## 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



#### pergolas may be used to minilar effort

#### Composition

An norde previously, the PICE Revied is minible for a range of plasming and maxing configurations, from highly symencizely buildings to much more "consul" compositions. In plan, an irregular holding "footprist" wave be specipretate in order to emforce an analizer placturian scale. Larger structures, on list abser hand, may demand a sinire coherity treatment. In illevation, windows and down may be arranged as similarly averasis ways. Sini circuitors, windows and down may be arranged as similarly averasis ways. Sini circuitors (windows and initial isospin).

#### Materials

There is a limited "fullent" of materials associated with this type. Primary sections instantial health of the order of the order of control, would framing and plaster walf finishes. Windows may be framed in planted with the moviner dustal or in wood. Glataring may be triated bar theolal not be highly reflective. Doors and finance may be guided the indust of the highly redimensis shind be paired maint of wood. Oranamutatics, which smally usous amound doors, windfores, solfflat and pampet, may be of wood, planter tions, present concern to order simulated door probably or glassal tile.

#### Color

As with waterials, there is a limited range of color choices associated with the style. Roof the its in the redorand/performs range. Expond toods, while mort typically painted are standed lask lawsen, may be treated in a wide range of celters. Isoveced is unstaty painted back, but color is also often used. Proviment features may warraw bright accest tolors, such as tile-covered dones or inset panels.

One of the most resognizable features of the architecture of the NTC is the vibrant recumbednet wall color. This color should be imployed as the primary near of wall surfaces, with seconds in the whitefoliopican range common is oracle

and other exposition louidings as Baltez Paik, the Stata Fe Depot downtown, memerane charachest and of course counties private molèneos throughout the source of the sourcehous dataset. It is the source of the source of the sourcehous dataset Spanah Colonad Revival from 1915-1980. The heat-known protitions as Spanah Colonad Revival from 1915-1980. The heat-known protitions as Spanah Colonad I. Revival from 1915-1980. The heat-known protitions as Spanah Colonad I. Revival from 1915-1980. The heat-known protitions as Spanah Colonad. There exists the prosibility of gauge traveative while a very well defined vocabulary of architectural elements, colors, firms and materials bears taxing, and program proteins and materials and materials bears taxing, and program platteres comparison. Building taxing to subary take toor as "unimated" scale until he down in the charge last the errours on the and one for even or unimization buildings. The PTC use first poor examples of all of the spatialses, in ruch buildings. The PTC use first poor examples of all of the spatialses, in ruch building at the charge last the errours on the datary of special to Colonal. If it is the more formal and symmetrical, datars in general and more uniform the speciesion.

#### Vocebuiary

The FITC Rerved has a well-stabilistical architectural variability: Buildings have pitched the roof wells hipped to gailed tank, wood not framma, often exposed to view and shaped for decorative effect; plattered (nucceon) extrinwish of various textures and a feasibility entry of the stability of the stability of the original platter of the stability of the stability of the stability of the original tangent of the stability of the stability of the stability of the original tangent of the stability of the stability of the stability of the pairing stability of the stability of the stability of the stability of the pairing stability of the decusive stability of the stability of the stability of the stability of the emphasizes the surface many. The effect of Databaspe shadow pattern over stability by the an affactor during consideration and longet shadow pattern over stability.

Architectural elements may extend the vocabulary beyond the externor wally of the itructure. Well-defined exterior space is characteristic of the ityle. Low plastered site walls may raciose hardwaye pation w courtyards. Arcadus or









VOCABULARY Polemete and decrement unbings tegninght point of many of Dattice Parts.

#### **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
- <u>Note: Criteria will not be</u> <u>style-specific.</u>





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



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



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



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

## **Pacific Highway**



Ultimate Street Type: Boulevard Ultimate Classification: 6 Lane Prime Arterial

on: 6 Lane Prime Arterial sket

# Street Types: Main Streets and Mixed-Use Frontage



### 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.





## Main Streets Mixed-Use Frontages

- Active pedestrianoriented 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.



# **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





## **Street Types: Green Streets**



## **Midway Drive**

#### Conceptual



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

## **Midway Drive**

#### Conceptual



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

## **Green Streets** Landscape Frontages

- Intended for single-use buildings, including nonpedestrian 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



# Sports Arena Village Design Concepts

SEA WORLD DR

### **Sports Arena Village: Block Size**

Perimeter = 9500 lf (1.8 miles)
Block size = 76 acres (66 owned by City)

Approx 3900 ft-

MIDWAY-PACIFIG

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

Perimeter = 1200 lf Block size = 1.37 acres – Approx 200 ft Block Length

#### Sports Arena Village Conceptual Framework

Sports Arena Blvd.

4c

4d

3a

4d

3d

#### 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
  - 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
  - Extend new grid east and connect Sherman to Sports Arena Blvd (longer term)
  - 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.
  - Incorporate an enhanced streetscape and/ or linear park, along Sports Arena Blvd.
  - Incorporate a linear park or enhanced streetscape along Kemper, between Sports Arena Blvd and Kurtz, connecting to a potential pedestrian bridge.
  - 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

- 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.
- Modify existing streets to make more walkable and pedestrian-friendly.
- Incorporate design guidelines for active building frontage.

Midway Community Plan Update. Draft May 2014. Note: Draft illustrative sketch concepts are shown for discussion purposes only.

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

Not to Scal














### Sports Arena Village Conceptual Framework

Sports Arena Blvd.

4c

3a

4d

3d

4d

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

GOALS

- 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
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# Dutch Flats Village Design Concepts

### DUTCH FLATS VILLAGE Conceptual Planning Framework

### GOALS

 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.
- Modify existing streets to make more walkable and pedestrian-friendly.
- Incorporate design guidelines for active building frontage.
- Note: A combination of surface lots, on-street parking, and structured parking, is assumed.



Midway Community Plan Update. Draft May2014. Note: Draft illustrative sketch concepts are shown for discussion purposes only.

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DUTCH FLATS VILLAGE Conceptual Parks and Landscape Desic

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Conceptual

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# 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

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