

- (3) Banks and financial institutions.
  - (4) Employment agencies.
  - (5) Parking lots and parking structures.
  - (6) Prescription pharmacy when related and incidental to a professional office building.
  - (7) Tourist information centers.
  - (8) Travel agencies.
  - (9) Day care centers.
- b. The following uses are permitted provided a conditional use permit has been approved pursuant to Section 18.28 of this ordinance:
- (1) Clinics, including but not limited to medical, dental and chiropractic.
  - (2) Health and exercise centers, provided all facilities are located within an enclosed building.
  - (3) Laboratories, film, dental, medical, research or testing.
  - (4) Restaurants, not including drive-in or take-out restaurants.
  - (5) Studios for professional work in or teaching of any form of fine arts, including but not limited to photography, music, drama, and dance, where no stock of goods is maintained for sale.
- c. The uses listed in Subsections a. and b. do not include sex-oriented businesses.
- d. Any use that is not specifically listed in Subsections a. or b. may be considered a permitted or conditionally permitted use provided that the Planning Director finds that the proposed use is substantially the same in character and intensity as those listed in the designated subsections. Such a use is subject to the permit process which governs the category in which it falls.

## **10. Planning Area No. 10: Community Commercial**

### ***a. Descriptive Summary***

As shown in **Figure IV-53**, the Community Commercial Shopping Center will be the only planning area separated from the remainder of the NorthStar project site. The Community Commercial Shopping Center will be located south of Varner Road and will facilitate multiple tenants with a variety of commercial uses. Building configurations and square footages will be dependent upon market-driven conditions and determined prior to submittal of the Plot Plan application.



\*CONCEPTUAL RENDERING

**PLANNING AREA NO. 10 - COMMUNITY COMMERCIAL**



NORTHSTAR  
40421.03.000 SPECIFIC PLAN



**Figure IV-53**

**b. Land Use and Planning Standards**

For planning standards (such as setbacks and building heights), refer to the Development Standards **Table IV-5** and the Specific Plan Zoning Ordinance, Section III, herein.

**(1) Special treatment buffer areas**

- The boundaries between Planning Area No. 9 and the surrounding land uses shall be designed to provide an appropriate buffer between the uses.
- Setbacks and natural and/or structural buffers (as defined below) will be utilized to separate uses that are not compatible.

Natural – A visual screen created by vegetation to present visual separation when viewed from one side to the other.

Structural – A visual screen created through either construction of an earthen berm or wall/fence and/or a combination of both to present visual separation when viewed from one side to the other.

**(2) Parking**

- The parking provided by the project will meet the County's parking requirements.

**(3) Sign program**

- A sign program shall be developed and submitted for approval by The County of Riverside Planning Department.
- Signage should advertise a place of business or provide directions/information. It should also contribute to the contemporary Mediterranean theme. Design, color, materials and placement are all important in creating signs that are architecturally attractive and integrated into the overall site design.
- Sign color should be compatible with building colors.
- Fewer words make a more effective message. Symbols shall only be utilized if they are easily recognizable.
- Avoid hard to read and overly intricate typefaces. The letter style chosen should be appropriate to the business and the building.
- Signs should be consistent with the proportion and scale of building elements within the façade. The placement of signs provides visual clues to business location and affects the design integrity of the entire building.

## (4) Access

- Primary access into the commercial area (Planning Area 10) will align with the NorthStar Main Resort Entry and provide one major signalized entry into both properties. Additional access points into the commercial area might be established as the project develops, but will be limited to right in/right out only.

*c. Design Standards/Guidelines*

## (1) Building layout and arrangement

- The layout and arrangement of buildings within Planning Area No. 10 will be completed prior to the plot plan submittal process.

## (2) Service area

- Service areas shall be located on the sides or rear of the buildings they serve.

## (3) Screening

- Service areas and external loading areas shall be screened from view by the general public. Screening may be accomplished by the use of walls, fences, trellises, and landscaping or a combination of elements.

## (4) Landscaping

## (a) Coverage

- The sum of landscaped areas shall be no less than 10% of the total planning area.

## (b) Plant selection list

- All landscaped areas within the Community Commercial Planning Area shall be planted with plant materials chosen from Landscape Zone 10 of the appropriate plant palette contained in Table IV-2 and Figures IV-8 through IV-10 of this Specific Plan. All plant material should be chosen from this list or as approved by County Planning Staff. Smooth transitions from landscaped common areas to adjoining properties are encouraged.

## (c) Planting guidelines

- Street parkways and common lots, such as retention basins, shall be provided with landscaping consisting of decorative gravels, living ground covers, shrubs and some trees.
- Location of landscaping shall be in accordance with applicable County Ordinances.

- Drought tolerant landscape materials shall be provided in accordance with Ordinance 348.
- Large planters may be incorporated into seating areas. Such planters should be open to the earth below and should incorporate permanent irrigation systems.

(d) Special treatments

- Creative project design uses of hardscape, decorative gravels, placement of landscaping for afternoon shade and water efficient irrigation systems are encouraged.
- Boxed and container plants in decorative ceramic, terra cotta, wood, or stucco planters should be used to enhance street frontages, plazas and courtyards.

(5) Architectural Features

(a) Basic theme

- The design guidelines reflect the Mediterranean design theme and pedestrian-oriented character of the area and are intended to promote high standards in site planning, architectural design and landscaping.

(b) Building form, mass elevations

- The shapes, configurations and elevations of the buildings within Planning Area No. 10 will be completed prior to the plot plan submittal process.

(c) Shade and shadow

- The natural and built environment shall be utilized to create shade at specified locations throughout the planning area.

Natural – Vegetation (including trees, shrubs, vines and ground covers) will be considered an essential part of shade planning and site design. People intuitively associate trees with shade when seeking relief from the heat of the sun. High priority will be placed on the strategic use of trees and planting to provide shaded areas.

Built – Built shade systems will include either stand-alone structures, or systems which are incorporated into the building design and/or other facilities.

- Shade is recommended over areas where people congregate and linger (e.g. seating areas and outdoor eating areas).
- Business operators should be encouraged to build awnings off their premises. As well as contributing to a shaded walkway for shoppers, these may help to

increase patronage, as people will be more inclined to linger in cool, shaded areas outside shop windows.

(d) Building relief

- Variations of wall planes, fenestration and materials are required to create strong visual interest and must be an integral part of building design. Complimentary or contrasting architectural details should provide relief and shadow to bring further richness and interest to façades.

(e) Offsets

- Offset accent elements from primary wall planes and utilize contrasting materials/textures for visual richness.

(f) Eaves and Fascias

- The fascias around the eaves shall have detailed molding that accentuates the fenestration overhangs and/or entrances.

(g) Materials

- Exterior building materials should complement the materials used on adjacent buildings. The following materials are considered appropriate for buildings within the Community Commercial Planning Area: stucco, smooth block, granite, marble.
- Accent materials should be used to highlight building features and provide visual interest. Accent materials may include any of the following: wood, glass, glass block, tile, brick, concrete, stone, copper, cloth awnings, painted metal, and wrought iron.
- The appropriateness of any given color for a particular building depends on a number of factors, including architectural style, building material, building features and details, building size, building orientation, building context, and climatic considerations.
- Light desert earth tones are encouraged. Soft tones ranging from white to light pastels are preferred. Neutral colors such as off-white, beige and sand are also acceptable.
- Finish material with “natural” colors such as brick, stone, and copper, should be used where practicable.

(h) Roof forms and materials

- Roof materials most indicative of Mediterranean architecture such as clay shingle tile, concrete shingle tile, Mission tile and other tile-like designs are encouraged. Other acceptable roof materials include copper and painted metal.
  - The visible portion of sloped roofs should be sheathed with a roofing material complimentary to the architectural style of the building and other surrounding buildings.
  - Roof-mounted mechanical or utility equipment should be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. Mechanical equipment should not be visible from any angle or any height outside of the building.
  - Chimneys, rain gutters, downspouts, vents and other roof protrusions should be finished to complement or accent the adjacent materials and colors.
  - Rooftops should be designed to be visually attractive when viewed from adjacent buildings.
- (i) Spaces - verandas, patios, courtyards
- Courtyards, gardens and fountains are encouraged. Landscaping within courtyards should include a balance of hardscape and landscape materials.
  - Visual focal points such as fountains or public art should be provided within plaza/courtyard areas.
- (j) Fencing and walls
- Walls and fences should be designed as an integral architectural component of the building with which they are associated and should be compatible with the natural environment in color and texture. Walls may consist of stucco, stone, wood or brick and may be used to provide private outdoor spaces or as a device to screen private landscaping, cars and service areas from public view.
  - Walls may be enhanced with decorative inset tiles, wrought iron fencing, high ornate iron entry gates, or low planters incorporated into the base of the wall.
- (k) Accessory
- Accessory elements such as mailboxes, trash enclosures, newspaper racks, and security gates should be compatible with the architectural style of the project.
- (l) Outside furnishing
- The design and selection of outside furnishings shall include considerations for the security, safety, comfort and convenience of the user, including the handicapped.

- Outside furnishings shall be conservative in use of sidewalk space, and maintain a clear width sufficient to accommodate pedestrian flows.
  - All outside furnishings shall be constructed of long-wearing, vandal resistant materials, capable of with standing the desert climatic conditions.
  - The selection, siting and layout of the different elements of outside furnishings shall insure that each article or structure is designed and situated to be in harmony with both the surrounding furnishings and the area as a whole.
- (m) Walkways
- Walkways within the commercial area should be constructed of compatible materials and finishes to provide consistency throughout the center. Pedestrian walkways should be considered to connect with Planning Areas 1-9 across Varner Road.

*d. Permitted Uses (PA 10)*

a. The following uses are permitted provided approval of a plot plan shall first have been obtained pursuant to the provisions of Section 18.30 of the Riverside County Zoning Ordinance, No. 348:

- (1) Ambulance services.
- (2) Antique shops.
- (3) Appliance stores, household.
- (4) Art supply shops and studios.
- (5) Auditoriums and conference rooms.
- (6) Bakery goods distributors.
- (7) Bakery shops, including baking only when incidental to retail sales on the premises.
- (8) Banks and financial institutions.
- (9) Barber and beauty shops.
- (10) Bars and cocktail lounges.
- (11) Bicycle sales and rentals.
- (12) Book stores and binders.
- (13) Catering services.
- (14) Clothing stores.



- (15) Confectionery or candy stores.
- (16) Costume design studios.
- (17) Dance halls.
- (18) Delicatessens.
- (19) Department stores.
- (20) Drug stores.
- (21) Dry goods stores.
- (22) Electrical substations.
- (23) Employment agencies.
- (24) Florist shops.
- (25) Food markets and frozen food lockers.
- (26) Gift shops.
- (27) Hardware stores.
- (28) Hobby shops.
- (29) Ice cream shops.
- (30) Ice sales, not including ice plants.
- (31) Interior decorating shops.
- (32) Jewelry stores with incidental repairs.
- (33) Laboratories, film, dental, medical, research or testing.
- (34) Laundries and laundromats.
- (35) Leather goods stores.
- (36) Locksmith shops.
- (37) Mail order businesses.
- (38) Manufacturer's agent.
- (39) Market, food, wholesale or jobber.
- (40) Meat markets, not including slaughtering.
- (41) Mimeographing and addressograph services.
- (42) Music stores.

- (43) News stores.
- (44) Notions or novelty stores.
- (45) Offices, business.
- (46) One on-site operator's residence, which may be located in a commercial building.
- (47) Paint and wall paper stores, not including paint contractors.
- (48) Parking lots and parking structures.
- (49) Pet shops and pet supply shops.
- (50) Photography shops and studios and photo engraving.
- (51) Plumbing shops, not including plumbing contractors.
- (52) Poultry markets, not including slaughtering or live sales.
- (53) Printers or publishers.
- (54) Produce markets.
- (55) Radio and television broadcasting studios.
- (56) Recording studios.
- (57) Refreshment stands.
- (58) Restaurants and other eating establishments.
- (59) Schools, business and professional, including art, barber, beauty, dance drama, music and swimming.
- (60) Shoe stores and repair shops.
- (61) Shoeshine stands.
- (62) Signs, on-site advertising.
- (63) Sporting goods stores.
- (64) Stained glass assembly.
- (65) Stationery stores.
- (66) Stations, bus, railroad and taxi.
- (67) Tailor shops.
- (68) Telephone exchanges.
- (69) Theaters, not including drive-ins.

- (70) Tobacco shops.
- (71) Tourist information centers.
- (72) Toy shops.
- (73) Travel agencies.
- (74) Typewriter sales and rental and incidental repairs.
- (75) Watch repair shops.
- (76) Wedding chapels.
- (77) Wholesale businesses with samples on the premises, but not to include storage.
- (78) Gasoline service stations, not including the concurrent sale of beer and wine for off-premises consumption.
- (79) Golf cart sales and service.
- (80) Hotels, resort hotels and motels.
- (81) Day care centers.
- (82) Convenience stores, not including the sale of motor vehicle fuel.

b. Uses Permitted by Conditional Use Permit. The following uses are permitted provided a conditional use permit has been granted pursuant to the provisions of Section 18.28 of this ordinance:

- (1) Automobile rental agencies.
- (2) Car washes.
- (3) Sale, rental, repair, or demonstration of motorcycles, scooters or motorbikes of two horsepower or greater.
- (4) Animal hospitals.
- (5) Sports and recreational facilities, not including motor-driven vehicles and riding academies, but including archery ranges, athletic fields, beaches, golf driving ranges, gymnasiums, miniature golf, parks, playgrounds, sports arenas, skating rinks, stadiums, and commercial swimming pools.
- (6) All uses permitted in Subsection a. that have more than 200 square feet of outside storage of display of materials.
- (7) Gasoline service stations, with the concurrent sale of beer and wine for off-premises consumption.
- (23) Convenience stores, including the sale of motor vehicle fuel.

(24) Liquor stores pursuant to the provisions of Section 18.48 (Alcoholic Beverage Sales) of this ordinance.

c. The uses listed in Subsections a. and b. do not include sex-oriented businesses.

d. Accessory Uses. An accessory use to a permitted use is allowed, provided the accessory use is established on the same lot or parcel of land, and is incidental to, and consistent with the character of the permitted principal use, including but not limited to:

(1) Limited manufacturing, fabricating, processing, packaging, treating and incidental storage related thereto, provided any such activity shall be in the same line of merchandise or service as the trade or service business conducted on the premises and providing any such related activity does not exceed any of the following restrictions:

a) The maximum gross floor area of the building permitted to be devoted to such accessory use shall be 25 percent.

b) The maximum total horsepower of all electric motors used in connection with such accessory use shall be five horsepower.

c) The accessory use shall be so conducted that noise, vibration, dust, odor, and all other objectionable factors shall be reduced to the extent that there will be no annoyance to persons outside the premises. Such accessory use shall be located not nearer than 50 feet to any residential zone.

d) Accessory uses shall be conducted wholly within a completely enclosed building.

e. Any use that is not specifically listed in Subsections a. and b. may be considered a permitted or conditionally permitted use provided that the Planning Director finds that the proposed use is substantially the same in character and intensity as those listed in the designated subsections. Such a use is subject to the permit process which governs the category in which it falls.