



MECCA DESIGN GUIDELINES

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MECCA GUIDELINES

MECCA COMMUNITY COUNCIL

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REDEVELOPMENT AGENCY FOR THE COUNTY OF RIVERSIDE

RIVERSIDE COUNTY PLANNING DEPARTMENT

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I. INTRODUCTION AND PURPOSE

Mecca.....the name conjures images of a desert oasis, an exotic destination, a lush gathering place of Arabian date palms. This small California desert community bears little resemblance to its Middle Eastern namesake, but the environmental similarities are real. Mecca, California, is a vibrant community nestled in an agricultural oasis within a stark and beautiful desert environment.

Mecca is a small, unincorporated community in the extreme eastern edge of the Coachella Valley. This location, its extremely low-elevation and somewhat limited access from Highway 111, has kept the community out of sight for most travelers. Its visual identity is formed by dramatic views of desert mountains, lush green agricultural fields, and the huge desert sky. Its built environment consists of Spanish Mediterranean design, with grid streets of modest single-family homes with distinctive wrought-iron gates and sparse streetscape amenities. Its social fabric is Latino, drawn from a proud tradition of farm workers and has evolved into an established community of young families.

The purpose of these guidelines is to clearly describe - in both graphics and text - the key design elements and goals for the community of Mecca. As the City continues to face population and development pressures, it is more important than ever to capture its unique sense of place, derived from its history, culture and environmental context. Without direction, the danger is that Mecca will lose this uniqueness and become another community like so many along the desert area highways.

Although intended to be prescriptive and specific, these guidelines are not meant to preclude creative design solutions that fit the context of the community. By providing illustrative examples and plans, the Mecca Design Guidelines will serve as a practical reference for the County of Riverside, property owners, designers, developers and residents. It is expected that some design modifications may be necessary to meet the realities of engineering, cost and availability of materials, and construction and maintenance issues. It is expected that the improvements discussed in these guidelines





Exhibit 1 | Welcome to Mecca Sign



Exhibit 2 | Nuestra Senora de Guadalupe Catholic Church

will not be made all at once. Rather, the design elements will be added incrementally as part of new development projects or as funding opportunities occur. As design elements are added to the community, provision for their maintenance must also be made, either through development projects or by annexation to or as part of existing or new maintenances assessment districts.

II. BACKGROUND - THE STORY OF MECCA

As one of the small, agricultural communities within the eastern “green end” of the Coachella Valley, Mecca has grown from a small railroad stop and homesteading settlement to an established and vibrant community of over 5,000 inhabitants, many working in agribusinesses within the Coachella Valley. From a largely Anglo town of family farmers in the 1950’s, when Mexican farmer workers were housed in the fields, Mecca is now an overwhelmingly Hispanic community of homeowners and renters. Although still largely dependent on agriculture, the town of Mecca is becoming an increasingly active voice within the County, improving its public facilities, schools and infrastructure.

The earliest residents of the Mecca area were the Coachella Valley Cahuilla Indians. Both hunters and gatherers and agriculturalists, this Native American group numbered as many as 6000 within the Valley, forming small bands and digging extensive wells. The first European visitors were Spanish explorers and clergy using the overland route to large land grants to the north and west. Although no permanent missions were established, satellite outposts - asistencias - were set up throughout the area.

As with many settlements throughout the western United States, first the stagecoach and then the railroad opened up development. In this harsh environment, it was the presence of water that led to a railroad stop called Walters along the Yuma-Los Angeles route. The area’s image as an oasis was strengthened by its early promotion as “gardens beneath which rivers flow.” With statehood came homesteading pioneers lured by mining in the hills to the east and a newly discovered aquifer under foot. The town’s founder - R. Holtby Meyers - under urging from his wife changed



the settlement's name to Mecca due to the area's similarity to the Koran's holiest city - its desert climate, rugged topography, oasis-like image and its incipient date palm industry. In fact, just after the turn of the century, the US Department of Agriculture and the University of California set up a date palm experimental station just east of Mecca. With promotional literature borrowing images from the Arabian peninsula, the area began to attract small family farmers. Despite the two-year development hiatus caused by the flood that created the Salton Sea, the area's agricultural potential increased; by 1920, Indio was called the "Date Capital of the World."

The next milestone in Mecca's past was the completion of the area's water infrastructure. The Coachella Branch of the All-American Canal, completed in 1948, along with an underground water delivery system, transformed agriculture into a large, regional industry.

The social structure of Mecca has reflected these major economic changes. At first, Mecca was a small town of Anglo farmers, with Mexican farm workers housed in agricultural camps and fields. The return of the braceros - Mexican agricultural contract workers - in the late 1960s increased the Mexican population greatly as many bought their own homes within the community. As acreage of labor-intensive specialty crops increased, the demand for both workers and housing soared. Subdivisions, apartment complexes, and trailer parks grew to the north and east of Mecca. Informal, unregulated housing - accessory units, trailer enclaves and temporary dwellings - also sprouted up on nearby land as the population continued to increase.

By the turn of the century, Mecca laid down roots as a firmly established community. Its population topped 5,000 and it completed its second elementary school. It has put in place many community services, including the Mecca Social Service Center and Community Health Clinic which was completed in 2000. The Mecca Community Council was formed to advise the County of Riverside on matters of concern to the community including quality services and infrastructure to the area.

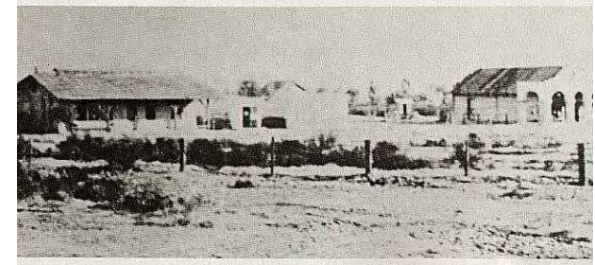


Exhibit 3 | Mecca in 1904



Exhibit 4 | Walters at the turn of the 20th Century



Exhibit 5 | Mecca Community Center





Exhibit 6 | Paseo de los Heroes Trailer Park Sign



Exhibit 7 | Arch Wall at Catholic Church

Ornamental wrought iron fences are the community's most distinctive streetscape feature.

Through all these changes, one constant has been the strong spirit and pride of the people of Mecca. Its residents have always stood together, worked hard and enjoyed the relaxed pace of a small community. Mecca is different from other communities in the Coachella Valley. It is almost exclusively Latino, and many of its traditions are those of a small Mexican town. It is a community tied to the land, from the days of Cesar Chavez and the farm worker movement to the era of agribusiness and a more diverse economy. Mecca is indeed a special place with strong families, shared values and deep attachments.

As it grows into the future and strives to meet the growing demands for housing, the community of Mecca has not forgotten its roots. Change is a constant but, more than anything, its residents do not want Mecca to lose its special identity, its culture and sense of place. These guidelines attempt to capture this unique identity and set forth the goals and policies necessary to strengthen Mecca's visibility, build upon its assets and guide change in ways that preserve its essence.



Exhibit 8 | Historical Pictures





Exhibit 9 | Mecca Streetscene

Mecca's existing commercial core shows a lack of landscaping, sidewalks, pedestrian amenities and clearly defined parking





Exhibit 10 | Agricultural Heritage



Exhibit 11 | Community Icon



III. DESIGN PRINCIPLES

Design guidelines flow from the historical development, ambience and spirit of a place. After visiting Mecca and talking to its residents, it became clear how to help the community strengthen its physical identity. The Mecca Design Guidelines draw their inspiration from a number of important themes:

- *The traditional Mexican small town* - Many of Mecca's residents come from rural Mexico and have brought with them their cultural traditions and specialties. From a community design perspective these include architectural styles, building materials and formal public spaces, such as town plazas.
- *A unique and beautiful desert setting* - Nestled in one of the lowest-lying areas within the Coachella Valley, surrounded by miles and miles of verdant agriculture and framed by the dramatic topography of mountains on both sides, Mecca's physical setting is strikingly beautiful.
- *A heritage of agriculture* - Mecca was born from agriculture, and the fields surround the town and sustain it.
- *A distinct sense of place* - The community of Mecca has developed its own design identity consisting of small, personalized single-family homes with ornamental wrought iron fences and gates, and public/commercial architecture of Spanish Colonial/Mediterranean styling with extensive, molded arcades.

These themes provide the inspiration for the guidelines. The following principles explain the philosophy behind the guidelines and how they will work to build a more consistent visual identity for the community of Mecca. The following principles guide the plan

- **CREATING DISTINCTIVE COMMUNITY DESIGN ICONS** - When entering the community, these elements - entry monuments and street signs - will be an instant reminder that you are in a special place. These elements will read so strongly that they carry the theme on their own, allowing flexibility in the use of other, smaller elements.
- **EMBRACING MECCA'S AGRICULTURAL HERITAGE** - Agriculture has been Mecca's economic foundation as well as a key part of its visual and aesthetic context. Agricultural symbols appear on the community's logo, entry monument and street signs.
- **CAPTURING DISTINCTIVE ARCHITECTURAL FORMS** - Mecca's architectural traditions are Mexican and Spanish in origin, with the unique stamp of its residents' creativity. These guidelines encourage that creativity and support a rich architectural vocabulary.
- **IMPROVING THE VISUAL AND FUNCTIONAL QUALITY OF PUBLIC SPACE - STREETSCAPES, SIDEWALKS, and GATHERING PLACES** - Mecca's grid streets lack the unifying elements of consistently placed street trees, lights and signs. These guidelines incorporate newly designed street signs and lights to strengthen community identity along with landscaped parkways along sidewalks to create a more comfortable pedestrian environment.
- **RESPECTING THE AREA'S DESERT CONTEXT** - Incorporating appropriate street trees, drought-tolerant plants, and desert-style landscaping respects the desert context and is cost effective.



Exhibit 12 | Architectural Forms



Exhibit 13 | Public Spaces





Exhibit 14 | Existing Wrought-Iron Fence



Exhibit 15 | Existing Wrought-Iron Fence



Exhibit 16 | Architectural Forms
 Molded arcades or Portales are a common architectural element in Mecca

IV. DESIGN CONTEXT - EXISTING CONDITIONS

For many years, the community of Mecca has been almost invisible to the passerby on Highway 111. Due to its low elevation, mostly single story architecture, and minimal entry signs, the town is easy to miss. Consequently, except for its residents and occasional visitors, few travelers realize that a vibrant community lies just off the highway to the east. In contrast to the more upscale, resort-oriented communities of the western Coachella Valley – Palm Springs, Palm Desert, La Quinta, Indian Wells, Bermuda Dunes, Mecca seems a world apart, home to agricultural and service workers at the low end of the income scale.

From a community design perspective, Mecca contains some distinct and positive features upon which to build. Its beautiful surroundings and views provide a constant visual reminder of its context as a “garden in the desert”. Its public and commercial architecture, although somewhat plain, is fairly consistent. Its residential architecture has developed a unique vernacular “casa mexicana” style with distinct wrought-iron gates and individual expression. Finally, its distinct grid pattern of streets allow for a highly visible themed road plan and pedestrian promenades.

There are, of course, many areas where strong improvements are needed. The town’s gateways are poorly marked, somewhat confusing, or non-existent. Mecca’s streets, although well used by residents for strolling and gathering, are poorly lit, lack sidewalks and have little to no landscaping. The town’s commercial core contains a good concentration of shopping but lacks consistent landscaping, lighting, parking, and clearly marked access. There are no parks, so Mecca’s young people gather on school fields for recreation needs. The town’s streets are its major gathering places. Currently, a new community park and street improvements - including drainage, sidewalks, and curb installation - are being planned and will greatly improve the quality and infrastructure of Mecca’s central core.



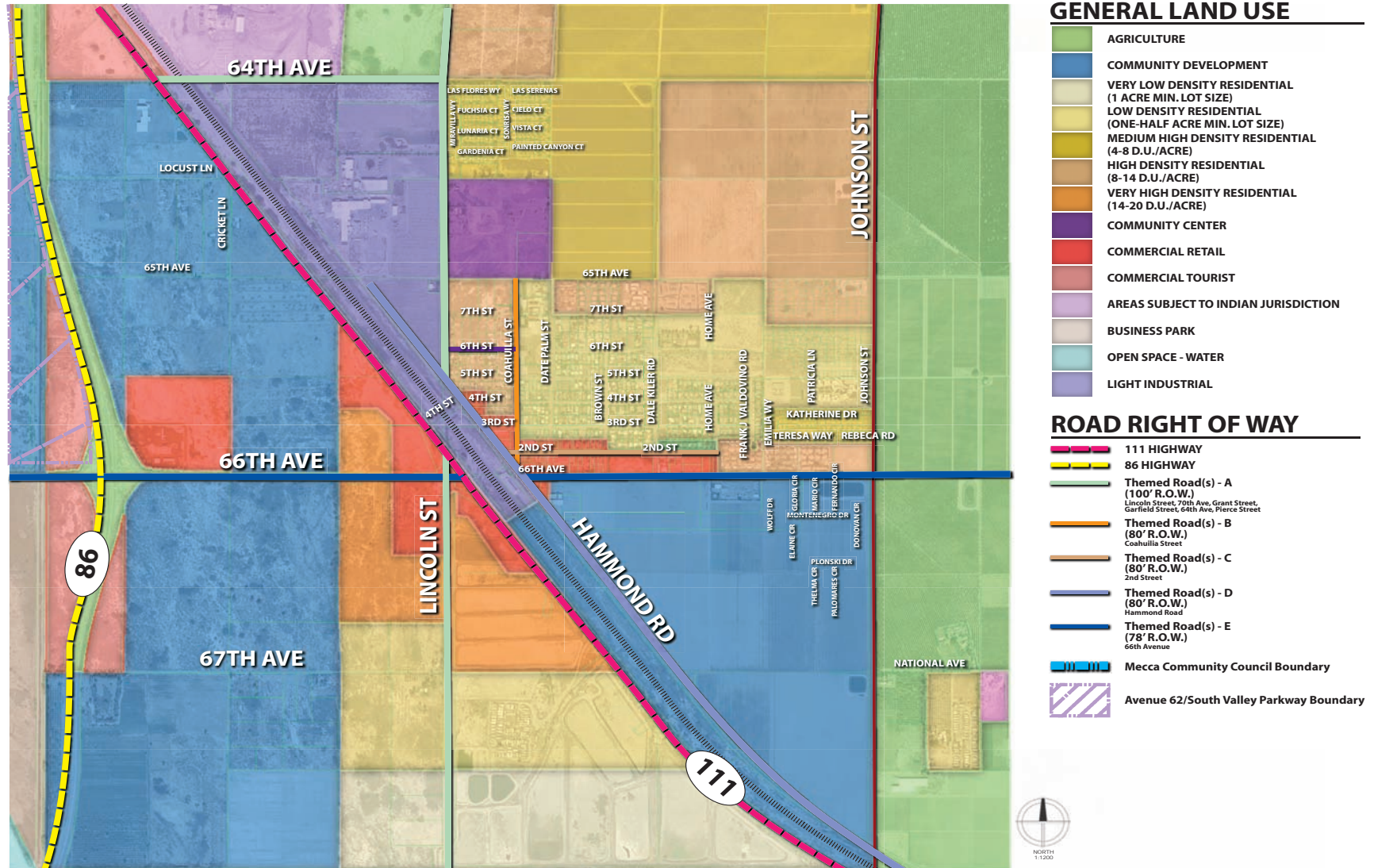


Exhibit 18 | Land Use Plan Enlargement



V. COMMUNITY DESIGN PLAN

A. COMMUNITY DESIGN STRUCTURE AND LAND USE PLAN

The general plan land use designations for Mecca allow for increased commercial development on both sides of Highway 111 near the existing commercial core. Large areas west of the existing town between Highways 111 and 86 are designated “community development” which can accommodate both commercial and residential development. Just north of and adjacent to the existing downtown core on the east side of Lincoln Street is a “community center” designation that is envisioned to accommodate mixed uses and more compact development. It is in this area that the future town center and plaza, designed from the traditions of Spanish and Mexican planning, are to be located. Surrounding these residential and commercial designations are large areas of agricultural use.

The community design plan is a comprehensive approach focusing on strengthening Mecca’s community identity. It consists of the following five components:

- Entry monument plan
- Themed road plan
- Architectural guidelines – public/commercial and residential
- Landscape plan
- Town Plaza



*Exhibit 19 | Agricultural Heritage
Groves of date palms are prominent visual reminders of Mecca’s agricultural heritage*





Exhibit 20 | Street Light

Mecca's vintage street lights complement the street sign design and are consistent with the Spanish Colonial/Mediterranean architectural theme and ornamental wrought iron fencing.



Exhibit 21 | Mecca Logo Concept

Community Logo - The community logo symbolizes Mecca's agricultural heritage, dramatic mountain views, and distinctive wrought iron fencing.

B. COMMUNITY LOGO

Mecca's community logo draws from its beautiful desert environment and agricultural heritage. The logo's background features the successive mountain ranges that frame views from the city. In the foreground are the lush greens of the area's agricultural fields. Cascading from the top of both sides of the logo are Mecca's two most memorable crops - grapes and dates. The colorful symbols are set within a stylized plaque framed on both sides by wrought-iron scrolls, reminiscent of the distinctive gates found on many homes within the community. The identifying lettering is dark brown on a background of desert sand.

C. COMMUNITY GATEWAYS

Mecca's gateway monument will provide a strong and distinctive entry statement for the community. Its large, vertical design provides for greater visibility, and its materials and elements reflect Mecca's design identity. Its sturdy structure symbolizes the strong community spirit and solid family values of the community.



The gateway is of sand-colored stucco with a 6'-high, stone-capped, rounded-arch opening at the base. The monument is capped with a gable-style red tile roof with projecting eaves, decorative brackets and dark wood supports. The community logo is set above the arched opening within a shallow inset, providing a colorful contrast to the light stucco background. The raised gold letters of Mecca provide further identification with “Welcome” and “Bienvenido” placed below the logo on either side of a projecting, horizontal dark brown molding. For further visual interest, two steeply pitched “flying buttress” stucco supports flank both sides ending flush with the top of the sidewalls.

Flanking the gateway and providing an important visual backdrop will be three symmetrically placed date palms placed amid an array of low-lying, colorful desert plants and boulders. To counterbalance the tower element, a horizontal planter with 28” walls will be placed around the base. Nighttime illumination will enhance the gateway’s dramatic effects with spot lighting on the logo and Mecca lettering and up-lighting at the monument and date palm bases.

The entry monument plan (see Exhibit 24) shows the placement of five monuments at key community entry points.

From the north:

- *Highway 111 and Highway 86* - on Highway 86 just past the Highway 111 overpass and on Highway 111 at the junction of Highway 86.
- *Highway 111 at 66th Avenue* - signals arrival to the central business district and core of Mecca.

From the south:

- *Highway 86 at 68th Avenue* - represents the western gateway to Mecca.
- *Highway 111 at Garfield Street* - the southeastern gateway for travelers going north on Highway 111.



Exhibit 22 | Location for New Monument on Hwy. 111



Exhibit 23 | Location for New Monument on Hwy. 86





ENTRY MONUMENT PLAN






-  Community Monument Location
-  Mecca Community Council Boundary
-  Avenue 62/South Valley Parkway Boundary
-  111 HIGHWAY
-  86 HIGHWAY

Exhibit 24 | Entry Monument Plan





Exhibit 25 | Entry Monument along 86-Hwy

The community entry monument creates a highly visible symbol of community identity. Its materials, elements and colors reflect Mecca’s architectural, cultural and agricultural heritage, and its sturdy form reflects the strong spirit and values of the community.





Exhibit 26 | Entry Monument along 111 Hwy





Exhibit 27 | Entry Monument Night Scene along 111 Hwy





Exhibit 28 | Entry Monument Night Scene Enlargement

Dramatically yet sensitively illuminated at night with spot and base lighting, Mecca's entry monument will be clearly visible along Highway 111 against the desert sky.





Exhibit 29 | Street Sign Enlargement

Mecca’s new street signs capture desert colors and the community logo on a stylized sign plaque mounted on a decorative, capped post.

D. STREET SIGNS

Mecca’s distinctive street signs are a simple, effective and fairly inexpensive way to strengthen community identity. Because they are placed at such visible locations throughout a community, street signs serve as a constant visual reminder of community design themes.

The new street signs for Mecca will add a distinctive element to the streetscape and reflect the natural colors of the desert. Placed on a dark brown, capped metal street standard, the sign panel features raised, brown lettering on a desert-beige background. The community logo will appear below the street name with the numbering placed above. Rather than a simple rectangular shape, the sign panel will contain centrally placed, upper and lower stylized extensions for the numbers and logo. As a finishing touch, the sign information will be enclosed within a raised brown border. The overall effect will be is one of visual interest, community themes, and contextual design.



Exhibit 30 | Street Sign







Exhibit 31 | Intersection Elevation

Special intersections in Mecca will receive enhanced landscape treatments including featuring grouped palms and canopy street trees. Pedestrian-scale, low level decorative streetlights and street signs along with desert plants on slightly raised berms help the design blend into the natural surroundings.





NOTE: Landscaping plans shall comply with Riverside County Ordinance No. 859 and 348 Section 18.12 which establishes water-efficient landscape requirements, and be prepared consistent with the “County of Riverside guide to California Friendly Landscaping” that will help meet the objectives of that ordinance.

E. STREETScape AND THEMED ROAD PLAN

Key to the Mecca Design Guidelines is its themed road and streetscape plan. The community’s existing grid street pattern provides excellent and highly visible opportunities for design themes and consistent placement of landscaping, street signs, and sidewalks.

In general, the guidelines call for:

- Concentration of low level decorative street lighting at themed road intersections with 3 lights placed at 20’ on center intervals widening to 40’ on center intervals.
- Street tree selection is based on the street hierarchy, with taller specimens located on larger right-of-ways with progressively shorter trees located on secondary and rural streets
- Sidewalks buffered by parkways planted with street trees and desert-appropriate, colorful shrubbery.
- Enhanced landscape treatment at selected intersections featuring a combination of palm and other selected trees on slightly raised berms with low-lying accent desert shrubbery.

Street plans will depend on the size of the right-of-way and the road’s role within the community. Within this hierarchy will be the visual consistency of community street signs, lights and landscape plans. The Themed Road streetscapes include:

Lincoln Street - 100’ ROW - As a major north/south corridor, Lincoln Street will contain 5’ meandering sidewalks buffered by parkways with a combination of three types of trees - Golden Medallions along the street and Mexican fan palms and Chinese Pistache trees on the inside of the sidewalk.

Coahuilla Street - 80’ ROW - Bisecting the heart of the community from north to south, Coahuilla St. will become a major pedestrian connection between the commercial core and residential neighborhoods. The streetscape plan calls for a two-lane road with diagonal parking on both sides of the street. Regularly spaced Chilean Mesquite trees along the parkway will provide shade and visual continuity.



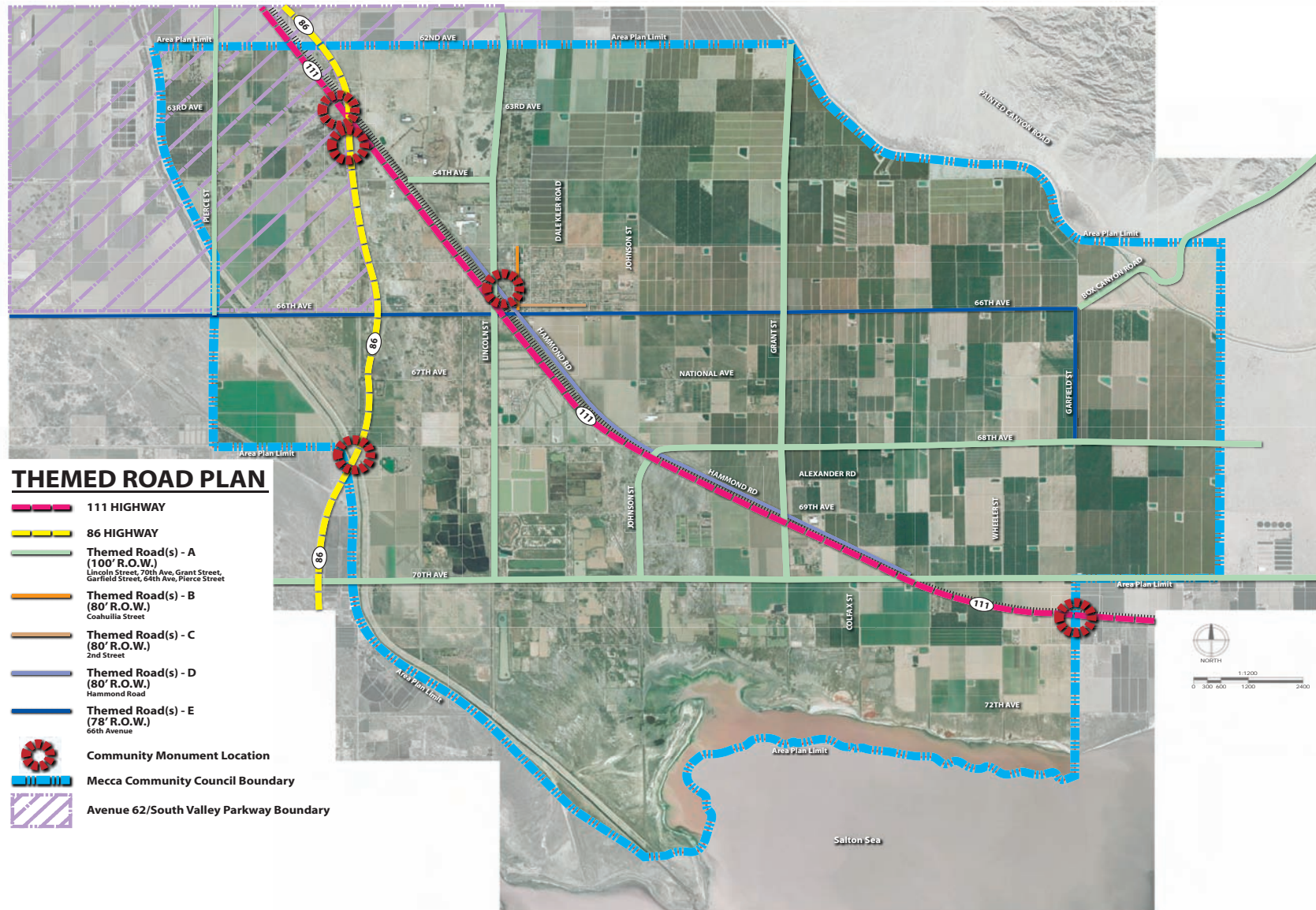
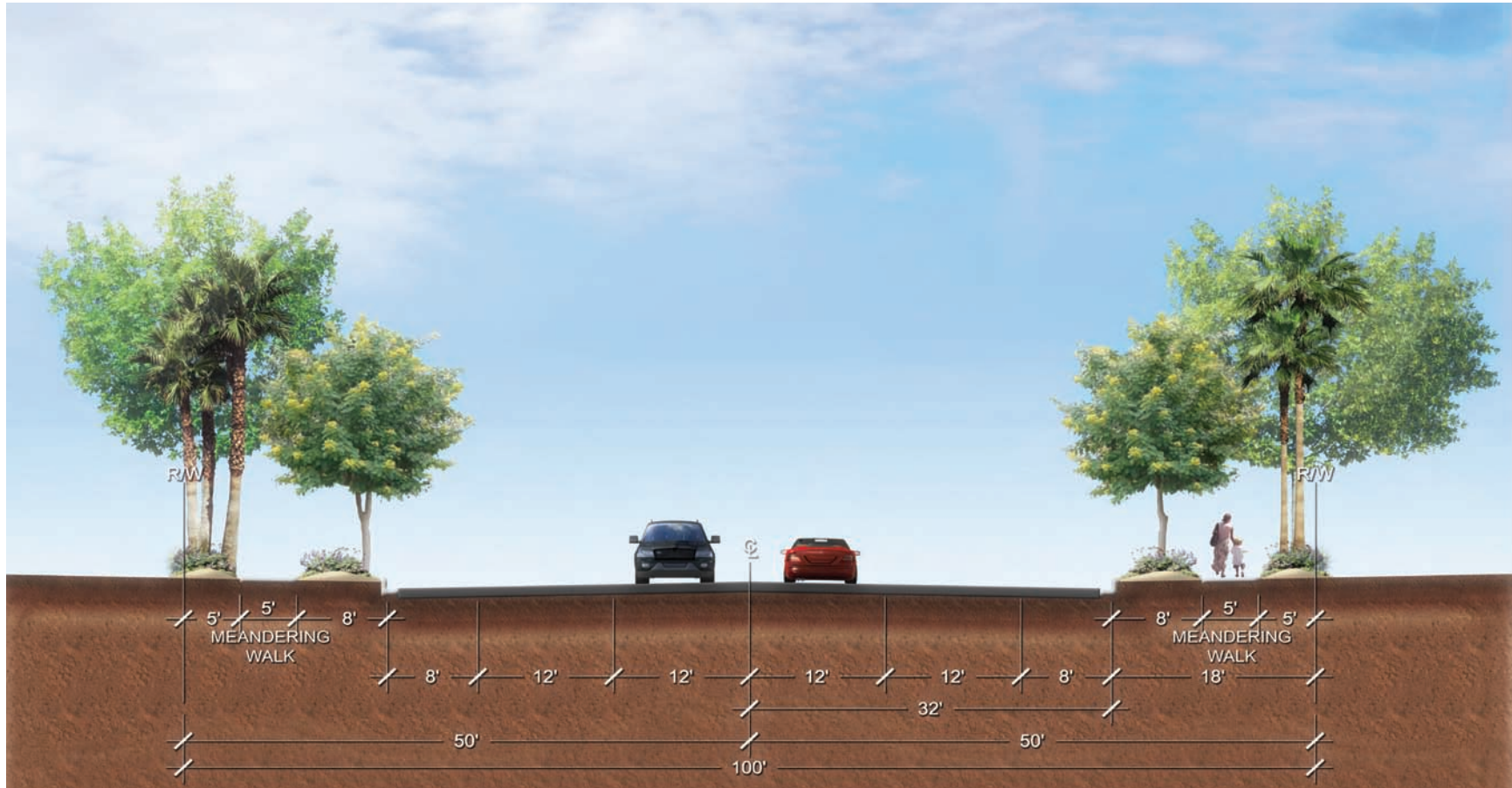


Exhibit 32 | Themed Road Plan





*Exhibit 33 | Themed Road(s) - A
Section (100' R.O.W.)*

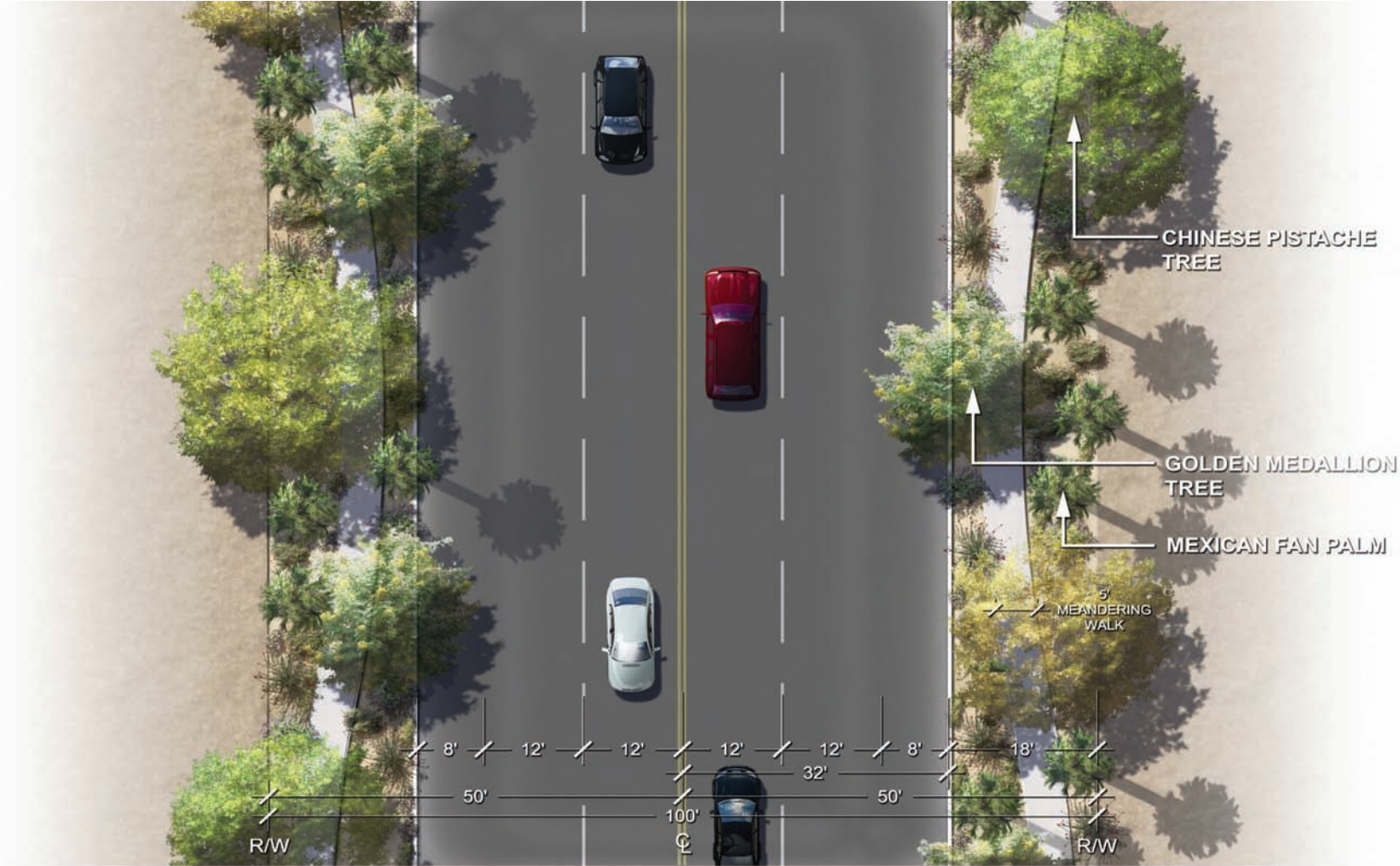
*Lincoln Street, 70th Street, Grant Street,
Garfield Street, 64th Street, Pierce Street*

NOTE: Meandering walk on Lincoln Street Only

This 4-lane, 100' right-of-way contains a buffered, meandering walk on both sides of the street. The tree palette consists of parkway Golden Medallions complemented by groupings of taller Mexican Fan Palms and Chinese Pistache.

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations



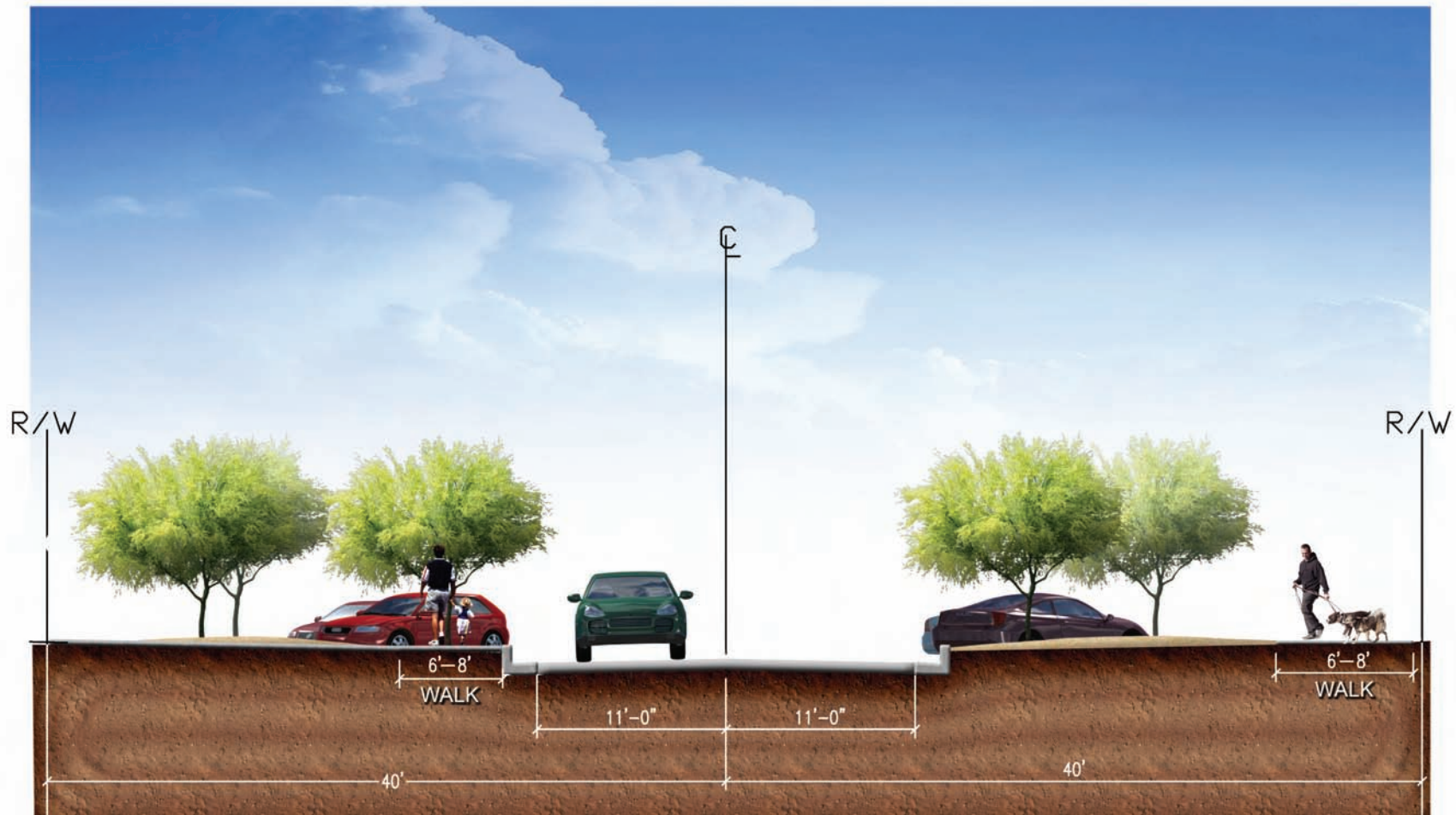


*Exhibit 34 | Themed Road(s) - A
Plan (100' R.O.W.)*

*Lincoln Street, 70th Street, Grant Street,
Garfield Street, 64th Street, Pierce Street.*

NOTE: Meandering walk on Lincoln Street Only See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations





*Exhibit 35 | Themed Road(s) - B
Section (80' R.O.W.)*

Coahuilla Street

This roadway will become the major north/south pedestrian and bike connection within Mecca's core area. It contains a 6'-8' sidewalk buffered by parking and Chilean mesquite trees.

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations

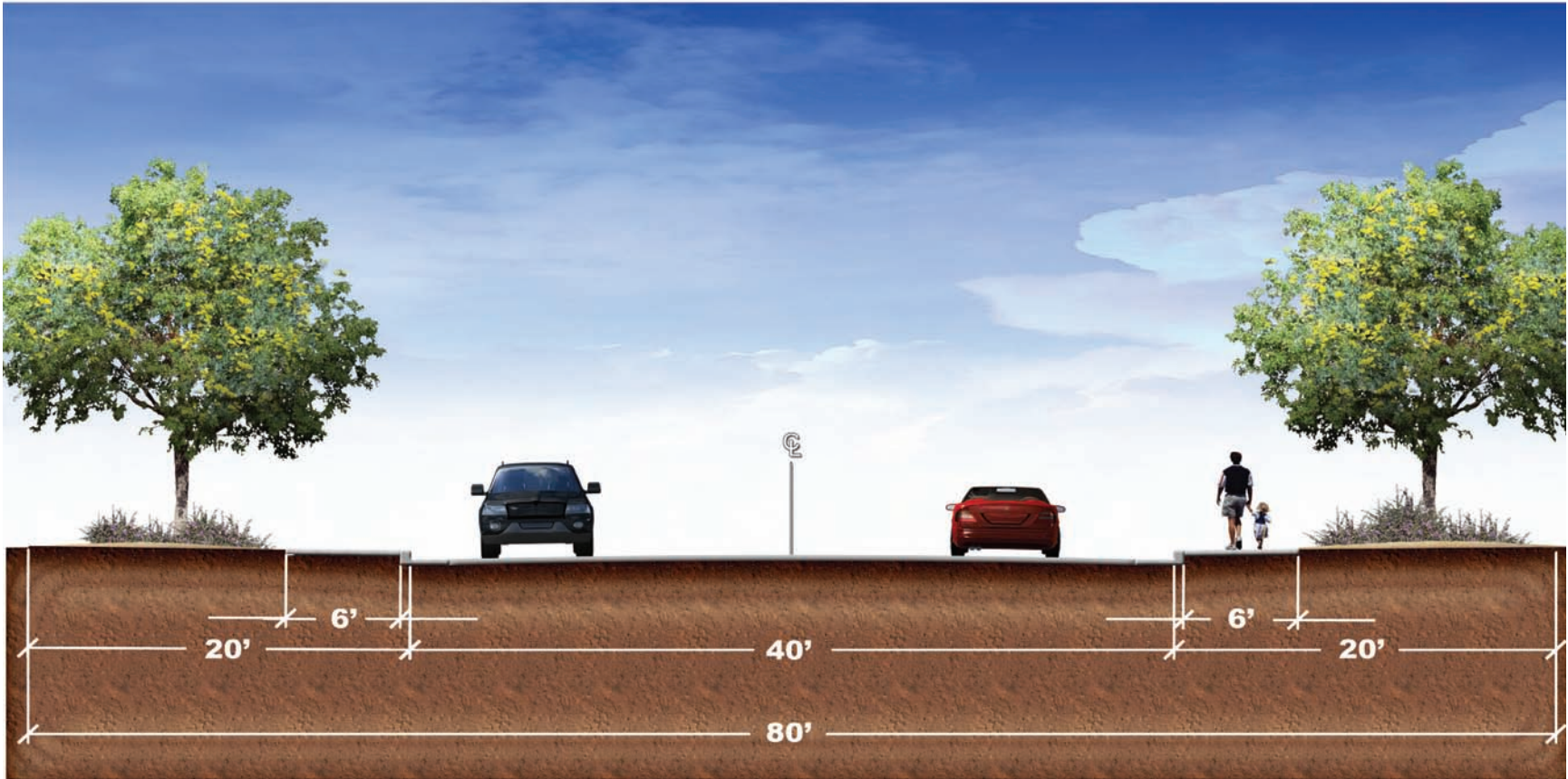




*Exhibit 36 | Themed Road(s) - B Plan (80' R.O.W.)
Coahuilla Street*

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Location

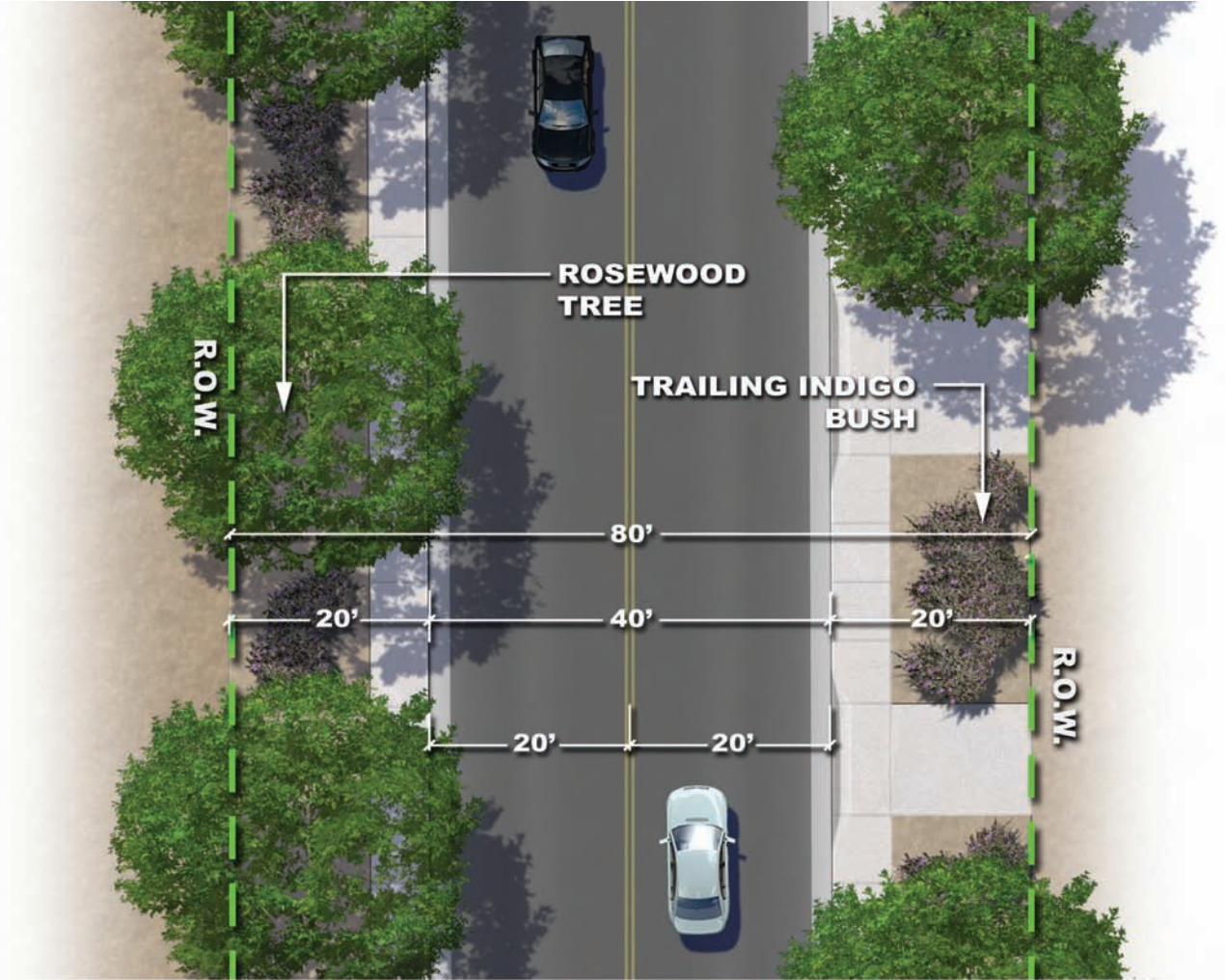




*Exhibit 37 | Themed Road(s) - C
Section (80' R.O.W.)
2nd Street*

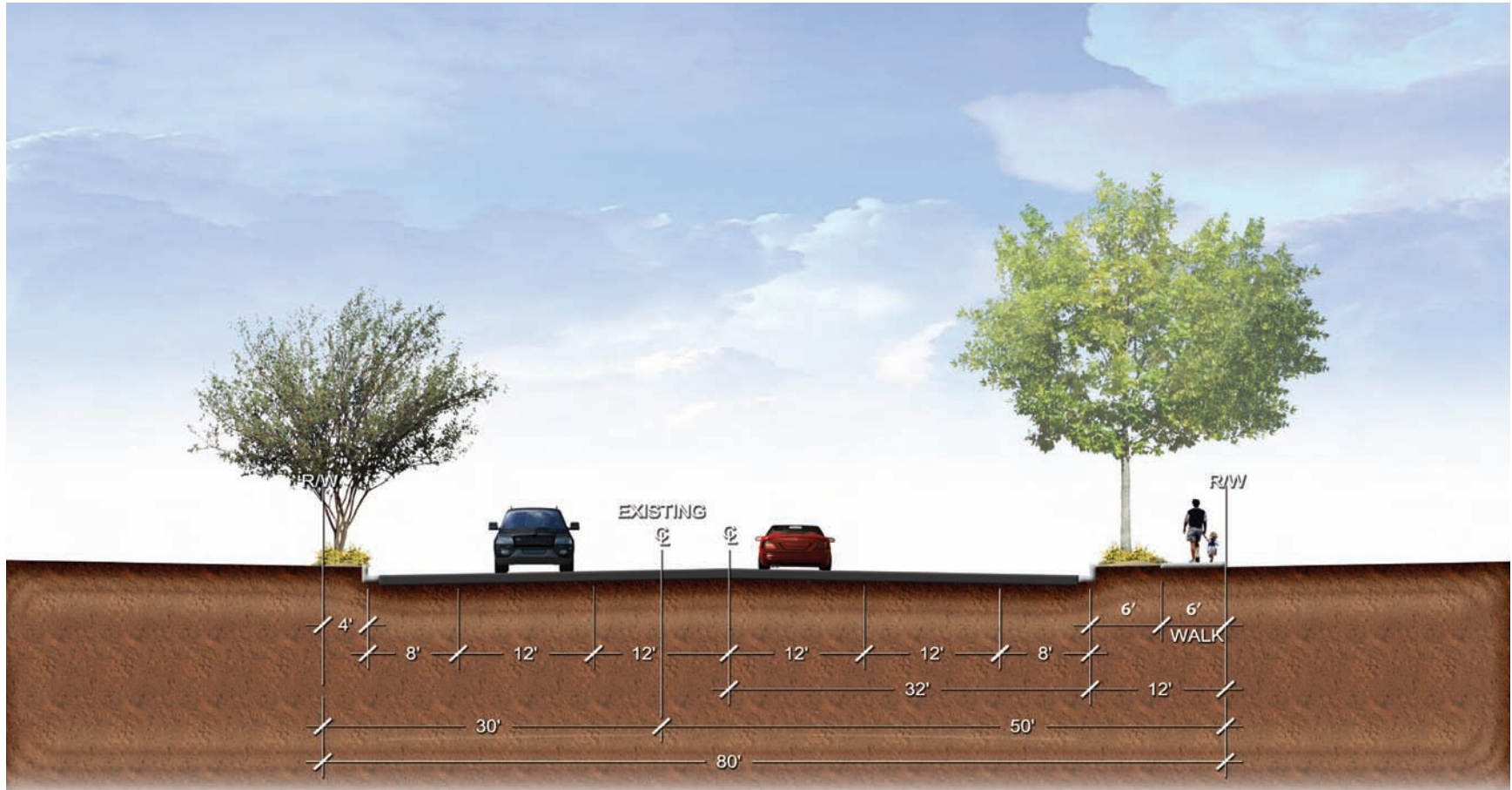
NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Location





*Exhibit 38 | Themed Road(s) - C
Plan (80' R.O.W.)
2nd Street*





*Exhibit 39 | Themed Road(s) - D
Section (80' R.O.W.)*

Hammond Road

*Along the railroad right-of-way, Desert Ironwood trees will provide a hardy buffer.
Evergreen Ash trees will be planted along the sidewalk side of the street.*

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations



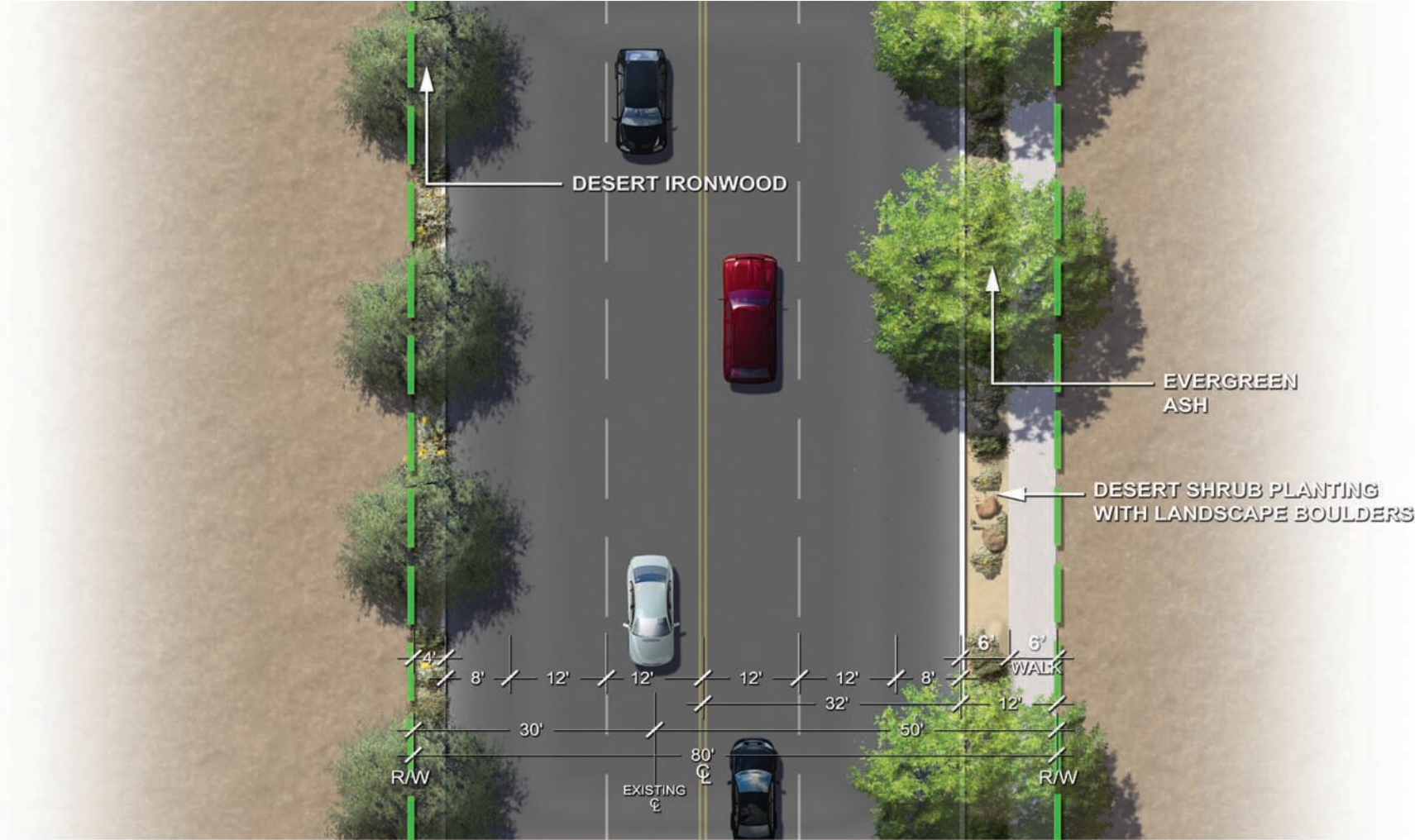
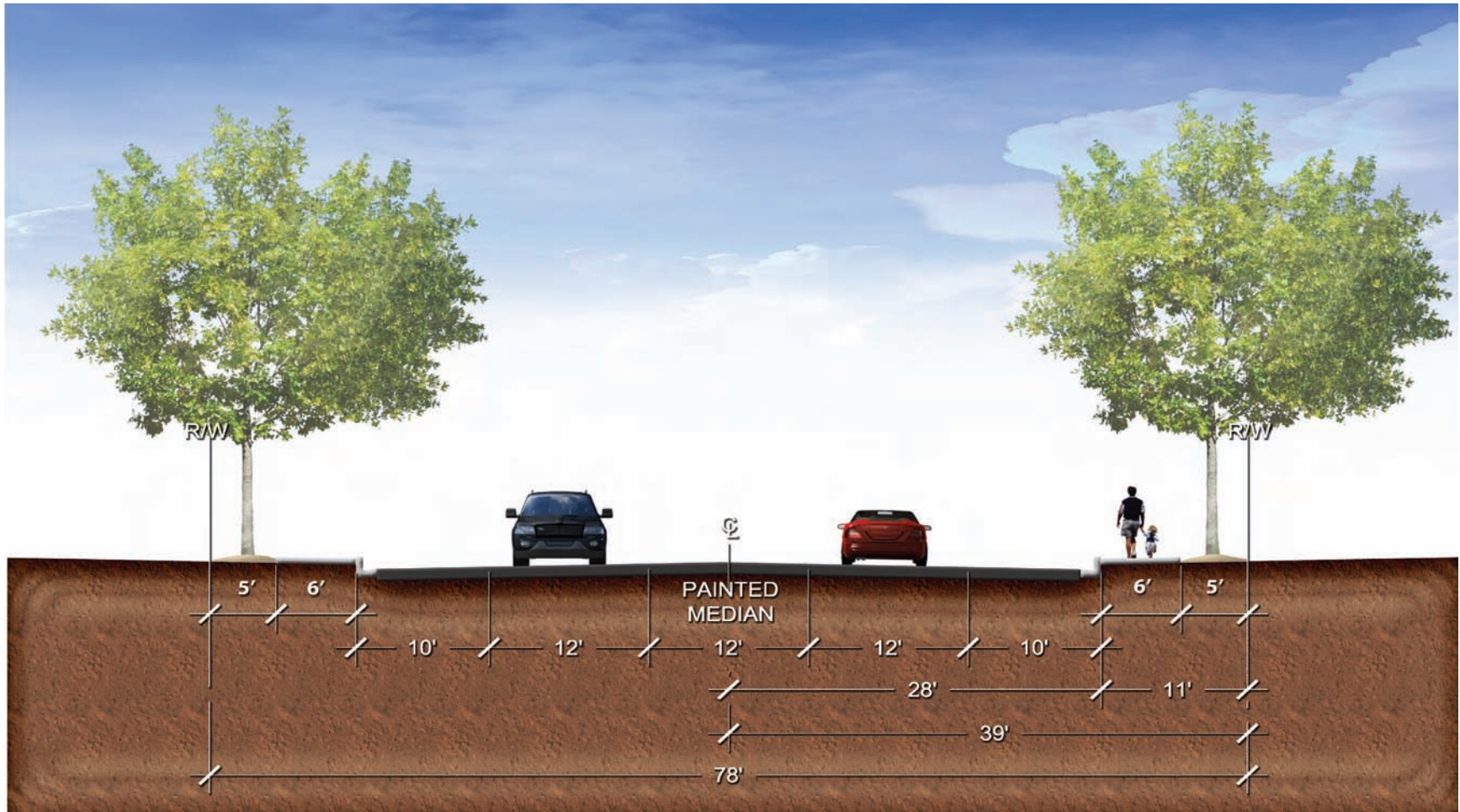


Exhibit 40 | Themed Road(s) - D
Plan (80' R.O.W.)

Hammond Road

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations



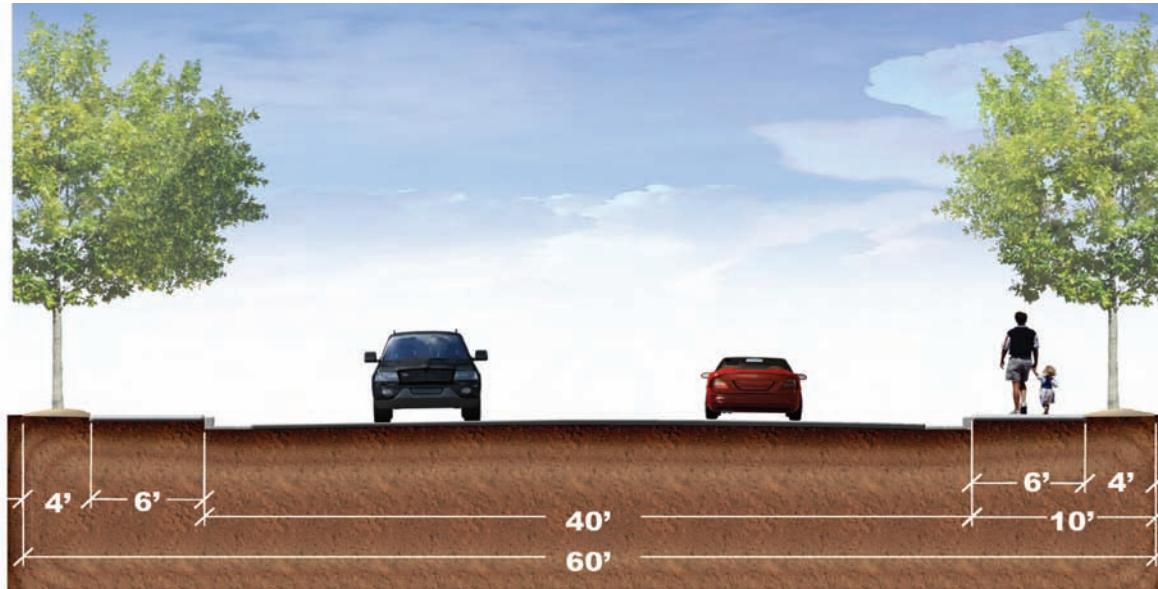


*Exhibit 41 | Themed Road(s) - E
Section (78' R.O.W.)
66th Avenue*

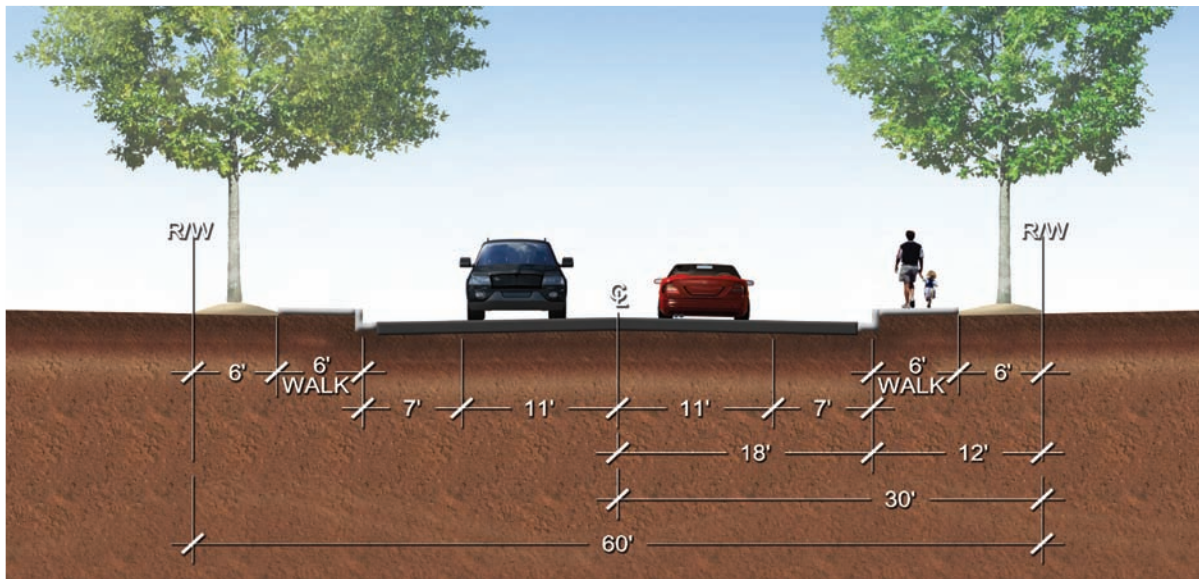
Landscaped parkways with Chinese Flame trees will provide visual continuity and shade along 66th Avenue

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations





*Exhibit 43 | Themed Road(s) - F
Section (60' R.O.W.)
Date Palm Road*



*Exhibit 44 | Themed - G Section
(60' R.O.W.)*

Dale Kiler Road/Brown street

*Dale Kiler Road will be planted with Tipuana
Tipu trees while Brown Street will be planted
with Southern Live Oaks*

NOTE: See Exhibit 32 - Themed Road
Plan on Page 27 for Road Locations



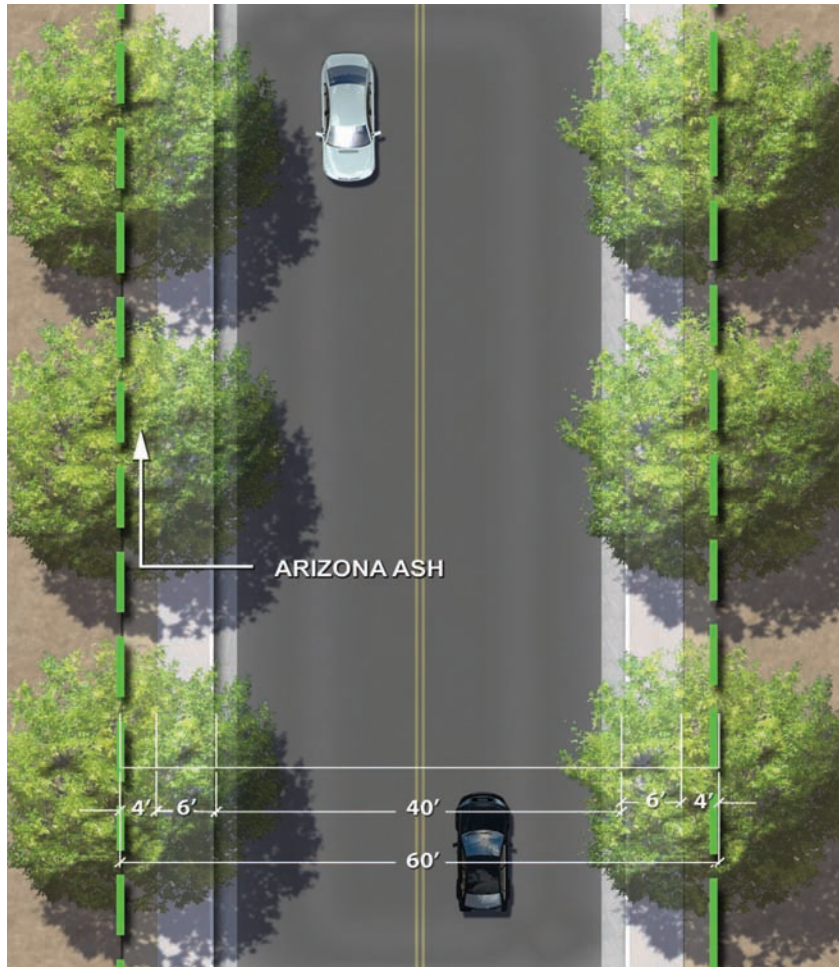


Exhibit 45 | Themed Road - F
Plan (60' R.O.W.)

Internal Street - Date Palm

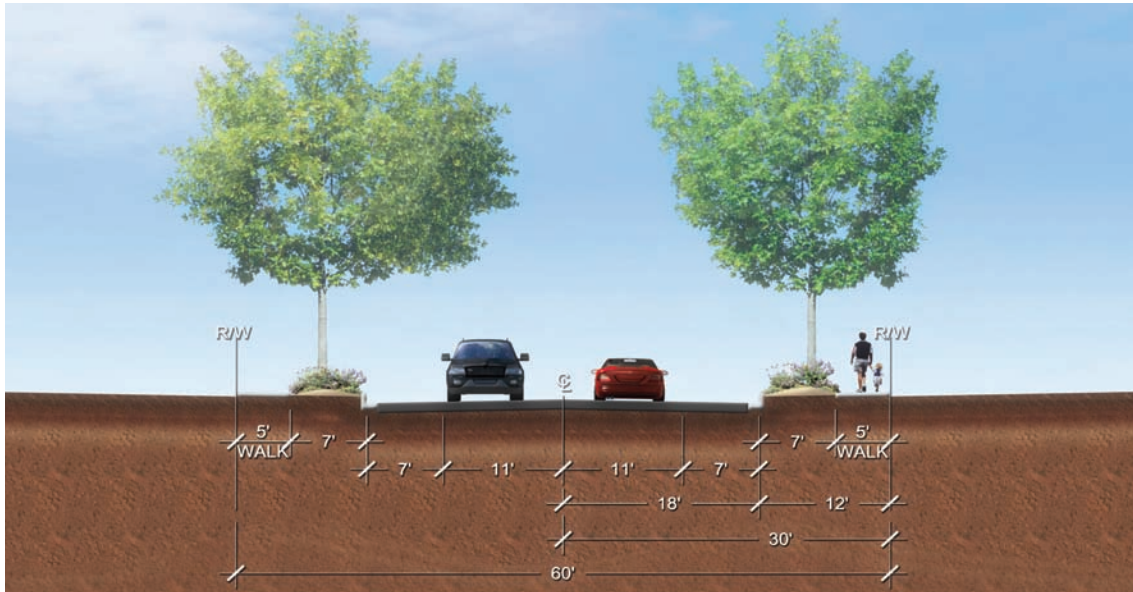


Exhibit 46 | Themed Roads - G
Plan (60' R.O.W.)

Internal Street- Dale Kiler Road, Brown street

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations

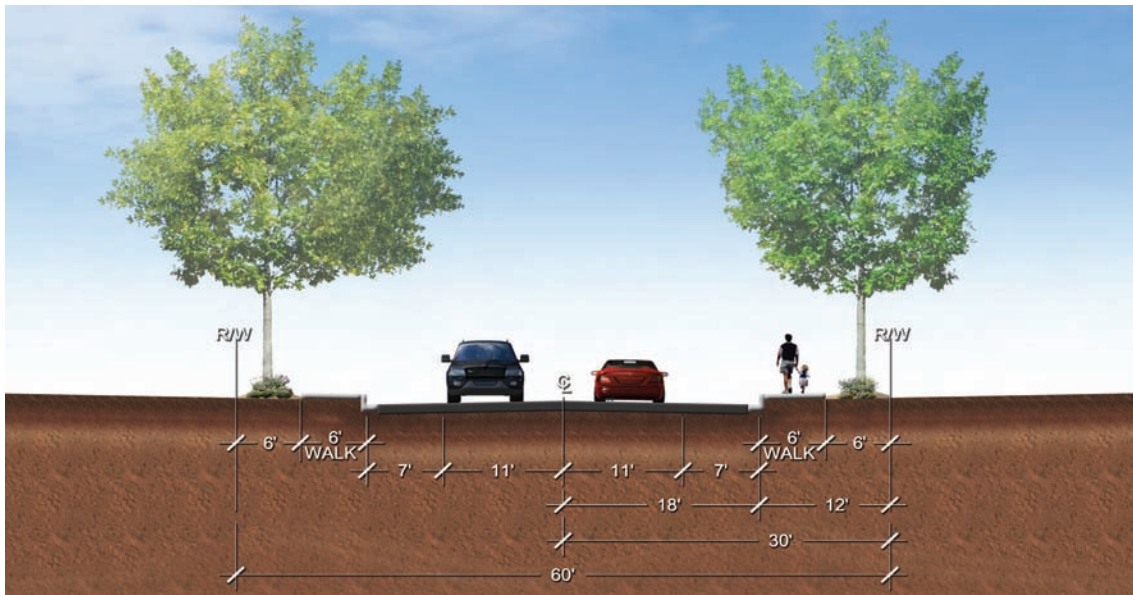




*Exhibit 47 | Themed Road(s) - H
Section (60' R.O.W.)*

3rd-6th Streets, Home Avenue, Frank Valdovino Road

Mecca's internal residential streets will provide a comfortable pedestrian environment by incorporating a 7' landscaped parkway with consistently placed street trees.



*Exhibit 48 | Existing Road(s)
Section (60' R.O.W.)*

*Existing Smaller Neighborhood Streets with Curb
Adjacent Walks*

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations





Exhibit 49 | Themed Road(s) - H Plan (60' R.O.W.)

Internal Streets - 3rd-6th Streets, Home Avenue, Frank Valdivino Road

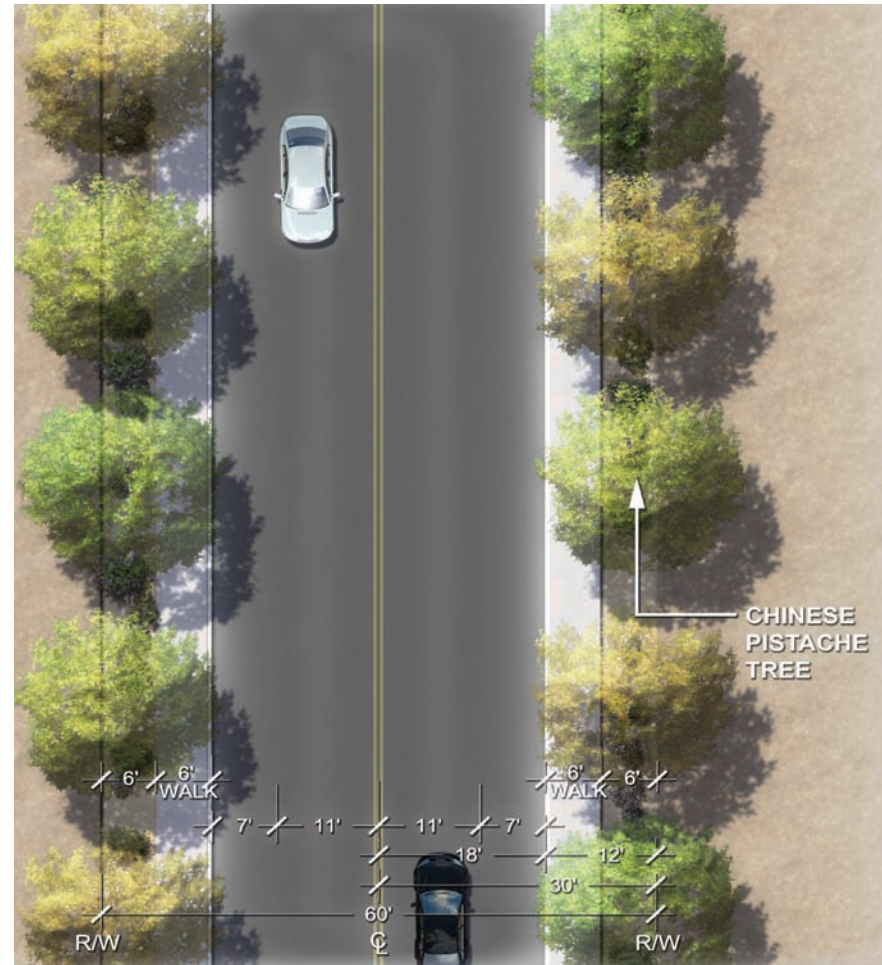
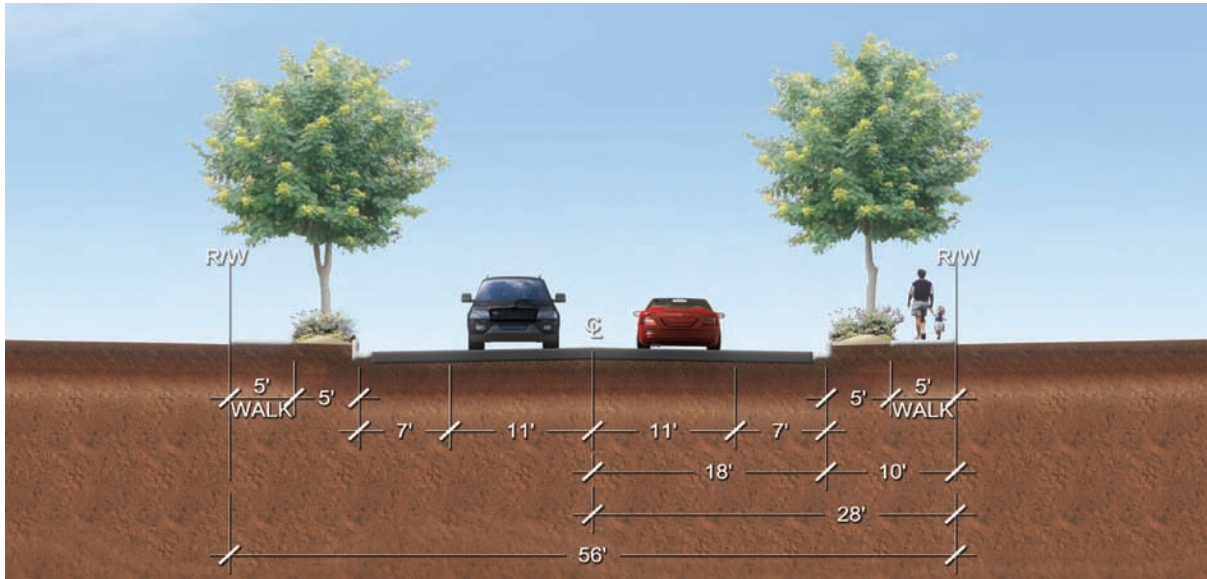


Exhibit 50 | Existing Road(s) Plan (60' R.O.W.)

Existing Smaller Neighborhood Streets with Curb Adjacent Walks

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations

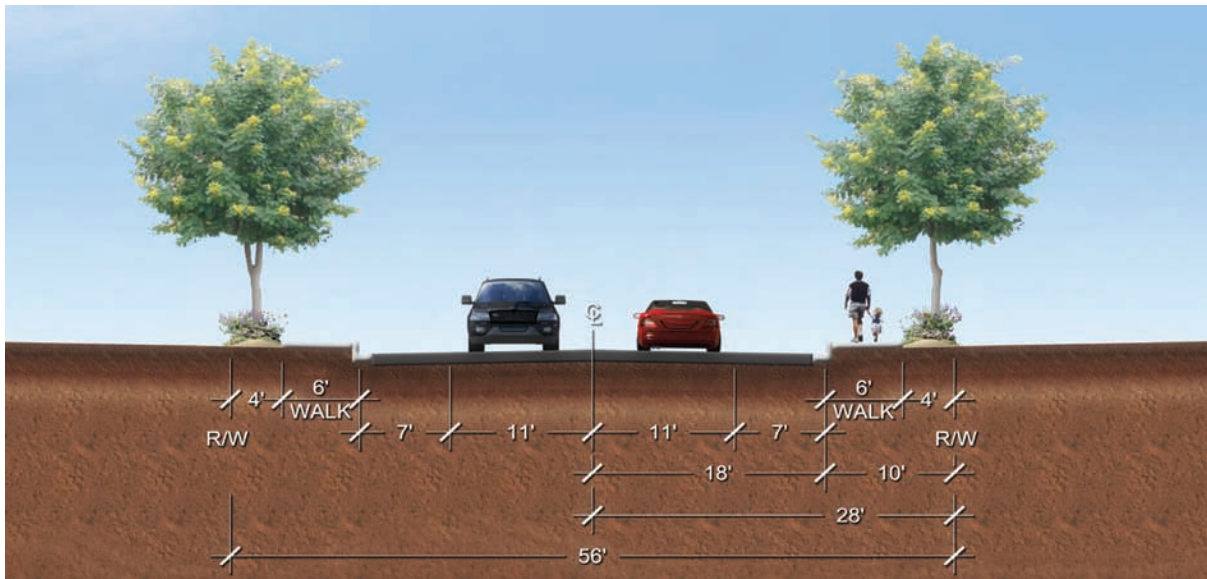




*Exhibit 51 | Themed Road(s) - I
Section (56' R.O.W.)*

Smaller Neighborhood Streets - 7th Street

Despite being slightly smaller in scale with a 5' tree parkway, Mecca's smaller internal streets will contain continuous sidewalks and regularly spaced street trees.



*Exhibit 52 | Existing Road(s)
Section (56' R.O.W.)*

*Existing Smaller Neighborhood Streets with
Curb Adjacent Walks*

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations





Exhibit 53 | Themed Road(s) - I
Plan (56' R.O.W.)

Smaller Neighborhood Streets - 7th Street

NOTE: See Exhibit 32 - Themed Road Plan on Page 27 for Road Locations



Exhibit 54 | Existing Road(s)
Plan (56' R.O.W.)

Existing Smaller Neighborhood Streets with
Curb Adjacent Walks





2nd Street - 80' ROW - Bordering the southern edge of the core area, this streetscape plan will feature two 6' sidewalks that will be curb-adjacent with regularly spaced Rose Wood trees. The trees broad canopy will provide shade for residents walking to and from the commercial areas from their neighborhoods.

Hammond Street - 80' ROW - With the railroad right-of-way on the west side of the street, curb adjacent sidewalks will be placed only on the east side, with a 6' planting area containing Evergreen Ash trees and desert shrub planting. Desert Ironwood trees, a hardy buffer typically found along railroads in the Valley, will be planted within a 4' landscape strip.

66th Avenue - 78' ROW - This east/west roadway will feature curb adjacent sidewalks flanked by 6' planting areas of regularly spaced Chinese Flame trees.

Internal Street- Date Palm Street- 60' ROW - These internal, two-lane neighborhood streets will be planted with 4' planting areas of Arizona Ash trees shading 5' curb adjacent sidewalks. The intent is to create a comfortable street environment for pedestrians in the neighborhoods within the central core of Mecca.

Internal Street- Dale Kiler Road, Brown Street - 60' ROW - These internal, two-lane neighborhood streets will be planted with 6' planting areas containing consistently spaced street trees that will provide shade for 6' curb adjacent walks. Dale Kiler road will receive Tipu trees with Brown street utilizing Southern Live Oaks for trees.

Existing *Internal Residential Streets* - 60' ROW - These existing streets will have a 6' curb-adjacent walk. Residents are encouraged to plant and maintain similar Trees.

New Smaller Internal Residential Streets (7th Street) - 56' ROW - Of slightly smaller scale, these streets near the central core of Mecca and north and south of Hammond St. just west of Johnson will also contain 5' sidewalks buffered by regularly spaced Golden Medallion Trees. Bringing seasonal color and with large enough canopies for shade, these trees will contribute to a more comfortable pedestrian environment along these smaller residential streets.



Existing Smaller Internal Residential Streets - 56' ROW - These existing streets will have a 6' curb-adjacent walk. Residents are encouraged to plant and maintain the same Golden Medallion Trees.



Exhibit 55 | Xeriscape Landscaping Section
Parkways and landscaped strips feature canopy trees



Exhibit 56 | Xeriscape Landscaping Plan





Exhibit 57 | Typical Streetscape

F. LANDSCAPE DESIGN

Public landscape design is one of the most important improvements envisioned in these Guidelines. Regularly-spaced street trees, accent landscaping and incorporation of desert-appropriate plant material not only enhances the aesthetics of the community but provides shade and comfort for residents in the harsh climate. Mecca is a small, social town where people enjoy walking, biking, and socializing. With this emphasis on outdoor living, it is extremely important to choose appropriate trees and plant material and to place them in ways that maximize benefits and minimize cost.

Desert landscaping simulates arid ecosystems where plants are separated from one another due to competition for scarce water. This results in a naturalistic spatial array of plants and rocks. The man-made version of this natural environment follows the same principles, but has the advantage of drip irrigation and a wider variety of plant specimens. The resulting designs can be dramatic, especially when the plants chosen have attractive flowers, foliage or structure.

Tree selection is based on aesthetics, hardiness, scale and shade canopy. The following guidelines apply:

- Along larger roadways, a combination of street trees adds visual variety. In such cases, different species will be planted on different sides of the sidewalks.
- Regular spacing for most street trees is desired to create visual consistency and rhythm along the thoroughfare. A more naturalistic clustering of trees, especially palm trees, is encouraged around intersections where landscape accents are desired.



- Along pedestrian oriented streets, broad-canopy trees such as Chinese Pistache, Chinese Flame Tree, Evergreen Ash and Golden Medallions are preferred.

The following guidelines apply to the creation of desert landscaping along parkways and other public areas:

- Regionally appropriate, attractive plants should be randomly placed in singles or odd-numbered clusters of three to five specimens.
- Landscape stones and boulders should appear to be buried to a minimum of 50% of their mass and be grouped randomly, usually in odd numbers, to create a more natural appearance.
- Fine-grained, dune sand is inappropriate for use in parkways, medians or other publicly landscaped areas due to wind and water erosion. Larger aggregate, such as Palm Desert Gold, is required.
- A consistent but varied plant palette used throughout the community will help strengthen visual identity and interest.



Broad canopy trees will provide shade along Mecca's sidewalks





G. PARKS

Park services and maintenance in Mecca will be provided by the Coachella Valley Recreation and Parks District (CVRPD). The parks guidelines contained herein are intended to guide developers, agencies and their consultants, in a conceptual manner, in designing and constructing parks within their projects. Prior to proceeding in park design, it is important to contact the CVRPD to obtain their most recent detailed park requirements.

I. PARK LANDSCAPING

Mecca is a desert community and the majority of plant materials used in its parks must be desert plants. However, a park is one of the few uses in the desert where lawn is appropriate. See Appendix A - Plant Palette for plant selection for parks. Large canopy trees should be used to shade walking paths, sitting areas and tot lots. Trees should be used to define spaces and use areas.

2. TYPES OF PARKS

There are three basic park types:

- Neighborhood Parks
- Community Parks
- Sports Parks

The emphasis of these guidelines is on Neighborhood Parks, since Community Parks and Sports Parks are more specialized and differ depending on size and use emphasis. Also contained herein, are tables indicating park types, sizes and required facilities for each.

Neighborhood parks are 5-10 acres in size and serve individual residential areas or neighborhoods.



Community parks are 10-20+ acres in size and provide specialized facilities including game fields for sports, structures for meeting and recreation classes, and facilities for other uses requiring larger spaces.

Sports parks are typically 20 acres or larger, and as their name implies, have an emphasis on organized sports. Facilities provided include not only various game-quality fields and courts, but also support facilities such as night lighting, concessions buildings, restrooms, large parking lots and the like.

a. Neighborhood Parks

Neighborhood parks are 5-10 acres in size and serve individual residential areas or neighborhoods. While sports parks and community parks are important to provide a venue for organized sports and specific recreation uses, neighborhood parks can form the heart of a residential project or neighborhood. While the neighborhood park will have some practice ball fields and soccer fields, they will also have facilities for all ages and less organized uses, such as tot lots for young children, basketball shooting courts for teens, and picnic tables with barbecues for families. Park furniture such as benches, trash containers, drinking fountains and bike racks will also be provided. Supplemental facilities including rest rooms and shade structures are also required. In most cases parking lots will not be necessary, because most people will be walking to their neighborhood park, and on-street parking along the park's edge is usually adequate. Neighborhood parks must be a minimum of 5 acres in size, but larger neighborhood park sites up to 10 acres are preferable.

The Example Park Plan of a 5-acre Neighborhood Park (Exhibit 50) is provided to show one example of a park layout. It is not intended to be a prototype to be rigorously followed, rather it is an example showing facilities, scale and relationships between uses. Also shown are examples of ways to enhance entrances to the park at corners through the use of textured paving and planting. The neighborhood park is an important element in establishing the character of the community.





Exhibit 58 | Example Park Plan



b. Community Park

Community parks are 10-20+ acres in size and provide specialized facilities including game fields for sports, structures for meeting and recreation classes, and facilities for other uses requiring larger spaces. These parks are larger and facilities more comprehensive since they are intended to provide a venue for community-wide activities. These parks can provide large gathering places such as amphitheaters or community buildings.

c. Sports Park

Sports parks are typically 20 acres or larger, and as their name implies, have an emphasis on organized sports. Facilities provided include not only various game-quality fields and courts, but also support facilities such as night lighting, concessions buildings, restrooms, large parking lots and the like. Because the uses are so intensive there are impacts such as traffic generation, noise and light which are not appropriate within a residential neighborhood. Sports parks are best suited central to the overall community but near busier streets, adjacent to non-residential uses where their impacts will be less significant.

d. School Park

When ever there is an opportunity, parks should be combined with schools. Typically an elementary school can be combined with a neighborhood park; however, there are successful cases of middle schools sharing facilities with community parks. The school play facilities, parking and restrooms can be utilized by park users when school is not in session, and the school can utilize park facilities during school hours, when parks are seldom used. Key challenges are finding park property adjacent to schools and working out use/maintenance agreements between the school district and park district or department. The results are always worth the effort.



Park Type & Description	5-Acres or Less	Larger than 5-Acres but Less Than 20-Acres	Larger than 20 Acres
Neighborhood Park			
Drinking Fountains	2	N/A	N/A
Trash Receptacles	3	N/A	N/A
Restrooms	Determined each Park	N/A	N/A
Lighting	none	N/A	N/A
Play Structure/Tot Lot	None	N/A	N/A
Shade Structure	Determined each Park	N/A	N/A
Bike Racks	2	N/A	N/A
Picnic Tables	2	N/A	N/A
ADA Picnic Tables	1	N/A	N/A
Park Benches	3	N/A	N/A
Barbeques	3	N/A	N/A
Baseball/Softball Fields w/ Backstops	1	N/A	N/A
Soccer Fields	1	N/A	N/A
Basketball Courts	2	N/A	N/A
Walking Trail	Not Required	N/A	N/A

Park Type & Description	5-Acres or Less	Larger than 5-Acres but Less Than 20-Acres	Larger than 20 Acres
Community Park			
Drinking Fountains	N/A	2 min. + 2 per 10 acre	6 min. + 2 per 10 acre
Trash Receptacles	N/A	4 min. +2 per 5 acre	4 min. +2 per 5 acre
Restrooms	N/A	Required	Required
Lighting	N/A	Required	Required
Play Structure/Tot Lot	N/A	1	1
Shade Structure	N/A	Determined each project	Determined each project
Bike Racks	N/A	3 min. + 1 per 5 acres	6 min. + 1 per 10 acres
Picnic Tables	N/A	3 min. + 2 per 5 acres	10 min. + 2 per 10 acres
ADA Picnic Tables	N/A	1 min. + 1 per 5 acres	5 min. + 1 per 10 acres
Park Benches	N/A	6 min. + 2 per 5 acres	10 min. + 2 per 10 acres
Barbeques	N/A	3 min + 3 per 5 acres	12 min
Basketball Courts	N/A	2 min. + 2 per 10 acre	6 min. + 1 per 10 acre
Swings	N/A	1 set	1 set
Walking Trail	N/A	Required	Required
Baseball/Softball Fields w/Backstops	N/A	1 min. + 1 per 10 acres	1 min. + 1 per 10 acres
Soccer Fields	N/A	1 min. + 1 per 10 acres	1 min. + 1 per 10 acres
Tennis Court	N/A	2 min. + 1 per 10 acres	2 min. + 1 per 10 acres
Bleachers	N/A	2 per field	2 per field
Dug-outs	N/A	2 per field	2 per field
Player Benches	N/A	2 per field	2 per field
Bat Racks	N/A	2 per field	2 per field
Bases	N/A	3 per field	3 per field

Park Type & Description	5-Acres or Less	Larger than 5-Acres but Less Than 20-Acres	Larger than 20 Acres
Sports Park			
Drinking Fountains	N/A	2 min. + 2 per 10 acre	6 min. + 2 per 10 acre
Trash Receptacles	N/A	4 min. +2 per 5 acre	4 min. +2 per 5 acre
Restrooms	N/A	Required	Required
Lighting	N/A	Required on Fields/Walks	Required
Play Structure/Tot Lot	N/A	1	1
Shade Structure	N/A	Determined each project	Determined each project
Bike Racks	N/A	3 min. + 1 per acre	6 min. + 1 per acre
Picnic Tables	N/A	3 min. + 2 per 5 acres	10 min. + 2 per 5 acres
ADA Picnic Tables	N/A	1 min. + 1 per 5 acres	4 min. + 1 per 10 acres
Park Benches	N/A	6 min. + 2 per 5 acres	10 min. + 2 per 5 acres
Barbeques	N/A	1 per 5 acres	8 min.
Basketball Courts	N/A	2 min. + 2 per 10 acre	6 + 2 per 10 acres
Swings	N/A	1 set	1 set
Walking Trail	N/A	Required	Required
Baseball/Softball Fields w/Backstops	N/A	1 min. + 1 per 10 acres	1 min. + 1 per 10 acres
Soccer Fields	N/A	1 min. + 1 per 10 acres	1 min. + 1 per 10 acres
Basketball Courts	N/A	2 min. + 1 per 10 acres	2 min. + 1 per 10 acres
Bleachers	N/A	2 per field	2 per field
Dug-outs	N/A	2 per field	2 per field
Player Benches	N/A	2 per field	2 per field
Bat Racks	N/A	2 per field	2 per field
Bases	N/A	1 set per field	1 set per field
Concession Building	N/A	1 min and as needed	1 min and as needed

Exhibit 59 | Park Site Requirements



H. NEW DEVELOPMENT PROJECT ENTRANCES

The design of entrances into residential, commercial and industrial development projects, must reflect the community character of Mecca. These entrances should be a composition of appropriate landscaping, paving and monument signage. Unless the monument statement is really large, the treatment should occur on both sides of the project access road, forming a gateway.

The materials used should reflect the “Mexican Village” theme of the community of Mecca. Stucco/plaster finishes, brick, and stone are appropriate materials. The use of ornamental wrought iron, stone and cultured stone trim pieces and caps also tie into the community theme.

The materials used should be substantial, permanent and maintainable. For example wood is not an acceptable material for signage use in the desert. It warps, deteriorates and requires constant maintenance.

Exhibits showing examples of entrance treatment have been provided. These are not prototypes to be duplicated - rather, they are examples of:

- how appropriate materials can be used together to be compatible with the community vision.
- what is the appropriate scale of the monumentation and the landscaping treatment.
- what are the various elements of a project entrance and their relationship.
- which forms and shapes are consistent with the community theme





*Exhibit 60 | Example of New Development
Entry Monument - Opt. 1*





*Exhibit 61 | Example of New Development
Entry Monument - Opt. 1 Enlargement*





*Exhibit 62 | Example of New Development
Entry Monument - Opt. 2*





*Exhibit 63 | Example of New Development
Entry Monument - Opt. 2 Enlargement*





*Exhibit 64 | Example of New Development
Entry Monument - Opt. 3*





*Exhibit 65 | Example of New Development
Entry Monument - Opt. 3 Enlargement*





*Exhibit 66 | Example of New Development
Entry Monument - Opt. 4*





*Exhibit 67 | Example of New Development
Entry Monument - Opt. 4 Enlargement*



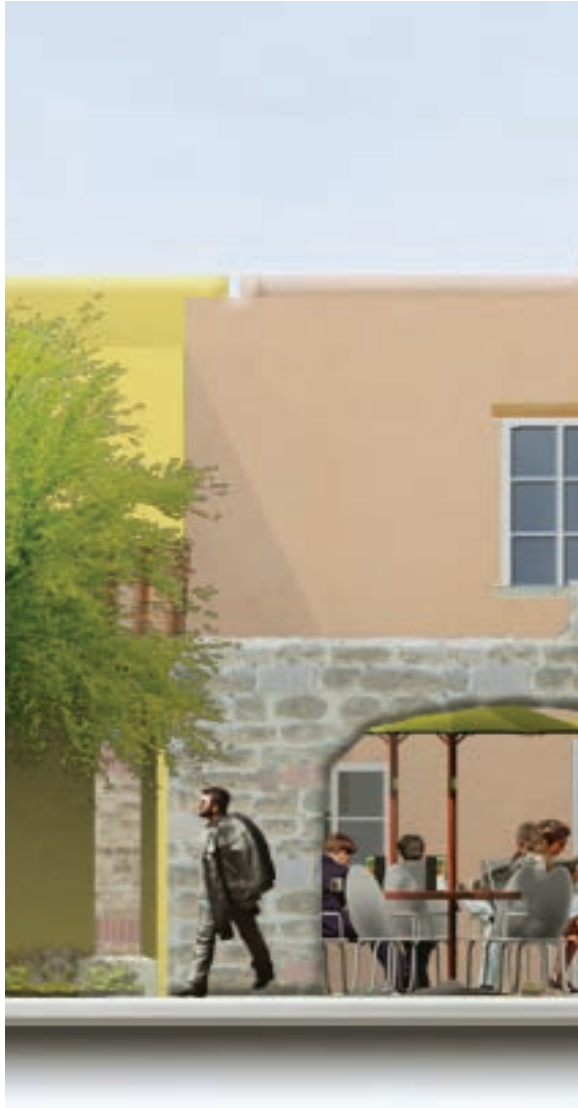


Exhibit 68 | Typical Commercial Architecture Elevation



I. ARCHITECTURAL GUIDELINES

Mecca's architectural heritage draws from traditions of Spanish Colonial/Mediterranean and Mexican vernacular themes. Public and commercial architecture features the broad stucco surfaces, rounded arches, arcades and red tile roofs found in many Southern California communities influenced by these styles. Residential architecture is more eclectic, drawing its influences from the "Mexican Casa" style and the personal tastes of its residents. Adherence to architectural styles is not intended to stifle creativity but rather to create an appropriate architectural menu from which to build attractive and contextual designs.

I. COMMERCIAL/PUBLIC ARCHITECTURE

Spanish Colonial, Mediterranean and Mission Styles set an appropriate model for commercial and public architecture, and the rich architectural detailing typical of Mecca is encouraged. The following guidelines apply:

- Appropriate styles include Spanish Colonial, Mediterranean, Monterrey and Mission Styles. In selected areas, such as the Community Center, Pueblo and Southwest Territorial Styles can also be incorporated.
- Wall surfaces should be enlivened with decorative elements such as tile insets, enriched window treatments and shutters, decorative vents and moldings, and variations of color.
- Varied rooflines are encouraged including front and side-facing gable, shed and hipped designs. Decorative brackets and wooden brace supports under projecting eaves and gable roofs are encouraged.
- Arcades and arcaded entryways are highly encouraged. To enliven arcade surfaces and columns, impost moldings and variations of color are encouraged.
- The tops of horizontal roofs should be finished with simple, decorative cornices and parapets, where appropriate.
- For larger public and commercial buildings, front elevation massing

should be varied with appropriate combinations of projecting and recessed walls.

- Building entrances should be clearly marked with enhanced design features such as gable roofs, porticos, variations in color and decorative elements.
- Appropriate color combinations and contrasts of rich, complementary earth tones are encouraged.
- Appropriate architectural detailing on all visible sides of commercial and public buildings is encouraged.
- Specialized design treatment at building corners, especially on intersections, is highly encouraged.
- Commercial buildings should be sited as close as possible to the sidewalk to create a more defined and attractive street environment.
- Commercial buildings that are grouped together or have a large street frontage should contain horizontal molding, bands or string-courses which add variety and pedestrian-scale features.



Exhibit 69 | Typical Commercial Architecture Elevation

Arcades are a climate-appropriate pedestrian-scale feature on many of Mecca's commercial and public buildings that should be replicated on new commercial buildings.

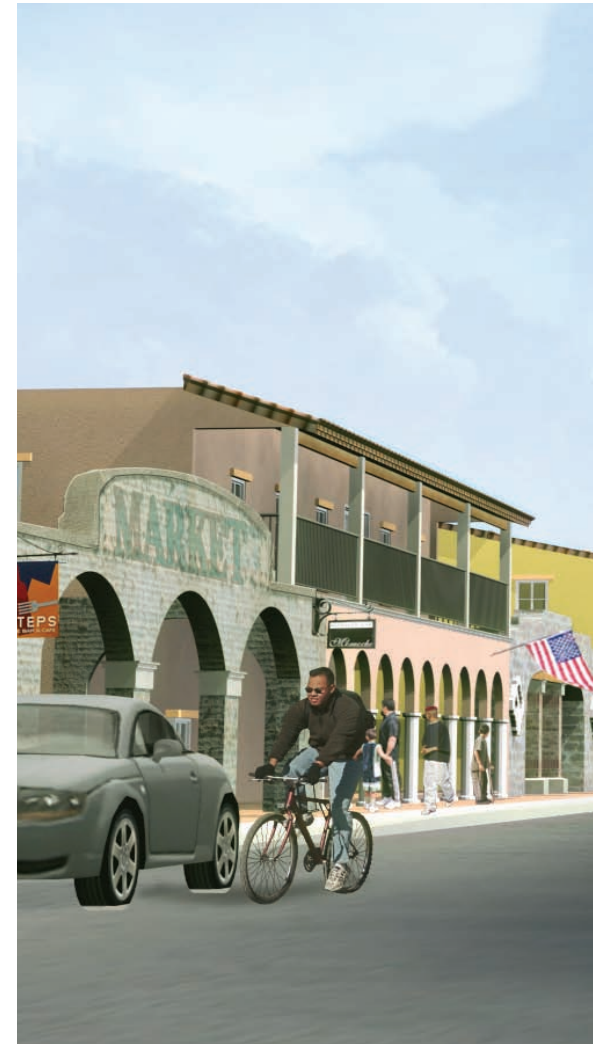


Exhibit 70 | Typical Commercial Architecture

Commercial buildings should be sited near the edge of the sidewalk to create a more defined street environment





Front wall materials, color and styling should match that of the principal residence

2. RESIDENTIAL ARCHITECTURE

Mecca's existing residential architecture reflects an individualized "Mexican Casa" style. The town's neighborhoods contain primarily single-family, stucco structures with red-tile, low-pitched shed or gable roofs fronted by walls and fences with ornamental wrought-iron detailing. These decorative, customized front-facing walls and fencing create visual interest and a unifying element along the street. Many of the small homes contain covered patios, porches and carports, and the exterior materials and colors reflect those of the main residence. Mecca's multi-family housing is more generic in style and detailing, with stucco siding and low-pitched gable roofs.

These guidelines encourage the creative and individual expression of the Mexican Casa style within the framework of the scale, materials and general stylistic elements of the neighborhood. The following guidelines apply to single-family homes:

- Appropriate architectural styles include the Mexican Casa, Spanish Colonial, Mission, Monterrey and Mediterranean.
- Homes are encouraged to display their own individual identity while still respecting the scale, materials and stylistic characteristics of the neighborhood.
- Decorative wrought-iron fencing and low walls are highly encouraged and should be placed at the sidewalk's edge.
- Wall materials, color and styling should match that of the principal residence.
- Porches, arcades and driveway archways are encouraged.
- Where possible, arcade columns should contain impost moldings of approximately the same height as those of surrounding homes.
- Where two-story homes occur, a single-story scale should be maintained through the projecting rooflines of porches, arcades and covered carports.



Design guidelines for multi-family homes encourage techniques which reduce perceived size and scale as well as incorporating features which enliven wall surfaces and facades, preventing monotonous and blank elevations. The following guidelines apply:

- Appropriate architectural styles include Spanish Colonial, Mission, Monterrey and Mediterranean.
- Rich façade articulation is highly encouraged using projecting bays, detailed window treatment, recessed or projecting balconies, porches and other elements that add visual interest and character to the neighborhood.
- Where long expanses of the building elevation are present, variations of compatible colors for different bays or sections are encouraged.
- Varied rooflines and roof elements, including gable, hipped, shed, and parapet designs, are highly encouraged.
- Rich and compatible desert colors and earth tones are encouraged complemented with accent trim colors and eave detailing.
- Adjacent units of attached housing should be of contrasting but complementary color.
- Where possible, provide each unit in multifamily housing with private open space including small-attached yards and/or balconies.
- Provision of shared, shaded tot-lots, play areas and picnic facilities should be included in large multifamily housing complexes.



Where two-story homes occur, a single-story scale should be maintained through the projecting rooflines of porches, arcades and covered carports





Exhibit 71 | Bird's Eye View

Varied rooflines, color, and fence and wall design provide for individual expression along Mecca's residential streets. Visual continuity is maintained through similarly-scaled, projecting porches, arcades and carports and low-lying, continuous front walls and fences.





Exhibit 72 | Perspective

Mecca’s residential architecture shows creative expression within the context of compatible colors, scale, materials and architectural elements. Arcaded front porches and decorative front walls and wrought-iron fencing and gates are key elements of Mecca’s residential streets. Regularly placed parkway trees and landscaping provide visual continuity and shade





J. GUIDELINES FOR ESTABLISHING A TOWN PLAZA FOR MECCA

The guidelines for Mecca establish a vision that reflects the Mexican/Latino culture of its residents. A public service community center with a Health Care Clinic, Library, Sheriff Station and Community Sports Park has been established at the southwest corner of the downtown area. When completed, this will be an attractive area that will house most of the public services serving Mecca. A plaza area has also been developed between the Health Clinic and Library/Sheriff Station. However this public open space is designed primarily as a visual amenity and does not accommodate pedestrian activity such a places to gather, sit, relax and socialize. Although attractive and containing a fountain, this open space area is not a town center and does not function well as a gathering place because it lacks good access from residential areas, does not contain the design detailing and amenities of a typical Mexican plaza, and is too wide open to invite comfortable use by residents.

The community needs a Town Plaza as an active center for the community to gather, shop and socialize. A 40-acre area has been set aside with the Community Center land use designation, just north of 65th Avenue and south of the east-west Lincoln Street, between the north-south Lincoln and Date Palm Streets. The intent of the Community Center in this area is to allow development of a rural-style village - a mixed-use commercial center that is pedestrian-friendly with places to gather, sit and relax.

In Mecca, the community center should be built around a central town plaza of traditional size, character and amenities to that found in a city or village in Mexico. Interestingly, the planning of such plazas has historical rules that have been followed since the Spanish colonized Mexico and other parts of Latin America. In 1573, King Phillip II codified all existing Spanish law regarding town planning in the “New World” (Latin America), called the “Laws of the Indies”. These laws were revised and expanded over time and contain 148 ordinances. Ordinances 112 through 177 describe the physical layout of a town, the desired location of civic, commercial and religious buildings, and the design and physical dimensions of town plazas.





Exhibit 73 | Town Plaza Illustrative

Traditional town plazas, as first described in the 1573 “Laws of the Indies,” are symmetrical in design with arcaded commercial and civic buildings sited around it.



Exhibit 74 | Town Plaza - Bird's Eye View

Plaza landscaping is designed for comfort and aesthetics. Broad canopy trees will create shade with date palms providing vertical, visual accents. Sittable landscaped platters will provide color and rest areas.





Exhibit 75 | Town Plaza - Eye Level View

A variety of seating options, shade trees and pedestrian-scale lighting will make Mecca's Town Plaza a comfortable, informal gathering place





Exhibit 76 | Town Plaza Illustrative Enlargement

A variety of amenities will encourage consistent use of the plaza, including a tot-lot, game tables, information kiosk, bike racks, drinking fountains and a range of seating options.





Exhibit 77 | Town Plaza Central Area

Walkways, paved areas, planters, and trees should be laid out in formal, geometric patterns. A system of vending booths should be established that can be erected for special events. Some of these booths can be left in place continually and leased to vendors on a long term basis.





Exhibit 78 | Plaza Stage Perspective

A centrally-located and prominent gazebo/stage or bandstand is a typical feature of Mexican plazas. It will serve as an amenity for formal concerts and productions and for informal gathering and enjoyment.





Exhibit 79 | Plaza Storefront Road
Arcaded storefronts will face the plaza, adding convenient access and a vibrant street scene





Exhibit 76 | Commercial Center Alt. #1 Elevation



Exhibit 81 | Commercial Center Alt. #1 Section

Mecca's commercial architecture will feature Mexican or Hacienda style with a complementary blend of architectural styles including Spanish Colonial, Mediterranean, Monterey, Mission and Southwest Territorial.



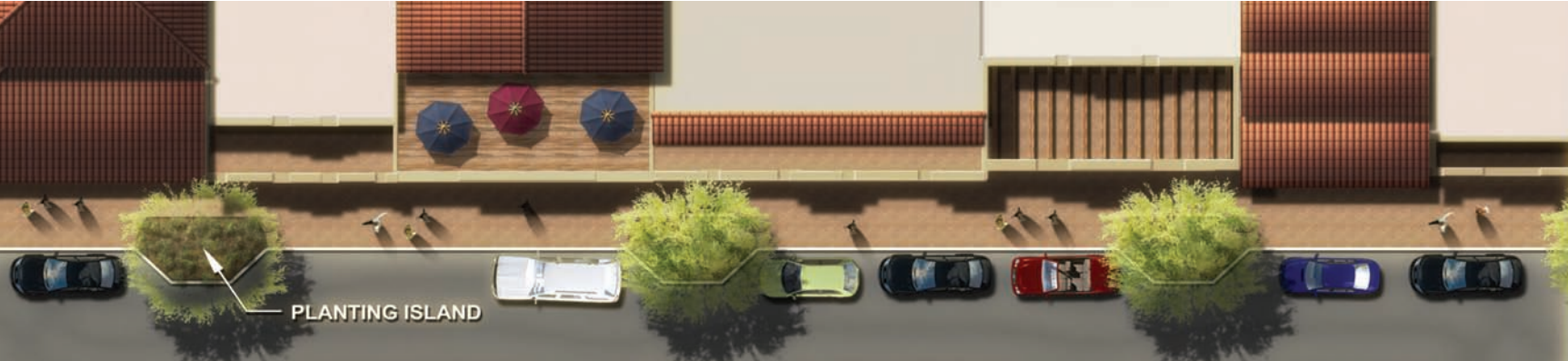


Exhibit 82 | Commercial Center Alt. #2 Plan



Exhibit 83 | Commercial Center Alt. #2 Section

Parapets, varied window treatment and compatible colors create visual interest along commercial streets. Arcades and large, ground-floor store windows maintain pedestrian scale.





*Exhibit 84 | Trash Enclosure Concept #1
With Spit-Faced Block*



Exhibit 85 | Trash Enclosure Concept #2

*With Smooth-Stucco Finished Precision Block.
The materials, color and style of trash-screening enclosures help them blend into the streetscape.*



The following guidelines for a Town Plaza in Mecca include the intent and general requirements of some of these original ordinances as well as guidelines expressly suited for contemporary uses:

- The proportions of the plaza should be square or rectangle, and if rectangular the length should be approximately 1 ½ times the width.
- Consistent with the design of historic Mexican town plazas, the Mecca Town Plaza should have a formal, symmetrical layout. Walkways, paved areas, planters and trees should be laid out in formal geometric patterns rather than naturalistic contours or asymmetrical plans. Balance and symmetry should be readily apparent.
- The buildings around the plaza should have portales (covered walkways) or arcades, as should the main streets leading into the plaza.
- Adequate off-street parking for commercial development should be located behind the buildings.
- The buildings around the plaza should have their principal entrances facing the plaza. Access to the parking should be provided either by secondary entrances located in the backs of buildings or by pedestrian walkways located between buildings.
- There should be narrow streets with parallel parking between the plaza and surrounding buildings.
- It is important to allow automobile traffic on these peripheral streets on most days to ensure financial viability for the shops and restaurants; however, the design of the overall community center area should allow the streets adjacent to the plaza to be closed for special events and still allow auto access to parking for the businesses.

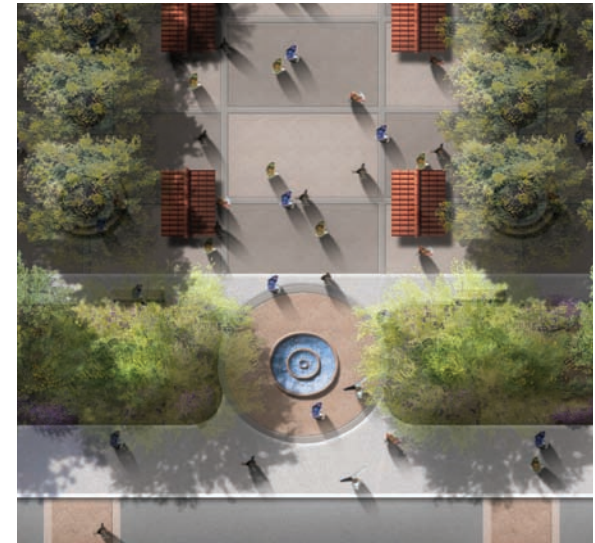


Exhibit 86 | Main Entry Fountain



Exhibit 87 | Game Tables





Exhibit 88 | Typical Corner Entry To Plaza



Exhibit 89 | Tree Bosque or grove for Shaded Seating

- The portales (arcades) should be set right at the edge of these walks to create more defined public space. In cases where the portales are not possible, the buildings should be set as close as possible to the edge of the sidewalk.
- The building side of the peripheral streets will have curb-adjacent walks to enable passengers to exit parked cars.
- Good street-to-plaza visibility should be maintained to announce the plaza as public open space, to allow the amenities provided to be clearly seen and to enable visual surveillance for security.

This can be achieved by:

- not allowing walls and planting to screen or block off the plaza from the street.
- designing the plaza elevation as close as possible to that of the streets.
- Good nighttime lighting is important for extended use, enhanced safety and aesthetics.
- Ample shade should be provided by large canopy trees as well as shade structures.
- Good seating is important to plaza users. Without it, few people will stop to use the space. The following guidelines should be followed:
 - Provide plentiful seating and seating surfaces such as low walls, steps, planters and ledges.
 - Provide a range of sitting locations and configurations. Sitting areas should be directed both toward the street and inward toward the plaza, next to amenities, in the shade and in the sun, for groups, couples and individuals.



- Provide comfortable seating. Movable seats are preferable, with contours, backs and armrests.
- Activity generators, visual focal points and performance areas, such as a stage, gazebo, or bandstand for concerts, plays or other public gathering, are essential features.
- A wide variety of usable and well-positioned amenities encourages public use and creates a lively ambience. Some examples are:
 - Game tables
 - Kiosks for information
 - Children's play equipment
 - Bike racks
 - Drinking fountains
 - Waste receptacles
 - Managed, colorful vending stands
- A variety of usable spaces within the plaza invite more consistent use. There should be a large, dominant space suitable for larger gatherings along with a full hierarchy of smaller spaces. Small spaces can be articulated along the edges of the larger space and should be defined by variations in color, paving, and landscape features.
- The plaza should have a dominant focal element such as a bandstand, gazebo or tower structure, that relates to the dominant space in the plaza and that can be seen from all points in the plaza and the area surrounding the plaza.
- Parking lots in the Mecca Community Center should be located behind buildings and not interrupt the pedestrian/shopping experience along the street. Parking lots should be heavily shaded with canopy trees or shade structures.

*Exhibit 90 | Tot Lot**Exhibit 91 | Vending Stands*



K. INDUSTRIAL ARCHITECTURE

It is expected that a large percentage of industrial buildings to be constructed in Mecca will be tilt-up concrete. Uses will probably be light-industry that are consumer-oriented including packing sheds, warehouses, incubator units, industrial-office, light manufacturing and so forth. These tilt-up buildings tend to include long expanse of stark walls and lack of architectural interest. It is important that these buildings (including front, side and rear elevations) be broken up architecturally to reduce their negative visual impact, and that architectural features and colors reflect the Mexican Village theme of Mecca.

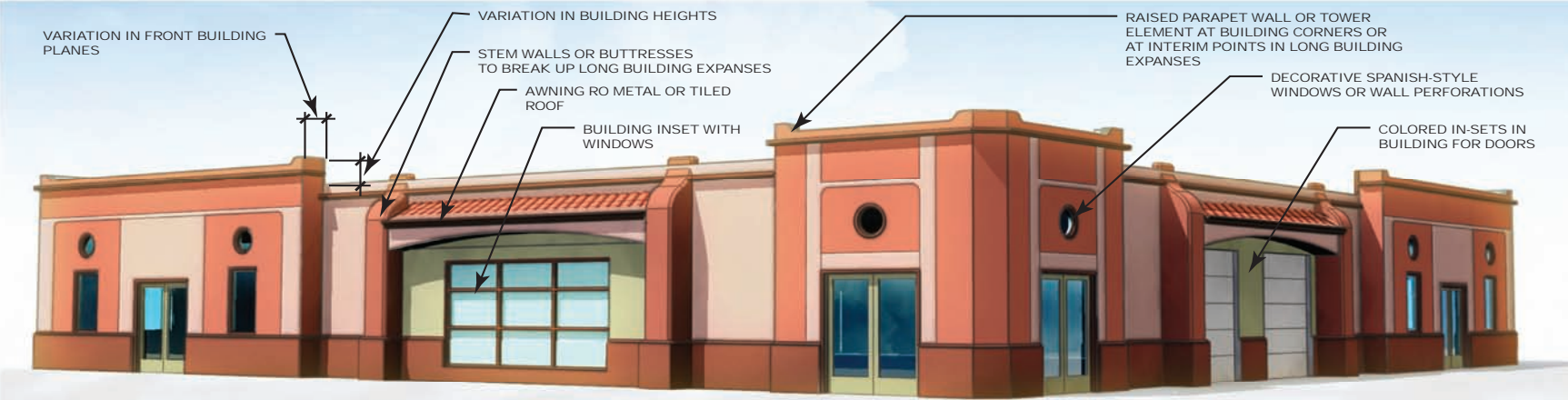
As illustrated on the following pages, buildings will use the following design elements and features to break up long building expanse and provide architectural interest:

- Variation of Building Planes - The outside face of the buildings must vary in increments of a minimum of 3 ft. to add fenestration to the facades.
- Variation of Building Heights - Sections of buildings must have changes in height, also in increments of at least 3 ft.
- Stem Walls and Buttresses - these walls, whether or not in conjunction with awnings and roofs, serve to further break up expanses and add visual interest to the buildings.
- Small Sections of awnings, metal or tiled roofs - Whether or not used with buttresses or stem walls, these protruding roof lines tend to lower the perceived building height and reduce the visual mass of the building.
- Raised Parapet Walls - On flat or shallow-pitched roofed buildings, raising sections of a parapet wall, particularly at corners, helps to add interest and perceived building height variation.
- Tower Elements - Building towers at corners adds visual interest and making towers part of main building entrances identifies the entrances from a distance.
- Building Insets with Windows or Contrasting Colors - This is another way



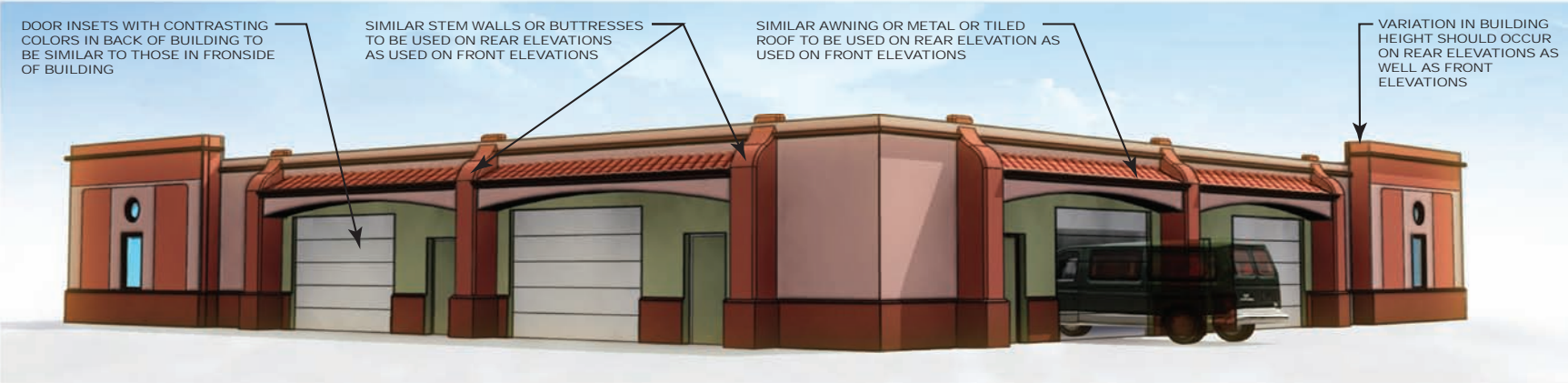
to add visual interest and help break up the facade, while providing natural light into the building.

- Using Multiple Colors from a Desert Color Palette - Use several compatible desert colors on a building to accentuate building variations.
- Decorative Spanish-Style Windows or wall Perforations - Adds visual interest enforces the community theme.



EXAMPLES OF INDUSTRIAL BUILDINGS
FRONT ELEVATION OF SINGLE STORY - COLOR ALT. #1

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES

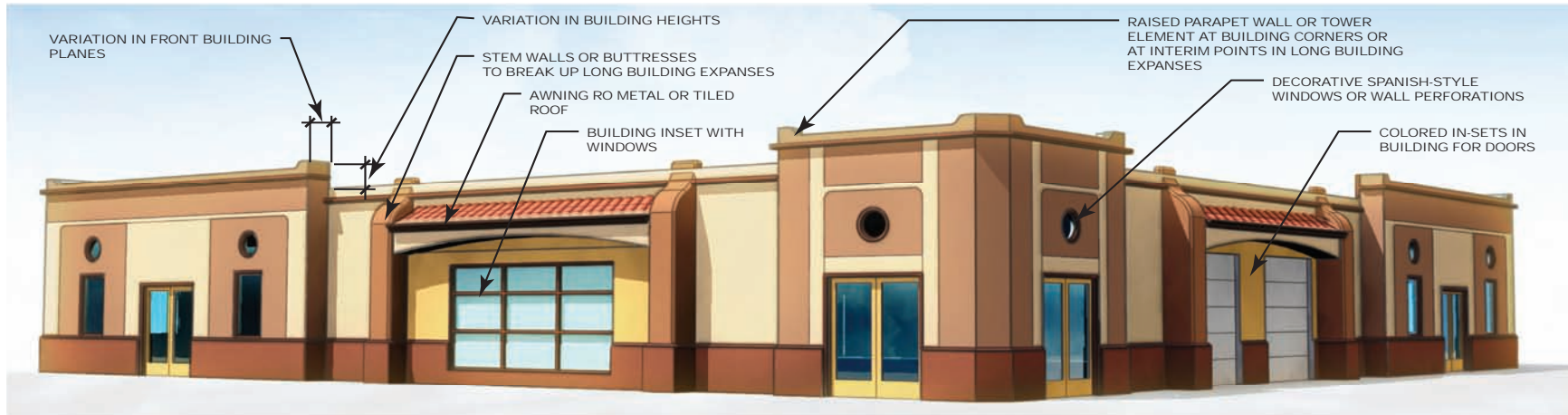


EXAMPLES OF INDUSTRIAL BUILDINGS
REAR ELEVATION OF SINGLE STORY - COLOR ALT. #1

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES

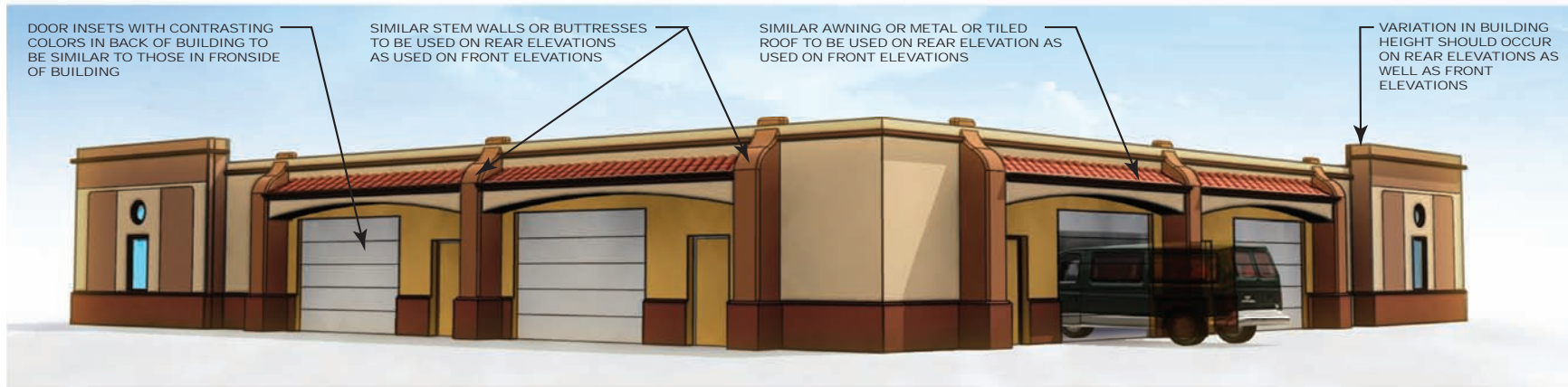
Exhibit 92 | Examples of Industrial Buildings - 1 Story Alt.1
Single Story - Color Alt. #1





EXAMPLES OF INDUSTRIAL BUILDINGS
FRONT ELEVATION OF SINGLE STORY - COLOR ALT. #3

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK UP LONG BUILDING EXPANSES

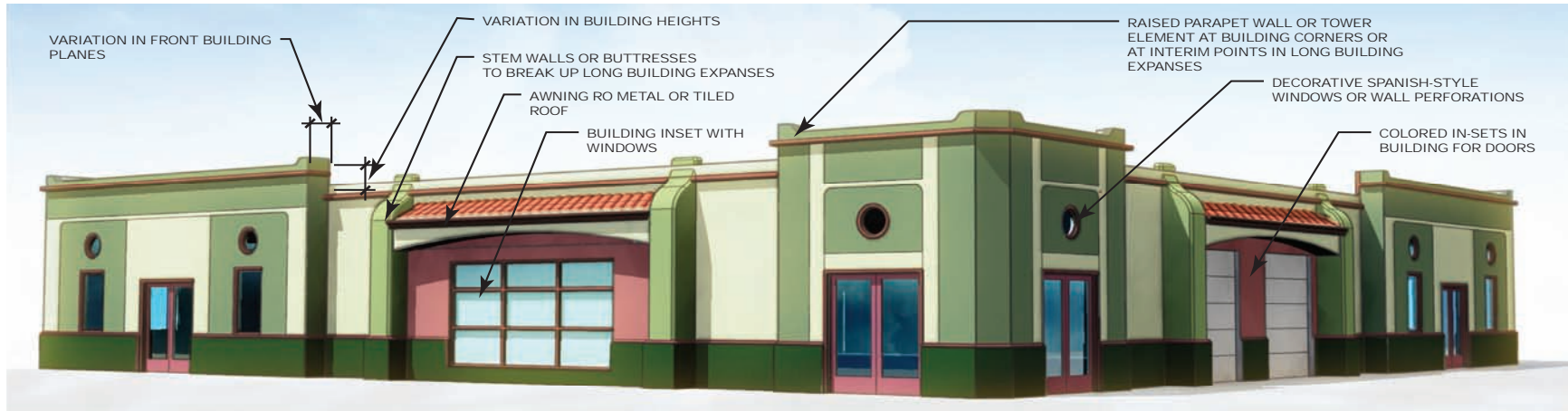


EXAMPLES OF INDUSTRIAL BUILDINGS
REAR ELEVATION OF SINGLE STORY - COLOR ALT. #3

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK UP LONG BUILDING EXPANSES

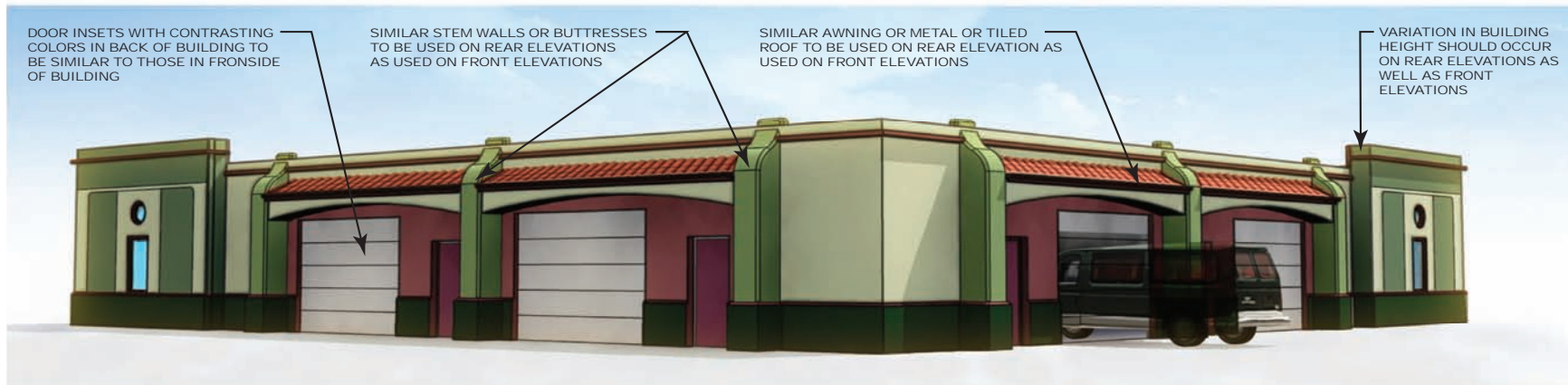
*Exhibit 93 | Examples of Industrial Buildings - 1 Story Alt.2
Single Story - Color Alt. #2*





FRONT ELEVATION OF SINGLE STORY - COLOR ALT. #4

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK UP LONG BUILDING EXPANSES



REAR ELEVATION OF SINGLE STORY - COLOR ALT. #4

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK UP LONG BUILDING EXPANSES

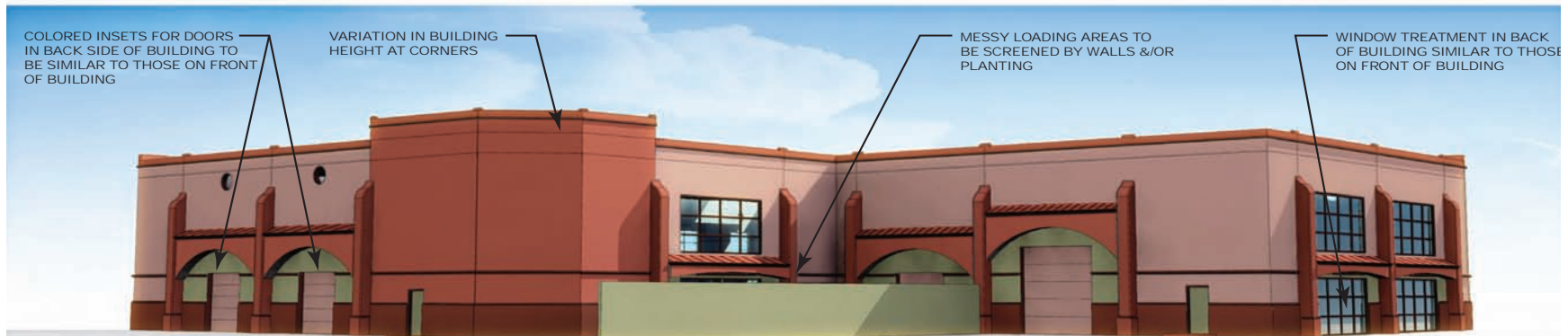
Exhibit 94 | Examples of Industrial Buildings - 1 Story Alt.3
Single Story - Color Alt. #3





EXAMPLES OF INDUSTRIAL BUILDINGS
FRONT ELEVATION OF TWO STORY - COLOR ALT. #1

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES



EXAMPLES OF INDUSTRIAL BUILDINGS
REAR ELEVATION OF TWO STORY - COLOR ALT. #1

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES

*Exhibit 95 | Examples of Industrial Buildings - 2 Story Alt.1
Two Story - Color Alt. #1*





EXAMPLES OF INDUSTRIAL BUILDINGS
FRONT ELEVATION OF TWO STORY - COLOR ALT. #3

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES



EXAMPLES OF INDUSTRIAL BUILDINGS
REAR ELEVATION OF TWO STORY - COLOR ALT. #3

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES

*Exhibit 96 | Examples of Industrial Buildings - 2 Story Alt.2
Two Story - Color Alt. #2*





EXAMPLES OF INDUSTRIAL BUILDINGS
FRONT ELEVATION OF TWO STORY - COLOR ALT. #4

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES



EXAMPLES OF INDUSTRIAL BUILDINGS
REAR ELEVATION OF TWO STORY - COLOR ALT. #4

EXAMPLES OF METHODS TO ADD INTEREST AND BREAK
UP LONG BUILDING EXPANSES

*Exhibit 97 | Examples of Industrial Buildings - 2 Story Alt.3
Two Story - Color Alt. #3*

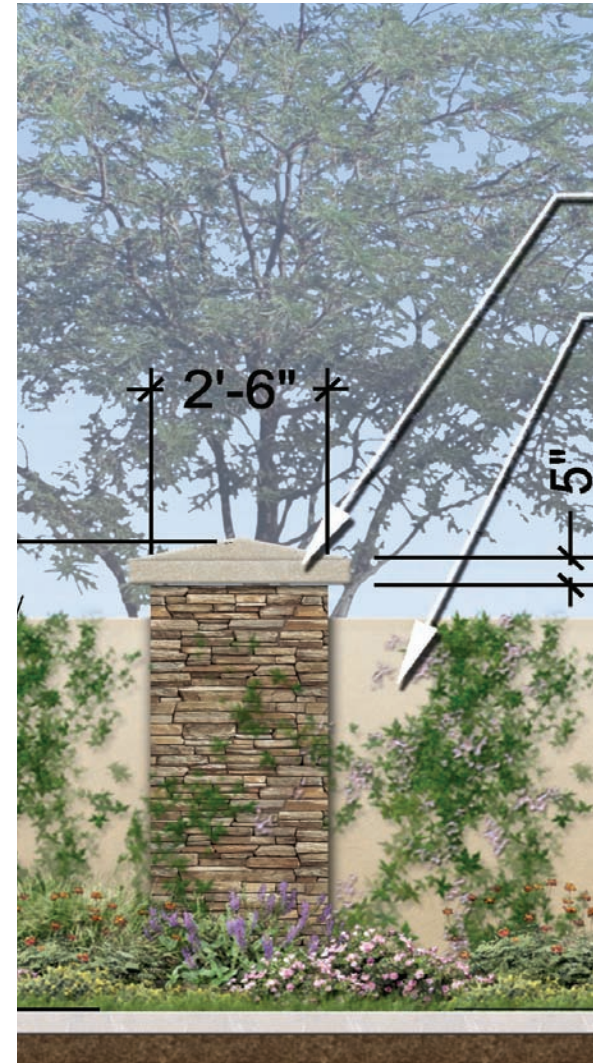


L. WALLS AND FENCES

Walls and fences are an important streetscape feature for functional, security and aesthetic reasons. They play a particularly important role since Mecca residents have evolved their own distinctive style of personalized, ornamental wrought-iron fencing. These guidelines encourage a continuation of these personalized and creative designs around residential neighborhoods and private homes. Where longer lengths of walls and fences are required, such as those around schools, commercial buffer zones or public facilities, the use of natural materials and colors, view fencing and design variety are strongly encouraged.

For residential neighborhoods:

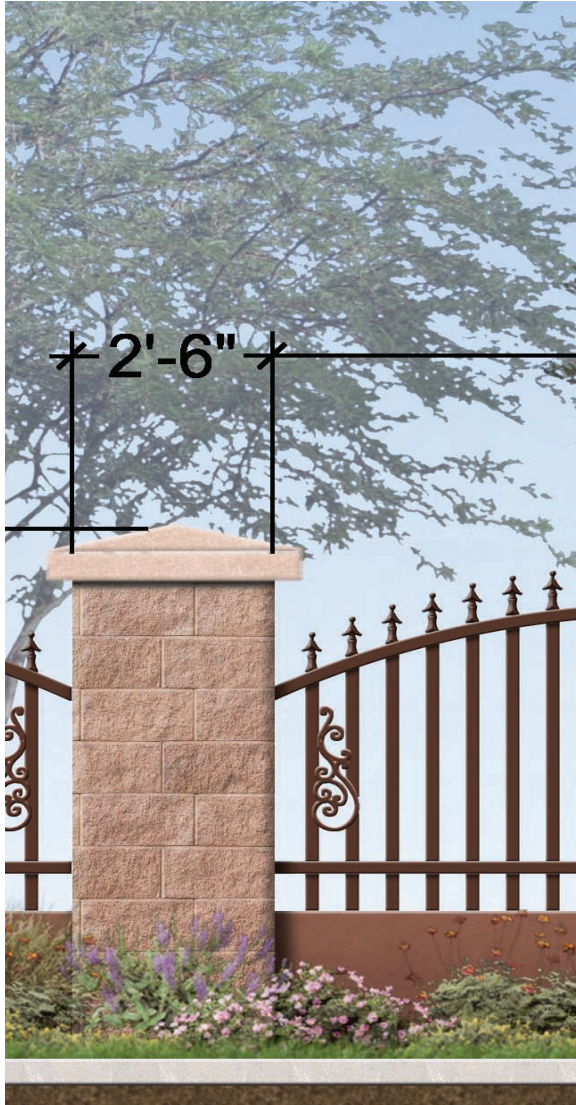
- Solid shall not be used along fronts of lots or rear when in public view. Solid walls can be used for localized sound attenuation and screening of loading areas or other unsightly or noisy activities. When solid walls are used, they shall be set back from road R.O.W s a minimum of 25 ft.
- Along residential streets, open walls and fences should be sited near the sidewalk edge to continue existing streetscape patterns and to provide privacy and safety for residents.
- Creative and personalized wall, pilaster caps and wrought-iron designs are highly encouraged throughout Mecca's residential neighborhoods.
- Wall and fence material and color should be compatible with those of the principal residence.
- In general, wall and fence bases should be no taller than three feet, with the exception of pilasters or entry columns and sidewalls.
- Where practical, wrought-iron color should capture trim accents or detailing found in elements of the home.
- Resulting streetscapes should feature a variety of color, fence styles, architectural styles within a context of consistent scale, defined sidewalk edge, and elements such as wrought-iron detailing, arcades, and covered porches.
- Along streets with larger multi-family housing, ornamental wrought iron,



Capped, natural stone pilasters provide visual accents along stucco walls planted with vines.

Note: Solid walls will not to be used except for localized sound attenuation screening loud areas.





Creative combinations of ornamental wrought-iron fencing in combination with pilasters and low base walls are encouraged

view fencing combined with low stone or block walls with pilasters should be used.

For public and commercial areas:

- The use of solid slump block or stucco walls is discouraged. Where they must be used for screening loading areas and other unsightly or noisy activities, they shall be no taller than 6' high, be of desert colors, and be softened with vines and include vertical and ground cover shrubbery to soften their appearance.
- Smooth stucco walls should be of light desert color and be punctuated with regularly spaced stone pilasters with caps. The stucco portions of walls should be softened with vines, vertical plant specimens and ground cover.
- Where ornamental, wrought iron view fencing is used, a 2' base stucco wall should be used in combination with 7' capped pilasters. Compatible but contrasting colors for the base wall, pilasters and wrought iron should be chosen.
- Creative wrought iron patterns, reflective of views, physical features and nature, are encouraged.





Exhibit 98 | Slump Block Wall

The appearance of slump-block walls shall be improved with split-faced caps, climbing vines and low-lying planting

Note: Solid walls will not to be used except for localized sound attenuation and screening loading areas or other unsightly or noisy areas. Where used in residential areas, solid walls must be set back a minimum of 25 ft. from road R.O.W.s.





Exhibit 99 | Stucco Finished Wall With Stone Pilasters

*Stone pilasters provide visual contrast along smooth stucco walls.
Climbing vines should be planted on all stucco walls.*

Note: Solid walls will not to be used except for localized sound attenuation and screening loading areas or other unsightly or noisy areas. Where used in residential areas, solid walls must by set back a minimum of 25 ft. from road R.O.W.s.



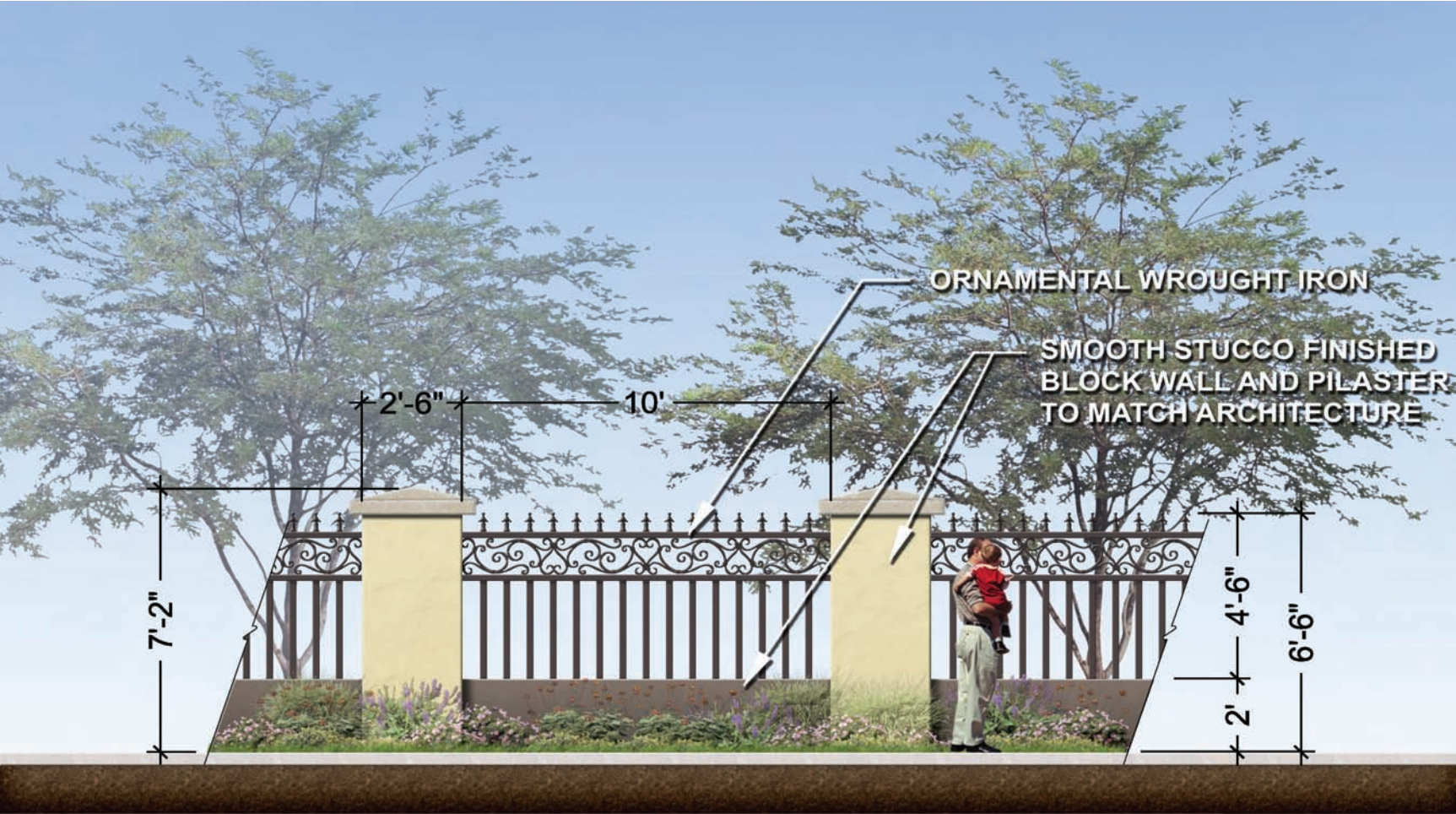


Exhibit 100 | Wrought Iron Wall Concept #1

Individualized wrought iron fences add a decorative element to many homes in Mecca. The base wall and posts should match the color and materials of the main residence.



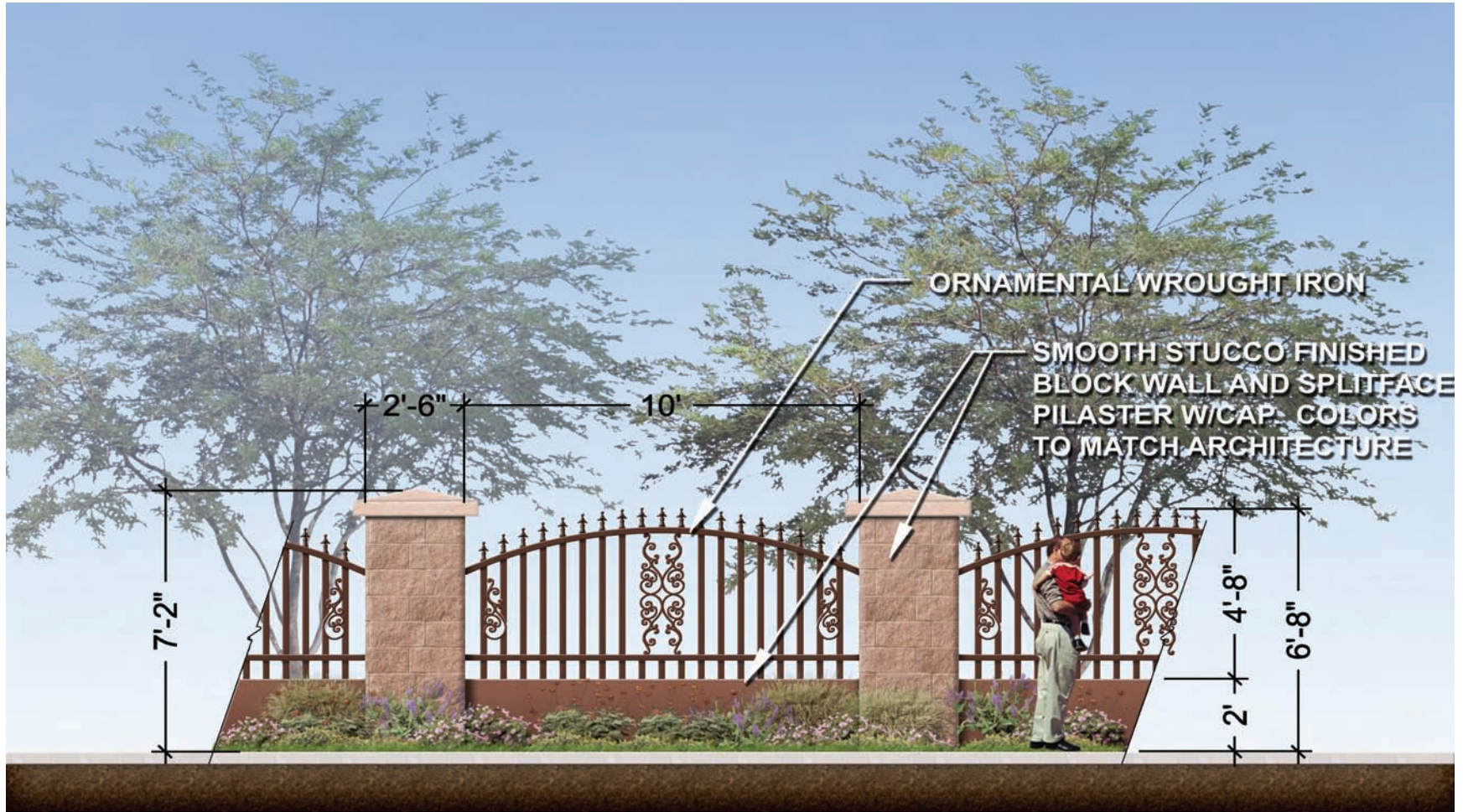


Exhibit 101 | Wrought Iron Wall Concept #2

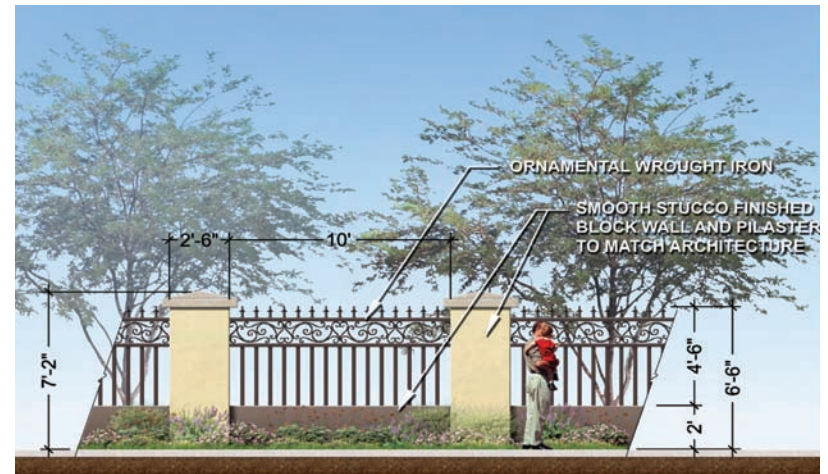
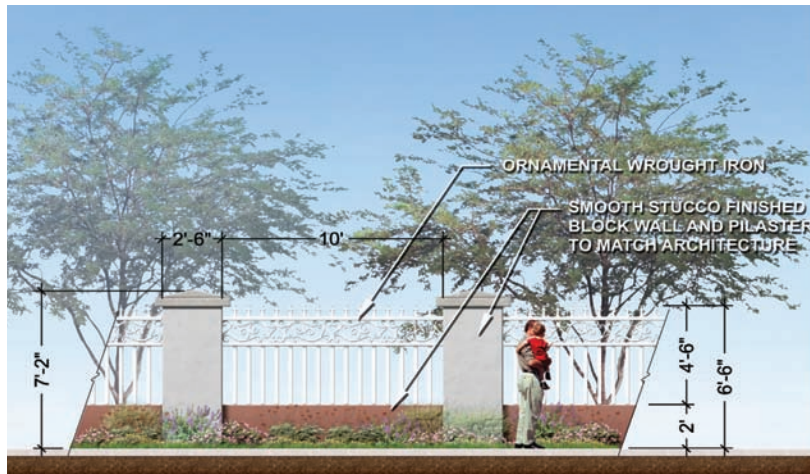
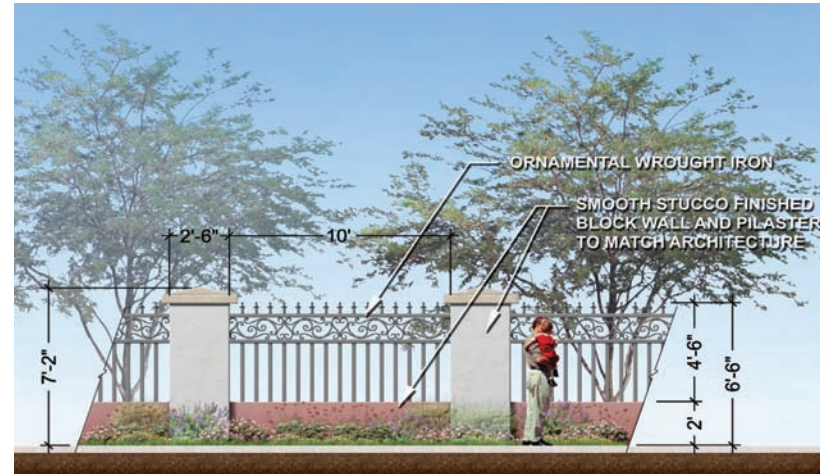
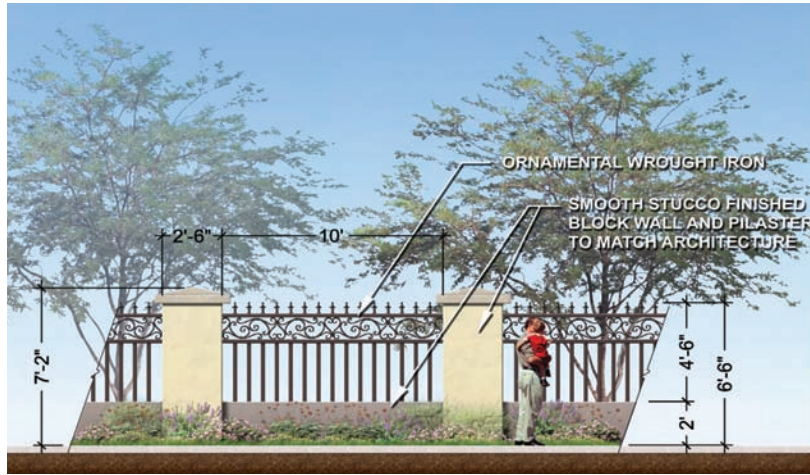




Exhibit 102 | Wrought Iron Wall Concept #3

Decorative wrought-iron, view fencing is one of Mecca's most distinctive architectural features and must be a part of all view walls





Other color examples for wrought iron walls.





Other color examples for wrought iron walls.



Mecca Implementation Matrix

<i>Facilities</i>	Construction / Installation	Maintenance
Street Signage		
Primary Entry Monument Signs, Secondary Monument Signs	Developer or Community Facilities District (CFD)	County Service Area(CSA) or Community Service District (CSD) or Lighting and Landscape Maintenance District (LLMD)
Directional Signage	Developer or CFD	CSA or CSD or LLMD
Street signs (custom)	Developer or CFD	CSA or CSD or LLMD
Road Right-of-Way Facilities		
Sidewalks, Storm Drain Inlets, Right-of-Way Medians, Right-of-Way Drainage Swales	Developer or CFD	Transportation Department
Street Lights (custom)	Developer or CFD	CSA or CSD or LLMD
Landscaping		
Lighting (other than street lights), Paseo/Greenways, Plazas, Right-of-Way Landscaping	Developer or CFD	CSA or CSD or LLMD
Walls and Fences	Developer or CFD	CSA or CSD or LLMD or Homeowners Association (HOA) or Property Owners Association (POA)
Parks		
Vest / Mini- Pocket Park (1-acre or less)		
Playground (Tot Lot)	Coachella Valley Park and Recreation District (CVP&RD) or Developer	HOA or Local Park and Recreation District (LP&RD)
Neighborhood Park (15+ acres)		
Sports Fields (baseball, basketball, soccer etc.), Playground (Tot Lot), Skate Park (skateboard, roller blade), Picnic Area, Outdoor Recreation, Recreational Pool Area	CVP&RD or Developer	HOA or LP&RD
Community Park (25+ acres)		
Athletic Complex, Sports Fields (baseball, basketball, soccer etc.), Playground (Tot Lot), Skate Park (skateboard, roller blade), Outdoor Recreation, Picnic Area, Large Swimming Pool	CVP&RD or Developer	HOA or LP&RD



<i>Facilities</i>	Construction / Installation	Maintenance
Regional / Metropolitan Park (200+ acres)		
Outdoor Recreation, Picnic Area, Boating Area, Fishing Area, Swimming Area, Camping Area, Play Area	CVP&RD or Developer	HOA or LP&RD
Regional Park Reserve (1000+ acres)		
Outdoor Recreation, Picnic Area, Boating Area, Fishing Area, Swimming Area, Camping Area, Play Area, Wildlife Habitat Conservation (Typically 80% of Reserve)	Developer or Riverside County Regional Park & Open Space District (RCRP&OSD)	RCRP&OSD
Trails		
Bike Trails (Class I), Signage, Wilderness Open Space Trails , Historic Trails, Regional Trails	RCRP&OSD	RCRP&OSD
Bike Trails (Class II and III)	Transportation Department	Transportation Department
Community Trails	Developer or CVP&RD or RCRP&OSD	CVP&RD or RCRP&OSD or LLMD?
Golf Cart Paths (off road / non-adjacent)	Developer or CVP&RD or RCRP&OSD	CVP&RD or RCRP&OSD or LLMD?

Exhibit 103 | Implementation Matrix



M. CONSTRUCTION AND MAINTENANCE

1. Construction - As previously mentioned, all of the design elements required and recommended by these Design Guidelines will not be constructed at one time. They will be built incrementally over many years as part of new construction and development projects or funded public improvement projects (See Matrix above).

2. Maintenance - All of the forgoing improvements to the Community of Mecca must be maintained. The entry monuments, street signs, street landscaping, walls and fences must have ongoing maintenance. Design element that are part of new development projects may be maintained by home owner associations on residential projects, or as part of the common area maintenance on commercial/ industrial projects. These private projects as well as publicly financed projects may also be annexed into existing maintenance assessment districts or be a part of new assessment districts (See Matrix page 98).

N. TRAILS OPPORTUNITY MAP

The Trails Opportunity Map shown on page 101, represents proposed trails at the time of adoption of these guidelines. To view the most current trails plan, refer to the Riverside County General plan or contact the Riverside County Planning Department or the Riverside County Regional Park and Open Space District for information.



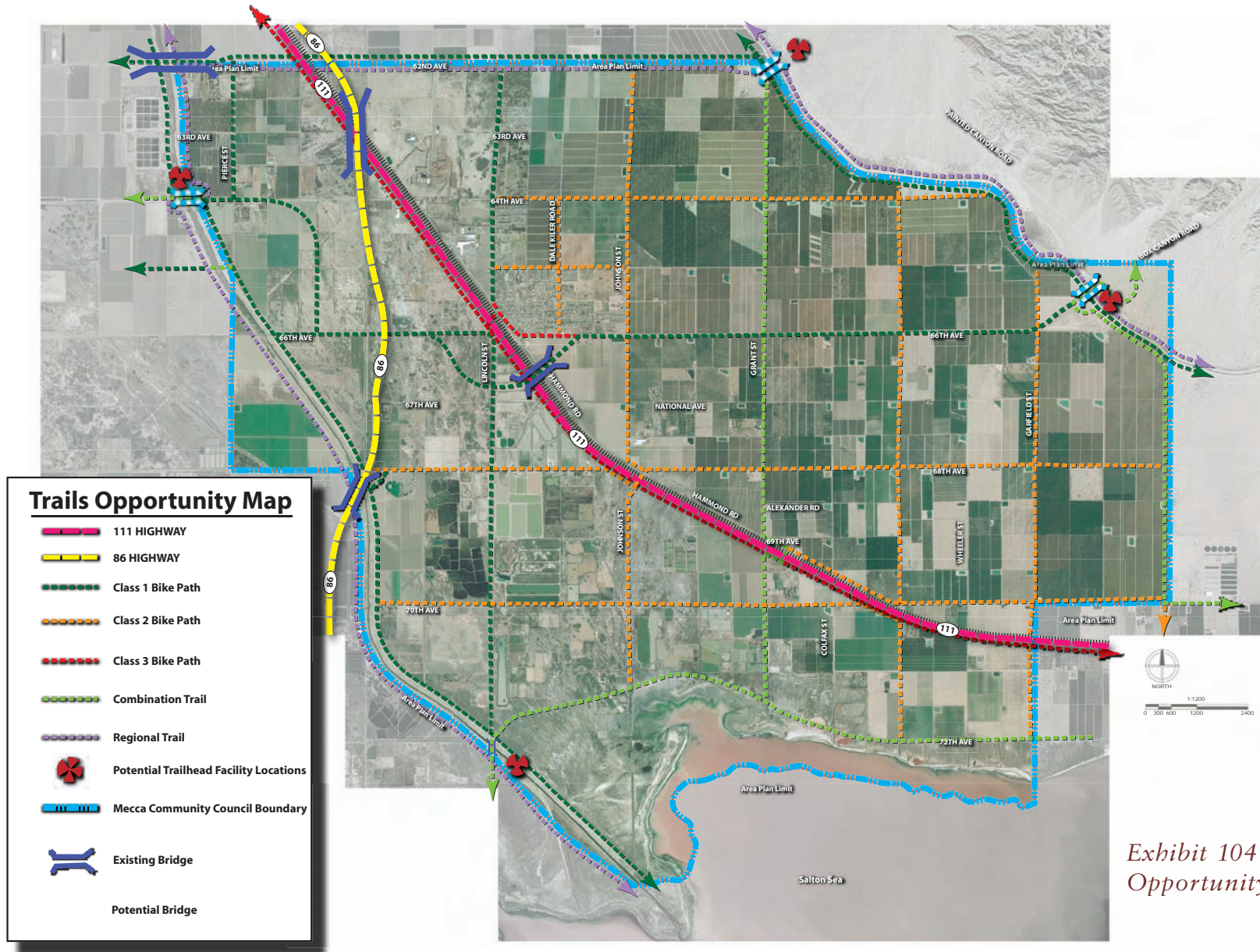


Exhibit 104 | Trails Opportunity Map



IV. APPENDICES

NOTE: Landscaping plans shall comply with Riverside County Ordinance No. 859 and 348 Section 18.12, and be prepared consistent with the "County of Riverside guide to California Friendly Landscaping."

APPENDIX A - PLANT PALETTE

The plants listed for each Street Type shall be the dominant plants used on each street. These may be supplemented with existing plants and by plants listed under "Additional Shrubs and Groundcover," on the next page.

(Place and trim trees to retain necessary Line-of-Sight)

<u>Botanical Name</u>	<u>Common Name</u>
-----------------------	--------------------

Themed Road(s) - A Trees

Pistacia Chinensis (30'-60' high and as wide)	Chinese Pistache
Cassia Leptophylla (20'-25' high and 30' wide)	Golden Medallion Tree
Washingtonia Robusta (50+' high)	Mexican Fan Palm

Themed Road(s) - B Trees

<i>Coahuilla Street:</i> Prosopis chilensis (30' high and 30' wide)	Chilean Mesquite
---	------------------

Themed Road(s) - C Trees

Dalbergia Sissoo (30'-60' high and as wide)	Rosewood
--	----------

Botanical Name

Common Name

Themed Road(s) - D Trees

Fraxinus Uhdei (65'-80' high and as wide)	Evergreen Ash
Olneya Tesota (15'-30' high and as wide)	Desert Ironwood

Themed Road(s) - E Trees

Koelreuteria Bipinnata (30'high and as wide)	Chinese Flame Tree
---	--------------------

Themed Road(s) - F Trees

Fraxinus Velutina (30'-50' high and 2/3 as wide)	Arizona Ash
---	-------------

Themed Road(s) - G Trees

<i>Dale Kiler Road:</i> Tipuana Tipu (20'-50' high and as wide)	Tipu Tree
---	-----------

Brown Street:

Quercus Virginiana (60'-80' high and 60'-120')	Southern Live Oak
---	-------------------



Themed Road(s) - H Trees

Pistacia Chinensis
(30'-60' high and as wide)

Chinese Pistache

(35' high and 30' wide)

Chamaerops Humilis
(10'-12' high and 8' wide)
Chitalpa Tashkentensis
(20'-30' high and as wide)

Mediterranean
Fan Palm
Chitalpa

Themed Road(s) - I Trees

Cassia Leptophylla
(20'-25' high and as wide)

Golden Medallion

Cupressus Arizonica
(30'-40' high and 30' wide)
Pistacia Chinensis
(30'-60' high and as wide)
Koelreuteria Bipinnata
(20'-40' high and as wide)

Arizona Cypress
Chinese Pistache
Chinese Flame Tree

Parking Lot Trees

Ceratonia Siliqua
(20'-40' high and as wide)
Cercidium Floridum
(35' high and 30' wide)
Koelreuteria Bipinnata
(20'-40' high and as wide)
Ulmus Parvifolia
(35' wide and as wide)

St. John's Bread

Blue Palo Verde

Chinese Flame Tree

Evergreen Elm

Botanical Name

Common Name

Olneya Tesota
(25'-30' high and as wide)
Phoenix Dactylifera
(70+' high and 20'-30' wide)
Pistacia chinensis
(35'-45' high and as wide)
Prosopis Glandulosa
(30' high and as wide)
Ulmus Parvifolia
(35' wide and as wide)
Washingtonia filifera
(50+' high)
Washingtonia Robusta
(50+' high)

Desert Ironwood
Date Palm
Chinese Pistache
Texas Honey
Mesquite
Evergreen Elm
California Fan Palm
Mexican Fan Palm

Additional Trees:

Botanical Name

Common Name

Acacia Stenophylla
(25'-30' high and 15'-20' wide)
Brahea Armata
(20'-30' high and 10' wide)
Cassia Leptophylla
(20'-25' high and 30' wide)
Ceratonia Siliqua
(20'-40' high and as wide)
Cercidium Floridum

Shoestring Acacia
Mexican Blue Palm
Golden Medallion Tree
St. John's Bread
Blue Palo Verde



Primary Shrub/Groundcover Palette:

Botanical Name Common Name

Shrubs

Alyogyne Huegelii	Blue Hibiscus
Ambrosia Deltoidea	Triangle Leaf Bursage
Anisacanthus species	Desert Honeysuckle
Caesalpinia Gilliesii	Yellow Bird of Paradise
Caesalpinia Pulcherrima	Red Bird of Paradise
Calliandra Eriophylla	Fairy Duster
Callistemon Viminalis	Little John Bottlebrush
Cleome Isomeris	Bladderbrush
Dalea Pulchra	Bush Dalea
Encelia Farinosa	Brittlebush
Eremophila Maculata	Red Eremophila
Euphorbia Rigida	Gopher Plant
Fallugia Paradox	Apache Plume
Hesperaloe parviflora	Red Yucca
Leucophyllum f. 'Green Cloud'	Green Cloud Texas Ranger
Muhlenbergia capillaries	Regal Mist
Muhlenbergia rigens	Deer Grass
Salvia Clevelandii	Cleveland Sage
Simmondsia Chinensis	Jojoba
Viguiera Deltoidea	Golden Eye

Botanical Name Common Name

Groundcover

Baccharis hybrid 'Starn'	Thompson Baccharis
Chrysactinia mexicana	Damianita
Convolvulus Cneorum	Silver Bush Morning Glory
Dalea capitata 'Sierra Gold'	Sierra Gold Dalea
Lantana camara 'New Gold'	New Gold Lantana
Oenothera Caespitosa	White Evening Primrose
Oenothera Stubbei	Saltillo Primrose
Wedelia Trilobata	Yellow Dot



Additional shrubs/groundcover/accents to use in conjunction with the above list:

Botanical Name	Common Name
Baileya Multiradiata	Desert Marigold
Calliandra Californica	Red Baja Fairy Duster
Calliandra Eriophylla	Fairy Duster
Cassia Artemisioides	Feathery Cassia
Cotoneaster glaucophyllus	Bright Bead Cotoneaster
Dalea Greggii	Trailing Indigo Bush
Penstemon Eatonii	Firecracker Penstemon
Penstemon Baccharifolius	Del Rio
Rosa Bonica	Bonica Rose
Dalea Greggii	Trailing Indio Bush
Rosmarinus Officinalis 'Tuscan Blue'	Tuscan Blue Rosemary
Salvia Farinacea	Mealy Cup Sage
Teucrium Chamaedrys	Prostrate Germander
Verbena Gooddingii	Gooding Verbena

