## LIDO VILLAGE 80% DRAFT

8.18.11



## DESIGN GUIDELINES



## Agenda

- Summary of July 27, 2011 Meeting
- Approval of July 27, 2011 Meeting Minutes
- Presentation of the 80% Draft Design Guidelines
- Role of CAP for Reviewing Draft Design Guidelines
- Methods of Enforcement of the Design Guidelines
- Development of Slogan
- City Website
- Public Comment and Roundtable Discussion
- Next Steps for September 1, 2011 4:00 pm Meeting



## Plan Alternative 5B Updates

- Changes are based upon January 25th 2011 comments from City council and citizens input.
- Increase the size of the proposed community center to 15,000 S.F.
- Eliminate "Sky-Bridge" from the plan.
- Keep public plaza/ green belt in place. Emphasise pedestrian connections through the site at the street level.
- Maintain the existing circulation patterns for Via Lido and 32nd St intersection.
- Provide more accurate base mapping of existing parcels.

## **Cornerstones**



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### **Unification -** Creating a Sense of Place

- Present a unifying theme for Lido Village.
- Define and enhance gathering spaces.
- Promote connectivity throughout village.
- Improve way-finding.



### Visual Appeal - Create an Identity for the Village

- Define "Newport Eclectic" aesthetic.
- Illustrate vision for art, architecture, and landscaping.
- Create an attractive Gateway Village.
- Maximize view corridors and scenic opportunities.



### Flexibility - Builder/Owner Friendly

- Offer various options for achieving common goals.
- Allow for individual ownerships to make improvements independently and accommodate early entitlers.
- Grant regulatory weight to the guidelines as a design • process tool for property improvements.





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### Sustainability - Economic and Environmental

- Encourage environmentally sustainable practices. •
- Conserve water resources and design for energy efficiency.
- Celebrate native landscapes.
- Consider economic realities and viability.



## Introduction



#### 1.2 Summary and Objective

Recreating a vibrant gateway in the heart of historic Newport Beach, Lido Village will represent a new energized area with boutique retail, office, entertainment, and residential elements thoughtfully assembled into a unique sense of place or a Coastal California Destination. Transforming an area that has declined over recent years poses unique opportunities and challenges with multiple land ownerships within the village. The efforts undertaken to create the Lido Village Design Guidelines seek to provide the memorializing document offering guidance and inspiration for areawide improvements

The objective of these guidelines is to provide owners with strong and positive images and vocabulary for the renewal of Lido Village. These guidelines are intended to streamline the design and approval process by adhering to the contents within. Special considerations or incentives may be implemented when improvements conform to the design guidelines, at the discretion of City officials.



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#### Key to Edge Condition Criteria

- Primary Pedestrian Corridor
- Located along primary roadways
- Encourage pedestrian-friendly safety measures
   Enhance landscape elements.
- Secondary Pedestrian Corridor
- Located along secondary streets and off-street corridors.
- Limited vehicular access.
- · Private and public conditions that encourage multi-modal

#### Street Focused Edge

- Image-defining façades with street orientation.
  Create strong building/pedestrian interface.
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- Unifying theme and character encouraged along street segment.

### Service Edge

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- Back of house or service conditions Encourage special screening applications.
   Limited pedestrian access.
- Waterfront Edge
- · Create strong pedestrian water interface, maximizing accessibility.
- Encourage visual corridors promoting water experience. Restrict back of house and service conditions.
   Image-defining façades with transparent pedestrian
- interface
- Buffer Edge
  - Limited pedestrian and vehicular access.
  - Achieve softening between uses of differing intensities. Promote landscape solutions with vertical emphasis.
- Encourage facade enhancements that are visually attractive.



#### Vision for Lido Village Edges and Connectivity

## **Overview**

#### 2.7 Pedestrian Connections and Open Space

During the initial concept planning efforts, special emphasis was given to the connectivity of the Beach to the Bay. Because Lido Village is situated along Newport Harbor and within a short distance to the beach, it is impor-tant that these guidelines promote the enhancement of that connectivity. Land owners should support clearly defined pedestrian pathways and nodes that encourage walkability within the vilage. Landscaping paired with hardscape treatments are intended to hint to nautical influences and tie the beach to Lido Village.

Streets offer vehicular and pedestrian circulation that reinforce the visual recognition of the location of the village. Streets are a fundamental component of the public realm and are not just for vehicular conveyance. The streets within the village are also designed with the pedestrian in mind and vary from intense thoroughfares to intimate local streets. Because there are major roadways and high volume streets, pedestrian safety is of utmost concern. Safety measures that protect the pedestrian while ensuring quality design should be encouraged as land owners decide to mprove their properties.



### **Architecture**

3.2 Architectural Styles

The styles listed herein represent the notable architecture within Lido

Village and appropriate influences to draw from for future improvements.

Collectively, these styles comprise the Newport Eclectic aesthetic that these Design Guidelines seek to illustrate.

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design methodologies.



The City of Newport Beach has a rich and storied past with the ocean. Both private and industrial maritime uses have shared the harbor for over 100 years. The Mariner's style reflects this heritage with its subtle nautical elements and modest utilitarian forms reminiscent of seafront structures American coastal towns. Examples of this style can be seen along Mariner's Mile in Newport Beach. The conversion of use from industrial to ommercial and residential have influenced the form and function of the structures over time.

The characteristics of this eclectic style include simple gable roofs, tight overhangs/rakes, and simple block massing. Siding materials may consist of wood siding, board-and-batten, and shingles. Buildings appear to have been designed to withstand coastal conditions and often have a weathered appearance. Standing seam metal roofs or asphalt shingles are appropriate roofing materials. Colors are chosen to blend into the landcape, with subtle pastel hues. Decorative highlights include painted trim white or another contrasting color





#### Modern

Modernism is a minimalist style originating in the early 20th century, char acterized by clean lines, lack of ornament, honest expression of structure and material, and open expansive spaces. The wide-spread popularity of the style influenced commercial architecture as well as home design. In the mid-century, Modern buildings tended to stray from the purely functional mo-century, moarn buildings tended to stray mon the purely functional forms to create more experimental and organic shapes while still retaining modernist characteristics. Beginning in 1940, buildings of open floor plans and glass walls were built throughout California.

Modern buildings blur the distinction from indoor to outdoor experience Wide, cantilevered roof overhangs create attractive sheltered outdoor spaces. Materials typically consist of glass, steel, and smooth exterior finishes. Open beam plan forms with varied ceiling heights are key compo-nents of this design. Roof forms are generally flat or low pitched. In residential application, exterior concrete walls are incorporated into the architecture to create private outdoor spaces surrounding large glass windows and doors. In non-residential applications, entries are open and use ample amounts of glass, and columns are used to create soaring spaces.

Building Form and Massing

vertical offsets, or

entry/corner elements.

corridor views or

streetscape, or

O Massing at street intersections should:

horizontal offsets or

O Taller or large single-tenant buildings should have greater articulation

usage of more than one material, or

to create visual interest in the building and reduce the overall mass. Articulation should include one or more of these variations:

feature a prominent design element or tower to engage

step-down massing elements to interface with the

provide a built-out and simple unified design statement

#### Cannery

With the revitalization of Cannery Village emerged a style that is both eclectic and distinct to the area. The style blends the charm of Newport Beach's maritime history with its present status as a destination for artists and designers. Cannery Village is the site of Newport's first commercial fish cannery built in the 1920s on the Rhine Channel. The Cannery estaurant that exists today pays homage to a by-gone commercial fishing ndustry and is a landmark that continues to draw visitors. Its influence on the revitalization of Cannery Village is still present today.

The Cannery style is comprised of a mix of contemporary loft, urban revival, and industrial elements. Materials consist of smooth-finish stucco, reviva, and industrial elements. Inaternals consists of smooth-minis succes, concrete, corrugated metal, steel, and modern wood and stone veneers. Additionally, applications of brick, painted wood trim, and siding also exist on more historic structures. Massing is a blend of rectangular forms and flat roofs. Enhancements with curved and gabled roofs also may be applied. The eclectic style is unified by the presence of large windows and transparent roll-up doors to create indoor/outdoor living



Material Wrapping

compatible material

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#### Door Treatments

As one of the most important parts of the facade, the main entrance should be easily identifiable. Architectural detail should be incorporated into the ground-floor facade to create a welcoming entrance

- \* Doors and entryways should be compatible with the architectural style of the structure.
- Entrances should address the primary street or pedestrian pathway.
- \* Glazing used in doors can be reflective for office entrances and transparent for retail or business entrances. Residential doors should reflect more of a sense of privacy with opaque glazing or solid door

Retractable or roll-up doors used on a storefront or business are encouraged





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Building Orientation and Site Planning

The arrangement of buildings on a site influences the quality of the built environment and can create opportunities for public gathering spaces encouraging outdoor living and inviting patronage. Buildings and sites shal be oriented as follows:

Create a unified and consistent alignment of building facades that define and address the street.











of prevailing winds.

Consider passive solar design whe locating building openings, window and overhangs

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for occupants while minimizing the visual impact of the building or existing viewsheds. Orient buildings to maximize sunlight

within common open spaces. Position buildings to take advantage



proportioned, resulting in a balanced composition of elements. Lavering of wall planes and volumes should provide a rhythm of dynamic building forms and shadows. Building massing should consist of

Building forms should be aesthetically designed and well-



Buildings should articulate the line between the ground and upper levels with a cornice, canopy, balcony, arcade or other

Towar elements and other vertical/ prominent building features may be used to accentuate key elements



Because Lido Village is an urban setting, all sides of buildings are exposed. All building elevations should use materials consistent with those on the

primary facade if visible from public streets or neighboring properties, and

should be carefully designed with similar detailing, comparable quality, and

\* Materials and horizontal elements such as trim. banding, and balconies

\* Parapets, when used, shall be contiguous and wrap building sides to

should wrap around building corners along highly visible edges.



reduce the "false front" appearance





architectural feature



such as building entries, pedestrian

nodes, plazas or courtyards.

## **Architecture**

#### Windows and Glazing

- \* Windows should be consistent in style across the facade.
- \* Transparent glazing is preferred to smoked or reflective glazing in storefront window designs. Office and residential glazing can incorporate greater degrees of opacity and privacy.
- \* To the extent possible, upper-story fenestration should be vertically aligned with the location of windows and doors on the ground level.
- Install energy-efficient windows using low-emitting and double-paned glass.
- Operable windows are encouraged, not only for visual appeal, but also to promote ventilation and invite natural sea breezes.
- Promote day lighting by taking advantage of indirect, northern light, particularly through use of skylights and clerestory windows below the roofline.



ctable storefront window Upper clerestory wind



From left to right: retail, residential , and office window treatments

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### Shading and Awnings

Opaque glass diffuses light

Canvas awnings in unified theme

- \* Awnings that are functional for shade or shelter from the elements are encouraged.
- \* Awnings should fit the shape and scale of the window or door they are sheltering, and should be designed to be compatible with and complimentary to building signage and design.
  - The use of multiple awnings along a building facade should be of similar scale and material. Awnings along a continuous row of buildings should create a unifying theme along that particular street.
    - 🕄 Incorporate deep overhangs, cantilevers, trellises, and/or shade trees on south- and west-facing elevations to control solar heat gain through windows.
    - Consider use of light shelves or fins to bounce and diffuse natural light entering indoor spaces, increasing energy efficiency.





Creative use of vertical shade fina



Signage should be appropriately scaled to the building or surface onto which it is placed, should not obscure important architectural features. and should be readable by both pedestrians and drivers approaching the site. All signage should be compliant with the minimum standards established by the City of Newport Beach (CNB Code XXX).

- \* Integrate signage with the design and scale of the architecture.
- \* In buildings with multiple storefronts, a coordinated approach to signage throughout the building is particularly important. Use signs of similar size, proportion, and materials on each store.
- \* Design building identification signs that are durable, legible, and artful

★ Use mounting methods that are

\* Avoid signs with interchangeable

method is used for surround.

motion, neon, or spotlights.

than backlit or uplight.

and minimize glare.

CALIFORNIA 100

💲 Illuminated signs should be downward facing fixtures rather

copy unless a permanent mounting

Avoid signs that incorporate flashing,

permanent and sturdy





Visible to pedestrian and driver



Examples of modern metal signs

#### Architectural Lighting

- \* Select pedestrian-scaled light fixtures appropriate to building type and location.
- \* Use soft, even lighting fixtures for illuminating entries and signage to avoid harsh shadows and high contrast.
- \* Materials should be durable, such as powder-coat or galvanized steel.
- () Use energy efficient lighting fixtures such as LEDs and compact fluorescent (CFL) bulbs.
- (\$) Reduce excessive use of outdoor flood lighting by shielding fixtures or directing light downward.
- Solar-powered fixtures are encouraged where practical.
- Consider use of photocell fixtures to detect dusk and dawn.









### Landscape

#### 4.7 Open Space Network & Connectivity

#### Open Space - Plazas and Courtvards

Plazas and courtyards, both public and private, afford the opportunity for community gatherings and a setting for a multitude of events and activi-ties. A Farmer's Market, festivals and cultural celebrations, children's play areas, relaxation spaces for shoppers, patios for dining, and spaces for public art are all a part of the general program of open spaces.

A large 'Civic Green' is envisioned near Newport Boulevard and 32nd Street that will serve as the focal point for pedestrian and Village activities. A 'Waterfront Plaza' will serve as the central feature for activities and events relating to the Harbor. The improved streetscape system will and events relating to the values. The imported streets are system with be the final piece, serving as passive open spaces and corridors which will serve to connect the various open space plazas and courtyards throughout Lido Village.







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Circle size sign of intersection -

Map of Open Space Network, Streetscapes & Pedestrian Connectivity

#### 4.4 Intersection Hierarchy

The Arrival Gateway Interesction is the primary point for creating a statement and setting the theme for Lido Village. Secondary intersections will provide an opportunity to further enhance the pedestrian experience and strengthen the identity of the Village. The three secondary intersections -Via Lido and Via Oporto, Via Lido and 32nd Street, and Newport Boulevard and 32nd Street - will feature elements of the Gateway Intersection, such as enhanced paving and a unified plant palette, only on a smaller scale. These areas also provide an opportunity for way-finding signage, celebra-tion banners and graphics, and civic art or water features. Tertiary intersections will also incorporte these themes, but again, on a smaller scale.



Way-finding Signage



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#### Monumentation and Signage

Signage and monumentation will exist throughout the Village to serve several purposes: announcing arrival, way-finding, interaction, celebration, historical significance, and seasonal decorations. The most important or most visible monument would be a feature that announces one's arrival onto the Balboa Peninsula and to Lido Village. This is envisioned to be a statement at the Arrival Gateway Intersection at Newport Boulevard and Via Lido. The use of palms to add height and a visual cue is a principal component of the arrival statement.

Further down Newport Boulevard, graphic banners could be affixed to the existing light poles to celebrate the arrival into the community. Way-finding signs would occur at key intersections in order to direct and inform travellers of potential destinations and traffic orientation. Interactive displays ters of potential destinations and traine orientation. Interactive displays such as LED signs could be incorporated in the core of the Village to add liveliness and energy. Placards and signage could also help tell the 'story' of Lido Village and its role, presently and historically, in Newport Beach.

### Screening and Wall Treatments

In some locations, screening and wall treatments shall be required to hide unsightly views or back of house operations. Preferably, planter areas with masses of trees and shrubs would be able to achieve the desired screening; but in cases where insufficient space exists for plantings, the following are examples of preferred treatments: A modular trellis panel with vine plantings can act as a living fence.

In situations where walls are required for safety or decoration, the use of low (less than 48" high) or open fencing should be implemented to

preserve desired view

Use solid walls or fencing where privacy or screening is desired, such as storage areas, mechanical equipment, and waste bins

Wood, metal, concrete, brick, and stone are appropriate materials for screen walls and privacy fences.



### Waterfront Conditions

If Via Lido is the 'Heart' of Lido Village, then the waterfront is its 'Soul'. The reason this village exists is due to its proximity to the water's edge and the peaceful bay that is home to watercraft of all shapes and sizes. Too often, however, the edge of the water becomes transformed from a lively place where people congregate to dine, shop, and stroll by the water into an industrial work area that neglects aesthetics and the guest experience

The concept plan proposes the re-creation of a lively waterfront scene by introducing a multi-level promenade that will play host to an array of shopping, dining, hospitality, and activity-related businesses. A pedestriar foot bridge is proposed within the concept plan, connecting Lido Village to Mariner's Mile and Pacific Coast Highway. Future considerations of relocating some of the docks would ensure unimpeded views to the bay and a more pleasant pedestrian experience





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## Landscape











### **Public Right of Way Improvements**

- Utilize public Right of Ways as improvement zones for the Village
- Street landscape improvements
- Signage and Monumentation

### **Pedestrian Realm**

- Improve the pedestrian experience along arterials and collectors
- Clearly define connectivity through landscape applications

### **Green Components**

- Green street opportunities
- Water quality mitigation within right of ways
- Canopy and shade tree improvements

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Welcome Sign





Green Screen Trellis with Vines



### Dense Screen Trees - Cypress



Vines on Stucco or CMU Block



### Non-traditional, modern fence

## Appendix

## APPENDIX

### References

City of Newport Beach General Plan http://www.newportbeachca.gov/index.aspx?page=173

City of Newport Beach Zoning Code <a href="http://www.newportbeachca.gov/index.aspx?page=1689">http://www.newportbeachca.gov/index.aspx?page=1689</a>

City of Newport Beach Water Efficient Landscape Ordinance http://www.newportbeachca.gov/Modules/ShowDocument. aspx?documentid=7710

California Building Standards Commission http://www.bsc.ca.gov/default.htm\_

California Coastal Commission <u>http://www.coastal.ca.gov/</u>

California Environmental Quality Act (CEQA) <u>http://ceres.ca.gov/ceqa/summary.html</u>

City of Irvine Sustainable Travelways Guidelines http://www.cityofirvine.org/cityhall/cd/housing\_and\_redevelopment/redevelopment/sustainable\_travelways.asp

City of Los Angeles Green Infrastructure http://www.lastormwater.org/Siteorg/program/green.htm

U.S. Green Building Council - Orange County Chapter <a href="http://www.usgbc-oc.org/">http://www.usgbc-oc.org/</a>

### Glossary

Awning: A roof-like cover extending over a door or window as a shelter.

Arcade: A range of arches supported on columns.

Articulation. Changes in building surfaces and detailing.

Cantilever: A horizontal plane or beam that is anchored at one end.

### CHAPTER 6

Clerestory: A band of windows located just below the roofline.

Column: A supporting post found on storefronts, porches, and balconies.

Cornice: A horizontal treatment at the uppermost portion of a wall.

Eave: The part of the roof which extends beyond the side wall.

Façade: The face of a building, especially the principal face.

Fascia: A horizontal surface at the outer edge of a roof.

Fenestration: The arrangement of windows and other openings in a wall.

Gable Roof: A roof that consists of two sloping planes that meet at the ridge or peak. The planes are supported at their ends by triangular walls.

Glazing: Glass or transparent material used for windows.

Massing: The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called bulk.

Molding. An ornamental strip used to decorate a surface, especially an upper wall.

Parapet: The portion of an exterior wall that rises entirely above the roof.

Public Right-of-Way: Includes the street, curb and sidewalk area in front of private property at the front lot line.

Storefront: The front side of a store or store building.

Trellis. An overhead open framework used for vines and climbing plants.

Vernacular: Architectural language common to a specific place and time.

Viewshed: An area that is visible to the human eye from a specific vantage point.

VOC: Volatile organic compound; chemicals that easily evaporate from materials that are dangerous to human health and/or the environment.

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## **Role and Responsibility of the CAP**

- Review and comment on the 80% DRAFT Document
- Provide pointed comments that are specific and not general.
- Provide materials and source information to compliment the document

## **Timing of Feedback**

- Please provide Design Team with your comments no later then 12:00 on Monday August 29th.
- We need time to review, quantify and categorize comments for the September 1st Meeting.
- Provide findings to CAP and evaluate comments on September 1st.



## **Development of a Slogan**

### What

- A slogan is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose.
- Develop smart, memorable and catchy slogan. A slogan embodies the essence of the sense of place.

### Why

• Slogans, motto's, and tagline examples have been used to create buzz, and help with the character of development.

### **Types of Slogans**

- Benefit Based: Slogans like these help customers visualize the brand's key value by focusing attention on a benefit.
- Point of Difference: In a highly competitive market place, moving beyond the benefit to what makes the brand better can help it stand out.
- Witty Catchphrase: Some brands have achieved places in pop culture with catchphrases that have caught fire.
- Personality: Some of the more famous taglines can establish the brand's personality.
- Provocative or Motivating: Telling customers what to do or why a brand is important can motivate action.

### **Examples**

"No more tears" Johnson's Baby Shampoo

"The milk chocolate melts in your mouth-not in your hand.®" M&M's

> "Connecting people." Nokia

"It's everywhere you want to be" VISA

"Safety, Service, and Professionalism" City of Newport Beach- Fire Department

## City Website: http://www.newportbeachca.gov/





City of Newport Beach + 3300 Newport Blvd. + Newport Beach, CA 92563 + 949-644-3309 Contact the City For optimal performance, this website recommends using IE7+, FireFox 3.0+ or Safari 3.0+

For optimal performance, this website recommends using E7+, FireFox 3.0+ or Safari 3.0+

## **City Website**



## City Website: http://www.newportbeachca.gov/index.aspx?page=1959





## **Public Comment**

• Imagery and Content - We need you help in gathering additional images for reference.

## **Next Steps**

- Reminder, comments and edits are needed by August 29, 2011 by noon
- Slogan development for Lido Village

### Next CAP

- September 1, 2011
- Open House: October 6th 2011