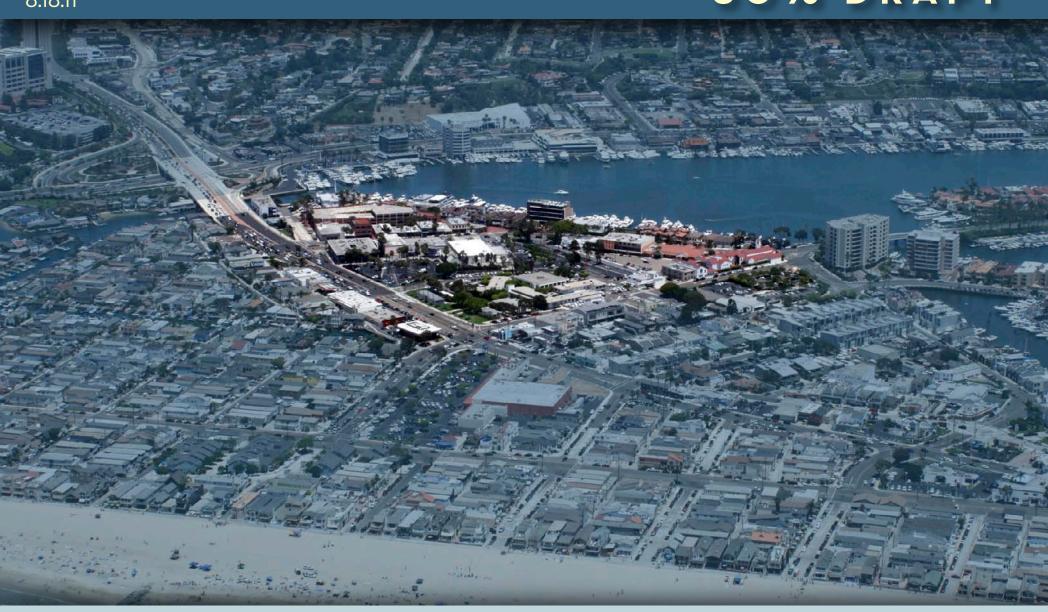
LIDO VILLAGE

80% DRAFT

8.18.11



DESIGN GUIDELINES



Agenda

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



Plan Alternative 5B Updates

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

Cornerstones



Unification - Creating a Sense of Place

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





Visual Appeal - Create an Identity for the Village

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





Flexibility - Builder/Owner Friendly

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





Sustainability - Economic and Environmental

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



Introduction



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

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



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Overview

Key to Edge Condition Criteria

Primary Pedestrian Corridor

- Located along primary roadways
- Encourage pedestrian-friendly safety measures
 Enhance landscape elements.

Secondary Pedestrian Corridor

- · Located along secondary streets and off-street corridors.
- Private and public conditions that encourage multi-modal

Street Focused Edge

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

Service Edge

- Back of house or service conditions
- Encourage special screening applications.
 Limited pedestrian access.

- · Create strong pedestrian water interface, maximizing
- Encourage visual corridors promoting water experience.
- Restrict back of house and service conditions.
 Image-defining façades with transparent pedestrian

- Limited pedestrian and vehicular access.
- Achieve softening between uses of differing intensities. Promote landscape solutions with vertical emphasis.
- Encourage façade enhancements that are visually attractive.

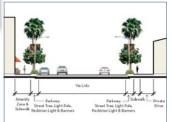


Vision for Lido Village Edges and Connectivity

2.7 Pedestrian Connections and Open Space

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

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



Architecture



3.2 Architectural Styles

The architectural styles existing within Lido Village and the immediately surrounding areas should inspire the design of future improvements. Renovations should maintain, if not optimize, the integrity of the style in which the building was originally designed. While styles of the past shouldn't necessarily be recreated using past techniques, new structures featuring traditional detailing should implement current construction and

The styles listed herein represent the notable architecture within Lido Village and appropriate influences to draw from for future improvements. Collectively, these styles comprise the Newport Eclectic aesthetic that these Design Guidelines seek to illustrate.

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

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







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

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

With the revitalization of Cannery Village emerged a style that is both eclectic and distinct to the area. The style blends the charm of Newport Beach's maritime history with its present status as a destination for artists and designers. Cannery Village is the site of Newport's first commercial fish cannery built in the 1020s on the Rhine Channel. The Cannery setaurant that exists today pays homage to a by-gone commercial fishing ndustry and is a landmark that continues to draw visitors. Its influence on the revitalization of Cannery Village is still present today.

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



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Building Orientation and Site Planning

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

- . Create a unified and consistent alignment of building facades that
- . Buildings should be arranged to create a variety of outdoor spaces including plazas, squares, eating areas, arcades and open spaces. Building orientation, parking and walkways should be designed to





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

foster and serve pedestrian activity

Orient building entry or architectural

statement toward major street frontage or intersection.

Where possible locate parking

behind the structure to allow the building to be in closer proximity to the street.

Orient buildings to maximize view



Consider passive solar design whe locating building openings, window

Building Form and Massing

- O Taller or large single-tenant buildings should have greater articulation to create visual interest in the building and reduce the overall mass. Articulation should include one or more of these variations:
 - vertical offsets, or
 - horizontal offsets or usage of more than one material, or
 - entry/corner elements.
- O Massing at street intersections should:
 - feature a prominent design element or tower to engage corridor views or
 - step-down massing elements to interface with the streetscape, or provide a built-out and simple unified design statement

proportioned, resulting in a balanced composition of elements.

Lavering of wall planes and volumes

mix of heights, within or between

buildings, to add visual interest to

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

Towar elements and other vertical/ prominent building features may be

used to accentuate key elements

such as building entries, pedestrian nodes, plazas or courtyards.

architectural feature

* Building forms should be aesthetically designed and well-



should provide a rhythm of dynamic building forms and shadows. Building massing should consist of





Because Lido Village is an urban setting, all sides of buildings are exposed. All building elevations should use materials consistent with those on the primary facade if visible from public streets or neighboring properties, and should be carefully designed with similar detailing, comparable quality, and

- * Materials and horizontal elements such as trim, banding, and balconies should wrap around building corners along highly visible edges.
- * Parapets, when used, shall be contiguous and wrap building sides to reduce the "false front" appearance







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

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





LIDO VILLAGE

DESIGN GUIDELINES

Architecture

Windows and Glazing

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



Retractable storefront window Upper clerestory window



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

Shading and Awnings

- * Awnings that are functional for shade or shelter from the elements are encouraged.
- Awnings should fit the shape and scale of the window or door they are sheltering, and should be designed to be compatible with and complimentary to building signage and design.



Opaque glass diffuses light



Metal awning shelters entrance



Trellises create shade patterns



Canvas awnings in unified theme

- The use of multiple awnings along a building facade should be of similar scale and material. Awnings along a continuous row of buildings should create a unifying theme along that particular street.
- Incorporate deep overhangs, cantilevers, trellises, and/or shade trees on south- and west-facing elevations to control solar heat gain through windows.
- Consider use of light shelves or fins to bounce and diffuse natural light entering indoor spaces, increasing energy efficiency.



Light shelves diffuse daylight



Creative use of vertical shade fins

Building Signage

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

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



Artful use of lettering



Visible to pedestrian and driver



Examples of modern metal signs

- * Use mounting methods that are permanent and sturdy.
- Avoid signs with interchangeable copy unless a permanent mounting method is used for surround.
- Avoid signs that incorporate flashing, motion, neon, or spotlights.
- Illuminated signs should be downward facing fixtures rather than backlit or uplight.
- Signage lighting should be low-level and minimize glare.



Architectural Lighting

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







Examples of gooseneck fixtures







Examples of shielded lanterns

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Landscape

4.7 Open Space Network & Connectivity

Open Space - Plazas and Courtvards

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

Street that will serve as the focal point for pedestrian and Village activities. A 'Waterfront Plaza' will serve as the central feature for activities and events relating to the Harbor. The improved streetscape system will be the final piece, serving as passive open spaces and corridors which will serve to connect the various open space plazas and courtyards throughout Lido Village.



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Map of Open Space Network, Streetscapes & Pedestrian Connectivity

4.4 Intersection Hierarchy

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







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Monumentation and Signage

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

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

Screening and Wall Treatments

In some locations, screening and wall treatments shall be required to hide unsightly views or back of house operations. Preferably, planter areas with masses of trees and shrubs would be able to achieve the desired screening, but in cases where insufficient space exists for plantings, the following are examples of preferred treatments:

- · A modular trellis panel with vine plantings can act as a living fence.
- In situations where walls are required for safety or decoration, the use of low (less than 48" high) or open fencing should be implemented to
- Use solid walls or fencing where privacy or screening is desired, such as storage areas, mechanical equipment, and waste bins
- Wood, metal, concrete, brick, and stone are appropriate materials for screen walls and privacy fences.

4.6 Waterfront

Waterfront Conditions

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

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







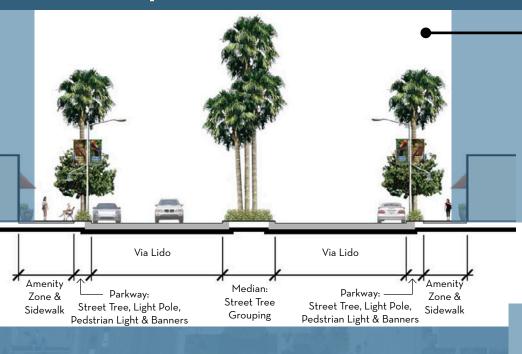




Section of Proposed Improvements along the Waterfront



Landscape

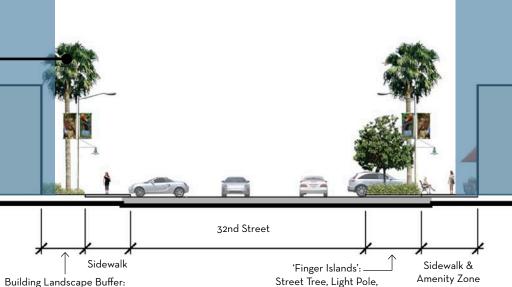








Street Tree, Light Pole, Pedstrian Light & Banners



Pedstrian Light & Banners

Public Right of Way Improvements

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

Pedestrian Realm

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

Green Components

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

Landscape

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- In situations where walls are required for safety or decoration, the use of low (less than 48" high) or open fencing should be implemented to preserve desired views.
- Use solid walls or fencing where privacy or screening is desired, such as storage areas, mechanical equipment, and waste bins.
- Wood, metal, concrete, brick, and stone are appropriate materials for screen walls and privacy fences.





Palm Rhythm as Monumentation



Community Information Display



Green Screen Trellis with Vines



Dense Screen Trees - Cypress



Vines on Stucco or CMU Bloc.



Non-traditional, modern fence

Appendix

APPENDIX

References

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

City of Newport Beach Zoning Code http://www.newportbeachca.gov/index.aspx?page=1689

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

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

California Coastal Commission http://www.coastal.ca.gov/

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

City of Irvine Sustainable Travelways Guidelines http://www.cityofirvine.org/cityhall/cd/housing_and_redevelopment/redevelopment/sustainable travelways.asp

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

U.S. Green Building Council - Orange County Chapter http://www.usgbc-oc.org/

Glossary

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

Arcade: A range of arches supported on columns.

Articulation. Changes in building surfaces and detailing.

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

CHAPTER 6

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

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

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

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

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

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

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

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

Glazing: Glass or transparent material used for windows.

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

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

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

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

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

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

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

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

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

Append

Role and Responsibility of the CAP

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

Timing of Feedback

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



Development of a Slogan

What

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

Why

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

Types of Slogans

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

Examples

"No more tears"
Johnson's Baby Shampoo

"The milk chocolate melts in your mouth-not in your hand.®"

M&M's

"Connecting people." Nokia

"It's everywhere you want to be" VISA

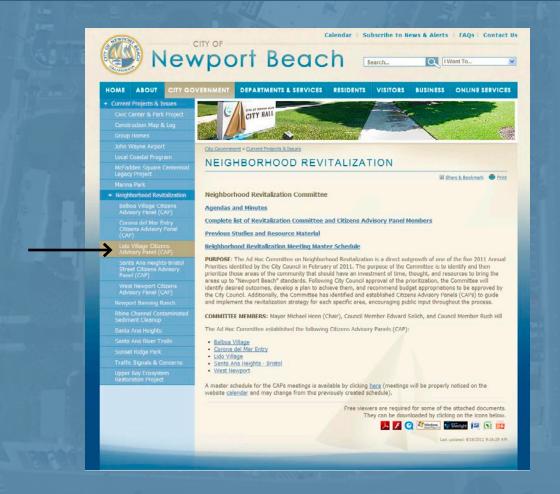
"Safety, Service, and Professionalism" City of Newport Beach- Fire Department

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

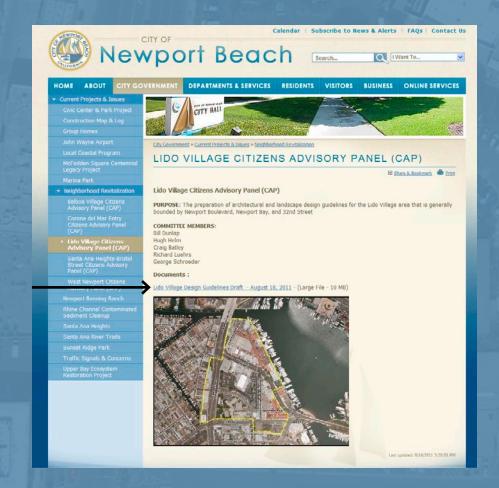




City Website



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





Public Comment

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

Next Steps

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

Next CAP

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