

May 21, 2014

Community Plan Update

Advisory Committee Meeting

Urban Design Concepts

MIDWAY - PACIFIC HIGHWAY CORRIDOR
Community Plan Update



AECOM



Urban Design Presentation

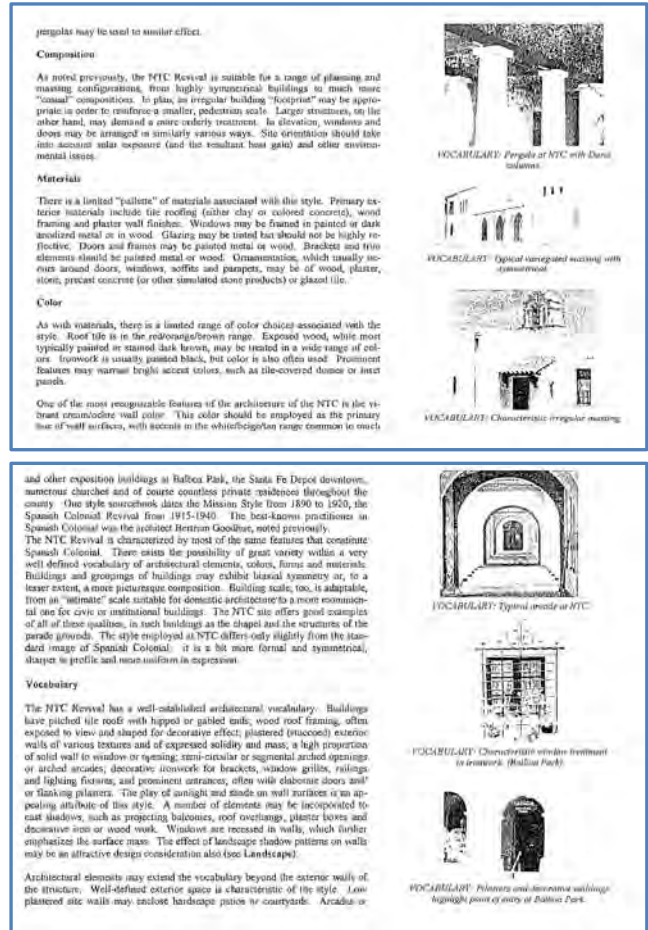
- Prior Effort – North Bay Design Guidelines
 - Background Information
- Draft Urban Design Element
 - Street Types
- Draft Site Design Concepts
 - Sports Arena Village
 - Dutch Flats Village
- Next Steps

North Bay Design Guidelines

Identifies 3 architectural themes: NTC Revival, Warehouse/Loft, and Neo-Modernist

Style-specific architectural criteria focuses on:

- Vocabulary
- Composition
- Materials
- Color
- Landscape
- Prior Planning Effort – Not Included in Draft Community Plan



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Draft Community Plan Urban Design Element

“Urban and architectural policies and guidelines are intended to ensure good design while allowing for freedom of architectural expression.”

Incorporate criteria to focus on high quality design:

- Scale and character
- Building orientation
- General pedestrian-friendly qualities that will help elevate the overall community-wide character
- **Note: Criteria will not be style-specific.**



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Proposed Street Types

- Boulevards
- Main Streets
- Green Streets
- General Guidelines for Quality Frontage Design

Street Types Overview

Draft Urban Design Street Types:

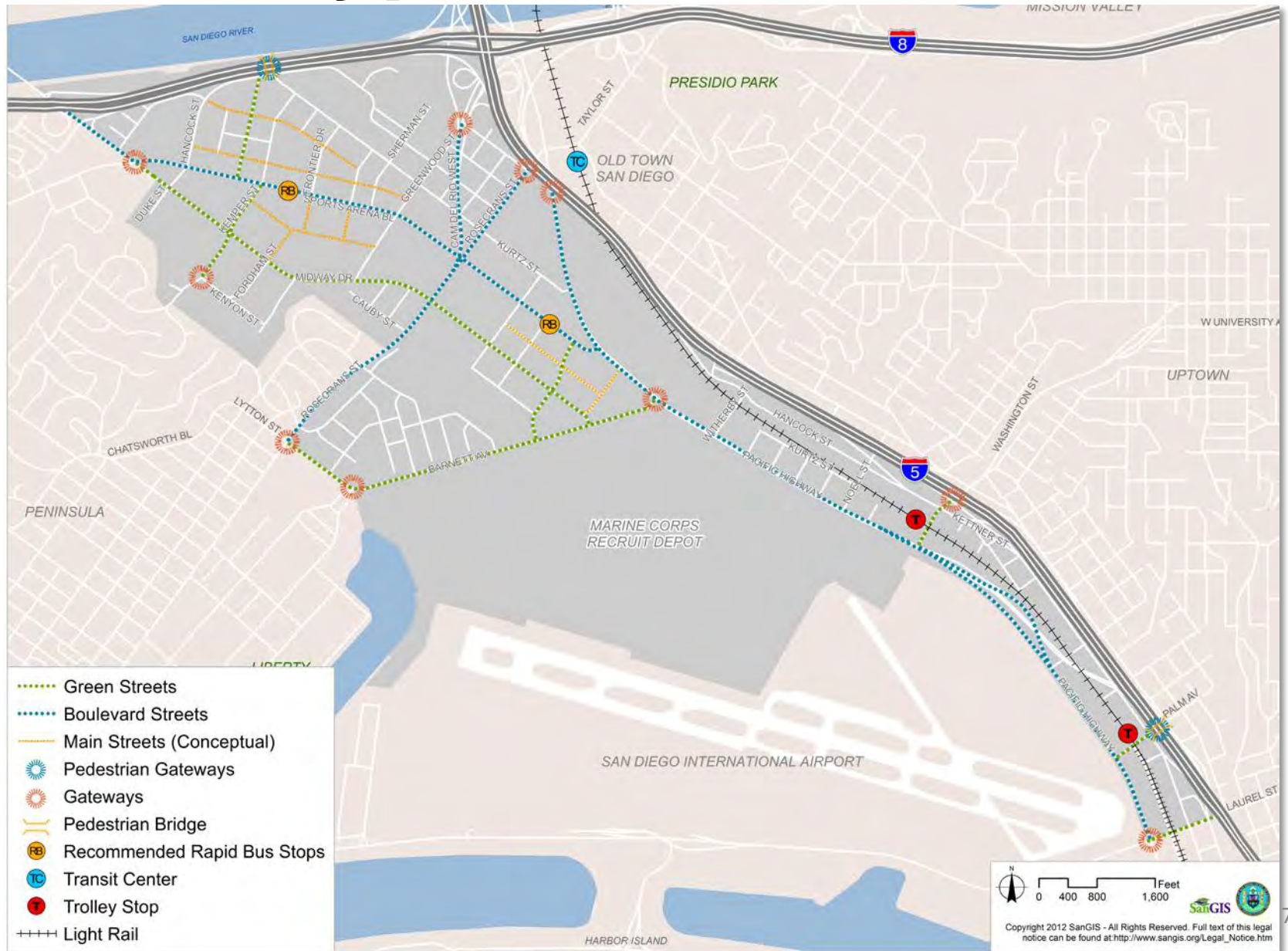
- Boulevards
- Main Streets
- Green Streets

Quality Streetscapes

- Enhance community character
- Facilitate interaction
- Support storefront businesses



Street Types



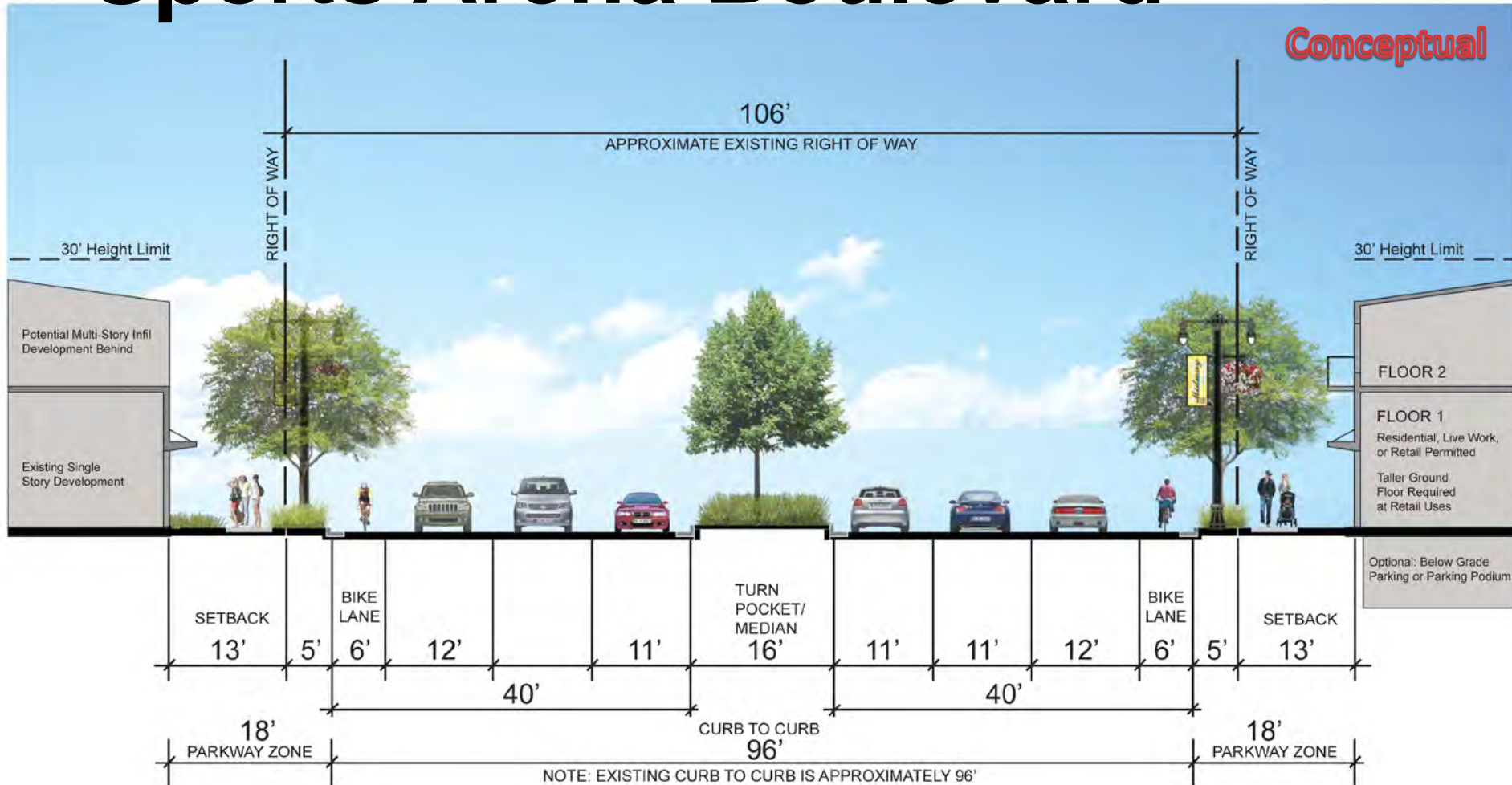
Street Types: Boulevards

- Gateways that define community's character
- Focus for enhanced bicycle and pedestrian linkages
- May include streetscape, public spaces, plazas, or linear parks



Sports Arena Boulevard

Conceptual

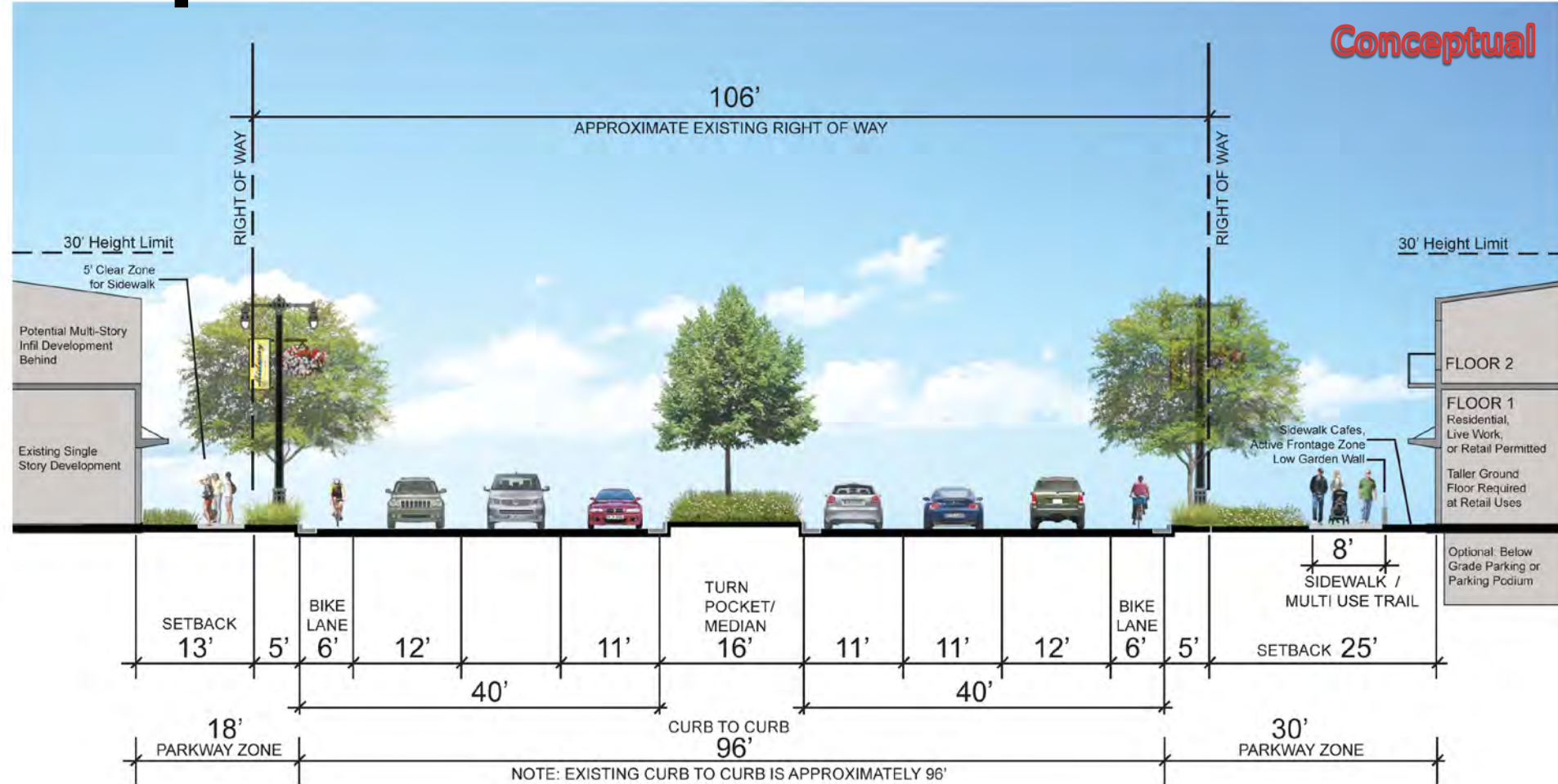


Sports Arena Boulevard OPTION 1
 Location: Between W. Point Loma Blvd and East Drive
 Ultimate Street Type: Boulevard
 Ultimate Classification: 6 Lane Major

All buildings shown as part of the illustrative sketch concepts would not exceed 30-foot height limit.

Sports Arena Boulevard

Conceptual

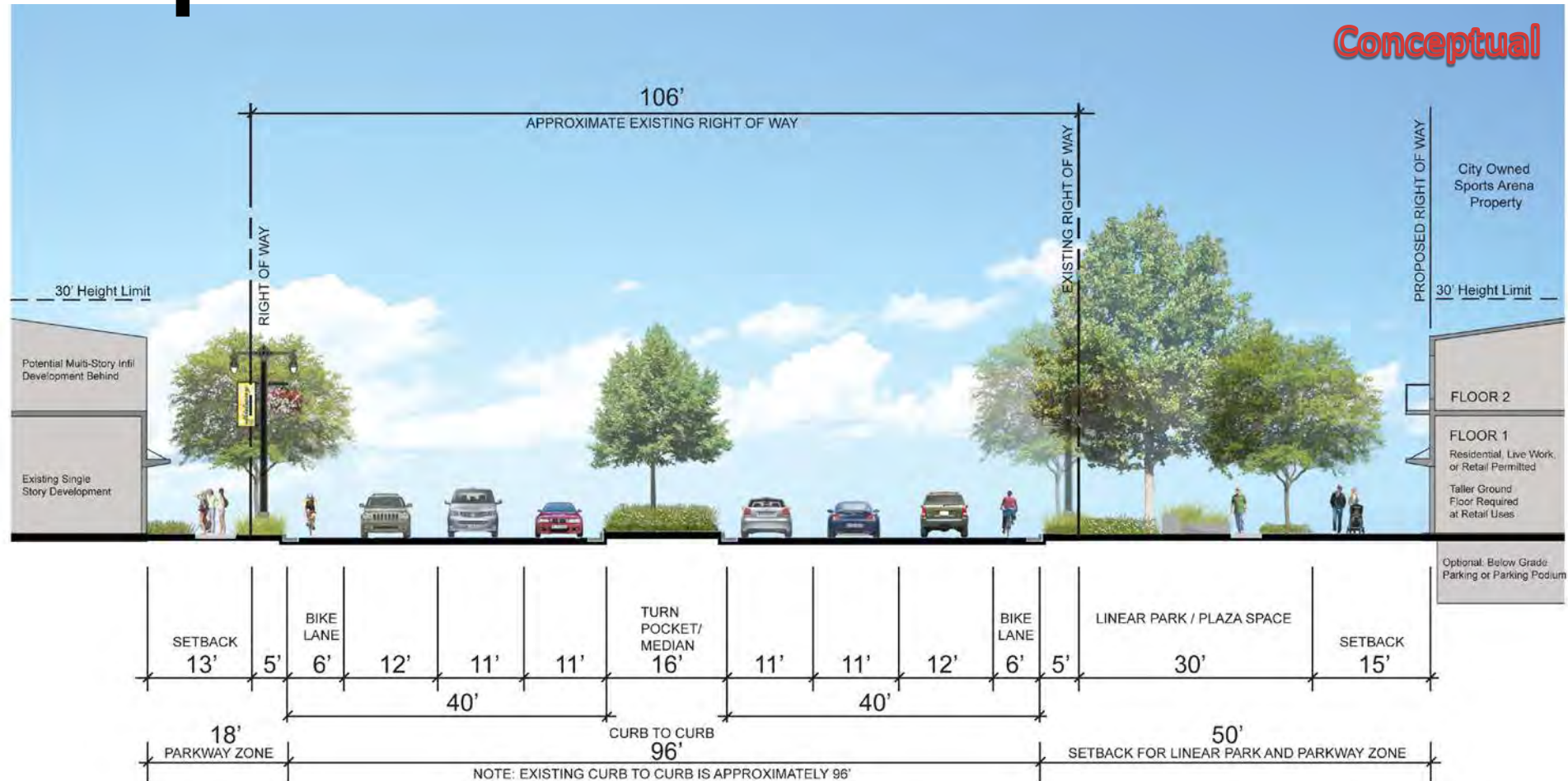


Sports Arena Boulevard OPTION 2 (For City Owned SA Sites)
 Location: Between W. Point Loma Blvd and East Drive
 Ultimate Street Type: Boulevard
 Ultimate Classification: 6 Lane Major

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Sports Arena Boulevard

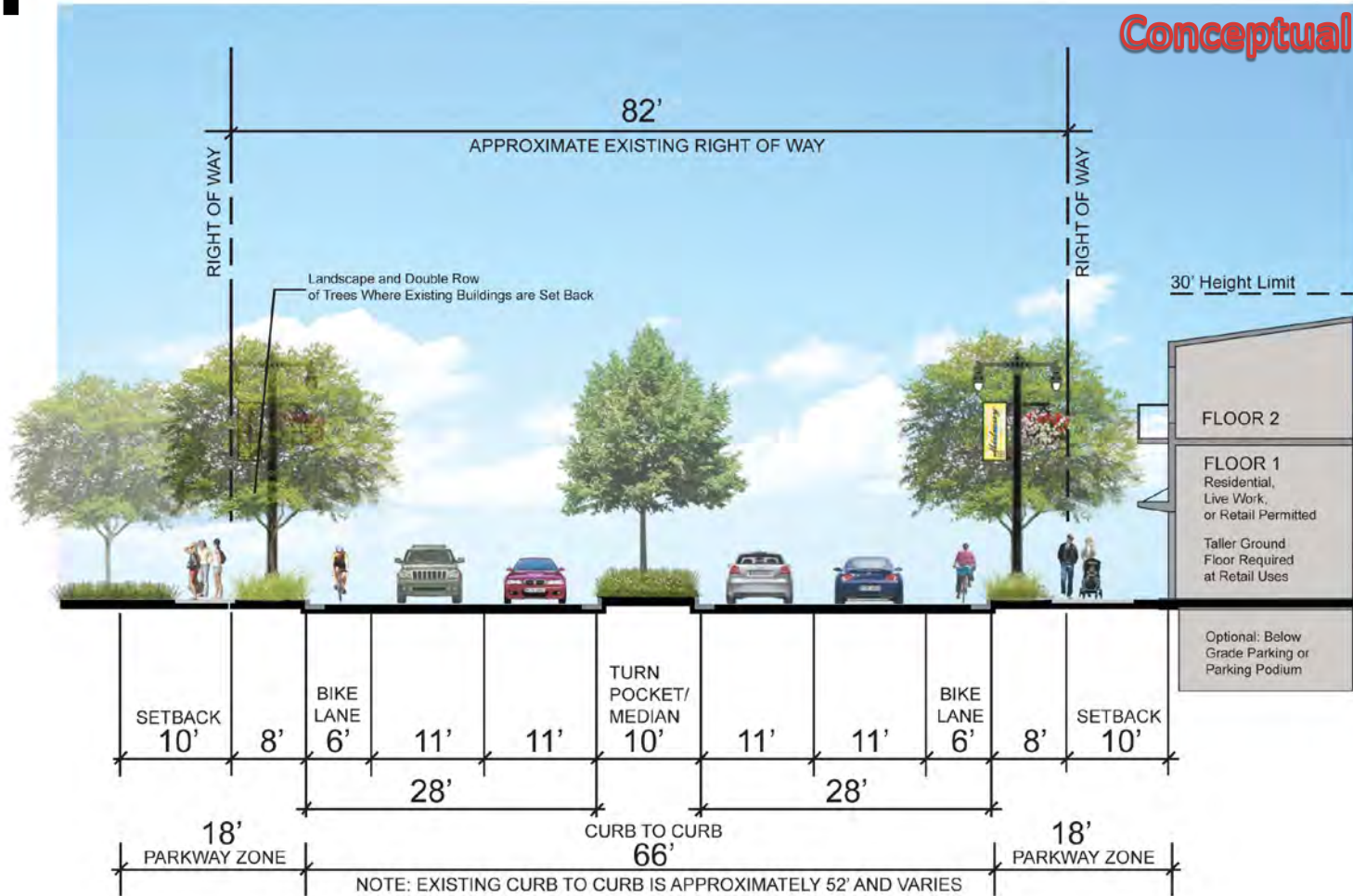
Conceptual



Sports Arena Boulevard LINEAR PARK (For City Owned SA Sites)
Location: Between W. Point Loma Blvd and East Drive
Ultimate Street Type: Boulevard
Ultimate Classification: 6 Lane Major

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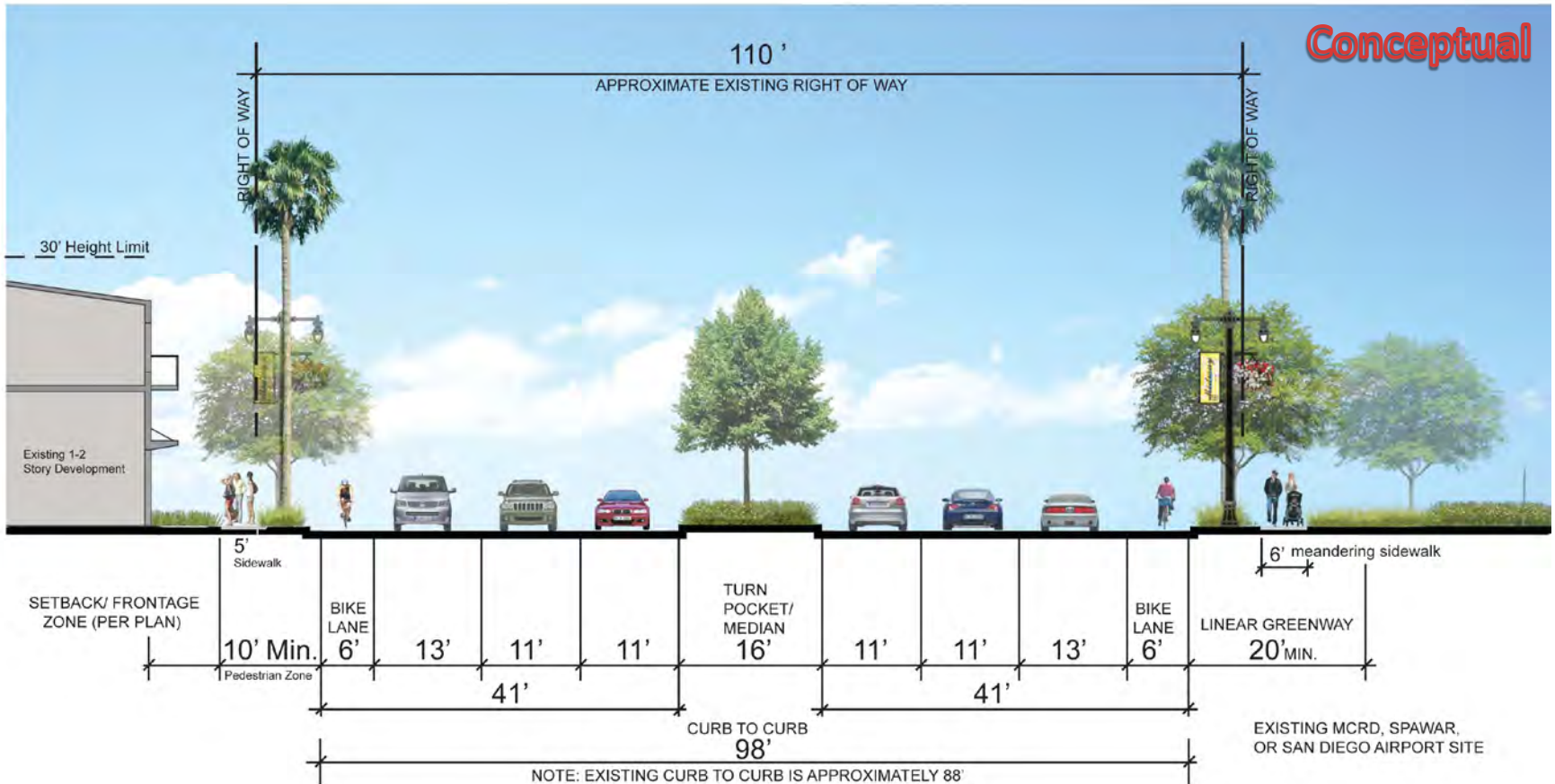
Sports Arena Boulevard



Sports Arena Boulevard
 Location: Between Rosecrans and Pacific Highway
 Ultimate Street Type: Boulevard
 Ultimate Classification: 4 Lane Major

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Pacific Highway



Pacific Highway

Location: Between Kurtz and Sports Arena Boulevard

Ultimate Street Type: Boulevard

Ultimate Classification: 6 Lane Prime Arterial

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Street Types: Main Streets and Mixed-Use Frontage

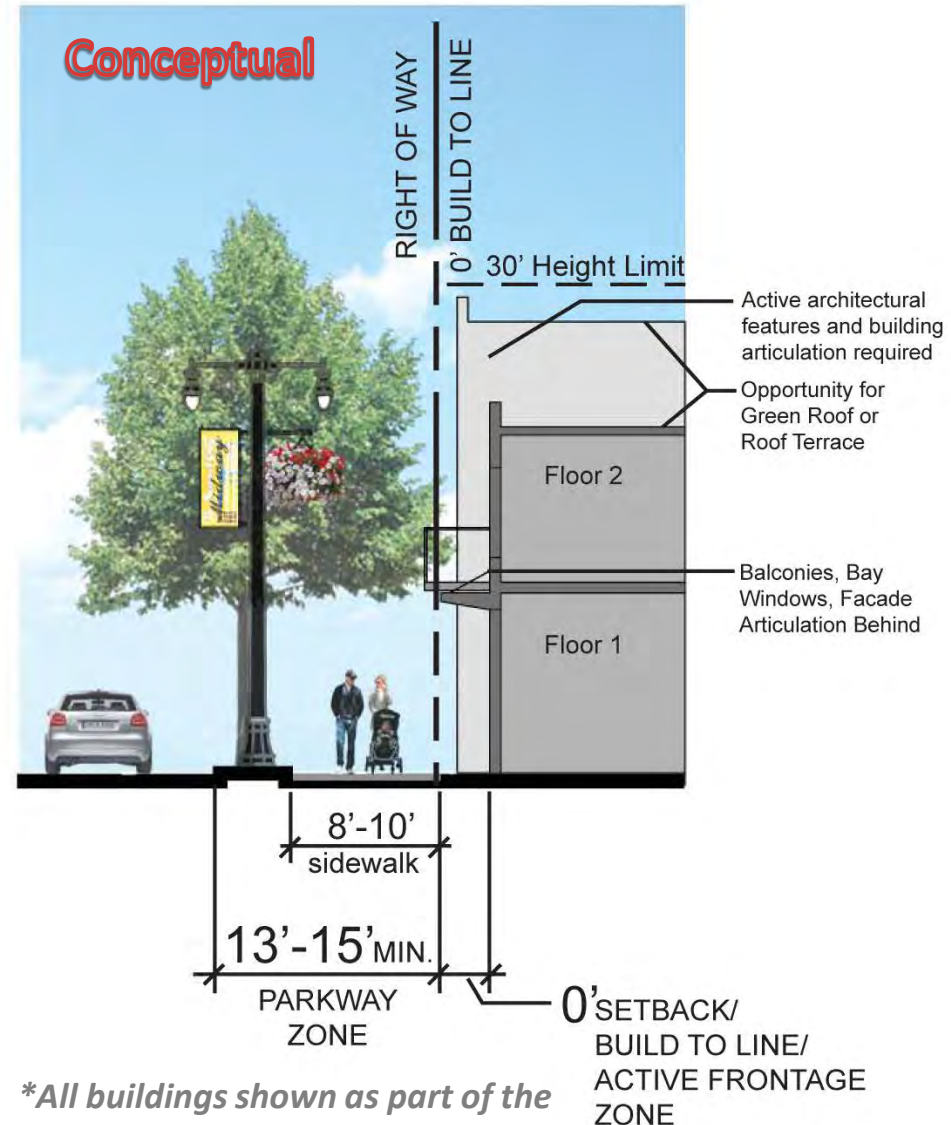


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Main Streets

Build-to Frontages

- Suited for single use office, commercial, or retail uses around
- Enhanced building articulation and architectural features face pedestrian zone
- 8 to 10 Foot Sidewalk
- 0 Foot Build-To Line, includes some flexibility for building articulation



Main Streets

Build-to Frontages

These examples show commercial uses built to the pedestrian zone.



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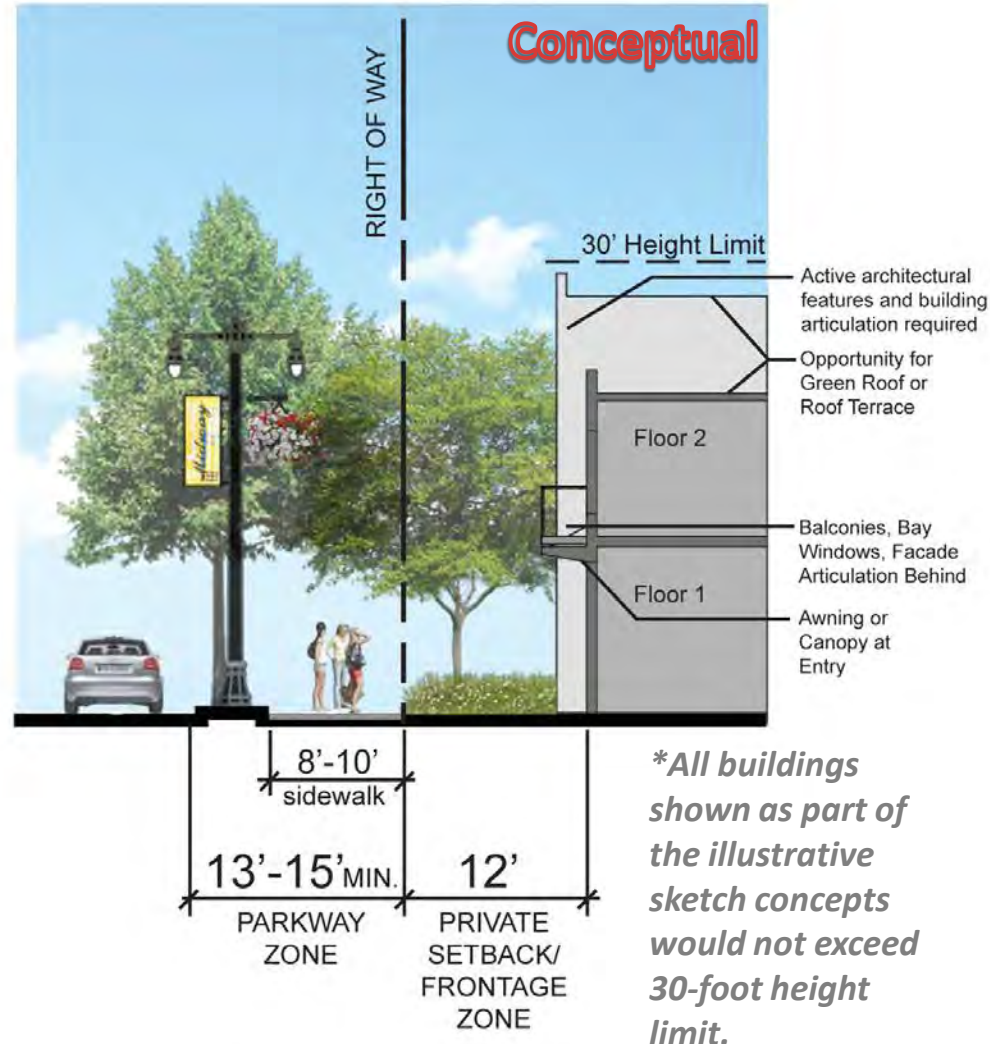
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Main Streets

Mixed-Use Frontages

- Active pedestrian-oriented uses, mixed-use “main streets”
- Front entries face pedestrian zone
- 8 to 10 Foot Sidewalk
- 12 Foot Landscape or Seating Zone allows for sidewalk displays, café seating, etc



Main Streets

Mixed-Use Frontages

With the 30' height limitation, “main streets” and mixed-use areas may include either a horizontal or vertical mix of uses.



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Street Types: Green Streets

- Storm water management landscape features
- Environmentally responsible plant palette in median and pedestrian zones
- Canopy shade street trees
- Enhancements for pedestrian and bicycles
- Use of recycled or repurposed materials
- Connections between parks, public spaces and regional amenities



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Street Types: Green Streets

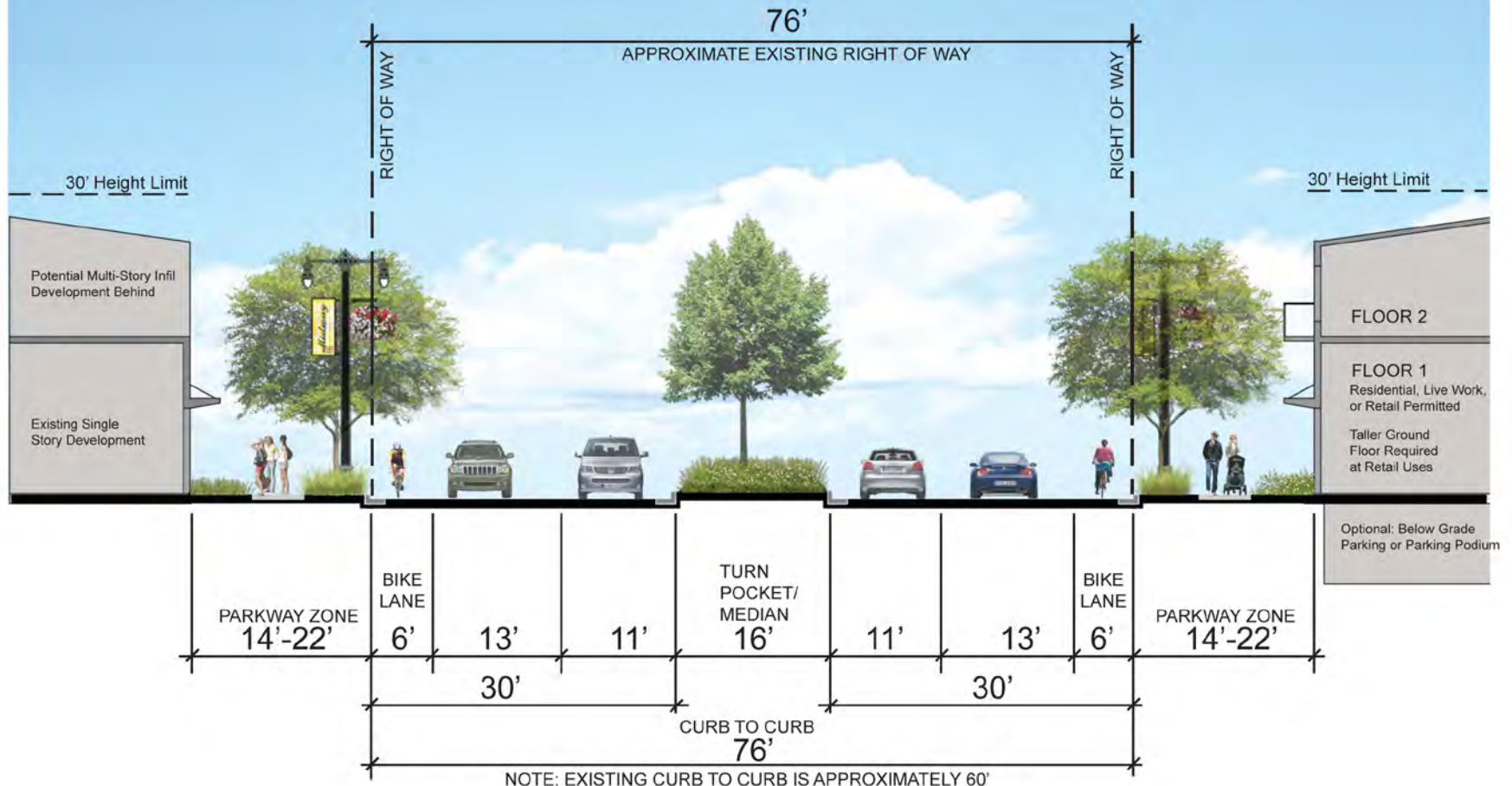


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Midway Drive

Conceptual

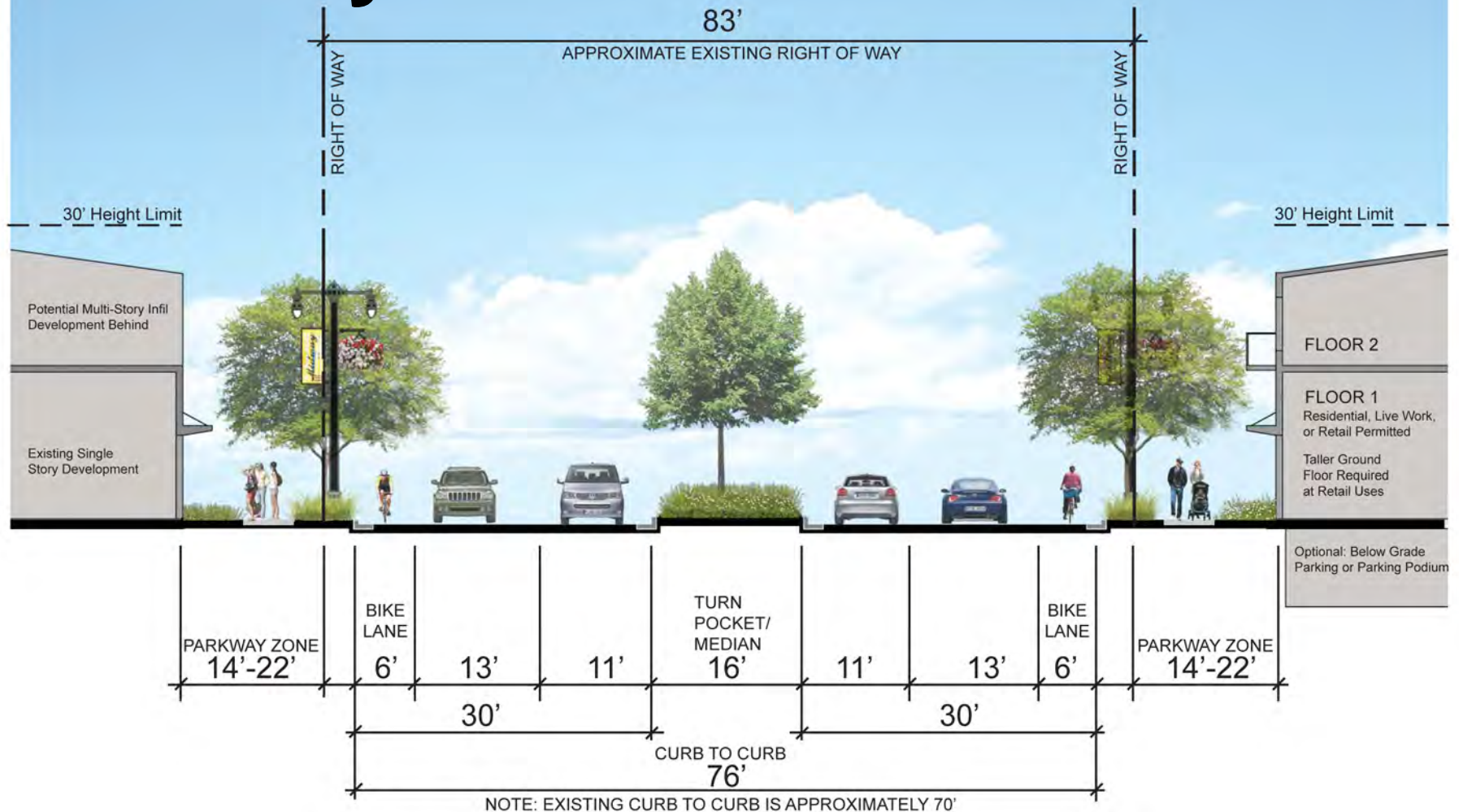


Midway Drive 1
 Location: West Point Loma Blvd to East Drive
 Ultimate Street Type: Green Street
 Ultimate Classification: 4 Lane Major

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Midway Drive

Conceptual



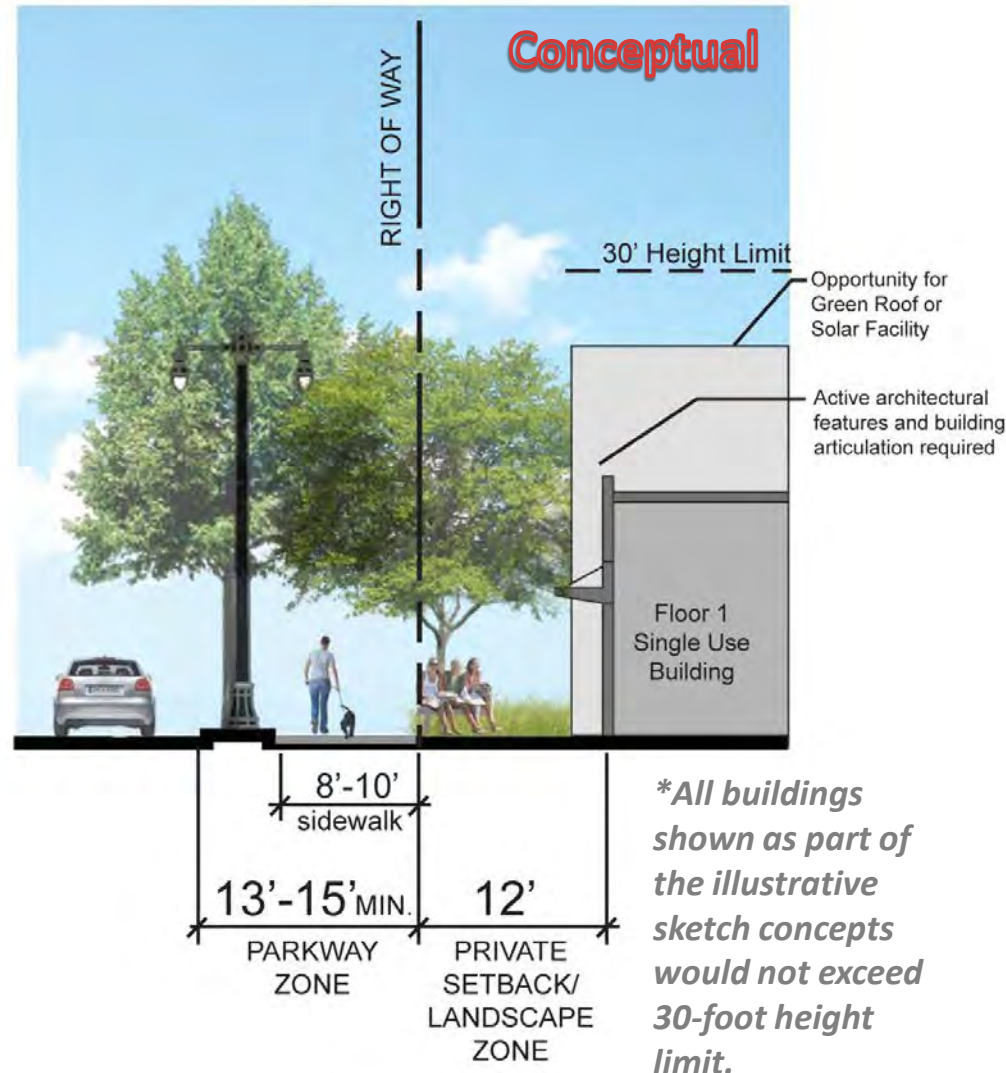
Midway Drive 2
 Location: Rosecrans to Barnett
 Ultimate Street Type: Green Street
 Ultimate Classification: 4 Lane Major

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Green Streets

Landscape Frontages

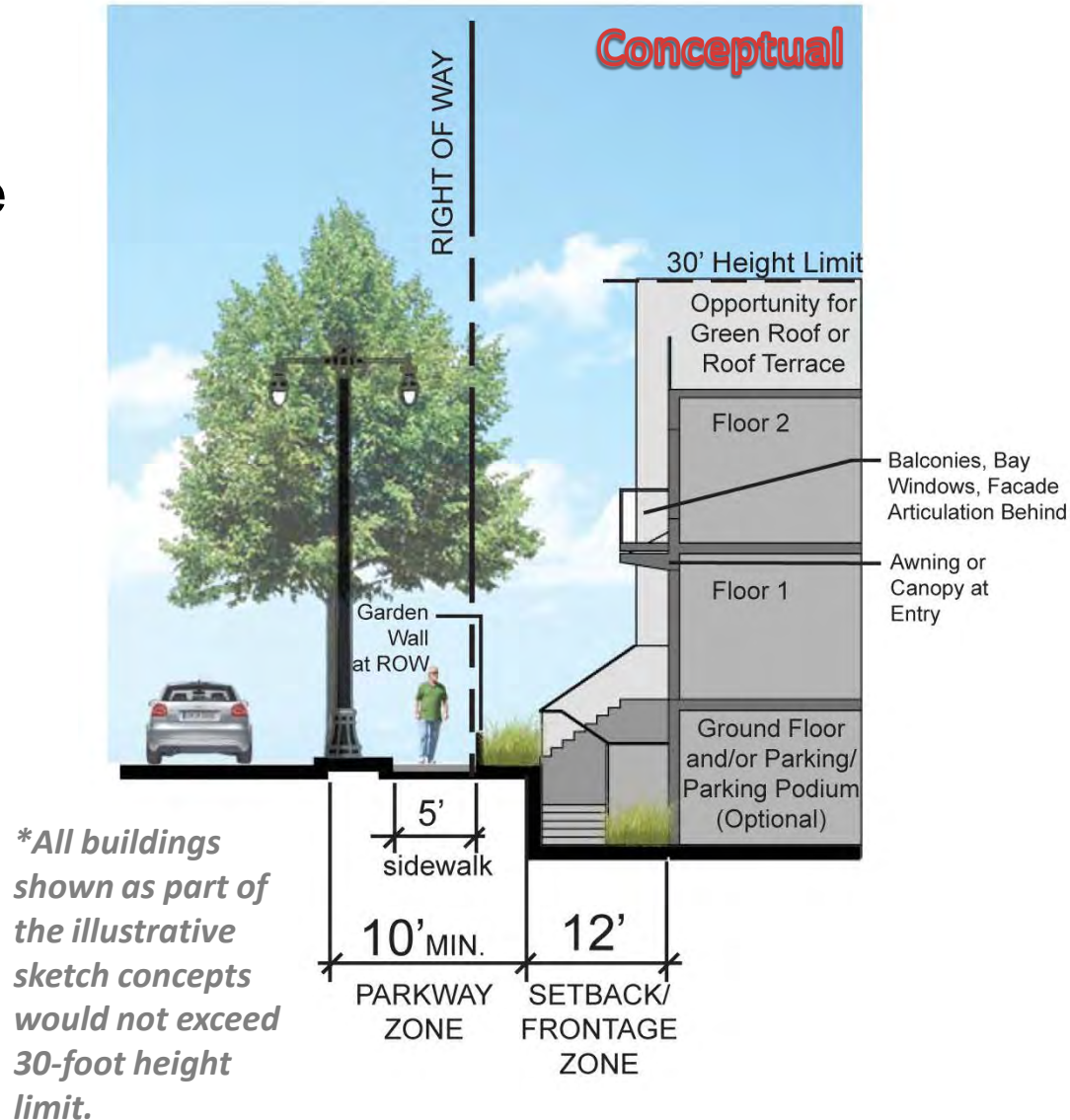
- Intended for single-use buildings, including non-pedestrian oriented uses
- Building articulation enhanced with landscaping
- 8 to 10 Foot Sidewalk
- 12 Foot Landscape Zone



Green Streets

Walk-Up Frontages

- Residential or mixed-use frontage
- Raised first floor with ground-level for living, live-work, or parking
- Front entries face pedestrian zone
- 5 Foot Sidewalk (or larger)
- 12 Foot setback for landscaping, stairway, and porches



Green Streets

Walk-Up Frontages

- Residential or live-work
- Raised first floor with ground-level for living, live-work, or parking



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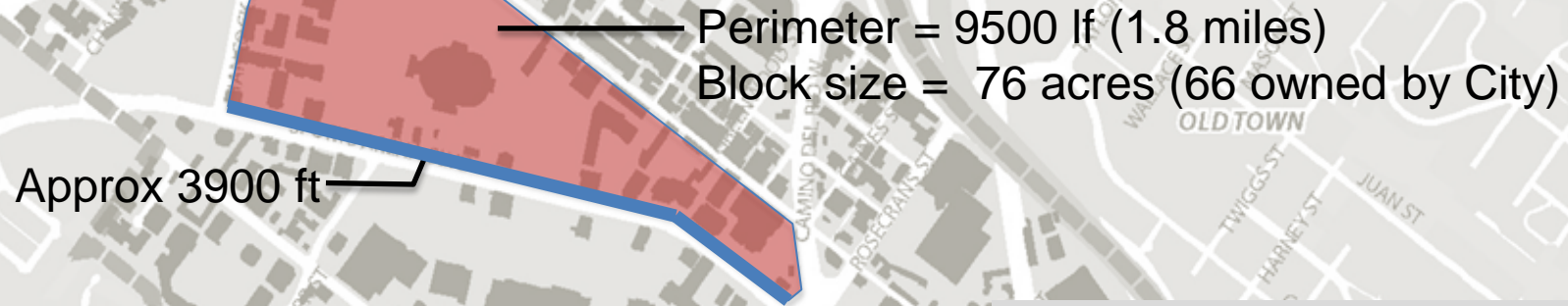
Community Plan Update



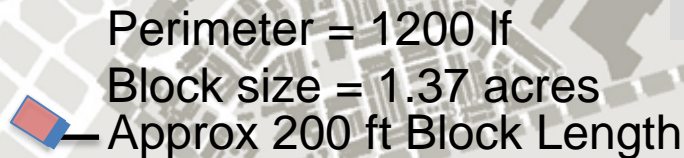
Sports Arena Village

Design Concepts

Sports Arena Village: Block Size



**Example of a traditional walkable grid block:
Perimeter = 1,200 lf
Block size = 1.37 ac
(200 x 300 lf)**



Sports Arena Village Conceptual Framework

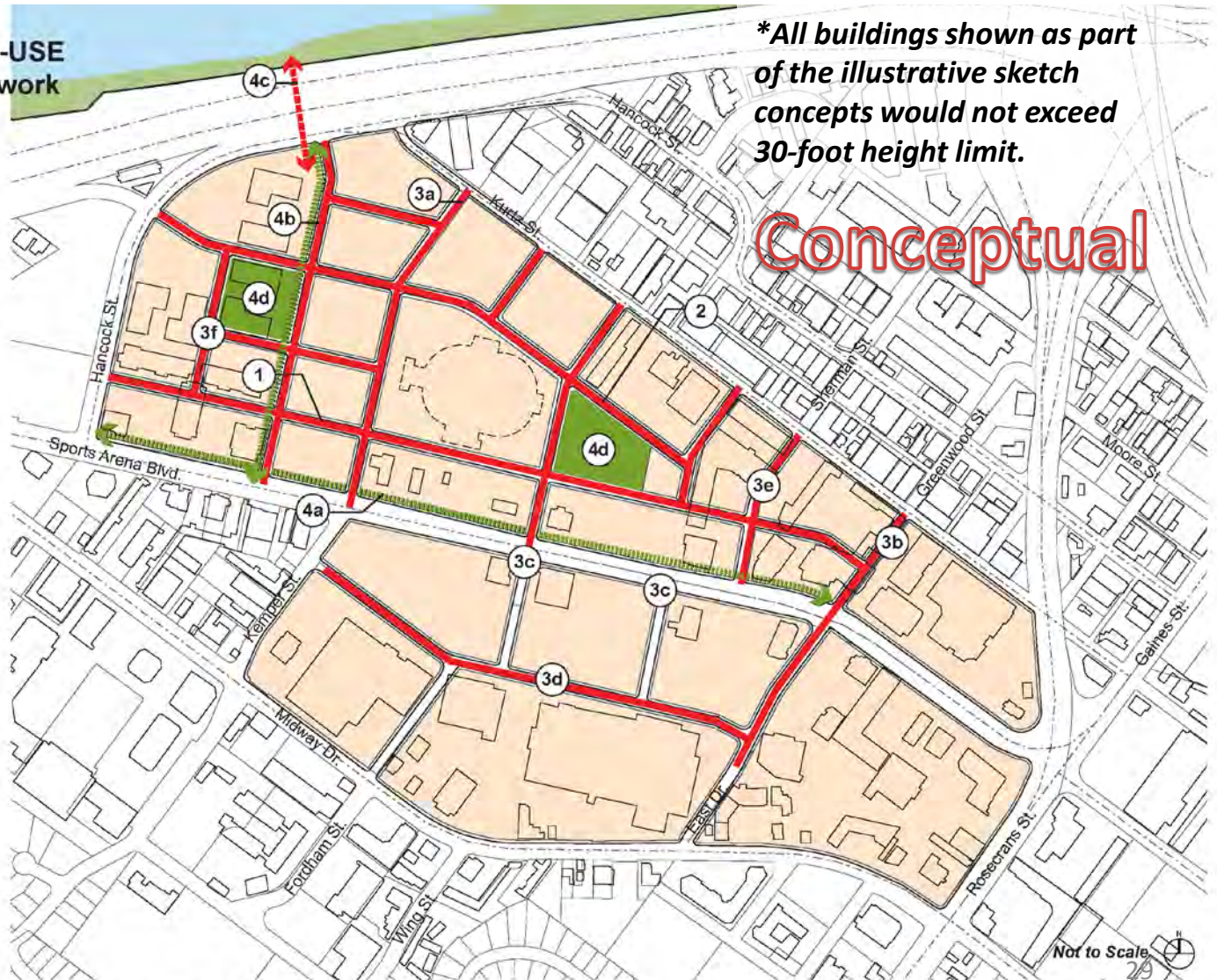
SPORTS ARENA VILLAGE SKETCH 1: ARENA + MIXED-USE Conceptual Planning Framework

GOALS

- ① Locate a new main street north of existing Sports Arena Blvd development, and south of the Sports Arena, with:
 - a. Active building frontage
 - b. Ability to close street for events such as swap meet, farmers markets, festivities, etc.
- ② Locate a new street south of non-City owned parcel and north of the Sports Arena.
- ③ Link or extend existing streets wherever possible:
 - a. Extend Kemper north to Kurtz
 - b. Link Greenwood south to East Drive
 - c. Extend existing drives north of Sports Arena Blvd
 - d. Link Kemper east to East Drive
 - e. Extend new grid east and connect Sherman to Sports Arena Blvd (longer term)
 - f. Extend new grid west and connect to Hancock Street (longer term)
- ④ Incorporate public multi-use spaces such as linear parks, parkways, and plazas, as destinations within the Sports Arena Village.
 - a. Incorporate an enhanced streetscape and/or linear park, along Sports Arena Blvd.
 - b. Incorporate a linear park or enhanced streetscape along Kemper, between Sports Arena Blvd and Kurtz, connecting to a potential pedestrian bridge.
 - c. Create a potential pedestrian bridge as a Bay to Bay Link connecting Sports Arena Village to San Diego River.
 - d. Incorporate new two new parks.

ADDITIONAL NOTES

5. The above goals should work together to divide the superblock into series of sites 1.5 - 3 acres in size. Where larger parcels are created, pedestrian connections should extend through the site to facilitate walkability
6. Modify existing streets to make more walkable and pedestrian-friendly.
7. Incorporate design guidelines for active building frontage.



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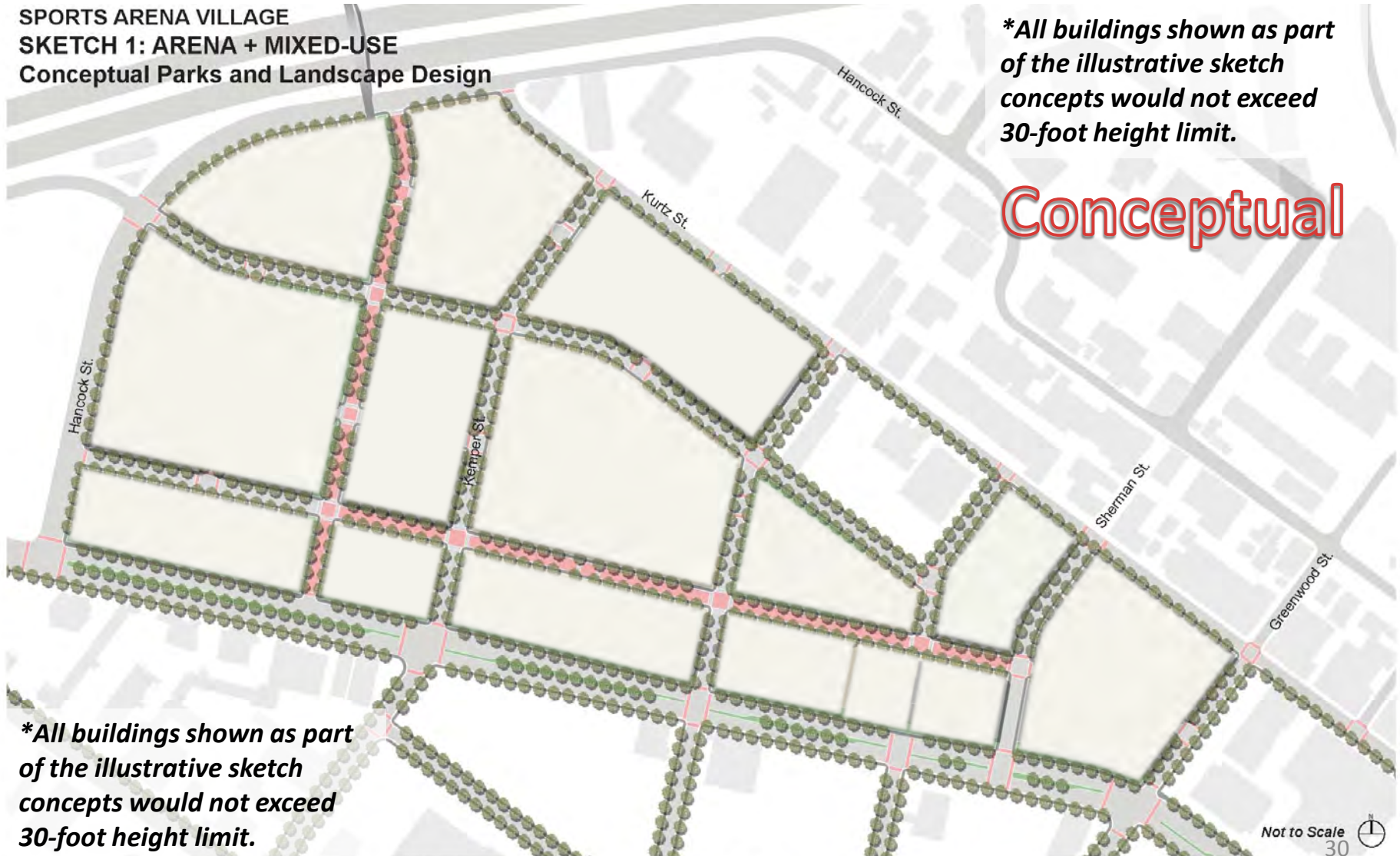
Conceptual

Sports Arena Village

SPORTS ARENA VILLAGE SKETCH 1: ARENA + MIXED-USE Conceptual Parks and Landscape Design

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Conceptual



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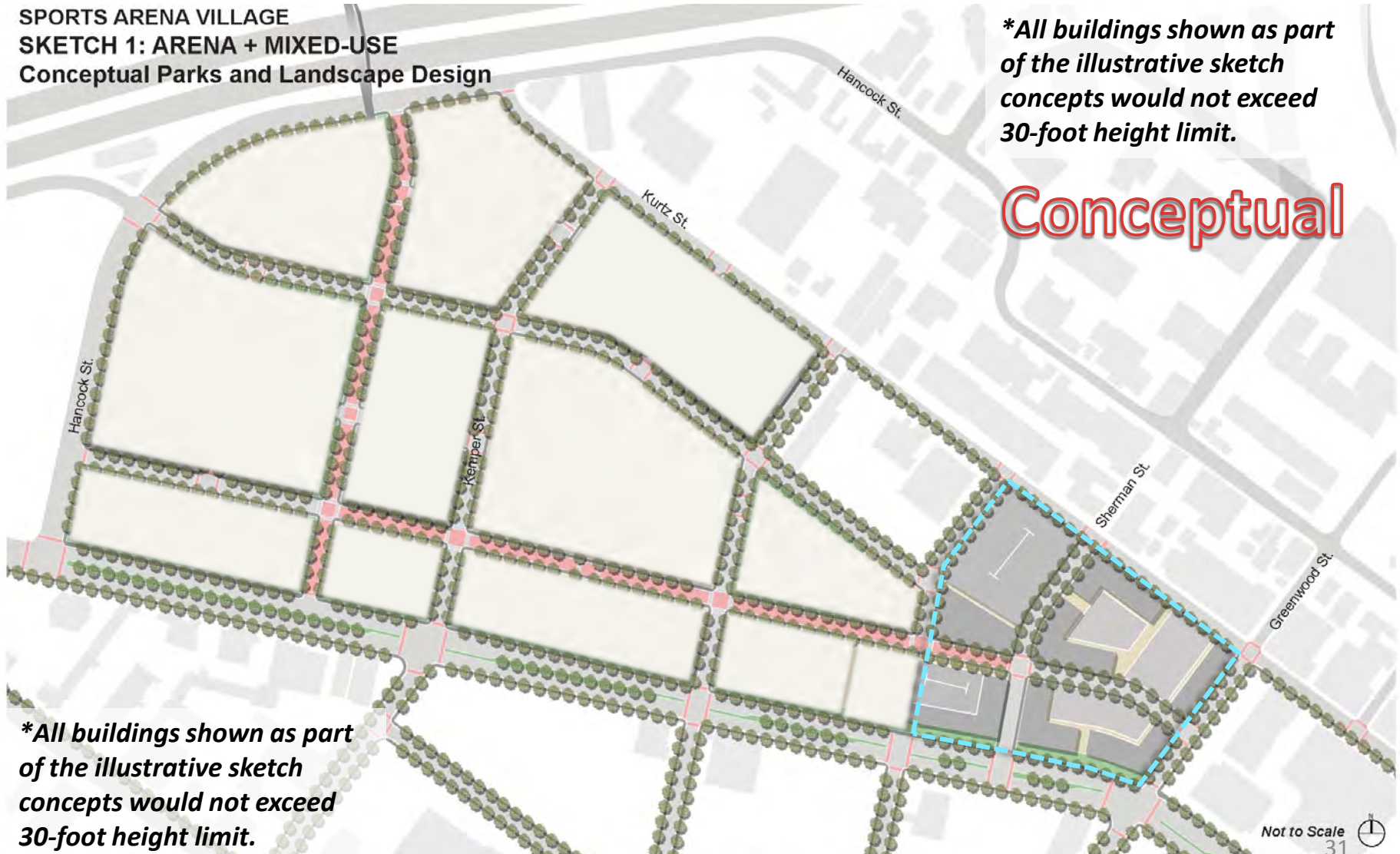
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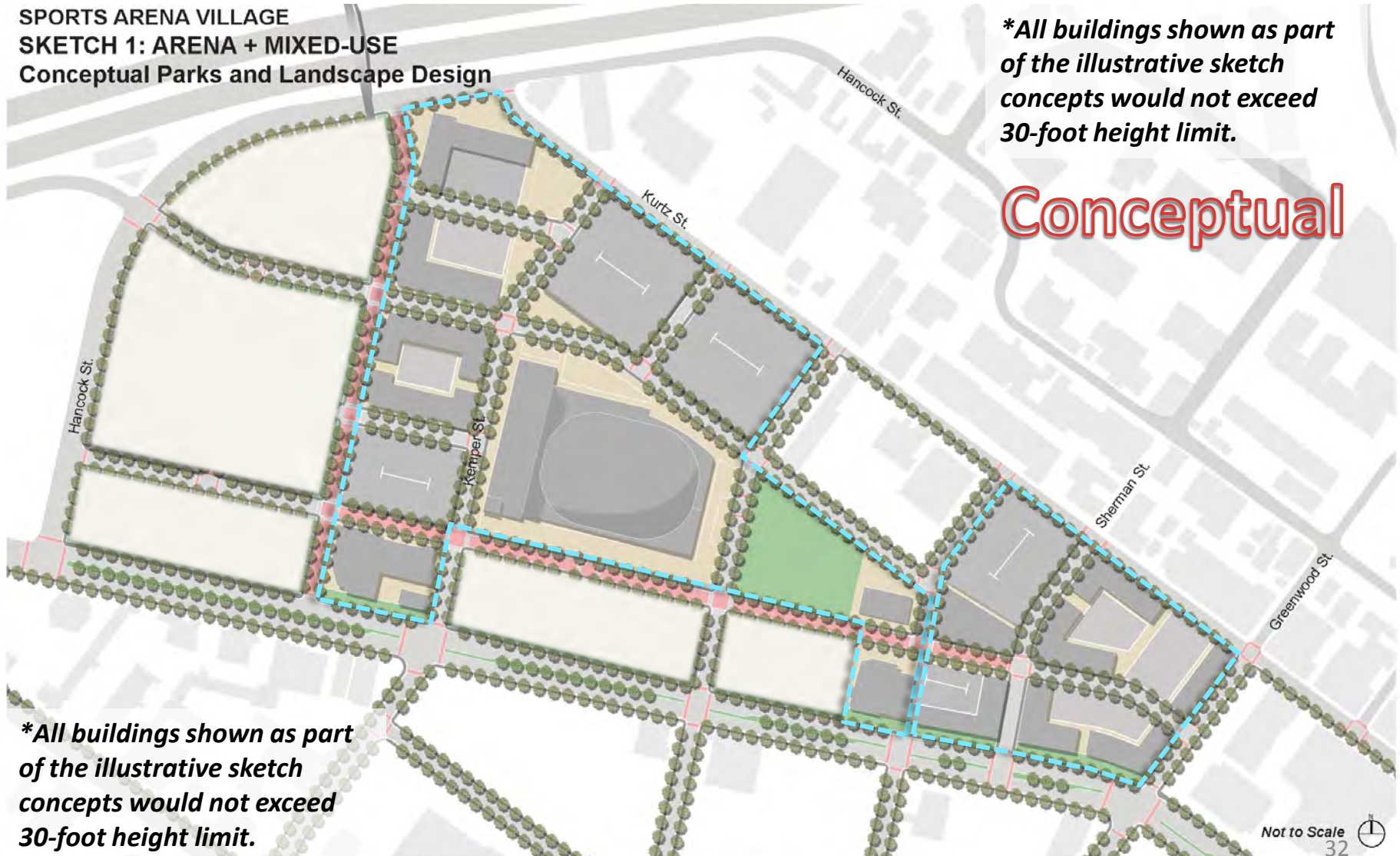


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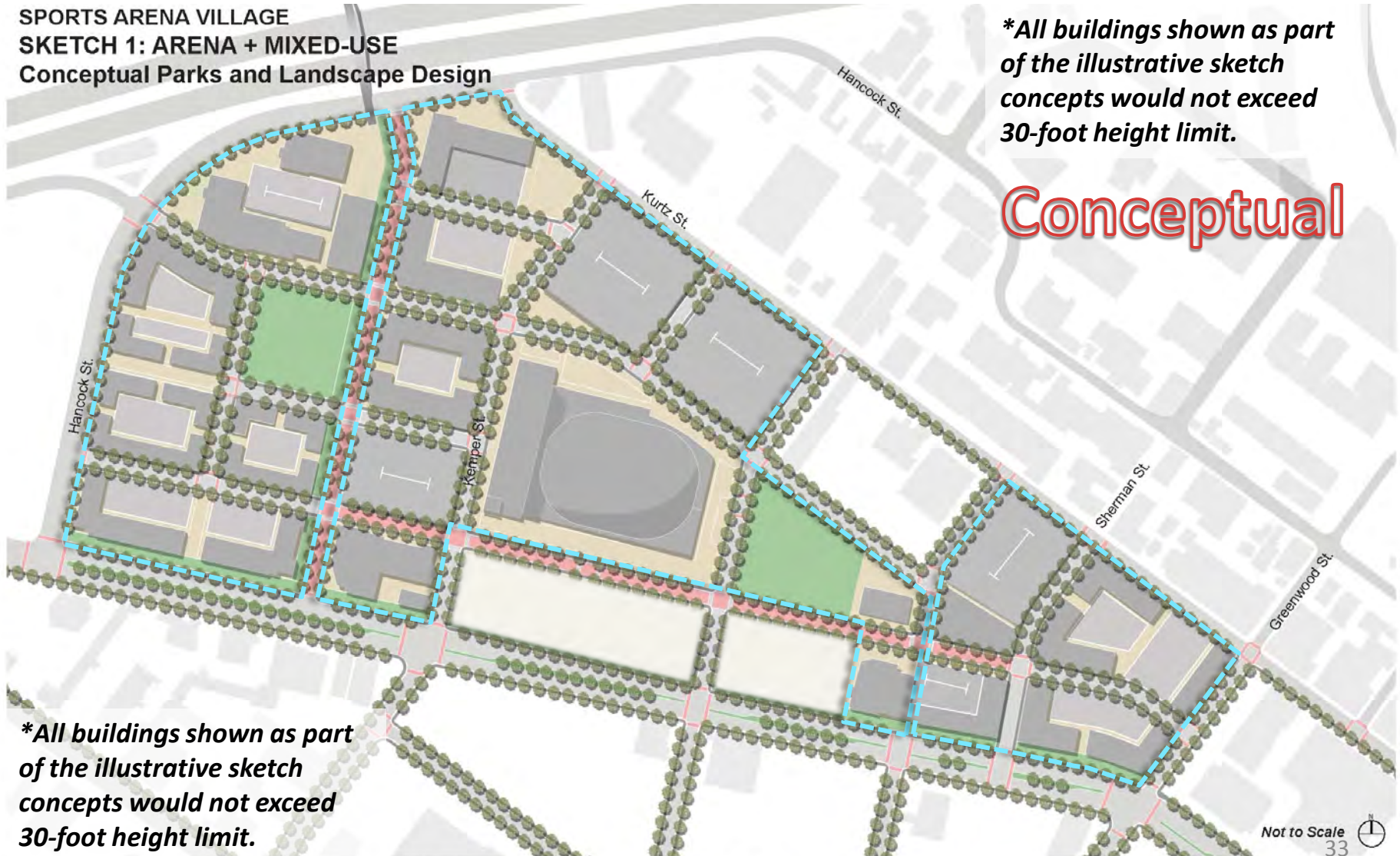
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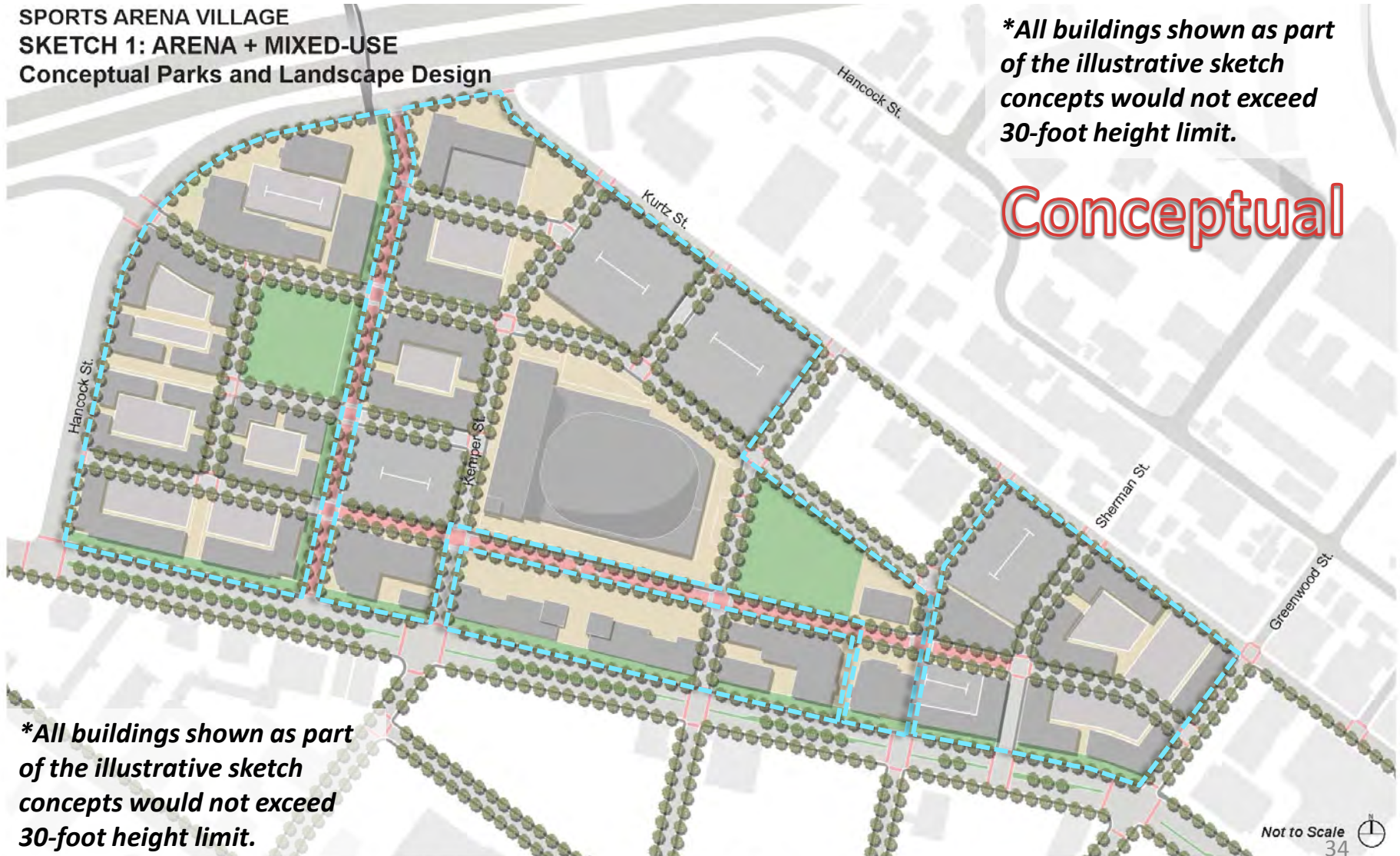
Not to Scale
33

Sports Arena Village

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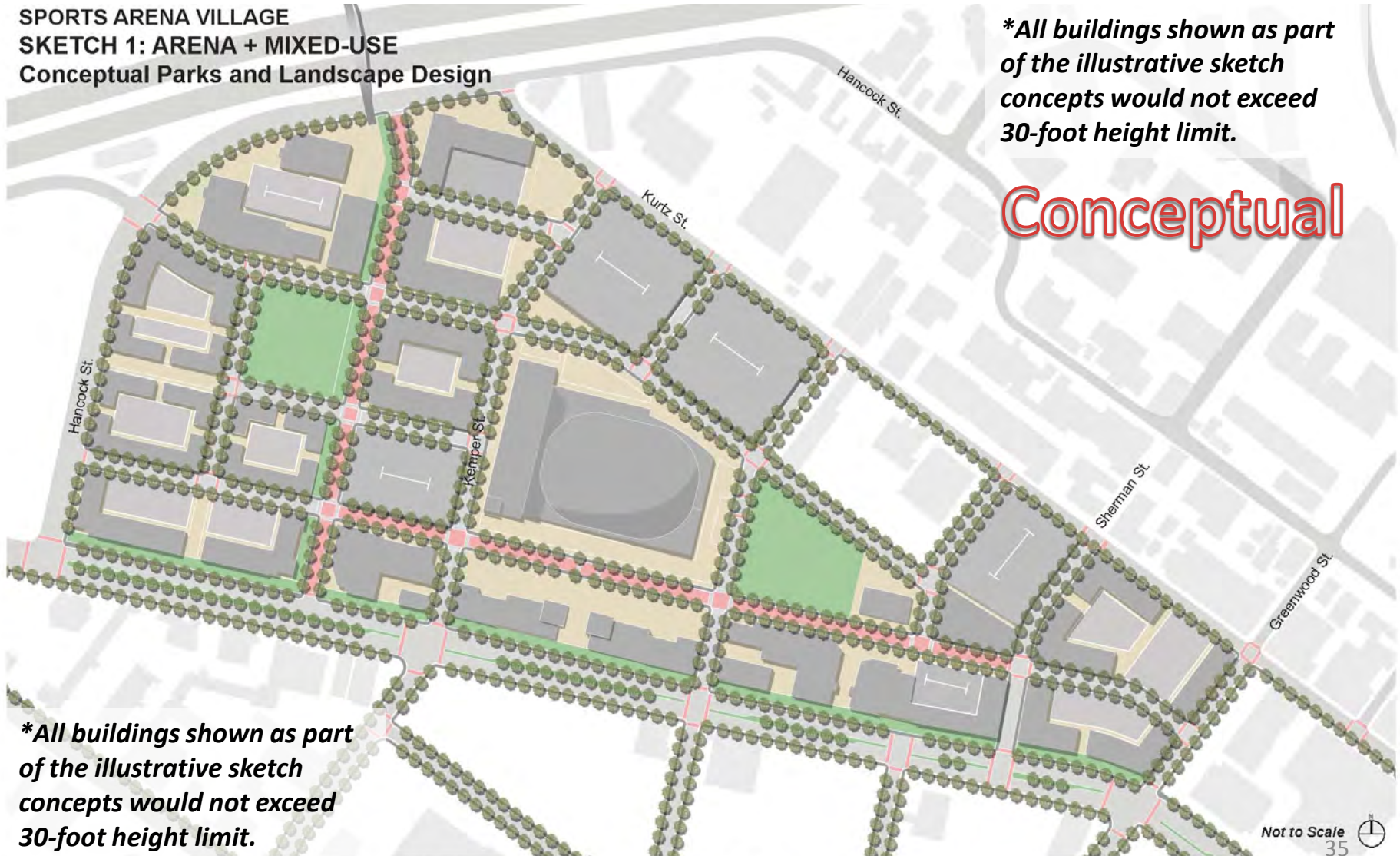
Not to Scale
34

Sports Arena Village

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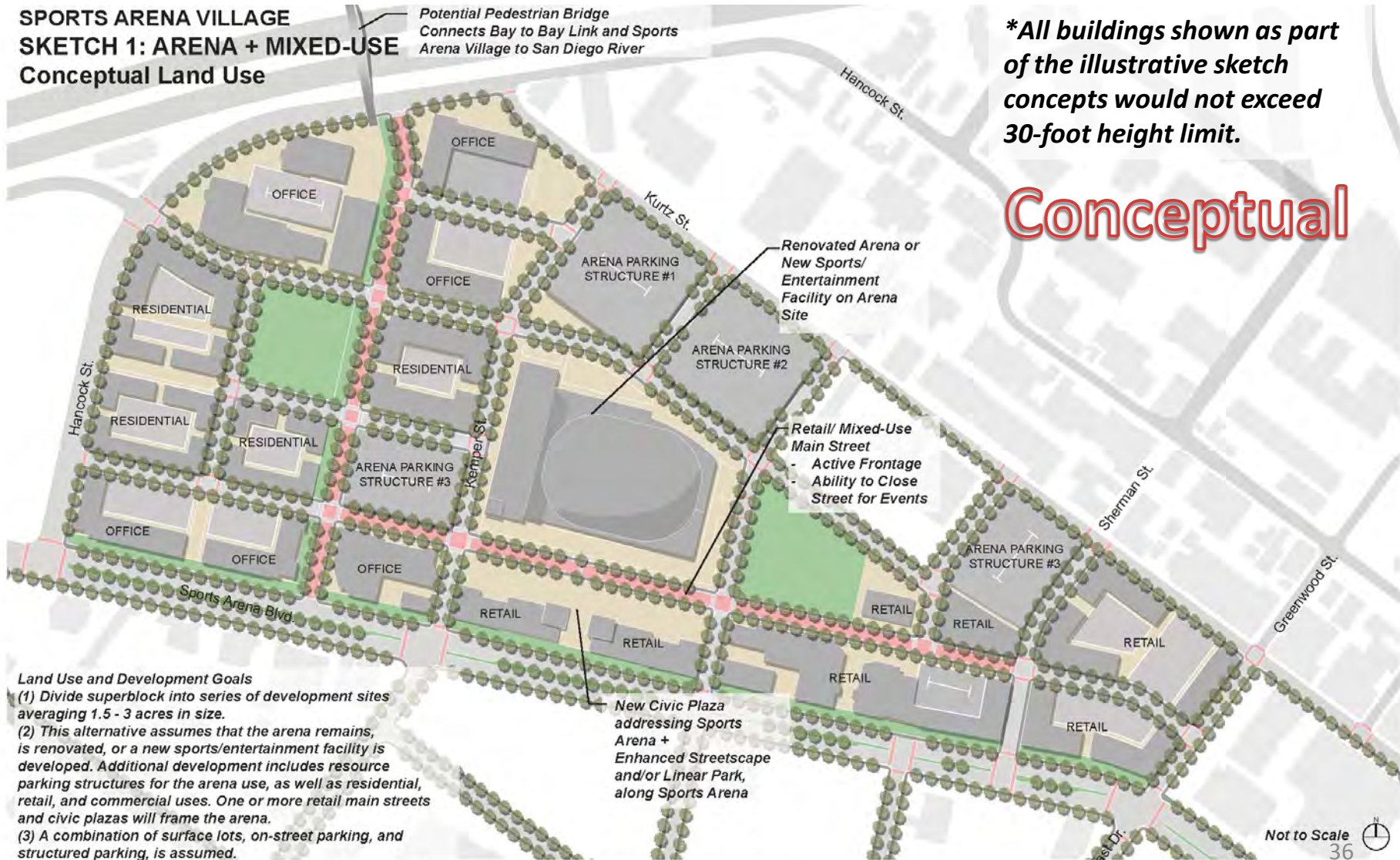
Conceptual



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Sports Arena Village

SPORTS ARENA VILLAGE SKETCH 1: ARENA + MIXED-USE Conceptual Land Use



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Sports Arena Village Conceptual Framework

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Planning Framework

GOALS

- ① Locate a new main street north of existing Sports Arena Blvd development, and south of the Sports Arena, with:
 - a. Active building frontage
 - b. Ability to close street for events such as swap meet, farmers markets, festivities, etc.
- ② Locate a new street south of non-City owned parcel and north of the Sports Arena.
- ③ Link or extend existing streets wherever possible:
 - a. Extend Kemper north to Kurtz
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 - c. Create a potential pedestrian bridge as a Bay to Bay Link connecting Sports Arena Village to San Diego River.
 - d. Incorporate new two new parks,

ADDITIONAL NOTES

5. The above goals should work together to divide the superblock into series of sites 1.5 - 3 acres in size. Where larger parcels are created, pedestrian connections should extend through the site to facilitate walkability
6. Modify existing streets to make more walkable and pedestrian-friendly.
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Conceptual



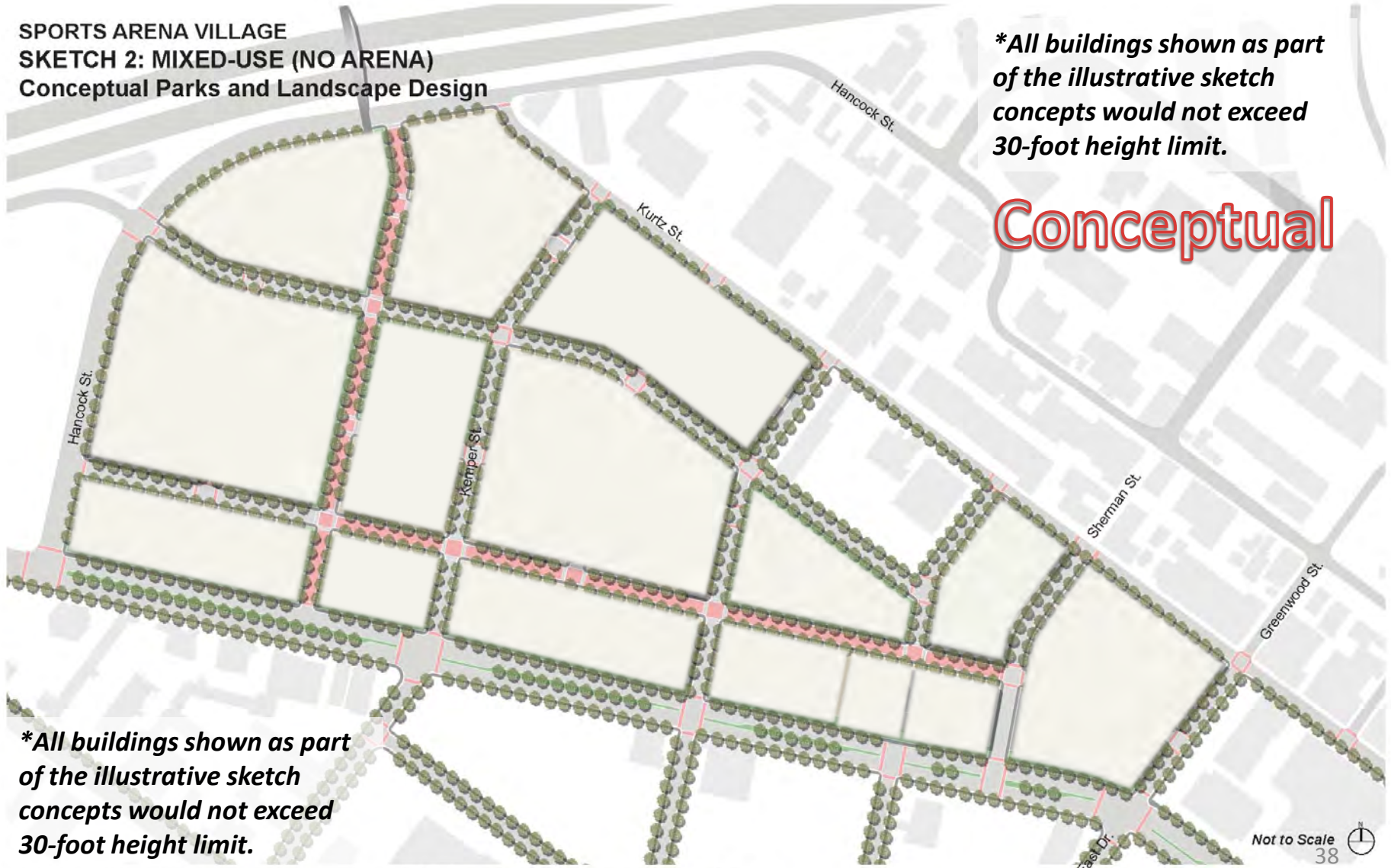
Sports Arena Village

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Parks and Landscape Design

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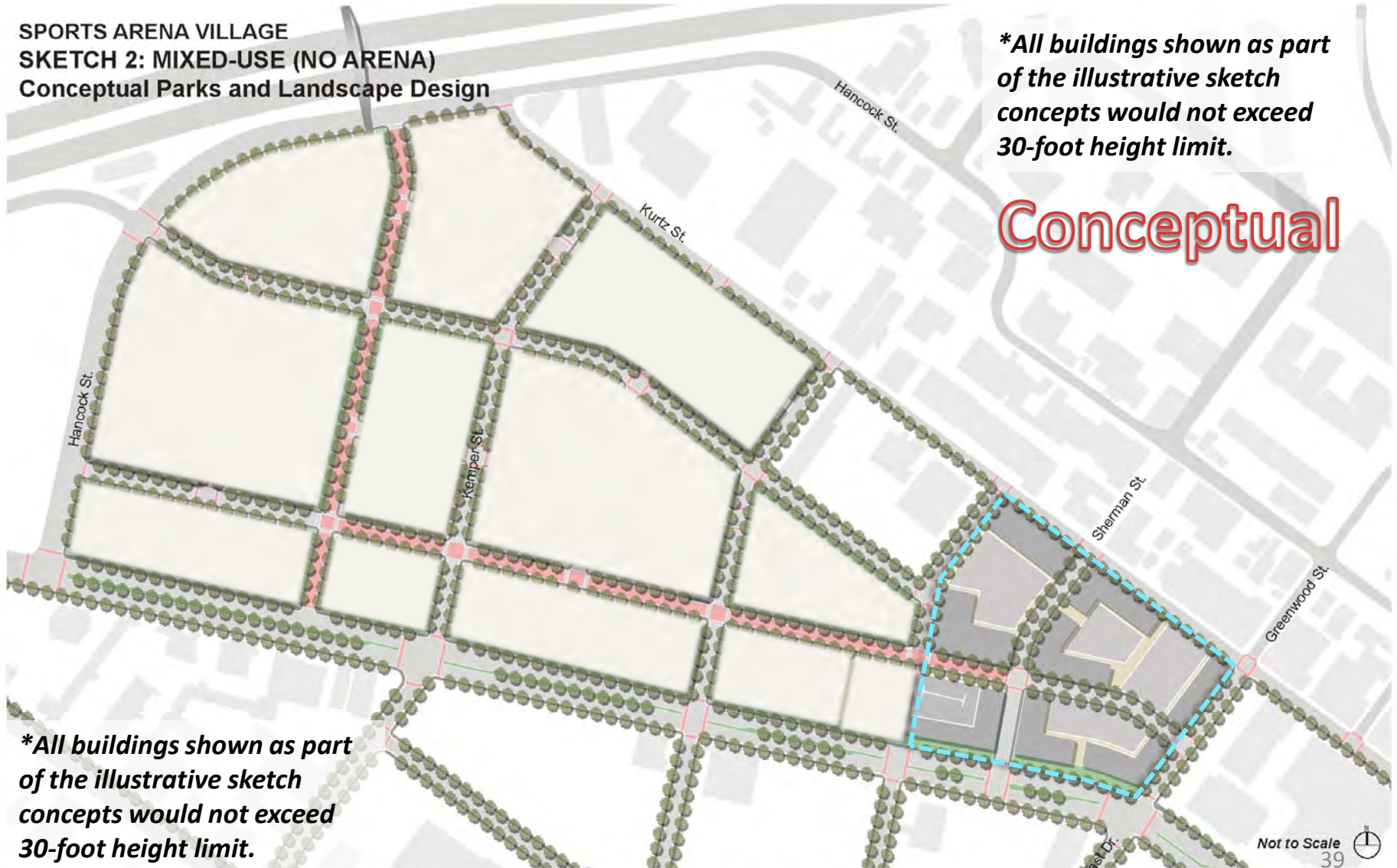
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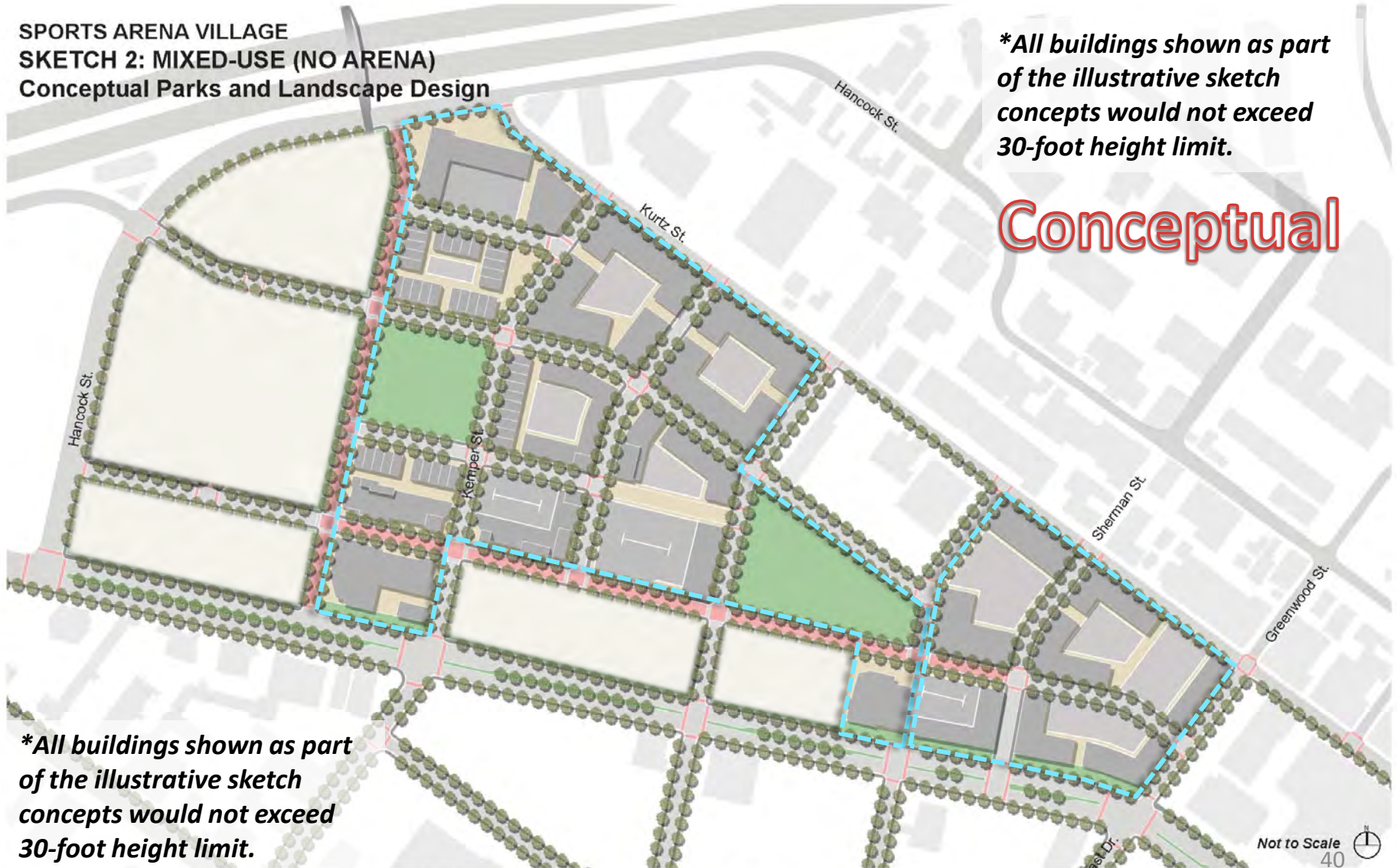
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39

Sports Arena Village

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Parks and Landscape Design

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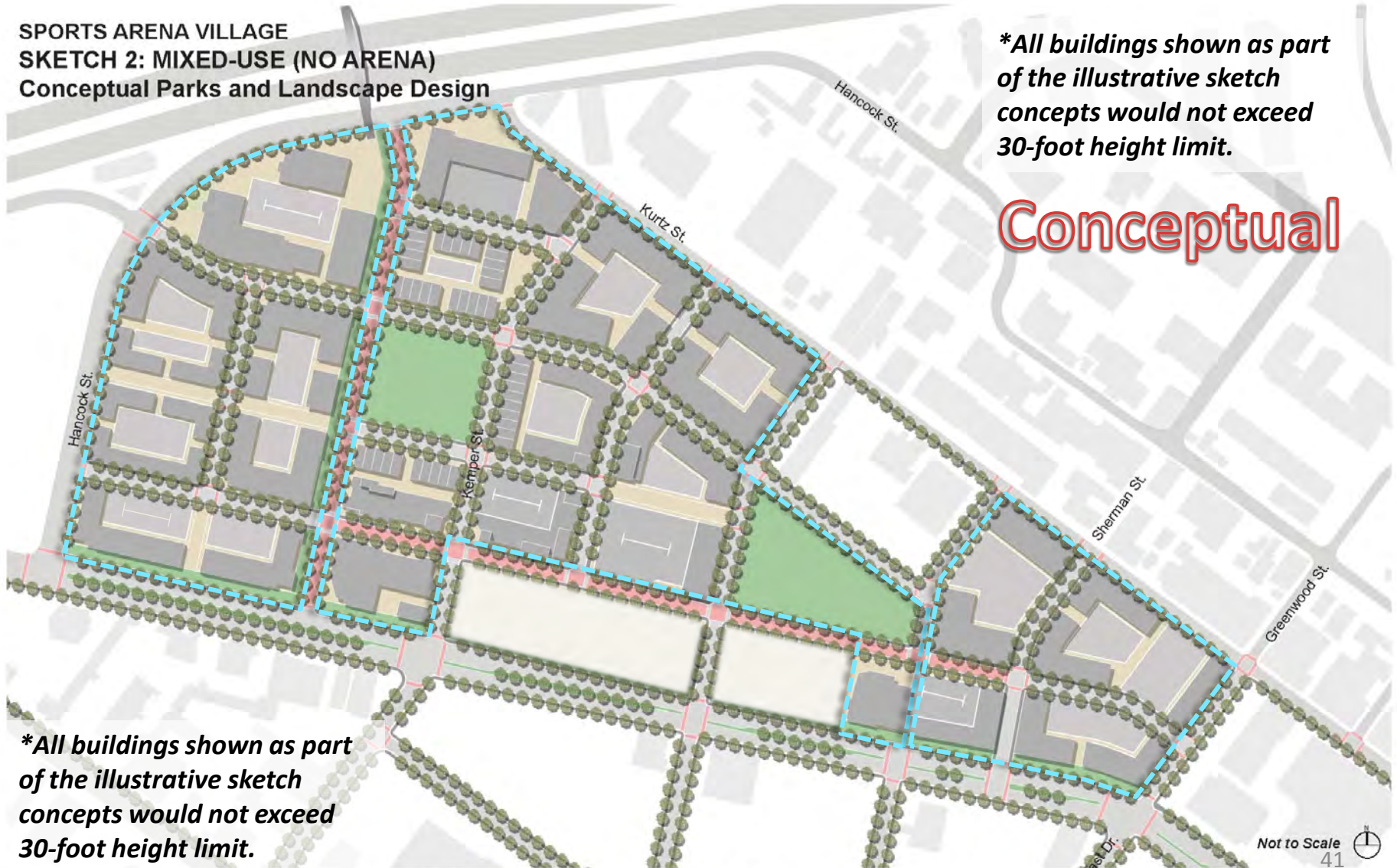
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40

Sports Arena Village

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Parks and Landscape Design

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Conceptual



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Not to Scale
41

Sports Arena Village

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Parks and Landscape Design

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Conceptual



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Not to Scale
42

Sports Arena Village

SPORTS ARENA VILLAGE
SKETCH 2: MIXED-USE (NO ARENA)
Conceptual Parks and Landscape Design

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Conceptual



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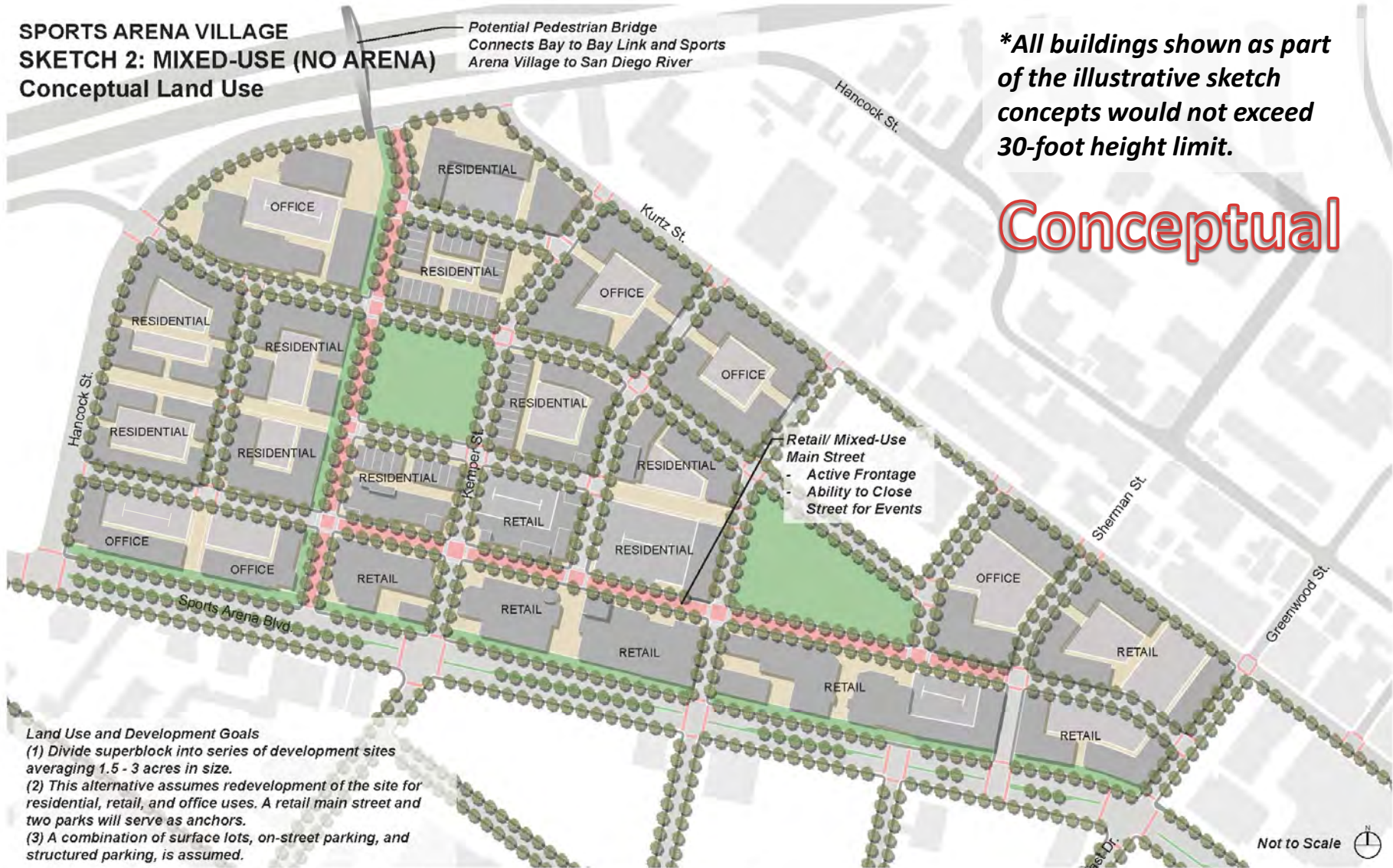
Sports Arena Village

SPORTS ARENA VILLAGE SKETCH 2: MIXED-USE (NO ARENA) Conceptual Land Use

Potential Pedestrian Bridge
Connects Bay to Bay Link and Sports
Arena Village to San Diego River

****All buildings shown as part
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Conceptual



Land Use and Development Goals

- (1) Divide superblock into series of development sites averaging 1.5 - 3 acres in size.
- (2) This alternative assumes redevelopment of the site for residential, retail, and office uses. A retail main street and two parks will serve as anchors.
- (3) A combination of surface lots, on-street parking, and structured parking, is assumed.

Dutch Flats Village

Design Concepts

Dutch Flats Village

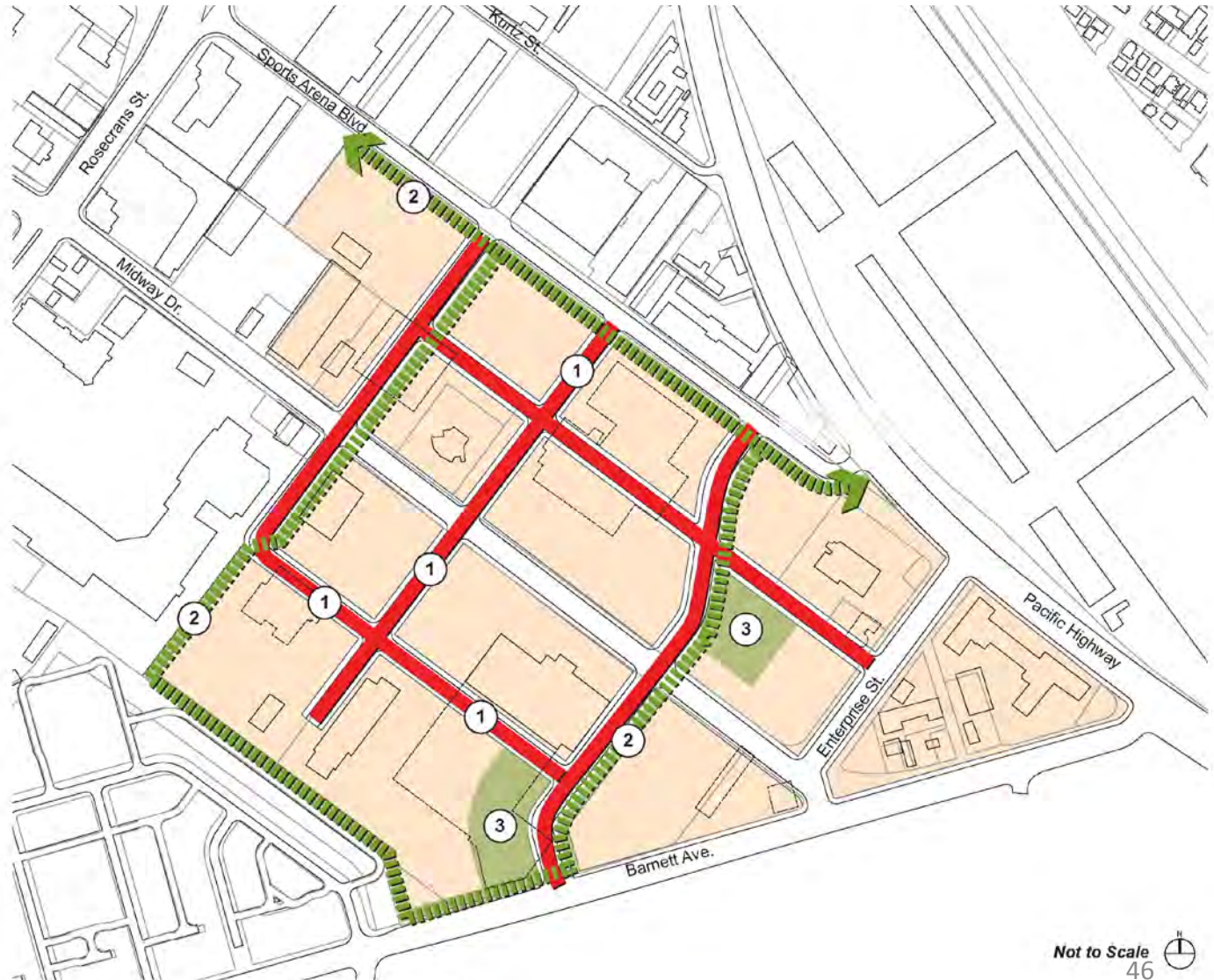
DUTCH FLATS VILLAGE Conceptual Planning Framework

GOALS

- ① Introduce new walkable, pedestrian, oriented streets:
 - a. That are connected to each other, and that serve to connect the community.
 - b. To break down the scale of the super blocks.
- ② Incorporate a linear park linking Sports Arena Boulevard to Midway Drive and Barnett Avenue, and connecting amenities throughout the Dutch Flats Village.
- ③ Incorporate two public parks, one south and one north of Midway Drive.

ADDITIONAL NOTES

4. The above goals should work together to divide the superblock into series of sites 1.5 - 3 acres in size. Where larger parcels are created, pedestrian connections should extend through the site to facilitate walkability.
5. Modify existing streets to make more walkable and pedestrian-friendly.
6. Incorporate design guidelines for active building frontage.
7. Note: A combination of surface lots, on-street parking, and structured parking, is assumed.

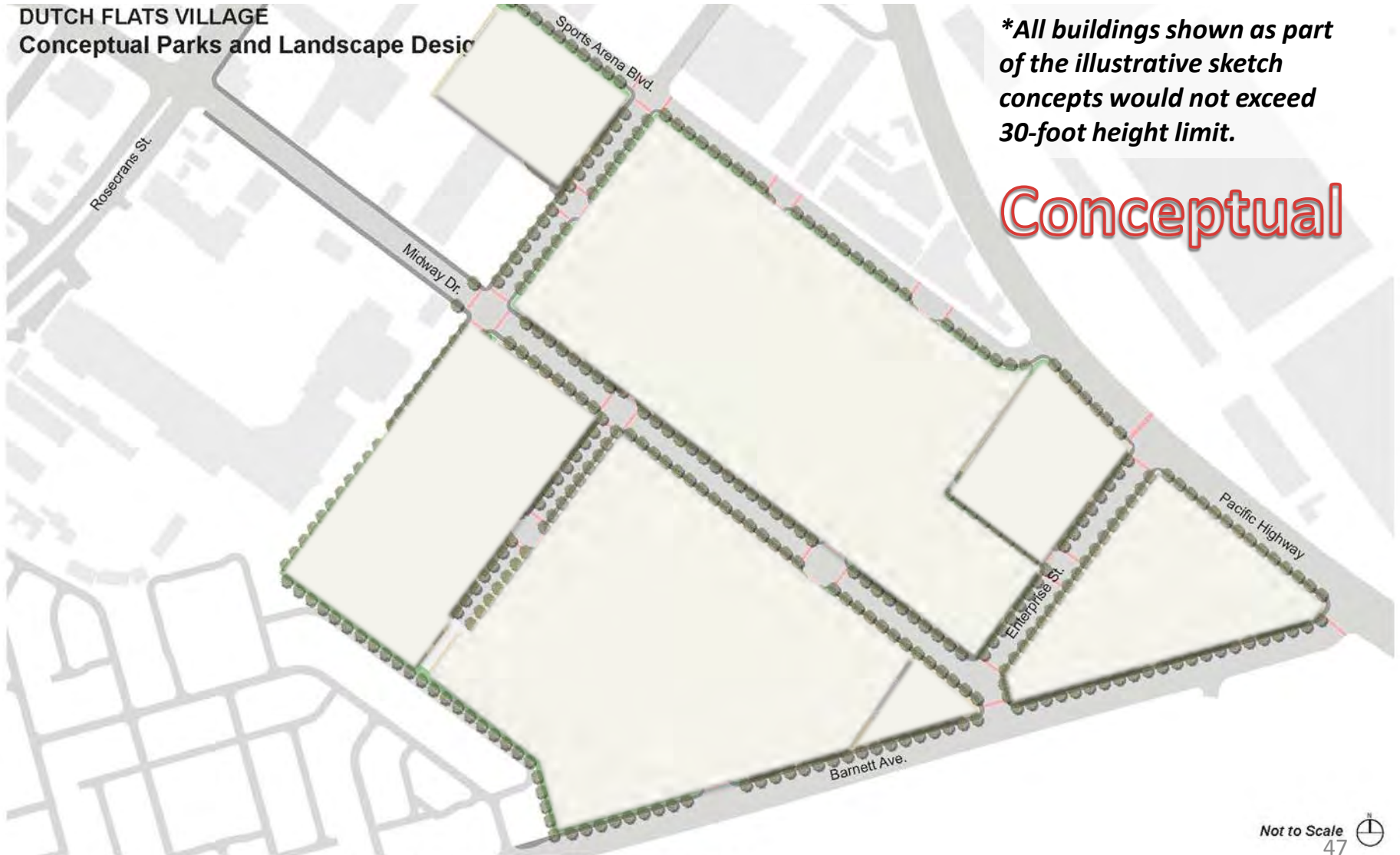


Dutch Flats Village

DUTCH FLATS VILLAGE
Conceptual Parks and Landscape Design

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Conceptual



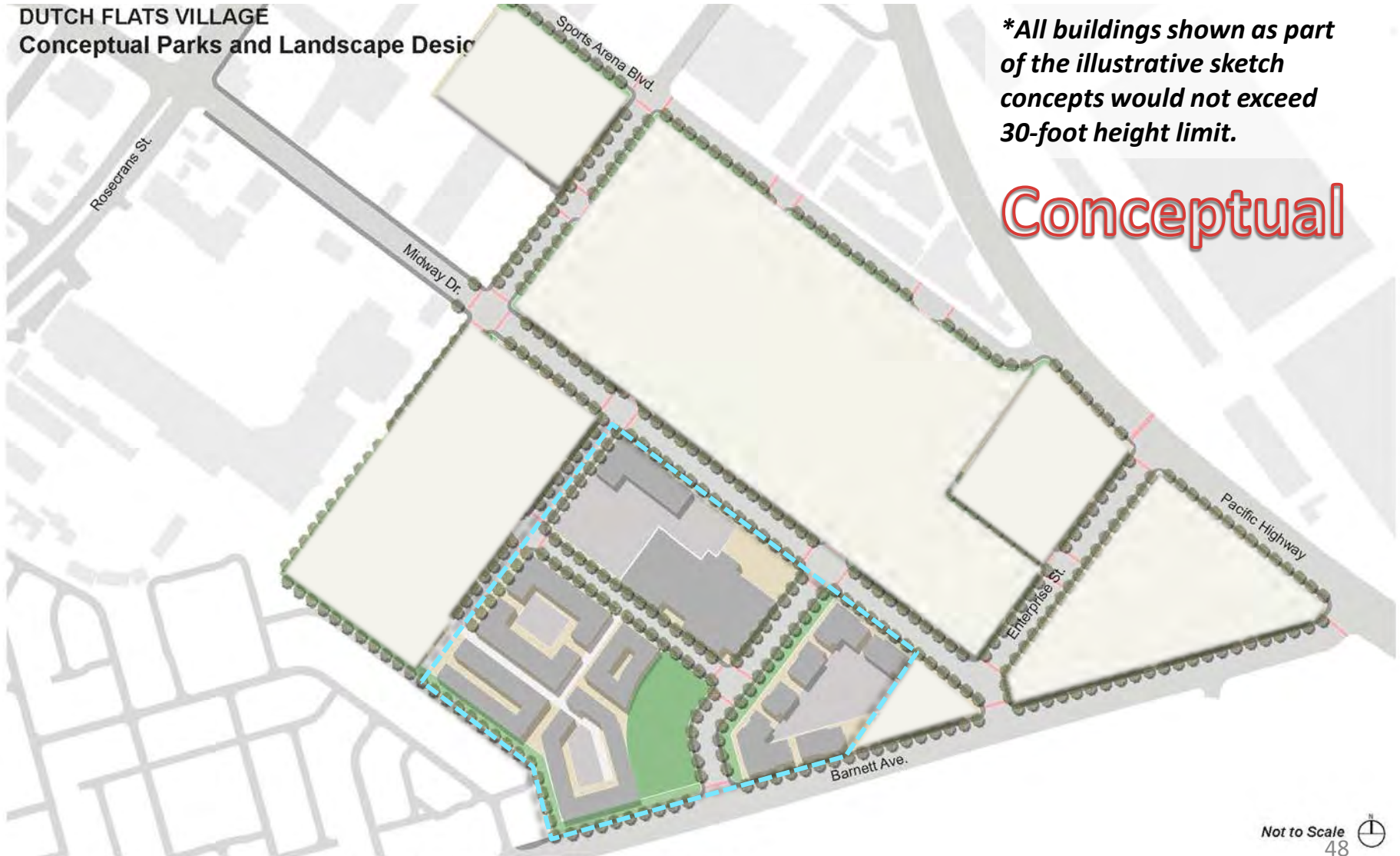
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Dutch Flats Village

DUTCH FLATS VILLAGE
Conceptual Parks and Landscape Design

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Conceptual

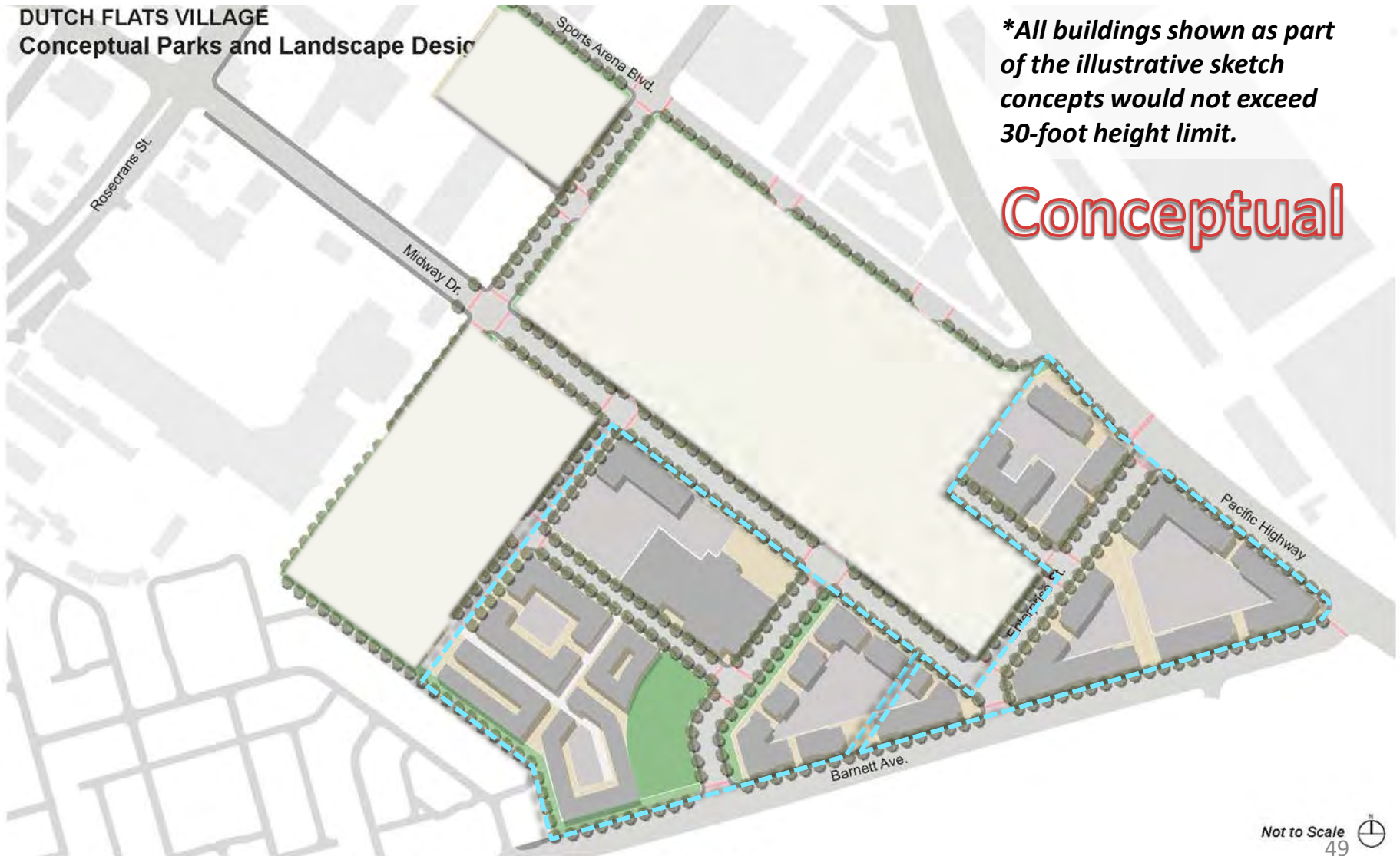


Dutch Flats Village

DUTCH FLATS VILLAGE
Conceptual Parks and Landscape Design

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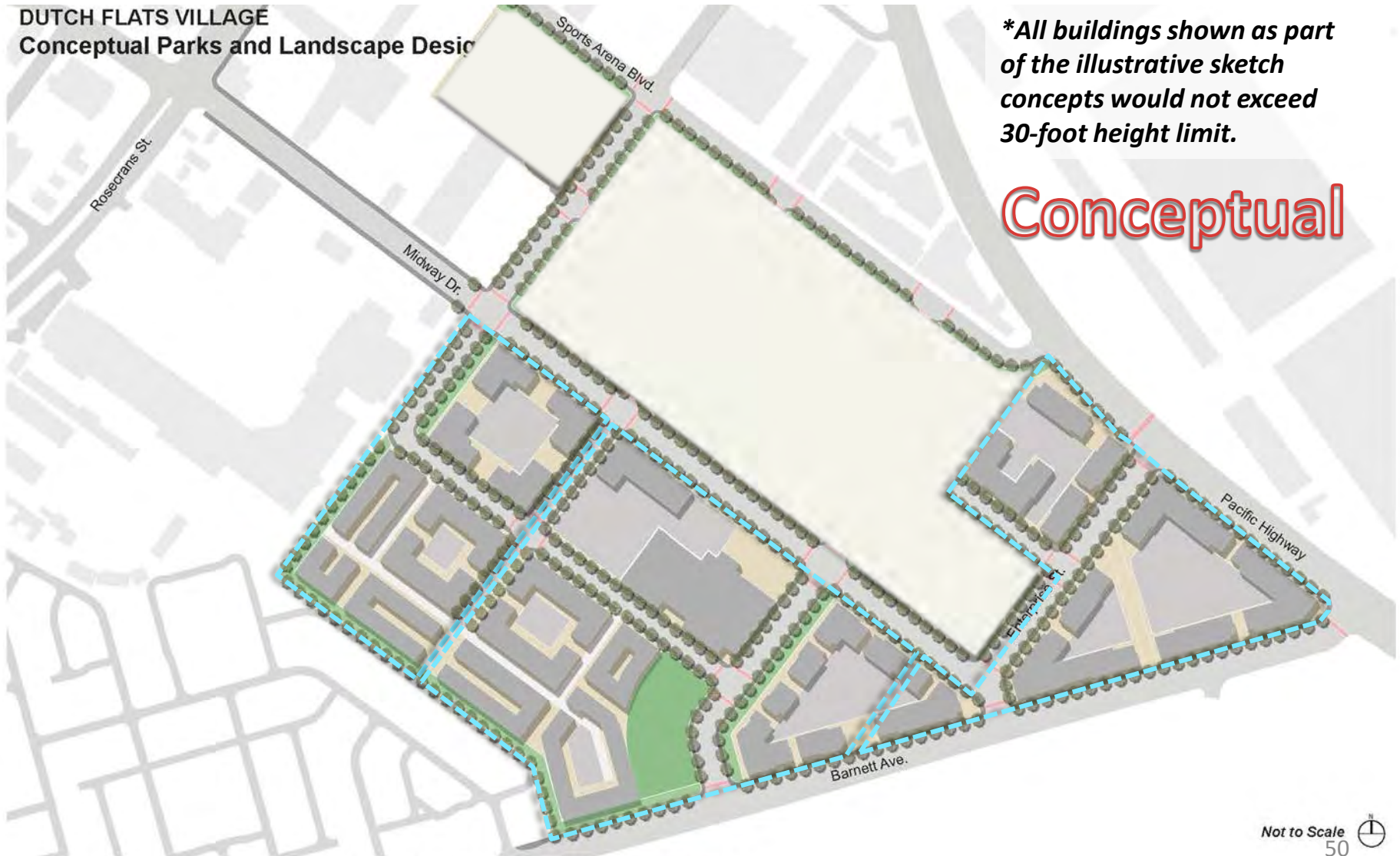


Dutch Flats Village

DUTCH FLATS VILLAGE
Conceptual Parks and Landscape Design

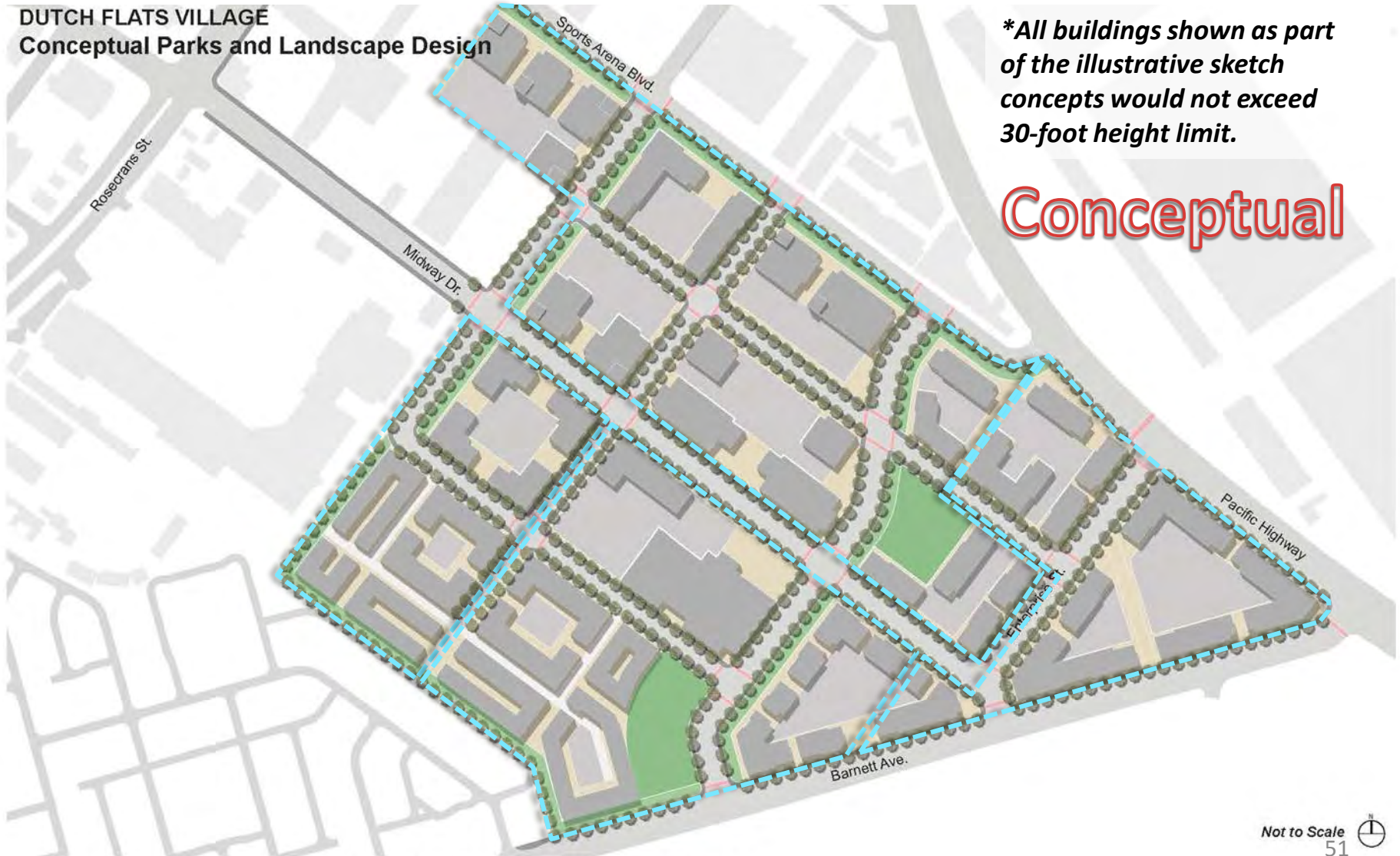
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Conceptual



Dutch Flats Village

DUTCH FLATS VILLAGE Conceptual Parks and Landscape Design

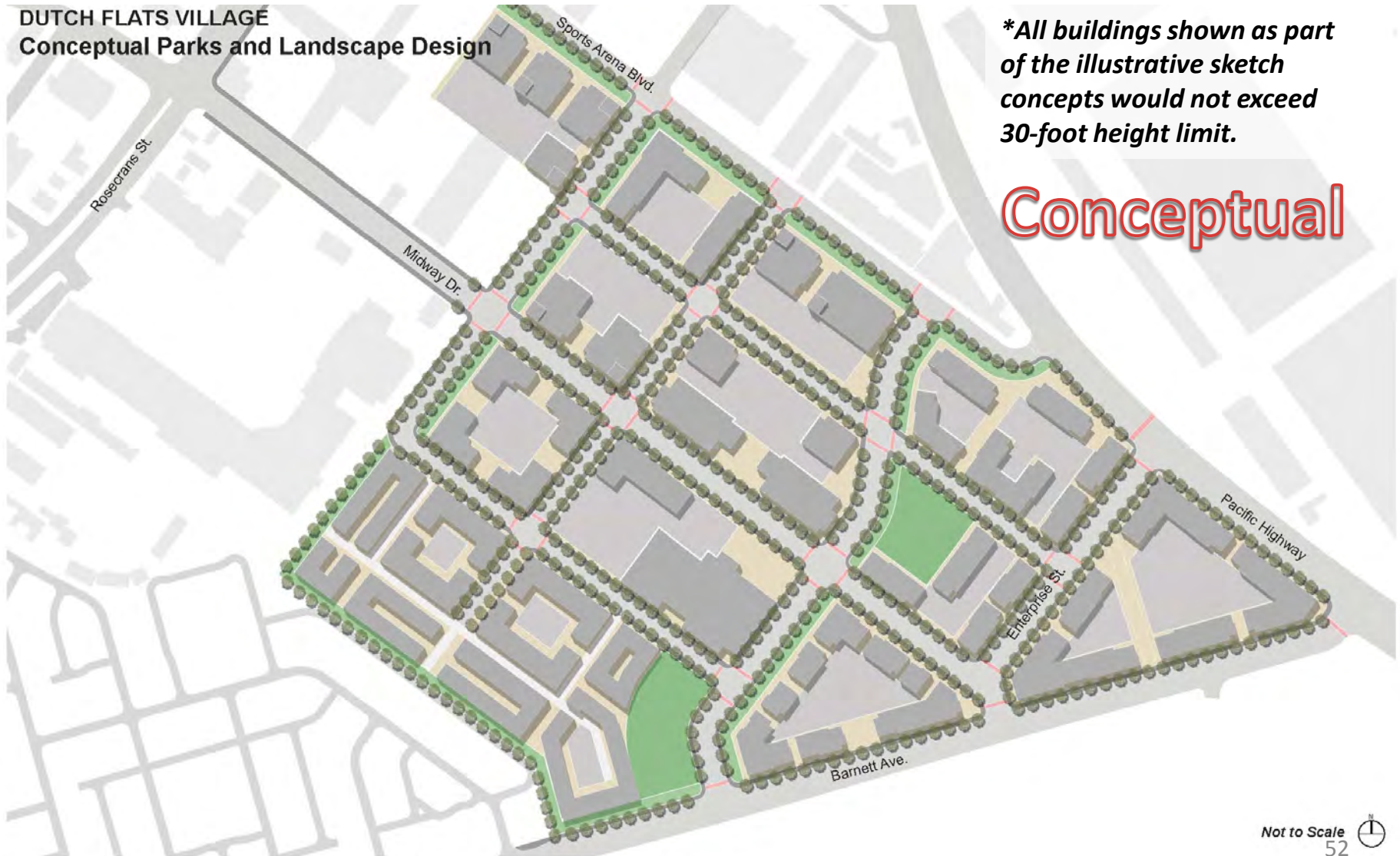


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Conceptual

Dutch Flats Village

DUTCH FLATS VILLAGE Conceptual Parks and Landscape Design



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Conceptual

Dutch Flats Village

DUTCH FLATS VILLAGE Conceptual Land Use



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Conceptual

Next Steps for 2014

- Discuss other draft Community Plan Elements
- Traffic Modeling Results
- Draft Public Facilities Financing Plan
- Community Workshop
- Start Preparing Draft Environmental Impact Report

May 21, 2014

Community Plan Update

Advisory Committee Meeting

Urban Design Concepts

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AECOM

