

DOCUMENT NO. 00-16675

JUN 23 1986

FILED

OFFICE OF THE CITY CLERK  
SAN DIEGO, CALIFORNIA

■ COSTA VERDE ■  
SPECIFIC PLAN



RECEIVED  
CITY CLERK'S OFFICE  
1986 MAR 11 AM 9:59  
SAN DIEGO, CALIF.

COSTA VERDE SPECIFIC PLAN

Prepared for  
Guaranty Service Corporation  
14180 Dallas Parkway, Suite 300  
Dallas, Texas 75240

SGPA Planning & Architecture  
M.W. Steele Group, Inc.  
February 12, 1986

TABLE OF CONTENTS

Costa Verde Specific Plan

	<u>Page</u>
I. Introduction-----	1
II. Land Use-----	1
A. Existing Conditions	
B. Development Program	
III. Overall Site Development Guidelines-----	4
A. Site Design	
B. Architectural Design	
C. Landscape Design	
IV. Individual Land Use Development Guidelines----	9
A. Planned Commercial Development	
B. Planned Residential Development	
V. Circulation-----	12
A. Vehicular (including service areas)	
B. Bicycle	
C. Pedestrian	
D. Public Transportation	
E. Parking	
VI. Signage-----	15
VII. Lighting-----	16
VIII. Public Services-----	16
IX. Implementation-----	17
A. Processing & Review	
B. Development Plans	
X. Community Plan Analysis-----	19
Figures-----	25
Fig. 1 Circulation	
Fig. 2 Land Use	
Fig. 3 Elevations/Sections	
Fig. 4 Sign Plan	

Appendix

Barton-Aschman Associates, Inc. Letter-----	29
---	----

## I. Introduction

The Guaranty Service Corporation of Dallas, Texas first acquired the project site addressed in this report in late 1984. The development program for the site consists of an urbanized mixture of residential, commercial and hotel uses. This Specific Plan has been prepared to generally describe the proposed land uses, development guidelines and methods of project implementation.

## II. Land Use

### A. Existing Conditions

1. The project site consists of approximately 57.6 acres of vacant land (53 net buildable acres after dedication of major perimeter roads), bounded by a mixture of existing residential, commercial and office land uses:
  - a. East-Genesee Avenue and the University Towne Centre regional shopping center;
  - b. South-Nobel Drive and existing and planned multi-family residential development;
  - c. West-Regents Road and existing multi-family residential;
  - d. North-La Jolla Village Drive, commercial office, hotel, commercial and multi-family residential development, in progress.
2. Existing topography is characteristic of the mesa top in the vicinity of University Towne Centre. Views are mostly oriented toward the coastal hillsides to the west and southwest, with potential views in other directions from upper floor levels of the proposed development.
3. Existing easements are limited to public services at the project perimeter.
4. The site is bounded on the North and East by existing arterial roads (La Jolla Village and Genesee); on the South by Nobel Drive, which exists as a two-lane dead end street; and, on the West by Nobel Drive, a two lane street. Both Nobel Drive and Regents Road will be improved to design width in conjunction with this project. Bus transit routes currently exist on La Jolla Village Drive and Genesee Avenue.



## B. Development Program

1. The concept for this project is derived from the nature of the land uses and the unique location of the site in the high intensity core of the North University Community.

In conformance with the University Community Plan, the site is envisioned as an urban center comprised of a mixture of high density residential, and neighborhood/community serving commercial uses. A hotel is also planned for the northeasterly portion of the site (Figure 2).

2. Summary of Proposed Land Uses:

Residential	3,266 DU	35 Acres
Retail/Commercial	178,000 SF (Gross)	14 Acres
Hotel	400 Rooms	5 Acres
		<hr/> 53 Acres

The Residential portion of the project comprises the majority of the site area and provides 3266 dwelling units in mid-rise structures. The buildings will be designed to maximize the urban character of the site, while allowing for diversity in building form and materials. The majority of automobile parking required for all residences will be located in parking structures below the buildings, accessed from internal private streets and drives. Recreational facilities will be provided on each site for the use of its residents.

The residential component will be comprised of several individual parcels. Each lot will be developed within the guidelines of this specific plan and the PRD permit.

The Retail/Commercial component will be developed with a blend of neighborhood and community serving retail tenants, including a major food market, a food court with outdoor dining areas, specialty and service retail shops and restaurants. The commercial site is located in the southeasterly project area, with freestanding restaurant/commercial uses clustered along the frontages of Genesee Avenue and Nobel Drive (Figure 2).

Neighborhood UsesMin.

- . Food Market . . . . . 35,000 SF
- . Drug Store/Pharmacy . . . 7,500 SF
- . Food Court (Restaurants/  
Food Oriented Shops) Combined total SF as  
required to meet a
- . Service Shops minimum of 100,000 SF
- . Retail Shops for neighborhood use.

The following are acceptable neighborhood uses:

Max.

- . Bakeries
- . Barber Shops
- . Beauty Shops
- . Bicycle Shops
- . Confectioners
- . Curtain, Drapery & Household Goods
- . Drug Stores/Pharmacies
- . Dry Cleaning Establishments
- . Self-serve Laundries
- . Recreational Facilities . . . . . 2,500 SF
- . Fitness Centers
- . Florists
- . Hobby Shops
- . Jewelry Stores
- . Liquor Stores
- . Health and Specialty Food Shops
- . Optometrist . . . . . 1,500 SF
- . Fast Photo/Cameras
- . Photo Studios
- . Quick Prints (Xerox)
- . Postal Services
- . ATMs
- . Banks/Savings & Loan . . . . . 3,500 SF
- . Video Rental & Equipment . . . . . 2,000 SF
- . Records & Tapes . . . . . 2,000 SF
- . Deli Restaurant
- . Gas Stations/Car Wash
- . Book Stores
- . Cards & Gifts
- . Pet Shops
- . Clothing/Shoes . . . . . 7,500 SF
- . Stationers
- . Repair shops (shoes, appliances, etc.)
- . Other uses as determined by the Planning Director  
to be similar and consistent with those listed  
above.



The drug store and related neighborhood uses will occupy approximately 16,000 sq. ft. centrally located adjoining the upper parking level near the food court. Neighborhood-serving uses in this area will reinforce its character as the focal point of neighborhood activity.

Community Commercial uses will occupy a maximum of 78,000 sq. ft. Typical uses are street frontage restaurants, travel agents, banks and savings and loan institutions, apparel and shoe shops, paint, wall paper and hardware stores.

Business and Professional uses such as insurance, real estate and medical/dental will occupy a maximum of 14,000 sq. ft.

The Hotel is proposed for the northeasterly site area, at the intersection of La Jolla Village Drive and Genesee Avenue. The hotel will include a maximum of 400 rooms, structured parking, a lounge/restaurant (approximately 13,000 SF), meeting facilities (approximately 14,000 SF) along with recreational and incidental retail facilities (approximately 1000 SF) within the hotel for the use of its guests.

### III. Site Development Guidelines

#### A. Site Design

1. Land forms within the site area will gradually rise toward the center of the project.
2. Primary land uses will be located to capitalize on the urbanized character of the development, i.e.: the proposed mixture of uses; ease and safety of site access; and a strong, unifying on-site auto and pedestrian circulation systems.

Site plan design will maximize off-site view opportunities and, where practical, on-site views will be created.

3. On-site streetscape design will focus on integration of building masses, landforms, landscape, and pedestrian and vehicular circulation. The urban character of the project will be reinforced through the use of various trees and plant materials, streetlights and furniture, enriched paving materials, and a conscious definition of pathways, courtyards and open space.

4. Where appropriate, pedestrian sidewalks will be separated from street traffic by means of landscape plantings and/or meandering walkway configuration.
5. Proposed building masses, street design and open space will consider solar access to major use areas of the site.
6. Utility systems serving the project will be located below grade. Visual screening will be provided for all utility structures required to be above grade (i.e., transformers, TV and cable riser boxes, etc.).
7. The project edges and open spaces will be designed to compliment and integrate adjacent land uses within the project as well as create project identity and continuity. The project edge and open space landscaping will relate to existing developments surrounding this project.
8. All service areas shall be visually and acoustically screened through the use of building forms, walls, earth berms, and landscaping.
9. All vision, security and sound attenuation screen walls shall be constructed of a material and architectural style that is consistent and compatible with the perimeter buildings. The maximum uninterrupted length of a screen wall is 24 feet. The required interruption in the surface plane may take the form of a 2-foot minimum offset or other means, as approved by the planning director. This interruption and offset shall be in both the horizontal and vertical dimensions.

#### B. Architectural Design

1. The design of all structures within the project will exemplify the contemporary, urban character of the development. Buildings will be designed to integrate with adjacent development areas, preserve view opportunities and provide attractive pedestrian/open space environments.

The interface between residential and commercial uses should be reinforced through the use of similar exterior materials, colors and details.

2. The mixture of low and mid-rise buildings will incorporate elements of variety in design such as massing, and wall offsets, variations of scale, materials, colors and textures, etc. Building forms and details should be designed to create visual interest.



Mid-rise residential buildings should make extensive use of balconies, decks, and roof terraces. Building masses and materials should be integrated with the open space and landscaped areas. Residential buildings should be clustered around community courtyards.

Low-rise commercial buildings shall pay special attention to roof area treatment and materials. For example, pitched roofs or other special roof forms should be designed to reduce visual exposure to mid and high rise buildings and may be used to accentuate entries or screen rooftop equipment.

All equipment, vents, fans and appurtenances over 2' x 2' x 2' shall be shielded from view when visible from adjacent buildings. Equipment and appurtenances not requiring such shielding shall be grouped and organized on building roofs when visible and when possible, shielded from view by parapets and other roof forms.

3. At the interface of commercial and residential uses, buildings shall be designed with variation in building height, massing, wall offsets and roof forms. Pedestrian walkways adjoining these uses should incorporate paving and special landscaping to accentuate building entries and pedestrian gathering areas, while screening service and utility areas.
4. Commercial service areas shall be located such that delivery, trash pick-up and storage activities create minimal disruption to the residential areas.

The interface between commercial and residential uses shall be designed to include a variety of open spaces and courtyards for the use of residents. The primary focus of this interface will occur in the central urban park, a landscaped open space linking residential site areas with the commercial atrium/food court.

The area between the market and the residences shall be sensitively designed to create an aesthetic, functional pedestrian way while allowing service access (Figure 3). This can be achieved by:

- . A minimum distance of 75 feet between the market and the nearest residential building.
- . Designing the road between the market and the residential area as a private drive with provisions for pedestrian sidewalks, crossings, street tree plantings and lighting.

- . Clustering and screening service activities such as trash and delivery docks.
- . Enhancing the appearance of the commercial building walls with offsets (3 foot minimum) appropriate to the scale of the building.
- . Limiting service operation hours.
- . Limiting commercial service truck access to residential areas through architectural traffic control features.

### C. Landscape Design

1. The integrity of the development will be insured through the implementation of a unified landscape design concept which includes the following landscaping elements:
  - a. Landscaping shall enhance major architectural design elements through the careful use of flower and leaf color and texture, plant forms, plant masses, landscape lighting, benches, and other outdoor furnishings which relate to the architectural design theme.
  - b. Visual confusion due to the use of many unrelated plant varieties will be avoided through implementation of a select palette of plant material to maintain the theme of the landscape design.
  - c. Landscaping will provide a sequence of events and experiences which relate to the inherent qualities of the site. The landscape will recognize the varied ways (pedestrian, bicycle and vehicular) in which people experience the site.
2. Architectural elements of the site will be related with axially oriented plantings of similar species, and thematic color schemes will be utilized in developing project identity. Vehicular entrances will be identified and accented with groupings of trees, shrubs and ground covers. Landscape corridors and areas are described below:
  - . The north-south interior street will be lined with the tallest palms used in the project to identify it as a primary axis. The palms will be triangularly spaced with lower, pedestrian-scaled canopy trees.



- . The east-west interior street will be identified as a secondary axis by the use of shorter palms alternating with canopy trees as described above.
  - . The commercial area drive will also be lined with tall palms, but the drive will be distinguished from the rest of the site by the use of a different palm variety.
  - . Site entries will be accented by the use of a third palm variety and seasonal color plantings.
  - . Perimeter planting will include lawn and shrub areas and random canopy trees. This type of landscape will provide views into the site, contrast with the axial formality of the site interior and relate to adjoining residential developments.
  - . An area of approximately one-half acre at the corner of La Jolla Village Drive and Genessee Avenue will be colorfully landscaped to serve as a project statement for the entire site and as a foreground for the hotel.
  - . The drive leading to the hotel porte cochere/entry will be lined with palms and will incorporate special features to create a dramatic sense of entry. Less formal landscaping which considers building scale and street activity will occur around the hotel.
3. Earth berms will be rounded and natural in character, designed to obscure undesirable views (i.e. automobiles, storage and utility areas, etc.) and add character and interest to the site. All outdoor storage, loading, refuse and utility areas will be visually screened on all sides except at access points.
  4. Landscape finish grading will insure that the site will surface drain and that no ponding areas are created.

All soils will be fertilized, amended, and tilled to conform to recommendations made by a soil testing laboratory and/or landscape architect in order to promote healthy and vigorous plant growth. All plant material selected for use should be of a type known to be successful in the area or in similar climatic and soil conditions.

5. Irrigation systems will be permanent automated systems, adequate for the establishment of all plant material and will be installed as soon as practical after grading and prior to plant material installation.
6. Undeveloped site areas designated for future use and expansion will be maintained in a weed and debris free condition. Maintenance of landscaped common areas will be provided for by the establishment of management associations and project covenants, conditions and restrictions (CC&Rs).

#### IV. Individual Land Use Development Guidelines

##### A. Planned Commercial Development (PCD)

1. Uses within the commercial site area include those permitted in this specific plan (pages 3 and 4). Particular emphasis will be placed on supplying a majority of neighborhood-serving retail and service commercial uses.
2. Within the retail component, building coverage shall not exceed 50 percent of the site area. The maximum floor area ratio shall be two. The hotel site shall have a maximum 80 percent building coverage; maximum floor area ratio shall be two.
3. Minimum Yards:
  - a. Public street frontages (La Jolla Village Drive, Genesee Avenue, etc.) - 15 feet
  - b. Interior street frontages - 10 feet
  - c. Rear yard - 10 feet when adjoining residential sites and 0 feet for underground structures which do not extend more than 3 feet above grade.
  - d. Off-street parking areas may be located within the required setbacks when a landscape strip measuring an average of 15 feet and a minimum of ten feet in width is provided.
4. Maximum building height in the retail/commercial site area shall be sixty (60) feet. The hotel shall be a maximum of 14 stories or approximately 190 feet in height.
5. PCD landscape requirements:
  - a. A minimum of ten percent (10%) of the on-grade vehicular areas will be permanently landscaped.



- b. A minimum of one tree for each five on-grade parking spaces shall be provided. A mixture of minimum tree sizes shall be provided: 40%-15 gallon, 40%-24" box, 20%-36" box or larger.
  - c. A minimum landscaped median of ten feet in width shall be provided inside the PCD site area.
  - d. The minimum size of tree planter boxes for the decked parking areas shall be 48" square by 48" deep, with permanent irrigation.
6. The lower levels of the hotel shall be landscaped, terraced and have a minimum of 8-foot articulations every 35 feet along the street frontages to create an interesting and inviting appearance.
7. A pedestrian promenade system will link the residential, commercial, hotel and satellite areas of the site. Consistency will be maintained along the promenade through pedestrian furniture, lighting, landscaping and patterned paving for sidewalks and crosswalks to create a recognizable, cohesive system which links several plaza destination areas. Plazas occur at the hotel entry, the drop-off point at the main commercial entry from Genesee Avenue, at the food court/atrium and satellite buildings.

The north-south and east-west promenades will lead to the center of the site. The central area containing the community open space, food court and mall is intended to be the activity center of the project. The area will have sunny and shaded seating areas, umbrella tables and colorful landscaping. It will be marked by a strong vertical architectural element to act as the visual focal point of the interior axis streets and promenades and it will be visible from the surrounding public streets.

B. Planned Residential Development (PRD)

- 1. The setbacks for the residential element of Costa Verde shall follow the City Ordinance for multi-family residential zones and setbacks stipulated in the University City Community Plan of 1983.
- 2. A variation in massing, height and form is desired at Costa Verde. The high density of this project requires a sensitive overall massing pattern that responds to the internal streets and open space as well as the existing projects surrounding the site.

Buildings above four stories in height shall provide a one story variation in height of at least 50 lineal feet within every 250 lineal feet of building face. Buildings above four stories in height shall be reduced in height by one floor at each corner for a lineal distance of 25 feet in each direction.

3. A minimum of one third of all roofs shall be sloped at a minimum of 3:12. Equipment, vents, fans and appurtenances over 2'x 2'x 2' shall be shielded from view when visible from adjacent buildings. Equipment and appurtenances not requiring such shielding shall be grouped and organized on building roofs when visible and when possible, shielded from view by parapets and other roof forms.
4. Pedestrian access to the various residential buildings shall be provided along internal streets and drives. These pedestrian access points may include security measures, but shall be designed clearly as prominent pedestrian entrances. Entrances and access points should occur at intervals of approximately 100 feet along the face of each building.
5. A common recreation facility shall be provided for each 500 or fewer dwelling units. The combined indoor and outdoor space provided at these common recreation facilities shall be no less than the equivalent of ten square feet per dwelling unit. This space may be considered part of the required open space. Recreation facilities shall include, but not be limited to, a common building containing a gathering space with provisions for meeting and entertaining and one or more athletic facilities such as swimming, exercise, tennis, etc. Recreation facilities shall be provided in the initial phase of each residential project to meet with this requirement.

A total of 200 sq. ft. per unit of open space shall be provided, exclusive of interior streets. Of the total open space area, 100 sq. ft. per unit shall be usable. In addition to the above requirement, each unit shall be provided with a minimum 50 sq. ft. (least dimension 6 ft.) private patio or balcony unless determined to be infeasible or undesirable by the planning director. For each 50 sq. ft. not provided in this instance, 50 sq. ft. is to be added to the total usable open space.

6. At locations where residential buildings are sited such that commercial parking, loading and service areas within 75 feet are visible from the interior of the units, windows, balcony enclosures and like



architectural elements shall be designed to eliminate the direct view of these areas as much as practical. Consideration for noise should be made in the design of the residential units and balconies. Where possible, landscape buffers should take the place of these measures.

7. A variety in architectural expression is desirable. This variety, however, should be within a limited range of architectural styles. The styles preferred for the residential element of Costa Verde are Mediterranean, Californian or other styles indigenous to the San Diego region that are compatible with those stated. Continuity of these styles and variations of styles shall be provided through coordinated entrance design and location, and consistent streetscape and landscape design.
8. The materials used in the residential component shall convey a sense of timelessness and permanence. Materials that convey this sense include, but are not limited to concrete, stucco and masonry of many forms, including stone, tile, brick and block. Wood and metal should be used sparingly and as trim only. Roofs should be ceramic, clay or concrete tile.

Color is an acceptable means to achieve the variety desired in the architectural expression. Whenever possible, this color should be integral with the material used. Earthtones and pastels are preferred for large areas with intense colors being limited to accent points and trim.

## V. Circulation (Figure 1 and Appendix)

### A. Vehicular

1. A community-wide transportation analysis was prepared in 1980 which included basic land use and density assignments for this site. The development program outlined in this Specific Plan is in conformance with that analysis.

The existing transportation network provides adequate access to the site on the north and east frontages. Street improvements associated with this project will complete the network of perimeter streets to required design widths.

2. The University Community Plan designates La Jolla Village Drive as a 6-lane primary arterial, Genesee Avenue and Regents Road as 4-lane arterials and Nobel Drive as a 6-lane major street.
3. Primary vehicular site access occurs at four locations, each at the midpoint of a major street

frontage. Signalized intersections with full maneuvers will occur at the project entries on Genesee, Nobel and Regents. Right-turn only access will occur on La Jolla Village Drive.

A four-lane street will traverse the site on the north-south axis from Nobel to La Jolla Village Drive and it will connect to Regents Road by another four-lane street. Additional private driveways will be provided along Regents and Nobel.

The retail/commercial and hotel site will be accessed primarily by a four-lane street from the existing signalized entry to University Towne Center on Genesee Avenue. Entries to the retail and hotel sites occur from Nobel Drive and La Jolla Village Drive via the four-lane internal street. Secondary access will be provided by driveways located on both Genesee and Nobel.

4. Service areas will be grouped where possible, integrated with building and site design, and screened for noise and sight intrusions. Service areas for the commercial site will be incorporated into building and site design and accessed from a landscaped drive shared with adjacent residential parking facilities.

#### B. Bicycle

1. The existing and proposed bikeway system will provide on-grade bicycle access to the project from all four sides.

Class II bicycle paths will be provided along the project frontages on Regents Road and Nobel Drive. Class II bicycle paths should also be provided on major interior streets and should connect with the community-wide system.

#### C. Pedestrian

1. Pedestrian access to the site will be provided by pedestrian bridges traversing La Jolla Village Drive and Genesee Avenue. These will be connected on-site, thereby completing the pedestrian loop around the intersection of those two streets. On-grade pedestrian access will occur at the traffic signals on Genesee Avenue, Regents Road and Nobel Drive. Suitable handicapped access will be provided.
2. The urban, mixed-use nature of the project will be reinforced through the development of interconnecting pedestrian walkways, plazas and streetscapes throughout the site. This system of pedestrian elements will be designed to emphasize convenient access between all land uses proposed.



3. Pedestrian walkways will be typically buffered from vehicular traffic by street trees and landscaping. Crossings of major roads and access drives will be emphasized with enhanced paving (change of pattern or materials.) Perimeter sidewalks will connect to the pedestrian bridges, satellite buildings and bus stops. The internal pedestrian system shall be clearly linked to the perimeter walks and pedestrian bridges.

#### D. Public Transportation

1. La Jolla Village Drive and Genesee Avenue have existing transit routes providing service to and from downtown and Mission Valley. Two bus stops will be provided initially along Genesee Avenue between Nobel Drive and La Jolla Village Drive to accomodate the existing route and another bus stop may be provided along the La Jolla Village Drive route to accomodate the hotel. A future route is anticipated on Nobel Drive which would require a bus stop near the entrance to the retail center and possibly a second bus stop adjacent to the residential area to the west. Based on further route studies, additional bus stops may be provided along Regents Road and Nobel Drive to serve adjoining residential projects as they are developed. Provision and phasing of these possible additional bus stops will be included in Tentative Map or Planned Residential Development Permit approvals.

Sufficient right-of-way will be provided along Nobel Drive for an intra-community transit loop, as identified in the University Community Plan. The developer will not oppose and will participate in the formation of an assessment district for provision and operation of an intra-community transit loop as identified in the University Community Plan.

#### E. Parking

1. Parking for the retail/commercial center (14+ ac.) shall be provided at a minimum of 5 spaces per 1000 sq. ft. of gross building area.

Parking for the hotel shall be provided on the basis of one space for each quest room or suite. If the restaurant is separate or has a separate entrance or identity, an additional one space for each 80 sq. ft. of restaurant is to be provided.

At such time as a methodology for shared parking analysis is adopted, said methodology may be applied to a detailed development plan to establish a parking requirement less than the minimums stated above.

2. Based upon the proposed PCD development program, approximately 1/3 of the required retail parking and a majority of the hotel parking will be located in a below grade parking structure.
3. Parking area design will conform to the City standards for drives, aisles and parking space dimensions.
4. In commercial areas, a maximum of 60% of the total spaces will be allowed for compact cars. The requirement for handicapped spaces will adhere to California guidelines. (Approximately 1.5% of the total spaces.)
5. For each residential site, a minimum of 75% of the required parking shall be within structures as approved by the planning director. All parking not contained within structures shall be provided with a minimum of 10% permanent landscaping on-grade. On-grade parking areas shall be screened from adjacent streets with a 4-foot high screening wall or landscape element.
6. All parking facilities shall be designed to be easily accessible from streets or drives within the project.

## VI. Signage

### A. Sign Plan

1. A detailed sign plan will be submitted with development plans showing dimensions, locations, colors, and copy where appropriate. The plan will provide for permanent signage that identifies the site and marks entries to the overall project and retail center. Signage is perceived as part of the design element of the project and will be integrated with architecture and landscaping to provide a unified design theme.
2. Monument ground signs fronting on the public right-of-way may be placed in the property setbacks where appropriate.
3. Residential project identification will be provided by either monument or wall signage. Each building will display one major identification sign per street frontage. Signs will be front lighted.
4. Hotel identification will be provided by internally or silhouette illuminated wall signs. Hotel signs will be incorporated into the facade of the building and be visible from surrounding streets. In addition, hotel entry monuments will be designed to reflect the hotel architecture.



5. Commercial project identification will be provided by internally and front illuminated monument signage; identifying entry drives and major tenants or uses within the commercial center.
6. Tenant signage within the retail center will serve to identify, not advertise. Tenant signs will provide a unique design element for the retail center and will always be in scale with their surroundings. Graphics and signing will be executed with the highest quality workmanship and attention to detail. Logo images and typestyles will be accurately reproduced. Sign materials, colors, and finishes will be selected from a palette that will be used throughout the retail center.

Tenant signs will conform to specific design guidelines, submitted with development plans.

## VII. Lighting

Outdoor lighting within the project site areas will be designed to minimize light pollution, enhance natural color rendition, and provide the required illumination for safety in the use of walkways, roadways, parking areas and public open spaces.

A preliminary lighting plan will be submitted with development plans, utilizing current City standards as a design reference. Application for administrative variance from the adopted ordinance, may be submitted for design implementation. Street lighting for public streets at the project perimeter will comply with adopted City standards.

## VIII. Public Services

- A. Water and sewer service will be provided, utilizing the existing facilities that surround the project.
- B. An on-site storm drainage system will be provided to accommodate the project.
- C. Gas and electric services will be provided to the site from San Diego Gas & Electric Company.
- D. Pacific Telephone and Southwestern Cable Television will provide communications services to the site.
- E. Police and fire protection will be provided by the City of San Diego.

## IX. Implementation

### A. Processing and Review

1. The Subdivision Map Act, local ordinances and/or a development agreement will be utilized to provide for on-site and off-site improvements, public utilities infrastructure and items of public health, safety and welfare.
2. This Specific Plan will constitute the zoning for the project area.
3. This Specific Plan will constitute an amendment to the University Community Plan to provide for a 400 room hotel (Visitor Commercial) use at the northeasterly corner of the project area.
4. The issues of environmental quality requiring analysis and City staff review include land use, traffic, noise, biology/archaeology and urban design. A complete environmental document has been issued for this project.

### B. Development Plans

1. PCD/PRD Permits: Projects approved under a Planned Commercial Development (PCD)/Planned Residential Development (PRD) Ordinance may use the flexible and thorough implementation process outlined in the ordinance to achieve design flexibility while meeting the goals of this plan. This process will be utilized for the commercial and residential areas of Costa Verde Specific Plan.
2. Development plans should include the following:
  - a. Site plan(s) showing buildings, setbacks, parking areas (with number and size of spaces), storage and service areas
  - b. Preliminary floor plans, building elevations and exterior architectural treatment of all structures
  - c. Exterior lighting concept plan
  - d. Sign plan with locations and dimensions of signs
  - e. Landscape plan, with types and sizes of plant material
  - f. Pedestrian, bicycle and vehicular circulation concept plan
  - g. Open space and recreation calculations (total and usable)
  - h. Preliminary roof plan
  - i. Preliminary grading and drainage plan



Plans will be reviewed for consistency with the specific plan, PCD, PRD and any subsequent amendments.

3. Development plans will include detailed engineering for the completion of Nobel Drive and Regents Road rights-of-way, completion of the median in La Jolla Village Drive and installation or modification of signals at project entries on Nobel Drive, Regents road and Genesee Avenue.

#### C. Development Phasing

1. Phasing for the Costa Verde Specific Plan area will be accomplished in accordance with the approved PCD and PRD permits, subdivision map and market absorption conditions.

Construction of the retail/commercial site area is expected to occur in one continuous phase between 1986 and 1988. Residential development is likely to occur in several phases, between 1986 and 1990.

Contruction of major off-site improvements including traffic signal modification and the provision of two bus stops on Genesee Avenue; construction of Nobel Drive as a through six lane arterial between Genesee Avenue and Regents Road and provision of one bus stop; widening Regents Road between La Jolla Village Drive and Nobel Drive to five lanes; median improvements to La Jolla Village Drive; and off-site provision of sewer and water improvements as required by the Tentative Map. The improvements to Nobel Drive and Regents Road as described herein will be constructed first with the specific scheduling of all major off-site improvements to be set forth in the Development Agreement which shall be required as a condition of every Tentative Map approval for the project.

Scheduling of the construction and phasing of on-site improvements including internal circulation systems and grading of the project site will be set forth in the Development Agreement specified above.

Pedestrian bridges traversing La Jolla Village Drive and Genesee Avenue will be constructed by the developer or the successors and assigns. The financing and phasing of said pedestrian bridges shall be as set forth in the Development Agreement entered into between the developer and the City of San Diego as a condition of Tentative Map approval.

## X. Community Plan Analysis

### A. OVERALL COMMUNITY GOALS

1. Foster a sense of community identity by use of attractive entry monuments in private developments.

The entries to the project will incorporate landscaped entry monuments that identify uses within the project.

2. Create physical, social and economic environment complementary to UCSD and its environs and the entire San Diego metropolitan area.

The proposed residential and commercial uses are complimentary to UCSD and the metropolitan area by providing needed housing and neighborhood/community - serving commercial uses.

3. Develop the University area as a self-sufficient community offering a balance of housing, employment, business, cultural, educational and recreational opportunities.

By providing commercial employment, and a range of housing opportunities, the project contributes to this goal. In addition, the project will provide neighborhood/community serving commercial uses needed in the area. An additional amenity will be provided by the pedestrian bridges which will serve as a link between the adjacent Regents Park and Plaza developments and University Towne Center.

### B. HOUSING GOALS

1. Provide a broad range of housing types and costs to accommodate various age groups, household sizes and compositions, tenure patterns (renter/owner-occupied), and income levels.

The proposed residential component of the project includes a mixture of one and two bedroom units at a variety of sizes and costs.

2. Encourage housing for students and employees of the University and life sciences-research facilities.

Housing opportunities will exist for both students and employees of UCSD.



3. Locate higher density housing nearest the University, the Towne Center core and La Jolla Village Square.

The site design of the project conforms with the Community Plan by providing the high density residential core.

4. Provide affordable housing for low and moderate income households by encouraging the following efforts of the City of San Diego;
  - a. Utilization of selected City-owned properties for housing development;
  - b. Utilization of Federal rental subsidy programs and State Mortgage assistance programs; and
  - c. Stimulation of greater use of modular and other innovative cost-saving building techniques.

Affordable housing goals will be addressed with the detailed residential development plans.

5. Encourage religious and other nonprofit organizations to develop and operate rental and cooperative housing for low and moderate income households.

The goal will not be addressed by this project.

6. Encourage a mixture of residential, commercial, and professional office uses.

An urbanized mixture of residential and commercial uses is provided by this project, located in the high intensity core of the University Community. Additionally, the proposed hotel will support the lodging and conference needs of professional offices in the area.

7. Encourage the provision of nonstructured recreation areas such as open grassed playing fields.

The project will provide a centrally located, non-structured open space. Structured recreation areas are provided in the surrounding residential projects because they are more appropriate for the urban design character of the project.

### C. EMPLOYMENT GOALS

1. Promote job opportunities within the University Community.

Job opportunities will be provided by the construction and operation retail/commercial and hotel uses proposed.

2. Encourage the development of life sciences-research facilities which maximize the resources of the University.

The project does not address this goal.

### D. COMMERCIAL GOALS

1. Provide a complete range of goods and services for the residents of the University Community.

The neighborhood/community serving commercial uses will fill an urgent need for retail goods and services in this area.

2. Concentrate community activities such as retail, professional, cultural, recreational and entertainment within the Towne Center and La Jolla Village Square.

Located adjacent to the Towne Center, the project contributes to the concentration of these community activities.

3. Accomodate professional offices and laboratory facilities and services to complement the University, the Towne Center, and the life sciences-research facilities.

The project will provide service commercial uses currently not found in the area (i.e., travel, insurance, cleaners, medical/dental, etc.).

4. Strategically locate neighborhood convenience centers throughout the residential areas.

The majority of the retail/commercial uses in the project are proposed to be neighborhood serving in nature.

### E. OPEN SPACE GOALS

1. Preserve the present amenities of San Clemente, Rose Canyon, and other primary canyons within the community.

The project will not effect these amenities.



2. Preserve the natural environment including wildlife, vegetation and terrain.

The project does not adversely affect or preserve a significant natural habitat.

3. Permit uses within the canyon which are strictly compatible with the open space concept.

The project does not adjoin any canyon areas, but will provide a landscape perimeter, relating to the adjacent developments, as well as provide pedestrian bridge access to University Towne Center and Regents Park. The design of the project will contain a variety of open space which will serve as an amenity to the residents.

4. Insure that all public improvements such as roads, drainage channels and utility services and all private lessee developments are compatible with the natural environment.

Public and private improvements will be designed to be compatible with the natural environment.

#### F. PUBLIC FACILITIES AND SERVICES

Insure that schools, parks, police and fire protection, sewer and water, library and other public facilities are available concurrently with the development which they are to serve.

Public services and facilities have been determined to be adequate to serve the project.

#### G. TRANSPORTATION GOALS

1. Develop a transportation system designed to move people and goods reliably and efficiently within the community, including linkages with other communities, and with due consideration for energy conservation.

The project is served by major existing and proposed streets which provide excellent freeway access. The pedestrian bridges to University Towne Center and Regents Park as well as provision for bikeways around and through the project will be traffic mitigation features.

2. Encourage the adequate provision of public transit between major activity areas such as the University Towne Center, and La Jolla Village Square.

There are existing bus routes that connect the project with these areas. The project will also provide for the addition of bus routes on Nobel Drive by providing a bus stop, convenient to the commercial center.

3. Provide pedestrian paths and bikeways to accomodate the community and compliment the City wide systems.

The proposed pedestrian bridges and surface crossings will provide pedestrian links for nearby residents and tenants of the project. The addition of bikeways at the project perimeter and through the residential component will compliment the existing community systems.

#### H. COMMUNITY ENVIRONMENT GOALS

1. Provide attractive community entryways.

As discussed above, the project conforms to this goal.

2. Minimize the impact of aircraft noise and the consequences of potential aircraft accidents.

The project design includes adequate mitigation for surface street noise. The project is outside of the Miramar noise and accident impact zones.

3. Foster individuality and identity of area throughout the community.

The design of developments that are built in the area are of high quality and distinctive character. The proposed project will include landscape and signage at intersections and entries, visible architectural landmarks and other features which will promote this goal.

4. Insure that the physical development of the community takes advantage of the site and terrain.

The development of the site is designed to relate to adjacent uses and the existing topographic character of the community.

5. Encourage architectural styles and building forms suited to San Diego's landscape and climate.

A variety of architectural styles indigenous to San Diego will be encouraged, with design of building forms and materials providing interest,



project continuity and appropriate expression of the uses provided on site.

6. Limit traffic conditions which produce congestion and pollution.

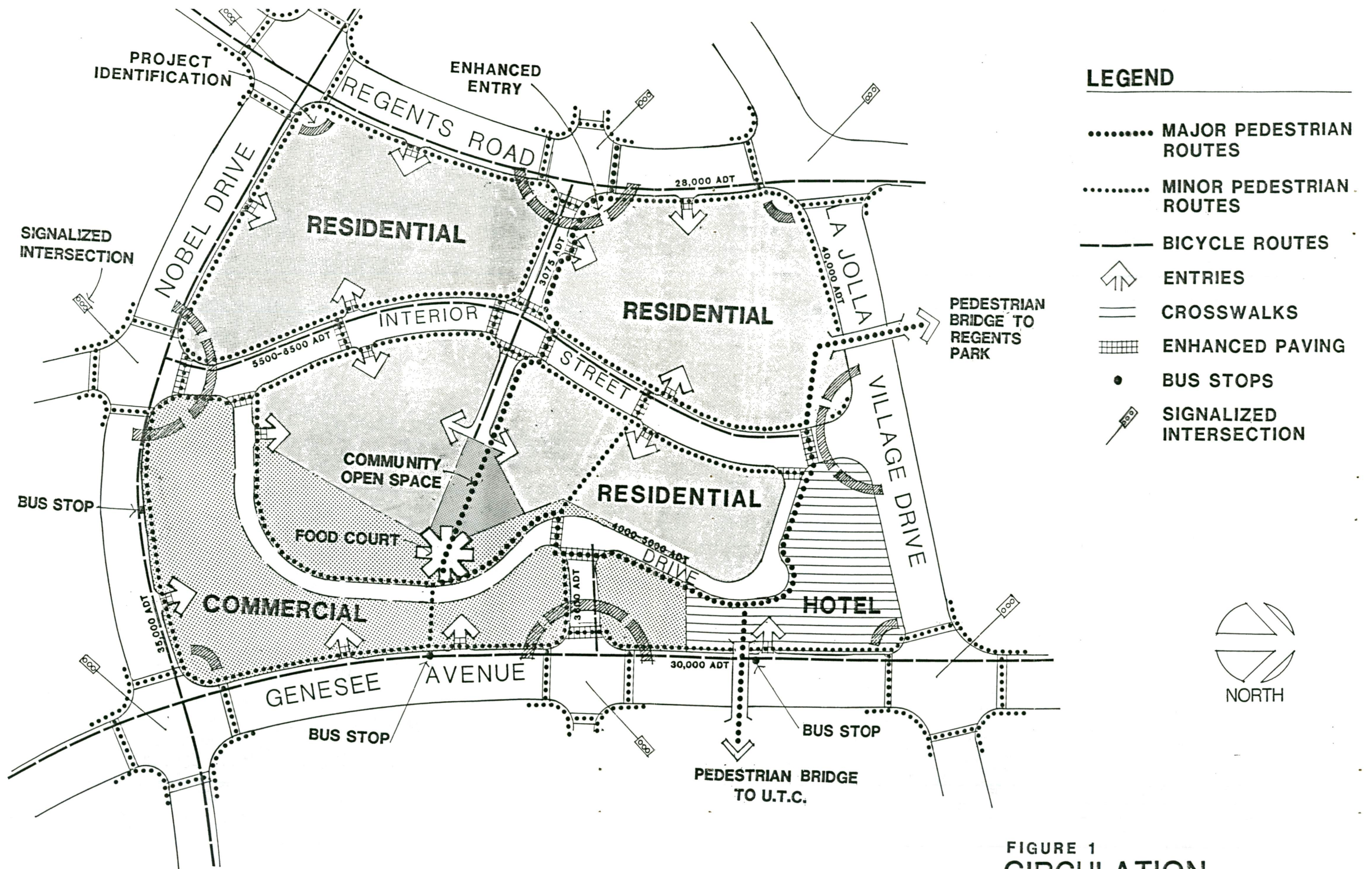
The project development program is designed to ensure that traffic does not exceed community plan-anticipated levels. The proximity of neighborhood/community-serving businesses to residential areas will promote pedestrian and bicycle activity rather than vehicular traffic. The provision of pedestrian bridges to offices, shopping and other facilities at UTC will serve to mitigate traffic generated by the project and the area in general. Additionally, project site planning has incorporated vehicular access points in locations to evenly disperse traffic on the perimeter streets.













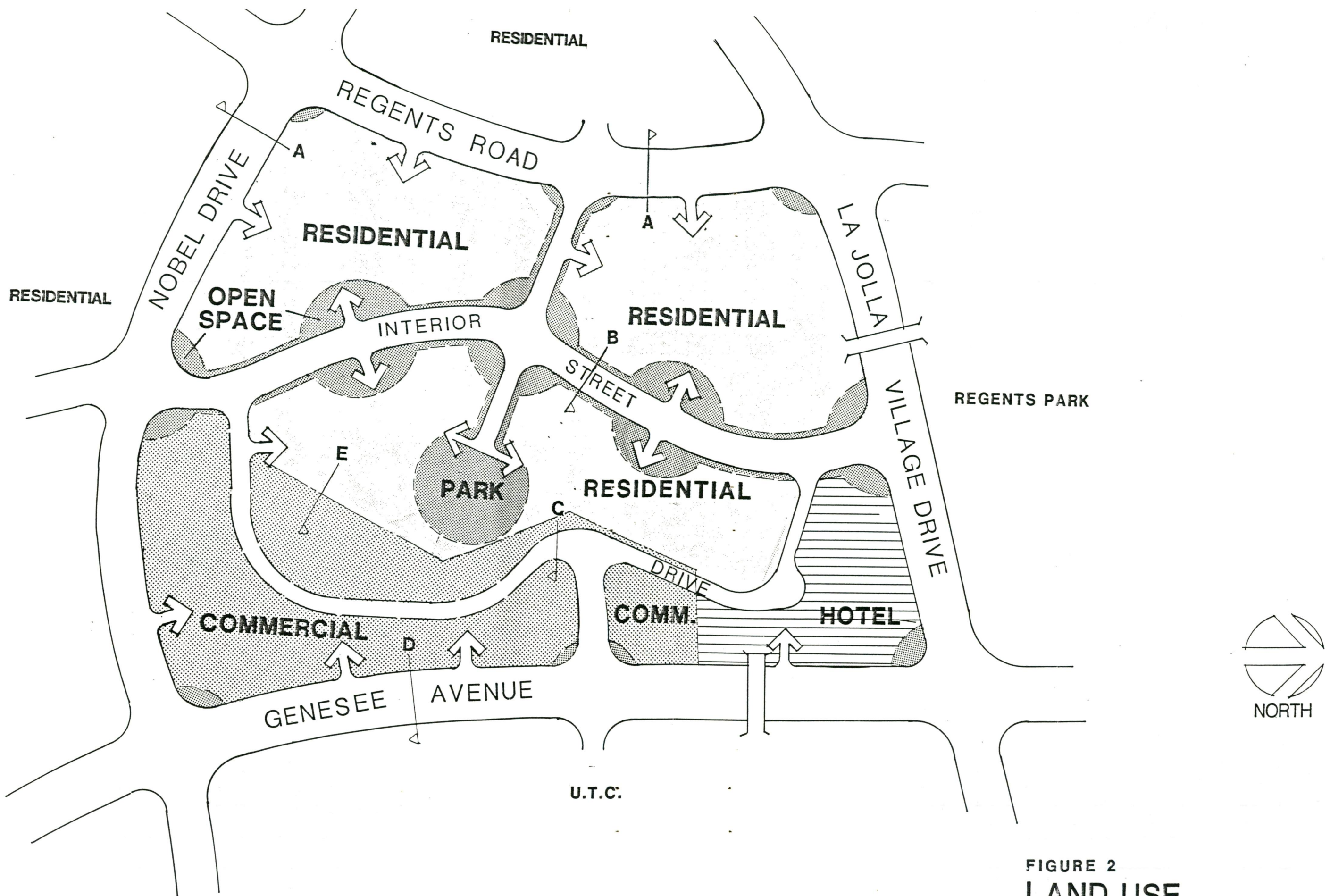
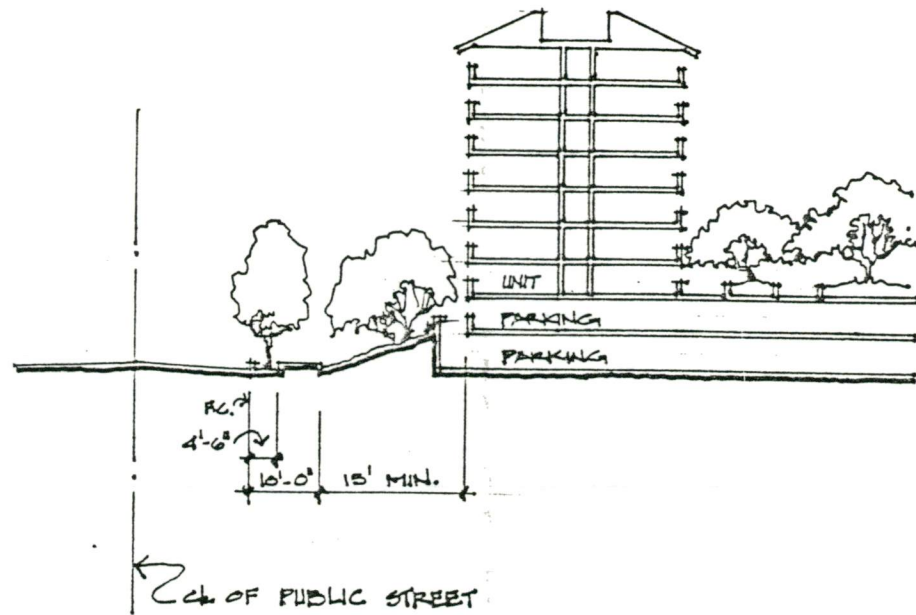
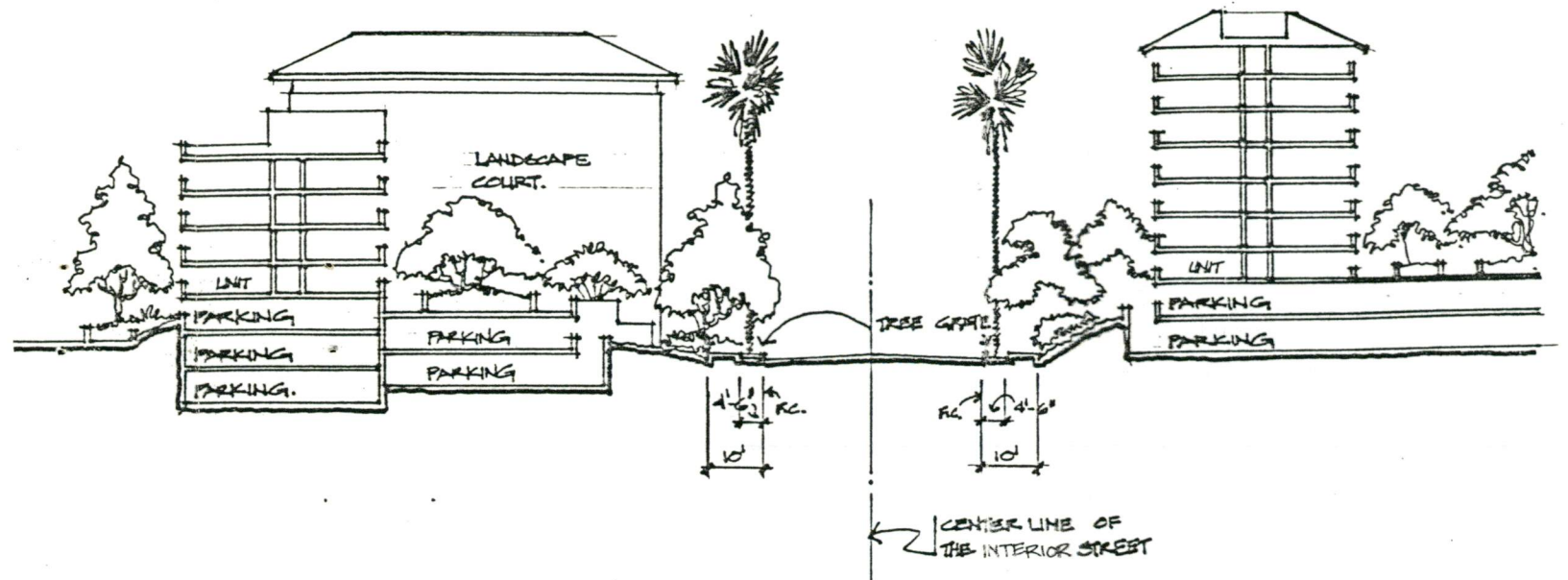


FIGURE 2  
**LAND USE**  
COSTA VERDE SPECIFIC PLAN  
GUARANTY SERVICE CORPORATION

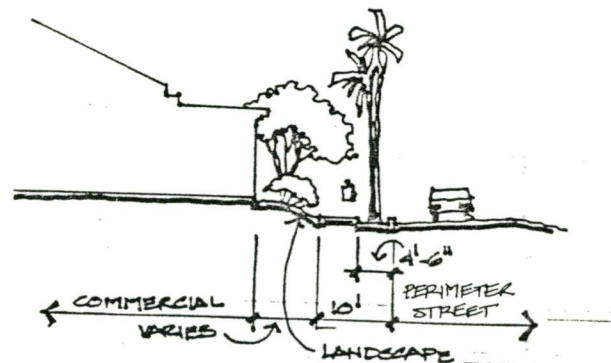




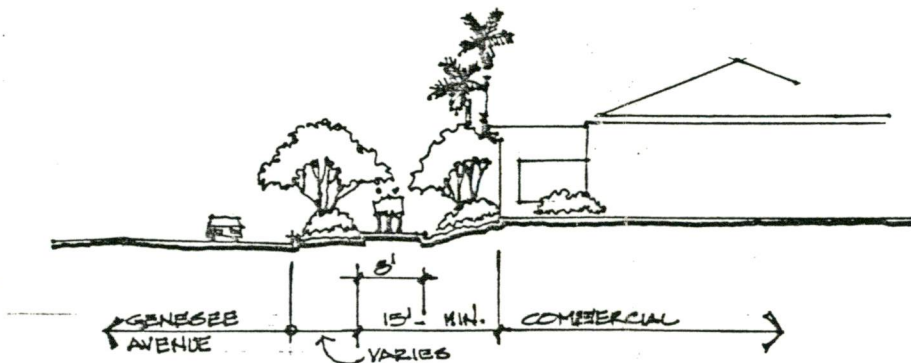
**(A) RESIDENTIAL AT PERIMETER STREET**



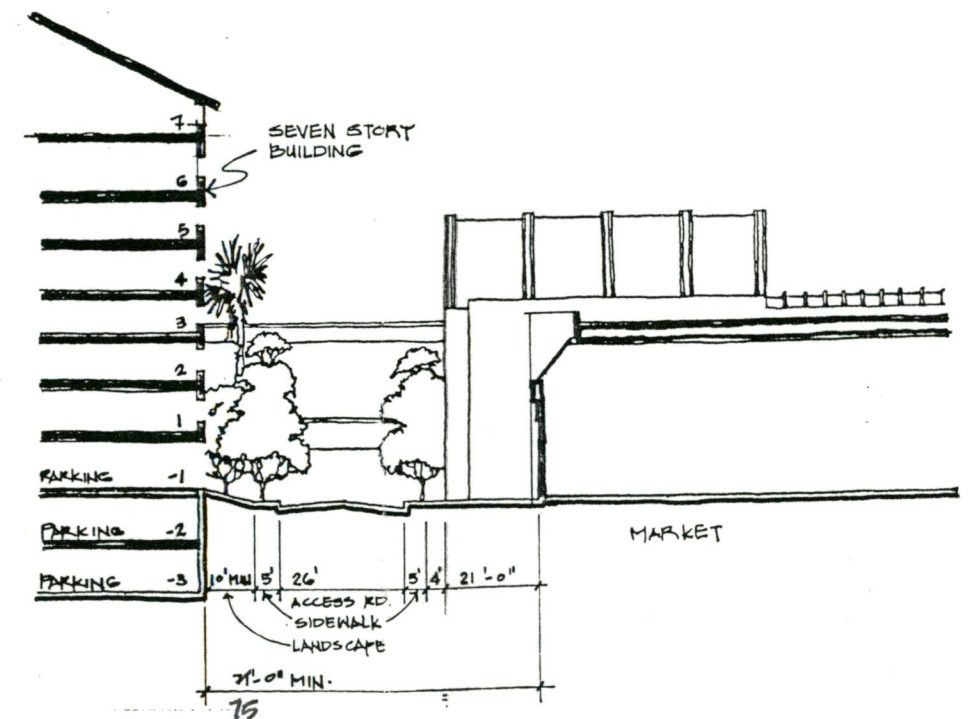
**(B) PRIMARY INTERIOR STREET**



**(C) COMMERCIAL AT INTERIOR DRIVE**



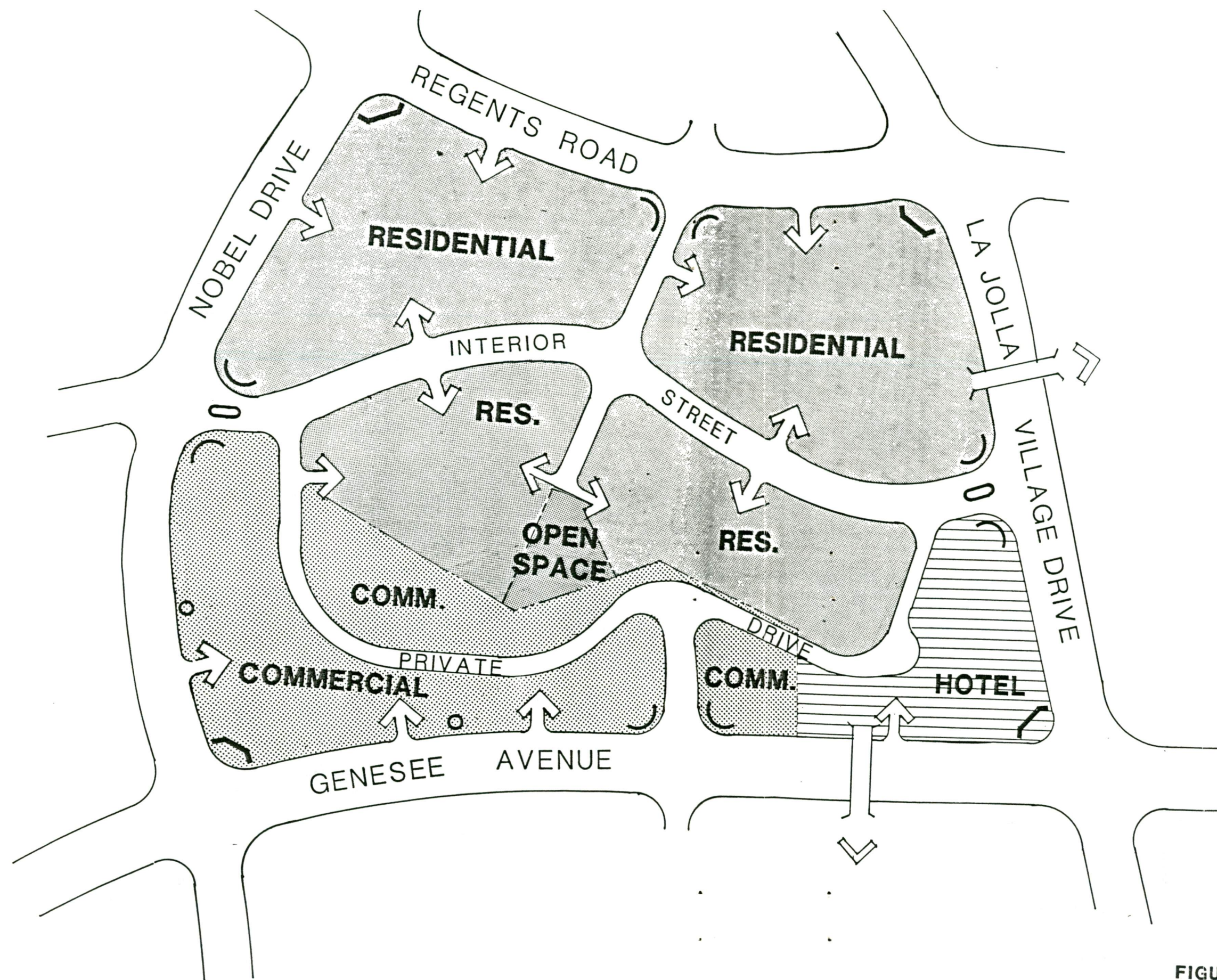
**(D) COMMERCIAL AT GENESEE AVENUE**



**(E) RESIDENTIAL/MARKET DRIVE**

**FIGURE 3  
SECTIONS/ELEVATIONS  
COSTA VERDE SPECIFIC PLAN  
GUARANTY SERVICE CORPORATION**





# LEGEND

- MAJOR SITE IDENTIFICATION SIGNS
- SITE ENTRY MONUMENTS
- PROJECT ENTRY MONUMENTS
- RETAIL CENTER PROJECT ENTRY MONUMENTS



FIGURE 4  
**SIGN PLAN**  
 COSTA VERDE SPECIFIC PLAN  
 GUARANTY SERVICE CORPORATION



## Barton-Aschman Associates, Inc.

180 South Lake Avenue, Suite 260 Pasadena, California 91101

818-449-3917

October 22, 1985

Mr. Allen Holden, Jr.  
Deputy Director  
Engineering & Development Department  
City of San Diego  
1222 First Avenue, M.S. 507  
San Diego, California 92101

Dear Mr. Holden:

In a letter dated April 8, 1985, I informed you of a proposed mixed-use project called "The Villages in La Jolla." The boundaries of the project are La Jolla Village Drive, Genesee Avenue, Nobel Drive, and Regents Road. Since that original letter was written, the name of the project has been changed and the development program has been altered. The purpose of this letter is simply to bring you up to date on the development proposal.

The proposed mixed-use project is now known as "Costa Verde." As currently planned, the Costa Verde development program is as follows:

1. Site Area
  - A. Gross: 57.57 acres
  - B. Net: 53.00 acres
    - Residential: 29.24 acres
    - Commercial: 13.73 acres
    - Hotel: 4.68 acres
    - Private streets: 5.35 acres
    - Street dedication (Regents Road and Nobel Drive): 4.57 acres
2. Development Components
  - A. Community retail: 178,000 square feet
  - B. Hotel: 400 rooms
  - C. Residential: 3,266 dwelling units

The attached table summarizes the expected trip generation due to the proposed project, using the city's approved trip generation rates. As shown there, this plan will generate 36,056 daily trips. Note that this total is within the University Community Plan total of 36,058 daily trips (which is based on the following land-use assumptions -- 3,343 dwelling units and 100,000 square feet of neighborhood retail).

It is my assumption, based on the information presented here and your previous review of the project, that since the project trip generation is





Mr. Allen Holden, Jr.

October 22, 1985

Page 2

within the Community Plan limit, no further computer analysis of the regional impacts due to development of the site will be required. Instead, review of the project will be limited to its effects on the local circulation system. Typical items considered in such a review include driveway/curb cut location and design, signal locations, etc. If this assumption is incorrect, please contact me as soon as possible.

Similarly, if you have questions regarding any of the information presented here, you may contact either myself or Jeff Rogers or Ted Brumleve at SGPA Planning and Architecture (297-0131).

Sincerely,

BARTON-ASCHMAN ASSOCIATES, INC.



Neal K. Liddicoat, P.E.  
Senior Associate

NKL/lh

cc: Jeff Rogers  
Ted Brumleve

