



Parkside

8.0 Commercial Design Guidelines

8.1 INTRODUCTION

The Parkside Specific Plan area will include a commercial area in the northeastern portion of the project site, adjacent to Edison and Archibald Avenues. These non-residential uses will provide the residents of Parkside with shopping conveniently located nearby. Residents will be able to access services by foot or ride their bicycles to shop via a pedestrian trail connecting the residential uses proposed in Parkside to the commercial center.

The commercial site is included in Planning Area 21, amounting to 11.38 net acres.

Throughout the commercial development appropriate landscaping, site planning, and architectural design should be considered to create friendly and welcoming places to shop. These non-residential uses will continue the vision established in the residential community, including integrating pedestrian-friendly design.

In order to maintain the character of Parkside's residential community, the commercial area is expected to be developed with a compatible and harmonious quality. The Parkside Commercial Design Guidelines will help guide the development of the area to enhance the pedestrian experience and innovative design that contributes to the character of the entire Parkside Specific Plan area. These guidelines are not intended to be strictly enforced rules, but rather as a tool to aid the design process. Additionally, these guidelines have been generalized for the Parkside Specific Plan. Potential developers will be required to submit their own supplemental design guidelines for the Commercial development area to the City of Ontario for approval.

The Commercial Design Guidelines Section is organized into the following components:

- Site Planning
- Building Design
- Architectural Details
- Open Space and Landscaping

8.1.1 Guiding Principles

Guiding Principles for commercial design for Parkside include:

Buildings should contribute to the qualitative nature of the overall neighborhood.

- Proper scale and proportions in massing and details should be used.
- Pedestrian open spaces should be implemented.
- Massing and articulation should be varied.
- Buildings should be designed at a human-scale.
- Parking lots should be de-emphasized as much as possible.

Buildings should have an enduring quality.

- Design should draw inspiration from the rich and diverse Southern California architectural heritage.
- Materials and colors typical to Southern California should be used.
- Details and ornamentation should be authentic, as much as possible.
- Design should create an inviting place to shop.

8.1.2 Review Process

These Commercial Design Guidelines are to be used as a general tool to guide the development of the northeastern portion of Parkside. Final designs will be subject to the City of Ontario's approval. Additionally, more detailed Design Guidelines for each developer may be required by the City prior to final approval. Refer to the City of Ontario Development Code for further information regarding the review process.

8.2 COMMERCIAL DESIGN GUIDELINES

8.2.1 Introduction

Commercial development within Parkside will continue the pedestrian-friendly character established in the residential community. By reducing the impact of the automobile on the appearance of the commercial development, appropriate site planning can de-emphasize the vehicle, creating a pleasant outdoor environment without ignoring the necessary needs of vehicular traffic. Through well executed planning, architecture, and landscape design, the commercial



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uses within Parkside will complement and, to some extent, integrate the residential community rather than turn its back completely to the Parkside community residents.

8.2.2 Site Planning

Orientation

Buildings should be oriented for best visibility from the surrounding street. Windows and entries should face the street, avoiding blank walls which could dominate public views. Stores with entries not visible from the street may be oriented towards pedestrian open space.

All primary entries should face onto a street or a connecting internal walkway.

Driveways and Sidewalks

The project site shall be provided with a limited number of driveways to reduce the traffic impact along Edison Ave. and Archibald Ave. Pedestrian crossing distances should be minimized at driveways. To increase safety for pedestrians, a raised median as a pedestrian island should be provided between travel lanes, especially those entries with more than one lane in any direction. Driveways should be paved with asphalt, concrete, or an enhanced paving material such as brick or concrete block.

Sidewalks should be located along natural travel paths for pedestrians. Sidewalks should be a minimum of six (6) feet wide along pedestrian pathways and a minimum of eight (8) feet in width along more heavily traveled commercial areas.

Street Frontage and Buildings

Streetside buildings, or those with no parking separating them from the street, should use faux windows and entry features to soften the building's appearance from the street. These buildings should not be more than 100-feet long without a pedestrian plaza or walkway breaking the building mass and connecting the parking lot with the street. On corners, buildings should utilize massing elements to anchor the corner.

Streetside Setbacks and Buildings

The sides of buildings along street edges should be landscaped within the setback to soften the building's appearance to the street, as well as provide additional windows or design elements. Refer to the City of Ontario Development Code for specific setback requirements.

Street Frontage and Parking Lots

Parking lots should generally be placed away from streets. No street frontages should consist of a continuous parking lot, but should be broken up with buildings, landscaping, plazas, and other pedestrian features. Any parking along street edges should be set back with a landscaped buffer to minimize the dominant feeling of the automobile along the street. Continuous parking stalls may be interrupted by landscaped islands, no more than ten (10) stalls apart.

Service and Storage Areas

Loading docks, garages, and storage areas are to be located behind or to the side of buildings, siding onto secondary access and not primary streets. These features must be screened with walls and landscaping as much as possible from public view of streets, residences, pedestrians walkways, and connecting trails. Loading docks and storage areas should not conflict with pedestrian walkways.

Refuse Containers, Utility and Mechanical Equipment

Refuse containers and equipment should be easily accessed by service vehicles but screened from view of the streets, parking lots, and connecting walkways through roof forms, walls, and/or landscaping. Screening details should incorporate elements that are compatible with the architectural style of the building. Proper landscaping, including trellises, also may help to screen these elements. Equipment and enclosures shall not be located near pedestrian walkways.

8.2.3 Building Design

Massing

With larger buildings, appropriate massing becomes more important to maintain the human-scale of the development and create a visually pleasing environment. Bay windows, stepped buildings, height changes, and setback variations between stores helps to break up large buildings as well as indicate entries and store locations to customers. Tower elements or monumental features are encouraged at focal points, such as corners, plazas, major entrances, or where walkways meet streets. All elevations of a tower element or monument feature shall be completely constructed. In no instance shall a feature of this nature be left unfinished and exposed to public view.



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Roof Forms

Hipped and gable roofs are encouraged. Roof pitches should be compatible with the architectural style of the building. Flat roofs should vary in height and be accompanied by cornice, trim, or other accent features.

Entry Design

Building entries should be prominent and easily identified. Various elements can be used to enhance the entry features including massing variation, materials and color change, change in roof form, and awnings. For smaller retail buildings, as part of a cluster or strip, arcades, awnings, and simple signage may be acceptable as entries.

Arcades, Trellises and Awnings

Outdoor arcades along store fronts are encouraged over pedestrian walkways. Arcades may be used to connect separate buildings, or to provide a more pleasing experience for pedestrians. Trellises or awnings may also be used to create a covered walkway to protect pedestrians from the sun and rain.

8.2.4 Architectural Details

Architectural Styles

A consistent architectural style should be used throughout the commercial development in Planning Area 21 to create a sense of continuity between the buildings. Related elements, such as trellises, planters, light-standards, windows, doors, etc. should also adopt detailing that is compatible with the selected architectural style. The selected style of the commercial development does not necessarily need to be of any one of those available for the residential community but should be compatible with them.

Architectural styles should derive from Southern California and Ontario's history. Modern and "high-tech" styles are not acceptable style choices. Acceptable styles generally respond to the region's climate including such features as shade windows, outdoor circulation, and outdoor courtyards or plazas, recessed window frames, awnings, arcades, loggias, and trellises.

Building Wall Treatment

No wall should have a blank, uninterrupted length exceeding twenty (20) feet without including one of the following:

- Change in texture
- Change in material
- Change in plane
- Lattice
- A tree or equivalent element

Facades that are visible from adjacent streets or walkways should display even greater visual interest by using architectural elements that break up the massing of large buildings, such as windows, arcades, awnings, porticos, and other architectural features.

Base and Top Treatments

Base and top treatments help to balance the "weight" of the building visually. Bases should appear to "ground" the building, while tops create a defined edge to the roofline. Possible treatment techniques are as follows:

- Base
- Thicker walls
- Natural materials
- Different colored materials
- Enriched landscaping with a mature height of at least 18"

Special materials, such as ceramic tile, granite, stone, and marble, are encouraged on the base of buildings that face streets or connecting walkways, especially adjacent to major entries.

- Tops
- Cornice treatments
- Roof overhangs with brackets
- Stepped parapets
- Textured materials
- Different colored materials

Exterior Materials

Recommended materials include stucco, exterior plaster, brick, wood siding, tile, or stone. Exterior materials that appear pre-fabricated are not recommended. Selected materials and detailing should have an enduring appearance.



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Roof Materials

Roofing materials that are generally acceptable include metal standing seam, asphalt shingles, concrete tile, ceramic tile, and slate or slate-like materials.

Colors

Color selection should be consistent with the selected architecture style.

8.2.5 Open Space and Landscaping

Site Accessories

Site accessories, such as recycling bins, bike racks, litter cans, planters, benches, and transit shelters, should employ materials and provide an architectural character consistent with the overall project. These accessories should be graffiti-resistant with materials that are easy to clean and paint.

Connecting Walkways

Walkways throughout the Parkside Specific Plan area commercial development should connect the various buildings to each other and to the sidewalks along Edison Avenue and Archibald Avenue. Use of trellises, landscaping, sitting areas, and the site planning of buildings adjacent to one another will encourage pedestrian activity within the commercial area. A typical walkway should be a minimum of six (6) feet wide. In large parking lots, pedestrian walkways should be provided within the median of at least one or two parking aisles depending on the size of the commercial center and/or design of the center.

Pedestrian walkways that may also be used for emergency access must allow a minimum clearance of thirty (30) feet in width and fourteen (14) in vertical clearance.

Off-site Connections

Off-site connections should be provided from the commercial area to Parkside's residential development. Access to the residential community will be available by special pedestrian walkways adjacent to the common entry areas.

Plazas

Plazas are encouraged as much as possible to emphasize a pedestrian-friendly environment by creating locations within the commercial development that allow for people to gather. Plazas create a

more inviting feeling to pedestrians, allowing them to feel safe from the vehicular dominated parking lot. These outdoor places may include water features, landscaping, and other elements to create a comfortable place to sit. Plazas are encouraged where high levels of pedestrian activity are expected, such as adjacent to major entrances and nearby uses that allow for more interactivity with the plaza such as delis, cafes, restaurants, bakeries, and other food services.

Landscaping

Landscaping helps to soften the feel of the buildings and parking lots while enhancing the visual quality of the site. The following landscaping techniques may be used:

- Provide special landscaping treatment at all project site entries and building entries.
- Provide shade/canopy trees within parking areas.
- Use plants to define outdoor spaces such as edges, outdoor plazas, or movement paths between parking and building entrances.
- Choose plantings that will provide a continuity of form across the entire project site.

Shrubs and tree canopies shall not be higher than three feet or lower than seven feet respectively to allow police officers the ability to patrol the project site without visual obstructions. Plants near low-lying windows shall have thorns as a deterrent for suspects hiding and removing glass panes as a point of entry.

Where a parking lot contains ten (10) or more parking spaces and is visible from a street, not less than five (5) percent of the total area, excluding any perimeter landscaping, shall be landscaped. Such landscaping shall be concentrated in any one location. A minimum of 50% of the plant material shall be canopy or shade trees.

All rows of parking spaces shall be provided with landscape islands at each row terminus, minimum five (5) feet in width, exclusive of curbs, to protect parked vehicles, ensure visibility, confine moving traffic to drive aisles and driveways, and provide within each row of parking spaces, landscaped islands, minimum five (5) feet in width, exclusive of curbs, located so as to prevent more than ten (10) vehicles from being parked side-by-side in an abutting configuration.

Landscaped areas shall be delineated with a concrete curb, minimum six (6) inches high by six (6) inches wide; except where a



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landscape area is parallel and adjacent to a parking stall, the curb shall be a minimum six (6) inches high by twelve (12) inches wide, to provide an area for persons to step when entering or exiting a motor vehicle.

Outdoor Storage Areas

Outdoor storage areas should be incorporated into the design of the project to avoid visual impacts on the project site.

Outdoor storage areas should be located away from the street, behind, or to the side of buildings. Walls and landscaping should be used to screen stored materials.

Transit Shelters

Transit shelters should be incorporated into the design of the commercial project and will be designed according to guidelines provided by the transit agency of Ontario. The commercial developer should explore, with the transit agency and the City, possibilities for a structure that is integrated architecturally with the project through its color, materials, and architectural style.

Pedestrian walkways should provide for easy accessibility by pedestrians moving to and from the transit stop to the commercial development.

Fence and Wall Design

Chainlink fencing, barbed wire, corrugated metal fencing, and "tennis windscreens" are not permitted. Fences and walls should be built with attractive, durable materials, including (but not limited to), wrought iron, textured concrete block, brick, or formed concrete with reveals. Fences or walls should be consistent with architectural style, materials, and designs used throughout the project site. Walls and fences should not exceed a height of six (6) feet without being made of texture concrete block, interlocking "diamond" blocks, formed concrete with reveals, or similar materials to a maximum of eight (8) feet from grade.

Along streets, walls and fences should not exceed forty-two (42) inches in height. Avoid long expanses of uninterrupted fences and walls. Use of an opening, planter box, material change, pilaster, or post is acceptable. Openings shall be provided to connect walkways directly to the street and to allow pedestrians to avoid long, inconvenient walking paths. These pedestrian portals should be announced by pilasters, trellis, special landscaping, or other special features.

Lighting

Lighting standards under thirty-two (32) feet should provide adequate illumination throughout the project site during the nighttime hours. Lighting fixtures should be designed to be compatible with the architectural styles selected for the project site. At a minimum, all light standards should have an attractive base and top; overhead "cobrahead" standards are not permitted. Buildings and landscaping can be illuminated indirectly to create a strong positive image. Along pedestrian walks, lighting should provide appropriate illumination at a human scale without glare. Lighting within larger parking lots should provide safe visibility. Service area lighting should be positioned to not be seen from public view.

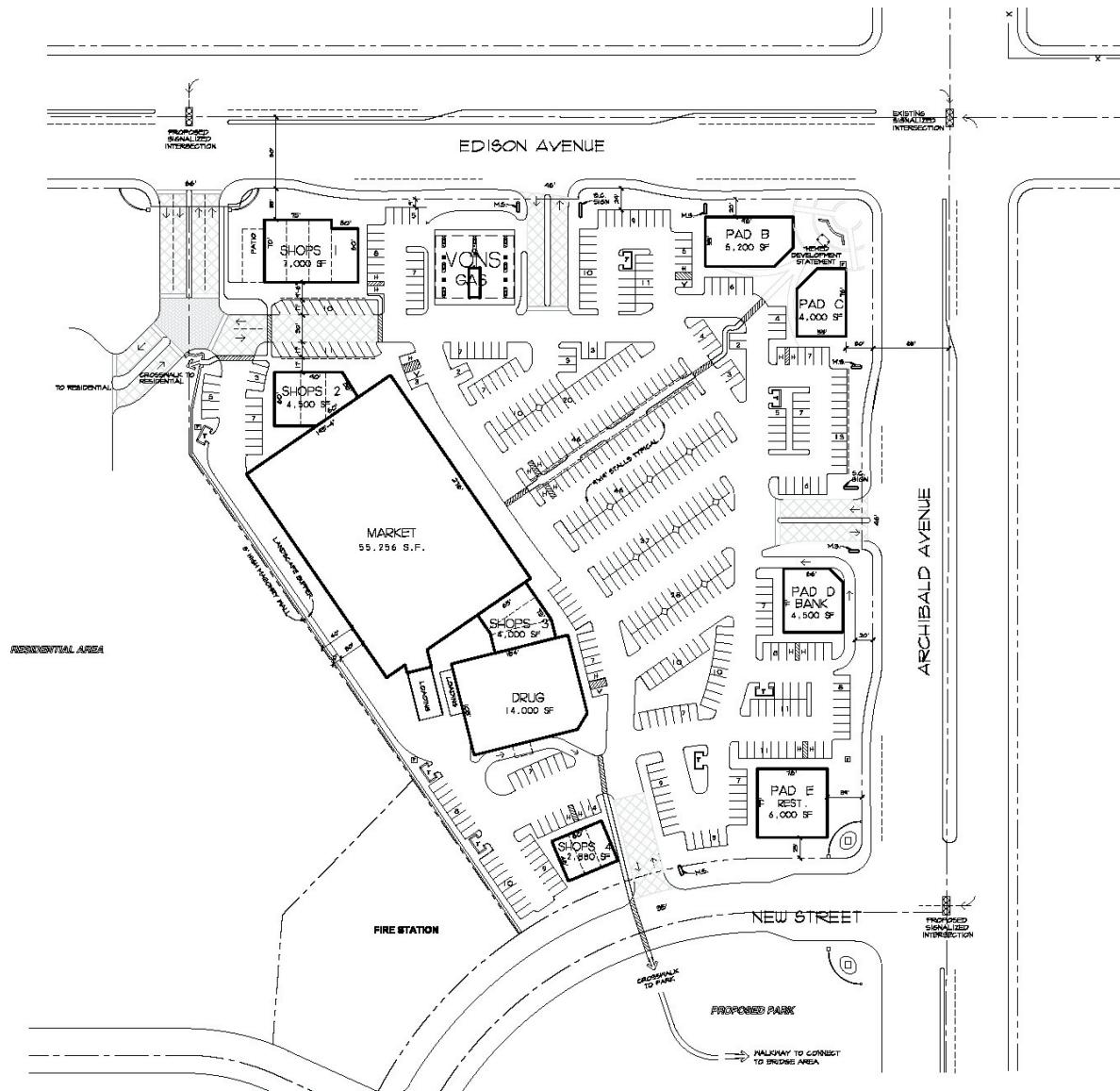
Refer to **Exhibit 43, Retail Site Plan, and 44-45, Perspective from Archibald Ave., Perspective from Shops 1 and 2.**

8.2.6 Sign Program

Refer to **Section 6.18, Signage.**



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Summary

Land	± 11.5 AC	$\pm 499,793$ SF
Building		108,236 SF
Land-to-Bldg Ratio		3.62/1
Coverage		21.66%

Parking Required	505 stalls
Retail (96,236 SF) @ 4/1000	385 stalls
Rest. (12,000 SF) @ 10/1000	120 stalls

Parking Provided	517 stalls
Standard	512 stalls
D/T Stacking	5 stalls

Parking Ratio	4.78/1000
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Exhibit 43—Retail Site Plan



Exhibit 44—Perspective From Archibald Ave.



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Pedestrian Entry

Exhibit 45—Perspective Shops 1 and 2