The guidelines are organized into the following sections:

- Retail
- Office
- Business Park
- Residential
- Residential Site Landscape, Walls and Fences
- Community Streetscape Master Plan
- Community Entry Monuments, Walls and Fences
- Community Landscape Guidelines
- Outdoor Lighting

6.4 Retail Guidelines

Objectives

The objective for Retail areas is to promote development of a vibrant walkable Village Center Hub that includes a “Main Street”, entertainment and hospitality components combined with large format department stores, large format national retail stores and other support uses. The many existing and planned uses near the Center will add to its vitality.

With the planned nearby office, business park and residential uses, there is likely to be a substantial number of people that will walk to the Retail areas. This is in addition to the potential use by many of those who are employed by or visit the ARMC. Therefore, during all phases of planning and development, a strong emphasis should be placed on creating pedestrian connectivity to the adjacent and nearby uses.

The Retail Guidelines are divided into several categories as follows:

- Main Street
- Northwest Corner of Pepper Avenue and Valley Boulevard
- Large Format Buildings
- Hotel and Motels
- Service Stations and Car Washes
- Drive-through Businesses

Each of the above categories is subdivided into Site Planning / Landscape Guidelines and Architectural Guidelines below. Refer in particular to Section 4.0 Development Regulations, and to Section 7.3.4, for Master Planning requirements for all Retail (R) planning areas.
Main Street “lifestyle centers” typically provide specialty goods, services and restaurants with outdoor patios and dining areas in a village atmosphere, reminiscent of early California Main Streets. These lifestyle centers are typically located within a larger shopping center context. This retailing model, mixing small scale shops and restaurants along a central Main Street within a larger shopping center setting, has become more popular throughout the Inland Empire and nationwide as it combines small village scale shopping and dining with the convenience of having all major national scale retailers in one location. Since shoppers at these centers are inclined to visit more than one store, and tend to spend time browsing through several shops, retail sales are often greater.

Figure 6.1 conveys the overall concept of a Main Street for Colton’s Hub City Centre. It is set within the context of a larger shopping center. The Arrowhead Regional Medical Center, north of the I-10 Freeway and Valley Boulevard, is shown along the right portion of the rendering.

The renderings illustrate the goals for PA 16 and includes specialty shops, restaurants with outdoor seating areas, small plaza / fountain areas and thematic lighting.

The building locations in the rendering are shown for conceptual purposes. The goal is to provide future shopping center developers with an overall concept to guide future detailed plans. The following provides various considerations to be taken into count during the planning and design of the Main Street:

1. To create an attractive and vibrant pedestrian scale Main Street setting, enhance walkways in fronts of buildings with landscaping, thematic lighting fixtures, benches, trellises, and other decorative features. Organize buildings to encourage pedestrian circulation between stores and adjacent uses. Minimum walkway widths adjacent to buildings should be 12 feet to provide ample room.

2. Provide an archway or equivalent architectural feature at the primary entry area from Valley Boulevard and/or Pepper Avenue as shown in Figure 6-2.

3. Orient primary store entries and windows to the Main Street so they are easily identifiable and inviting as shown in Figure 6-3.

4. Provide a roundabout to create a focal point for the Main Street and include a fountain and/or other focal element such as a sculpture or specimen tree. Figure 6-4 illustrates a concept with a fountain in a roundabout.

5. Seek to incorporate a movie theater complex in any master plan concept within Planning Area 16 and orient it to the Main Street as an architectural focal point. See Figures 6-5.

6. Provide one row of parking (parallel, perpendicular or angled) on the Main Street on each side of the street. All other parking shall occur in the rear of the Main Street with pedestrian access between buildings to meet minimum parking stall requirements.

7. In areas between buildings that link parking lots to the Main Street pedestrian, include pedestrian walkways a minimum of fifteen feet (15’) wide
A ‘Main Street’ component is shown above in the context of a larger shopping center complex.

This rendering illustrates the character envisioned for the ‘Main Street’.

FIGURE 6-1
MAIN STREET GUIDELINES
Incorporate an archway with signage to create a prominent Main Street entry.

Provide lighting to enhance night time character.

FIGURE 6-2
MAIN STREET ENTRY GUIDELINES
Vary 1 and 2 story building massing. Second stories may be false facades only. Incorporate brick, stone and other materials to create variation. Avoid continuous unbroken facades.
1. At entry points from major streets and at intersections along the Main Street, provide architecturally enhanced corner elements.

2. Provide a round-a-bout at central location on the Main Street with decorative fountain.

3. Outdoor patios at restaurants encouraged, corner locations preferred.

FIGURE 6-4
MAIN STREET ARCHITECTURAL GUIDELINES
1. Include a fountain and plaza as a focal point and gathering area in any movie theater location.

2. Provide variation in form, massing and color.
Provide pedestrian links to public sidewalks and plaza areas from retail buildings.

8. Incorporate future Omnitrans bus rapid transit system routes into final design concepts. Provide bus stops with seating and a shade canopy along all major streets.

9. Locate refuse bins and their enclosures behind buildings and screened with walls and landscape. Include a planter area with vines to soften the wall.

10. Locate loading docks and service areas in the rear of buildings and screened from public view. Design loading areas to prevent truck back-up maneuvers from or onto the public rights of way.

11. Parking areas and parking lots, including cross walks shall be well lighted. Provide cut-off type luminaires to avoid glare.

12. Enhance parking areas with canopy / shade trees. Screen all parking areas through use of landscaped berms, low masonry walls and / or hedges from public view.

13. Incorporate trees into tree wells or planting strips along the walkways in front of buildings facing the Main Street. Locate trees no greater than thirty five (35’) feet apart to soften and complement the building elevations and to provide shade for the pedestrian.

14. Provide enhanced paving on main pedestrian pathways in parking lots. See Figure 6-6.

**Main Street - Architecture Guidelines**

1. Incorporate appropriate architectural styles reminiscent of California’s rich heritage, including, Monterey, Mission, Spanish eclectic, among others. Art deco is a style that could be complementary for the movie theater or as an accent use such as a thematic diner. Refer to Figures 6-3 through 6-5 for examples that meet the intent. Inappropriate styles would be high-tech, modern or rustic.

2. Provide vertical and horizontal variations on building wall planes, building projections, and door and window bays visible to the public. Also provide large windows, colonnades, awnings, and variation in materials.

3. Design all buildings to pedestrian scaled, e.g., massing and form should not overwhelm the street.

4. A variety of roof types are encouraged. Distinct and interesting rooflines are preferred. Flat roof structures are permitted providing there is variation in heights along the lengths of buildings. Long, unbroken horizontal rooflines are prohibited.

5. The architecture for franchise shops and restaurants, particularly fast food restaurants, should incorporate architectural elements that relate to the overall retail theme of the project.

6. Include a minimum of one significant vertical element extending above the tallest roof lines to provide a focal point and a view terminus on the Main Street.

7. Decorative awnings, covered walkways, and other enhancements are
Main pedestrian pathways in parking lot to include specialty paving such as colored stamped AC paving, stamped concrete or pavers.

FIGURE 6-6
PEDESTRIAN WALKWAY GUIDELINES
encouraged as accents.

8. Incorporate one and two-story building massing, with preference for a greater percentage of two-story elements, to create a stronger traditional Main Street character. False second-story elements may be incorporated to provide second story building massing.

9. Provide accent materials such as stone, brick, manufactured stone, accent colors, door and window details, and other enhancements along the first floor level and along all building facades visible to the public. Avoid long unadorned building facades.

10. Include storefront signage along rear facades facing parking lots and/or public spaces in addition to facades facing the Main Street. All signs should be pedestrian oriented in scale.

11. Design building elevations with multiple store front designs instead of one uniform elevation. The intent is to create an eclectic mix of elevations consistent with an Early California vernacular that provides an attractive Main Street character and scale. Provide architectural enhancements on all building corners of the Main Street. Refer to Figure 6-3.

12. Prohibit freestanding fast food drive-thru restaurants on the Main Street as they are not consistent with the character and intent. Fast food restaurants, non-drive thru, may be permitted provided they are incorporated into the overall Main Street architectural character.

13. Provide accent tree planting at all vehicular access points into the site, except service entries.

14. Screen all parking areas from public streets through use of landscaped berms, low masonry walls and/or hedges.

NORTHWEST CORNER OF PEPPER AVENUE AND VALLEY BOULEVARD - SITE PLANNING / LANDSCAPE ARCHITECTURAL GUIDELINES

The northwest corner of Pepper Avenue and Valley Boulevard within Planning Area 16 will be important in establishing a strong and attractive identity for the community and for the retail center in particular. Therefore special guidelines are provided below.

1. Provide a combination fountain, sign monument and plaza. Refer to Figure 6-7 for general design intent.

2. Provide pedestrian access through the plaza at the corner of Pepper Avenue and Valley Boulevard to access shopping areas and the Main Street.

3. Provide specialty paving to enhance the entry character. Paving examples include colored concrete with decorative score lines, colored stamped concrete or stamped AC paving, brick, masonry or other similar materials.

4. Provide accent lighting for the fountain and entry sign.

5. In order to insure that the corner to the retail center is attractive and inviting, fast food drive thru restaurants shall be subject to a conditional use permit that demonstrates the design intent illustrated in Figure 6-7 can be met.

6. All site planning, landscape and architectural guidelines listed under the Main Street Guidelines above apply to the northwest corner.
At the northwest corner of Pepper Avenue and Valley Boulevard incorporate a combination entry monument and cascading fountain.

Example of cascading fountain.

FIGURE 6-7
ENTRY MONUMENT / FOUNTAIN CONCEPT
LARGE FORMAT STORES – SITE PLANNING AND LANDSCAPE GUIDELINES

Large format (department stores and retailers greater than 15,000 square feet) describes development characterized by larger than average retail square footage under one roof. Large format retail development requires extensive parking to accommodate higher parking demand. Within all Retail (R) or Retail Mixed Use (RMU) areas, other than the Main Street or the Northwest retail corner described above, traditional larger format stores are permitted.

1. Provide ample walkways a minimum of twelve feet (12’) in width in front of all buildings to encourage pedestrian use. Also include trees in planting areas or tree wells, at an average of thirty-five feet (35’) on center, within walkway areas adjacent to stores to soften and complement the building elevations and provide shade for the pedestrian. Within common areas provide benches, shade trees, and specialty paving such as colored concrete, colored pavers, or other similar materials.

2. Provide pedestrian walkways to link to the Main Street and surrounding community.

3. Include vehicular access to connect to N. Eucalyptus Avenue.

4. Design entrances and exits to avoid interference with traffic flow along adjacent streets.

5. Locate refuse bins and their enclosures be behind buildings and screen with walls and landscape. Include planter areas with vines to soften the wall.

6. Design loading areas to minimize direct exposure to public view and to prevent truck back-up maneuvers from or onto the public rights-of-ways.

7. Screen loading areas with landscaping to reduce visual impacts.

8. Provide lighting in parking areas and parking lots, including cross walks to the satisfaction of the Development Services Director. Cut off type luminaries shall be provided to avoid glare.

9. Design all ingress and egress into the retail center to minimize impacts on the surrounding uses while permitting ease of access to the center.

10. Enhance parking areas with canopy / shade trees.

11. Provide accent tree planting at all vehicular access points into the site, except at service entries.

12. Screen all parking areas from public view through use of landscaped berms, low masonry walls and/ or hedges.

13. The following minimum tree sizes apply for all development: 5% - 36” box, 15% - 24” box and 80% -15-gallon.

LARGE FORMAT STORES – ARCHITECTURE GUIDELINES

1. A variety of roof types are encouraged. Distinct and interesting rooflines instead of flat roofed structures are recommended.

2. Include a substantial cornice at the top of a parapet wall or other enhancements.

3. Provide an identifiable base on all big box buildings extending two (2) or more feet up from the finished grade.
Along building fronts provide a walkway enhanced with landscape and specialty lighting.

Provide variation in forms and massing, combined with large recessed windows, substantial cornices and enhanced building materials.

FIGURE 6-8
LARGE FORMAT STORE GUIDELINES
4. Include highly resistant base materials to damage, defacing, and general wear and tear. Precast decorative concrete, stone masonry, brick, manufactured stone and commercial grade ceramic tile are examples of acceptable base material.

5. Where practical, locate small retail buildings adjacent to big-box buildings with access from the parking lots areas to create a more human scale setting.

6. To mitigate the appearance of large blank walls visible from public rights of way, incorporate exterior wall treatments such as arcades, portico’s, insets, colonnades, awnings, windows to create variation in massing and materials.

7. Design outdoor gardening facilities or similar outdoor use areas to complement the architecture of the primary building as well as overall site design.

8. Refer to Figure 6-8 for examples that incorporate the design guidelines above.

**Hospitality – Site Planning and Landscape Guidelines**

Multiple opportunities exist for hotel and motel sites within the Retail (R) and Retail Mixed Use (RMU) land use categories to serve business and recreational travelers. The proximity to restaurants and shopping uses creates an ideal condition for travelers, who typically prefer lodging where they can drive short distances or walk. Hotels and motels may also serve the needs for families of patients at the ARMC and who desire overnight lodging.

While the rendering above shows two hotel locations near the I-10 Freeway and Pepper Avenue interchange, the design guidelines apply to any location, refer also to Figure 6-9.

1. In order to create a presence along a major street frontage, provide direct access to the building along an entry drive and to avoid driving through the parking lot.

2. Provide enhanced landscaping on all street front setback areas, along the building base, adjacent to entrances to hotels and motels, and along property lines visible from offsite or from guest access areas.

3. Provide short term parking spaces near the reception/check in areas.

4. Screen delivery and loading areas to minimize impact on sensitive uses.

5. Screen all mechanical equipment of all types, including swimming pool equipment, to minimize impacts on adjacent uses and from the public right-of-way.
Establish a primary presence along the major street frontage with the building or entry canopy. Screen parking lots from public view.

Provide an entry canopy visible from the street that creates a sense of entry and provides shade for visitors.
6. Design recreational facilities such as swimming to offer privacy to facility users.
7. Avoid locating driveway, garage ramps or loading and service areas where they interfere with the flow of pedestrian movement or impact the privacy of guestrooms.
8. Utilize parking lots and other open spaces on the site to create a buffer between the hotel/motel and the freeway.
9. Screen all parking areas from public view through use of landscaped berms, low masonry walls and/or hedges.

Hospitality – Architecture Guidelines
1. Divide building bays along the building facades to create interest and in order to avoid long unarticulated wall façades.
2. Design walkway, stairway, balcony railings and other similar details to be visually and stylistically consistent with the basic building design.
3. Exterior corridors on multi-level buildings over two stories located adjacent to residential uses are prohibited.
4. Ensure that all guest rooms are accessible from hallways for structures over two stories, and avoid room entrances directly adjacent to parking lots or exterior walkways.
5. Refer to Figure 6-9 for examples that incorporate the design guidelines above.

Service Stations and Car Washes – Site Planning and Landscape Guidelines
Service stations and car washes are highly utilized uses characterized by unique site features including: Intensive on-site vehicle utilization, on-site repair and servicing, large expanses of paving, use of equipment and machinery, and use of potentially hazardous materials. In order to complement the overall village character for the CHCCSP area, the following site and landscape guidelines shall apply.

1. Orient building elevations containing service or repair bays away from public streets or toward residential uses within three hundred feet (300’) of the property.
2. Group structures together and integrate them into the overall design of a site.
3. Locate service bay door and car wash entry and exit openings away from public streets or residential areas, and provide screening with landscaping to reduce visibility.
4. Provide landscaping within required setback areas consistent with the development regulations and other sections of the Community Design Guidelines. Screen all parking areas from public view through use of landscaped berms, low masonry walls and/or hedges.
5. Provide a fuel delivery truck lane through the site with a minimum turning radius of forty feet (40’) and provide for right side unloading of the vehicle into underground tanks.
6. For projects located at street corners provide strong design elements to
Provide reverse frontage which focuses the building inward towards the shops and stores. Vary building massing and produce a clearly defined entry.

Incorporate a canopy that complements the building architecture.
6.0 | COMMUNITY DESIGN GUIDELINES

anchor the corner. This can be accomplished using built elements and attractive landscaping features.

7. Enclose storage facilities within the primary structure on the site.

8. Design self-service car wash bays, drying and vacuuming areas to avoid conflict with on-site vehicular circulation.

9. Design self-service car wash bays, and drive-through car wash facilities to ensure all drainage is confined on-site.

10. Provide two-way vehicular access between uses when a service station abuts a commercial development.

11. Shade canopies or structures for a car wash, whether temporary or permanent, shall require approval of the Development Services Director or his / her designee.

12. Provide a seating plaza / customer waiting area with shade trees for drive thru car washes. This is not required for drive thru's that do not provide attendants to wash cars.

CIRCULATION AND PARKING

1. Design the site so that fuel trucks are able to enter and exit a site with ease and to minimize maneuvering to park and unload.

2. Locate filling pumps, car wash bays, or other on-site facilities to avoid vehicle stacking or overflow onto adjacent streets. Provide vehicle stacking for a minimum of two vehicles per filling pump side.

3. Locate self-service facilities, such as water and air, or telephone so that they do not obstruct on-site circulation.

4. Design all security fencing, in addition to required perimeter walls to be consistent and in character with adjacent architecture.

5. Provide roll-up (or similar) doors at all service bays. Locate all operating mechanisms within the interior of the structure.

SERVICE STATIONS AND CAR WASHES - ARCHITECTURE GUIDELINES

1. Provide architectural variation and interest and all building elevations. For all building elevations facing public streets, provide enhanced architectural elements. Refer to Figure 6-10.

2. Design all service station buildings in context with the site and complementary to community design standards for adjacent site’s.

3. Avoid corporate or franchise design, except for logos and signage, that does not relate to the overall community character.

4. Design all pump island canopies and canopy / shade structures at car wash facilities with a hip, gable, barrel vaulted, or other roof system to match the architecture of primary structures on the site. Avoid continuous flat roof structures. Temporary canopies are subject to approval by the Development Services Director. See Figure 6-10.

5. Architectural materials to be high quality, durable building materials. Avoid reflective, glossy and fluorescent surfaces.

6. Enclose car wash equipment within a permanent structure.
7. Incorporate noise control in car wash building design that minimize noise generated by machinery, blowers, or other mechanical equipment.

8. When service stations / car washes include retail store components, fifty percent (50%) of unobstructed, clear glass is recommended for the store front portion facing a public street.

9. When service stations / car washes include retail uses, provide a clearly defined pedestrian path from required on-site parking to the primary customer entrance.

DRIVE-THROUGH BUSINESSES – SITE PLANNING AND LANDSCAPE GUIDELINES

Drive-through businesses include restaurants, banking institutions with drive up teller / ATM access, or other similar facilities. Drive-through businesses require additional site design considerations to mitigate vehicular access, on-site circulation visual and noise impacts. The following supplementary guidelines shall be incorporated into any development providing drive-through service.

1. Create a primary visual presence along the major street frontage with the building, not the parking lot or drive-through lane. To do so, it is recommended that buildings should be located at the minimum front setback line.

2. Screen drive-through aisles from the view of street frontage and adjacent parking areas through use of landscaped berms, low masonry walls and/or hedges.

3. Locate drive-through aisles away from adjacent residential structures. Place menu board speakers to protect adjacent areas from excessive noise.

4. Design drive-through lanes to accommodate car back up at menu board.

5. The following drive-through design features are recommended - a drive-through lane with a minimum length of one hundred sixty feet (160’), including the following:
   - A distance of one hundred feet (100’) from the center of the pick-up window or the pay window, whichever is first.
   - A distance of one hundred feet (100’) from the order or menu board.
   - Separation of the “drive-through” traffic from pedestrian traffic, vehicular traffic and parking.
   - Maintain a separate and distinct drive-through lane separate from the parking area.
   - Drive-through lane widths with a minimum of ten feet (10’) and twelve feet (12’) at curves.
   - Driveway interference – queuing and circulation must not interfere with ingress and egress at driveways.

DRIVE-THROUGH BUSINESSES - ARCHITECTURE GUIDELINES

1. Provide enhanced architectural treatment on building elevations facing public streets, whether such elevations function as the front, side, or rear of the building.

2. Screen roof top equipment from public view.
Screen drive-thru lanes with hedges, landscaped berms and / or low walls.

Design building with variation in form, massing and color. Include a covered patio that complements building architecture.
3. If the drive-through is part of a shopping center, design the architecture to be compatible with the design of the center.

6.5 Office Guidelines (OFC)

Office Guidelines are intended for all land uses which permit office uses, including Office Mixed Use, Business Parks and Retail Mixed Use areas. One of the primary goals for office buildings areas is to create an office park setting, one that will allow unique designs for individual parcels while at the same time establish unifying elements that complement the overall community.

Additional goals include: 1) creating an office park with quality buildings and landscape that over time will mature into a campus style setting that will enhance the village character of the community, 2) providing pedestrian and vehicular connectivity to the community and, 3) accommodating the needs for functionality in order to be responsive to a broad cross-section of office park developers and tenants.

Refer to the sketches, plans and photographs in Figures 6-12 through 6-14.

Office - Site Planning and Landscape Guidelines

1. In order to create an office park campus atmosphere along Valley Boulevard, locate parking areas on the rear or side areas so only landscaping and walkways will occur between the boulevard and building.

2. In order to facilitate location of the entry and to enhance the architecture, identify primary entries to buildings with a prominent element such as an architectural canopy or deep building recess or other similar element.

3. Link office buildings together with pedestrian walkways. Also, to encourage walking in the community, link office buildings to public sidewalks within the nearest street public right-of-way.

4. Where two or more buildings are located on one lot, provide an outdoor courtyard, plaza or other useable space. Include benches, tables, and / or seat walls plus shade trees.

5. Where parking occurs adjacent to a building, provide a minimum of eight and one half (8.5') feet of perimeter landscape. Include trees, shrubs and ground covers in these landscape areas. Whether trees are equally spaced or in groupings, an average spacing of thirty-five feet (35’) is recommended. The following minimum tree sizes apply for all development: 5% - 36” box, 15% - 24” box and 80% -15-gallon.

6. Enhance parking areas with canopy type shade trees.

7. Screen all parking areas from public view through use of landscaped berms, low masonry walls and/ or hedges.

8. Enhance a minimum of one primary vehicular entry area with special paving. Examples of enhanced paving include colored concrete with decorative score lines, colored stamped concrete or stamped AC paving, brick, masonry or other similar materials.

9. Loading docks and service areas shall be to rear of buildings and screened from public view.