



FIGURE III-32



## **47. Planning Area 36: Commercial Retail (CR)**

### **a. Descriptive Summary**

Planning Area 36, as depicted in Figure III-32, provides for development of 16.5 acres devoted to Commercial uses.

### **b. Land Use and Development Standards**

Please refer to Ordinance No. 348.4805. ( Section V, *Zoning Ordinance*.)

### **c. Planning Standards**

- 1) Primary access to Planning Area 36 shall be provided from Benton Road.
- 2) Where commercial centers and residential neighborhoods interface, the following design considerations shall be implemented to ensure public safety and aesthetic quality within the WINCHESTER 1800 community: a) Parking behind commercial buildings shall be minimized to reduce vandalism; b) the rear of commercial buildings will primarily be used for loading and unloading of goods and for refuse disposal and storage; c) refuse disposal and storage areas shall be properly screened with landscaping and fence materials deemed appropriate at the plot plan stage; d) the visible portion of the rear of commercial buildings shall be architecturally pleasing to the eye and may contain the store's name and logo; large expanses of blank walls are inappropriate; and e) the use of enhanced paving, raised sidewalks or porticoes is encouraged to separate pedestrian and vehicular circulation within the commercial center. The exact design and layout of the commercial center will be reviewed at the plot plan stage. Please refer to Section IV.D, Commercial Architectural Design Criteria, for a more detailed discussion of commercial site planning guidelines.
- 3) A major community entry, as shown on Figures IV-15A and 15B, is planned at the intersection of Benton Road and Washington Street.
- 4) A greenbelt/drainage corridor treatment, as illustrated on Figure IV-14, shall provide a landscaped buffer between the proposed commercial uses in Planning Area 36 and adjacent uses to the north.
- 5) A land use edge transition, as shown on Figure IV-9, shall serve as a landscape buffer between the proposed commercial uses in Planning Area 36 and adjacent residential uses in Planning Area 37.

- 6) Roadway landscape treatments, as shown on Figures IV-5 and IV-7, are planned along Washington Road and Benton Road, respectively.
- 7) Please refer to Section IV for specific Design Guidelines and other related design criteria. Signage criteria for commercial planning areas are contained in the Specific Plan Zone Ordinance for this Specific Plan.
- 8) Please refer to Section III.A for the following Development Plans and Standards that apply site-wide:

III.A.1 Specific Land Use Plan  
III.A.2 Circulation Plan  
III.A.3 Drainage Plan  
III.A.4 Water and Sewer Plans

III.A.5 Open Space and Recreation Plan  
III.A.6 Grading Plan  
III.A.7 Public Sites and Project Phasing Plan  
III.A.8 Landscaping Plan