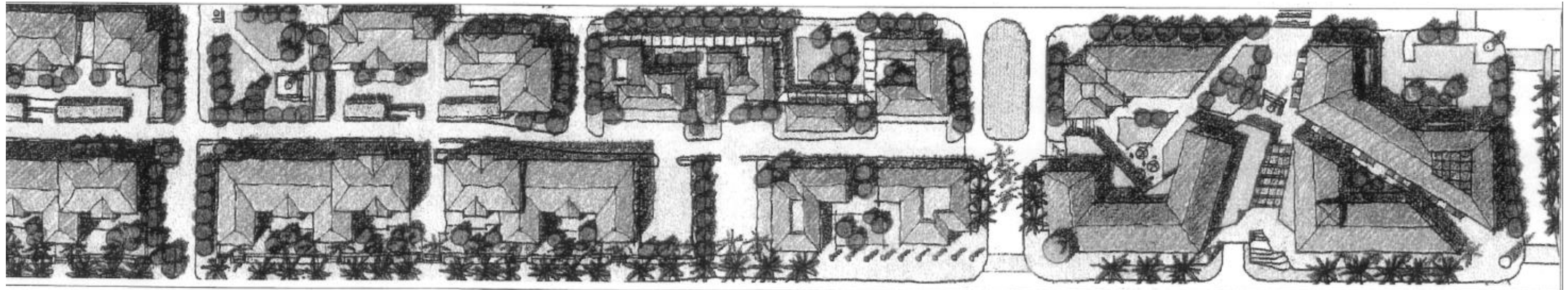


College Community Redevelopment Project

CORE SUB-AREA DESIGN MANUAL



City of San Diego

Wallace Roberts & Todd
Urban Systems Associates, Inc.

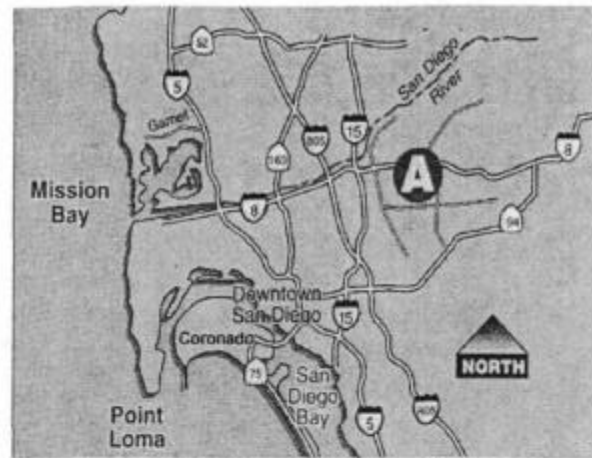
Adopted by City Council, City of San Diego
Resolution No. R-289099 on 12 August 1997

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Regional context of San Diego State University



The Core Sub-Area is on the southern edge of the campus.



Local context from "The Thomas Guide," 1997

Background

The College Community Redevelopment Project was initiated by the San Diego State University (SDSU) Foundation and the City of San Diego to improve the blighted conditions surrounding the SDSU campus. The project includes five redevelopment sub-areas, the largest of which is the 58.6 acre Core Sub-Area on the southern side of the campus. It extends from Plaza Drive on the north, to sites affronting the south side of Montezuma Road; and from 55th Street on the west, to the alley east of College Avenue.

Redevelopment of this area is subject to the conditions, policies and guidelines adopted in the *Master Project Plan* of 1993 (MPP). The MPP presents approved land uses, development densities and general design principles applicable throughout the Redevelopment Project Area, as well as specific requirements for the five sub-areas. While establishing a clear redevelopment framework for each sub-area, the design guidelines of the Master Project Plan are only general in nature, intended to guide the overall conception of building and landscape developments, rather than give direction to their detailed design.

Taking the next step towards project implementation, the *Core Sub-Area Design Manual* is a supplement to the general requirements of the Master Project Plan. This Design Manual gives more precise form to the prescriptions of the Master Project Plan, through detailed development controls and architectural and landscape guidelines which are designed to ensure coordinated development of the area and appropriate functional and aesthetic relationships between different projects.

Other Applicable References

In addition to this Urban Design Manual, users must also review the applicable city documents, ordinances and codes shown in the table to the right.

How to Use This Manual

The *Core Sub-Area Design Manual* is intended for use by the following groups:

Project Developers and Designers, including the SDSU Foundation or other property owners and the architects, landscape architects and engineers who will be commissioned to prepare detailed design and construction documents for development projects in the Core Sub-Area. For project designers, the manual outlines the design intent for specific parcels, streets and open spaces throughout the area, providing immediate access to the design concerns and expectations of project sponsors, permitting agencies and community groups.

Review Authorities, including the SDSU Foundation and City permitting agencies, primarily the San Diego Redevelopment Agency and Planning Commission. For reviewers, the manual provides the criteria against which detailed design proposals can be evaluated for conformance with the design intent of each parcel and the overall goals of the redevelopment area.

Community Groups, including the College Area Community Council (CACC), the Project Area Committee (PAC) and their constituents. As participants in the review and permitting process, the manual provides the community with a means to evaluate development proposals, as well as an underlying assurance that community interests addressed in the Master Project Plan and the preparation of this Design Manual continue to be supported through detailed project design.

Reference Documents

- College Area Community Plan
- College Community Redevelopment Project:
 - College Area Community Plan Amendment
 - College Community Redevelopment Project Master Project Plan
 - College Area Public Facilities Financing Plan
- College Community Redevelopment Project Environmental Impact Report
- City Wide Landscape Ordinance
- Multi-Family Parking Requirements
- City of San Diego Municipal Code and the Zoning Code Update (in progress)
 - Chapter 10, Planning and Zoning
 - Chapter 11, Land Use Development Procedures
 - Chapter 12, Land Development Reviews
 - Chapter 13, Zones
 - Chapter 14, General Regulations

Recommendations to guide development in the Core Sub-Area are organized in two sections, the Urban Design Plan and the Design Guidelines:

The Core Sub-Area Urban Design Plan

This section describes the alternative development frameworks that were considered for the Core Sub-Area, and the preferred urban design concept on which the design requirements of this manual are based.

An Urban Design Plan gives physical form to a planning vision. It is the design step between the Master Project Plan, and detailed architectural, engineering and landscape project design. It establishes the overall development character of an area in descriptive terms, translating master plan objectives into a physical plan that acknowledges the functional, economic and technical realities of development.

The Urban Design Plan provides the basis for specific design requirements, imposed to ensure that each development parcel or landscape improvement project contributes in a coordinated way towards achievement of the overall character proposed for the area. To understand the underlying intent of the various Development Controls and Design Guidelines presented in this manual, therefore, it is important to be familiar with the overall design objectives established in the Urban Design Plan.

Design Guidelines

This section describes suggested architectural and landscape design treatments, establishing appropriate levels of quality and design consistency throughout the Core Sub-Area. Without dictating a specific architectural uniformity, the guide-lines suggest stylistic elements consistent with the character of the campus and Southern California design traditions.

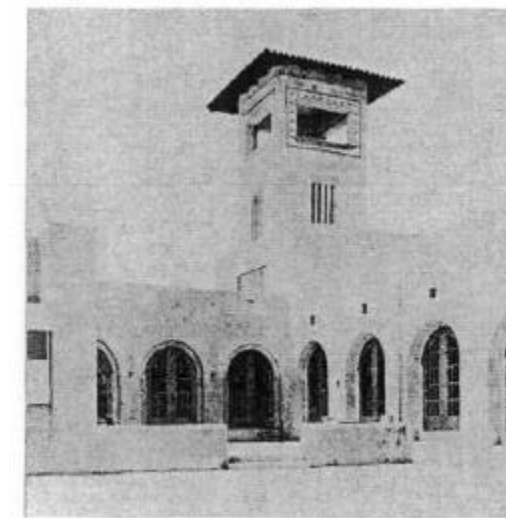
The early styles of the University as well as those endemic to Southern California share the appropriate feeling of San Diego - honesty to materials, the land, and the climatic influences. Whether demonstrated through the elements of the Mission Style, the Mayan or MesoAmerican interpretations, the Craftsman era or the Irving Gill traditions, designs evoke the permanence and simplicity of our region. These Design Guidelines reinforce many of the patterns of these stylistic precedents, and emphasize a clear connection between the indoors and the outdoors; the use of natural light with provisions for shade; simple building facades with articulation and detail appropriate to its use; massing and form which reinforce the urban district; and recognition of our benign and livable climate.

While each project must contribute to the character of the area in a coordinated way, there are many different ways that an appropriate contribution can be realized in detailed design. The guidelines, therefore, are generally expressed in descriptive, qualitative terms that indicate an intended design character but leave

ample room for the inventive interpretation of talented architects and landscape architects. The purpose of these guidelines is not to limit the creative input of future designers, but to ensure that they are working within a range of acceptable choices.

Together with the Master Project Plan, the Urban Design Plan and the Design Guidelines make up a three-level hierarchy of design requirements for projects within the Core Sub-Area, spanning from planning vision to detailed project design. A designer or project reviewer should be familiar with all three levels of the system, starting with the relevant sections of the *Master Project Plan* (pages 1 through 17) and the description of the Core Sub-Area Urban Design Plan presented in this Manual. Both of these are critical to understanding the context from which the design guidelines were framed, and the significance of these requirements to the intended urban design character of the area.

The next step in design or review of a specific proposal is to consider decisions on the architectural and landscape details of the project in relation to the Design Guidelines, recognizing that these are, for the most part, suggested approaches and illustrative treatments, rather than hard-and-fast regulations. In using this Section, greater emphasis should be placed on effective interpretation of the statements of intent, than the particular examples used to illustrate how the intentions can be realized.



"California is influenced, and rightly so, by the Spanish Missions as well as by the rich coloring and the form of the low hills and wide valleys. The Missions are a part of its history that should be preserved and in their long, low lines, graceful arcades, tile roofs, bell towers, arched doorways and walled gardens we find a most expressive medium of retaining tradition, history and romance."

Irving J. Gill, "The Craftsman," May 1916

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PLANNING CONTEXT

The College Community Redevelopment Area partially surrounds the SDSU campus, which is situated south of Interstate 8 and east of Interstate 15 in the City of San Diego. Once a single-family residential area developed following World War II, it has evolved into a mixed community with campus- and residential-serving commercial and support uses in conjunction with single- and multi-family housing. To address the concerns of long term residents, merchants, landowners, the University and its Foundation, a redevelopment project area was formulated to revitalize the community.

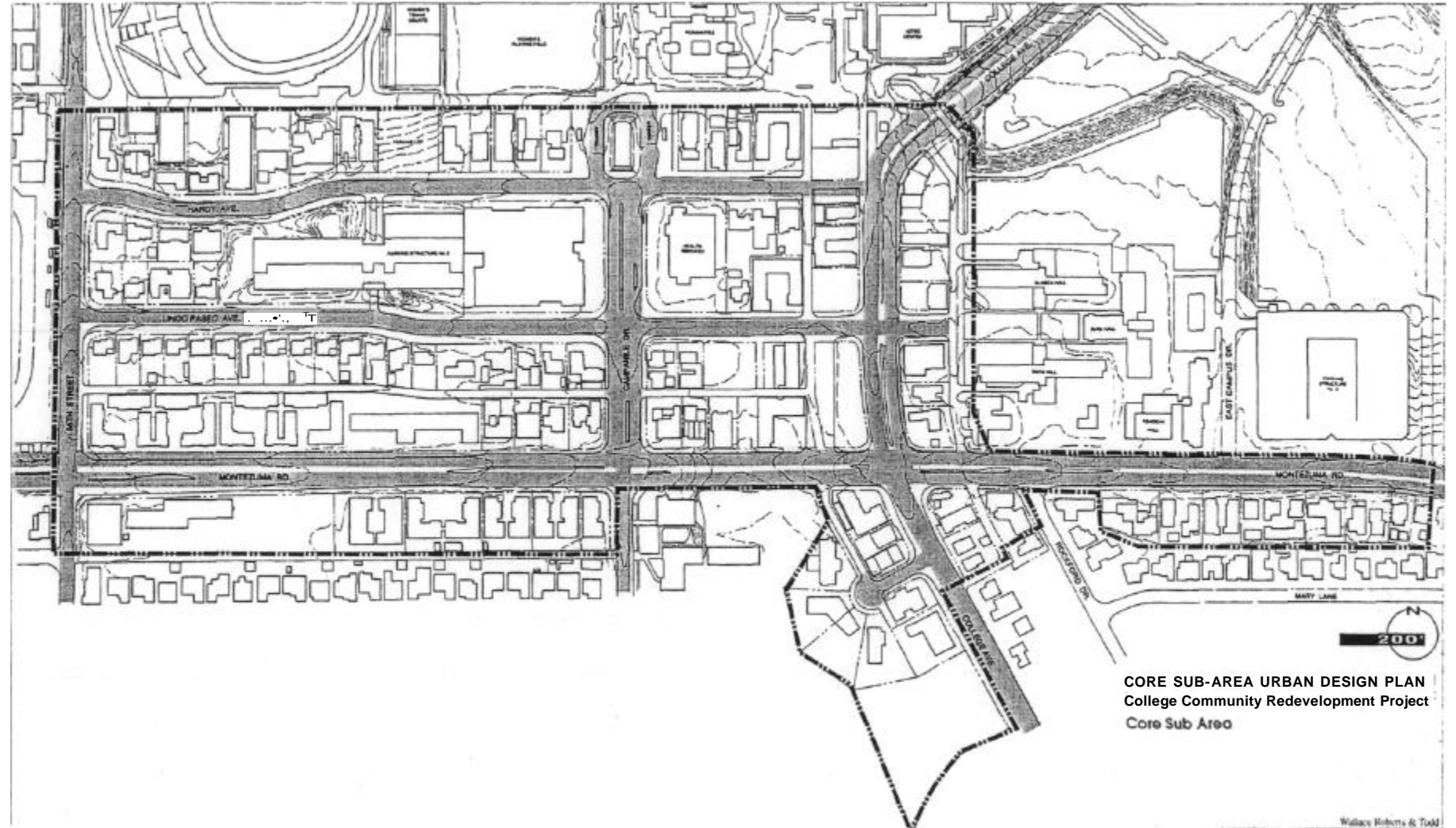
The College Area Community Plan

The *College Area Community Plan* was originally adopted by City Council in 1989 and amended in 1993 as a guide for the orderly growth of the 1,950 acres bounded by Interstate 8 on the north, Fairmount Avenue and Collwood Boulevard on the west, El Cajon Boulevard on the south and the City of La Mesa on the east. The plan's purpose is to enhance relationships and resolve conflicts between single-family neighborhoods and the University. It addresses eight elements in detail: housing, SDSU, transportation, commercial, open space, parks and recreation, public facilities and urban design. The *College Area Community Plan* should be reviewed in conjunction with any planning or design proposal governed by this Urban Design Plan.

The Redevelopment Project & Master Project Plan

The Redevelopment Project

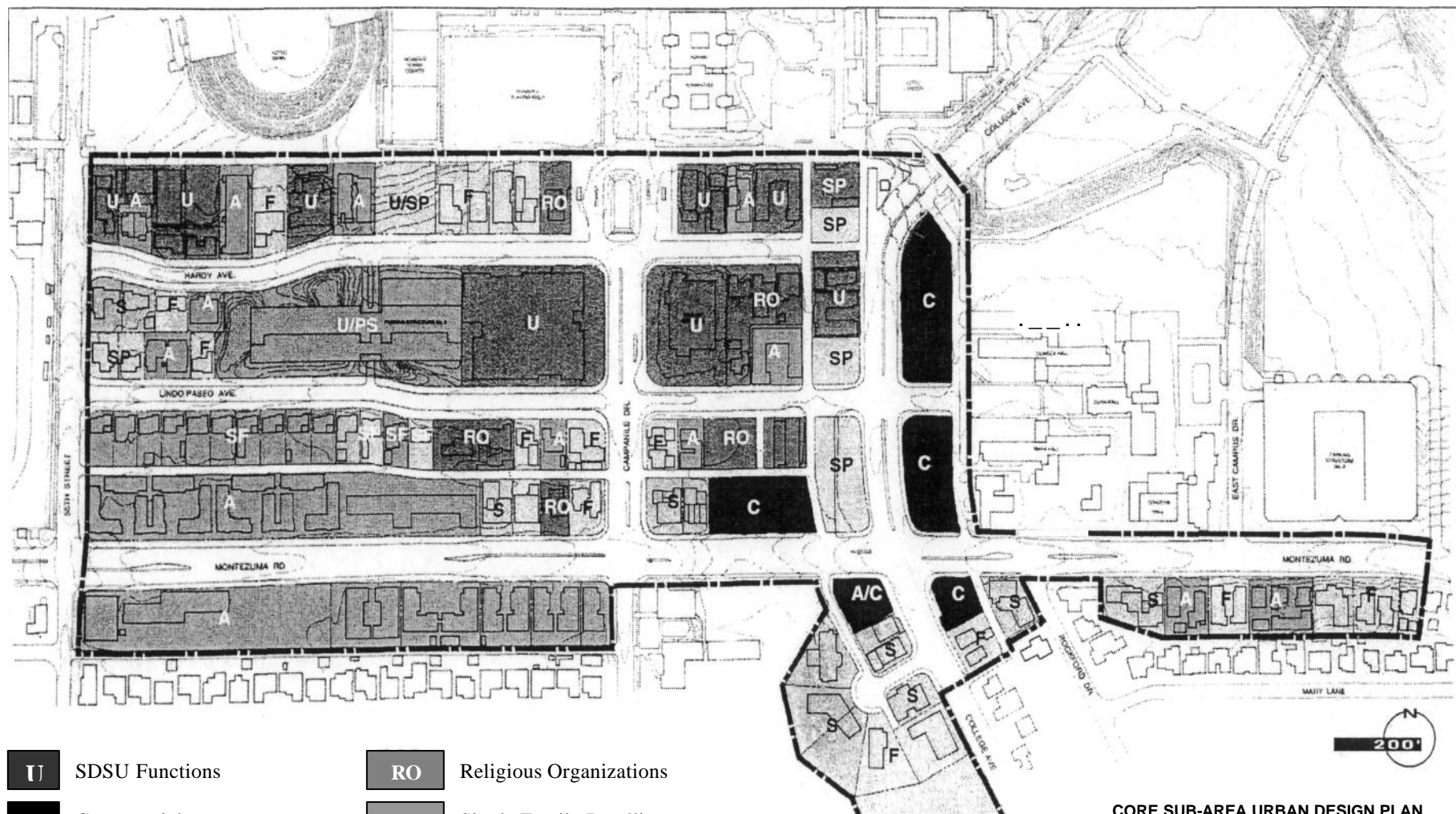
The College Community Redevelopment Project was established in 1993 following several years of planning and processing by the SDSU Foundation, and two community groups, the College Area Community Council (CACC) and the Project Area Committee (PAC). On October 12, 1993, the San Diego City Council updated the College Area Community Plan by Resolution No. R-282800 to include the *Redevelopment Project*. With Resolution No. R-282801, the City Council also adopted the *Master Project Plan* (MPP) as required by the College Area Community Plan. These documents were supported by the certified *Environmental Impact Report* and the *College Area Public Facilities Financing Plan*. By these actions, the City Council set into motion the redevelopment of lands in the vicinity of the campus, including the Core, 55th Street, Alvarado Road, Lot A and Montezuma School sub-areas.



The Core Sub-Area

The Core Sub-Area, subject of this Urban Design Plan, covers 58.6 acres of relatively flat mesa-top, south of the SDSU campus. It is bounded by Plaza Drive on the north, 55th Street on the west, rear property boundaries along Montezuma Road to the south, and College Avenue to the east. Properties on College south of Montezuma and on Montezuma east of College, are included as they are currently dominated by housing for SDSU fraternities and sororities.

The area's primary traffic arteries are College Avenue and Montezuma Road. Both are multi-lane streets with medians and high traffic volumes and speeds. College Avenue connects directly to Interstate 8. Campanile Drive, running north-south into the campus, bisects the Core Sub-Area and aligns with SDSU's main mall and Hardy Memorial Tower, forming a potential campus gateway. Campanile Drive terminates in a major bus station, the SDSU Transit Center, which is the proposed location of a future underground trolley station.



U	SDSU Functions	RO	Religious Organizations
C	Commercial	SF	Single Family Dwellings
A	Apartments	PS	parking Structures
F	Fraternities	SP	Surface Parking and Vacant Lots
S	Sororities		

CORE SUB-AREA URBAN DESIGN PLAN
College Community Redevelopment Project

Existing Land Use

Property in the Core Sub-Area is currently owned by the SDSU Foundation, the State of California, fraternities and sororities, religious institutions and private owners. The majority of the buildings in the sub-area are currently in residential use, including fraternities, sororities, apartments, and limited single-family housing, with religious, commercial and service uses occupying the remaining parcels. SDSU development includes Parking Structure 2 and the Health Services Center. The SDSU Foundation has developed the KPBS/Gateway Center, at the corner of Campanile and Lindo Paseo, which houses KPBS TV/FM, the College of Extended Studies, the Entrepreneurial Management Center and the SDSU Foundation.

The Master Project Plan

The *Master Project Plan* (MPP) establishes the development conditions applicable throughout the redevelopment area. Overall conditions address land use, density, the building envelope, landscape and streetscape design, circulation, parking, and signage.

The MPP outlines three objectives which are the basis for the Core Sub-Area Urban Design Plan:

- Mitigate traffic and parking congestion within the redevelopment project area and the surrounding neighborhoods through the provision of high quality housing and retail services in a pedestrian-oriented development directly adjacent to San Diego State University;
- Provide a living environment adjacent to the University which attracts University students who now commute to campus or reside in single-family homes in neighborhoods adjacent to campus which are ill suited for student housing purposes; and,
- Foster an environment which reflects a high level of concern for architecture, landscape, urban design, and land use principles appropriate to the objective of the College Area Community Plan.

Land uses permitted under the MPP in the Core Sub-Area include student housing, commercial mixed-use, religious centers, fraternities and sororities, and open space (page 3). This serves as a guide for making decisions regarding the distribution and intensity of the development. Zoning is the means of implementing the land use plan, imposing development controls on each district and specifying the permitted uses, density, bulk and scale.

Maximum lot coverage (by buildings) under the MPP is 60%. Area not covered by buildings will comprise the remaining 40%. This may include open space, setbacks, driveways, recreational areas, landscaped areas or hardscape areas.

Maximum allowable heights permitted under the MPP include twelve stories along Hardy Avenue; eight stories along Lindo Paseo; five stories along College Avenue (north of Montezuma), Campus Plaza Drive and 55th Street; and four stories along College Avenue (south of Montezuma) and along Montezuma Road. These are delineated in the Height Limits diagram (page 4), an excerpt from the MPP.

Although the MPP does not define the physical height of buildings beyond number of stories, this Design Manual further defines the maximum total building heights in linear terms calculated by applying a maximum height of 20 feet on the ground floor (to allow for building lobbies, etc.), with subsequent stories as a maximum height of 12 feet per story. These arithmetic height limits are used to define the maximum total building height, but should be interpreted to limit the height of any particular floor.

In addition to these development criteria, the MPP outlines the actions necessary to secure development permits. The MPP also establishes the basis for the Sub-Area Design Criteria, which dictates the preparation of this Core Sub-Area Design Manual: "Prior to the approval of the first Phased Project Redevelopment Permit in a sub-area, area-wide design criteria for that subarea shall be adopted for architecture and urban design, open space, streetscape planting, streetscape design and signage. Area wide design criteria for each sub-area are amendments to the Master Project Plan." *College Community Redevelopment Project, Master Project Plan, 1993* (page 33). The *Master Project Plan* should be reviewed in conjunction with any planning or design proposal governed by this Urban Design Plan.

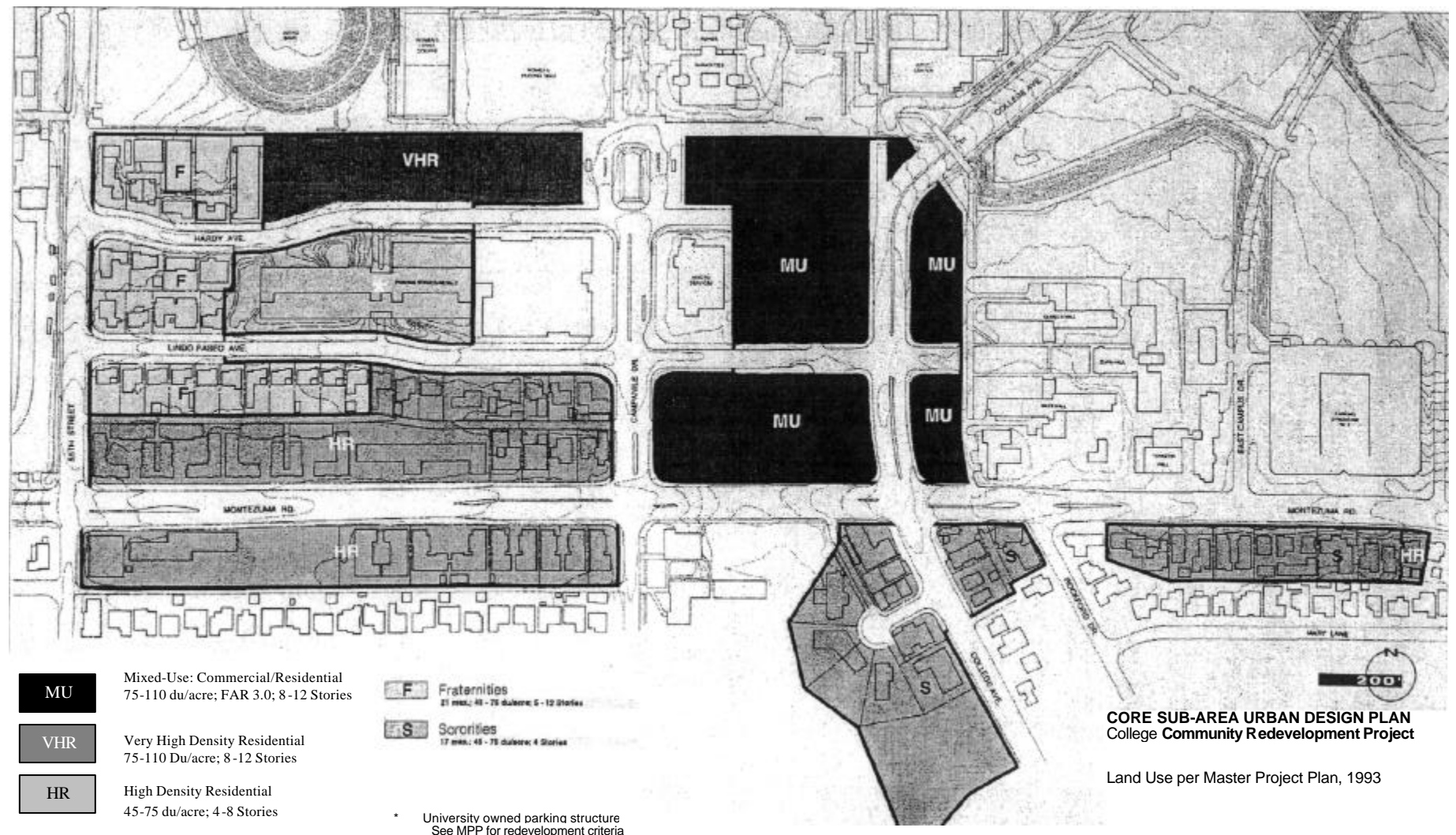
Redevelopment Plan EIR Mitigation

This Urban Design Plan is required as part of the *Environmental Impact Report for the College Area Redevelopment Plan*. The EIR identified unmitigated impacts related to density, neighborhood character, open space and aesthetic quality and stipulated that they would be addressed within the Urban Design Plan. This plan addresses these impacts through the following objectives:

- **Neighborhood Character:** The definition of neighborhood character was a primary goal of this Urban Design Manual and as such, formulated the section "Character Districts" (page 15). This section defines three specific districts within the neighborhood: the Campus District along Campanile, whose character is reflective of the University; the Mixed-Use District, which serves the needs of the campus and existing residential community as a vibrant destination; and, the Residential District which contains a mix of student apartments, fraternities and sororities, and religious centers. Controls and recommendations for each of these districts further define the character.
- **Density:** In order to address the impacts of allowed density, the Urban Design Plan section "Building Location and Massing" (page 20) defines the requirements for the building envelope, including the required build-to lines, setbacks and upper level stepbacks, heights, open space and pedestrian access. These five site controls are coupled with the Architecture and Landscape Guidelines to further stipulate the treatment of these areas.
- **Open Space:** Those areas which are not building footprint, are generally referred to as open space within the City of San Diego's Municipal Code. The Urban Design Plan further defines two levels of open space: that which is provided by the individual development parcel (pages 20-22) and that which is publicly accessible, including the streetscape and pedestrian ways

(page 31), the parks and the plazas (page 32). When implemented with the Landscape Guidelines, the intent is to provide a variety of open spaces that may be used to evoke the landscape character of the campus, provide passive and neighborhood recreational resources to residents, compliment the pedestrian experience, mitigate climatic conditions, and improve the view along the street.

Aesthetic Quality: Although the EIR did not identify any public view, scenic vista or significant visual landmark as impacted, it did address that an increase in building mass resulting from redevelopment may impact the surrounding neighborhood character. This Urban Design Plan addresses this aesthetic quality through the Architectural and Landscape Guidelines as well as the Character Districts referred to above in Neighborhood Character. In addition, view corridors *within* the core sub-area have been identified to preserve vistas into the campus along Campanile, into the residential and mixed-use district from Campanile, and into the mixed-use district from College Avenue. These are delineated in Orientation and Identity (page 35).



Developing the Design Manual

Intent

The purpose of this Urban Design Manual for the Core Sub-Area is to implement the objectives of the MPP and, in particular, ensure a high level of concern for the physical qualities of redevelopment. The intent is to build on the recommendations of the MPP for the Core Sub-Area, ensuring project design that achieves the objectives of the plan.

Key requirements of the Design Manual are:

- consistency with the MPP and general development policies and codes of the City of San Diego;
- flexibility to respond to changing market conditions; and,
- ease of use as a reference for project developers, designers, and reviewers.

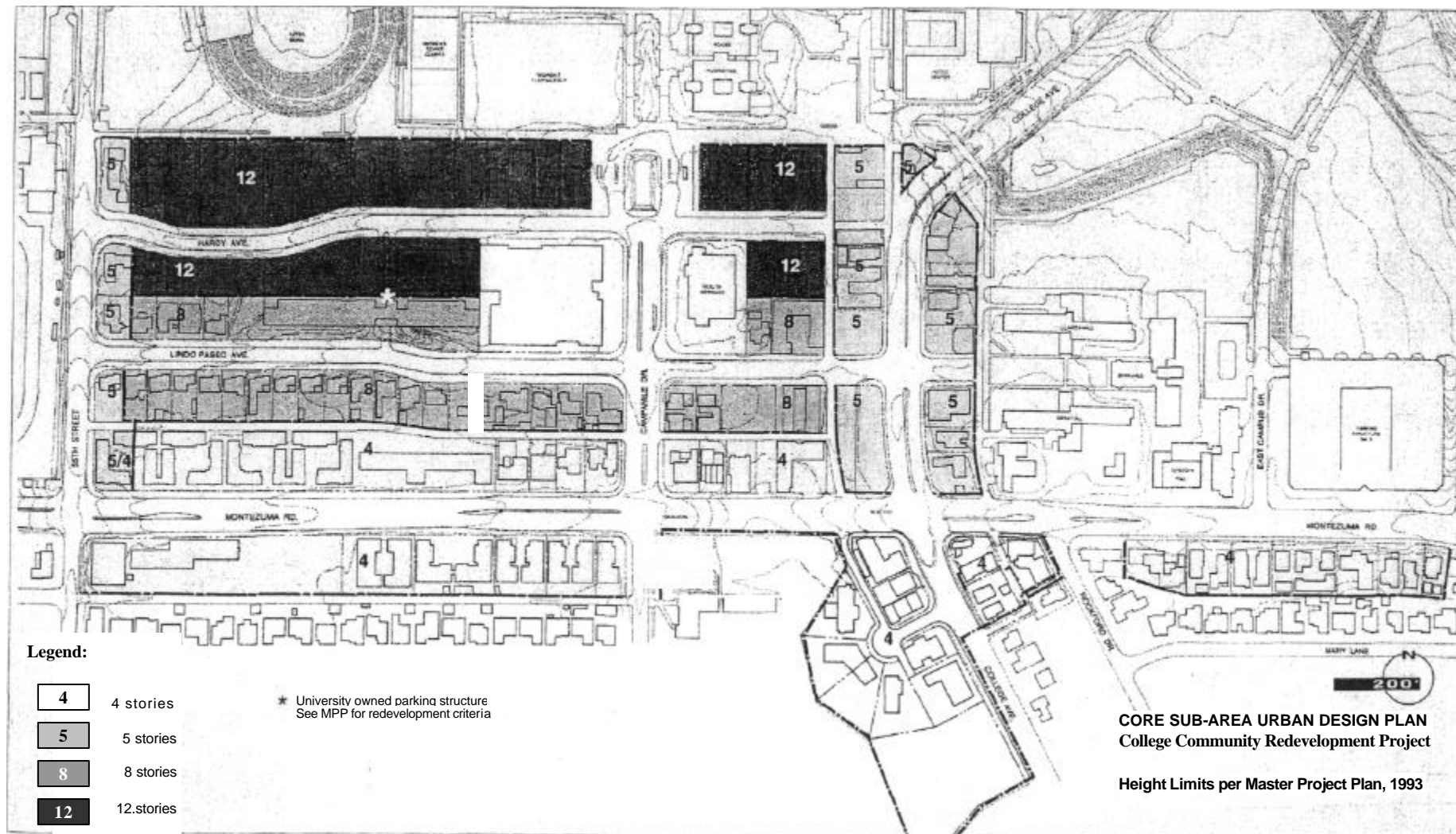
The Participants

Preparation of this manual has been overseen by the Design Criteria Review Committee (DCRC) composed of members of the SDSU Foundation, SDSU, City of San Diego, and representation from the CACC and PAC. This group met at key points in the process to input ideas and provide feedback on the evolving plan.

Two community review bodies were established by the City of San Diego to contribute to the redevelopment planning process: a Project Area Committee (PAC), which was formed specifically to provide input to the redevelopment project from area stakeholders; and the College Area Community Council (CACC), which is the standing committee required to review all actions within the College Area Community Plan jurisdiction. Board members of these two organizations participated in three workshops during the design process. The first two addressed urban design approaches and concept alternatives, while the third workshop provided input to a draft of the Design Manual.

In addition to these formal committees, the SDSU Foundation and its consultants also met with other stakeholders including the University President and his Cabinet, the Campus Development Committee, other representatives of the campus community, students, fraternities, sororities, religious organizations, local property owners, tenants, residents and other interested parties. The SDSU Foundation team also met with Metropolitan Transit Development Board staff, the agency that currently operates bus service at the existing Transit Center and will be implementing future trolley service, and City of San Diego staff who will be responsible for design review and permitting.

The SDSU Foundation's design consultant for this work were Wallace Roberts & Todd, a multidisciplinary firm of urban designers, planners, landscape architects, and architects, and Urban Systems Associates, Inc., traffic and civil engineering consultants.



Height Limit Designations per the Master Project Plan

Goals of the Design Guidelines

The project participants formulated the following goals for the guidelines:

Basis of Planning Framework:

- Recognize the efforts of involvement to date which have shaped the currently adopted documents;
- Maintain adopted land uses, building heights and densities;
- Mitigate traffic impacts through design where possible; and,
- Build upon the adopted Redevelopment Plan, which includes the Master Project Plan.

Urban Design Goals:

- Establish positive image and identity that respects the adjacent community and campus;
- Create links and extensions into the community;
- Emphasize the pedestrian friendly environment;
- Recognize the benefits of mass transit at this location;
- Consider streets as part of the open space systems;
- Provide adequate on-site parking;
- Improve campus and community connections;
- Address security and safety;
- Consider alleys as "finer grain circulation" routes, and possibly as pedestrian ways;
- Reinforce pedestrian movements on campus;
- Reinforce campus entries and gateways, and assist in their clarification;
- Utilize materials and forms that are compatible with campus materials and forms; and,
- Coordinate with the campus land uses to provide appropriate edges and interfaces.

Design Manual Process

Following a review of existing conditions and definition of the guideline's goals, the first step of the process was to evaluate conceptual approaches to overall development of the Core Sub-Area. The pros and cons of three different development models were outlined and evaluated by staff, campus, and community representatives. From this discussion, a preferred concept was developed, containing the advantages of the three original models. This plan was adopted as the basis of development controls addressing land use and intensity, building location and massing, vehicular circulation, pedestrian circulation, and open space. Specific guidelines were developed for building character and specific architectural elements, and for the landscape, including streetscapes, open spaces, and elements such as planting, paving, lighting, signage, and street furnishings.

Design Manual Approval Process:

After review by the SDSU Foundation and the DCRC, the Design Manual was released as a public draft for review and recommendations by the CACC. With that adoption and their recommendations and modifications, it was reviewed in a public hearing before the City of San Diego Planning Commission. Subsequently, the draft document and the comments of the CACC and Planning Commission were forwarded to the San Diego City Council (acting as the Redevelopment Agency) for review and adoption on 12 August, 1997 by Resolution No. R-289099. Once adopted, the Design Manual became an addendum to the *Master Project Plan* and an integral part of the regulations governing all redevelopment activity within the Core Sub-Area of the College Community Redevelopment Project.

Development Approval Process

A Phased Project Redevelopment Permit (PPRP) application is necessary to implement any redevelopment within the Core Sub-Area. The approving authority for a redevelopment proposal where SDSU Foundation has a legal and/or equitable interest is the Executive Director of the Redevelopment Agency, as defined in the *Master Project Plan*. The approving authority for all other redevelopment proposals is the Planning Commission, pursuant to "Process 4" as set forth in Chapter 11 of the San Diego Municipal Code.

The *Core Sub-Area Design Manual* will be used in conjunction with the *Master Project Plan* and other applicable codes, documents and ordinances to assess the consistency of the proposed projects as they are brought forward in the PPRP process.

The Phased Project Redevelopment Permit Process is detailed in the *Master Project Plan* (page 31-45) with criteria specifically for the College Community Redevelopment Project.