

7. Planning Area No. 7: Mixed Use Retail Village

a. *Descriptive Summary*

Inspired by top international resort destinations around the world, the retail village will effectively serve as the heart and social focal point of the resort and surrounding communities. The Village at NorthStar is expected to serve as the beacon of lifestyle and sophistication. “A whole new world of shopping delights, embraced by old world European charm, awaits discovery at The Village.”

The 400,000 square foot Mixed Use Retail Village (**Figure IV-49**) will serve as the symbolic and functional hub of the NorthStar development and will provide key commercial linkages to a wide variety of on-site uses. The upscale, “people friendly” retail village will showcase leading (multi-national) retailers with specific merchandising emphasis on lifestyle, home, leisure and food/beverage categories. The Village will provide the best in retail synergy with a shopping environment similar to top performing centers, such as Phillips Place (Charlotte, North Carolina) and Market Commons at Clarendon (Clarendon, Virginia). The Mixed Use Retail Village is anticipated to satisfy the highly sophisticated taste and demand of the local consumer base and upon completion will set the standard for high-end shopping facilities in the Coachella Valley.

The Mixed Use Retail Village will be comprised of multiple floors. Shops and Restaurants will be provided on the Ground Floor and will cater to the retail client. The second floor will consist of office uses and the possibility of additional retail uses. The third floor will have residences and parking will be underground or in attached structures.

An elevation and representative illustration of a plaza within the Mixed Use Retail Village are shown in **Figure IV-50**. The village will be derived from concepts associated with the typical Mediterranean town in which people live, work, and shop in the same neighborhood. A “sense of place,” will be created by using streetscapes, plazas and courtyards (all components of a typical Mediterranean Village).

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. 7 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.



*CONCEPTUAL RENDERING

PLANNING AREA NO. 7 - MIXED USE RETAIL VILLAGE



NORTHSTAR
40421.03.000 SPECIFIC PLAN



Figure IV-49



MIXED USE RETAIL VILLAGE - AERIAL VIEW OF PLAZA/ELEVATION

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NORTHSTAR
40421.03.000 SPECIFIC PLAN

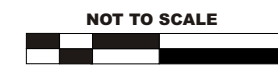


Figure IV-50

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

- Parking is being proposed principally in parking structures that are shared between Planning Areas. Parking Plans will be submitted during plot plan review and will demonstrate that minimum County Parking requirements are being met. Should parking be provided in adjacent planning areas the plot plans shall clearly show how parking is allocated between planning areas.

(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

- As shown on **Figure IV-3** (Conceptual Vehicular Diagram), primary access into the Mixed Use Retail Village will be obtained from Varner Road via a signalized intersection.

c. Design Standards/Guidelines

(1) Building layout and arrangement

- Storefronts and major building entries should be oriented towards major streets, courtyards or plazas.

- Buildings facing pedestrian streets and plazas should incorporate design features that provide visual interest at the street level. Building elements should be designed in a way that enhances the visibility of merchandise and store related activities by pedestrians.
 - The orientation of a building should be taken into consideration when selecting colors, because it affects color appearance.
- (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, 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.
- (c) Plant selection list
- All landscaped areas within the Mixed Use Retail Village shall be planted with plant materials chosen from Landscape Zone 7 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 conceptual shape and configuration of the Mixed Use Retail Village is depicted in **Figure IV-49**.
 - The elevations of the buildings within Planning Area No. 7 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 Mixed Use Retail Village: 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.
- The colors and materials on adjacent structures should be varied to establish a separate identity for buildings. A variety of colors and textures of building materials while maintaining overall design continuity in the Mixed Use Retail Village is encouraged. Color sample boards shall be submitted as a part of the application and review process.

(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 complements 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 withstanding 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
- The Shopping Promenade within the Mixed Use Retail Village should be constructed of compatible materials and finishes to provide consistency throughout the planning area. As depicted on **Figure IV-5** (Conceptual Pedestrian Circulation Diagram), the Shopping Promenade would be designed to provide links to additional pedestrian circulation routes within the project and connectivity to the entire project site.

d. Permitted Uses (PA 7)

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

- (14) Dance halls.
- (15) Delicatessens.
- (16) Department stores.
- (17) Drug stores.
- (18) Dry goods stores.
- (19) Employment agencies.
- (20) Florists shops.
- (21) Food markets and frozen food lockers.
- (22) Gift shops.
- (23) Hotels, resort hotels and motels.
- (24) Household goods sales, including but not limited to, new and used appliances, furniture, carpets, draperies, lamps, radios, and television sets, including repair thereof.
- (25) Hobby shops.
- (26) Ice cream shops.
- (27) Interior decorating shops.
- (28) Jewelry stores, including incidental repairs.
- (29) Laboratories, film, dental, medical, research or testing.
- (30) Laundries and laundromats.
- (31) Leather goods stores.
- (32) Locksmith shops.
- (33) Mail order businesses.
- (34) Manufacturer's agent.
- (35) Market, food, wholesale or jobber.
- (36) Meat markets, not including slaughtering.
- (37) Mimeographing and addressograph services.
- (38) Music stores.
- (39) News stores.
- (40) Notions or novelty stores.

- (41) Offices, including business, law, medical, dental, chiropractic, architectural, engineering, community planning, real estate.
- (42) One on-site operator's residence, which may be located in a commercial building.
- (43) Paint and wallpaper stores, not including paint contractors.
- (44) Pet shops and pet supply shops.
- (45) Photography shops and studios and photo engraving.
- (46) Poultry markets, not including slaughtering or live sales
- (47) Printers or publishers.
- (48) Produce markets.
- (49) Radio and television broadcasting studios.
- (50) Recording studios.
- (51) Refreshment stands.
- (52) Restaurants and other eating establishments.
- (53) Schools, business and professional, including art, barber, beauty, dance, drama, music and swimming.
- (54) Shoe stores and repair shops.
- (55) Shoeshine stands.
- (56) Signs, on-site advertising.
- (57) Sporting goods stores.
- (58) Stained glass assembly.
- (59) Stationer stores.
- (60) Stations, bus, railroad and taxi.
- (61) Tailor shops.
- (62) Telephone exchanges.
- (63) Theaters, not including drive-ins.
- (64) Tobacco shops.
- (65) Tourist information centers.
- (66) Toy shops.

(67) Travel agencies.

(68) Typewriter sales and rental, including incidental repairs.

(69) Watch repair shops.

(70) Convenience stores, not including the sale of motor vehicle fuel.

(71) Day care centers.

(72) baths, health centers Massage parlors, Turkish and similar personal service establishments.

b. The following uses are permitted, together with outside storage and display of materials appurtenant to such use, provided a plot plan has been approved pursuant to the provisions of Section 18.30 of this ordinance:

(1) Bicycle sales and rentals.

(2) Electrical substations.

(3) Golf cart sales and service.

(4) Parking lots and parking structures.

(5) Sports and recreational facilities, not including motor driven vehicles and riding academies, but including archery ranges, athletic playgrounds, sports arenas, skating rinks, stadiums, and commercial swimming pools.

d. The following uses are permitted provided a conditional use permit has been granted pursuant to the provisions of Section 18.28 of this ordinance:

(3) Heliports.

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

f. Accessory Uses. An accessory use to a permitted use is allowed provided the accessory use is incidental to, and does not alter the character of, the principal permitted 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 provided any such 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.

g. Any use that is not specifically listed in Subsections a., b., and d. 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.

8. Planning Area No. 8: Industrial Park (Research & Development)

a. *Descriptive Summary*

The Industrial Park (research and development) is envisioned to be utilized by the high tech business sector for product marketing and development. The Industrial Park is strategically located along Interstate 10, a major transportation corridor which links Los Angeles, California and Phoenix, Arizona, and is an information superhighway containing major fiber optic cable. As shown in **Figure IV-51**, the Industrial Park will be located east of the Mixed-Use Retail Village along the southern boundary of the project site (Varner Road). Access into the Industrial Park will be properly controlled and limited to key locations off of Varner Road.

The Industrial Park will potentially consist of one- to two-story buildings with structures arranged around open spaces containing common pedestrian spines and gathering points. The Industrial Park will be a continuation of the village concept with a fabric of streets and pedestrian corridors that interconnect the buildings.

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. 8 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 on side to the other.