



Downtown Design Guidelines & Proposed Centre City PDO Amendments

Land Use and Housing Committee
October 5, 2011



CCDC: Downtown Design Guidelines and Proposed PDO Amendments

Requested Action

That the Land Use and Housing Committee recommend to the City Council the approval of the Downtown Design Guidelines and the 2011 amendments to the CCPDO and LCP.



CCDC: Downtown Design Guidelines and Proposed PDO Amendments

The Design Guidelines...

- Implement the Community Plan
- Refines policies and vision
- Supplement the PDO
- Provide best practice framework for the design of major streets, buildings and public realm



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Public Input

- | | |
|-------------------------------|----------------|
| ■ Stakeholder Interviews | February 2008 |
| ■ Public Workshop | April 2008 |
| ■ CCAC | April 2008 |
| ■ Real Estate Committee | May 2008 |
| ■ Board of Directors Workshop | May 2008 |
| ■ Stakeholder Interviews | May 2011 |
| ■ Board of Directors Workshop | June 2011 |
| ■ Real Estate Committee | July 2011 |
| ■ CCAC | July 2011 |
| ■ CCDC Board of Directors | July 2011 |
| ■ Code Monitoring Team | August 2011 |
| ■ Planning Commission | September 2011 |



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Design Guideline Chapters

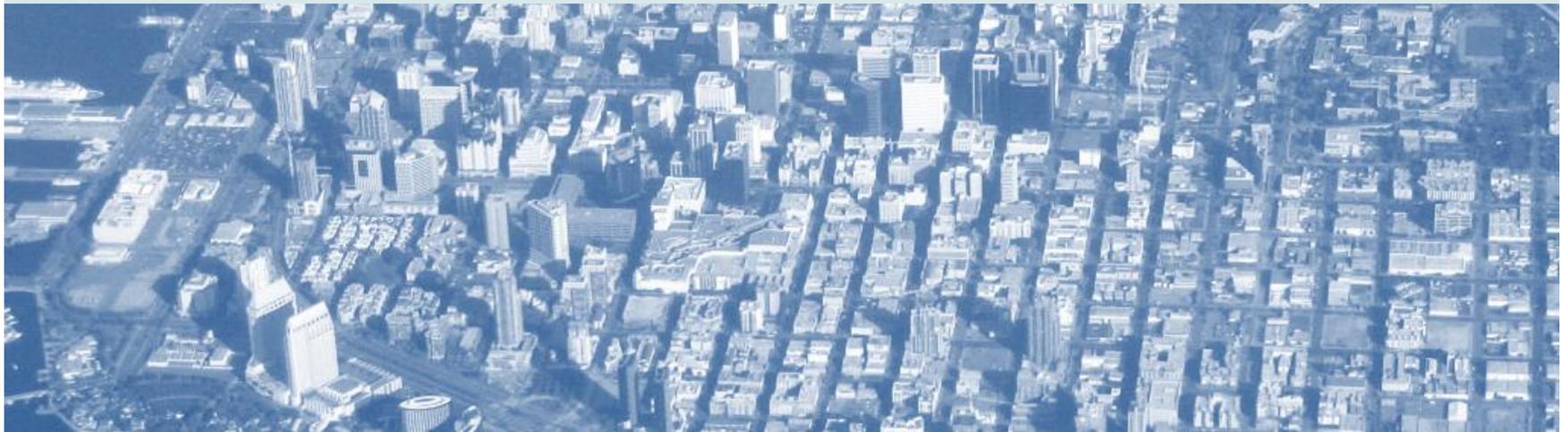
- Urban Design Framework
- Street Corridor Guidelines
- Blocks and Buildings Guidelines
- Public Art Guidelines



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Urban Design Goals for Downtown

- Enhance Downtown's Overall Image and Legibility
- Add and Enhance Public-Realm Spaces
- Create High-Quality Pedestrian Pathways and Linkages
- Enhance the Public/Private Interface
- Promote Fine-Grain Character
- Articulate the Skyline to Create Interest and Legibility





Enhance Downtown's Overall Image and Legibility

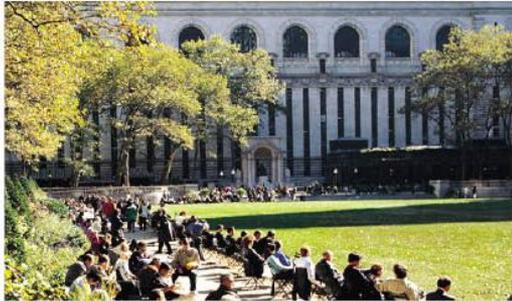


- Easily recognized features and places
- Memorable parks and open spaces
- Landmark buildings and landscape features, including gateway signage
- Hierarchy of streets, parks, and plazas





Enhance and Increase Public-Realm Spaces



- Streets, parks, and plazas for civic and community life
- Community functions, including markets, entertainment, and festivals
- Recreation facilities, including playgrounds and dog runs



Create High-Quality Pedestrian Pathways and Linkages



- Pedestrian-oriented
- Safe and convenient
- Supporting healthy civic and social life
- Linking districts
- Enhancing connections



Enhance the Public/Private Interface



- Buildings framing and activating the public realm
- Privately owned, publicly occupied (POPO) spaces
- Privately owned space but not open to the public
- Enlivening the public realm through ground-floor uses and improving safety



Promote Fine-Grain Character



- Fine-grain texture embracing human scale, including variation in building massing, fenestration, and materials
- Buildings contributing to visual interest and variety on the street
- Buildings reflecting distinctive, individual tenant use
- Improving pedestrian experience



Articulate the Skyline to Create Image and Legibility



- Recognizable landmarks enhancing the city's image and legibility
- Allowing light and air to reach the street
- Affording a view of the sky



Streets in General: Pedestrian Realm



- Frontage Zone for dining, planting
- Throughway Zone free of all obstructions
- Furnishings Zone for street furnishings (e.g. lamps, kiosks, utility boxes) and outdoor dining

Street Type: Green Streets



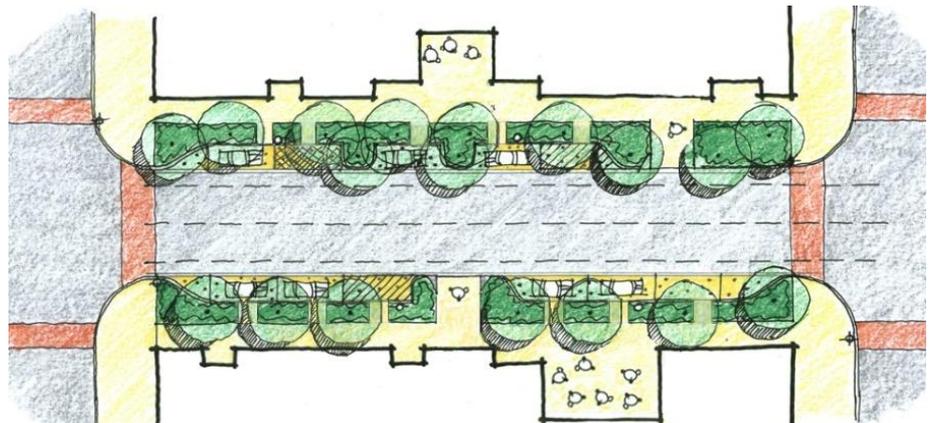
- Slow traffic, max sidewalk, max planting
- Connect downtown's neighborhoods
- Lushly landscaped, pedestrian-oriented
- Offer places to stroll, sit and rest
- Bicycle lanes where possible





Streets

- More pedestrian friendly
- Green Streets
- Public Open Space Implementation Plan
- Traffic Study





Blocks and Buildings

- Key Principles
- Block Edges and Building Placement
- Block Modulation and Building Massing
- Building Design
- Extending the Public Realm
- Building Treatment and Services
- Sustainability





Key Principles

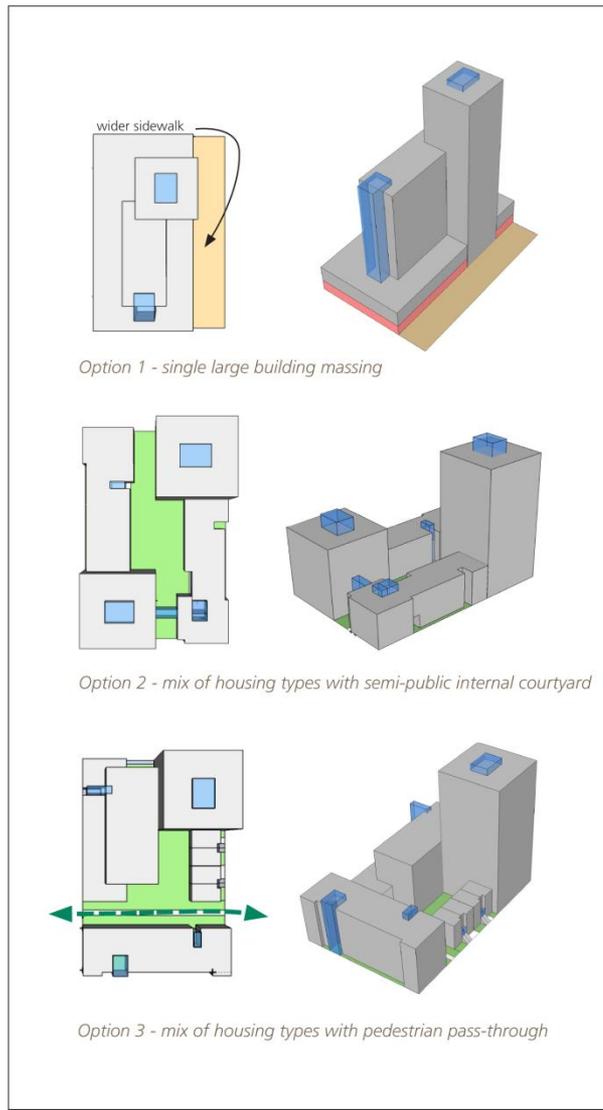
- Reinforce the urban design framework
- Enhance and extend the public realm
- Frame and define the street
- Express a fine-grain character
- Enhance and punctuate the skyline
- Address and activate the street at the ground floor
- Incorporate principles of sustainability



Building Massing: Residential - FAR 8.0



Examples of Residential Buildings - FAR 8.0. Top and bottom, San Diego, CA.





Building Tower Design



- Include a variety of fenestration and material patterns
- Avoid repeated single floor extrusions
- Orient for maximum energy conservation
- No two towers should be identical or closely similar within Centre City
- Avoid cut off, flat-top appearance
- Majority of the facades composed of glazing
- Avoid large expanses of solid walls
- Modest tower accent lighting

Building Design: Ground-Floor Retail



- Building lobby should be designed as a clearly defined architectural feature
- Entries should be visually distinct,
- At-grade entry access from the sidewalk
- Architectural features (i.e. awnings, canopies) should be consistent with the overall building design and add human scale to the streetscape
- Clear windows visually engage pedestrians



Ground Floor Residential Use

- Front setback areas should be landscaped
- Ground-level entrances should be visible and accessible from the sidewalk





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How to Use This Document

- City of San Diego 2008 General Plan Update
- San Diego 2006 Downtown Community Plan
- Downtown Design Guidelines
- Relevant Planned District Ordinance
- Neighborhood Design Guidelines
- City of San Diego Street Design Manual
- Centre City Streetscape Manual



Design Review

- Continue to use the current design review process
- Design Guidelines inform the public, CCAC, Board as well as developers/architects
- Advisory, not regulatory
- When an important guideline is not met, it will be discussed in the staff report



Proposed PDO Amendments

- **Design Guidelines**
 1. Deletes duplicative Guidelines
 2. Guidelines used in Design Review
- **Centre City Green**
 1. Green Building FAR Bonus Program
 2. Revisions to Eco- Roof FAR Bonus Program
 3. Updates TDM Plan



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FAR Green Building Bonus

Centre City Green Incentives

| Performance Level | Prescriptive Requirements | Performance Requirements | New Construction Incentives* |
|-----------------------------|---------------------------|---|-------------------------------|
| Entry | None | All Projects Must Meet CalGreen Mandatory | None |
| 1 Green | 25-44 CCG Points | CalGreen Tier 1 | Public Recognition from CCDC* |
| 2 High Performance Green | 45-59 CCG Points | CalGreen Tier 2 or LEED Silver | 1.0 FAR Bonus* |
| 3 Signature Green | 60+ CCG Points | LEED Gold or higher | 2.0 FAR Bonus* |

* Additional City of San Diego DSD Incentives may apply.



Proposed PDO Amendments

- **Planned Development Permit Process**

Decision Maker/Appeal: CCDC Board in lieu of Planning Commission. Decision appealable to Planning Commission.

- **Consolidation –CUP/Variance (Process Three)/Design Review**

Decision Maker/Appeal: CCDC Board in place of CCDC Hearing Officer. CCDC Board decision is final.



Proposed PDO Amendments

- **Other Amendments**
 1. Setback Requirements
 2. Living Unit Size
 3. Below – Grade Parking
 4. Clean up and Organization



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Schedule

- LU& H Consideration – October 2011
- Council Consideration – November 2011



Recommendations

- CCAC – July 20, 2011 voted 19-0 to recommend approval of both documents.
- CCDC Board of Directors – July 27, 2011 voted 6 – 0 to recommend approval of both documents.
- Planning Commission – Sept. 1st voted 7 - 0 to recommend approval of the Design Guidelines. Sept. 29th voted 6 – 0 to recommend approval of the CCPDO.



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Staff Recommendation

That the Land Use & Housing Committee recommends that the City Council:

- Adopts the Design Guidelines and;
- Adopts an ordinance amending the CCPDO and LCP.



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Thank you