

Euclid + Market
LAND USE AND MOBILITY PLAN



Community Character & Urban Form

Presented By / *Presented By*
MW Steele Group

URBAN DESIGN PRINCIPLES

- Design buildings to face the street and contribute to an **active street environment**
- **Building scale, massing and height** should be sensitive to the scale of surrounding uses and to the hilly topography
- **Limit driveway curb-cuts** and locate surface **parking behind buildings** to reduce potential for pedestrian conflicts with automobiles
- **Improve streets** and other public spaces to create a safe and pleasant environment for people
- Accommodate **higher density development** around the area's two **trolley stations**
- **Enhance Chollas Creek** to provide a public open space amenity and improved natural habitat
- Design buildings and public space to reduce the threat of crime by creating **“defensible” spaces** that ensure natural surveillance by the community
- Make **gateways and landmarks** prominent symbols of the community's sense of place
- Support **public art** as an expression of collective community pride and image
- Provide a variety of attractive and accessible spaces for **recreation and gathering**

BUILDING ORIENTATION & PLACEMENT



Face Pedestrian Paths



Orient to and Define Open Space



Face the Street

ACTIVE STREET FRONTAGE



Street Wall – Build-To



Design Elements



Active Uses

BUILDING MASSING, SCALE & HEIGHT



Step Back Upper Stories



Provide Variable Heights



Break Down the Massing

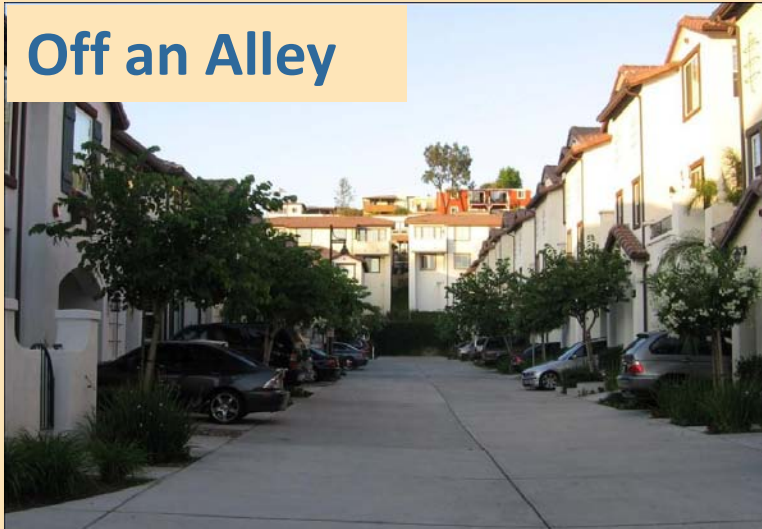


PARKING

Rear or Side



Off an Alley



Wrapped



TRANSIT-ORIENTED DEVELOPMENT



DEFENSIBLE DESIGN



**Hierarchy of Space
& Territoriality**

**Natural Surveillance: Eyes
on the Street & Open Space**

