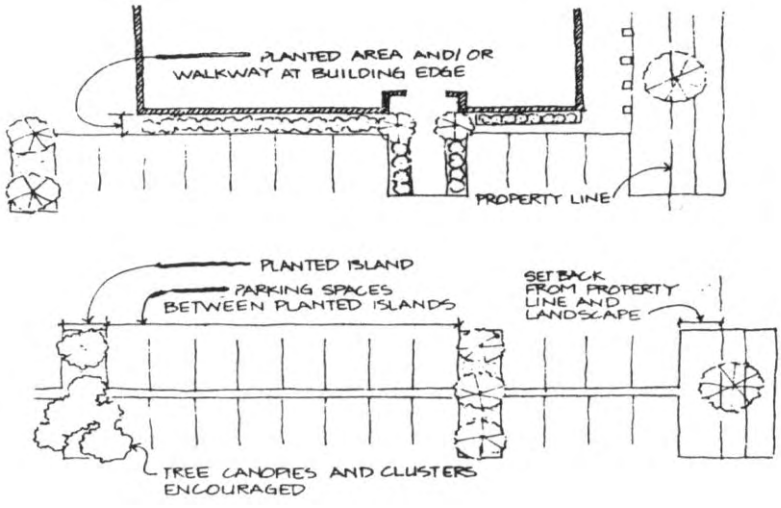
Locate buildings to relate to the streetscape.

INDUSTRIAL GUIDELINES

- New industrial development should recognize that Southeastern San Diego is primarily a residential area. Development should consider views into industrial properties from public streets and neighboring residences.
- Varying building heights and setbacks should be used to define different functions such as offices and warehousing.
- Exterior wall materials that contain integral colors and textures, such as pre-cast concrete, brick, concrete masonry and split-faced block are encouraged.
- Entrances should be provided along street frontages. Continuous, blank walls on the street at the front or street side of the property should be avoided. If long walls are necessary and visible from the street or from adjacent residential areas, some form of visual relief should be provided. This can be accomplished through use of color and/or material changes, applied graphics, or applied architectural elements such as plasters or corbels.
- Loading docks should be located away from front streets or should be designed or screened in such a way as to make them a complementary feature of the building.
- Chain link or other open fencing should be avoided in the front and street side yard or in any situation where an industrial project adjoins residential.

<u>Parking Areas for Commercial and Industrial Development</u>

- Buffer zones should be created between parking areas and the street. These zones can be created by walkways, landscaping or earth berming. Visual buffering should allow a line of sight into the parking area to allow opportunity for surveillance.
- Rows of parking should not be continuous. Landscaping islands should be provided for every eight parking spaces.



Landscape parking areas

- Smaller parking areas are encouraged (30 cars or less). Parking areas in excess of 30 cars should consist of smaller lots that are interrupted by a planted median at least two parking spaces in width.

- Use of chain-link fencing is discouraged but may be approved on a project by project basis as site safety and surveillance require. Wrought iron fencing is preferred to chain-link fencing.
- Parking should not be placed between the front of a building and the street. Consideration should be given to prohibiting parking in the required front and side yard areas.
- A minimum landscaped and walkway area should be provided between all parking areas and the building.
- Consider special areas for bicycle and carpool parking.

GENERAL GUIDELINES

Pedestrian Activity

- Street should be designed and developed as pleasant places to walk as well as drive. Pedestrian areas should be emphasized through the use of wider sidewalks, benches, pedestrian scale signs, paving materials and landscaping.

Develop pleasant walkways

- Projects should front on the public street and provide identifiable pedestrian access from the street into the project, even in areas where parking lots are located between the street and the project.

- All pedestrian pathways shall have adequate lighting and signing to provide for the safety of the users.

- Pedestrian linkages should be provided as appropriate between public activity areas including schools, libraries, parks and open space areas, shopping areas, and transit stops. Such linkages could be in the form of linear parks, landscaped sidewalks or separate pathways.

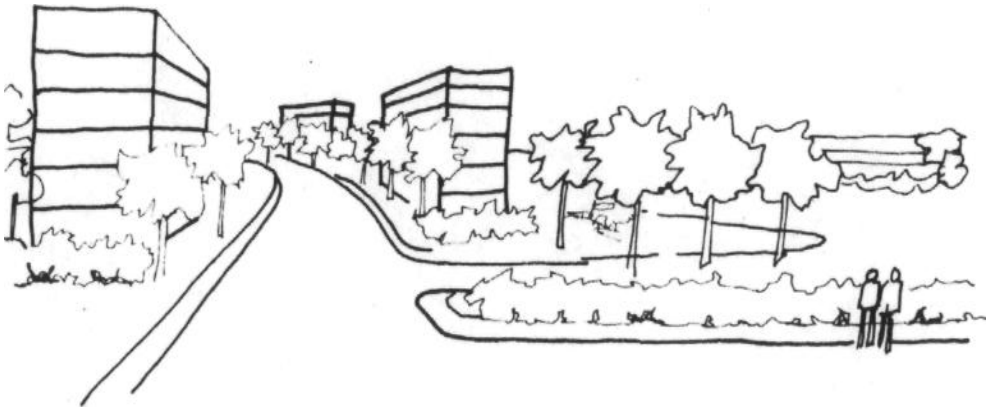
Provide landscaped pedestrian linkages

Streetscape

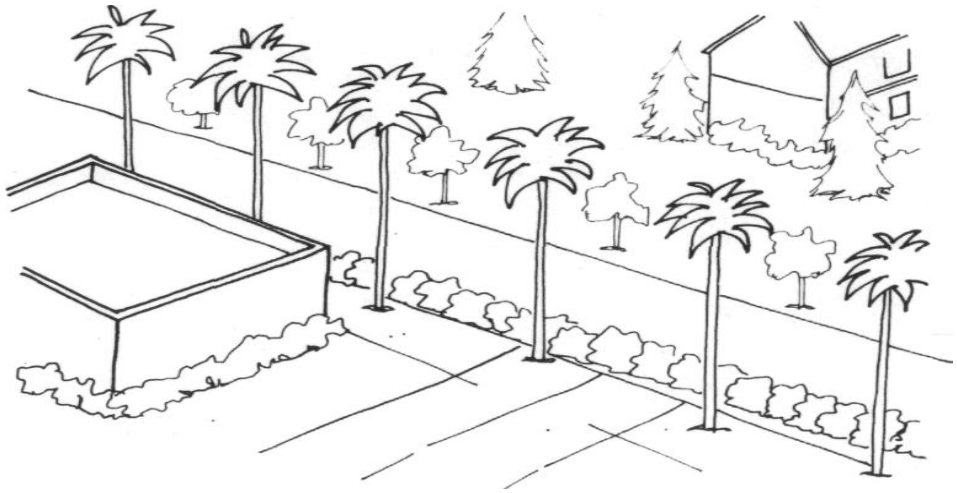
- Landscaping should be used to tie buildings and site developments to existing streets and sidewalks, visually anchoring buildings to the larger environment of the neighborhood.

- A strong sense of edge along public streets and private streets within planned developments should be developed to spatially define streets. This can be accomplished by the arrangement of street trees near the public right-of-way in a linear pattern. In commercial areas, consistent building setbacks also help define the street.

- Landscaping which de-emphasizes turf areas and utilizes native and drought resistant plant materials is encouraged. Street development should provide for trees and shrubs along sidewalks as well as median strips and should utilize native or drought resistant plants where possible. Landscaping should be placed in the median strips of streets wherever feasible.



Use planting masses to tie buildings to streets and sidewalks.



Develop a strong edge along major streets.

- Curb cuts should be minimized to allow more landscaping and parking along the streets.

- Use taller trees or other type of specialized planting program to mark major intersections and to add focus.

- All street widenings and related improvements should have high design standards. The Planning Department should review all CIP projects and a landscape architect should be consulted on an as needed basis to improve the aesthetic quality and cohesiveness of street improvements.

Lighting

- Street lighting should be of different illumination levels to reinforce circulation hierarchy (public roads, private roads, parking areas, pedestrian walkways). Lighting should be designed and located so as to not shine on adjacent properties.

- Where low level lighting is used, fixtures should be placed so that they do not produce glare. Shatter-proof coverings should be used for all low level lighting fixtures.

- In addition to walkway lighting, peripheral lighting should be provided for multi-family developments. Peripheral lighting provides security for surveillance of the units and allows residents and visitors to see into their surroundings and determine if passage through an area is safe.

Signage Standards

- Building mounted signs should not project above the roofline.

- Multiple signages within a development should have a standardized format and design for uniformity.

- Free standing signs should be no more than five feet in height. These signs should be appropriately landscaped and lit.

Screening

- Trash receptacles should be screened. Refuse collection areas should be a solid wall or fence with a minimum height of four feet or the height of the container, whichever height is greater. A six-foot solid wall or fence should be constructed between the container and any adjoining residentially zoned property. Wherever possible, refuse collection areas shall be directly accessible from alleyways. All enclosures should be constructed with finishes and colors that are harmonious to the architectural theme.

- Service areas and loading docks should be screened. These areas should be located so that they do not create visual clutter or problems with vehicular/pedestrian circulation.

- Berms, bushes or fencing should be used to screen parking lots that front roadways. If fencing is used, walls should not be continuous; variation of surface relief, materials or posts at regular intervals should be used. In selective locations, fencing should not be over four feet in height to allow for protective surveillance.

- Rooftop mechanical equipment should be screened to protect existing and future views from hillside developments.

Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. This is accomplished without the building of fortresses, and is successful when a potential offender perceives that he is intruding on the domain of another, and that he will be noticed if he intrudes. He is then more likely to be deterred from criminal behavior. The neighborhood watch program successfully uses this premise.

- Buildings and grounds should be designed to be "self-policing" so that residents may participate in its security.
- Smaller scale courtyard developments are encouraged, as they are easier to self-police than large complexes.
- Windows can be positioned to allow residents to easily watch public spaces, parking areas, and entrances to dwellings.
- Common spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.

- For buildings fronting a public street, two means of providing a street entrance are encouraged:

  1. Through a street-facing courtyard, with dwelling units entered from the courtyard.

  2. Through visible street entrances.

  Both configurations have proven to be the best means of providing security to sidewalks and building entrances through natural surveillance opportunities.

- Sidewalks or paths should be located between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.

- Night lighting along walkways, streets, and at parking lots should be provided by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.

- Parking areas may be buffered from the street with planting while allowing for surveillance if low shrubs and ground covers are used.

- Residences should be separated, by physical barriers or distance, from possible crime generators such as bars, adult entertainment establishments, etc.

- Residences should be separated, by physical barriers or distance, from region serving facilities which generate large volumes of pedestrian and vehicle traffic, such as post offices, regional high schools, major shopping centers, hospitals, health clinics, and community park and recreation centers.

- If security fencing is used, attention should be given to its detailed design. Fencing should be an architectural feature of a project, such as in the use of wrought iron fences integrated into the overall design of the project.

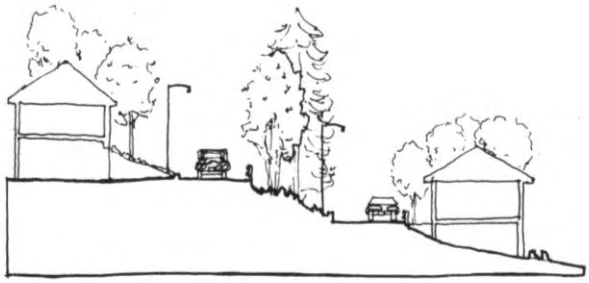
Hillside and Slope Development

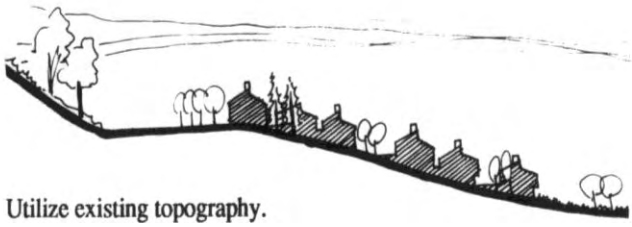
- Southeastern San Diego's natural base of hillsides, canyons, ravines, streams, and vegetation is an important set of assets that should be protected in new development. Site plans should utilize existing topography and preserve existing vegetation, ravines, watercourses and topographic features.

- All slopes greater than 25 percent are recommended for inclusion in the Hillside Review Overlay Zone; these slopes are indicated on Figure 13, page 70.

- Due to the high visibility of sloping sites, views of the slopes from surrounding neighborhoods and public rights-of-way should be given strong consideration. Buildings located near hillside rims should be sited in a staggered arrangement and screened with planting to avoid a "wall" effect. Large expanses of flat areas such as parking lots should be avoided. Multiple small parking lots are preferable.

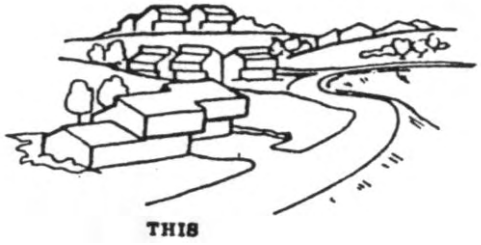
Sloping sites - Special opportunities for outdoor living spaces.


Step buildings with the slope.


Utilize existing topography.

- The treatment of rooftops should be varied on sloping sites, rather than consisting of extended horizontal lines. Rooflines should be used to emphasize the variety in shape and flowing character of the hillside instead of masking it.

- Structures should be designed to fit into the hillside, complementing the land's natural character, rather than altering the hillside to fit the structure.

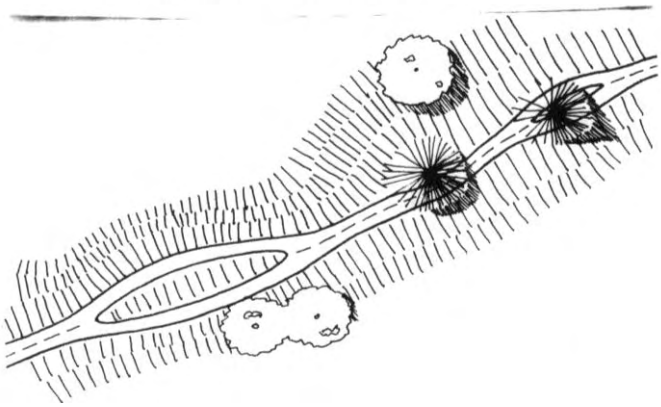


- Minimize the need for excessive level areas through the use of multi-level structures and split level roads.

- Sloping sites offer opportunities to create and emphasize unique characteristics such as outdoor decks, roof gardens, bay windows and/or terraces.

Design structures to fit existing slopes.

- Buildings should be sited to minimize the requirement for high retaining walls or extensive cut and fill. Structures should minimize the use of continuous footings and follow the natural slope of the land.

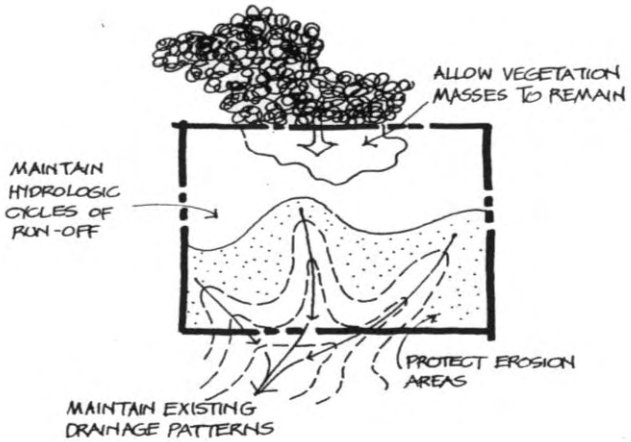


- Buildings on sloped sites of ten percent or more should step with the grade at regular intervals.

- Street alignments should follow existing natural contour. Street width should be kept to a minimum to avoid wide graded areas. Align streets to existing contours

- Graded slopes should be shaped to conform to existing landforms. Building site should be graded so that they appear to emerge from the slope. Slopes with a gradient of 25 percent or more should minimize flat areas.
  If slab-on-grade construction is necessary, building floor elevations should be staggered.

- Site design should not seriously alter surface run-off and water table conditions. It should not impose drainage problems on neighboring properties, nor should it increase the potential for soil erosion.



Site design should not alter run-off.

- Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials.

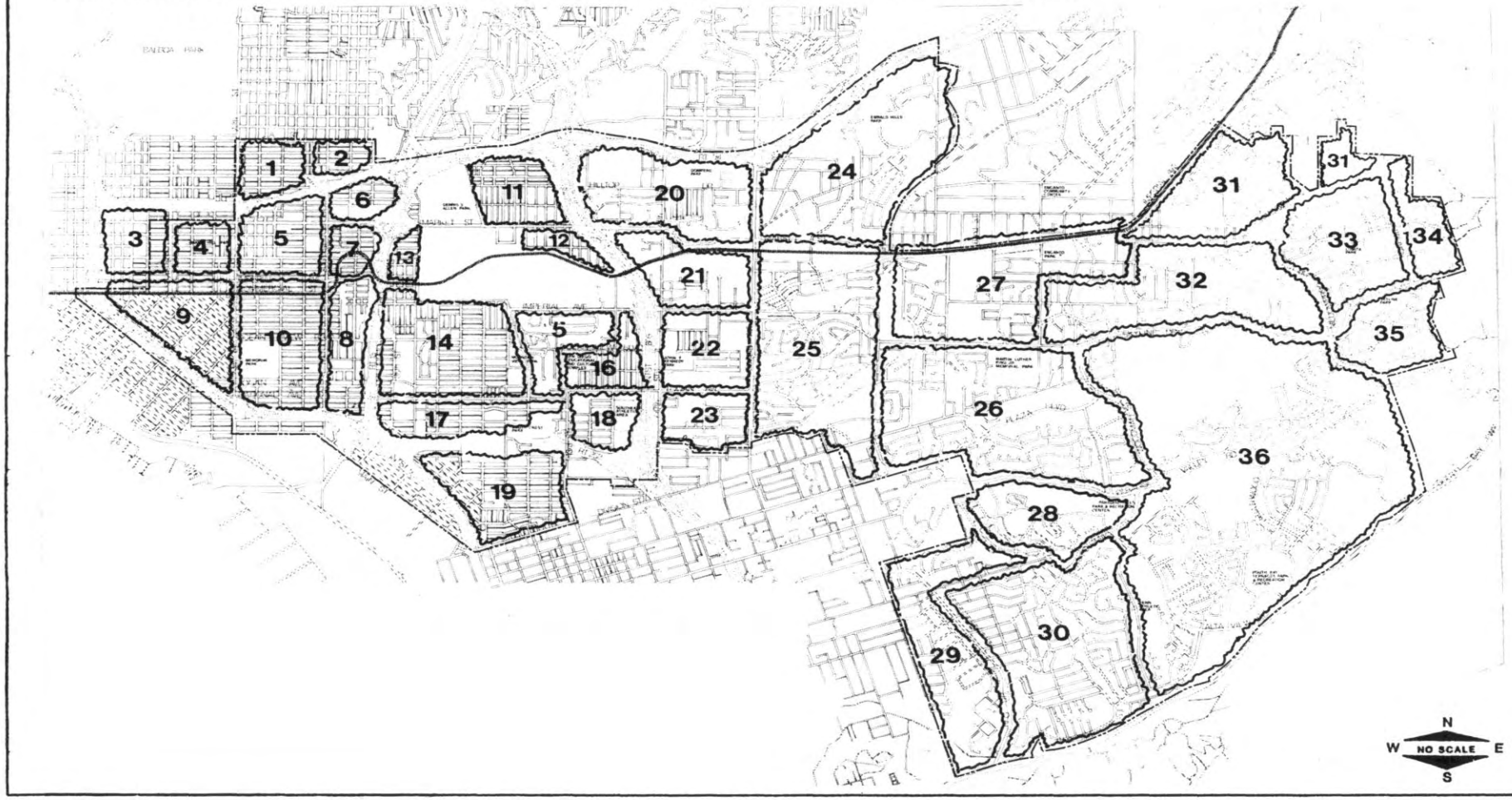
Project First Class Landscape Improvement Program

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program. The program was designed as a joint effort between the City and property owners. An investment of $1,200,000 in Project First Class funds has been targeted for planting improvements in centers of community activity, parks and recreation centers, public buildings, and high visibility streets.

The City-funded landscape program is the initial step. It will require the cooperation of private property owners to accomplish a long-range program. Citizens are encouraged to continue the landscape effort with a neighborhood planting program. The establishment of Landscape Maintenance Districts is recommended as a means of funding neighborhood planting. A relatively small tax on property owners has the potential to provide substantial benefits including higher property values as the neighborhood environment appreciates. An alternative to the maintenance district would be owner participation agreements with adjacent owners to assure the maintenance of landscaping placed in the right-of-way.

The Landscape Improvement Program established Planting Guides for neighborhood areas and important street corridors. Two to four tree species have been recommended for each neighborhood or corridor location as a means for developing continuity. There would be variety as one moves through different street corridors and neighborhoods, with the intention of giving individual streets and neighborhoods identity through their tree type. The Neighborhood Area Planting Guide and location map, and the Corridor Planting Guide and location map are shown as Figures 24a and Figures 24b respectively.

PROJECT FIRST CLASS
NEIGHBORHOOD LANDSCAPING PROGRAM



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT **FIGURE 24a**

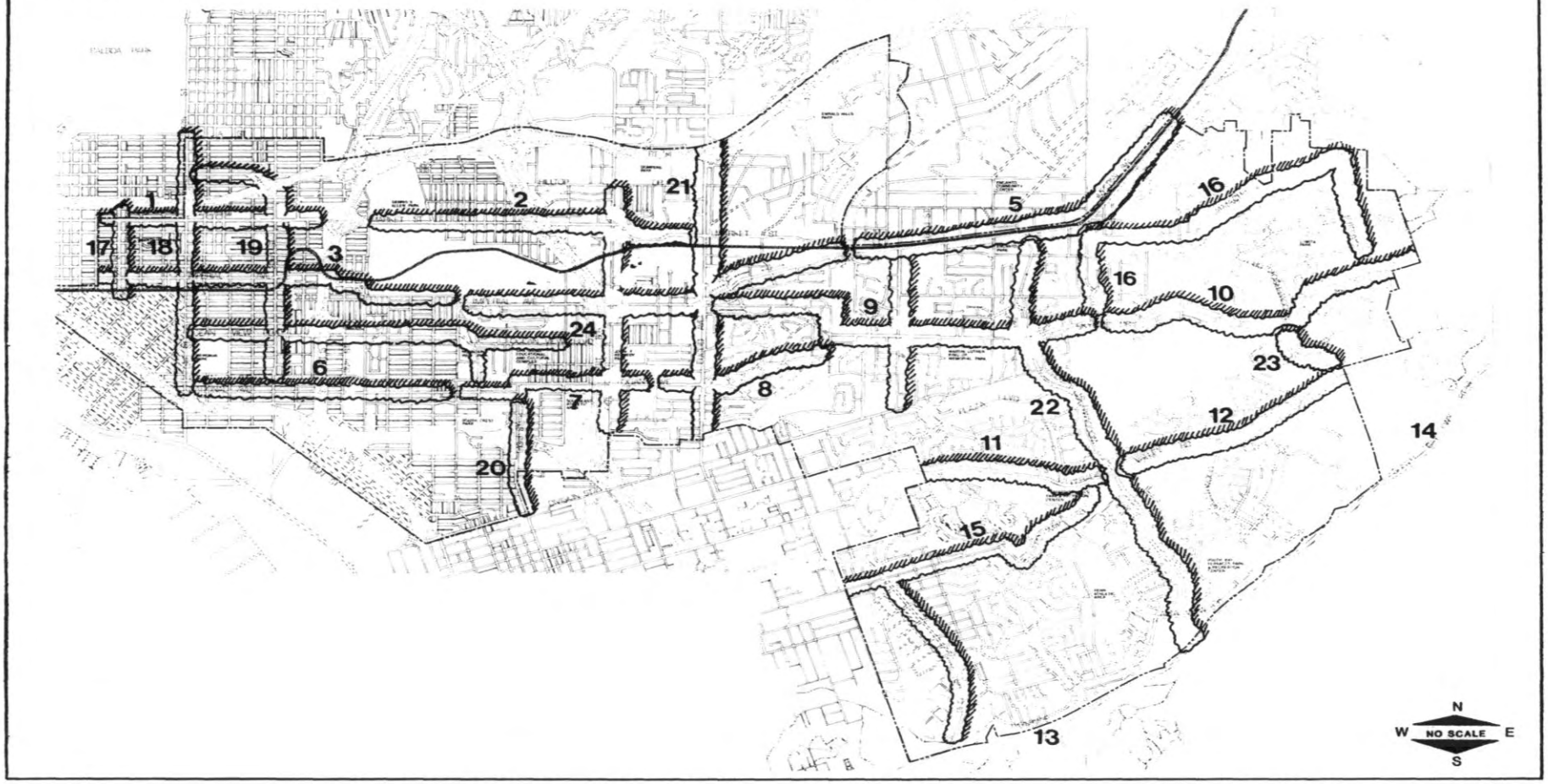
NEIGHBORHOOD PLANTING GUIDE

Areas as shown on Figure 24a:

3. Sherman, west of 25th Street
4. Grant Hill
5. Stockton
6. Gateway West
7. Wabash, north of Imperial Avenue
8. Wabash, south of Imperial Avenue
9. Logan
10. Memorial
11. Mt. Hope, north of Market Street
12. Mt. Hope, south of Market Street
13. Mt. Hope, south of Market Street
14. Mountain View
15. Shelltown, west of the Educational Cultural Complex
16. Shelltown, east of the Educational Cultural Complex
17. Southcrest. north of Z Street
18. Southcrest, east of 43rd Street
19. Shelltown, south of Gamma Street
20. Morton's Purchase
21. Lincoln North
22. Lincoln
23. Lincoln South
24. Radio Canyon - Emerald Hills
25. and 26. Valencia Park
27. Encanto

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program (Gerald Gast, AIA, Tectonics, Kercheval and Associates, Inc., and G. Eckbo, FASLA 1985). Figure 24a and the above list of neighborhood areas were extracted from that document. As part of the Project First Class Landscape Beautification Program, appropriate plant species for each area should be selected, based on existing site conditions, existing plant materials and based on the existing or desired character of each area.

PROJECT FIRST CLASS CORRIDOR LANDSCAPING PROGRAM



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT **FIGURE 24b**

CORRIDOR PLANTING GUIDE

Corridors as shown on Figure 24b:

1. Market Street, 24th Street to Route 15
2. Market Street, Route 15 to 47th Street
3. Imperial Avenue, Interstate 5 to 40th Street
4. Imperial Avenue, 40th Street to Merlin
5. Imperial Avenue, Merlin to City Limits
6. National Avenue, 28th to 40th Street
7. National/Logan Avenues, 40th to 49th
8. Logan Avenue, 49th Street to Euclid Avenue
9. Skyline Drive, 58th to 69th Street
10. 25th Street
11. 28th Street
12. 32nd Street
13. 43rd Street
14. Euclid Avenue
15. South Las Chollas Creek edge

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program (Gerald Gast, AIA, Tectonics, Kercheval and Associates, Inc., and G. Eckbo, FASLA 1985). Figure 24b and the above list of street corridors were extracted from that document. As part of the Project First Class Landscape Beautification Program, appropriate plant species for each street corridor should be selected, based on existing site conditions, existing plant materials and based on the existing or desired theme or character for each street.

Project First Class Landscape Improvement Program Recommendations

- Increased landscaping treatments should be utilized one outward from parks and one block outward from intersections.

- Freeways, the new transit line, and major drainage channels (especially the South Chollas Creek) should be considered as opportunities for special landscaped corridors.

- Centers of community activity, such as Memorial Park, Mountain View Park, Southeastern Athletic Area, Martin Luther King, Jr. Park, and Valencia Park Elementary School should be given priority for special landscaping programs.

- The following streets should be given the highest priority for the landscaping program:
  - Market Street and Euclid Avenue intersection (Trolley Station area).
  - 47th Street, between Market Street and Imperial Avenue (Trolley Station area).
  - Market Street and 47th Street intersection area.
  - Market Street, between 32nd Street and Interstate 805 (Gateway East and West area).
  - Euclid-Logan Avenue intersection area.
  - 41st Street, between Mountain View Park and National Avenue.
  - Imperial Avenue, Between Merlin Avenue and Woodman Avenue (planted median and on the south side.
- Next priority locations are:
  - Imperial Avenue, between 25th and 32nd Streets.
  - 30th Street, between A Street and Broadway.
  - Broadway, between 28th and 32nd Streets.
  - 32nd Street, between Market Street and National Avenue.
  - 28th Street, between A Street and National Avenue.
  - Imperial-Euclid Avenue intersection area.
  - 25th Street, between Market Street and Commercial Street.

A community nursery is recommended as an element of the Landscape Improvement Program. The nursery would be a source of plant material for community residents to purchase for their homes. It would be managed for community benefit, employ local youth, and enlist volunteer help and retired persons. The nursery could also serve an educational function by developing an arboretum illustrating gardening principles to community members. A joint project with the Park and Recreation Department should be considered. The Department already maintains a large nursery and could administer a community self-serve project, perhaps as a pilot to be used in other areas.

Creeks and Drainage Areas Development

Southeastern San Diego's creeks and related drainage areas are an important open area linkage that connects the community from the inland canyons and hillsides to San Diego Bay. Chollas and Puleta Creeks if carefully designed can provide the Southeastern community with a unique linkage system not available to any other community in San Diego.

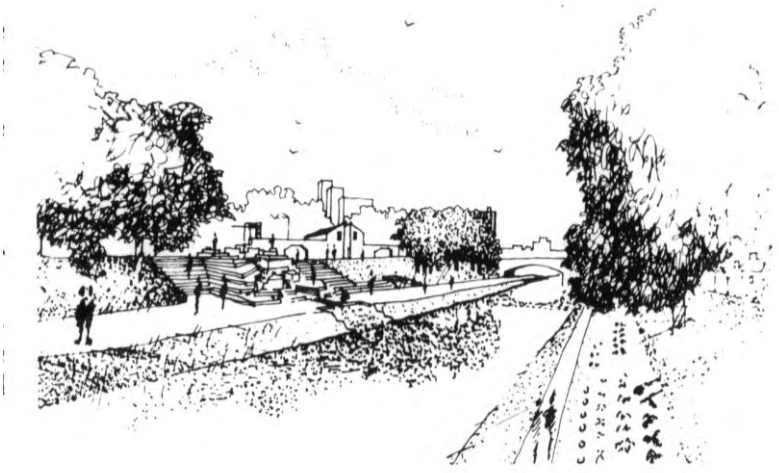
Design creativity should be exercised in the development and redevelopment of the sites adjacent to these creek areas. The following guidelines are devised to provide direction to the design of projects in and adjacent to the creeks. All sites within or adjacent to creek areas should be subject to discretionary review.

Two conditions exist relative to creek development. Some sections of the creek system are still in a natural or naturalized state. The naturalized condition is represented by natural floodplains and/or channelized riprap and earthen slopes. Other sections of the creek system are no longer natural, and should be considered urbanized. The urbanized condition is represented by narrow channels with concrete sides and soft or hard bottom, different sets of standards have to be devised to address these two very different conditions.

Natural Creek Areas:

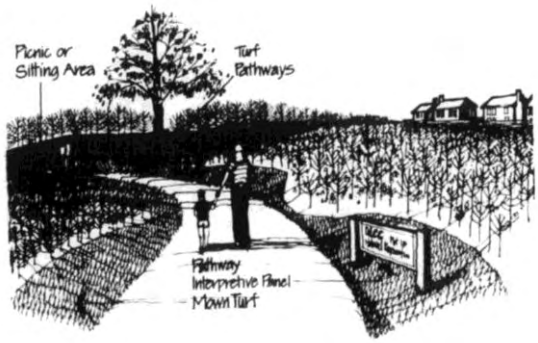
- Development should be oriented to use the creek areas as the project's park-like frontage, and not turn its back on it. The creek should be used as a positive park-like feature of the project.

- The creek area should be maintained or rehabilitated to its natural environmental quality, as much as feasible. Any channelization should be of a naturalized form, with stone and undulating earthen sloped edges.



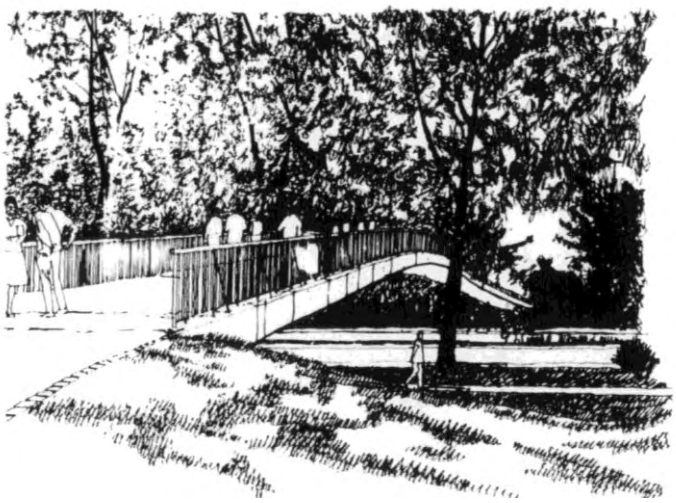
- Sufficient setbacks should be provided in order to allow for future use of the creek's edge as park-like linkages for the pedestrian and bicycles.

- Off-street parking should not be located on the creek setback, and should be sited so that landscaping can be provided between the parking area and the creek's edge.



- Landscaping along the creek should use plant species that are typical of wetland/creek environments. Other project landscaping and architectural treatment should contribute to an overall enhancement of the creek's park-like corridor.

- Fencing should be carefully considered for its safety as well as visual qualities. Chain-link fencing is not appropriate from a visual standpoint. Chain-link fencing, if used, should be carefully designed with wood frames and vinyl coating. High fences should be strategically located to make them appear lower than they are, in order to maintain a human scale to the creek's edge. Wrought iron, open wood, open concrete block, and other types of specially designed fences are appropriate.



Urban Creek Areas:

- Development should view these channel areas as sculptural hardscape elements. Their design should emphasize undulating organic or jagged walled surfaces, create patterned paved surfaces, and provide designs that are multi-functional hydrologically and recreationally. Such additional recreational uses could include such activities as skating areas, competition track areas, spectator seating, small amphitheaters, etc. These high activity uses should be limited to

locations adjacent to parks or high activity development areas (commercial/industrial). Locations adjacent to residential uses should be designed as passive sculptural areas for the visual enjoyment of adjacent neighbors.

- Vegetation areas should be used to set off the man-made sculptural elements, as in a sculpture garden.

- Minimal setbacks from the edge of the channel should be observed. These setbacks should be based on safety factors. The setbacks should be designed as lineages in and adjacent to high activity areas.

- Off-street parking should not be allowed to encroach on setback areas. Parking areas should be located with the widest axis of the parking lot perpendicular to the channel to reduce the amount of parking area fronting on the channel.

- Landscaping along the channel should include plant species that are typical of wetland creek environments, or are native drought-resistant, depending on their location within the project and proximity to creek water areas. All project landscaping should be designed in a manner that contributes to the overall enhancement of the channel as a sculptural form within a park-like environment.

- Fencing should be considered for its safety as well as visual qualities. All walls or fencing should be designed as an integral element of the channel's sculptural design. The closer a wall or fence is to the channel, the more the fence or wall needs to be incorporated into the channel form.