

Campanile is the spine of the Campus District.

## Character Districts

Borrowing positive aspects from each of the concept alternatives, the Core Sub-Area Urban Design Plan is based on the definition of three distinct character districts: Campus, Mixed-Use and Residential, as indicated in the diagram (page 15). The Campus District is a central spine that extends the character of the SDSU campus through the Core Sub-Area within the public right-of-way. The Mixed-Use District adopts a superblock approach that maximizes development density around an integrated system of internal public spaces and pedestrian pathways. And the Residential District is structured on an urban streets concept that provides the finer scale, diversity and development flexibility of a successful urban residential neighborhood.

### Campus District

This district is a linear zone defined by the building setbacks on either side of Campanile Drive, extending from the edge of campus at Plaza Drive, to the public sidewalks on the south side of Montezuma Road. It is the central "identity" of the development, establishing a strong functional and aesthetic relationship to the campus and reinforcing SDSU's presence on Montezuma Road.

No development is proposed in this zone, but a number of critical circulation and landscape improvements are anticipated. Implementation of the proposed MTDB trolley line and station in the existing Transit Center area provides an excellent opportunity to upgrade the streetscape of this important district, in operational as well as aesthetic terms. Three key improvements are recommended:

#### a. Redesign of the Transit Center to achieve a more attractive pedestrian activity and meeting place at the campus edge. Minimum actions include:

- ‡ Remove the raised planter in the center of the area to provide clear views down the mall to the Campanile.
- ‡ Reconfigure bus parking bays to eliminate the zigzag curb and repave the turnaround area to extend a "pedestrian-friendly" quality across the entire plaza and diminish the pervasive feeling of a heavily trafficked, vehicular-priority zone. Mitigating pedestrian-vehicular conflicts and safety should be considered in all designs.
- ‡ Provide for climatic comfort of the pedestrian by enhancing the perimeter and central turn-around with landscape that takes the campus mall as its precedence.

A more comprehensive program of improvements to achieve the desired atmosphere might involve:

- Replacing existing bus shelters with larger, more inviting structures that provide visual interest to the space and complement the architecture of adjacent buildings.
- Replanting to provide more attractive and comfortable waiting areas, offer-

ing summer shade and winter sun, and enhanced visual interest in the immediate surroundings.

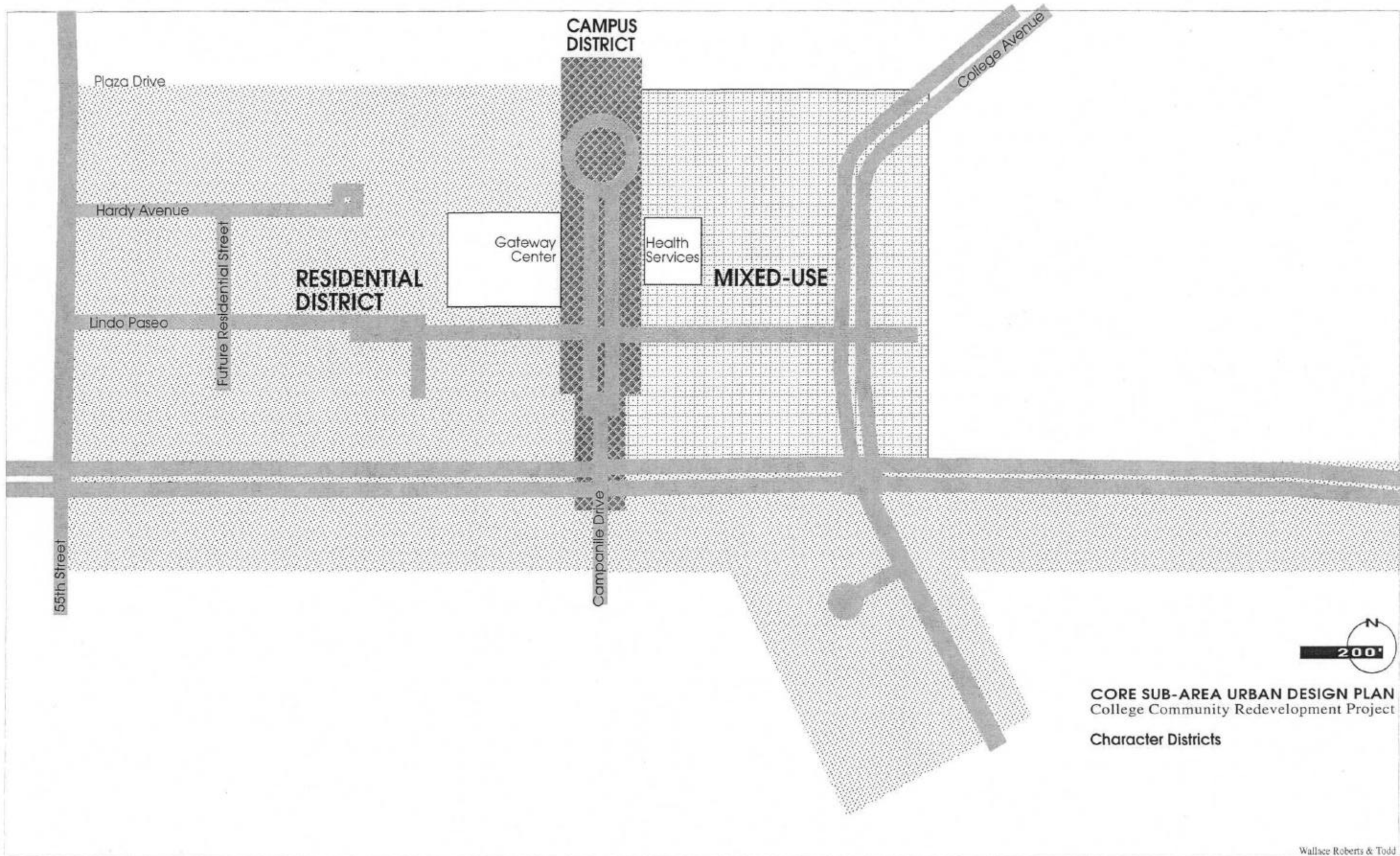
- Upgrading site furnishings: benches, trash cans, lighting, transit information signs and campus directional signage to reflect the campus character.
- Public art elements, or the involvement of an artist in the design of new shelters, paving, lighting and/or signage improvements.

An enterprising approach to improving the Transit Center area and integrating bus and future trolley services involves reconstructing the bus stops and turnaround area a level below grade, with a wide opening to the sky above that allows fresh air and natural light to penetrate the new, subterranean facility. This concept provides a closer connection between bus stops and the future trolley station which will be approximately 60 feet below grade. It eliminates the negative impacts of buses from a potentially vibrant and welcoming space at the "front door" of the SDSU campus. And the necessary down-ramp to this new facility can also serve as auto access to underground parking structures in adjacent development areas.

The detailed feasibility of this concept needs further testing, but it offers so many potential benefits that the opportunity of efficiently consolidating multiple transit nodes into a well planned and constructed transit terminal related to adjacent urban spaces and development should not be lost. Adjacent buildings and landscape improvements should be designed not to preclude this exciting possibility. It is suggested that the option be fully explored in relation to: detailed engineering design and construction scheduling for the new trolley line; a thorough analysis of available funding sources and projections; and, the development of an acceptable approach to financing between the responsible parties.

#### b. Improvements to the Campanile Drive right-of-way, between Montezuma Road and the Transit Center. Minimum actions include:

- ‡ Remove the existing pull-off lane and parking information kiosk in front of the Health Services building, and any other unnecessary traffic signs or visual intrusions on site lines to the campus.
- ‡ Reconstruct the dual lanes to create a median of at least 50 feet in width north of Lindo Paseo. (If the underground Transit Center proves feasible, this median will contain a four lane, two-way ramp beginning its descent just north of the Lindo Paseo intersection.)
- ‡ Reconstruct sidewalk and median landscape, including paving, planting, lighting, signage and street furnishings, to provide a comfortable and inviting pedestrian environment that extends the character of the campus mall.
- At the Gateway Building, where recent construction has improved the sidewalk, upgrades to meet the campus design theme could be accomplished with improvements to the Transit Center.
- A more extensive improvements program could involve an artist/designer in developing a distinctive character for this important corridor involving special elements such as commemorative paving, seasonal banners or an interactive lighting installation.



**CORE SUB-AREA URBAN DESIGN PLAN**  
College Community Redevelopment Project  
Character Districts

**c. Development of a campus gateway at the intersection of Campanile Drive and Montezuma Road.**

The primary purpose of this gateway is to mark the beginning of the campus district on Montezuma, for passing motorists as well as pedestrians. It therefore must be strong enough to "read" from a distance and at varying speeds. An appropriate design will relate to the architectural composition of redevelopment on either side of Campanile, and may extend to all four corners of the intersection. As a minimum action to encourage special architectural and landscape treatment of the north corners:

- ‡ Maintain the "right-of-way" of the Campanile corridor to 100 feet from Montezuma to the alley south of Lindo Paseo. The 100 foot right-of-way can accommodate sidewalks, two travel lanes in each direction, a left turn pocket and a median (or optional second turn pocket).
- ‡ Expand the "right-of-way" of the Campanile corridor to 130 feet from the alley north to Lindo Paseo by requiring a 20-foot minimum building setback from the public right-of-way. The 130 total foot right-of-way can accommodate expanded sidewalks, landscaping, two travel lanes in each direction, and a wide median.
- ‡ Buildings that abut the northern corners of Montezuma at Campanile should be designed with the campus character in mind, recognizing that they are "gateways" to the University. As such, they should take their design vocabulary from campus buildings.
- Sculpture, physical landmarks or a unique landscape treatment should complement the architectural expression of a gateway at these corners.

**Mixed-Use District**

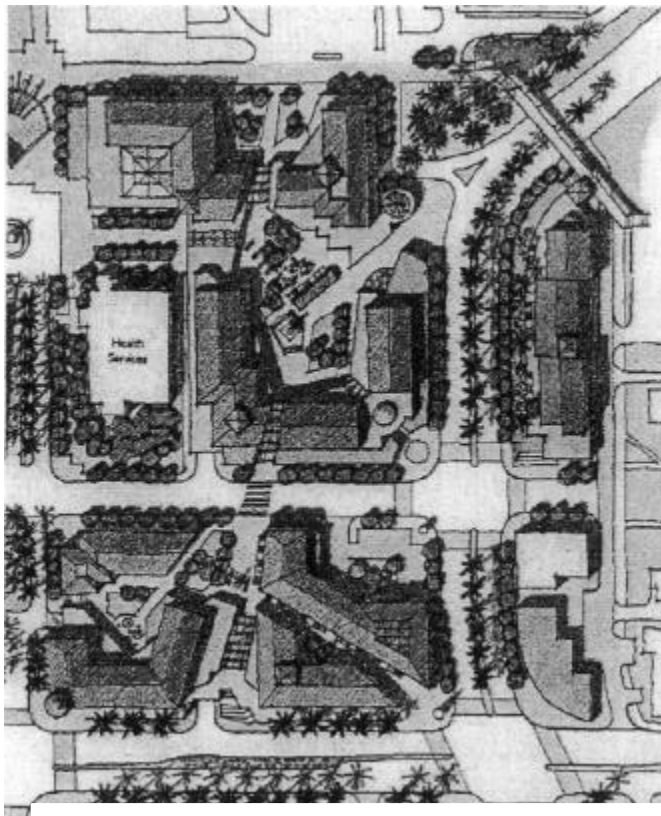
This is the activity heart of the Core Sub-Area, covering the redevelopment blocks north of Montezuma and east of Campanile. Given the prime commercial opportunity of this district, a superbloc approach is utilized to create large development sites that can achieve the critical mass essential to successful commercial development.

The district needs to be an exciting retail and entertainment destination, attracting customers from throughout the metropolitan area, as well as serving the needs of the student population and the surrounding neighborhoods. It must be a vibrant, colorful, dynamic and surprising kind of place that people will visit over and over again. This depends as much on the quality and convenience of the public environment as on the density and mix of tenants.

As defined in the Land Use System section (pages 18-19), a dense mix of diverse uses is proposed, stimulating a high level of public activity throughout the day and at night. Buildings will be generally uniform in scale, subject to the Building Location and Massing (building envelope) guidelines (pages 20-25), but should be "deformed" as appropriate to present an intriguing complex of pedestrian paths

and open spaces (Pedestrian and Open Spaces System, pages 32-35) attracting people into the development and leading them through the District. Establishing a clear identity and sense of place for the development also depends on preserving view corridors into the District; using strategic landmarks, memorable spaces and building forms to clarify the ways through it; and providing strong visual links to the campus and surrounding neighborhoods. Guidelines relating to orientation and identity issues are presented in the Orientation and Identity System section (pages 36-37).

Access and parking convenience is also a key element of the success of this development. Parking and service areas in the Mixed-Use District are concentrated in underground structures, with entry and egress limited to locations where there is least potential for pedestrian and vehicular conflict. Requirements for parking and service in the Mixed-Use District are presented in the Vehicular Circulation System section (pages 26-31).



*The Mixed-Use District*

### Residential District

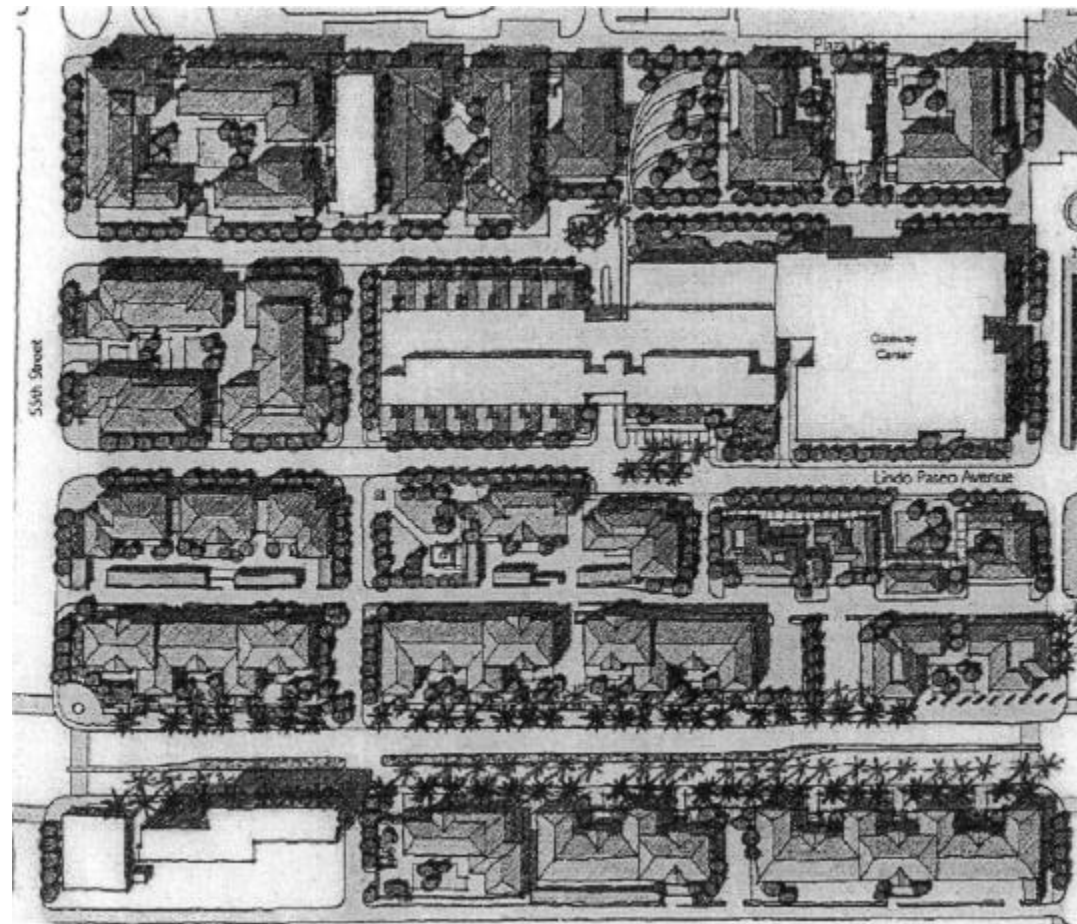
The Residential District covers the remainder of the redevelopment Core Sub-Area, including the properties west of Campanile and north of Montezuma Road. This District will contain a mix of market rate residential units, Greek housing, and the Religious Centers. A limited amount of commercial development is also permitted. (Page 8 of the *Master Project Plan* references that, in the Residential Areas, "on a square footage basis, development has been anticipated at approximately 10% commercial and 90% residential.")

With smaller parcel sizes in this area and a more varied pattern of current ownership and building conditions, a flexible development approach is warranted, allowing for smaller scale, in-fill development that avoids extensive property assembly. To preserve flexibility and maintain an appropriate scale for urban residential development, a streets-oriented concept is adopted in this District. The intention is to achieve comfortably scaled blocks and attractive, pedestrian-oriented streets that can be captured as part of the outdoor amenity of a unique residential neighborhood. Parking access, service and bicycle access are provided in an expanded system of alleys that subdivide most blocks in the area, removing these often intrusive activities from the streetscape of the District and reducing potential conflicts with pedestrians.

As described in Section 4 below on vehicular circulation, an additional north-south access route between Hardy Avenue and Lindo Paseo, labeled as "Future Residential Street", is proposed to break down the scale of the long blocks between Campanile and 55th Street and provide a front door interior to the Core Sub-Area for greek identity signage. The street network, which is the primary pedestrian system through the District, is supplemented by a series of small pocket parks that provide additional breaks in the fabric of the neighborhood and offer a variety of opportunities for passive outdoor recreation.

As a secondary entrance for visitors to the University, 55th Street shall be oriented to the street frontage in such a way that prohibits neighborhood intrusion from activities of residents and maximizes the ceremonial entrance to the campus.

A maximum street frontage height of four stories is established in this District to encourage consistently scaled streets that will provide a sense of unity and order throughout the District. Variety is achieved by stepping taller structures back from the street edge and encouraging a range of residential building types and architectural treatments that will provide visual interest and diversity throughout the District. The objective is to develop a new urban neighborhood with the timeless quality of a village that has grown naturally through time, with buildings of consistent quality and scale, but with all the delightful idiosyncrasies and visual surprises that derive from the work of many different designers and the simple process of occupation.



*The Residential District*