A. PRIMARY FUNCTION/LOCATION

Two types of commercial land uses are designated in the Specific Plan, and consist of Neighborhood Commercial, Highway Commercial and Central Commercial uses. The Neighborhood Commercial area is intended to serve primarily neighborhood retail and personal service needs of residents of the Southeast Area. The Highway Commercial areas are located at the northeast corner of the Specific Plan area adjacent to I-5. This area is intended to serve the needs of the traveling public (automobile services, eating, and drinking, lodging and related needs), and are not to duplicate services available in neighborhood, community, or downtown commercial areas. The Central Commercial is located at the northwest corner of the Specific Plan area. It is intended to serve the community and region.

B. PERMITTED AND CONDITIONAL USES

The following matrix establishes the uses which are permitted or conditionally permitted. Uses which are not listed are subject to review and interpretation by the Community Development Director.

\mathbf{P}	=	Permitted uses
C	222	Conditionally permitted uses
N	=	Uses not permitted

<u>Land Use</u>	<u>NC</u> (C-1)	<u>CH</u> (C-H)	<u>CC</u> (C-2)
Offices and Related Uses: Medical Professional offices	P N	N N	
General Commercial Uses: Animal Care Facility (animal hospital, commercial kennel, grooming), excluding exterior kennel,	N	С	С
pans, or runs Art, music, and photographic studies, and equipment, supplies, and record sales	P	N	Е
Arcades Athletic and health club, dance studios, gyms, and weight reducing clinics	C P	N N	C C

LAND USE	<u>NC</u> (C-1)	<u>CH</u> (C-H)	<u>CC</u> (C-2)
Automotive services (including motor cycles, boats,			
trailer and camper):			
 sales (including services) 	N	C	C
• rentals	N	C	C
 coin-op washing 	N	C	C
Automatic washing	N	C	C
Service or gasoline dispensing stations	С	C	C
Parts and supplies	P	P	P
Bakeries (retail only)	P	N	P
Barber and beauty shops	P	N	P
Bicycle shops	P	N	P
Photocopy services	P	N	P
Book, magazine, and newspaper stores (other than	P	N	P
adult-related material)			
Candy stores and confectioneries	P	N	P
Catering establishments	P	N	P
Cleaning and pressing establishments	P	N	P
Cocktail lounge (bar, lounge, tavern) including	N	С	C
related entertainment			
Commercial recreation facilities:			
 indoor uses such as bowling, theaters, billiards 	N	C	C
 Outdoor uses such as golf, tennis, basketball, 	N	C	C
baseball, trampolines, etc.			
Dairy product stores	P	N	P
Drive-thru restaurants	N	C	С
Drug stores and pharmacies	Þ	N	P
Financial Institutions	P	N	P
Florist shops	P	N	P
Food stores and supermarkets including	P	N	P
delicatessens, butcher, ice cream, donut, or yogurt			
shops and frozen food lockers			,
Hardware stores	P	N	P
Hobby shops	P	N	P
Hotels and Motels	N	C	C
Jewelry Stores	P	N	P
Laundry (self-service)	P	N	P
Liquor Stores	C	· N	C
Kiosks for key shops, film drops, aluminum	C	N	P
recycling, etc., in parking lots			

LAND USE	<u>NC</u> (C-1)	<u>СН</u> СН	<u>CC</u> (C-2
Locksmith shop	P	N	P
Mini-storage for public use (no outdoor storage)	N	P	N
Mini Markets	N	С	C
Nurseries and garden supply stores, provided, in the district, all equipment, supplies and material are kept within an enclosed area	С	N	P
Parking Facilities	С.	C	С
Pet shop	P	N	P
Photocopy printing shops excluding heavy presses	P	N	P
Public & semi Public Uses	C	С	C
Restaurants	P	P	P
Restaurants (other than drive-thru) with entertainment and/or serving of alcoholic beverages	С	С	P
Shoe stores, sales, and repair	P	N	P
Shopping Center	С	N	C
Stationery and gift shops	P	N	· P
Tailor or seamstress shop	P	N	P
Television, radio, and electronic sales, and service	P	N	P
Toy stores	P	N	P
Travel agencies	P	N	P
Truck and trailer rental, sales, and service	N	C	C
Variety stores	P	N	P
Veterinarian	C	C	C
Video Rental	P	N	P

NOTE: If uses in the citywide C-H zone are changed, then the above use table will be modified to be consistent with City policy.

C. SITE DEVELOPMENT STANDARDS

LAND USE	<u>NC</u> (C-1)	<u>CH</u> (C-H)	<u>CC</u> (C-2)
	()	(0 11)	(0 =)
Minimum Development Unit in acres ^a	10	2	8
Height Limitations:			
 Adjacent to single family residential district^b 	30'	30'	30'
• (with CUP)	30'	351	35'
• Other Locations ^b	30'	35'	35'
• (with CUP)	30'	35'	35'
Maximum Site Coverage (net lot area)	50%	50%	50%
Minimum onsite landscaping/hardscape (includes)	15%	10%	10%
pedestrian areas, courtyards, plazas, etc.)			
Minimum Building Setback and Depth and	30'	30'	30'
Landscaping along Street Frontages			
Minimum Rear Setback (from property line):	30'	30'	30¹
 Adjacent to existing or planned residential developing 	25'	30'	30'
Minimum Interior Side Setback (from property line):Adjacent to existing or planned residential development	25'	30'	10'

Excluding existing lots of record.

b For every story over two, an additional 15 feet of setback shall be provided.

Landscape percentage shall be calculated on a net lot basis.

D. COMMERCIAL DESIGN GUIDELINES

The following Design Guidelines are intended to describe specific commercial design recommendations related to site planning, landscape architecture, and architecture.

1. Master Plan Requirements

This section is provided to help coordinate the design and development within designated neighborhood highway and central commercial areas and discourage their piecemeal development. The intent is to enhance opportunities for high quality development consistent with the goals of the Specific Plan. In addition, master plans will assure a harmonious relationship between existing and proposed uses and promote the use of common facilities (parking areas, access points, etc.) between compatible land uses. The following guidelines shall apply to all commercially designated properties:

- a. A Master Plan (or precise site plan in the event of total development) shall be approved by the Planning Commission concurrent with, or prior to, any project approval.
- b. At minimum, Master Plans shall indicate overall vehicular circulation (points of ingress and egress to public streets, interior drives, and configuration of parking areas), building locations, and configurations, landscaped areas; and, pedestrian plazas and circulation throughout the site.

2. Site Planning Guidelines

- a. Arrange buildings to permit vistas from adjacent arterial and collector streets into open space areas.
- b. Coordinate development of adjacent parcels to maximize joint access for parking and circulation.
- Landscaping and pedestrian walkways shall be provided between sites.
 Walls separating individual commercial developments shall be discouraged unless necessary for buffering purposes.

- d. Cluster commercial buildings with pedestrian areas located between structures. Also, provide walkways between building clusters.
- e. Avoid repetitive building setbacks along all streets.
- f. Pedestrian oriented open space areas shall be provided. Plazas, courtyards, arcades, patios, and other open space elements shall be incorporated into development.
- g. Commercial activities, such as outdoor restaurants, and cafes, shall be encouraged in pedestrian-oriented plaza areas.
- h. Within the NC designation, building frontage shall be oriented to face all streets so as to avoid a strip commercial appearance. The truck docks shall be so located and/or screened so as t not be visible from the street frontage.
- 3. <u>Landscape Architecture Guidelines</u>
- a. The landscape concept for the more intensively developed sections of the Specific Plan area will emphasize formal plantings of trees, due to their urban-oriented characteristics. The impression will be created by a predominance of deciduous trees, understory plantings, use of textured pavements, and formal planters. Street trees will be planted in formal patterns. In addition, gateway/intersection design treatment shall be provided.
- b. Continuity of overall streetscape and landscape elements shall be used to visually unify development within the Specific Plan area and to differentiate it in character from adjacent residential neighborhoods.
- In order to screen parking areas, trees and shrubs shall be massed and combined with mounding. Berms will have a minimum height of three feet and have a maximum slope not to exceed $3\frac{1}{2}:1$.

- d. Within parking lots, trees shall be provided with 40% shade coverage of the lots.
- e. Trees shall be planted between commercial structures and parking areas.
- f. A dense landscape buffer shall be required when commercial land uses lie adjacent to residential uses.
- g. Transition paving shall be required at all commercial vehicular entrances. Textured paving shall also be encouraged where pedestrian walkways cross vehicular circulation aisles.
- h. Water conservation should be emphasized and plants requiring little watering should be required.
- 4. <u>Architecture</u> Guidelines
- a. The commercial center shall be designed with a consistent, recognizable design theme. The theme shall create a harmonious image through the use of consistent building styles, forms, colors, materials, and rooflines.
- b. The use of traditional architectural forms shall be encouraged. Pitched roofs, covered walkways, colonnades, entrance pergolas, and the use of indigenous building materials shall be used whenever possible.
- c. Architectural elements such as colonnades, trellis elements, door and window canopies, arcades, etc., shall be used to provide visual interest to blank building facades.
- d. Commercial building facades shall be "broken" with reveals, recesses, projections, and other architectural elements designed to provide variety and visual interest to the streetscape. Blank, unarticulated building facades shall be discouraged.

- e. The mass and scale of commercial development shall be proportionate to the site, open spaces, street, and surrounding developments.
- f. Permit vertical architectural elements in excess of the standard height limit, based upon individual project review by the City. Architectural elements include: clock towers, steeples, bell towers, etc. These elements should be located at arterial crossing points and gateway entry points.
- g. All mechanical equipment shall be screened from public view. The method of screening shall be architecturally integrated with the main structure in terms of materials, shape, color and size.
- 5. <u>Circulation Guidelines</u>
- a. All local and private streets shall meander, providing variety and visual interest to the streetscape.
- b. Bikeways and pedestrian walkways shall be provided within street rights-of-way, and designed to connect commercial, residential and activity areas (schools, parks, institutional and commercial facilities).