

# January 15, 2014

# Advisory Committee Meeting

## *Urban Design Concepts*

MIDWAY - PACIFIC HIGHWAY CORRIDOR  
Community Plan Update



AECOM

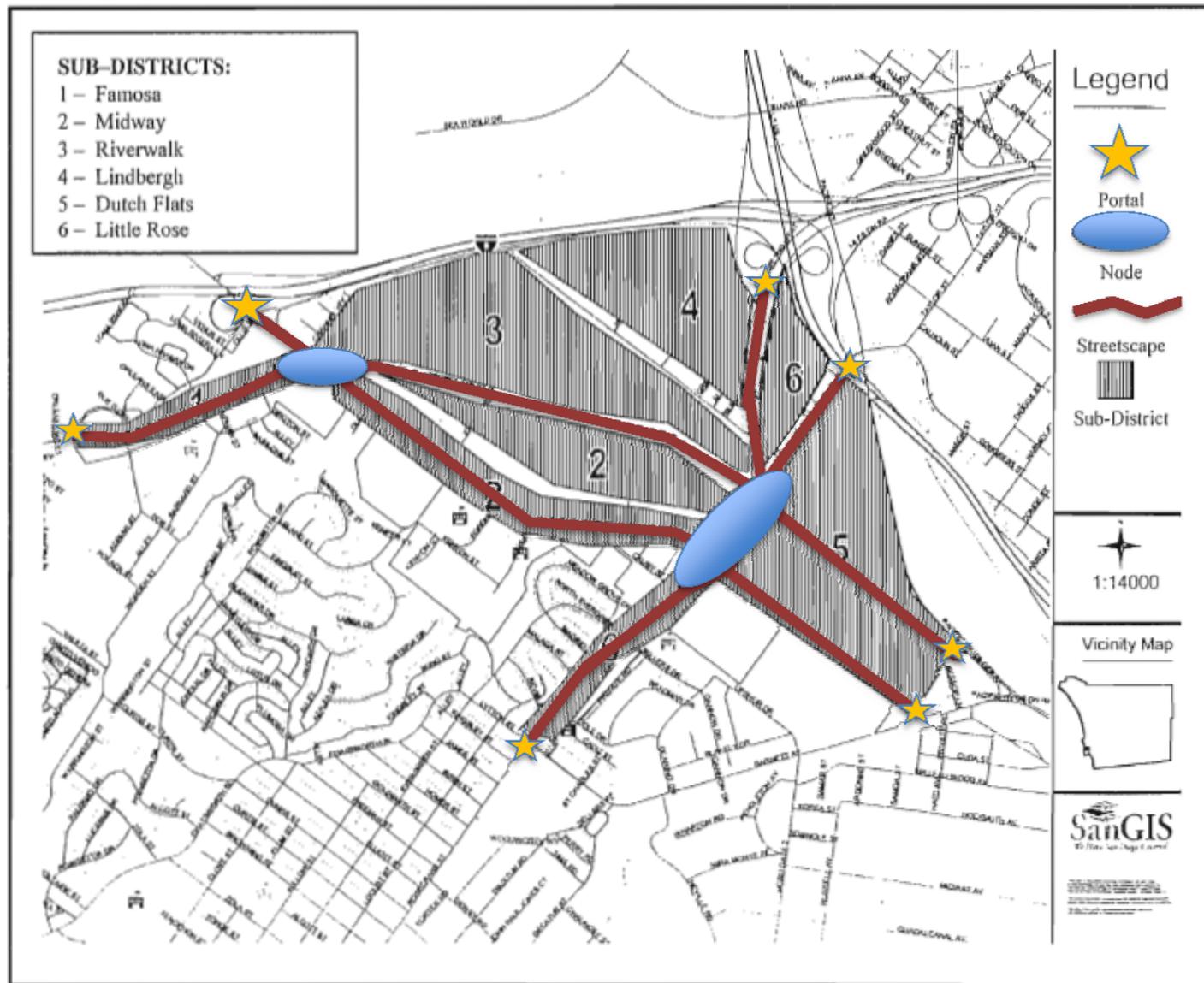


# North Bay Conceptual Plan

- **Sub-Districts:**
  - neighborhood identity
  - building design
- **Portals:**
  - key entries into the community
- **Nodes:**
  - public gathering areas
- **Streetscape/landscape design:**
  - along major corridors

# North Bay Conceptual Plan Summary

## THE CONCEPTUAL MODEL



MAP 2 – Proposed Sub-Districts & Elements

# Urban Design

- Guidelines for new buildings along corridors:
  - Facing street
  - Consistent setbacks
  - Pedestrian orientation/scale at street-level
  - Parking lots screened from street

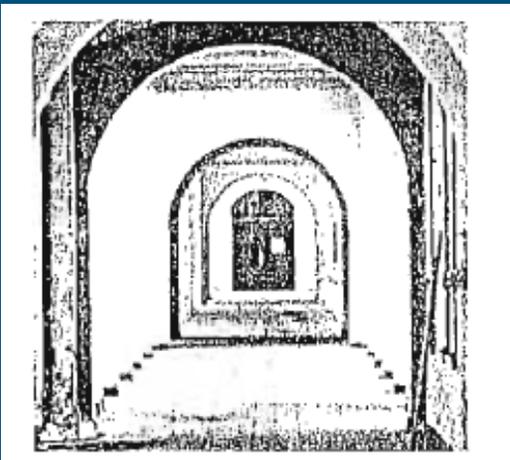
# Architectural Design

- Architectural themes:
  - NTC Revival
    - Similar to Spanish Colonial Revival
  - Warehouse/Loft Style
    - Appropriate along commercial/retail corridors and transitional areas in light industrial uses
  - Neo-Modernist Style
    - Simple form conforming to street edge

## North Bay Conceptual Plan Summary

# Architectural Design

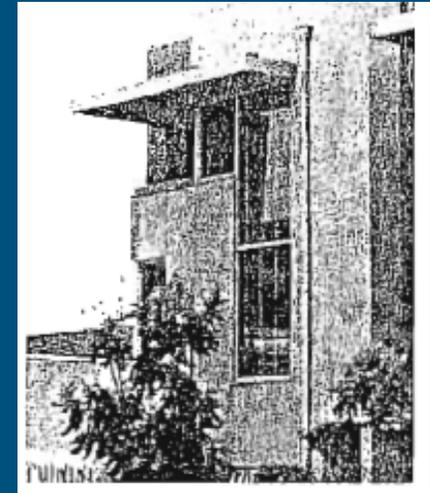
- NTC Revival



- Warehouse/Loft

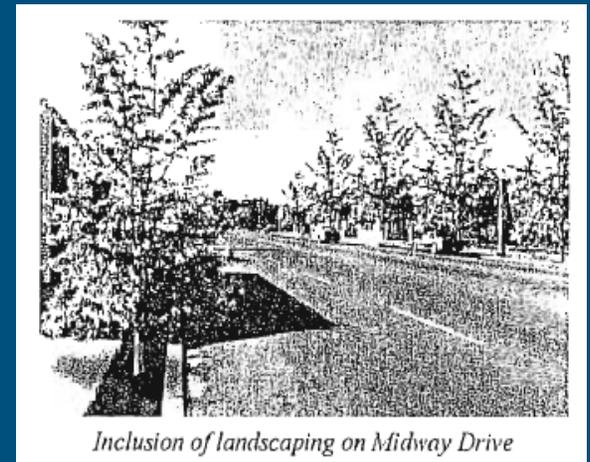
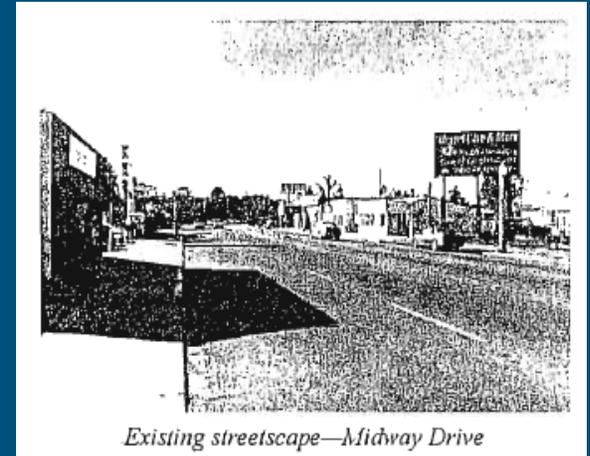


- Neo-Modernist



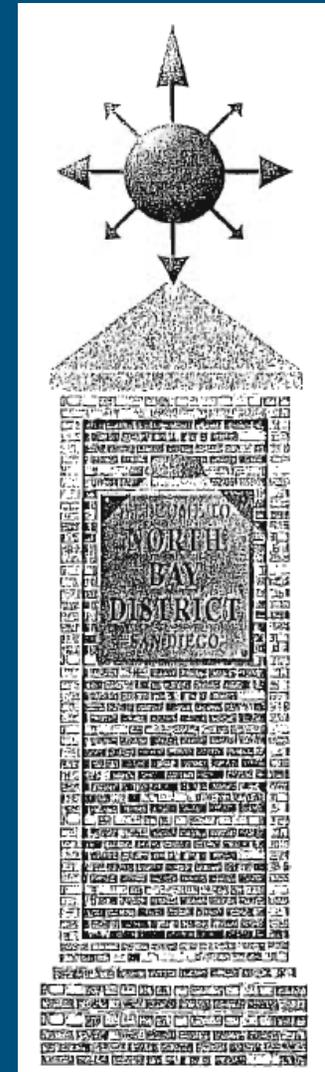
# Landscape/Streetscape Design

- Portals, streetscapes, and nodes recommendations:
  - Tree and plant landscape
  - Street Amenities
    - Sidewalk design
    - Trash receptacles
    - Benches, chairs, newspaper racks



# Community Signage/Lighting

- Signage
  - Gateway posts or markers at entry ways
  - Landmark signs at center of community
  - Banner monuments on medians or corners
- Street Lighting
  - Double acorn lights along main corridors
  - Single acorn lights in peripheral areas

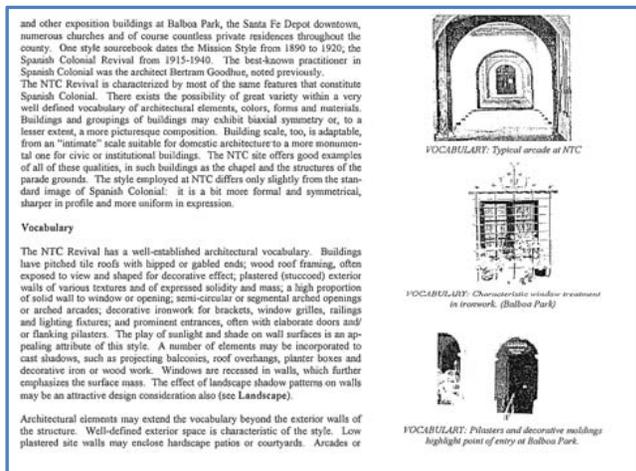
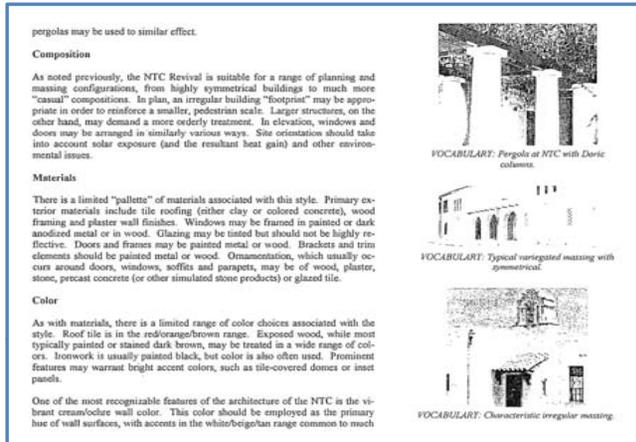
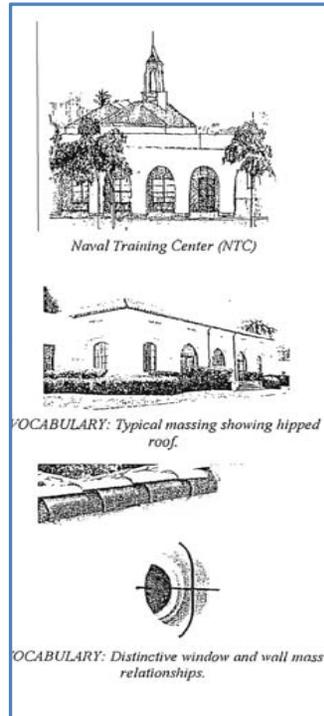


# North Bay Design Guidelines

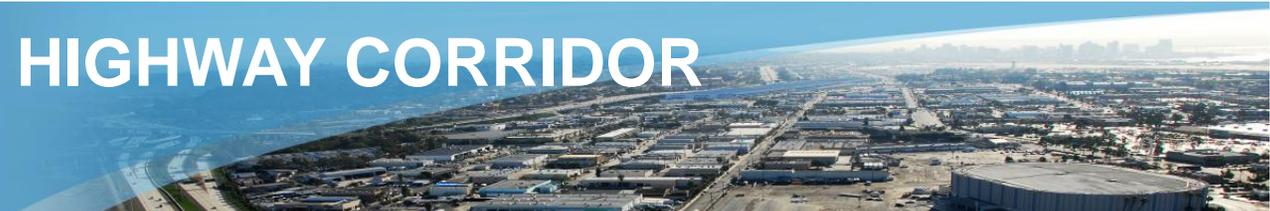
Regulates 3 architectural themes: NTC Revival, Warehouse/Loft, and Neo-Modernist

Style-specific architectural criteria focuses on:

- Vocabulary
- Composition
- Materials
- Color
- Landscape



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# Community Plan Design Guidelines

*“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

Including Boulevards, Main Streets, Green Streets, and General Guidelines for Quality Frontage Design

# Street Types Overview

The CPU identifies the following street types:

- Boulevards
- Main Streets
- Green Streets

Quality streetscapes facilitate the interaction of people and the promotion of commerce.

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# Street Types

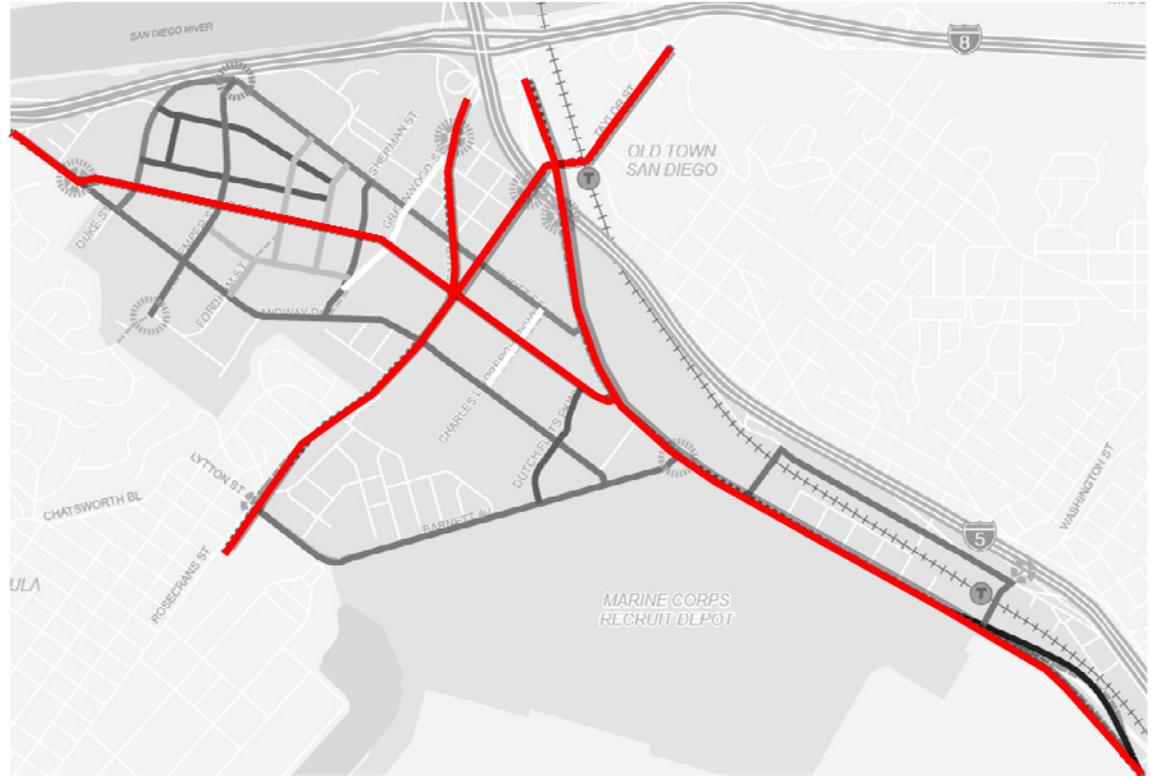


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# Street Types: Boulevards

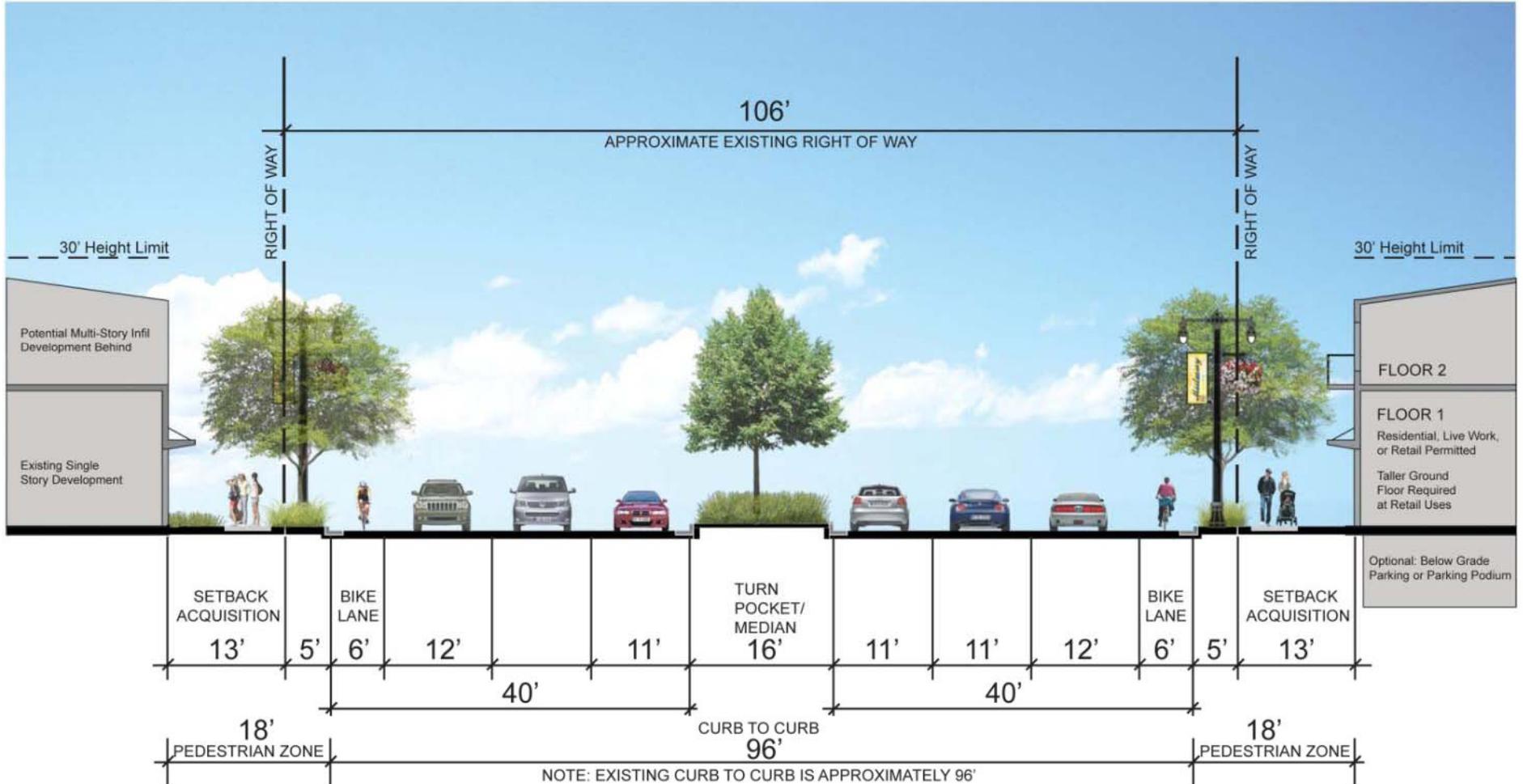
- Gateways that define community's character
- Focus for enhanced bicycle and pedestrian linkages
- May include public spaces, plazas, or expanded linear park sections



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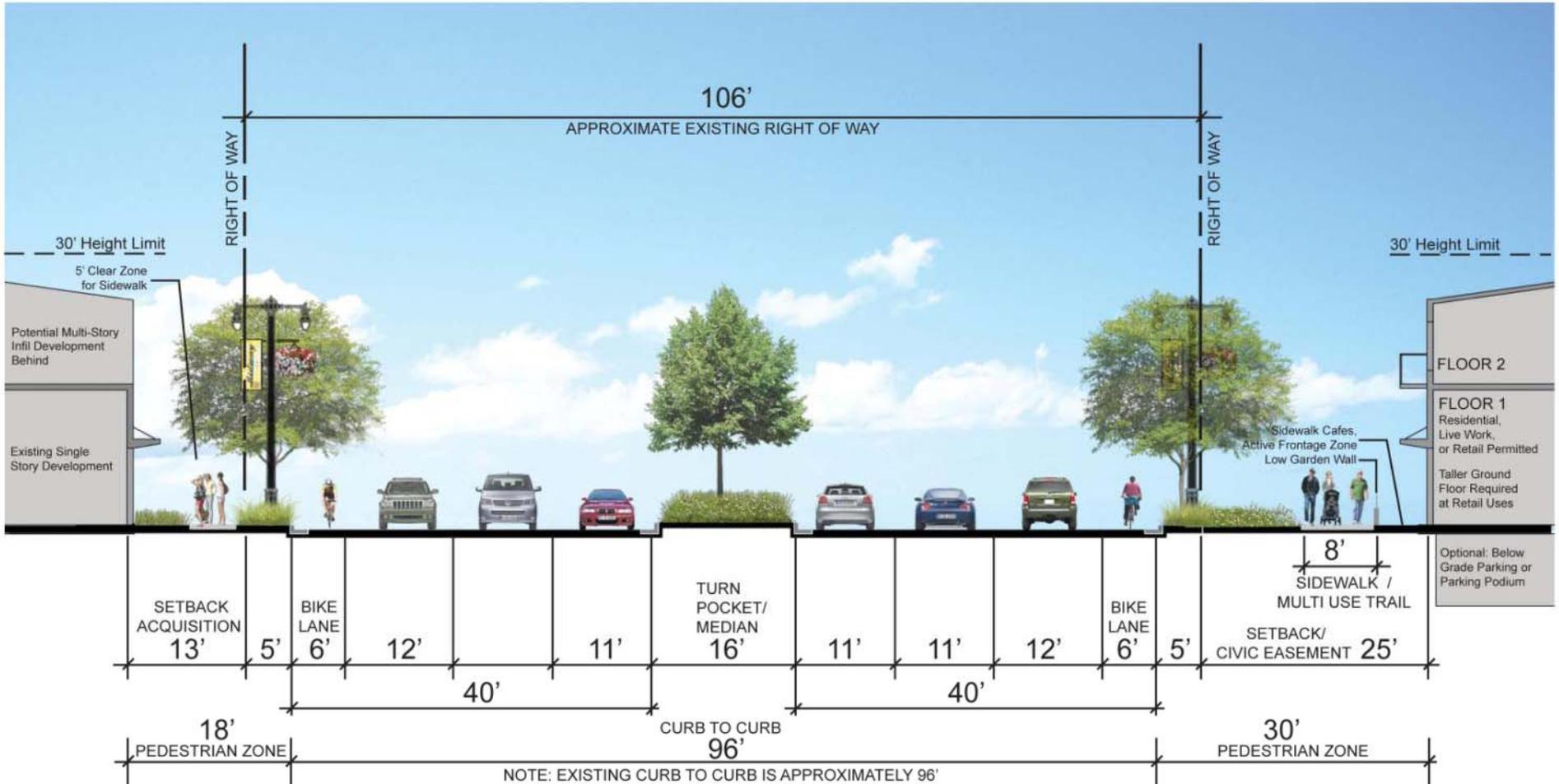
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# Sports Arena Boulevard



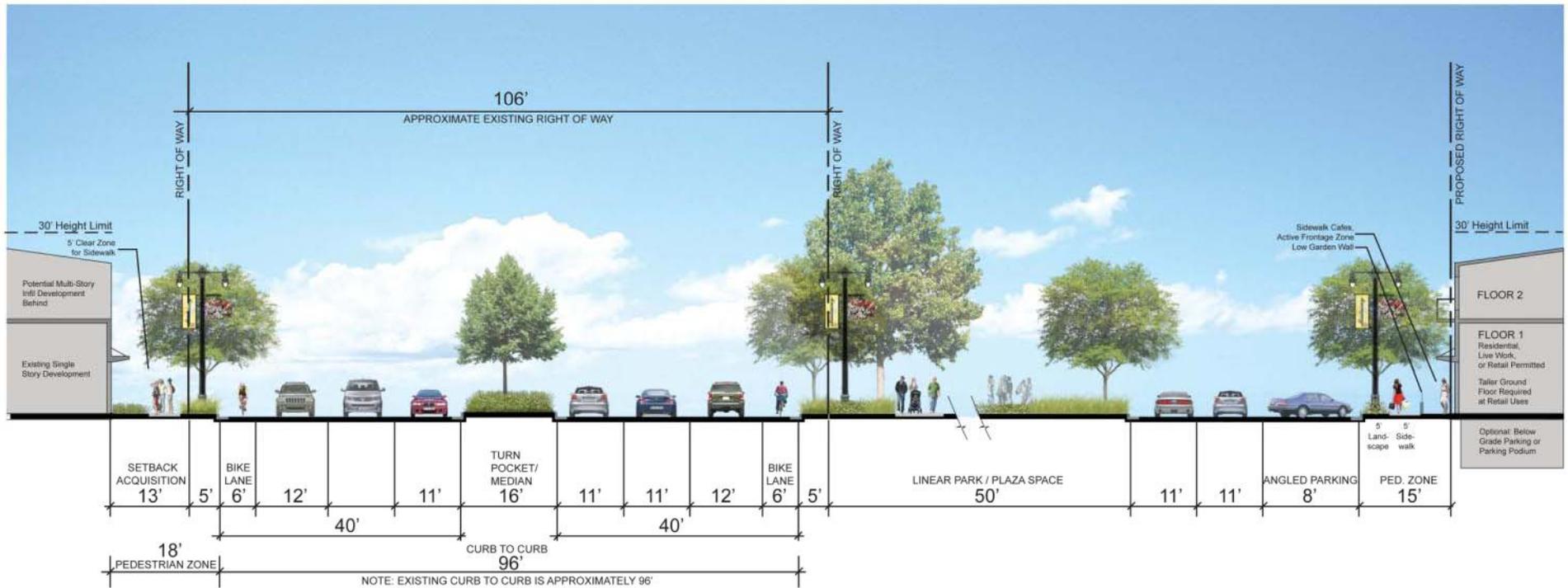
Sports Arena Boulevard OPTION 1  
 Location: Between W. Point Loma Blvd and East Drive  
 Ultimate Street Type: Boulevard  
 Ultimate Classification: 6 Lane Major

# Sports Arena Boulevard



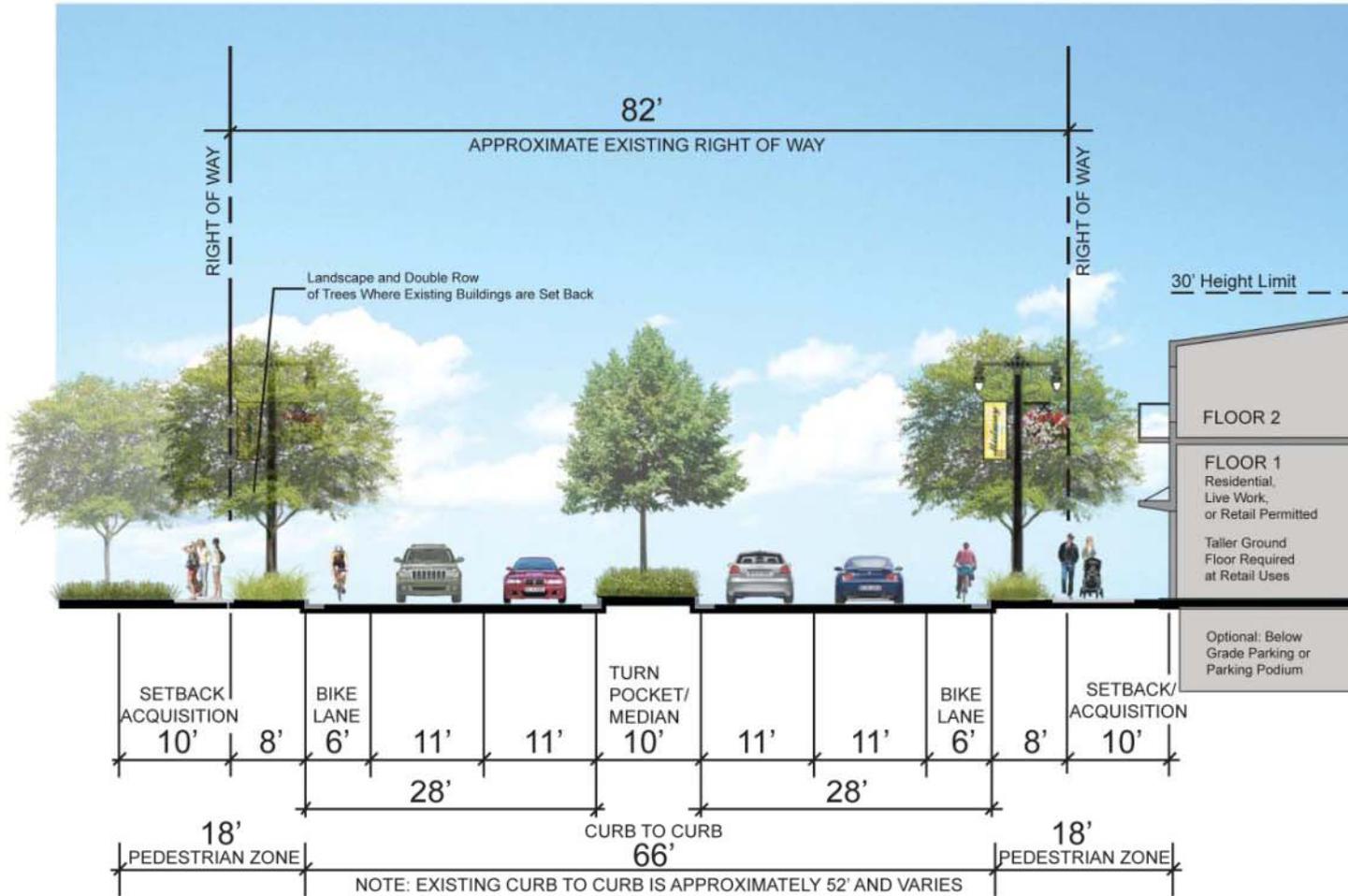
Sports Arena Boulevard OPTION 2 (For City Owned SA Sites)  
 Location: Between W. Point Loma Blvd and East Drive  
 Ultimate Street Type: Boulevard  
 Ultimate Classification: 6 Lane Major

# Sports Arena Boulevard



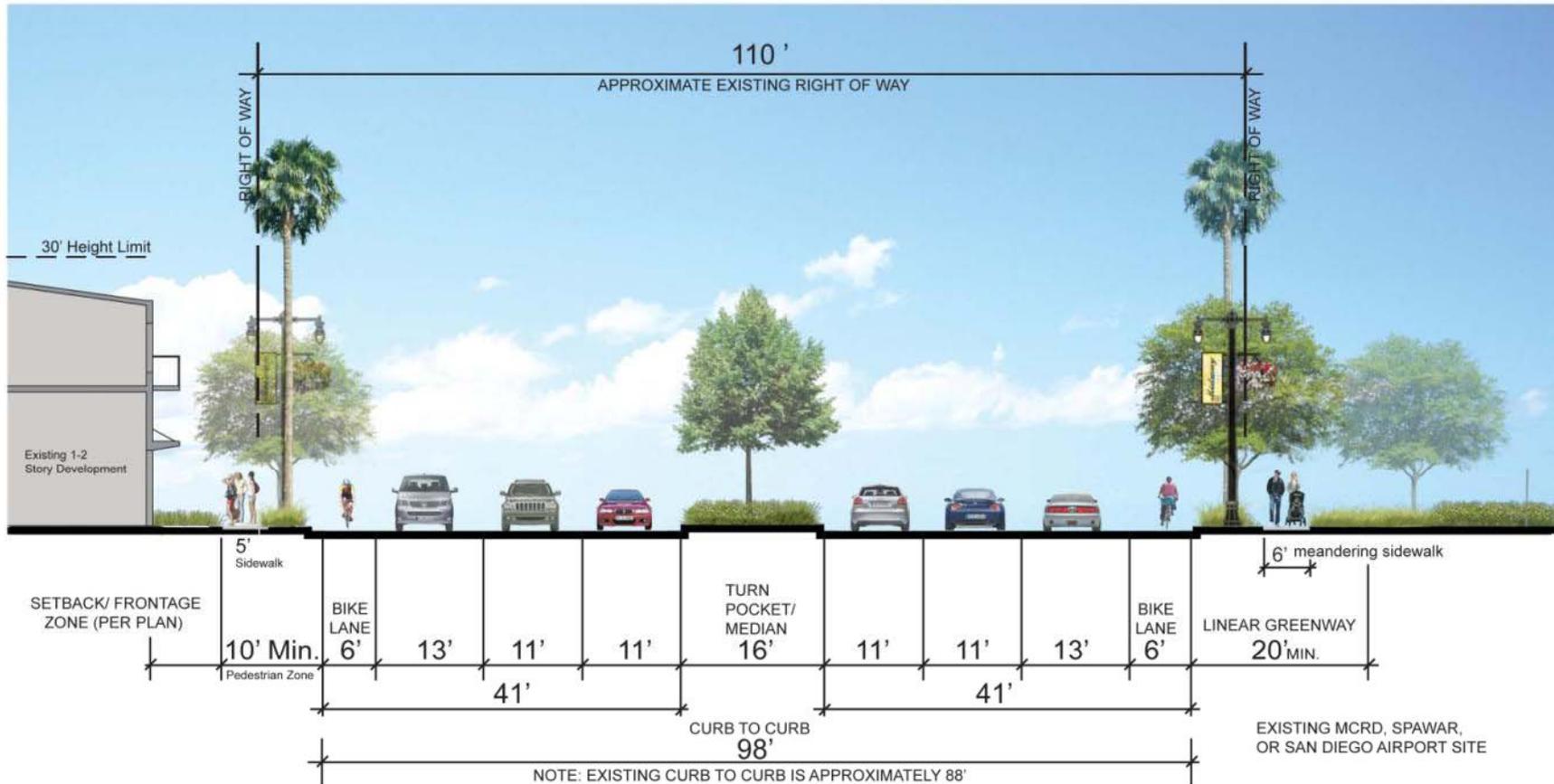
Sports Arena Boulevard OPTION 3 (For City Owned SA Sites)  
 Location: Between W. Point Loma Blvd and East Drive  
 Ultimate Street Type: Boulevard  
 Ultimate Classification: 6 Lane Major

# Sports Arena Boulevard



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

# Pacific Highway



Pacific Highway  
 Location: Between Kurtz and Sports Arena Boulevard  
 Ultimate Street Type: Boulevard  
 Ultimate Classification: 6 Lane Prime Arterial

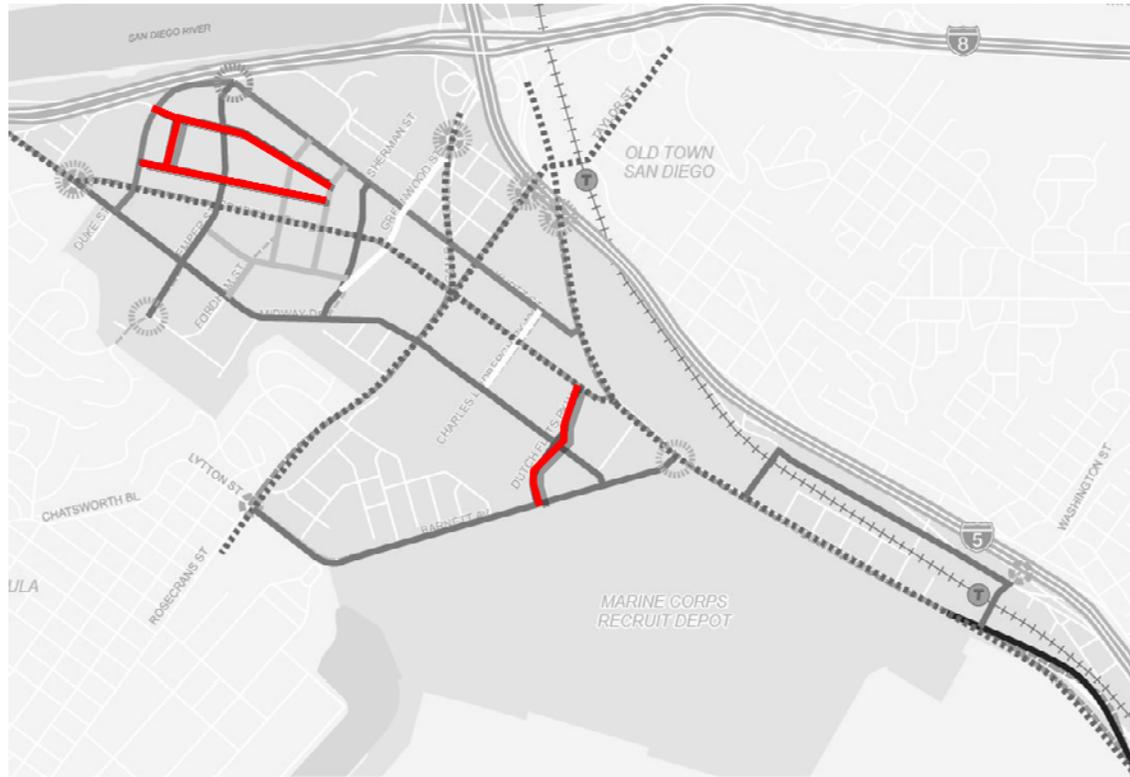


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# Street Types: Main Streets and Mixed-Use Frontage



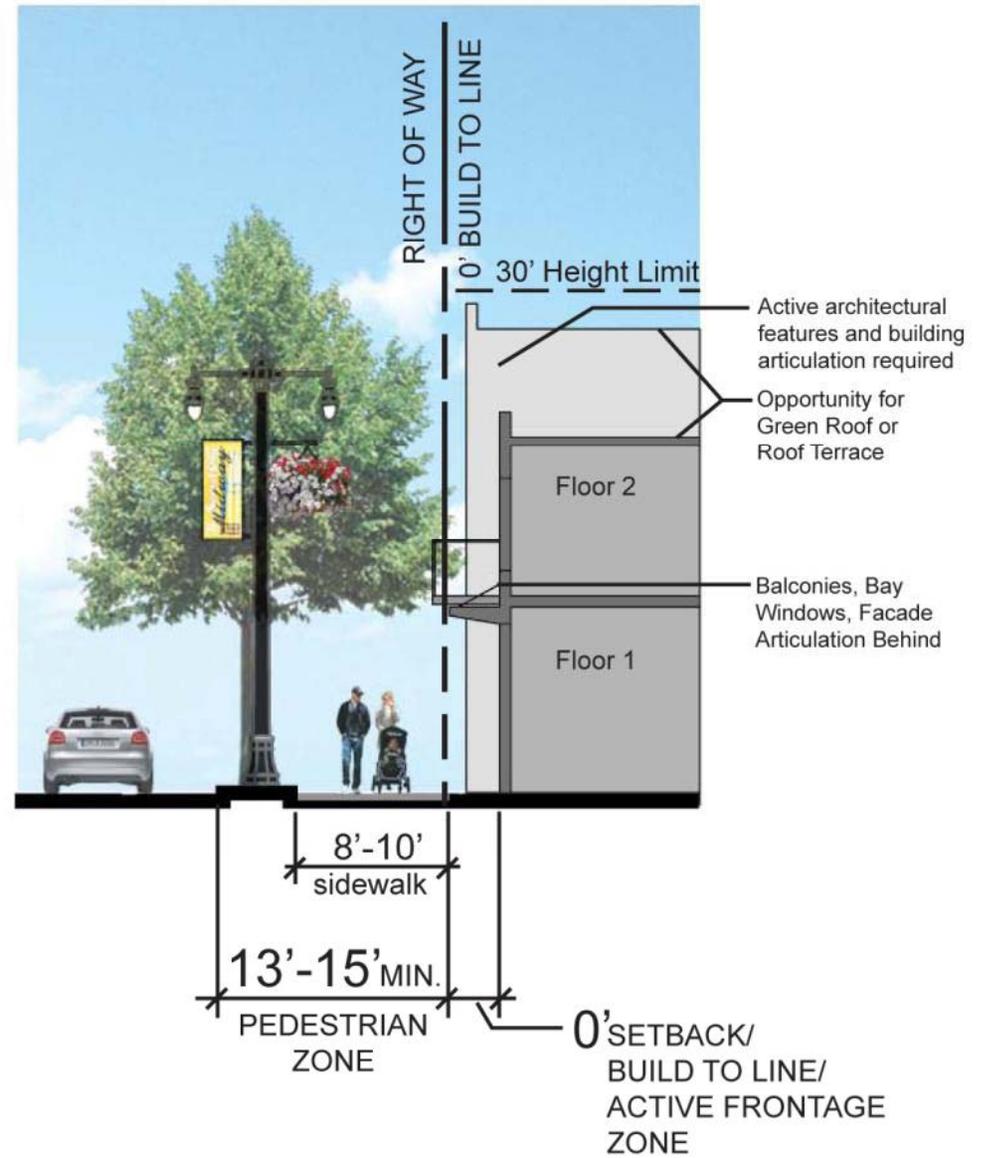
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# Main Streets

## *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.



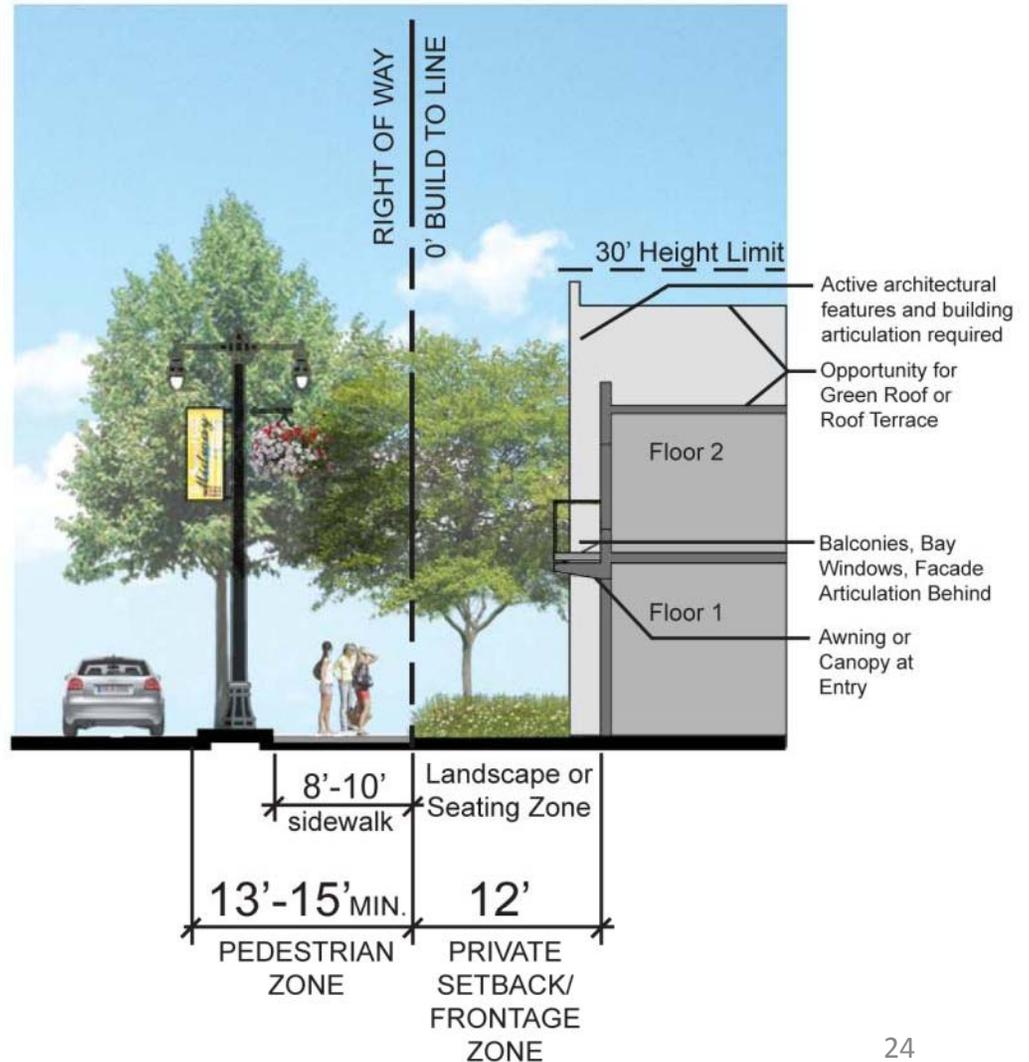
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# Main Streets

## Mixed-Use Frontages

- Suited for 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*

Due to 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

Extension of roads through superblocks will establish Main Streets within each village to support local business, including:

- Mixed-use pedestrian-oriented village centers
- Horizontal and/or vertical mix of uses
- Slow travel speeds
- Destinations to park once and shop

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# Street Types: Green Streets



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# Street Types: Green Streets

- Rainwater/stormwater management landscape features
- Environmentally responsible / LID plant palette in median and pedestrian zones
- Canopy shade street trees
- Streetscape enhancement for pedestrian and non-vehicular comfort
- Use of recycled or repurposed materials
- Traffic calming elements such as bulb outs
- Connections between parks, public spaces and regional amenities [Clarify]



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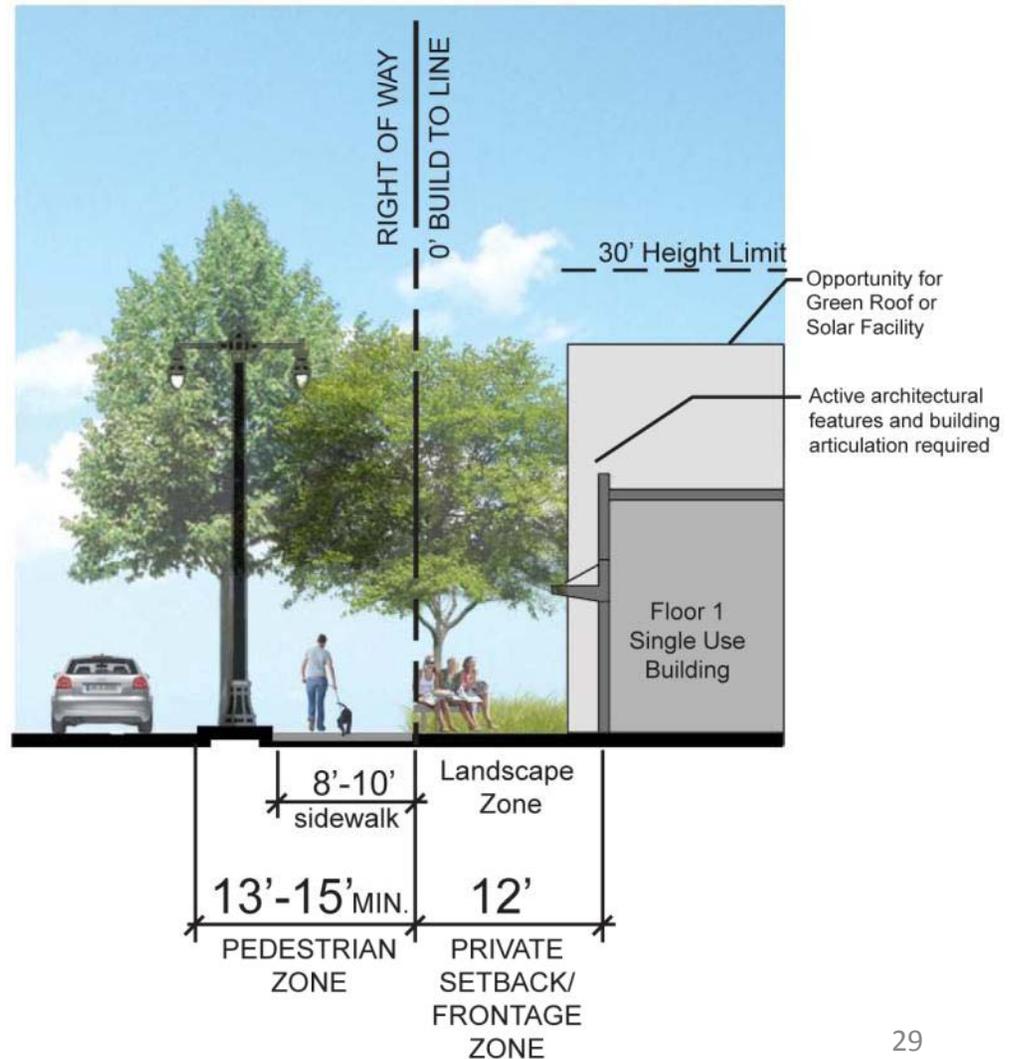
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# Green Streets

## *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

## *Landscape Frontages*



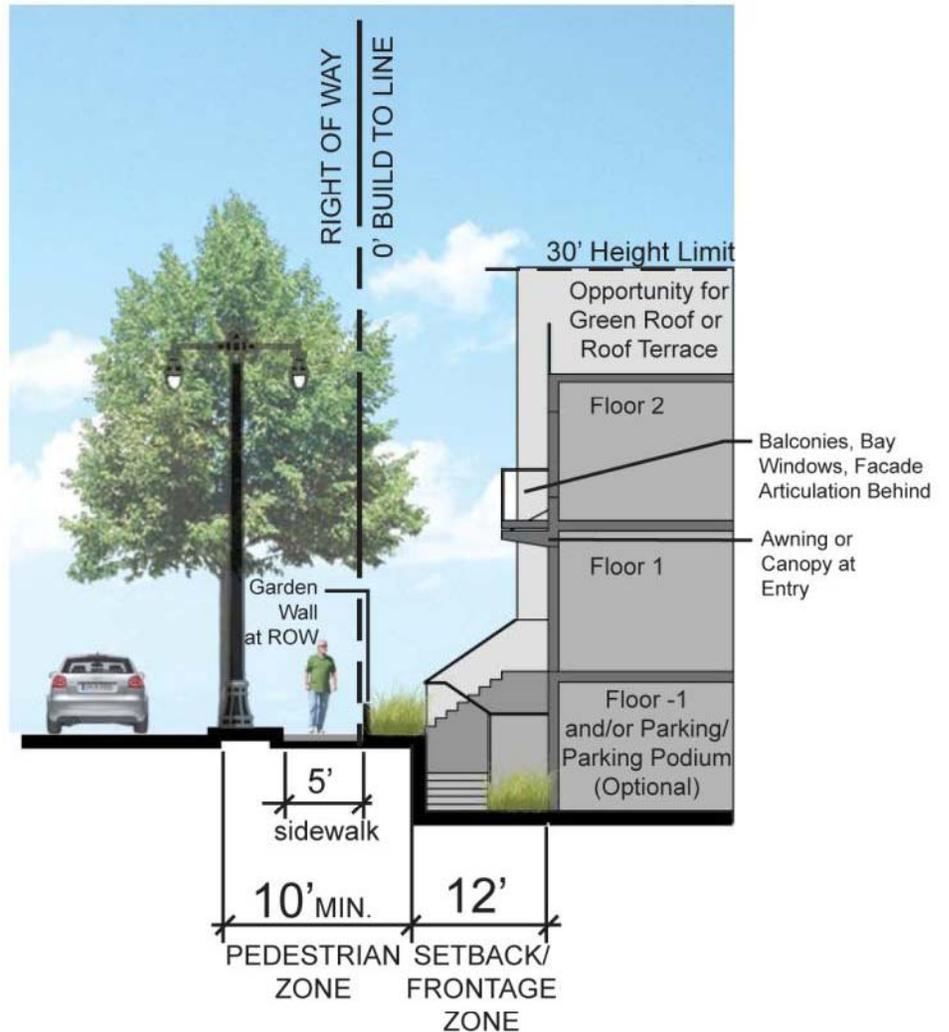
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# Green Streets

## *Walk-Up Frontages*

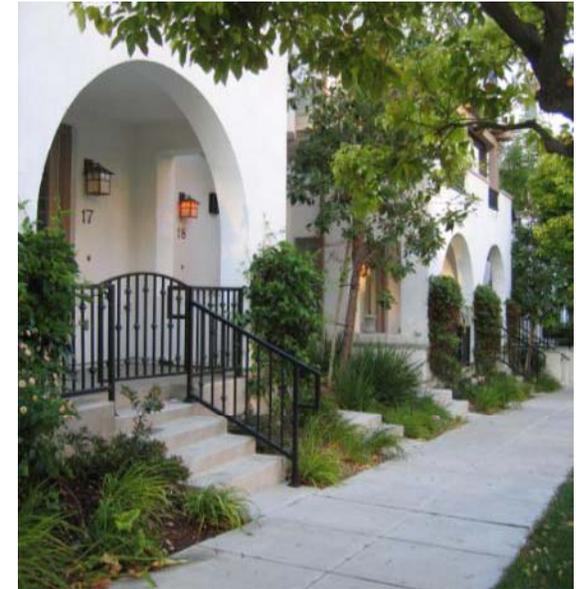
- Residential or mixed-use frontage
- Raised first floor with ground-level for living, live-work, or parking
- Front entries face pedestrian zone
- 5 Foot Sidewalk (or larger)
- 12 Foot setback for landscaping, stairway, and porches



# Green Streets

## *Walk-Up Frontages*

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

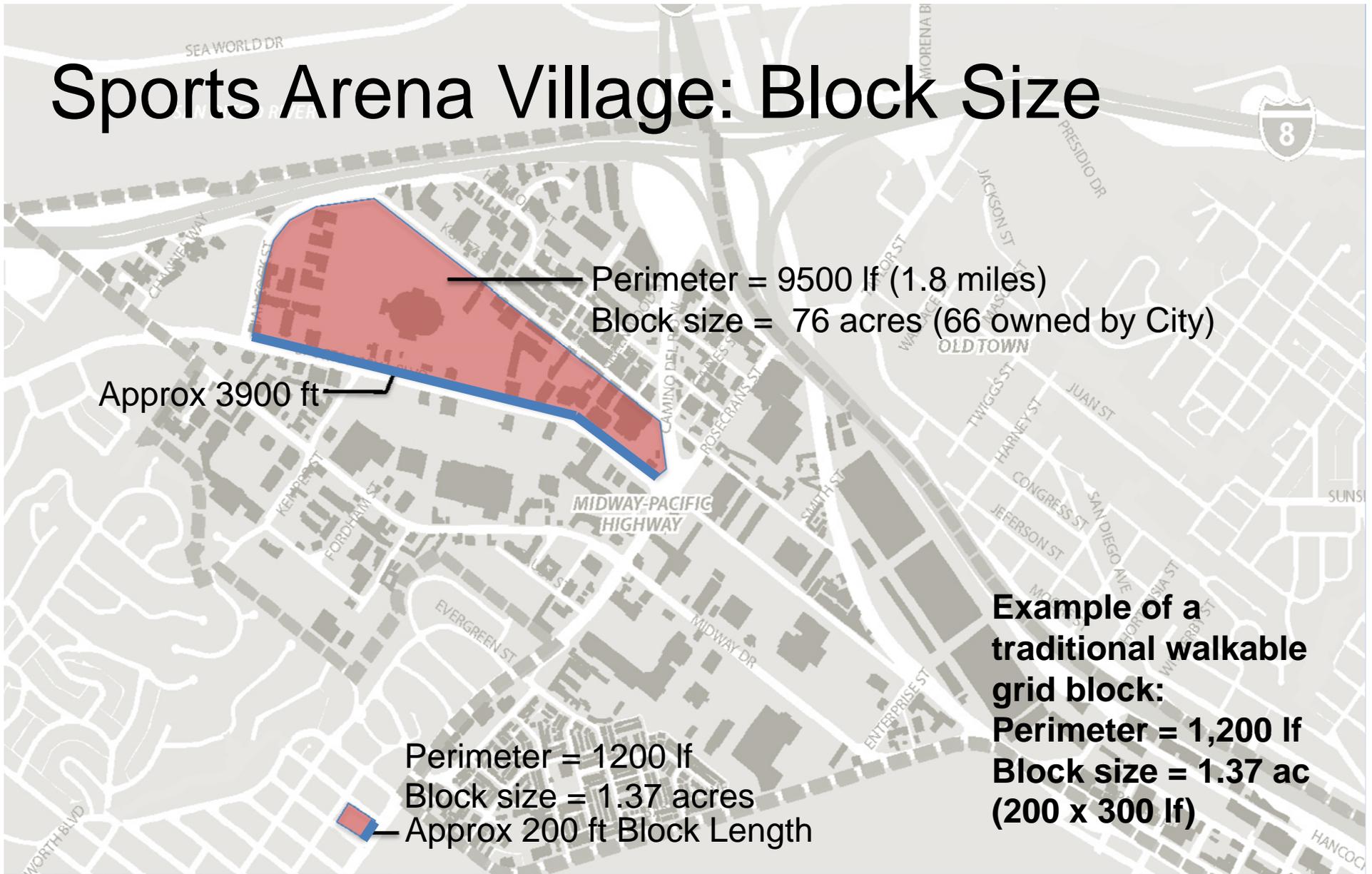


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# Sports Arena Village

# Sports Arena Village: Block Size

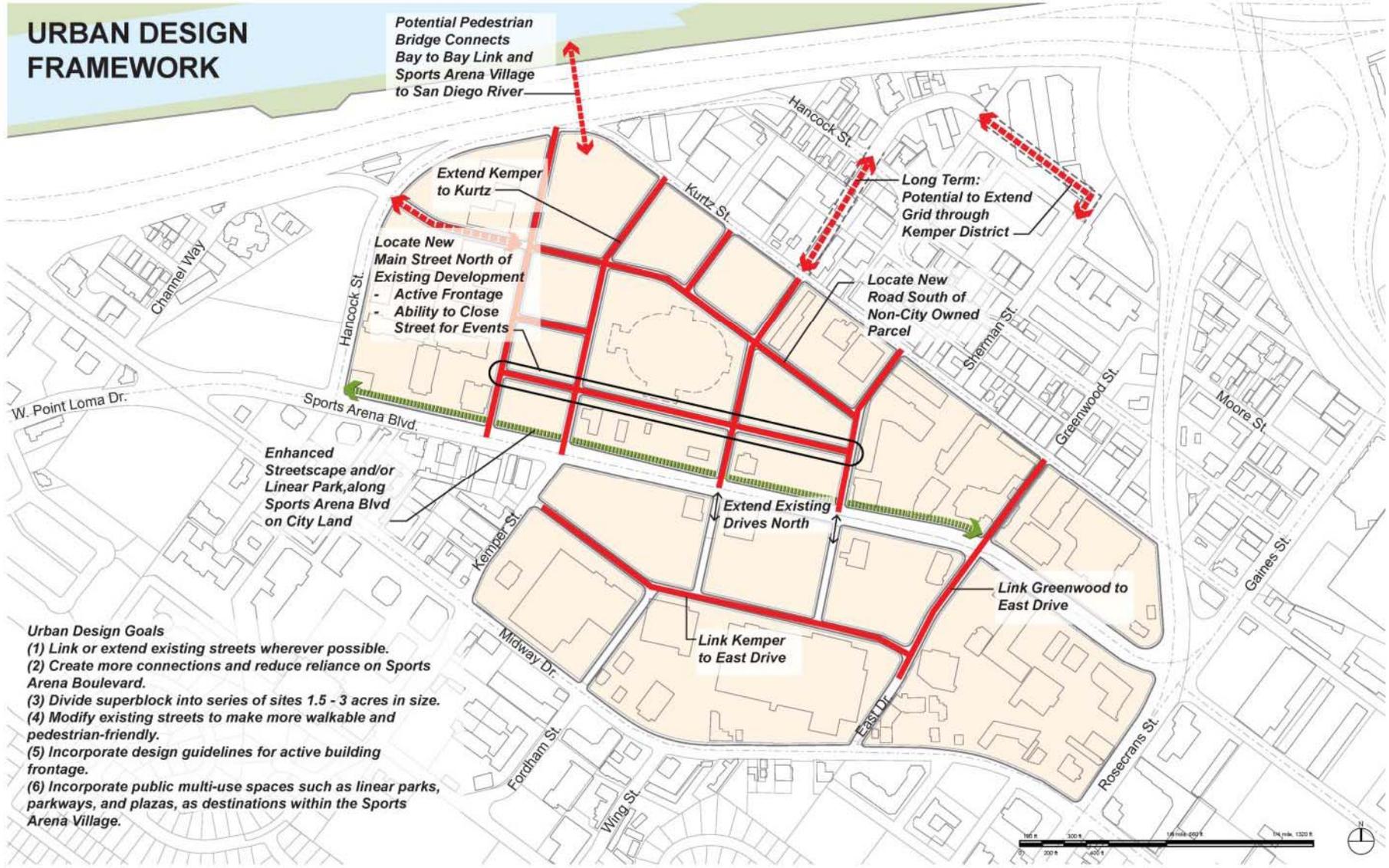


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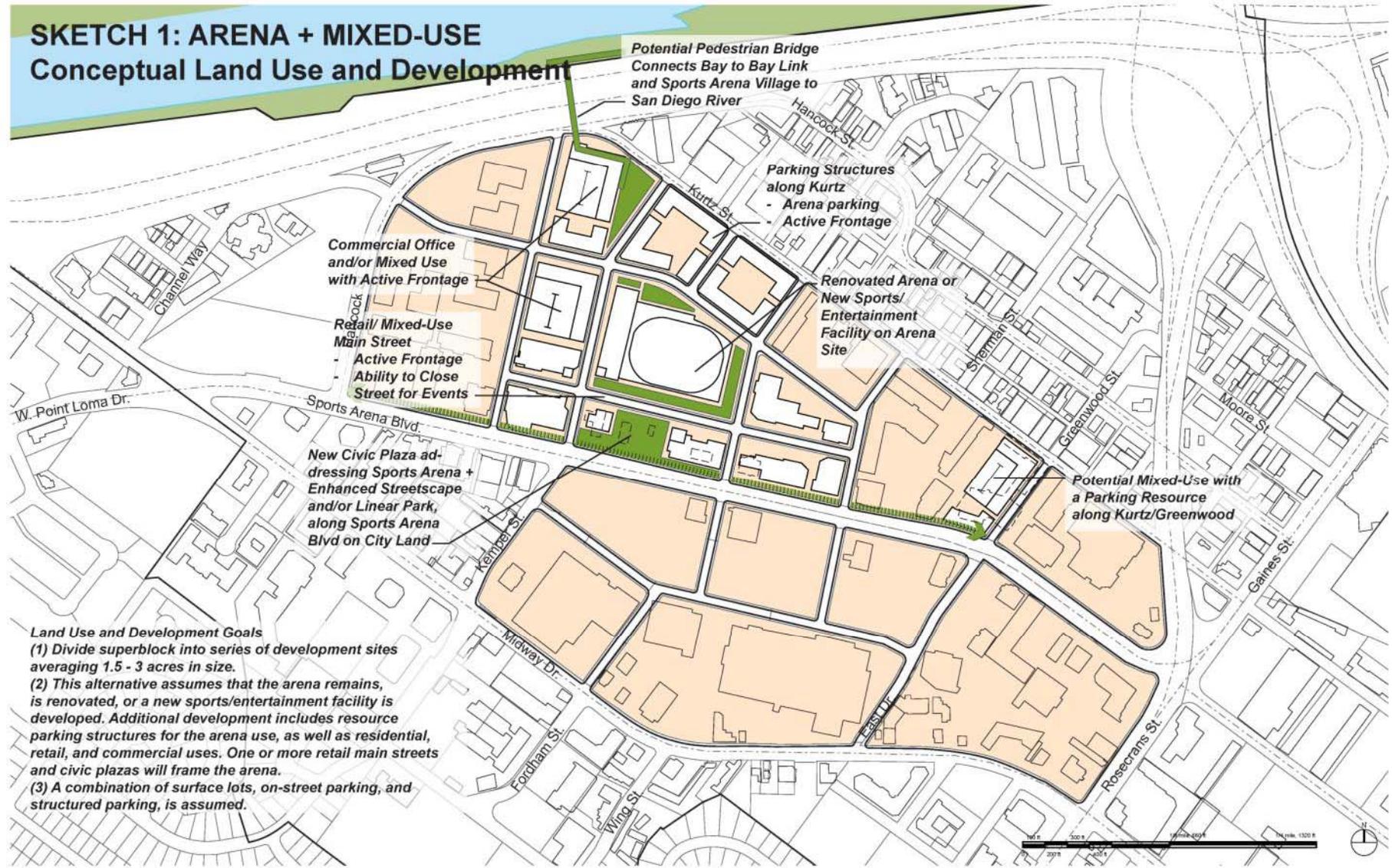
# Sports Arena Village



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# Sports Arena Village

## SKETCH 1: ARENA + MIXED-USE Conceptual Land Use and Development



**Land Use and Development Goals**

- (1) Divide superblock into series of development sites averaging 1.5 - 3 acres in size.
- (2) This alternative assumes that the arena remains, is renovated, or a new sports/entertainment facility is developed. Additional development includes resource parking structures for the arena use, as well as residential, retail, and commercial uses. One or more retail main streets and civic plazas will frame the arena.
- (3) A combination of surface lots, on-street parking, and structured parking, is assumed.

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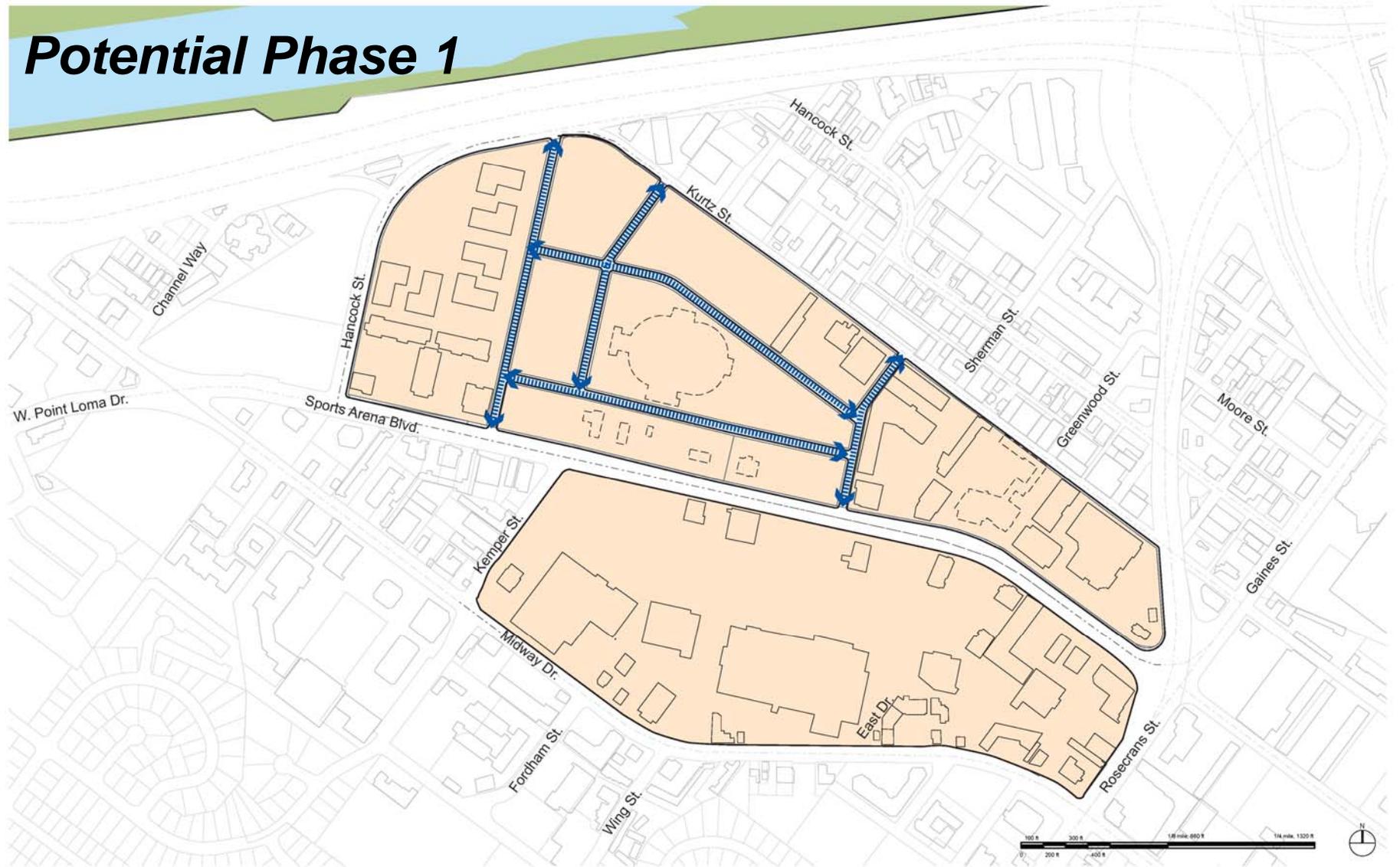
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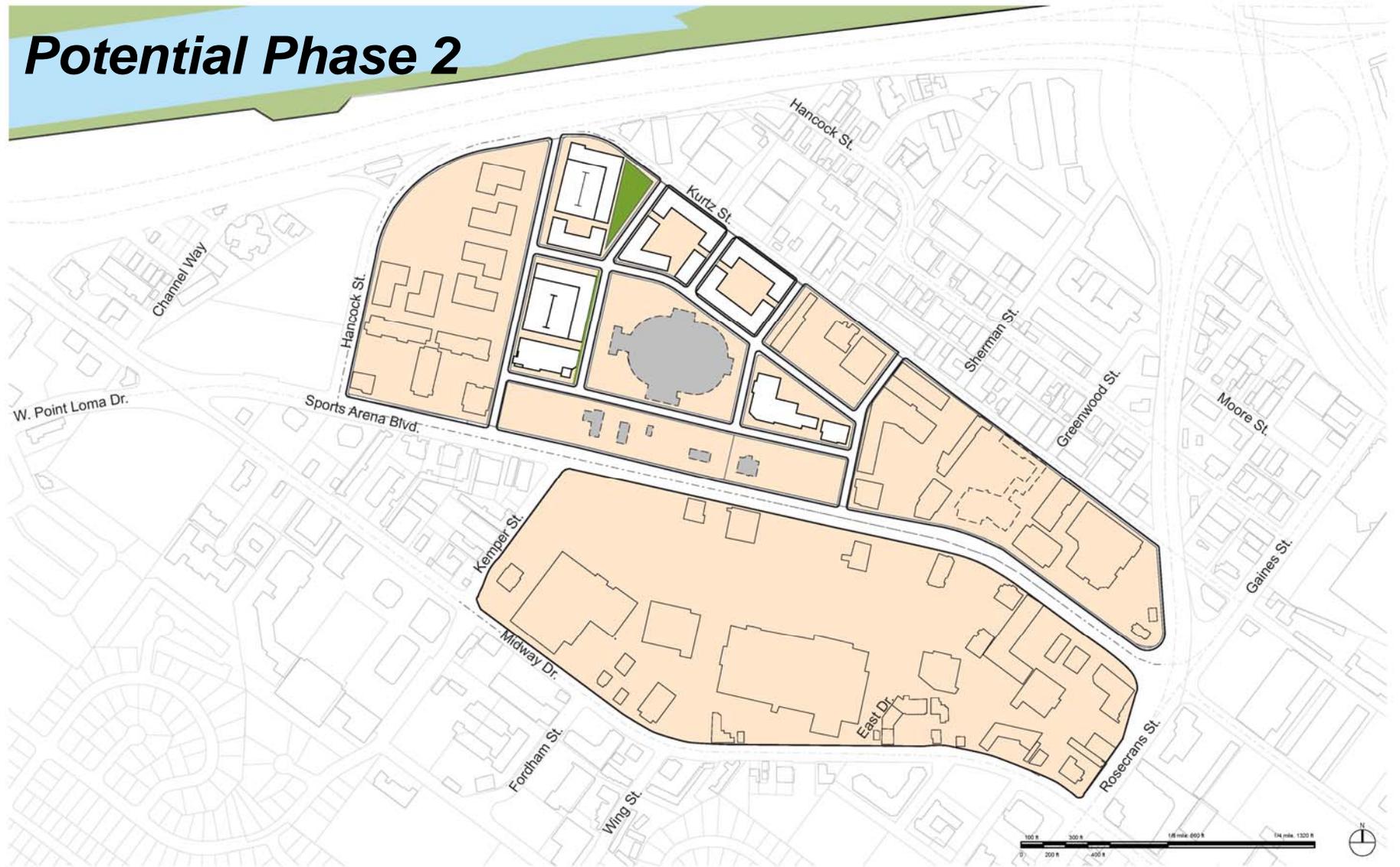
## Potential Phase 1



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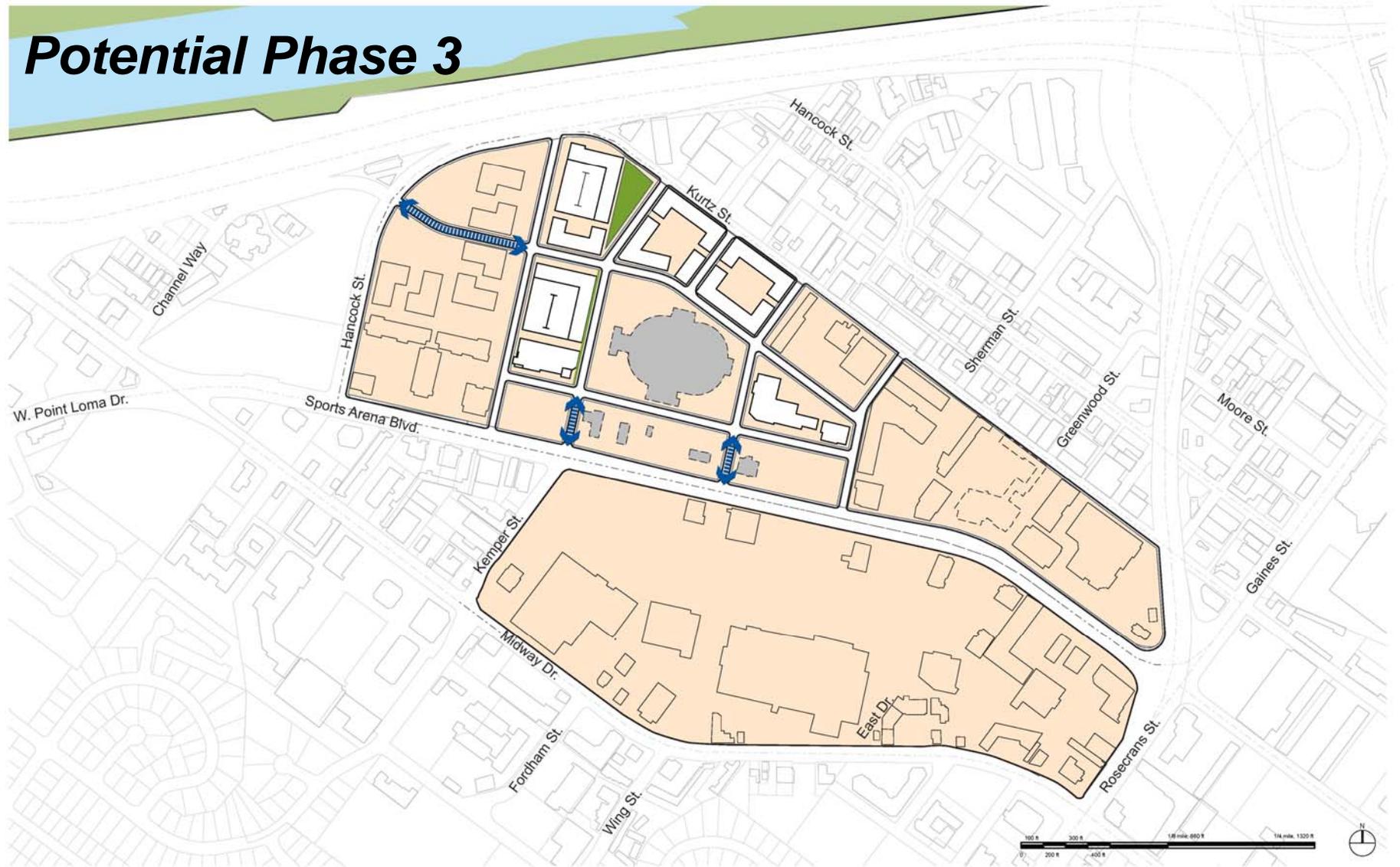
## Potential Phase 2



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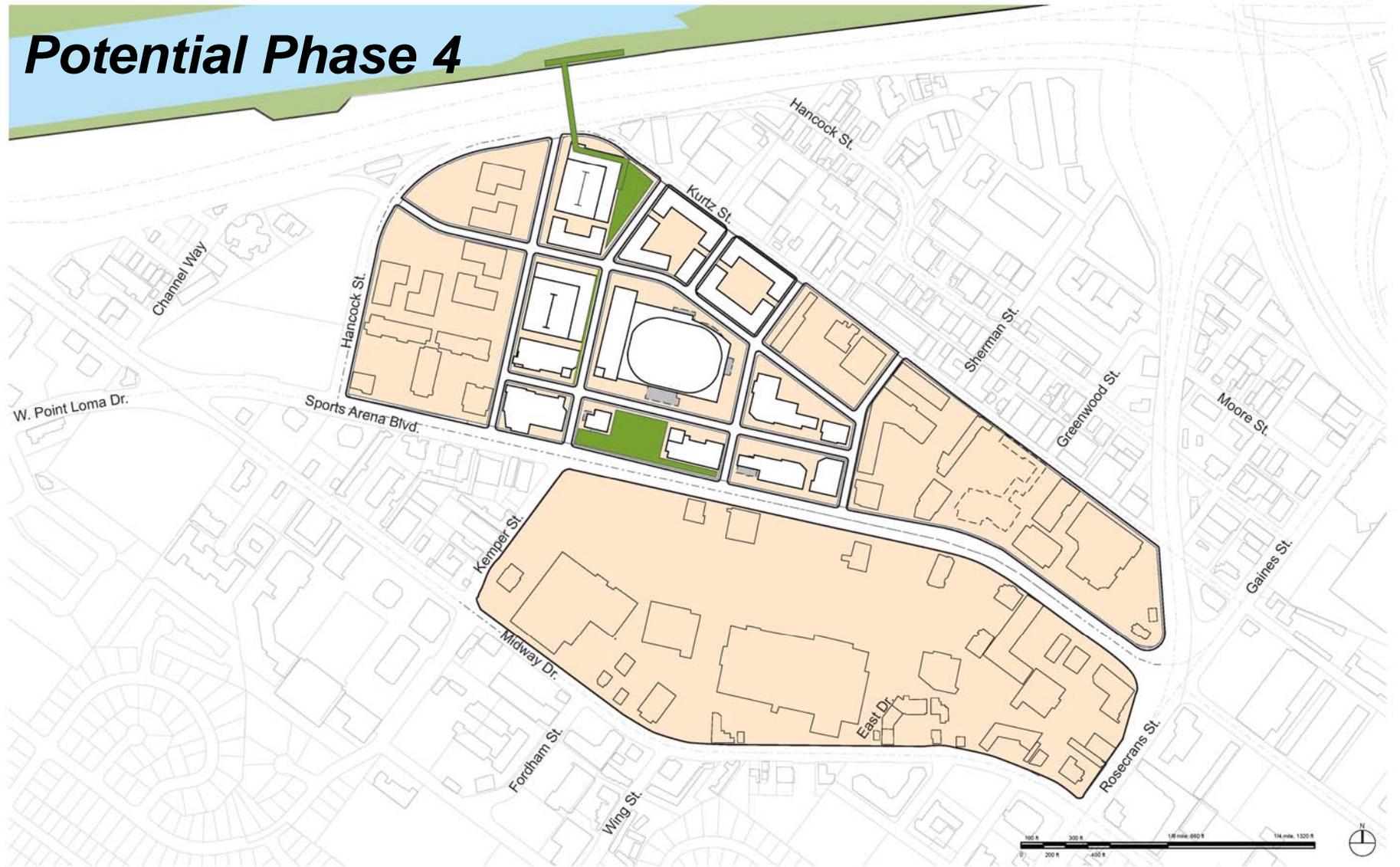
## Potential Phase 3



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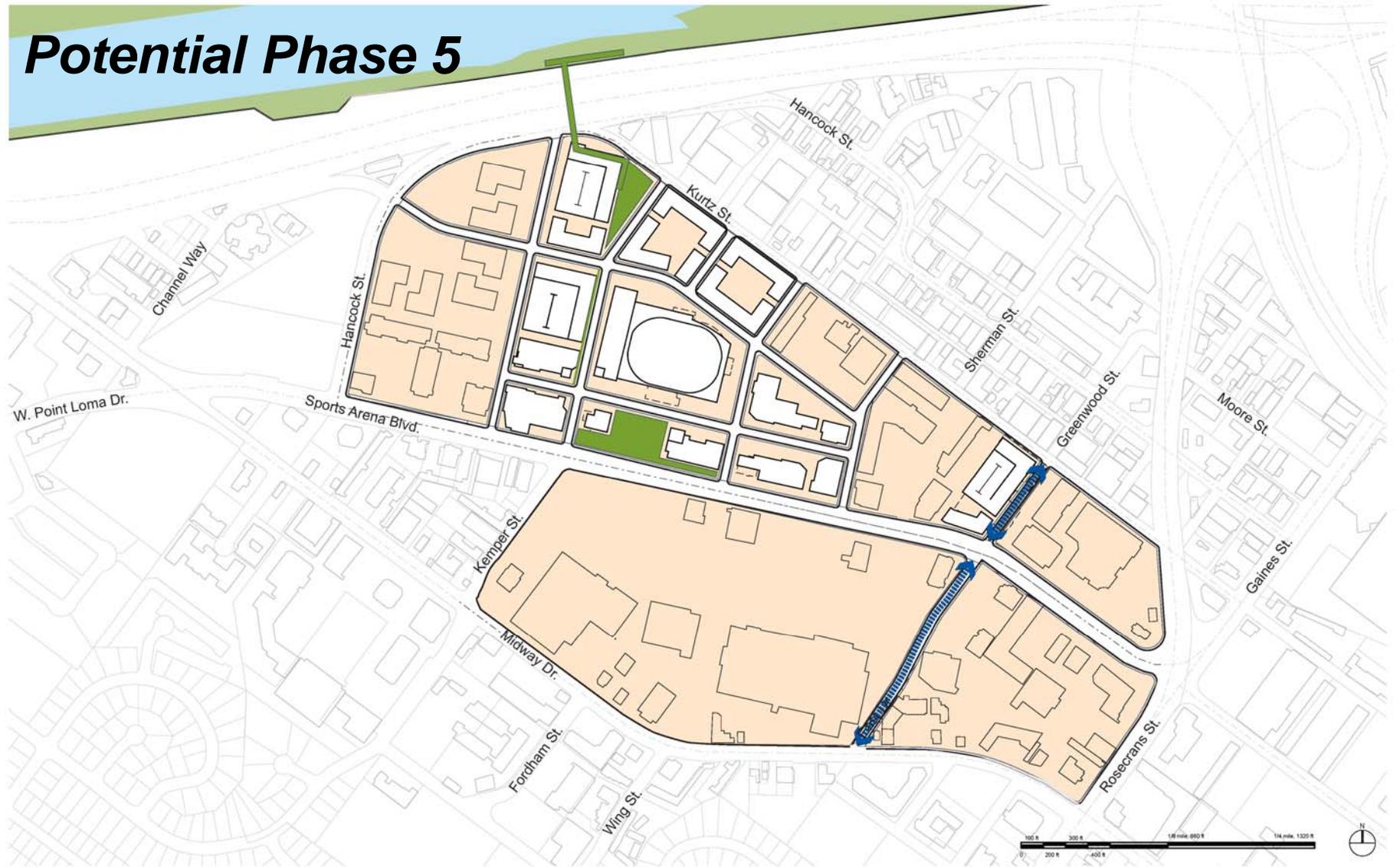
## Potential Phase 4



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# Sports Arena Village

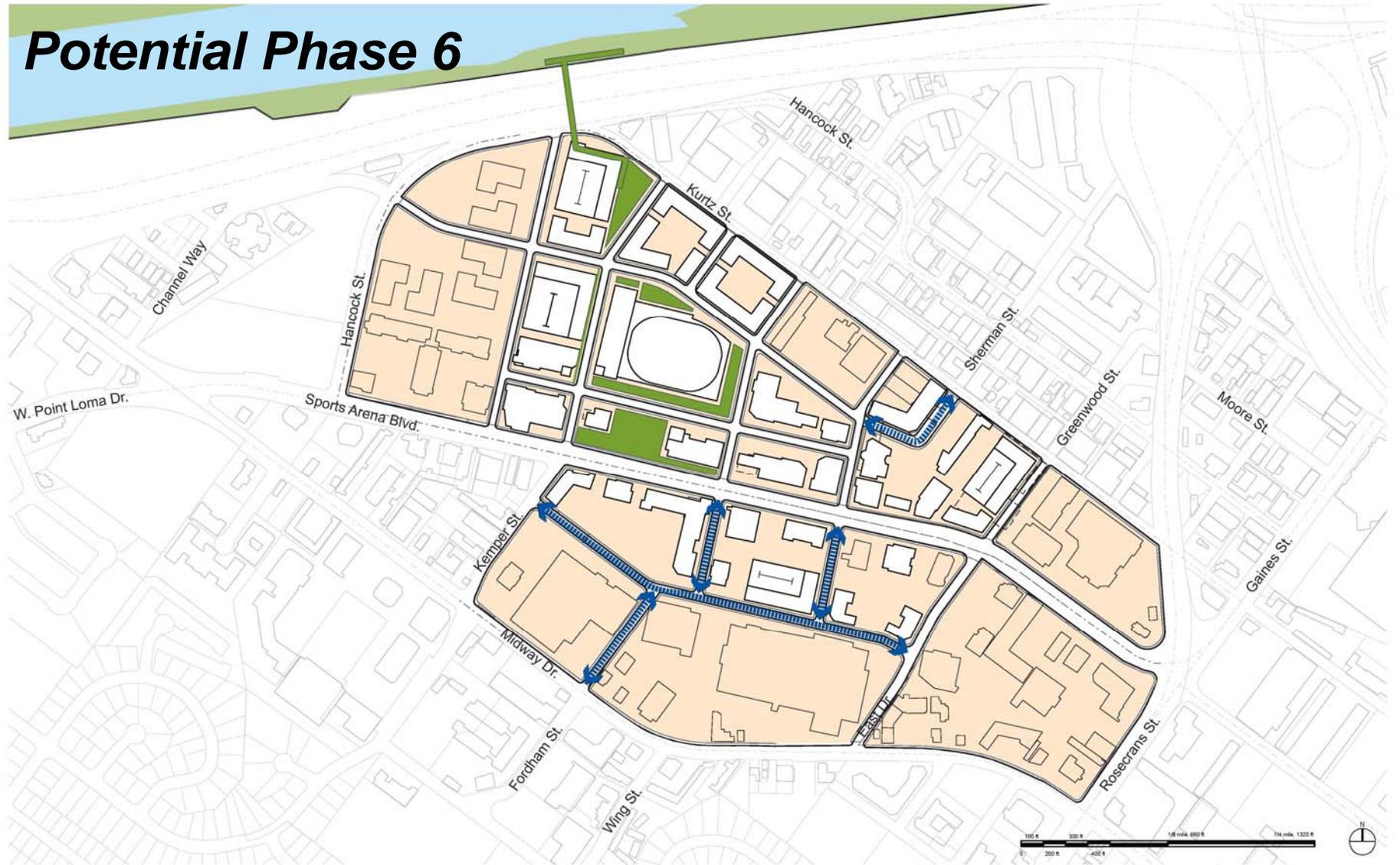
## Potential Phase 5



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# Sports Arena Village

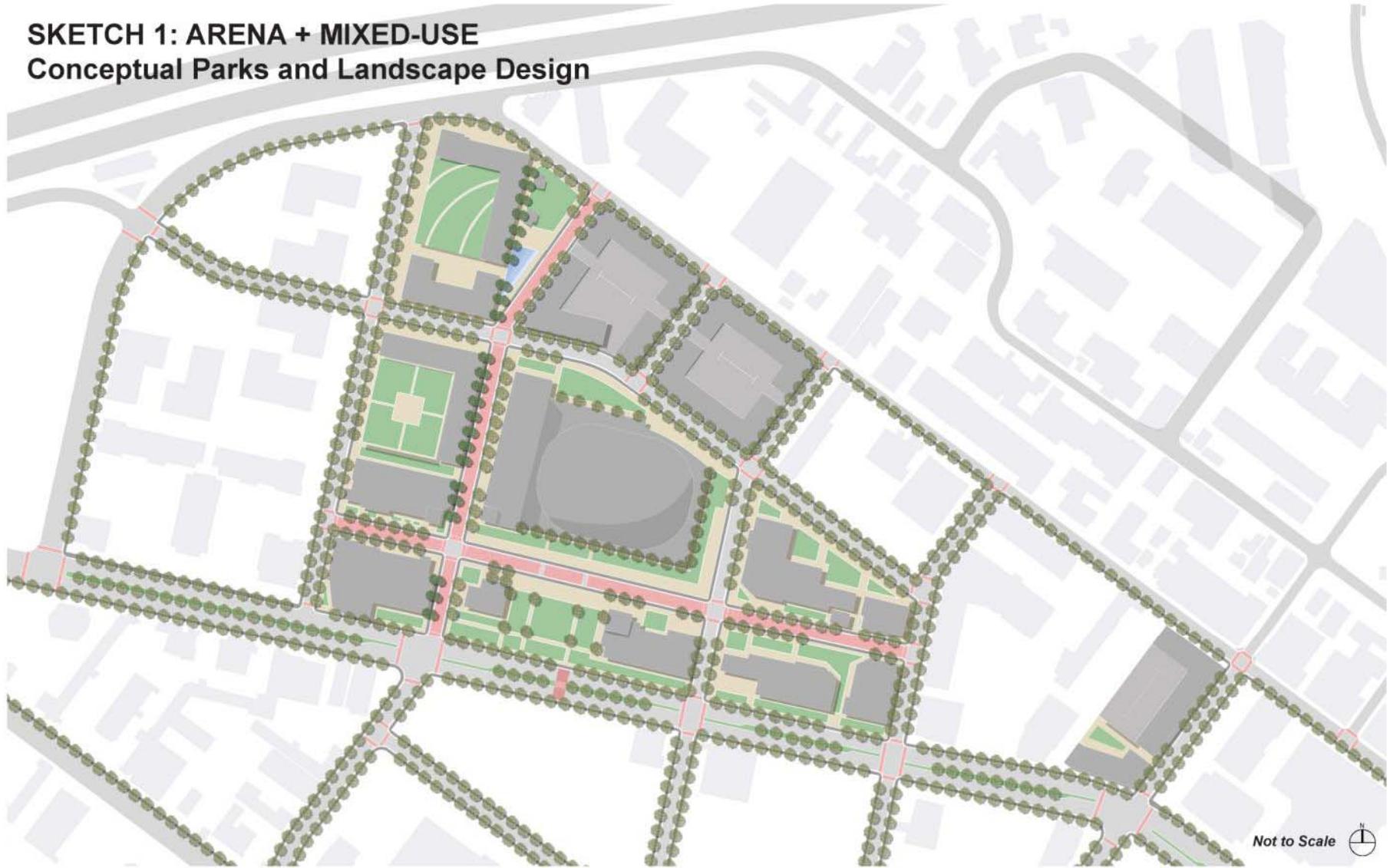
## Potential Phase 6



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# Sports Arena Village

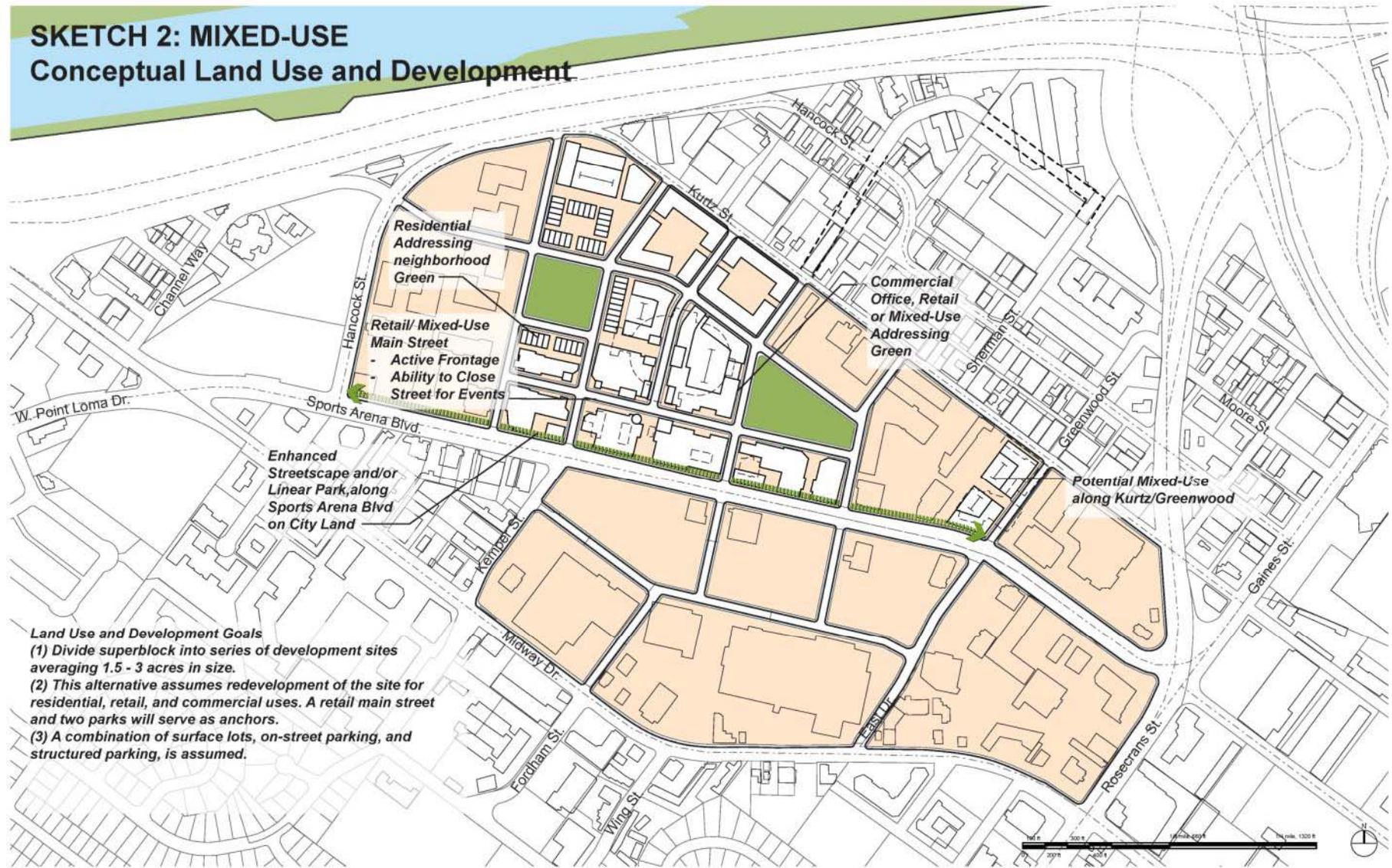
SKETCH 1: ARENA + MIXED-USE  
Conceptual Parks and Landscape Design



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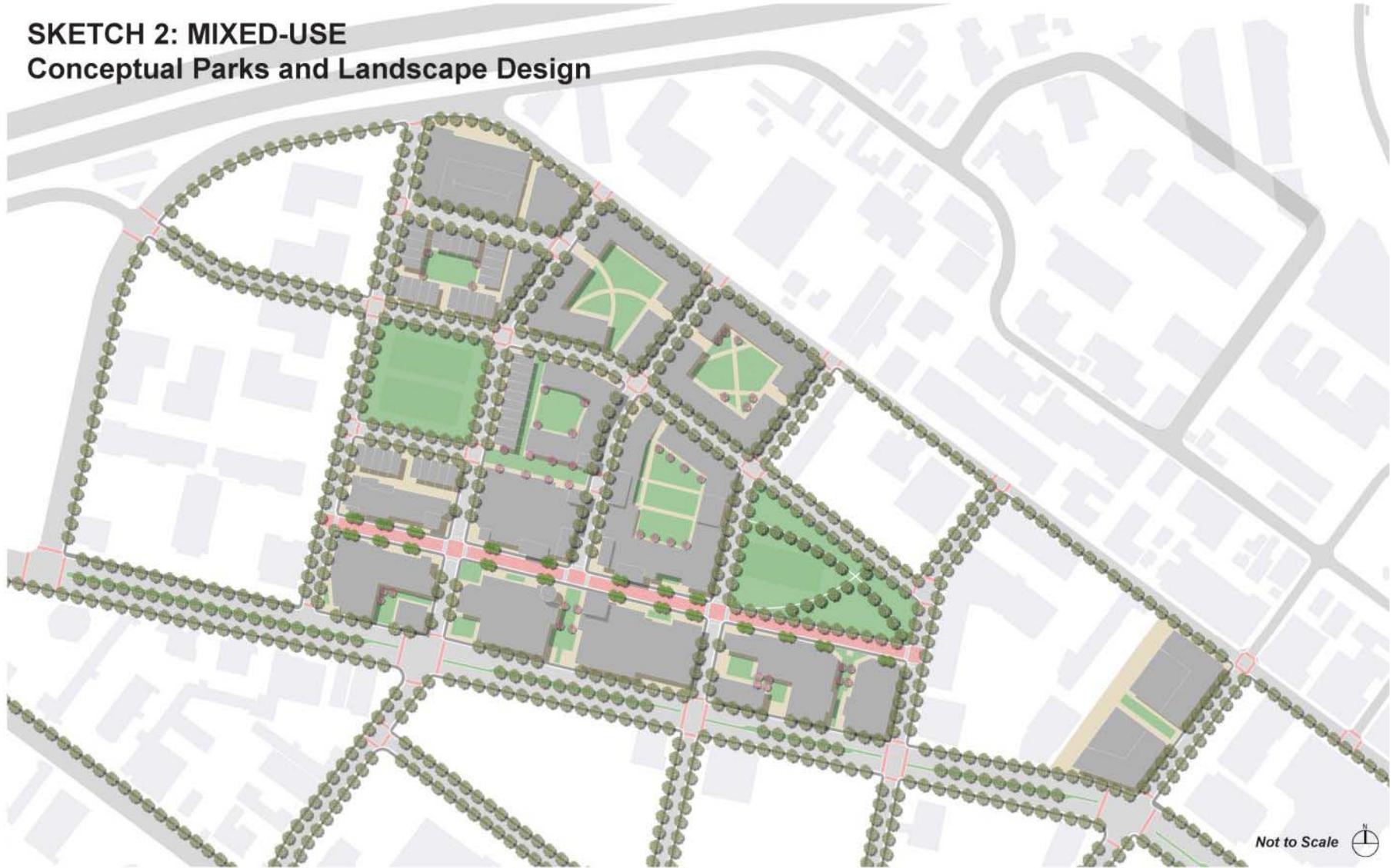
## SKETCH 2: MIXED-USE Conceptual Land Use and Development



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# Sports Arena Village

SKETCH 2: MIXED-USE  
Conceptual Parks and Landscape Design



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