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.

**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.

**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.

**Sustainability - Economic and Environmental**
- Encourage environmentally sustainable practices.
- Conserve water resources and design for energy efficiency.
- Celebrate native landscapes.
- Consider economic realities and viability.
Introduction

1.2 Summary and Objective

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

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

Overview

2.7 Pedestrian Connections and Open Space

During the initial concept planning efforts, special emphasis was given to the connectivity of the Beach to the Bay. Because Lido Village is situated along Newport Harbor and within a short distance to the beach, it is important 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 main 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 in land owners’ desire to improve their properties.
Architecture

Lovell House

Variation in wall planes and doors. In non-residential applications, entries are open and use ample natural light to create private outdoor spaces surrounding large glass windows.

Modern

Modernism is a minimalist style originating in the early 20th century characterized by clean lines, lack of ornament, broad expanses of structure, and smooth surfaces. The widespread popularity of the style influenced commercial architecture as well as home design. In the mid-20th century, Modern buildings tended to strip bare from the ground up, creating forms to create more experimental and organic shapes while still retaining structural characteristics. Beginning in 1940, buildings of open floor plans and glass walls were built throughout California. Modern buildings lack the distinction found in earlier eras.

Wide, cantilevered roof overhangs create attractive sheltered outdoor areas, and overhangs/rakes, and simple block massing. Siding materials may consist of stucco, brick, or wood with either smooth or rough surfaces. The characteristics of this eclectic style include simple gable roofs, tight articulation between roof and walls, and block masses. Roof forms are generally flat or low pitched. In residential applications, 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 natural light to create private outdoor spaces surrounding large glass windows and doors.

Material Wrapping

Because Lido Village is an urban setting, all sides of buildings are exposed, including public sidewalks, entries, and storefronts. Articulation should include one or more of these variations:

- Material contrasts
- Vertical offsets
- Horizontal offsets
- Usage of stone, brick, wood, and stucco elements.

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 social activity. Buildings and sites shall be oriented as follows:

- Create a unified and consistent alignment of building facades that aligns and addresses the street.
- Buildings should be arranged to create a variety of outdoor spaces, including courtyards, squares, open spaces, and pedestrian streets.
- Building orientation, parking, and setbacks should be designed to relate to streets and pedestrian pathways in the vicinity.
- Overhanging porches or architectural features frame street level facades or entrances.
- Places where locate be fitted to the structure to allow the building to be closer proximity to the street.
- Great buildings to maximize view for occupants, giving natural light and visual impact of the building on surrounding context.
- Overhanging elements to maximize light and views.
- Positive building to take advantage of providing privacy.
- Consider placement, orientation, and detailing.
- Existing buildings, with their design, should be preserved and enhanced.
- Consider the arrangement of building facades, streets, and courtyards.
- Material wrapping should reflect more of a sense of privacy with opaque glazing or solid door and window panels.
- Transparency, where used, shall be continuous and wrap building sides to reduce the "boxy" appearance.

Material wrapping should reflect more of a sense of privacy with opaque glazing or solid door and window panels.

Door Treatments

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

- Doors and windows should be compatible with the architectural style of the structure.
- Entrance doors should address the primary street or pedestrian pathway.
- Glazing used in doors can be reflective for office environments and transparent for retail or business entrances. Residential doors should reflect more of a sense of privacy with opaque glazing or solid door treatments.
- Tinted or reflective sheets used on a storefront or business are encouraged.
Architecture

Windows and Glazing
- 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.

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.
- The use of multiple awnings along a building façade 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.

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).
- 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 artistic.

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

**Landscape**

### 4.7 Open Space Network & Connectivity

Open Space - Places and Courtyards

Plants and planters, both public and private, afford the opportunity for community gatherings and a setting for a multitude of events and activities. 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 part of the larger network of open spaces.

A large green space is envisioned near Newport Boulevard and 32nd Street that will serve as the first point for pedestrians and Village activity. A Waterfront Plaza will serve as the central feature for activities and events relating to the Village. The improved street environment will be the first place, serving as a passive open space and corridor which will serve to connect the various open spaces and courtyards throughout Lido Village.

### 4.4 Intersection Hierarchy

The Arrival Gateway Intersection is the primary point for creating a statement and setting the theme for Lido Village. Secondary intersections will be used to reinforce the identity of the Village. The Krae secondary intersections - Lido Boulevard and Newport Boulevard and 3rd Street - will feature elements of the Gateway Intersections, such as enhanced paving and a unified planted palette, only on a smaller scale. These areas also provide an opportunity for wayfinding signage, vehicular barriers and graphics, and on-site or on-water features. Teriary intersections will incorporate these themes, but again, on a smaller scale.

### 4.6 Waterfront

Waterfront Conditions

If the Lido is the "Haed" of Lido Village, then the waterfront is its "Tail." The residential village exists due to its proximity to the water’s edge and the protected bay to its home to watercraft of all shapes and sizes. For others, however, the edge of the water becomes transformed from a lively place where people congregate to dine, shop, and stroll to the water into a more restricted area where values are encapsulated.

The concept plan proposes the creation of a lively waterfront, secure by introducing a multi-level promenade that will lead to an array of shopping, dining, hospitality and activity-related amenities. A pedestrian boardwalk and esplanade will connect the Village to Newport, Pillar and Pacific, Coastal Highway. Future consideration of an underwater corridor to the site is recommended to enhance the Southern experience.

**Screening and Wall Treatments**

In some locations, screening and wall treatments shall be required to hide unsightly views or blocks of human operations. Preferably, planter areas with native or trees and shrubs shall be used to achieve the desired effect. 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 allow for safety or decoration, the use of low (less than 48” high) or open fencing should be implemented.
awareness that, in turn, will slow down vehicular traffic and palm trees. Head-in diagonal parking will create an increased driver awareness.

Presently, there is no vegetation on the south side of 32nd Street adjacent to Lido Island. It is imperative that any improvements to the landscape occur every 4 parking spaces to create a street-tree rhythm of canopy and neatly maintained to provide comfortable and classic scenery.

As the ‘Heart’ of Lido Village, Via Lido should be the epicenter of activity and character for the Village, serving the mix of uses and delivering residents excitement. Extending from the Arrival Parkway: Street Tree, Light Pole, Pedestrian Light & Banners, making the street exciting transitions to residential and Amenity Zone, Street Tree, Light Pole, Pedestrian Light & Banners.

Amenity Zone & Sidewalk: Street Tree, Light Pole, Pedestrian Light & Banners. Via Lido - West of Via Oporto: Street Tree, Light Pole, Pedestrian Light & Banners.

32nd Street: Street Tree, Light Pole, Pedestrian Light & Banners. ‘Finger Islands’ for planting & amenities.
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
LIDO VILLAGE

Landscape

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 travelers of potential destinations and traffic orientation. Interactive displays such as LED signs could be incorporated in the core of the Village to add liveliness and energy. Placards and signage could also help tell the ‘story’ of Lido Village and its role, presently and historically, in Newport Beach.

Screening and Wall Treatments

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

• A modular trellis panel with vine plantings can act as a living fence.
• In situations where walls are required for safety or decoration, the use of low (less than 48” high) or open fencing should be implemented to preserve desired 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.

Welcome Sign

Palm Rhythm as Monumentation

Community Information Display

Green Screen Trellis with Vines

Vines on Stucco or CMU Block

Dense Screen Trees - Cypress

Non-traditional, modern fence
Appendix

References

City of Newport Beach General Plan

City of Newport Beach Zoning Code

City of Newport Beach Water Efficient Landscape Ordinance

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.

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.
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
LIDO VILLAGE
DESIGN GUIDELINES

City Website:  http://www.newportbeachca.gov/
LIDO VILLAGE DESIGN GUIDELINES

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