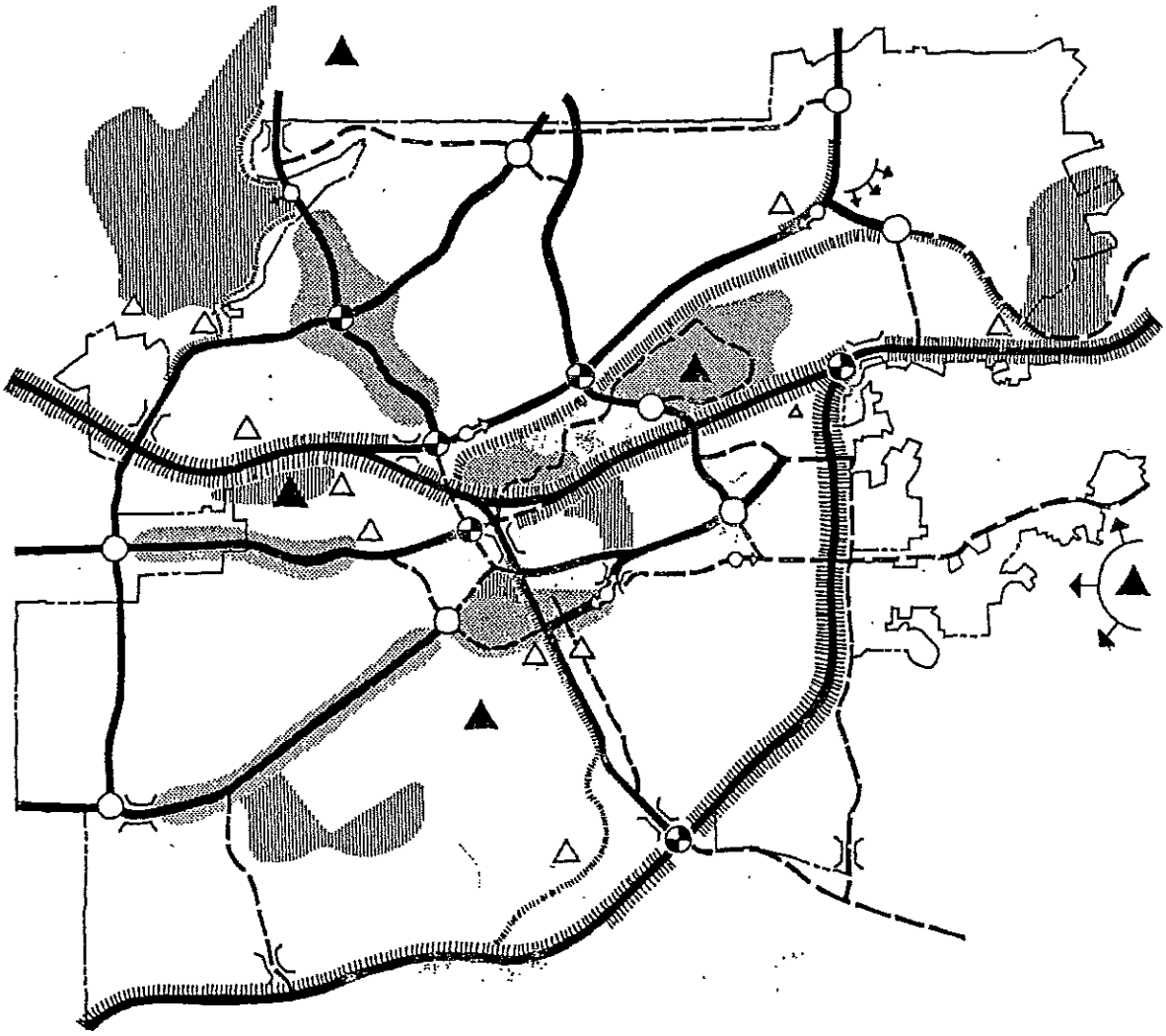
URBAN DESIGN PROGRAM



CITY OF LA MESA, CALIFORNIA

"JEWEL OF THE HILLS"

This document represents a preliminary draft of the *Urban Design Program* for the City of La Mesa. This draft has been prepared by the La Mesa Planning Department for the purpose of discussion and public review. During the public review period, it is hoped that this draft will assist in the development of the final recommendations to be presented to the City Council for adoption.

URBAN DESIGN PROGRAM

CITY OF LA MESA, CALIFORNIA

JEWEL OF THE HILLS

City Council

Fred Nagel (Mayor)
Edmund Senechal (Vice Mayor)
Art Madrid
Jerri Lopez
Ernest Ewin

Planning Commission

Rowena Kerber (Chairperson)
Burton Alden
Donna Alm
Frederick Lear
Adeline Smith

Planning Department

David N. Wear, Director of Planning
David E. Witt, Assistant Planning Director — Project Manager
Robert B. Malone, Assistant Planner — Project Planner

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OVERVIEW

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The City of La Mesa enjoys a beautiful natural setting: based on community sensitivity to that setting, La Mesa has had a long standing commitment to excellence of design. This commitment concerns not only the appearance of specific buildings, but also to the community as a whole. When the appearance of business districts, public areas and residential neighborhoods is good, shoppers, new businesses, industries and new residents are all attracted to the community. Property values remain high and the well being and character of the community is preserved.

In order to assure the future quality of the City's appearance and to enhance the beauty of La Mesa, the City Council has decided to strengthen the community's commitment to design excellence through the establishment of an *Urban Design Program.* The design program described herein includes the following sections:

- *Community Image* introduces an understanding of the community image and urban design by presenting a community design vocabulary, an imagibility map, and the urban design goals and objectives.
- *Visually Sensitive Areas* moves from the overall community scale to address the unique districts and land uses of the city with specific guidelines that supplement the general Development Guidelines. Areas covered include the Downtown, Major Commercial Centers, Major Circulation Corridors, Manufacturing/Industrial districts, and Special Design Districts.
- *Development Guidelines* outlines the individual categories that have been established for Site Plan, Architectural, Public Area, and Maintenance Guidelines.

The above sections have have been grouped in order to organize the design guidelines as a hierarchy of design related issues, beginning with the broadest or most general concepts of "community image." This macro view of the City is followed by a more focused identification of design issues associated with specific areas of concern as presented within the "visually sensitive areas" section. "Development guidelines" are the final and most detailed level of the program addressing the issues of site planning and architectural details.

The remainder of this Overview for the Urban Design Program explains the basic concepts involved in the design review process and how the program is implemented.

A. Design Review Process
B. General Criteria

A. Design Review Process

The Urban Design Program's Design Review Process is just one part of the City's development review process used to guide development in directions which are consistent with the City's goals and policies, and to insure that new development is in the interest of the public's health safety and general welfare. Design review was created by local ordinance to be separate from, but consistent with other required approvals (such as a use permit, a rezoning, or a building permit) which might also be required for a project.

The Urban Design Program incorporates a comprehensive approach to the issues of urban design which includes guidelines from a communitywide perspective as well as the site specific concerns of an individual development. The Design Review Process fits efficiently into the City's existing development review procedures to avoid unnecessary delays. In addition, the process takes advantage of professional design review skills of the City staff and professionals in the community to help in the evaluation of each project.

The Program is a system to assist with formulating a development plan before it gets built. The review process considers much more than just building design and materials. The Program is provided by the City to assist the developer in knowing what is important to the City while building plans are being conceived. The Design Review Board will analyze a project's layout, landscaping, parking, driveways, signs, scale, architecture, and other design and functional factors to determine how a project will look, how well it works and how well it fits. A project will also be evaluated in terms of its relationship with surrounding uses and neighborhoods, as well as, how it relates to the community as a whole. Many of these factors may also require review and approval by the City's Advisory Boards or Commissions and the City Council, which will benefit from the initial comments and recommendations by the Design Review Board.

The purpose of the Design Review Board is to look at more than just code requirements and development standards established by the City. The Design Review Board will also examine the way a project relates to the land, the community, and judge the quality of a project for those who will live, work or shop in a project in the years to come. As a result, the process involves evaluations and judgements which in many ways cannot be measured or quantified. For this reason the City has adopted the Urban Design Program and Design Review Process which includes design guidelines and professional support to insure that these judgements are not arbitrary. They will be based on goals and policies adopted by the City and well established principles of urban design, site planning, and architecture.

The Urban Design Program does not dictate a particular style of architecture or design. It does lay out some guidelines though, and identify areas of special concern to the City (such as the Visually Sensitive Areas) where it is especially important that new development take existing or planned patterns of development into consideration.

Design Review is intended to be a dynamic process, with give-and-take between the City and a developer/designer. The guidelines should serve to encourage creativity in design, site planning and architecture, while recognizing that La Mesa is essentially a town of existing development into which a project must fit.

WHO DOES DESIGN REVIEW?

The Design Review Process is implemented by the Design Review Board which has been established by the City Council. The Design Review Board is an extension of the City's Development Advisory Board which serves to streamline and coordinate all departments in the City which must review development proposals (i.e., Engineering, Fire, Building and Planning Departments). The Design Review Board evaluates projects in conjunction with the Development Advisory Board so that duplication and unnecessary delays are avoided. The Design Review Board is made up of three design professionals appointed by the City Council and two representatives of the City's Planning Department staff. The Board is charged with the responsibility of implementing the Urban Design Program.

The Design Review Board is established by City ordinances which define the purpose and make-up of the Board. The Design Review Board is assisted by Planning Department staff to help in the initial review of a project and consultation with the project developer/designer, as well as, preparing agendas and reports for the Board. The Design Review Board has three main responsibilities:

1. **To review development proposals in accordance with the Design Guidelines.**

2. **Advise the City in future evaluations and updates of the Design Guidelines.**

3. **To provide urban design expertise and advice on other matters as directed by the City Council.**

The Urban Design Program contains official policy statements by the City as adopted by the City Council. They may be revised from time to time to recognize that the City is a growing and changing community which will continue to change over time. The Program and the Board are tools or mechanisms to implement City policies and include the necessary flexibility to reflect changes in the goals, policies, and plans for development in La Mesa.

After reviewing a development proposal, the Design Review Board may approve a project, approve a project with conditions, or require redesign of a project. Decisions of the Design Review Board may be appealed to the City Council in accordance with prescribed City procedures. The Design Review Process is required to operate within the development permit processing time limits established by the City and by the State.

It is important to emphasize that the Design Review Board does not supercede determinations which are otherwise required by other advisory boards and commissions or the City Council, such as a rezoning, conditional use permit, special permit, variance, general plan amendment, or subdivisions. The Board may, however, provide preliminary review and recommendations upon such projects as part of the Development Advisory Board process established by the City. In addition, almost all development will require building, grading, encroachment, or other permits which require approval by the Building, Engineering, Fire or other City Departments not addressed as part of the Program.

WHAT PROJECTS NEED DESIGN REVIEW?

The Urban Design Program and the ordinances establishing the Design Review Board define which projects require design review. Projects likely to require evaluation by the Design Review Board generally include the following types of development:

- **Major Multiple Family Developments**
- **Planned Residential Developments**
- **Density Bonus Projects**
- **Major new commercial and industrial developments requiring site plan approval**
- **Projects in Redevelopment areas**
- **Projects in the Urban Design Overlay Zone**
- **Projects determined to be on sensitive sites**

Other projects which require site development plan approval or other discretionary approval will be evaluated in the context of the Development Guidelines by staff in conjunction with review by the Development Advisory Board even though Design Review Board approval may not be required. This will assist the City's Planning Commission, Board of Adjustment, and the City Council in their determinations or recommendations on development proposals. In addition, the City may require design review for public projects or other projects which the City Council determines that design review would be beneficial.

HOW THE PROCESS WORKS

Design review, as with most other development review procedures, is managed by the Planning Department. Anyone with a development proposal should contact the Planning Department to discuss the project and be advised of the requirements for processing the proposal. Many projects may need more than one type of approval by the City. A staff member can explain the design review process, the estimated time involved, and the various forms, information and fees required to process an application. Essentially the Design Review Process consists of the following basic steps:

- **Initial consultation and project discussion with staff.**
- **Development of schematic plans.**
- **Application submittal and evaluation.**
- **Design Review Board meeting and determination.**
- **Final plan submittal (if revisions or conditions are required) and certification of Design Review Board action.**

If the Design Review Board approves a project, the action and any conditions of approval are recorded in the Minutes of the meeting and a Certification of Action which will be promptly mailed to the applicant. If the approval is subject to conditions, the applicant must submit revised plans for the file and for building permit application. Approval by the Design Review Board does not entitle any grading or building to occur until all required permits are secured from the appropriate City department. A project which is approved subject to conditions must reflect these conditions on final plans, but is not required to go back to the Design Review Board unless specifically required to do so by the Board.

Typically, applications will only have to be reviewed again if the Board's action is to require redesign of the project because it does not meet the criteria established in the Urban Design Program. From time to time the Board may require additional review of a project if more information is needed by the Board to adequately understand the development proposal. Submittal of a complete application which clearly and accurately depicts a development proposal will normally avoid continuation of an item. In addition, an item may be continued with the Board's consent if the applicant wishes additional time to revise or restudy a project submittal.

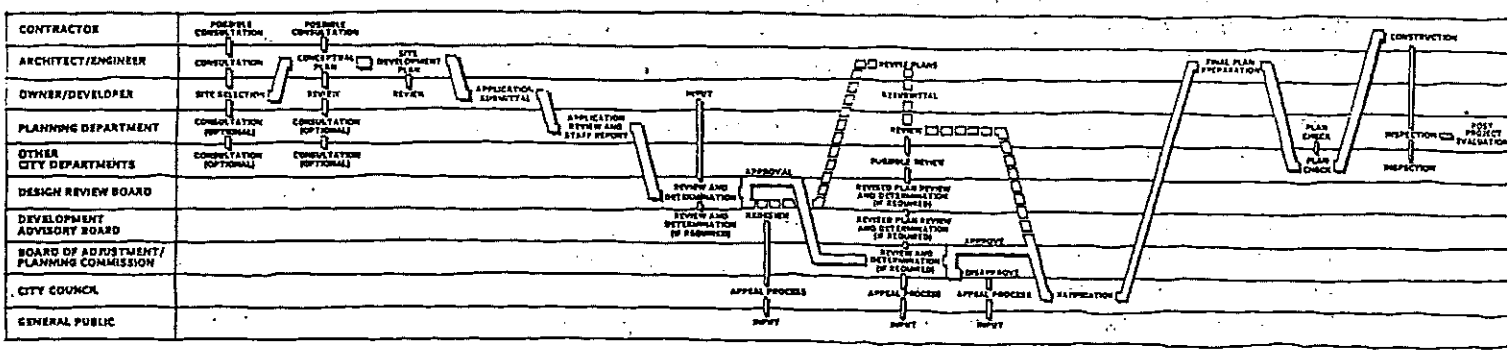
HOW LONG WILL IT TAKE?

The Design Review Board meets in conjunction with the City's Development Advisory Board. Once a Design Review Application is submitted and accepted as complete, the item will be scheduled on the next available Design Review Board Agenda. This will usually be the same agenda as the Development Advisory Board if both boards are required to review the project.

To provide adequate time for staff to evaluate and review an application, prepare the report on the proposal, and distribute the information to Board members before the meeting, closing dates are set by the Planning Department for upcoming agendas. Typically, the closing date for a completed application is approximately two to three weeks before a meeting to insure an expedient design review process. If additional information is needed or there will be some reason to delay placing an item on an agenda, the applicant will be notified by a staff member. Prior to the Design Review Board meeting, the applicant will be notified of the meeting date and a copy of the staff report or memo will be mailed to the applicant. If the applicant is unsure of the meeting date or doesn't receive a report, contact the Planning Department so that you can be advised of the status of the application.

To insure that an application goes through the process as smoothly as possible, it is strongly encouraged to work with the Planning Department staff from the initial stages of a project and schematic design development.

DESIGN REVIEW FLOWCHART



B. General Criteria

The DRB has established the following underlying general design subjects which form the basis for establishing the policy for reviewing the Urban Design Guidelines. The following policy questions are used in conjunction with the guidelines as criteria in the evaluation and formulation of the Board's determinations:

1. **Will the project improve the quality of life and the spacial form of La Mesa?**

   The Design Review Board will try and assess the project's overall effect on life in La Mesa. What will the project be like to look at, to live in, to live next to, to work in, to shop in? Will it add to or detract from the pleasures of living in La Mesa? Will it be something the community is glad to have?

2. **Will the project fit in La Mesa on an urban scale as well as the proposed site?**

   A design will be evaluated on its contribution to the City's unique and rich landscape character, and on the suitability for its location. Stock building plans might not be acceptable, even though they represent a national or corporate image or are the only design an applicant has or uses.

3. **Will the project be a good neighbor?**

   A project should not impair - directly or cumulatively with the effects of several projects - the use, enjoyment, value, or orderly and attractive development of neighboring public and private property. A project should be designed to minimize interference with the privacy, quiet and view of its neighbors. The design also should minimize traffic problems and damage to the natural environment. Building and site design should provide for the safety and security of users and the public alike.

4. **Does the project attempt to incorporate the basic principles of urban design?**

   Such as: fit, vitality, function, spacial form and quality, access, sense of place, structural orientation, congruence, safety, stability, adaptability, and efficiency. Whether it's a multi-building phased project or a single sign, its different elements should be compatible. The project's appearance should go with its surroundings in a pleasing way, and should be designed as a whole. Elements should be in balance and in proportion to one another and their environment.

5. **Does the project give occupants and the public some variety as well as something interesting to look at?**

   Variety should be used to create interest, not used just for the sake of difference. Monotony in form, detail and siting should be avoided. Design should take advantage of sun and shade and changes in level. The project should avoid expanses of blank wall and uninterrupted rows of parking.

6. **Have special features been included to help a project fit into the community or site, or to make the project a source of community pride?**

   Special features may include landscaping, use of natural features incorporated into the site, unique site design, or architecture. The City of La Mesa has been identified as a tree city due to its landscape heritage: integration of landscaping into the site and architectural design in terms of consistency and overall design theme is encouraged.

7. **Is there an overall *La Mesa* design theme?**

   No, there is not, but architectural variety generally is encouraged. However, within the City, there are distinct neighborhoods, specific plan areas, and visually sensitive areas: compatibility with the design elements of these neighborhoods is encouraged.

8. **Are new proposals or remodeling required to match surrounding existing developments?**

   Because La Mesa has an ever changing design environment, responding to new development changes continually, proposals are not always required to match adjacent developments, but should be sensitive to project vicinity or *fit.* The Board also encourages the incorporation of basic design elements characteristic of La Mesa, such as human scale, low density residences, landscaping, and *natural* building materials.

9. **Does the project make good use of the site?**

   Natural topography, trees, and other site elements should be retained. Building orientation and landscaping should consider opportunities for active or passive solar heating-cooling while interior spaces should be oriented to take advantage of outward views.

10. **Do the different elements of the project fit together logically?**

    The site should be designed so that items, such as parking location, are situated so that a person can get easily from the car to the building entrance. Has maintenance been considered in choice of materials and finishes? Trees should provide shade where and when it's needed. Most importantly, the project function should suit its purpose.

11. **How will the project look in years to come: does it fit the plans for La Mesa?**

    Care and attention should be given to the selection and use of material types. The materials that are selected should not only be suitable and appropriate for their application, but be chosen for their longevity and future appearance. This applies to buildings as well as landscaping.

12. **Does the project reflect La Mesa's sense of history or other characteristics which help define the community?**

    The Design Review Board encourages retention, reuse, rehabilitation, and preservation of existing (particularly historic and architecturally significant) structures and sites when appropriate.

COMMUNITY IMAGE

COMMUNITY IMAGE

The community image is an association of differing mental images of the City that are supported by its physical forms and spaces. When these images and forms are combined they can determine the character of a certain place. Although this is an abstract and subjective statement, it is the starting place for developing a means of understanding the City of La Mesa's current image. From this image general goals and policies can be created for guiding individual projects as they relate within the context of neighboring districts or other forms of the community fabric.

Once the community image can be understood and analyzed, it can then be manipulated or changed within the ongoing process of urban design. This process is dynamic: it changes with time, it can apply to various urban scales, and is seen somewhat different by each individual.

One method for understanding the City's image was developed by Kevin Lynch, a noted urban designer. His method can be used to establish a vocabulary of various community elements. From this language an example of the existing community image can be shown on an imagibility map. An example of an image study for La Mesa was prepared by the Planning Department to assist in explaining the method of analyzing the City's existing urban design elements and is shown on Diagram A. Image studies of this type reflect individual perspectives of a community, but are also a means of recording a general consensus about existing or planned urban design elements of the City's image. This map relates the community scale design of the City to individual developments, thus enabling the determination of project impacts at the community image level. To supplement the imagibility map community goals and objectives have been established. These form general principles and directions that underlie understanding and utilizing the Visually Sensitive Areas and Development Guidelines of this document. In the future a more detailed imagibility map and urban design objectives and policies could be expanded into an Urban Design Element for the City of La Mesa's General Plan. This would require more indepth study and public input. To assist in understanding the community image the following sections apply:

A. Community Image Vocabulary
B. Community Image Diagram
C. Urban Design Program Goals and Objectives

These sections are a means of establishing a context to discuss new development within the community image. When a projects impact is found to affect the City's image, the Design Review Board will draw from these sections for reviewing and approving new development.

A. Community Image Vocabulary

The contents of a city image study that refer to physical forms can conveniently be classified into nine types of elements: paths, edges, landmarks, districts, nodes, groupings, gateways, panoramic views, and vistas. Each individual element is also differentiated by its relative strength or weakness of providing a memorable image. Memorability is a concept that is not qualitative but attempts to measure the relative strength or weakness of a feature to be understood and remembered in the context of its surroundings. An element that falls within this criteria and is strong is said to have good imagibility. These elements may be defined as follows:

1. PATH. Paths are the channels along which the observer customarily, occasionally, or potentially moves. They may be streets, walkways, transit lines, or railroads. For many people, these are the predominant elements in their image. People observe the city while moving through it, and along these paths the other environmental elements are arranged and related. Paths should possess a strong sense of unity and scale that is considerate of their use and location in relation to the areas they pass though.

2. EDGE. Edges are the linear elements not used or considered as paths by the observer. They are the boundaries between two phases, linear breaks in continuity: shores, steep slopes, edges of development, or walls. They are lateral references rather than coordinate axes. Such edges may be barriers, more or less penetrable, which close one region off from another: or they may be seams, lines along which two regions are related and joined together. These edge elements, although probably not as dominant as paths, are for many people important organizing features of a community. An example of a strong edge could be a well designed and landscaped embankment forming an edge between two districts.

3. LANDMARK. Landmarks are another type of point-reference, but in this case the observer does not usually enter within them, they are external. They are usually a rather simply defined physical object: a sign, isolated towers, unique buildings, or natural features such as a major hill or lake. They may be within the city or at such a distance that for all practical purposes they symbolize a constant direction. A landmark should not only be distinctive but have a quality design that is appropriate for the community or district it is situated in.

4. DISTRICT. Districts are the medium to large sections of the city, conceived of as having two-dimensional extent, which the observer mentally enters *inside of*, and which are recognizable as having some common, identifying character. Always identifiable from the inside, they are also used for exterior reference if visible from the outside. The district character is the predominant means of how the element achieves recognition: often in a community care should be taken to establish or preserve this character by means of unity of land use and development.

5. NODE. Nodes are points, the strategic spots in a city into which an observer can enter, and which are the intensive foci to and from which he is traveling. They may be primarily junctions, places of a break in transportation, a crossing or convergence of paths, moments of shift from one structure to another. Or the nodes may be simply concentrations, which gain their importance from being the

condensation of some use or physical character, as a street-corner hangout or an enclosed square. Some of these concentration nodes are the focus and epitome of a district, over which their influence radiates and of which they stand as a symbol.They may also be called cores. Many nodes, by nature, are both junctions and concentrations. The concept of node is related to the concept of path, since junctions are typically the convergence of paths, events on the journey. It is similarly related to the concept of district, since cores are typically the intensive foci of districts, their polarizing center. Nodes should be well defined and recognized by a cohesive design theme using architectural treatment or street hardware.

6. GROUPING. Groupings are small-to-medium sections of the city that are similar in relation to districts. They are a collection of similar units that would bridge the gap left between districts and nodes. A grouping may be buildings of similar character, use, or history. It may also be non-structural such as a park or open space. A grouping should have a common identifying theme or character that relates the different units within its physical design.

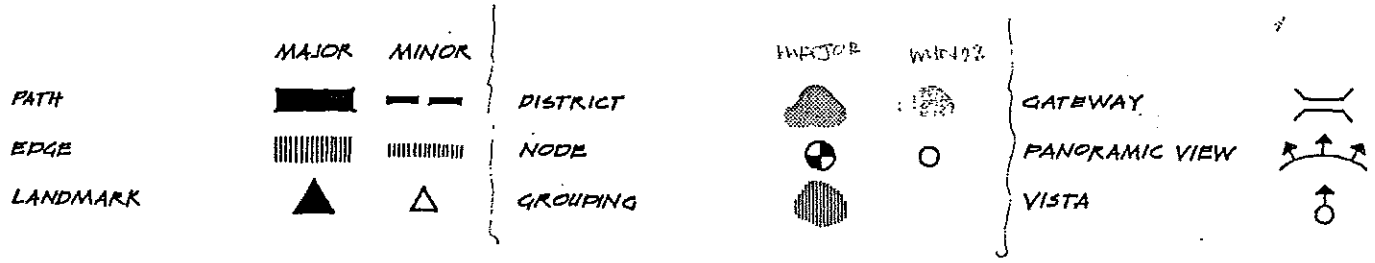
7. GATEWAY. Gateways serve as the visual entries or exits between unit transitions. They may form the entrance to a district, grouping, or denote an access through an edge. The identifying form can be either a single dominant element or many similar elements. A gateway may be characterized by natural or man-made features, usually in conjunction with traveling along a path. They may be a bridge, a tunnel, or significant vegetation and buildings adjacent to the path. The use of gateways should help define entries by portraying positive community characteristics or elements that are easily recognizable.

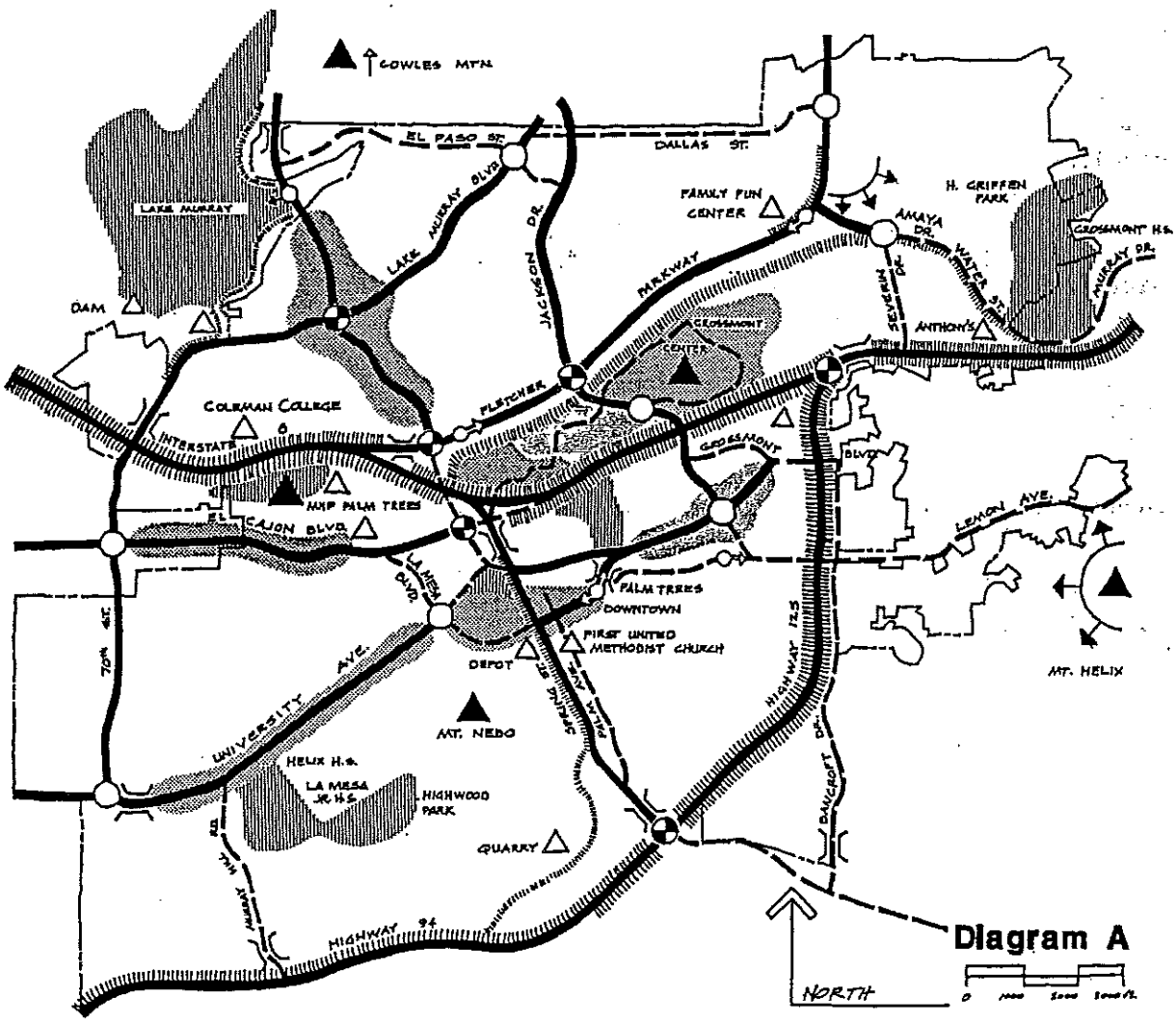
8. PANORAMIC VIEW. Panoramic views provide an overall image of a large portion of the city or outlying region. They are important in allowing the locational arrangement of a large number of elements to be perceived in context at one time. Often they are the only basis the viewer has of assembling a comprehensive picture of their surroundings. The location may be within or adjacent to the city and from an easily access point such as a hill top, pass, or atop a landmark. To strengthen a panoramic view the structure or form from which the view is seen should be well located, easily accessible, and well designed.

9. VISTA. Vista is the image received from viewing along a narrow corridor with few elements (buildings, spaces, forms) within the visual screen. Similar to panoramic views but with a much narrower angle these views are characterized by long vertically defined spaces that open to allow sight of a few select elements. These elements can be buildings, open space, hills or valleys, or other forms, usually differing from those providing the vistas vertical definition. Common examples occur along streets, corridors, or groves that open on to views of the ocean, a major building, or a square. A well organized vista should provide richly textured vertical relief with the view opening to a distinct memorable element.

B. Community Image Diagram

Using the concepts established in the previous section on Community Image Vocabulary, a graphic representation can be produced based on the built and natural setting of the city. This diagram represents the location and interrelationships of the image elements as they occur within La Mesa. A legend with symbols identifying each of the elements and a further designation as to their relative strength or weakness has been established. Developers should consult this diagram and use the community image process, as the Design Review Board will, to determine the relationship that a project will have on the surrounding community environment, fabric, and urban form.





C. Urban Design Program Goals and Objectives

The goal of the Urban Design Program is to:

Preserve and enhance the existing community character and sense of place by developing projects and programs that build upon positive design features.

Further, this urban design goal can be stated in the following objectives:

1. Promote and preserve the positive community identity and imagibility of the City of La Mesa.

2. Enhance the visual quality and continuity of the community through consistent circulation patterns, definition of community edges and boundaries, distinct gateways and nodes, and removal of visually disruptive elements.

3. Promote and protect the identity of the community's unique neighborhoods and districts.

4. Insure high quality community design for new construction and renovation, and conservation of historically and architecturally important districts, groupings, streetscapes, and structures.

5. Encourage energy conservation and safety conscious design methods for new development.

6. Continue the recognition of the hills and vegetation as dominant physical features and elements of the city.

7. Provide programs and plans that give direction and guidelines for the preparation, review, and establishment of specific design areas within the community.

VISUALLY SENSITIVE AREAS

VISUALLY SENSITIVE AREAS

The visually sensitive areas addresses topics of special concern to the City's physical image and built environment. These areas will be given special attention during development review due to the unique nature of their use and location. These areas are specified by either a particular area (such as the Downtown Area) or by the scope of an operation or activity (such as the guidelines for Major Commercial Nodes). The Urban Design Guidelines apply to all new development and redevelopment in the City, though only new development, major reconstruction, or changes of use within the Urban Design Overlay zone shall require site development plan review and approval by the Design Review Board.

The following locations and land uses have been designated as Visually Sensitive area and may be incorporated into the Urban Design Overlay (UD) zone:

A. **Major Commercial Nodes**
B. **Major Circulation Corridors**
C. **Special Design Districts**

These three primary classifications together comprise the areas which may be included within the *Urban Design Overlay Zone* (UD). This overlay zone has been established to identify which areas of the City will require a special level of design review for all new development and major reconstruction. This review shall be conducted by the Design Review Board in conjunction with the City's Development Advisory Board and is described previously in the Overview Section of this document.

The Urban Design Overlay Zone (UD) may be amended from time to time to reflect updates to the Design Program, the La Mesa General Plan, subsequent specific plans prepared for focused areas of the community, or other changes in the physical development patterns or environment of La Mesa. A detailed map of the overlay zone boundary is available in the Planning Department. Each of the three primary groupings within the Visually Sensitive Areas listed above is briefly described within this section. In addition, for those areas (e.g. the downtown area) for which additional design criteria have been established, development shall be evaluated in terms of both the general development guidelines, as well as, the more specific guidelines described within the following subsections. In several cases these special design districts which are intended to make up the Urban Design Overlay zone may overlap, indicating the visual importance of an area from various perspectives, but this will not result in conflicting requirements.

A. Major Commercial Nodes

Major commercial nodes, commonly consisting of one or more *shopping centers* or a grouping of strip commercial uses clustered at a major intersection, are complexes of buildings and other site development elements having a uniform or related design theme. The guidelines in this section, those in the Development Guidelines section,and other development standards or sign programs established for a particular commercial node (e.g. a specific plan) apply to proposed new shopping center development, and additions or renovations of existing centers listed at the following locations and shown on the diagram found below or other new centers which maybe developed or designated as major commercial nodes in the future:

1. Baltimore Drive and Lake Murray Boulevard
2. El Paso and Lake Murray Boulevard
3. Fletcher Parkway and Dallas
4. Amaya Drive and Severin Avenue
5. Grossmont Center
6. Grossmont Boulevard and Jackson Drive
7. La Mesa Square Area
8. La Mesa Springs Shopping Center
9. Baltimore Drive and El Cajon Boulevard

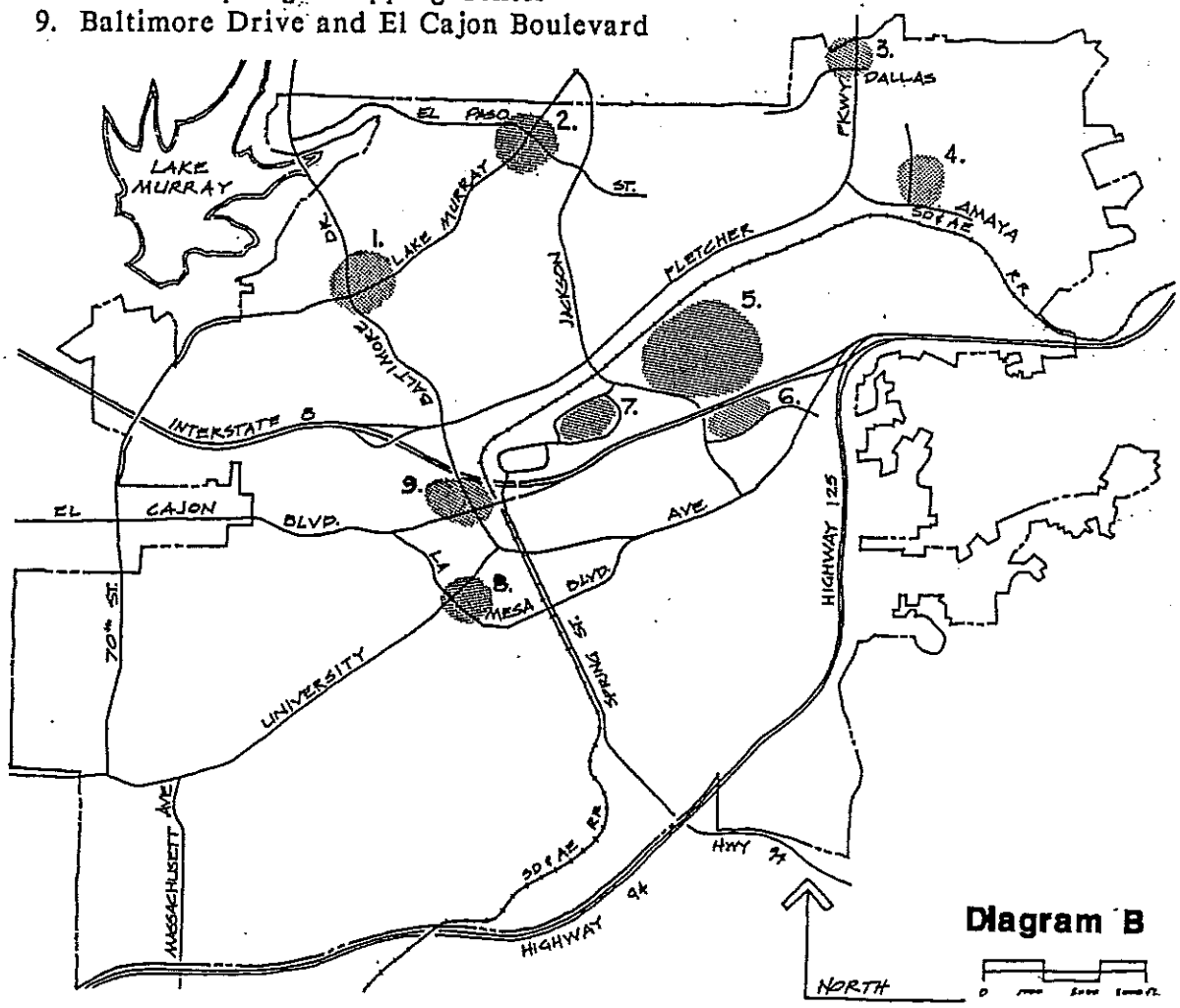


Diagram B

To maintain or improve the design and architectural quality of the above listed commercial centers, or to establish design standards for new centers, the following guidelines should be used to evaluate commercial center developments:

1. **Unified Design Theme**

   Each commercial center must have a unified design theme. Additions and alterations must be consistent with and enhance the design theme.

2. **Consistency**

   Building materials, colors, and textures should be consistent. Individual storefronts may vary somewhat to reflect the character of the store use, but the overall theme of the center must be respected.

3. **Building Location**

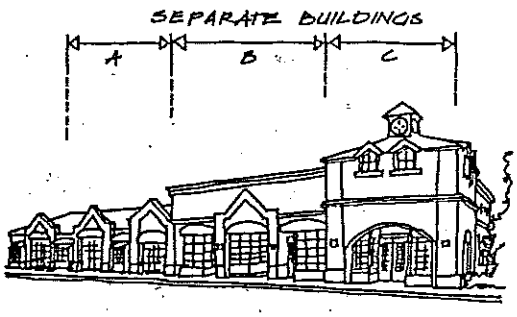
   On larger commercial sites, a substantial portion of the building area should be located at the street perimeter. Such siting, together with a substantial landscape treatment and pedestrian access reinforces and strengthens the streetscape and helps to screen off-street parking areas.

4. **Storefront Continuity**

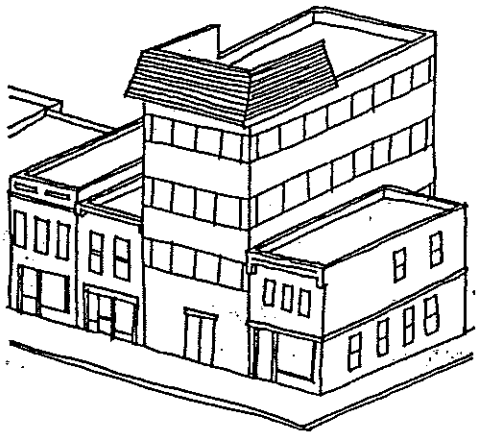
   The continuity of the storefront scale should not be broken by expansive walls without windows, walkways, or entries generated by major tenants. Care should be given to maintain the pedestrian circulation and rhythm of the center by allowing shops to be inserted in major tenant setbacks.

5. **Building Scale**

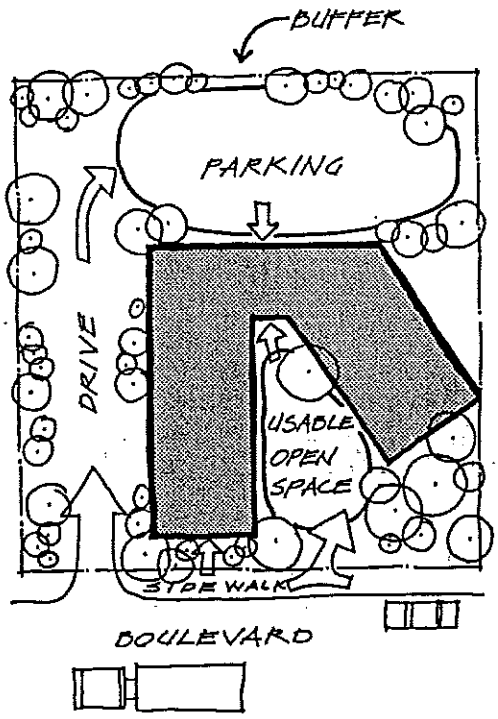
   The typical use of high ceilings and unnecessary false parapets to make buildings look over scaled should be avoided unless deemed essential to the architectural design of the facility. These elements and others detract from a commercial center achieving an appropriate proportion to the pedestrian scale, and surrounding uses.



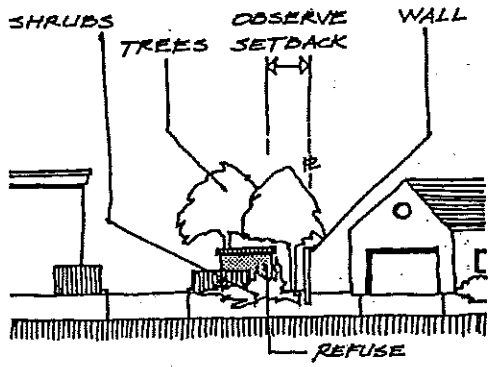
DETAILS SUCH AS ARCHES, CORNICES, AND BAY WINDOWS CAN VISUALLY RELATE DISSIMILAR BUILDINGS AND CREATE A UNIFIED DESIGN THEME.



BUILDINGS SHOULD BE IN SCALE WITH THEMSELVES AND SURROUNDING DEVELOPMENT.



SITE DESIGN SHOULD PROVIDE FOR MINIMIZATION OF CONFLICT BETWEEN PEDESTRIAN AND VEHICULAR CIRCULATION.



REFUSE WHICH IS LOCATED IN PROXIMITY TO ADJACENT USES SHALL BE APPROPRIATELY SCREENED.

6. Sitting Areas

Outside sitting and resting areas should be provided for pedestrians. Location and orientation of sitting areas should not interfere with vehicle circulation but directly oriented to pedestrian circulation patterns.

7. Circulation

The site should provide for smooth handling of its own circulation roads with adequate entrances and exits, loading facilities, and well placed parking. The circulation system should be sufficient, safe and minimize interference with on- and off-site walkways and crossings.

8. Separation of Circulation

Commercial centers should provide for separation and clear definition of the vehicular and pedestrian circulation patterns. The reduction of conflicts will allow for a safer and more enjoyable system. Pedestrian linkages between uses in commercial developments should be emphasized including distinct pedestrian access from parking areas.

9. Graphics

Graphics for tenant identification and directional information should be consistent in terms of type, size, materials, colors and method of attachment (see Sign Ordinance for further requirements) to present a systematic and cohesive element to a center's appearance.

10. Screening of Refuse

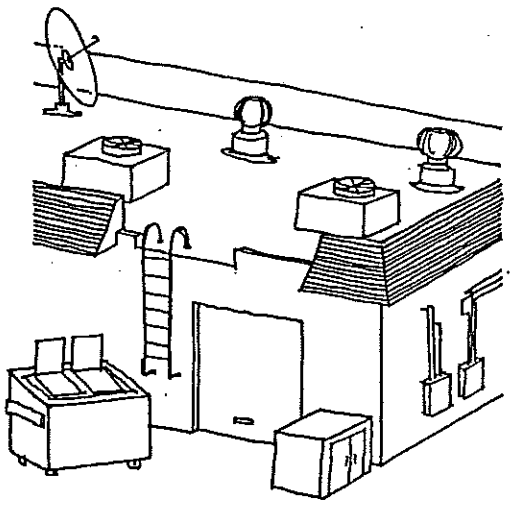
Service and refuse areas should be well screened from public view and designed to be easily maintained and durable. These areas should also be screened from adjacent residential, office or commercial development.

11. **Adjacent to Residential**

Commercial centers abutting residential areas shall take into account noise, light, and the visual intrusion of the development by providing a sense of clearly defined transition between residential and commercial uses through the use of design, spatial, orientation, materials, and physical and landscaping features.

12. **Roofs**

The color, texture and style of roofing materials should compliment those used for walls and other architectural elements. Where exposed rooftop mechanical equipment will be visible, even from relatively distant locations, screening will be required, which is consistent with the design and materials used in the center. Screening is an important architectural element and must not be an afterthought which appears tacked-on or out-of-character with other architectural elements or details.



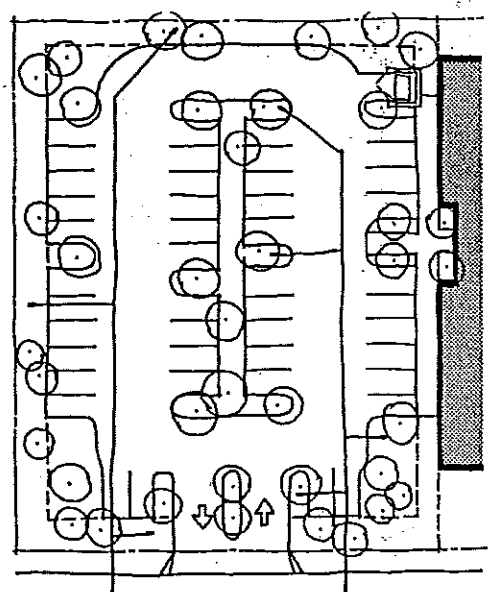
WHERE DEEMED APPROPRIATE SCREENING IS REQUIRED FOR ROOFTOP EQUIPMENT SUCH AS SATELLITE DISHES, HVAC AND OTHER MECHANICAL UNITS.

13. **Loading and Storage**

The loading and unloading of goods from delivery trucks is an integral function of a commercial center. It is traditionally located at the rear of the center and is associated with other utilities, trash enclosure, employee parking and other functional elements of the center. Such facilities should generally be well screened from public view or adjoining properties. These areas should be well maintained and lighted, and not become areas for improper outdoor storage.

14. **Landscape**

La Mesa is making a conscious attempt to create a physical environment which is well landscaped. All parking areas shall be screened from public streets with landscaping and decorative screening walls. Interior yards need not be landscaped unless required by the Board. However, all parking lots shall be landscaped with ground cover, shrubs, and trees for shade. Landscape arrangement should provide for safe pedestrian/vehicular orientation. Plantings should be selected and placed to reinforce and enhance pedestrian scale and character along street frontages. Trees that provide shade canopies or seasonal color are encouraged.



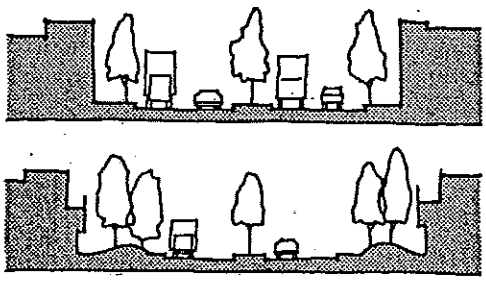
B. Major Circulation Corridors

The major circulation corridors are those designated by the city image plan as being highly visible due to location and traffic flow and thus contributing greatly to the character of the city. These corridors are characterized by commercial and manufacturing development, office projects, and residential complexes which will benefit significantly from specific design guidelines. The following corridors fall within this category:

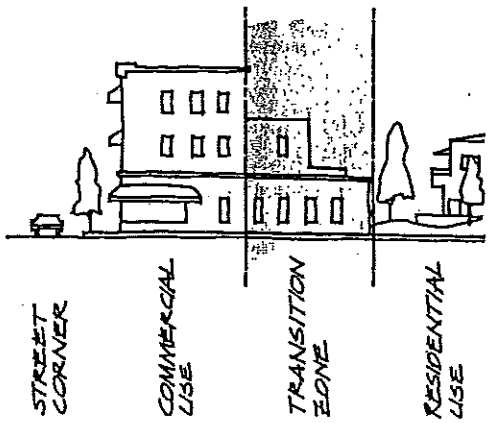
- El Cajon Boulevard west of Baltimore Drive
- University Avenue from Baltimore Drive to western City limits.
- University Avenue/La Mesa Boulevard from Spring Street to I-8
- I-8/Fletcher Parkway corridor

The boundary for areas to be included within the Major Circulation Corridors portion of the overlay zone for the above described corridors shall include "zoning districts" adjoining the major streets which are zoned for commercial (C, CM, or CN), residential business (RB), or multiple family (R2, R3) uses. This area is generally shown in Diagram C.

It is primarily from the streets that any city is seen and its form perceived. With few exceptions, alignment, width, abutting development, and landscaping give each La Mesa thoroughfar a separate character. The community, new projects, and redevelopment (where feasible) should provide for visual characteristics which strengthen the image of the corridor and the streetscape through such features as street trees programs, landscaped areas, sign programs, appropriate site design and architecture, and removal of visually disruptive elements. The following specific guidelines are applicable to development occurring along these major circulation corridors:



THE ABOVE ARE TYPICAL EXAMPLES OF COMMERCIAL AND RESIDENTIAL STREET CHARACTERS.



1. **Street Character**

   Preservation and enhancement of street character will be a primary concern of the review process.

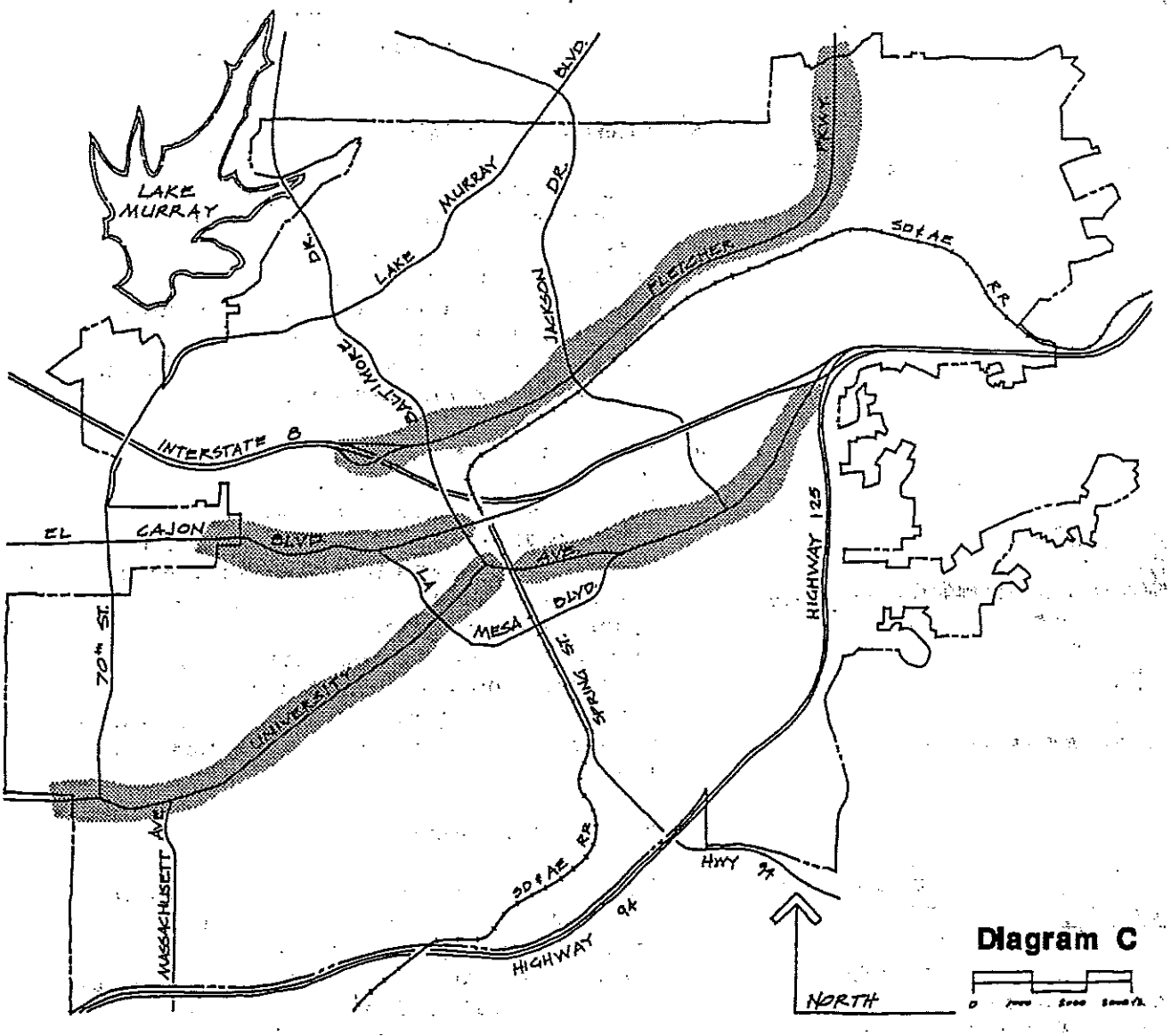
2. **Building Setbacks**

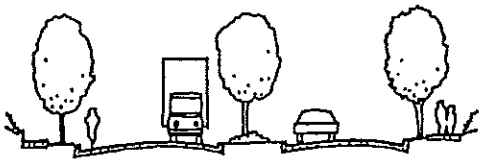
   Building setbacks must relate to the character of the existing streetscape. Where existing streets are required or planned to be widened, thereby changing setback patterns, additional setbacks may be required for new buildings.

3. **Scale Transition**

   Streets that are adjacent or enter residential areas should provide transition in the scale of buildings or intensity of use in relation to nearby development characteristics.

Major Circulation Corridors

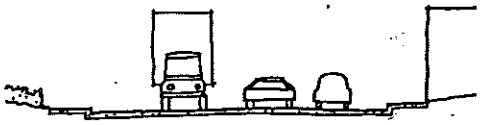




THIS...

CIRCULATION CHARACTER, IMAGE, AND SCALE CAN BE GREATLY ENHANCED BY LANDSCAPING AND DEFINITION OF PATHWAYS.

NOT THIS...



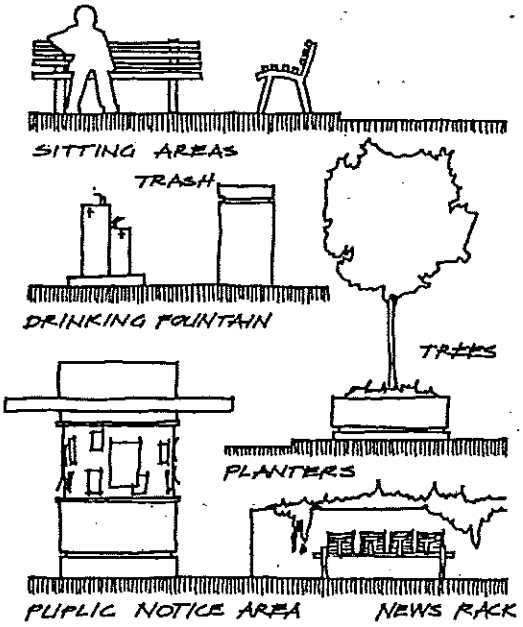
4. **Street Trees**

The provision of street trees and live vegetation within the right-of-way is significant in strengthening a corridor's image. The City encourages the use of street trees and planting in the space between the street and sidewalk (park strip) rather than replacement with paving materials. Preservation of all existing mature trees within the street right-of-way and on private property where visible from the street is encouraged.

5. **Intersection Definition**

By providing definition between vehicular and pedestrian circulation at intersections, greater clarification and safety can be achieved. The use of integrated street signage and lighting standards and textured and colored paving materials for walks can provide a unified design theme for the entire City while meeting City standards.

STREET FURNITURE



6. **Street Furniture**

The location of street furniture along corridors and adjacent to major intersections is very desirable and should be included in new projects which encompass this need. By including amenities, such as trash receptacles, benches, public mailboxes, telephone booths, and street trees or landscaping can greatly enhance the pedestrian environment and give greater function and amenity to these areas.

7. **Pedestrian Crossings**

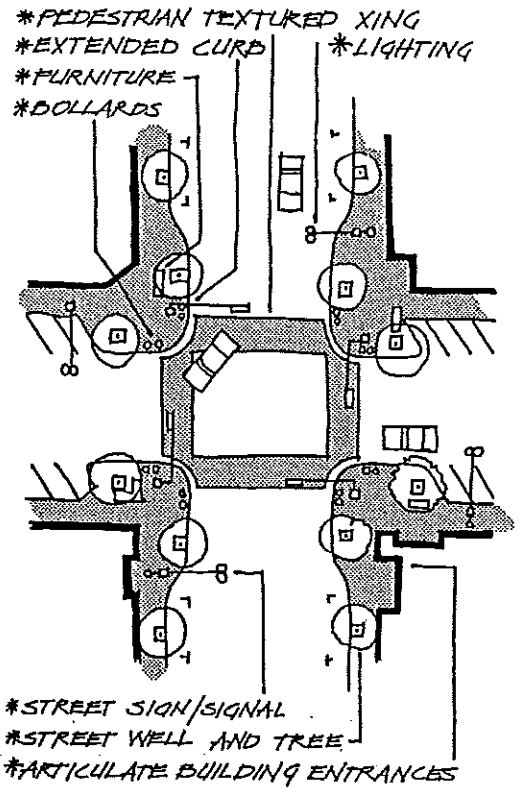
Large boulevards should provide pedestrian crossings at reasonable intervals. These should be well-lighted and visible both at night and during the day. The use of various paving materials and landscape elements for providing definition is encouraged.

8. **Utility Lines**

Overhead utility lines should be replaced with underground lines when opportunities arise through development or extensive maintenance and replacement, and the work can be economically justified.

9. **Intersection Design**

The major intersections of the City and especially the downtown area can be greatly improved for pedestrians and motorists. The major intersections should be treated in a way which will provide more protection for the pedestrian, both physically and psychologically, as a buffer from traffic. Greater definition for an intersection will increase safety and result in more pleasant and secure area of interaction between the pedestrian and vehicular elements.



10. **Intersection Pedestrian Accessibility**

The major intersections in the City should be designed for greater pedestrian accessibility. This can be done by shortening and defining the pedestrian access ways. Widening of the sidewalk areas by deleting a parking space and including, where appropriate, pedestrian islands (between through and right turn lanes) can greatly enhance pedestrian safety and access.

11. **Freeways**

The Interstates 8, 125 and 94 are integral elements in defining the form of La Mesa and providing visual impressions for motorists passing along them through the City. The freeways themselves and the private and public properties adjacent to them are recognized as sensitive areas by the Board and are integral in forming the City's image. Projects being developed adjacent to or that are visually prominent from the freeways should use care in achieving a visually pleasing and high quality design. Attention to the site planning concept, structure design, and landscaping will be required for new development.

12. **Development Adjacent to Freeways**

The site planning of projects should recognize that freeway frontages are areas of high community visibility and should reflect appropriate design, location, and orientation of the major building(s), parking areas, loading facilities, utility services, landscaping and topography, and signs. A project should not *turn its back* to the freeway and provide an ugly, dull, or monotonous appearance. Buildings that are visible from the freeway (including on-and off-ramps) should provide treatment to the facade which is commensurate with that applied to the facade of the major entrance.

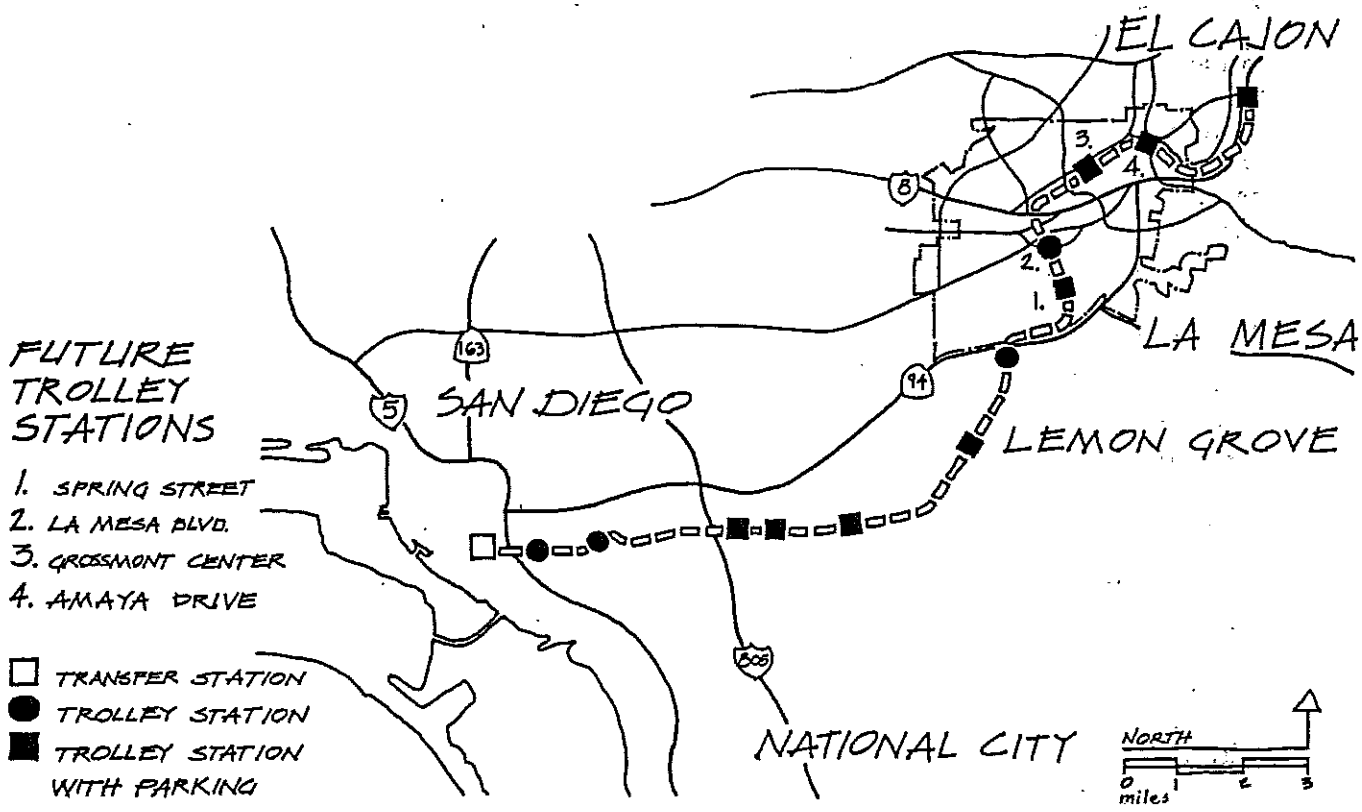
Building forms should be varied and have variety. Open storage areas, parking lots, refuse containers, above ground utility connections and other conditions that are unsightly should be screened from view of the freeway with landscaping and/or decorative walls.

13. Landscaping Adjacent to Freeways

Because CalTrans does not provide adequate vegetation along all freeway areas, the City and property owners must also assist in creating and maintaining landscape areas in these corridors. Landscaping adjacent to the freeway right-of-way should be similar in nature to the existing and adjacent landscaping of the freeway and should provide trees and ground cover wherever visible. Care in the integration of the project and freeway topography should be provided.

14. San Diego Trolley

Development adjacent to the M.T.D.B.'s designated trolley route should respond sensitively to rear exposure of property to this mass transit system. Landscaping and screening should be considered by projects abutting or within the public R.O.W. Amenities and facilities provided at trolley stops or nodes of activity along the route should portray a unified design character appropriate to the neighborhood, district, or community.



C. Special Design Districts

The Urban Design Overlay Zone is intended to provide the extra level of design review identified as an important goal in a variety of special planning areas within the City. These focused areas are generally identified by existing boundaries formally established through a previous detailed planning project, wherein design review is identified as an important element of plan implementation. From time to time, it is anticipated that other areas resulting from specific planning projects may be added to this category and the Urban Design Overlay zone. At present the Overlay zone includes the following special design districts where Design Review will be required for new development or is defined more specifically for each special design district:

- *Downtown Area*
- *Fletcher Parkway Redevelopment Project Area*
- *Alvarado Creek Redevelopment Project Area*
- *Grossmont Specific Plan Area*

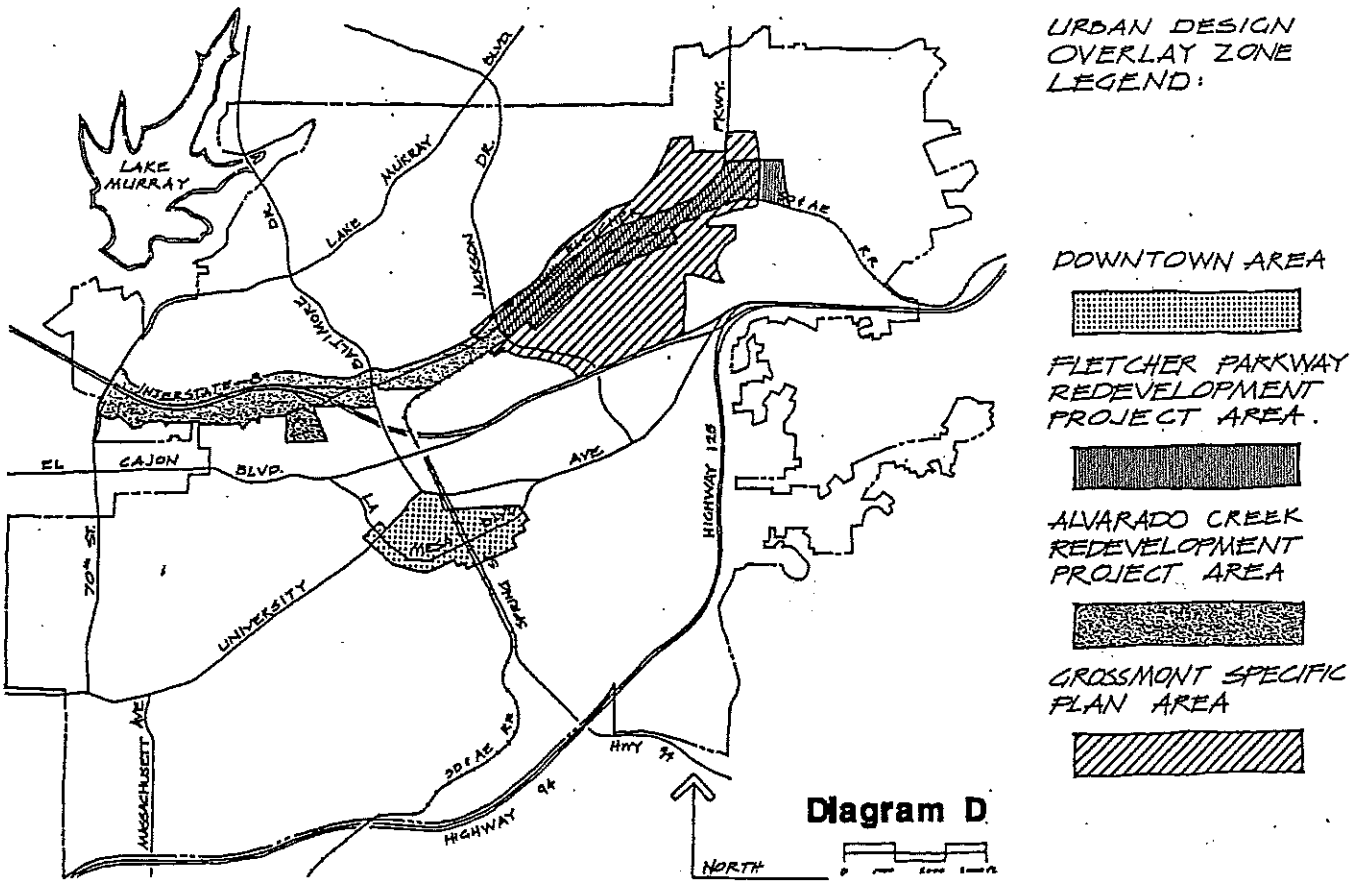
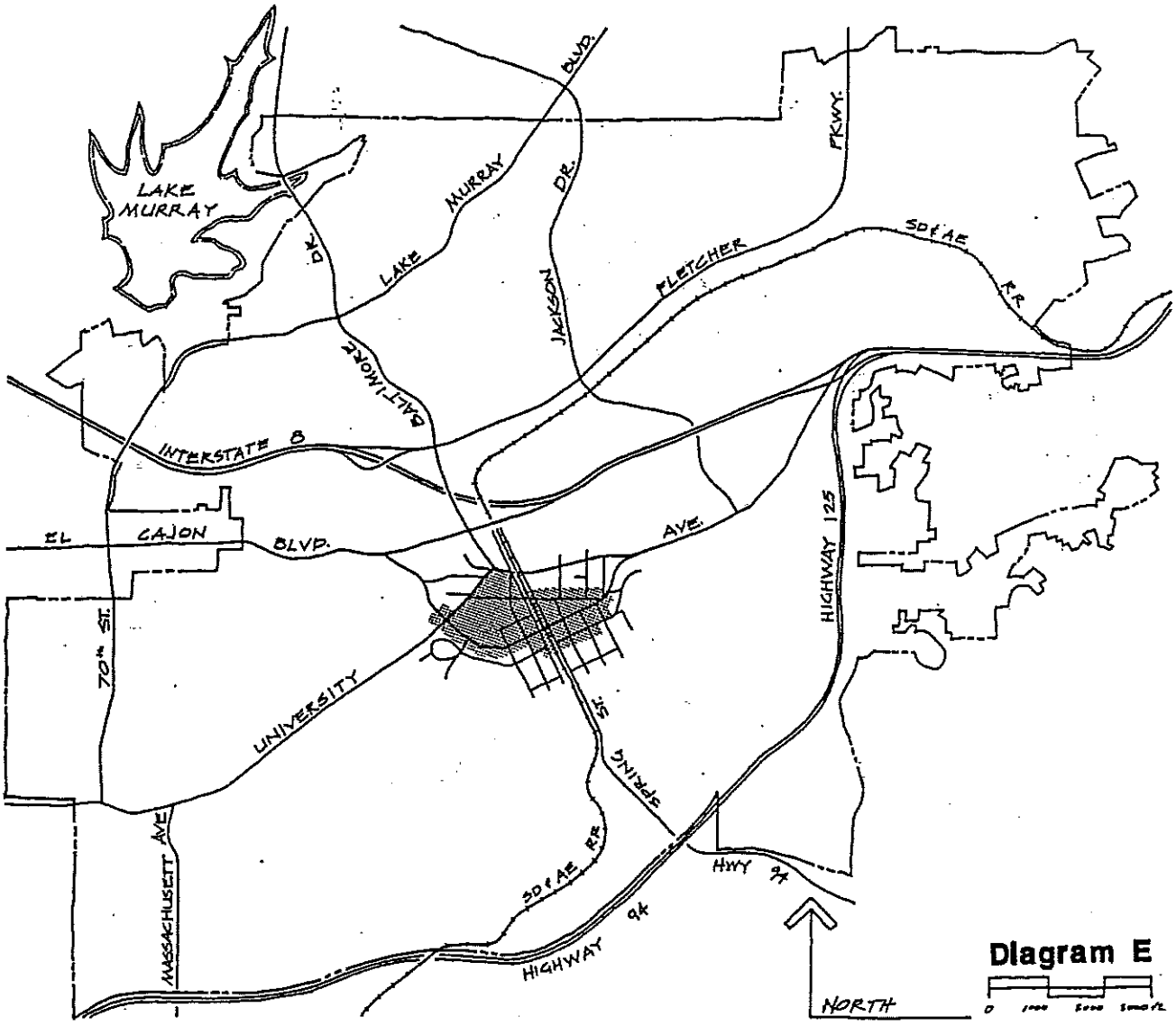


Diagram D

DOWNTOWN DISTRICT

The revitalization and development of the downtown is of utmost concern to the City. The visual enhancement is an essential element in bringing about and maintaining this revitalization. Attention must be paid to all elements of the downtown environment - not just buildings and storefronts but also public improvements, rear entries, landscaping, window displays and graphic materials. The downtown area, as generally shown in the diagram below, has been identified as a sensitive area and requires specific guidelines to address its unique character. In addition, the guidelines establishes for this special design district and the more general Development Guidelines are used by Staff and the Design Review Board to evaluate projects within the Downtown Area.

Development within the Downtown Area is subject to the specific guidelines established for the Downtown Specific Plan. Projects adjacent to this area which visually relate to the downtown, but do not necessarily require design review, may also be reviewed with the same critical concern.



1. **Rooftop Treatment**

Exposed rooftops should be treated and detailed as building elevations. Rooftop mechanical equipment design or screening shall be incorporated into the building design.

2. **Front Facades**

All facades of buildings fronting on two parallel streets or on corners shall be considered front elevations. Secondary entrances should not appear as rear entrances, but should enhance the respective streetscape.

3. **Refuse and Storage**

Refuse and storage shall be concealed from view. Buildings without sufficient exterior space for concealed refuse storage shall store refuse on the interior.

4. **Pedestrian Elements**

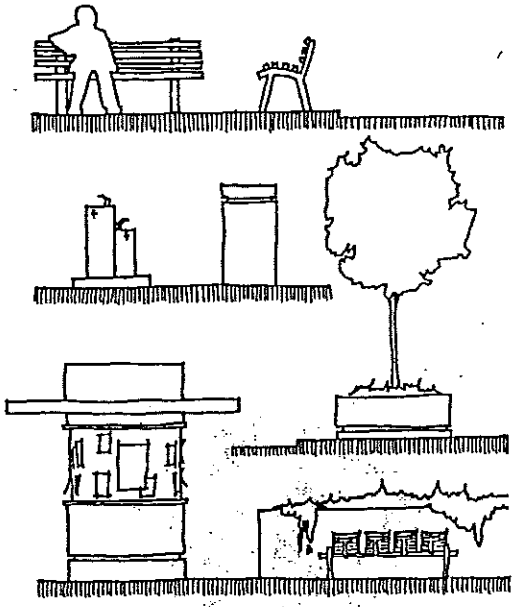
Ground floor level(s) of buildings where pedestrian activity is high should include elements of pedestrian interest. Retail shops, display windows, and courtyard entrances are encouraged. Uses which visually disrupt the continuity of pedestrian movement and stimuli should be avoided. These disruptive stimuli include open parking lots, parking structures, rear or delivery portions of buildings, and front facades which are devoid of pedestrian elements and interest.

5. **Exterior Appurtenances**

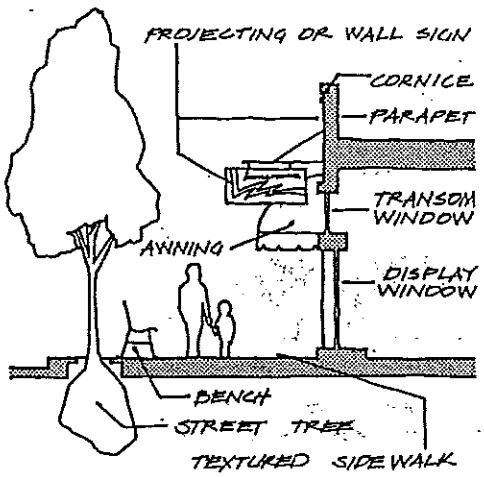
Building exterior appurtenances or appendages shall be designed as integral parts of the building facade, and should not appear as unrelated design features. This is especially important on remodeled buildings. These items may include architectural elements, fire escape stairs, air conditioning units, telephone and electrical supply housings.

6. **Design Elements**

Integration of downtown area design elements into the building and site design of new projects where appropriate is encouraged. These elements include planter boxes (within recessed storefronts and second floor windows), tile surface in open pedestrian areas, customer entrances off of alleys, pedestrian scale lighting, and sitting areas.

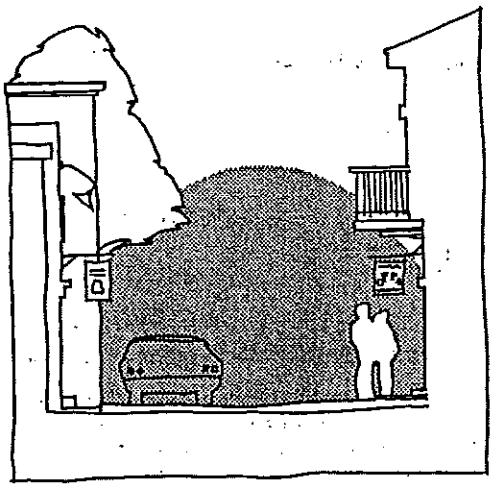


STREET FURNITURE (SHOWN ABOVE) AND STREET HARDWARE ARE EXAMPLES OF PEDESTRIAN ELEMENTS THAT ARE APPROPRIATE FOR THE DOWNTOWN.



7. **Alleys**

The small narrow alleys of the downtown area provide a delightful visual contrast to the major streets. The alleys are concrete and tile roadways and corridors, serving as a connective link and visual element through the districts' blocks, linking businesses and parking areas. The back alleys provide a unique pedestrian experience: the rough brick and block exterior of the shops extends a warm, textured, and inviting atmosphere removed from the traffic and noise of the main streets. The low-scale, *backdoor* brick facades could provide the setting for colorful retail and restaurant businesses. The City encourages the adaptive reuse of this unique downtown element.



ALLEYS CAN BECOME INTERESTING SPACES THAT CAN ATTRACT SHOPPERS TO BACK ENTRANCES OF STORES.

8. **Adaptive Reuse of Alleys**

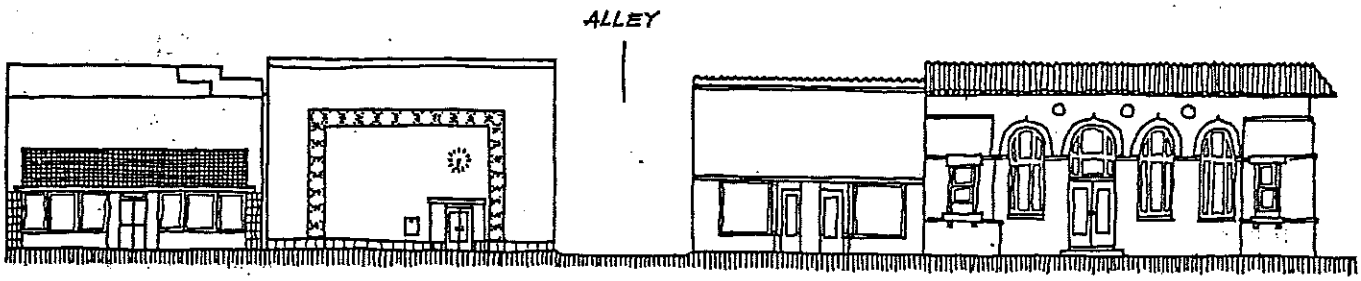
Existing alleyway facades can be turned into attractive secondary storefront areas by opening up public access to stores through new or existing rear doors, and by turning some of the window openings into display windows which can be brightly lit at night.

9. **Preservation of Alleys**

Elements of the existing alleyway facades should be retained in order to preserve the nature of the environment that is now there. Existing old signs and architectural details should be retained and highlighted: these are among the important elements that contribute to the special quality of the alleyways.

10. **Display Lighting**

Display lighting should be focused within the display window. Use incandescent fixtures in displays to achieve a soft spot or wash effect.



LA MESA'S DOWNTOWN IS REPRESENTATIVE OF A VARIETY OF DISTINGUISHABLE ARCHITECTURAL STYLES

DEVELOPMENT GUIDELINES

DEVELOPMENT GUIDELINES

Both broad and specific criteria guide the Design Review Board and the Planning Department staff when evaluating development plans. On the following pages you'll find, first,

A. **Site Plan Guidelines**
B. **Architectural Guidelines**
C. **Public Area Improvements**
D. **Maintenance Guidelines**

The Urban Design Program provides a list of items an applicant should address in his plans and which he should be ready to discuss with the Design Review Board. By the nature of the subject, the guidelines cannot spell out every detail. It is the community's hope that the developer will take the initiative and use both sensitivity and common sense to devise a functional and attractive project.

We realize that is very difficult for a building to be perfect in every respect. Usually *trade-offs* have to be made between different ideals. Sometimes, for instance, the *best* solution to a problem may be too expensive. The Board will weigh all considerations and will want to know why the developer and designer make the choices that they do.

It would be helpful for an applicant to keep one thing in mind. The City takes a broad view of architecture and site design. There is more to it than good looks and function. As the guidelines should make clear, such things as the suitability of a building for its purposes, its relationship to its surroundings, and the appropriate use of materials and treatment throughout the site are as important as architectural and circulation design.

The guidelines are used as an instrument to give direction and support to the board and the applicant in their design decisions. They also assure a minimum level of design quality. The applicant should also be aware that the Board and the planning staff do not provide design proposals or solutions. And remember, the guidelines operate within the framework of other procedures. The Design Review Board assumes a project will meet other City requirements.

A. Site Plan Guidelines

The Site Plan Guidelines are a broad range of elements that should be used to shape the project at its conceptual stage and then on through the site development stages. The Board encourages early familiarity with these guidelines as they can be a determining factor in the direction of the initial design concept. The site plan guidelines have been broken down into the following areas for which an individual set of guidelines are provided in this section:

- **Site Design**
- **Landscape Design**
- **Off-Street Parking Design**
- **Lighting Design**
- **Energy Conservation**
- **Safety Design**

SITE DESIGN

1. Design Teams

The City encourages the use of design teams that include architects, landscape architects, and engineers, especially on large and complex projects and on sensitive sites. When specialists contribute key expertise at the beginning of the planning process, many potential problems can be eliminated.

2. Design Principles

The architecture and design of the project should use appropriate design principles. Traditional design principles, such as harmony, diversity, unity, variety, rhythm, and scale, should be used along with other elements of *good design*: fit, vitality, function, spacial form and quality, access, sense of place, structural orientation, congruence, safety, stability, adaptability, and efficiency.

3. Functional Relationships

Buildings should be designed and sited so as to provide a strong functional relationship to the site. Required side and rear yards should be utilized and should be integrated into the overall site spatial arrangement. A site's various activities and elements should be logically located, so the project operates efficiently.

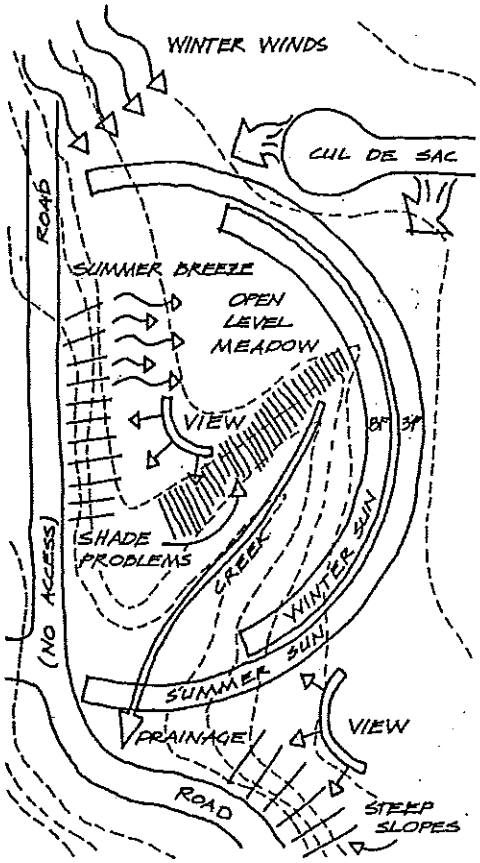
4. Natural Amenities

Natural site amenities should be recognized and be considered as strong site design determinants. Canyons, rock outcroppings, views, trees, and similar features unique to the site should be preserved and incorporated into development proposals.

5. Site Suitability

Generally, a designer should plan a project to fit a site's natural conditions rather than alter a site to accommodate a stock building plan. Existing topography should be preserved to make the project more attractive or functional. The City may permit significant

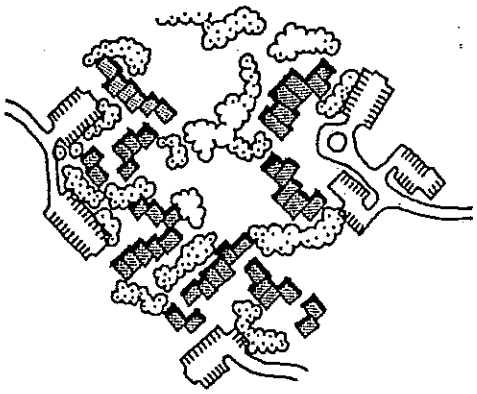
SITE ORIENTATION DETERMINANTS



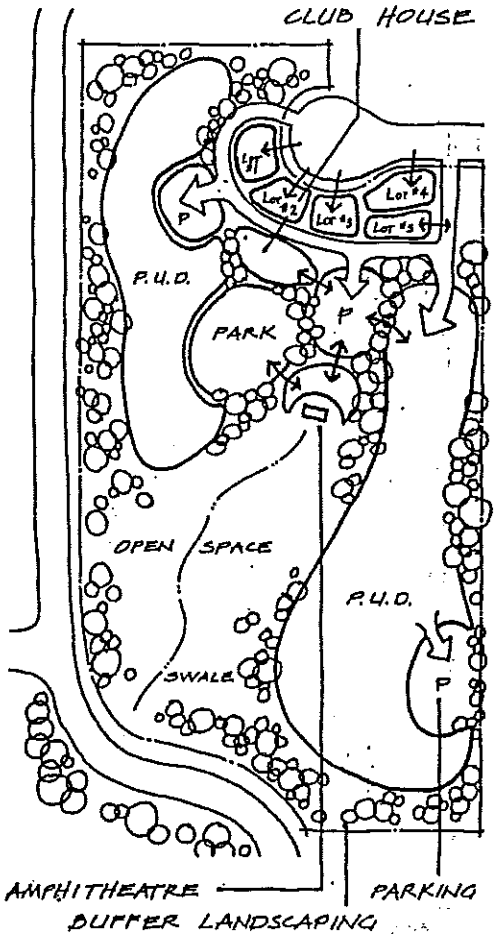
SITE PLANNING FACTORS:

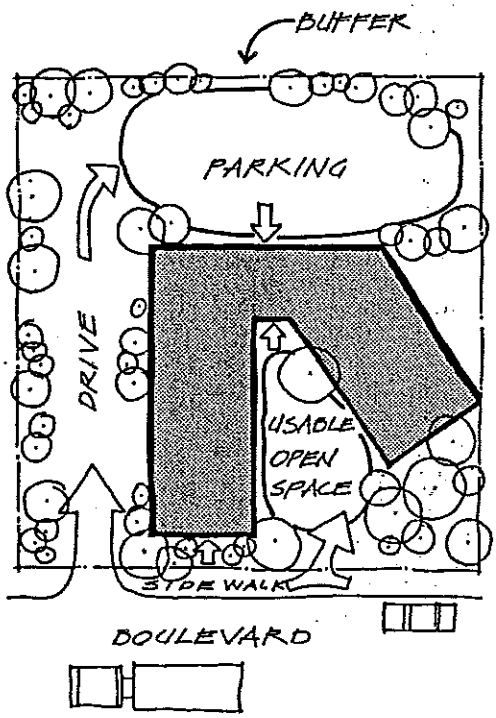
- CLIMATE
- CIRCULATION
- SUNLIGHT
- GRADING
- OPENSPACE
- VIEWS
- DRAINAGE
- VEGETATION
- NOISE
- AIR QUALITY

CLUSTERING OF RESIDENTIAL UNITS ALLOWS FOR CREATIVE SITE PLANNING USING OPEN SPACE, ARCHITECTURAL FORMS, AND VEGETATION TO CREATE A SENSE OF COMMUNITY.



SITE DESIGN DETERMINANTS





SITE DESIGN SHOULD PROVIDE FOR MINIMIZATION OF CONFLICT BETWEEN PEDESTRIAN AND VEHICULAR CIRCULATION.

modification topography where it contributes to good appearance, but natural grade and significant vegetation should be retained whenever possible. Excessive cuts, fills, and retaining walls should be avoided and must comply with other City ordinances.

6. **Site Compatibility**

Site plans should show compatibility with the surrounding environment. Site designs should be compatible with the immediate environment of the site including the streetscape.

7. **Concern for Pedestrian**

Site design, as well as buildings, should be sensitive to the pedestrian. Site design, for example, might include planters along sidewalks, fountains and seating in special outdoor spaces, and pedestrian oriented signs. Site access and circulation should address pedestrian requirements and needs. Handicapped ramps, paths, and walks should enable the pedestrian to gain access through different elements of the site design (i.e., from the street to the building entrance). The scale of site elements and amenities should conform and relate to the pedestrian traffic volume and movements.

8. **Circulation Definition**

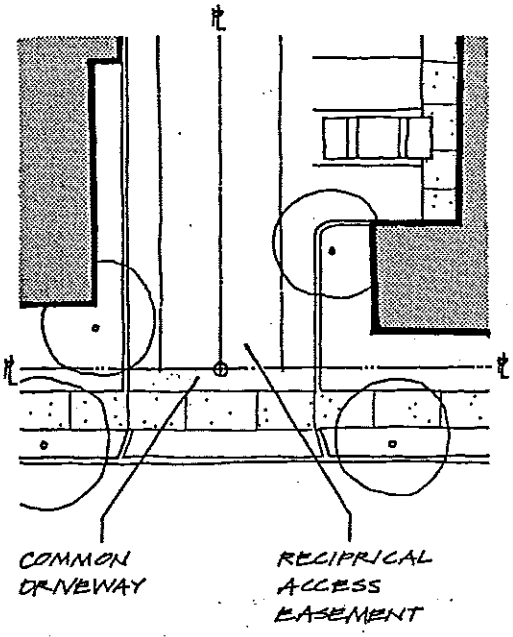
The circulation patterns of a project should provide clear definition of access, vehicle movements, directions to uses, relationship of parking distribution and use (e.g., employee, handicapped, etc.) with the consistent use of paving materials, lighting, signs, and other site elements.

9. **Separation of Circulation**

Separate vehicular and pedestrian circulation systems should be provided. Pedestrian access to residential developments generally should not utilize driveways. Pedestrian linkages between uses in commercial developments should be emphasized, including distinct pedestrian access from parking areas in large commercial developments, such as shopping centers.

10. **Driveways**

Common driveways and reciprocal access easements which provide vehicular access to more than one site and reduce the number of driveways along a street and share internal circulation systems are encouraged.



11. **Provision for Bicycles**

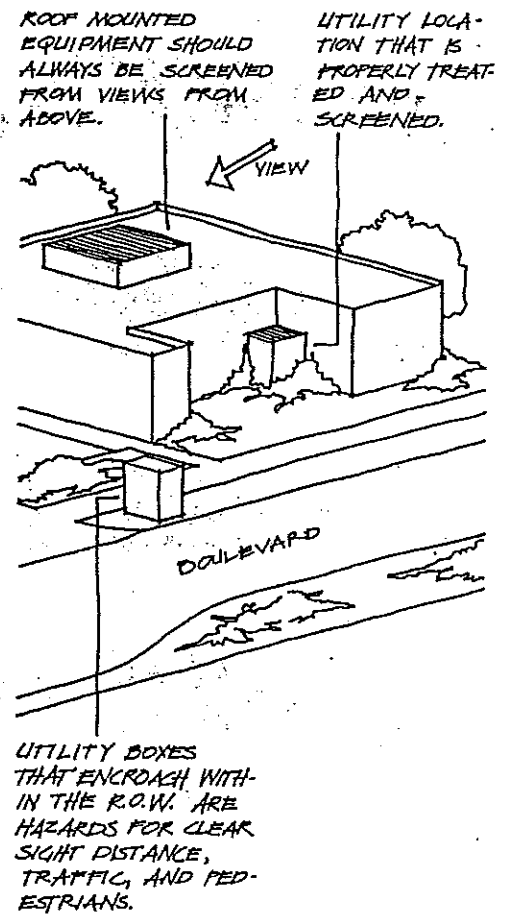
Provision should be made for bicycles. Bicycle parking in residential developments should be on an all-weather surface and be located close to dwelling unit or residential development entrances. Bicycle parking in commercial and employment areas should be in highly visible locations, durable and secure. For large developments on sites located along a City bikeway, an internal bicycle circulation system is encouraged.

12. **Open Space**

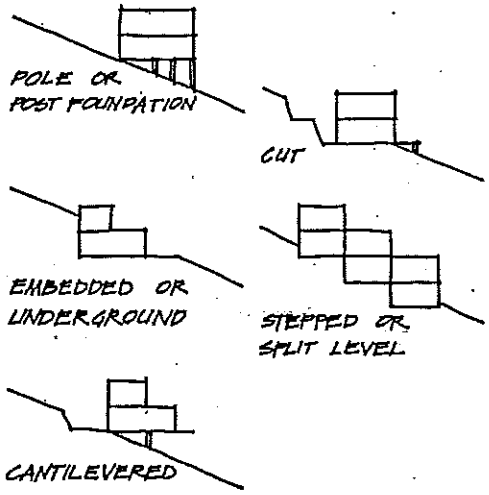
Common areas should be readily accessible from all buildings, and should be integral to the on-site pedestrian system. Office buildings should provide appropriate outdoor sitting, resting and eating areas. Private and common usable open space should be provided in multiple-family residential developments. Private usable open space for each dwelling unit should be directly accessible from the unit, and should be large enough to permit outdoor living opportunities. The location of common open space areas should be readily accessible from all buildings, and should be properly oriented to take advantage of sun and shade as appropriate to the use.

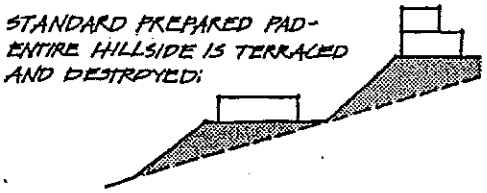
13. **Site Utilities**

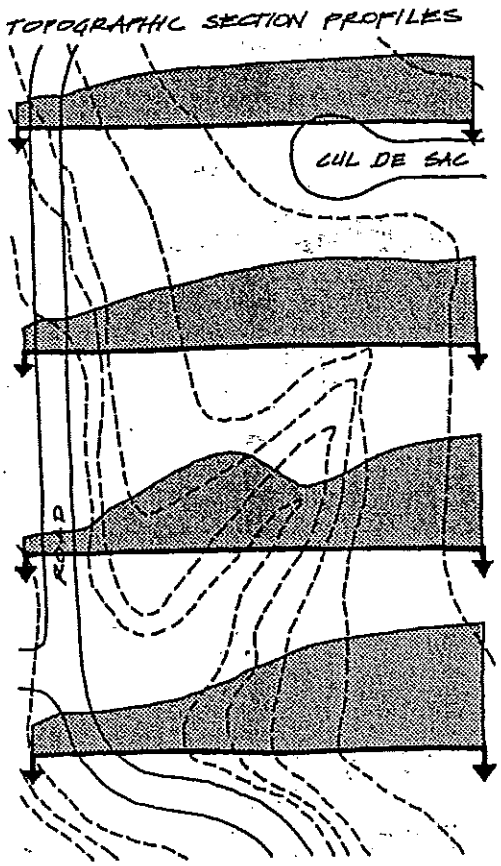
Locations of meters and electrical transformers, telephone junction boxes, utility poles, light standards, and other above ground utility equipment (to include new traffic control boxes, utility poles and lines) should be screened and located to reduce their visual impact. Newly installed utility services, and service revisions necessitated by exterior alterations, may be required to be placed underground.



GRADING SHOULD PRESERVE THE NATURAL TERRAIN AND SLOPES OF HILLSIDES.







GRADING ANALYSIS SHOWING EXISTING CONTOURS AND SECTIONS SHOWING THE SLOPE.

14. Building Location

On larger commercial sites and office buildings, a significant portion of the total building area should be located near the street rather than behind parking lots or at the rear of a property. Such siting, together with substantial landscape treatment reinforces and strengthens the streetscape. From street to project there should be a pleasing transition that provides for safe and attractive walkways, parking and planting.

15. Skyline

Views along hilltops should be preserved. The visual *skyline* of hills generally should not be broken by structures. The tops of structures in hillside developments generally should be below the perceived skyline.

16. Grading

Retention of the natural slopes and topography should be maximized. Massive grading to create flat geometric building *pads* should be avoided. *Recontouring* wherein slope or hillside character is retained, even though extensive grading is involved, may be considered on a case-by-case basis where reasonable modification to topography contributes to good appearance.

17. Phased Development

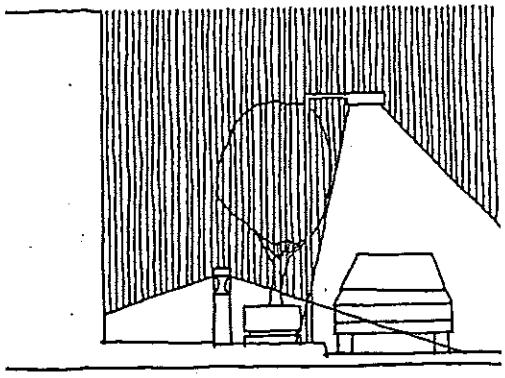
Each phase of a phased development should attain a visual completeness. Temporary barriers, walls, or edges should be finished and completed to complement the permanent construction.

18. User Orientation

Site amenities for project users or residents should be provided where feasible and appropriate. These may include rain shelters, street furniture, noise screening, or pick-up and loading areas. These features should be well integrated into a site plan as primary features and not afterthoughts tacked on to artificially dress up a proposal.

19. Lighting Design

Exterior lighting, if any, should be designed as part of the architectural and landscape concept of the project. Appropriate hierarchy of lighting structures and intensity should be considered when designing the lighting for the various elements of a project, such as building and sight entrances, walks, parking areas, or other areas of the site. It should enhance building design and landscaping, as well as provide for safety and security.[1] Lighting fixtures should be durable and compatible with building design and landscaping.



20. Lighting Location

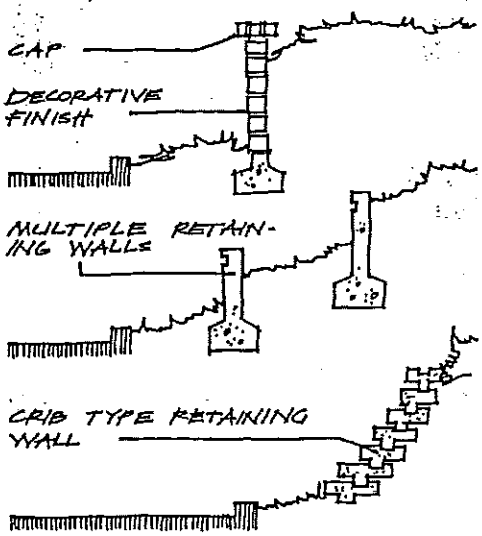
Area lighting should be predominantly down-directed, and should be designed so that there is no glare or adverse spill-over of light off the site. In projects that abut residential neighborhoods or multifamily developments, all lighting shall be shielded to reduce the ambient light level to acceptable levels.

21. Lighting Level

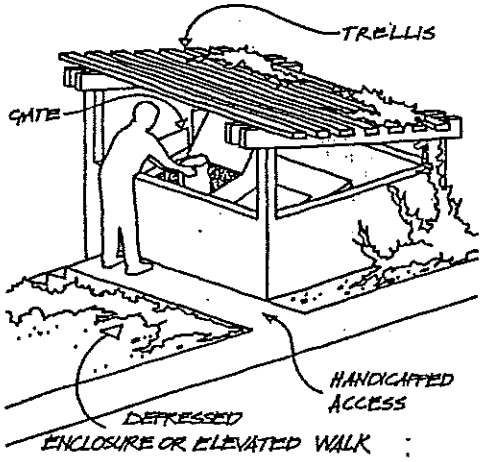
Fixture mounting height and intensity level should be appropriate to the project and the environment. The exterior lighting, when used, should be subdued. It should not create glare for occupants or neighborhoods. To achieve the desired lighting level for most projects, use of many short low intensity fixtures is encouraged instead of a few tall fixtures that illuminate large areas.

22. Buffering and Screening

Buffering and screening are physical techniques, through site arrangement or structural and landscaping features, to protect and separate uses and site functions from one another (e.g., traffic, noise from dwelling units, trash collection from outdoor eating areas). Buffer zones should be considered engineering techniques, not just decorative, to attenuate conflicting features or environmental characteristics of a site. Buffering can be accomplished through proper site orientation and structural design of buildings, or through the addition of physical screening elements such as: walls, fences, earthen berms, spatial or elevation separations, or as preferred in many cases a combination of these techniques.



THOUGH A SMALL CONSIDERATION, GARBAGE AND TRASH STORAGE SHOULD BE PLANNED IN ADVANCE.



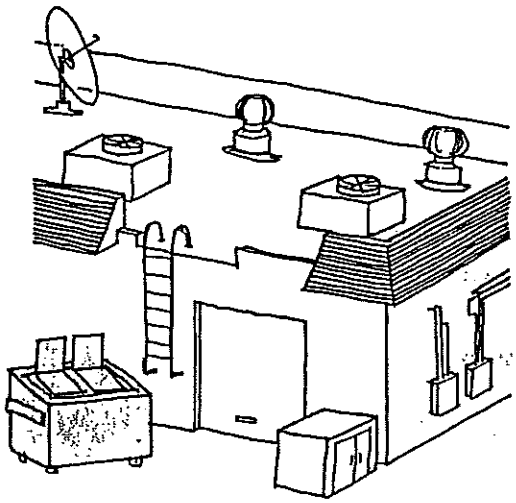
THE EXAMPLE ABOVE IS AN APPROPRIATE REFUSE DESIGN FOR MULTI-FAMILY AND OFFICE PROJECTS. COMMERCIAL AND INDUSTRIAL DEVELOPMENT SHOULD FOLLOW A SIMILAR EXAMPLE AVAILABLE FROM THE PLANNING DEPARTMENT. THE IMPORTANT ELEMENTS TO BE CONSIDERED IN REFUSE ENCLOSURE DESIGN ARE LOCATION, ACCESS, SCREENING, AND FINISH TYPE.

When selecting a buffering or screening technique, a project designer should consider:

- What needs to be screened?
- From what direction is it needed?
- How high and how dense should the screen be?
- Is the viewer stationary, mobile, distant?
- Are seasonal changes a significant factor?
- Will the screening create an area vulnerable to crime?
- Are the building and plant materials consistent with the other elements of the architecture and site plan?

23. Refuse Considerations

Refuse containers, service areas and loading docks should be conveniently located and big enough, but must not interfere with other circulation or parking on the site. Trash containers should be located away from public streets and building entrances and should be completely screened with materials that are compatible with building exteriors. Enclosures should be designed for long-term use, and be strong enough to withstand a bump from a garbage truck.



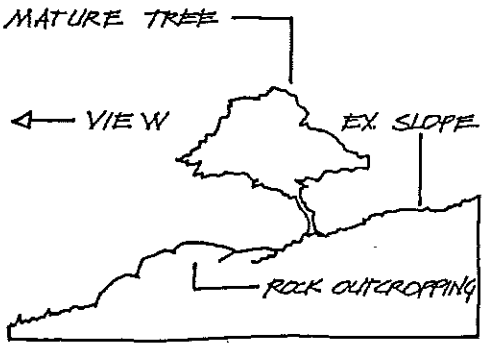
REFUSE CONTAINER ENCLOSURE AND LOCATION SHOULD BE AN INTEGRAL ELEMENT OF THE SITE AND ARCHITECTURAL DESIGN.

Their placement should relate to building architecture, site topography, landscaping and purpose. Screening facilities should be of adequate size and quantity to provide screening without dominating a site or adjacent properties, blocking site distances, or creating unnecessary site barriers. Location should allow for easy access from residential units and an adequate quantity provided to serve the residents' needs. Enclosures should be designed to complement the architectural style of the building(s) by using similar colors, materials, and finishes. Refuse containers that are visible from above shall have an opaque or semi-opaque horizontal screening (such as a trellis) to mitigate unsightly view. The covering structure shall be designed for compatibility with the architecture and built solidly for longevity.

LANDSCAPE DESIGN

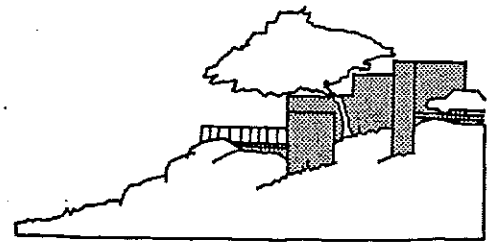
1. Landscape Heritage

La Mesa has been nationally recognized as a *Tree City* for its concern and dedication to the maintenance and preservation of our urban landscape. All site development should include a well thought out and executed landscape plan. The Design Review Board encourages innovation in planting design and choice of landscape materials.



2. Existing Vegetation

Healthy existing vegetation and natural rock formations should be kept and incorporated into site and landscaping plans if they improve the site's appearance or enhance its proposed use and function.



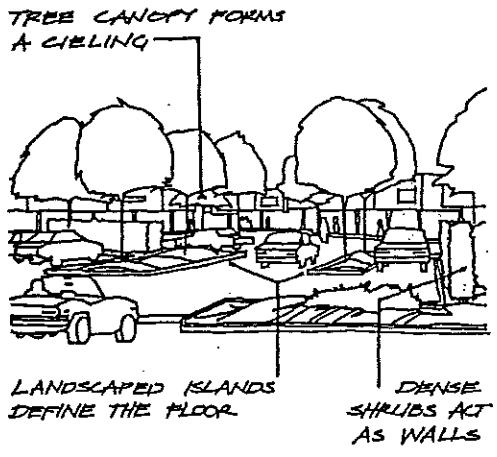
WHERE PROMINANT EXISTING NATURAL FEATURES EXIST ON A SITE, THEY SHOULD BE RETAINED AND INCORPORATED INTO THE SITE DESIGN.

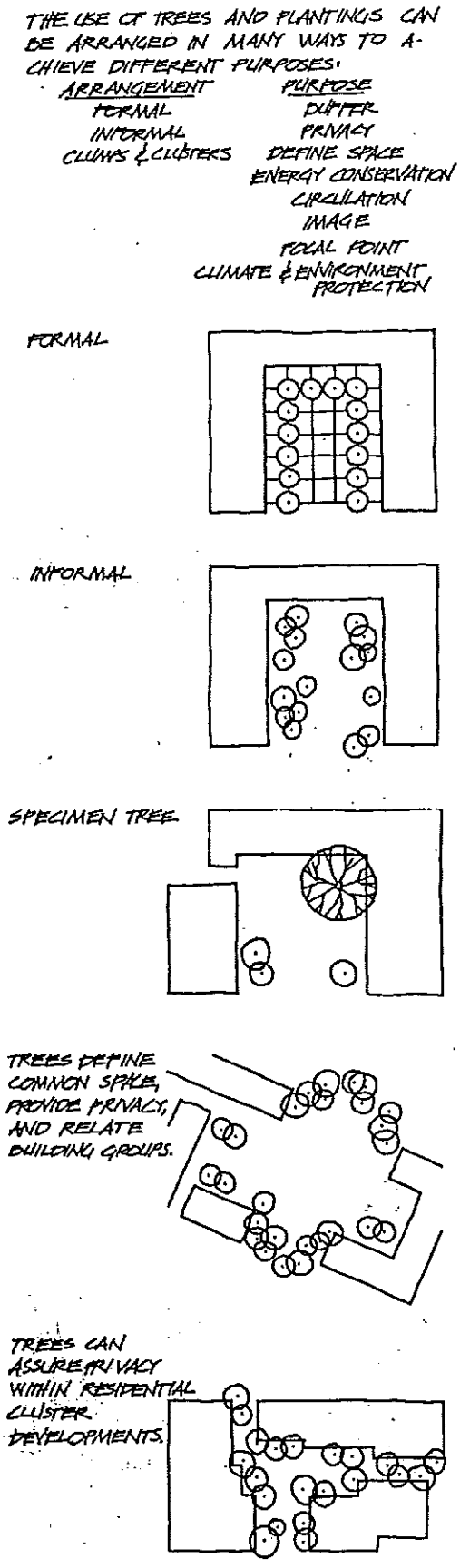
3. Landscape Design

There should be a consistent landscape design throughout a development. Unrelated choice or placement of plant materials should be avoided. All areas within a development need not be identical. Different landscape themes may be utilized in larger developments, where it may help to heighten the distinction between spaces and to strengthen a sense of movement or place, as long as such themes are internally consistent. Landscape elements should exhibit and have the basic design principles that are used in building design: harmony, balance, rhythm, contrast, etc. Landscaping should use a combination of trees, shrubs, and ground cover: ground cover alone usually won't be enough. A project's planting should blend with vegetation on nearby property if the neighboring greenery is healthy and appropriate.

4. Plant Purposes

Floors: Ground cover and low shrubs should be used to define space and function. When properly used groundcover should also serve to control erosion, direct surface drainage and lessen excessive noise, glare and reflection. Where active use of a landscape area is to be encouraged, lawns can be used as a ground cover as well when maintenance can be assured.





Walls: Shrubs and scrubby trees can be grouped densely together to form substantial hedges and walls. Such screening can serve to provide privacy, attenuate noise and dust, articulate space or frame a view. Such use of shrubs can range from 4 to 8 feet in height and be maintained in very formal or natural forms depending on the appropriateness of the plant materials. Tall shrubs and small trees can also extend this landscape for up to heights of 8-20 feet where appropriate.

Ceilings: Moderate to very full trees can be used singly or in groups as an umbrella or canopy to form landscape ceilings. These can serve to provide privacy, climate control, control erosion, and define a hierarchy of spatial organization, structure, or function.

5. Plant Selection

Healthy and well-maintained plant materials should be used in all landscaped areas. The purpose of planting (e.g., shade, screening, erosion control or appearance) should determine what types of plants are selected. Thickness, height, color, seasonal characteristics and ultimate growth should always be considered.

Where planting is intended to perform a function such as screening or shading, its initial size and spacing must be selected to achieve its purpose within two years, or else it should be supplemented by temporary architectural features such as screen fencing or an arbor. Landscape materials and arrangements should be chosen to minimize maintenance. Generally, a limited palette of landscape materials is suggested. The use of indigenous or native-type plant materials is encouraged. Exotic or *foreign* materials which may be difficult to maintain or thrive are generally discouraged.

6. **Landscaping Scale and Nature**

The scale and nature of landscape materials should be appropriate to the site and/or structure. Large-scale buildings generally should be complemented landscaping with similar scale and proportions. Where a site, structural or circulation hierarchy exists, the landscape plan should enhance the definition of use and function. For example, where shade is desired, broad-spreading canopy-type trees are appropriate, or landscaping of sites on major streets should include large-scale trees.

7. **Building Screening**

Landscaping should not be utilized to screen or hide an otherwise unacceptable building or facade treatment. Building architecture should stand on its own, with landscape incorporated as an integral element of overall project design, not as a substitution for poor design.

8. **Existing Landscape Elements**

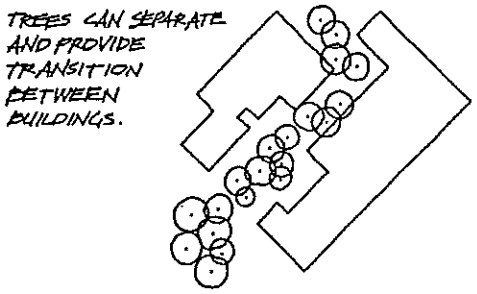
Existing landscape elements should be incorporated into landscape plans. Mature trees and tree groupings as well as rock outcroppings should be considered as design determinants and clearly shown on all plans submitted.

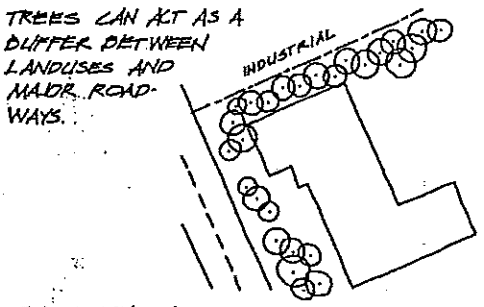
9. **Landscaping as a Part of Building Design**

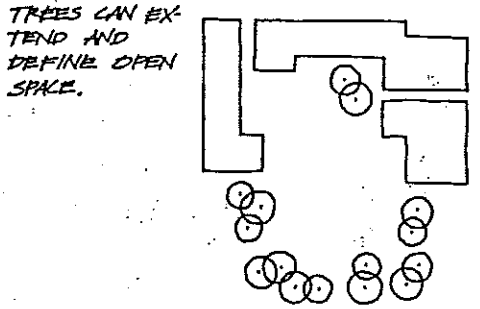
Landscaping incorporated into building design is encouraged. Trellises, arbors, and cascading types of landscaping should be considered. Also, the landscape plans should incorporate various site elements. Outdoor lighting, signs, fencing, walls, sitting and resting areas, and trash receptacles should be carefully considered as integral elements of the landscape, and shown on, all landscape plans.

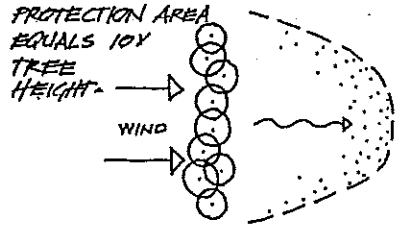
10. **Street Trees**

Street trees should be considered a required landscape element for all projects unless otherwise directed by the City. Street trees should be 15-gallon size or larger, and should complement the existing street trees or the City's street tree plan for the area. Use of ornamental type trees as street trees is discouraged unless deemed appropriate.

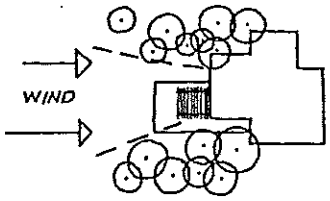


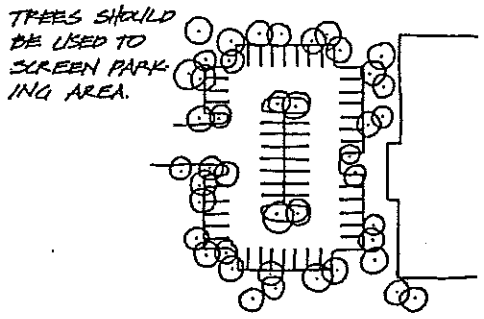






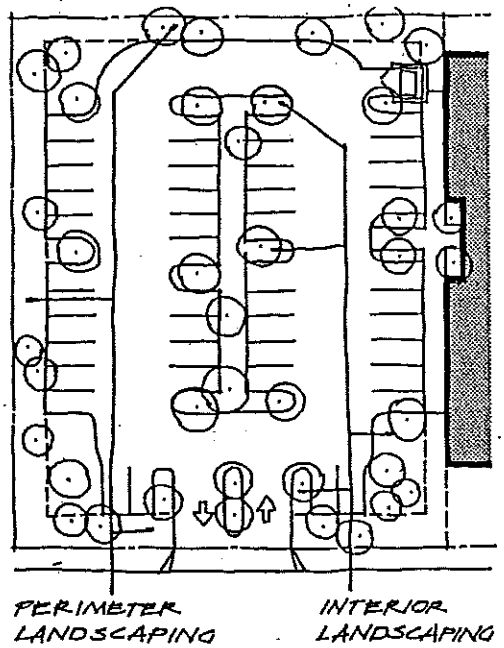
TREES CAN ACT AS A WIND SCREEN OR POSITIONED AND MASSED TO CHANNEL AIR CURRENT TO STRUCTURE FOR COOLING.





11. Ground Cover

Ground cover should be of live plant materials. Gravel, colored rock, bark, and similar materials are generally not acceptable alone as ground cover. In some cases, *hardscape* plans using materials such as brick or other decorative paving materials may be approved in lieu of plant materials.



12. Parking Areas

All parking areas should be landscaped: such landscaping should include perimeter screening and interior shading. Planting and landscaping should be provided at suitable intervals throughout the lot and at the ends of parking rows, and should screen parked cars from adjacent streets. It should include trees that will provide adequate visual interest and shading when they mature. The planting must not block a driver's view. Parking lot designs should include walkways and planting that help direct pedestrians comfortably and safely to their destinations. (See the subsection "Off-street Parking Design" also.)

13. Irrigation

Appropriate irrigation is required for all landscaped areas. Most plants need to be irrigated to look their best. The City encourages the use of drought-tolerant plants: however, even these need an appropriate irrigation system. The system must be designed for efficient, conservative use of water. The DRB encourages the use of automatic underground irrigation systems, set to water at the most efficient times of day. The irrigation system should be designed so as not to overspray walks, benches, buildings, fences, parking areas or streets.

14. Placement

Plants should be placed with respect to their life cycles - attention should be given to their ability to maintain and reproduce themselves, achieve their size at maturity and their expected life span. Placement also should respect the various environmental requirements of different plants including such factors as temperature, moisture, soil, sunlight, and wind.

15. **Energy Conservation**

Solar accessibility and utility should be a determinant of landscape design: dense, tall screen-type landscaping along northerly property lines should be avoided where solar access may be appropriate on adjoining properties. Deciduous trees on the southerly and westerly side(s) of buildings may help reduce overall energy consumption as well.

16. **Planting Sizes**

A variety of plant sizes are encouraged at the time of installation with the following minimum standards as general guidelines:

trees: 1-3/4 inch calliper, 6 foot height

shrubs: 18 inch height, 5 foot apart

groundcover: 4 inch pots, 1½ inches apart

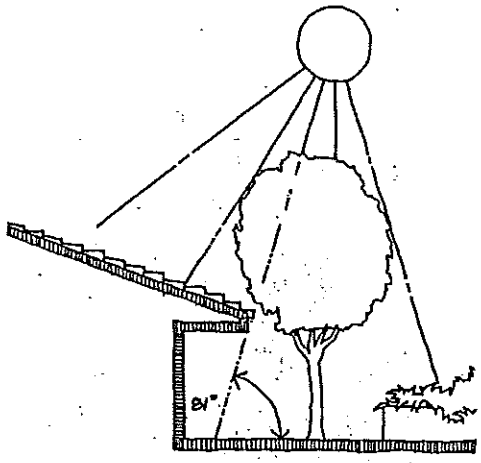
17. **Protection for Planters**

Planting areas adjacent to parking areas, drives, or walks must be protected by concrete curbing where necessary. Also root barriers

18. **Planting Types**

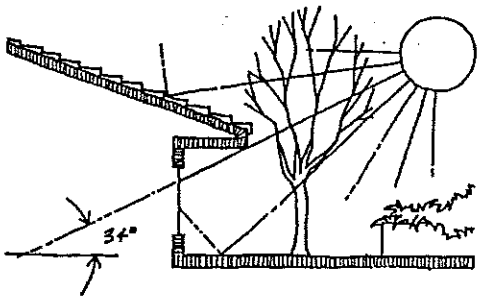
Where possible, landscaping and vegetation should be native and drought resistant or tolerant. Choice of fire retardant plants is also required in canyon areas.

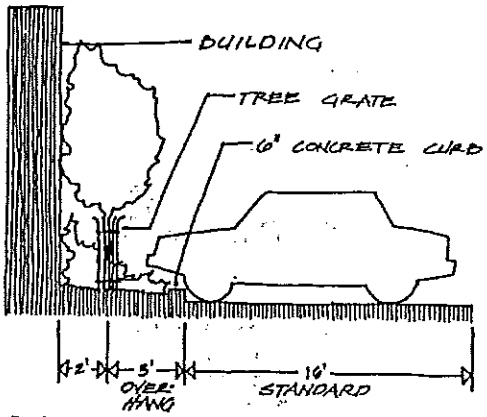
SOLAR ACCESS



SUMMER SOLAR ALTITUDE

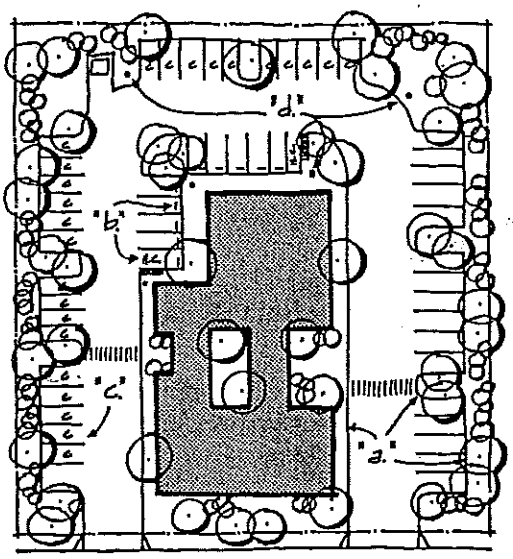
WINTER SOLAR ALTITUDE





PLANTING AREAS AND VEGETATION SHALL BE PROTECTED FROM PARKING AREAS.

OFF-STREET PARKING DESIGN



SEE NO 1, 'PARKING AREA DESIGN FOR LETTER DESIGNATIONS.

I. Parking Area Elements

Off-street parking areas should include the following elements:

a. Concrete curbing around all landscaped areas in order to contain landscape material and to protect landscaping from automobiles.

b. Striping and wheel stops where appropriate with all handicapped and compact clearly spaces identified.

c. Use of compact parking spaces.

d. Security lighting in developments where appropriate.

2. Parking Design

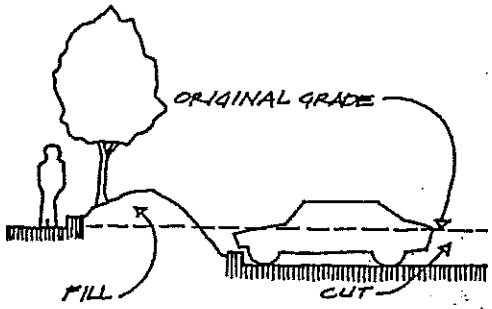
Off-street parking areas should be designed and landscaped so as to minimize the visual impact of large paved areas. Parking areas should include the following elements:

a. Landscaping *in* and *around* the paved area to meet the City's Parking and Landscape Standards. Generally, trees, shrubs, and ground cover should be incorporated in peripheral areas.

b. Dense landscaping used in conjunction with berming, walls and fences at the perimeter of the parking area to provide visual enclosure and screening.

c. In larger parking areas (2 or more maneuvering aisles), interior landscaping should be provided to screen and visually separate the parking areas into smaller increments.

d. Both perimeter and interior landscaping of canopy-type trees: the location and spacing of trees is dependent on type of tree used, but the overall effect should be of a relatively consistent tree cover which will shade the pavement and autos.



GOOD PARKING AREA DESIGN SHOULD USE ONE OR MORE EFFECTIVE TECHNIQUES FOR REDUCING THE VISUAL IMPACT OF AUTOMOBILES AND LARGE EXPANSES OF PAVING. SUCH TECHNIQUES INCLUDE DEPRESSING OR SPLIT-LEVELING THE PARKING AREA, LANDSCAPE SCREENING, BERMING AROUND THE PERIMETER, AND SIGNIFICANT PLANTINGS WITHIN THE PARKING AREA.

e. Landscaped separation of parking areas and buildings, to include a landscaped foreground for buildings.

3. **Site Paving**

Paving of the required areas of the site shall be to City standards. Where it is appropriate to the overall site design and environs, the Design Review Board encourages innovative approaches to site paving. Examples are stamped concrete, brick, grasscrete, pavers or cobble stone. Accent colors should be used within an overall color, material, and texture concept.

4. **Off-Street Parking Location**

Generally, off-street parking facilities should not always be located along the street frontage. Street frontages should be devoted to building architecture and landscaping. This policy may not apply to sites or special design corridors where specific development patterns exist and are intended to be continued.

5. **Emergency Access**

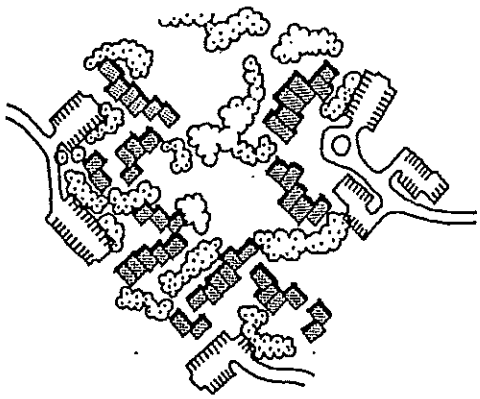
Adequate provisions shall be made for emergency vehicle access. Developers should consult with the appropriate agencies to incorporate such circulation elements into the site plan from the early stages of developing the site plan.

6. **Building Protection**

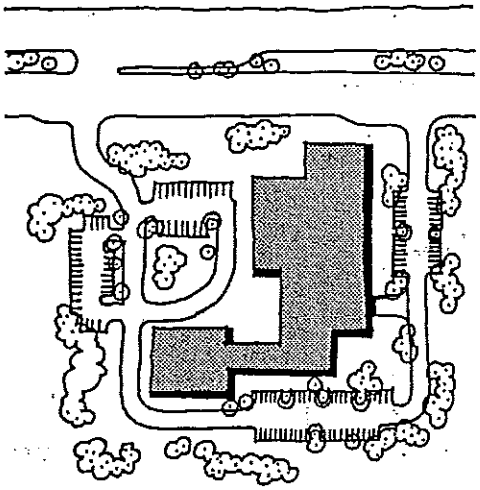
Landscaping and other site features should be placed and arranged to protect the building and other structures on the site from contact with moving vehicles including turning or backing movements for parking. Bollards, walkways or other features must be able to serve this function without looking damaged or worn with normal use.

7. **Existing City Standards**

Projects must also conform to the City of La Mesa's Landscaping and Parking Standards and should be consulted early in the project development process. Copies of these standards are available from the Planning Department.

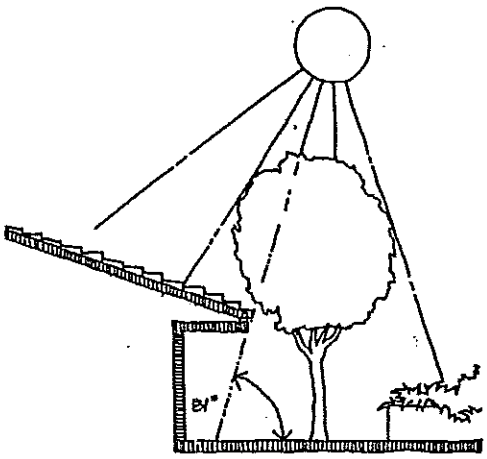


THE APPLICATION OF POCKET OR CLUSTER PARKING IS ENCOURAGED FOR MULTI-FAMILY RESIDENTIAL, OFFICE, AND MANUFACTURING USES.



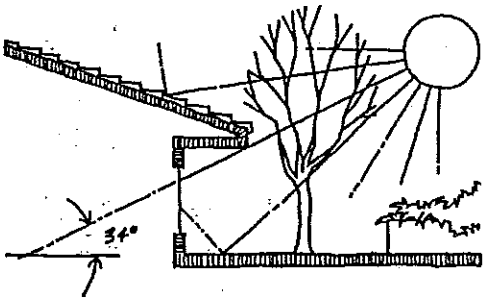
ENERGY CONSERVATION

SOLAR ACCESS

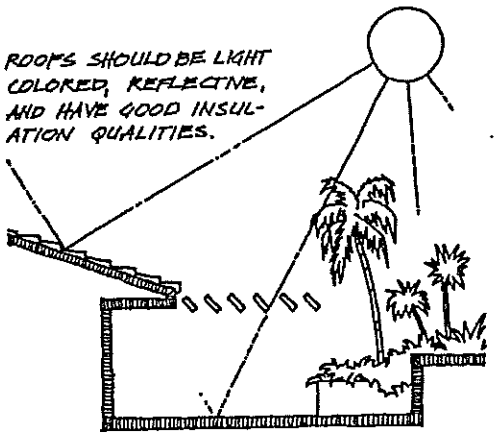


SUMMER SOLAR ALTITUDE

WINTER SOLAR ALTITUDE



ROOFS SHOULD BE LIGHT COLORED, REFLECTIVE, AND HAVE GOOD INSULATION QUALITIES.



OVERHANGS, TRELLIS, SHADE STRUCTURES, AND PLANTING SHOULD SHADE BOTH BUILDING AND OUTDOOR LIVING AREAS. ENTRANCES AND PARKING AREAS SHOULD BE SITUATED ON THE NORTH-WEST SIDE OF BUILDINGS WHILE BALCONIES AND PATIOS BE ORIENTED TO THE SOUTH FOR SOLAR ACCESS.

1. Climate

The summer climate of La Mesa is characterized by predominantly a *hot-humid* to infrequently *hot-arid* zone. In this zone air movement constitutes the main comfort-restoring and cooling element. Due to the infrequency of arid temperature conditions (which are best handled by large areas of shading) wind-flow effects should remain the dominant siting consideration since shading may be provided by other means. Wind currents generally prevail in an on-shore direction creating a pleasant sea breeze, although this condition may vary with certain areas. Building openings and outdoor living spaces should be oriented to take advantage of this prevailing west to east direction.

2. Energy Efficiency

Site orientation should give consideration to solar and energy efficiency. Buildings and landscaping elements should be designed to minimize mechanical heating and cooling and located to create shaded outdoor living areas. Similarly, orientation and siting of structures should also take into account water conservation, by management of water run-off and use of plant materials appropriate to the climate.

3. Shadows

Vegetation, structures, and other site elements should be situated so that during the winter months (December, January, and February) shadows are not cast onto the southern exposed building envelope. This does not apply to utility wires, bare tree branches, and similar objects which obstruct little light and are needed and situated for reasonable use of the property.

4. Winter Open Space

Buildings and residences should be situated to have major open space and yards, respectively, to the south to allow full exposure to the winter sun for solar heating. Buildings on separate properties should not shade each other.

5. **Street Layout**

Within major developments streets should be laid out where feasible on a north/south axis for optimum building solar orientation and to channel breeze. Setback variations should be used to allow maximum wind circulation.

6. **Building Design**

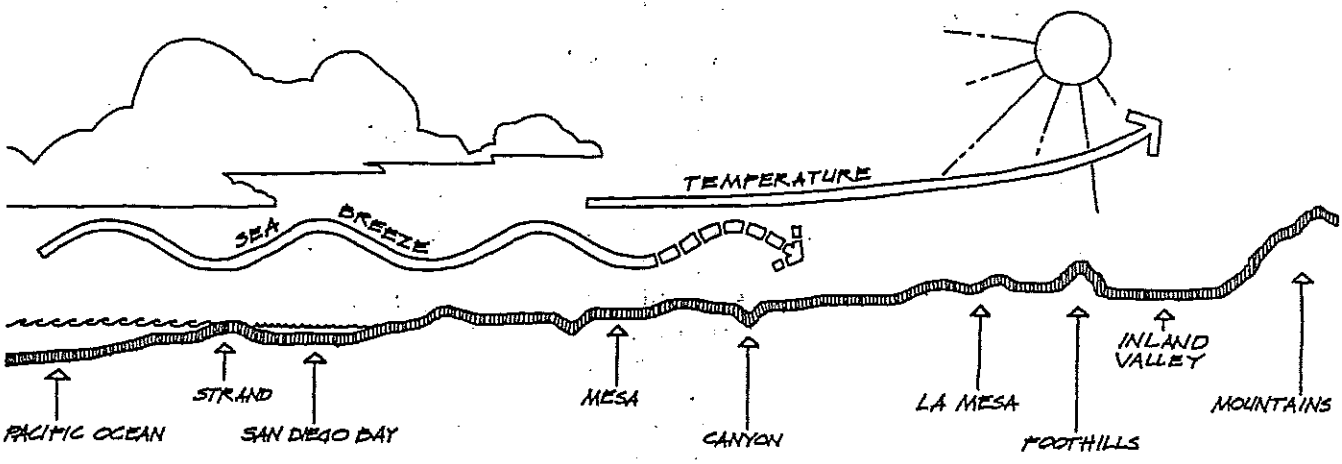
All building designs should be responsive to energy consideration. Energy conserving features, such as passive solar architectural elements or active solar heat collector panels, should be designed as visually integral parts of the structure.

7. **Solar Utility**

Sunlight should be used for direct heating and illumination whenever possible. Natural ventilation and shading should be used to cool a building. The Board encourages consideration of using both active and passive solar heating.

8. **Passive Solar Techniques**

The passive solar techniques of the projecting overhang and vertical shading blind to shade windows and openings on buildings will help reflect the summer sun and cool interior spaces. Orientation of active living areas should be to the south with properly designed overhangs, trellis, or other sun control used.

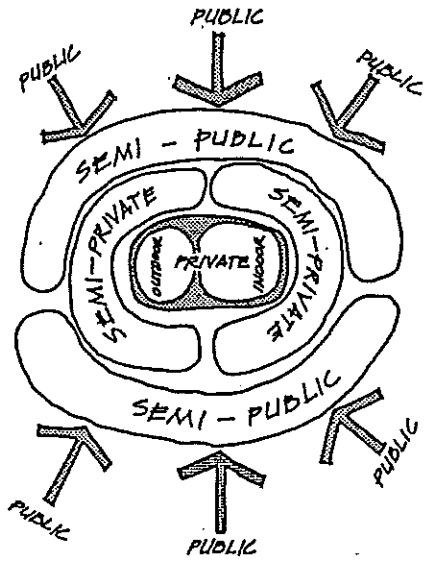


SAN DIEGO COUNTY'S VARIED CLIMATE RANGES FROM A "HOT HUMID ZONE" ALONG THE COAST TO A "HOT ARID ZONE" INLAND. THERE ARE VARYING CLIMATIC ZONES IN BETWEEN AS ONE GOES FROM WEST TO EAST; LA MESA IS CHARACTERIZED BY A HOT HUMID SUMMER AND A MILD WET WINTER.

SAFETY DESIGN

The City views safety in a project's design as an important site planning element and, though often neglected, is an instrument in providing for the public's general health and welfare. These safety guidelines include the safety concept of *defensible space*, a method that defines physical spaces into clearly recognizable areas of public, semi-public, semi-private, and private space. Intruders should be easily recognizable as they pass into non public areas which will alert occupants to possible criminal activity and the proper authorities can be notified. While this technique is predominantly organized for residential development, the concept is also applicable to other uses including office and commercial development.

ZONES OF PRIVACY:



1. Zones of Privacy

A project should provide definition of its defensible spaces to denote the relative accessibility of the different areas. These areas can be broken into *zones of privacy* and are comprised of definite elements. The following zones are defined and should be used in conjunction with the list of guidelines for safety:

PUBLIC - The public zone includes the public street, paths, parking areas, parks, service and delivery areas, and public services.

SEMI-PUBLIC - The semi-public zone is a transition from the public areas to the living and working areas and the entry area. They represent secondary areas under control of management acting on behalf of the private or public interest: landscaping, parking, circulation, walkways, community gardens, swimming pools, tennis courts, playgrounds, laundries, and storage. These areas should not be accessible to the public.

SEMI-PRIVATE - The semi-private zone is a transition from the outside into the private realm. An enclosed entry area, shared outdoor areas, and filter zone.

PRIVATE - The private zone consists of interior and outdoor private working and living spaces.

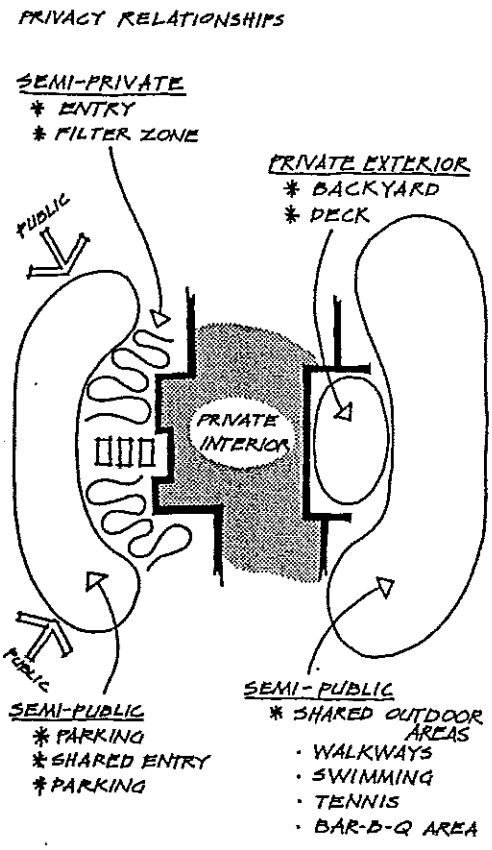
2. **Symbolic Barriers**

A symbolic barrier is a design technique which can provide a visual boundary or edge between the zones of privacy. These boundaries allow each area to be a visually recognizable and defined space. The use of symbolic barriers is encouraged over the more obvious and literal boundaries of real barriers. (real barriers are vertical or lateral edges such as fences or walls). Symbolic barriers may include:

a. Steps or stairs
b. Change in the texture of a surface or landscaping
c. Change in the level or type of lighting
d. A gate or low wall

3. **Transition Zones**

The concept of *defensible space* defines the different types of zones and this spacial definition then results in the need for transition zones between the types of space zones. It is these defined transition zones that allow inhabitants of private spaces to maintain controls for recognizing intruders and reinforce them through surveillance.

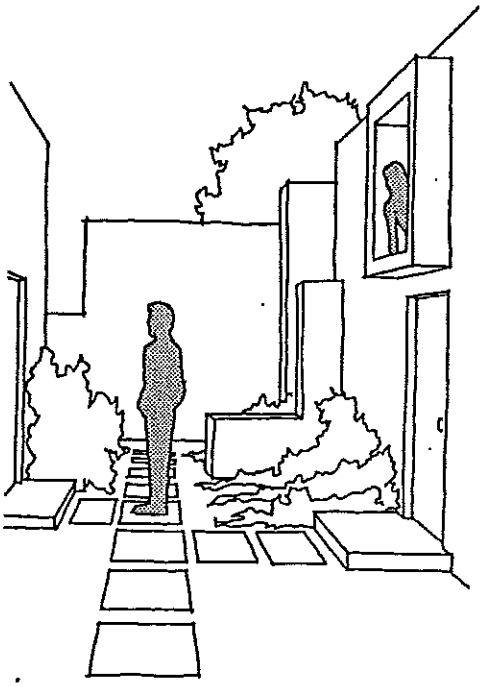


4. **Natural Surveillance**

Surveillance is a major crime deterrent. Although surveillance opportunities significantly reduce irrational anxiety, the public apathy must be overcome. That is why the observer must have some interest in and identify with the victim or that the crime is taking place within his defined sphere of influence. That is why community identity and action is so important to effective crime prevention and safety. The definition of private space, use of barriers for transition zones, and the perceived zones of influence allow for this to be accomplished.

5. **Entrance Areas**

The entrance creates a transition between the outside public world and some less public inner world. When entry areas are enclosed and do not contain real barriers (i.e. gates or doors which can be secured) tenants should feel that these areas are under natural observation by other tenants. A potential criminal should equally feel that any suspicious behavior in these areas will come under immediate scrutiny. The most successful design solution will consist of a combination of the following suggested symbolic definers or other comparable mechanisms:



a. Entry court
b. A bend in the path
c. A gate
d. A change in path texture
e. Step and change in surface elevation
f. A low wall for plants or draping vines
g. A trellis or arbor

6. **Parking Layout**

Parking for residents should be located so that distances to dwellings are minimized. These areas should be easily surveyed from adjacent areas and windows. Areas particularly vulnerable to crime should be well lighted.

7. **Orientation of Windows**

Windows should be located so that areas vulnerable to crime can be easily surveyed by residents.

8. **Legibility**

A system for identifying the location of each residential unit, store or industry upon entering the site should be established. The system should be easy to understand and obvious.

9. **Lighting**

Lighting should be incorporated to assure surveillance opportunities. More light is not necessarily indicative of better and safer lighting. Lighting levels and fixtures should be carefully selected and oriented so that points and areas vulnerable to crime are accented.

10. **Service Areas**

Location of laundry areas, mailboxes or other service areas should be located in such a way that they are observed by others, and should not be located in dark alcoves out of sight.

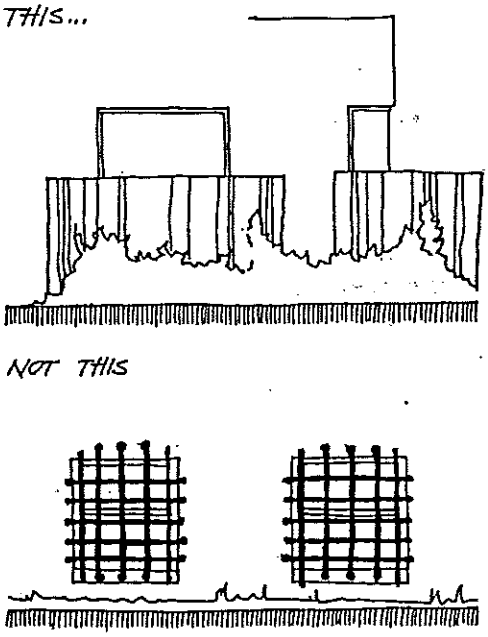
11. **Barriers to Police**

In semi-public and semi-private areas, barriers which would hinder police patrol, such as confused parking patterns and tall shrubs, should be avoided. Plant materials such as high shrubs, should not be located so

that surveillance of semi-public and semi-private areas is blocked. This will provide the opportunity for crime. Sticker shrubs may discourage crime activities. Low shrubs and umbrella trees (where the canopy is maintained above five feet from the ground) will allow surveillance opportunities, hence reducing the potential for criminal behavior.

12. Hardware

Reliance solely on crime prevention hardware in lieu of other design alternatives will be discouraged.



B. Architectural Guidelines

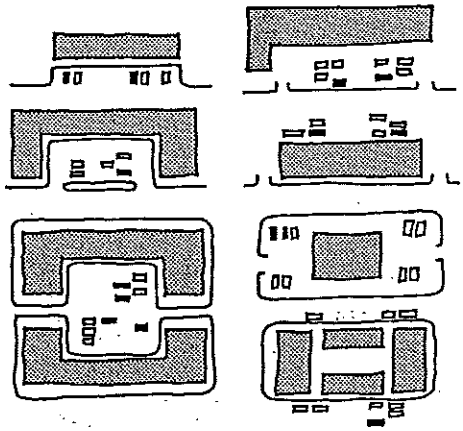
Good structural and architectural design relies on understanding and then articulating the needs of the users within the building design and form. The user group varies, but normal includes the client and the public that sees or uses the project. The importance of good appearance should be emphasized by the discretionary use of the various design elements by the designer. This section has been composed of the following elements to provide guidance in addressing these design elements:

- **Architectural Design**
- **Architectural Finish and Details**
- **Signs**
- **Renovation/Adaptive Reuse**

ARCHITECTURAL DESIGN

1. Orientation

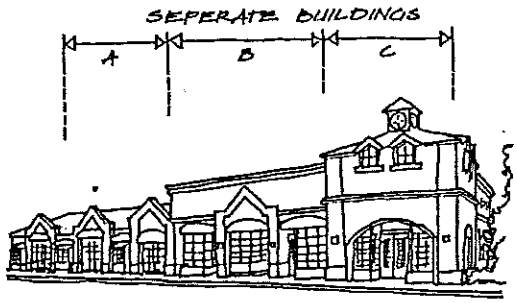
The siting and orientation of buildings should respond to the pedestrian or vehicular nature of the street. Buildings on streets of high pedestrian use (such as downtown) should face on and be directly accessible from the sidewalk, with minimal interruption by driveways or parking areas. Buildings on streets with heavy traffic, particularly those with no on-street parking, should provide a clearly legible major entry to the off-street parking area as well as orienting the building to the streetscape.



TYPICAL SHOPPING CENTER LAYOUTS

2. Design Theme

No one design theme is required in La Mesa. Good architectural character is based upon the suitability of a building for its purpose, in its environment, and its relationship of proportion and materials. Good architectural character is not, in itself, more expensive than poor architectural character.



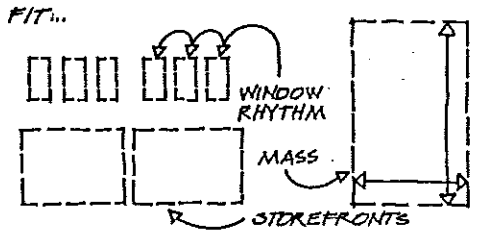
BUILDING FACADE TREATMENT SHOULD BE CONSISTENT.

3. Fit

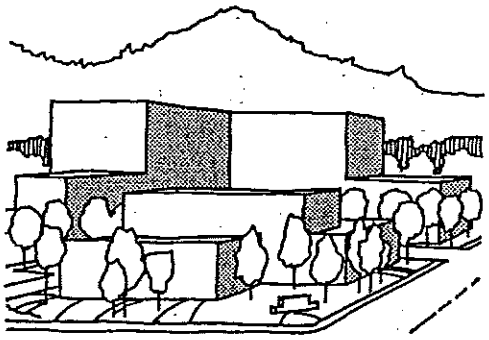
Different structures and parts of structures should go well together. When new construction is proposed near existing structures, the new work should fit with the old, or the old should be remodeled to fit with the new.

4. Consistency

There should be an architectural consistency between all building elevations, including a consistent use of colors, materials, and detailing. *False or decorative* facade treatments, wherein one or more unrelated material appears tacked onto a building, should be avoided. All elevations need not look alike: however, a sense of overall architectural continuity must occur. Elevations which do not directly face a street should not be ignored or expected to receive minimal architectural treatment.



THE ABOVE SHOW THE PROPER RELATIONSHIPS OF FENESTRATION AND MASSING ESTABLISHED FOR A GROUP OF EXISTING BUILDINGS. PROPOSED BUILDINGS ADJACENT TO THESE SHOULD REFLECT THE ESTABLISHED MASSING AND ARCHITECTURE.

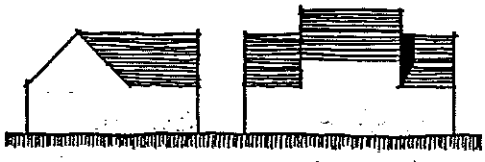


5. **Form and Texture**

A variety in the surface planes, forms, and textures should be incorporated into the building exterior. Use of these features should be consistent with the scale, proportion and bulk of the building. Long expanses of unbroken wall or other building surfaces tend to be out of proportion to human scale and lack variety or interest. Methods to accentuate good form can be through the use of pilasters, deep reveals, varying building setback at different levels, staggering of wall surfaces in plane, varying the roof structure, and adding variations in texture so it will change with variations of light, making a building come alive and engage the eye.

7. **Human Scale**

All building design should reflect a sense of human scale and proportion. Elements such as balconies and window projections should reflect scale and proportion, but should not be relied on individually to give a large building correct proportions or massing in relation to the user. The City of La Mesa is a relatively small community in relation to the metropolitan area and relies on the scale of the residential neighborhoods and the commercial areas for a significant portion of its image. Careful attention should be given to new development so that this image is promoted. The major form(s) of a structure should be designed to avoid large planar surfaces by offsetting, sculpturing, recessing, or projecting significant portions of its mass. The building form should reflect and relate to the human form that sees it, works in it, or lives in it.



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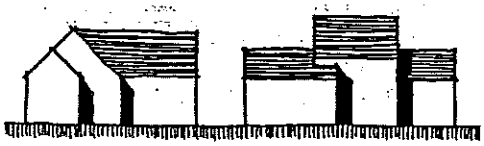

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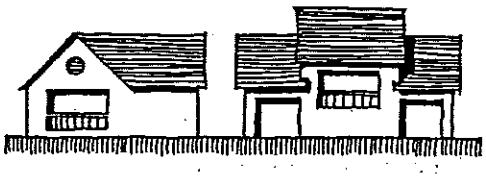
PROVIDING VARIETY OF THE BUILDING FORM CAN BE ACHIEVED THROUGH OFFSETTING, RECESSING, AND PROJECTING OF ITS PLANAR SURFACES.

8. **Neighborhood Character**

All proposed buildings or structures should be compatible with the neighborhood character. Building design, however, need not be unnecessarily constrained or limited by structures on adjacent sites in specific terms. For example, in neighborhoods with a predominance of buildings with pitched tile roofs, landscaped front yards, and light-colored siding, new developments generally should be compatible with those basic elements.



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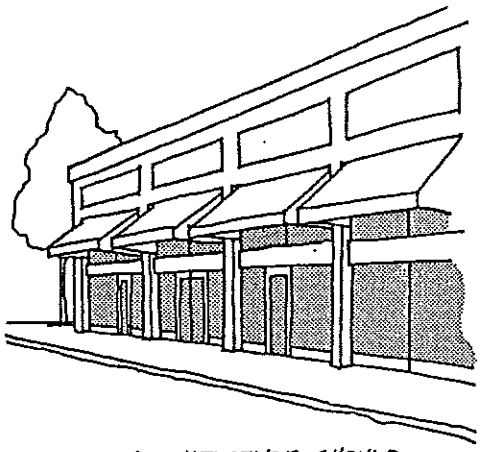
9. **Pedestrian Interest**

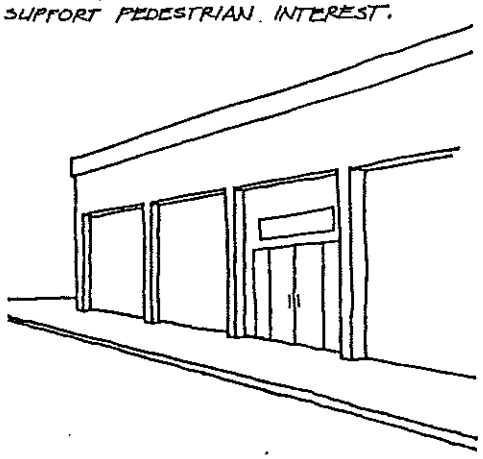
The ground floor level(s) of buildings where pedestrian activity is high should include elements of pedestrian interest. Display windows, retail shops, and courtyard entrances are suggested. Uses which visually disrupt the continuity of a pedestrian movement experience (such as open parking lots, parking structures, blank walls with no access) should be avoided. A building's design should also accommodate the pedestrian through the use of amenities, such as seating walls, planters, display windows, shade structures, and public art.



BUILDING ARCHITECTURE SHOULD SUPPORT PEDESTRIAN INTEREST.

10. **Variety of Buildings**

Projects containing many buildings generally should provide variety in building size and massing. A transition from low buildings on street frontages to larger and taller structures on the interior of the properties is generally encouraged. All buildings on the same site should have strong architectural and spatial relationships.

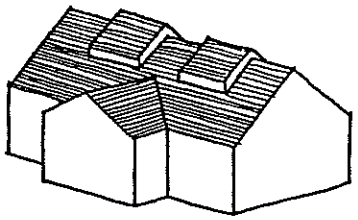


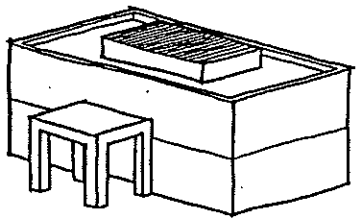
11. **Franchise Buildings**

Building design should strive to represent the character and image of La Mesa through the use of appropriate design elements. *Trademark* type of buildings may be discouraged if they are not consistent with other design principles established in these guidelines.

12. **Exposed Rooftops**

Due to the topography of La Mesa, exposed roofs are a significant factor in establishing a building's appearance and character. Design should assure that color and texture of roofing materials complement those used for walls and other elements. Exposed rooftops should be treated as building elevations. Such rooftops should be free of mechanical equipment *clutter* in situations where it may be visible from surrounding buildings or streets. Rooftop mechanical equipment is not prohibited, but its design and screening should incorporate the building's materials and design, and shall not present a *tacked-on* appearance.





RESIDENTIAL AND COMMERCIAL ROOFTOP TREATMENT OF MECHANICAL UNITS SHOULD FIT WITH THE BUILDING ARCHITECTURE.

13. Entries

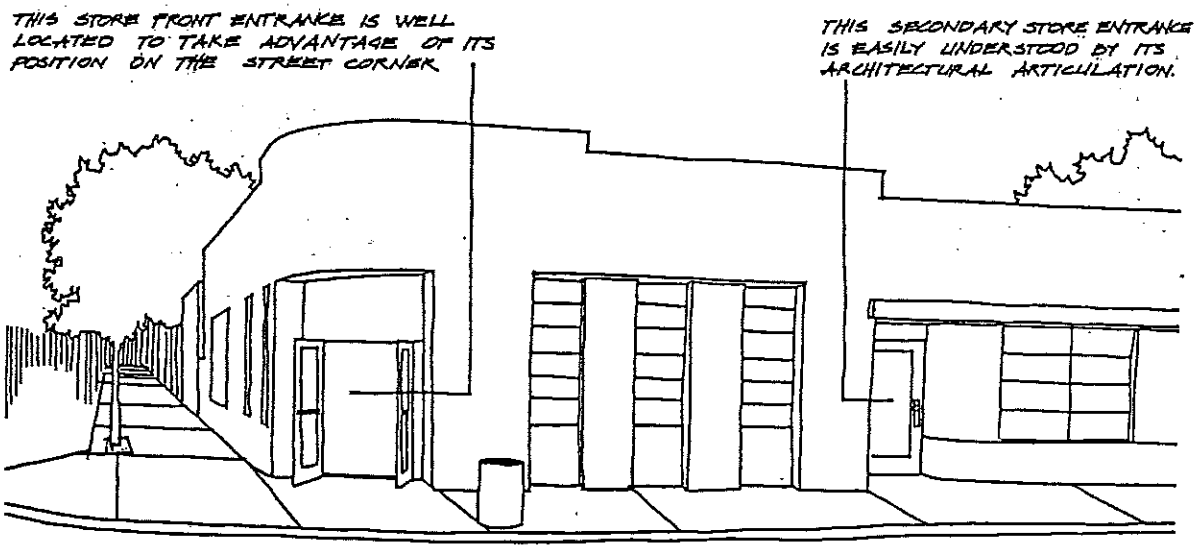
Building entries should be protected from the elements and should create a focus or *sense of entry* for the structure. Wall recesses, roof overhangs, canopies, arches, signs, and similar architectural features should be integral elements of the building design calling attention to the importance of the entry.

14. Residential Complex Design

Residential complexes, such as apartments or condominiums, are located throughout the City and by means of the project size and density of units, provide an important component in La Mesa's character. In multiple-family residential developments, individual dwelling units generally should be architecturally expressed. Such legibility may not only help reduce the apparent scale of the building, but will also increase the feeling of individual identity for project residents.

15. Replica Buildings

New buildings that are built to look like old buildings of a certain period are called replica buildings. This type of construction is most often used in a purely historical setting or in recreational settings where it is important to duplicate the actual appearance of a district or single project site. Unless constructed very carefully, and employing authentic materials and craftsmanship, these structures will usually appear inappropriate.



EXTERIOR FINISH AND DETAILS

1. Treatment

Exterior treatment should be restrained, not harsh or excessive, and should be selected for durability, quality, weathering characteristics and ease of maintenance as well as for initial beauty.

2. Materials

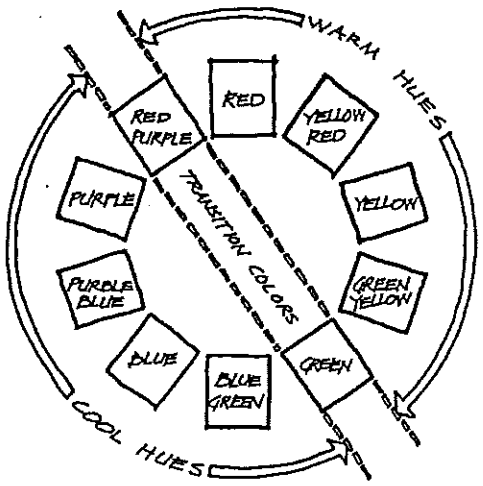
Materials should be used honestly. Products which attempt to simulate other materials, such as wood or masonry, are generally not acceptable.

3. Material Range

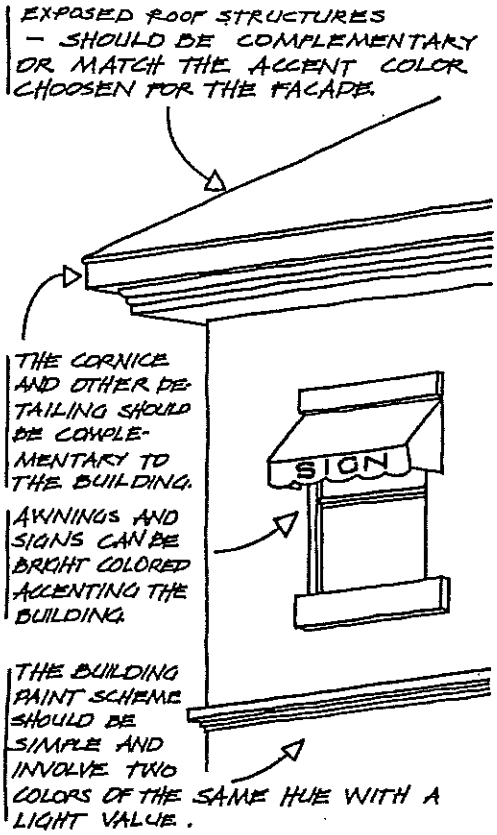
The range of building materials may be quite broad, however, traditionally, *natural* materials (such as wood, stone or brick), are prevalent and contribute to the character of La Mesa. Generally, extensive use of *applied materials*, such as formed metal or synthetic imitations like artificial stone, should be avoided where use of such material is foreign to the nature of the imitated material or building design. Prefabricated metal buildings are not prohibited, however, care must be taken to allow the design to reflect the inherent quality of the material. (See also the section in Visually Sensitive Areas for manufacturing/industrial uses.)

4. Color

When working with colors it is good to have a fundamental understanding of color theory and its' principles of application. Color is composed of three dimensions - hue, value, and chroma (similar to building form - length, width, and depth) which have different effects. The hue is the name of the color, such as blue, red, or green. Value refers to the relative lightness or darkness of the hue such as a weak-value red (light red). Chroma, which refers to the strength or purity of a hue, can be either strong or weak. A strong- chroma red would be very bright and pure, while a weak-chroma is dull and grayish. All three of these dimensions coexist together to form the range of colors. The application of color to a building should follow the generally accepted principles that are listed below:



THIS COLOR WHEEL SHOWS THE RELATIONSHIPS OF THE 5 PRINCIPLE HUES AND THE 5 VISUALLY OPPOSING SECONDARY HUES AS DETERMINED BY THE MUNSELL COLOR SYSTEM.



a. **Appropriateness**

Building color(s) should be compatible and blend with the existing colors of the surrounding neighborhood and community, and strengthen the existing character, not detract or compete for attention. The use of earthtones (weakening of the hue with grey or brown) for the building base color is recommended.

b. **Application**

The most successful compositions are based on the use of a few hues with accent colors or neutrals (white, gray, and black) providing visual interest and contrast. One or possibly two hues maybe chosen as a base color for the majority of the building. Base colors should be complementary and subtle, and have a weak-chroma with a light value: they should not act as an accent (harsh or garish) or as *advertising* for the building or site. Accent colors should be used carefully and be complementary to the base color or a variation of its hue, either weaker or stronger. Too much of too many kinds of contrast results in a quality of busyness which will detract from the concept of the color composition.

c. **Materials and Color**

The color of materials should reflect traditional styles and application techniques that relate to the material's architectural heritage. The use of different base or accent colors should relate to their transition in building materials or the differentiation of building surface planes. Colors should generally not meet or change without some physical change or definition to a surface plane.

5. **Paving**

Paving not only can be used for identifying pedestrian and vehicular movement but also to give a project scale, texture, and color. Paving should complement the architecture and landscaping. It can give direction, define areas (e.g., symbolic barriers) and provide accents. The choice and selection of paving

type can enhance and reinforce a project's design if care is used. The correct choice of paving type depends upon the needs and function of the proposed project. Long term maintenance and durability should be a prime consideration in the selection process.

6. **Architectural Details**

The proper use of traditional architectural elements is encouraged for most buildings. The use of architectural details should be done in a manner that fits the architectural theme of the building and neighborhood image. Their use and integration into the design theme can help produce an attractive and well scaled project which is memorable, rather than just functional.

7. **Site Utilities**

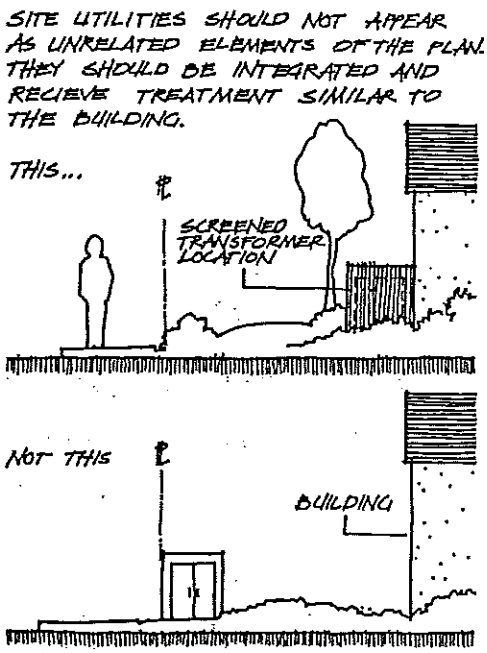
Utility connections should be coordinated with architectural elements of the site to avoid being a visual nuisance. Overhead utilities will be undergrounded in most cases. Early contact with the electric company is encouraged so that pad-mounted transformers can be properly integrated into the site plan.

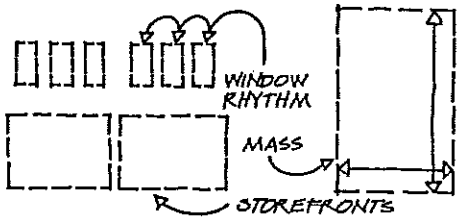
8. **Windows and Doors**

The variety, scale, and rhythm provided by window, door, and other openings should be used to improve building character and variety, especially for large, otherwise flat and uninterrupted expanses of exterior building surfaces. Recessed openings help to provide contrast through varying patterns of shade, depth and texture which engage the eye and make a building interesting.

9. **Parapets**

Parapet walls should be treated as an integral part of the building design. Such walls should not appear as unrelated visual elements. Unnecessary height and bulk should be avoided. Where mansard roofs are incorporated into the parapet design, views from above the building onto the flat roof area must be considered as well.





SIGNS

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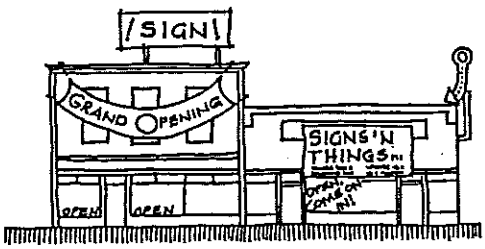

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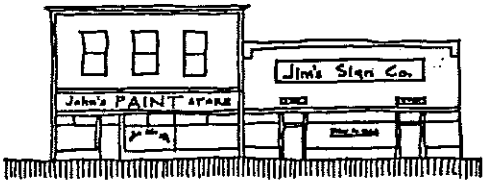


SIGNS SHOULD BE PLANNED TO FIT WITH A BUILDINGS ARCHITECTURE. WELL PLANNED SIGNS WILL ENHANCE AND REINFORCE THE COMMUNITY CHARACTER AND IMAGE. SIGNS THAT ARE APPROPRIATELY PLACED AND EASY TO READ WILL PROMOTE BUSINESS.

1. Concept

Signs and related graphics should be integral to overall building and site design. Sign concepts should be considered during the design of buildings, so that signs and graphics are architecturally incorporated into those buildings. Size, heights, location, and material should strongly relate to building design. Permanent signs should serve to identify a business, they are an index for the streetscape, and not primarily intended to advertise specific products.

2. Sign Programs

Sign programs should be prepared for multiple occupancy buildings. Programs for uses such as shopping centers, and office complexes ensure equity, promote design compatibility, and facilitate sign permit processing. Complete sign programs for entire buildings or building complexes should be included with design approval of, or signing requests for, any portion(s) of multiple-occupancy buildings.

3. Design

Signage should be simple and easy to read. Sign design should be in scale with the visual relationships of the buildings, landscaping, and the surroundings.

4. Color

Sign colors shall relate to the buildings architecture and surroundings. Excessive brightness and overly brilliant colors should be avoided.

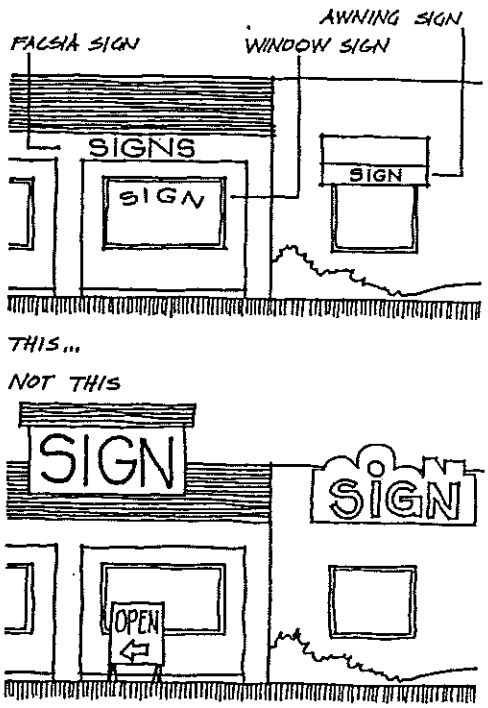
5. Sign Location

Signs that are permanently attached to the building facade are encouraged. Freestanding signs should be considered only in the following special instances:

a. *For the identification of a building group, commercial or otherwise, such as a shopping center, professional office group, or community center, in instances where more than one use is to be identified by a single sign.*

b. *When attached signing would be ineffective due to:*
   - *location of building on the site,*
   - *design of the building,*
   - *location of other buildings or structures on or adjacent to the site,*
   - *topography or other natural existing features,*
   - *or when advance notice of the use is necessary because of the traffic speed of the fronting street, such as at a freeway interchange and signing cannot be provided on the building.*

c. *Signs shall always make a definite architectural contribution and functions as an integral part of the building design.*



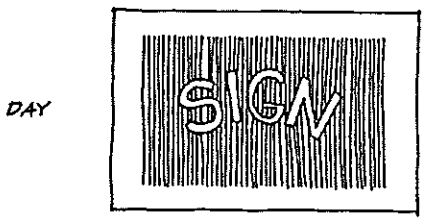
6. **Sign Style**

Sign style should be simple and easy to read, with text kept to a minimum. Use of individual letters for signs may be encouraged or even required over *cabinet signs* in some cases. Where cabinet signs are utilized, such cabinet must be an integral design element of the building and/or structure.

BRIGHT EXTERIOR LIGHT SILHOUETTES SIGN AGAINST DARKER SHOP INTERIOR.

7. **Illumination**

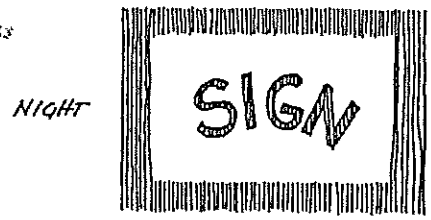
Lighting for signs should be compatible with the design of the signs and the project. Signs may have interior or exterior illumination. If direct lighting is used, such as spotlighting, it must be arranged so the light source is shielded from view. Internal illumination of *cabinet signs* should use low intensity lamps. Glare onto adjacent properties, especially residential uses, is not appropriate.



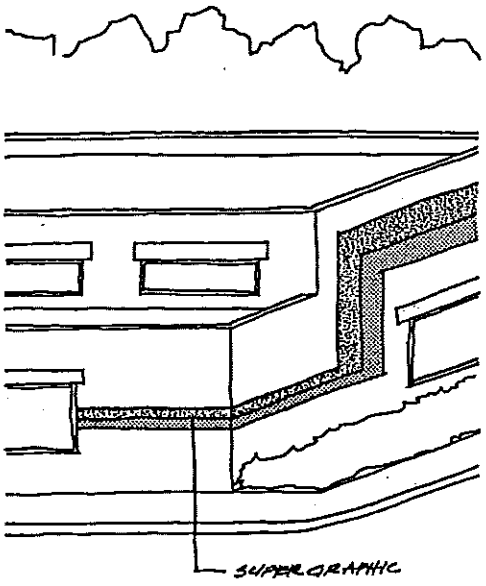
PAINTED WINDOW SIGNS CAN BE BOTH AN EFFECTIVE AND ATTRACTIVE ALTERNATIVE TO WALL OR BOX SIGNS AND ARE VISIBLE DURING BOTH DAY AND NIGHT.

8. **Supergraphics**

Supergraphics are superficially applied coatings or finishes involving a design pattern or icon, using one or more colors applied to an exterior building surface. Supergraphics will be considered by the Design Review Board. Supergraphics may incorporate a variety of visual techniques including murals, should enhance the architecture of the building (not including *signs*). To be so considered, any such graphic must:



SHOPS LIGHTED DISPLAY AREA SILHOUETTES THE PAINTED SIGN AGAINST THE DARKER EXTERIOR.



(a) Enhance and be compatible with other design elements of the structure (size, shape, colors, details, textures, openings, etc.).

(b) Take into account the entire building, not just one exterior face.

(c) Take into account the appropriateness of the design within the context of the immediate surroundings.

(d) Comply with the provisions of the Sign Ordinance.

9. Pedestrians

Signs for pedestrians should be provided where necessary for orientation, safety, and availability of services or public facilities.

RENOVATION/ADAPTIVE REUSE

1. Historical Structures

The Design Review Board is especially concerned with preserving La Mesa's heritage. The concern is broad, encompassing all structures, including recent ones, that contribute to the City's character. Its concern is not limited to just prominent buildings and places associated with particular historic events and persons. A developer must be sensitive to the history of not only the project site, but also that of the neighborhood around the site. On sites listed in the Inventory of Historic Resources, every effort should be made to preserve or enhance the architectural or historic significance of the site in accordance with the City's Historic Preservation Ordinance.

2. Rehabilitation

The restoration or rehabilitation of older buildings can provide a positive attribute to the community image, recalling the historic significance of the past, and inspiring quality and creativity on the part of designers. Rehabilitation can be one of the most economical forms of property improvement. When an existing building is to be rehabilitated, care should be taken to do the work in such a way as to respect the original design integrity of the building. To *modernize* an old structure may destroy some of its inherent esthetic value. Original materials should either be restored, or replaced with similar materials. The design of a proposed addition should follow the general scale, proportion, massing, and detailing of the original building. The addition should blend with the existing structure, not contrast.

C. Public Area Improvements

The concept of public area improvements contains a broad range of applicable elements ranging from benches on a downtown street to the location and orientation of a new government building. These guidelines are applicable to a wide range of people and groups, from the private landowner making improvements within the right-of-way to the City of La Mesa, and other local, regional, state, and federal agencies that are developing or altering public lands within the City. Due to the large area encompassed by public lands, the City and community are especially sensitive and have a vested interest in the improvement of these areas as they relate to the amenity, appearance, and vitality of the City. Providing for public area improvements will require the coordination and positive support of both the public sector and private developers if they are to be successful. The provision of public improvements in accordance with the following guidelines will create a pleasing visual environment, improve the business climate, and aid the entire community by an increase in both property and sales tax revenue. The following major topics are addressed:

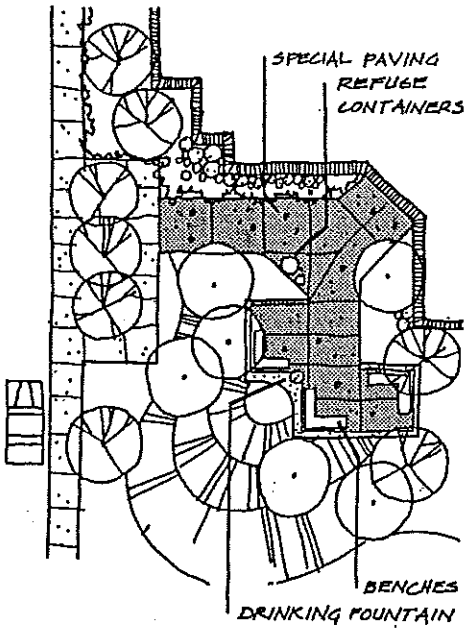
- **Streetscape**
- **Public Buildings and Facilities**

STREETSCAPE

1. General

The streetscape is the character derived from the various elements positioned within the public right-of-way. The elements can be thought of as either furniture (benches, trash receptacles, bicycle racks) or hardware (lighting, paving, signs), and together, they help give the street its scale, form, organization, and vitality. Elements of the streetscape are as important as the buildings that vertically define the street area, and the City requires the consideration of these elements in all applicable projects.

A COORDINATED SYSTEM OF STREET FURNISHINGS SHOULD ACCOMPANY MOST PROJECTS WITHIN THE CITY'S CIRCULATION CORRIDORS.

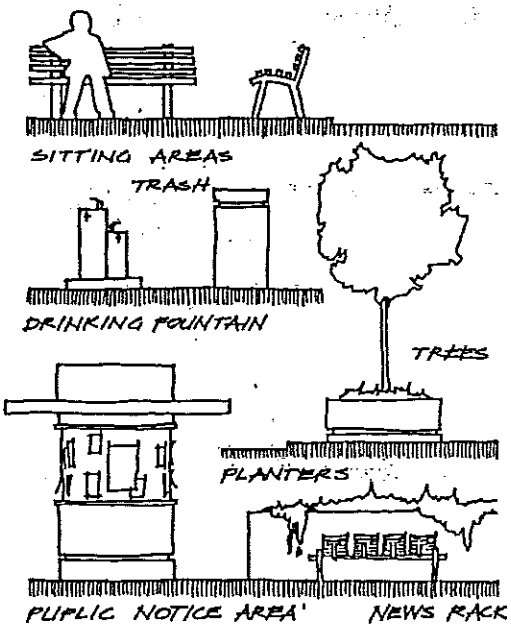


2. Street Furniture

Street furniture is the element in an outdoor space that helps define public use and function for the street beyond its traffic function, and adds to the image for that space. This furniture includes the small-scaled elements that we constantly see and use, such as drinking fountains, planters, benches, trash containers, and a variety of other elements. Larger scale elements, such as bus stop structures, trellis features, fountains and such, also act as street furniture in urban areas. The design selection and placement of street furniture should add to the overall continuity of outdoor spaces.

Since street furniture is located in public and semi-public areas, there should be a coordinated selection of street furniture to bring about a sense of a unified design approach through an area.

STREET FURNITURE



3. Street Furniture Style

A specific style of street furniture should be selected for areas in which a special design orientation exists. The downtown area, for instance, should have a more traditional style of street furniture, while a newer office development or manufacturing/industrial area may have a more contemporary style.

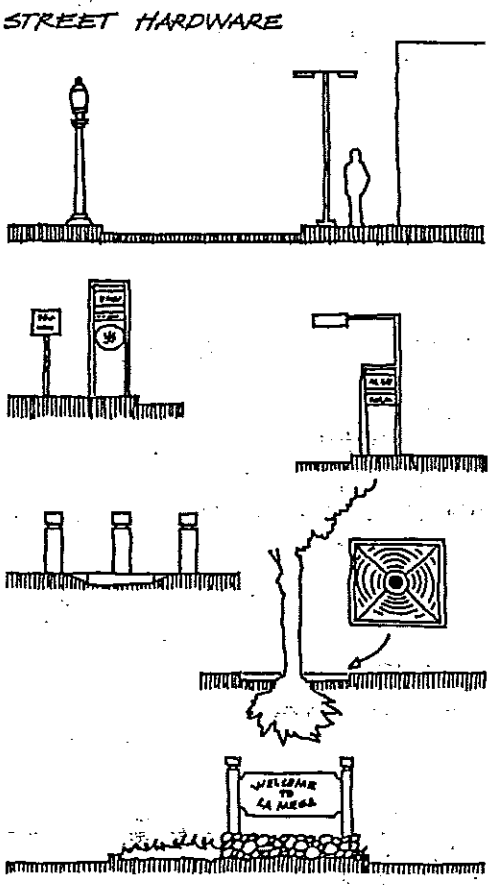
4. Street Furniture Design

The colors and materials of street furniture and hardware should relate to the main buildings but should be vandal resistant, durable, repairable, and complementary in terms of colors, materials, and textures.

5. Street Furniture Elements

Inclusion of street furniture items with a development shall be coordinated with the City. The following elements comprise, but are not limited to, the items that can be considered as street furniture:

- benches
- bicycle racks
- bollards
- clocks
- drinking fountain
- fountains
- newsracks
- pedestrian lighting
- planters
- refuse receptacles
- rest enclosures
- seating areas
- signs
- street trees & landscaping



6. Street Hardware Elements

The inclusion of street hardware items within a development shall be coordinated with the City and follow a unified design concept. The following elements comprise, but are not limited to, the items that are considered street hardware:

- fire hydrants
- lighting standards
- parking meters
- paving types
- public restrooms
- signals and traffic signs
- street signs
- tree grates

7. Street Lighting Design

There should be a differentiation of lighting patterns to accent pedestrian and vehicular circulation within the City. Lighting should be designed to create pools of light rather than a harsh overall ambient wash. This will provide a nighttime continuity to the street. An overall wash of the street results in a dull and featureless streetscape with no distinction between pedestrian and auto uses.

Widely spaced lighting standards can produce a condition of intensely lighted areas separated by relatively dark and uninviting portions of the walkway. Without encouraging excessive night lighting, security and public safety is a prime concern in selection and distribution of lighting type.

8. **Lighting Intensity**

Avoid conflicts and overlapping of equal light intensities from different sources which tend to wash out all of the shadows and lighted features.

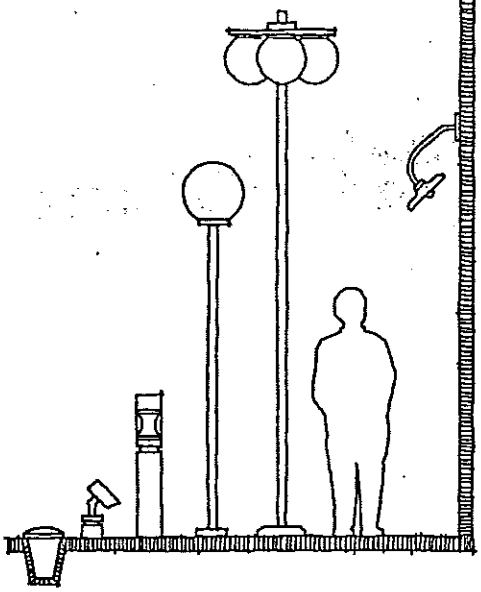
9. **Accent Lighting**

Emphasize lighting at intersections for vehicles and pedestrian crosswalks. The volume of the illumination and the lighting standard should have a functional as well as a design relationship to the area being lighted. (See also, Safety Section).

10. **Landscaped Medians**

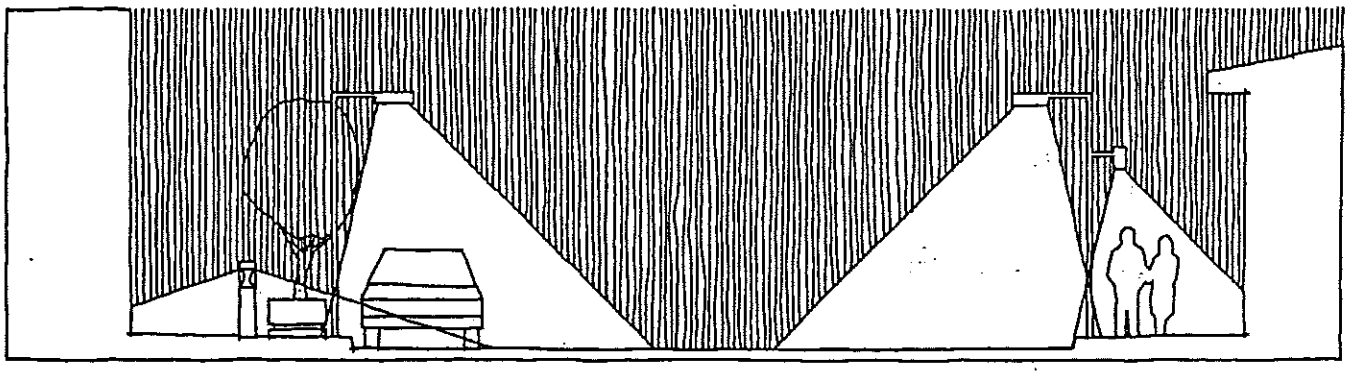
Where appropriate landscaped medians should be employed to define and give visual relief to the major thoroughfares. The inclusion of vegetation within the right-of-way is denoted as a positive way to reinforce the image of La Mesa. Where landscaping is not possible, textured or decorative paving surfaces should be incorporated into the design of the improvements.

LIGHTING FIXTURES SHOULD HAVE PEDESTRIAN SCALE. CHOICE OF LIGHTING STYLE AND SIZE SHOULD BE APPROPRIATE FOR ITS' INTENDED USE AND COMPATIBLE WITH THE ARCHITECTURAL CHARACTER OF THE BUILDING OR NEIGHBORHOOD

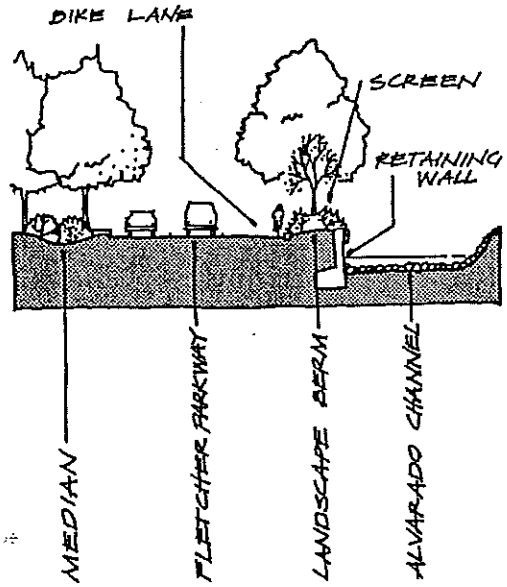


INNOVATIVE AND NEW APPLICATIONS OF LIGHTING ARE ENCOURAGED. THE VISUAL QUALITY OF NIGHT LIGHTING CAN ENHANCE BOTH THE BUILDING AND LANDSCAPING WHILE PROVIDING DRAMATIC EFFECTS AND EMPHASIS.

THERE SHOULD BE A DIFFERENTIATION OF LIGHTING PATTERNS TO ACCENT PEDESTRIAN AND VEHICULAR MOVEMENTS ALONG STREETS. A DISTINCTIVE PATTERN OF LIGHTING "POOLS" ALONG THE ENTIRE LENGTH OF THE STREET CAN CREATE A MORE INTERESTING AND ENVITING EVENING ENVIRONMENT BY PROVIDING NIGHTTIME CONTINUITY TO THE STREET.



PUBLIC BUILDINGS AND FACILITIES



1. Public Buildings

The development of public areas with buildings and other structures is an area of concern by the City. The prior guidelines on site plan, and structure and architectural design, are fully applicable to public facilities as well. Public buildings should set an example for the private developers in terms of design excellence and conveying the image of La Mesa.

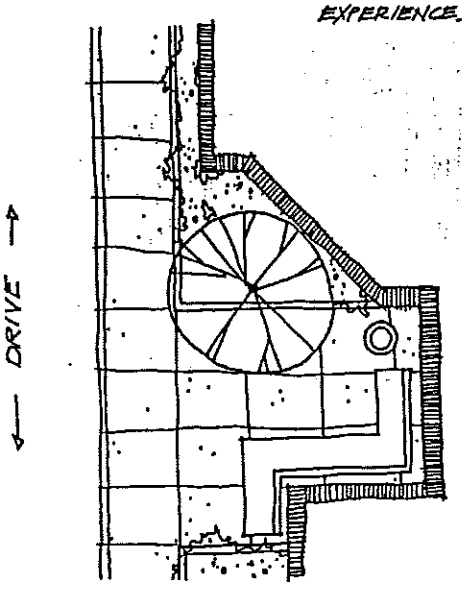
2. Public Facilities

The development of public areas with various public facilities ranging from bridges to transit facilities to parks are important major elements within the City's fabric and, when well designed, can significantly contribute to the community image. These guidelines along with the other guidelines in this document address the special concerns that arise in the development of facilities by public agencies within the City.

3. Project Elements

The development of new or the redevelopment of old public facilities, such as schools, transit facilities, parks, utility and service yards, and the freeway network should follow the guidelines of this manual in producing a project that is well designed and *fits* in the community. Attention should be given to appropriate architectural style, proper site and building orientation, pedestrian access and amenities, landscaping and buffering, and especially, proper site selection.

DEVELOPMENT SHOULD NOT INFRINGE ON PUBLIC SIDEWALKS OR PATHWAYS, BUT RATHER PROVIDE ADDITIONAL AMENITIES SUCH AS SEATING AND REFUSE CONTAINERS TO ENHANCE THE PEDESTRIAN EXPERIENCE.



4. Site Selection

The City encourages mutual site selection and project coordination by all public agencies with the appropriate level of review by the City to ensure that development of public lands is in the City's best interest for use by the citizens and visitors of the community. This guideline is especially applicable to large projects that require long term master plans and which are subject to phased development.

D. Maintenance Guidelines

Maintenance and upkeep are required for all development within the City and areas that compose the La Mesa image. Good looks and efficient operation won't last without regular maintenance. Proper structural and landscaping maintenance is an implied, if not expressly stated condition for DRB approval. Each item should be properly followed in providing appropriate and adequate care that will result in increased property value and a good City image.

1. **Site Maintenance**

   To simplify upkeep, protection against the elements, neglect, accidental damage and abuse should be incorporated into a project's design. Configuration in the parking, screening, and building layout that tend to catch dirt and trash should be avoided. Ease of maintenance and durability should also be considered in selecting forms, fixtures, materials and finishes.

2. **Landscaping**

   In most cases parkway planting areas or other landscaping adjacent to a site yet within the public right-of-way must be maintained by the adjacent property owner in order to add to the esthetic enhancement of the private property and the overall attractiveness of the streetscape.

3. **Landscape Materials**

   Landscape materials, other than planting, which have deteriorated or have been damaged or defaced, must be properly repaired or replaced.

4. **Landscape Health**

   Plant materials which have deteriorated or died shall be replaced with healthy plantings, or the area should be redesigned and replanted with other landscape treatments to provide an attractive and equivalent appearance.

5. **Landscape Maintenance**

   Plantings must be kept watered, fed, cultivated, and pruned as required to give a healthy and well groomed appearance during all seasons. Planting areas should be periodically weeded, cleaned, and

surface protection such as bark chips should be replaced as needed. Lawns must be mowed on a regular basis, including trimming around posts and along lawn edges.

6. **Irrigation Systems**

   Irrigation systems must be adjusted and maintained to minimize water use and over spray onto paved and building surfaces.

7. **Parking Areas**

   Parking areas should be kept in good repair, properly marked, and clear of litter and debris.

8. **Undeveloped Property**

   Vacant or undeveloped property shall be kept free of refuse and debris, and shall have the weeds and grasses cut periodically during the growing season.

9. **Refuse**

   Refuse loading and service areas must be kept neat and clean. Maintenance equipment must be properly stored after use and gates to refuse enclosures kept closed.

10. **Building Maintenance**

    Buildings and appurtenances, including signs and windows, should be cleaned, painted, or repaired as required to present a neat appearance.

11. **Building Damage**

    Deteriorated, worn, or damaged portions of buildings must be rebuilt or replaced.

12. **Lighting**

    Building and sign illuminating elements must be replaced as required to maintain the effect for which designed.

13. **Public Improvement**

    Sidewalks, curbs and gutters, roadside berms, and other improvements in the public right-of-way shall be repaired and maintained as necessary.

14. **Refuse Containers**

Refuse containers of an esthetically satisfactory design and color should be placed in locations which will encourage their use - to avoid littering of waste materials.

15. **Streetscape Hardware**

Street hardware shall be erected and secured properly, and shall be cleaned or painted regularly to present an orderly appearance. Signs shall be treated similarly.

GLOSSARY

GLOSSARY

Definitions included in this section are of those words or terms used in the Urban Design Program, and which are not in common usage or the meaning of which differs from the usual definition or could be misconstrued:

AESTHETIC:
A sense of perception pertaining to art, or beauty: attractive, appealing, refined.

APPEARANCE:
The outward qualitative aspect visible to the public.

APPURTENANCES:
The visible, functional objects accessory to and part of buildings.

ARCADE:
A covered passageway, usually adjacent to a structure, with at least one wall composed of arches and their supporting columns.

ARCHITECTURAL CHARACTER:
The composite or aggregate of the characteristics of structure, form, materials, and function of a building, group of buildings, or other architectural composition.

ARCHITECTURAL CONCEPT:
The basic, functional aesthetic idea of a building, or group of buildings or structures, including the site and landscape development, which produces the architectural character.

ARCHITECTURAL FEATURE:
A prominent or significant part or element of a building, structure, or site.

ARCHITECTURAL STYLE:
The characteristic form, design and details of a building or its construction, as with buildings of a particular historic period.

ARTICULATE:
To give character, interest, or define as a systematic whole, a building, site plan or architectural statement through the emphasis of specific elements, segments or features of a project.

BELTCOURSE:
A narrow horizontal band projecting form the exterior walls of a building, usually defining the interior floor levels or separation of the building's facade elements (e.g., base, body, cap).

BERM:
A raised, rounded form of earth to provide screening or to improve the function or character of a landscaping area.

BULK:
The dimension and volume an object possesses in relation to its surroundings.

CANOPY:
A projecting structure usually located between the first and second floor of a structure and supported by columns or posts.

CANTILEVER:
A projecting beam or part of a structure supported only at one end.

CHARACTER:
The nature or "personality" of a building or area.

CLERESTORY:
Windows or openings along the upper portion of a building's exterior elevation located above a roof or canopy.

CONCEPT:
An idea, notion, or,plan: an abstract or generic idea generalized from particular instances.

CONTEXT:
The interrelated conditions or surroundings in which the project occurs.

CORNICE:
A decorative molded projection running horizontally at the top of a wall.

DEFINE:
To make clear: to give meaning to: to mark off or delineate the boundaries of a space or building, or a portion of a space or building.

DESIGN:
The process of creating: giving shape to some idea. The product or character of the creative process.

DESIGN PRINCIPLES:
Accepted principles and criteria of validity in the solution of the problem of design.

ELEMENT:
A piece, section, or part of something larger: an aspect of a theme, design, or concept: a device used to create an image - as in the various elements that comprise the Community Image section of this document.

ENVELOPE:
The shape or space that would occur when planes are placed tangent to building surfaces.

FACADE:
The exterior surface of a building.

FACIA:
A plain horizontal face board or panel beneath the eaves, or along the front of a building.

FALSE FRONT:
The vertical extension of a building facade above the roof line to add visual height.

FENESTRATION:
The arrangement, proportioning, and design of windows, doors, and other openings in a building.

GABLE:
The triangular part of an exterior wall, created by the angle of a pitched roof with two sides.

HARDSCAPE:
The portion of the environment that is characterized by solid or hard materials and structures (i.e. steps, walks, plazas, etc.).

HARMONY:
A quality which produces an esthetically pleasing whole as in an arrangement of varied architectural and landscape elements: agreement between different parts of a composition.

LINTEL:
The horizontal structural support above a door or window which supports the wall above the facade opening.

MARQUEE:
A large permanent canopy structure usually constructed of metal and internally illuminated with changeable copy signs located over the entrance to hotels and theaters.

MASS:
The dimension and volume a structure possesses as a singular unit in relation to its surroundings.

MOTIF:
A repeated dominant architectural theme or pattern which gives character to a design or composition.

ORDINANCE:
A municipal regulation or law governing an aspect of a building or place.

PARAPET:
A low wall or railing constructed to protect the edge of a platform roof or bridge.

PARKWAY:
A strip of planted area between street and sidewalk.

PERGOLA:
A trellis held up by arches or columns.

PLAZA:
An open space which occurs along a circulation route, often created by widening that route: a meeting or gathering place.

PORTICO:
An entrance porch.

PROJECT:
The whole of an action or proposal, which has a potential for resulting in a physical change in the environment, directly or ultimately.

PROPORTION:
Relationship of parts of a building (height to width and depth), landscape, structures, or buildings to each other and to the whole - balance.

QUALITY:
Degree of excellence in a project.

REDEVELOPMENT:
To develop again: redesign: or rebuild. This may include various levels of restoration and reuse, or a change to a new use with new construction. This may also apply to projects or an area officially designated by the City to encourage new development and removal of blight, as in the Fletcher Parkway Redevelopment Project Area.

REHABILITATION:
Updating and repairing a structure to bring it into compliance with current standards, codes, zoning requirements, or other needs, while maintaining the original character and appearance.

RESTORATION:
To bring project back as close to its original state as possible, while repairing or refurbishing it.

RHYTHM:
The pattern of occurrence of related architectural or landscape elements.

SCALE:
Harmonious relationship of the size of parts to one another and to the human figure.

STREET HARDWARE:
Objects other than buildings, structures, and planting located in streets and public ways and outside of buildings. Examples are: lamp posts, utility poles, traffic lights, traffic signs, benches, litter containers, planting containers, letter boxes, fire hydrants.

STREETSCAPE:
The scene as may be observed along a public street or way composed of natural and man-made components, including buildings, paving, planting, street hardware, and miscellaneous structures.

STRING COURSE:
A continuous projecting horizontal band on a building facade usually made of moulding (wood or plaster) or masonry.

TEXTURE:
The manner in which particles or materials come together to create a surface that can be seen and felt.

THEME:
The aesthetic approach to a problem's solution: the prominent visual ideas (i.e. character) expressed in a building or area.

URBAN DESIGN:
A comprehensive design plan for a city combining physical, economic, social, and politic factors in its solution.

ZONE:
An area designated for a specific use(s), design theme, or development, an area recognized for a certain existing character, use, or atmosphere.

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