UPTOWN NEWPORT
Planned Community Development Plan
Design Guidelines

Uptown Newport LP
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1.1 PURPOSE AND INTENT

The Design Guidelines expand upon the regulations set forth in the Uptown Newport Planned Community Development Plan Land Uses, Development Standards & Procedures. The Design Guidelines are intended to guide the preparation of the Master Site Development Plan and site development review process for development within the Uptown Newport Planned Community (Uptown Newport PC).

The Design Guidelines are also intended to be used as a design guide for all buildings and master site development within the Uptown Newport PC. These guidelines are intended to be used in conjunction with other applicable codes, documents, and ordinances to assess compliance of proposed projects.

Development within the Uptown Newport PC shall be subject to the Uptown Newport Land Uses, Development Standards & Procedures and Design Guidelines. Existing on-site land uses are allowed to continue as nonconforming uses, in compliance with the City of Newport Beach Municipal Code (NBM C) Chapter 20.38, and are not required to adhere to these Guidelines. Compliance of projects under this section shall be determined by the City of Newport Beach Community Development Director during the site development review process.
1.2 URBAN DESIGN CONTEXT

Existing development within the subject property and its surroundings reflects suburban commercial and industrial growth that commenced primarily in the 1960’s, 70’s and 80’s and continued over the past two decades. This growth accommodated economic expansion of the greater Los Angeles metropolitan area and established the areas surrounding the Orange County/John Wayne Airport as a significant regional center for commerce and employment.

Land uses include low-rise and mid-rise office with surface parking, manufacturing, “pad”-oriented retail/restaurants and high-rise multi-tenant office supported by structured parking. Individual projects are typically of sufficient scale to necessitate deliberate on-site vehicular circulation, though much of the way-finding takes place through the organization of circulation within parking lots. Although often in direct proximity to one another, physical connections between parcels, whether vehicular or pedestrian, have rarely been accommodated.
1.3 VISION STATEMENT

Uptown Newport is envisioned to be a distinctive, vibrant and interconnected residential/mixed use village clustered within the Airport Area of the City of Newport Beach. While acknowledging the Airport Area’s role as a gateway to the City, Uptown Newport represents an evolution of land uses that continue to respond to the ever-changing economic marketplace and societal demands and preferences.

The village will embody an urban quality whereby residents and visitors are joined together through a clearly defined public realm. The public realm will entail a clearly structured network of activated tree-lined streets with parkways and sidewalks connecting residents and visitors to beautifully landscaped neighborhood park spaces programmed with active recreation and passive uses. A village-scale retail core with ground-level shops and outdoor cafes will be provided to serve Uptown Newport residents as well as the local community and provide a degree of self containment for Uptown Newport. In addition to the pedestrian-oriented streets, the public realm will include a series of paseos that will connect neighborhoods together and link the village to surrounding properties.

The public realm will be enhanced through landscaping and framed and engaged by quality architecture expressed in a variety of building types. The village is envisioned to serve the housing needs of a range of residents who will be attracted to a quality living environment that offers convenient access to employment, education, recreation and regional transportation improvements.

In summary, Uptown Newport is envisioned to be distinguished from other residential developments that have been introduced into the nearby Jamboree Corridor by combining quality architecture and urban design with a public realm that includes legible vehicular circulation, significant park space and paseos and by establishing connectivity to surrounding properties.
2. SITE PLANNING GUIDELINES AND STANDARDS

2.1 MASTER PLAN FRAMEWORK

The Design Guidelines will be used to prepare a Master Site Development Plan and will govern development within the Uptown Newport PC so that the initial design framework is carried forward consistent with the Airport Area Land Use Element of the General Plan and Koll-Conexant Integrated Conceptual Development Plan (ICDP).

2.1.1 Framework Principles

The following development principles are described within these Design Guidelines, and are intended to serve as the guiding principles for development within the Uptown Newport PC.

1. Create a distinct high-density, mixed-use village;
2. Create legible internal roadway circulation that will provide ample access to all portions of the site and convenient connections to and from adjacent collector and arterial roadways;
3. Establish a sequence of spaces that promotes clear way-finding for residents and visitors;
4. Incorporate neighborhood-serving ground-level retail uses to serve residents, visitors, and nearby commercial uses;

Figure 2-1: Framework Diagram
5. Create neighborhood public park space to serve as a principal focus for the village. Park space will include meaningful gathering areas, recreational amenities and open space relief for the community;
6. Provide housing opportunities to serve the needs of a range of future residents;
7. Emphasize pedestrian orientation through the creation of pedestrian-scaled streets and greenbelts that break up large blocks and provide connectivity within and between neighborhoods and the surrounding community. Project streets shall include sidewalks separated from parking or travel lanes by landscaped parkways, tree grates and other such enhancements;
8. Provide on-street parking to serve the residential uses, neighborhood parks, and retail uses, visitors, and retail customers;
9. Establish architectural massing and articulation that provides variety and interest, creates a strong spatial definition along internal streets, and introduces pedestrian scale elements;
10. Provide for the establishment of a landscape character that unifies and enhances project streets, paseos, and other components of the public realm.
2.2 MASTER SITE PLAN CONCEPT

A Master Site Plan for Uptown Newport (see Figure 2-2) has been prepared that incorporates the framework principles. The Uptown Newport PC is centered on two neighborhood public parks and incorporates a mixed-use node at the primary entry that features neighborhood-serving retail uses and a network of local streets and pedestrian walkways and paseos that provide connectivity within Uptown Newport and to surrounding properties. Uptown Newport is envisioned to be a cohesive plan of high density residential apartments, condominiums and townhomes with parks, streets, landscaped parkways, and paseos that will be integrated with private amenities.

The public realm of the Uptown Newport PC will be designed and implemented by a master developer pursuant to a Master Site Development Plan approved by the City to ensure that the parks, streets, and public spaces will be planned and improved as a whole and will not be fragmented. A master association will be responsible for the ongoing operation and maintenance of the parks, streets, and common areas within the Uptown Newport PC. Individual projects within Uptown Newport will be regulated by the Uptown Newport PC Land Uses, Development Standards & Procedures. The Design Guidelines and Phasing Plan will also be governed by the master association rules and regulations.

Figure 2-2: Master Site Plan
2.2.1 Master Site Improvements
The Master Site Improvements for the Uptown Newport PC include two acres of park space, street improvements, utilities and an interconnected walkway system which links all areas of the site (see Figure 2-3).

Master Site Improvements include the following:
- Demolition, site preparation and rough grading;
- Backbone storm drain system within the streets;
- Sanitary sewer system within the streets;
- Water distribution system within the streets;
- Reclaimed water distribution system within the streets;
- Street improvements, including street paving, curb and gutter, sidewalk, and parkway improvements to the back of sidewalk;
- Common area fencing and walls;
- Neighborhood Park improvements for the two public parks;
- Landscape improvements within common areas, including: public street parkways to the back of sidewalk; project entries, Jamboree Road parkway and Class I and multi-use trail; Neighborhood Park landscape improvements; paseo landscape improvements;
- Master streetlight and common area lighting improvements;
- Dry utilities; and
- Master community signage.

Operation and maintenance of the parks, streets, parkways, and paseos will be by the master association. Developers of each parcel will be responsible for landscape development between the back of sidewalk and building face in accordance with the guidelines.

Figure 2-3: Master Site Improvements
2.2.2 Project Entries
Two clearly identifiable site access points for Uptown Newport are located on Jamboree Road. The primary entry is located at the existing signalized intersection at Fairchild Road. A secondary access point with limited turning movements (left turn out of the site at this location will not be allowed) is located at the northeastern portion of the Jamboree frontage. A full turn-movement intersection at Birch Street provides a third access point into the site. Uptown Newport has access to convenient connections to Highway 73, the 405 Freeway, the John Wayne Airport, University of California, Irvine and to Newport Beach via Jamboree Road and MacArthur Boulevard. The arrival experience for residents and visitors on each of these three tree-lined entry roads will culminate into significant park space to create a sense of arrival and community identity.

Figure 2-4: Uptown Newport community entry
2.2.3 Park Space
Two one-acre public neighborhood parks within Uptown Newport will provide convenient proximity of meaningful open space and recreational amenities for project residents and visitors. The relationship of the parks to the entry roads establishes a sense of quality and amenity upon arrival, and will distinguish Uptown Newport from other residential projects in the Jamboree corridor. These parks will provide light, air and open space relief to an otherwise urbanized area.

Each park has been programmed to serve the diverse recreational needs of the community and will feature such uses as fountains, seating areas, shade structures, open lawn areas, “tot-lot,” barbecues, and active recreational uses.

The parks are connected to each other by the project Spine Street with generous walkways, enhanced tree plantings and street furniture. The project has been designed to extend park frontage to the adjacent neighborhood streets such that open space is extended into the public realm, the perception of open space is expanded, and convenient access to the parks for the residents is provided from each of the neighborhoods.

Figure 2-5: Uptown Newport neighborhood park
2.2.4 Private Open Space
In addition to the two acres of public park space, private open space will be provided in each building phase, individual building or complex. These spaces may be internal to the building complexes in courtyards or in enclosed facilities on the ground floor (see Figure 2-13). Ground floor facilities are encouraged to be street facing to enhance the vitality of the community. Uses may include swimming pools, exercise facilities, tennis courts, basketball courts, clubhouse rooms, roof decks, community gardens, barbecue courtyards, passive gathering areas, or any other amenities as deemed appropriate by the Community Development Director.

Figure 2-6: Outdoor courtyard
Figure 2-7: Pool area
Figure 2-8: Passive gathering area
Figure 2-9: Outdoor fireplace
Figure 2-10: Barbecue courtyard
Figure 2-11: Roof deck
Figure 2-12: Clubhouse
Figure 2-13: Private Open Space
2.2.5 Pedestrian Friendly Environment

Pedestrian connections are emphasized throughout Uptown Newport. Project streets will include landscaped parkways and sidewalks that link pedestrians throughout the village. A mid-block pedestrian greenbelt will cross through the middle of the development adjacent to Jamboree Road with linkages to adjoining Koll Center Newport property to the north.

Greenbelt improvements are encouraged to include visual nodes and gathering spaces to enhance activity in these areas. Pedestrian activated courtyards and recreational amenities are encouraged to link the greenbelt to further broaden connectivity and expand the open space network.

In accordance with the General Plan, a twelve foot (12') wide sidewalk and Class I bike trail will be improved along the Jamboree Road parkway as part of the Uptown Newport project. The Jamboree Road trail and existing sidewalk improvements on surrounding properties will provide pedestrian and bicycle connectivity to the existing Newport Beach and regional trail systems. In addition, the internal streets within the Uptown Newport PC are designed to be pedestrian and bicycle friendly, with traffic calming features including enhanced paving at intersections and key pedestrian crosswalks, a traffic roundabout, and curb chokers that will reduce vehicular speeds within the project.
Strong pedestrian connections with adjacent properties will be provided as part of the master development as prescribed in Figure 2-15. These connections will be reinforced by increased building setbacks and landscaping, and will link Koll Center Newport with the mixed-use core and neighborhood parks of Uptown Newport. Off site completion of this network will be subject to the re-development of Koll Center Newport.

Street furniture, street trees, directional signs, trash receptacles, and exterior lighting will be incorporated into public rights-of-way and open spaces to reinforce pedestrian activity.

Buildings will be configured to create a strong spatial relationship to the pedestrian walkways, and will be connected to create a cohesive pedestrian experience throughout Uptown Newport. Mixed-use areas with retail and residential will emphasize pedestrian orientation by utilizing features such as intimate plazas, connected courtyards, trellises, planters, seating and fountains.
2.2.6 Mixed-Use Node
A mixed-use node will be located along the entry into Uptown Newport at Fairchild Road and adjacent to the Phase I park. This area will feature up to 11,500 square feet of neighborhood-serving retail integrated within the street level of residential building(s).

Drawing upon traffic and visibility from Jamboree Road to enhance its commercial viability, this village center is intended to attract day-time use from both residents and the nearby workforce while continuing to serve the needs of Uptown Newport residents during evenings and weekends.

With expanded street frontage paving for outdoor dining and passive seating and proximity to the neighborhood park, the village center is intended to offer a visual setting and amenity that is superior to competitive retail improvements that currently exist in the Airport Area.

The village center is envisioned to include such uses as cafes, coffee house, deli/market, dry cleaner, and personal services. Parking for the village center retail will be provided within the adjoining mixed use building and in convenient on-street diagonal spaces.

Figure 2-16: Uptown Newport mixed-use node
2.2.7 Community Markers
The introduction of community markers for orientation and project identity promotes way-finding for residents and visitors, strengthens Uptown Newport’s sense of place and produces a recognizable environment for residents and visitors. In addition to corner monuments and signage, building elements within the project will be designed to serve as landmarks within Uptown Newport. These elements, such as corner towers, low rise building forms, lobby entrances, distinctive colors and materials, landscaping and other such contrasting design elements will be introduced to distinguish buildings from one another, create landmarks and enhance way-finding.

The use of enhanced landscaping with organized plant material patterns will provide a clear visual design structure to the outside realm as well as the interior of the Uptown Newport PC to further enhance urban legibility and way-finding.

Figure 2-17: Uptown Newport park space as focal point and way-finding element
2. SITE PLANNING GUIDELINES AND STANDARDS

- **Emergency access and potential vehicular connection location** with the future re-development of Koll Center Newport
- **Paseo connection** to Koll Center Newport
- **Fountain** to serve as **landmark feature** to project entry
- **Neighborhood serving retail** to include such uses as a market/deli, restaurants, and services
- **Enhanced building setbacks and expanded hardscape** to promote pedestrian activity and provide space for outdoor seating and gathering
- **Entry corner** to include **enhanced architectural elements**, such as a tower
- **Project entry** with enhanced landscaping and monumentation

**Figure 2-18: Primary Entry and Park A**

- **Paseo network** to provide neighborhood connectivity and linkage to park
- One acre **public park** featuring an activity lawn, plaza, and various gathering places
- **Enhanced paving** with crosswalks to allow for improved pedestrian connectivity and traffic calming
- **Diagonal parking** to serve visitors to the retail and park
- **Vehicular access to structured parking** for residents, guests, retail, and park visitors (see Figure 2-25)
- **Activate ground floor building frontage** in this zone with resident serving uses, lobbies and stoops
- **Pedestrian access** to retail from structured parking (typical)
- **Massing break** to reduce scale of façade fronting Jamboree Road
- **Class I bike/multi-use trail** to be provided along Jamboree Road
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2. SITE PLANNING GUIDELINES AND STANDARDS

Figure 2-19: Central Neighborhood Street
**Design Guidelines**

**2. SITE PLANNING GUIDELINES AND STANDARDS**

- **Paseo connections** to Koll Center Newport

- *Provide * **stoops, lobbies and portals** to activate Neighborhood Street

- Park to serve as **focal point/way-finding element** from Birch Street entry

- **Pedestrian connection** to adjacent residential

- One acre **public park** featuring an activity lawn, plaza, and active recreational spaces

- Fountain to serve as **landmark feature**

- Park to serve as **focal point/way-finding element** from Jamboree Road entry

- **Enhanced paving** with crosswalks to allow for improved pedestrian connectivity and traffic calming

- **Class I bike/multi-use trail** to be provided along Jamboree Road

- **“Chokers” and crosswalks** provided as a traffic calming device

- **Pedestrian connection** to Birch Street

- **Enhanced setback** to reinforce pedestrian connectivity

- **Project entry** with enhanced landscaping and monumentation

Figure 2-20: Secondary Entry, Birch Street Entry and Park B
2.3 ROADWAY CIRCULATION

Primary access to Uptown Newport will be from the signalized intersection at Fairchild Road, secondary access will be off Jamboree Road at the eastern edge of the project frontage, and a third access point off Birch Street in Phase 2. Project roadways within Uptown Newport have been arranged to establish clear and convenient access to individual development parcels, structured parking entrances and on-street parking within Uptown Newport. A central Neighborhood Street will allow for future connectivity to Von Karman Avenue when the Koll Center Newport develops.

2.3.1 Street Hierarchy

The proposed development will provide attractive roadways that promote both safe and convenient driving practices as well as encourage street level pedestrian activity (Figure 2-23). The two access drives off of Jamboree Road will connect via the Spine Street, which serves as the primary vehicular circulation for the site. A third Entry Drive is provided off of Birch Street on the easterly side of Uptown Newport in Phase 2. Neighborhood streets take access off the Spine Street, and provide access to individual building parcels. A Neighborhood Street on the westerly side of the property will provide an emergency vehicular connection to Von Karman Avenue through the Koll Center Newport. In addition, the central Neighborhood Street in Uptown Newport will facilitate future connectivity through the Koll Center Newport in accordance with the General Plan, including public access for pedestrians, bicycles, and vehicles.
2.3.2 Streetscapes

Streetscapes within Uptown Newport are scaled according to their function within the circulation hierarchy. The Entry Drives feature large parkways and building setbacks, as well as enhanced landscaping.

The Spine Street features enhanced parkways, sidewalk improvements and increased building setbacks creating an attractive, identifiable streetscape and expansion of the public realm (Figure 2-24). At the mixed-use node, the Spine Street features increased hardscape and the option of outdoor seating and dining areas.

The Neighborhood Streets also feature landscaped parkways with sidewalks separated from the curb (Figure 2-25). These streets will feature smaller building setbacks and parkways to create an intimate pedestrian scale streetscape from which to engage front stoops and building entries.

2.3.3 Traffic-Calming

The use of traffic-calming devices within Uptown Newport has been incorporated into the design of the street improvements to reduce traffic speed and encourage pedestrian activity. These traffic-calming devices include a traffic roundabout located on the Spine Street, and “chokers,” where the street width is reduced in key locations at intersections and important pedestrian crossings. Textured paving will also be used on the roadway surface to slow traffic and establish visual cues that encourage reduced travel speeds (Figures 2-27).

2.3.4 Knuckle and Cul-de-sac Conditions

The use of enhanced materials will be provided within knuckle conditions and cul-de-sacs to enhance the visual qualities of areas requiring expanded paving. These materials may include scored concrete, stamped concrete, brick or concrete pavers. Tree pockets and islands are encouraged within cul-de-sacs (subject to Fire Department approval).
### 2.4 PARKING

Uptown Newport is anticipated to provide structured parking for residents and visitors, along with on-street parking along project roadways. Structured parking must be encapsulated or screened. Surface parking lots are not permitted within Uptown Newport.

#### 2.4.1 On-Street Parking

Diagonal on-street parking is provided for convenient short-term parking by visitors and residents for the retail and park areas. Parallel on-street parking is also provided throughout Uptown Newport for short-term parking by visitors and residents. On-street parking may be credited toward parking requirements for adjacent commercial and residential projects. Designated spaces will be provided for the public parks during park hours of operation.

On-street parallel and diagonal parking is permitted throughout the community and encouraged in locations that are likely to attract significant visitor concentrations such as mixed use retail facilities, residential leasing offices and park amenities. On-Street parking shall be free of charge.
2.4.2 Structured Parking
Structured parking is anticipated to be provided within individual building parcels and will serve residents and visitors alike. Resident parking will be provided in designated areas and can be secured with walls, gates, or fencing. Visitor parking will be provided in designated areas within the parking structure. To supplement on-street parking for retail and park uses, structured parking for retail uses and the public parks will be provided in designated areas of buildings adjacent to the retail and park uses. Pedestrian access from structured parking to the retail core shall be provided in a manner similar to Figure 2-32.

2.4.3 Parcel Access/Vehicular Access to Parking
To maintain the visual continuity of streetscapes, control traffic movements and enhance the pedestrian experience, vehicular access to residential parking should be avoided to the extent practical to buildings directly adjacent to the parks and along the Spine Street. Final locations will be determined during site plan review.
2.5 FIRE/EMERGENCY ACCESS

New residential and commercial development will provide efficient circulation for service and emergency vehicles. Turf-block may be used for vehicular access in landscape areas subject to Fire Department approval. The implementation of a footpath system that provides firefighting personnel with access to standpipes with clear connections to the emergency vehicular road network will be incorporated during the site plan review process to ensure adequate access for fire and emergency crews. This is anticipated to be allowed to extend emergency access to areas that are otherwise remote by conventional standards. Figure 2-35 provides a general depiction of master site planning measures that may be utilized in addressing fire access criteria.
2.6 PEDESTRIAN AND BICYCLE CIRCULATION

2.6.1 Jamboree Road Class I Bike and Multi-Use Trail
Uptown Newport will include a twelve-foot (12') wide Class I bike and multi-use trail adjacent to the site along Jamboree Road. The trail will implement the General Plan master trail along the project frontage, and will allow for improved access to Uptown Newport from the surrounding region.

2.6.2 Internal Sidewalks
Uptown Newport streets will feature curb-separated sidewalks for an enhanced pedestrian experience. These sidewalks will connect to the on-site network of paseos as well as the existing sidewalks and trails adjacent to the site.

2.6.3 Paseos
The Uptown Newport PC includes a network of paseos that serve as pedestrian-friendly greenbelts, providing connectivity to surrounding properties as well as providing pedestrian circulation within the village. The primary paseo runs perpendicular to Jamboree Road and connects Koll Center Newport to the Jamboree Road Class I bike/multi-use trail, and provides central access to the neighborhood parks and mixed use node. Public gathering spaces must be provided in this paseo. A secondary paseo running parallel to Jamboree Road provides connectivity between the parcels served by the two Neighborhood Street cul-de-sacs. Additional paseo connections from the parks and neighborhoods to the Koll Center Newport are provided to enhance connectivity and welcome visitors from surrounding properties.

The paseos are designed to promote pedestrian and bicycle circulation, provide for recreational opportunities such as walking and jogging, and provide such amenities as benches, fountains, plazas and other pedestrian-oriented facilities.

2.6.4 Pedestrian Circulation within Parcels
Individual residential projects within Uptown Newport should develop a comprehensive pedestrian network that connects private plazas, defined courtyards and other open space elements through clearly defined building circulation to project streets and greenbelts. Project-wide open space elements within Uptown Newport have been clearly linked to adjacent parcels.
2.7 SERVICE AND LOADING

Loading areas for residential moving vans and retail loading vans will be provided within the Uptown Newport street system to provide convenient proximity to lobbies, secondary elevators, or other principal circulation elements within project buildings. Figure 2-41 shows potential areas where loading zones are encouraged to be located. Final locations for residential and retail loading zones will be determined during building plan review.
3.1 INTRODUCTION

3.1.1 Purpose
The purpose of these Design Guidelines is to provide design direction and establish expectations for builders and developers of individual parcels within Uptown Newport. It will also provide the City of Newport Beach with guidelines from which to measure conformance when reviewing development applications for buildings proposed within Uptown Newport.

3.1.2 Architectural Context
The surrounding airport area includes a mix of commercial and light industrial uses. Varied architectural styles emerge in the surrounding properties, with many of the buildings being reflective of styles prevalent in the 1970's and 1980's time periods in which they were built. While architecturally eclectic in nature, buildings surrounding the property were predominantly designed for commercial office purposes and include high-rise glass curtain wall structures, wood-sided low rise multi-tenant facilities and "boutique" offices built for specific users.

3.1.3 Scale Context
The height of buildings found in surrounding properties varies substantially, and includes small single-story, low-rise, mid-rise and high-rise (10+ story) structures. Mid-rise and high-rise residential buildings are prevalent northerly of the site along Jamboree Road and adjacent to the site along Birch Street.
3.2 ARCHITECTURAL CHARACTER FOR UPTOWN NEWPORT

3.2.1 Theme and Character
The theme of Uptown Newport embodies a collection and blending of traditional, modern and contemporary styles to establish a dynamic urban village with diverse architecture.
In respecting the commercial context of the project vicinity and the hierarchy and development patterns established in the master plan, buildings should evoke an urban character in form and function, reflect straightforward geometry and show an expression of floor levels and structure. As described in the following sections of this document, buildings should follow sound design principles by incorporating massing and proportion, structure, simple roof forms, fenestration, balconies, accent elements, materials and colors into a unified architectural expression. Buildings in Uptown Newport shall convey a timeless architecture.
3.2.2 Traditional Architecture

For the purpose of these Guidelines, traditional architecture may draw inspiration from such historic styles as Georgian, Italianate, Colonial Revival, Tuscan, Italian Renaissance and Monterey. Building design and execution should be sensitive to current construction practices and should not attempt to literally replicate historic styles. Traditional architecture need not aspire to an historic style but should exhibit clearly defined fenestration patterns and wall mass and appropriately scaled detailing. A range of materials may be used including plaster, siding and masonry. The use of heavily rustic materials is not recommended. The use of metal should be reserved for trim and ornamentation.

Ornate and heavily themed styles, such as Tudor, Victorian and Beaux Arts are not allowed.
3.2.3 Modern/Contemporary Architecture

Modern architecture may be characterized by simple form where the design is expressed by the materials and structure of the building rather than by historically-based massing, proportion and ornamentation. Walls need not be used to visually imply structural support as in historically based design. Rather, the spirit of modern design may introduce clean, bold lines where the façade appears to be hung from the structural super structure. Large window openings typify modern architecture and may include floor to ceiling glass or windows that wrap around corners. Cantilevered projections are often provided to dramatize the non-bearing nature of the walls.

Metal, glass and smooth-finished wall materials may be used for exterior treatments. Masonry elements should be applied in geometric patterns.

While contemporary styles often radically break from traditional form and composition and include bold juxtapositions of massing and material, the incorporation of such architecture within Uptown Newport must execute design restraint and maintain a degree of regimentation and discipline to offer a more timeless expression. Forms and elements that are arbitrary and unrelated to the balance of a building’s architectural composition are strongly discouraged.

Figure 3-12: Contemporary metal and glass exterior

Figure 3-13: Large window openings with expansive corner glass elements

Figure 3-14: Contemporary courtyard space

Figure 3-15: NOT ALLOWED - arbitrary roof forms

Figure 3-16: NOT ALLOWED - arbitrary facade forms
3.3 URBAN DESIGN GUIDELINES

3.3.1 Building Orientation
Residential buildings should generally be organized parallel and perpendicular to adjoining project streets to support the traditional urban design character proposed for Uptown Newport. This orthogonal orientation will help facilitate the connectivity of the public street and park realm to pedestrian-friendly courtyards, paseos and other such intimately-scaled spaces within the individual development parcels.

Where buildings front onto parks and greenbelts, an orthogonal orientation is also recommended to reinforce a traditional geometry, define edges and help “contain” the urban open space. In areas between parcels and where physical separation occurs, buildings should be sited and shaped such that the spaces created between buildings provide opportunities for pedestrian plazas, courtyards and ordered landscape elements.

3.3.2 Relationships of Buildings to Streets
In keeping with the vision of creating an urban village, buildings in Uptown Newport should be designed with a strong street presence. Principal facades should predominantly conform to minimum street setbacks. Except where mandated massing breaks are implemented, deviation from the minimum setback for principal facades should generally be limited to no more than 4-6 feet such that continuity in the urban character of the village is maintained.
3.3.3 “Block” Massing

Building facades facing internal streets and project perimeters visible to the greater community should incorporate a variety of materials, design treatments and articulation of elevations to promote interest and provide a varied architectural expression. To avoid continuous uninterrupted building planes, horizontal modulation in facade setbacks should be provided such that the resulting break in massing introduces the play of shade and shadow to the exterior elevations. In such conditions, changes to colors, materials and architectural character should be implemented in a deliberate manner that corresponds to massing breaks. Facades should generally offer architectural variation in increments of 100-125 horizontal feet or less. Compositions of simple forms is encouraged.

Buildings should provide variation in height to break up the roof-line. This may be achieved through differentiation in the number of stories, providing mezzanines in upper floor residences, step-backs at the upper floor, modulation of balconies, deliberate variation in parapet heights and introduction of tower elements. Overly repetitive vertical accent elements in a singular façade should be avoided.

Major and minor horizontal breaks are required on selected block-scaled facades to assure distinguishable separations between building elements (see Figure 3-25).
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Legend
- 1 Major and 1 Minor horizontal break required
- 1 Major horizontal break required
- 1 Minor horizontal break required
- 1 Corner break required

Note: Major horizontal breaks are defined as a massing break no less than 25’ wide and 25’ deep. Minor horizontal breaks are defined as a massing break no less than 15’ wide and 8’ deep. Required corner break is defined as 15’ wide and 15’ deep.

Figure 3-25: Horizontal massing breaks
Jamboree Frontage
Larger massing elements are appropriate on Jamboree Road frontage in response to surrounding development context, expansive width of the street and the perception of associated vehicular travel speed. In order to break the primary frontage into two sub-blocks, a 50’-wide mid-block greenbelt has been provided.

Variation in building height is mandatory within the Jamboree Road frontage. At a minimum, two of the following elements must be used in each “Jamboree Road Frontage Area” designated on Figure 3-25:
- Tower element (appearing at least one story taller than surrounding massing);
- Increased ceiling height on selected upper floor residential units;
- Mezzanines in selected upper floor residential units; and
- Increase or reduction in the number of floors in selected areas.
- Increased parapet height on upper units.

Figure 3-26: Horizontal massing break
Figure 3-27: Variation in building height through a reduction in the number of floors
Figure 3-28: Horizontal massing break and tower element
Figure 3-29: Introduction of massing proportions to scale of roadway
Figure 3-30: DISCOURAGED - overly repetitive forms and accent elements
3.3.4 High-Rise Building Massing and Siting

High-rise buildings are strongly encouraged to incorporate low-rise elements that provide for a step-back to the tower element in order to create a more human scale at the public realm. Should step-back conditions not be provided, increased building setbacks are required. Towers should be offset from each other to enhance view opportunities from all four sides of the building. If towers do face each other, adequate separation (minimum 75 feet) should be provided.

The design of roof decks and outdoor recreational amenities should be incorporated into the overall architectural composition of high-rise buildings.

When high-rise buildings engage the street-level, elements such as enhanced exterior finishes and materials, canopies, lobbies and awnings shall be incorporated to reinforce the pedestrian-scale environment for Uptown Newport.

Designated passenger drop-off areas at street level may be provided in front of the main pedestrian entrance of high rise buildings and may include canopies or other such coverings for weather protection, building identification, or for additional way-finding.

Drop-off entrances for high-rise buildings separated from the street network may also be provided. Paving, landscape materials and other such elements of the drop-off area shall complement the urban design of the adjoining street.
3.3.5 Community Focal Points

Key locations within the project have been specifically identified for the implementation of special architectural features. These features are to be located at the entries to Uptown Newport, at portions of buildings that become focal points based on the juxtaposition and patterns of project roadways, and in key building frontages adjacent to park space and other locations that are visually prominent within the community (see Figure 3-39). These features may include the introduction of tower elements, enhanced fenestration or materials, reductions in building height and building step-backs by upper floors.

In addition to the focal point locations, tower elements are encouraged to be introduced to serve as architectural features to enhance the overall design and massing composition of project buildings. Towers may be used to incorporate roof stairway access and elevator over-rides, may be integrated into the functional design of residential units, or may be for the sole purpose of architectural interest. Towers should appear to be complete in form and detail from all vantage points.
Figure 3-39  Community Focal Points
3.3.6 Street Activators

Building lobbies, common spaces, front entry stoops and raised private patios shall be provided within Uptown Newport to engage internal project streets and enhance the pedestrian interface. Although these elements will be provided throughout Uptown Newport, special emphasis will be given to activating the street level of buildings facing the Spine Street (see Figure 2-19). As described on the following pages of this document, these elements will be designed to provide a human scale to the community. Shading and weather protection devices may be incorporated into these street-front elements.

Resident Serving Facilities

Private resident serving uses such as clubhouses, fitness centers, business centers and mail rooms are encouraged to be located at the street frontage. If compatible with the architecture of the building, the uses should embody a retail storefront-like aesthetic.
Retail
A minimum of twelve feet (12'-0") in floor-to-floor height for the retail uses should be provided. Ground floor retail spaces should be articulated with an emphasis on storefront glass. Storefront glazing is encouraged to provide a minimum of ten feet (10'-0") in height from the adjacent sidewalk. While storefront windows may extend to the ground, they should feature a solid base finished with high-quality materials.

To promote accessibility, ground floor retail and street-fronting resident serving facilities should have a floor elevation that approximates the surface elevation of the adjoining public sidewalk. Outdoor seating and dining areas are encouraged on sidewalks adjacent to retail uses.
Lobbies

Condominium and apartment buildings shall feature street-facing central lobbies. Lobby entrances shall be articulated and distinguished through materials, details and textures from other areas of the facade. Entry canopies of high quality material and design are encouraged and may project into the building setback up to five feet (5'-0').
Stoops
Stoops for private residences should be provided throughout Uptown Newport. Stoops are not permitted for uses fronting onto Jamboree Road. Openings to residences should be comprised of enhanced materials and trim.

First Floor Patios
To further enhance street activity within Uptown Newport, first floor patios for private residences are permitted throughout Uptown Newport. First floor patios should be raised above the sidewalk level. Rails should be designed to provide privacy to the patio.
3.3.7 Ground Floor Relationships to Streets and Perimeter Conditions

In order to provide privacy for street level residential uses, finished floors should generally be located approximately two feet (2'-0") above the adjacent street elevation. Retail storefronts and other semi-public street level improvements are encouraged to be generally flush with the adjacent sidewalk or shall incorporate terraces to accommodate a positive relationship to the public realm.
3.3.8 Screening Elements

To the extent practical, above-grade utility vaults and such infrastructure equipment as backflow preventers at domestic water meters, irrigation controllers, and cable television pedestals should be screened from public right-of-way views with dense landscaping and/or walls of materials and finishes compatible with adjacent buildings. Above grade utilities should be visually buffered with low walls or plant material.

Chain link fencing is not allowed, except temporary fencing to screen construction areas. Service door and mechanical screen colors should be the same as, or compatible to, the adjacent wall colors.

Figure 3-63: Buffer irrigation equipment with plant material

Figure 3-64: Utility infrastructure placed in below-grade vaults
3.3.9 Accessibility Ramps

Accessibility ramps and lifts should be discretely integrated into the composition of the building exterior and entry design. Exposed utilitarian open metal railings should be avoided unless integrated into the overall aesthetic of the architecture. If significant grade changes must be negotiated, ADA accessibility requirements are encouraged to be satisfied through placement of building elevators in perimeter entry locations.

![Accessibility ramp integrated into building design](image1)
![Accessibility ramp screened by landscaping](image2)
![NOT ALLOWED - ramp not adequately screened or integrated into architectural design](image3)

Figure 3-65: Accessibility ramp screened by landscaping
Figure 3-66: Accessibility ramp integrated into building design
Figure 3-67: Double-sided half-stop elevators may be utilized instead of ramps
Figure 3-68: Accessibility ramp screened by landscaping
Figure 3-69: NOT ALLOWED - ramp not adequately screened or integrated into architectural design
3.4 BUILDING DESIGN

3.4.1 Massing and Building Form Articulation
Massing should offer simple contrasts between adjoining components. All four sides of each building should be designed with elevations that are well integrated with the overall building composition.

Architectural interest should be incorporated into the facades of all buildings in Uptown Newport. This may be achieved through articulated base treatments which respond to the pedestrian scale, horizontal or vertical variation in fenestration treatments, horizontal or vertical layering of façade planes, forms and materials, or by incorporating elements such as canopies, columns and recesses to create depth and interest to different parts of the facade.

Though not mandated, the incorporation of a legible base, middle and top should be considered for the design of buildings within Uptown Newport. In this approach, base, middle and top portions may be visually defined by plane breaks, step-backs, horizontal banding, cornices or belt moulding.

The base should be differentiated through material, color, or rustication. Darker tones relative to other building field colors are generally encouraged within the building base with the application of lighter colors above. Exposed basement conditions shall incorporate architecture consistent with the base treatments. The design of first floor entry stoops and private patios shall also utilize a similar or complementary design vocabulary as the building base.

In general, the middle portion should form a consistent body to the building with simplified window and material patterning, consistent field color and restrained visual movement. If horizontal massing elements are not provided, the middle portion should be distinguished from the base and top by a clearly defined moulding or cornice line.

The top portion of the building may be distinguished by cornices at the roof line, articulated eaves and soffits or by visual accentuation through enhanced window heights, transoms and extended parapets. The top portion of the building should appear to be the lightest in color tone, material and form.

Building forms and massing should be articulated based on the scale and length of the façade and should be composed as deliberate architectural solutions. Buildings should not be articulated as an aggregation of “stacks” of individual residences.

Figure 3-70: Top element

Figure 3-71: Example of composition of base, middle, and top elements

Figure 3-72: Simple massing elements and variation in vertical and horizontal planes
3.4.2 Corner Conditions
To create a successful urban design framework for blocks within Uptown Newport, corners of buildings should consist of deliberate forms and exterior elevation articulation. The front and side elevations of buildings on corner lots should be designed to “turn the corner.” The design of street corners of buildings on prominent parcels should incorporate such elements as unique towers, bays, wrapped balconies and ground floor treatments that are distinguishable from secondary building corners.

Residential units in corner conditions should include windows and allow for architectural features that orient to both adjacencies. Building entries may be integrated into the first floor corner conditions and are encouraged at street intersections and round-about locations. The location of stair towers, utility chases, and other non-occupied areas at building corners is discouraged.

Figure 3-74: Deliberate forms incorporated into corner

Figure 3-75: Balcony placed in corner condition and engaged in building mass

Figure 3-76: NOT ALLOWED - corner condition with windows orienting in only one direction
3.4.3 Roofs

Roof forms should be integrated into the overall massing composition of each major building component and be complete or appear complete. Flat roofs and pitched roofs are permitted within Uptown Newport.

Flat roofs should incorporate variation in parapet heights to promote visual interest. Cornices, shading devices and other such horizontal projections may be utilized to create additional visual definition to the profile of flat roofs.

Where roofs are sloped, they should generally maintain a relatively shallow pitch (5:12 pitch or less). Pitched roofs on high-rise buildings are not encouraged, but, if incorporated into the design, may deploy steeper pitches to enhance visibility.

Where a combination of flat and pitched roof forms are incorporated into individual buildings, transitions between the roof forms should be associated with horizontal breaks in massing.

In accordance with NbMC, roofs should generally appear free of utility and communication devices when viewed from the public realm. Screening shall be consistent with the overall architectural design.
3.4.4 Fenestration

**Composition**
Fenestration between floors should be vertically aligned whenever possible. If opening widths are not vertically consistent between floors, the wider of the openings should be incorporated into the lower levels. Fenestration and modulation in a high-rise building should be designed to emphasize verticality.

**Detail**
Windows should generally be recessed from the exterior wall surface to depict the substance of the exterior wall mass and introduce shade and shadow. Window surrounds may be utilized to create the appearance of a recessed condition.

Windows that are flush with exterior wall surfaces may only be used if consistent with a building's overall architectural vocabulary. Such windows must incorporate reveals or other such detailing to demonstrate quality design.

Clear glazing is preferred and should be specified to reduce glare and reflectivity.

Windows with articulated frames are encouraged. Examples of articulated frames include enhanced trims, awnings, and cornice detailing. Window headers and sills should be of the same color.
3.4.5 Balconies

Balconies shall be integrated into the architecture of the building. Balconies may be designed to collectively create features within the overall composition and should be complementary to the massing, architecture and material palette of the building. Balconies may be utilized to wrap corner conditions to create visual interest to the building's architecture.

In order to maintain an urban architectural expression within Uptown Newport, balconies facing internal roadways are encouraged to be mostly recessed into the building volume. Projecting balconies, if located on internal streets, should not dominate the façade.
Balcony railings should be well detailed and balance transparency with privacy. Solid balcony walls are discouraged. Highly ornamental railing details are also discouraged.

The use of Juliet balconies as an architectural element is encouraged as a means of enhancing fenestration patterns and providing additional texture and detail to the façade.

To reduce noise impacts in certain areas of the site, balconies may contain Plexiglas or other such transparent sound barriers. The barriers may be mounted on hinges to allow residents to open or close them.
3.4.6 Horizontal Design Treatments

Cornice lines, belt moldings, friezes or other kinds of horizontal design treatments should wrap the corners of the building and terminate only at a perpendicular surface. In order to provide contrast to the balance of the façade, horizontal design elements should incorporate thickness and depth or include substantial reveals.

Figure 3-101: Cornice lines wrapping building corners and terminating on a perpendicular surface

Figure 3-102: Horizontal banding with sufficient thickness and depth

Figure 3-103: **NOT ALLOWED** - horizontal banding that does not integrate into the overall building facade
3.4.7 Building Materials

Colors, materials, and finishes should be coordinated on all exterior elevations to achieve continuity of design. Stone, metal, exterior plaster, exterior insulated finishing systems (EIFS), brick, concrete, wood, metal, and glass are acceptable materials for building walls. Metal, wood, and glass are acceptable materials for railings. High density foam is an acceptable material for molding. Stripes and patterns are not appropriate, although retail storefronts may reflect the design theme of the merchant. Use of highly reflective building materials, such as polished metals and reflective glass, is not allowed as a primary building material, but may be considered in limited applications as accent elements. Tile, metal, and “green roof” systems are acceptable materials for roofs.
Material changes should occur at plane breaks, preferably at inside corners or at step-backs and should be visually integral to the structure. The change of materials within a continuous horizontal plane is discouraged.

Figure 3-109: Change in materials occurring at plane breaks

Figure 3-110 **NOT ALLOWED** - change in materials occurring on the same facade plane

Figure 3-111: **NOT ALLOWED** - materials terminating on building corners
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3. ARCHITECTURAL GUIDELINES

3.4.8 Colors

The palette of building colors should generally be warm and rich in tone, but be appropriate to the style of the building. Accent colors should be used purposefully to express entries, bases or special areas and should not be highly contrasting, arbitrary or graphic.

Color should be consistent within building massing elements. Changes in color should be applied to clearly define horizontal building planes and should not be applied at outside corners. The change of color within a vertical façade should occur in conjunction with cornices or other such physical horizontal elements. The changing of color in an uninterrupted horizontal plane is not allowed.

Roof flashing, rain gutters, drains, vents, and scuppers should harmonize in color with the building’s architecture.

Figure 3-112: Color applied to emphasize base element
Figure 3-113: Colors rich in tone
Figure 3-114: Colors consistent with building massing elements
Figure 3-115: DISCOURAGED - excessive use of color variation
3.4.9 Exterior Building Lighting

The incorporation of exterior architectural lighting is encouraged to emphasize and highlight key building features, forms and details. The buildings may include accent lighting, up-lighting and grazing or washing techniques to emphasize vertical surfaces. Excessive lighting and glare should be avoided. Landscape lighting within the adjacent streetscapes or open space areas should be coordinated with the design of exterior building lighting.

Figure 3-116: Lighting used to emphasize focal point

Figure 3-117: Lighting emphasizing building features

Figure 3-118: Lighting wash highlighting vertical surfaces
3.4.10 Architectural Enhancements
In addition to massing features, several locations within blocks and building parcels that are visually prominent to the community have been designated to include enhanced facade treatments (see Figure 3-119).

While quality design execution must be provided throughout Uptown Newport, these locations require such upgrades to finishes and materials as:
- Expanded masonry
- Metal panels or siding
- Rusticated base elements
- Enhanced window systems
- Enhanced door specifications.

Particular attention and enhancement shall be placed on the exterior elevations of the first floor (street level) and base of the buildings in these locations to enhance the pedestrian/public realm experience. Balcony rails, canopies, and other building elements may require additional ornamentation or execution of trim and detail appropriate to the building’s architectural vocabulary.
3.4.11 Structured Parking
Structured parking shall be located in basements or, if constructed above-grade, be encapsulated by habitable space, landscaping, or garden walls. Any exposed edge of subterranean parking shall be integrated into the architecture of the building and treated with consistent or complementary materials (Figure 3-120). Other than landscaping that is consistent with adjoining building areas, screening is not required for exposed basement conditions where the height of the first level of habitable space above adjoining finish grade is less than or equal to three feet.

The interior of parking structures should be designed to promote safe vehicular and pedestrian access. Ceilings should be painted white or such light colors to brighten the ambiance of enclosed parking facilities. Convenient, well marked and attractive pedestrian access should be provided within parking facilities and connect to elevator cores and parking-level building lobbies.

Vehicular Access to Parking
Garage access should be incorporated into the overall patterning of fenestration, construction bays and other components of the exterior elevation. Broad spanning openings between bays should be avoided. For subterranean parking facilities, ramps are encouraged to be located within the building perimeter and be integrated into the overall design character of the buildings they serve.

Garage Ventilation
Openings for ventilation or day-lighting of subterranean parking structures will be incorporated into design of the exterior of the building. If detached from the building façade, openings for ventilation should generally be screened from view from public streets and sidewalks, and from adjacent buildings.
4.1 GRADING AND EARTHWORK

Grading of the project shall be designed in a manner consistent with the applicable grading standards and ordinances of the City of Newport Beach. The grading shall be designed with a goal of minimizing the earthwork import and export to and from the site. The grading design and earthwork specifications shall incorporate the recommendations of a licensed geotechnical engineer and a licensed geologist.

The design of the grading shall anticipate the possibility of subterranean parking levels beneath the proposed buildings. Some of the material excavated to establish the subterranean pad envelopes can be used as fill to bring site grades up to elevations that would be several feet above existing grades. The grading should be designed such that the first floor elevations of the residential buildings are two to four feet above the surrounding site grades. Excess cut material should be exported from the site to locations and by routes approved by the appropriate governing agencies. The volume of export will depend on the extent of the subterranean parking. In addition, site and street grades shall be designed to accommodate pedestrian and vehicular connections to the adjoining Koll-Center Newport property.

It will be necessary to blend the limits of grading in the first phase with the TowerJazz Semiconductor facility. It will be necessary to construct interim retaining walls and slopes along the edge of the first phase grading. In the second phase of development, these interim walls and slopes could be removed.

4.2 SEWER

The design of the on-site sanitary sewer facilities shall be consistent with the applicable standards of the City of Newport Beach. In general, the sewer system shall be designed to take advantage of existing City and Orange County Sanitation District (OCSD) facilities that currently serve the site.

Where possible, the proposed on-site sewer system will be located within the site roadway system. Manholes and cleanouts will be provided at recommended intervals to facilitate access to the system for cleaning and maintenance. The system should be designed to flow by gravity. The need for pumps is not anticipated, nor should it be encouraged.
4.3 WATER

Domestic water system improvements shall be designed in accordance with the standards and specifications of the Irvine Ranch Water District (IRWD).

The locations of fire hydrants, fire department connections, and other elements of the fire protection water system must be approved by the Newport Beach Fire Department. Backflow preventers and other above ground water system appurtenances should be placed in unobtrusive locations that are screened with landscaping to the extent practicable.

Currently, IRWD does not have recycled water facilities in the streets adjoining the project site. Should IRWD determine that its recycled water system will be expanded to serve the project, then it will be necessary to provide a network of recycled water pipelines and meters for project landscaping irrigation.

Irrigation and sprinkler head piping shall be “purple pipe” so that if recycled becomes available, Uptown Newport will be able to connect.

4.4 STORM DRAINAGE

Runoff from the site is currently conveyed by underground storm drains to the existing drainage ponds along Von Karman Avenue to the northwest of the property. The ponds connect to the City of Newport Beach storm drain system which, in turn, discharges to the Back Bay/San Joaquin Creek near Jamboree Road.

Drainage design for Uptown Newport shall be in accordance with appropriate City of Newport Beach requirements and permits. This will include approval and implementation of a Water Quality Management Plan that will incorporate Low Impact Development principles.

In general, the proposed storm drain system is expected to consist of a system of underground pipes that will convey storm water runoff (including that which has been properly treated for water quality) to the existing downstream off-site system using several points of connection along the northwest side of the site.
4.5 WATER QUALITY

The proposed project shall be designed to comply with the requirements of the appropriate permits pursuant to the National Pollution Discharge Elimination System (NPDES). A Water Quality Management Plan (WQMP) will be prepared. The purpose of the WQMP is to minimize the effects of urbanization on site stormwater runoff quality and quantity by implementing Low Impact Development (LID) Best Management Practices (BMP’s).

For each construction phase of the project, a Storm Water Pollution Prevention Plan (SWPPP) will be required. This plan will specify the Best Management Practices (BMP’s) to be deployed during construction of the project to protect the quality of stormwater runoff from the project during construction.

A variety of BMPs will be deployed for this project. These may include infiltration with bioretention in landscape and park areas, planter boxes with underdrains, vegetated filter strips, and proprietary treatment systems. To the extent practicable, the Master Developer should provide BMP’s for the design capture volume for the entire site. These can be placed within the parks, the planter areas, and landscape strips. Planter boxes with underdrains are an additional BMP option for the individual building sites. The downstream ponds in the Koll Center Newport will provide further water quality treatment through aeration and settlement of silt and sediments.

4.6 UTILITIES

Electrical service for the project will be provided by Southern California Edison Company (SCE). The existing SCE substation, located near the southwest corner of the site will remain functional during Phase 1 to supply service to the TowerJazz Semiconductor facility. Natural gas service will be provided by Southern California Gas Company.

4.7 GENERAL

Nothing in the Uptown Newport PC or Design Guidelines is intended to lessen the other requirements with respect to site infrastructure that are set forth in city, state or federal codes.
5.1 INTRODUCTION

The existing landscape setting around the Uptown Newport site is a campus setting with existing office uses and high-tech industry uses which are relatively visible from the street over informal turf berms and random eucalyptus trees. The new residential land uses of Uptown Newport Village will alter the interface needs of the current Jamboree landscape toward a less transparent landscape that will soften, buffer and serve a greener softer transition to the needs of the new residential land uses. A transition to other existing office to the north and east and large parking structure to the west will be addressed with buffer landscape transitions.

This section defines the goals of the guidelines and outline the Common Area landscape framework, hardscape and streetscape character.

5.2 LANDSCAPE FRAMEWORK

The landscape design is focused on establishing a pedestrian friendly urban village with centralized outdoor parks and amenities. The design is arranged around the spine road and pedestrian paseos. Emphasis has been placed at key intersections and gateways which assists in wayfinding and orientation for both pedestrians and vehicles.

5.2.1 Framework Principles

The landscape design within Uptown Newport should follow the following guiding principles:
1. Establish comfortable, walkable streets and pedestrian spaces;
2. Establish an urban village streetscape through the use of enhanced paving, on-street parking, and urban canopy trees;
3. Use plants that adhere to the low water use standards of Newport Beach;
4. Provide both active and passive centralized park amenities;
5. Provide a landscape design that is consistent with the land uses planned within the Uptown Newport PC;
6. Provide a landscape along the project's frontage on Jamboree Road which compliments the existing street scene at adjacent properties along Jamboree Road.

5.3 COMMON AREA LANDSCAPE

The common area landscape consists of the areas outside of the individual residential product development areas. These areas include; entry monuments and entry drives, Jamboree Road landscape, spine road landscape, secondary streets, paseo landscapes, parks, common open space and community edges. The following exhibits outline the landscape framework, hardscape and streetscape character.
5. LANDSCAPE AND HARDSCAPE DESIGN GUIDELINES

Figure 5-0  Landscape Framework Plan
Figure 5-1 Overall Landscape Master Plan
5.4 PLANTING PLAN

5.4.1 Jamboree Road
The recommended landscape character along Jamboree Road is vertical evergreen tree screening with an accentuated landscape of Date Palm trees at the entry’s and paseo connections. The new Jamboree Road median island landscape will continue the theme of the existing median islands to the northeast.
5.4.2 Entry Monuments
The landscape character at the entries will be transparent, inviting and colorful. Date Palm trees are recommended to punctuate the skyline entry while providing important views into the adjacent residential buildings and parks beyond. The use of colorful vines on the palm trunks and ground covers in this area is encouraged. The landscape will frame the monument walls and signage when possible. The use of strong signage that identifies the project with use of enhanced paving, walls, or fountain elements is encouraged.
5.4.3 Entry Drives
The landscape character along the Entry Drives will complement the Entry Monument landscape and will be transparent, inviting and colorful. Date Palm trees are recommended to punctuate the skyline entry while providing important views into the adjacent residential buildings and parks beyond. The use of colorful vines on the palm trunks and ground covers in this area is encouraged. Vertical screen trees used at the building edges are encouraged to soften and buffer the buildings from the street in this area. Hedges will be used to soften building bases and ground covers will be used when parking is not adjacent. Buildings are designed to be approximately 2'-3' above the Jamboree Road center line elevation. Short retaining walls may be incorporated into the retail edge where necessary.
5.4.4 Spine Street at Angled Parking
The Spine Street is the core that provides connectivity between the two main entries off of Jamboree Road. Anchored by the two entries and supported by the two parks at each end, visually and physically the Spine Street is an important link and circulation element in the project. The street tree pattern is formal with alternating combinations of skyline palms and large evergreen canopy trees. Angled parking located at the retail and park edges modifies the pattern while the canopy trees shade the parking areas and palms hug the walk promenade at the storefronts on one side and the market park paseo on the other. Turf parkways at adjacent parking areas will allow ease of access to the sidewalk from parking areas.
5.4.5 Spine Street at Parallel Parking

The Spine Street is the core that provides the connection between the neighborhood and community amenities. Anchored by the two entries and supported by the two parks at each end, visually and physically the Spine Street is an important link and circulation element in the project. The street tree pattern is formal with alternating combinations of skyline palms and large evergreen canopy trees. Parallel parking is located along the Spine Street. Turf parkways at adjacent parking areas will allow ease of access to the sidewalk from parking areas. The use of synthetic turf will be considered for areas with high pedestrian / pet traffic volumes.

Figure 5-11  Section C - Spine Street
5.4.6 Neighborhood Street

Neighborhood Streets provide access to buildings away from the Spine Street. Neighborhood Streets will be lined with formal deciduous street trees. Turf parkways at adjacent parking areas will allow ease of access to sidewalks from parking areas. The use of synthetic turf will be considered for areas with high pedestrian / pet traffic volumes. Vertical accent trees used at the building entries are encouraged to accentuate the street pattern. Hedges will be used to soften building bases and ground covers will be used when parking is not adjacent.
5.4.7 Paseo Landscape
The paseo landscape areas are pedestrian connections that provide pedestrian connectivity and tie the project together. Paseos shall be master planned and accessible to the public and provide opportunities for walking, biking, sitting and social gathering spaces. In addition light recreational activities such as lawn bowling, chess, horse shoes, bocce ball, picnic areas and exercise stations are encouraged. Paseos will be lined with vertical palms or canopy trees. The beginning and end of the paseos will be enhanced with accent trees or palms to define points of access to the paseos. Colorful shrubs and ground covers will be used throughout. Vertical buffer trees and accent trees will soften the edges and transitions to the vertical building masses and hedges will be used to soften building bases. The use of large pots, meandering walks, seating spaces and fountains in these garden areas are encouraged.

Figure 5-14 Section F1 - Paseo Landscape
Figure 5-15 Section F2 - Paseo Landscape
Figure 5-16 Paseo Landscape
5.4.8 Community Edge Conditions

The edges of Uptown Newport Village and its transition to the existing Koll Center Newport office campus have been designed to provide a smooth and secure transition between these differing land uses. The landscape will soften and screen architecture along the sides of the Uptown Newport Village community and provide a visual buffer. Along these transitions are walkway access openings that provide pedestrian connectivity. Pedestrian connections will have enhanced treatments with accent trees and colorful ground covers that will call attention and visually signal these areas.

The edge along Uptown Newport Village and the Koll Center Newport will incorporate a mix of walls, fencing, shrubs, openings for pedestrian and vehicular connections, and landscaping to define a “soft” boundary and direct pedestrians to designated connections between the Koll Center Newport and the Uptown Newport Village properties.
5.5 NEIGHBORHOOD PARKS
The two (2) 1 acre neighborhood public parks in Uptown Newport Village will create the heart of each phase and anchor the spine road. The parks are interconnected through a network of sidewalks, paseos, and streets that provide for a pedestrian friendly village. Each park will have a variety of amenities that will serve the residents of Uptown Newport Village and visitors, but otherwise will have a common landscape theme.

5.5.1 Park “A”
Park “A” is a one acre park located within Phase 1 and is accessible to the public and the residents of Uptown Newport Village. Surrounded by public streets and centrally located within Phase 1, Park “A” will provide a link to residential uses. The amenity program that is recommended for Park A includes but is not limited to the following: activity lawn / concert green, stage, open air pavilion, fire place courtyard, barbecue courtyard, children’s play area, market/art show and a promenade. Accent elements at the corners of the park could include fountains or sculpture elements.

Park “A” will be developed as part of the Phase 1 Master site improvements. Park furnishings will be unified in form, color and manufacturer, if possible. Benches, bike racks, metal bollards, tree grates, picnic tables, BBQ’s, and drinking fountains are examples of possible furnishings to be used and are to be of one family that works well together and that supports a “one district look” within Uptown Newport Village. It is encouraged that park signage be located in proximity to the entry Spine Street. Park lighting is encouraged to match the lighting style of the street lighting but could match the architectural style of the park buildings. The park buildings, trellises and monument entries will be unified in style and character to bring a unified look to the community amenities.
5.5.2 Park “B”
Park “B” is a one acre neighborhood park located in Phase 2 and is accessible to the public and the residents of Uptown Newport. The parks are interconnected through a network of sidewalks, paseos, and streets that provide for a pedestrian friendly village. Bordered by public streets and centrally located, the park will provide a link to residential uses. The amenity program that is recommended for Park B includes but is not limited to the following: activity lawn, grand Plaza, trellis, fire place courtyard, barbecue courtyard, grand fountains or sculpture elements in the courtyard, sport courts including but not limited to sand volleyball, bocce ball, croquet, or horse shoes.

Park furnishings will be unified in form, color and manufacturer if possible. Benches, bike racks, metal bollards, tree grates, picnic tables, BBQ’s, and drinking fountains are examples of possible furnishings to be used and are to be of one family that works well together and that supports a “one district look” within Uptown Newport Village. It is encouraged that park signage be located in proximity to the entry Spine Street. Park lighting is encouraged to match the lighting style of the street lighting but could match the architectural style of the park buildings. The park trellises and monument entries will be unified in style and character to bring a unified look to the Uptown Newport Village amenities.

Park “B” will be designed and constructed in a consistent style with Park “A”, reinforcing the community theme throughout the Uptown Newport PC.
### 5.6 PLANT LIST

#### 5.6.1 Plant List

The following plant palette could be used for common areas and parcel landscape areas.

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<th>LARGE TREES:</th>
<th>COMMON NAME:</th>
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</thead>
<tbody>
<tr>
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<td>ALNUS RHOMBIFOLIA</td>
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<td>PYRUS KAWAKAMII</td>
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<td>PINK POWER PUFF</td>
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<td>La Jolla Bougainvillea</td>
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<td><em>Cotyledon sp.</em></td>
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<td><em>La Jolla Bougainvillea</em></td>
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</table>
5. LANDSCAPE AND HARDSCAPE DESIGN GUIDELINES

5.7 HARDSCAPE PLAN

5.7.1 Walls and Fencing

The project will have one fence design used throughout all parcel areas. Several pedestrian connections to surrounding properties are incorporated into the Master Site Plan. Openings are encouraged and shall be provided to promote connectivity to adjacent properties. Community fencing is to be tubular steel with a painted metal finish. Wall materials are to be made of Concrete Masonry Units with a split face or enhanced finish to match the adjacent architecture with a tubular steel community fence atop. Retaining wall materials are to be poured in place concrete or Concrete Masonry Units with a split face or finish to match the adjacent architecture in the Uptown Newport PC. Wall and fence locations are shown diagrammatically in Figure 5-21.
5.7.2 Walks, Paseos and Bicycle Trails

Uptown Newport Village is designed to be a pedestrian-friendly village, with connectivity to surrounding properties. Walks, Paseos and Bicycle Trails will connect the residents to each other and to the project's parks and amenities, as well as connect Uptown Newport to the adjacent land uses.

Walks within the community will be located along the entry drives, Spine Street, Neighborhood Streets, and paseos. Sidewalks will be linear and continuously separated with a planted parkway. The walk materials will be made of natural grey concrete with enhanced areas utilizing concrete pavers, colored concrete, enhanced finishes or scoring.

The Jamboree Road sidewalk will be 12’ wide to accommodate both pedestrians and a Class I bike trail, consistent with the Jamboree Trail included in the city’s General Plan. Bicycles will be permitted on streets and paseos within the Uptown Newport PC.
5.7.3 Lighting Plan

Uptown Newport Village lighting shall embrace a unified lighting theme for fixtures along common area streets. The master lighting plan depicted in Figure 5-23 provides the hierarchy for lighting included in the master development. There will also be a hierarchy of lighting fixture heights and sizes within Uptown Newport. The overall unified lighting style could range from modern to classical. The lighting within parcel developments is encouraged to match the architectural style of the buildings. All common area lighting shall be consistent with the local code requirements. Pole lights along Jamboree Road shall match the existing street scene style and layout. Up-lighting will be utilized at entries, illuminating community monuments and trees. The lighting between phases shall match in style, height, color and manufacturer.
5.7.4 Site Furnishings
Site furnishings within the common areas of the Uptown Newport PC shall be unified in form, color and manufacturer, if possible. Benches, bike racks, metal bollards, and tree grates are to be of one family that works well together that supports a “one district look” within the community. Master site furnishings are shown in Figure 5-24 and depicts the site furnishings that will be provided as part of the master site development.
6.0 INTRODUCTION

6.0.1 Signage Design Guideline Objectives

The signage design guidelines identified in this document provide standards for use in the development for the Uptown Newport PC project as part of the Master Site Development and site plan review process. The intent of the guidelines is to establish criteria that will be the basis for the design of signage/graphics throughout the project and to insure that there is a consistent design image that contributes to the identity and promotes the quality of Uptown Newport. It is intended that all signage has a coordinated design with organizational unity and overall visual identity. The signage should be an integral part of the project’s architecture, landscaping and be compatible with the lighting.

6.0.2 Comprehensive Sign Program

The City of Newport Beach Sign Standards (Section 20.42.120) allows for the integration of all of a project’s signs with the overall site design and building design into a unified architectural statement. The proposed sign program for Uptown Newport PC shall comply with the purpose and intent of NBMC Chapter 20.42 Sign Standards, these Signage Design Guidelines and the overall purpose and intent of Section 20.42.120.

In addition to the signage guidelines herein, signs where applicable, must comply with the codes and regulations of NBMC (Chapter 20.42) and all applicable State of California (CBC/Title 24).

6.1 SIGNAGE AND GRAPHICS

Program Components

These Signage Design Guidelines include standards for the following signage/graphics elements:

- Primary Project ID Monuments and/or Wall Signs (Sec. 6.4)
- Secondary Project ID Monument Signs (Sec. 6.5)
- Retail Tenant Directory Monument Signs (Sec. 6.6)
- On-Building Project ID Signs (Sec. 6.7)
- Retail Tenant ID Signs (Sec. 6.8)
- On-Site Advisory Signs (Vehicular and Pedestrian Directionals) (Sec. 6.9)
- Building and Unit Address Signs (Sec. 6.10)
- Amenity Identification Signs (Sec. 6.11)
- Parking Garage ID (Sec. 6.12)
- Marketing Banners (Sec. 6.13)
- Park Identification Signs (Sec. 6.14)
- Park Rules/Regulations Signs (Sec. 6.15)
- Marketing Signs (Sec. 6.16)
6.2 GENERAL DESIGN GUIDELINES

These Design Guidelines have been developed to implement a signage program within Uptown Newport that is compatible with the surrounding physical and visual character of the project, communicate effectively, enhance the perception of the Uptown Newport PC, and reduce visual clutter caused by excessive and poorly placed signage. The following guidelines will be taken into consideration in the final design of individual signs in the context of the overall sign program for the project.

6.2.1 Legibility
Signs should be easy to read and comprehend. Legibility does not depend on size, but on design. A well composed sign, that is smaller in size can be easier to read than a larger sign that is cluttered with too much information, too many elements of color, shapes and typefaces. To enhance legibility, sign panel backgrounds should be free of distracting details and decoration and provide sufficient contrast with the graphics displayed on the sign.

6.2.2 Typography
In addition to the master planned and individual project identification logotypes, a single typeface should be selected for application to ancillary signage that is compatible with the logotype and reflects the image of the project. A sans serif typeface is recommended because it communicates information more effectively than an elaborate and complex typeface. Consideration should be given to the use of a typestyle that is available in a family of different weights and in condensed or regular versions. Within one typeface family, a bolder weight can be used to accentuate a particular portion of a message by creating a distinction between other copy. The use of several different typefaces on a sign is discouraged, as it makes the sign difficult to read. Also, the use of upper and lower case characters versus all upper case characters should be studied in the context of each sign. If all upper case characters are used, this approach should be consistently applied to all signs.

6.2.3 Materials and Colors
Sign materials should be consistent on all signs and all finishes uniformly applied. It is recommended that signs fabricated from metal have an acrylic polyurethane paint with a satin gloss finish. Color is most effective when used simply. Too many colors, particularly accent colors, can distract the reader and reduce legibility, making the signs less effective. Colors selected for sign backgrounds should be compatible with the architectural palette of the project and provide sufficient contrast with the copy color.

6.2.4 Placement
Signs should be located in areas where they are easy to read and be in scale to the viewer whether the sign is pedestrian or vehicular oriented. Locations should be selected so that the signs are compatible with adjacent architectural elements and surrounding landscape/hardscape features. Signs located along street frontages shall comply with the set back/sight distance triangle requirements as determined by the City of Newport Beach sign standards.

6.2.5 Size
Signs should be of a size proportional to the area where they are located, or building on which they are placed. The prevailing travel speeds of motorists should be taken into consideration when determining sign formats and copy sizes. Copy on vehicular oriented signs should be larger to allow viewers to perceive, read and understand the intent of the sign. Pedestrian oriented signs can be at a smaller scale.

6.2.6 Methods of Illumination
Primary project identification signs can consist of cabinets with internal illumination or they can be externally illuminated by ground mounted light fixtures. Internally illuminated sign cabinets can display face lit push-thru copy in translucent white or day/night acrylic letters or have halo lit copy. The level of illumination should be sensitive to surrounding light levels. Signs with multi-colored internally illuminated components are discouraged. Internally illuminated sign cabinets with lit backgrounds are not permitted, only the copy can transmit light. Address signs on buildings may be required to be halo lit, or have an indirect light source subject to the City of Newport Beach signage/life safety requirements applicable to Uptown Newport.
6.3 SIGN LOCATION PLAN
The sign location plan depicted on this page shows general locations for sign types 1-13 established in these guidelines (see figure 6.1).

SIGN LEGEND
1 Primary Project ID Monument
2 Secondary Project ID Monument
3 Retail Tenant ID Monument
4 On-Building Project ID Signs
5 On-Building Retail Tenant ID Signs
6 On-Site Advisory Signs
7 Building and Unit Address Signs
8 Amenity ID Signs
9 Parking Garage Signs
10 Temporary Marketing Signs
   Subject to City of Newport Beach Municipal Code
11 Marketing Banners
   Subject to City of Newport Beach Municipal Code
12 Primary Park ID Signs
13 Park Rules/Regulations Signs

Figure 6.1: Master Signage Plan
6.4 – SIGN TYPE 1
Primary Project Identification Monument

**Purpose**
Permanent ground level monument to identify Uptown Newport.

**Maximum Number**
Two signs located on Jamboree Road Frontage.

**Location**
On-site. Project name on monument or screen walls adjacent to primary project entries off Jamboree Road, outside of sight-distance triangles per City standards.

**Sign Copy**
Name of project, tagline such as “Apartments” or “Apartment Villages” project logo and project addresses or address range.

**Maximum Sign Height**
+/- 12'-0" average height for sign monuments.

**Maximum Sign Area**
75 S.F.

**Maximum Letter Size**
18"

**Sign Construction/Materials**
Individual letters mounted on project screen wall or metal cabinet with concrete or stone clad base.

**Method of Illumination**
Individual halo illuminated letters, external illumination from ground mounted light fixtures or internally illuminated push thru copy. Signs with internally illuminated backgrounds are not allowed.

**Typestyle**
Project name logotype and symbol with supporting copy in project standard font.

Fabricated aluminum cabinet with paint finish or faux plaster finish. Cabinet to rest on integral color concrete base. Copy to be internally illuminated push-thru day/night acrylic or illuminated by ground mounted light fixture. Address numerals to be flat cut metal, pin mounted to concrete base with blind anchor studs.
6.5 – SIGN TYPE 2
Secondary Project Identification Monument

**Purpose**
Permanent ground level monument to identify Uptown Newport.

**Maximum Number**
One sign at Birch Street project entry.

**Location**
On-site adjacent to project entry off Birch Street.

**Sign Copy**
Name of project, tagline such as “Apartments” or project address or address range.

**Maximum Sign Height**
8’-0” Height

**Maximum Sign Area**
30 S.F.

**Maximum Letter Size**
12”

**Sign Construction/Materials**
Fabricated aluminum cabinet with internal illumination mounted to concrete or stone-clad base.

**Method of Illumination**
Individual halo illuminated letters, internally illuminated push thru copy or externally illuminated copy from ground mounted light fixtures.

**Typestyle**
Project name logotype and symbol with supporting copy in project standard font.

Fabricated aluminum cabinet with paint finish or faux plaster finish. Cabinet to rest on integral color concrete base. Copy to be internally illuminated push-thru day/night acrylic or illuminated by ground mounted light fixture. Address numerals to be flat cut metal, pin mounted to concrete base with blind anchor studs.
6.6 – SIGN TYPE 3
Retail Tenant Identification Monument

Purpose
Permanent ground level monument located along project site frontage.

Maximum Number
One sign on Jamboree Road.

Location
On-site. Perpendicular to street on Jamboree Road.

Sign Copy
Names of up to four retail tenants. Sign to have copy on two sides.

Maximum Sign Size
7'-6" Maximum Height.

Maximum Sign Area
30 S.F.

Maximum Letter Size
6"

Sign Construction/Materials
Fabricated aluminum cabinet with internal illumination on concrete or stone clad base. Tenant panels to be changeable.

Method of Illumination
Individual halo illuminated letters, internally illuminated push thru copy or externally illuminated copy from ground mounted light fixtures.

Typestyle
Tenant logotype or project standard typestyle in project standard color.
6.7 – SIGN TYPE 4
On-Building Project Identification Signs

Purpose
Building mounted project identification sign located at primary building entries and leasing office.

Maximum Number
One sign per each primary building entry. Four marketing banners adjacent to entry (subject to City of Newport Beach Municipal Code).

Location
On building fascia above or adjacent to entry or on architectural canopy at entry.

Sign Copy
Symbol/logotype and/or project or building name.

Maximum Sign Size
12'-0" Length

Maximum Sign Area
9 S.F.

Maximum Letter Size
9"

Sign Construction/Materials
Individual flat cut or fabricated aluminum letters and numerals with paint finish. Letters to be pin mounted to building fascia with blind anchor studs.

Method of Illumination
Halo illumination, or non-illuminated.

Typestyle
Project logotype or project standard typestyle.

Individual flat cut or fabricated aluminum letters and numerals with paint finish. Letters to be pin mounted to building fascia with blind anchor studs.

Marketing banner adjacent to primary building entries. See Sign Type 13 for details. (Subject to City of Newport Beach Municipal Code).
6.8 – SIGN TYPE 5
On-Building Retail Tenant Identification Signs

Purpose
To identify business names of retail tenants.

Maximum Number
Two signs per retail space frontage with a primary entry. Corner spaces may have a third sign on a separate elevation subject to owner approval.

Location
On-building walls adjacent to primary store entry, on canopies above store entry and/or blade sign along storefront.

Sign Copy
Business name and symbol. Business descriptions or product descriptions are not permitted unless part of name.

Maximum Sign Size
2’x 2’ wall sign, 12’ (max) length canopy signs and 18”x 2’ blade sign.

Maximum Sign Area
4 S.F. (Wall Sign), 36 S.F. (Canopy Sign), 36 S.F. (Blade Sign)

Maximum Letter Size
9”

Sign Construction/Materials
Fabricated aluminum sign frame with changeable tenant ID panel. Sign to have paint finish.

Method of Illumination
Internal illumination or non-illuminated.

Typestyle
Tenant logotype in project standard color.
6.9 – SIGN TYPE 6
On-Site Advisory Signs

**Purpose**
Vehicular and pedestrian oriented signs to provide direction to on-site motorists and pedestrians as required to facilitate on-site wayfinding.

**Maximum Number**
As required.

**Location**
On site. Adjacent to project entries and drive aisles and along pedestrian walkways.

**Sign Copy**
Directional information with arrows to include identification of individual products within Uptown Newport.

**Maximum Sign Height**
6'-0" Height

**Maximum Sign Area**
9 S.F. Sign Panel

**Maximum Letter Size**
5"

**Sign Construction/Materials**
Fabricated aluminum post and panel with paint finish.

**Method of Illumination**
Non-Illuminated.

**Typestyle**
Project standard typestyle.

Fabricated aluminum post and panel sign with paint finish. Copy to be reflective vinyl.
6. SIGNAGE

6.10 –SIGN TYPES 7 & 7A
Building and Unit Address Signs

Purpose
Code-required address signage to identify individual buildings and units within buildings.

Maximum Number
As required.

Location
On-building fascias at locations visible to visitors and emergency response vehicles.

Sign Copy
Building address and unit numbers.

Maximum Sign Height
12” address numerals – 2 1/2” unit numbers.

Maximum Sign Area
As required.

Maximum Letter Size
As required.

Sign Construction/Materials
Fabricated or flat cut aluminum address numerals and fabricated aluminum unit number plaque with paint finish.

Method of Illumination
As required.

Typestyle
Project standard typeface.

1
Fabricated aluminum numerals with paint finish. Numerals to have halo illumination with LED lamps. Method of illumination to be verified by City of Newport Beach.

2
Fabricated aluminum sign frame and panel with paint finish and raised numerals. Size of numerals to be verified by City of Newport Beach security/life safety requirements.
6. SIGNAGE

6.11 –SIGN TYPE 8
Amenity Identification Signs

Purpose
To identify on-site amenities within buildings to include recreation rooms, fitness centers, leasing office, etc.

Maximum Number
One sign per primary entry.

Location
On wall adjacent to primary entry.

Sign Copy
Amenity identification and hours of operation.

Maximum Sign Size
18” x 24”

Maximum Sign Area
3 S.F.

Maximum Letter Size
3”

Sign Construction/Materials
Fabricated aluminum frame and sign panel with paint finish.

Method of Illumination
Non-illuminated.

Typestyle
Project standard typestyle.

Fabricated aluminum frame and changeable sign panel with paint finish. Copy to be vinyl.
6. SIGNAGE

6.12 –SIGN TYPE 9
Parking Garage Signage

Purpose
To identify vehicular entries into parking garages, address code required signage and provide vehicular and pedestrian directional/wayfinding signage to facilitate vehicular and pedestrian traffic.

Maximum Number
As required.

Location
At parking garage entries, elevator and stairs along drive aisles within garage.

Sign Copy
As required for wayfinding and by code.

Maximum Sign Size
As required.

Maximum Sign Area
As required.

Maximum Letter Size
As required by code and for legibility.

Sign Construction/Materials
Individual fabricated or flat cut aluminum letters with paint finish. MDO sign panels with paint finish.

Method of Illumination
Non-Illuminated.

Typestyle
Project standard typestyle and graphics.
6.13 – SIGN TYPE 11
Marketing Banners

Purpose
To identify projects and products.

Maximum Number
Clusters of six (6) marketing banners at two locations and four per building entry.

Location
At locations adjacent to project entries on Jamboree and at primary entries to residential buildings.

Sign Copy
Project name and project description.

Maximum Sign Size
3’ x 8’ banner.

Maximum Sign Area
24 S.F.

Maximum Letter Size
9”

Sign Construction/Materials
Aluminum post with fabric or vinyl banner.

Method of Illumination
Non-illuminated.

Typestyle
Project logotype and project standard typestyle.

Duration
Temporary signs shall be removed at the expiration of a temporary sign permit, or upon sale, lease or rental of the property has been consumated.

*Signs subject to City of Newport Beach Municipal Code
6.14 – SIGN TYPE 12
Park Identification Signage

Purpose
To identify park.

Maximum Number
2 signs per park.

Location
At primary entries to park.

Sign Copy
Park name and hours.

Maximum Sign Height
4’ - 6” height

Maximum Sign Area
14 S.F.

Maximum Letter Size
6”

Sign Construction/Materials
Aluminum cabinet on concrete base.

Method of Illumination
Non-illuminated or lit from ground mounted fixtures.

Typestyle
Project standard typestyle.

Fabricated aluminum cabinet with paint or faux plaster finish. Cabinet to rest on integral color cast concrete base.
6.15 – SIGN TYPE 13
Park Rules/Regulations Sign

Purpose
To identify park hours and rules/regulations.

Maximum Number
2 signs per park.

Location
At pedestrian entries to park.

Sign Copy
Park name, hours and listing of restricted activities.

Maximum Sign Size
4’ - 6” height

Maximum Sign Area
4.5 S.F.

Maximum Letter Size
2”

Sign Construction/Materials
Fabricated aluminum sign panel and post with paint finish.

Method of Illumination
Non-illuminated.

Typestyle
Project logotype and project standard typestyle.
6.16 – SIGN TYPE 10
Marketing Signs

Purpose
To provide project information to include identification of future property use and leasing information. Construction barricade signage/graphics related to project opening, leasing and identification of development team.

Maximum Number
- Two (2) Future Facility sign along Jamboree Rd.
- Two (2) Leasing Information sign along Jamboree Rd.
- Two (2) leasing office directional signs.

Location
At various locations along Jamboree Road and along primary entry drives.

Sign Copy
Project logotype, information related to project opening/leasing and graphics on construction barricade.

Maximum Sign Size
6’ x 8’ sign panel.

Maximum Sign Area
48 S.F.

Maximum Letter Size
9”

Sign Construction/Materials
Fabricated aluminum post and panel with paint finish. Sign panel may have background with accent color.

Method of Illumination
Non-illuminated.

Typestyle
Project logotype and project standard typestyle.

Duration
Temporary signs shall be removed at the expiration of a temporary sign permit, or upon sale, lease or rental of the property has been consumated.

*Signs subject to City of Newport Beach Municipal Code

Fabricated aluminum post and panel with paint finish. Copy to be vinyl.

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