



8. Commercial Design Guidelines





8.0 Commercial Design Guidelines

8.1 INTRODUCTION

The Subarea 29 Specific Plan area will include a commercial area in the northwest corner of the project, at the intersection of Archibald Ave. and Merrill Ave. This non-residential use will allow the residents of the Specific Plan area with shopping and employment conveniently located nearby. Residents will have the ability to access services by foot or ride their bicycles to work via pedestrian trails connecting the residential uses to the commercial center and the local community.

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

The 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 Specific Plan area. These guidelines are not intended to be strictly enforced rules, but rather as a tool in aiding the design process. Additionally, these guidelines have been generalized for the 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 Section is organized into the following components:

- † Site Planning;
- † Building Design;
- † Architectural Details; and
- † Open Space and Landscaping.

8.1.1 Guiding Principles

Guiding Principles for commercial design for the Specific Plan 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; and
- † 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; and
- † Design should create an inviting place to shop and work. Pedestrian trails from the residential neighborhoods should not lead to the rear of the Commercial Center.

8.1.2 Review Process

The Commercial Design Guidelines are to be used as a general tool to guide the development of the northwest portion of the Specific Plan area. 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 Code for further information regarding the review process.

8.2 COMMERCIAL DESIGN GUIDELINES

8.2.1 Introduction

Commercial development within the Specific Plan 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 safe outdoor environment without ignoring the necessary needs of vehicular traffic. Through well executed planning, architecture, and landscape design, the commercial uses within the Specific Plan will complement and, to some extent, integrate the residential community rather than turn its back completely to the community residents.

8.2.2 Site Planning

Orientation

Buildings should be oriented for best visibility from the 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 walkway.



Driveways and Sidewalks

The site should be provided with a limited number of driveways to reduce the traffic impact along Merrill 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.

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 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 windows and entry features to soften the building's appearance to 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 have 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 should 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 monumental feature shall be completely constructed. In no instance shall a feature of this nature be left unfinished and exposed to public view.

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, 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 providing 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 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 to 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 20 feet without including one of the following:

- ♦ Change in texture;
- ♦ Change in material;
- ♦ Change in plane;
- ♦ Lattice; and
- ♦ 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 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; and
- ♦ 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.

Roof Materials

Roofing materials that are generally acceptable include metal standing seam, 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 use materials and have 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 Specific Plan's commercial development should connect the various buildings to each other and to the sidewalks. 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 two parking aisles for every five (5) aisles of 20 stalls or more.

Pedestrian walkways that may also be used for emergency access must allow minimum clearance of 30' wide and 14' vertical clearance.

Off-site Connections

Off-site connections should be provided from the commercial area to the Specific Plan residential development. Access to the residential community will be available by adjacent sidewalks. Pedestrian trails should not lead to the rear of a Commercial Center.



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 lot while enhancing the visual quality of the site. The following landscaping techniques may be used:

Shrubs and tree canopies shall not be higher than three and 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.

- ♦ Provide special landscaping treatment at all project 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;
- ♦ Chosen plantings should provide a continuity of form across the entire project.
- ♦ Where a parking lot contains 10 or more parking spaces and is visible from a street, not less than 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 percent of the plant material shall be canopy or shade trees. Contact the Community Services Department for specific requirements;
- ♦ 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 vehicles from being parked side-by-side in an abutting configuration.

- ♦ Landscaped areas shall be delineated with a concrete curb, minimum 6-inches high by 6-inches wide; except where a landscape area is parallel and adjacent to a parking stall, the curb shall be a minimum 6-inches high by 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 a project to avoid visual impacts on the 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 be provided for easy accessibility by pedestrians moving to and from the transit stop to the commercial development.

Lighting

Lighting standards under 15 feet should provide adequate illumination throughout the site during the nighttime hours. Lighting fixtures should be designed to be compatible with the architectural styles selected for the project. 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 too much glare. Lighting within larger parking lots should provide safe visibility. Service area lighting should be positioned as to not be seen from public view.