



Outdoor areas at the South Coast Collection (SOCO) and the OC Mix

Chapter 9:

Community Design Element

Introduction

Costa Mesa understands the value of promoting and creating a cohesive community and unique civic identity. Costa Mesa supports and nurtures smaller communities and districts within the City that seek to establish and retain their unique sense of place. This is accomplished by establishing a policy framework for design standards and guidelines the City will use to review development applications, as well as standards the City will set for the public realm. These policy directives will ensure that continued investment in our community will enhance vitality, context, form, and function.

In Costa Mesa, the public realm is characterized by streetscapes (trees, medians, parkways, benches, lights, signage, etc.). The private realm refers to building architecture, site planning, private landscaping, and business signage. The positive identity, functionality, and aesthetic of the City and its

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constituent communities are elevated by interweaving the design of the public and private realms.

Purpose

The Community Design Element promotes quality design for every aspect of a community, such as buildings, structures, paths, corridors, districts, nodes, landmarks, natural features, and significant landscaping. It ensures each development in the private or public realm enhances the sense of place for the City, district, and the site itself. The goals, objectives, and policies in this element aim to express the City's parameters for quality design and development. While this element does not dictate specific design guidelines, it does provide policies to ensure projects meet the community's expectations for quality design and development.

Relationship to Other General Plan Elements

The policies of the Community Design Element relate primarily to the policies in the Land Use and Open Space and Recreation Elements. Foremost, this element establishes the three-dimensional built form projection of land use objectives.

Baseline Conditions-2015

The main elements of Costa Mesa's physical environment include major paths and corridors; districts; entries, internal, and activity nodes; destination and landmarks; and edges. These elements contribute to the urban form and character of the City. They identify how visitors observe information about the City and understand their physical surroundings.

Paths and Corridors

Paths are passages (streets and sidewalks) that people use to get from one place to another. A path provides for vehicular and pedestrian movement within the community. Costa Mesa has three major types of paths: Primary Paths, Secondary Paths, and Corridors. Primary Paths are the circulation

passages that carry large volumes of traffic and typically cross community boundaries. Secondary Paths carry reduced traffic volumes and often originate or terminate within the City limits. Corridors are paths or sections of paths that have a concentration of a special use or activity. Figure CD-1 identifies the location of Primary and Secondary Paths. The specific corridors are discussed below and presented in Figure CD-2.

Harbor Boulevard Corridor

Harbor Boulevard, which extends from Costa Mesa to the City of Anaheim, serves as a primary commercial corridor, with a mix of vehicle-oriented uses, auto dealerships, neighborhood commercial centers, entertainment uses, and residences. The Land Use Element provides for the south end of the Harbor Boulevard corridor to transition to a mixed-use district.

East 17th Street Corridor

The East 17th Street corridor, while auto oriented, has a distinctive neighborhood feel. This corridor is characterized by small businesses and multi-tenant retail centers, restaurants, and offices that largely serve local residents.

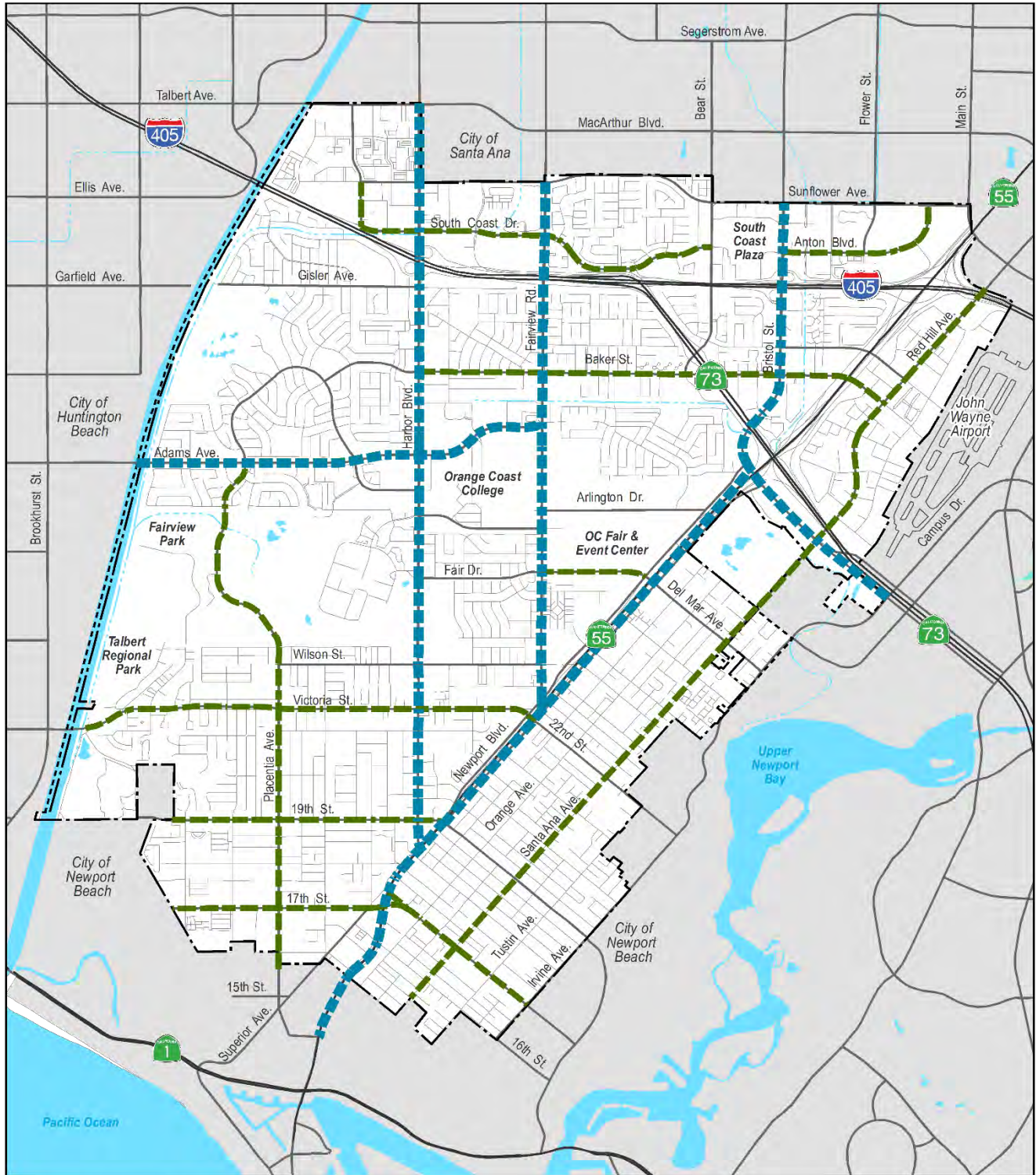
North Newport Boulevard Corridor

This section of Newport Boulevard parallels SR-55 from I-405 south to where SR-55 ends at 19th Street. Prior to construction of SR-55, Newport Boulevard was the primary corridor leading through Costa Mesa into Newport Beach, and its historic character as a tourist-oriented travel route is evident in the motels and auto-oriented uses lining the corridor. While residential uses have been developed as infill with extension of SR-55, the predominant character is that of a commercial corridor.

South Newport Boulevard Corridor

Newport Boulevard continues south from 19th Street to 15th Street into Newport Beach. This section of Newport Boulevard has a strong pedestrian scale and commercial character, with retail frontage on the east side of Newport Boulevard directly abutting the sidewalk and the larger shopping centers on the west side of Newport Boulevard providing extensive infrastructure for the accommodation and movement of pedestrians on and off, and through the sites. Despite the breadth of Newport Boulevard and the volume this arterial supports, the collection of businesses creates a strong concentration of active uses.

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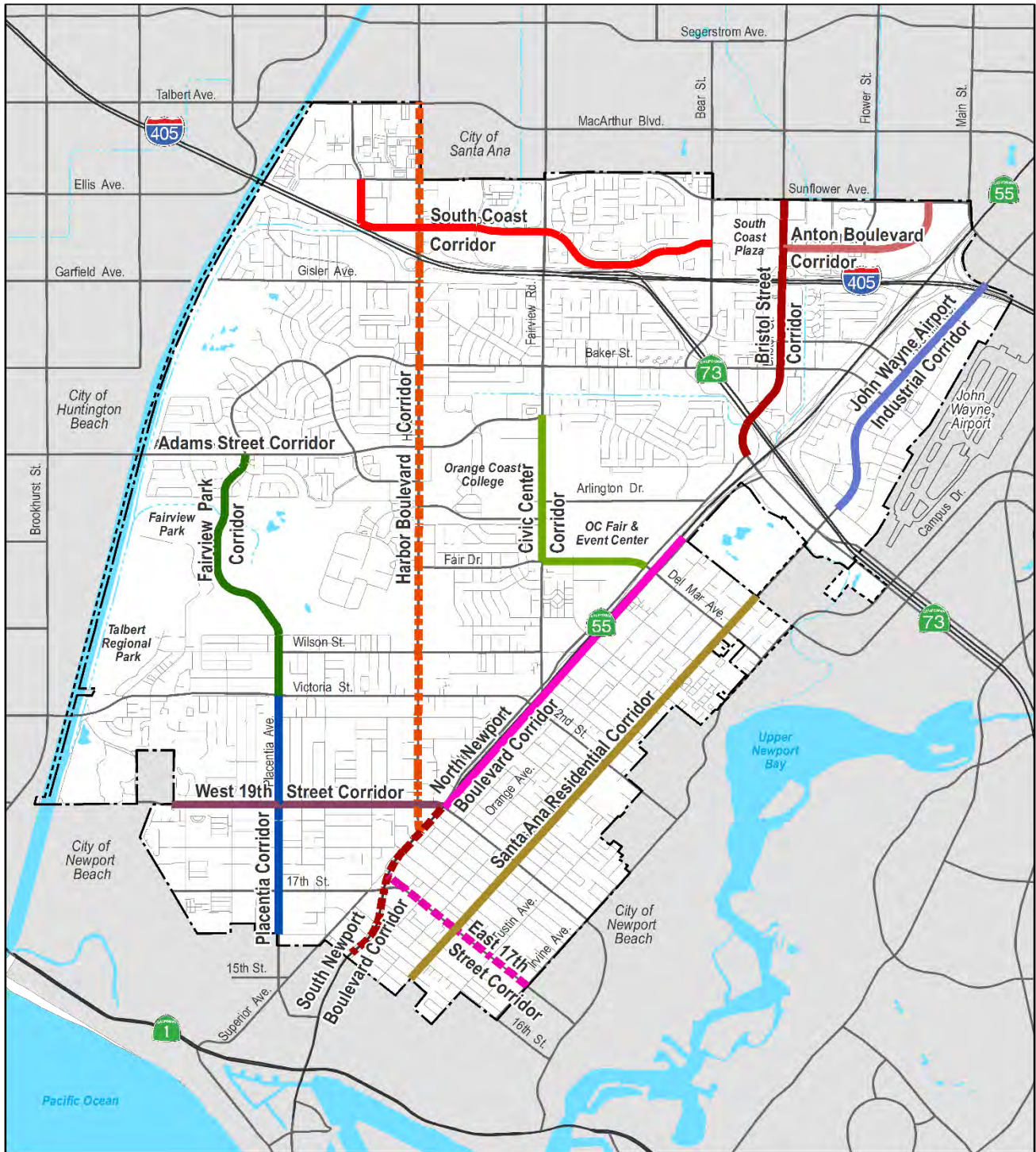
Primary and Secondary Paths

- Primary Paths
- Secondary Paths

Source: City of Costa Mesa, 2016.



Figure CD-1: Paths



Source: City of Costa Mesa, 2016.

Corridors














- | | |
|--|--|
|  Anton Boulevard Corridor |  West 19th Street Corridor |
|  Bristol Street Corridor |  Civic Center Corridor |
|  East 17th Street Corridor |  Fairview Park Corridor |
|  North Newport Boulevard Corridor |  Santa Ana Residential Corridor |
|  Harbor Boulevard Corridor |  John Wayne Airport Industrial Corridor |
|  South Newport Boulevard Corridor |  Placentia Industrial Corridor |
|  South Coast Corridor | |



Figure CD-2: Corridors

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Bristol Street Corridor

Bristol Street stretches between the Sunflower Avenue and SR-55. Located in this corridor are two unique shopping and entertainment centers: The CAMP and the LAB, which the developer/operator has defined as “anti-mall” venues. These unique centers provide small retail and restaurant spaces for start-up and edgy businesses, together with indoor-outdoor social areas. The CAMP has a central green gathering area surrounded by shopping, dining, and styling businesses. The operators regularly host art, film, and music events.

Anton Boulevard Corridor

Anton Boulevard extends from Sunflower Avenue to Bristol Street, with an entrance to South Coast Plaza. This corridor is a fusion of luxury apartments and hotels, combined with professional headquarters and multi-tenant office spaces in mid-rise settings. This includes the Experian Headquarters, Metro Center at South Coast Office complex, Plaza Tower, the Enclave Apartments, the Westin South Coast Plaza, and Costa Mesa Marriott Hotel. To the north of this corridor, the 3400 Avenue of the Arts apartment complex and Wyndham Hotel are within walking distance to these major regional shopping and business destinations. The Noguchi Garden (a 1.6-acre public art project) sits to the south of the corridor. A new, 250-unit luxury apartment complex is under construction within this corridor that will provide additional housing.

John Wayne Airport Industrial Corridor

This corridor runs through the industrial district that abuts John Wayne Airport. While this district contains multiple secondary businesses that support the airport, the center of this corridor supports a much wider collection of industrial and offices uses. The scale is predominantly vehicular. Major uses include educational and religious institutions, wholesale and specialty service for automobiles, small, light industrial spaces for startup businesses, boutique manufacturing, and supporting services.

Placentia Industrial Corridor

This is the major industrial corridor within the Westside district of the City, which encompasses Placentia Avenue south of Victoria Street and north of West 16th Street. This corridor historically was an enclave for yacht manufacturing. While this industry and automobile service still have a presence, new tenants along the corridor are that of action sports development and manufacturing. Development of live/work units for the

creatives who find this edgy environment and its proximity to industry suitable for their business and lifestyles has added new vibrancy. While this location will remain an industrial center, the boutique manufacturing, entrepreneurial environment, and action sports industry niches make it a unique corridor.

Fairview Park Corridor

As Placentia Avenue continues north of Victoria Street, this industrial corridor transitions into a residential one. The corridor provides access to several residential communities, as well as access to Estancia High School, Fairview Park, and Estancia Park, which is home of the oldest building in Costa Mesa, the Diego Sepulveda Adobe. Along this stretch of Placentia Avenue, residential and institutional uses represent the only development types from Victoria Street to Adams Avenue.

West 19th Street Corridor

This corridor supports a diverse mix of uses that include destination locations (public parks, amenities, and the Senior Center) and an array of local services to meet the needs of residential communities around this corridor. West 19th Street includes an eclectic collection of commercial uses which predominantly address the corridor at a pedestrian scale. Mixed-use development would continue the character and vision of this central commercial corridor, which will continue to transition.

Civic Center Corridor

Fair Drive from Newport Boulevard to Fairview Road and Fairview Road from Fair Drive to Adams Avenue accommodate one of the densest collections of civic, institutional, and educational uses in Orange County. Within a mere 1.5 miles, you find Orange Coast Community College, Costa Mesa High School, the Orange County Fair & Event Center, Vanguard University, Civic Center Park, the Jack R. Hammett Sports Complex, and the Civic Center. This corridor provides a collection of uses of great civic pride that benefit students who attend one of the many educational facilities along the corridor.

South Coast Corridor

This corridor spans from the South Coast Plaza on the east to the South Coast Collection on the west. It links two major commercial destinations and provides access to Metro Pointe at South Coast Plaza. This location has

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opportunity for further growth and development, as it abuts several of the few remaining large, vacant lots in Costa Mesa.

Santa Ana Residential Corridor

Santa Ana Avenue is a residential corridor that runs through the Eastside District; development along this corridor consists largely of low- and medium-density housing, with a few traditional single-family subdivisions taking direct access. The grid-like and elongated spatial layout of the Eastside District makes Santa Ana Avenue a major path of travel for various modes of transportation heading north or south. This residential corridor remains residential all the way into Newport Beach.

Districts

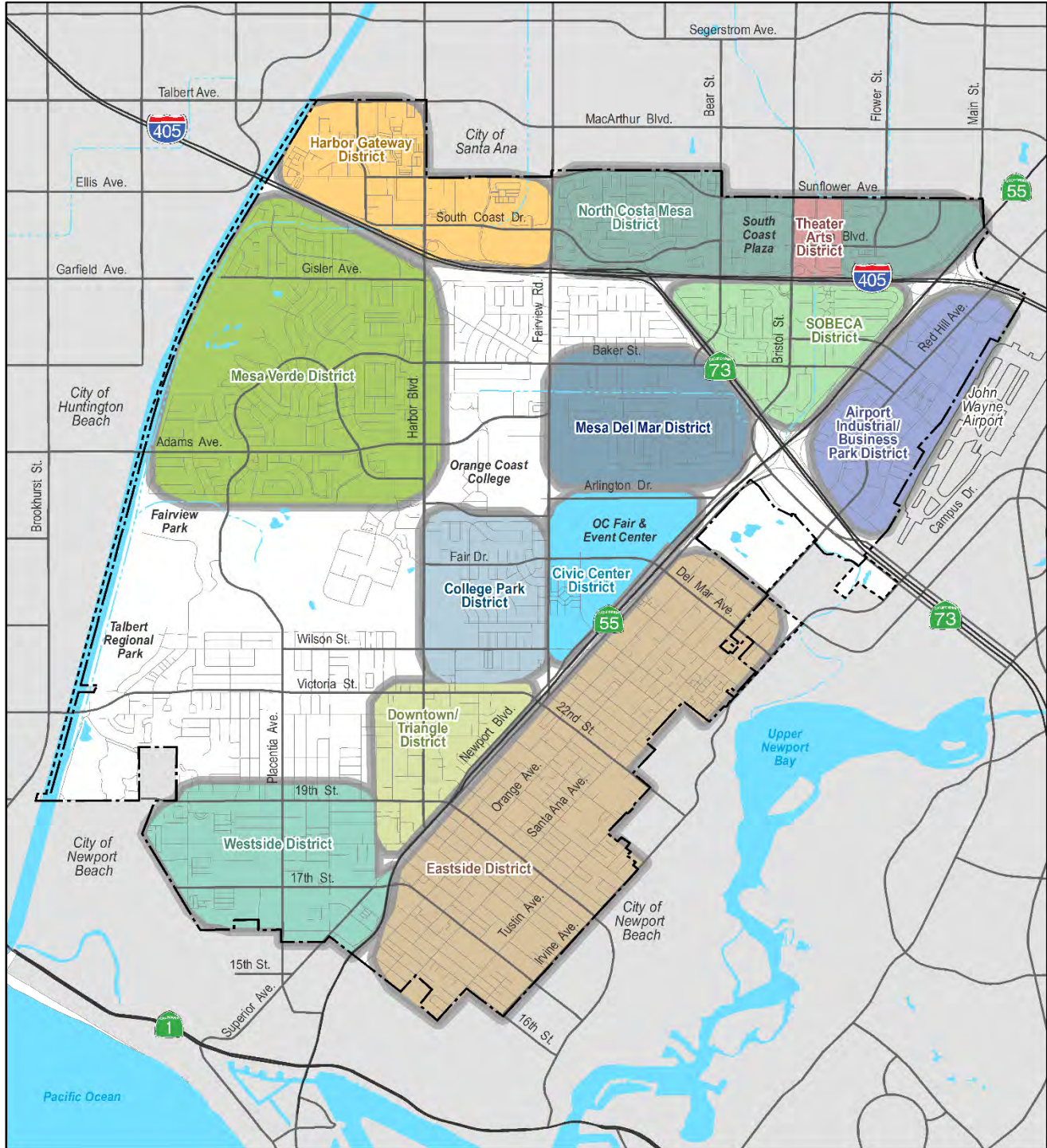
Districts are those areas of Costa Mesa that have an identifiable character due to building architecture, neighborhood design, streetscape, and land use. A district is an integral part of a larger urban area, with common characteristics that make it unique from other areas of the community. Distinguishing features may include building type, use, activity, and/or topography. Figure CD-3: *Districts* illustrates these districts' fuzzy boundaries. Specific descriptions of these districts are provided below.

Eastside







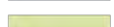
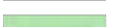

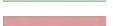

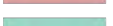
The district contains a mix of single-family and multifamily homes on large lots. Many neighborhoods have experienced substantial private redevelopment, with the original homes replaced by larger homes. In other areas, developers have purchased properties, torn down the original residence(s), and built townhomes or small-lot developments. The Land Use Element discusses issues associated with this district related to the typical narrow, deep lots and lot consolidation.

Westside

This area is characterized by a mix of residential, commercial, and industrial uses. The Westside District is also the origin and home for the action sports industry which incubated and matured within Costa Mesa. This district includes a variety of traditional housing, as well as non-traditional live/work developments that support the edgy creatives who desire to live in this confluence of production, design, and manufacturing uses.



Districts

- | | |
|---|---|
|  Airport Industrial/Business Park District |  Mesa Del Mar District |
|  Civic Center District |  Mesa Verde District |
|  College Park District |  North Costa Mesa District |
|  Downtown/ Triangle District |  SOBECA District |
|  Eastside District |  Theater Arts District |
|  Harbor Gateway District |  Westside District |

Source: City of Costa Mesa, 2016.



Figure CD-3: Districts

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Mesa Verde

Mesa Verde has an eclectic mix of residential densities and housing types. Homes closer to the Mesa Verde Golf Course are much larger and at lower residential densities than those closer to Harbor Boulevard and I-405. The commercial uses along Adams Avenue and Harbor Boulevard provide the personal service uses and retail and food spaces for residents living in this district.

College Park

The homes within this district are a mix of residential densities and architectural types. The majority of the units are higher residential density complexes located along Newport Boulevard, Wilson Street, and Victoria Street. This district also includes College Park, an older single-family residential tract.

Mesa del Mar

This district contains mostly single-family residential tracts, with higher residential densities near arterial roadways. Pockets of commercial uses have been developed along Baker Street.

SoBECA

This district consists of **programmatic spaces** that allow for experiential shopping and dining activities at the LAB and the CAMP. It is a unique area in transition, with a variety of residential housing options encircling multiple destination locations, including microbreweries, nightclubs, “anti-malls”, hotels, and artisanal restaurants.

North Costa Mesa

This district is the major economic heart of the City. South Coast Plaza and other commercial and office establishments provide shopping, entertainment, hospitality, and high-rise office space that serve local, regional, national, and international markets. Key developments include Plaza Tower, Center Tower, South Coast Metro Center, South Coast Metro Pointe, South Coast Repertory, and the Segerstrom Center for the Arts. This district is Costa Mesa’s primary commercial and cultural center. The residential areas in this district include mostly single-family residential neighborhoods, with some multi-family developments as well.

Theatre Arts District

This well-defined district exhibits a collection of the finest theatrical venues in Orange County. This rare clustering of art venues consists of the South Coast Repertory Theater, as well as the Segerstrom Center for the Arts, which consist of five venues: Renee and Henry Segerstrom Concert Hall, Samueli Theater, Segerstrom Hall, Judy Morr Theater, and the Arts Plaza. The Theater Arts District provides access to art with art installations throughout the district, including the Noguchi Garden and the Orange County Museum of Art. Supporting uses include several professional office towers such as the Center Tower and Plaza Tower, the two tallest buildings in Costa Mesa.

South Coast Plaza is located in the North Costa Mesa district.



Downtown/Triangle

The Triangle is located at one of the busiest intersections in Costa Mesa, where Newport Boulevard and Harbor Boulevard intersect. The Triangle is an activity hub intended to draw both local and regional visitors. It sits in the heart of Costa Mesa's downtown, which runs along Newport Boulevard and 19th Street. This area includes a variety of pedestrian scale retail spaces, fine restaurants, a movie theatre, and nightclubs.

Harbor Gateway

This district is characterized by large-sized industrial and office buildings, including the Automobile Club and Whittier Law School. It is vehicular in scale and has an office park character, with ample landscaping and large multi-story building complexes. In 2015, Vans acquired an office building in this district to become the corporate headquarters of one of the nation's top lifestyle retailers.

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Whittier Law School is located in the North Industrial/Business Park district at the southwest corner of Sunflower Avenue and Harbor Boulevard.

Airport Industrial/Business Park

John Wayne Airport is located in unincorporated Orange County, just east of Costa Mesa. Given the presence of the airport and abutting freeways, this location provides industrial and office space with excellent access and circulation. Land uses within this area are industrial, office, and commercial in nature, housed in low-scale buildings due to the presence of the airport.

Civic Center District

This area is the primary cultural, educational, and civic center district of Costa Mesa. The OC Fair & Event Center, which includes the OC Fairgrounds, Pacific Amphitheatre, OC Marketplace, and Centennial Farm in addition to the Civic Center and Orange Coast College, represents major institutional uses that encompass significant open spaces and active recreation area. Vanguard University, adjacent to the Civic Center, includes private open spaces on the campus.

Nodes

A “node” is an important point where people gather and/or where paths converge, thus providing higher-than-typical levels of activity. Costa Mesa has three classifications of nodes:

- 1) Entry nodes, which function as focal points of identity between Costa Mesa and adjacent cities

- 2) Internal nodes, which identify locations of two major converging paths and destinations
- 3) Activity nodes, which are focal points of highest activity, provide immediate access to destination locations, and/or have a concentration of specialty uses

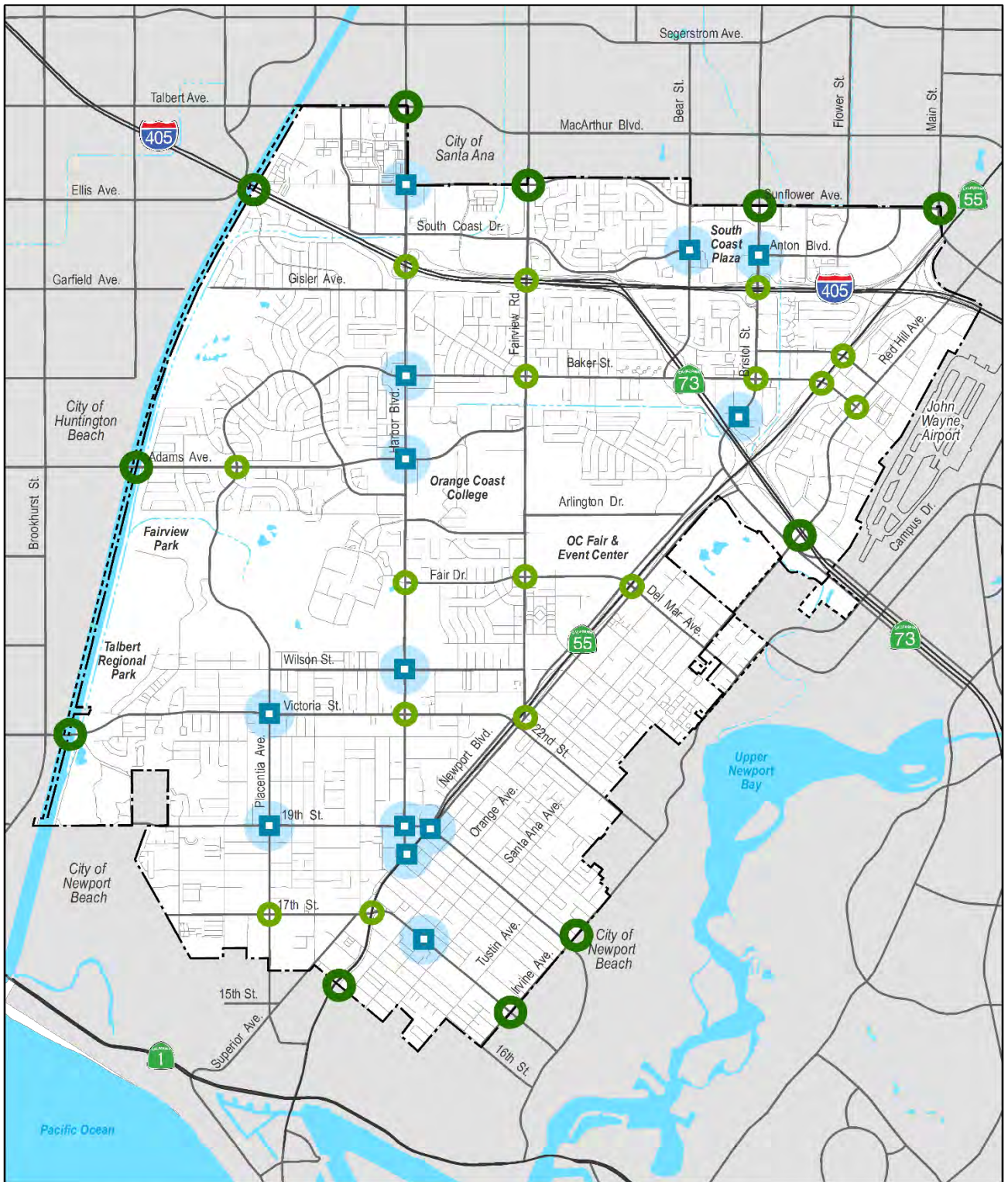
All of these nodes are identified and displayed on Figure CD-4: *Nodes*.

Destinations and Landmarks




A “destination” is a particular use which generates special purpose trips and increases regional attraction. A destination can be a successful retail cluster or rare specialty use. Destination locations are shown on Figure CD-5: *Destinations and Landmarks*.

A “landmark” is a physical element that provides a point of reference or serves as a community identity marker. A landmark can be a structure, space, or natural feature that helps identify a particular area in the City. Most landmarks are also main destination locations within the City as well.

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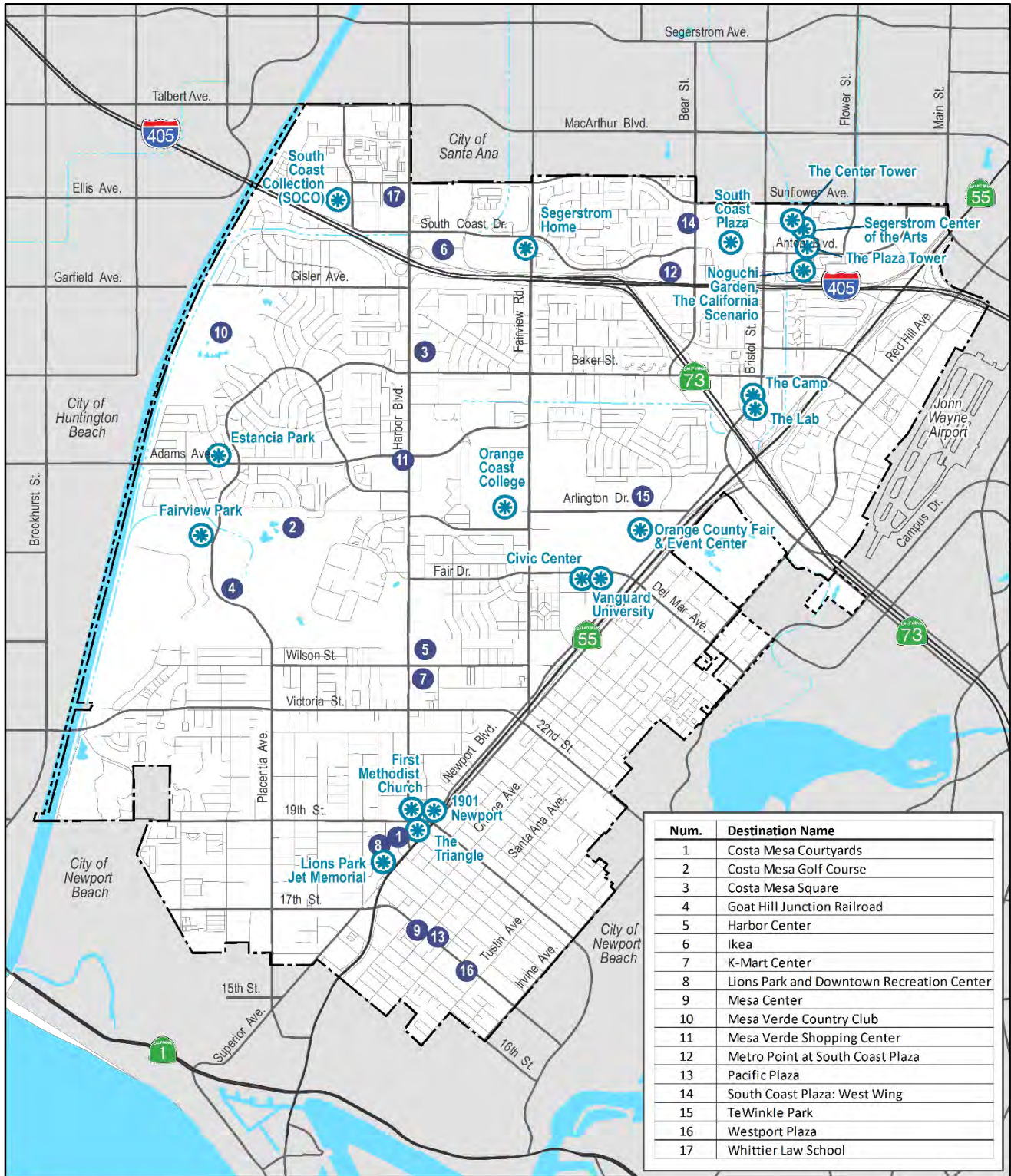
Activity and Entry Nodes

-  Entry Node
-  Internal Entry Node
-  Activity Node

Source: City of Costa Mesa, 2016.



Figure CD-4: Nodes



Landmarks and Destinations

- Landmark
- Destination

(See inset table for name of destination.)

Source: City of Costa Mesa, 2016.



Figure CD-5: Destinations and Landmarks

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Almost all important landmarks in Costa Mesa are also destination locations (see Table CD-1: *Landmarks*).

Table CD-1: Landmarks

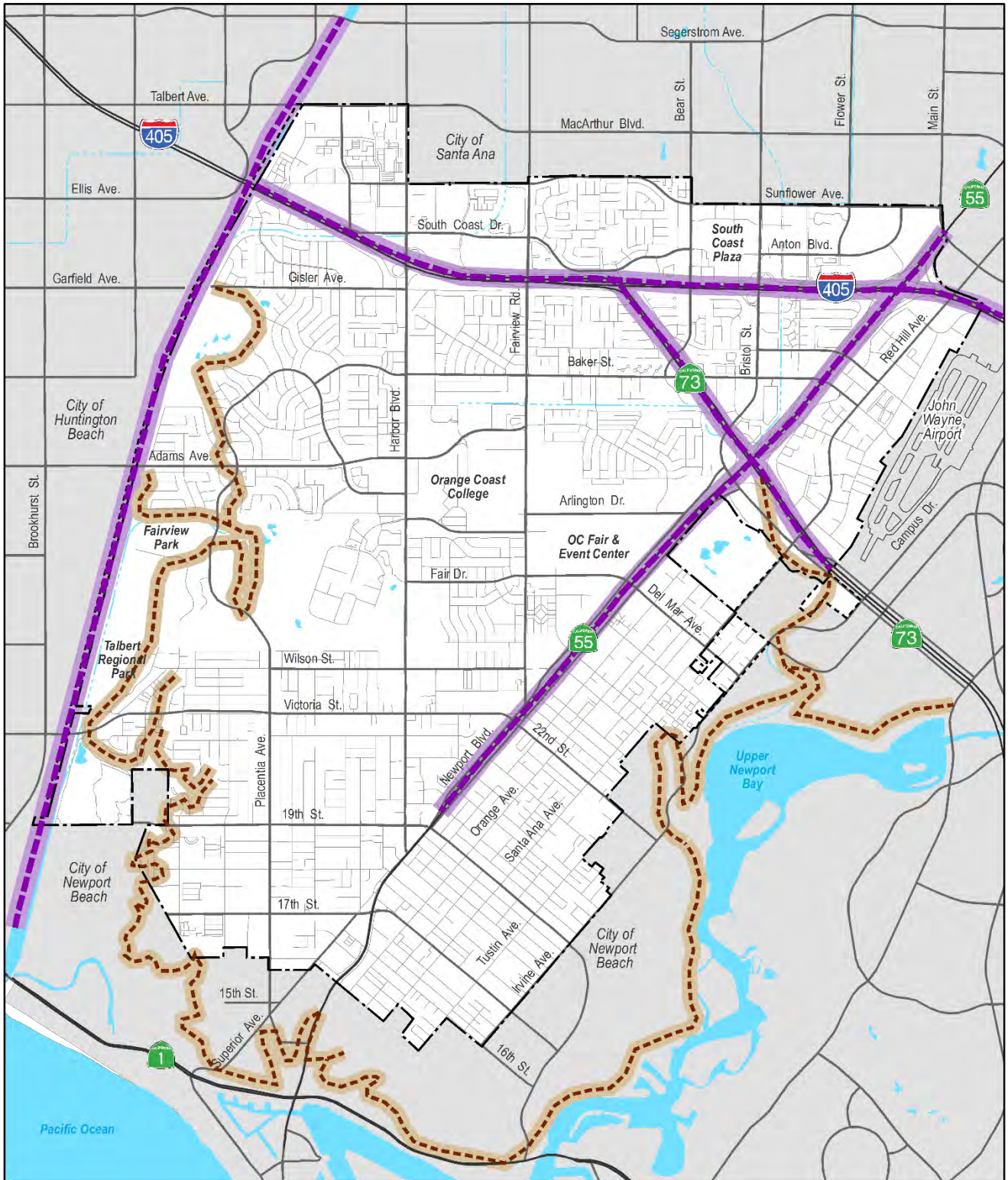
Landmark	Name
Sign, Covered Pedestrian Bridge, Carousel	South Coast Plaza
Unique and Identifiable Architecture	Segerstrom Center for the Arts: Segerstrom Hall, Renée and Henry Segerstrom Concert Hall, Samueli Theater, Judy Morr Theater, Arts Plaza
Unique and Identifiable Architecture	South Coast Repertory
Tallest Building in Costa Mesa	The Center Tower
Unique and Identifiable Architecture	The Plaza Tower
Artistic Common Space	Noguchi Garden
The Sign and Mall Design	The LAB and The CAMP
The Freeway Sign and Mall Design	South Coast Collection (SOCO)
Diego Sepulveda Adobe	Estancia Park
Clock Tower, Logo	Orange Coast College
Ferris Wheel, Centennial Farms, Sign	OC Fair and Event Center
Tower	Vanguard University
City Hall	Civic Center
The Dome and Spire	The Triangle
Natural Wetlands, Pedestrian Bridge, Goat Hill Train Station	Fairview Park

Edges

Edges are linear elements that serve as a visual or physical boundary, barrier, or transition between districts and that define the boundaries of a place.

Elements such as freeways, flood channels, natural features and landforms may be considered edges (See Figure CD-6: *Edges*). Edges within or abutting Costa Mesa include:

- Santa Ana River
- San Diego Freeway (I-405)



Source: City of Costa Mesa, 2016.



Figure CD-6: Edges

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- Corona Del Mar Freeway (SR-73)
- Costa Mesa Freeway (SR-55)
- John Wayne Airport (Unincorporated Orange County)
- Mesa Landforms (Costa Mesa and Newport Beach)

Public Realm Focus

The public realm focuses on the physical features and design that occurs on public rights-of-way, including public streets, sidewalks, medians, parks, and other public spaces. These spaces provide efficient and aesthetically pleasing paths and corridors, create context for existing districts, soften existing edges, provide access to destinations and landmarks, and enrich all nodes throughout the City. The City has adopted streetscape and median development standards designed to build a public realm that is aesthetically pleasing and creates efficient paths throughout the City. This also includes the development and maintenance of welcoming signs at entry nodes and way-finding signs at internal and activity nodes.



Monument sign on Newport Blvd at 19th Street greets residents and visitors to Costa Mesa.

Design Strengths and Opportunities

Design Strengths

- Along the City’s western boundary and looking south toward the Pacific Ocean, the coastline creates a distinctive visual background. Views of the Pacific coast enhance the visual quality of districts within the viewshed.
- Talbert Regional Park and its extensive natural areas provide an important visual reminder of the local landscape prior to urbanization and create a soft western edge of the City.
- Fairview Park works together with Talbert Regional Park to soften the urban landscape. The park’s trails and recreational facilities are a community strength.

Fairview Park includes expansive open spaces accessible by trails.



- Neighborhood parks and the golf courses provide open spaces and recreational opportunities.
- South Coast Plaza, The Triangle, and the OC Fair & Event Center are major visual landmarks.
- The Segerstrom Center for the Arts and South Coast Repertory provide focal points for the local performing arts community and serve as a major culture and arts hub for all of Orange County.
- The Santa Ana River’s strength is a potential enhanced water resource. It offers recreation along the multiuse trail that extends along the western edge of the City.

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South Coast Metro includes a collection of high-rise office towers and the Segerstrom Center for the Arts venues.

Design Opportunities

- Streetscape enhancements in the public realm can contribute significantly to improving and maintaining the visual quality of major arterial and secondary arterial streets through implementation of the City's Streetscape and Median Development Guidelines. The Guidelines include a comprehensive street tree palette and development standards.
- Improve the design of signs along major corridors and the public realm by adopting sign design guidelines and putting in place incentives for the removal of nonconforming signs.
- Continue to add new gateway treatments at City entry nodes.
- Continue to implement adopted specific plans, urban plans, design guidelines, and other policy documents that contribute to the design quality of new development.
- Consider preparation of design guidelines for new developments along major corridors and the public realm to ensure that such development contribute to the overall enhancement of Costa Mesa's image.

Key Issues

Lack of Visual Interest

Overall, Costa Mesa lacks a strong visual image in terms of definition as a distinct place. Some of the districts lack a clear identity that distinguishes them from other areas in the City. Districts should be unified through design approaches. Paths are challenged by sign clutter, blank walls, and absence of streetscape amenities. Commercial paths should have a unified identity that promotes a positive image of the City. More emphasis should be given to enhancing the image of neighborhoods that lack sufficient visual interest in building elevations, massing, landscaping, and lighting. Natural viewsheds are not optimized.

Residential Transition and Neighborhood Character

Within the Eastside Residential District, the transition of properties from single-story homes on large lots (with architectural styles dating to the 1950s and '60s) to two-story houses, as well as townhome developments, has changed the character of many neighborhoods. Some long-time residents have remarked that residential densities, building architecture, and massing that define the overall character of the district should be preserved.

Lack of Corridor Continuity

Harbor Boulevard lacks continuity of visual quality and has multiple identities. The commercial path is fragmented and contains a mix of land uses with no identifiable character. Even though new landscape medians have been installed, in several areas in the City, landscaping remains substandard along many stretches. Along many of the City's commercial corridors, inconsistent sign styles, colors, and sizes create visual obstructions and clutter.

Entry Nodes

The multiple entry nodes to Costa Mesa do not effectively announce arrival into Costa Mesa. The City's signage needs a conceptual redesign and evaluation of the most effective approach to entrance signage into the City. Entry nodes in need of signage enhancement include Newport Boulevard/15th Street, Bristol Street/Sunflower Avenue, and East 17th Street/Irvine Avenue.

Industrial Properties

Industrial uses, particularly on the west side of the City, occupy prominent locations with proximity to the coast. Some industrial uses are adequately

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maintained or participate in valued industrial niches like the Westside’s action sports industry. These businesses require this proximity to effectively conduct business. Screening and rehabilitation should be implemented in a strategic manor so as to not negatively impact this area’s successful industrial niches and continue to support the maturing trend of creative enhancement to industrial districts.

Goals, Objectives, and Policies

Physical elements such as landscaping, architecture, signs, streets, and open spaces collectively form Costa Mesa’s visual environment and character. Through the implementation of these goals, objectives, and policies, the City aims to gradually improve the visual environment and character of Costa Mesa to achieve the high level of quality desired.

Goal CD-1: Vehicular and Pedestrian Corridors

Strengthen the image of the City as experienced from sidewalks and roadways.

Objective CD-1A *Contribute to City beautification by enhancing the visual environment of Costa Mesa’s vehicular and pedestrian paths and corridors.*

Policy CD-1.1 Implement the City of Costa Mesa Streetscape and Median Development Guidelines in all new streetscape corridor and parkway projects. Coordinate with new development adjacent to public rights-of-ways to integrate landscape features and design elements consistent with the streetscape standards and recommendations.

Policy CD-1.2 Coordinate street furniture elements (benches, bus shelters, newspaper racks, trash receptacles, kiosks, etc.) whenever possible. Develop design standards and guidelines for the street furniture within and adjacent to public rights-of-way to complement the specific recommendations provided for streets in the City of Costa Mesa Streetscape and Median Development Guidelines.

Policy CD-1.3 Promote treatments for walls and fences and utility cabinets along public rights-of-way that contribute to an attractive street and sidewalk environment. Require that new walls and fences complement the style and character of the local district and adjacent buildings. Newly constructed or reconstructed walls and fences adjacent to sidewalks and roadways

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should incorporate architectural treatments such as pilasters, masonry, or wrought iron, and should integrate tiered plantings to soften their appearance.

Policy CD-1.4 Promote a consistent landscape character along City streets to reinforce the unique qualities of each corridor and district, including the development of landscaped medians. Support implementation of the recommended street tree palette for each City street, as identified in the City of Costa Mesa Streetscape and Median Development Guidelines.

Policy CD-1.5 Encourage electric and communication lines to be placed underground and electrical substations and telephone facilities to be screened to minimize visual impacts from sidewalks, streets, and adjacent properties. Support utility undergrounding through conditions of project approval, preparation of undergrounding plans, and the formation of assessment districts.

Objective CD-1B. *Encourage clear connections between districts within the City.*

Policy CD-1.6 Promote linkages between separate districts using bike trails, pedestrian paths, common medians or parkway landscaping, and other location-appropriate physical improvements. Through conditions of approval, public improvement projects, and other measures, support development of new connections and the enhancement of existing connections between districts.

Goal CD-2: Cohesive and Identifiable Districts

Enhance the existing character and strengthen the identity of Costa Mesa's districts.

Objective CD-2A *Encourage future development and redevelopment to reinforce district scale, identity, and urban form.*

Policy CD-2.1 Consider urban design guidelines for each identified district in Costa Mesa that recognizes, maintains, and

enhances the character and identity of each district; integrate existing specific plans' policies and design guidelines as applicable.

Policy CD-2.2

Support and seek land uses and development that correspond or enrich our existing districts.

Districts should include identifiable and consistent design themes through architecture, landscaping, and signage.



Goal CD-3: High Quality and Visually Interesting Nodes

Heighten the design quality and visual interest of nodes within Costa Mesa.

Objective CD-3A.

Create a sense of arrival to Costa Mesa, and develop prominent community focal points at key nodes within the City.

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- Policy CD-3.1** Introduce entry monument signs at key gateway locations, as identified in Figure CD-4. Utilize the standard design specifications for entry signs included in the City of Costa Mesa Streetscape and Median Development Guidelines.
- Policy CD-3.2** Reinforce a sense of arrival into the City by promoting architecturally significant development and significant landscape plantings at key nodes. Undertake a visioning process to develop specific design guidelines that articulate the desired character for each node within Costa Mesa.
- Policy CD-3.3** Design and development of entry and internal wayfinding signage to be located throughout the City in areas that correspond to the existing nodes and districts.

Goal CD-4: Identifiable and Protected City Landmarks.

- Objective CD-4A.** *Promote the maintenance, use, and improvement of landmarks to enhance the visual image and identity of Costa Mesa.*
- Policy CD-4.1** Support efforts to introduce new monuments and landmarks, and preserve, maintain, and improve the condition of Costa Mesa landmarks.

Goal CD-5: Edges

Utilize Costa Mesa's edges as opportunities to enhance the City's image along its boundaries.

- Objective CD-5A.** *Develop and implement programs that preserve and enhance City edges.*
- Policy CD-5.1** Preserve and optimize natural views and open spaces in Costa Mesa.
- Policy CD-5.2** Control the visual impacts of new development on natural views of the coast and the wetlands.

- Policy CD-5.3** Develop open space corridors and trails along the edges of Costa Mesa where feasible and connect these trails to existing and potential future trails throughout the City.
- Policy CD-5.4** Continue to preserve natural open space, including restoration of the natural areas of Talbert Regional Park.
- Policy CD-5.5** Continue protection of Fairview Park as an open space and recreation area.
- Policy CD-5.6** Continue to work with Caltrans to improve the design quality of freeway edges.

Goal CD-6: Image

Enhance opportunities for new development and redevelopment to contribute to a positive visual image for the City of Costa Mesa that is consistent with the district image.

Objective CD-6A. *Establish development policies and design guidelines that create an aesthetically pleasing and functional environment.*

Policy CD-6.1 Encourage the inclusion of public art and attractive, functional architecture into new development that will have the effect of promoting Costa Mesa as the “City of the Arts”.

Policy CD-6.2 Encourage the use of creative and well-designed signs that establish a distinctive image for the City.

Policy CD-6.3 Continue to work with Code Enforcement to ensure continued maintenance of properties and compliance with adopted development standards.

Goal CD-7: Quality Residential

Promote and protect the unique identity of Costa Mesa’s residential neighborhoods.

Objective CD-7A *Encourage excellence in architectural design.*

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- Policy CD-7.1** Ensure that new and remodeled structures are designed in architectural styles that reflect the City’s eclectic quality, yet are compatible in scale and character with existing buildings and the natural surroundings within residential neighborhoods. Continue to update and maintain the Costa Mesa Residential Guidelines.
- Policy CD-7.2** Preserve the character and scale of Costa Mesa’s established residential neighborhoods where possible; when new residential development is proposed, encourage that the new structures are consistent with the prevailing character of existing development in the immediate vicinity, and that new development does not have a substantial adverse impact on adjacent areas.
- Objective CD-7B.** *Encourage the use of native plant palettes in the creation of landscaping plans used to establish a sense of place in neighborhood identification efforts.*
- Policy CD-7.3** Ensure that California native plants are used to support the local ecology and save water. Develop landscaping guidelines that reflect the local community.

Goal CD-8: Quality Commercial Development

Achieve a high level of design quality for commercial development.

- Objective CD-8A.** *Encourage a high level of architectural and site design quality.*
- Policy CD-8.1** Require that new and remodeled commercial development be designed to reflect architectural diversity, yet be compatible with the scale and character of the district.
- Policy CD-8.2** Use distinctive commercial architectural styles to reinforce a positive sense of place. Commercial architectural design elements and materials must be of high quality and style as well as suitable for long-term maintenance. Consistent architectural design should be considered in choosing materials, finishes,

decorative details, color, accent features and include the following elements and materials appropriate for their context (see Table CD-3: *Elements and Materials*):

Table CD-3: Elements and Materials

Design Elements	Design Materials
<ul style="list-style-type: none"> ▪ Simple, multi-planed pitched roofs ▪ Open rafters/tails with large overhangs ▪ Appearance of “thick” walls ▪ Courtyards, arcades, and intimate spaces ▪ Tile details ▪ Deep-set window and door openings ▪ Offset wall planes ▪ Fountains and other unique details ▪ Building masses with the incorporation of one and two story architecture ▪ Sequencing of enclosed space/arches 	<ul style="list-style-type: none"> ▪ Stucco, smooth, sand or light lace finish ▪ Wood, as an exposed structural material ▪ Clay or concrete roof tiles ▪ Native fieldstone ▪ Wood window casements ▪ Wood, as an accent material ▪ Brick, as an accent material ▪ Wrought iron (rust proof; anodized aluminum) ▪ Tile, as an accent material ▪ Slumpstone garden walls

Community Design Element

spaces should
ian amenities,
r dining areas.



- Policy CD-8.3** Encourage the use of entrance patios, courtyards, plazas, arcades, fountains, porches, tower elements, covered walks, and other features in commercial areas. Promote pedestrian amenities.
- Policy CD-8.4** Ensure that common areas, walkways, driveways, and parking spaces be landscaped consistent with landscaping standards contained in the Planning, Zoning, and Development Code. Utilize landscaping to provide project amenities for new and remodeled commercial uses, and to screen parking and equipment areas. Landscaped areas generally should incorporate planting utilizing a three-tiered system: 1) grasses and ground covers, 2) shrubs and vines, and 3) trees.
- Policy CD-8.5** Ensure that site access, parking, and circulation for commercial uses are designed in a logical, safe manner. Parking should not dominate the site in areas adjacent to street, and should be well landscaped with a clear hierarchy of circulation. Wherever possible, parking lots should be divided into a series of connected smaller lots utilizing walkways and raised landscape strips. Parking lots should also include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.

Policy CD-8.6

Require that areas for outside equipment, trash receptacles, storage, and loading areas be located in the least conspicuous part of the site. Utility and mechanical equipment (e.g. electric and gas meters, electrical panels, and junction boxes) should be concealed from view from public streets, neighboring properties, and nearby higher buildings. Trash enclosures should be architecturally compatible with the project. Landscaping should be incorporated into the design of trash enclosures to deter graffiti.

Policy CD-8.7

Encourage decorative paving treatments to be incorporated throughout commercial developments, including driveway entries, pedestrian walkways, plazas, and other areas. The design, materials, and colors of decorative paving treatments (e.g., stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete) should complement the architectural style of the primary buildings and make a positive contribution to the aesthetic and function of the site.

Policy CD-8.8

Require that exterior lighting on commercial properties be consistent with the architectural style of the commercial building. On each commercial site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light. Lighting sources should be shielded, diffused or indirect to avoid spillover on adjacent properties, nighttime sky light pollution, and glare to pedestrians and motorists. To minimize the total number of freestanding light standards, wall-mounted and pathway lights should be utilized to the greatest extent possible.

Objective CD-8B

Preserve the scale and character of established neighborhoods near commercial uses.

Policy CD-8.9

Ensure that new commercial development utilize site planning and design features that optimize compatibility with adjacent residential neighborhoods. The following guidance should be considered:

Community Design Element

- When adjacent residential and nonresidential uses can mutually benefit from connection, appropriate linkages (e.g., walkways, common landscape areas, and building orientation) are encouraged. Successful interaction between commercial and residential uses may be achieved through adequate setbacks, landscape buffers, screening, decorative masonry walls, berms, building orientation, and limitations of commercial activities.
- Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located as far as possible from adjacent residences.
- Building orientation and landscaping of commercial buildings should minimize direct lines of sight into adjacent residential private open space.

Goal CD-9: Mixed Use

Promote development of mixed-use projects that seamlessly integrate multiple uses both functionally and aesthetically.

Objective CD-9A *Design mixed use development projects to achieve a high quality character.*

Policy CD-9.1 Require that mixed-use development projects be designed to mitigate potential conflicts between uses. Consider noise, lighting, and security.

Policy CD-9.2 Provide adequate parking, open space and recreational facilities to serve residents in mixed-use development projects. Design parking and other areas to acknowledge different users (residents versus shoppers) and to be compatible with the architectural character of the building(s).

Objective CD-9B *Provide for the development of projects that integrate housing with commercial uses and other compatible uses.*

Policy CD-9.3 Encourage mixed-use development along the east side of Newport Boulevard between Mesa Drive and

Walnut Street. Establish incentives for the development of projects in planned development zones that integrate housing with retail and office uses.

Policy CD-9.4 Encourage the development of mixed-use urban villages along specified areas of West 17th Street, West 19th Street, and Superior Avenue that integrates residential with office, retail, business services, personal services, public spaces and uses, and other community amenities in a single building (vertical mixed-use development) or in proximity on the same site (horizontal mixed-use development).

Policy CD-9.5 Promote new types of urban housing that could be target-marketed to people seeking alternative housing choices in proximity to a major commercial area.

Policy CD-9.6 Support efforts to mix compatible uses and activities. Encourage the siting of community-oriented services, businesses, and amenities in and near mixed-use neighborhoods, including schools, libraries, open space, and parks.

Goal CD-10: Industrial and Business Parks

Promote quality design approaches for the redevelopment of existing industrial buildings, encourage the design to incorporate or provide flexibility for the needs of emerging types of industrial uses, and strive to match design with overall character of nodes, corridors, or districts if applicable.

Objective CD-10A *Require that industrial and business park projects meet high-quality design standards.*

Policy CD-10.1 Require that industrial projects be designed to convey visual interest and a positive image. Architectural qualities and design elements encouraged for industrial uses are:

- Building modulation indentations and architectural details
- Building entry accentuation
- Screening of equipment and storage areas

Community Design Element

- Landscaping to soften building exteriors and to serve as a buffer between uses

Policy CD-10.2	Encourage that the design of industrial buildings considers the visual and physical relationship to adjacent uses. An industrial structure which dominates its surrounding environment by its relative size shall generally be discouraged.
Policy CD-10.3	Encourage adaptive reuse of existing industrial structures which results in rehabilitated buildings with distinctive and attractive architecture.
Policy CD-10.4	Promote the use of materials and colors that produce diversity and visual interest in industrial buildings. The use of various siding materials (i.e., masonry, concrete texturing, cement, or plaster) can produce effects of texture and relief that provide architectural interest.
Policy CD-10.5	Require that landscaping be used to define areas such as entrances to industrial buildings and parking lots; define the edges of developments; provide transition between neighboring properties; and provide screening for outdoor storage, loading, and equipment areas. Landscaping should be in scale with adjacent buildings and be of an appropriate size at maturity to accomplish its intended purpose.
Policy CD-10.6	Require that the design of lighting fixtures and their structural support be of a scale and architectural design compatible with on-site industrial buildings. Large areas should be illuminated to minimize the visual impact and amount of spillover light onto surrounding projects.
Objective CD-10B	<i>Ensure that the development of industrial projects are positive additions to the City's community setting and do not result in adverse impacts with adjacent uses.</i>
Policy CD-10.7	Require industrial projects to incorporate landscape setbacks, screening walls, and/or other elements that mitigate negative impacts with adjacent uses.
Policy CD-10.8	Protect transitional areas between industrial and other uses.

Policy CD-10.9 Storage yards, parking areas, and service areas should be screened from public view.

Goal CD-11: Attractive Signs that Reflect Costa Mesa

Ensure that signs contribute positively to Costa Mesa’s image and overall economic development.

Objective CD-11A *Facilitate the installation of signs that contribute to a positive image of the public realm.*

Policy CD-11.1 Encourage homeowners' associations and neighborhoods to maintain housing tract entrance signs in an attractive condition, and encourage the placement of such signs at the entrance of major developments which do not have such identification.

Policy CD-11.2 Encourage the use of common design elements in signs for commercial and industrial centers through the development of planned sign programs to improve center identity by publicizing the benefits of such programs to developers and local business operators.

Policy CD-11.3 Encourage citywide sign design guidelines that promote creativity and flexibility while upholding design quality. Design guidelines could include the design and placement of business signs, public street graphics, street signs, locational and directional signs, traffic signs, etc.

Policy CD-11.4 Introduce distinctive entry signage within the Costa Mesa Streetscape and Median Development Guidelines which effectively announces arrival to unique districts and neighborhoods.

Policy CD-11.5 Develop and design signage that helps with way-finding throughout the City so visitors and residents can easily access destination locations and identify landmarks.

Goal CD-12: Public Safety through Design

Use design approaches to enhance public safety.

- Objective CD-12A** *Incorporate public safety considerations into community design.*
- Policy CD-12.1** Decrease the opportunity for criminal activity by addressing high-risk circumstances (e.g., dark alleys, enclosed stairwells, and dark entrances). Involve the Police and Fire Departments in reviewing and making design recommendations during the project review process.
- Policy CD-12.2** Continue to implement and refine development standards and/or guidelines based on Crime Prevention Through Environmental Design (CPTED) for new development and redevelopment with emphasis on site and building design to minimize vulnerability to criminal activity.
- Policy CD-12.3** Continue to provide CPTED training to City staff and local planning and design professionals to optimize public safety through community design.