

VIII. DESIGN AND SITE PLANNING CRITERIA

Future development proposals which are consistent with land uses established by this Specific Plan, applicable zones and the *Mission City* Overlay require ministerial approval, as described in Chapter IX, IMPLEMENTATION. Where development proposals require a Planned Development Permit (PDP) or other discretionary action(s), this chapter serves as a methodology for achieving a high quality, aesthetically cohesive community as development occurs on the *Mission City* project site. It is intended that these design and site planning guidelines be consulted as part of the review process for any PDP or discretionary action requested as part of the development process in *Mission City*. Through implementation of the guidelines presented in this chapter and the zone-specific development regulations contained in the City's Land Development Code (September 1997), the goals and objectives of this Specific Plan can be realized. The guidelines included in this chapter are intended to provide basic design concepts for the various types of development and residential products planned within *Mission City*. These guidelines should not, however, be so strictly applied that the design of a particular parcel in *Mission City* is pre-established or limited. Instead, creativity in product design and site planning should be encouraged to allow flexibility in site development.

A. DESIGN OBJECTIVES

Mission City is a master-planned development with a diversified mix of contemporary land uses. *Mission City* reflects a mix of land uses comprised of individual components which typify the urban landscape. The compliment of land uses anticipated in *Mission City* combine to create a viable project compatible with adjacent land uses and in support of the goals of the Mission Valley Community Plan. Development in *Mission City* is intended to occur through a ministerial approval process. If development proposals require a Planned Development Permit (PDP) or other discretionary action(s), these design and site planning guidelines should be consulted as part of the review process for any PDP or discretionary action requested as part of the development process in *Mission City*. The guidelines presented in this chapter create a framework for construction projects in *Mission City* reflecting the following project objectives:

- To provide the City of San Diego with the necessary assurances that the *Mission City* Specific Plan area will develop in the manner expressed in this document.
- To serve as a manual to developers, builders, engineers, architects, landscape architects and other professionals to maintain the desired character and appearances.
- To assist City staff in the review of future development proposals in the Specific Plan area.
- To encourage development in the Specific Plan area that is compatible with existing development in the vicinity of the project site.
- To accommodate flexibility for innovative and creative design solutions that respond to contemporary market trends.
- To create a high quality community that will maintain and enhance its economic value and generate tax revenue for the City.

- To encourage a mixture of intensive land uses near the LRT to encourage transit use and create an activity center for the project;
- To create a circulation network accessible to vehicles, bicycle and pedestrians which provides direct connections with the variety of uses planned in *Mission City* and the LRT/San Diego River corridor.

B. SITE PLANNING INFLUENCES

As described in Chapter II, LAND USE ELEMENT, this Specific Plan divides *Mission City* into two, roughly equal, areas encompassing a total of eight planning areas. With the exception of Planning Area 8, which will be preserved as the San Diego River floodway, land uses and development intensities have been assigned to each planning area with the focus of *Mission City* North being Medium and Medium Low Density residential neighborhoods, while *Mission City* South provides opportunity for a variety of urban uses and intensities. In preparing the detailed development proposals for specific parcels in *Mission City*, special consideration should be given to the following site planning guidelines for these two distinct components of the *Mission City* Specific Plan.

1. The Residential Neighborhoods of *Mission City* North

The residential neighborhoods of *Mission City* North will be comprised of Medium and Medium Low Density residential products within five different planning areas. Site design and building lay-outs should impart cohesiveness such that overall development flows together as a single community. This is not to imply that site design, architecture and density must be consistent and uniform throughout each planning area, but rather that site planning should encourage integration and connectiveness of adjacent development and planning areas through compatible landscaping palettes and building placements which encourage neighborhood linkages. Gated entries provided on "A" Street and Northside Drive will provide security to residents and restrict unauthorized access.

Pedestrian access through and between planning areas, as well as identified connections to the *Mission City* Trail where feasible, is an important element of *Mission City*. Pedestrian accessibility should be a primary focus of site planning in the residential neighborhoods of *Mission City* North.

A private recreation complex is planned as Planning Area 7 in *Mission City* North which will provide recreational opportunities for residents in *Mission City*. The private recreation complex could provide areas for passive or active play (such as basketball courts, tennis courts, a swimming pool and a spa) as well as areas for informal pick-up sports or passive recreational activities. Parking and restroom facilities could also be provided. The *Mission City* Trail begins at the Private Recreation Complex. It continues to the north, allowing pedestrian access into the adjacent off-site natural open space area, and to the south, accessing other areas within *Mission City* as well as the Mission Valley West LRT/San Diego River corridor. Site planning for the *Mission City* Private Recreation Complex should include trail identifications. Portions of the *Mission City* Private Recreation Complex interface with residential development areas in Planning Areas 2 and 3. Along this interface, special landscape treatment should occur to promote a smooth transition between land uses.

2. The Multiple Uses of Mission City South

Planning Area 6 located in *Mission City* South is planned to support a variety of land uses, based on minimum development criteria established in Chapter II, LAND USE ELEMENT, of this Specific Plan. Development proposals in this multiple use area should be designed in a manner which emphasizes pedestrian connections and linkages while de-emphasizing the preeminent role that the automobile typically plays in site planning by encouraging design that meets the physical and psychological needs of project residents, workers, and visitors.

Planning Area 6 will serve as the urban core for *Mission City*. At project build-out, it will contain a variety of uses, such as commercial retail uses, residential development, office/business park uses, scientific research and development uses, and the *Mission City* Paseo. To facilitate human activity and movement, development in Planning Area 6 should be designed with the pedestrian in mind. Careful placement of street furniture, provision of sitting areas and covered arcades for shelter against sun and inclement weather, adequate lighting and enhanced paving materials will also create a rich, functional, and aesthetically pleasing pedestrian environment.

Because Planning Area 6 is envisioned as an activity node for *Mission City*, the *Mission City* Paseo will become a focal point for resting, eating, conversing and people watching. The Paseo should be readily visible from Friars Road to attract passing motorists and pedestrians into the complex. Safe pedestrian access should be provided and encouraged between this Paseo and the uses within Planning Area 6, as well as adjacent trail linkages. The Paseo may be designed to provide a direct connection to the LRT station or may connect with other planned pedestrian/bicycle linkages which connect to the terminus of "A" Street.

C. SITE PLANNING GUIDELINES

The focus of these guidelines is the creation of cohesive neighborhoods that provide for quality development, pedestrian and vehicular circulation, access to open space, views and well designed parking areas. The result will be a balance between creating an inviting interior environment and complementing the patterns of surrounding development as well as natural features to the north and south.

1. Grading

All grading is controlled and should be in substantial conformance to the *Mission City* Tentative Map (TM No. 96-0544). The *Mission City* Tentative Map results in a series of graded pads in *Mission City* North to accommodate residential development. The elevational differences between Friars Road and residential pads, as well as internal and perimeter slopes within Planning Areas create an overall effect of development stepping down to Friars Road, affording view opportunities from within some of the residential Planning Areas. *Mission City* South will be graded as one, generally flat development pad. Planning Area 6 encompasses the majority of the land in *Mission City* South. Within Planning Area 6, final grading may include creating separate pads for selected land uses and providing vertical separation in the form of internal manufactured slopes.

2. Building Placement

a. RESIDENTIAL PROJECTS

Building placement in the residential neighborhoods planned for *Mission City* North should also consider indoor and outdoor privacy, solar access and overall aesthetic appearance. To avoid sharp edges which often occur as individual builders develop at different times within the various planning areas, buildings placement should provide see-throughs and/or passageways between buildings of adjacent development areas. Uninterrupted walls of structures should not occur. Structures may be clustered and arranged as individual residences (such as in small lot and courtyard projects) or groups of residential units occurring as staggered, informally sited clusters. Buildings should not be sited in rigid, parallel fashion in order to avoid monotony in visual appearance. Setbacks from streets should vary to maximize streetscape interest. In projects with tuck-under parking and opposing garages, individual units should be turned and oriented in a variety of ways to avoid the monotony of long unbroken corridors of garage doors.

b. MULTIPLE USE AREA

The siting of structures in the multiple use area should reflect its importance as an urbanized center for visitors and residents to congregate and interact. Residential buildings may be grouped into clusters and arranged around courtyards or small plazas to create public gathering areas and places to socialize. Retail commercial buildings should be designed with a human scale and coordinated in their individual designs to create usable and attractive spaces between them (i.e., mini-plazas, shared outdoor dining areas, etc.). Site planning for buildings should consider the planning of neighboring parcels to ensure visual and functional compatibility. If small, separate, freestanding commercial structures are planned, then the buildings should be arranged in two or more clusters to promote congregation and interaction. For example, the buildings could be arranged around a small courtyard or a plaza with fountain. If the shops in the multiple use area are designed as one contiguous structure instead of as a series of smaller, separate buildings, then the building facade should include both horizontal and vertical projections and recesses to create visual interest. For example, arcades, porches, towers and other similar architectural elements can be incorporated into the building to visually break up the linear facade into smaller components.

Building placement adjacent to the off-site office park should be reflective of this existing use. Long, linear building walls without breaks or interruptions should be avoided, particularly along the interface with the off-site office park. The use of interior courtyards which can be landscaped for the enjoyment of employees and visitors is encouraged. The use of berms, mounding and other landscape elements should be utilized to provide variety at the ground plane, integrate architectural forms and create visual interest.

D. GENERAL ARCHITECTURAL GUIDELINES

A variety of architectural styles are envisioned for structures in *Mission City*. Although various architectural styles are intended to coexist in the overall Specific Planning Area (especially in different planning areas) to provide for independent and distinct neighborhood character, architectural styles should be carefully evaluated when several different styles are planned within a single development project. In such instances, a consistent palette of building materials and complementary color schemes, in conjunction with a uniform landscape scheme, may be used to tie several architectural styles together to create a cohesive community character.

Because the popularity of architectural styles is constantly changing, the type of architecture to be constructed in each planning area in *Mission City* will be determined at the time a given parcel is slated for actual development. The design of the architecture ultimately selected for each planning area will depend upon market trends/conditions at the time of construction. As a general rule, however, architecture within the Planning Areas in *Mission City* North should have internal consistency. Because a multiple of land uses may occur in Planning Area 6 within *Mission City* South, compatibility of architectural styles and features is stressed. As a whole, it is likely that different planning areas within *Mission City* will have different architectural themes and styles, because the project will build out over an extended period of time, and market trends are expected to continue to evolve and change during the build-out time frame.

1. Building Massing and Orientation

a. BUILDING STYLE AND MASSING

Structures should relate to neighboring buildings in mass and bulk. Architecture should be of a complementary style. Heights of individual buildings should be varied by a combination of single-level and multi-story units into single buildings, through the use of different roof styles or grade variations. In row-type townhouses, buildings should be varied occasionally in setback and height to provide visual relief. Building design and scale should relate to occupant activities and reflect a diversity of façade elements.

b. BUILDING ORIENTATION

Buildings should be oriented to maximize solar access and take advantage of passive solar heating techniques. Placement of buildings in *Mission City* North should be oriented to the south, wherever feasible, to take advantage of views across Mission Valley. For *Mission City* South, buildings should be oriented to afford users and/or residents views, where available, of the San Diego River environment. As described in Chapter VII, LANDSCAPE ELEMENT, a Special Treatment Area should occur along the interface of development in *Mission City* South and the Mission Valley West LRT located to the south of *Mission City*. Placement of buildings along this interface should occur outside the buffer area.

c. BUILDING ARTICULATION

The use of variable setbacks, pronounced faceting, carving and sculpturing techniques should be used to avoid a square, flat silhouette. Projections should enhance the building appearance through the creation of shadows. Stairwells should be covered and screened from general view through the use of wing walls or other architectural treatment.

d. EXTERIOR FAÇADE TREATMENTS

All exterior wall elevations of buildings visible from and/or facing streets are to have architectural treatment to alleviate flat, void surfaces. This can be accomplished by varying setbacks, breaking buildings into segments and by incorporating landscaping into the architectural design.

e. GARAGES AND CARPORT STRUCTURES

Garage and carport setbacks may be varied to enhance the appearance of the streetscene. Garages and carports should be constructed of materials compatible with the architectural style of the adjacent primary structure.

Garages should be fully integrated into the design of the architecture. In addition, garages should be designed to have a minimal visual impact relative to the façade of the structure. Materials, roof lines, balconies and setbacks can be used to achieve this goal.

Carports may be integrated with patio walls, lattice screens and fences. When lattice screens are used, vines may be planted to soften the appearance of the carports. Any carport located near to and visible from a public street should use screens, landscaping, or walls to screen the carport from views.

f. DEVELOPMENT AREA PRIVATE RECREATION FACILITIES

Recreation facilities, if planned in residential projects, should generally be located in highly visible areas, such as project entries and model complexes, or centrally within development where units are placed around this amenity. Support buildings should continue the theme of major dwelling units within the project. Each recreation facility is encouraged to contain a focal point. All recreation facilities should contain adequate parking to support the expected usage of the site.

g. EMPLOYEE OUTDOOR EATING AREAS

Where outdoor areas are to be provided, they should be oriented for maximum solar exposure. In general, outdoor eating areas should be located contiguous to southerly building exposures. Northern exposures should be discouraged. Where possible, outdoor eating areas should be located adjacent to open space features designed to capitalize on view opportunities.

2. Building Materials, Textures and Colors**a. MATERIALS**

Primary materials should be wood, stucco, brick and stone. The façade of the building at pedestrian level should provide a relationship between the building and the street; long expanses of blank walls are considered to be detrimental to this relationship.

b. COLORS

Earth tones and soft pastels should predominate, including off-whites, beiges, browns, yellows, grays and greens. The natural colors of the exterior building materials are also acceptable. Intense colors and pure hues such as stark white, black, blue and red may be used as colorful accents on buildings. Gutters and downspouts should be painted to match the surface to which attached, unless used as a major design element, in which case the color should be consistent with the color scheme of the building.

c. TEXTURES

Masonry buildings should have textured surfaces such as split-face block. Stucco buildings may be either smooth or rough finished.

d. ENERGY CONSERVING MATERIALS

Structures should be equipped with such materials and devices as low-flush toilets, low volume shower heads and adequate insulation.

e. METAL BUILDINGS

Metal buildings should be allowed only with exceptional architectural and landscape treatment.

f. WOODEN BUILDINGS

On wood frame structures using stucco, a suitable portion of the building façade should be of a complementary material and color.

g. LARGE BUILDINGS

Building surfaces should have color schemes and textures to reduce their apparent size. This can be accomplished by breaking up large façades with brightly or complementary colored canopies, balconies, terraces, cornices, small windows and other architectural details.

3. Roofs**a. ROOF TYPES**

A variety of roof types is encouraged for structures in *Mission City*, including hip roofs, gable roofs and pitched roofs. Mansard, gambrel and flat roofs are generally not recommended for use on single family residential structures, but should be permitted on multi-family residences and in commercial and office/business park developments.

b. ROOF HEIGHTS AND PLANES

Roof heights and planes should vary to create interplay between the roof and the walls of the structure.

c. ROOFING MATERIALS

A wide variety of roofing materials are acceptable, provided that roofs meet Fire Department fire retardant codes. Clay or concrete tile roofing are preferred. Roofing colors may vary, but blue or green colored tiles are strongly discouraged on residential structures.

4. Screening**a. SCREENING NEAR ROADWAYS**

Screening adjacent to roadways should complement the architecture, color and construction material of the primary building(s).

b. ROOF-MOUNTED EQUIPMENT

All roof mounted mechanical equipment or duct work which projects vertically more than one and one-half feet above the roof or roof parapet is to be screened with an enclosure detailed consistent with the building design, or designed and painted in a manner complementary to the building design.

c. WALL-MOUNTED EQUIPMENT

No mechanical equipment should be exposed on the outside wall surface of a building.

d. REFUSE COLLECTION AREAS

Trash enclosures should be conveniently located near to the units/buildings they are designed to serve, and in such a manner as to minimize noise and odor nuisances. All outdoor refuse collection areas should be screened by a solid screen which may include walls, fences, earth berms, hedges or a combination of these features.

5. Service, Loading, Storage and Equipment Areas

Service, loading, and storage of service vehicles should be separated from pedestrian, bicycle and private automobile circulation whenever practical.

- Service areas, loading docks, storage yards, and equipment areas should be screened from views either by locating these uses within a building or by screening them with landscaping or architectural treatments. For screening of loading, service, and/or storage areas to be effective, a treatment height of not less than six (6) feet should be used.
- Outdoor loading, service and/or storage areas should be oriented away from streets and walkways and visually screened to the maximum extent possible through use of fences or walls and landscaping.
- Storage for supplies, merchandise, and similar materials is not permitted on the roofs of any buildings.
- Merchandise, material and equipment is not permitted to be stored to a height greater than any adjacent wall, fence or building.

6. Private Open Space

Residential units should be designed to have some private outdoor space. The actual amount and location would be as required in the selected residential zones in accordance with the City's Land Development Code (January 5, 1998). Where private open space is provided for residential units, as a minimum, the following criteria should be applied.

a. PATIOS

When a private outdoor space is accommodated through an on grade patio, a minimum dimension of six feet between the building wall and the patio fence should be provided. The space should be enclosed to provide boundary and definition to the user. Each patio should be enclosed on at least two sides by patio walls 30 inches high minimum.

b. BALCONIES

When private outdoor space is accommodated as an above grade balcony, such balconies should have a minimum dimension of five-foot depth. Private balconies may be 1) fully inset from the main building wall; 2) semi-recessed with a cantilevered (unsupported) projection of two feet maximum from the main building wall or corner; or 3) attached as a building projection without a recess. When attached as a building projection without a recess, the balcony element needs to have a "substantial" presence and be treated as an integral element in the whole composition. When building façades have a large number of balconies (more than six), a mix of "open" and "closed" railing designs should be used to create variety. Balconies should not be ganged together in a continuous fashion across a façade.

7. Chimneys

Chimneys are encouraged for incorporation into residential structures. Caps on chimneys may have various profiles; however, they should not be visually distracting. Acceptable building materials may include, but are not limited to, stone veneer (unpainted), brick and used brick (unpainted), stucco and wood. Sheet metal is permitted for rain gutters, flashing and similar uses, but should be painted dark colors that do not stand out. In many cases, it is desirable to paint the metal to match the color of the fascia.

8. Doors and Windows

Doors and windows are some of the most visible and important elements of any structure. When carefully placed, doors and windows help create a well-balanced structure that avoids monotony and repetition. By varying the spacing, size, location, shape, frequency and type of windows and doors in building façades, structures may be made more visually interesting and attractive. In addition, windows and doors may be recessed into or projected out of structures to add visual interest. However, care should be taken to avoid too much variety or the end result will be a chaotic, cluttered building façade. Door and window placement on similar buildings located closely together in the same development should vary occasionally to avoid monotony.

To further enhance the individual identity of each structure, awnings, pot shelves, window boxes and built-in planters may be utilized. However, all such containers must be easily accessible for plant maintenance.

Window frames, mullions, awnings and door frames should be color coordinated with the rest of the building.

E. SPECIAL DESIGN GUIDELINES FOR PLANNING AREA 6 - MULTIPLE USE AREA

Because Planning Area 6 may have the highest density development of any planning area in *Mission City* and because it may develop with a variety of land uses, it is critical that the design of this area take into consideration its urbanized character. Structures should be oriented toward the streets and should encourage congregation and activity through the use of plazas (such as the *Mission City* Paseo) and open courtyards. The scale and massing of all structures should be pedestrian in nature in order to promote this area as an activity node for *Mission City*.

As a supplement to the General Architectural Guidelines for *Mission City*, the following guidelines describe design concepts related to architectural form, massing, aesthetics, materials and colors for commercial projects. Each building, though expressing its own individuality, also should be an integral part of the overall project and should be designed accordingly.

1. Building Massing

- Long, uninterrupted walls facing onto public streets should be avoided.
- Commercial buildings should be designed low to the ground with a horizontal emphasis to preserve views of the surrounding hillsides and San Diego River Valley. However, columns, towers, clock towers, cupolas and other similar vertical architectural elements should be permitted and encouraged, provided they serve as accent features to the architecture.
- Where a commercial/public use area abuts a residential area, the following improvements should be made to ensure compatibility:
 - (a) Structures should be adequately set back from the side and rear yards, as appropriate, to avoid land use conflicts.
 - (b) Buffering in the form of walls, fences, mounding or landscaping should be required along adjoining property lines.
 - (c) The height, bulk and architectural style should complement and be compatible with the adjacent residential development.
 - (d) Large, unarticulated, "box-like" building configurations are discouraged. Smaller structures with a variety of accents are encouraged because they offer more flexibility in site layout, intrude less on the landscape and better reflect the community character of *Mission City*. Windows, doors and other architectural elements (e.g., inset tiles, overhangs, arches, arcades, towers, etc.) should be used to accent building façades.

2. Building Entries

- Entry points to the building should be incorporated into the design. The main entry should be readily identifiable and accessible.
- All vehicle entrance drives into commercial centers should be readily visible from the street.
- Building entrances and windows should be enhanced by canopies, balconies or other architectural details that complement the building design, color and materials.

3. Textures and Colors

- Simple and uniform textures and patterns are encouraged to enhance the architecture of buildings. Too many textures and patterns on any one structure tend to make façades look cluttered.
- Buildings should be designed with materials that complement landscaping materials and elements.
- A uniform palette of colors and textures should be used on building exteriors within commercial areas. It is recommended that a palette of three or four colors be used for the majority of the building façades within a single development, with additional colors provided as visual highlights and accents.

4. Building Materials

- Materials should be durable and require minimal maintenance. All materials must meet seismic safety and fire retardant safety standards for California and the City of San Diego.
- Building materials should incorporate similar or complementary materials used in adjoining residential developments.
- Use of glass is encouraged. Showroom windows will provide opportunities for window shopping and create visual interest.

5. Equipment Screening

- All roof mounted equipment or duct work which projects vertically more than one and one-half feet above the roof or roof parapet is to be screened by an enclosure which is designed consistently with the building architecture.
- All exterior mechanical equipment which is visible from ground level should be kept to a minimum, should be installed in an orderly, compact manner and should be painted a color that blends with the surrounding materials and surfaces.

- Exterior mounted electrical equipment should be screened from public view, whenever practical and where permitted by the utility company.

F. FENCING

One of the most dominant visual elements of a community is its fencing. It is essential for this element to be aesthetically pleasing, while providing visual and thematic continuity in design that unifies the various architectural styles within individual neighborhoods into a single community theme.

Care must be exercised in the design of fences and walls in order to avoid long, monotonous or awkward sections of fencing. The available fencing types may be combined to attract interest and provide variety. Using a combination of open and solid wall fence styles which change angles and directions is encouraged. Long, straight runs of a single fence style are monotonous and should be avoided where possible.

1. General Design Elements

Walls should be made of a textured surface material that is compatible with the design of the neighborhood area. Fencing may be constructed of wood, metal, wrought iron, steel, plastic or chain link. Decorative capping is encouraged, but not required. The monotony of a long wall should be broken by visual relief through periodically recessing the wall or constructing pilasters. Fencing design should avoid long, continuous runs. Jogging the fence line to avoid monotony is encouraged. In addition, landscaping such as trees, shrubs or vines should be used to soften the appearance of the wall.

2. Perimeter Wall and Fence Conditions

Walls and fences which serve as a development exterior boundary should be five to six feet in height from the highest finished grade (unless a greater height is required for noise attenuation or safety purposes). These walls and/or fences are intended to provide physical and visual separation from an adjacent project or street. Walls are especially useful for aesthetic purposes around projects and may also serve to attenuate traffic noise on heavily traveled roadways. All perimeter walls and fences should be attractive and compatible with the community design.

3. Residential Conditions

Walls and fences used in residential yards should not exceed five to six feet in height as measured from the point of highest elevation. Front yard and side yard fence heights should be coordinated so that at their joining point they are of the same height.

4. Gates and Openings

Gates in walls and fences should be constructed of a material compatible with the fence or wall. The Specific Plan allows for the construction of gated entries into residential neighborhoods planned for *Mission City North*. Gated entries into these areas shall occur in accordance with City policies.

5. Noise Walls

Some residential development areas may be exposed to significant noise levels from arterial traffic. Measures to reduce this exposure may need to be incorporated into development projects in these areas. Prior to development within these areas, a noise study should be conducted to forecast traffic noise levels within development areas. In areas determined to have a greater noise level than that compatible with the proposed use(s), noise attenuation measures should be incorporated into the development to reduce noise exposure to acceptable levels, consistent with the City's noise standards. Sound attenuation walls and fences, if required by the noise study, should be constructed of a textured solid surface material that is compatible with the architecture of the project. A wide variety of materials including concrete block, wood, stone and other materials may be used for constructing sound attenuation walls; Plexiglas may be used where views are to be maintained, provided it is of ample thickness to attenuate anticipated noise levels.

6. Alternatives to Fencing

Earth berms to substitute and supplement the fencing should be used as practical.

G. SIGNAGE

Signage in *Mission City* should focus on creating an aesthetically pleasing community through establishing specific sign standards. Although signage in *Mission City* North may differ in type and scale from that in *Mission City* South as reflective of land uses, signage should be adequate and appropriate including project, building and tenant identification for the anticipated variety of building sizes, designs and uses. Equally important, incentive and latitude should be encouraged to achieve variety and appealing design through a harmonious blend of architecture and signage throughout the Specific Plan area. In this manner, artistic flexibility is allowed while maintaining continuity and appropriate scale to the project as a whole.

The ultimate goal of the signage for *Mission City* is to contribute in a positive manner to an environment envisioned for *Mission City*. The following design objectives should apply to signage in *Mission City*:

- All signs should be designed and constructed in conformance with City regulations.
- Coordinate all sign designs with the landscape features.
- Integrate natural materials with artificial materials.
- Create a sense of contrast (i.e., permanence/flexibility, matter/gloss, rough/smooth, bright/dull, straight/curved, primitive/civilized, no-tech/high-tech, etc.).
- Maintain a sense of permanence (substance).
- Provide a design standard that will represent *Mission City* property owners and tenants.

The size, location, lighting and height of signs shall be regulated by the City On Premises Sign Ordinance. The following provides a description of the general types of signs which can occur in *Mission City*:

1. On-Street Traffic Signage

All on-street identification signs and traffic signs will be provided by the City of San Diego.

2. Off-Street Traffic Signage

These signs are intended to direct the flow of traffic within driveways and parking areas, to provide directional instructions to drivers and are not intended for tenant identification. Median signs will direct vehicles to significant features of the development and to sector parking entrance/exit locations.

3. Building Signage

Building address numerals should be of a size and form consistent with surrounding identification signage and be of materials consistent with the building to which it refers. Numerals should be visible from the street.

4. Tenant Signage - Single Tenant Signage

Single tenant identification signs identify a tenant who has leased or owns an entire building. Single tenant signage may be incorporated with a portion of the exterior surface of the leased or owned tenant space. Tenant may choose to have a free-standing ground identification sign in addition to building signage. Such free-standing ground identification signage should be compatible with the predominant visual elements of the building. Low stucco walls are encouraged for mounting free-standing signs.

5. Major/Anchor Tenant Signage

Major/anchor tenant signage will identify a tenant who is so designated on the basis of one or more of the following:

- A tenant who has leased space and has been designated as a major or anchor tenant, regardless of specified space rental requirements.
- A special category tenant who has been designated as a major or anchor tenant because of the nature of business conducted and the amount of leased space contracted.

Major/anchor tenant signage within a building can be both wall mounted and free-standing. Signage should be located on the building adjacent to or at the main entrance. Signage consisting of tenant's log also can be located on the maximum of two faces of the uppermost portion of the building. If the entrance of the building is not visible from the convening street, the major/anchor tenant is allowed, in addition to the wall mounted signs, a free-standing monument sign which can be visible from the convening street. The ground sign must be of a materials, design and placement which is harmonious with the building architecture.

6. Multi-Tenant Signage

Multi-tenant signage will identify those tenants who have leased either that portion of the ground floor not leased by a major/anchor tenant or who have leased space on subsequent floors. Framing wall mounted signs within recessed panels is encouraged.

7. Special Category Tenant Signage

Special category tenant identification includes unique situations, or tenants whose business normally requires vehicular oriented signage, but who have not leased space where signage is either permitted or feasible (e.g., theaters, clubs, restaurants, art galleries, etc.). Wherever special category tenant signage requirements conflict with the intent of the signage standards, a special review of specific proposals should determine signage policy. In addition, special category signage should be positioned in a manner compatible with other identification signage. Requirements for signage approval are the same for special category tenants as for other tenants.

8. Institutional Tenant Signage

Institutional identification signs identify public service tenants such as post offices, libraries, etc. Institutional signage is subject to tenant signage restrictions; however, special situations and requirements should be reviewed and exceptions may be authorized on an individual basis.

9. Temporary Signs

Temporary signs are permitted to be used to identify property to buy or lease. They also may denote the architect, engineer, contractor, designer or developer of a specific project during construction periods. Future tenant signs may be placed on parcels to announce future use of the property and state necessary information. These signs are subject to approval for specified periods of time. Cooperative seasonal or special event signage should be permitted.

H. LIGHTING

The design issue of lighting includes street lighting, lighting for athletic playing fields, as well as building and landscape accent lighting, and sign illumination. Three basic principals should be considered in the provision of lighting:

- Street lights should provide a safe and desirable level of illumination for both motorists and pedestrians without intruding into residential areas.
- Lighting fixtures should relate to the human scale especially in pedestrian areas.
- Lighting and lighting fixtures should complement the design and character of the environment in which they are placed.

At a minimum, all street lighting should conform to City standards or an approved theme lighting program, and should be approved by the City Engineer.

Security lighting fixtures should not project above the face of the building and are to be shielded. The shield should be painted to match the surface to which it is attached. The security lighting fixtures are not to substitute for parking lot or walkway lighting fixtures.

Illuminated entries should direct lighting low to the ground and be limited to only the immediate vicinity of the entry. Lighted entries should not be distracting, create visual hot spots or glare.