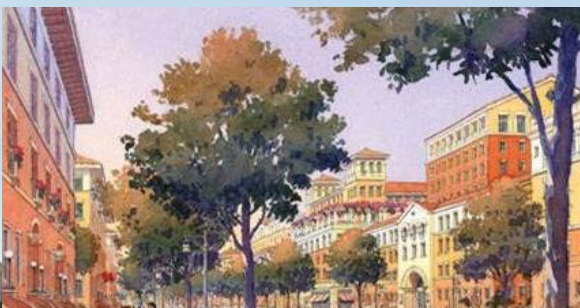


County of Riverside  
Community of  
**Winchester**  
Design Guidelines



RIVERSIDE COUNTY PLANNING DEPARTMENT  
4080 LEMON STREET, 12<sup>TH</sup> FLOOR,  
RIVERSIDE, CA 92501

APPROVED BY THE  
BOARD OF SUPERVISORS ON  
DATE



**WINCHESTER COMMUNITY  
DESIGN GUIDELINES  
*DRAFT***

**ADOPTED BY RIVERSIDE COUNTY  
BOARD OF SUPERVISORS ON \_\_\_\_\_**

DRAFT

**RIVERSIDE COUNTY PLANNING DEPARTMENT  
4080 LEMON STREET, 12<sup>th</sup> Floor, RIVERSIDE, CALIFORNIA 92501**



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## 1.0 Introduction

### 1.1 Background and Purpose

The Winchester Community was founded in 1888 in an area known as Pleasant Valley. By 1890, the community had a population of approximately 200 people, and several community facilities including a Methodist church, general store, blacksmith shop, feed stable, wagon shop, and a small depot at the Winchester Train Station. Development was slow within Winchester and the community remained a rural agricultural area until the early 2000s, with several small businesses and agricultural operations. The surrounding cities and rural areas have experienced large population expansion and along with Winchester are in transition to accept the onset of urban development to accommodate the growth. This growth can be an asset as well as a challenge in seeking to support a cohesive development that reflects the individual needs and character of the Winchester Community.

The purpose of these design guidelines is to inform and guide development in the Winchester Policy Area (WPA). These guidelines and standards are available to prospective developers so that early design decisions can be made that are consistent with the plan. The Winchester Design Guidelines will facilitate growth, set expectations for high-quality site and building design, and maintain and enhance the character of its neighborhoods and communities.

### 1.2 Community Input and Outreach Process

As part of the preparation for the update to the Harvest Valley/ Winchester Area Plan (HVWAP) and creation of the Winchester Design Guidelines, the County of Riverside held community workshops related to the future growth of Winchester. These meetings covered topics relating to:

1. Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
2. History of the Community
3. Land Use
4. Community Design
5. Housing
6. Open Space and Recreation
7. Mobility and Transportation

The Community's input identified the following themes relating to the design guidelines and standards and the overall vision of the Winchester community. The following priorities were noted:

1. Pride in Local History
2. Continue a Rural/Small Town Community Character
3. Create Walkable Areas, Especially in The Mixed-Use Core





4. Promote Family-Friendly Uses
5. Restrict Building Heights and Massing to Keep the Small-Town Character
6. Diversify Mix Use and The Ability to Combine Live/Work/Play
7. Incorporate a western design
8. A mixture of Active/Passive Recreational Uses
9. Animal-Friendly Community (Related to Equestrian Uses)

In addition to the Community Workshops, the project team also engaged the Winchester Municipal Advisory Council (MAC) and the associated subcommittee, and the Land Use Committee (LUC) during several meetings to discuss components of the HVWAP and the proposed design guidelines and standards. The LUC provided focused feedback and information relating to the history of Winchester, the physical composition of the community, and helped to shape the vision as it relates to how Winchester develops.

The overall themes collected from these outreach efforts form the foundation for the Winchester community design guidelines and standards identified in this document.

### 1.3 Exceptions of the Winchester Design Guidelines

The Winchester Design Guidelines (WDG) apply to all development projects within the Winchester Policy Area, except in situations where the following occur:

1. Other Standards are adopted by the Board of Supervisors relative to a particular designated area.
2. There is a physical constraint or unique situation that is not created by the project permittee/owner; and is not caused by financial or economic considerations.
3. A requirement will create a safety hazard or impair the integrity or character of the neighborhood in which the subject property is located.
4. The Planning Director determines the project's design meets the intent of these design guidelines and standards to the extent feasible and it will not have a detrimental impact on the HVWAP.

### 1.4 Existing Specific Plans

Existing Specific Plans are adopted by resolution and the associated regulation is adopted by ordinance. These Specific Plans are deemed to be consistent with County guidelines at the time of adoption. In some cases, County guidelines were incorporated into the Specific Plans by reference. The design guidelines within each specific plan apply more specifically to the uses within that document. Adoption of the Winchester Design Guidelines (WDG) will not affect adopted specific plans, nor will their associated design elements become non-conforming.

When an existing specific plan is formally amended (as opposed to the approval of a substantial conformance document), the specific plan will be reviewed against the WDG for consistency with design features and themes.



The HVWAP includes four adopted Specific Plans within its boundaries:

#### SP No. 288 (The Crossroads in Winchester)

The Crossroads Specific Plan document includes architectural design guidelines for residential uses within its boundaries. The architectural style is identified as rural, using western building styles including California Ranch.

#### SP No. 293 (Winchester Hills)

Winchester Hills Specific Plan includes design guidelines for residential and commercial uses. Architectural themes include rural architecture, including California Ranch, California Contemporary, California Bungalow, and California Cottage.

#### SP No. 310 (Domenigoni – Barton)

The Domenigoni Specific Plan document includes design guidelines for residential and mixed-use components of the plan. The architectural themes include Spanish California/Mission/Monterey; American West (American Farmhouse, Mining Town style); and Craftsman/Prairie. The Specific Plan includes site planning guidelines for mixed-use and commercial areas.

#### SP No. 322 (BSA)

The BSA Specific Plan includes residential and commercial guidelines but does not include architectural theming.

### 1.5 Community Factors

Community Factors are locations or corridors of significance within the Winchester community. These factors contain cultural, social, or historical significance, and are divided into paths, nodes, landmarks, and gateways. Figure 1, Community Factors Map, shows the location of community factors within the WPA.

#### Paths

Paths are bicycle and pedestrian trails within the community. Paths can be primarily used for travel purposes, recreation focused, or both. Primary pathways within Winchester include the Salt Creek Trail and the Diamond Valley Lake Trails.

#### Nodes

Nodes are community gathering spaces within an area. They often have special historical, cultural, or social significance within the context of the community and are the areas that most residents and visitors know and frequent. Nodes within Winchester include the Francis Domenigoni Community Center and the Town Center/Downtown Core area.



## Landmarks

Landmarks are key areas within the community. They generally have regional significance and help to define the community. Landmarks within Winchester include Double Butte County Park, Diamond Valley Lake, and the Patterson House.

## Gateways

Gateways are primary entrances to the community. They can take different forms and may be pedestrian or vehicular focused depending on the context. Primary gateways within Winchester include State Route 79 (Winchester Road), Domenigoni Parkway, and State Route 74.



Note: Map not to scale.

*Figure 1 – Community Factors Map*





## 1.6 Overall Design Goals

**Community Character.** The goal of the Winchester Design Guideline is to promote the community's vision and character for new development. Community character forms the foundation for the values that represent a community. It is distilled from the history, prominent events, architecture, natural features, and unique elements that differentiate it from other areas.

**Built Form.** Built form refers to the shape or configuration of buildings. It provides continuity and consistency for the built environment within the community. In Winchester, keeping the size and shape of buildings to a pedestrian-friendly scale is important in preserving a sense of place that reflects the character of the community.

**Placemaking.** Encourages placemaking using new development. Placemaking is a multi-faceted approach to the planning design, and management of public spaces. Placemaking is defined by components such as the built environment, landmarks, and open space.

**Smart Growth and Sustainability.** Incorporates smart growth components into new development. Smart growth refers to development's impact on the natural surroundings and how growth can influence the sustainability of a community. The following are components of Smart Growth and Sustainability design.

- Compact Building Design,
- The Preservation of Open Space,
- A Diversity of Housing Options,
- Walkable Communities,
- A Variety of Transportation Methods, And
- Sustainable Construction And Building Operation Efficiency

**Transit-Oriented Design.** Encourages design that facilitates transit-oriented development (TOD) at identified areas where it is feasible. There is an existing rail line running east-west that physically traverses the Winchester Community. Although the rail line is currently not in operation, community members see this as a future opportunity for transit station and transit-oriented development. The Town Center should be designed to be conducive to transit use, have a safe walking environment, and provide connectivity to adjacent developments.

**Recreational Opportunities.** To incorporate active design strategies that make walking and bicycling enjoyable and safe for Winchester residents and visitors. Winchester is comprised of a diversity of recreational opportunities, including but not limited to: golf, equestrian trail riding and events, multi-purpose sports fields for baseball, softball, soccer, basketball (lighted), and thousands of acres of natural desert flora and fauna. Ensuring there are linkages for recreational uses, both active and passive, is important when considering future development in the community.



**Scenic Highways & Gateways.** Application of prominence to the important gateways to Winchester and along Scenic Highways. Gateways create a sense of arrival and can make a statement, welcoming visitors and promoting a sense of character to an area. How that sense of arrival is created often differs, but generally incorporates unique characteristics of the community. Highway 79 (Winchester Road) and Domenigoni Parkway are the primary access points to the Winchester community, and the downtown area.

**Neighborhood Development.** Provide greater housing opportunities through higher densities and variety, including more affordable housing, life-cycle housing (e.g., starter homes to larger family homes to senior housing), workforce housing, veterans housing, etc.

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## 2.0 General Design

### 2.1 Site Planning

The following apply to all development within the Winchester Policy Area as described in the Harvest Valley/Winchester Area Plan of the County's General Plan, with exceptions as listed above. Site planning for development within the Winchester Town Center and Winchester Neighborhoods must also comply with the guidelines and standards laid out in Section 6.0.

- 1. Building Orientation and Public Open Spaces.** Building orientation and placement should define and activate public open space. Open space should include but should not be limited to; passive and active park areas, pet exercise parks, children's play areas.

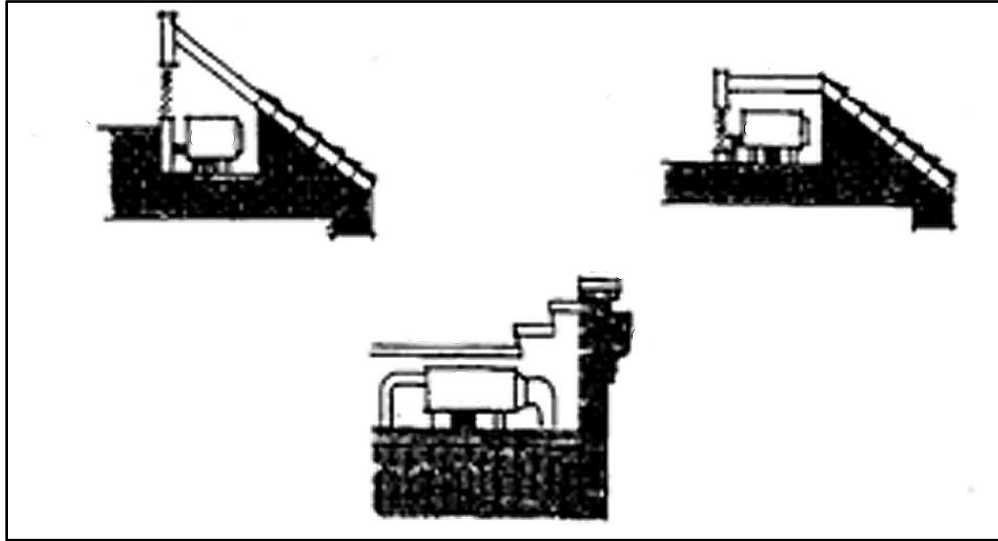


*Figure 2 – Building Orientation and Public Open Space*

- 2. Pedestrian and Bicycle Uses.** Site plans should incorporate paths and facilities for pedestrians and bicyclist and promote site connectivity.
- 3. Screening for Onsite Loading Areas.** Loading areas must be screened from view of public spaces using a variety of methods, including but not limited to fencing, decorative block wall, landscaping, or grade separation. Loading areas should not be visible from residential uses where possible.



- 4. Onsite Utilities.** Onsite Utilities (e.g., transformers, backflow preventers, electrical and mechanical equipment rooms) must be screened from public spaces or adjacent residential areas. Onsite utilities should be placed on the side or rear of the development site, while still allowing enough space for maintenance and emergency services access. Onsite utilities placed in a building or fully screened from public view can be in the front of the development. Roof-top equipment should be screened from any public street – see Figure 3.



*Figure 3 – Method of Screening Roof Top Equipment*

- 5. Underground/Screening of Powerlines and Transformers.** Power lines and transformers should be placed underground or screened by architectural features or other safe and feasible methods as allowed by the California Building Code (CBC).



## 6. Refuse Enclosures

- a. Bins, carts, and dumpsters for trash, yard waste, compost, and recycling should be contained in covered trash enclosures with an opaque gate.
- b. Enclosures should be made of the matching materials and colors as the primary structure or building(s) of the development.
- c. Enclosures should not be located within the front setback and should not be directly visible from the street, public area, or any adjacent residential use (Where possible).



*Figure 4 – Screening on-site solid waste and utility areas located outside the building*

7. **Multi-Family and Mixed Use.** Multi-family residential and mixed-use developments should be subject to the County's adopted design guidelines and requirements found within the Riverside County Planning Department or on the Planning Department's public website.

## 8. Recreational Vehicle Parking.

- a. No recreational vehicle should be stored in the front yard, or on the driveway in the front of any residential structure.
- b. The storage of vehicles, boats, camper trailers, or non-commercial vehicles may be permitted in the side yards if it is fully screened, located behind an opaque wall, fence, or gate on a paved parking surface. Vehicles should be setback from the adjacent rear-side property line the same as required by the zoning designation and allow access for emergency personal and equipment.
- c. Fully enclosed accessory structures should be designed to match the existing structure. Temporary metal, canvas or other material coverings are not permitted.





## 2.2 Building Form and Mass

The following apply to all development within the Winchester Policy Area:

1. **Varying Rooflines.** Collections of buildings that are attached should incorporate varying rooflines and building heights that undulate throughout the development.
2. **Building Design Segmentation.** All buildings should have an identifiable base, middle, and roofline. Building design segmentation should be differentiated through changes in color, materials, or building façade articulation.
3. **Pedestrian and Open Space Scale.** Building massing should clearly define pedestrian areas and be scaled in conjunction with the size and shape of the adjacent open space.
4. **Variable Front Yard Setbacks.** Homes and garages should be placed at varying distances from the street and have varying entry locations. Front yard setbacks should average 20 feet. The minimum front yard setback should not be less than 15 feet unless allowed by land use/zoning or project entitlement.

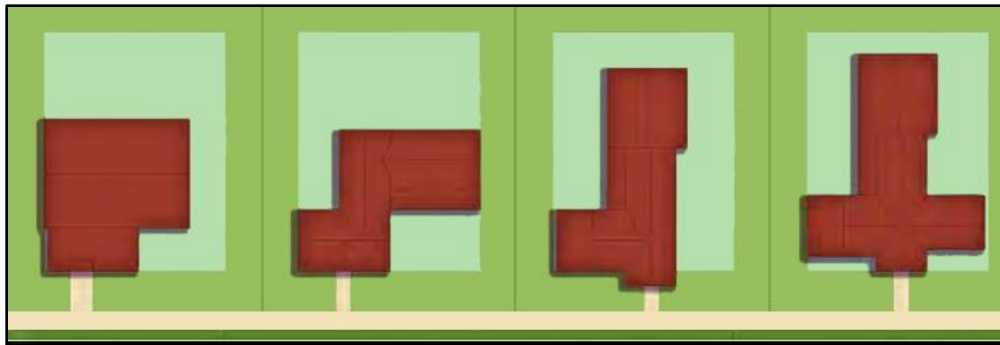


Figure 5 – Variable Front Yard Setbacks

## 2.3 Architectural Design

The following apply to all development within the Winchester Policy Area.

1. **360-Degree Architecture.** All buildings should incorporate the concept of “360-degree architecture” in which all sides of a building are given the same level of architectural design and detailing as the primary façade.
2. **Western and Agricultural Design.** Commercial only development should incorporate Western, Rural, or Ranch design features that reflect the history of the Winchester Community. Project design will be reviewed for consistency with the Winchester Community through the application process.
3. **Building Materials and Colors.** Building materials and colors should be consistent with the architectural style of the building and the surrounding area.
4. **Building Material Quality.** All buildings should use durable, high-quality materials. The use of Styrofoam and other materials that easily deteriorate for window trim or accents are discouraged.



5. **Design Sustainability.** All buildings should incorporate sustainable design practices including but not limited to: water and energy-efficient strategies, solar panels, and/or shade structures on windows as feasible.

## 2.4 Landscaping

The following apply to all development within the Winchester Policy Area.

1. **Landscaping Consistency.** New developments should consider the character of the existing streetscape conditions and landscaping design associated with neighboring uses when completing onsite landscaping improvements.
2. **Drought Tolerant Plants.** Drought tolerant plant material should be used in accordance with the County of Riverside's Comprehensive Landscape Guidelines. Large amounts of turf are prohibited except for active recreational uses in key areas.
3. **Landscaping Consistency to Building Design.** Plant material, color, texture, and accent features should complement the architecture and design style of onsite buildings. Planting areas should be designed directly at the base of building facades and walls/fences to soften the transition to the ground.
4. **Landscaping and Safety.** Planting areas should maintain clear lines-of-sight to roads or sidewalks to promote safety by design.
5. **Tree Shading.** Tree shading should be safely provided for sidewalks and internal walking paths.
6. **Art Installation.** Art installations are encouraged in public spaces and should be in keeping with the character and history of the area.
7. **Healthy Plant Specimens.** Existing healthy established plant specimens should be preserved. Where mature trees must be removed, they shall be replaced with the equivalent number of large trees of the same or compatible species.
8. **Streetscapes.** Landscaping of the roadway streetscapes within Winchester is critical in creating a sense of place, and maintaining a high-quality community theme. Streetscapes should include the following:
  - a. The scale and proportion of the street scene should reflect the street hierarchy and provides separation of vehicular and pedestrian travel.
  - b. Larger streets should contain larger parkways and are more extensively landscaped; in contrast, local streets are planned with narrower parkways and less prominent landscaping.
  - c. Varied streetscapes should be intended to create a high quality, visually pleasing experience.
  - d. Streetscapes throughout the community should be planted with a combination of evergreen and deciduous trees, low shrubs, and masses of groundcovers.



Figure 6 – Streetscape

- 9. Gateways/Monumentation.** Entry monuments should be provided at the primary entry points into the Winchester Community area and Town Center area, as shown on Figure 1, to identify the community and create a distinctive entrance statement that establishes the character of the community. The entry monuments should be provided by the development project/property owner of the entry point parcel.
- Entry monuments should be provided at the identified gateways (Community Factors Map, Figure 1), State Route 79/Winchester Road, Domenigoni Parkway and State Route 74.
  - Entry monuments should incorporate a community sign, low walls, wood trellis, and stone veneer pilasters as architectural elements.
  - Landscaping provided at the entry monuments should include colorful shrubs and groundcover in the foreground and evergreen trees in the background. An illustration/example of the entry monument is provided on Figure 7 and Figure 8, Corner Monument.
  - Outdoor lighting, other than street lighting, should be low to the ground or shielded and hooded to avoid shining onto adjacent properties and streets. Street lighting standards are addressed through the project review process. Ordinance No. 655 Mt. Palomar lighting requirements should be observed where applicable. Illuminated street address lighting fixtures should be installed on the front yard side of each dwelling to facilitate location of the street address numbers for safety and public convenience and to compensate for dark sky lighting considerations.
    - Exterior lighting should be designed as a part of the architectural and landscape concepts of the project.
    - An appropriate hierarchy of lighting fixtures/ structures and intensity should be considered when designing the lighting for the various elements of a project (i.e., building and site entrances; walkways, ramps and stairs; outdoor use areas, parking areas, and other areas of the site).



3. To achieve the desired lighting level for most projects, the use of many short, low intensity fixtures is encouraged over the use of a few tall fixtures that illuminate large areas.
4. Back/halo lighting and spot lighting are preferred methods of lighting signs and monuments.



Figure 7 – Corner Monument Sign

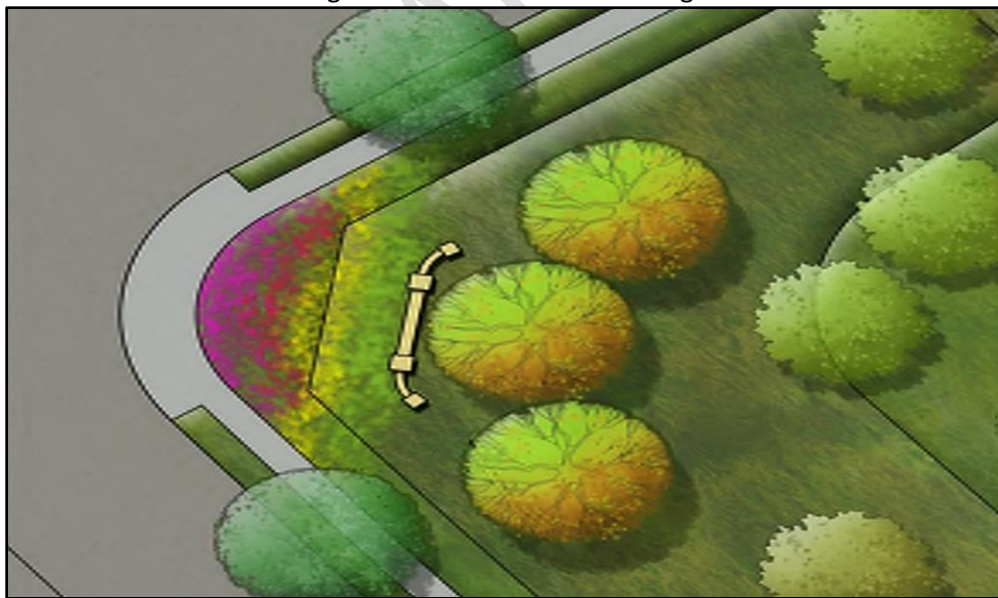


Figure 8 – Corner Monument Plan View



## 2.5 Walls, Fences and Trails

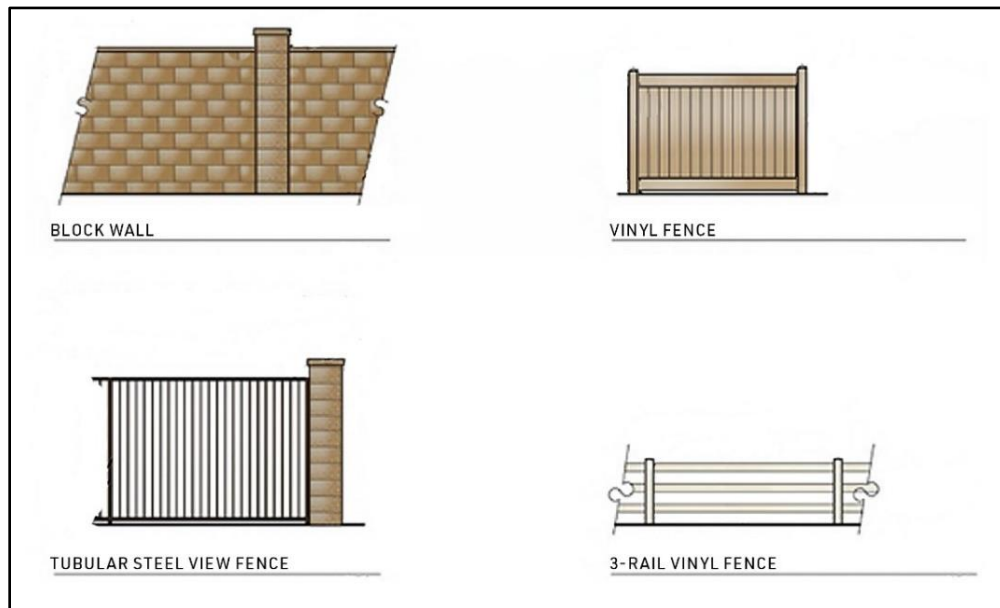
The following standards apply to all development within the Winchester Policy Area.

1. **Walls and Fences.** A variety of walls or fences should be provided to minimize roadway noise, maximize views of scenic resources, increase privacy within lots, and increase safety for pedestrians along primary community roads. Walls and Fences should incorporate the following guidelines:
  - a. Walls and fences should be designed as an integral component and extension of the building design and surrounding landscape. Walls and fences must be constructed of materials, colors, and textures that are similar to, and harmonious with, the architecture.
  - b. Periphery walls can be integrated into the adjacent structure and extended into the landscape to help integrate the building into its environment.
  - c. Gates should be complementary in style and color to its fence or wall.
2. **Types of Walls and Fences.** The four (4) types of walls and fencing that should be used within the Winchester community are described and illustrated below;
  - a. **Masonry Block Wall.** Decorative masonry block walls should be located between roadways and the side and rear yards of residential lots to maximize privacy and provide noise attenuation:
    1. Masonry block walls should have a maximum height of six-feet (6') adjacent to streets.
    2. Masonry block walls adjacent to interior neighborhood streets should have a maximum height of five-feet (5').
    3. Walls should be split-face block with split-face block pilasters and a concrete cap should be placed at approximately 100-foot intervals (evenly spaced) from each corner pilaster(s).
  - b. **Tubular Steel View Fence.** View fences should be in the rear yards of residential lots where scenic opportunities exist and along the perimeter of water quality/detention basins. View fences should be a maximum of five feet (5') in height and should be constructed of black tubular steel with tan split-face block pilasters and a concrete cap at property corners.
  - c. **Vinyl Privacy Fence.** Vinyl privacy fences should be provided in the side and rear yards of residential lots. Vinyl privacy fences should have a maximum height of to six feet (6'), and include posts spaced at approximately eight-foot (8') intervals as allowed by the property line length.
  - d. **Three Rail Fence.** A three-rail vinyl fence is an option for estate residential and ranch type properties, streetscapes, roads/street with trail combinations and must be identified in





the design phase of development projects. The three-rail fence may be white or wood grain, with posts spaced at eight-foot (8') maximum intervals.



*Figure 9 – Walls and Fence Types*

3. **Multi-Use Trails.** Winchester's proposed multi-use trails network should be developed through planning stages as they are an important part of its streetscapes and will function as a key aesthetic, recreational and linking element.
  - a. Multi-use trails should be constructed of compacted, decomposed granite or other natural composite in keeping with the community's rural character.
  - b. Trails should be located along major arterial roads between the landscaped parkway and residential property lines.
  - c. Multi-use trails should be a minimum 10' in width to accommodate equestrian, biking, and hiking.
4. **Trails and Bike Paths.** Trails desired by the community are demonstrated in the General Plan and Area Plan and should be incorporated into a project's design. These trails may be modified by the Regional Park and Open-Space District as part of their ongoing work in designating and implemented their trails program. Proposed trails should provide a network that links/connects Double Butte, Salt Creek Trail and Diamond Valley trails where feasible.
5. **Trail Crossings.** In situations where there are intersections with multi-purpose and equestrian trails, the pedestrian crossings should include a crosswalk with a textured surface to provide stability for horses. Street crossings should include a corresponding signage as required by the County's Transportation Department. Crossing at busy streets (secondary highways) must have crossing lights that include activation buttons. Equestrian crossing lights must include activation buttons mounted at a height easily accessible to the mounted rider.



## 3.0 Residential

The following apply to all single-family residential development. Single-family residential development should comply with the following guidelines and standards as well as those in the General Section also apply.

### 3.1 Site Planning

#### 1. Character.

- a. . Ensure that new homes are constructed in Winchester neighborhoods that are interesting and varied in appearance.
- b. Direct line-of-sight between dwelling unit windows should be avoided to reinforce privacy for residents.

#### 2. Outdoor Lighting.

- a. All outdoor lighting fixtures should be focused, directed, and arranged to minimize glare and illumination on public streets and any adjoining property.
- b. All outdoor lighting should incorporate measures to aid in reducing light pollution. Such measures include wattage reduction, directing lighting downward, shielding lights (or using "cut-off lights" that only illuminate the side or underside of a fixture, rather than shining skyward), and lowering the height of light poles to reduce the illumination radius.

#### 3. Mechanical Equipment.

Mechanical equipment such as air conditioners, heaters, evaporative coolers, and other such devices should not be mounted on any roof and must be located behind privacy walls or landscaping.

#### 4. Streetscape

- a. New streets proposed within a project site should connect to existing public streets to form a continuous neighborhood network of streets whenever possible.
- b. Private streets with gated entries should provide a minimum 30-foot queuing distance in front of the gate per County of Riverside Guidelines The Planning Director may require a greater distance for larger projects or less distance when project is able to demonstrate how the queuing requirement is impractical for the proposed development.
- c. Street patterns should be consistent with the County of Riverside's established roadway classifications and County General Plan Circulation Element, except when an approved Specific Plan establishes alternative roadway classifications.

### 3.2 Building Form and Massing

1. **Variation in Buildings.** Single-family residential developments should vary in building size, scale, roofline, and setback distance.
2. **Step-Back Floors.** Third-story portions of dwelling units should step back from the first floor.



*Figure 10 – Step-Back Floor and Roof Variation*

### 3.3 Architectural Design

1. **Variation of Style.** Provide variation in architectural styles along any neighborhood street to provide diversity along the streetscape. No identical residential design products may be located adjacent to each other or face directly across a local street.
2. **Architectural Design – 360-degree architecture concept** should be incorporated by providing the same level of architecture design and features as the primary façade to all sides of the building.
3. **Window Placement.** Clear line-of-sight from windows on the front elevation should be provided into front yards to provide for visual surveillance of the street and sidewalks.
4. **Architectural Articulation.** Offset roof planes, columns, vertical and horizontal articulation, or other projecting architectural features should occur on those facades of residences and continue on all four sides of the primary structure.
5. **Porch and Entry Features.** The use of porches and patios is encouraged to create a transition between the living space and the outdoor yard/streetscape.
6. **Residential Model Types.** Proposed residential community should provide a minimum of three (3) different housing product types, for communities with 50 or fewer dwelling units. An additional housing product type should be added for each additional 50 dwelling unit (Not applicable for Mixed Use Development).
7. **Single-Story Homes.** Ten-percent (10%) or more of the total number of homes in a subdivision of ten or more lots shall be single-story homes. The required mix of two-story homes and single-story homes shall be plotted/identified within the subdivision and phases, unless the requirement is waived by the Planning Director.



- 8. Materials and Colors.** Materials and colors should alternate between dwelling units. Buildings with similar architectural styles, materials, and colors should not be sited directly adjacent to or facing each other.



*Figure 11 – Residential design and material variation*

**9. Single-Family Residential Architectural Styles.**

- a. **Four Residential Architectural Styles.** Four (4) architectural styles have been outlined for the Winchester Policy Area. Ranch, Farmhouse, Prairie, and Craftsman architectural styles establish types and levels of architectural detail which assist in achieving the design objectives. Additional architectural styles that meet the intent and design criteria of the Winchester area may be considered by the Planning Director.

1. **Ranch** - The Ranch style is an American domestic architectural style. It evolved from the large ranches in the late nineteenth century to the contemporary family lifestyle.

The typical Ranch style home is a single-story building with a primarily gable roof. This style is noted for its long, close-to-the-ground profile, and minimal use of exterior decoration. Contemporary Ranch style homes are often accented with details borrowed from Mediterranean or Colonial styles.

**Identifying Characteristics**

- a. Informal, asymmetrical building form with horizontal emphasis,
- b. Rustic appearance,
- c. Gable and shed roof forms,
- d. Flat shake-like concrete roof shingles,
- e. Sidings and/or stone accents.



*Figure 12 – Ranch Style Home*

Style	Required
Form	<ul style="list-style-type: none"> <li>• Informal, asymmetrical building form with horizontal emphasis</li> </ul>
Roof	<ul style="list-style-type: none"> <li>• Steep 6:12 to 8:12 roof pitches or lower roof pitches 3:12 to 5:12</li> <li>• Predominant gable and shed roofs, with 12" rake and 18" to 24" eaves</li> <li>• Flat concrete tile</li> <li>• Occasional standing seam or corrugated metal roof</li> </ul>
Walls	<ul style="list-style-type: none"> <li>• Light to medium sand finish stucco</li> <li>• Brick, adobe, or stone used as wall mass or accent</li> <li>• Horizontal lap siding</li> <li>• Board and batten siding</li> </ul>
Windows	<ul style="list-style-type: none"> <li>• Square or rectilinear window shapes with standard divided lights</li> </ul>
Details	<ul style="list-style-type: none"> <li>• Wooden or timber detailing</li> <li>• Heavy square post and beam porches</li> <li>• Window header beams stone chimney</li> </ul>
Colors	<ul style="list-style-type: none"> <li>• Wide range of light to dark earth tones building color</li> <li>• Off-white, light, or dark tones in contrast to field trim</li> <li>• Light or dark tones in contrast to field accents.</li> </ul>





2. **Farmhouse** – The American Farmhouse style is defined by simple practicality. Homes were designed to provide basic comfort and utility, be attractive, and offer flexibility to grow and change uses over time. The American Farmhouse is traced back to Colonial styles most homes were designed and built by local craftsmen, resulting in substantial regional deviations across the country.

#### Identifying Characteristics

- a. Typically, two stories in height with high pitch gabled roof
- b. Wood siding combination with stucco
- c. Large, covered porches with simple wood columns and railings



*Figure 13 – Farmhouse Style*

Style	Required
Form	<ul style="list-style-type: none"> <li>Simple plan form massing</li> <li>Front porch integral to plan form</li> </ul>
Roof	<ul style="list-style-type: none"> <li>Roof pitch: 5:12 to 10:12</li> <li>12" overhangs</li> <li>Flat concrete shingle</li> <li>Steep front-facing gable at front elevation with moderate cross gable</li> </ul>
Walls	<ul style="list-style-type: none"> <li>Light to medium sand finish stucco or blended siding and stucco</li> </ul>
Windows	<ul style="list-style-type: none"> <li>Vertical multi-paned windows</li> <li>Built-up header trims at front windows</li> </ul>
Details	<ul style="list-style-type: none"> <li>Porches with simple square wood posts and railings</li> <li>Stucco finish or horizontal siding wrapped chimney</li> <li>Wood pot shelves</li> <li>Dormer windows</li> </ul>
Colors	<ul style="list-style-type: none"> <li>Whites or dark building color</li> <li>Contrasting cool or warm trims</li> <li>White or dark accent color</li> </ul>



3. **Prairie** – The Prairie style grew in popularity during the first decade of the twentieth century and has spread throughout the country. The style is defined by simple horizontal massing and clean lines which are the most important elements.

#### Identifying Characteristics

- Lower pitched roofs with broad overhangs
- Horizontal massing
- Details with emphasis on horizontal lines
- Stone horizontal base
- Grouped articulated windows with breaks/spacing



Figure 14 – Prairie Style

Style	Required
Form	<ul style="list-style-type: none"> <li>A horizontal character achieved using single-story elements and elate lines, along with low roof pitches.</li> </ul>
Roof	<ul style="list-style-type: none"> <li>Roof pitch: 4:12 preferred, 3:12 to 4:12 permitted</li> <li>18"-36" overhangs</li> <li>Flat concrete shingle</li> <li>The primary roof form shall be hipped to emphasize the horizontality of the building</li> <li>Low pitched gable roofs may be used as secondary elements only</li> </ul>
Walls	<ul style="list-style-type: none"> <li>Stucco and/or stone are the primary wall materials</li> <li>Stone or brick, when used, may be applied to an entire wall surface or as a wainscot to emphasize the building base</li> </ul>
Windows	<ul style="list-style-type: none"> <li>Windows arranged as horizontal bands below the eave line</li> <li>Window boxes or plant shelves</li> <li>Trim used to unify window bands</li> </ul>
Details	<ul style="list-style-type: none"> <li>Structure integrated with the landscape by extending stone or brick details from porch columns to the ground and continuing along the base of the house</li> <li>Contrasting wall materials or trim emphasizing horizontality.</li> </ul>
Colors	<ul style="list-style-type: none"> <li>Off-white and cream building color</li> <li>Contrasting colors on eaves and trim</li> <li>Dark color accent</li> </ul>



4. **Craftsman** - The Craftsman style grew out of Bungalow architecture and was strongly influenced by the English Arts and Crafts movement of the late 19th century. The Craftsman style sought the elimination of superfluous ornamentation, creating beauty instead through the simplified lines and masses of the building itself. This unique style promoted handcrafted quality to create natural, warm, and livable homes.

#### Identifying Characteristics

- Low-pitched gable roofs, occasionally hipped
- Wide projecting eaves with exposed rafter tails, and decorative beam or braces added under the gables
- Porches, either full or partial width, with a roof supported by square columns
- Columns or column bases frequently continue to ground level



Figure 15 – Craftsman

Style	Required
Form	<ul style="list-style-type: none"> <li>Simple boxed massing with vertical and horizontal breaks</li> <li>Front porch integral to plan form</li> </ul>
Roof	<ul style="list-style-type: none"> <li>Roof pitch: 3:12 to 4:12</li> <li>Flat concrete shingle</li> <li>18" to 30" overhangs</li> <li>Basic side-to-side cable with cross gables</li> </ul>
Walls	<ul style="list-style-type: none"> <li>Stucco and/or stone are the primary wall materials</li> <li>Stone, when used, may be applied to an entire wall surface or as a wainscot to emphasize the building base</li> </ul>
Windows	<ul style="list-style-type: none"> <li>Vertical multi-paned windows at front elevations and in high visibility public view areas</li> <li>Windows used individually or grouped</li> <li>Windows trim surrounds with headers and sills proportionate to window size</li> <li>Built-up header trims at front windows</li> </ul>
Details	<ul style="list-style-type: none"> <li>Decorative use of cross beams, braces, and rafter tails</li> <li>Porches often feature tapered columns and pilasters</li> <li>Brick or stone elements visually anchoring the building mass to the ground plane</li> </ul>
Colors	<ul style="list-style-type: none"> <li>Light earth-tone building color</li> <li>Playful or dark accent color</li> </ul>



### 3.4 Landscaping

1. **Plant Palette.** New residential communities should provide a plant palette for all areas visible from public view.
2. **Passive and Active Outdoor Areas.** Community open spaces should include both passive and active outdoor areas for residents. Areas may include sport courts, barbecue areas, pools, tot lots for children of different ages, dog parks, public art, and agricultural education areas. Passive uses refer to elements such as sitting places and areas for enjoying views of scenery. Active uses encourage physical activities including walking, running, cycling, skating, and playing.
3. **Consolidation of Open Space.** Open space within new communities should be combined with schools, community centers, libraries, or other institutional uses when possible.
4. **Parkway Design.** Design of local streets should allow for parkways large enough to incorporate street trees and decorative landscaping.

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## 4.0 Commercial Development

The following Design Guidelines apply to commercial development. Section 2.0 contains additional guidance for development within the Winchester Planning Area.

### 4.1 Site Planning

1. **Vehicle and Pedestrian Circulation.** Vehicle circulation should be separated from pedestrian walkways and multi-use trails.
2. **Pedestrian Paving Materials.** Pedestrian areas should be enhanced using changes in paving materials, colors, landscaping, and signage.
3. **Defining Open Space and Plazas.** Buildings should be configured to define public open space areas and plazas.
4. **Pedestrian Access Throughout Site.** Pedestrian paths should be provided throughout commercial centers to provide continuous access throughout the site.
5. **Corner Buildings.** Buildings at corner locations may orient their primary entrance directly onto the corner for maximum visibility and access. Corner entrances may include added architectural articulation and enhanced elements such as towers, spires, changes in materials and colors, or other architectural features.



*Figure 16 – Corner Buildings*

6. **Sidewalks along Storefronts.** At least eight feet of the unobstructed sidewalk should be provided along storefront edges to increase the pedestrian experience.
7. **Active Sidewalks.** Sidewalk areas should be designed to accommodate outdoor sales and/or eating spaces in conjunction with commercial uses. Outdoor seating and play structures may be included in commercial centers and should be used to add to the activation of gathering or resting locations.





*Figure 17 – Seating Areas Along Sidewalks*

## 4.2 Building Form and Massing

1. **Scale with Surrounding Community.** Commercial centers should be scaled with the massing of the surrounding community or adjacent to single-family residential uses to provide architectural relief.
2. **Big-Box Retailers.** Free-standing big-box retailers should be located in appropriate areas. Large retail buildings should be integrated into commercial centers and complemented by smaller connected retail buildings.



*Figure 18 – Outdoor Eating Areas Along Sidewalks*

## 4.3 Architectural Design

1. **Design and Public Spaces.** Architectural features that activate public spaces may be incorporated into building façades, including arcades, recessed balconies, awnings, canopies,



and other features. When building entrances cannot be recessed, provide awnings or sunshades at building entrances to visually break down the scale of the building.



*Figure 19 – Provide awnings on street facing facades*

- 2. Consistency in Large Commercial Centers.** Large commercial centers with multiple tenants should maintain a consistent architectural character. This may consist of more than one architectural style if all styles are complementary and incorporate unifying elements such as architectural detailing, materials, colors, window treatments, or shade elements.
- 3. Renovations to Existing Commercial Buildings.** Renovations to existing commercial buildings should maintain an architectural style that is consistent with or complementary to the architectural style of existing nearby commercial buildings.



4. **Enhanced Entrances.** Commercial store entrances should be easily identifiable and incorporate enhanced trim elements, large doors/windows, detailing, and signage.



*Figure 20 – Commercial Retail Large Windows and Entrances*

5. **Façade Transparencies.** There should be a component of the façade to allow for display purposes and/or visibility into commercial stores.
6. **Signage Plans.** For multi-tenant (2 or more tenants) commercial development, develop signage plans early in the design process so they are part of the overall building architecture and are consistent with the size and scale of building(s). Signage should be consistent with the Western design requirement.

#### 4.4 Landscaping

1. **Landscaping as a Buffer for Public Spaces.** Landscaping should be used to create a buffer and barrier between public spaces and adjacent drive aisles and parking lots.
2. **Landscaping and Architecture.** Street trees, shrubs, and other plant material should be used to enhance the architecture of commercial buildings but should not block the major portions of storefronts, building entrances, or store signage.





## 5.0 Industrial, Office, Business Park

The following Design Guidelines apply to industrial, office, business park, and institutional development. All industrial, office, business park, and institutional development should comply with the following guidelines and standards.

### 5.1 Site Planning

1. **Corner Treatment for Buildings.** Buildings at the corners of major intersections should be placed and designed in a way that enhances visibility and activates sidewalks and public areas.
2. **Service Areas for Buildings.** Configuration of service areas, and loading areas should be concentrated in the rear or side of the development.
3. **Parking Lots and Pedestrian Treatments.** Parking lots should provide safe pedestrian paths that minimize vehicle interruptions.
4. **Loading Areas and Peak-Time Uses.** Uses should be designed to accommodate peak-time pick-up/drop-off in a way that does not impact surrounding uses. Highly used loading areas should indicate sufficient automobile loading and queuing to prevent obstructions of parking and adjacent roads.

### 5.2 Building Form and Massing

1. **Consistency with Architectural Character of Existing Development.** New buildings should be consistent with the architectural character of the existing adjacent development and should include transitioning height, scale, massing. Buildings within a district or corridor should have consistent roofline and building sizes.
2. **Facade Articulation.** Facade articulation, and enhanced architectural features should be included throughout the building facade to reduce the impact of large buildings. Enhanced architectural features may include vertical or horizontal banding, window treatments, shade structures/canopies, or materials and/or color changes. Long, unbroken blank walls are discouraged.
3. **Roof Design.** Roofs should be designed as integral elements of building architecture. Flat roofs must be designed with a continuous parapet around the entire building. Roof styles should be appropriate for the architectural style of the building.
4. **Functionality and Design.** Buildings should be designed and configured to reflect their function and their aesthetic. Building facades should incorporate design features such as large windows and inviting public entrances.

### 5.3 Architectural Design

1. **Entrance Design.** Building entry areas should be prominent and clearly identifiable. Entry features should incorporate accent features, color, or material changes.



2. **Elevators and Stairways.** Elevators and stairways should be internal to the building(s) and not be easily identifiable from the exterior of the building(s).
3. **Vertical Articulation.** Vertical building elements are encouraged to provide vertical architectural articulation.

## 5.4 Landscaping

1. **Landscaping and Pedestrian Corridors.** Landscaping should be used to identify primary pedestrian building entrances and key pedestrian corridors.
2. **Outdoor Amenities and Landscaping.** Outdoor amenities should be clearly defined using landscaping or material changes and provide shade to ensure the area is usable.
3. **Landscaping and Building Design.** Landscape screening should be incorporated in the projects design to soften large expanses of building facade.

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## 6.0 Winchester Town Center

The following design guidelines apply to site planning and building layout for all development within the Winchester Town Center area.

### 6.1 Site Planning

1. **Building Placement and Walkability.** Buildings within the downtown core area should be placed at or near the front lot line to promote pedestrian access, walkability, and a “main street” feel.
2. **Building Placement and Sidewalks.** Pedestrian-oriented uses, including outdoor seating, outdoor retail sales space, landscaping, water features, signage, public art, or child play areas are encouraged.
3. **Grid Street Design.** Streets should remain oriented onto a grid for walkability and ease of wayfinding.
4. **Block Size and Walkable Scale.** Block sizes should stay at a pedestrian-friendly scale to reinforce a walkable downtown area.
5. **Collaborative Design Opportunities.** Opportunities for collaboration between properties with respect to building frontage, pedestrian and vehicular access, parking, loading zones, utilities, screening, lighting, and other design features that could benefit both properties.
6. **Access and Parking**
  - a. **Minimize Site Access Points.** The number of site access points should be minimized. Shared access, including sidewalks and drives, is encouraged wherever possible.
  - b. **Access to Corner Properties.** Vehicular access for corner properties should be taken from side streets or alleys, wherever possible. Curb cuts should be located on secondary streets wherever possible to minimize pedestrian and vehicular conflicts.
  - c. **Minimize Pedestrian and Vehicular Interruption.** Site design should clearly define access for vehicular, pedestrian, and bicycle movement and seek to minimize conflict areas between cars and people walking and biking.
  - d. **Screening for Parking.** The visual impact of parking lots should be minimized by locating these facilities to a portion of the site least visible from the street and by providing adequate screening.



*Figure 21 – Pedestrian-Oriented Uses, Outdoor Seating, Landscaping*

- 7. Public Art.** All development within the Town Center area should use the following guidance related to public art:
  - a. The use of public art is encouraged to enhance the identity of the Winchester Town Center. Where public art is located on-site, it should be located within view of the public right-of-way or public gathering spaces, especially near street corners.
  - b. Local artists and themes should be highlighted to emphasize the history of Winchester.
  - c. Public art may consist but are not limited to murals, sculptures, interpretive plaques, signage, and monumentation.
- 8. Screening.** All development within the Winchester Town Center area should use the following guidance related to screening:
  - a. Onsite Loading Area and Onsite Utilities.

Loading areas should be screened from public view spaces using a variety of methods, including but not limited to; fence/gate, decorative block wall, landscaping, architectural feature, grade separation, or another appropriate measure. Loading areas should not be visible from residential uses to the best extent feasible.

Onsite utilities should be placed on the side or rear of the development site or building, while still allowing enough space for maintenance and emergency services access.
  - b. Where screening is required, a combination of elements should be utilized, including but not limited to, solid masonry walls, berms, and landscaping.
- 9. Walls and Fences.** All development within the Winchester Town Center area should use the following guidance related to walls and fences:



- a. If not required for a separation of land uses or a specific screening/security purpose, the use of solid walls is discouraged throughout the Winchester Town Center area. Where walls are required, the intent should be to keep them as low as possible while performing their screening and security functions.
- b. Where walls are visible from a public right-of-way or parking lot, they should be compatible with the site's architecture and materials utilized on the primary structures. Landscaping should be used in combination with walls/fences.

**10. Refuse, Storage and Equipment Areas.** All development within the Winchester Town Center area should use the following guidance related to refuse, storage, and equipment areas:

- a. Refuse containers, service areas, loading docks, etc. should be placed in areas out of view from the public and so that their use does not interfere with parking and circulation.
- b. Trash storage areas that are visible from the upper stories of adjacent structures should have an opaque or semi-opaque horizontal cover/screen to mitigate unsightly views.
- c. All facilities used to screen refuse, storage or equipment should be of adequate size for their intended purpose without dominating the site, blocking site distances, or creating unnecessary barriers.
- d. All refuse, storage, and equipment areas should be designed with consistent architecture, materials, and colors of the primary buildings.

The following provides design guidance within the Winchester Town Center area for future streets, alleys, and paseos (and public rights-of-way in general):

**11. Town Center Entry.** Promote a clear sense of arrival for the Town Center Entry area:

- a. Streets should be designed to promote a positive experience of the area and provide an inviting atmosphere to shop and walk within the Town Center area. Design elements, such as gateways, entrance features, and distinct landscaping should also be used to help establish the Town Center as a unique destination.

**12. Street Design.** Provide a clear organization of streets that meet the following criteria:

- a. The Town Center area is envisioned to accommodate a wide variety and mix of uses ranging between commercial, office, civic, and residential. To maintain a clear flow for bicycle, pedestrian, and vehicular movement, a clear hierarchy of streets should be established.
- b. Gateways can make a statement, welcome visitors to an area, and mark the limits of the Town Center area. Gateways may vary in size and scale across locations; they seek to promote a sense of arrival and further establish the Winchester Town Center area as a unique destination. The Town Center gateways should be located at 9<sup>th</sup> and Winchester Road and Olive and Winchester Road or in appropriate locations as determined by the Planning Director.



## 6.2 Building Form and Massing

1. **Facade Articulation.** Building facades should be divided into separate “increments” of approximately 25 to 50 feet in street-facing facade length to promote the existing small-town look and feel of commercial development within the downtown core area.
2. **Building Design Features.** Buildings should use windows, balconies, overhangs, horizontal and vertical banding, architectural detailing, changes in materials, or push/pull portions of the building façade to create movement on the front of the building.



*Figure 22 – Flat Roofs Integrating Parapets*

3. **Roof Design.** Flat roofs should include parapets or other architecturally integrated methods to screen rooftop equipment; any rooftop equipment should not project above the buildings parapet. These elements should be consistent with the style, materials, and color of the building. Roof heights should vary between buildings to create architectural interest and an interesting street scene.
4. **Building Height Scale.** Building heights should be scaled appropriately with surrounding elements and take into consideration the heights of existing development.

## 6.3 Architectural Design

1. **Building Sides.** Building walls which front on side streets should have breaks, recesses, and offsets, especially at entries and important intersections.
2. **Arcades and Gallery Frontages.** Arcades and gallery frontages should be consistent with the architectural style of the building.
3. **Perimeter Walls.** Long walls should incorporate surface articulation, pilasters, and view fencing, where appropriate.
4. **Signage.** Signs should be designed to complement a western theme and should be identified with the proposed building/developments architecture and identified on project application



plans. A sign program should be considered for any proposed multi-tenant (more than two) to ensure project design consistency.

5. **Building Material.** All development within the Winchester Town Center area should consider the following building materials:
  - a. Durable, high quality exterior building materials should be used to convey the sense of quality and permanence desired for the area, minimize maintenance concerns, and promote buildings that will last over time.
  - b. Building material and colors should be used to provide visual interest to building exteriors. Structures should have a color palette that consists of variable and accent colors.

## 6.4 Landscaping

1. **Passive and Active Space.** Active and passive open space areas should be incorporated into development projects.
2. **Outdoor Furniture.** Place outdoor furniture, such as seating, low walls, trash receptacles, bike racks and other elements, in outdoor pedestrian spaces. Coordinate the design and placement of outdoor furniture with the design of the building. Required Planting and Irrigation Plan. Plants should be placed to allow them to grow to their natural sizes and forms, and sheared hedges should be kept to a minimum.
3. **Common Open Space.** Common open space should be provided in large, meaningful areas, easily accessible to the public, not fragmented or consist of "leftover" land. Large areas can be imaginatively developed and economically maintained.
4. **Outdoor Areas.** Ensure that outdoor areas are visible from public streets and accessible from buildings, as well as streets, footpaths, and bikeways.
5. **Open Space Network.** For larger projects, develop a comprehensive open space network that includes plazas and other open space elements to connect different uses.
6. **Landscape Buffering.** Use landscaping buffers and other transition strategies to reduce privacy, visual, and noise impacts, especially when adjacent to existing residential neighborhoods.
7. **Pervious Materials.** Utilize pervious materials for parking areas, driveways, and pathways to the extent such that they do not cause damage to public streets or other infrastructure or impede pedestrian access.
8. **Cut Slopes.** Cut slopes equal to or greater than eight feet (8') in vertical height and fill slopes equal to or greater than five feet (5') in vertical height must be planted with drought tolerant shrubs, grasses, and/or ground cover to protect the slope from erosion and instability.