

January 15, 2014

Advisory Committee Meeting

Urban Design Concepts

MIDWAY - PACIFIC HIGHWAY CORRIDOR
Community Plan Update



AECOM

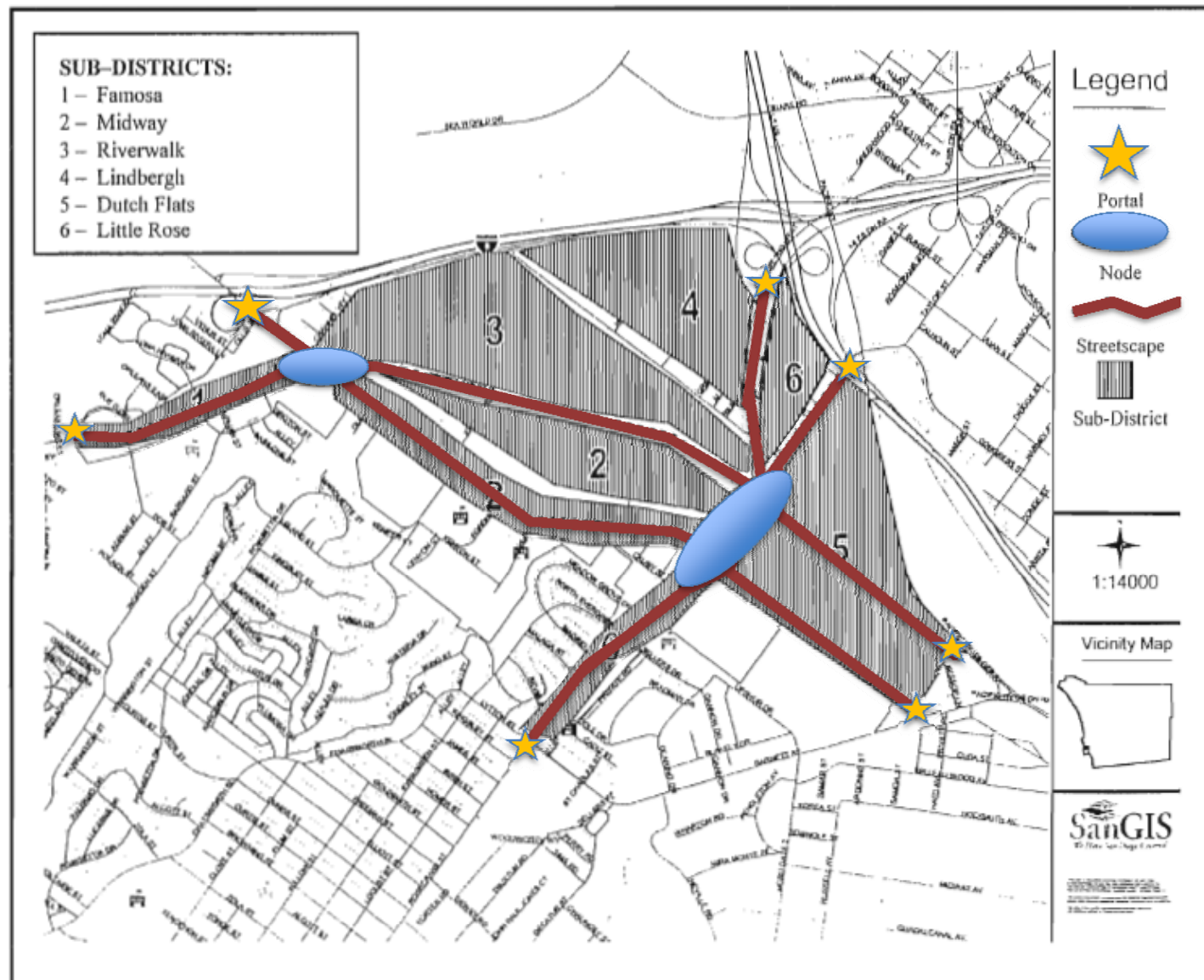


North Bay Conceptual Plan

- **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



Urban Design

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

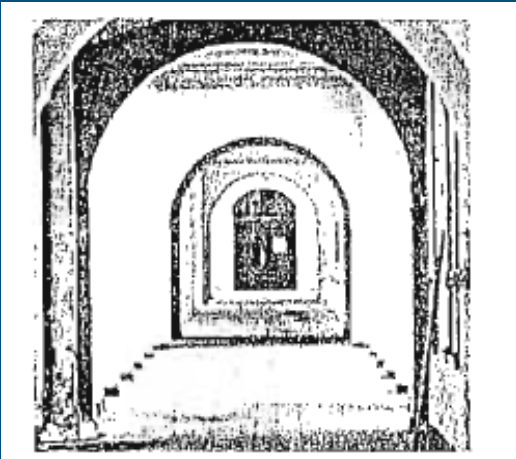
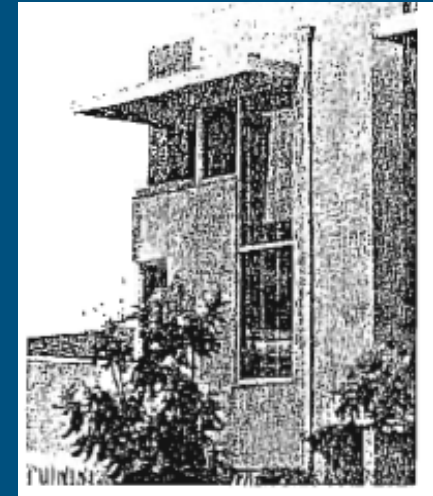
Architectural Design

- 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

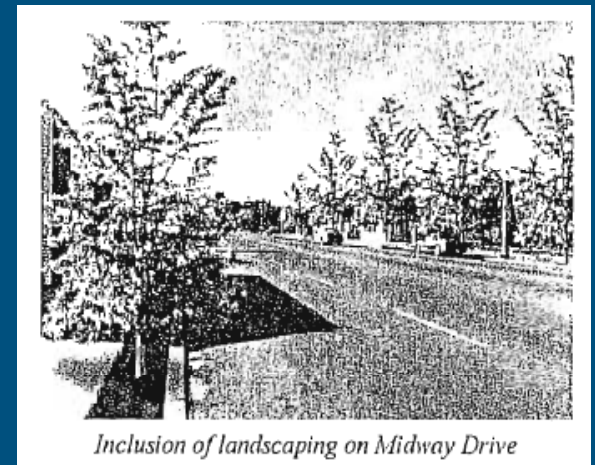
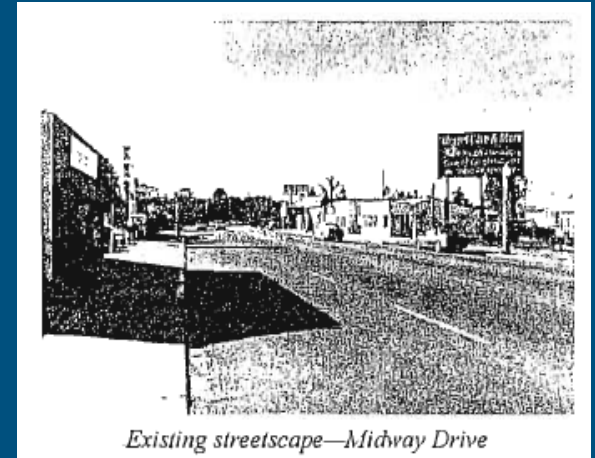
Architectural Design

- NTC Revival
- Warehouse/Loft
- Neo-Modernist



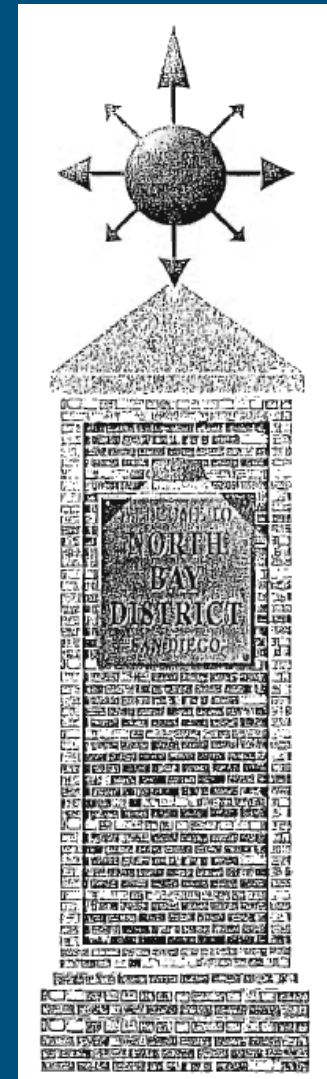
Landscape/Streetscape Design

- 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

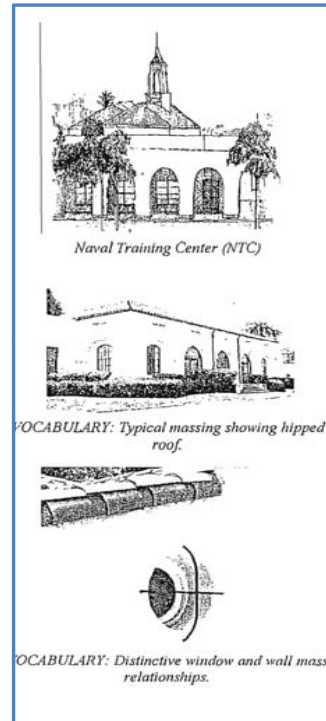


North Bay Design Guidelines

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

Style-specific architectural criteria focuses on:

- Vocabulary
- Composition
- Materials
- Color
- Landscape



pergolas may be used to similar effect.

Composition

As noted previously, the NTC Revival is suitable for a range of planning and massing configurations, from highly symmetrical buildings to much more "casual" compositions. In plan, an irregular building "footprint" may be appropriate in order to reinforce a smaller, pedestrian scale. Larger structures, on the other hand, may demand a more orderly treatment. In elevation, windows and doors may be arranged in similarly various ways. Site orientation should take into account solar exposure (and the resultant heat gain) and other environmental issues.

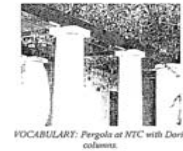
Materials

There is a limited "palette" of materials associated with this style. Primary exterior materials include tile roofing (either clay or colored concrete), wood framing and plaster wall finishes. Windows may be framed in painted or dark anodized metal or in wood. Glazing may be tinted but should not be highly reflective. Doors and frames may be painted metal or wood. Brackets and trim elements should be painted metal or wood. Ornamentation, which usually occurs around doors, windows, soffits and parapets, may be of wood, plaster, stone, precast concrete (or other simulated stone products) or glazed tile.

Color

As with materials, there is a limited range of color choices associated with the style. Roof tile is in the red/orange/brown range. Exposed wood, while most typically painted or stained dark brown, may be treated in a wide range of colors. Ironwork is usually painted black, but color is also often used. Prominent features may warrant bright accent colors, such as tile-covered domes or inset panels.

One of the most recognizable features of the architecture of the NTC is the vibrant cream/ivory wall color. This color should be employed as the primary hue of wall surfaces, with accents in the white/beige/tan range common to much



VOCABULARY: Pergola at NTC with Doric columns.



VOCABULARY: Typical verigated massing with symmetrical.



VOCABULARY: Characteristic irregular massing.

and other exposition buildings at Balboa Park, the Santa Fe Depot downtown, numerous churches and of course countless private residences throughout the county. One style sourcebook dates the Mission Style from 1890 to 1920; the Spanish Colonial Revival from 1915-1940. The best-known practitioner in Spanish Colonial was the architect Bertram Goodhue, noted previously. The NTC Revival is characterized by most of the same features that constitute Spanish Colonial. There exists the possibility of great variety within a very well defined vocabulary of architectural elements, colors, forms and materials. Buildings and groupings of buildings may exhibit biaxial symmetry or, to a lesser extent, a more picturesque composition. Building scale, too, is adaptable, from an "intimate" scale suitable for domestic architecture to a more monumental one for civic or institutional buildings. The NTC site offers good examples of all of these qualities, in such buildings as the chapel and the structures of the parade grounds. The style employed at NTC differs only slightly from the standard image of Spanish Colonial: it is a bit more formal and symmetrical, sharper in profile and more uniform in expression.

Vocabulary

The NTC Revival has a well-established architectural vocabulary. Buildings have pitched tile roofs with hipped or gabled ends; wood roof framing, often exposed to view and shaped for decorative effect; plastered (stuccoed) exterior walls of various textures and of expressed solidity and mass; a high proportion of solid wall to window or opening; semi-circular or segmental arched openings or arched arcades; decorative ironwork for brackets, window grilles, railings and lighting fixtures; and prominent entrances, often with elaborate doors and/or flanking pilasters. The play of sunlight and shade on wall surfaces is an appealing attribute of this style. A number of elements may be incorporated to cast shadows, such as projecting balconies, roof overhangs, planter boxes and decorative iron or wood work. Windows are recessed in walls, which further emphasizes the surface mass. The effect of landscape shadow patterns on walls may be an attractive design consideration also (see Landscape).

Architectural elements may extend the vocabulary beyond the exterior walls of the structure. Well-defined exterior space is characteristic of the style. Low plastered site walls may enclose landscape patios or courtyards. Arcades or



VOCABULARY: Typical arcade at NTC



VOCABULARY: Characteristic window treatment in ironwork. (Balboa Park)



VOCABULARY: Pilasters and decorative moldings highlight point of entry at Balboa Park.

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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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Community Plan Update



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

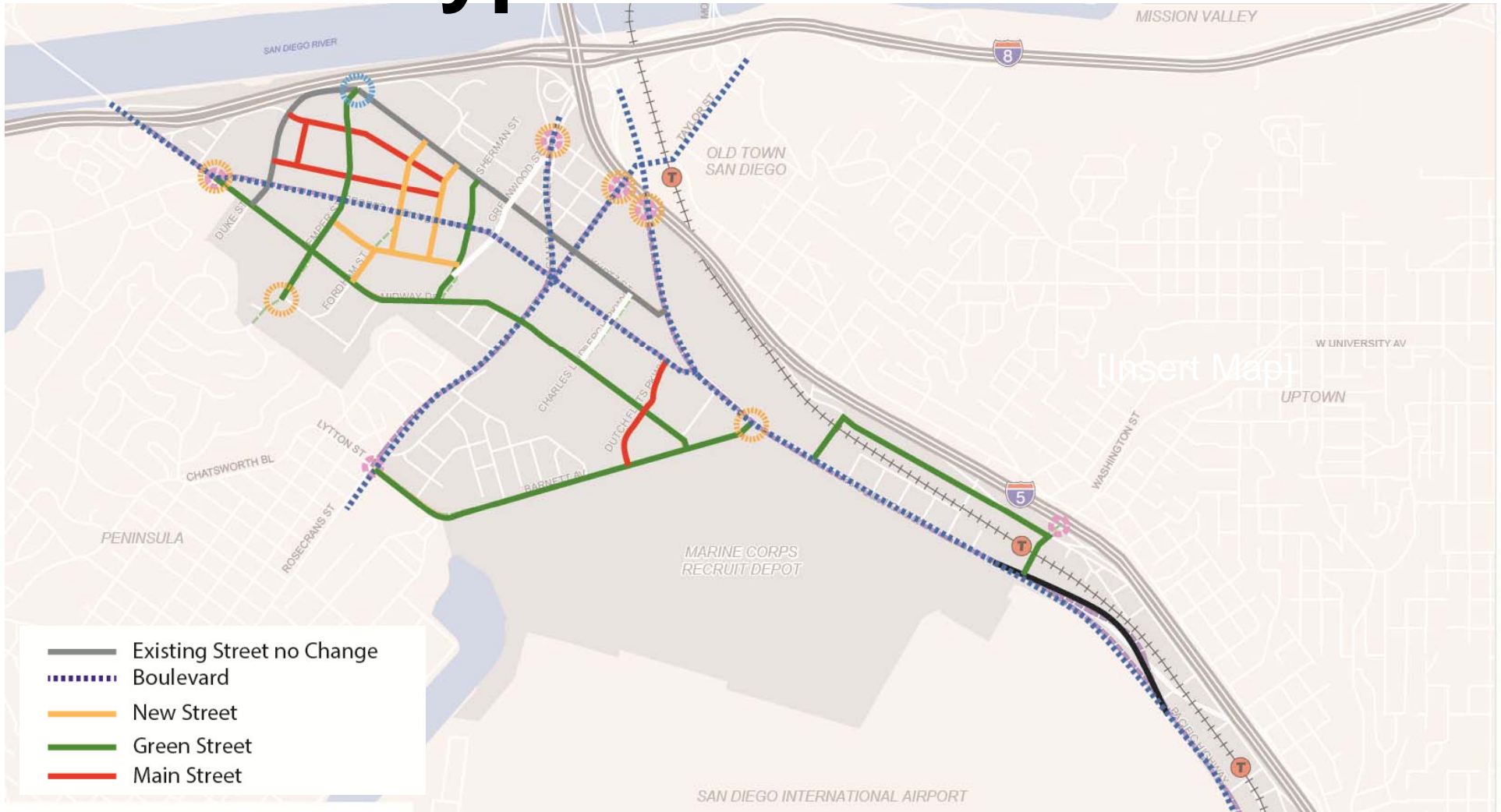
Quality streetscapes facilitate the interaction of people and the promotion of commerce.

An aerial photograph of a city corridor, likely Midway, showing a mix of industrial and commercial buildings, parking lots, and some greenery. A blue semi-transparent banner is overlaid on the left side of the image, containing the text 'MIDWAY – PACIFIC HIGHWAY CORRIDOR' and 'Community Plan Update'.

MIDWAY – PACIFIC HIGHWAY CORRIDOR

Community Plan Update

Street Types

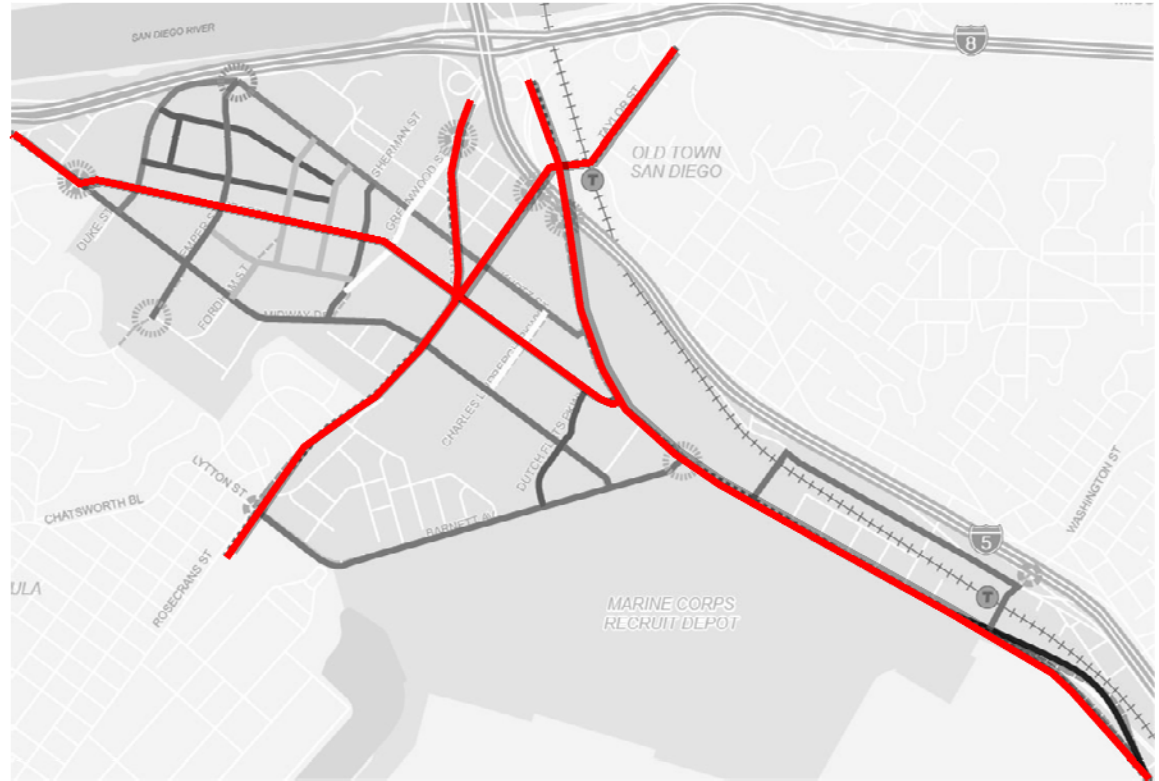


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Street Types: Boulevards

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

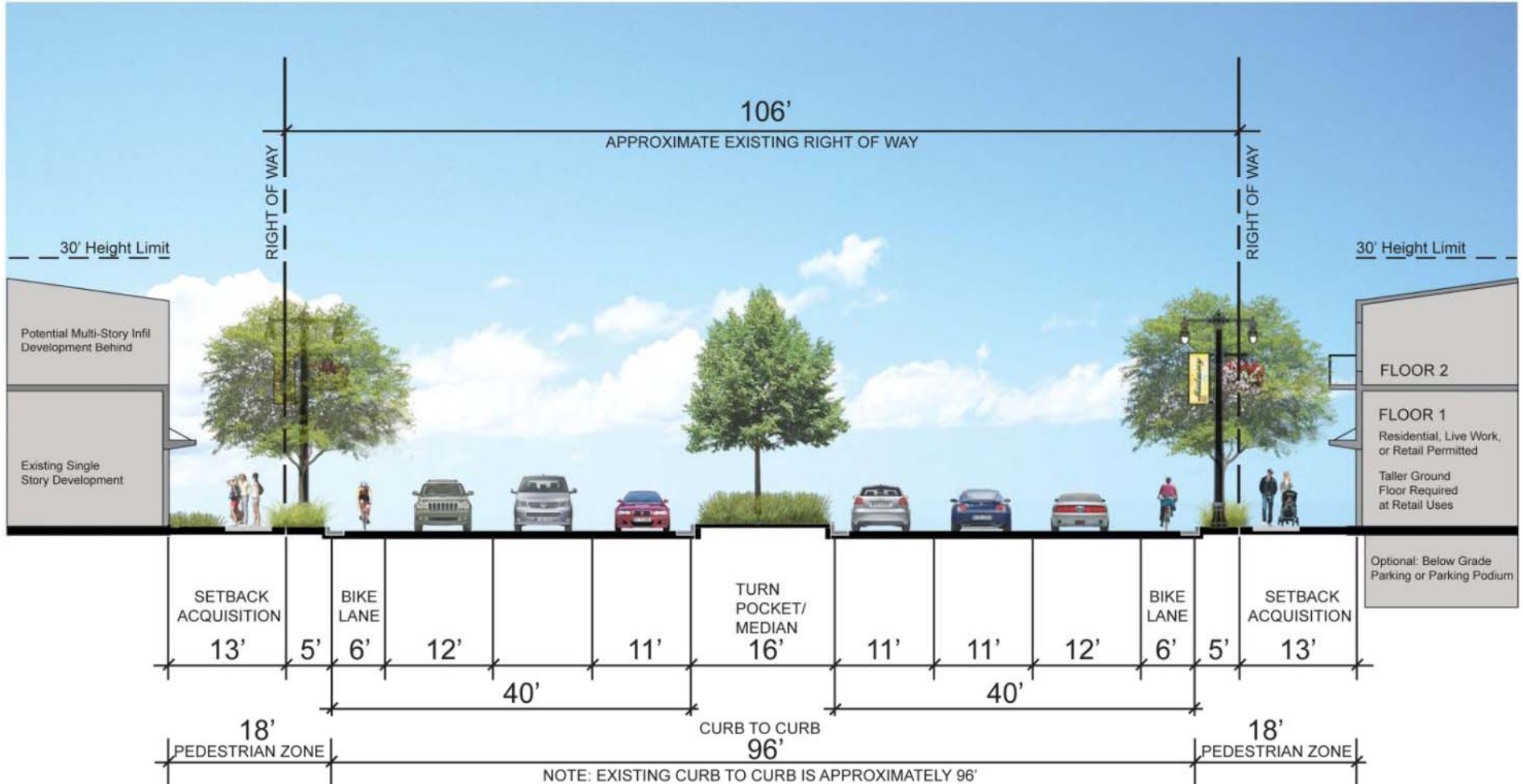


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Sports Arena Boulevard



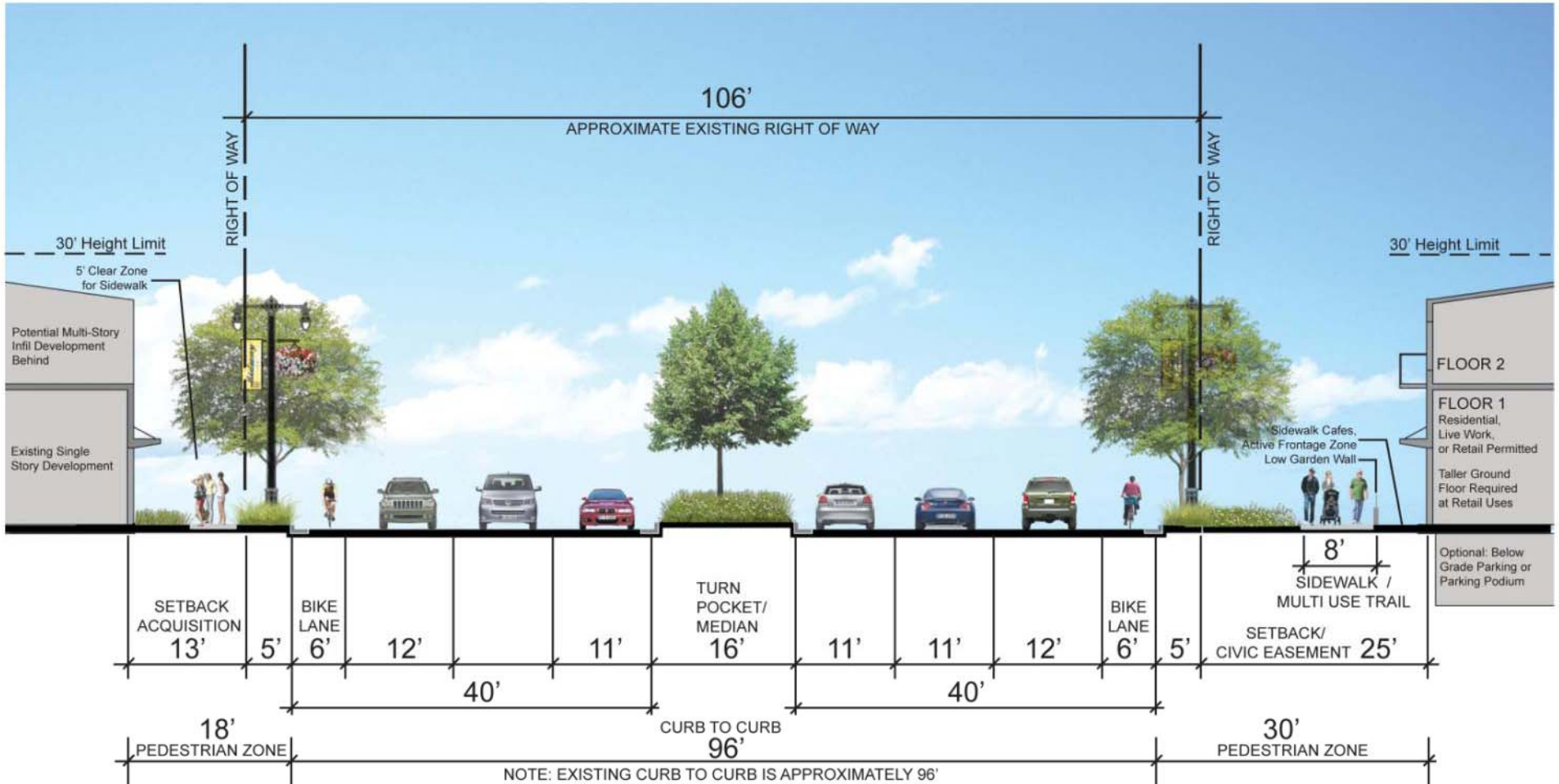
Sports Arena Boulevard OPTION 1

Location: Between W. Point Loma Blvd and East Drive

Ultimate Street Type: Boulevard

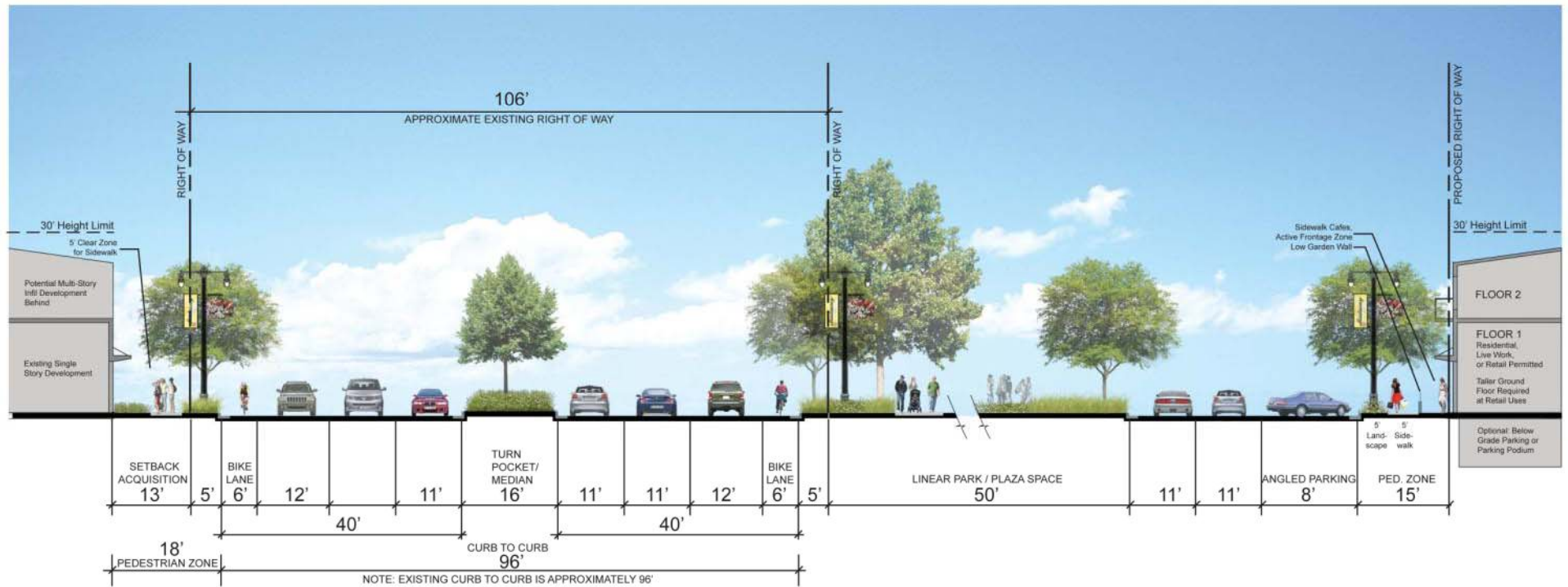
Ultimate Classification: 6 Lane Major

Sports Arena Boulevard



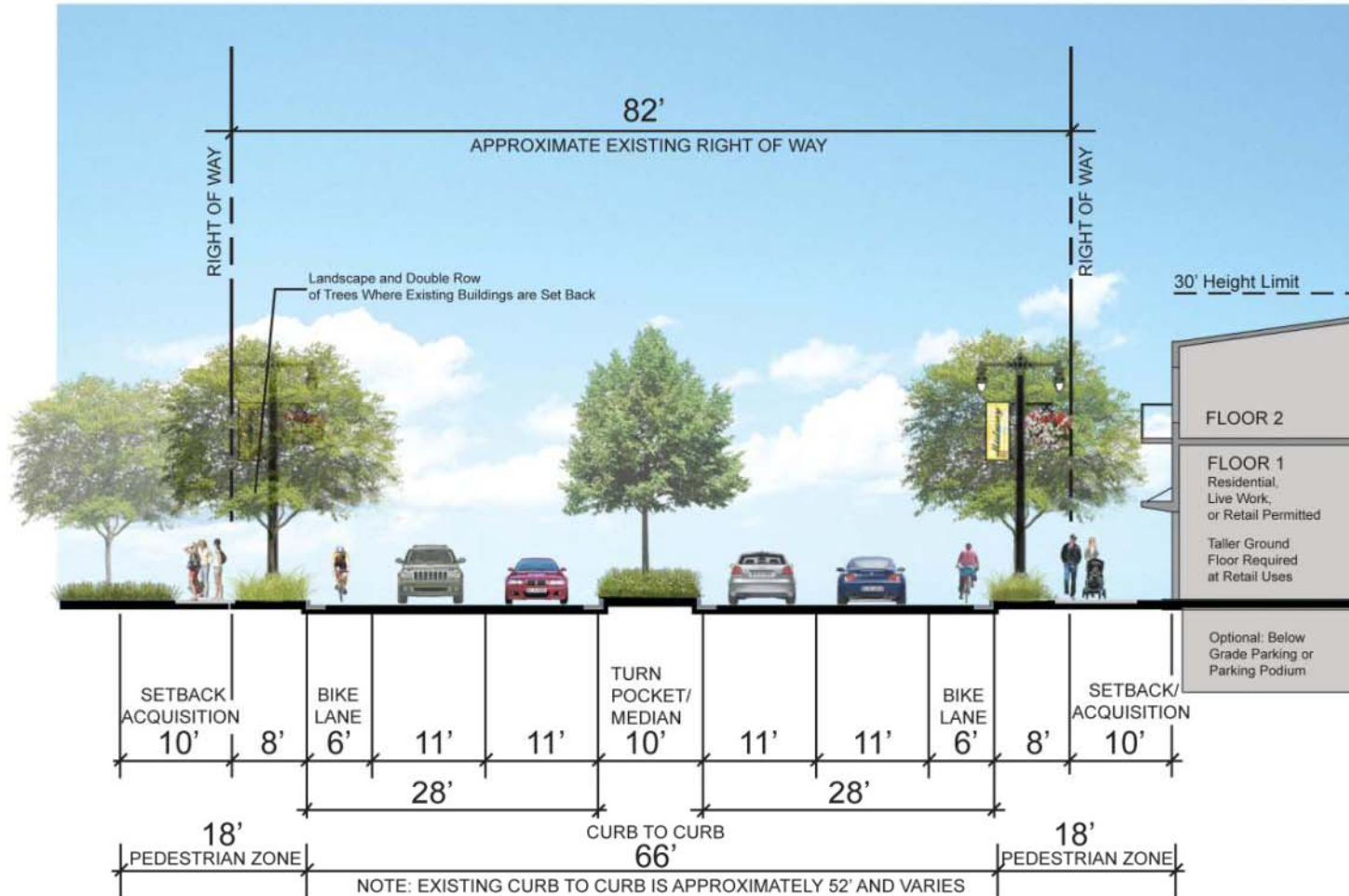
Sports Arena Boulevard OPTION 2 (For City Owned SA Sites)
 Location: Between W. Point Loma Blvd and East Drive
 Ultimate Street Type: Boulevard
 Ultimate Classification: 6 Lane Major

Sports Arena Boulevard



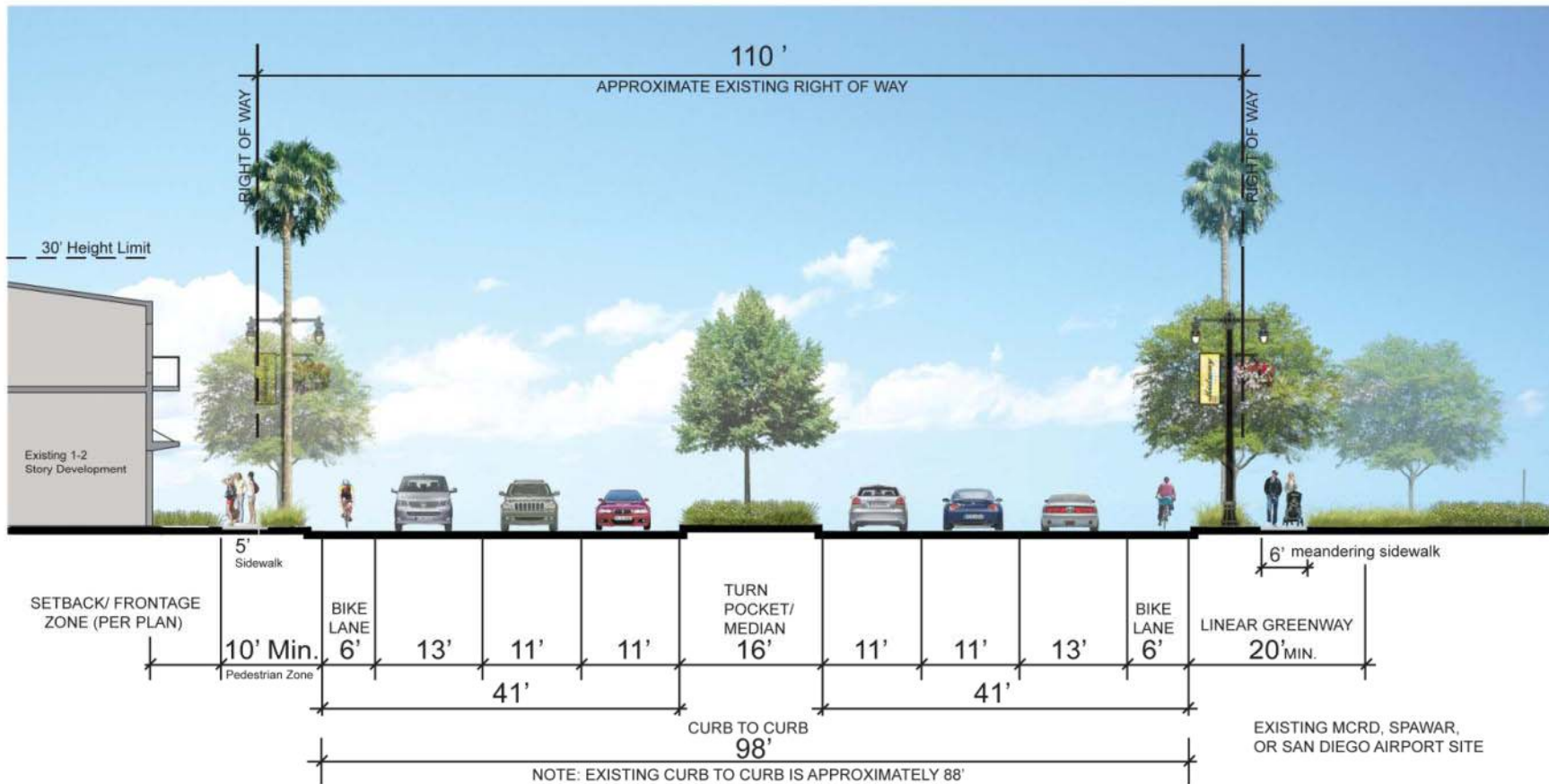
Sports Arena Boulevard OPTION 3 (For City Owned SA Sites)
Location: Between W. Point Loma Blvd and East Drive
Ultimate Street Type: Boulevard
Ultimate Classification: 6 Lane Major

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

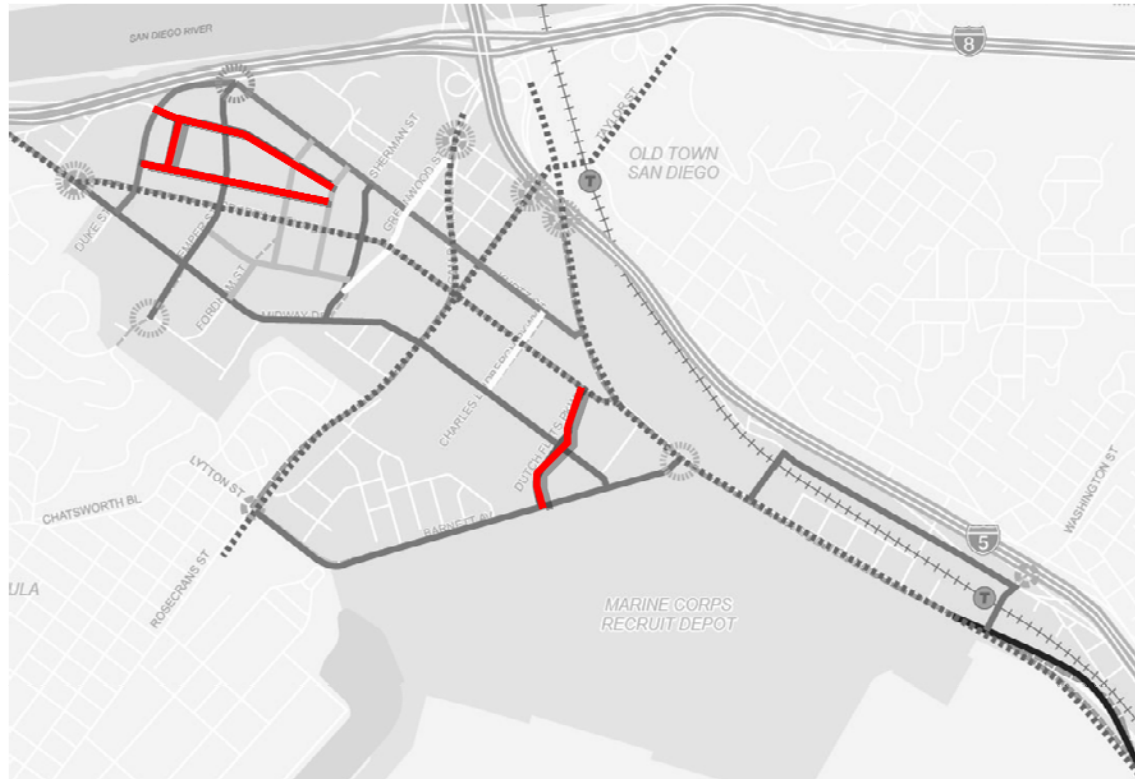


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Street Types: Main Streets and Mixed-Use Frontage



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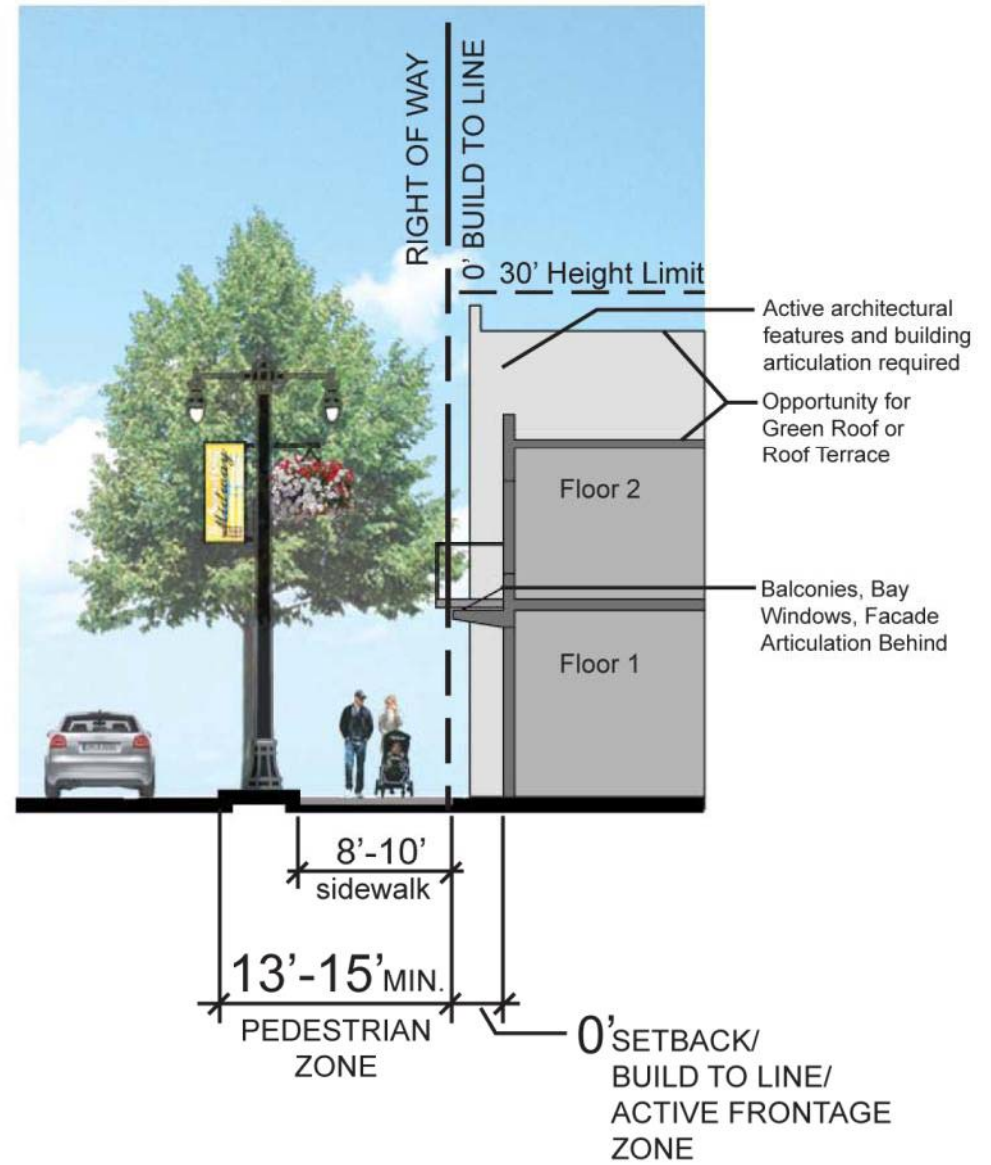
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Main Streets

Build-to Frontages

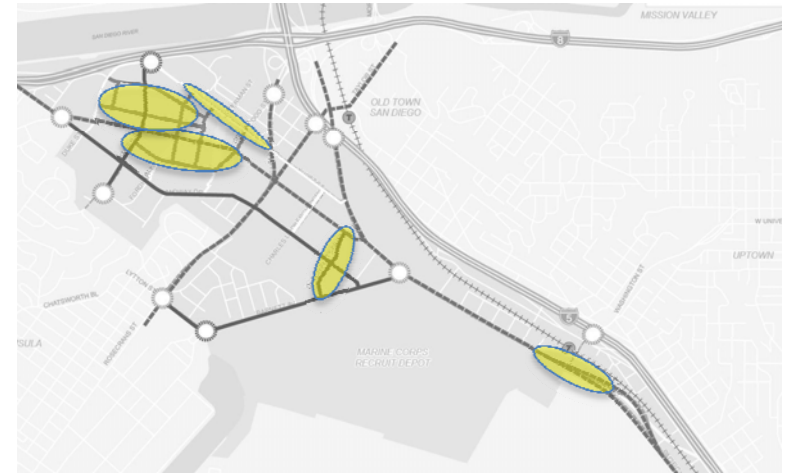
- Suited for single use office, commercial, or retail uses around
- Enhanced building articulation and architectural features face pedestrian zone
- 8 to 10 Foot Sidewalk
- 0 Foot Build-To Line, includes some flexibility for building articulation



Main Streets

Build-to Frontages

These examples show commercial uses built to the pedestrian zone.



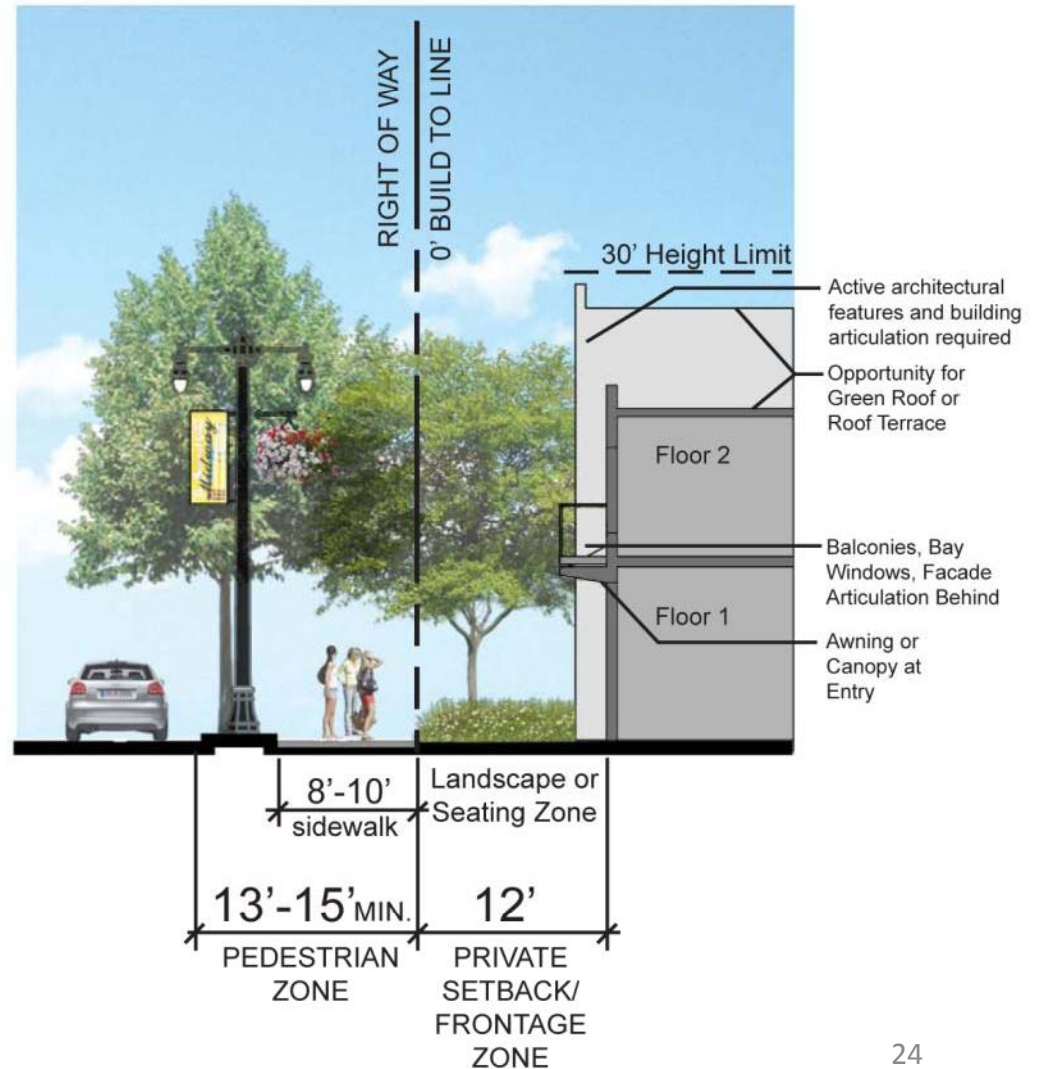
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Main Streets

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

An aerial photograph of a city corridor, likely Midway, showing a mix of industrial and commercial buildings. A blue semi-transparent overlay covers the top left portion of the image, containing the text 'MIDWAY – PACIFIC HIGHWAY CORRIDOR' and 'Community Plan Update'.

MIDWAY – PACIFIC HIGHWAY CORRIDOR

Community Plan Update

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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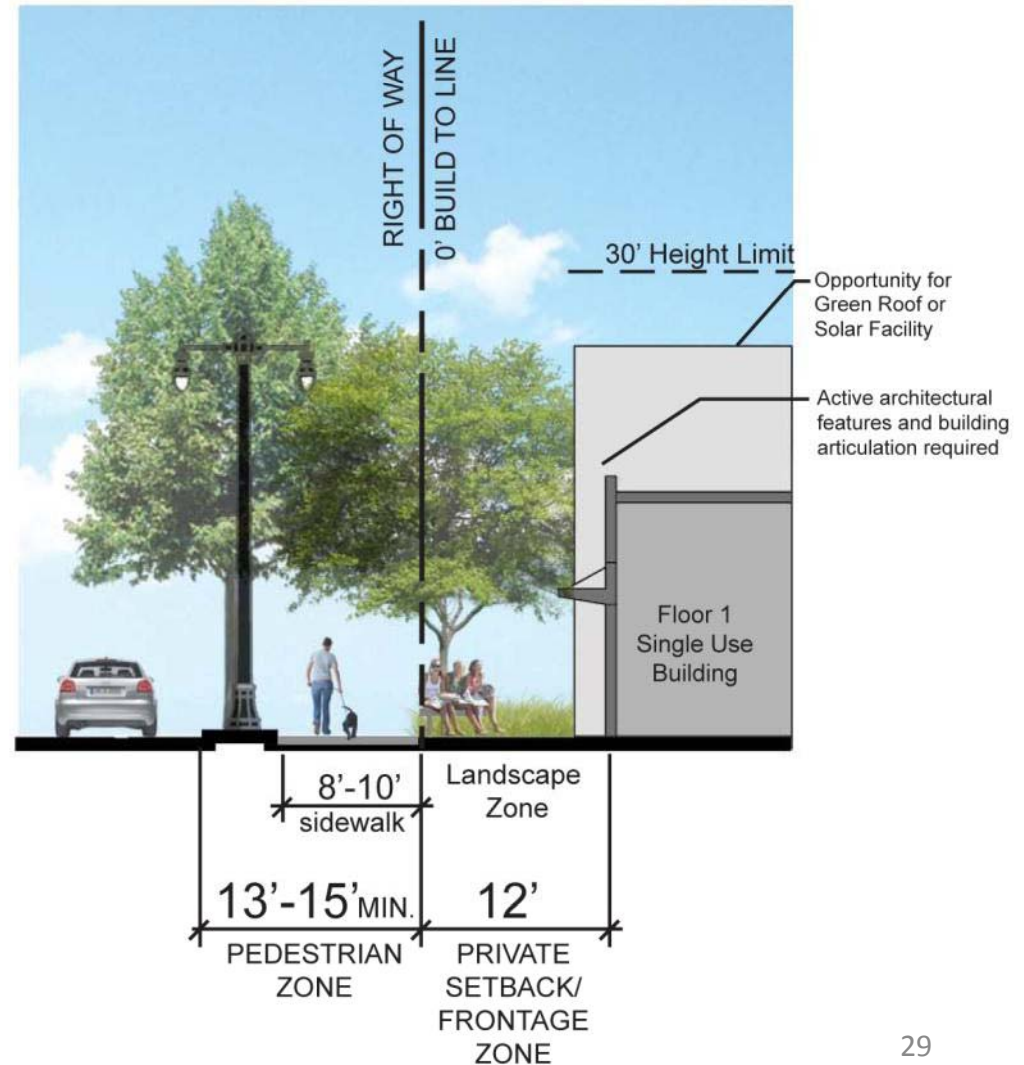
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Green Streets

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



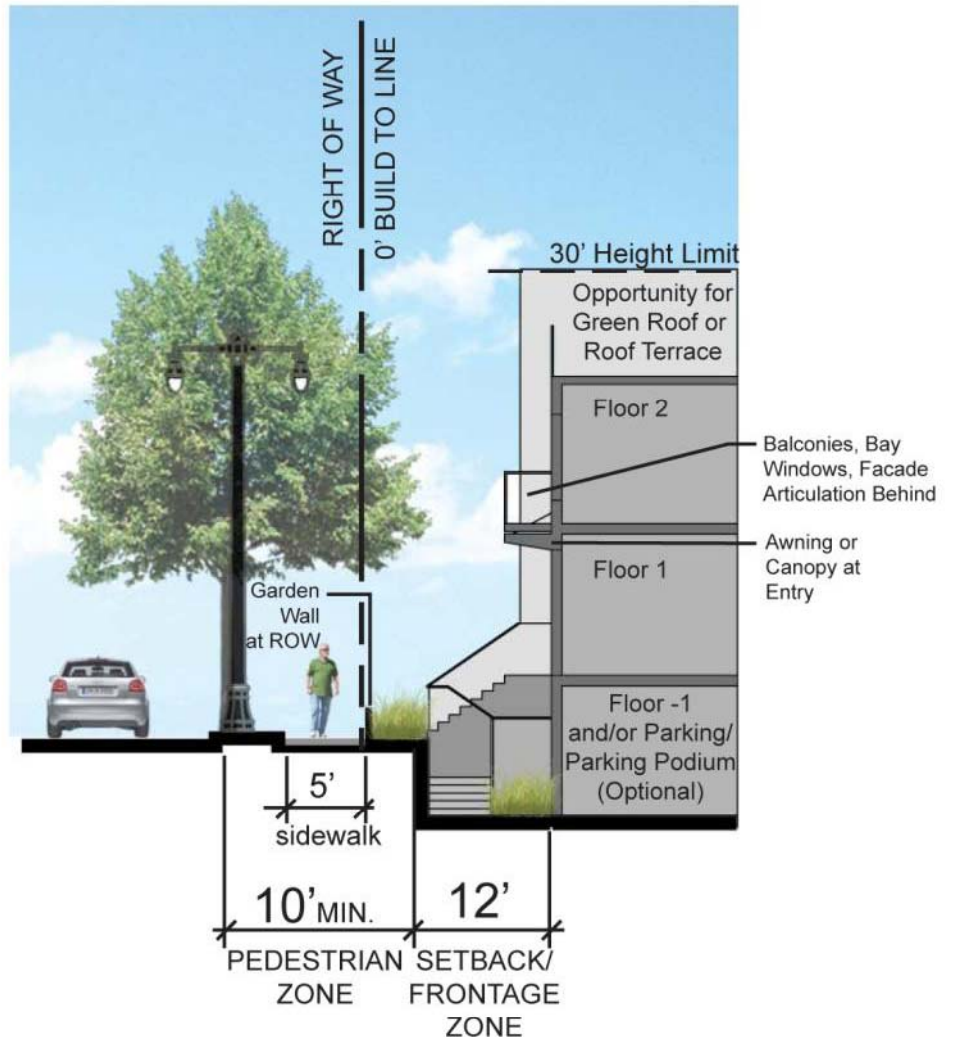
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Green Streets

Walk-Up Frontages

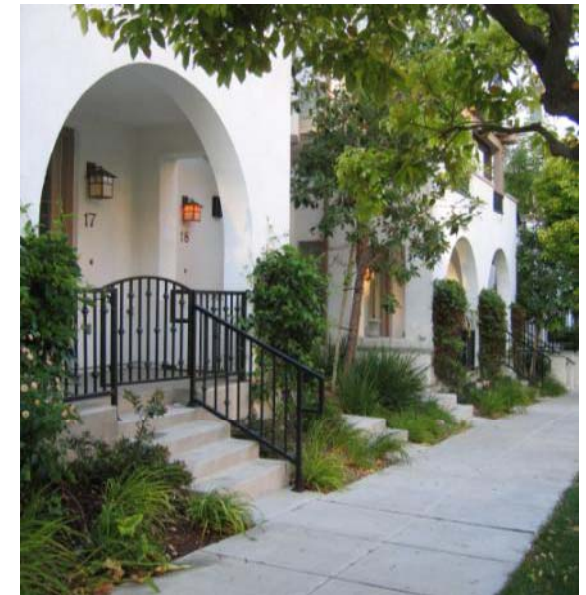
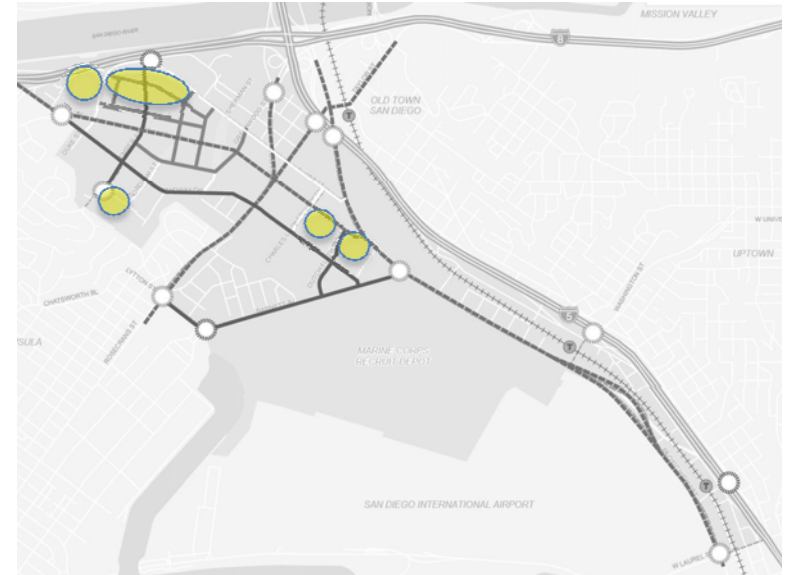
- Residential or mixed-use frontage
- Raised first floor with ground-level for living, live-work, or parking
- Front entries face pedestrian zone
- 5 Foot Sidewalk (or larger)
- 12 Foot setback for landscaping, stairway, and porches



Green Streets

Walk-Up Frontages

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

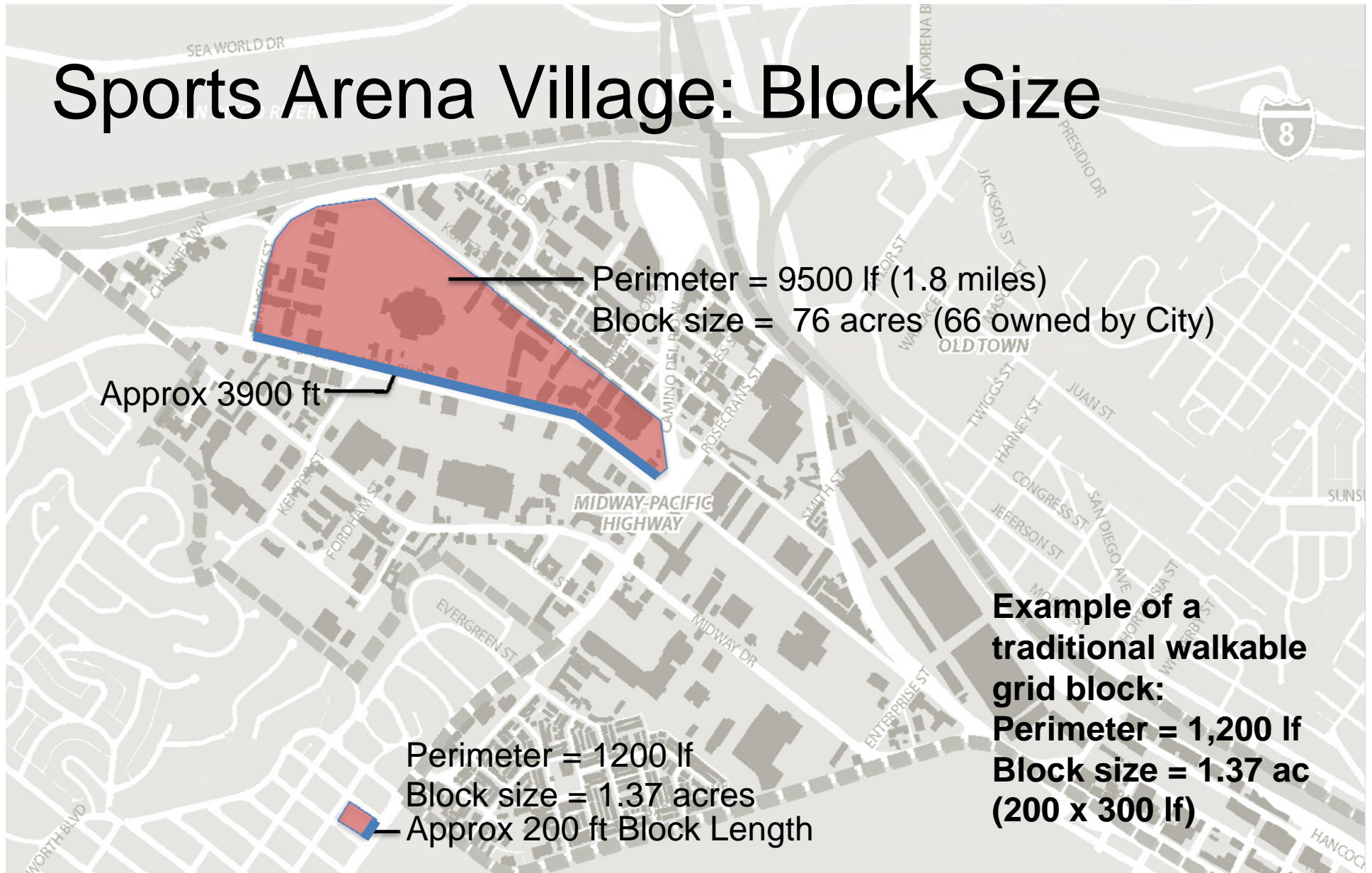


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Sports Arena Village

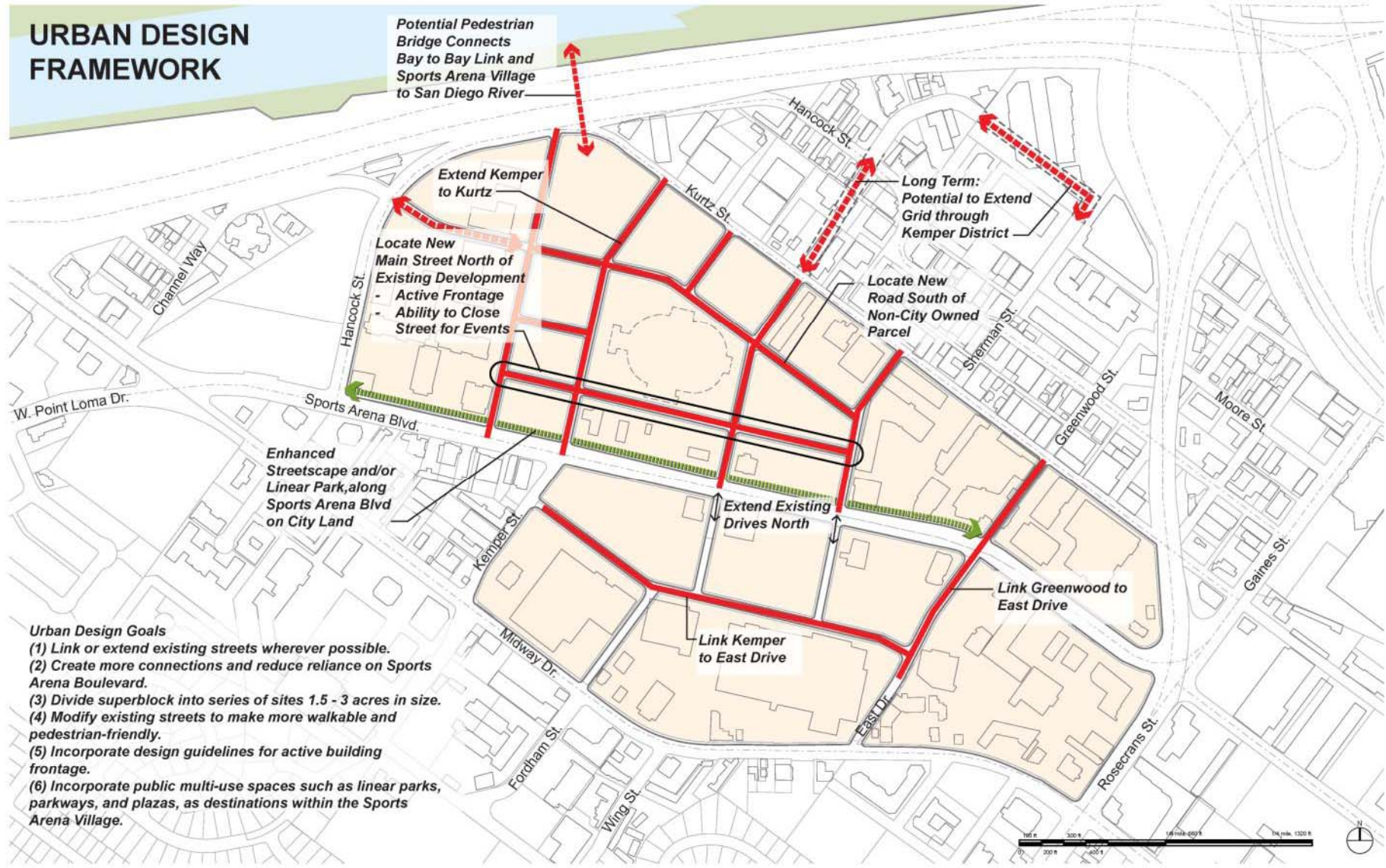
Sports Arena Village: Block Size



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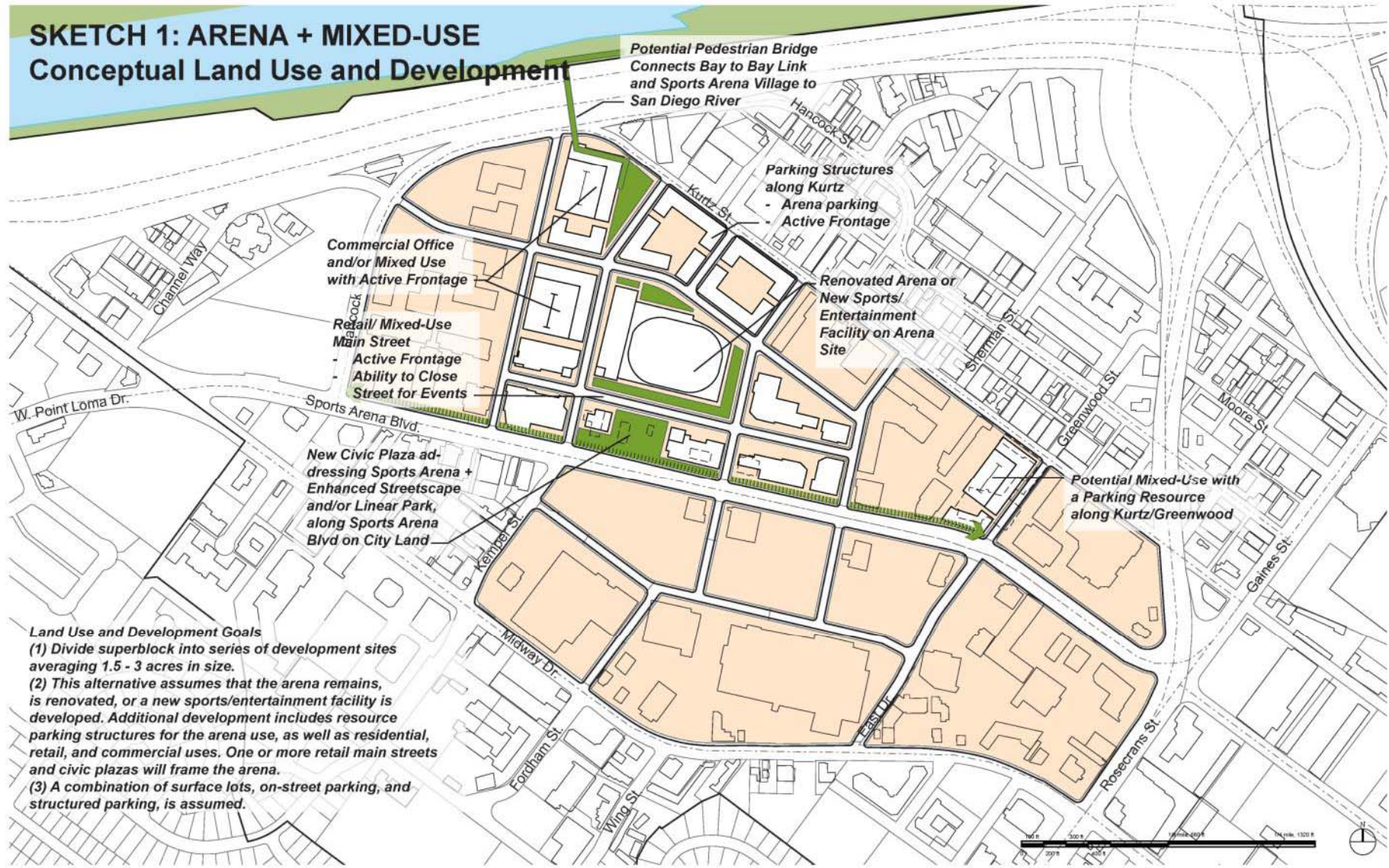
Community Plan Update

Sports Arena Village



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

Sports Arena Village



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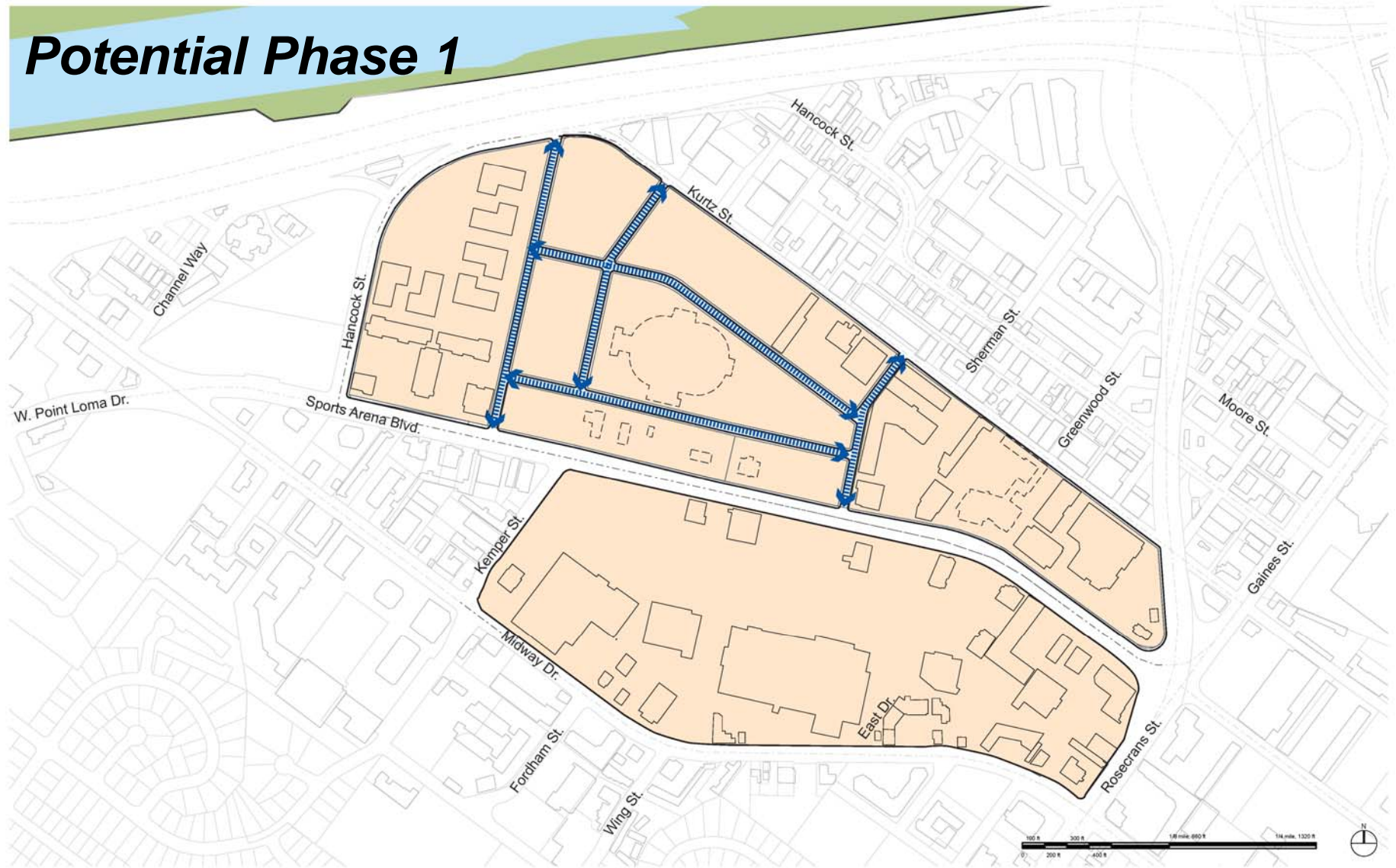
Sports Arena Village



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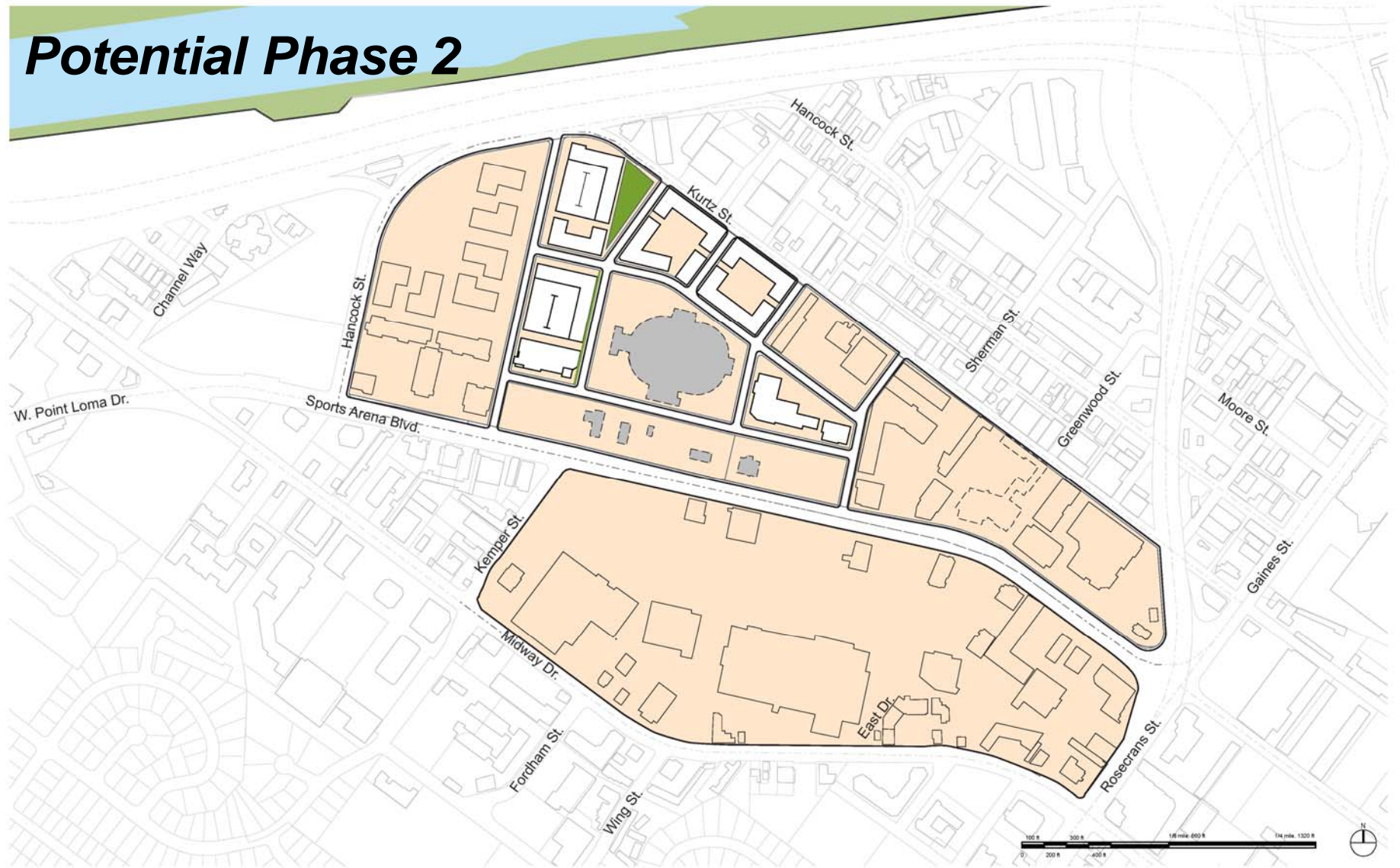
Potential Phase 1



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Sports Arena Village

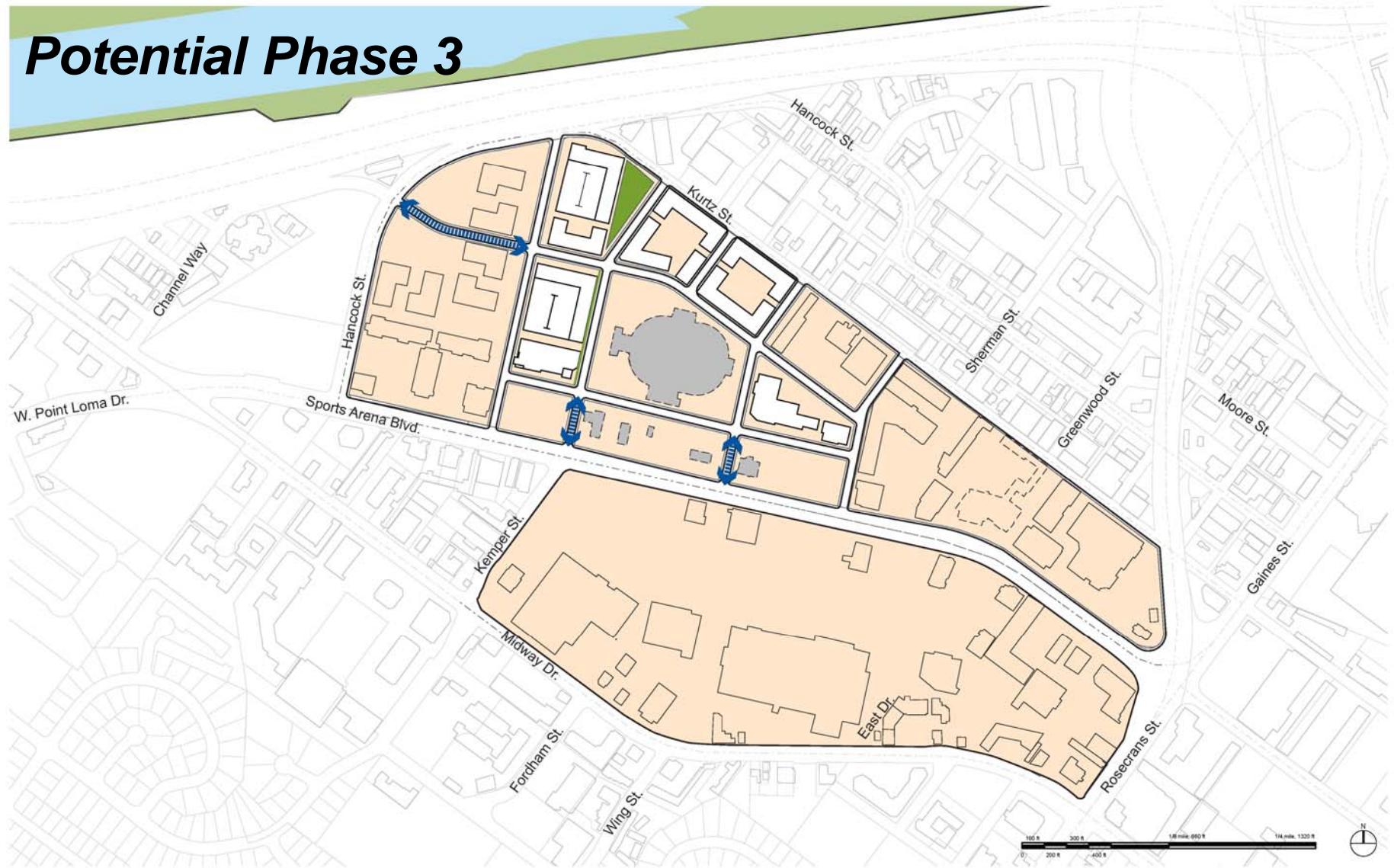
Potential Phase 2



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Sports Arena Village

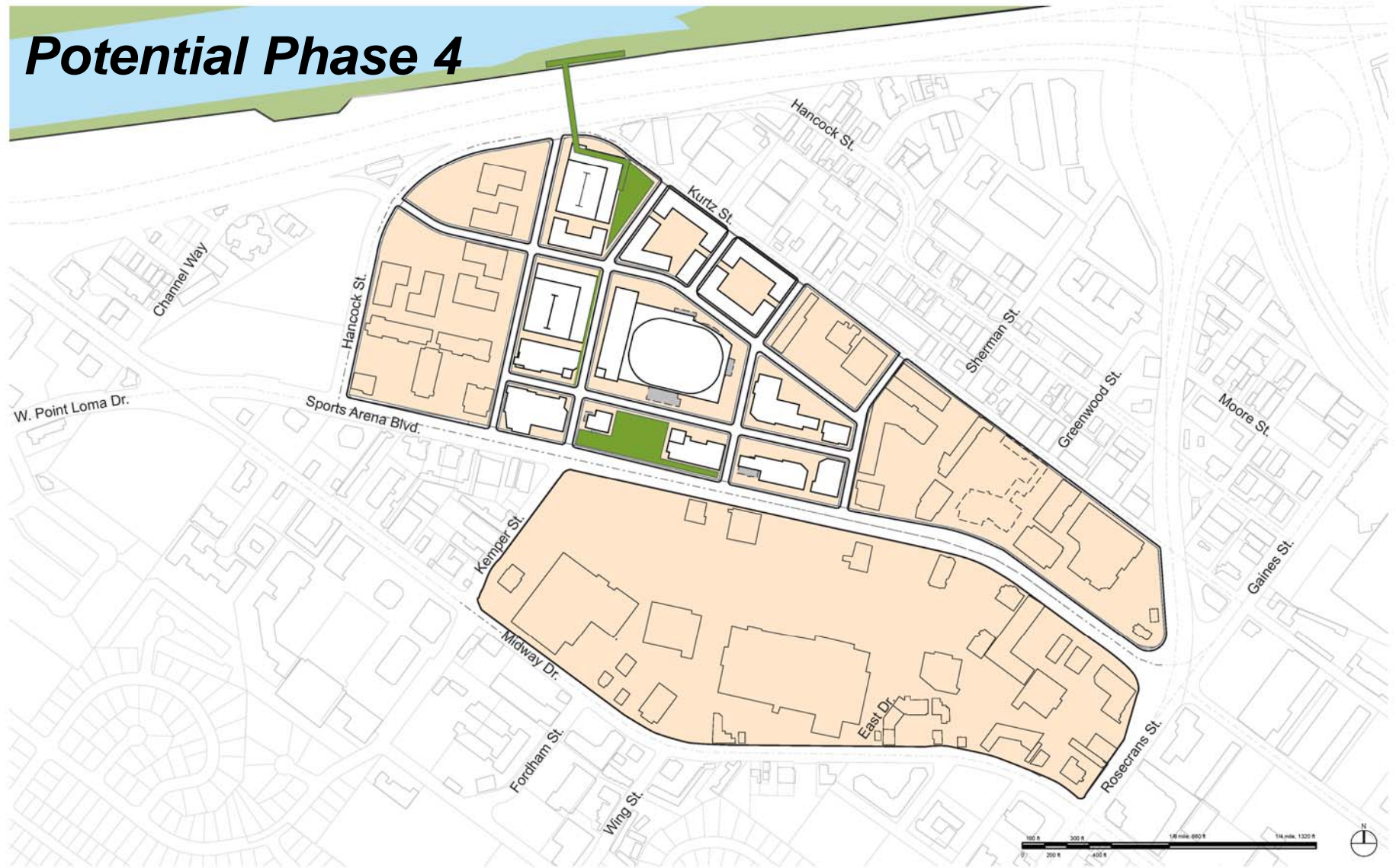
Potential Phase 3



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Sports Arena Village

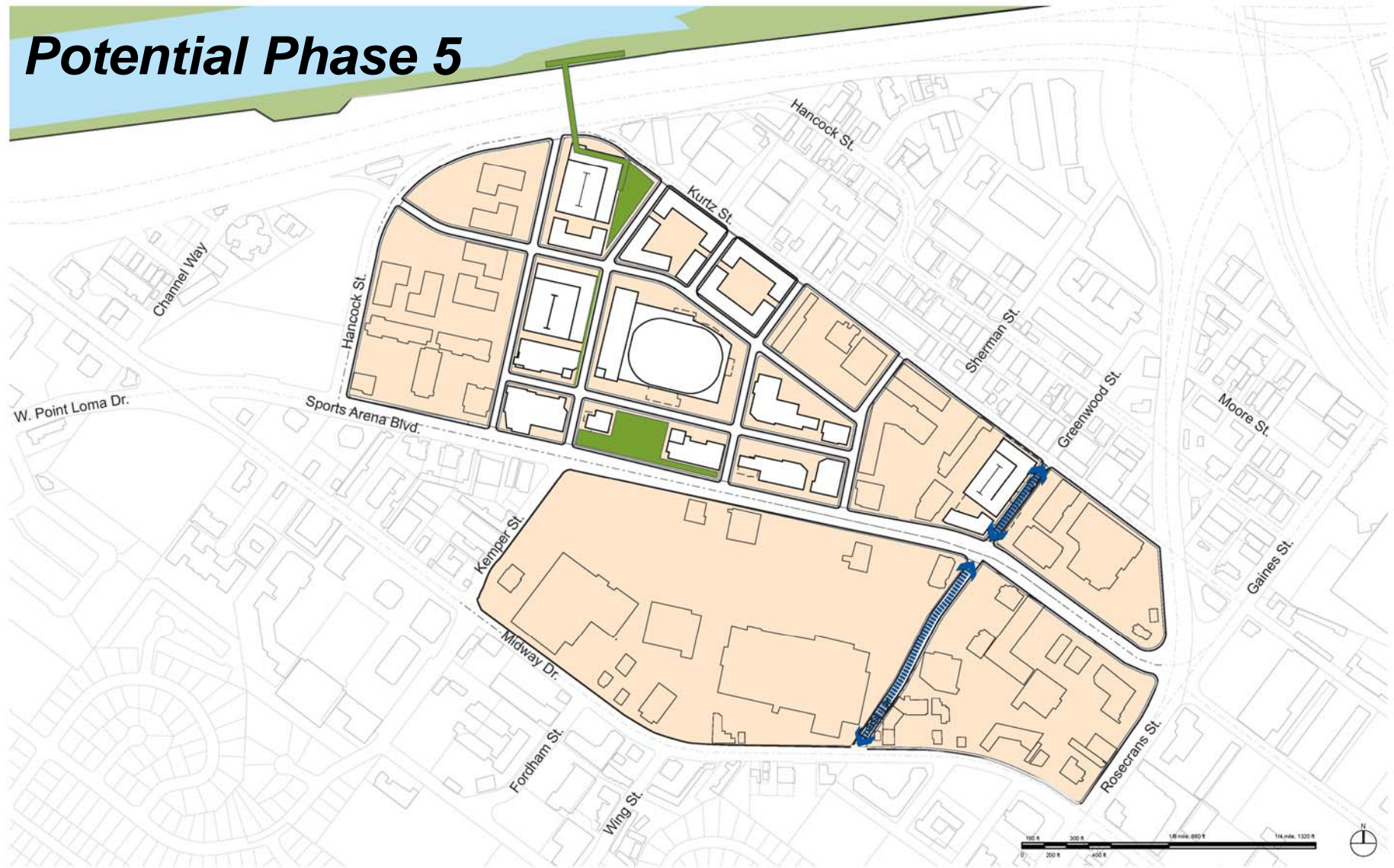
Potential Phase 4



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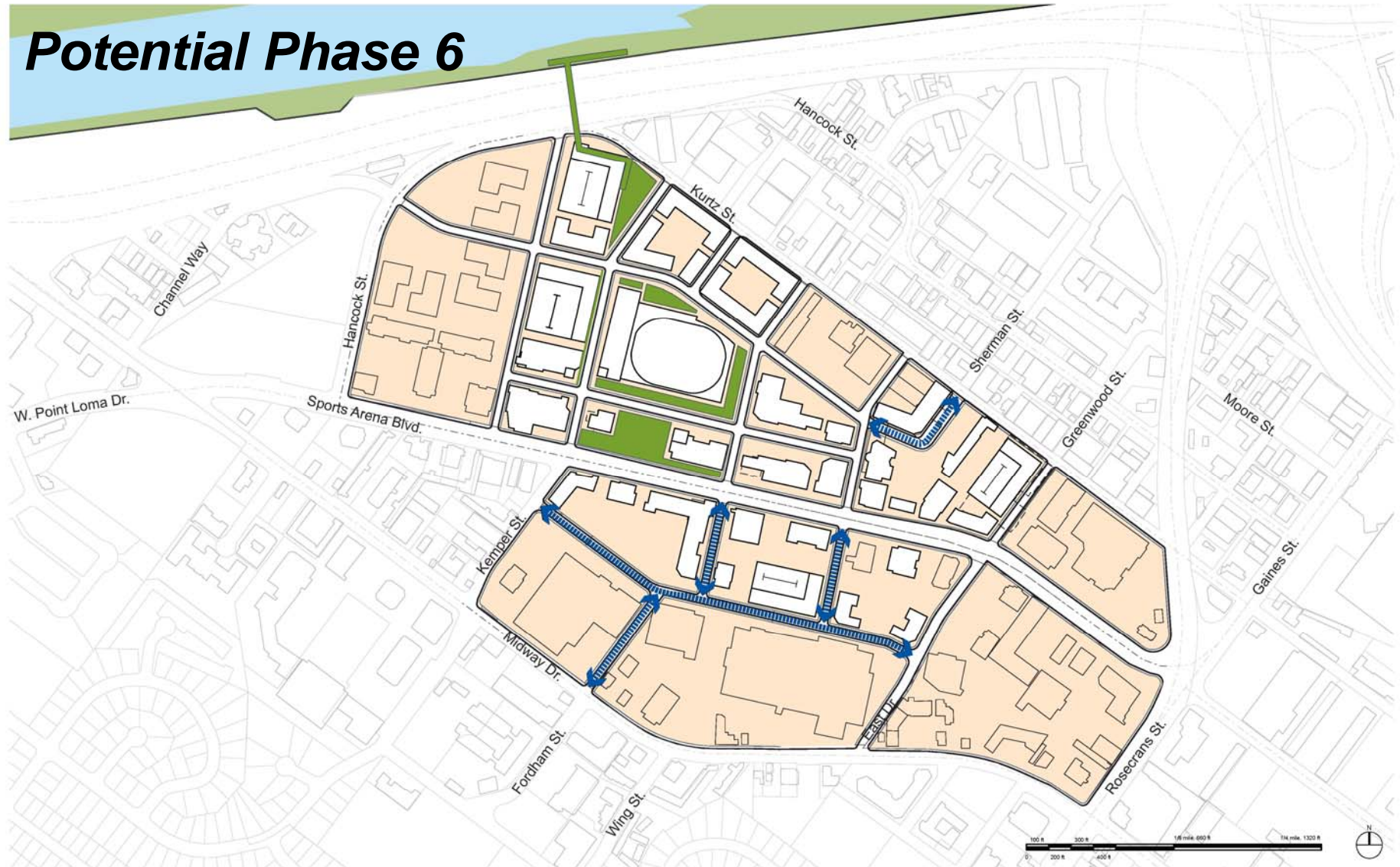
Potential Phase 5



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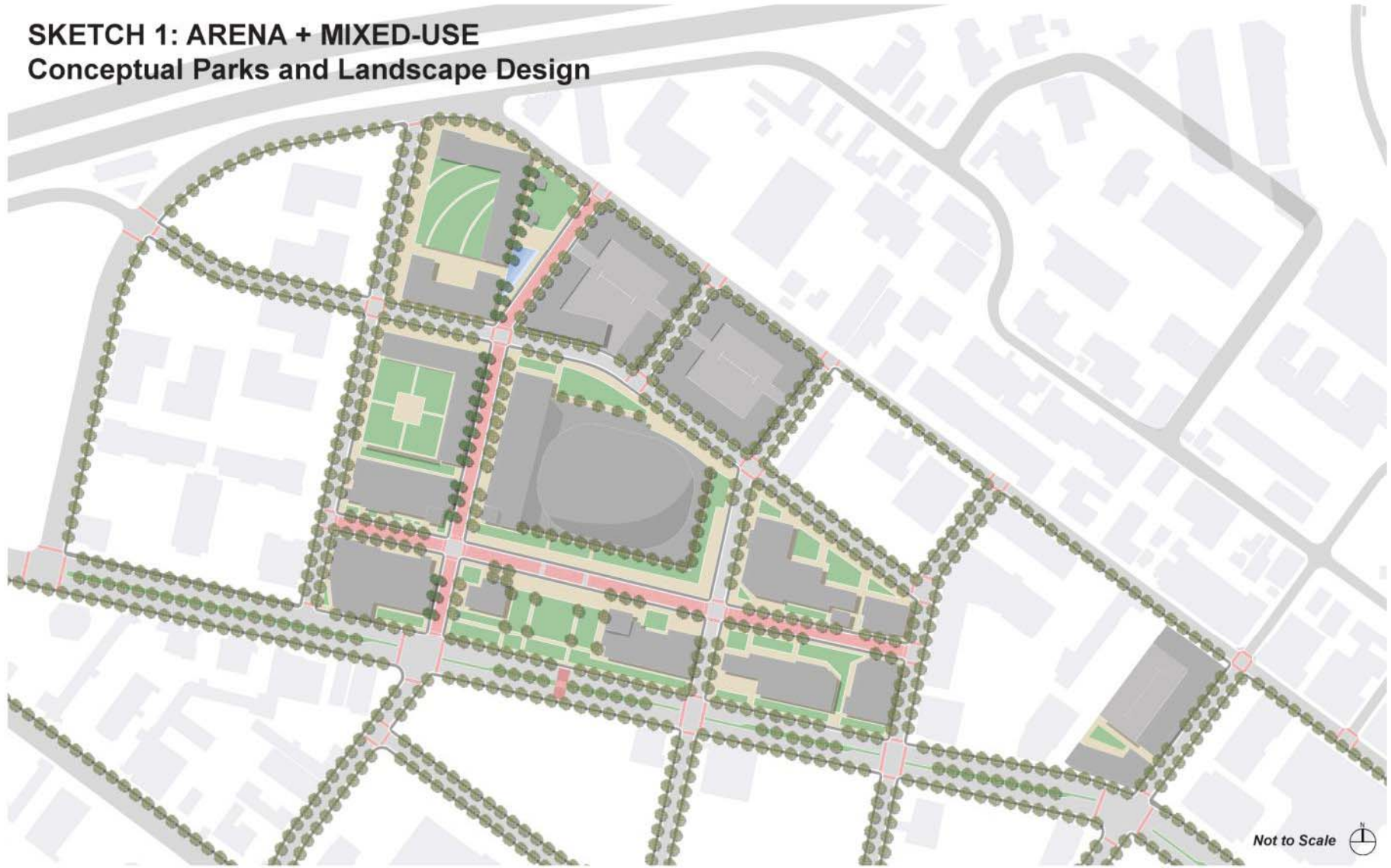
Potential Phase 6



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Sports Arena Village

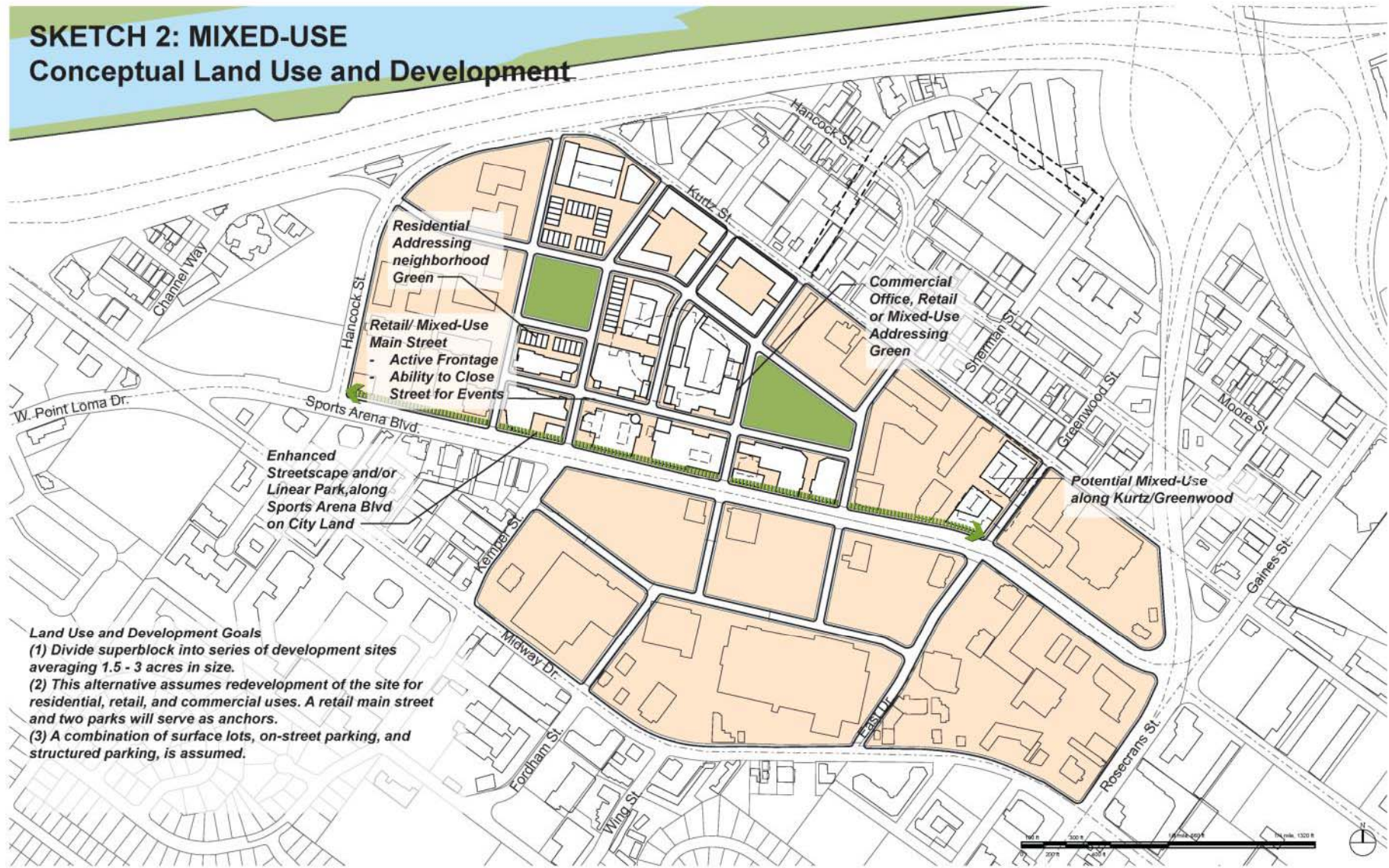
SKETCH 1: ARENA + MIXED-USE Conceptual Parks and Landscape Design



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Sports Arena Village

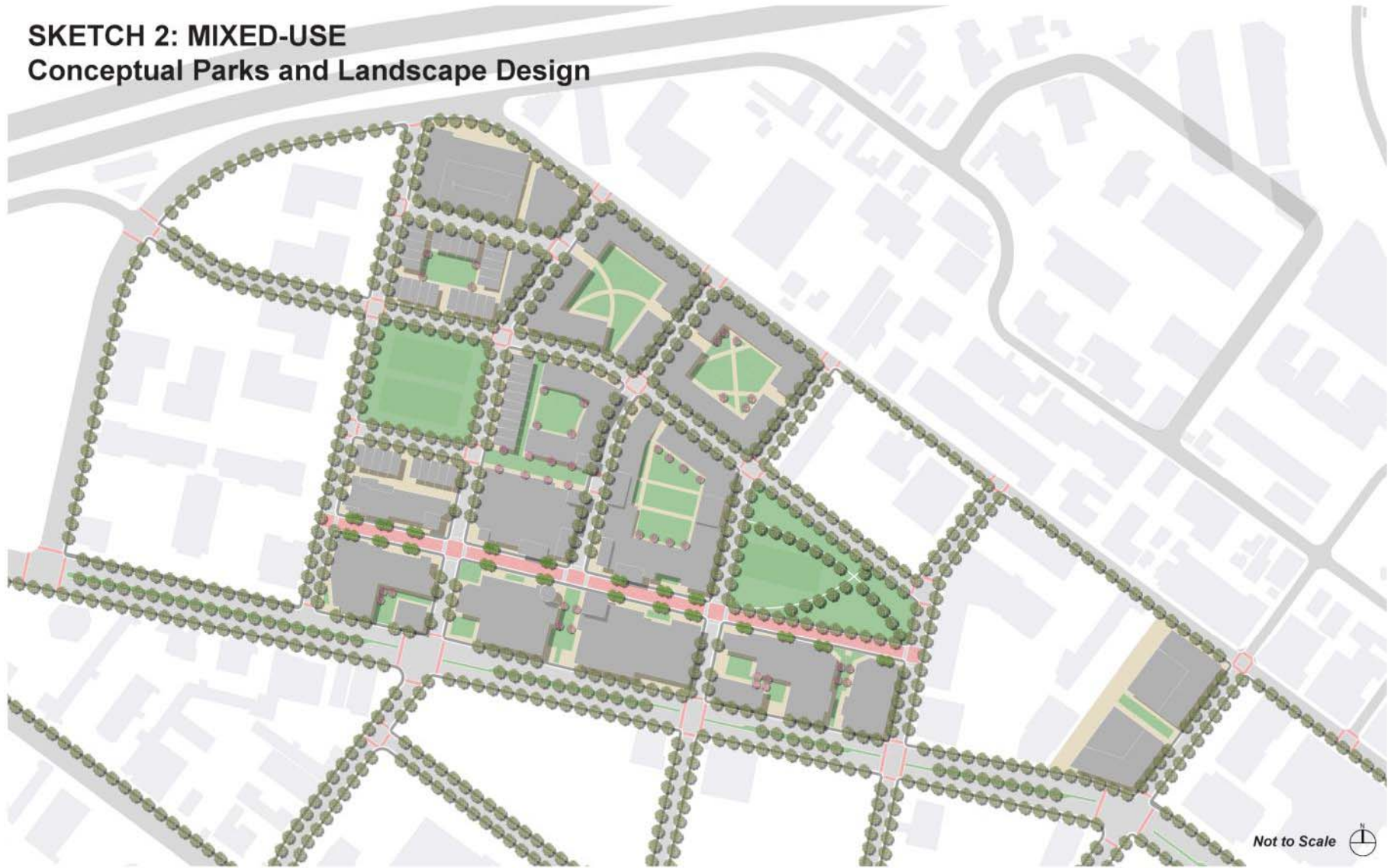
SKETCH 2: MIXED-USE Conceptual Land Use and Development



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Sports Arena Village

SKETCH 2: MIXED-USE Conceptual Parks and Landscape Design



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