URBAN DESIGN

4

INTRODUCTION

The objective of the Urban Design Element is to direct future development in a manner that ensures that the physical attributes that make the Uptown community unique will be retained and enhanced by design that responds to the community's particular context—it's physical setting, market strengths, cultural and social amenities, and historical assets while acknowledging the potential for positive growth and change.

The intent of the Urban Design Element is to guide urban design for the six neighborhoods that comprise the 2,700-acre Uptown Community Plan Area. These include the neighborhoods of Mission Hills, Hillcrest, Middletown, Medical Complex, Bankers Hill/ Park West, and University Heights. (See Figure 4-1) The guidelines set forth broad urban design concepts to guide future planning and development throughout the community plan area, as well as more specific principles and related design guidelines to inform the planning and design in the individual neighborhoods.

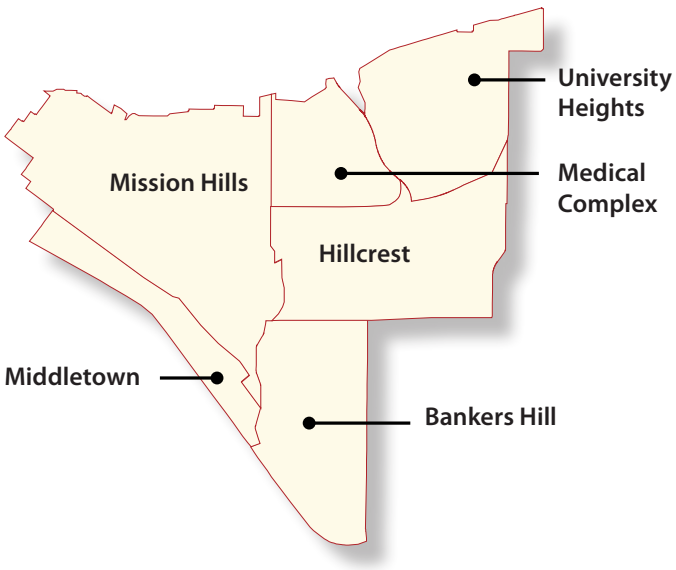


FIGURE 4-1: UPTOWN NEIGHBORHOODS

The Hillcrest sign at the core of the Hillcrest Business District is a known icon of Uptown.

Uptown's commercial districts and corridors is where most infill development will occur and where an emphasis on compatibility and graceful transitions between old and new development will occur.

The design of many of Uptown's older neighborhoods focused around the development of the streetcar and emphasized walkability and pedestrian scale.

4.1 EXISTING CONTEXT AND URBAN FORM

NEIGHBORHOOD CENTERS AND NODES

Urban design is influenced by land use, as each land use generates distinct building types and circulation patterns. Residential is the predominant land use in Uptown, but there are also several nodes of retail, employment, and mixed-use, creating centers within each of Uptown's neighborhoods. These centers are generally located along the major transportation corridors, where convenient accessibility better supports commercial uses. These neighborhood centers form a basis for locating village place types identified by the General Plan (reference Land Use Element Section 2.3).

The most significant concentration of the village place-type is in the Hillcrest core where several major corridors intersect. University Avenue is the anchor corridor, which is characterized largely by commercial services and retail development. Key intersections within this center often act as additional nodes when sidewalk pedestrian density and street activating uses within adjacent buildings have a synergistic effect. The Hillcrest Core also includes Robinson Street between First and Fifth Avenues, and the retail uses supporting the medical facilities and adjoining the Medical Complex neighborhood fronting on Washington Street.

Washington Street west of the Hillcrest core functions as a center for the Mission Hills neighborhood. This center is focused at the intersection of Washington and Goldfinch, and also includes retail extending eastward to the Hillcrest Core. This center includes more recent multi-unit, midrise residential buildings, many of which include pedestrian-oriented retail on the ground floor. Various streetscape improvements and public art investments have also enhanced the character of this area.

Smaller neighborhood-scale community centers also exist in Uptown's residential neighborhoods, such as on Park Boulevard and Adams Avenue in University Heights, 5th Avenue and Laurel in Bankers Hill, and along India Street in Middletown. Within these mixed use areas, pedestrian-oriented streets and building frontages create a vibrant public realm which serves the adjacent residential areas and also attracts visitors from throughout the city due to dining and entertainment destinations. Neighborhood Centers and Nodes are illustrated in Figure 4-2.

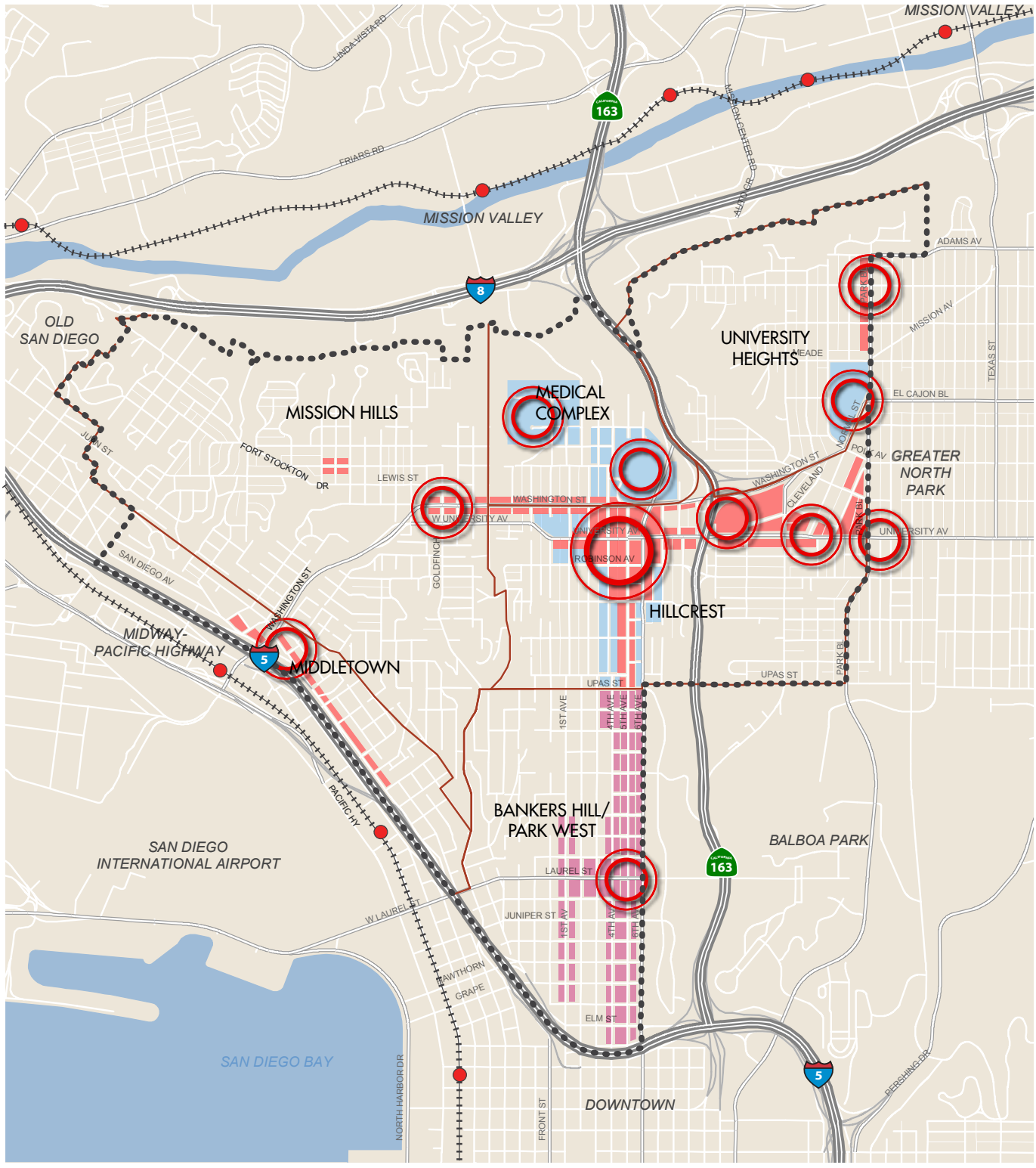
UPTOWN COMMUNITY URBAN DESIGN GOALS

- Distinctive Neighborhoods
- Development Diversity
- Vibrant Commercial Districts
- Buildings with appropriate Scale and Graceful Transitions
- Sustainablity Development

The concentration of hospitals and medical support uses in the Medical Complex neighborhood forms a community center with an important employment component. While the medical uses themselves have a distinct physical form and are visible landmarks, the distribution of office uses along 4th and 5th Avenues contributes a distinct personality to these north-south corridors, and limited retail serves the adjacent residential area.

Landmarks characterize distinct areas in Uptown and enhance the area's identity. Buildings such as St. Paul's Cathedral, Mr. A's, Village Hillcrest, and the Teachers Training annex are among those that serve as identifiable landmarks. The community's gateways and bridges are also landmarks. These include Uptown's unique pedestrian bridges (Quince, Spruce, and Vermont Street bridges), the historic gateway signs (Hillcrest, Mission Hills, and University Heights), and the monument signs indicating entrance into University Heights. Landmarks and gateways are important components of urban design because they create discernible markers of neighborhood distinction and can echo details of community identity. Landmarks and Gateways in Uptown are illustrated in Figure 4-3.

FIGURE 4-2: NEIGHBORHOOD CENTERS AND NODES



LEGEND

- Mixed Use
- Mixed Use Retail Focus
- Mixed Use Employment Focus
- Neighborhood Centers & Nodes
- Community Plan Boundary
- Neighborhood Boundary
- Trolley Route & Stops

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TABLE 4-1: COMMUNITY PLAN POLICY TOPICS

Community Plan Policy	General Plan Policy
Development Adjacent to Canyons & other Natural Features	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention through Environmental Design –CPTED)	UD-A.17
Residential Design	UD-B.1 – UD-B.8
Mixed-use and Commercial	UD-C.1 – UD-C.8
Public Spaces & Civic Architecture	UD-E.1 – UD-E.2
Public Art & Cultural Amenities	UD-F.1 – UD-F.5
Urban Runoff & Stormwater Management	CE-E.1 – CE-E.7
Urban Forestry	CE-J.1 – CE-J.5
Sustainable Development Practices	CE-A.5 – CE-A.12
Streetscape Design	UD-C.7
Pedestrian Access to Developments	UD-A.5, UD-A.9
Site Design & Building Orientation	UD-A.3 – UD-A.6
Building Compatibility & Transitions	UD-B.2
Building Quality, Durability, Materials & Colors	UD-A.4, UD-A.5, CE-A.9

BUILT FORM AND DEVELOPMENT

Uptown's physical form and design character is a product of its history, reflecting over a century and a half of growth and transformation. Uptown has been valued for its proximity to Downtown and its unobstructed views of the harbor, and includes a variety of architectural styles and mature landscapes dating to the City's early history and wealth. It also includes some of the city's most popular neighborhoods exhibiting recent trends towards more compact development and urban lifestyles, as well as infill, replacement and modification of buildings during past decades.

The urban form and quality in Uptown is evolving to include buildings that engage the public realm, and reflect and enhance the character of the community. At present, Uptown's urban design character is a unique "temporal collage" of development and physical improvements from all of San Diego's eras.

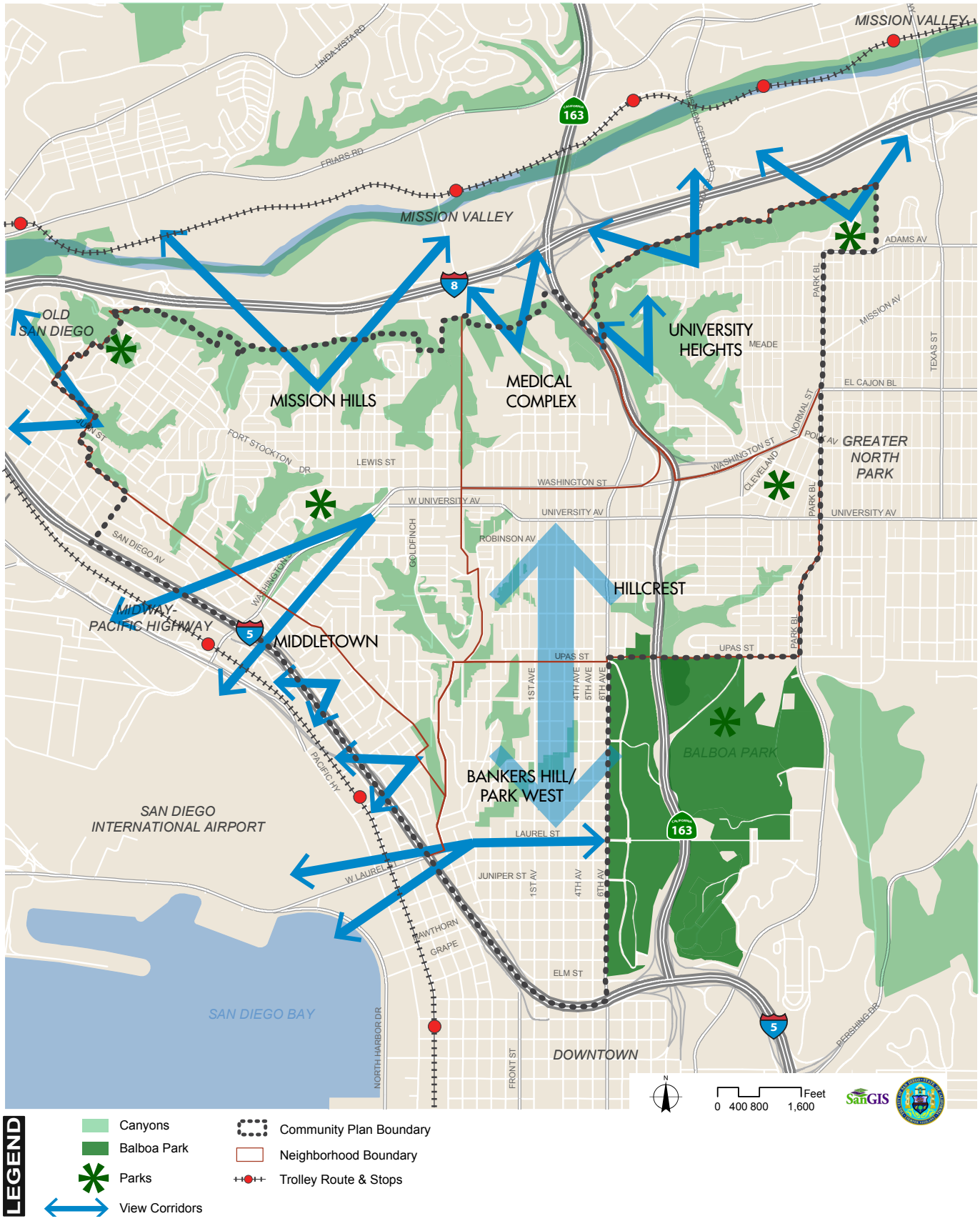
CANYONS AND VIEWS

Due to its significant topography, Uptown has prominent view corridors, offering views to Downtown, Balboa Park, Mission Valley, and the San Diego Bay and Harbor. While views are common from vantage points under private ownership, such as single-family neighborhoods, view corridors refer to those areas that are accessible to the public, and therefore include mostly corridors and open spaces. See Figure 4-4 Canyons and Views.

Maple Canyon offers view to the Bay from Bankers Hill/ Park West.

FIGURE 4-3: LANDMARKS AND GATEWAYS

FIGURE 4-4: CANYONS AND VIEWS



4.2 URBAN DESIGN FRAMEWORK

The Urban Design Framework provides the overarching concept for the focal points of urban design recommendations that are specific to individual geographies within the Uptown Community. The Urban Design Framework (Figure 4-5) focuses on several key areas, which are addressed individually within each of Uptown's neighborhoods in the discussion that follows.

- Neighborhood Centers and Nodes
- View Corridors
- Landmarks and Gateways
- Major Connector Streets
- Bicycle Facilities
- Canyons and Parks

ROLE OF THE PUBLIC REALM

The community's development fabric is composed of two distinct, yet inter-related components: the "public" realm and the "private" realm. The "public realm" consists primarily of the publicly-owned street rights-of-way and other publicly accessible open spaces such as parks, squares, plazas, courtyards, and alleys. The "private realm" consists of privately-owned areas in large part developed with buildings and associated improvements, and is more limited in its accessibility to the public.

The public realm plays a critical role in the area's character and function, serving overlapping roles, including:

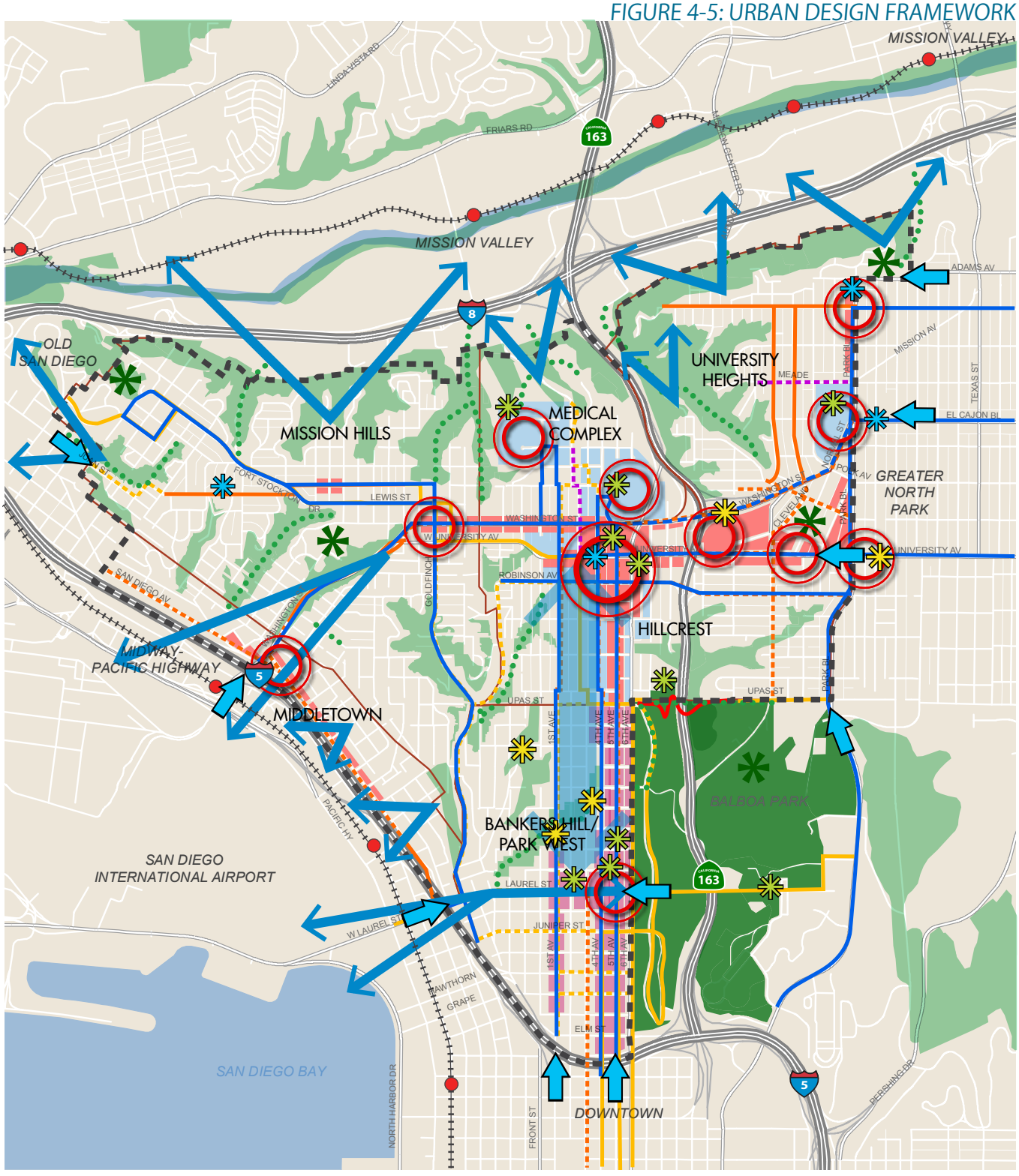
The public realm serves a critical role in a neighborhood or commercial area's character and function.

- Circulation and Access. The public street rights-of-way provide for circulation within and through the community—accommodating pedestrians, bicycles, and buses, in addition to automobiles and trucks.
- Development Framework. The public street rights-of-way provide the fundamental structure that contains and organizes individual developments into a cohesive whole.
- Public Open Space. In addition to the community's parks and plazas, public street rights-of-way play an important role as public open space—allowing for light, air, landscaping within developed areas, and serving as the "living room" for community life—places where people meet, interact, and linger.
- Visual Character. While buildings are important visual elements, the physical design of the public realm is critical in establishing the community's identity and overall character.

The community's original street system was laid out in the early 20th century as a grid pattern with primary and secondary streets. In addition to serving as transportation corridors, these primary streets contain much of the commercial land use for these communities.

DIAGRAM OF PUBLIC VS. PRIVATE REALM

FIGURE 4-5: URBAN DESIGN FRAMEWORK



4.3 STREETSCAPE AND PUBLIC REALM

As the primary public space throughout the community, it is important that the pedestrian realm is managed not just for circulation purposes, but is also appropriately furnished and maintained. An attractive, well-designed public realm not only contributes to increased pedestrian activity, but also to increased community pride and sense of place. In order to transform the public streetscape from a transportation facility to vibrant public open space, it is important to add facilities and amenities that help to animate the pedestrian realm, support public use, and contribute to the social and economic vitality of the community's neighborhoods.

Street furnishings encompass seating, such as benches, street lighting, bicycle racks, newspaper racks, refuse containers, and tree grates. Furnishings refer to those maintained as part of the public realm, rather than those maintained by individual businesses. Typically a suite of coordinated furnishings are chosen that represent district identity and serve passersby that are utilizing the sidewalk, and also create a sense of place that can be viewed by through traffic. Wayfinding signage may also be included as part of the streetscape elements. These are generally located in the amenity zone and in the frontage zone, adjacent to the building face. It is the goal that furnishings as a whole do not impede the circulation function of the pedestrian realm.

The combination of streetscape elements create a distinct sense of place for neighborhoods throughout Uptown.

Street furnishings should communicate a consistent overall style and aesthetic.

POLICIES

Streetscape:

UD-3.1 Locate street furnishings along the streetside edge of the sidewalk or adjacent to the building face (if present) so as to not interfere with pedestrian circulation.

UD-3.2 Maintain a consistent design character along the length of a block and on a district level through coordinated design, type, color and material of street furniture.

UD-3.3 Landscape the public streetscape with street trees and other vegetation as a means of adding color and visual interest, softening the urban edges, providing shade, and assisting with air quality and stormwater management.

UD-3.4 Provide fixed in place benches and other forms of seating (e.g. low walls, planter edges, wide steps) throughout the community, particularly in pedestrian-oriented commercial areas and near transit stops.

UD-3.5 Provide benches in sidewalks, plazas, parks, transit stops, and other high pedestrian use areas to further promote pedestrian use.

UD-3.6 Benches constructed of durable and low maintenance materials, and reflect the design character of the area.

UD-3.7 Encourage use of individual, movable chairs, within plazas and pedestrian nodes, where there is an organization that is willing

to manage their use (e.g., secure the seats at night). Such seating provides appealing flexibility that can enhance public use.

Street Lighting:

UD-3.8 Use a consistent style and size of pole and fixture within a given district or street to create a unifying scheme of illumination that is appropriate to the scale of the street and the level and character of nighttime activity.

UD-3.9 Coordinate the pole and fixture design with other street furniture and amenities to establish an attractive and unified design character.

UD-3.10 Maintain a low height of light fixtures to establish a pedestrian-scaled environment and to minimize light spill into adjoining properties.

UD-3.11 Encourage the placement of lights in close proximity so that the illumination standard may be reduced and provide appropriate levels of illumination.

UD-3.12 Select light poles with armatures that allow for the hanging of banners or other amenities (e.g., hanging flower baskets, artwork, etc.).

UD-3.13 Place street lighting to focus on illuminating the pedestrian zone (e.g., sidewalks, paseos, plazas, alleys, transit stops), rather than the vehicular zone (i.e., the street). Minimize the use of tall, cobra-head lighting to the degree possible.

UD-3.14 Select color-balanced lamps that provide a warm white illumination and realistic color rendition are recommended.

Newspaper Racks:

UD-3.15 Consolidate newspaper racks into consistently designed newspaper boxes to reduce the physical and visual clutter of individually placed newspaper boxes.

UD-3.16 Locate newspaper racks generally near intersections and co-located with transit stops, to provide an amenity to transit riders.

Tree grates should be used in commercial and mixed-use areas to reflect street and neighborhood character and protect trees.

Refuse Containers:

UD-3.17 Locate refuse containers regularly at intersections, near major building entrances, near bus stops, and adjacent to outdoor seating areas.

UD-3.18 Choose containers that include an area for recycling, prevent wind and rain from entering the container, facilitate convenient access to the liner, and have the option of being anchored to the pavement.

UD-3.19 Coordinate refuse containers with the overall style and aesthetic of other street furnishings.

Tree Grates, Guards, and Planting Strips:

UD-3.20 Included tree grates or other porus materials in commercial areas and areas with high pedestrian activity to protect trees and reduce pedestrian safety hazards. In areas with lower levels of pedestrian activity, alternatives such as accent planting, decomposed granite or pavers, may be employed instead of tree grates.

UD-3.21 Coordinate tree grate design and materials with overall character of the street and neighborhood and other street furnishings.

UD-3.22 Consider grates that allow for integrated tree guards, decorative lighting, electrical fixtures and auxiliary power (for special events, holiday lighting, or maintenance).

UD 3.23 To maintain long-term health, locate street trees in tree grates and/or within paved areas planted in a structural soil medium that extends from the street curb to the full width of the adjacent property line or, if narrower, the extent of the mature canopy. This larger growing area improves a tree's stability and lifespan by ensuring that its roots are properly aerated and have room to grow.

- Planting strips are encouraged rather than tree grates in primarily residential areas and areas with lighter pedestrian traffic.

Signage and Wayfinding Systems:

UD-3.24 As a significant destination for visitors, consider should be developing a wayfinding system that can assist both San Diego residents and visitors in navigating the community.

1. Provide directional and informational signs that are attractive, clear, and consistent in theme, location, and design.
2. Identify key historic, cultural, civic, and shopping destinations and facilities, e.g. public parking structures, parks and open space areas, transit routes, etc.
3. Be co-located with other streetscape elements (e.g. lighting) where possible to reduce visual clutter.
4. Have a distinctive design that contributes to the community's identity and unique sense of place.

Public Utilities:

UD-3.25 Undergrounded utilities particularly on commercial streets, in order to reduce conflict with pedestrian movement and improve the aesthetic character of the public realm. Undergrounding projects should maximize space available for street trees.

Banners and community monument signs such as the ones used in University Heights promote community branding and identity.

UD-3.26 When located above grade, utilities should be located outside of the sidewalk pedestrian zone and designed so as not to obstruct a clear path of travel.

Streetscape Improvements in Residential Areas:

Residential streets generally do not have the same degree of pedestrian activity or need the level streetscape furnishings as streets in commercial and mixed-use areas. The primary intent is creating a safe, comfortable, and attractive pedestrian environment that accommodates the needs of local residents. The following guidelines apply to streetscape improvements in primarily residential areas:

UD-3.27 Include a planting strip between the curb and sidewalk to provide a buffer between pedestrians and the street edge.

UD-3.28 Include unique neighborhood identity monuments or other features that contribute to neighborhood character in the planting strip or median, if present.

URBAN FORESTRY

Street trees contribute significantly to the character, identity, and comfort of the community's streets. Trees contribute to the spatial definition of the street, providing both a comfortable sense of scale and enclosure to the public realm. They add shade which contributes to pedestrian

comfort, and color, texture and pattern that contribute to the street's visual quality. They also can contribute to improved air quality and reduced stormwater runoff. Refer to Tables 4-2 and 4-3 and Figure 4-6 for street tree recommendations.

POLICIES

UD-3.29 Utilize the following street trees to reinforce neighborhood character and provide ecological benefits:

- Jacaranda (Jacaranda mimosifolia)
- Southern Magnolia (Magnolia grandiflora)
- Fern Pine (Podocarpus gracilior)
- Silver Dollar Gum (Eucalyptus polyanthemos).

UD-3.30 Employ the following guidelines in selecting street trees:

- In order to support a comfortable pedestrian environment, street trees should have sufficient canopy to provide shading to the pedestrian zone. Spacing of trees will be dependent on species selected, but should be based on the ability to reasonably achieve shading of at least 50% of the public right-of-way within ten (10) years of planting, and provide a nearly continuous canopy at maturity.
- Tree species should be suited to the San Diego climate and not require significant water, pesticides, or fertilizer to maintain health.
- Tree species should be structurally sound, and not have weak branching habits that result in broken and falling branches.
- Native or naturalized tree species provide more suitable habitat and nesting for local birds and wildlife.
- Trees that are overly messy (e.g., heavy shedding of bark, leaves or seed pods) or have invasive root systems that can heave sidewalks or break pipes should be avoided.
- Tree species need to be chosen to avoid potential conflicts with overhead or underground utilities, or with adjacent structures.
- Broad canopy type trees should be selected for streets that are particularly wide and/or where shade is desirable.
- Tree canopies should not be so dense that they obscure views of the street from upper floor windows or obstruct filtered light from reaching the pedestrian zone.
- Tree species that have distinctive flowers, bark, or other special characteristic are particularly effective on pedestrian-oriented streets.
- Palm trees should only be used as design or character defining elements and should be restricted to the corners of intersections and major entry ways where their other limitations are less apparent.

Jacaranda (Jacaranda mimosifolia)

Silver Dollar Gum (Eucalyptus polyanthemos)

COMMUNITY AND NEIGHBORHOOD GATEWAYS

Gateways are already an important character-defining feature of the Uptown community with its prominent historic streetcar signs for Hillcrest, Mission Hills, University Heights, and El Cajon Boulevard. Smaller gateway signs are also located throughout the neighborhood, announcing neighborhood transitions. Incorporation of gateway elements should be considered at key points to announce the entry into a neighborhood or commercial district and alert drivers to the presence of pedestrians and the need to slow down. Gateways may demarcate key historic, cultural, civic, and shopping destinations.

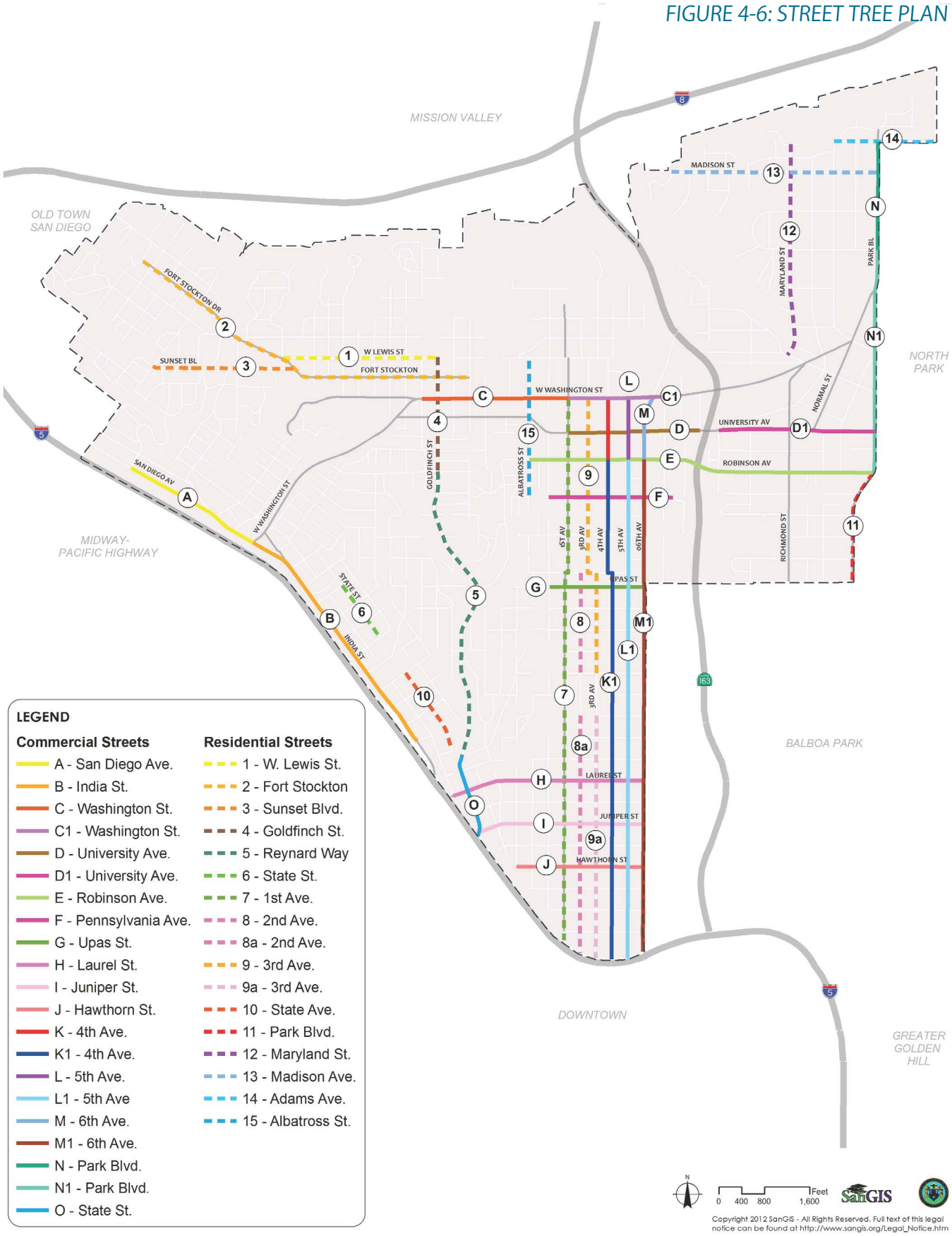
TABLE 4-2: STREET TREE PLAN - COMMERCIAL STREETS

Key	Road Name	Primary Tree	Secondary Tree	Segment
A	San Diego Ave.	Bradford Pear	Fern Pine	Bandini St. to Washington Street
B	India St.	Jacaranda	Mix	W. Washington St. to W. Olive St.
C	Washington St.	Jacaranda	Bradford Pear	Hawk St. to 1st Ave.
C-1	Washington St.	Hong Kong Orchid	Gold Medallion Tree	1st Ave. to 8th Ave.
D	University Ave.	Bradford Pear	Jacaranda	1st Ave to 9th Ave
D-1	University Ave.	Gold Medallion Tree	Hong Kong Orchid, Jacaranda	10th Ave to Park Blvd.
E	Robinson Ave.	Willow Peppermint	Mix	Albatross St. to Park Blvd.
F	Pennsylvania Ave.	Jacaranda	African Sumac	Front St. to 7th Ave.
G	Upas St.	Fern Pine	Jacaranda	Front St. to Park Blvd.
H	Laurel St.	Jacaranda	Brisbane Box	Columbia St. to 6th Ave.
I	Juniper St.	Chinese Flame	Fern Pine	Columbia St. to 6th Ave.
J	Hawthorn St.	California Sycamore/London Plane	Australian Willow	Brant St. to 6th Ave.
K	4th Ave.	Gold Medallion	California Sycamore/London Plane	Washington St. to Robinson Ave.
K-1	4th Ave.	Jacaranda	Chinese Flame	Robinson Ave. to Elm St.
L	5th Ave.	Indian Laurel Fig	Jacaranda	Washington St. to Robinson Ave.
L-1	5th Ave.	Jacaranda	Gold Medallion	Robinson Ave. to Elm St.
M	6th Ave.	Jacaranda	African Sumac	University Ave. to Washington St.
M-1	6th Ave.	Jacaranda	Tipu	Robinson Ave. to Elm St.
N	Park Blvd.	California Sycamore/London Plane	Brisbane Box	Adams Ave. to Meade Ave.
N-1	Park Blvd.	Fern Pine	Brisbane Box	Meade Ave. to Robinson Ave.
O	State St.	Sycamore/London Plane	California Bay Laurel	Arroyo Dr. to Ivy St.

TABLE 4-3: STREET TREE PLAN - RESIDENTIAL STREETS

Key	Road Name	Primary Tree	Secondary Tree	Segment
1	W. Lewis St.	Jacaranda		Hermosa Way to Goldfinch St.
2	Fort Stockton Dr.	Pink Trumpet	Jacaranda/Fern Pine	Hermosa Way to Eagle St.
2a	Fort Stockton Dr.	Jacaranda		Ampudia St. to Hermosa Way
3	Sunset Blvd	Mix		Witherby St. to Fort Stockton Dr.
4	Goldfinch St.	Jacaranda	Chinese Flame	Sutter St. to W. Lewis St.
5	Reynard Way	African Sumac	Mountain Ironwood	Sutter St to Arroyo Dr.
6	State St.	Sycamore/London Plane	California Bay Laurel	Vine St. to Sasafrass St.
7	1st Ave.	Jacaranda	Sycamore/London Plane	Washington to Elm St.
8	2nd Ave.	Jacaranda	Sycamore/London Plane	Walnut St. to Quince St.
8a		Jacaranda	Bradford Pear	Olive St. to Elm St.
9	3rd Ave.	Coastal Live Oak/Fern Pine	Jacaranda	Washington St. to Quince St.
9a	3rd Ave.	Jacaranda	Chinese Flame	Olive St. to Elm St.
10	State St.	Sycamore/London Plane	California Bay Laurel	Redwood St. to Nutmeg St.
11	Park Blvd.	Sycamore/London Plane	California Bay Laurel	Robinson to Upas
12	Maryland St.	Jacaranda		Francisco Way to Lincoln Ave.
13	Madison Ave.	Jacaranda		Caminito Fuente to Park Blvd.
14	Adams Ave.	California Sycamore/London Plane	Coral Gum	Campus Ave. to Alabama St.
15	Albatross St.	Hong Kong Orchid	Fern Pine	Pennsylvania Ave. to W. Lewis St.

FIGURE 4-6: STREET TREE PLAN



POLICIES

UD-3.31 Provide gateways markers within the public realm to announce entry into distinct neighborhoods.

UD-3.32 Use gateway elements (e.g., markers, signs, etc.) to indicate at key neighborhood or commercial district entries to reinforce neighborhood or district identities.

UD-3.33 Design gateway elements in a manner that reinforces neighborhood identity through the use of similar materials, historic features, and scale.

UD-3.34 Appoint gateways with street furnishings that may encourage their development as a public gathering space.

UD-3.35 Design gateways so that they may be experienced and viewed from multiple modes of transportation (i.e. pedestrian, bicyclists, vehicles)

SUSTAINABLE DESIGN

The commercial area at the intersection of Washington Street and India Street serves as major western gateway into the Uptown Community.

Sustainable design is encouraged throughout the community. In the public realm, sustainability guidelines apply to landscape and hardscape, and are related to an overall approach to providing sustainable infrastructure. All improvements in the public realm should contribute to a more energy- and resource-efficient future.

4.4 DEVELOPMENT FORM

Development form refers to buildings and improvements associated with the 'private realm' to the 'public realm'. Development Form are based on the following:

- **Context**: Allow for creative architectural solutions that acknowledge contextual design through emulation, interpretation, or contrast in character.
- **Character**: Complement the architectural character of older buildings and promote harmony in the visual relationships and transitions between new and older buildings.
- **Pedestrian**: Encourage building design that helps activate and define the public realm and enhance the pedestrian experience.
- **Materials**: Promote the use of high quality building materials that include detailing & landscaping.
- **Integrated Services**: Promote functional & aesthetic integration of building services, vehicular access and parking facilities.
- **Sustainable Design**: Promote sustainability in building design, construction and operation.

The policies apply to the Uptown community. However, much of the community is not anticipated to experience significant change. The focus of the following policies is on commercial and mixed-use development, and residential infill.

STREET WALL ARTICULATION

The blocks in the community's commercial and mixed use areas orginally had platted with 50 foot wide lot increments. This orginial lot pattern gives the development on these blocks a fine-grained pattern with its own rhythm and inherent variety. Variety in the street wall and articulation of building facades can help to create visual interest and maintain the pedestrian scale.

POLICIES

UD-4.1 Articulate building facade to add scale and visual interest to street walls and the public realm

UD-4.2 Vary and articulate building massing and façades to contribute to a fine-grained, pedestrian scale environment at the street level.

UD-4.3 Avoid uninterrupted blank walls along all building facades.

UD-4.4 Reinforce the fine-grained pattern by articulating building facade. Façade articulation may include notched setbacks, projecting bays, balconies, etc.

UD-4.4. Articulate the ground level façade to read as substantial change in the façade. Use street wall variation elements such as recessed storefront entrances, sidewalk cafes, and pedestrian passages to create visual interest. Articulation elements at the second or third floor include notched setbacks, projecting bays, balconies, etc.

UD-4.5 Employ the use of vertical volumes and changes in height to break up long facades, provide focal features, and identify key locations such as, building entrances, entry to a paseo, and street corners.

UD-4.6 Avoid repeating the same wall surface design horizontally.

UD-4.7 Combine changes in depth or horizontal plane with a change in material and character. Changes in façade material or color should be associated with a change in plane.

GROUND LEVEL USES

Building articulation helps to break up building mass and add visual interest.

The ground level design of buildings plays a significant role in the vitality of the public realm because of its interrelation with the pedestrian experience. The following guidelines apply to ground-level uses throughout the community with a focus on commercial and mixed use areas.

POLICIES

UD-4.8 Require floor-to-floor heights of between 16' and 18' as an optimal height for commercial ground floors in mixed-use buildings.

UD-4.9 Design ground-floor elevations for commercial uses to be level with the elevation of the adjacent public sidewalk.

UD-4.10 Avoid blank walls. If unavoidable, they should be landscaped or decorated in a manner that makes them visually interesting.

UD-4.11 Where ground floor residential uses are permitted or desired, promote active residential street frontages by designing ground-floor units to provide living space that fronts the street and/ortakes direct access from the street Landscaped setbacks, planters, front porches, stoops and forecourts are encouraged to buffer residential uses as well as provide pedestrian interest. Fences, walls and landscaping shall be designed and maintained to provide 'eyes on the street' rather than as a visual obstruction.

UD-4.12 Design ground-floor residential uses within residential and mixed-use developments to provide a grade change from the public sidewalk to the first floor residence to protect the privacy of residential units.

WINDOWS

Windows are important in creating active building facades that are visually engaging and in connecting a building's interior activities with the public realm. From the outside, windows give human scale to buildings, and animate facades with their varying sizes, patterns and treatments. From the inside, they provide for natural light and views, and operable windows provide for natural ventilation.

POLICIES

UD-4.13 Design buildings with window patterns that contribute to superior architectural design and complement neighborhood character

UD-4.14 Design and placement of windows should have character, style, and scale appropriate to the overall building design.

UD-4.15 Group windows to establish rhythms across the façade and hierarchies at important places on the façade.

UD-4.16 Include windows along all walls visible from the public realm. Avoid blank walls.

BUILDING MATERIALS

The craftsmanship and design detail that is embodied in the the community's historic and traditional buildings is highly valued. While newer construction techniques and design processes do not strive to replicate the hand-crafted quality of the past, the use of high quality materials is a design decision that is possible for new construction. The use of high quality materials is essential for creating buildings that convey the sense of quality and permanence desired for the community. The materials such as plastered stucco, smooth stucco, glass, concrete, metal panel, synthetic panel tile, brick and decorative masonry, quarry stone, terra cotta, traditional decorative tile and masonry, brick and solid wood are examples of quality materials. Accent materials used in entryways, windows, and cornices must also be of the highest quality to ensure durability and character.

POLICIES

UD-4.17 Encourage the use of quality building materials and finishes.

UD-4.18 Use high-quality, durable materials in all projects. In taller buildings, use high quality materials at the street level where they are more visible to the public.

UD-4.19 Design new developments to respond in a compatible manner to the existing color, texture and materials used on surrounding notable buildings.

UD-4.20 Design buildings with materials and colors that relate to masses and volumes. Changes in material or color should be designed with a change in the wall plane. Compatible materials should be used on all four sides of the structure.

LIGHTING

The primary purpose of illuminating buildings is to provide for security and pedestrian safety. Lighting is also used to enhance details of the front facade, and to illuminate plant materials and pathways in the landscaping. Known for their distinctive commercial areas and nightlife, various parts of Uptown employ lighting to promote commercial and entertainment activity. The manner in which it is illuminated is critical

Windows should be grouped to establish rhythms across the façade.

to maintaining community character, user comfort, and successful businesses.

POLICIES

UD-4.21 Incorporate lighting that complements and enhances building design and reinforces neighborhood character Employ lighting to add drama and character to buildings and landscape, ensure public safety, and enhance nighttime activities.

UD-4.22 In pedestrian-oriented areas, energy efficient lighting sources with warm white color and good color rendition are recommended.

UD-4.23 Ensure that electric sources are concealed and not in conflict with architectural detailing.

SIGNS

Signs play a fundamental role in the community, especially in commercial areas. They facilitate local commerce by identifying where goods, services, and entertainment can be found. They also play a significant role in community character—contributing to either a more attractive and legible urban environment or one that is confusing, visually cluttered and unattractive.

Lighting should enhance building features and materials, while minimizing light trespass and providing appropriate levels of illumination.

In order to reinforce pedestrian orientation, the type, size, and placement of signs is important. The inclusion of attractive, distinctive, and noticeable signage that is complementary to neighborhood character is a primary goal of private realm building design.

POLICIES

UD-4.24 Incorporate signage that complements building design and contributes to neighborhood character

UD-4.25 Design signs at a scale for pedestrian, rather than vehicular traffic.

UD-4.26 Construct signs of high-quality materials such as wood, metal, or stone.

UD 4.27 Design signs as an integral part of the building, consistent with its architectural style, scale, materials, and color.

CORNERS

Buildings located on corners are especially positioned to activate the public realm add visual interest to the pedestrian environment. Corner buildings are ideally situated for active ground-floor uses and commercial spaces with greater, more functional depths. They offer the opportunity to define street character with bold architecture, vertical height elements or place-making features. Designs for buildings situated on corners may include design enhancements on the ground floor, such as enhanced building entrances and ornament, as well as design treatments for upper story volumes, such as variations in material and color, and lighting treatments, as well as distinctive canopies.

POLICIES

UD-4.28 Design corner buildings to engage and add interest to the public realm

UD-4.29 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.

UD 4.30 Accentuate the corner's unique location with architectural features that actively engage

the public realm and create a visual presence at the corner, such as:

- Chamfered or rounded corners
- Projecting and recessed balconies and entrances
- Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower)
- Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors.

UD-4.31 At gateway locations, incorporate architectural design features that highlight the gateway and create a sense of entry.

BUILDING TRANSPARENCY

Transparency refers to the amount of on a building façade. Transparency at the street level plays a significant role in supporting an active pedestrian environment by creating a direct connection between public and private realms. Storefront windows activate and add visual interest to the pedestrian environment by displaying products and revealing activity within shops and restaurants. They also contribute to public safety by placing "eyes on the street."

POLICIES

UD-4-32 Encourage use of windows to activate building facades

UD-4.33 Incorporate street-oriented glazing that provide a high degree of transparency on street-level facades in commercial and mixed use areas.

UD-4.34 Ensure that the street level façade is 60-75% transparent where retail or other community or active uses occur.

UD-4.35 Use non-reflective glass rather than opaque, translucent or reflective glass.

ARCHITECTURAL PROJECTIONS

Buildings situated on corners may include entrances in the corner area.

Projections refer to additional architectural elements, such as cornices, balconies, window bays, and sun shades. These are placed at a height or distance from the street frontage that they do not impact pedestrian movement, however, they must be designed carefully to ensure that their scale and location is appropriate.

POLICIES

UD 4.36 Encourage architectural projection that add visual interest and enhance the user experience.

UD 4.37 Consider using canopies and awnings in buildings to protect pedestrians from summer heat and winter rain, and to contribute variety to storefronts and building entries.

- Should be consistent with the building's architectural style and avoid obscuring distinctive architectural features
- Can be either permanent architectural features that incorporate materials consistent with the building's architecture, or colored fabric mounted over a metal structural frame
- Avoid using shiny, flimsy or internally illuminated fabric.

UD-4.38 Considering using window bays to add visual variety and interest to building facades and enhance the connection between public and private realms.

UD-4.39 Considering using balconies to add visual variety and interest to building facades and create an active connection between public and private realms.

UD-4.40 Consider using cornices, which are continuous horizontal courses or mouldings along the top of building facades, to define and add character to buildings.

UD-4.41 Consider using sunshades as to control solar exposure into building interiors in order to limit heat gain, prevent glare, and enhance daylighting by re-directing and deflecting sunlight. With the emphasis on creating more sustainable buildings, the use of sunshades is expected to become ever more prevalent.

ROOFTOPS AND MECHANICAL SCREENING

The silhouette created by building roof lines is an important component of community character whether it is a two-story commercial building viewed from the street frontage or a high-rise mixed use building viewed from afar. Rooftops need to accommodate servicing and life-safety requirements and mechanical areas need to be appropriately screened while still retaining a form that will be a distinctive and memorable contribution to the community's skyline.

Rooftop gardens can serve a dual function of screening/obscuring rooftop mechanical equipment as well as provide for on-site common space in urban areas.

POLICIES

UD-4.42 Require that rooftops are designed in an expressive and contextual manner, with mechanical areas appropriately screened

UD-4.43 Design rooflines to be sculpted and expressive in a manner that complements the composition of the building.

UD-4.44 Screen and architecturally integrate all mechanical penthouses and stair towers into the form of the building. Use materials to clad mechanical equipment and penthouses that complement the rest of the building.

UD-4.45 Locate rooftop equipment so that it is not visible from streets or other public spaces. Mechanical penthouses or screens should be setback from the building façade.

UD 4.46 Consider using green roofs and roof gardens or patios can be used to enhance rooftop appearance from surrounding buildings.

PUBLIC SPACE

Public Space and landscaping plays a significant role in how people experience the urban environment, providing an interface between the public and private realms that unites them into a seamless whole.

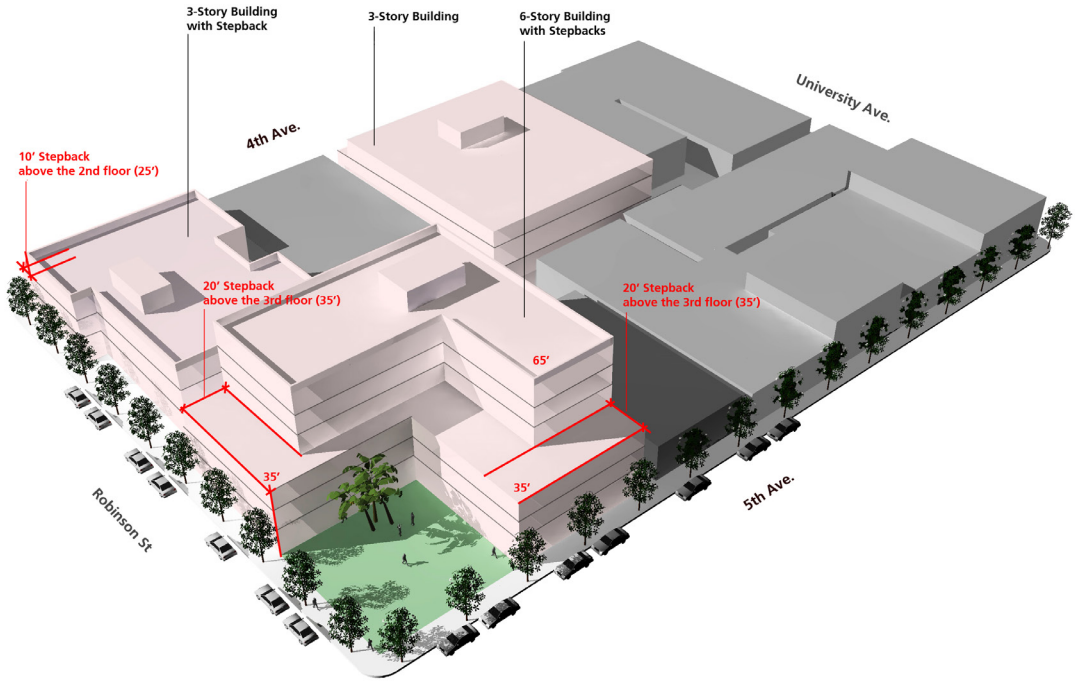
POLICIES

UD-4.47 Integrate semi-public outdoor spaces such as on-site plazas, patios, courtyards, paseos, terraces and gardens to address the public realm and support pedestrian activity and community interaction. These are strongly encouraged in larger projects.

UD-4.48 Delineate plazas and courtyards through building and landscape design. Ensure that plazas and courtyards are comfortably scaled, landscaped for shade and ornament, furnished with areas for sitting, and lighted for evening use. Courtyards should be surrounded by active facades or landscape treatments.

UD-4.49 Provide a variety of seating options, such as benches, seat walls, and broad steps. Private

FIGURE 4-7: HEIGHT & MASSING CONCEPT - PUBLIC OPEN SPACE



patios may be located in courtyards if they are defined by a low wall or hedge.

As commercial corridors continue to redevelop and add residential density, the provision of public (and private) open space becomes more important. These spaces can provide needed open space for nearby residents, office workers, shoppers and visitors, especially when larger parks are not proximate, as is the case for most of the community's commercial and mixed-use areas. Refer to Figure 4-7 for an example of public open space within private development.

POLICIES

UD-4.50 Provide opportunities for Public Open Spaces in Neighborhood Centers and Nodes.

UD-4.51 Orient public spaces towards the public right-of-way and frame with active building facades (e.g., entrances, windows, balconies, etc.) that help activate the space and provide "eyes on the street" for security.

UD-4.52 Explore creative ways to create small public spaces.

PUBLIC ART

Public art helps to activate the public realm by adding visual interest to the public streetscape and enriching the pedestrian experience. Adding elements that visually and intellectually engage the community can be an effective means of encouraging pedestrian activity and fostering community identity. Public art should be seen as something that is integral to the design of the many elements that occupy the public streetscape--making them more interesting, but not necessarily requiring more space.

Public art should be incorporated into elements of the public realm that are well-used and viewed by the community.

POLICIES

UD-4.53 Locate public art in areas where it can be viewed and enjoyed by a large number of people, including sidewalks, intersections, plazas, and medians.

UD-4.54 Use public art to enhance community understanding of the community's history and culture.

UD-4.55 Determine the design and placement of public art so that it will be coordinated with and enhance other streetscape elements. Three-dimensional installations that occur within the public right-of-way should not obstruct pedestrian circulation, and should be considered in the same manner as other street furnishings.

UD-4.56 Consider public art to mark key gateways and intersections.

UD-4.57 Include interactive art that will encourage community participation or provides sensory stimulation through touch, movement, or sound. Locate such installations so as not to obstruct pedestrian movement or create a nuisance.

UD-4.58 Engage local San Diego artists in the creation of public art installations.

STREET ORIENTATION

Much of the community's vibrant pedestrian-oriented environment is a product of development in the late nineteenth and early twentieth century's, prior to the prominence of the automobile, when buildings were designed at a more pedestrian scale and sited to address the public realm, creating a well-defined street edge.

POLICIES

UD-4.59 Ensure that buildings are designed with a strong orientation to the primary street frontage

UD-4.60 Orient buildings towards public (and private) streets to positively define street edges. Align with primary street frontages and public spaces to frame the pedestrian environment.

UD-4.61 Place the main building entrance on the primary street frontage.

UD-4.62 Orient primary building entrances onto street frontages rather than parking lots.

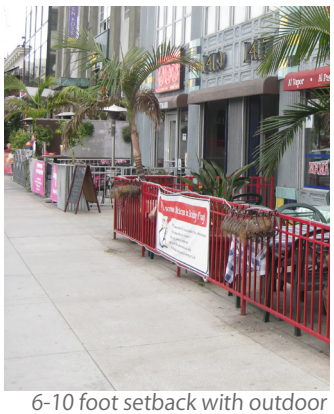
UD-4.63 For building facades that face streets or are adjacent to sidewalks or pedestrian pathways (e.g., paseos), incorporate features such as windows, doors and other architectural elements that activate the facades and provide visual interest.

UD-4.64 Maintain quality architectural articulation and finishes around all visible sides of the buildings, not just the building fronts.

SETBACKS

The distance buildings are setback from the street helps to define the character of the public realm. In order to create a coherent character, it is important to establish a consistent alignment of building frontages without significant gaps within each block or series of blocks.

Zero-foot setback.



6-10 foot setback with outdoor seating.

10-15 foot setback with seating within setback zone.

Forecourt within zero-foot setback zone.

POLICIES

UD-4.65 Design buildings in commercial and mixed use areas to create a consistent and well-defined street frontage.

UD-4.66 Restrict placing surface parking between the building frontage and the public street right-of-way in all circumstances.

HEIGHT AND MASSING IN NEIGHBORHOOD CENTERS AND NODES

The community contains an eclectic variety of buildings in its commercial and mixed-use areas, ranging in scale, style, use, and material, among other attributes. Refer to Figures 4-8 through 4-11 for height and massing concepts.

POLICIES

UD-4.67 Employ a combination of building setbacks, upper-story stepbacks, and articulated sub-volumes to sensitively transition to adjacent lower height.

UD-4.68 Step back upper floors of buildings above the third story in order to maintain a pedestrian scale on community streets.

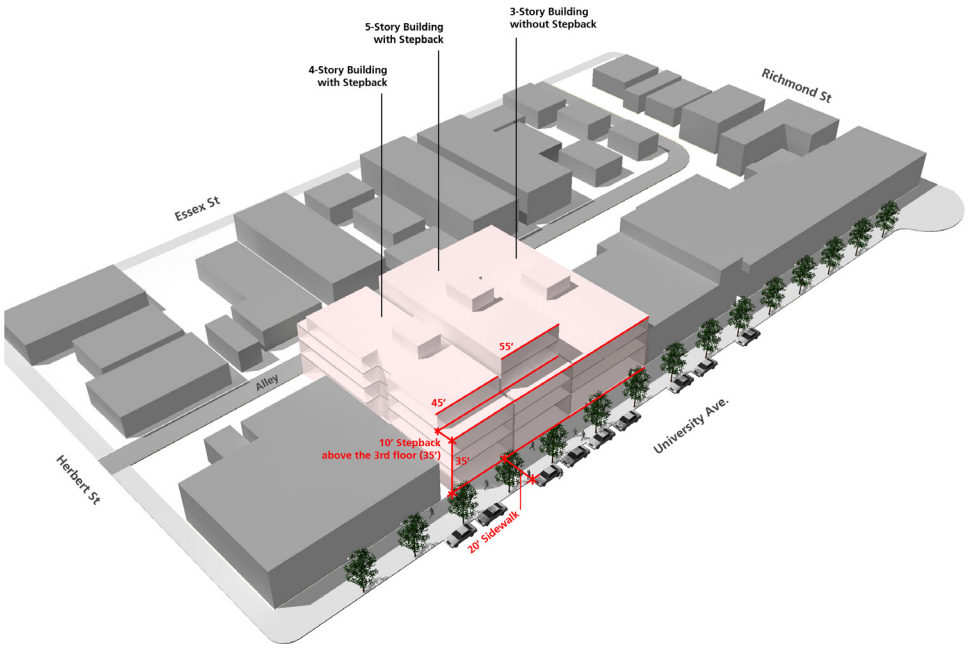
UD 4.69 Design buildings with simple, yet varied, massing. Utilize features, such as streetwall indents, deep entry and window openings, balconies, window bays, and a top treatment (i.e. a roof, cornice or parapet) to add variety and interest. Streetwall indents are strongly encouraged when accommodating outdoor seating for eating and drinking establishments to minimize the extent of future sidewalk encroachments.

UD-4.70 Design taller buildings to differentiate between the building's base, middle and top sections in order to reduce the apparent mass.

HEIGHT AND MASSING IN RESIDENTIAL NEIGHBORHOODS

The scale, massing, and detailing of buildings has a substantial impact upon neighborhood character. Nearly all of the buildings in the community's residential areas are less than three stories (35') in height, and the vast majority is one or two stories. In order to ensure complementary infill and new development, establishing consistent massing and configuration of new buildings is crucial to producing high-quality, memorable architecture that is compatible with established development patterns.

FIGURE 4-8: UPPER STORY STEPBACKS FROM STREET



POLICIES

UD-4.71 Design with massing and façade articulation that contributes to a fine-grained, pedestrian scale environment at the street level.

UD-4.72 Design to conform to the predominant scale of the neighborhood and/or particular block and be sensitive to the scale of adjacent uses.

UD-4.73 Employ a combination of setbacks, upper-story stepbacks, and articulated sub-volumes to sensitively and adequately transition to adjacent lower height buildings.

UD-4.74 Setback upper-story additions from the primary façade to preserve the original scale and form of the building at the front setback.

UD-4.75 Design the massing on combined lots to respond to the pattern and rhythm of both adjacent development and the prevailing development within the block.

UD-4.76 Design buildings with simple, harmonious proportions that reflect the neighborhoods historic buildings.

UD-4.77 Use features, such as porches and stoops, deep entry and window openings, balconies, window bays, eaves and rooflines to add variety and interest, and to mitigate apparent massing.

UD-4.78 Avoid excessive roof breaks and overly complicated roof forms.

TRANSITIONS

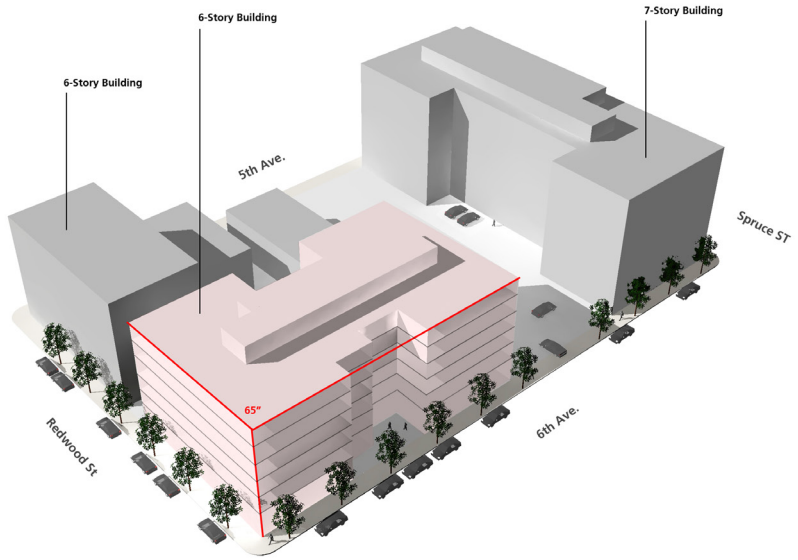
In order to accommodate the heights and development intensity it is essential that building heights are sensitively designed so they transition from lower density areas to higher density areas. This is done most successfully through design that address setbacks and upper-story stepbacks for the portion of a building over a certain threshold. Refer to Figure 4-12 for buildings as transition areas.

POLICIES

UD-4.79 *Building Types: Low-Rise (Up to 35') - Mixed-Use Buildings*

In Uptown, low-rise mixed-use buildings are defined as buildings that are 3 stories (35') or less in height. This building type includes single-use commercial and mixed-use commercial/residential buildings, and is common along commercial corridors

FIGURE 4-9: HEIGHT & MASSING CONCEPT 1 - NEIGHBORHOOD CENTER



and commercial districts. Front and side setbacks are intended to be minimal or are set at zero for commercial frontages. Primary pedestrian access is from the primary street frontage. Parking is typically surface or tuck-under located behind the building, and accessed from a rear alley or from the side or front by a narrow side-drive. Where ground floor residential units are permitted, street level units should have direct access to the public street via front porches or stoops.

UD-4.80 *Building Types: Low-Rise: Up to 35' - Residential Only*

Low-rise residential buildings include buildings ranging from 1 to 3 stories. This type includes detached units (single-family houses), attached units (duplexes, townhouses), and stacked units (stacked flat apartment buildings). One-and two-story single-family houses are by far the most prevalent. Low-rise residential buildings generally have more generous front, side, and rear yard setbacks. Primary pedestrian access is from the public street frontage. Even in multi-family buildings, ground-floor units should have access to the public street frontage via street-facing front entry porches or stoops. Parking access generally depends on the block structure. On blocks with alleys, parking should be accessed from the rear of the lot, whereas, on blocks with no alleys, parking access is typically provided via driveways from the primary street frontage. Parking for low-rise buildings is typically within enclosed garages in single-family residences, and either surface or tuck-under parking in multi-family projects.

UD-4.81 *Building Types: Mid-Rise: 35' to 75' - Mixed-Use Buildings*

In Uptown, mid-rise commercial and mixed-use buildings typically are between 4 and 7 stories in height (45' - 75') with ground-floor commercial and upper story residential, although there are also examples of mid-rise commercial buildings. This type is most commonly found along some of the busier corridors, such as Park Boulevard and Fifth Avenue, near the primary commercial districts. Front and side setbacks for commercial frontages are minimal or zero. Primary pedestrian access is from the public street frontage. Parking is typically integrated into the building footprint, either below grade or in a parking podium, and accessed via a rear alley or from the side or front by a narrow side-drive.

FIGURE 4-10: HEIGHT & MASSING CONCEPT 2 - NEIGHBORHOOD CENTER

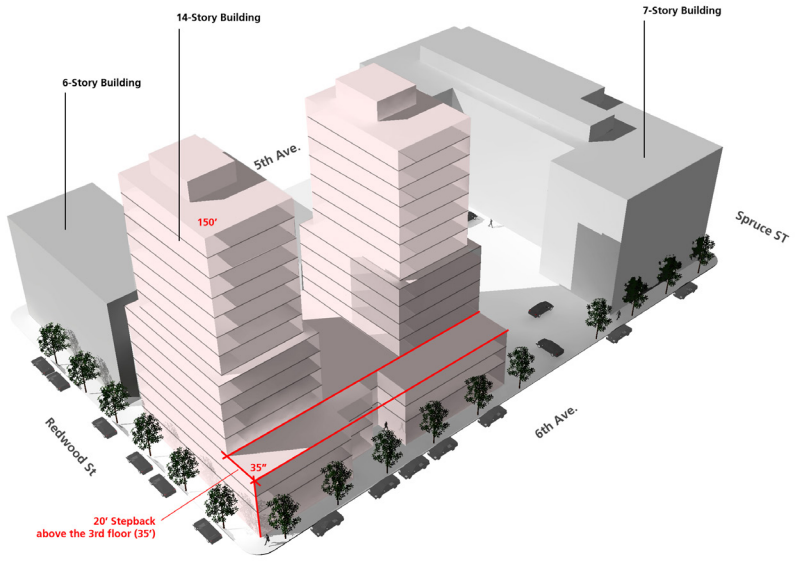


FIGURE 4-11: HEIGHT CONTEXTUAL TO ADJACENT PARCELS

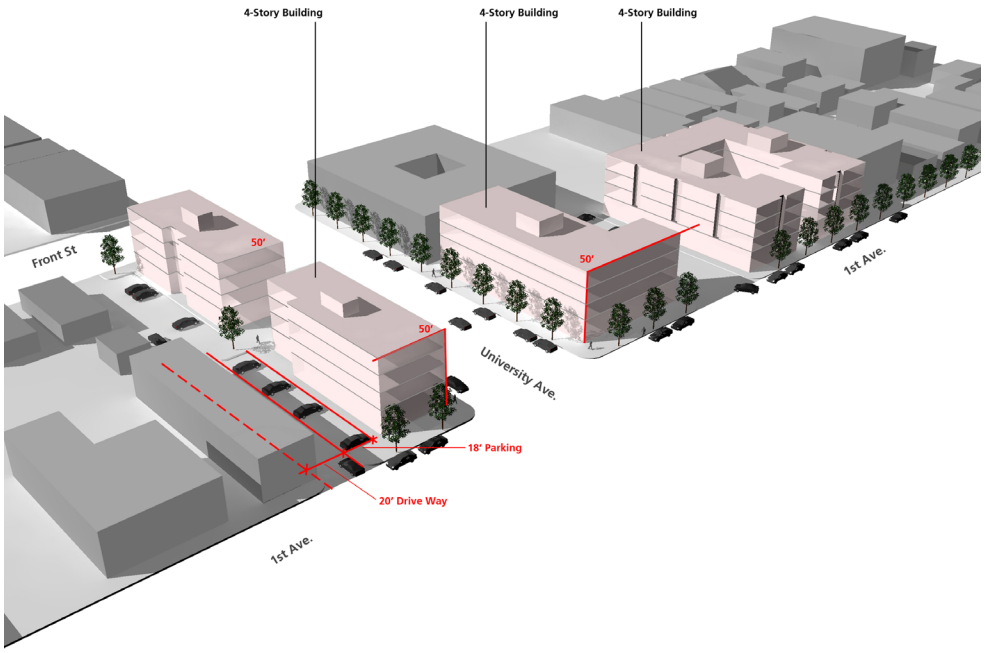
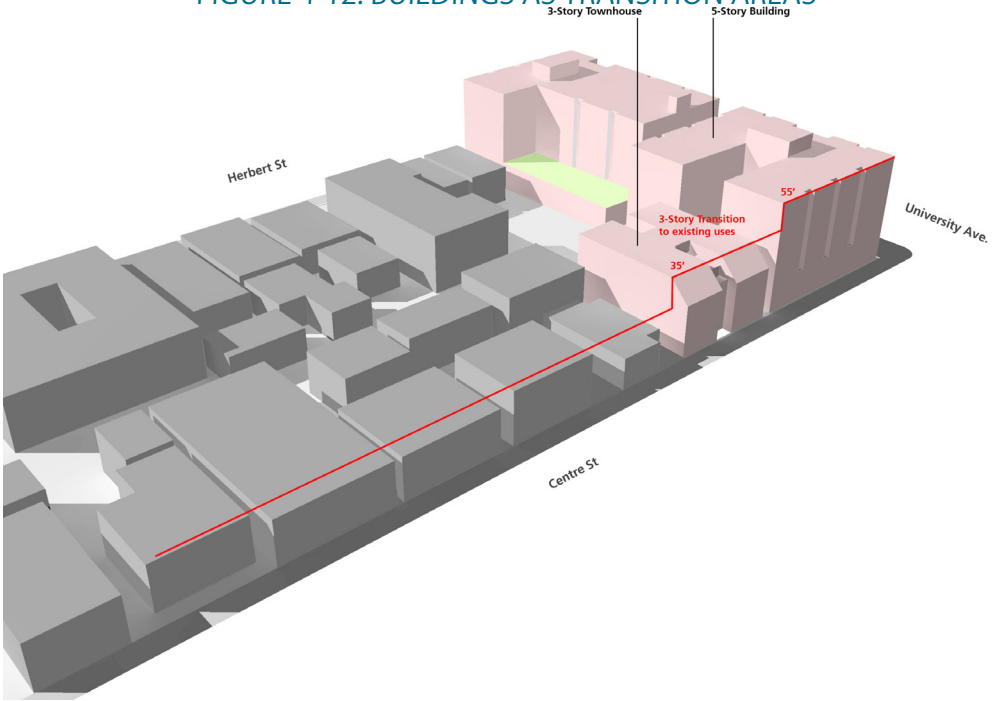


FIGURE 4-12: BUILDINGS AS TRANSITION AREAS



CANYONS AND NATURAL OPEN SPACE PRESERVATION

Canyons are among the community's most treasured elements, providing natural open space features that shape the community's identity and built form. Each of Uptown's neighborhoods abut at least one of these important open space resources and is influenced by the views, the natural environment, and the open space they provide. Given their significance, it is important that development along the canyons and steep slopes not detract from the aesthetic, environmental or open space benefits that they provide.

POLICIES

UD-4.82 Promote buildings design that is responsive to the community's unique canyon environment and steep slopes.

UD-4.83 Ensure that canyon rim and hillside development is unobtrusive and maintains the scale and character of the adjacent buildings.

UD-4.84 Design buildings to limit their visual impact on views from within or across the canyon through landscape screening and by stepping building volumes down the slope (rather than perching over the canyon on piers).

UD-4.85 Design drives and parking access to conform, as closely as possible, to existing grades and minimize the need for the grading of slopes.

UD-4.86 The permitted floor area for lots located partially within open space areas should be based only upon that portion of the lot not within the open space designation. As a minimum, the permitted floor area should assume a lot depth of 100 feet rather than the true lot depth. Garages should not be eliminated in an effort to reduce the floor area.

UD-4.87 Design buildings along the canyon edge to conform to the hillside topography by providing a setback from top of slope where possible.

a. Provide a stepped foundation down the slope, rather than cantilevering over the canyon. In order to accommodate a reasonable building size for lots with limited flat area.

b. Design roof pitches to approximate the slope.

UD-4.88 Protect the visual quality of landforms and the character of canyon neighborhoods by:

a. Dividing the building heights into one and two story components, varying the rooflines and wall planes, providing openings, projections, recesses and other building details.

b. Creative building shapes and uses of entries, arcades, stairs, overhangs and angles can help to complement the surrounding topography and vegetation to create and define outdoor space.

UD-4.89 Avoid exposed under-floor areas, large downhill cantilevers, and/or tall support columns for overhanging areas for both aesthetic and fire safety reasons.

UD-4.90 Use neutral, earthtone, muted colors that complement the natural landscape, for building adjacent to designated open space.