



South El Camino Real Urban Design Vision Plan



South El Camino Real Urban Design Vision Plan



July 2015

Prepared by
Studio 553

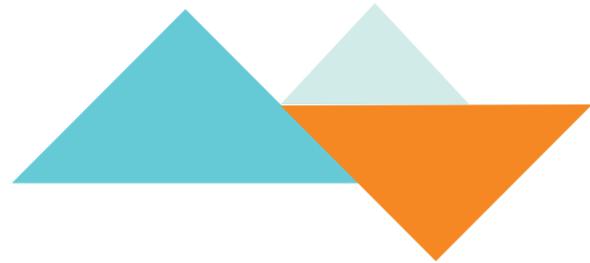
Prepared for
City of San Clemente, California



California Polytechnic State University
San Luis Obispo
City + Regional Planning Department



City of San Clemente Planning Division



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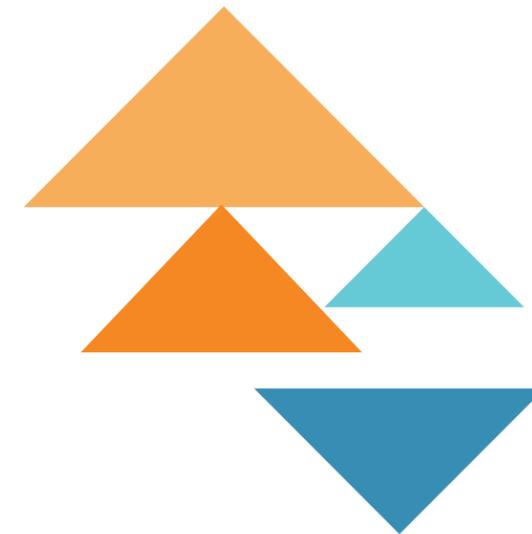
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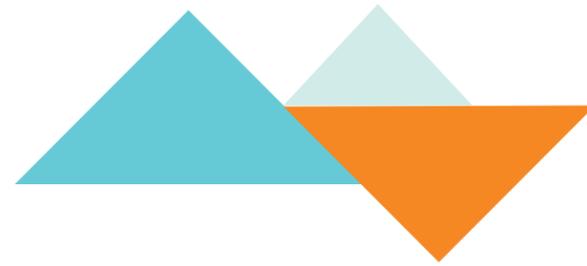
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A Special Thank You to the Residents of the South El Camino Real Community!



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Executive Summary

This report was commissioned by San Clemente's Planning Division in order to explore innovative visions for future development and public investment along the South El Camino Real (SECR) corridor. The project area extends for approximately one mile along South El Camino Real, from Magdalena Avenue to the City's southern edge. The work was developed by a graduate class of City and Regional Planning Department, Cal Poly San Luis Obispo during the Spring Quarter, 2015. The resulting South El Camino Real Urban Design Concept Plan promotes safety, an attractive and walkable environment, community vitality and connectivity, increased aesthetics, and opportunities for public and private investment.

Currently the South El Camino Real corridor suffers from low pedestrian use, high-speed traffic, sparse and unattractive commercial uses, unsafe conditions for bicyclists, unattractive landscaping, and sound and traffic impacts from Interstate 5. In general, pedestrian and vehicular accessibility to the area is very poor and the area is served by only one bus line. There is also a relatively negative public perception of the area given its current state and some marginal activities in the past. At the north edge of the project area, Avenida Magdalena connects to San Clemente's excellent public golf course and clubhouse.

The corridor serves as the western edge of the Trestles Neighborhood, a more moderate income residential area. Many younger and lower-income families are able to live in the neighborhood due to the higher percentage of affordable housing units compared to the rest of San Clemente. There is also a higher rate of cultural diversity compared to the rest of San Clemente, with over 20 percent of residents being Hispanic or Latino. The area also includes military families, due its proximity to Camp Pendleton. Many residents are surfers or are involved with the surfing industry; the trailhead to the world-famous Trestles beach is a short walk from the neighborhood at the southern portion of the corridor. The Trestles is a famous beach for surfing

and attracts many visitors year around. Due to the one-point access to the beach and the limited parking during popular surfing events the neighborhood and SECR corridor are highly impacted by the volume of cars. Aside from the Trestles beach access, the SECR corridor receives little attention from tourists or other City residents because of the limited services, shopping, and eateries. Two hotels, the Rip Curl Outlet, Big Helyn's bar, the San Clemente Cyclery, Cafe del Sol, and Carl Jr's are some of the few draws to the area.

During the ten-week Spring Quarter the class performed several activities including a weekend-long site visit; the analysis of existing documents, plans and legislation; an assessment of the project area conditions; a review of inspirational case studies; community interviews; a comprehensive on-line public survey; and a thorough analysis of constraints and opportunities for future development. During the development of the urban design concepts, San Clemente planner, Sean Nicholas held a community meeting - feedback and ideas from the community meeting were then incorporated into the design proposals. The final project preserves the integrity of the area while introducing attractive design and appealing development features that enhance the pedestrian experience and improve the community.

The South El Camino Real Urban Design Concept Plan's major recommendations are:

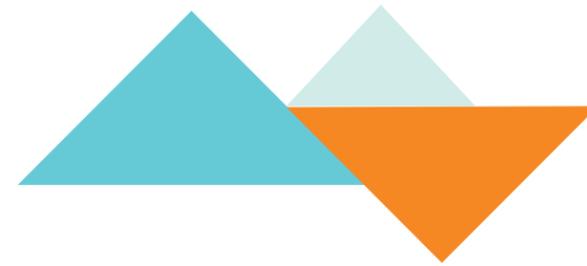
- Redesign of SECR's roadway to include comfortable sidewalks, pedestrian crossings and amenities, angled parking, a Class 1 bike lane, a redesigned sound wall, new street and pedestrian lighting, parklets and more attractive landscaping.
- Rezoning along SECR to encourage vertical mix-use, supporting retail, offices, and residents to be located in proximity to each other.
- Three anchors along SECR that concentrate retail, restaurants, and community use in an aesthetically attractive environment in order to contribute to the

area's identity and reputation. Anchor points will be located at the intersections with Avenida Magdalena (North Gateway) and with Avenida San Dimas (Community Core), and next to the Trestles trail-head (South Gateway).

- The pedestrian bridge would be renovated to incorporate a design that makes it safer, aesthetically attractive, and to serve as a gateway into San Clemente for drivers travelling North.
- New connections to San Luis Rey Park and from the Park to the golf facilities would be created, increasing SECR's pedestrian connectivity.
- A weekly Farmers Market is proposed at San Luis Rey Park's parking lot.
- The alleyway running parallel to SECR will be transformed into a series of "woonerfs", or pedestrian community oriented spaces in order to enhance connectivity and provide safe public spaces for children and the community to socialize.
- New design guidelines, while embracing the eclectic nature of the existing structures, will provide for a diverse but consistent and aesthetically pleasing buildings along SECR.

Limitations of this report include the short time span that the design team had to complete all the tasks included in understanding the problem, dialoguing with the community, and proposing feasible, articulate and community oriented design concepts that are consistent to San Clemente's Centennial Plan.

Nevertheless, from an academic and pedagogical perspective, this project was both inspiring and very effective. We are grateful to the City of San Clemente and its Planning Division staff for the opportunity, and we sincerely hope that our work, concepts and suggestions may help in the future development of a sustainable, attractive, and community-oriented South El Camino Real corridor.



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1 | Plan Foundation



South El Camino Real Facing South

1.1 Introduction

The South El Camino Real (SECR) corridor travels through the southern end of the City of San Clemente – to its boundary with San Diego County. San Clemente is well-known for its high quality of life, beautiful beaches, fantastic weather, Spanish colonial architectural style, and numerous outdoor recreational activities, including world-class surfing.

The SECR corridor is unique in that it is fairly isolated from the rest of San Clemente, which gives it and the surrounding neighborhood a unique character, but also results in a lack of a cohesive identity and limited access to the rest of the city, and to essential goods and services.

The proximity of the SECR corridor to the San Diego Freeway (Interstate 5) also impacts the nearby community with noise, pollution, and impacts from traffic and freeway infrastructure.

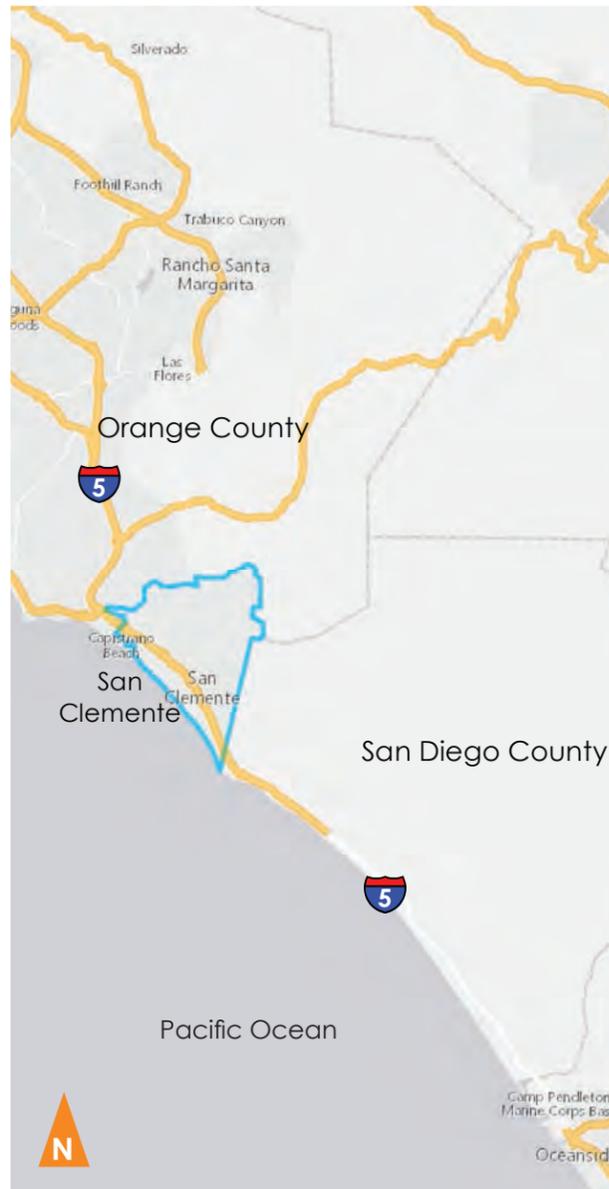
The purpose of this urban design vision plan is to assess the challenges and strengths of South El Camino Real, and to identify opportunities for improving the built environment of the corridor to enhance the quality of life of area residents.

The plan's focus on improvements to the urban design of the corridor is meant to provide the community and decision makers with ideas – some new and cutting edge, some long-practiced – for creating a more walkable and liveable neighborhood and establishing a south gateway to the City. This plan should reflect the vision of the community for a neighborhood center that is safe, inviting, and active, while meeting the needs of the surrounding community.

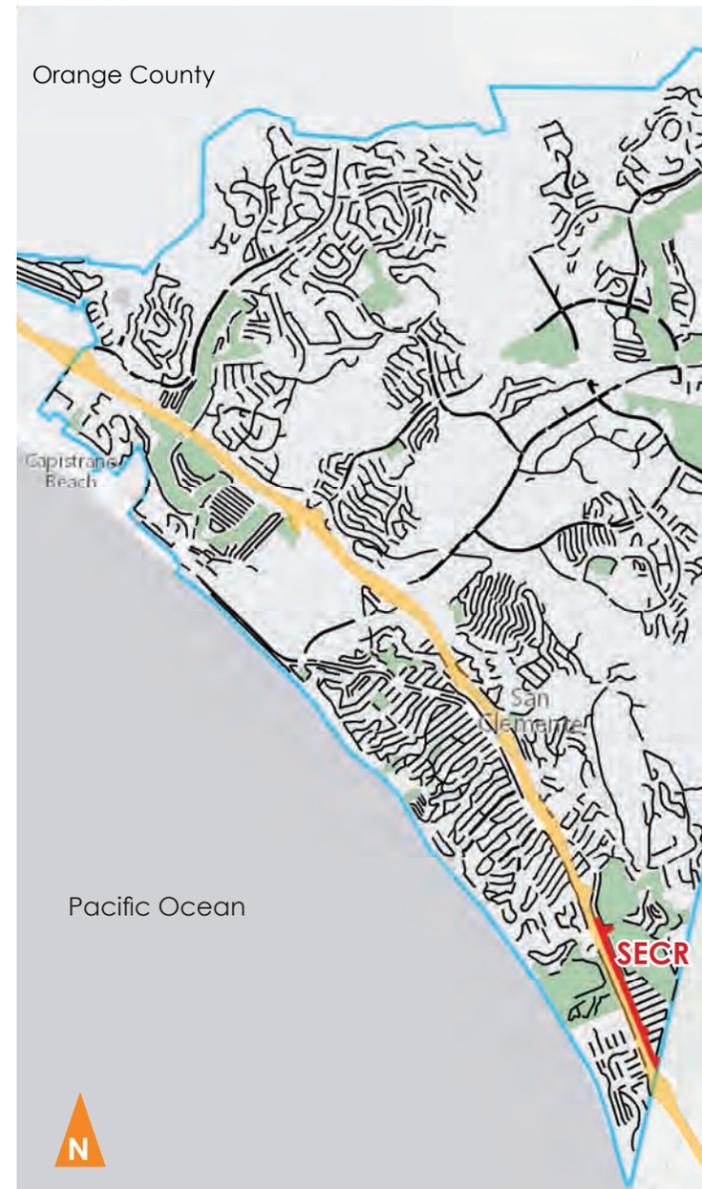
1.2 Project Area

The City of San Clemente is located halfway between Los Angeles and San Diego in Orange County. The project area is within in the Testles neighborhood of San Clemente along the southernmost mile of South El Camino Real. Although the neighborhood is somewhat isolated from the rest of the City, the South El Camino Real corridor serves as an important gateway to San Clemente's beaches, the Municipal Golf Club, and a range of recreational activities. The area contains mostly single and multi-family residences and a very limited mix of commercial and service uses, such as retail, hotels, and eateries that serve the local community.

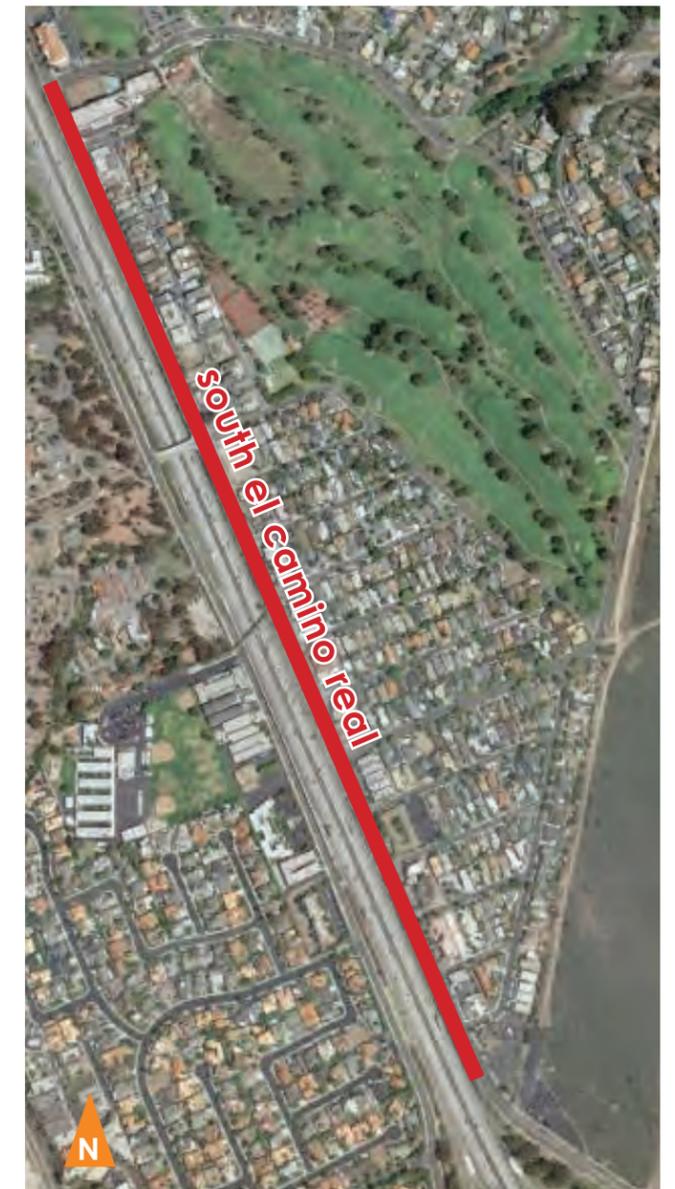
The project area is bound by East Avenida Magdalena to the north, Avenida Santa Margarita to the south, Interstate 5 (I-5) to the west, and the Southeast residential neighborhood to the east. The barrier along I-5 allows for development only along the east side of the corridor, and manages to limit some of the noise from the highway. While I-5 is the main connection to the area, there is no direct access to the southeast neighborhood, which contributes to the corridor's isolation and low volumes of traffic. Figures 1.2, 1.3, and 1.4 highlight the project area and its location in the regional and local context.



▶ Figure 1.2 | San Clemente Region



▶ Figure 1.3 | South El Camino Real Location



▶ Figure 1.3 | SECR Project Area

1.3 Historical Context

The City of San Clemente was founded by Ole Hanson in 1928, and is one of the earliest master-planned, private communities in the United States. Long before, native peoples were known to occupy the area before being driven off the land during the Spanish settlement. As the Spanish settled across California, they built a string of coastal missions that serve as an important historical resource to this day. El Camino Real is a significant part of this history, as this statewide road forms the link between the California coastal missions.

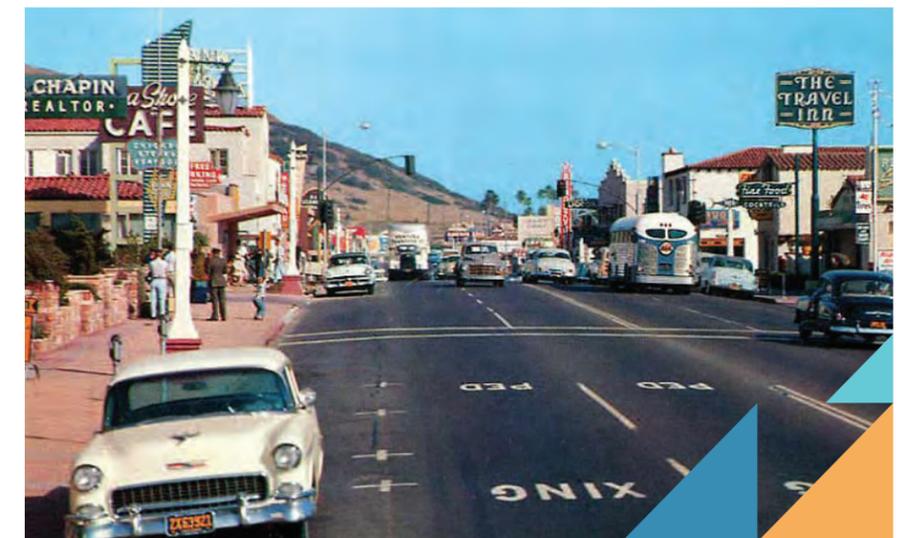
When Ole Hanson settled in San Clemente, he envisioned the town as the “Enchanted Spanish City by the Sea”. In order to actualize his vision, he required that all buildings be built in the Spanish Colonial style, which continues to be the City's predominant architectural style. This development also included a golf course, country club, police station, and fire station to attract wealthy residents to the area; higher income residents still make up a large part of the City's population. After the Great Depression, when Hanson lost his fortune, the strict guidelines that governed development in the community were abandoned and various other styles of architecture were used as the City grew.

During and after World War II, San Clemente benefited economically from the establishment of Camp Pendleton to the south, the largest Marine training facility in the nation. The military presence provided a steady economic base and a stable community as many military servicemen chose to raise families in San Clemente. Motels and apartments also began to emerge in town as tourists were continually drawn to the City's sandy beaches. Residential and tourist development during this era maintained consistency with Ole Hanson's vision by embracing the City's Spanish colonial style of architecture.



Completion of the San Diego Freeway (Interstate 5) in 1960 brought changes to development patterns in San Clemente. Although the freeway caused a physical divide between the east and west, the City became more accessible to surrounding areas, which created an influx of residents within the City limits. The completion of I-5 also changed the orientation of San Clemente, as El Camino Real was no longer the main point of access through the City, causing the hills around I-5 to become ripe for development.

In the 1960s, San Clemente started to garner a strong reputation as a surf destination. The City serves as a gateway to Trestles and San Onofre Beaches, both of which are considered prime surfing spots around the world. South El Camino Real is the primary access point and parking area for surfers and beach goers, which is an important consideration when envisioning plans for the corridor. Today, this recreational economy has resulted in San Clemente becoming a tourist destination and a popular location for second homes. The City's location between San Diego and Los Angeles also support employees commuting to work - resulting in a “bedroom community” dynamic.



Historic San Clemente (Turnbill, 1986-2010)

1.4 Demographics

San Clemente is home to approximately 63,522 people according to the 2010 U.S. Census. The City's demographic composition is primarily White, yet there is a small percentage of other racial groups. The racial composition of the project area mainly reflects that of the City as a whole, with a White population of nearly 85 percent, 5 percent of residents being two or more races, and less than 1 percent of residents identifying as Black, Asian, and American Indian.

The City's population is largely affluent, with the median income at \$86,000 per person compared to \$54,000 per person in the State of California. Furthermore, approximately 15 percent of San Clemente's citizens are over the age of 65, an important factor to consider when planning for the City's aged and aging population. The SECR project area is also very family-oriented, with the majority of households occupied by families with children ages 6 to 17, which is another important consideration. By understanding the demographic composition of San Clemente, we can develop an urban design vision plan that best suits the needs of the local community.

Figure 1.5 shows the distribution of Hispanic population in the City of San Clemente and in the census tracts directly bordering the project area. The red shaded area east of the project area holds the highest percentage of Hispanic residents in the City (20%), while the yellow shaded area west of the project area has the lowest percentage (12%). The total Hispanic population in the City is approximately 17 percent. In Figures 1.6 and 1.7, the overall racial make-up of the project area and San Clemente are also displayed.

Although there is little difference in the diversity of the surrounding area compared to the city overall, the higher

percentage of Hispanic residents was accounted for by the design team when conducting surveys and interviews in the project area.

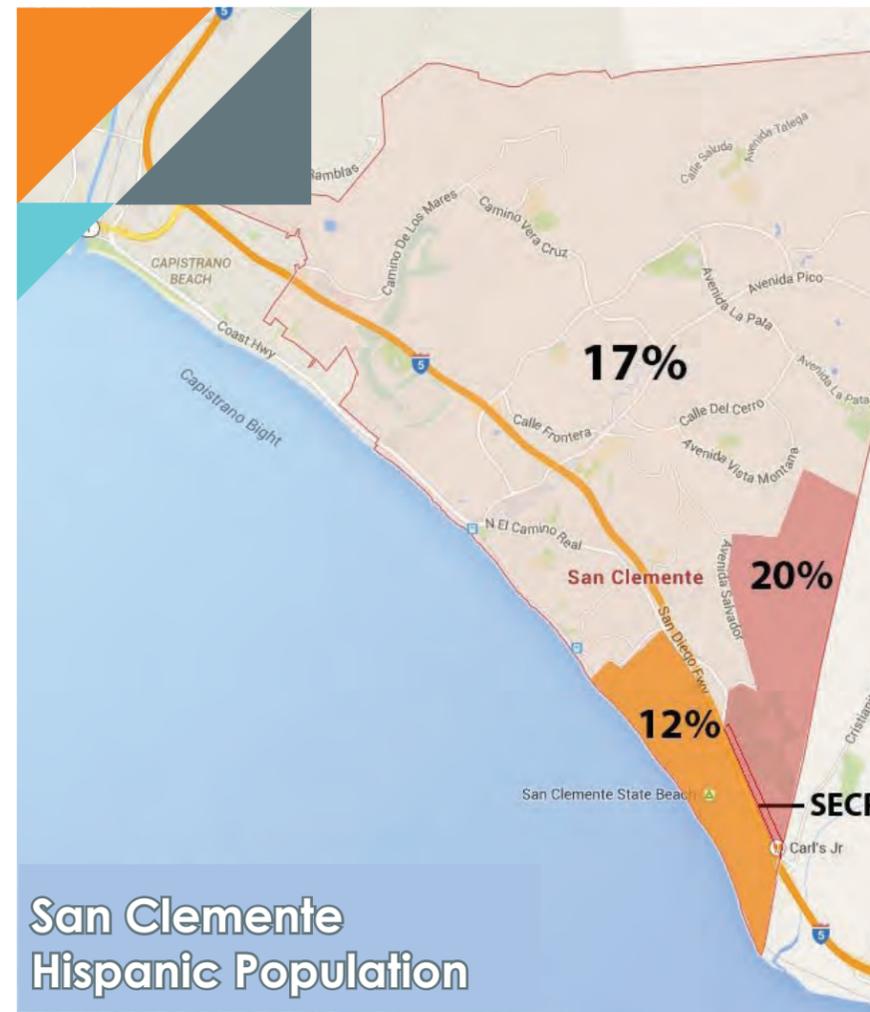


Figure 1.5 | Hispanic Population of San Clemente

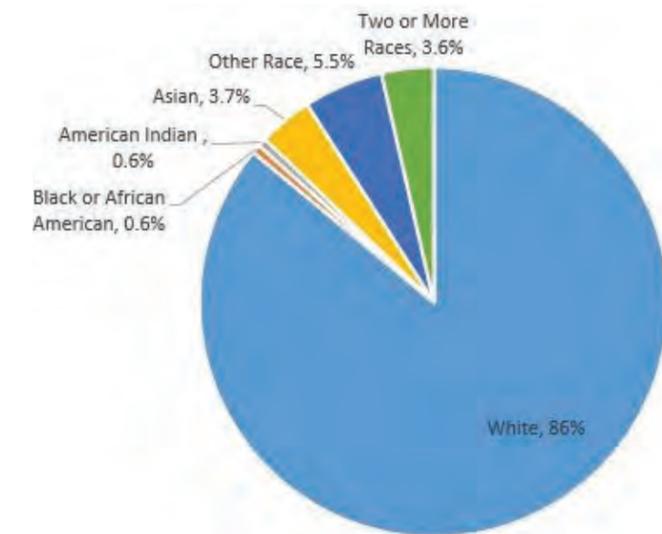


Figure 1.6 | City Racial Composition, 2010 Census

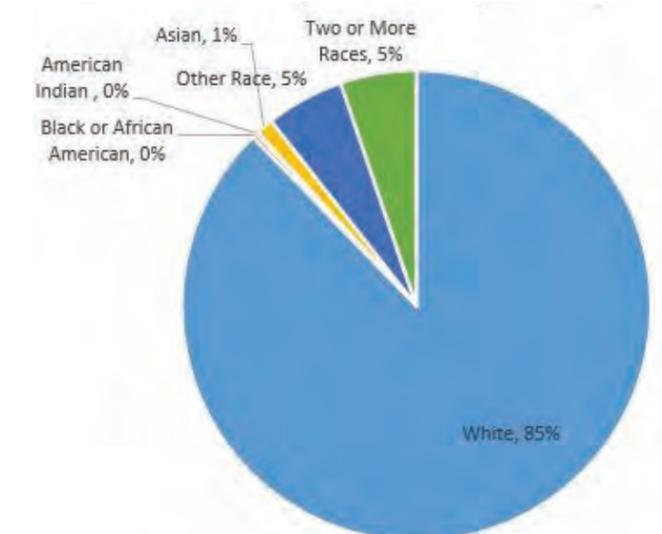


Figure 1.7 | SECR Area Racial Composition, 2010 Census

1.5 Economic Drivers

San Clemente is a relatively small city, but boasts a strong and growing economy. Over the last decade, an additional 4,000 jobs have been added to the work force, which translates to a 26 percent increase. By comparison, South Orange County as a whole has seen a 10 percent increase in jobs (U.S. Census, 2002 & 2011). As seen in Figure 2.5, the main activities in the local economy include accommodation and food services; and professional, scientific and technical services, and retail and wholesale trade. The later sector mainly provides legal advice, accounting, payroll services, architectural, engineering, and design services. Other major industries in San Clemente include utilities – such as water supply, sewage, and trash collection – health care, public administration, and real estate services. Tourism and other related activities are the second largest economic driver in San Clemente due to the number of beaches and recreational activities.

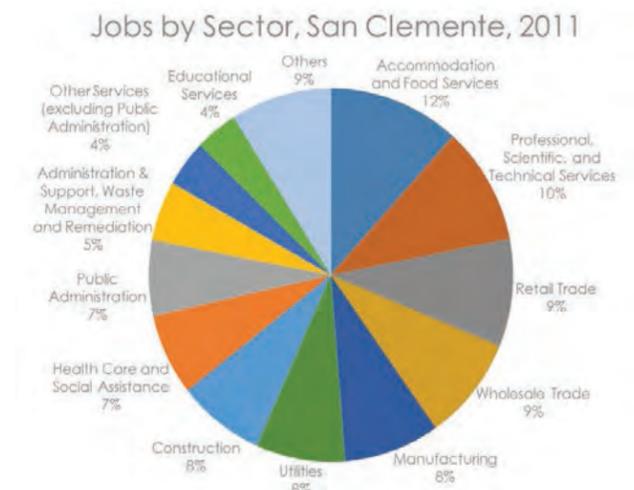
By comparing economic data from the City and County, it is apparent that the local population is adequately served by businesses in the community. This is consistent with one of the primary goals of the General Plan, which is to build and maintain a thriving local economy, provide needed products and services, and preserve and enhance San Clemente’s quality of life. The economic condition of the South El Camino Real project area demonstrates considerable strengths, but also opportunity for future development. Growth and diversification of the local business community along the corridor is central to the goals of San Clemente’s Centennial General Plan such that the local quality of life is supported and enhanced. Current economic drivers can be enhanced and supported by a diversity of new business ventures and events that have potential to transform the SECR neighborhood into a more dynamic local center.

Market Potential

South El Camino Real offers ample opportunities for economic growth through neighborhood serving commercial and retail development. Empty lots and underutilized space are common in the project area and often detract from the experience of people who walk, bike, or drive. These underutilized areas also have potential to create revenue for the City if they were to provide commercial services. However, due to minimal pedestrian and vehicle traffic along the corridor, the area may not be as attractive to investors as a business location. There are currently many shops and restaurants along the corridor that exemplify the types of economic development that would benefit the area and the local community. Focusing on economic development can not only transform the neighborhood for the better, but it can also enhance the quality of life for local residents.

Recreation

South El Camino Real is centrally located to many of San Clemente’s most popular outdoor activities and has potential to play a more significant role in the future economic growth of the project area. The corridor serves as an important access point to multiple recreational resources including the San Clemente Municipal Golf Course, multiple beaches, and several parks and trails. The world-class beaches that attract thousands of visitors and local residents annually have great potential to help drive economic growth within the project area. Businesses within the project area sometimes capture these users, but too often there is little reason for these users to stop and explore the neighborhood. Recreation-serving businesses can



▶ Figure 1.8 | Economic Drivers, 2011 Census

complement existing retail, hotels, and dining establishments and make South El Camino Real a more economically prosperous part of San Clemente.

Creative Industries

As part of a truly diverse economy, South El Camino Real has potential to become the center of San Clemente’s robust arts community. Economic development and urban design policies implemented by the City can encourage mixed-use development – and live-work spaces – that creates a thriving community for artists and creative businesses. New, affordable housing options, resident-focused businesses, and the focus on the unique, local history of the area are all part of the development of a vibrant and thriving creative economy along SECR.

1.6 General Plan Consistency

In order to envision the best design for South El Camino Real, our team consulted the San Clemente Centennial General Plan to ensure consistency with the City's vision, goals, and policies. The plan was adopted on February 4, 2014 and contains comprehensive, long-term goals and policies to help guide future development within the City.

The following twelve elements are included in the General Plan:

- Land Use
- Urban Design
- Historic Preservation
- Economic Development
- Mobility and Complete Streets
- Beaches, Parks, and Recreation
- Natural Resources
- Coastal
- Safety
- Public Services, Facilities, and Utilities
- Growth Management
- Governance

Within these twelve elements, there are many overarching principles that will have a direct influence on the South El Camino Real Vision Plan. These considerations include principles dedicated to the improvement of safety, health, comfort, aesthetics, and overall quality of life for city residents. San Clemente hopes to develop as a community where residents can live, work, and play while preserving and enhancing natural resources, views, and dark night skies. Some of the overarching objectives of the plan include the desire to preserve and enhance the small town feel and beach village character that San Clemente is famous for, celebrate of the local history and culture of surf

and active sports, improve the City as a coastal visitor and local-serving corridor, and reduce the noise level wherever possible.

Listed below are policies from the General Plan that are specific to the South El Camino Real Vision Plan:

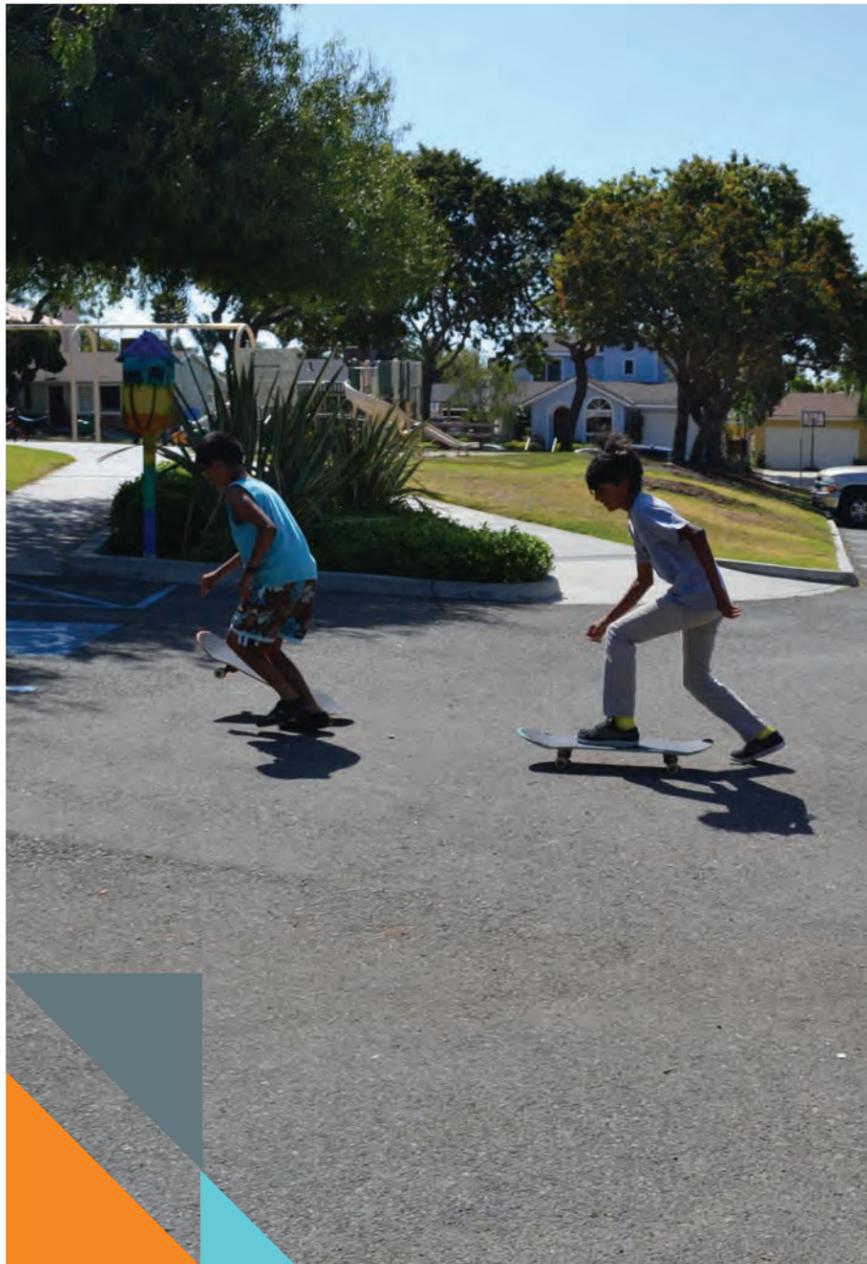
Land Use

- LU-3.01. "Horizontal and Vertical Mix. We permit a range of horizontally and vertically mixed uses appropriate to key areas of the City." (LU-17)
- LU-14.03. "Surf Culture Design. We acknowledge and promote the South El Camino Real's eclectic, surfing heritage by encouraging a wide range of architectural styles and materials, including "surf culture" architectural style, consistent with the City's Design Guidelines." (LU-37)

Urban Design

- UD-1.02. "Design of Public Plazas and Spaces. We require public plazas and spaces to be designed for safety, comfort, convenience and universal accessibility. They should be well-defined by surrounding buildings, located near the public street for good visibility and convenience and incorporate amenities such as seating, distinctive focal points, public art, shade trees and/or eating and entertainment facilities." (UD-3)
- UD-1.05. "Streetscape Design. We design new and, when necessary, retrofit existing streets to strengthen connectivity, beautify and enhance community character through City of San Clemente Centennial General Plan, February 2014" (UD-3)



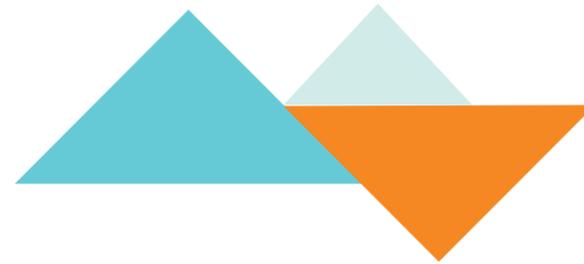


Economic Development

- ED-4.04. “El Camino Real. We require initiatives, investments, and development approvals for El Camino Real to contribute to our vision of the area as a mixed-use, multi-modal corridor with historic resources and different commercial nodes that primarily serve the needs of San Clemente residents and businesses.” (ED-6)

Mobility and Complete Streets

- M-1.13. “Design Integration. City supports development that is designed and/or retrofitted to incorporate, and be efficiently served by, public transit, pedestrian and bicycle facilities.” (M-5)
- M-1.19. “Traffic Calming. We design the circulation system serving new developments, and retrofit existing streets, where feasible, to control traffic speeds and maintain safety in all residential neighborhoods, in accordance with the City’s Street Design Standards and Traffic Calming Manual.” (M-6)



Beaches, Parks and Recreation

- BPR-1.05. “Safety. We design and maintain park and recreation facilities to provide a safe experience.” (BRP-5)
- BPR-6.02. “Access to Healthy Foods (Schools, Public Facilities and City Events). We encourage the availability of healthy food choices in local schools, public buildings, facilities and parks and at City-sponsored events.” (BRP-9)

Safety

- S-4.04. “Balance Between Noise Control and View Protection. We will continue to work with local, State, and Federal agencies to reduce highway- and railroad generated noise levels to within acceptable levels identified in the General Plan, while seeking to re-establish ocean views blocked by noise barriers on Interstate 5.” (S-6)

Public Services, Facilities and Utilities

- PSFU-3.04. “Public Art. We shall support and promote public art in buildings, parks, open spaces and other public and private spaces.” (PS-5)
- PSFU-3.06. “Surfing and Beach Cultures. We recognize and help support the work of artists and organizations that promote, preserve and celebrate San Clemente’s rich surfing history, culture and art.” (PS-5)

1.7 Zoning Code

The San Clemente Zoning Ordinance intends to implement the General Plan by providing specific regulations for different land uses within the City. It also sets forth regulations for non-conforming structures and uses and sign regulation. Zoning regulations that are pertinent to the design of the South El Camino Real corridor include: general development standards, special use, mixed-use, commercial zone, open-space zone, public zone, overlay districts, parking and access, landscape, nonconforming structures and uses, and sign regulation. The zoning ordinances and designations pertaining to South El Camino Real are listed below. Figure 1.9 shows the zoning designations throughout the City of San Clemente.

E. Open Space Zones	
Public Parks and Publicly Owned Open Space	OS-1
G. Overlay Districts	
Architectural	A
Affordable Housing	AH
Planned Residential District	PRD

Zoning Designations of South El Camino Real

Residential, Medium (RM) Density Zone: The RM land-use designation permits the development of housing opportunities of a more intense nature than single-family residential or duplex development, including triplexes and other multifamily structures. A maximum density of 24 dwelling units per net acre is allowed in this zone.

Residential, High (RH) Density Zone: The RH land-use designation permits the development of housing opportunities for high-density, multifamily residential development, the most intensive residential development allowed in the City. A maximum density of 36 dwelling units per net acre is allowed in this zone.

The South El Camino Real Mixed-Use (MU 5.1) Zone: The MU 5.1 land-use designation accommodates commercial and residential development within the same zone, but

limits development such that commercial and residential uses cannot exist on the same lot. The standards for this zone include a requirement that the type of use allowed, residential or commercial, depends upon whether large contiguous areas of that use exist.

On May 6th, 2015 the City of San Clemente amended the Zoning Ordinance and Zoning Map to include mixed-use zoning along the South El Camino Real Corridor which was previously zoned for community commercial development. The mixed-use regulations aim to implement the General Plan's vision for distinct areas that allow for the mixture of retail, office and residential uses within the same zone, while achieving a high level of architectural quality. Additionally, the code ensures that residential uses are properly integrated with the accompanying commercial uses and that residential uses in the South El Camino Real Mixed-Use Zone are buffered from adjacent commercial uses.



Figure 1.9 | San Clemente Zoning Map

1.8 Design Guidelines

The purpose of design guidelines is to evaluate any proposed development projects that are subject to Discretionary Design Review to protect the public welfare and environment. The Discretionary Design Review examines a project's quality of site planning, architecture, landscape design, signage, and lighting. The Vision Plan for South El Camino Real will consider the community context and cultivate a compatible relationship to the natural setting, neighboring properties, and City urban design goals as consistent with the San Clemente Design Guidelines.

Design Guidelines that are applicable to South El Camino Real include the following:

- Incorporate defined outdoor spaces into the buildings and site designs.
- Outdoor spaces encouraged include courtyards, patios, plazas, covered walkways passages, gardens, trellised areas, verandas, balconies, and roof terraces.
- Create visual balance between dimensions of buildings, their parts and the spaces between.
- Integrate signage with the design concept of the building and site.
- Signage should be consistent with architectural character of the building



1.9 Bike Plan

The San Clemente Bicycle and Pedestrian Master Plan (2013) established a bikeway system for the City to be considered for implementation. The plan identifies the need to integrate bicycle infrastructure with the existing regional bikeway system. It also provides broad recommendations to improve the overall walking environment.

Recommendations put forth in the plan highlight programmatic improvements for the City's bicycle system, including programs and policies related to education, enforcement, evaluation, and planning. Major issues addressed by the plan include connectivity, wayfinding, education (for people on bicycles and drivers), and formalization of well-used, but informal, pathways – especially along the Interstate 5 frontage.

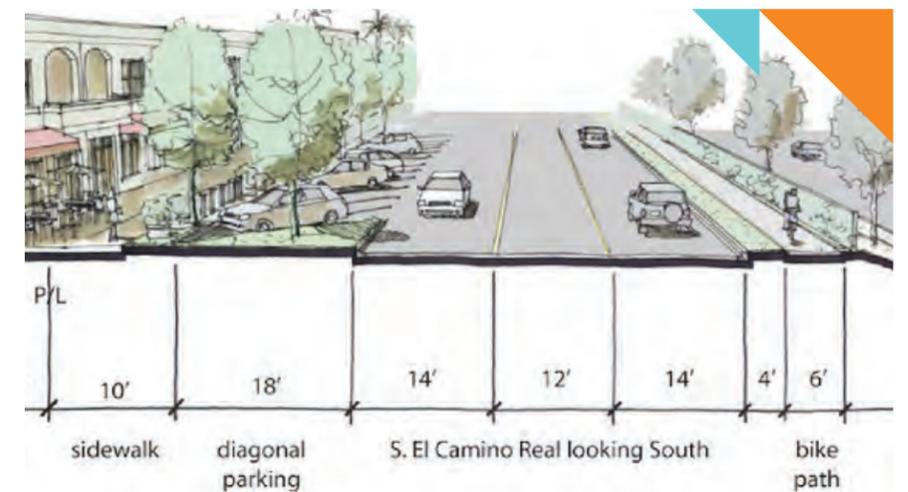
Additionally, the Bicycle and Pedestrian Master Plan provides the following guidance for bicycle facilities:

- Cyclists should have safe, convenient, and comfortable access to all destinations.
- Every street is a bicycle street, regardless of bikeway designation.
- Street design should accommodate all types, levels, and ages of cyclists.
- Cyclists should be separated from pedestrians.
- Bikeway facilities should take into account vehicle speeds and volumes, with shared use on low-volume, low-speed roads and separation on high-volume, high-speeds roads.
- Bikeway treatments should provide clear guidance to enhance safety for all users.
- Since most bicycle trips are short, a complete network of designated bikeways has a grid of roughly ½ mile.

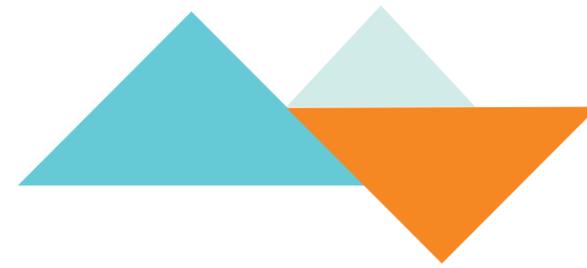
El Camino Real

For the SECR corridor, the Bicycle and Pedestrian Master Plan suggests a Class II or Class III facility for the segment from Calle Del Comercio and the City limits. The alternatives suggest road diet options be utilized to allow space for either alternative along with consideration for complete streets concepts. Additionally, the plan suggests increasing bicycle parking, signage, and awareness along the route while improving connections to the commercial district, Concordia Pedestrian Bridge, Trestles Beach, and across Interstate 5.

The design team has considered and incorporated many of the ideas and recommendations from the Bicycle and Pedestrian Master Plan into the design concepts included in this Urban Design Vision Plan.



Proposed SECR Street Elevation, Centennial General Plan



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2 | Design Foundations



Existing South El Camino Real Streetscape

2.1 Introduction

Following a rigorous review of San Clemente planning documents and after completing a comprehensive on-site analysis with community outreach, the design team reviewed current planning and urban design literature to develop design concepts and inspiration for the urban design vision plan. This chapter outlines the design foundations of the plan, which include the core concepts of “complete streets,” “walkability,” and lessons learned from an exploration of relevant case studies.

The existing conditions of South El Camino Real demonstrate the need for more pedestrian-friendly design and space for all users of the SECR corridor. The complete streets and walkability design concepts support people walking, biking, and using transit in addition to the continued use of automobiles. More choices for getting around encourages healthy lifestyles, while supporting active streets, which benefits local businesses and the environment.

Six case studies were also explored by the design team. Each was identified for its potential to inspire designs that have been successful, are relevant to San Clemente and the SECR corridor, and demonstrate attainment of the complete streets and walkability ideals. Each case studies is located in the coastal California region and focuses on urban design plans and projects that work towards revitalizing underutilized corridors into neighborhood centers. Despite the many similarities between the case studies, there is also great variety in the design concepts used, the strategies taken, and the final outcomes of the plans.

This chapter exhibits the collection of some of the work done by the design team to develop concepts and refine design ideas for the SECR corridor.

2.2 Complete Streets

The concept of complete streets, which has gained traction from the mid-2000's through Smart Growth America, encourages new transportation policies that promote the design and redesign of streets so that they are safe, convenient and comfortable to travel and access for all users, all levels of mobility and all modes of transportation (Smart Growth America, 2012).

The complete streets concept promotes multiple uses and equal access to streets including for those walking, bicycling, driving, and using public transportation (CalTrans, 2012). Complete streets provide a community with more comfortable space to walk, rest, and socialize. Complete street designs also result in a variety of co-benefits to cities and city residents including improving safety, enhancing public health through walking and biking, stimulating economic activity, reducing auto-dependency by creating transportation alternatives, encouraging social interaction and creating welcoming and attractive environments for residents and visitors.

As of 2013, more than 490 jurisdictions in the United States had enacted complete streets policies including the State of California with the *Complete Streets Act of 2008*, which charges CalTrans and local transportation authorities to plan for multi-modal transportation networks that meet the needs of all users no matter their level of mobility including pedestrians, bicyclists, children, seniors, persons with disabilities, motorists, and users of public transportation.

Using principles inspired in the complete streets concept, the design team worked to create a design proposal for South El Camino Real that allowed access to all users and all levels of mobility, creating environments that promote

walking, cycling and public transit use while decreasing dependency on single-occupancy vehicles. Consistent with San Clemente's Mobility & Complete Streets element within the City's General Plan, the design concept works to "create a comprehensive, multimodal transportation system that provides all users with safe connections to homes, commercial centers, job centers, schools, community centers, open spaces, recreation areas and visitor destinations." (M-1, San Clemente Centennial General Plan)



▶ Examples of Complete Streets Elements

2.3 Walkability



Based on the concept of complete streets and on urban design literature related to walkability (Ewing et al, 2006), the design team identified eight urban design qualities to help assess the streetscape along South El Camino Real and help guide improvements in the final design proposal.

Imageability

Imageability is the quality of a place that makes it distinct, recognizable, and memorable. A place has high imageability when specific physical elements and their arrangement capture attention, evoke feelings, and create a lasting impression.



Legibility

Legibility refers to the ease with which the spatial structure of a place can be understood and navigated as a whole. The legibility of a place is improved by a street or pedestrian network that provides travelers with a sense of orientation and relative location and by physical elements that serve as reference points.



Enclosure

Enclosure refers to the degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other elements. Spaces where the height of vertical elements is proportionally related to the width of the space between them have a room-like quality.



Human Scale

Human scale refers to a size, texture, and articulation of physical elements that match the size and proportions of humans and, equally important, correspond to the speed at which humans walk. Building details, pavement texture, street trees, and street furniture are all physical elements contributing to human scale.



Transparency

Transparency refers to the degree to which people can see or perceive what lies beyond the edge of a street or other public space and, more specifically, the degree to which people can see or perceive human activity beyond the edge. Physical elements that influence transparency include walls, windows, doors, fences, landscaping, and openings into midblock spaces.



Linkage

Linkage refers to physical and visual connections from building to street, building to building, space to space, or one side of the street to the other which tend to unify disparate elements. Tree lines, building projections, marked crossings all create linkage. Linkage can occur longitudinally along a street or laterally across a street.



Complexity

Complexity refers to the visual richness of a place. The complexity of a place depends on the variety of the physical environment, specifically the numbers and kinds of buildings, architectural diversity and ornamentation, landscape elements, street furniture, signage, and human activity.



Coherence

Coherence refers to a sense of visual order. The degree of coherence is influenced by consistency and complementarity in the scale, character, and arrangement of buildings, landscaping, street furniture, paving materials, and other physical elements."

2.4 Case Studies

case study | State Street, Santa Barbara

State Street is a popular destination and the main street of Santa Barbara's downtown area. The street is popular for residents and tourists due to its connection to the waterfront, numerous retail establishments, range of outdoor seating options, comfortable sidewalks, and abundance of historic structures. State Street is also famous for its renowned Spanish Colonial and Mission Revival architectural style that is similar to San Clemente.

State Street began to develop in 1926 with the creation of Paseo La Arcada, a mixed-use pedestrian passage and courtyard. In 1968, parking along State Street was eliminated by creating eight parking lots and one parking structure in the nearby vicinity. State Street underwent a significant four-stage, \$8 million redevelopment of its streetscape between 1999 and 2007 called the State Street Beautification Project.

Downtown Santa Barbara and State Street have a reputation for design and historic preservation. An important facet of this reputation is the coherence between hundred year old historic structures and new, modern-style development. In addition to the street's coherent architectural style, State Street is an excellent example of complexity, enclosure, transparency, human scale, and imageability, which greatly contribute to a visually appealing streetscape. Strong design guidelines along State Street have resulted in an iconic, walkable, pleasant, safe, and interesting downtown.

The popular architectural style of San Clemente is like that of Santa Barbara, and the climate and culture offer a strong comparison. Most important, State Street demonstrates the role of robust, community-supported design guidelines in guiding development.



▶ State Street Design Concepts + Existing Conditions



case study | Bird Rock Traffic Calming, La Jolla



Streetscape Improvements in Bird Rock Neighborhood



Bird Rock is a seaside neighborhood located at the south end of La Jolla in the City of San Diego, CA. It is a small community of about 16,000 people. Bird Rock is largely composed of residential neighborhoods, which includes about 1,500 homes. La Jolla Boulevard is the primary connection to La Jolla from the south, and connects to a network of residential and collector streets in the Bird Rock area. The commercial district in La Jolla is located along a four blocks stretch of La Jolla Boulevard.

The City's Traffic Management Plan, adopted in 2003, included plans to implement a series of roundabouts, medians, diagonal parking on the west side of the street, and parallel parking on the east side of the street. The goal was to improve unsafe roadway conditions in the neighborhood. On La Jolla Boulevard, pedestrians once had 68 feet of pavement to cross when crossing the street. With the implementation of roundabouts and medians, pedestrians would cross only one traffic lane, or 14 feet of pavement, at a time. The street was redesigned with only one lane of traffic in each direction with a ten-foot median that serves as pedestrian refuge area. The refuge greatly increased pedestrian safety and accessibility along the street.

The remaining two travel lanes are capable of carrying existing traffic of 20,000 vehicles per day and can accommodate additional growth in traffic up to 25,000 vehicles per day. This project demonstrates that reducing travel lanes can greatly improve safety and accessibility for all users while maintaining free-flow travel for drivers.

case study | Santa Monica Boulevard, West Hollywood

The Master Plan for Santa Monica Boulevard covers a 2.7 mile section of the street in West Hollywood. The plan was developed by the City of West Hollywood in the late 1990's to improve the visual quality of the streetscape by providing more pedestrian amenities. The project involved multiple stakeholders who were guided through the design process by the Santa Monica Boulevard Advisory Steering Committee, which was comprised of community members, local elected officials, and representatives of local business and tourism organizations.

The initial budget to implement the plan called for basic roadway improvements such as sidewalk reconstruction, new street trees and landscaping, improved water management infrastructure, and improved lighting. After these elements of the plan were achieved, a list of additional improvements were ranked by importance and were implemented as soon as funding sources became available. This plan and project provide an excellent example of a plan with a flexible timeline. The plan can be broken down into phases, which is especially important as cost becomes an increasingly significant consideration in project implementation.

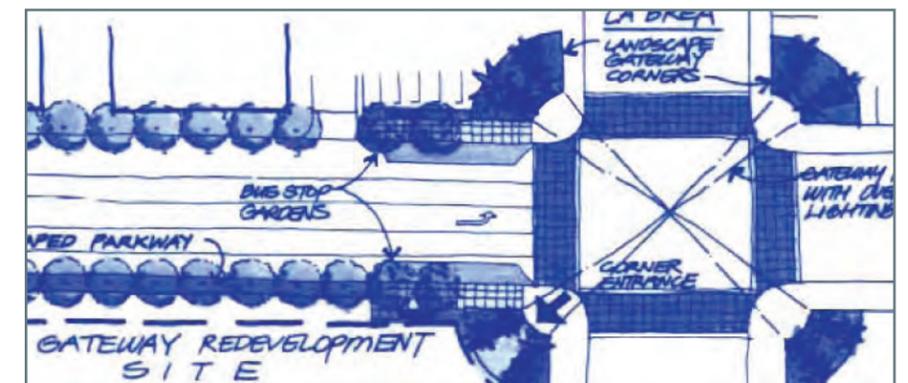
The context of Santa Monica Boulevard is similar to South El Camino Real, as both streets are about the same size and have similar goals and objectives to achieve better urban design and a more pleasant atmosphere for all users.

The Santa Monica Boulevard Plan also achieved many qualities of urban design that will benefit South El Camino Real. The plan succeeded in creating a sense of visual order through design patterns that helped connect the network of smaller streets that stemmed out of Santa

Monica Boulevard. Another relevant feature of the plan is that it developed a gateway into the area. The LaBrea gateway contains welcoming signage, textured crosswalks, pedestrian wayfinding, and other traffic calming measures that mirror the improvements that could be implemented along the South El Camino Real corridor. The plan also emphasizes pedestrian walkways with public art to facilitate interaction with the street and draw more visitors to the area.

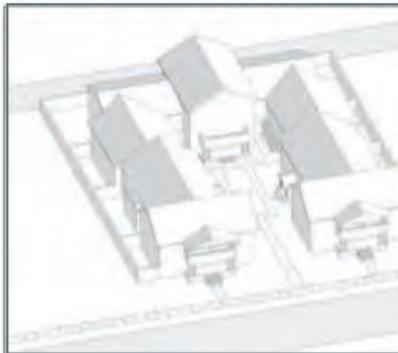


► Plan Concepts for Streetscape + Intersection Design



case study | Westside Community Development Code, Ventura

24W.206.110 Courtyard Housing



24W.206.120 Stacked Dwelling



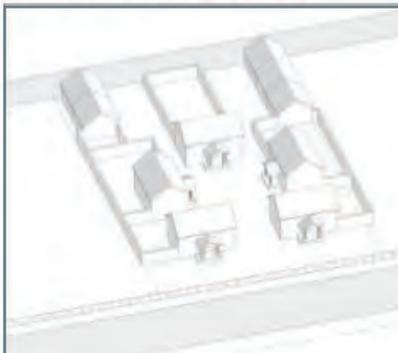
24W.206.130 Commercial Block



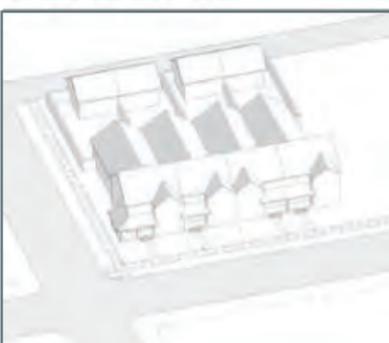
24W.206.090 Live-Work



24W.206.070 Bungalow Court



4W.206.080 Rowhouse



Ventura is located midway between Santa Barbara and Los Angeles along the California coast. The Westside neighborhood of Ventura, is also somewhat coastal and it is undergoing a revitalization process which includes an update of zoning standards, guidelines for mixed-use development, streetscape design, improved circulation, and improvements to parks and open space.

In order to implement these changes, Ventura drafted a Westside Community Development Code, a form-based code which serves to guide future development in the area. The Westside neighborhood is one of the most diverse areas of Ventura County, and the community was very involved in ensuring that the plan embraces the area's history and character while supporting economic growth. The Westside Community Council, a local community group, has been highly active in developing a sustainable and workable plan for the neighborhood. The development code stems from the guidelines in the City's general plan, but acts as a more specific implementation tool to achieve greater walkability, visual quality, and sustainability.

Ventura's Westside neighborhood is similar to the South El Camino Real corridor, as they are both somewhat isolated from the center of their respective downtowns and are both very auto-oriented and unattractive for pedestrians and other users. The Westside Community Development Code is an example of how form-based codes can be used to implement strong and consistent urban design qualities in a specific neighborhood. Rather than dictating use through a traditional zoning code, the Westside Community Development Code sets guidelines for form. This allows for the implementation of aesthetically pleasing streetscapes that foster interaction between buildings and public space.

The code is an example of how to maintain consistency with the general plan, while guiding development in a way that is specific to the neighborhood. The code also contains numerous graphic representation which help the public understand the vision and concepts.



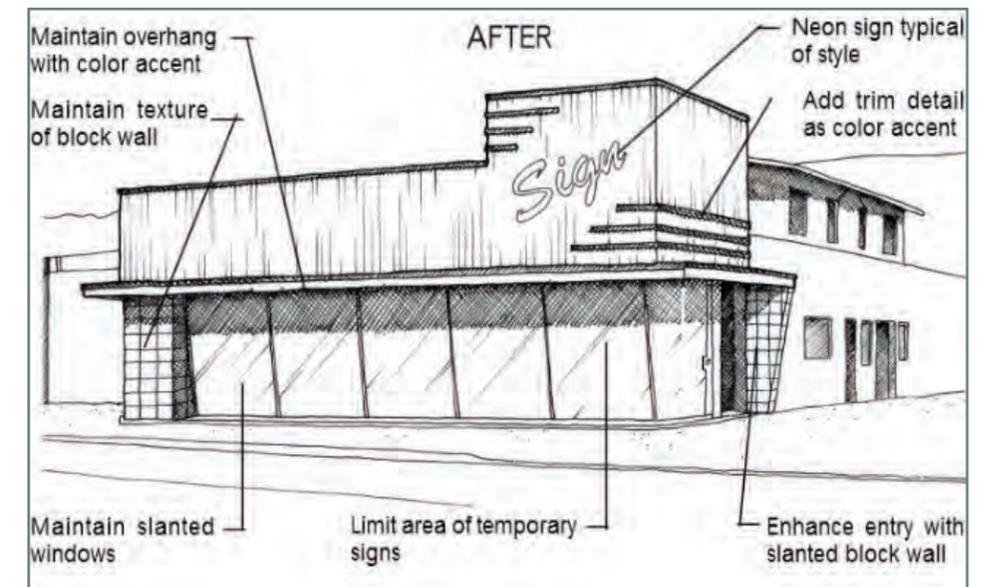
▶ Excerpts from Form Based Code + Zoning Updates

case study | Mid-Higuera Enhancement Plan, San Luis Obispo

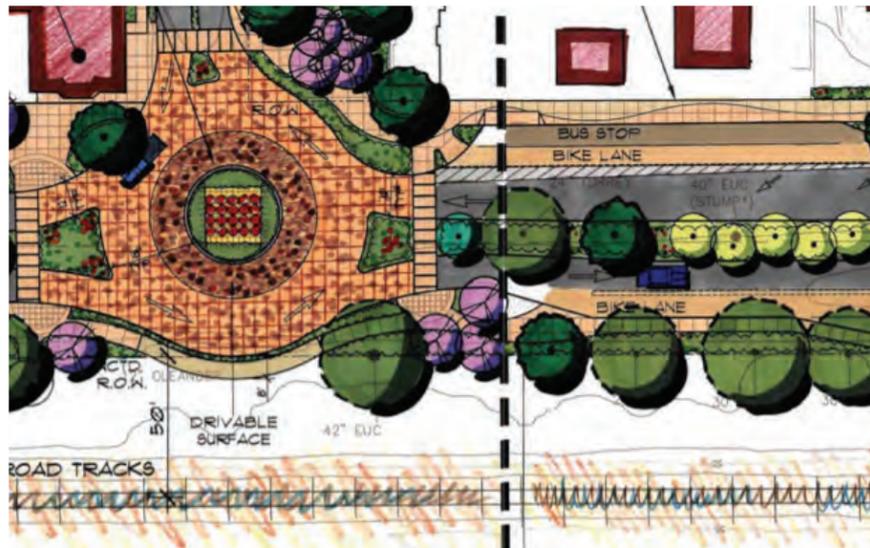
The Mid-Higuera Enhancement Plan, an urban design plan for the southern end of Higuera Street in San Luis Obispo, was developed to implement urban design concepts and policies to make the street more accessible, safe, and attractive. The plan, which has yet to be fully realized, will mitigate flooding, review zoning and land use, propose changes to the area's circulation, and improve the aesthetics of the corridor to promote economic development and pedestrian use.

Although only partially implemented to date, the plan has been responsible for some positive changes and encourages positive future transformations.

► Plan Renderings + Existing Conditions



case study | Leucadia 101, Encinitas



▶ Leucadia 101 Design Concept and Project Area



In 2003 the community surrounding the Leucadia 101 corridor in Encinitas, California chose to begin efforts to revitalize the area into a neighborhood main street. With a vision towards creating a more visually appealing streetscape that is safe and accessible, while balancing residential, office, retail, entertainment, dining, and civic/cultural activities, the Leucadia 101 project also focuses on preserving the history of the corridor.

Creating a volunteer organization to head efforts, local residents and business owners began plans to restore the historic Highway 101 into a thriving commercial district. The group followed the Main Street Model from the National Trust for Historic Preservation as a guide to the revitalization and economic development effort, while building off of the successful programs developed in Downtown Encinitas.

Over the following 10 years the project created unique entry signage for the Leucadia 101 corridor, began an “adopt a plant meridian” project, started a farmers market, facilitated the streetscape design process, supported renovation and storefront improvements to historic façades with grant funding, and began improvements to sidewalks along the corridor. Additionally, major accomplishments include reviving and creating events to take place along the corridor, supporting local businesses, attracting visitors to the street, and developing a safe, family-friendly space for residents to interact.

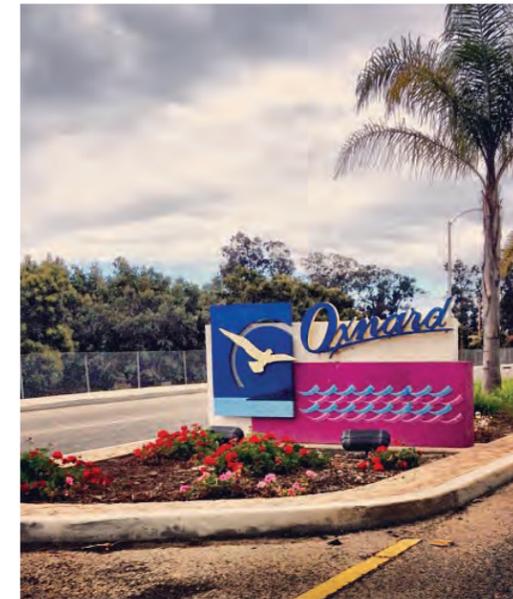
Central to Leucadia 101 project was public outreach and participation for the purpose of inspiring a space that reflects community identity, developing connections between stakeholders, and building consensus with the vision.

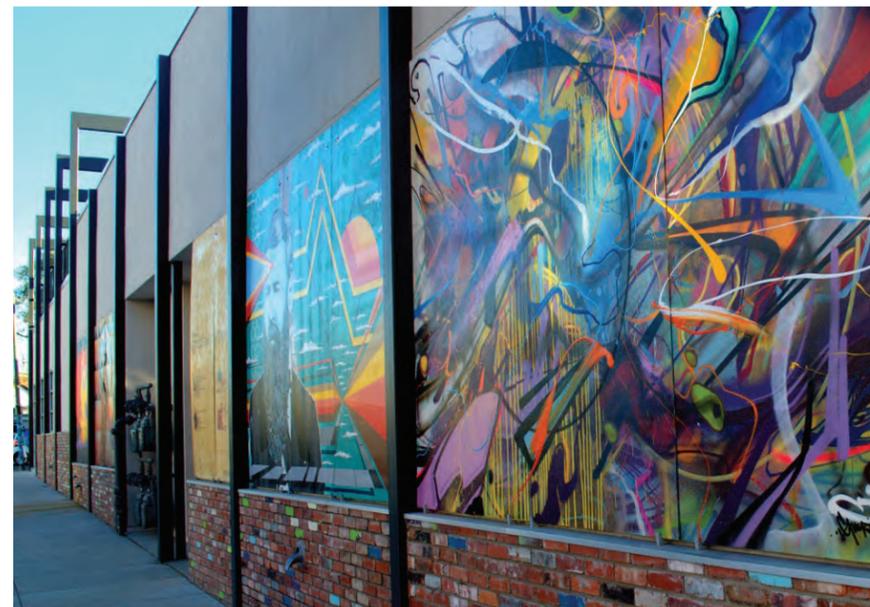
When considering the Leucadia 101 project, the many similarities to the South El Camino Real corridor are evident: the need for revitalization, the involvement of the community in the process, and certainly the physical features of the project area. Both SECR and Leucadia 101 are constrained on one side by a physical barrier, Interstate 5 and a railroad line, respectively. Additionally, both focus on traffic calming and streetscape improvements to a wide street corridor located near the coast and recreation activities. Both project also focus on improving pedestrian access and safety, enhancing the quality of life for area residents, and spurring economic development. Relevant lessons from the Leucadia 101 project for the SECR Urban Design Vision Plan include the community-driven nature of the effort, involvement of local residents and businesses in the volunteer organization, the ongoing and long-term nature of the project.

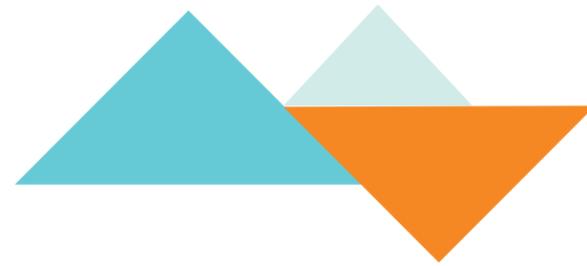
2.5 Project Inspiration



Quality urban design can establish a sense of identity and create a place where people want to spend time. The design concepts presented in this urban design vision plan were inspired by local factors and community desires, but the design team also explored other projects, streets, and cities for ideas that could contribute to the long-term success of South El Camino Real. This small collection of images and ideas are meant to show some of the creative designs for public spaces that inspired the final design concepts of this plan.







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3 | Site Assessment + Outreach



South El Camino Real at Avenida San Luis Rey

3.1 Introduction

To establish a strong design foundation for the South El Camino Real Urban Design Vision Plan, one that is rooted in thoughtful community input and takes into consideration the complexities of the built environment, the design team established a comprehensive and multifaceted site analysis and community outreach process.

Through a three-day intensive site analysis process, the design team worked to assess a variety of key elements of the built environment within the project area, using urban design assessment tools to build a deeper understanding of the existing conditions in the project area. Simultaneously, members of the design team explored the neighborhood surrounding the project area as well as the City of San Clemente, conducting qualitative interviews with community residents and city visitors. Through these surveys, interviewees were asked about their general perceptions of the SECR corridor as well input and ideas for ways to improve the project area for city and neighborhood residents.

To better understand city residents use of the SECR corridor, the design team administered a month long online survey asking respondents about their use of the SECR corridor and potential improvements they would like to see in the project area. The design team also created a project website allowing community members to view and comment on the various stages and project progress during the design process. Additionally City planning staff held a public meeting to share information about the process, ways to participate, proposed changes, and to offer opportunities for the public to share ideas, comments, and concerns.

3.2 Site Analysis



The design team traveled to San Clemente and the SECR corridor on April 11 and 12, 2015 and conducted over 50 interviews. During the site analysis process, three teams were formed to assess the existing conditions of the project area as well as gather community input and ideas for the SECR corridor.

The city team worked to reach out to community members and visitors throughout the City of San Clemente, visiting several key locations within the city, gathering community feedback about the SECR corridor and their use of the project area (see Appendix A). Similarly, the district team worked specifically along the SECR corridor and the Trestles neighborhood asking residents what areas of SECR they liked, disliked, and would like to see improved in the future. They were also asked to choose from a list of architectural styles, streetscape designs, and images of "surf architecture" that they thought appropriate to the SECR corridor. Finally, the team conducted a comprehensive analysis of existing conditions along the corridor using an using a special checklist to measure urban design aspects related to walkability and pedestrian comfort.

The following sections discuss the information gathered by the team during the problem assessment phase, as well as the community input obtained through the interviews and on-line survey. The information and community feedback gathered helped build the design foundation and overarching elements of the design team final proposal. Finally, with all these inputs, the team was able to conduct a SWOT (Strengths/Weaknesses/Opportunities/Threats) analysis as well as a site analysis map that were used to inform the project development phase.



the city

During the site analysis process, a portion of the design team worked to explore the City of San Clemente, interviewing city residents about their general perceptions of the South El Camino Real project area and thoughts on potential improvements to the project area (see Appendix A) Alongside this, the team worked to gather evidence of the general design qualities and architectural typologies of the City of San Clemente, hoping to draw ideas and inspiration for the team's final design concept for the SECR corridor.

The team visited three locations in San Clemente (Talega neighborhood, San Clemente Pier, Avenida del Mar) conducting a total of 23 interviews with residents and visitors. The responses from these surveys helped the design team to understand the public's perception of the SECR corridor within the larger context of the City of San Clemente, ultimately helping to direct and shape the design team's final design concept for the SECR project area.

As a result of the interview process, the design team gained considerable insight into San Clemente city residents' general perceptions of the SECR project area. Through a thorough analysis of the survey results, the design team found significant diversity in the respondents' perceptions of the project area. While some respondents spoke fondly of the project area, many described the area as "sparse" or "uninviting". When asked about preferred architectural styles, many respondents spoke highly of the Spanish colonial architecture and suggested that new development in the project area should remain within this style.

Many respondents did not see the SECR corridor as a focal point in the city but suggested that new amenities such as cafes, restaurants or boutiques would help improve

the area. Finally, respondents saw the SECR corridor most closely associated with the Trestles beach and suggested any improvements to the area should be consistent with the neighborhood's surf identity.



Ideas for South El Camino Real from San Clemente Residents

"This area needs healthier food options and a market"

"This area could benefit from other architecture (eclectic) styles."

"good restaurants, boutique shops or coffee shops"

"remain low key and keep the Trestles clean and the way it is"

"picnic tables, a BBQ spot and showers for the parking lot near Trestles"

"more art and murals in the project area would be really great"

"mixed-use (apartments over retail) would be the best solution"

"good music venues", bars, and clothing stores may help the area"

"remain low key and keep the Trestles beach clean"

"coffee shops, music venues, a motorcycle shop and good cafes would be great in the area."



San Clemente, CA
The City

▶ Locations (outside of SECR area) where interviews were conducted

the district

During the site analysis, the design team worked to understand how the corridor is used and perceived by local residents and gather initial thoughts about proposed changes to the project area. As part of this process, the team visited the neighborhood adjacent to the South El Camino Real Corridor to survey and interview residents (see Appendix A). Additionally, members of the team gathered observations about the built environment and use of public space.

The project area is bordered by Interstate 5 to the west, the San Clemente Municipal Golf Club to the northeast, and the San Diego county border to the southeast. During the site analysis, the team learned the locals call the area the Trestles Neighborhood – based on its proximity to the Trestles surf area. The neighborhood's close proximity the Trestles surf area also results in many surfers living in the neighborhood, numerous surf-focused retail outlets, and weekend parking issues with parking in the designated surfer parking area overflowing into the surrounding neighborhood.

The adjacent San Clemente Municipal Golf Club and San Luis Rey Park were also highlighted as important recreational features in the neighborhood. In particular, the San Luis Rey Park was seen by residents as an important component of the neighborhood as a safe place for children to play. The alleyway that runs behind the commercial and residential buildings parallel to South El Camino Real serve as an important pedestrians walkway for neighborhood residents as well as a place for local children to play overseen by their parents.

The proximity to the Interstate 5 freeway - and the associated noise and air pollution – was identified as a major constraint

of the district. Residents also expressed concern with parking issues in the neighborhood residents noting that weekend parking at the Trestles beach parking lot often overflowed onto the neighborhood streets and highway ramps, consequently limiting parking for neighborhood residents.

Common architectural elements of the district include residential buildings with one, two or three stories, often constructed with a variety of materials including masonry, stucco and wood. While there was not one architectural style that defined the neighborhood, the team observed that the eclectic nature of architectural styles was a defining feature of the neighborhood.



▶ Locations in the District where resident interviews were conducted by the design team

the district

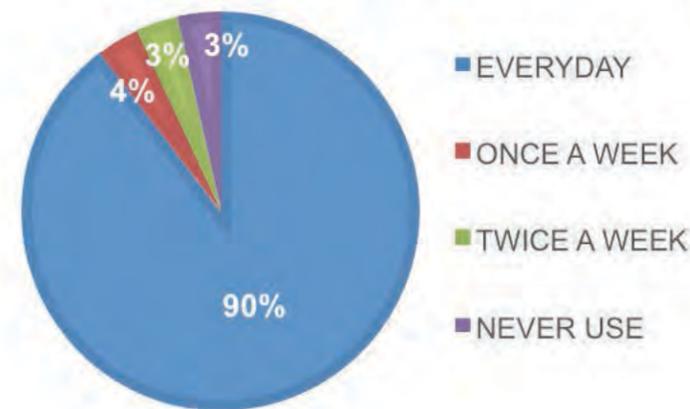
Ideas for South El Camino Real from District Residents

- “provide a grocery store with healthier options”
- “reduction of I-5 noise”
- “better lighting and another park”
- “safer way to cross SECR to get to recreational activities”
- “provide a safe environment for bikers”
- “community garden”
- “surf architecture should be inviting to everyone”
- “the redesign of the pedestrian bridge should consider the involvement of children and their artwork”

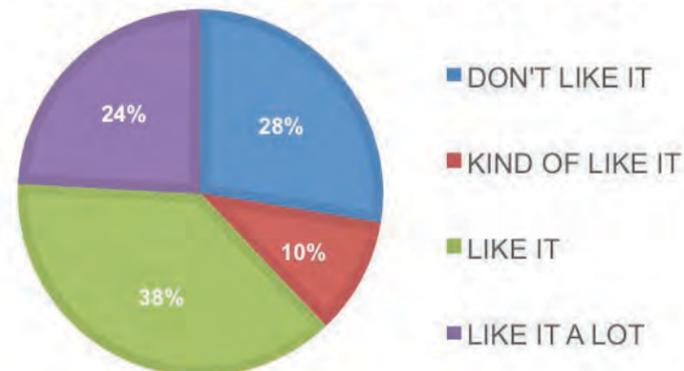


30 Interviews conducted with neighborhood residents

HOW OFTEN DO YOU USE SECR?

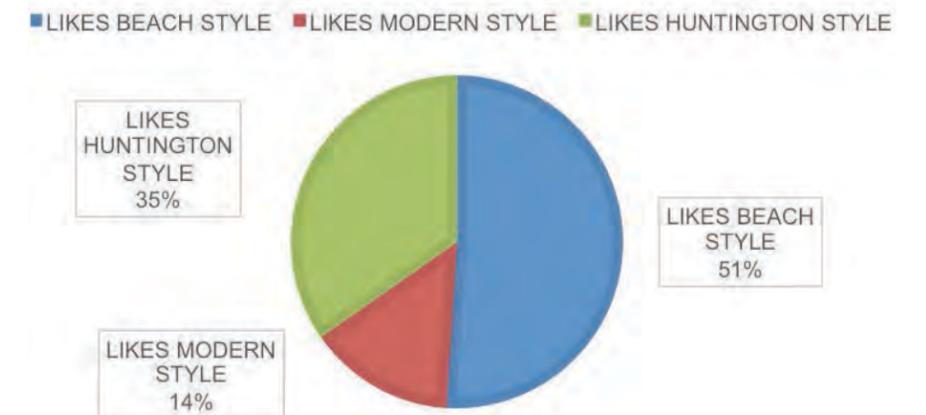


HOW MUCH DO YOU LIKE SECR?

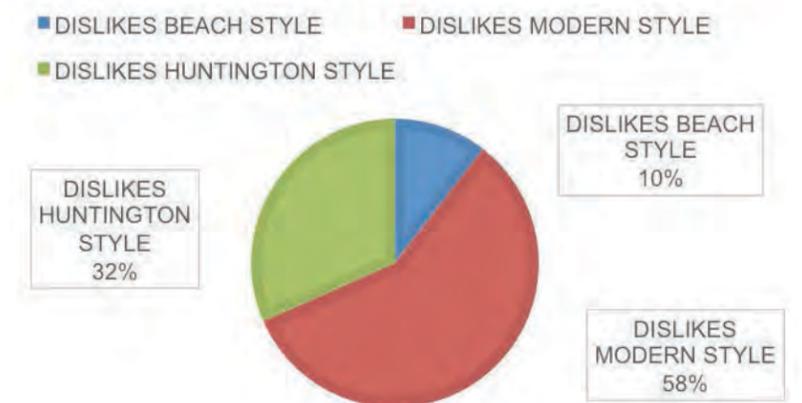


Interviewees ages ranged from 14 to 75

MOST LIKED ARCHITECTURE STYLES



MOST DISLIKED ARCHITECTURE STYLES

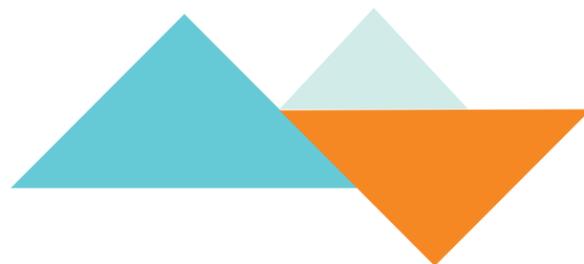


the corridor

One of the main goals of the site assessment was to assess the **Urban Design + Walkability** qualities of the corridor.

The index we used is based on an article written by Ewing et al (2006). The article describes the linkages between the built environment, physical activities, walkability, and other more “perceptual” qualities. Ewing and subsequent authors developed a series of operational definitions for key urban design qualities, as well as constructing a protocol for measuring five of these qualities in the field. On site, we utilized these protocols and the Urban Design Qualities Score Sheet template developed by Ewing et al (2006) to assess the quality of each block and awarding each block a descriptive score as a part of our evaluation. Key observations were also noted.

The average of these counts were then used to produce one single score sheet that depict the intensity of the five key urban design elements for the entire corridor. The final score sheet provides the basis for the following discussion, which details an interpretation of the total score obtained for the corridor's pedestrian environment/urban qualities. (See the appendix c).



As defined by Ewing et al (2006), the five key urban design qualities that directly influence walkability and used in our analysis of SECR were:

Imageability: The quality that makes a place distinct, recognizable and memorable, evoking feelings and creating a lasting impression

Enclosure: The degree to which streets and spaces have edge and are well defined by buildings, walls, trees and other elements

Human Scale: The size, texture, and articulation of physical elements matching the proportions of humans and correspond to the speed of walking

Transparency: The degree that pedestrian can see or perceive human activity or what lies beyond the edge of the street or of the public open space

Complexity: The visual richness of a place which depends on the variety perceived in the built environment, such as the number, types, and diversity of buildings, ornamentation street furniture, signage, etc.

In the following pages, we discuss the analysis of SECR according to these five urban design qualities. Furthermore, because of their importance in urban design and in encouraging walkability, they will be later utilized as overall principles in the project development phase.

SOUTH EL CAMINO REAL Corridor Cumulative- Urban Design Qualities Score sheet				
Team:	Corridor	Researcher:	Nick Zhao	Date: 4/11 Site: San-F. San.
	Recorded Total	Average value	multiplier	recorded Average value
Walkability				
imageability				
1. number of courtyards, plazas, and parks (both sides, within study area)	27	1.80	0.41	0.74
2. number of major landscape features (both sides, beyond study area)	2	0.13	0.72	0.10
3. proportion historic building frontage (both sides, within study area)	0	0.00	0.97	0.00
4. number of buildings with identifiers (both sides, within study area)	13	0.87	0.11	0.10
5. number of buildings with non-rectangular shapes (both sides, within study area)	6	0.60	0.08	0.05
6. presence of outdoor dining (your side, within study area)	3	0.20	0.64	0.13
7. number of people (your side, within study area)	46	3.07	0.03	0.06
8. noise level (both sides, within study area)	56	3.73	-0.18	-0.67
			add constant	+2.44
			imageability score	2.93
enclosures				
1. number of long sight lines (both sides, beyond study area)	17	1.13	-0.31	-0.35
2a. proportion street wall (your side, beyond study area)	6.9	0.46	0.72	0.33
2b. proportion street wall (opposite side, beyond study area)	9.2	0.61	0.64	0.58
3a. proportion sky (ahead, beyond study area)	8.65	0.58	-1.43	-0.82
3b. proportion sky (across, beyond study area)	7.5	0.50	-7.19	-1.10
			add constant	+2.57
			enclosure score	1.21
human scale				
1. number of long sight lines (both sides, beyond study area)	17	1.13	-0.74	-0.84
2. proportion windows at street level (your side, within study area)	13.5	0.90	-1.10	0.99
3. average building heights (your side, within study area)	320	21.33	-0.003	-0.07
4. number of small planters (your side, within study area)	78	5.20	0.05	0.24
5. number of pieces of street furniture and other street items (your side, within study area)	106	7.07	0.04	0.28
			add constant	+2.61
			human scale score	3.22
transparency				
1. proportion windows at street level (your side, within study area)	3.45	0.23	1.22	0.28
2. proportion street wall (your side, beyond study area)	8.3	0.55	0.67	0.37
3. proportion active uses (your side, within study area)	0.65	0.04	0.70	0.12
			add constant	+1.71
			transparency score	2.48
complexity				
1. number of buildings (both sides, beyond study area)	53	3.53	0.05	0.16
2a. number of basic building colors (both sides, beyond study area)	40	2.67	0.21	0.60
2b. number of accent colors (both sides, beyond study area)	48	3.20	0.12	0.37
3. presence of outdoor dining (your side, within study area)	3	0.20	0.42	0.08
4. number of pieces of public art (both sides, within study area)	5	0.33	0.29	0.10
5. number of people (your side, within study area)	46	3.07	0.03	0.10
			add constant	+2.61
			complexity score	4.01

► Cumulative Urban Design Qualities Score Sheet for South El Camino Real (see Appendix C for all score sheets).

Imageability

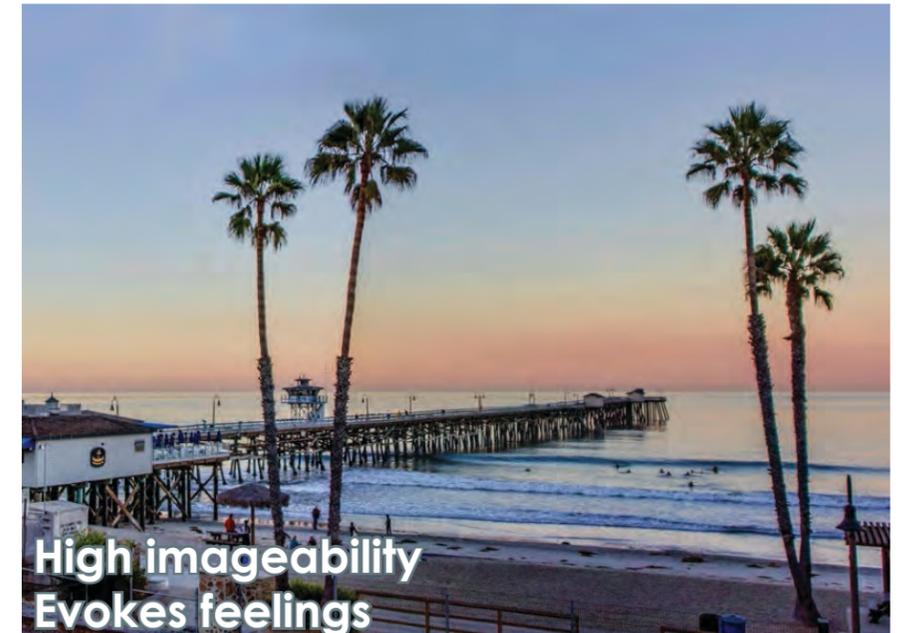
The quality that makes a place distinct, recognizable and memorable, evoking feelings and creating a lasting impression

El Camino Real Corridor has a low imageability score of 2.93. The only prominent landscape feature in the area is the ocean, and it is only visible at street level on few of the selected areas. Otherwise, it is either obstructed by the sound wall or by the natural foliage on the other side of the freeway. Along SECR, there are very few plazas, parks, courtyards in the area, and open spaces are either uninviting, poorly maintained, and/or fully enclosed, thus deter pedestrians.

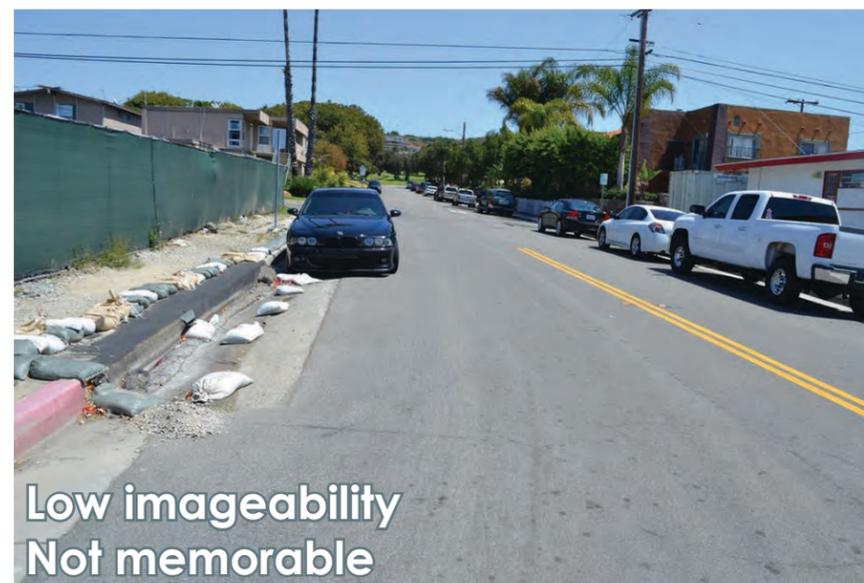
Moreover, there are few buildings with special features or ornamentation that could make them special or memorable. The only exceptions are a few newer and larger structures in the middle of the corridor and the commercial buildings, namely Cafe del Sol and Carl's Jr., on the south end of El Camino. Indeed, these structures present interesting architectural details. The outdoor dining options are very limited and we observed very little usage of them beside the few people eating in front of the liquor store.

During the field work, a total of 56 people were counted on the entire corridor, averaging three people per block. Nonetheless, most of this pedestrian activity was concentrated at the liquor store, near the pedestrian bridges, and the commercial section located on the southern end of the corridor and that consists in the Rip Curl store and two coffee / restaurants.

The noise levels along SECR are extremely high not only because of the proximity of the I-5 and its high volume of traffic, but also because of the ineffectiveness of the existing sound wall, which does not even cover the whole stretch of SECR. Traffic along SECR also generates noise particularly because cars and trucks use the corridor at relatively high speed on SECR, generating a high level of noise.



High imageability
Evokes feelings



Low imageability
Not memorable



Low imageability
Not distinguishable

Enclosure

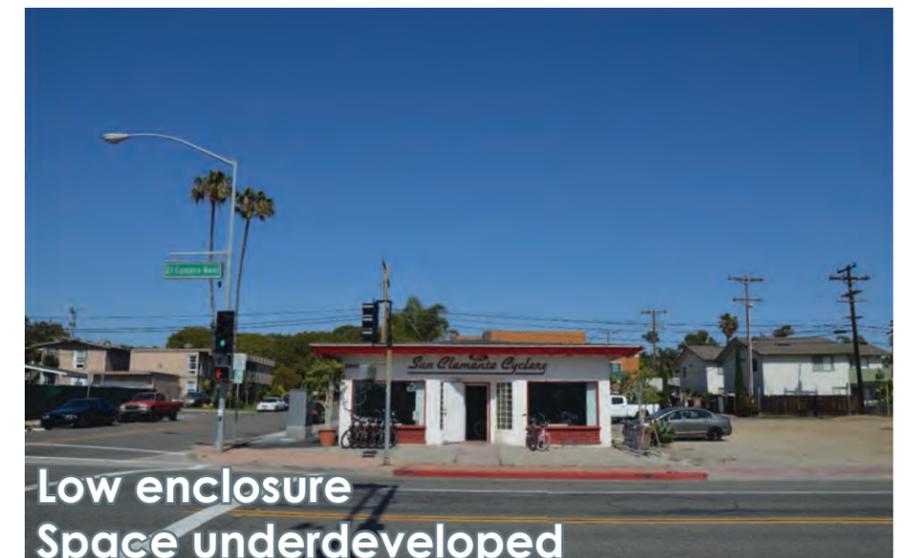
The degree to which streets and spaces have an edge and are well defined by buildings, walls, trees and other elements.

Along the entire section, there is a very low sense of enclosure. As seen on the pictures to the bottom right, the width of the street, the undeveloped or empty lots, the setbacks between sidewalks and the buildings themselves poorly defined the space. The landscape element, almost inexistent, does not contribute either to define the space or to provide a sense of enclosure. Indeed, there are only a few trees in the area to provide sufficient canopy.

Because of the low enclosure along SECR, a large proportion of sky is always visible to the pedestrian on both sides of the street and above the sound wall.

Regarding the side of the corridor directly next to the highway, the lack of buildings, the lack of sidewalks, and the absence of wall on several parts of SECR contribute to a low sense of enclosure.

In general, the several vacant and parking lots, the lack of continuation and consistency along the building line, the lack of trees, and the poor environment along the sound wall all impact enclosure. On the other hand, a walkable community-oriented environment would feature a sense of enclosure providing a cozy and defensible environment for social interaction, as seen in the picture to the top right. This picture, taken in downtown San Clemente, shows a space well defined by clear edges on both sides of the street due to the continuous facades and building scale, tree canopies and landscaping.



Human Scale

The quality that refers to the size, texture, and articulation of physical elements matching the proportions of humans and correspond to the speed of walking

The environment along the corridor is almost devoid of human scale elements. The corridor has long north-south oriented sightlines. The area has only few significant things for pedestrians to see while walking. The poor pavement texture, the lack of windows facing the street, the scarcity of buildings details and other physical elements doesn't make the space interesting for pedestrians. The wide street and the numerous open spaces do not contribute to make the environment intimate. In opposition, and as seen on the picture to the top right, downtown San Clemente displays an intimate environment. The size of the building details, the texture and articulation contribute to this feeling; a pedestrian will feel comfortable.

Moreover, there are very few special markers on SECR, such as high buildings and trees. The area has street furniture, but most of them are dedicated to cars; a few only are for pedestrian uses. For example, the street lamps are for vehicular use only since they are too high to illuminate the pedestrian zone. Indeed, low lighting is conducive to a low sense of security at night, as noted by several interviewees.

There are no benches, enclosed spaces or tree canopies that could provide more comfort and human scale for pedestrians. The bus stops do not have street furniture, such as cans, seats, signs, etc. The area has only a few chairs and tables located outside a few shops, such as the liquor store, which may deter family to use them. Similarly, small potted plants are concentrated around few sectors of the district.

The trees are rare and too sparse to form a canopy. Finally, the absence and the changing width of sidewalks doesn't contribute to invite residents and visitors to walk in the area.

Overall, with its featureless buildings, a streetscape designed for cars, and absence of trees the corridor is not an inviting area for pedestrians. Besides, it is literally impossible to walk on the West side of SECR due to the lack of a sidewalk and the impact of the highway.



Transparency

The degree that pedestrian can see or perceive human activity or what lies beyond the edge of the street or of the public open space

The transparency is very low along the SECR corridor. Typical physical elements that contribute to better transparency are windows and doors, and other openings that generate a connection between the outside and the inside of buildings. As seen on the sketch to the top right, a street with a high transparency would have many windows displaying stores' articles, and thus invite pedestrians to window-shopping and eventually to enter the stores. In opposition, blank walls lower the transparency of a street, such as on the picture to the bottom right. Transparency also has a strong impact on safety, since it allows "eyes on the street", a concept coined by Jane Jacobs.

But transparency can also be in smaller details. In an area with high transparency, pedestrians can easily guess what lies at the edge of the street. Courtyards with blurred frontiers between private and public spaces, or indoor and outdoor spaces, signs, but also trees and bushes provide sign of habitation and contribute to a better perception of human activities. Indeed, they suggest specific uses. SECR lacks most of these crucial elements. Walls are blank and high, which decrease the visibility for pedestrians and the sense of safety. SECR displays many closed doors, garages, and fences that reduce the capacity to see beyond. The proportion of windows directly facing the street is relatively low. Plus some windows, such as display windows at Rip Curl, are closed with blinds to block the strong sunlight in the store. Additionally, trees are sparse, and signs are absent. The large setbacks contribute as well to decrease the transparency of the areas.



Complexity

The visual richness of a place which depends on the variety perceived in the built environment, such as the number, types, and diversity of buildings, ornamentation street furniture, signage, etc.

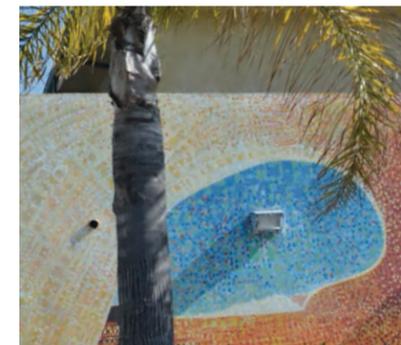
While human scale relates to the proportion of the different elements, complexity deals with the variety of the elements, the visual richness of a place. For example the number and type of buildings, the diversity of the architectural and ornaments, the variety of landscaping, street furniture, signs, etc., will play an important role in the complexity of a place. An area at human scale will make a walk comfortable and safe, an area displaying many details to see will make a walk interesting, shorter because it will hold the interest of the pedestrian.

El Camino Real Corridor scored slightly higher in the complexity score, this is due to relative high concentration of buildings that have different combination of colors and accents colors. The eclectic architectural style and some interesting details, as seen on the picture to the right, also contribute to the complexity of the area. As seen on the pictures to the right, the bike store displays an interesting architecture, and several wall paintings are present in the area. Those are few good examples that could be extend to the whole corridor.

Nonetheless, there are too many elements designed with a poor complexity and motorists oriented. Indeed the scale and variety of the different elements are designed for fast-moving vehicles but make a walk monotonous.

Moreover the building frontages don't engage in human activities. There is very limited availability of outdoor dining options. Setbacks are too wide, and many buildings are rather large with no ornamentation. Narrower buildings with many details, as seen in downtown San Clemente engage people to walk and eventually in other activities, such as talking or reading.

Considering the fact that the corridor has a direct access to the beach and is located to a heavily used bike path, we could have expected a pretty active corridor. Instead during our field analysis, I saw only a few pedestrians and bicyclists.



3.3 Online Survey

The design team developed and published an online survey, which was accessible from the project website ran an internet survey from May 5th through May 29th, 2015. Survey questions were designed to explore respondents' opinions on the current and preferred future conditions of SECR and provide opportunities to share ideas for how the corridor might be improved. The survey was made up of six major components including the following: demographics, travel habits, ideas for the future, visual preferences, current corridor conditions, desired elements and an opportunity to provide general comments. The survey was promoted through a variety of avenues including by the City of San Clemente, through social media, on the project website, planning staff, along with and in an article published in the Orange County Register. A total of 128 people responded to the survey during its initial run. The graphs in this page represent the final results of the data collected from the on-line survey.

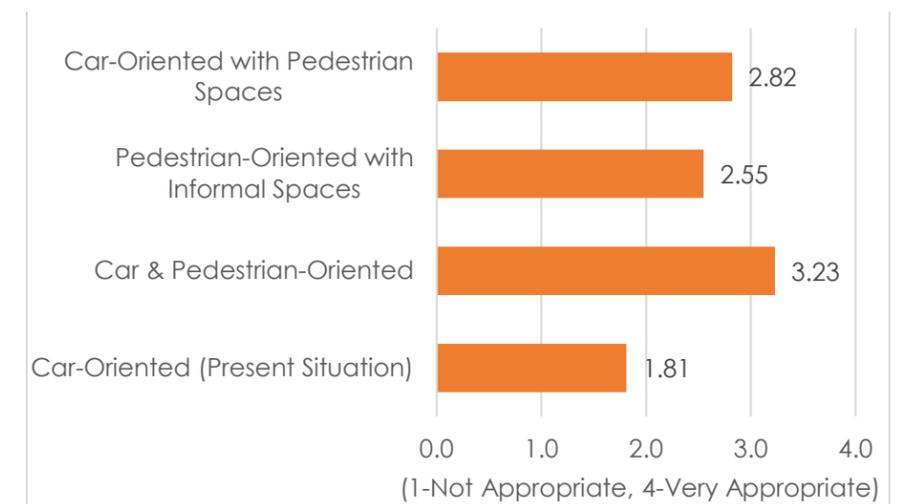
Survey respondents included a mix of San Clemente residents. The demographic data shows that survey respondents varied in age but the majority were over the age of 45. The age of survey respondents broke down to include: 18 and under (0.00%), 19-24 (3.94%), 25-34 (11.02%), 35-44 (19.96%), 45-54 (30.71%), 54-64 (19.69%) and 65 and over (14.69%). Not surprisingly, these age characteristics reflect the general demographics of the City of San Clemente as well as the SECR neighborhood (see Chapter 1). Female respondents accounted for 62% of survey respondents and 96% of respondents stated that they live in San Clemente.

The visual preference survey examined two different topics: street types and architectural styles. Respondents rated South El Camino Real as Car & Pedestrian Oriented as the most appropriate design for South El Camino Real, while the existing Car Oriented design was the least favored. (3.23 out of 4.0). (see Appendix B) The second set of images asked which architectural styles were most appropriate for development along SECR. Respondents most favored the California Mission style (3.38 out of 4.0), followed by "Beach" Modern as the most appropriate for SECR.

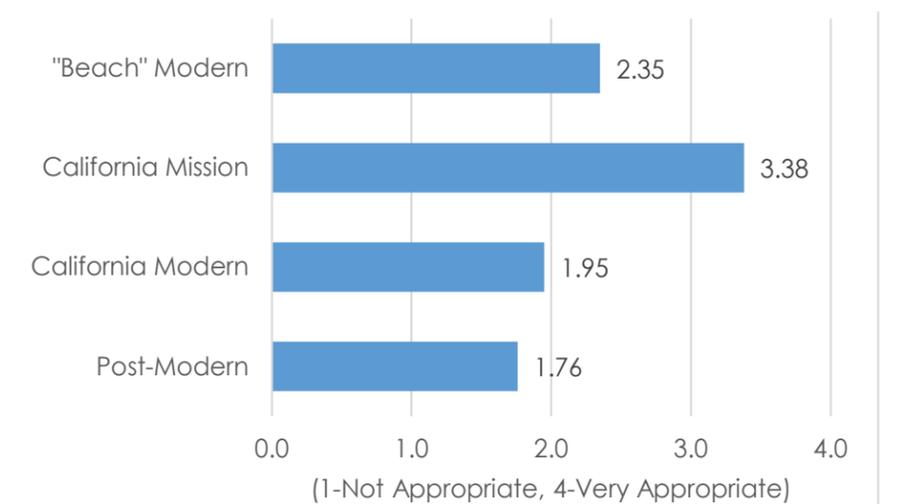
The final section of the survey included asked respondents about their motivations for visiting SECR and how often they visited the SECR area. The first question outcome stated that eating (51/60) and surfing (43/60) were the most common reasons for visiting the SECR corridor. Biking, shopping, hiking, and going to the park were also common responses from survey respondents. When asked how often people visited the SECR area, the large majority of respondents said they lived in the area (49/60), the next largest segment of respondents stated that they go regularly (39/60). Finally, only four out of sixty respondents said they worked in the SECR area.



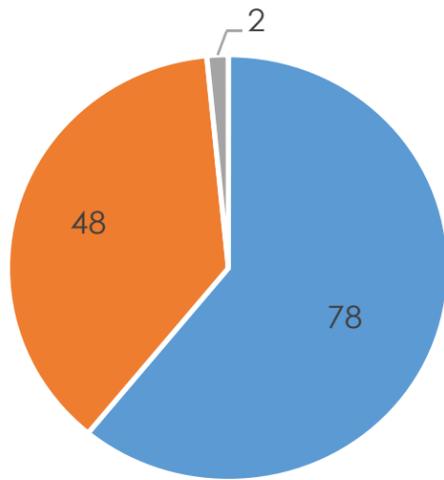
Street Type Rating



Architectural Style Rating

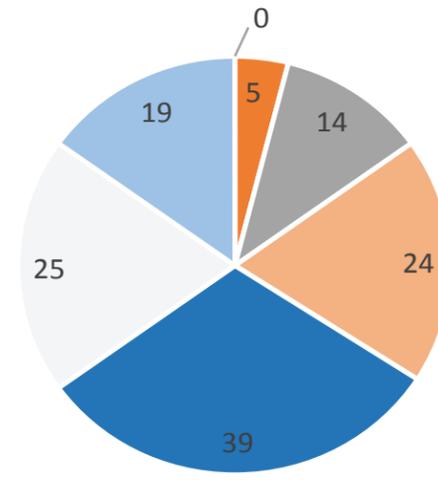


Respondent Gender



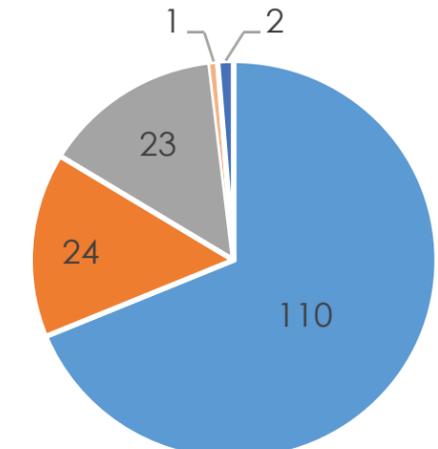
Female Male Other/No Response

Respondent Age



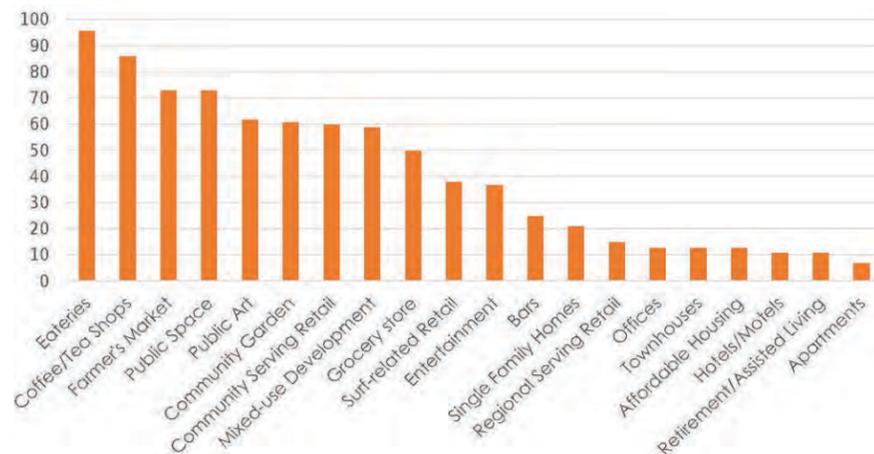
18 and under 19-24 25-34 35-44 45-54 55-64 65 and over

How do you typically get to South El Camino Real?

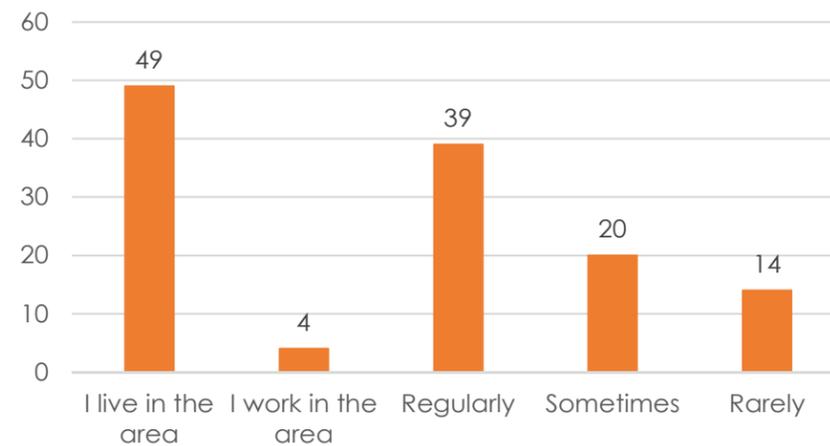


Car Bike Walk Bus Other

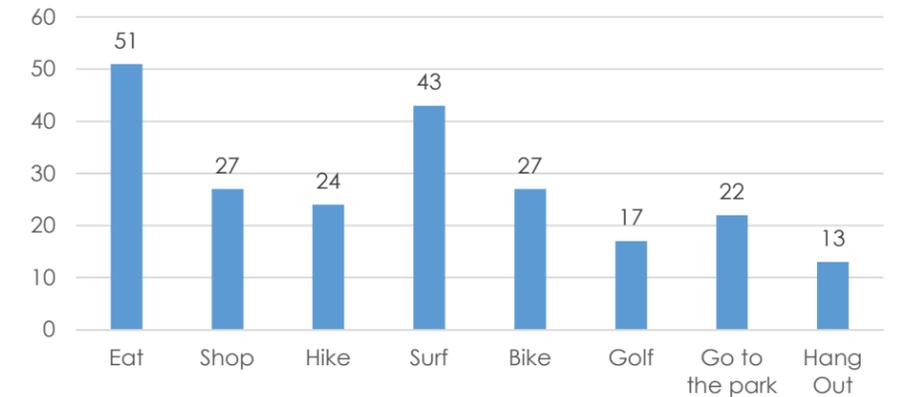
What would you like to see in the SECR Area?



Why do you go to the SECR Area?



Why do you go to the SECR Area?



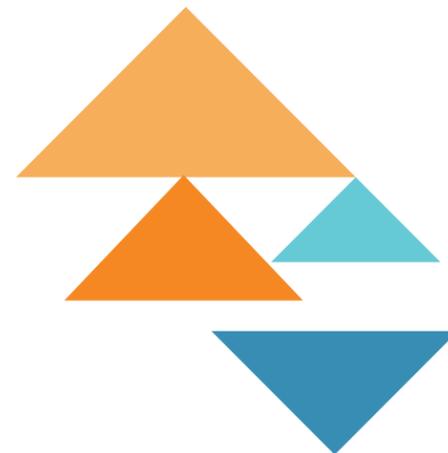
Word Cloud

The responses for the open-ended answers in the survey were analyzed for contents, and the team recorded ideas, comments, and concerns. A word cloud was then generated to show the frequency of a given word or phrase within the comment text, with larger text representing words and phrases that were most common. The word cloud is an effective method to represent a large amount of information visually in a way that reveals the relative importance of the responses. Each public comment was coded into single phrases and then ran through word cloud generating software to determine frequency – and the resulting size of the word or phrase.

The three word clouds (see right) reflect specific responses to questions asked during the site visit surveys and the online survey. The question asking residents about what they liked the most about living in San Clemente resulted in “Beach” and “Small” as the largest reasons for liking the area, followed by “Community” and “People”. In this case, “Small” almost always referred to the “small town feel” or similar sentiments. For the question asking respondents what their least favorite part about living in San Clemente the results showed that “Traffic” was the single largest dislike, followed by “Freeway” and “Congestion.”

While each comment was reviewed in the development of the vision and design concept, the word cloud was also central to identifying core ideas and common sentiment. As the information in the word clouds came from community outreach, it directly influenced the concepts and ideas put forth in this document, like the traffic calming measures, design guidelines, parking ideas, and others.

If you drive to South El Camino Real, what would help encourage you to walk, bike, or take transit?



What is your favorite part about living in San Clemente?



What is your least favorite part about living in San Clemente?



3.4 Community Meeting

On May 18, 2015 Sean Nicolas – San Clemente Associate Planner – held a community meeting with residents of the City and the South El Camino Real area. After providing an introduction to the project site and the purpose of the visioning process, members of the community engaged in conversation regarding potential improvements to the South El Camino Real corridor. Mr. Nicolas also presented the initial concepts that the team had developed for SECR, and the community provided useful comments. Feedback and ideas from the meeting were recorded and were used to inspire the design team and the concepts presented in this final Urban Design Vision Plan report.

Below are some of the ideas and suggestions presented by residents at the workshop:

- Parking in the neighborhood and along SECR should not be reduced.
- Housing should have enough storage and parking to prevent residents from parking on streets and contributing to parking issues.
- Explore opportunities to improve the area at the south end of the neighborhood, by Carl's Jr.
- The alleyway is an area of high activity for pedestrians and playing children; it could be made more pedestrian friendly and safe with better lighting.
- Better lighting is needed throughout the neighborhood
- Sidewalk quality and width varies along SECR corridor and alleyways may be safer for children walking to and from school.
- Safety is a concern for people parking on SECR because of the speed of traffic.

- Consider options to calm traffic by narrowing roadway, including median, and incorporating landscaping.
- Explore opportunities to improve water quality by incorporating "green street" concepts.
- Prevent commuters that are avoiding traffic on Interstate 5 from speeding through the area and residential neighborhood.
- Consider limiting automobile access from SECR into the neighborhood (cul de sacs, one-way streets, etc.) to improve pedestrian safety and reduce traffic.
- Reduce freeway noise from Interstate 5 by improving sound wall and landscaping – on both sides of the wall.
- Encourage public art that is meaningful to the neighborhood and easily maintained.
- Find a better use for the space under the pedestrian bridge – perhaps a community or children's garden.



3.5 Project Website

As part of the community outreach process, the design team created a webpage (secrproject.net) in an effort to more readily provide information about the South El Camino Real project to area stakeholders and residents. The website offers a fast and easy look at the project purpose, background, and the planning process.

The homepage allows users to know about the timeline and various project components, including the preamble, design inspiration, site assessment, design concept, and project proposal. The preamble section provides more information about the student design team, the reasoning behind the project consideration, the process involved, and news articles associated with the project. The design inspiration section discusses the design principles and case studies that were reviewed to inform the design process for SECR. The site assessment section provides an overview of the project background, existing conditions of SECR, field studies conducted by the design team, the SWOT analysis, and the results from the online survey and public outreach. The design concept section includes a look at the project vision, goals, objective, and information about the project implementation and concept diagram.

The website also provides a project proposal page, which provides the latest updates on the Urban Design Vision Plan and the planning process. Finally, at the bottom of each page there is contact information and a space to provide feedback and comments that is sent directly to the design team to inform the design concepts and project proposal.

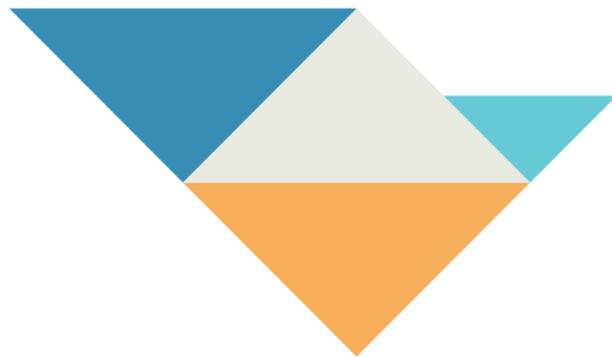
▶ Homepage of the South El Camino Real project website



3.6 SWOT Analysis

The team integrated the results of the project assessment and community outreach (in-person interviews, online survey and community meeting) through a SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats) for the project area. In preparation for the design phase, the SWOT analysis helped the design team to highlight Strengths, Weaknesses, Opportunities and Constraints within the project, helping to inform the final design vision for the corridor.

Focusing on five key components within the project area (Economic Aspects, Socio-Cultural Aspects, Built Environment, Circulation and Land Use), the design team worked to highlight and utilize the sites existing strengths while considering the sites various weaknesses. Through the project assessment, the design team also worked to highlight any external opportunities within the City of San Clemente that may become beneficial to the project area. Finally, the design team worked to consider any external threats that may negatively affect the the SECR corridor over the short and long term.



Land Use	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> Zoned for mixed-use Underutilized spaces Affordable housing overlay Alley Location at periphery of city/ county Some existing uses Vacant lot to connect to park 	<ul style="list-style-type: none"> Existing land uses do not support adjacent facilities Lack of healthcare facilities Food desert Proximity to I-5 	<ul style="list-style-type: none"> Proximity to: <ul style="list-style-type: none"> School Beach Park Golf course Market demands for housing Surfing area 	<ul style="list-style-type: none"> Camp Pendleton Proximity to I-5 Housing costs
Circulation	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> Southbound bike lane Low congestion Pedestrian bridge Existing sidewalks Temporary school pick-up parking Opportunity to connect to park through vacant lot Alley Bike shop Transit facility 	<ul style="list-style-type: none"> No crosswalks Width of R.O.W. Signage Fast-moving traffic Weak connection to surrounding facilities Poor intersection design Transit shelters High bike accident rate 	<ul style="list-style-type: none"> Truck traffic Transit facility Bicycle lanes on West of I-5 Temporary school drop-off/ pick-up parking Proximity to: <ul style="list-style-type: none"> Beach Trails Park Open space 	<ul style="list-style-type: none"> High accident rate on I-5 bridge crossing high I-5 expansion Limited connectivity to adjacent areas
Built Environment	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> Variety of architectural styles Views to the ocean Alley Public art I-5 sound barriers Pedestrian bridge Well-maintained sidewalks 	<ul style="list-style-type: none"> Setbacks limit enclosure Surface parking Position of retail entrances Bus stop discomfort/ safety Aesthetics Landscaping Lighting for pedestrians Avenida Dolores No skateboard facility nearby Conditions and materials of sidewalks small amount of city owned land Disconnect between neighborhoods by SECR Concentration of sidewalks solely on one side 	<ul style="list-style-type: none"> Proximity to beach and other recreation Microclimate created by golf course/ park 	<ul style="list-style-type: none"> Car dependency Drought Local desire for density/ height I-5 noise + pollution
Socio-cultural Aspects	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> Strong surf culture Presence of local art + artists Diversity in cultures Community support Active use of alley Big Helyn's as a hub Two-wheel community 	<ul style="list-style-type: none"> Conflict between long- + short-term residents Tension with outsiders Homelessness Negative connotation of drug problems 	<ul style="list-style-type: none"> Attraction by surfing competition Biker + cyclist culture & use of area Awareness of neighborhood issues Campground + campers Golf course Nearby school 	<ul style="list-style-type: none"> Low imageability + identity for the public Displacement Car-centric culture Public perception of the area as "crack alley"
Economic Aspects	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> Carl's Jr. Locally-owend businesses Tenants Possible market by school proximity Bike Shop Surfing Outlets Surfing competition nearby 	<ul style="list-style-type: none"> Lack of local-serving businesses Food desert Unappealing aesthetics Drug usage 	<ul style="list-style-type: none"> Proximity to I-5 Cyclist travel corridor O.C. + S.D. Economic strenght Local customers Opportunity to be different than the rest of the O.C. Nearby Recreation + public facilities California minimum wage increase Southern gateway to San Clemente + the O.C. 	<ul style="list-style-type: none"> Low connectivity to surrounding area Economic disparity in close proximity Competition to Downtown

Strengths, weaknesses, opportunities, and threats (SWOT) analysis matrix for SECR corridor

3.7 Site Analysis Map

This Site Analysis map serves as a visual interpretation of major existing features in the project area including San Luis Rey Park, the pedestrian bridge and all major intersections.

The map also identifies major mobility components in the corridor including the I-5 freeway, the neighborhood alleyway, existing bus stops and the existing north bound

bikeway. This map served in the design concept process as well, helping the design team identify opportunities for improvements along the SECR corridor (see section 4.4).



4 | Design Concept



Public Art decorates mail boxes in the Trestles Neighborhood

4.1 Introduction

Based on the previous analysis, community input, and exploration of design concepts, a vision statement, goals, and objectives were crafted and an initial design concept was developed by the design team. Inspired by the rich history of San Clemente and the background of South El Camino Real the community vision and design concept reflects the past while pivoting towards a future that supports vibrant public spaces, improved connectivity, a robust economy, and public health and safety.

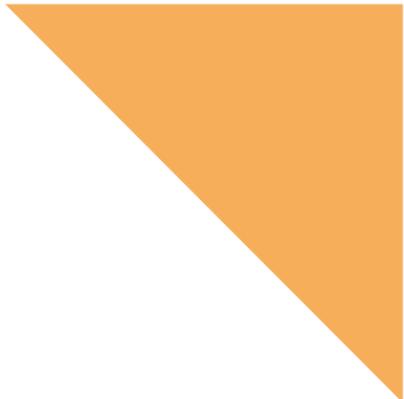
The collaborative process for developing the design concept, and the supporting vision, goals, and objectives, relied on local planning expertise and community input as well as design team efforts. Community outreach, including in-person interviews, surveys (online and in-person), the project website, and a public meeting were all central to the development of the vision, goals, objectives, and design concept. Feedback and ideas from the community directly influenced and inspired the concepts put forth in this urban design vision plan.

4.2 Vision Statement

The vision statement – at right – is the culmination of the background research and public outreach process undertaken by the design team throughout the planning process. The design team developed the vision statement after gaining a solid understanding of the project area and the desires of the community, which allowed the team to begin building ideas from the foundation of the existing conditions and models for quality urban design. Feedback from interviews, surveys, public forums, and other communications with area residents helped to tailor the urban design concept into a vision that is uniquely San Clemente and South El Camino Real.

The vision statement highlights the community's opportunities for improvement and ideals for the future of their neighborhood. As a quality of life community, the vision statement recognizes the need for all of the proposed changes to SECR to enhance the lifestyle of area residents. The vision statement also recognizes the desire for a walkable neighborhood center that better meets local needs and improves safety.

From the vision statement, the design team developed goals and objectives (next page) that reflect the eight pillars of walkability that constituted the design foundation. Imageability, legibility, enclosure, human scale, transparency, linkage, complexity, and coherence – the urban design qualities that support a high quality of life and a walkable environment – serve as the goals of the urban design vision plan, with two supporting objectives for each of those goals. The implementation of this urban design vision plan is meant to support these goals and objectives, and ultimately the vision statement. A list of projects that support the objectives is featured in Chapter 8 - Implementation.



“The South El Camino Real corridor will serve as the southern gateway to San Clemente and a vibrant, mixed-use neighborhood center that fosters community interaction and economic vitality. The street will provide a safe, comfortable, and appealing environment for people walking, biking, driving, or using transit. South El Camino Real will be an inviting and walkable corridor that reflects the culture and character of the community and enhances the quality of life in the neighborhood.”



4.3 Goals + Objectives

Goal 1 | Imageability

Objective 1.1

Promote a unique and memorable experience for users

Objective 1.2

Develop an identity through design and architecture

Goal 2 | Enclosure

Objective 2.1

Create a sense of comfort and safety for both visitors and neighborhood residents

Objective 2.2

Promote an inviting environment and community space

Goal 3 | Human Scale

Objective 3.1

Create a comfortable and walkable public realm

Objective 3.2

Encourage a dynamic and active environment

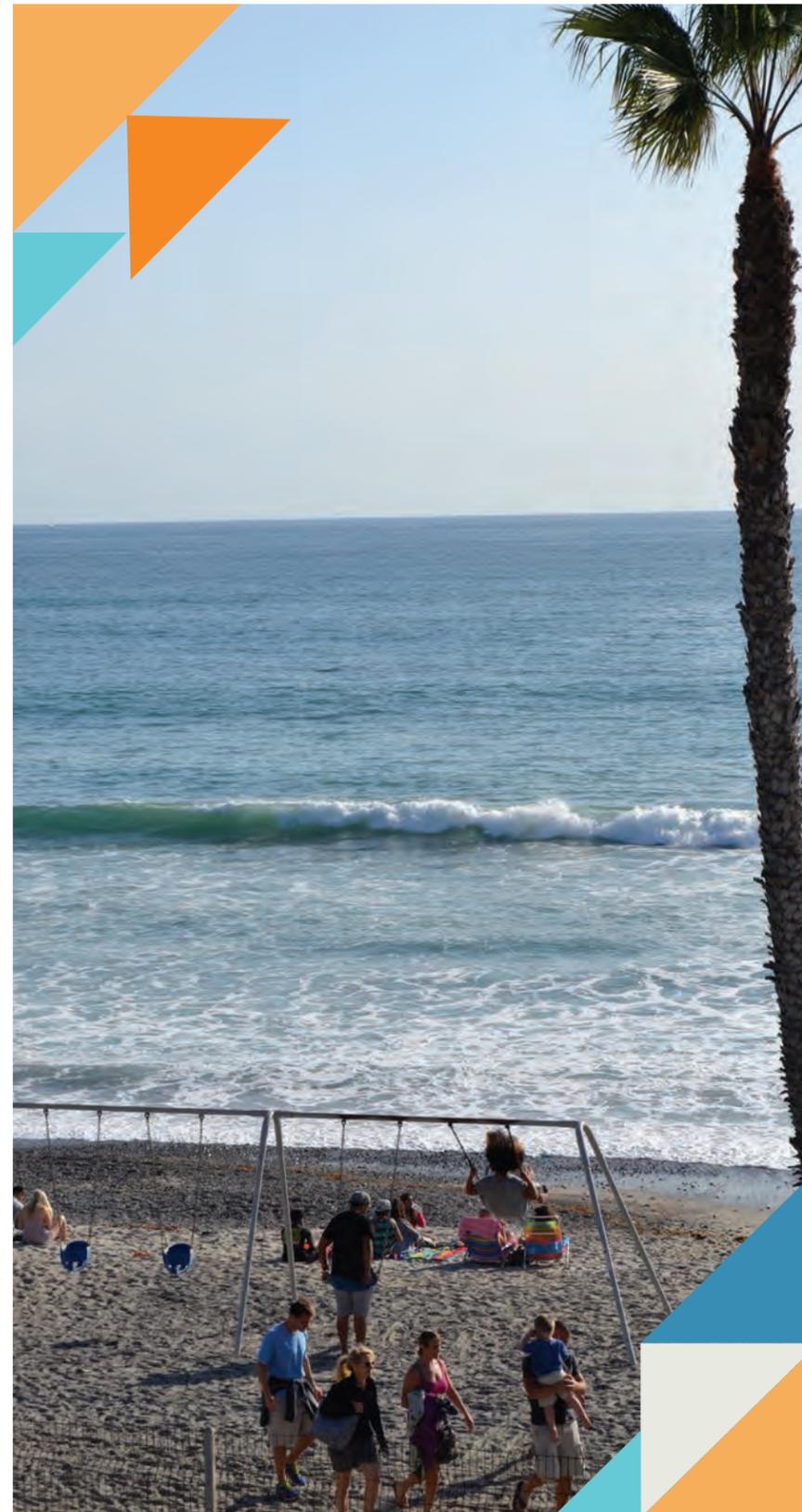
Goal 4 | Transparency

Objective 4.1

Encourage visibility between indoor and outdoor spaces

Objective 4.2

Enhance visual connection between corridor and surrounding neighborhoods



Goal 5 | Complexity

Objective 5.1

Embrace and promote diverse eclectic architecture

Objective 5.2

Encourage a variety of uses and activities that meet the need of users

Goal 6 | Coherence

Objective 6.1

Provide a consistent streetscape design

Objective 6.2

Create a cohesive architectural palette

Goal 7 | Legibility

Objective 7.1

Assist navigation and orientation through design of the built environment for all modes of transportation

Objective 7.2

Use clear and distinct design elements to brand corridor

Goal 8 | Linkage

Objective 8.1

Provide safe and comfortable access within the corridor

Objective 8.2

Provide safe and comfortable access out of the corridor

4.4 Design Concept

Site Analysis Map



The design concept was developed as a reflection of the community vision statement, eight goals, and sixteen objectives outlined in this chapter. The design concept depicts a physical expression of the desired outcome of the goals and objectives of this urban design vision plan. The design concept denotes key connections, open spaces, areas of conflict and opportunity, and other existing conditions that might be incorporated into a final design concept for SECR. The final concept map (below) builds off the site

analysis while also reflecting community feedback on the vision statement, goals, and objectives of the urban design vision plan. Key features identified for the final concept include streetscape improvements and enhanced connectivity along SECR, an updated sound wall with public spaces, key anchor points for attracting development and activity, and enriched connections within the neighborhood via the alleyway, and to nearby amenities by improving trails and the pedestrian bridge.

Design Concept Map



4.5 Design Elements

From the design concept map three central elements were established by the design team as components of the urban design vision for South El Camino Real. The connections, the anchors, and the design guidelines – highlighted in the following three chapters – explore the major features of the plan in greater detail, delving deeper into the final design concept. As the core of the urban design concept for the SECR corridor, the final concept mirrors the foundational characteristics of the corridor, including the existing conditions, community needs, local culture, and best practices in urban design.

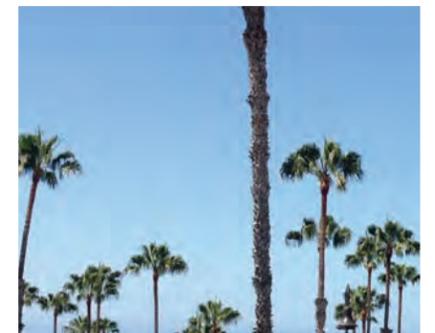
The connections chapter translates the design concept into a physical model for South El Camino Real. Streetscape

features and landscape design for the entire corridor are detailed in this chapter, which is truly the culmination of the plan foundation, community input, design foundation, and final design concept. Additionally, key areas for connectivity, like the pedestrian bridge across Interstate 5, the alleyway, and access to parks, trails, and open space, are defined and incorporated into the final design for the corridor.

The anchors chapter highlights key points along the corridor that were identified by the team as catalyst sites for reinvigorating the SECR corridor. Each of the three sites have potential as community gathering spaces or gateways to the corridor and demonstrate the possibilities

for implementing the design concept and overarching urban designs of the connections chapter.

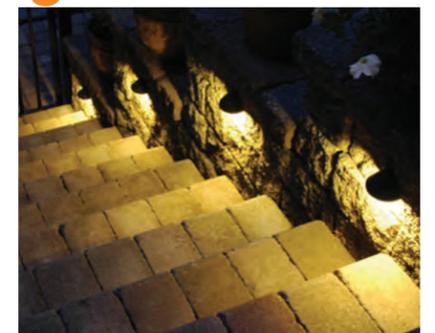
The design guidelines developed in this urban design vision plan support the connections and the anchors with a deeper consideration for detail. Architectural themes that echo the idea of ‘surf architecture’ and architectural details like lighting, outdoor furniture, and color palettes are provided to inspire and guide development and design that is in keeping with the community character and history. Additionally, changes to the zoning of the SECR corridor and site design concepts are provided, which provide flexibility and space for creativity while helping to meet the ideals of the vision statement, goals and objectives of the plan.

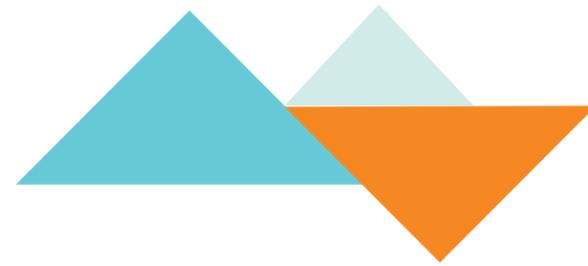


Chapter 5 | The Connections

Chapter 6 | The Anchors

Chapter 7 | Design Guidelines





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5 | The Connections



Iconic and underused pedestrian bridge in the core of the SECR project area

5.1 Introduction

The Connections outlines the final recommendations from the design team for the South El Camino Real corridor, specifically those concepts related to streetscape, connectivity, landscaping, and street furniture. The Connections chapter is the centerpiece of the design concept and it provides the foundation for the Anchors and the Design Guidelines chapters that follow.

The streetscape element within this chapter details the various concepts for improving the SECR corridor in terms of street structure. Streetscape upgrades – often costly and large in scope – also serve as the base for each of the other components of the design concept. A quality streetscape can serve as the catalyst for the success of the design and for reaching the ideals of the community vision statement, goals, and objectives.

The connectivity section describes the linkage elements of the design concept – the pedestrian bridge, the alleyway, and a proposed trail network. Design upgrades to each of these components were included in the design concept because of their value in joining the SECR corridor to the Trestles Neighborhood and surrounding areas. Although the SECR corridor is the core of the design concept, there is need to include the surrounding context in the final designs. Landscaping and street furniture components are included in this section to provide necessary guidance for implementation of the vision plan. The design concept and associated projects include fine details – like landscaping and street furniture – as central components to the overall design. The recommendations for landscaping and street furniture are site specific and context sensitive as these elements must reflect the local climate, culture, and community design vision.

5.2 Streetscape

A special focus of this project is the reimagined plan for the SECR streetscape, which includes a road diet to better control traffic speeds and redesigning the sound wall to add appeal and interest to the corridor. Both of these components run throughout the full length of the project site. Since the project area stretches from the southern portion of El Camino Real, Avenida Magdalena, to the San Diego County Line just past Carl's Jr., the design team is proposing a solution that brings cohesion and fluidity to the full extent of the area.

Drawing inspiration from the rich surf heritage and adhering to the City's Centennial General Plan, the design team has crafted an identity and vision for the SECR corridor that utilizes surfing-inspired design strategies to best meet the needs of residents, business, and all users of the area. An example of this vision is demonstrated in Figure 5.1. By aligning the vision for the corridor (Section 4.2) with the goals of the City, the following design details have been constructed to meet the need of current and future residents and visitors. The following components have been developed and adapted into the final streetscape design of SECR, seen in Section 4.4.



▶ Figure 5.1 | Surf-inspired streetscape design element: welcome landmark at SECR and Magdalena Street

road diet

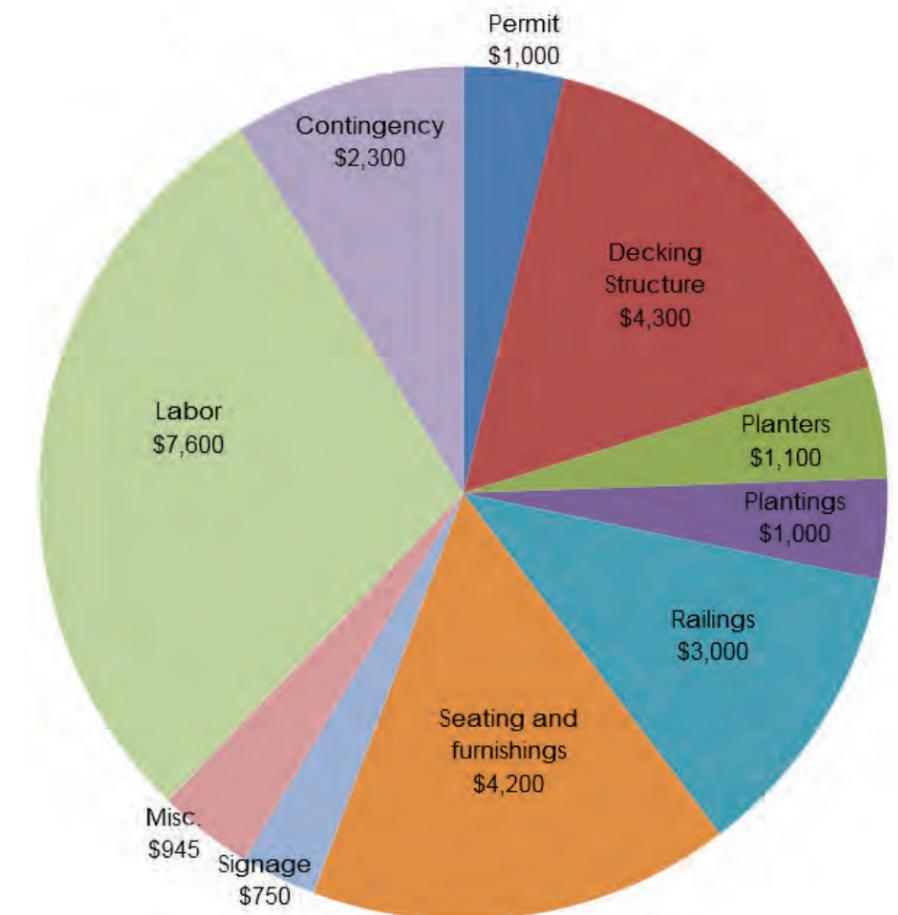
In order to bring relevance and vibrancy to the streetscape, the design team has reconstructed the structure of the street to calm traffic, encourage pedestrian and bicycle use, and enhance the sensorial experience as a user along the corridor. The design team has advocated for a road diet, which includes a reduction in the number of traffic lanes and an introduction of parklets and bulbouts. Altering the street design also means modifying the street parking and using new parking strategies as a design method for restricting the size of the roadway.

Parklets

To encourage pedestrian activities, support commercial uses along the corridor, and facilitate community interaction, the design team recommends converting a portion of parking spots into parklets. A parklet is a miniature park designed to facilitate passive and active recreation along a street. San Francisco, Los Angeles, Long Beach, and Mountain View are only a few of the many cities to have adopted parklet policies in California. Parklets increase the viability of the street by providing space for amenities, increasing people's perception of safety, and encouraging street front business. Parklets are usually small, taking no more than 2 parking spaces and are composed of temporary material which can be removed or converted to permanent design, if desired. Figure 5.2 illustrates a common parklet design. Each parklet should be artistically unique, including creative inputs from residents to reflect the character of the surrounding community and cater to different needs. Similar materials should be utilized in constructing each parklet to reflect a consistent streetscape design. Parklets also have the advantage of low installation and upkeep costs, further providing incentive for implementation. Figure 5.3 demonstrates the cost breakdown for a parklet.



▶ Figure 5.2 | Traditional parklet design strategy



▶ Figure 5.3 | Parklet costs evaluation

www.peoplepoweredmovement.org

Parklet Continued

The current condition of the SECR roadway is not ideal for parklets since the street is not well-lit, has high traffic speeds, and is affected by unpleasant noise from ineffective sound wall. With the implementation of the all other recommendations, the environment will be enhanced and parklets will be added to provide additional, valuable space for the densely populated area. Recognizing the complexity of the corridor—including both residential and commercial areas—two separate types of parklet designs are proposed. For the more residential sections, parklets consist mainly of seating areas and tables, made of sturdy, low maintenance materials.

Additional amenities, such as exercise equipment or foosball tables can be added upon suggestion and support from community. Parklets in commercial areas are composed of movable street furniture where local businesses can participate in use and upkeep. Parklets in commercial zones can serve as outdoor extensions for eating, while still preserving its role as public space should be prioritized. Figure 5.4 illustrates design modifications to best suit the environment and user needs. Figure 5.5 demonstrates how the parklets will appear in the proposed design plan.

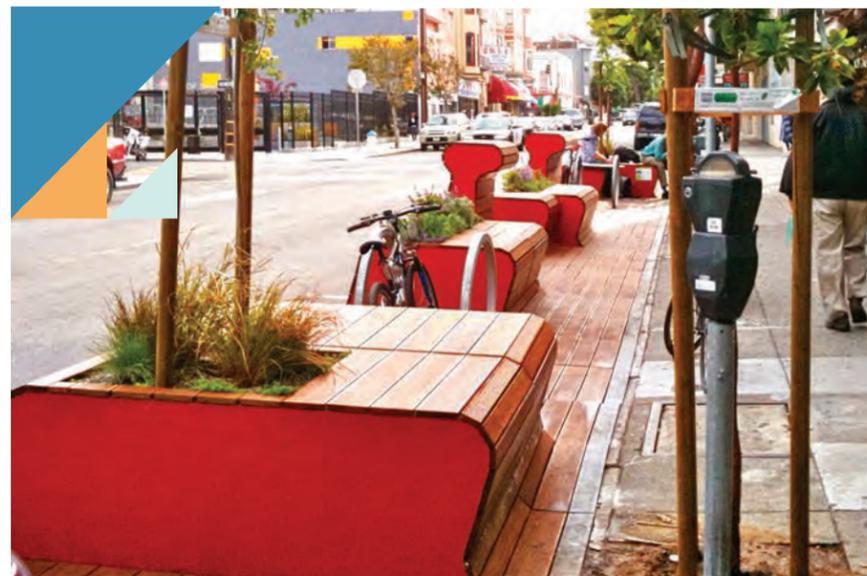
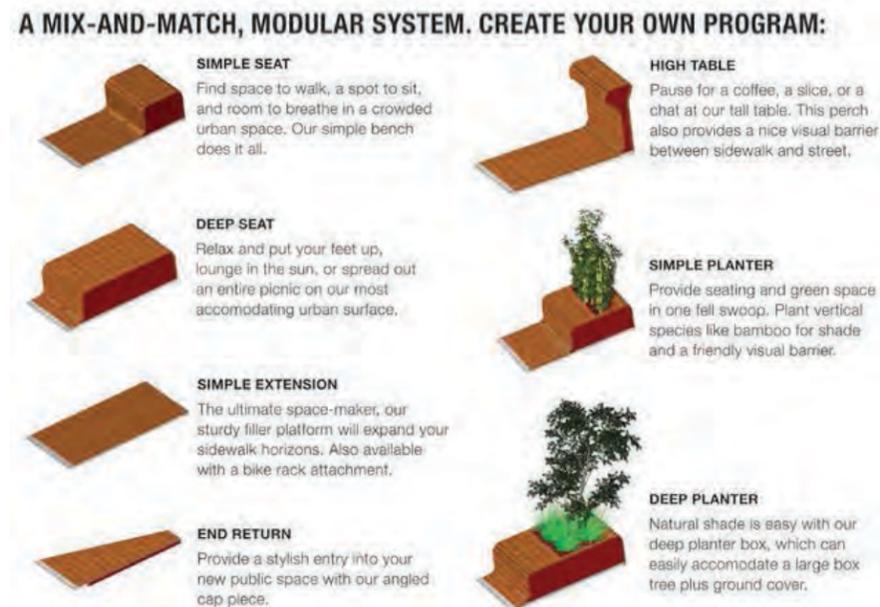


Figure 5.4 | Flexible parklet design options



Figure 5.5 | Parklet design options along SECR

Angled Parking

South El Camino Real currently has an estimated 118-120 parallel, on-street parking spots available. Under the new streetscape design, the on-street parking along South El Camino Real will be converted from parallel parking to 45 degree angled parking, as seen in Figure 5.6 and 5.7. This conversion can produce up to a 50% increase in parking capacity in comparison to the existing parallel parking design. Not all parallel spots will be retained, as some spots will be converted to other uses (as seen in Figure 5.8), but overall, the corridor will experience a minimum of a 20% increase in overall on-street parking capacity.

Conversion to angled parking will take away around 6 feet of the existing roadway, which is an affordable decrease since the existing right-of-way is too wide and underutilized. The narrowing of the street will have a street calming effect, discouraging drivers from speeding and increasing safety conditions for all users. Angled parking also strategically addresses the parking shortage in the corridor while supporting local businesses and creating a pedestrian-friendly environment. Angled parking will help encourage new commercial and mixed-used developments by eliminating on-site parking requirement. Angled parking will also allow pedestrians to park and shop by foot with ease, which has been researched to produce higher sale rates for businesses.

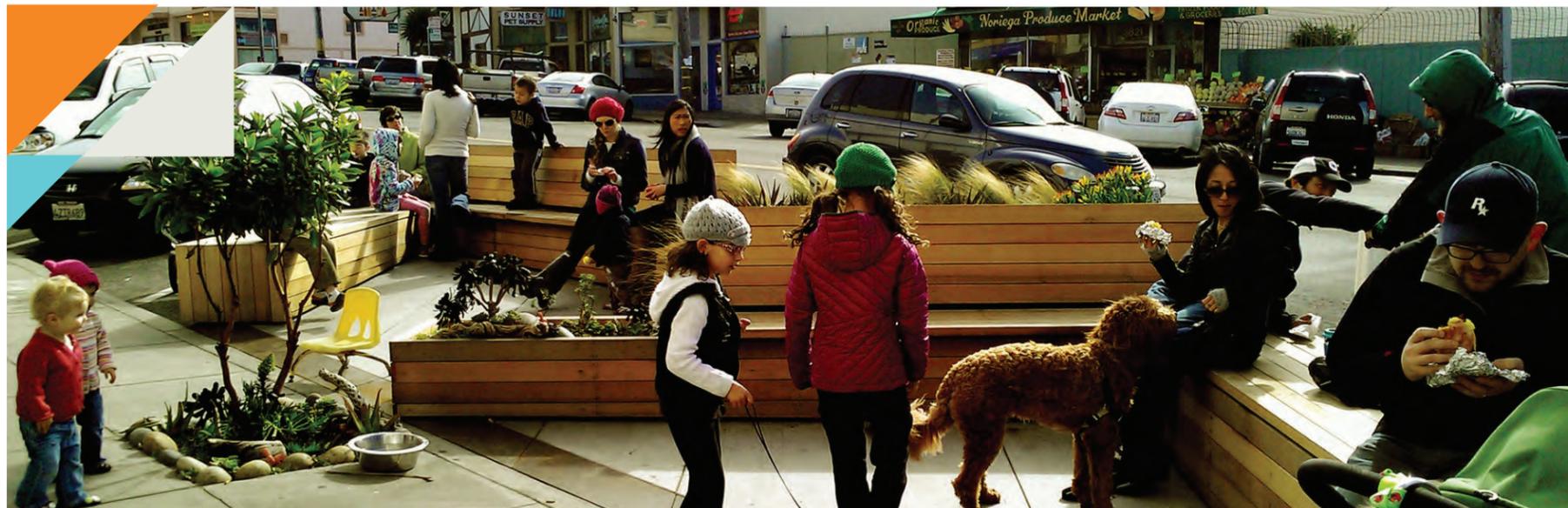


Figure 5.6 | Example of parklet and angled parking model

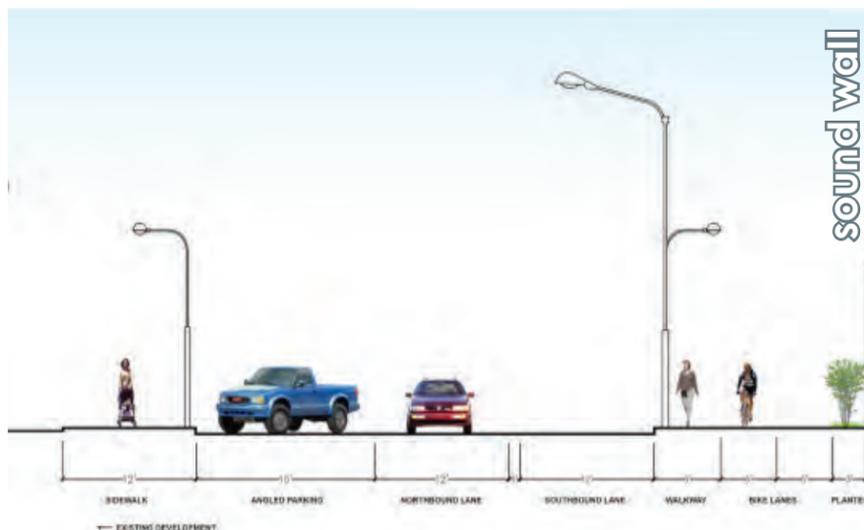


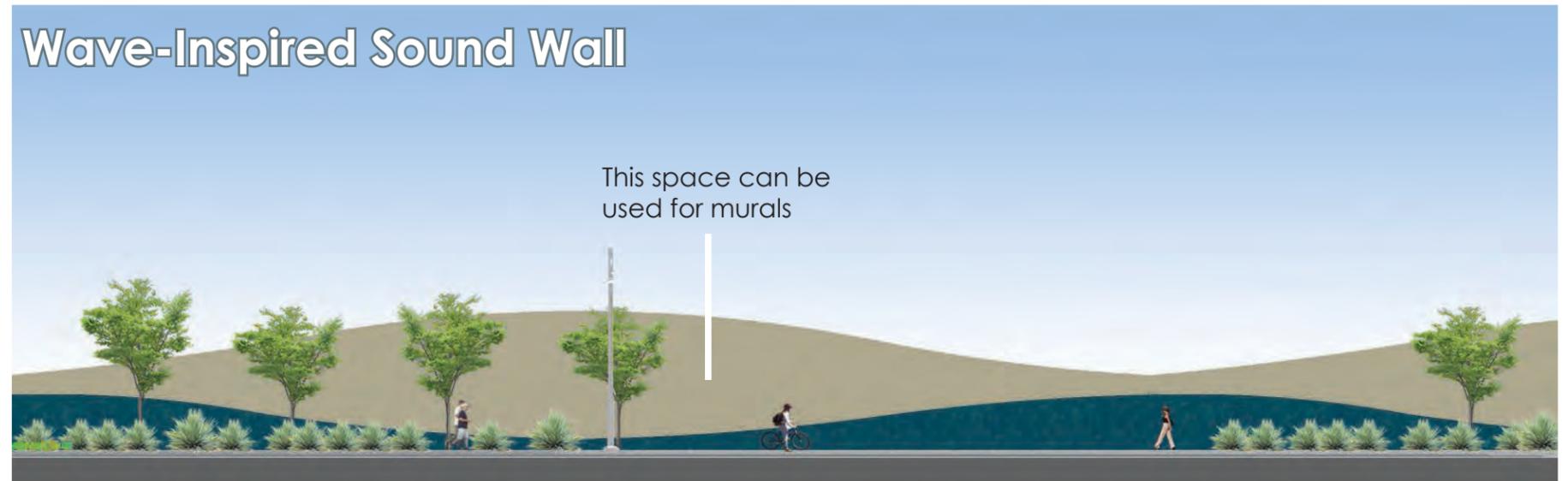
Figure 5.7 | Angled parking



Figure 5.8 | No angled parking because of other uses

sound wall

The sound wall is a predominant feature of the SECR corridor. To add appeal and additional sound muffling qualities, the sound wall has been redesigned as a dramatic artistic feature of the area. The new structure of the wall mimics the wave patterns of the ocean and dips and grows, evoking a feeling of motion and movement along the corridor (shown in Figure 5.9). Additionally, because of the introduced pedestrian walkway, class 1 bike path, and parklets adjacent to the wall (shown in Figure 5.10), there is a unique opportunity to offer local artists and school children the chance to imprint their own creative work through public art displays on certain areas of the wall. The experiences a user encounters along the corridor is the driving force behind design decisions and details. Figure 5.11 shows how the wall will appear from the vantage point of a pedestrian or driver and how the new corridor transforms into a comfortable, enviting, and unique space to explore.



▶ Figure 5.9 | Wave-inspired sound wall that separates SECR from I-5



▶ Figure 5.10 | Relationship of sound wall to public space



▶ Figure 5.11 | View of the sound wall looking north, showing the redesigned pedestrian bridge and the proposed community center to the right

Illustrative site plan - typical details



▶ Mid-street crossing to and from the sound wall side



▶ Parklets on sound wall side of SECR



▶ Angled parking and public space on sound wall side

5.3 Connectivity

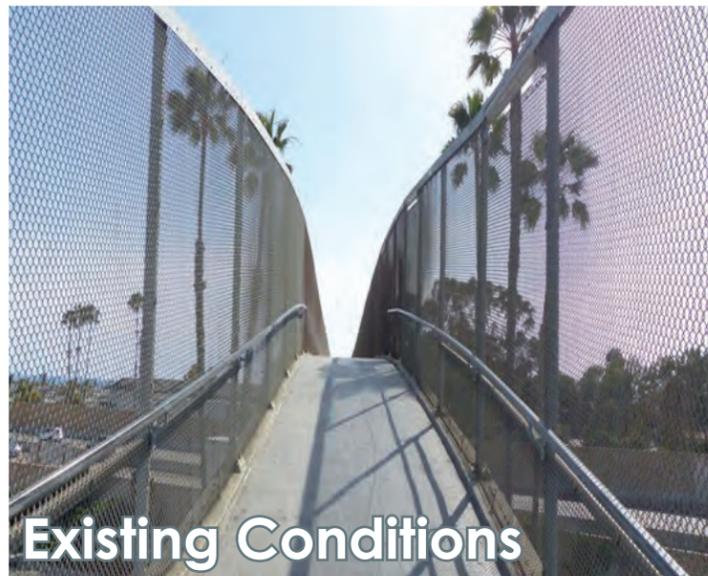
the bridge

One of the most noticeable features of the South El Camino Real corridor is the pedestrian bridge that crosses SECR and Interstate 5 between the Trestles Neighborhood and Concordia Elementary School. As a highly visible structure, the pedestrian bridge has potential to transform the identity of the street for the better. While the existing bridge is well used, there are concerns about how appealing the crossing is, especially for families and young children. The highway noise, narrow walkway, and metal fencing are unpleasant and may discourage students from walking to school or the community from using the bridge for beach access.

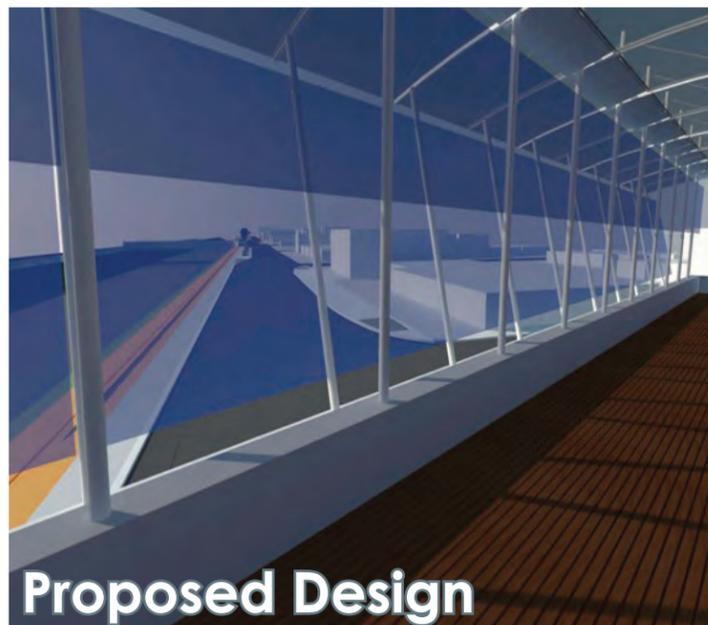
Currently, the bridge is highly noticeable, but it is uncomfortable and dangerous, and is perceived very negatively by the users as our surveys revealed. The design proposed in this plan would transform the unattractive but highly visible bridge into a centerpiece of the South El Camino Real character and experience. As a potential gateway feature, the bridge might serve as a friendly welcoming to San Clemente and Orange County, and also denote to travelers that they are leaving the City. Memorable structures and gateways can strengthen local character and attract visitors to a community.

The proposed design deliberately attempts to incorporate the existing structure to reduce costs, while also greatly improving the aesthetic qualities of the pedestrian crossing. Flared out clear panels would replace the metal fencing and allow those crossing the bridge to pause and observe the highway, the Trestles Neighborhood, and the ocean. These panels would also reduce noise and let in natural light.

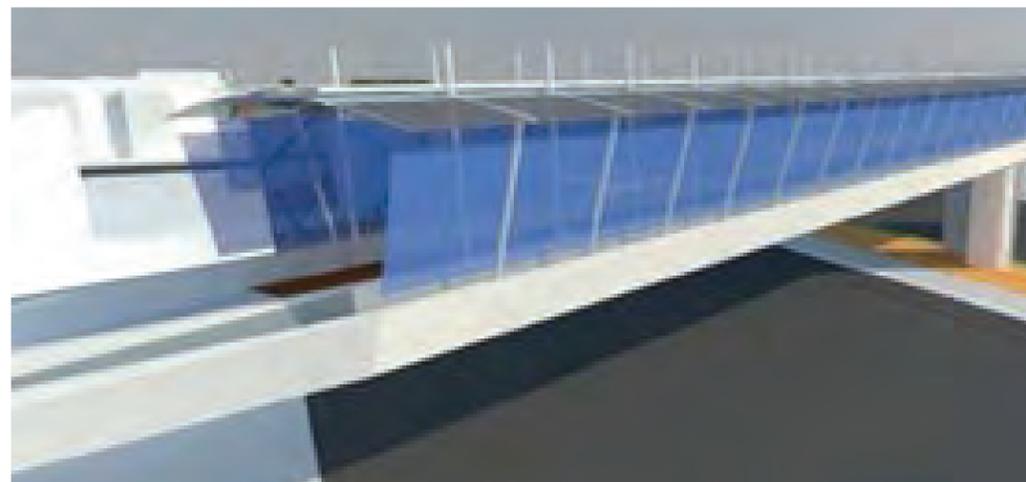




Existing Conditions



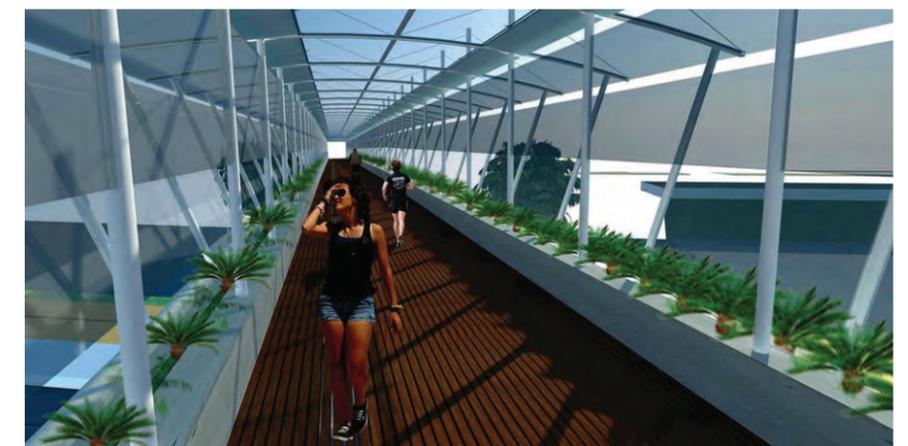
Proposed Design



the bridge

The bridge would be shaded by a translucent membrane cover to protect pedestrians from weather and exposure to UV rays. In the evening the membrane cover would be illuminated by artificial lights placed on posts above the membrane. Additionally, the bridge design would allow for plantings that could improve the feeling of openness, provide visual interest. Interpretive signage about the area and student art might also be incorporated into the design.

By implementing improvements to the design – such as providing cover from the sun and weather and replacing the chain link walls with clear panels – the pedestrian bridge will better serve the community, especially students at Concordia Elementary School. Another feature included in the redesign is a new pocket plaza where the ramp up to the bridge initiates. The pocket park has the flexibility to include a coffee cart, seating, or even a food truck for locals to gather and enjoy.



the alleyway

Unnoticed by passerbys on South El Camino Real but significant to the form and function of the Trestles Neighborhood, is the alleyway that runs parallel to SECR. The alleyway currently serves a wide variety of uses and activities, from a play area for children to overflow parking. Other activities that were observed by the design team during site visits or shared by community members include use of the alleyway for automobile traffic, an alternative connecting route for pedestrians, a space for vehicle maintenance, a service route for commercial development, and an area where illicit activities occur. This diversity of use makes the alleyway one of the most active public spaces in the neighborhood – for good and for bad.

Resident concerns about less desirable uses like illegal activity and a cut through for traffic are matched by local appreciation for a less exposed and noisy place to walk and a less busy place for kids to play during the day. While fully controlling the activities and how people use the alley is neither possible nor entirely desirable, design improvements can be implemented to support valued activities and uses while discouraging those that negatively impact the neighborhood.

After receiving community input and conducting research on potential design improvements to the alleyway, the design team identified the concept of the Woonerf (Dutch for “living street”)- or living street – as potential design solution for the important alleyway. The Woonerf concept transforms the street or alleyway into a multimodal space where pedestrians, bicycles, cars, and other ways of getting around are equally prioritized. This design concept would better support more pedestrian use and limit automobile speed and access in the alleyway to ensure



Existing Conditions



Retractable Bollards



Woonerf



Illustrative Site Plan

- 1: Retractable bollards
- 2: Community mail boxes
- 3: Parking
- 4: Garbage containers

safety for children playing and people walking through the neighborhood. Bicycle traffic would also be low speed, and would more likely be a place to learn to ride a bike than commute through the area.

Under the proposed design, automobile traffic would be slowed using colored and textured paving, or even small speed bumps. This would allow local traffic to enter and exit the alleyway but prevent high speeds and through traffic. Retractable bollards might also be included in the design for particularly busy areas where pedestrian use is high and traffic concerns are great. Retractable bollards can be raised during events or be left up at all times with residents having access to remote control or key codes that would lower bollards on demand. Improved lighting and a transition of the alleyway from parking space to pedestrian activity areas would likely add “eyes on the street” and reduce the levels of illicit activity. Through the Woonerf design and other proposed elements, the desirable aspects of the alleyway would be enhanced and the disliked activities are reduced.



paths + trails

Community outreach resulted in discussions about improving the connections between the Trestles Neighborhood and surrounding recreational activities. Additionally, it was observed that there was poor connectivity between the South El Camino Real corridor and some key neighborhood spaces. As part of the range of previously discussed improvements to the connectivity of the SECR corridor and Trestles Neighborhood, a series of trails and paths are proposed. Using City right-of-way or publically owned land, the paths better connect the SECR corridor to important destinations like San Luis Rey Park and the San Clemente Municipal Golf Club.



Midblock Connection Across Calle del Comercio



Connection at North End of Calle del Comercio



Avenida Magdalena to San Luis Rey Park Connector Trail

paths + trails

The urban design vision plan establishes a network of trails that stretch from Avenida Magdalena and the Golf Club to the South El Camino Real and San Luis Rey Park. This network of recreation trails would also include three connectors that meet with the SECR corridor at Calle del Comercio and Avenida San Luis Rey, but also at a midblock crossing at South El Camino Real between those two intersections. The midblock trail would cross SECR to connect to the proposed bike path and sidewalk along the sound wall and be linked to San Luis Rey Park and the trail network through a City-owned right-of-way between residential properties. Other connectors between the Park and SECR would be made possible through minor street narrowing along the north end of Calle del Comercio and Avenida San Luis Rey.

The network of 6 foot wide paths would be paved with decomposed granite for drainage and water quality improvement while allowing for both bike and pedestrian access. As the paths will be located in a residential neighborhood, lighting should be nonintrusive while supporting safe evening access. LED bollards or ground level lights can light the trails adequately without impacting nighttime skies or nearby residences. The trail network would also incorporate existing vegetation, and native and drought-tolerant species.

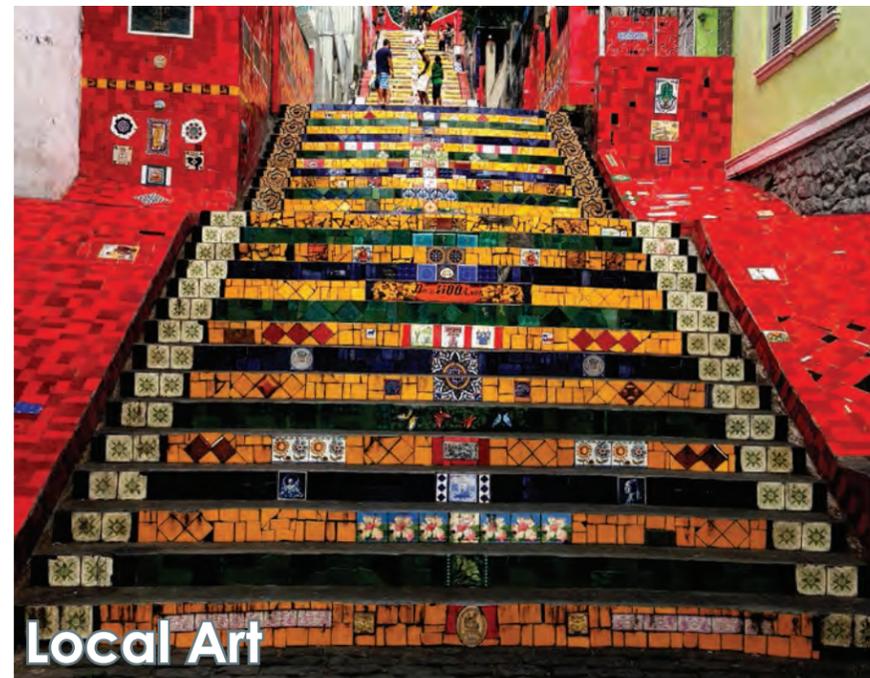
The establishment of the trail network will provide opportunities for residents of the Trestles Neighborhood to be active, walk dogs, and provide non-motorized access

from the neighborhood to San Luis Rey Park and the San Clemente Municipal Golf Club. The widened pedestrian space along Avenida San Luis Rey was also identified as a potential site for a farmer's market or outdoor street fair.

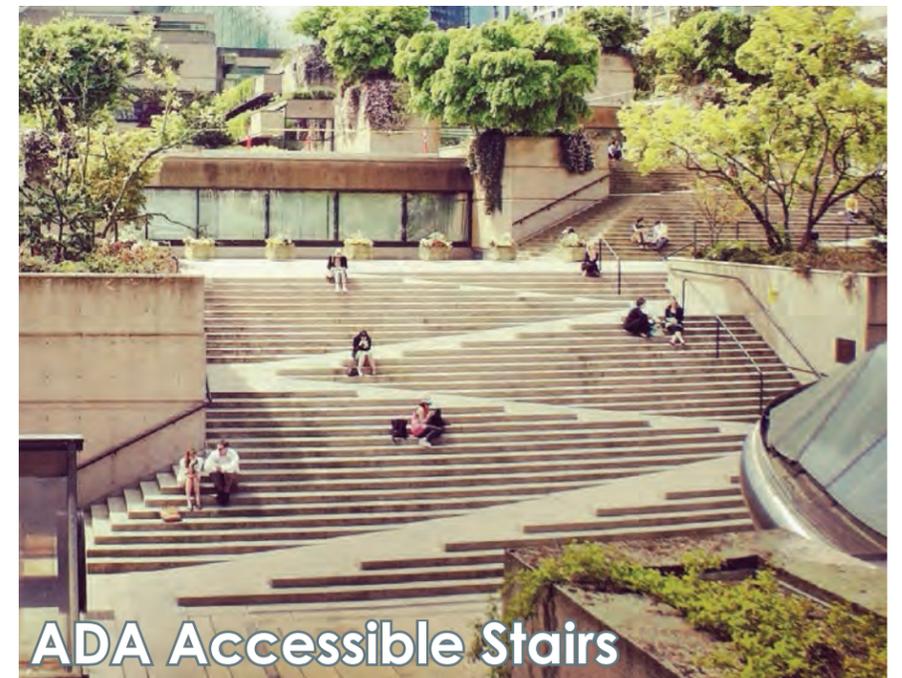
The midblock trail would also incorporate the natural gradient into the path design. Local artists might be involved in developing steps and pathway elements that reflect the local history and culture the need for ADA compliant ramps can provide an opportunity to inspire creative designs that combine stairs and ramps to ensure accessibility for all users. Some recommended amenities along the trails would include pet pickup dispensers, benches, trash cans, and drinking fountains.



Non-Intrusive Pathway Lighting



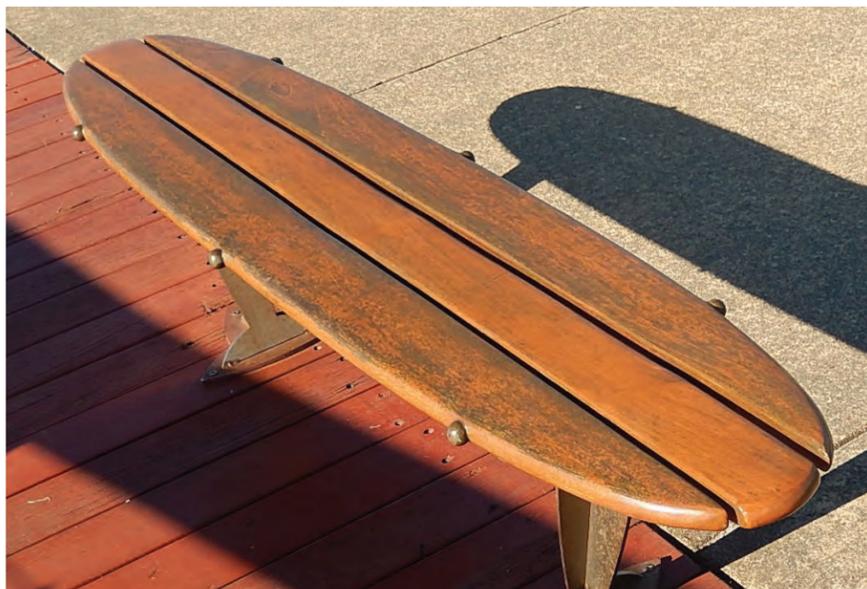
Local Art



ADA Accessible Stairs

5.4 Street Furniture

Street furniture includes much more than park benches and picnic tables, often including anything placed on the street or sidewalk for public use. This includes signage, water fountains, bike racks, bus shelters, bollards, tree grates, light posts, and more. Street furniture is essential to developing a public space that is well used and comfortable. Although some degree of diversity is desired in the furniture design, there should be a cohesive scheme to support the neighborhood identity and reflect community character. Guidelines and ideas for street furniture design and placement support the cohesiveness of the streetscape design and the success of the greater design concept.



Benches

Benches are a lacking resource along the corridor currently. This design feature provides a playful opportunity to introduce tasteful surf themes to the street. A classic surfboard shape and design has been selected to implement sporadically along the corridor, especially in areas of high pedestrian concentrations, such as parklets.

Bus Shelter

Bus shelter design is inspired by the ocean and the hues and transparency of its nature. The bus shelter includes glass walls with comfortable wooden benches, as well as casting a warm blue light at night to carry the design theme into the nighttime hours. Each bus shelter also includes a generous overhang to block the coastal sun and occasional rains, and includes accessible bus line and schedule information.

Bollards

Steel bollards (approximately 3'-4.5' tall) include soft lighting to increase safety and a barrier between vehicular and pedestrian traffic. Retractable street bollards, operated by remote control, would be used at the accesses to alleyways.

Tree Grates

Square grates measuring 4' x 4' in unfinished cast iron and have design flexibility to include a stylized surf board or wave pattern. Grates help mitigate excess runoff, recharging the local groundwater supply.



Bicycle Parking

Wave shaped bike parking encourages bicycle use, safe bicycle storage, and unique street art even when not in use. Bicycle parking will be installed in small groups near the pedestrian bridge, near the park, and throughout other key areas of the corridor.

Drinking Fountain

Drinking fountains should be made available in the park and in selected parklets along the corridor. They should include a water bottle filling station and pet fountain. The bottle station will encourage reusable waterbottle use, and the pet water station will support the health of pets.



Pedestrian and Vehicle Street Lights

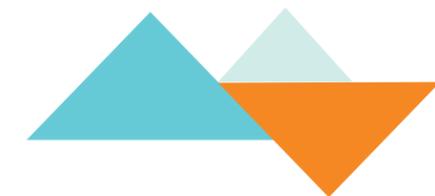
Light posts will be double-armed in the portions of SECR where there is a median, and will be of approximately 15 feet tall to accommodate vehicular traffic visibility.

Along each side of SECR car and pedestrian-oriented double-armed light posts with staggered fixtures will provide lighting for along the corridor.

All light fixtures will be downward facing to prevent light pollution and glare into residential units. Light poles should also be able to depict temporary banners, announcing community events.



▶ **Proposed street lights:**
double-arm vehicular pole (at landscaped medians),
and one-arm vehicular/pedestrian pole (at sidewalks).



5.5 Landscaping

South El Camino Real is located in Orange County, California, which experiences a Mediterranean climate. Under these conditions, San Clemente averages 70 degrees year-round and experiences minimal rainfall and over 310 days of sunshine. Considering these trends, the vegetation selections for this area must be tolerable of ample sunshine and little rainfall. Additionally, under current state conditions related to water shortages, it is the responsibility of the design team, the city of San Clemente, and local SECR residents to consider water requirements before planting.

Design team members with a background in landscape architecture identified diverse, colorful, and resilient plantings that bring vitality and softness to the corridor, without jeopardizing water conditions. Plantings include trees, vines, shrubs, succulents, and turf alternatives. Figure 5.12 demonstrates some of the planting suggestion that have been compiled. The list in its entirety can be found in the appendix.

Landscaping is a relatively simple and inexpensive way to add color and softness to a space consumed by hardscape. Plantings also invite pollinators, which contribute to the benefit of the natural ecology, as well serving as an educational tool for young residents. Finally, since the corridor is auto-centric, especially with the close proximity to Interstate 5, vegetation helps purify the air and filter out harmful emissions and pollutants.

Trees



Cercis canadensis var. mexicana



Lagerstroemia indica x faurieri 'Natchez'

Vines



Antigonon leptopus

Botanical Name	Common Name	Height	Spread	Bloom Time
Albizia julibrissin 'Rosea'	Mimosa Tree	30'	30'	Summer
Cercis canadensis var. mexicana	Mexican Redbud	12' - 20'	12' - 20'	Early Spring
Chilopsis linearis 'Burgundy'	Burgundy Desert Willow	15' - 20'	15' - 20'	Spring to Summer
Chilopsis linearis 'Monhews'	Timeless Beauty Desert Willow	15' - 20'	15' - 20'	Spring
Cotinus coggygia 'Royal Purple'	Royal Purple Smoke Tree	15'	10' - 12'	Summer
Cupressus sempervirens 'Glaucua'	Blue Italian Cypress	60' - 80'	4' - 6'	
Lagerstroemia indica 'Catawba'	Catawba Crape Myrtle	15'	14'	Summer
Lagerstroemia indica 'Centennial Spirit'	Centennial Spirit Crape Myrtle	10' - 20'	10' - 20'	Summer
Lagerstroemia indica x faurieri 'Acoma' Acoma	Crape Myrtle	6' - 7'	6' - 7'	Summer
Lagerstroemia indica x faurieri 'Natchez'	Natchez Crape Myrtle	20'	20'	Summer
Laurus nobilis	Sweet Bay	12' - 15'	12' - 15'	Spring
Olea europaea 'Monher'	Majestic Beauty Fruitless Olive	25' - 30'	25'	Summer
Pistacia chinensis	Chinese Pistachio	30' - 35'	25' - 30'	Inconspicuous
Pinus flexilis 'Vanderwolf's Pyramid'	Vanderwolf's Pyramid Limber Pine	20' - 25'	10' - 15'	
Vitex trifolia 'Purpurea'	Arabian Lilac	10' - 15'	10' - 15'	Late Summer and Fall
x Chitalpa tashkentensis 'Morning Cloud'	Morning Cloud Chitalpa	30' - 35'	30' - 35'	Late Spring to Summer

Botanical Name	Common Name	Height	Spread	Bloom Time
Antigonon leptopus	Coral Vine	3' - 40'		Late Summer to Fall
Bougainvillea 'Barbara Karst'	Barbara Karst Bougainvillea	20' - 30'		Spring to Summer
Bougainvillea 'Mary Palmer's Enchantment'	Mary Palmer's Enchantment Bougainvillea	20' - 30'		Summer
Bougainvillea 'Moneth'	Purple Queen Bougainvillea	18" as a groundcover	6' - 8'	Summer through Fall
Campsis x tagliabuana 'Madame Galen'	Trumpet Creeper	15' - 30'		Summer
Ficus pumila	Creeping Fig	25' - 30'		Inconspicuous
Lonicera japonica 'Halliana'	Hall's Japanese Honeysuckle	2' as a groundcover	15'	Summer

Figure 5.12 | A comprehensive botanical list researched specifically for the local and geographic region. The complete botanical list can be located in Appendix E.

6 | The Anchors



Future intersection of South El Camino Real and East Avenida Magdalena

6.1 Introduction

Through site analysis process (See Ch. 4), the design team identified three key anchor points within the South El Camino Real Corridor. These anchors were identified as the North Gateway (SECR & Avenida Magdalena), Community Core (SECR & Avenida San Dimas) and the South Gateway (SECR & Avenida Santa Margarita). Through the community outreach process (See Ch. 5), community members expressed several key areas for improvement in the SECR corridor such as improved bike and pedestrian facilities, neighborhood amenities (grocery store, cafe), green space and safer routes to school for children.

These anchor points serve as unique points of opportunity to strengthen these neighborhood connections and activate public space within the corridor. By enhancing the SECR corridor through improvements such as parklets, outdoor seating, recreational amenities and a neighborhood community center, these anchor points will serve as key activity centers for the surrounding neighborhoods, working to activate community cohesion, and promote civic engagement for all citizens.

Through the design teams focus on key intersections within the SECR corridor, the anchor points work as opportunities to catalyze commercial, recreational and civic engagement in the surrounding community, allowing for both city and citizen lead revitalization efforts. These anchor points are designed to work as guidelines for the City of San Clemente as well as community members, helping to facilitate both short and long-term community improvements.

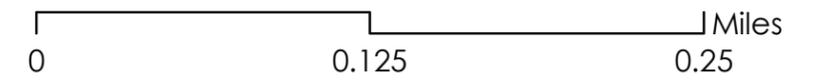
Anchors of South El Camino Real

This image at the intersection of South El Camino Real and East Avenida Magdalena displays streetscape improvements including bulbouts, pedestrian/bike boulevard, textured crosswalks and new street lighting.



Legend

- Anchors
- Project Area
- Parks & Recreation



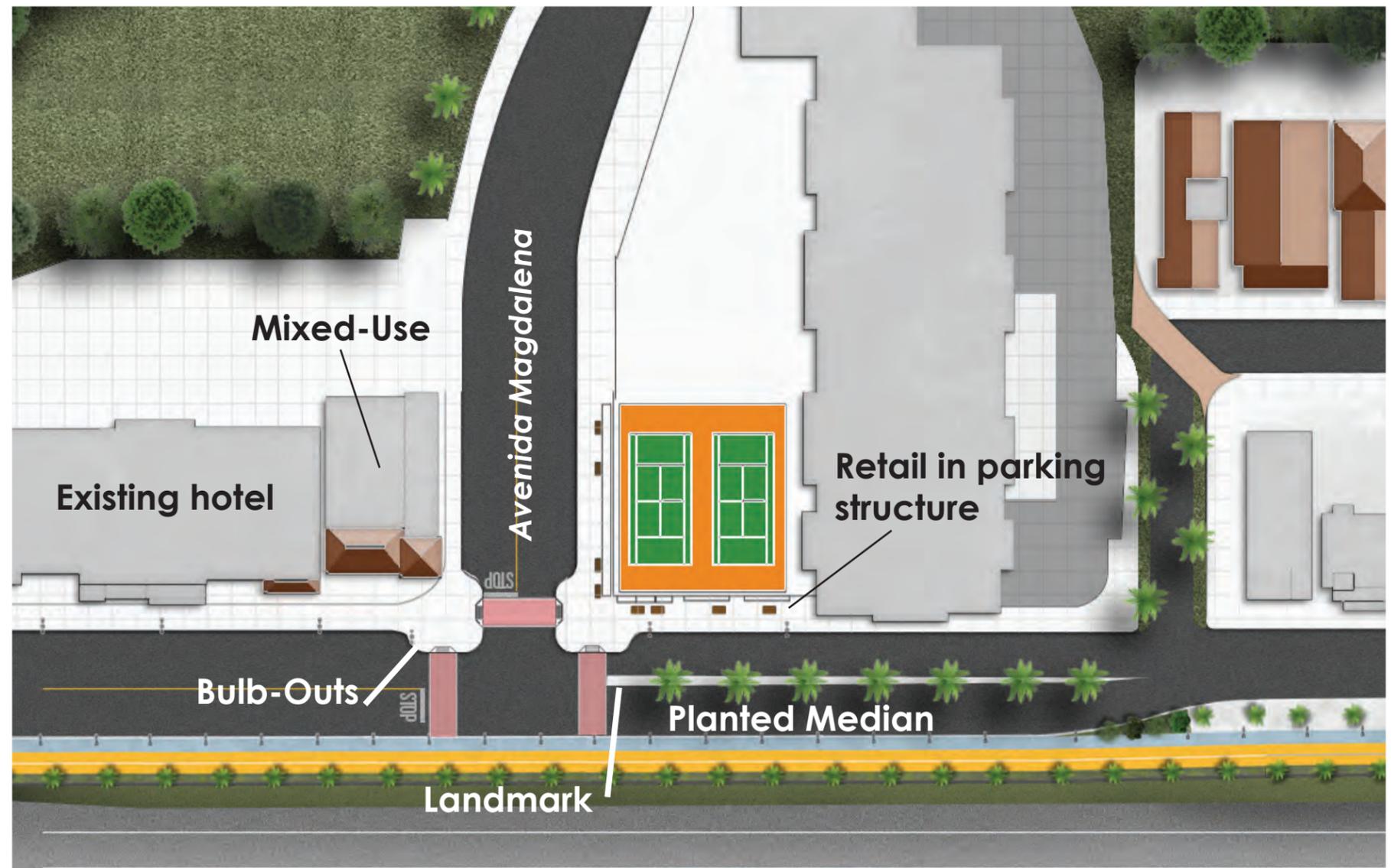
6.2 North Gateway

The intersection at South El Camino Real and Avenida Magdalena serves as the northern entrance to the corridor and the North Gateway anchor. A landmark-sculpture in a landscaped median provides a welcoming atmosphere for residents and visitors and creates a sense of place along the corridor.

The addition of a planted median will help calm traffic entering the corridor and add to the sense of enclosure for pedestrians. The inclusion of bulb-outs at the intersection of South El Camino Real and Avenida Magdalena will serve to increase pedestrian safety and decrease crossing distance for pedestrians.

At the southern corner of the intersection, a commercial space will be built towards the front of the existing parking structure, with outdoor seating. As the building belongs to a HOA, leasing the retail space would help maintain their other facilities. Extended sidewalks will provide more space for pedestrians and reduce crossing distance across the intersection. At the northern corner of the intersection, a new mixed-use development would include the existing auto dealership and residential development on top, helping to increase density along SECR. Improvements to landscaping, street furniture, and pedestrian amenities will make the street more comfortable and enjoyable for people visiting the neighborhood.

South El Camino Real and Avenida Magdalena



Anchor | North Gateway

The southern corner of the intersection at SECR and Avenida Magdalena includes additional neighborhood retail space. Currently a parking garage occupies the space beneath

the tennis courts. Converting a portion of the parking garage in to retail space can help increase revenue for property owners while adding to the complexity of the built

environment. The addition of bulb-outs, a planted median and textured pedestrian crosswalks serve as traffic calming measures.



Anchor | North Gateway

The northern corner of the intersection at SECR and Avenida Magdalena includes additional residential units above the existing auto shop. Additionally, the currently vacant lot

to north of the existing hotel is proposed as a new vertical mixed use development. The proposed additions to the streetscape include outdoor seating, bike parking and

improved landscaping, inviting visitors into the SECR corridor and adding to the visual richness of the built environment.

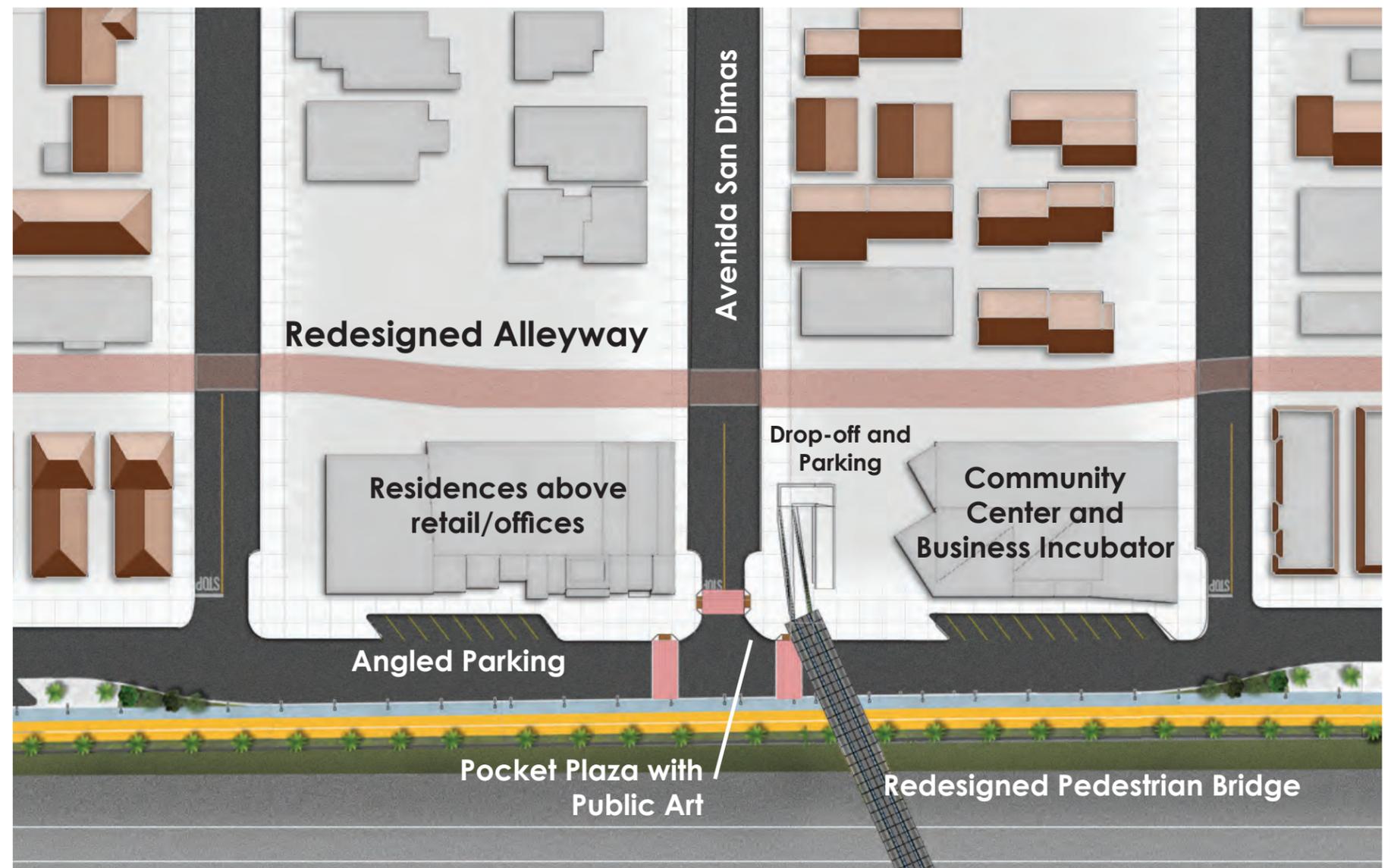


6.3 Community Core

Located at South El Camino Real and Avenida San Dimas, the Community Core anchor is already a well-used area of the SECR corridor. The existing pedestrian bridge to Concordia Elementary School will be improved to increase its attractiveness and safety. A new building with a community center and a business incubator will serve the Trestles Neighborhood and encourage the growth of local businesses. At the corner, around the base of the redesigned ramp and where one of the main entrances to the community center is located, a pocket plaza with landscaping, seating, and public art will generate a landmark and more community activated public space.

A space for parents to drop-off their kids that will use the bridge on the way to school, as well as parking will be located along the alleyway. At South El Camino Real and Avenida Dimas, a mixed-use development will provide opportunities for surf retail and resident-serving amenities, like a grocery store. Residential units above the retail shops will help create a vibrant neighborhood center and support new housing for all income levels. Outdoor seating, street trees, and wide sidewalks make the Community Core anchor a comfortable place to walk, gather, and interact with neighbors.

South El Camino Real and Avenida San Dimas



Anchor | Community Core

The inclusion of a neighborhood grocery store at the intersection of SECR and Avenida San Dimas will improve food access within the neighborhood, a concern expressed by

several residents during the outreach process (see Chapter 3). As a focal point within the corridor, the pedestrian bridge will be enhanced through a proposed pocket park at the

base of the bridge ramp including public art to enhance the visual aesthetics of the bridge.



South El Camino Real at Avenida San Dimas | The Marketplace

Anchor | Community Core

The intersection at SECR and Avenida San Fernando includes a proposed neighborhood community center, taking advantage of the intersections central location within

the neighborhood and close proximity to the Concrdia Elementary Scchool. The Community Core anchor also includes a proposed business incubator to assist community

members in creating local businesses and attracting commerce to the SECR corridor.



South El Camino Real at Avenida San Fernando | Community Center

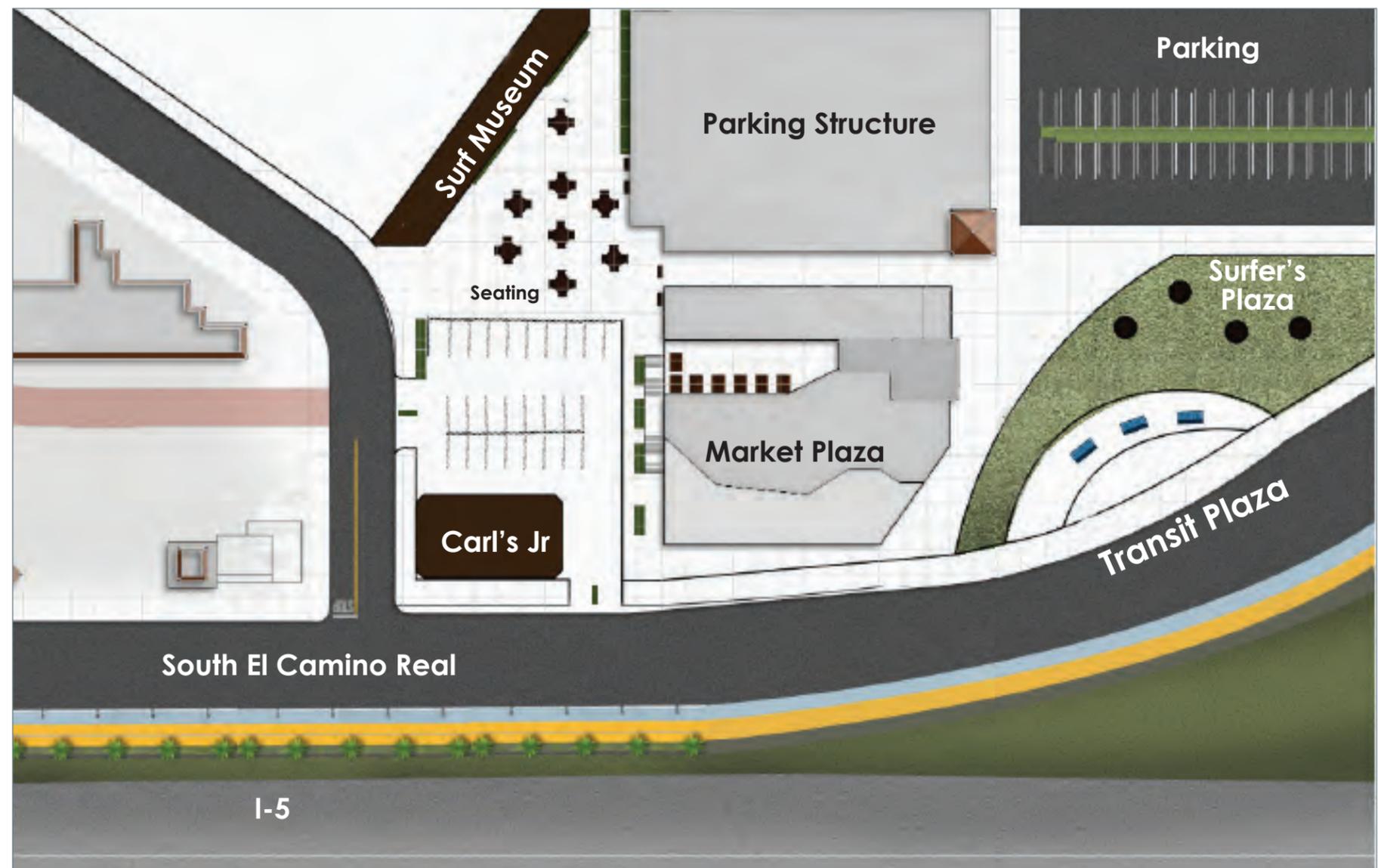
6.4 South Gateway

The South San Clemente Gateway will serve as the southern entrance to the City of San Clemente, creating a community-oriented neighborhood space for city residents while accommodating surfers from the nearby Trestles beach. The existing Carl Jr's and a new three-story high Market Plaza will serve as a commercial center for residents and visitors with outside seating, restaurants, cafes and neighborhood shops. The top storeys could accommodate a small surf-oriented hotel. A Museum Plaza will include seating, landscaping, and a surf museum highlighting San Clemente's historic and vibrant surf culture.

Open-air parking as well as new structure tucked behind the Market Plaza building will increase parking capacity by 100% for visitors and neighborhood residents.

The plaza's Transit Hub will help meeting the community's transportation needs and works to actively promote public transit ridership along the SECR corridor to the Trestles beach. Highlighting the South Gateway's connections to the natural landscapes, several pathways lead to San Onofre State Beach and local hiking trails.

South El Camino Real and Avenida Santa Margarita



Anchor | South Gateway

The South Gateway anchor includes a proposed regional transit hub, promoting public transit ridership within the SECR corridor and allowing easier regional access to Trestles

beach. The Transit Plaza includes additional amenities for surfers as well as hikers and bikers. The plaza also includes a welcoming Gateway sign for visitors.



South San Clemente Transit Plaza

Anchor | South Gateway

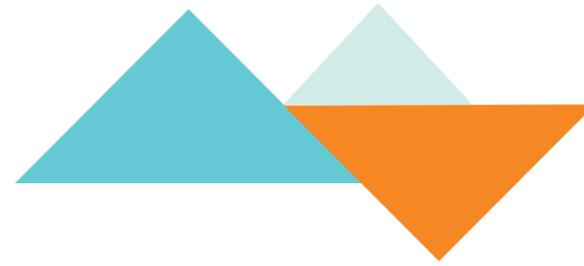
The South Gateway anchor includes a proposed mid-size parking garage to relieve the weekend parking congestion in the Trestles parking lot, a concern expressed by

residents during the outreach process (see Chapter 3). The proposed surf museum highlights the local surfing culture and celebrates San Clemente's surf history. The proposed

neighborhood commercial center provides improved access to amenities for neighborhood residents as well as visitors. The center includes retail space as well as restaurants and the potential for a boutique hotel.



South San Clemente Museum Plaza



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7 | Design Guidelines



A "Surf Architecture" fence found in the South El Camino Real district

7.1 Introduction

In keeping with San Clemente's Centennial General Plan, the design guidelines for South El Camino Real features an eclectic mix of architectural styles, which together can be described as "surf architecture", which is demonstrated in Figure 7.1.

The guidelines focus on architectural details, styles, and land uses. The following architectural styles have been identified throughout San Clemente as contributing to the design vocabulary of "surf architecture": Spanish Colonial/Mission, Contemporary/Modern, Atomic Ranch, Polynesian, and Seaside/Fishing Architectural styles. These styles have been selected to represent South El Camino Real's new development because, currently, there is no discernible architectural style found therein. A unified color palette and scheme adds cohesiveness to the disparate architectural styles. Specified materials will be of high quality and contribute to the attractiveness of the individual buildings and the overall feel of the space. Guidelines for architectural elements are provided to enhance cohesiveness and appearance while meeting the goals and objectives set forth by the vision plan.

7.2 Guidelines

This section provides general guidelines for the design of developments along South El Camino Real.

- Architectural Details + Color Palette
- Architectural Style 1 | Spanish Colonial
- Architectural Style 2 | Contemporary + Modern
- Architectural Style 3 | Atomic Ranch
- Architectural Style 4 | Polynesian
- Architectural Style 5 | Seaside
- Land Use + Site Design + Zoning

Architectural Details

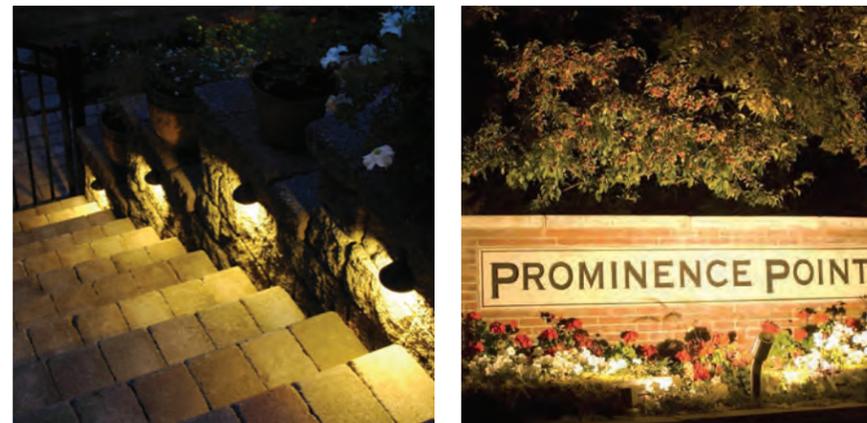
doors + entry ways

- ▶ colored doors shall be in an accent color that contrasts with that of the building, creating visual interest
- ▶ door-frames shall be in a contrasting accent color in applications where the door is the same color as the building
- ▶ where appropriate, glass doors shall be specified to improve transparency
- ▶ doors shall conform to any dimensional requirements (ADA)



lighting

- ▶ lighting elements and fixtures shall conform to the centennial general plan and shine downward and away from residences, maintaining dark night skies
- ▶ signage will be lit in such a way that conforms to the centennial general plan
- ▶ a combination of street and architectural lighting will contribute to a safe and comfortable night experience



numbers + letters

- ▶ numbers and lettering on buildings are large and visible to those passing by
- ▶ lighting will be used for all business addresses to enhance visibility at night
- ▶ the font of lettering and numbers will be not include serifs, unless it is a part of a business' branding
- ▶ the color and/or material of the numbers and lettering will contrast the material and/or color of the building or structure they are on



Architectural Details

awnings

- ▶ fabric or other cloth awnings will be in an accent color that contrasts with that of the building
- ▶ metal or wood awnings should be designed in a way that is both visually interesting and functional
- ▶ metal or wood awnings should be constructed of materials that complement the building and requires little maintenance and upkeep



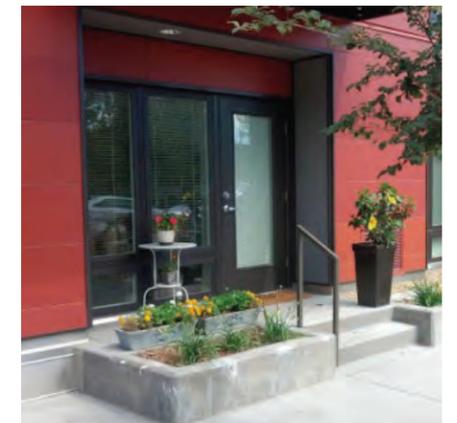
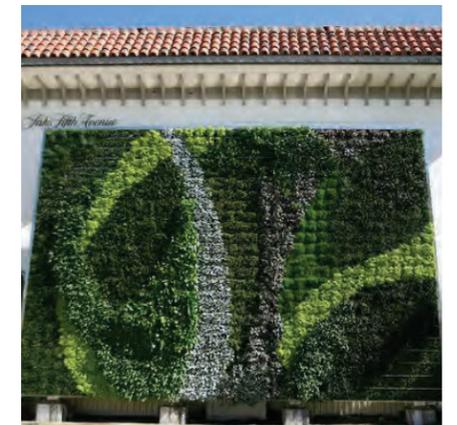
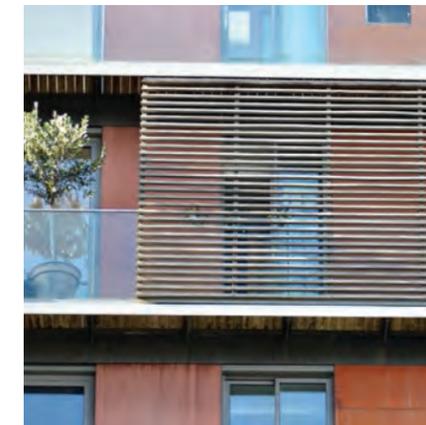
signage

- ▶ signage should be designed at a scale that is in accordance with the building, and does not overwhelm its architecture.
- ▶ overhanging signs shall be designed at a smaller, human scale as they are meant for pedestrian users
- ▶ tall, vertical signage shall be designed at a larger scale to complement the building facade and justify their size
- ▶ signage text shall conform to numbering/lettering standards, primarily in regard to clarity



façades

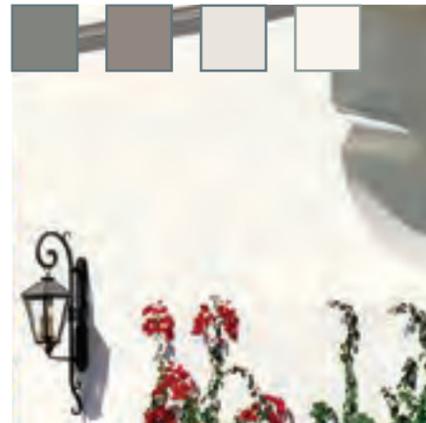
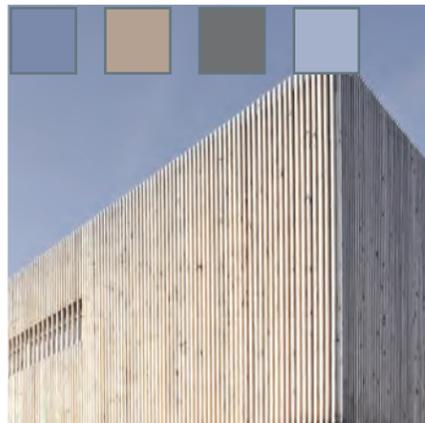
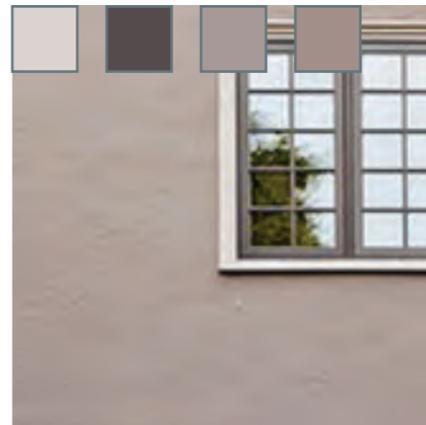
- ▶ building facades should be visually interesting through design articulation, variety of building materials, and design elements, and color palette.
- ▶ recessed doors and entryways are encouraged to break up a series buildings when there is no setback from the sidewalk.
- ▶ greenwalls are permitted where feasible and on building facades with no windows
- ▶ murals are encouraged on building facades with no windows



Color Palette

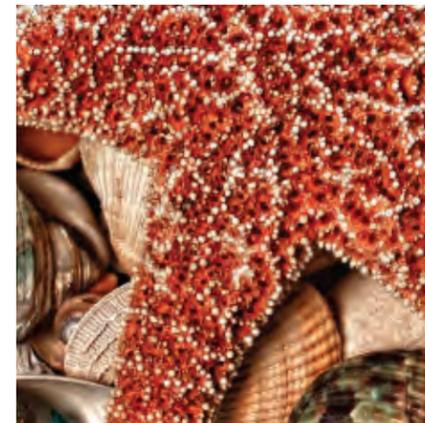
base colors

- ▶ the base tone of the building will be associated with earth tones, or colors found on the beach (i.e. sandy beige and hues of soft blues, grays and greens)
- ▶ no two buildings will share the same color scheme if they are next to or adjacent to each other
- ▶ variance in materials (i.e. wood, brick [painted to follow the base color expectations], concrete) for the exterior of a building is encouraged



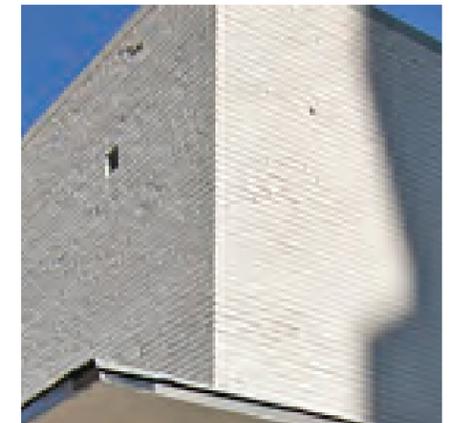
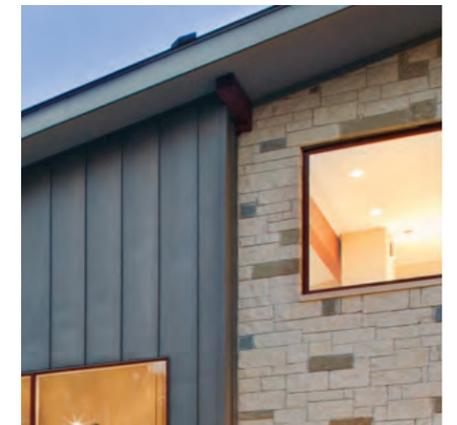
accent colors

- ▶ vibrance through strategic use of color is permitted and encouraged in moderation (i.e. front door, mailbox, window frames, door frames, porch railing, and other framing details)
- ▶ If furniture is integrated into the building, accent colors are permitted to be used
- ▶ colors for accenting are expected to contrast the base color of the structure and draw attention to architectural details--the colors for accents are not limited, but expected to be vibrant and attractive



materials + textures

- ▶ wood (i.e. unfinished lumber, finished and coated lumber, laminated wood)
- ▶ steel (i.e. stainless, corten)
- ▶ masonry (i.e. brick, stone)
- ▶ stucco
- ▶ concrete



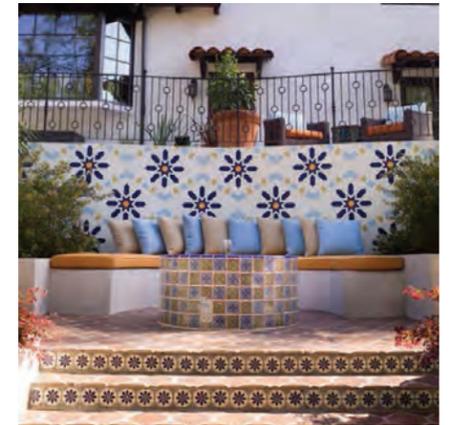
Architectural Style 1

Spanish Colonial

San Clemente is famous for being the “Spanish Village by the Sea” and having a Spanish architectural style that reflects that image. Spanish Colonial or Mission style architecture is already prevalent in the city and is well known for its attractiveness and high quality. Having some new development in the Spanish style will help ground South El Camino Real in San Clemente. Usually, buildings of this style have one to three stories with red tiles and either gable or shed roofs. The buildings are designed in order to be scaled to human size. They display colorful details located at strategic areas, such as near doors and entrance, or the patio areas.



- ▶ colorful tiles as accents, borders, and murals
- ▶ wrought iron fixtures, gates, and fences
- ▶ stucco wall texture
- ▶ terracotta roof tiles
- ▶ bountiful vegetation with vibrant flora
- ▶ stairs and layering features
- ▶ arches and rounded doorways
- ▶ crisp white base color or light earth tone color
- ▶ contrasting bright accent tones



Architectural Style 2

Contemporary + Modern

Contemporary and Modern architecture can be found in many places in San Clemente and other coastal cities. The clean form and color palette is often associated with upscale coastal development. The Contemporary architecture in South El Camino Real will add a modern touch to the eclectic nature of "surf architecture." Glass fencing on patios and porches give the impression of a beach atmosphere and provides an opportunity for attractive outdoor dining.



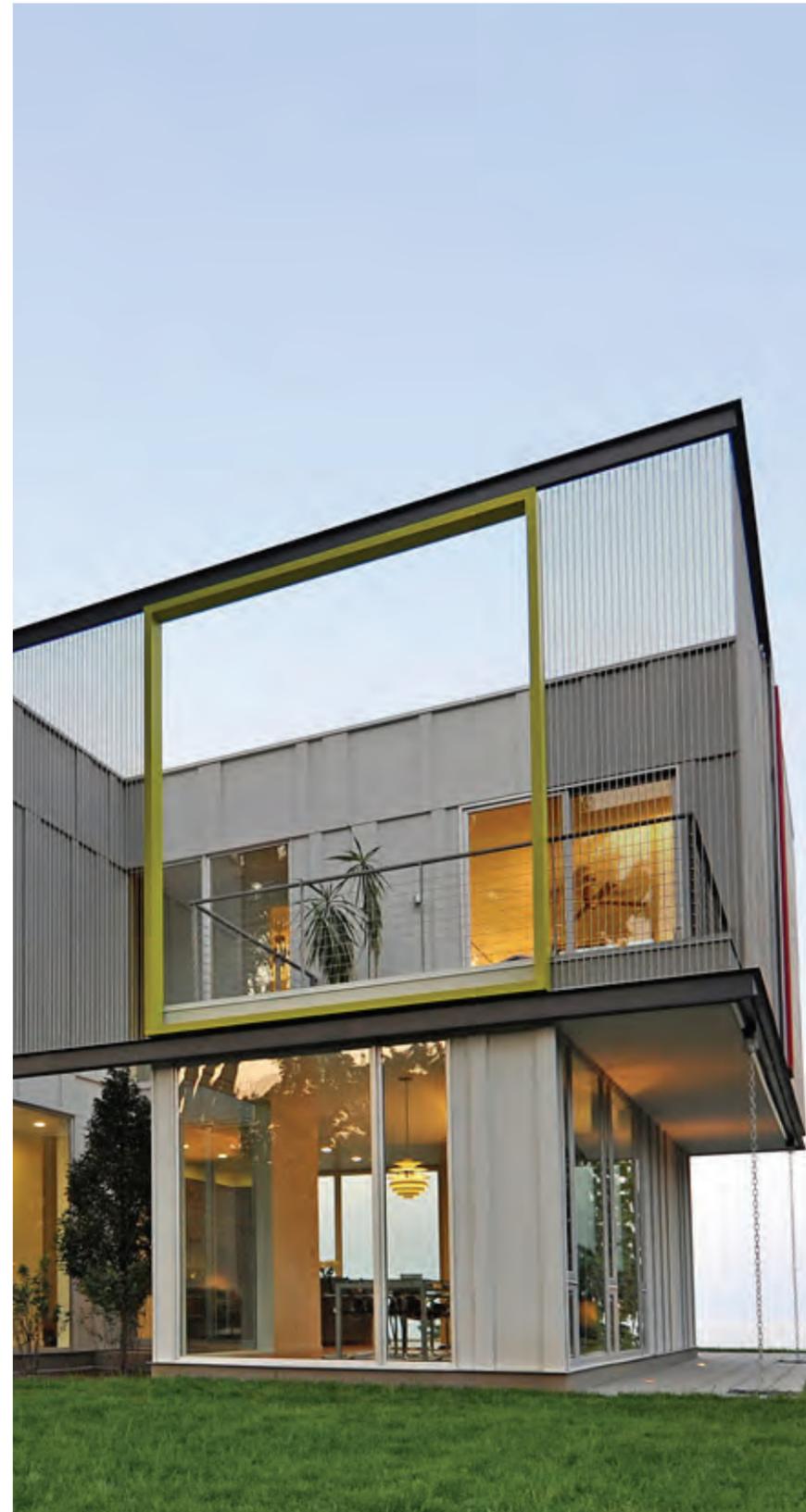
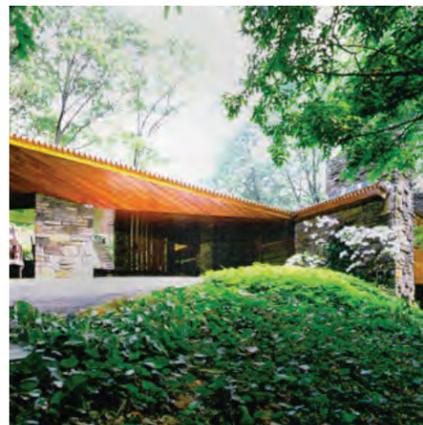
- ▶ clean, smooth facades
- ▶ extensive floor-to-ceiling glazing
- ▶ flat roofs, or roofs with an angled element
- ▶ large windows, especially on the bottom floor to encourage the neighborhood value of transparency
- ▶ aesthetically interesting use of vertical and horizontal materials on the building facade
- ▶ crisp angles with uncluttered exteriors, allowing the building to become an art piece along the corridor
- ▶ oversized doorways, or unconventional doorway styles (i.e. glass-filled garage door)



Architectural Style 3

Atomic Ranch

Atomic Ranch architecture is predominantly found in suburban applications such as the Ranch style home. The Ranch style, also referred to as the California Ranch style, is a staple in many Californian coastal cities, and San Clemente is no exception. The low rooflines and large windows, combined with many porches and vegetated features, give the impression that this is a coastal area. This style also blends seamlessly with many of the existing homes in the Trestles neighborhood.



- ▶ long, gently sloped rooflines with generous overhang
- ▶ large, floor-to-ceiling windows
- ▶ pastel and earthy colors
- ▶ predominantly wood and brick facades, finished concrete permitted
- ▶ tiered levels of the building, allowing for easy modification to mixed-use purposes
- ▶ minimalistic vegetation to allow the building to be highlighted
- ▶ more generous use of accent colors on appropriate architectural details
- ▶ front door is set-back to allow for a small exterior entryway and room for a resting place or potted plant



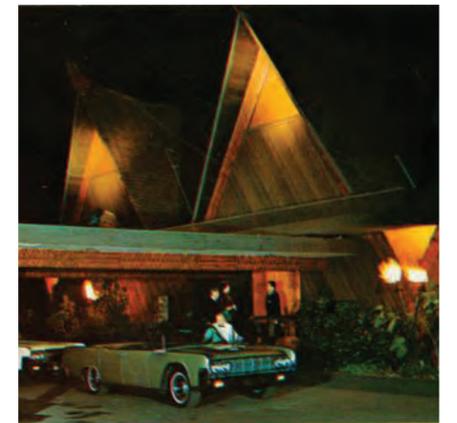
Architectural Style 4

Polynesian

Surfing has been a central part of Polynesian culture for centuries; Polynesian architecture reflects San Clemente's rich legacy of surfing. The Polynesian style features very interesting roofing details focusing on triangular forms. The new housing development being constructed in the project area is of a Polynesian style, providing a precedent on South El Camino Real. This style will contribute to the idea of a "surf architecture" through its island themes and details, which provides a unique identity for the Trestles neighborhood.



- ▶ combination of steep gable roofs and low hipped roofs with long overhangs
- ▶ isosceles (sharp) triangular forms/shapes
- ▶ wood and stone facades, bricks not permitted
- ▶ Hawaiian Iiānai style patios, porches, and verandas
- ▶ most buildings with this style will be 1-2 stories with vaulted roofs, allowing for ample light to flood the interior of the building
- ▶ wood beams highlight roof lines and angular details
- ▶ night lighting showcases architectural details, including roof lines and entryways



Architectural Style 5

Seaside

In keeping with San Clemente's coastal history and character, architecture that is reflective of seaside or fishing villages is viewed as an important style to include for this neighborhood. This Seaside style is characterized as being both romantic and quaint while featuring high quality, attractive architecture. Fishing or Nautical design details give buildings a great deal of visual interest. Colors that represent this style include vibrant hues of blues and greens, as well as wooden, ship-inspired, façades.

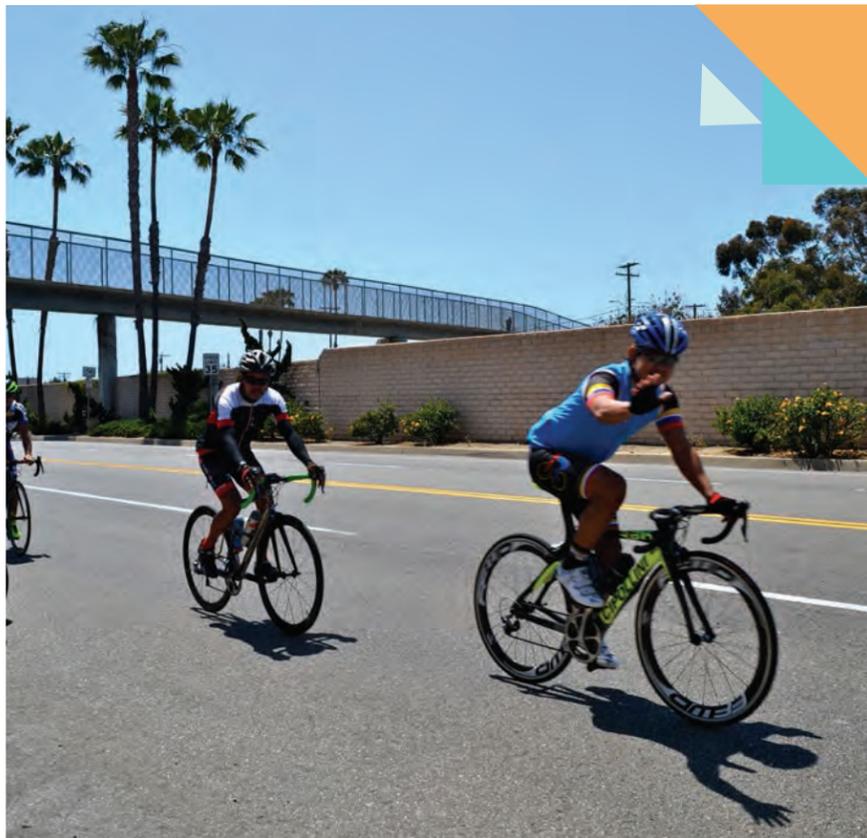


- ▶ nautical/beach elements and furnishings
- ▶ wood façades
- ▶ teak details and elements
- ▶ gable roofs
- ▶ beach-related items, used as architectural details (i.e. boat used as public seating)
- ▶ generous front or wrap-around porches
- ▶ entryway beams with vaulted roofline
- ▶ mixed-use structures with lighthouse-inspired towers and cylindrical design



7.3 Proposed Zoning

Current zoning allows a limited array of land uses and, particularly, does not allow vertical mixed use. In order to make SECR more lively and pedestrian friendly, changes in current zoning are necessary in order to increase density and attract more users and pedestrian and bicycle use. Retail should be encouraged on the ground floor, and buildings should incorporate residential and office uses in upper floors whenever possible.



Cyclists along South El Camino Real

Zoning Updates

Horizontal mix-used to vertical mixed use zone

Existing Land-Use

South El Camino Real is currently designated as a mixed use zone. The area can accommodate commercial and residential development. Nonetheless only a single use type is allowed on the same lot.

Proposed Land-Use

Instead of this horizontal mix-used zone, there will be a vertical mixed use zone. This means that several uses will be allowed on the same lot. For example, a building can have retail spaces on the ground floor and apartments on the upper floors.

Increase of residential density

Existing Land-Use

The maximum residential density is one dwelling unit maximum per 1,200 square feet.

Proposed Land-Use

There will be no maximum density on South El Camino Real in order to promote small residential units.

Mix-Use Zone Development Standards

Existing Land-Use

The minimum front yard setback is 10 feet. The minimum interior-side yard setback is 5 feet. The minimum street-side yard setback is 8 feet. The minimum rear yard setback is 5 feet. The maximum lot coverage is 50%. Commercial and residential projects are limited to two stories, a TOR (Top of the Roof) of 33 feet and a PL (Plate) of 26 feet. The maximum

FAR with Public Benefit is 0.35. Pockets for landscaping can not be deeper than 1 foot or wider than 2 feet.

Proposed Land-Use

There will be no minimum setback. The maximum lot coverage will be 80% for the first floor. The maximum lot coverage for the third floors would be 80% for commercial projects and 60% for residential projects. Commercial and residential projects will be limited to three stories, with 45 feet to top-of-roof and 37 feet to plate. This is in accordance with the maximum height limit for mixed-use projects in the city of San Clemente. The maximum FAR with Public Benefit will be 1.0. There will be no parking space requirement. Pockets for landscaping will be no deeper than 1 foot or no wider than 2 feet.

Minimum Contiguous Use

Existing Land-Use

The development of a vacant site or the demolition of an existing primary structure with construction of a new primary structure

Proposed Land-Use

The South El Camino Real section between E. Avenida Magdalena and Avenida San Luis Rey will be either mixed-use or residential only. Developments of offices or retail only will not be allowed. The South El Camino Real section between Avenida Dolores and Avenida Santa Margarita will be either mixed-use or office/retail only. Residential only will not be allowed. The objective here is to encourage the development of offices and retail space on the eastern part of the area while keeping a more residential feeling on the western part of the area.

Zoning Maps

Existing zoning



Proposed zoning



7.4 Site Design

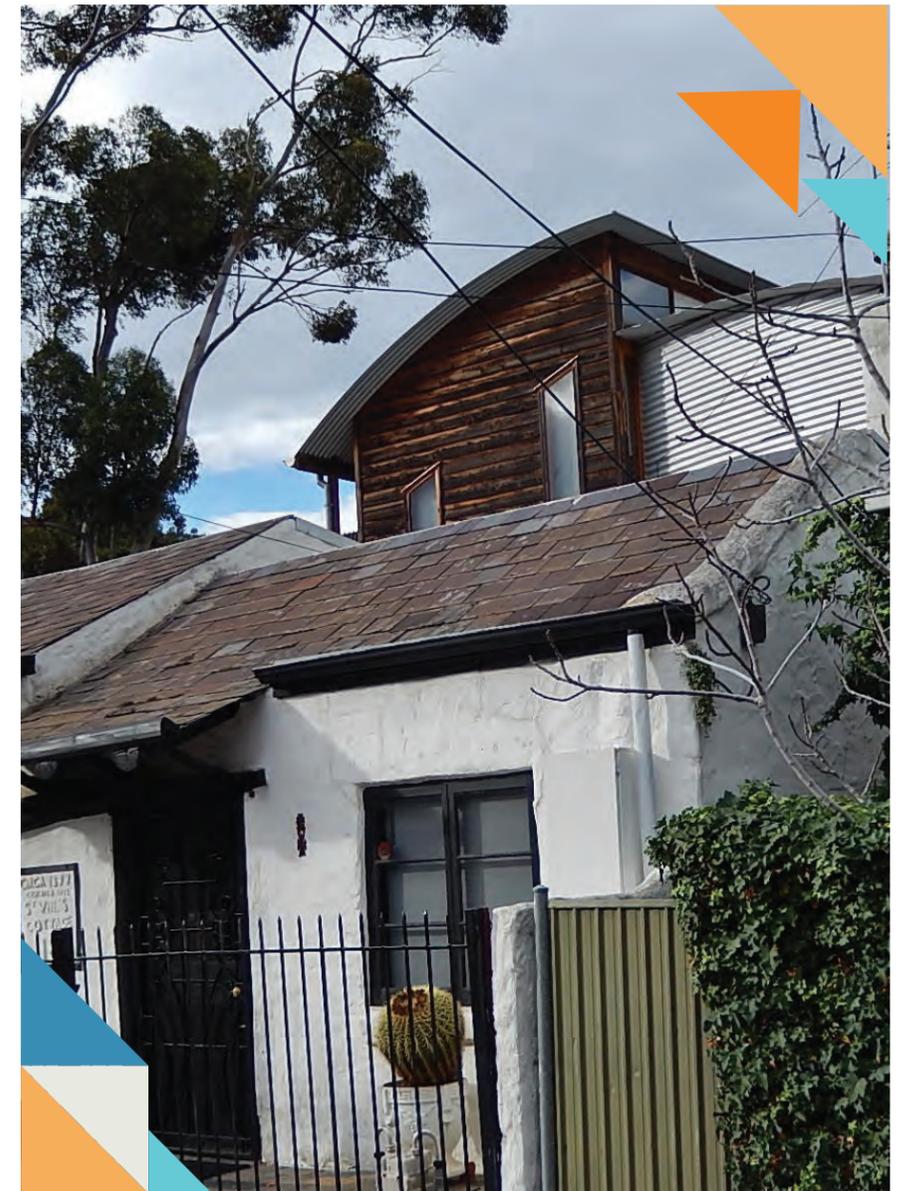
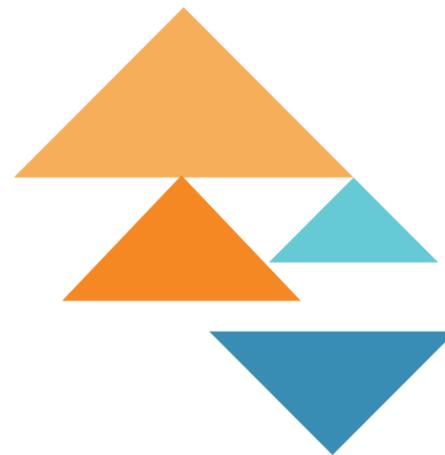
Site design shall support and enhance proposed land uses and architectural guidelines. Architectural details and color palette should not be taken alone when improving imageability, enclosure, transparency, complexity, or human scale.

Design details, like building setbacks, play a critical role in creating a sense of enclosure and allowing for greater transparency and human interaction. The existence of on-site parking detracts from enclosure and transparency by breaking up the building wall or introducing large setbacks. Other design considerations include landscape design, which should compliment or accent the built environment while providing shade and comfort. Introducing greenery into a space also helps soften hard edges and attracts insects and other creatures, which brings life and vitality to a neighborhood or specific area.

Site design features for the South El Camino Real corridor focus primarily on pedestrians and the experiences they gain by moving through the corridor. Design features proposed in the guidelines are supportive of human interaction, active transportation (such as biking), and overall sensorial experience. Secondary foci include traffic patterns, noise challenges, and modifications to current structural features. The intent of the design guidelines and site design is to work with existing features along the corridor and district to create a cohesively-eclectic living environment for residents and visitors to enjoy.

Nonetheless, all proposed development will be in harmony and consistent with the adjacent properties and the greater Trestles neighborhood. To be in compliance with the current General Plan, new developments should be designed with

the intention of coexisting with existing buildings. This includes the arrangement of buildings, open space considerations, and landscape elements with adjacent lots. Figure 7.3 illustrates how new and existing buildings can grow a neighborhood together through common design schemes and planning. New development should also be designed with a respect for scale, mass, and form in comparison to adjacent sites. To reduce the bulk and height, buildings can be divided in several parts, include patios, arcades, balconies, and other elements that contribute to a more comfortable and familiar human scale.



▶ New and existing architecture coexisting

Site Design

Building Setbacks:

Existing Setbacks:

Currently, some buildings have large setbacks that take them away from the sidewalk and the pedestrian experience. The current front yard setback is 10 feet. The minimum interior-side yard setback is 5 feet. The minimum street-side yard setback is 8 feet. The minimum rear yard setback is 5 feet. Several buildings are as far as 15' away from the public realm. This detracts from the sense of enclosure, transparency, and human scale along SECR.

Proposed Setbacks:

There will be no minimum setback and acceptable maximum setback will be no wider than 5' away from the sidewalk if uncovered. Buildings will be built to the sidewalk to promote enclosure, transparency, imageability and human scale, where feasible. By building to the sidewalk more building details can be seen, promoting human scale and imageability. Interior uses are more visible by building closer to the sidewalk, increasing the efficacy of any windows. Varying the setbacks while staying close to the sidewalk will add articulation and visual interest to the building façades. Setbacks may be larger if incorporating an overhead structure, covered walkway, or outdoor dining area.

To add consistency to the Centennial General Plan ,second and third stories of buildings shall be horizontally and vertically setback, with differential setbacks between adjacent buildings for variety and architectural interest. This reduces the “canyon effect” of having structures looming over the public realm.

Eliminating or Reducing On-site Parking:

Existing On-Site Parking:

Currently there are several lots within the SECR corridor that have on-site parking. Several of these parking lots are accessible and visible from SECR and adjacent streets. On-site parking detracts from the sense of enclosure, transparency, imageability, and human scale. Pedestrians must look beyond a great deal of asphalt and parked vehicles before seeing the building façade of buildings such as Big Helyn’s Saloon or the San O Mart.

Proposed On-Site Parking:

On-site parking will be eliminated to promote enclosure, transparency, imageability, and human scale where feasible. If on-site parking is required, it must be placed at the back of the lot away from SECR. If parking is visible from SECR, it shall be screened through the use of landscaping or architectural elements. Parking requirements shall be evaluated for possible consolidation as stated in the Centennial General Plan. As previously stated, the lots dedicated solely to parking should be eliminated for other uses, should those uses require parking then they shall be screened or placed away from SECR as above.

On-Site Landscaping:



No deep setbacks

Existing Landscaping:

Currently on-site landscaping is inconsistent and screened off on lots with residential uses. This landscaping scheme does not serve to improve enclosure, imageability, and transparency. Several setbacks are only covered in turf.

Proposed Landscaping:

On-site landscaping, while minimal due to short maximum setbacks, will serve in a complimentary or accent capacity. Landscaping should not block views into or out of commercial uses or other architectural elements. On-site landscaping and adjacent streetscapes shall not screen uses while shading storefronts from low late-afternoon sun, a problem with the Rip Curl building and their lack of windows and transparency.

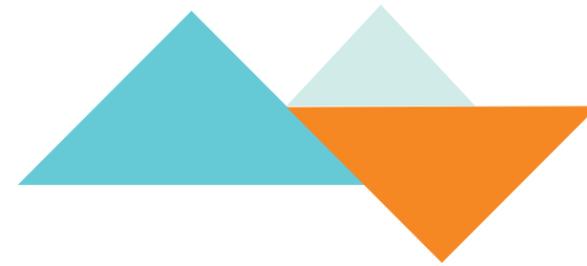
Building Orientation:

Existing Orientation:

All buildings in the project area are oriented perpendicular to SECR. Late-afternoon sun is an issue identified during the lot survey.

Proposed Orientation:

Buildings shall be oriented perpendicular to SECR to maintain continuity. Slight variety and angular building forms will be permitted to add to the eclectic nature of the corridor. Late-afternoon sun is an unavoidable orientation challenge that shall be mitigated by proposed landscaping and other shade structures.



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8 | Implementation

8.1 Introduction

The South El Camino Real Urban Design Vision Plan helps to provide an overarching vision for the future of the South El Camino Real corridor. The plan proposes a series of streetscape, architectural and programmatic improvements to the corridor, providing increased space for bicyclist, pedestrians and public life while working to enhance the unique character of the surrounding neighborhood. Focusing on the Connections, Anchors and Land Use and Design Guidelines, the plan helps to emphasize key areas for improvement along corridor. Through specific prescriptions in each of these key elements, the plan works to pave a way forward for the realization of these improvements in the short and long term.

Although the vision and design for the SECR corridor remains the key component of the plan, to create these improvements along the corridor a comprehensive implementation plan must be in place to help materialize these design concepts. This chapter provides a comprehensive framework for the implementation of the South El Camino Real Urban Design Vision Plan. Considering both the temporal and financial requirements the chapter helps to prioritize the implementation of key components of the design vision while suggesting specific funding opportunities through state and federal grant incentive programs.



Photo by Eric Heinz, San Clemente Times

8.2 Implementation

The proposed "Implementation Matrix" is intended to set in place a plan for the implementation of the various design concepts and prescriptions put forth in the South El Camino Real Urban Design Vision Plan. In an effort to remain consistent with the eight "Goals and Objectives" used to guide the design concept, the "Implementation Matrix" works to represent the degree to which specific projects along the South El Camino Real Corridor meet the eight goals and objectives.

Considering the varying size and scope of these projects, the matrix also takes into account the estimated time needed to fully implement the various project, dividing all projects into three categories: Short Term, Medium Term, and Long Term. By analyzing the timeframe for each project within the Urban Design Vision Plan, this can help practitioners and community members better understand the short and long term feasibility of the projects, helping to prioritize and manage specific projects.

Implementation Matrix

X = Project fully meets Goal + Objective
 X = Project partially meets Goal + Objective

Major Projects	1 Imageability		2 Enclosure		3 Human Scale		4 Transparency		5 Complexity		6 Coherence		7 Legibility		8 Linkage		Time Sensitivity			
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	Short Term	Medium term	Long Term	
The Buildings																				
Architectural guidelines	X	X	X	X	X	X	X		X	X		X		X						X
Land Use overlay			X	X	X	X			X	X		X		X						X
Site Design Guidelines	X	X	X	X	X	X	X		X	X		X		X						X
The Connections																				
Redesign of traffic lanes			X	X	X	X		X			X		X		X	X				X
Landscaping	X			X	X	X	X			X			X							X
Protected bike lanes	X		X	X	X	X				X	X		X	X	X	X				X
Gateway Sculpture	X	X		X				X					X	X						X
Pedestrian Bridge	X	X	X	X	X	X		X					X	X	X	X				
Alley Way Archetype			X	X	X		X	X		X			X			X				X
New signage	X		X		X	X		X						X	X	X				X
Pocket parks	X	X	X	X	X	X	X	X	X	X				X	X	X				X
Vehicular and pedestrian lights			X	X	X	X	X	X		X	X		X		X	X				X
Redesign of Wall	X	X	X	X	X	X		X	X		X			X	X	X				X
Crosswalks with pavements treatments	X		X	X	X	X				X	X		X	X	X	X				X
Park Connector Trails	X	X	X	X	X	X	X	X	X	X						X				X

Implementation Matrix (Cont.)

Major Projects	1 Imageability		2 Enclosure		3 Human Scale		4 Transparency		5 Complexity		6 Coherence		7 Legibility		8 Linkage		Time Sensitivity		
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	Short Term	Medium term	Long Term
The Anchors																			
South Gateway Project:																			
Commerical and restaurant building	X		X	X						X							X		
Parking Garage			X	X						X			X		X	X		X	
Pedestrian mall	X	X		X	X	X	X	X	X	X				X					X
Surfer Plaza	X	X		X	X	X	X		X	X		X		X	X	X			X
Transportation HUB Center	X		X	X	X	X				X			X		X	X		X	
North Gateway Project:																			
ADA (wheelchair accessible)			X	X	X	X				X	X				X	X		X	
Retail development under condo tennis courts	X		X	X	X	X			X	X									X
Outdoor seating			X	X	X	X	X			X	X							X	
Commercial Redevelopment of Northwest corner	X	X	X	X			X		X	X		X							X
Gateway Landmark	X	X		X					X				X	X				X	
Community Core Project:																			
Adding Community Center	X	X	X	X		X			X	X									X
Mixed-use buidlings	X	X	X	X	X	X	X		X	X		X		X					X
Adding parking to the alley way			X							X			X		X			X	
Commercial Development of Northwest corner		X		X	X														
4-way stop signs			X		X	X		X			X		X		X			X	

8.3 Funding Opportunities

Considering that funding remains one of the most important elements in plan implementation, this section helps to provide a number of funding options for the implementation of various projects within the South El Camino Real Urban Design Vision Plan. Considering the comprehensive nature of the vision plan, including improvements to elements of transportation, parks and recreation and local businesses, there are a number of opportunities to fund projects within the plan using local, state and federal funding sources as well as alternative public and private funding strategies.

Given the varying scope of projects included in the vision plan, the level of funding needed will vary greatly depending on the project. Smaller proposed projects have the potential to be funded by the surrounding community or the City of San Clemente while larger initiatives will require state or federal funding for completion. The following list of resources and policy recommendations serve to guide and promote funding opportunities for projects included in the implementation matrix:

- **Federal and state transportation funding**
- **Community Funded Improvements**
- **In-kind developer contributions**
- **Coordination of streetscape improvements with scheduled transportation and infrastructure work**

California State Grants

CalTrans: Sustainable Communities Grant

This grant helps fund transportation planning projects that achieve the Caltrans Mission and Grant Program Overarching Objectives, identify and address mobility deficiencies in the multimodal transportation system, encourage stakeholder collaboration, involve active public engagement, integrate Smart Mobility 2010 concepts, and ultimately result in programmed system improvements.

CalTrans: Sustainable Transportation Planning Grant

This grant was created to support Caltrans current Mission: Provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability.

California Strategic Growth Council's Affordable Housing and Sustainable Communities Program

The grant funds land-use, housing, transportation, and land preservation projects to support infill and compact development that reduces greenhouse gas ("GHG") emissions. These projects facilitate the reduction of the emissions of GHGs by improving mobility options and increasing infill development, which decrease vehicle miles traveled and associated greenhouse gas and other emissions, and by reducing land conversion, which would result in emissions of greenhouse gases.

California Air Resources Board Low Carbon Transportation and AQIP programs

ARB's Low Carbon Transportation and AQIP programs provide mobile source incentives to reduce greenhouse gas (GHG) emissions, criteria pollutants, and air toxics through the development of advanced technology and clean transportation.

Federal Grants

U.S. DOT Federal Transit Association: Urbanized Area Formula Funding program

The Urbanized Area Formula Funding program (49 U.S.C. 5307) makes Federal resources available to urbanized areas and to Governors for transit capital and operating assistance in urbanized areas and for transportation related planning.

U.S. Department of Commerce Planning Program and Local Technical Assistance Program

Under the program EDA assists eligible recipients in creating regional economic development plans designed to stimulate and guide the economic development efforts of a community or region.

U.S. HUD Community Development Block Grant

The CDBG program works to ensure decent affordable housing, to provide services to the most vulnerable in our communities, and to create jobs through the expansion and retention of businesses. CDBG is an important tool for helping local governments tackle serious challenges facing their communities.

U.S. DOT Federal Highway Administration Safe Routes to School Program

The purpose of the program is:

- to enable and encourage children, including those with disabilities, to walk and bicycle to school.
- to make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.

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