

# Table of Contents

Table of Contents .....	1
SECTION I .....	2
SITE PLANNING AND SITE IMPROVEMENTS .....	2
INTRODUCTION .....	2
OUTDOOR STORAGE OF FOR-SALE VEHICLES, ARTIFACTS AND/OR EQUIPMENT .....	2
BUILDING SETBACKS .....	3
PERIMETER FENCING .....	3
Wrought Iron Fencing: .....	4
Wrought Iron/Block Pilaster Fencing: .....	4
Bollards: .....	4
SALES OFFICE .....	4
SERVICE AND STORAGE .....	4
TRASH COLLECTION AREA .....	5
ILLUMINATION .....	5
SECTION 2 .....	7
LANDSCAPE ARCHITECTURAL DESIGN .....	7
INTRODUCTION .....	7
IRRIGATION DESIGN .....	7
SECTION 3 .....	11
SIGNAGE AND ADVERTISING .....	11
INTRODUCTION .....	11
VEHICLE DEALER MONUMENT SIGNS .....	11
VEHICLE DEALER BUILDING MOUNTED IDENTIFICATION SIGNS .....	12
VEHICLE DEALER DIRECTIONAL SIGNS .....	13
TEMPORARY WINDOW SIGNS, BALLOONS, POLE MOUNTED BANNERS .....	14
PROHIBITED SIGNING AND ATTENTION ATTRACTING DEVICES .....	15

## SECTION I

## SITE PLANNING AND SITE IMPROVEMENTS

**INTRODUCTION**

All improvements must adhere to the requirements set forth in “Riverside County Ordinance 348, Parking & Landscaping,” and the “Rubidoux Village Design Workbook-Mission Boulevard Revitalization Program.” Where requirements in these design guidelines differ from County Ordinance or the Workbook, the more stringent shall apply.

**OUTDOOR STORAGE OF FOR-SALE VEHICLES, ARTIFACTS AND/OR EQUIPMENT**

**Storage Area:** The outdoor storage of new/used cars is permitted on fully paved, improved lots with lighting, landscaping, signage and perimeter fencing. Outdoor storage of for-sale vehicles, artifacts and/or equipment may be displayed without screening provided the following design standards are followed:

**Landscaping:** A 7.5’ wide minimum landscape planting buffer shall be installed behind the parkway setback running parallel to the street frontage and permitting only structures, access ways (vehicular and pedestrian) and permitted signage to encroach on the planted area to provide screening and an aesthetic zone between the parkway and the resale lot.

All landscaping (streetscape, on-site, and display area) shall reflect a continuity, or connection, tied to a common theme.

**Display Area:** The intent is to provide a display area that provides a focal point for the vehicle with landscaping to complement the display and provide visual interest.

- Screen under-carriage of vehicles with 12”-18” high landscape berm not exceeding a 3:1 slope.
- Landscaping for the display areas should consist of low mounded turf, accents of ground covers, annual flowers, shrubs all covered by minimum 3” deep layer of medium-grind shredded mulch. Hardscape features such as concrete bollards, decorative paving, etc. are also encouraged with the exception of small rocks or gravel.
- Landscaping shall be installed with a fully automatic controlled irrigation system.

Trees closer than six feet to a sidewalk shall be installed with a minimum 6' wide x 24" deep root-barrier parallel to back of sidewalk.

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#### Display Pad:

- Isolated vehicle display pads (optional) may encroach within the landscape planting buffer. Pad width shall not exceed 20' maximum as measured parallel to the street frontage.
- Approximately one (1) display pad will be allowed for each 100 foot of frontage. Actual number of display pads will be determined on a case-by-case basis based on specific sites and designs as approved by the Planning Department.
- Display area paving shall consist of a non-asphaltic concrete material such as colored/textured concrete, concrete pavers, turf-block, or stamped or washed concrete.
- Landscaping except as necessary to provide for pedestrian or vehicle access shall surround a minimum 50% of display area perimeter.

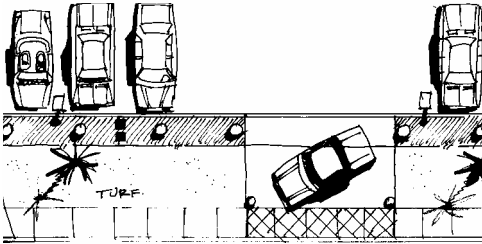


Figure 1 – Display Pad

### BUILDING SETBACKS

**Front Building Setbacks:** Setbacks are required to minimize the affect of the structures imposing on the streetscape. The standard setback is 15 feet behind the curb face. This is measured from the curb face at the inside of the parking stalls, whether parallel or diagonal.

#### Side Building Setbacks:

**Commercial:** side setbacks are not required where adjacent to commercial development.

**Residential:** where adjacent to residential development, a minimum eight foot masonry wall and 10 foot wide landscaped planter shall be situated along the property line.

### PERIMETER FENCING

**Interior:** Interior property line decorative masonry block walls shall be solid. A minimum eight foot masonry block wall and 10 foot wide planter shall be required along the property line adjacent to residential development.

**Frontage:** Fencing along the street frontage is not required and when provided voluntarily must be of permanent construction. Wood or chain link is not permitted, and must be essentially transparent, i.e., no solid fencing is permitted and must be designed to complement the architecture of the structures on

the site. Razor wire or barbed wire is not permitted. The three types of fencing options are as follows:

#### **Wrought Iron Fencing:**

- The height of the fence shall not exceed six feet (6').
- Curved or straight barrier spikes may be allowed.

#### **Wrought Iron/Block Pilaster Fencing:**

- The height of the fence shall be a minimum of four feet (4') high (preferred) and shall not exceed six feet (6') total height including the block course. Block course is not to exceed 18" in height.
- The pilasters shall be constructed at 10—15 feet on-center maximum spacing.
- Pilasters should be constructed of decorative masonry units or finished with a stucco coating and a precast concrete cap. Exposed precision block is not allowed.

#### **Bollards:**

- Pre-cast concrete or painted cast iron bollards centered in the landscaped planting buffer at 6 feet on-center maximum spacing.
- Bollards shall not exceed at maximum height of 42 inches.
- Bollards shall be spaced at a maximum 8 feet on-center spacing.

#### **SALES OFFICE**

**Sales Office Amenities:** The Sales Office should be a permanent structure on a permanent foundation. The Sales Office should be clearly delineated from the sales lot through use of such vertical features as walls, divider screens, walkways, landscaped planter boxes, small trees and shrubs, etc.

**Awnings, sun screens:** Awnings and sun screens are recommended to provide both shade and weather protection over doors, windows and wall openings. Awnings, if used must be simple geometric forms. Signage is not permitted on awnings or screens.

**Pilasters/Columns:** Columns or pilasters shall be used to break up the flat vertical surface of the building.

#### **SERVICE AND STORAGE**

**Service and Storage Facilities:** These facilities should be clearly separated from the sales office and on-site customer parking areas.

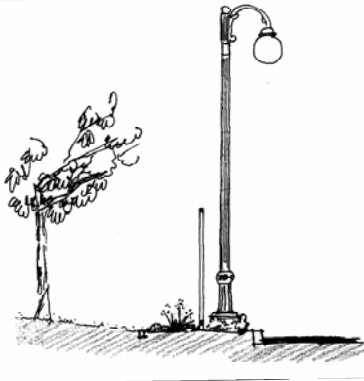


Figure 2 –Wrought Iron Fence

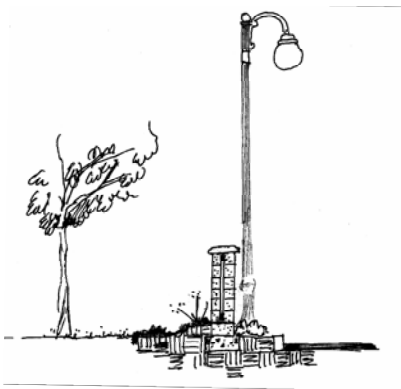


Figure 3 – Pilaster &



Figure 4 – Bollard

Service and storage facilities should be screened from public view or from any adjacent residential property with landscaping and fencing. Vehicle service bays should be oriented away from the street or screened from street views.

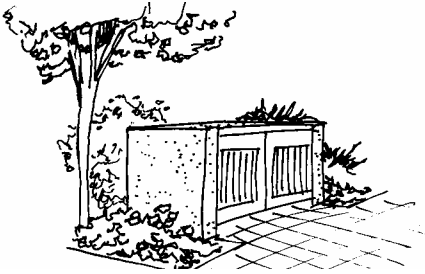


Figure 5--Trash Enclosure

### TRASH COLLECTION AREA

**Trash Collection Area:** The trash collection areas shall be fully screened on 3 sides by masonry walls with decorative wood or metal access doors and located in the rear or side areas of the property. Chain-link is not permitted to enclose the “top” of the enclosure. Separate access shall be provided via a gated/screened entry and landscaped in such a manner as to be fully screened from a public street or from any adjacent residential area per Riverside County Planning Department Ordinance 348 Land Use & Zoning.

### ILLUMINATION

**Site Illumination:** Site and display lighting shall be limited to luminaires utilizing sharp “cut-off” fixtures as defined by published Illuminating Engineering Society (IES) standards, whose purpose is to eliminate spilled light. If needed to control the spill of light onto adjacent property, a “house side shield” may be employed.

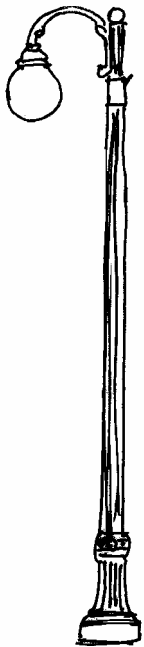


Figure 6—Light Standard

- Strings of incandescent lights will not be permitted anywhere on the property.
- The average wattage of the display and storage areas may not exceed 1.5 watts per square foot.
- An average of one foot-candle of illumination is required for which the illumination may be averaged is 100 square feet and no portion of the area may receive less than .25 foot-candle of illumination.
- Lighting standards and poles are limited to 16 feet maximum in height in the front 40 feet of street frontage and 20 feet maximum in height elsewhere including the luminaire head.
- Style: must be one of the following or equivalent.  
*Manufacturer:* Antique Street Lights, “New York Series” Cast Iron posts 17” dia. Base, WB series Crossarms & Wall Bracket with S20 Luminaires.
- Clean “white-lighting” with Metal Halide or Mercury Vapor luminaires are required for display lots.
- Indirect illumination of neighboring residential properties by any on-site lighting should not exceed 0.5 foot candles at the property line as measured horizontally and vertically from the adjacent grade to a height of 14 feet.

- Late night security lighting in areas other than the display area may use High Pressure Sodium luminaires (i.e., in the storage and service areas). Low Pressure Sodium luminaires are not permitted.
- Poles must be of permanent construction (wood poles are not permitted) and must meet county standards for structural stability and foundation design.

**Landscape Lighting:** Landscape lighting shall be limited to uplights, backlighting, and accent lighting of plant material (trees, shrubs, and vines). No flood lighting of landscape areas will be permitted.

## SECTION 2

## LANDSCAPE ARCHITECTURAL DESIGN

**INTRODUCTION**

All parking lot landscaping must adhere to the requirements set forth in “*Riverside County Ordinance 348, Parking & Landscaping,*” and the “*Rubidoux Village Design Workbook-Mission Boulevard Revitalization Program.*” Where requirements in these design guidelines differ from County Ordinance or the Workbook, the more stringent shall apply.

**IRRIGATION DESIGN**

All landscape areas must be irrigated by an automatically controlled sprinkler system and shall include a rain shut-off device wired to the controller. The system shall be designed to meet the following requirements.

**Hydro Zones:**

- Irrigation systems shall be separated into hydro zones that take into account plant type water requirements, sun & wind exposure, and soil types.

**Separate Valve Stations:**

- Turf and shrub/groundcover areas shall not be watered by the same valve station.

**Moisture Demand:**

- Meet the peak moisture demand of all plant materials.

**Run-Off Design:**

- Designed to prevent and/or minimize run-off and discharge of irrigation water onto roadways, driveways, adjacent properties and any area not under control of the user.

**Equipment Types:**

- Irrigation equipment (sprinkler heads, controllers, valves, etc.) shall be as manufactured by Rainbird, Toro, Hunter, Hardie or approved equals.

**Pop-Up Heads:**

- Landscape areas along walks and curbs and shrub areas adjacent to turf shall be irrigated with pop-up type sprinkler

heads. Sub-injection systems may be used on a limited basis to reduce overspray/drift onto pavement.

### **PLANTING DESIGN**

To reinforce and complement the overall Mission Boulevard theme, the on-site planting design shall adhere to the following criteria:

#### **Plant Combinations:**

- All landscape areas shall be planted with a combination of trees, shrubs and groundcover. If turf is used, it shall not exceed 50% the total landscape area.

#### **Display Lot Planting:**

- Screen under-carriage of vehicles with 12"-18" high landscape berm. Landscaping for the display areas should consist of low mounded turf, accents of ground covers, annual flowers, shrubs, and hardscape features such as concrete bollards, decorative paving, etc. Landscaping except as necessary to provide for pedestrian or vehicle access shall surround a minimum 50% of display area perimeter.
- Trees are not required within the display lot areas, but are required in the landscape setback areas, lot perimeter planting areas and adjacent to structures.

#### **Parking Lot Planting:**

- Parking lots that have street frontage shall have a 12"-18" shrub foreground planting, or a 12"-18" high landscape berm that effectively blocks the view of the chassis of the parked cars from the street. If a berm is utilized, it shall not exceed a 3:1 slope.

#### **Screening:**

- All backflow preventers and other utility elements shall be screened from view from the street with plant material.

#### **Block Walls:**

- All block walls shall be landscaped with vines and/or shrubs to deter graffiti.

#### **Trash Enclosure:**

- Enclosures shall have a minimum 3' wide planting area on both sides and along the back and shall be planted with self-clinging vine (1 gallon size minimum) at 4' o.c.



**Plant Specifications:**

- Plant quantities and sizes shall meet the following minimums:
  - (1) 15 gallon street tree or larger for every 45 feet of frontage;
  - (1) 36" box tree or larger for every 800 s.f. of landscape area;
  - (1) 24" box tree or larger for every 800 s.f. of landscape area;
  - (1) 5 gallon shrub for every 75 s.f. of landscape area;
  - (1) 1 gallon shrub for every 50 s.f. of landscape area;
- Rooted cutting ground cover at 12" o.c. minimum shall be planted in all non-turfed landscape areas unless the areas are planted such that the shrubs and spacing selected will result in complete landscape area coverage within two years.
- A 3" layer of medium ground bark mulch shall be installed in all non-turfed landscaped areas;
- All landscape areas shall be maintained in a healthy and growing condition. Dead plants shall be removed immediately and replaced with equal size and species material.

**Recommended Plant Palette:**

- The following is a recommended plant palette for all on-site landscaping. Design creativity is encouraged, however plants deviating from the following lists must be approved by the plan checking agency at time of submittal.

Parking Lot/Display Lot Trees

Brachychiton populneus	Bottle Tree
Pinus canariensis	Canary Island Pine
Podocarpus gracilior	Fern Pine
Lagerstroemia fauriei	Crape Myrtle
Pistacia chinensis	Chinese Pistache
Platanus acerifolia	Sycamore
Pyrus calleryana 'Bradford'	Bradford Pear

Entry Drive Accent Trees

Lagerstroemia fauriei	Crape Myrtle
Podocarpus gracilior	Fern Pine
Magnolia grandiflora 'Little Gem'	Magnolia
Palm trees	Palm
Pyrus calleryana 'Bradford'	Bradford Pear
Koelreuteria paniculata	Goldenrain Tree

Additional On-Site Trees

Bauhinia purpurea	Orchid Tree
Palm trees	Palm
Eucalyptus species	N.C.N.
Fraxinus velutina	Ash

Parking Lot and On-Site Shrubs & Vines

Rhaphiolepis indica ‘Ballerina’	India Hawthorn
Pittosporum	N.C.N.
Hermerocallis	Daylily
Agapanthus	Lily of the Nile
Photinia x ‘Fraseri’	N.C.N.
Ligustrum texanum	Texas Privet
Bougainvillea	N.C.N.
Xylosma congestum ‘Compacta’	N.C.N.
Nandina domestica	Heavenly Bamboo
Parthenocissus tricusidata	Boston Ivy
Ficus repens	Creeping Fig
Doxanthus unguis-cati	Cat’s Claw Vine

Parking Lot and On-Site Ground Covers

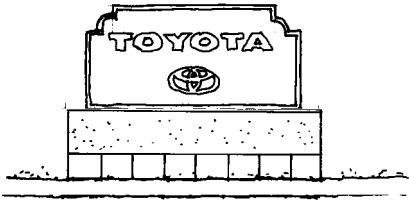
Lantana	N.C.N.
Rosemarinus	Rosemary
Trailing Gazania	Gazania
Myoporum parvifolium	N.C.N.
Verbena	N.C.N.
Trachelospermum jasminoides	Star Jasmine
Pelargonium peltatum	Ivy Geranium
Hedera helix ‘Hahn’s’	Hahn’s Ivy
Turf – “Marathon type” dwarf fescue (all turf shall be sodded)	

**HARDSCAPE DESIGN**

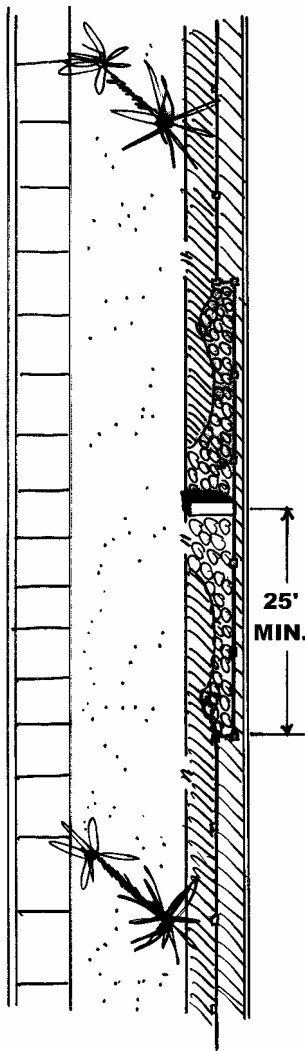
Hardscape is defined as all non-landscaped areas usually treated with a surfacing material such as concrete, asphaltic concrete, pavers, etc. On-site hardscape/paving shall be designed to complement the proposed street and parkway hardscape. Interlocking pavers are encouraged to avoid uneven edges. Patterns should be simple and complement adjacent materials. Colors shall be coordinated to match existing paving colors, within the same spectrum range. All exposed walls shall be treated with anti-graffiti sealer and have planters bordering them with shrubs and vines.

## SECTION 3

## SIGNAGE AND ADVERTISING



**Figure 7—Vehicle Dealer Monument Signage**



**Figure 8—Vehicle Dealer Monument Signage**

**INTRODUCTION**

All signage must adhere to the requirements set forth in “*Rubidoux Village Design Workbook-Mission Boulevard Revitalization Program.*” Where requirements in these design guidelines differ from Workbook, the more stringent shall apply.

Signage shall be compatible with existing building colors, materials, finishes, etc. and free from fabricator’s advertisements. All electrical service shall be fully concealed. All fittings and connectors shall be a non-corrosive high-quality material. Signs shall be maintained to permit dirt and water drainage.

**VEHICLE DEALER MONUMENT SIGNS****Size and Number:**

- All dealerships (new and used) shall be allowed one (1) 21 square foot and five foot high monument identification sign for each street frontage. This sign must be located outside the road right-of-way.
- New and used car dealerships with 550 feet or more of street frontage shall be allowed an additional monument sign for each such frontage.

**Copy:**

- Signs shall identify the dealership name.
- No more than five groupings of text, symbols or graphics are permitted. Text height shall not exceed eight inches (8”).
- The monument base shall be decorative masonry or detailed cast concrete.

**Location:**

- Signs shall be located along the dealership frontage as approved by the Planning Department staff.
- Signs shall be set in areas landscaped with low ground cover.

**Lighting:**

- Signs may be back-lit plexiglass using 430 milliamp fluorescent tubes; back-lit neon; channel-lettering with internal

neon lighting, or as otherwise approved by Planning Department staff.

**Design Concept:**

- Sign designs shall be in accordance with the drawing in Figure 7 and as approved by the Planning Department.

**VEHICLE DEALER BUILDING MOUNTED IDENTIFICATION SIGNS**

**Mounting:**

- All signs must be mounted on freestanding ground mounted supports, supported from elements in the landscape such as arbors and arcades, or anchored to the building either with surface mounts or suspended from walls or ceilings.
- No roof mounted structures are permitted.
- Standard pole mounted signs are not permitted.

**Size and Number:**

- A maximum of two building signs shall be allowed on each building frontage oriented toward a street, driveway, parking area, or display lot, indicating vehicle brands, vehicle types, or the name of the dealership. Total square footage of all building mounted identification signs on each building frontage shall not exceed one square foot of sign per lineal foot of building frontage, up to a maximum of 200 square feet for all signs combined with any one sign not exceeding 150 square feet.

**Logos:**

- Only one logo integrated into the building sign shall be permitted not to exceed ten percent of the total sign face.

**Locations:**

- Locations shall be in agreement with the building architecture as approved by the Planning Department staff.

**Lighting/Sign Type:**

- All building mounted identification signs shall be individually mounted channel letters, maximum 36" tall.
- Internal illumination, when used, may serve to illuminate the text, the background, or both.
- External illumination shall not spill over onto adjacent property or over public rights of way so as to cause a nuisance or a hazard.
- Neon type signs in which the sign text and/or graphic design is made up of neon tubes are permitted.

- All conduits, raceways must be concealed and/or painted to match the surfaces on which they are mounted unless appropriate to the architectural design of the sign and its support structure.

### VEHICLE DEALER DIRECTIONAL SIGNS

#### Size and number:

- **Freestanding directional signs** shall not exceed a maximum size of 12.5 square feet or a maximum height of 4 feet. Maximum number is one per vehicle entrance or exit serving customer parking areas, vehicle service access, parts sales, used car sales, truck sales, or similar.
- **Building mounted directional signs** shall not exceed a maximum size of 12 square feet. Maximum number is one per building entrance or frontage providing access to vehicle service, parts, sales, used car sales, truck sales, or other dealer function.

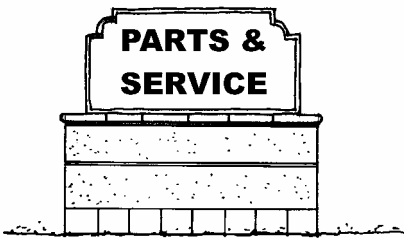


Figure 9—Dealer Directional Sign

#### Copy:

- Directional copy shall be limited to the primary information required, such as “Used Cars,” “Service,” “Parts,” “Customer Parking.”
- Business identification in the form of the dealership name or logo is limited to a maximum, 8-inch letter or logo height within the top 14-inches of the sign face for freestanding directional signs.
- A Maximum of one logo integrated into the building mounted directional sign shall be permitted not to exceed ten percent of the total sign face.
- The monument base shall be decorative masonry or detailed cast concrete.

#### Location:

- Directional signs shall be located at the vehicle entrance or exit directly relating to the function identified, unless the Planning Department determines additional signs are necessary to guide customers to the function identified.
- Directional signs shall be located on private property unless they are integral to a display area or other landscape feature allowed within the right-of-way as part of an encroachment permit or other approval from the County, and shall be set in low ground cover in landscaped area.

#### Lighting/Sign Type:

- Monument directional signs may be back-lit plexiglass using 430 milliamp fluorescent tubes; back-lit neon; channel-lettering

with internal neon lighting, or as otherwise approved by Planning Department staff.

- Building mounted directional signs may be lighted or non-lighted. Dealers are encouraged, however, to use individual channel or foam letters consistent with building mounted dealer identification signs.

#### **Design Concept:**

- Directional signs shall be consistent with the Dealer signs in terms of design, typeface, color, and materials.
- Design details of all monument directional signs shall be in accordance with Figure 4 and as approved by the Planning Department.

### **TEMPORARY WINDOW SIGNS, BALLOONS, POLE MOUNTED BANNERS**

#### **Temporary Window Signs:**

- Temporary Window signs shall be limited to signs painted or mounted on the window and shall not exceed 25% of the window area or 200 square feet, whichever is less.
- **Frequency of Special Events:** new and used vehicle dealers shall be allowed a maximum of four special events each calendar year, with each event not to exceed 24 days with a minimum of thirty days between events.
- **Time Limits:** Window painted signs or window mounted signs may be presented for no more than three weeks prior to and during the event; thereafter, the sign must be removed with three working days.

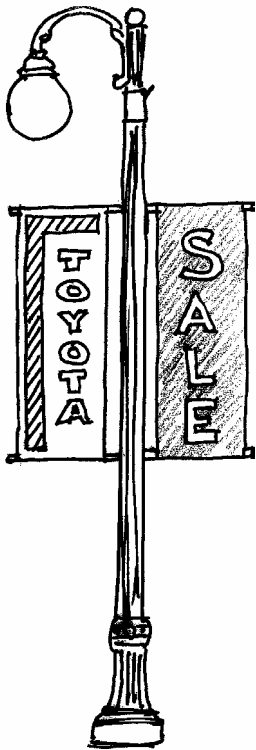


Figure 10—Blade/Banner

#### **Pole Mounted “Product Identity” Blade/Banner Combination or Flags:** “Product Identity” signs are to be mounted to vehicle display lighting poles and may consist of a “blade”/“banner” combination or a flag style sign.

- Each vehicle dealership is limited to one blade/banner combination or flag on every other lighting pole on the first row of lighting poles parallel to the street curb of the dealership. No product identity signs are permitted on any other poles.
- **Blades:** Blades shall contain a maximum size of 12 square feet, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and constructed of a high quality combination of metal and vinyl—minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.
- **Banners:** Banners shall have copy limited to the name of the dealership, the vehicle make or the vehicle model sold only.

The maximum dimensions of the “banner” shall be two feet wide by six feet long, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and construction of a high quality combination of metal and vinyl—minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.

### **PROHIBITED SIGNING AND ATTENTION ATTRACTING DEVICES**

**Prohibited Devices:** Except as allowed by Riverside County Ordinance 348, Chapter 19.76, flags, pennants, “snow cone” style banners, sandwich boards, streamers, balloons, inflatable objects or statuary, roof top balloons and any other attention getting devices not specifically listed in this section are prohibited.

- **Street Flags:** Street flags are prohibited.
- **Balloons:** Balloons, either affixed individually or strung together, of any size are prohibited.
- **“Snow cone” style banners:** pole mounted snow cone banners are prohibited.
- **Pennants:** Pennants or streamers suspended between poles and/or buildings.
- **Moving Signs:** signs consisting of moving parts (i.e., fluttering, rotating or reflecting devices) are prohibited.
- **Lighted Signs:** signs with flashing, blinking, moving lights or other illuminating devices that change in light intensity, brightness, or color (except those designed to provide public service, i.e., time date, temperature) are prohibited.
- **Billboards:** billboards, bench signs, roof mounted signs above parapets and movable ground signs are not permitted.