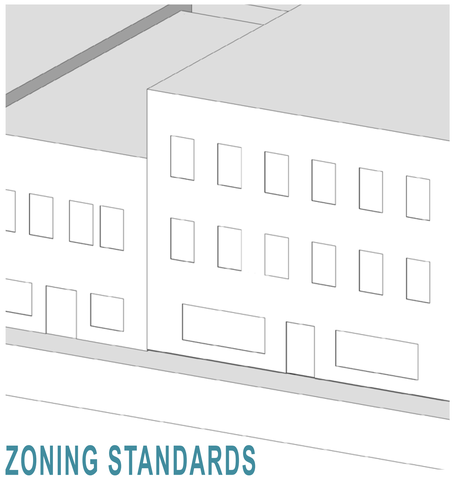
4A QUALITY

HOW THE QUALITY OF PROJECTS WILL BE ENHANCED

WHAT ARE DESIGN GUIDELINES?

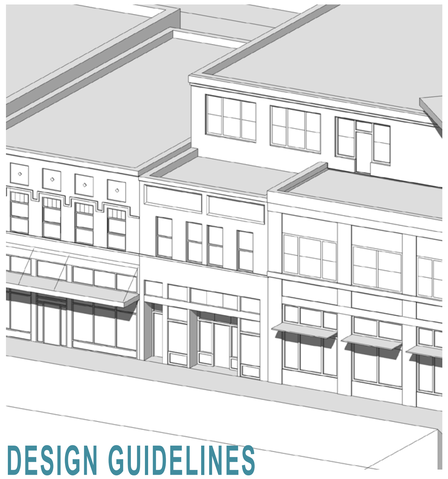
A new set of design guidelines would apply to the floating zones. Design guidelines seek to promote **high quality design** within the floating zoning districts. They establish clear goals and expectations for **compatible design** and for respecting **community character**.

Whereas the **development standards** set forth in the floating zone districts are **quantitative and measurable** and address the basic form and location of improvements, **design guidelines** are more **qualitative**, and address finer-grained aspects. They offer direction for appropriate solutions while allowing for flexibility and creativity.



ZONING STANDARDS

Zoning standards establish basic requirements for new development. They are quantitative and provide a high level of predictability.



DESIGN GUIDELINES

Design guidelines seek to promote quality in for design and respond to unique community characteristics. They are more qualitative than the zoning standards.

THE GUIDELINES FORMAT

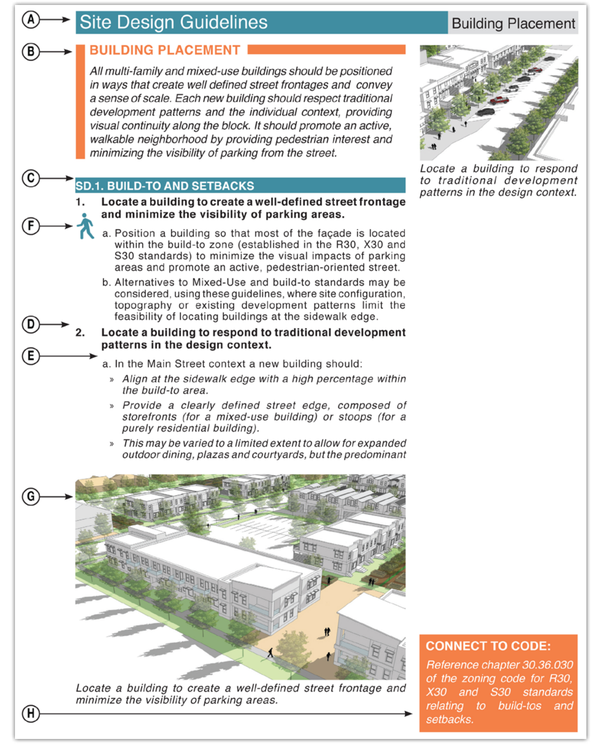
Design guidelines would be used by **property owners** in the R30, X30, and S30 floating zones, along with **developers and designers** working in those districts. **Residents** and other interested parties may also reference the guidelines as an educational tool in helping to achieve a common vision for Encinitas.

The guidelines are organized in a **hierarchical format**, with a variety of components. The letters below correspond to the design guideline to the right.

HOW TO READ THE DESIGN GUIDELINES

The guidelines are organized in a hierarchical format, with a variety of components. The letters correspond to the example design guideline that appears on the following page.

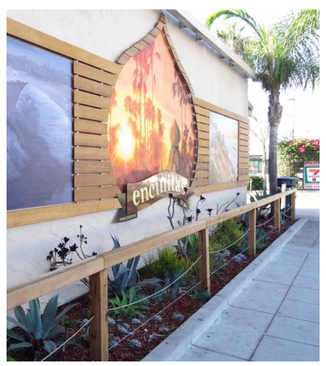
- (A) **GENERAL TOPIC** - This identifies a category to be addressed for a set of guidelines. This also appears in a gray box text in the top right of each page.
- (B) **INTENT STATEMENT** - This statement describes the overall intent of the guidelines that follow. In some cases, this intent statement may be referenced in considering alternative means of meeting a guideline.
- (C) **DESIGN GUIDELINE TOPIC** - Sets of related guidelines are grouped by topic heading. These are located in blue boxes with a numbering system that relates to each chapter. In other words, Site Design topics start with "SD" and Building Design topics start with "BD." This is used to reference specific design guidelines, i.e. "refer to guideline SD.1.a."
- (D) **DESIGN GUIDELINE** - This statement provides specific design direction within the topic area. The design guidelines are numbered in sequence to facilitate referencing them in formal reports and findings statements.
- (E) **SUPPLEMENTARY INFORMATION** - This material appears as "bullets" which provide additional information and in some cases include specific examples of appropriate solutions.
- (F) **ENVIRONMENTAL DESIGN ICONS** - These symbols relate to the city's commitment to incorporate environmental awareness in new design.
- (G) **IMAGES, DIAGRAMS AND GRAPHICS** - Sketches and photographs illustrate guideline intent.
- (H) **RELATED REFERENCES** - Some pages include "sidebars" which provide reference to other relevant information. Many of them include cross-references to the R30, X30 and S30 zone standards.



DESIGN GUIDELINES SEEK TO:

- Promote high quality design
- Respond to context
- Respond to community character
- Offer flexibility in appropriate design solutions
- Promote creativity
- Enhance the public realm
- Enhance connectivity
- Provide sensitive transitions from public to private realm and to adjacent single family neighborhoods.

Design guidelines seek to promote high quality design.



Design guidelines seek to promote creativity.

Design guidelines seek to respond to community character.

Design guidelines seek to provide sensitive transitions from public to private realm.

Design guidelines seek to enhance the public realm.

4B QUALITY

ELEMENTS THAT ARE CHECKED FOR COMPLIANCE

WHAT WOULD THE DESIGN GUIDELINES REGULATE?

OPEN SPACE

INTENT: To be designed to enhance the **public and private** realms, balance **indoor and outdoor** space and enhance **livability**.

GUIDELINES: Provide guidance on locating open space to be a **positive asset** and **encourage physical activity**, as well as for using **landscaping** to reduce the perceived mass of buildings and respond to the Encinitas climate.

PARKING DESIGN

INTENT: To minimize visual impacts of parking to promote a **walkable neighborhood** and support the traditional **"natural" character** of Encinitas.

GUIDELINES: Include solutions for minimizing visual impact of parking using **buffers**, enhancing **connectivity** to encourage walking, designing to be **human-scaled** and encouraging parking areas to **minimize on-site stormwater run-off**.

BUILDING HEIGHT

INTENT: New buildings should be **compatible** with the height of traditional buildings and incorporate **variation** in height.

GUIDELINES: Provide criteria for **varying building height** along a street, maintaining similar **floor-to-floor heights** as other traditional buildings, and also varying heights by **stepping back upper stories** to minimize scale at the sidewalk level.

BUILDING PLACEMENT

INTENT: To position buildings in a way that creates a **well-defined street edge** and conveys a **sense of human scale**.

GUIDELINES: Establishes direction for locating buildings to **minimize visibility of parking**, maximize **access to light and air**, and **respond to traditional development patterns** in each design context.

TRANSITIONS

INTENT: To **sensitively design** multifamily or mixed use development to be good neighbors when next to established single family neighborhoods.

GUIDELINES: Encourage **compatible uses**, lower-scale building, and encourage the transition area to be designed to be an **asset**, as experienced by single family neighbors nearby.

BUILDING MASS AND SCALE

INTENT: New buildings appear **similar in scale** to traditional buildings and **reduce perceived mass** of larger buildings.

GUIDELINES: Provide solutions for establishing a sense of scale and reducing perceived mass through **horizontal and vertical articulation and treatment of materials**.

STREET LEVEL INTEREST

INTENT: Each building should **enhance the pedestrian environment** at the street level and **activate** the street edge.

GUIDELINES: Provide options for creating **visual interest** and maintaining a sense of **human scale**. They also offer solutions for engaging the street with building entries and uses that provide "eyes on the street" for **enhanced safety**.

ACCESS AND CONNECTIVITY

INTENT: To encourage providing connections to nearby amenities and neighborhoods and to increase options for and **promote walkability**.

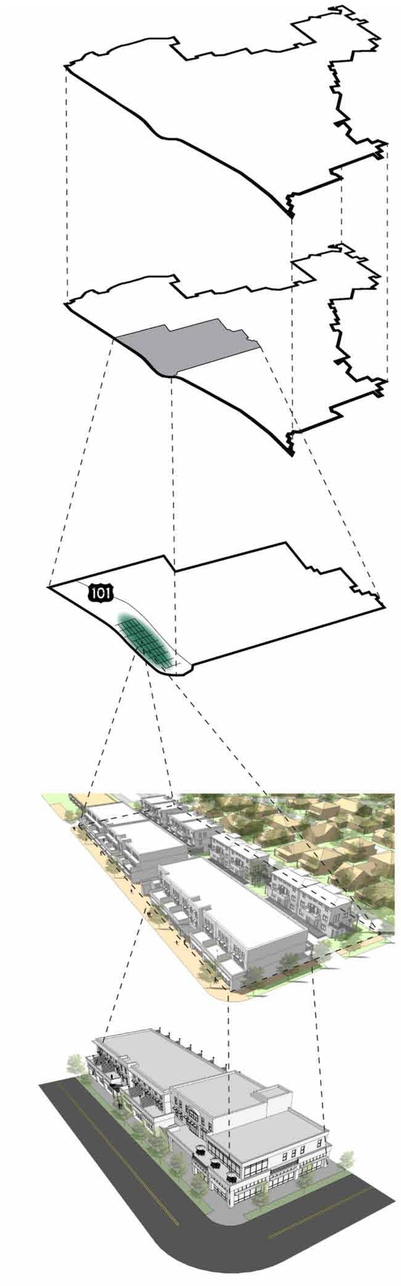
GUIDELINES: Provide solutions for **minimizing automobile and pedestrian conflicts**, enhancing connectivity, and **designing** such spaces to encourage active use.

4C QUALITY

HOW DESIGN GUIDELINES CONSIDER CONTEXT

LEVELS OF DESIGN GUIDELINES

The design guidelines will address these levels of design:



DESIGN PRINCIPLES

Overarching design principles express citywide design objectives. They apply to every project. They are:

- Design with Consistency and Integrity
- Respond to Neighborhood Context
- Design with Individuality
- Design for Views
- Respond to the Street
- Provide a Sense of Scale
- Balance Indoor and Outdoor Activity
- Provide a Progression of Space

COMMUNITY CHARACTER

Each project should reinforce the design traditions of the community in which it is located. The five communities with unique characteristics are:

- Old Encinitas
- Leucadia
- Cardiff
- New Encinitas
- Olivenhain

DESIGN CONTEXT

In addition to the community characteristics, each project should respond to its unique design context. They are:

- Main Street Design Context
- Village Center Design Context
- Neighborhood Center

SITE DESIGN

Specific design guidelines are provided for site design which encourage high quality in public and semi-public spaces. Objectives include:

- Creating a sense of place within each development
- Maximizing connectivity
- Designing the “edges” of a site to be assets to surrounding neighborhoods
- Making the best use of natural resources

BUILDING DESIGN

Design guidelines for building design encourage high quality design of individual buildings. Objectives include:

- Promoting a sense of human scale to building proportions
- Providing a consistent street edge
- Encouraging high quality materials and design
- Promoting variation in massing and building form
- Accommodating moderate increase in density while maintaining compatibility with established neighborhoods.

TABLE OF CONTENTS FOR THE DESIGN GUIDELINES

4D QUALITY

HOW TO USE THE NEW DESIGN GUIDELINES

SITE DESIGN GUIDELINES

These pages illustrate some of the guidelines related to Site Design. Site design guidelines consider the placement and layout of buildings and other features on the property. Access and connectivity also are major considerations, both within an individual project, and as the project relates to the surrounding neighborhood. The arrangement of site design determines how close different physical elements are to one another, shaping how people perceive the built environment. This chapter also provides guidance for the design of sensitive transitions to provide coherence to the surrounding neighborhoods.

Site Design Guidelines — Open Space

OPEN SPACE

Open space within a project should be designed to enhance the adjacent public realm, as well as the private realm. Balancing indoor and outdoor space and responding to context also are important. Open space also should be designed so that livability is enhanced, connections to nature are maximized and impacts to regional stormwater systems are minimized.

SD.1.LOCATION OF OPEN SPACE

1. **Locate some open space in a project to enhance the public realm.**
   a. Design the open space so that it can be accessed or at least observed by the public.
   b. Consider the experience, purpose, and goals of an open space as it relates to the building type and user group.
   - *A mixed use building with a commercial component on the ground floor may incorporate a semi-public open space(s)such as a small plaza or outdoor dining.*
   - *A purely residential building may incorporate more private open space(s) such as a courtyard, mews, or a rooftop terrace.*
2. **Provide amenities that will encourage physical activity.**
   a. Provide shade, seating, public art and water fountains to promote their use.

An external courtyard facing a street enhances the public realm while serving residents.

An internal courtyard provides space for residents to connect to nature.

A corner plaza with outdoor cafe seating and rooftop terraces provides layers of open space that is visible from the public realm.

Consider the experience, purpose, and goals of open space as it relates to the building type and user group.

CONNECT TO CODE:

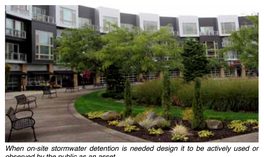
Reference chapter X.X. of the zoning code for R30 and MU30 standards relating to required percentage of land to be used as open space.

Site Design Guidelines — Open Space

SD.2.DESIGN & CHARACTER OF OPEN SPACE

1. **Design open space to be a positive asset to the project.**
   a. Orient balconies, decks and windows to the open space.
2. **Coordinate hardscape materials with building materials.**
   a. Also coordinate the materials palette with adjoining properties.
3. **Direct a walkway through a plaza, courtyard or other outdoor use area to help animate the space.**
4. **Design site engineering features to serve as amenities.**
   a. When on-site stormwater detention is needed, design it to be actively used or observed by the public as an asset.
   b. Also, design the feature such that it may be shared by adjoining properties when feasible.

Direct a walkway through a plaza, courtyard or other outdoor use area to help animate the space.



When on-site stormwater detention is needed design it to be actively used or observed by the public as an asset.

Design open space to be a positive asset to the project.

A stormwater treatment area may be designed as a passive landscape feature (left) or an outdoor seating area with a permeable surface (right).

Orient balconies, decks and windows to the open space.

Site Design Guidelines — Parking Design

PARKING DESIGN

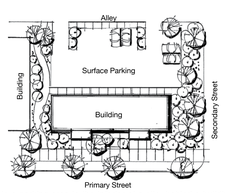
The visual impacts of parking within a development should be minimized and buffered from public ways in order to promote a walkable neighborhood and support the traditional "natural" character of Encinitas. Each parking facility should contribute in a positive way to the neighborhood while avoiding negative impacts on traffic. Bike parking should be provided and it should be integrated into the parking plan, not as an afterthought. It should be visible, inviting, well-lit, and easy to use.

SD.3.SURFACE PARKING

1. **Minimize the visual impact of surface parking.**
   a. Locate a parking area to the interior of a site, behind a building, where feasible. This is especially important on a corner property where the street wall should have a sense of enclosure.
   b. Also locate a lot away from abutting lower density residential zone districts or provide a buffer.
2. **Provide a visual buffer where a parking lot abuts a public sidewalk, path, or street.**
   a. Note that "buffering" does not mean fully screening the parking, but it does require creating a visual "filter" that softens the view of parked cars.
   b. A low site wall may be used as a buffer. Its materials should be compatible with those of the building.
   c. A planted buffer may also be used, and should include a combination of trees, shrubs and ground covers.

A planted buffer with trees, shrubs and ground cover provides a buffer from a public sidewalk and street.

Provide a visual buffer where a parking lot abuts a public sidewalk.

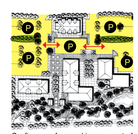


Locate a parking area to the interior of a site, behind a building, where feasible.

Site Design Guidelines — Parking Design

5. **Design a parking area to encourage walking, bicycling and using public transit.**
   a. Provide convenient pedestrian connections to a parking facility that lead to nearby services and transit.
6. **Design a parking lot to be human-scaled.**
   a. Configure surface parking as a set of interconnected, smaller "rooms" with landscape buffers.
   b. A buffer that separates two parking modules should be a minimum of 8 feet in width.
7. **Design a parking area to minimize on-site stormwater run-off.**
   a. Use permeable materials for portions of a surface parking lot in order to reduce on-site run-off. Permeable materials include:
   - *Crushed stone/gravel with reinforced underlayment*
   - *Dry-laid pavers*
   - *Stone or brick pavers*
   - *Gravel or grass-filled concrete block systems*

   b. Utilize strategies that allow stormwater run-off to be filtered within the parking area.
   - *Incorporate bioswales as part of the parking lot landscaping.*
   - *Incorporate slotted curbs to allow stormwater to flow from the parking area into landscaped areas.*



Configure surface parking as a set of interconnected, smaller "rooms" with landscape buffers.

Incorporate bioswales as part of the parking lot landscaping.

Use permeable materials for portions of a surface parking lot in order to reduce on-site run-off.

CONNECT TO CODE:

Reference chapter X.X. of the zoning code for R30 and MU30 standards relating to parking location and access.

BUILDING DESIGN GUIDELINES

These pages illustrate some of the guidelines for Building Design. This chapter addresses ways to integrate new development into the existing urban fabric instead of damaging the existing fabric to accommodate new development. With that being said, there is a dynamic relationship among the design variables that are addressed in this chapter. In some cases certain guidelines will be more important than others, and the degree to which each guideline must be met will vary with each project.

Building Design Guidelines — Building Entry

BUILDING ENTRY

The primary entrance to a building should orient to a sidewalk, pedestrian way or plaza. Its entry should create a strong relationship between the private and public realms. A building entry should be clearly visible from the street and it should provide a sense of connection to the neighborhood.

SD.4. PRIMARY ENTRY

1. **Provide a clear connection between the primary building entry and the street.**
   a. Design the primary entry to be human scaled and clearly identifiable from the street. Options include:
   - *Using architectural details or a change in materials to highlight a building entry,*
   - *Incorporating a stoop, porch or steps,*
   - *Creating a landscaped or paved path that leads from the building entry to the street,*
   - *Providing a sheltering element such as a canopy, awning, arcade or portico to signify the entrance location,*
   - *Using variation in building form or massing to highlight a main entrance.*
2. **Orient the primary entrance of a building to face a primary street, an active plaza or pedestrian way.**
   a. The primary entrance should orient to a primary street, when feasible; in some cases, it may face a secondary street, when doing so would enhance the character of that street and the primary street is already activated with entrances of other buildings in the area.
   b. In some cases, the front door itself may be positioned perpendicular to the street. In this case, the entry should still be clearly defined. This may be achieved by:
   - *Incorporating a porch, stoop, or canopy for residential building types, or*
   - *Providing a recessed entry, canopy or awning for commercial/ mixed-use building types.*
   - *Using other features that highlight an entrance may also be considered.*

Provide a clear connection between the primary building entry and the street.

Use variation in massing and building height to highlight a main entrance.

Orient the primary entrance of a building to face a primary street, or an active plaza or pedestrian way.

In some cases the primary entrance may face a secondary street. In this case, the entry should be clearly defined.

Building Design Guidelines — Building Materials

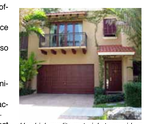
BUILDING MATERIALS

High quality building materials should be used to provide a sense of human scale and create visual interest. Materials that are "authentic" and durable should be used. Materials also should be consistent with those predominant in the community.

SD.5. HIGH QUALITY MATERIALS

1. **New building materials should contribute to the visual continuity of the specific community's character.**
   a. The material should be compatible with materials used most often in the context.
   b. The use of synthetic stucco (such as EIFS) for large surface areas is inappropriate.
   c. The use of highly reflective materials for large surface areas also is inappropriate.
2. **Use high quality materials to convey durability.**
   a. The material should be proven to be durable in the local Encinitas climate.
   b. The material should maintain an intended finish over time or acquire a patina, when it is understood to be a desired outcome.
   c. Materials at the ground level should withstand on-going contact with the public, sustaining impacts without compromising the appearance. (Note that some synthetic materials will not sustain this degree of frequent contact.)
3. **Use high quality materials to provide a sense of scale.**
   a. Use changes in material to express human scale while assuring that the overall composition of the building design remains intact and does not appear overly busy.
   b. Apply materials in units, panels or modules that help to convey a sense of scale, and provide a sense of texture through shadow lines and other attributes which provide visual interest.
   c. Do not use large panelized products or other materials that produce extensive featureless surfaces.
4. **Use sustainable building materials whenever possible.**
   a. Such materials are:
   - *Locally manufactured.*
   - *Low maintenance.*
   - *Materials with long life spans.*
   - *Recycled materials.*

New building materials should contribute to the visual continuity of the community character.



Use high quality materials to provide a sense of scale.

Use sustainable building materials whenever possible.

Building Design Guidelines — Building Mass & Scale

BUILDING MASS & SCALE

A new building should appear similar in mass and scale to traditional buildings, including width and height. The perceived mass of a building should be reduced by dividing it into modules and expressing them in ways that cause them to appear to be a collection of smaller forms. Horizontal and vertical articulation also is important to establish an interesting façade and align important elements with established buildings of character. This method of "articulation" to reduce scale also benefits from the interaction with variations in materials and roof forms that can help convey the sense of a building being composed of smaller modules.

SD.8. HORIZONTAL EXPRESSION

1. **Provide horizontal expression at lower floor heights to establish a sense of scale.**
   a. Use moldings, a change in material, or an offset in the wall plane to define the scale of lower floors in relation to the street.
   b. Align these features with similar ones along the street, where a distinct alignment pattern exists.

Use moldings, a change in material, or an offset in the wall plane to define the scale of lower floors in relation to the street.

Align features with similar ones along the street, where a distinct alignment pattern exists.

Provide horizontal expression at lower floor heights to establish a sense of scale.

Building Design Guidelines — Building Mass & Scale

SD.6. VERTICAL ARTICULATION

1. **Provide vertical articulation in a larger building mass to establish a sense of scale.**
   a. Use moldings, columns, and a change in material or offset in the wall plane to break up long surfaces and define vertical building modules.
   b. Organize modules to reflect widths of facades seen traditionally.
   c. Vary the roof profile and step down some portions of the façade to express the different modules.

SD.7. HUMAN SCALE

1. **Establish a sense of human scale in each building design.**
   a. For a large residential or mixed use project, break up the development into several smaller buildings.
   b. Use materials that convey scale in their proportion, detail and form. Materials applied in units, panels or modules help to convey a sense of scale, when they appear similar to those seen traditionally.
   c. Incorporate a base, middle and cap into building design where this is a pattern that is established along the street.

Provide vertical articulation in a larger building mass to establish a sense of scale.

Organize modules to reflect traditional lots widths or facade dimensions that are seen in the area.

Incorporate a base, middle and cap into building design where this is established along the street wall in adjacent buildings.

Establish a sense of human scale in each building design.

CONNECT BETWEEN CODE & GUIDELINES:

The new "codelet" and design guidelines document were created in tandem and are designed to work together. Each document references the other so the correlation is apparent. While satisfying the standards in the new zone districts is mandatory and should be considered first and foremost when developing a property under the new floating zones, the design guidelines document should also be referenced early-on in a project in order to recognize design implications or solutions that the guidelines may impose. Both documents provide a context-sensitive approach to new housing infill design within the City of Encinitas and have taken into consideration multiple comments and concerns from the community.

COMMUNITY DIALOGUE SESSIONS PART 2

@HOME IN ENCINITAS