



City of Baldwin Park

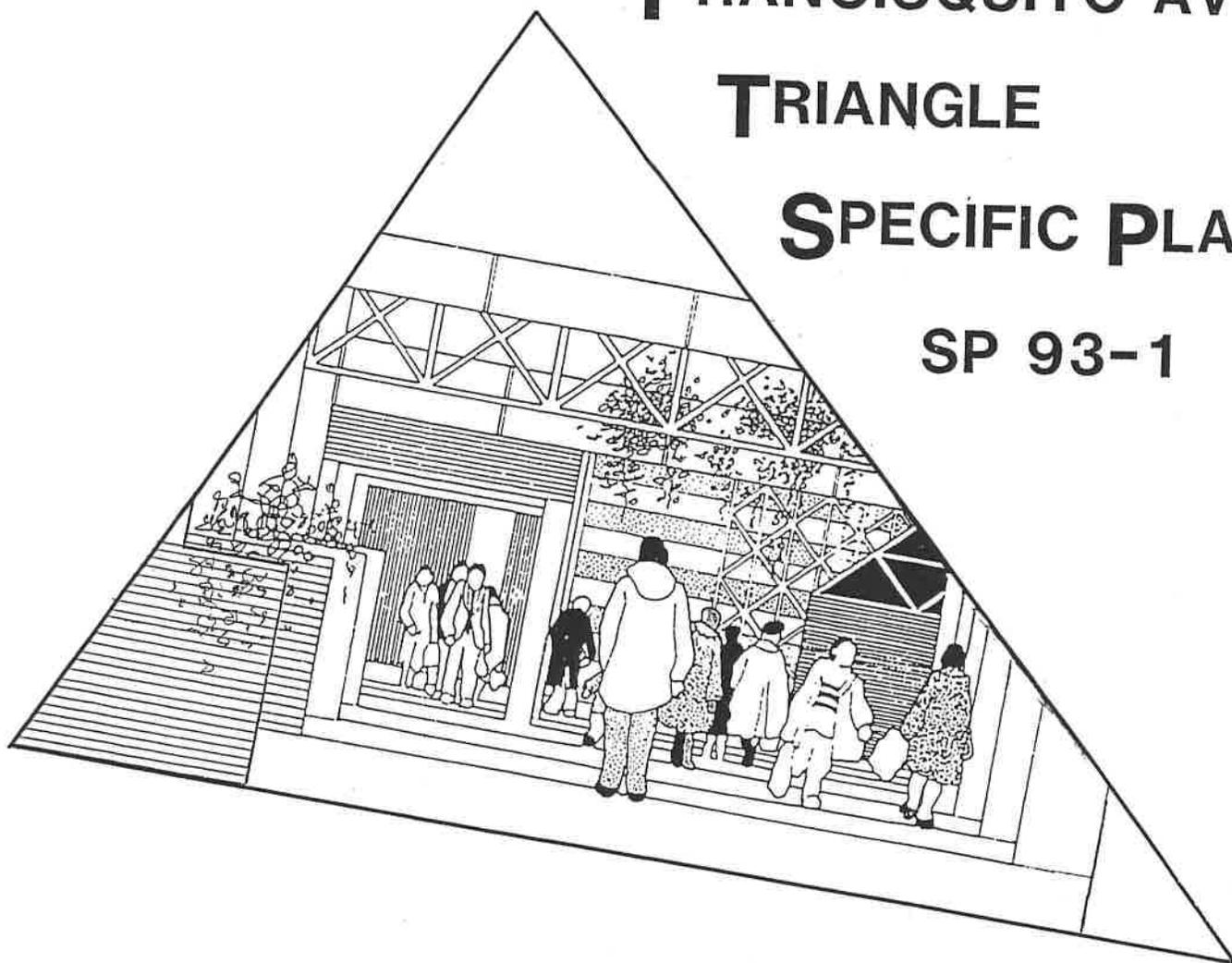
BALDWIN PARK BLVD. /

FRANCISQUITO AVE.

TRIANGLE

SPECIFIC PLAN

SP 93-1



BALDWIN PARK BOULEVARD
FRANCISQUITO AVENUE
TRIANGLE
SPECIFIC PLAN
SP 93-1

PREPARED BY:

Planning Division
Department of Community Development
City of Baldwin Park

January, 1993

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1.0 INTRODUCTION

A Specific Plan is a detailed plan for the development of a particular area. It is an exceptionally versatile tool for implementing the local general plan by creating a bridge between general plan policies and individual development proposals. Ideally, the specific plan directs all facets of future development from development policies and land use regulations to financing measures and capital improvement programs.

1.1 AUTHORITY FOR THE SPECIFIC PLAN

The Baldwin Park Blvd./Francisquito Ave. Triangle Specific Plan has been prepared in accordance with Section 65450 et. seq. of the Government Code which requires that every specific plan include regulations, conditions, and programs concerning the following:

- The distribution, location and extent of the uses of land, including open space within the area covered by the plan; and
- The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan; and
- Standards and criteria by which development will proceed and standards for conservation, development, and utilization of natural resources, where applicable; and
- A program of implementation measures including regulation programs, public works projects and financing measures necessary to carry out the above three paragraphs; and
- Provisions that state the relationship to and implementation of the City of Baldwin Park General Plan.

This particular Specific Plan focuses on the establishment and implementation of land use and development standards and criteria. Public finance and local capital improvements in support of development are not addressed in detail as it is anticipated that development of the site and supporting infrastructure will proceed largely on the basis of private investment. Nonetheless, the possibility of future public assistance is not precluded.

1.2 PURPOSE AND INTENT

The purpose of this Specific Plan (Plan) is to provide for coordinated development of the properties covered by the Plan. The Specific Plan

will also help implement the objectives of the City's General Plan, the Sierra Vista Redevelopment Plan and the Sierra Vista Redevelopment Project Area Design Guidelines.

A. BACKGROUND FOR PLANNING

The Plan Area is located within the City's Sierra Vista Redevelopment Project Area. The Redevelopment Plan was adopted in June of 1986. In conjunction with the adoption of the Redevelopment Plan, a majority of the sites within the Project Area were rezoned to Freeway Commercial (FC), Industrial Commercial (IC), or Office Industrial (OI) zone. Also, development standards were established in relation to lot size designed to promote the assembly of land. The new standards, aimed at promoting parcel assembly, ensured project developments of sufficient size to create efficient site layout and design.

In August 1991, the standards establishing a large (2 or 4 acre) minimum lot size were repealed. This was a result of very little development occurring within the Project Area. However, the City did leave intact the minimum lot size standards in three (3) high priority areas triangular areas (one being the area encompassing the proposed Specific Plan) abutting the I-10 (San Bernardino) Freeway. One concern with this change was how to facilitate more new development within the Project Area, but yet ensure quality developments which will neither create or contribute to the existing blighted conditions. In order to accomplish this the City adopted Design Guidelines which affect both the high priority areas as well as the remaining Project Area.

Any new development within the three triangular areas adjacent to the I-10 Freeway is still required to meet the minimum lot size requirement. The rationale behind this stipulation is the City envisions large scale developments anchored by one or more major tenants, several satellite shops and freestanding restaurant pads along the street side perimeters of these "high priority" areas. This Specific Plan, however, will permit phasing as a deviation from the minimum lot size requirements. This was done in order to facilitate potential development along the street side perimeters of Baldwin Park Boulevard and Francisquito Avenue. This Plan is deemed as an appropriate and advantageous mechanism to help facilitate new development within the Project Area.

B. OBJECTIVES

Implementation of the Plan will help facilitate development of the Plan Area and promote the goals and policies of the General Plan. Major objectives include:

1. Promote new community and regionally oriented commercial uses.
2. Provide guidelines and standards for new development so as to ensure compatible appearances between phases.

3. Promote economic development that will provide the most benefit to the City in terms of revenue generation, employment, and convenience for the citizens of Baldwin Park.

1.3 RELATIONSHIP TO THE GENERAL PLAN AND THE SIERRA VISA REDEVELOPMENT PLAN

This Plan has been prepared as a mechanism for implementing the goals and policies of the General Plan and advancing the objectives of the Redevelopment Project Area Plan. It is designed to be directly and completely consistent with the General Plan. Several key policies of the General Plan and objectives of the Redevelopment Project Plan Area are as follows:

General Plan Goals and Policies

- Continue to improve the San Bernardino Freeway Corridor for commercial opportunities. (Land Use Element)
- Encourage innovative proposals that would use land efficiently, remain compatible in design with existing uses, and provide safe and adequate open space, street access, and driveway access. (Land Use Element)
- Strengthen the fiscal health of the City through the diversification of its economic base from a primarily residential emphasis to one more evenly balanced with commercial and industrial components. (Municipal Revenue/Fiscal Impact Element)
- Encourage a full range of commercial establishments and facilities to serve the residents of the community, to provide local employment opportunities, and to improve the community's tax base. (Municipal Revenue/Fiscal Impact Element)
- Support plans and programs to arrest blight and deterioration in commercial retail areas. (Municipal Revenue/Fiscal Impact Element)

Redevelopment Plan Objectives

- Improve the San Bernardino Freeway corridor to encourage the expansion of commercial and industrial development.
- Promote new commercial uses which will expand the City's commercial base and increase the City sales tax revenues.

1.4 ENVIRONMENTAL SETTING OF THE SPECIFIC PLAN

The Plan Area is located within the Southwestern portion of the City of Baldwin Park. Exhibit 'A' shows both the City and the Plan Area.

Several contiguous parcels totaling approximately 16.5 acres make up the entire Plan Area which is situated between Baldwin Park Boulevard, Francisquito Avenue, and the I-10 (San Bernardino) Freeway. As of the adoption of this Plan, the Plan Area is developed with numerous single family residences, some commercial uses, and a few vacant parcels. The Plan Area is essentially flat (See Exhibit 'B').

2.0 LAND USES

The provisions of this Plan shall control all uses of the real property to which this Plan applies. The only principal permitted uses allowed on the property shall be those uses permitted in the Freeway Commercial (FC) Zone, as set forth in Chapter 17.21 of Title 17 of the City's Code. Accessory uses related to such principal uses shall be those expressly permitted by the Code (See Exhibit 'C').

3.0 DEVELOPMENT STANDARDS

The development standards established in this Plan are intended to provide for the orderly phased development of the Property. Compliance with the development standards set forth in this Plan are necessary to meet the policies of the General Plan and render usage of the Property compatible with the goals and objectives of the Project Area Plan. The Property shall be developed in accordance with the following standards and criteria:

3.1 ZONING CODE APPLICATION

The provisions of the Code shall apply to the development of the Plan Area, except that the provisions of this Plan shall control to the exclusion of any conflicting provisions of the Code.

3.2 PHASING

Development of the Plan Area shall proceed as one (1) or more phases, provided that the following shall apply:

1. Each phase shall be developed as one (1) lot measuring a minimum of twenty thousand (20,000) square feet in area.
2. Each phase shall be developed such that it fronts on either Baldwin Park Blvd. or Francisquito Ave, with a minimum frontage requirement of one hundred (100) feet.
3. Each phase shall be approved in concept by the Redevelopment Agency, which shall find:
 - a. That the phase has been situated and planned such that it will not create undue hardship or interference upon the development of subsequent phases of the Plan Area,

and as appropriate, integrates with established phases;
and

- b. That the phase has been situated and planned such that it does not result in the necessary creation of one (1) or more illogical subsequent phases, considering such factors as as the placement, size, shape, and access for subsequent phases; and
 - c. That the phase has been situated and planned such that access to and from public streets does not have the potential to impede the flow of traffic, generate traffic hazards, and/or create interference with the access requirements of established and subsequent phases; and
 - d. That the phase has been situated and planned in accordance with the intent and guidelines of this Plan.
4. That a development plan for each phase shall be approved pursuant to Section 17.29.030 of the Municipal Code, prior to the issuance of any building permit, and which plan shall be in substantial conformance with the concept plan approved by the Redevelopment Agency; and
 5. That any perimeter walls placed adjacent to a subsequent phase shall be removed prior to completion of such subsequent phase, thereby promoting an integrated, master planned appearance for the Plan Area.

3.3 SETBACKS

All structures and parking are to maintain a minimum setback distance of ten (10) feet from the public right-of-ways designated as Baldwin Park Blvd. and Francisquito Ave., except that permitted monument signs may encroach within a required setback. Required setbacks are to be fully landscaped except for driveways and pedestrian walkways which provide access to and from the public right-of-way.

3.4 OFF-STREET PARKING

Off-street parking facilities shall be provided in conformance with the provisions and standards as set forth in the Code, provided that compact parking stalls as defined by the Code are not permitted. In addition, parking stall size shall be in conformance with the following criteria:

WIDTH - minimum of eight and one-half (8.5) feet

DEPTH - minimum of eighteen (18) feet

Where a structure, such as a wall or fence, abuts the side of a parking stall, that stall shall have a minimum width of ten and one-half (10.5) feet.

3.5 LOADING ZONES

A minimum of one (1) loading space, measuring twelve (12) feet in width by twenty-five (25) feet in depth, shall be provided with each phase of the Plan Area, except that the size and number of required loading spaces may be increased as a condition of approval for both Design Review and the development plan. Building size and use associated with each particular development shall be considered in making a determination.

Due consideration shall be given to the guidelines set forth in the attached design guideline document when determining the location of all loading spaces.

3.6 UTILITIES

All utilities serving the Plan Area shall be placed underground.

3.7 SIGNAGE

All signs located within the Plan Area shall be designed for a coordinated appearance, and demonstrate compatibility with all architectural elements. Therefore, a sign program for each phase shall be submitted to the Planning Division for review and approval prior to issuance of building permits or other entitlements allowing the construction of any buildings or structures on the property. The sign program shall be developed in conformance with the criteria set forth in the Code and the following standards:

1. MONUMENT SIGNS. One monument sign shall be permitted for each freestanding building, which sign shall not exceed the following size restrictions:

Building Square Footage	Max. Sign Height	Max. Total Sign Face Area
0 - 5,000	4.5 feet	70 sq. ft.
5,001 - 20,000	6.0 feet	100 sq. ft.
20,001 - 50,000	7.0 feet	125 sq. ft.
50,001 - 100,000	8.0 feet	150 sq. ft.
100,001 +	9.0 feet	175 sq. ft.

2. WALL SIGNS. PRIMARY. One primary wall sign shall be permitted for each wall (facade) of a commercial unit which contains a main

entrance. Nonetheless, no more than two (2) primary signs may be established for a single commercial unit. Primary wall signs shall abide by the following size restrictions:

Unit Square Footage	Max. Sign Face Area
0 - 5,000	60 sq. ft.
5,001 - 10,000	90 sq. ft.
10,001 - 20,000	120 sq. ft.
20,001 - 40,000	150 sq. ft.
40,001 +	180 sq. ft.

3. WALL SIGNS. SECONDARY. A maximum of one (1) secondary wall sign shall be permitted for a wall (facade) that does not have an entrance. Secondary wall signs shall abide by the following size restrictions:

Unit Square Footage	Max. Sign Face Area
0 - 5,000	40 sq. ft.
5,001 - 10,000	60 sq. ft.
10,001 - 20,000	80 sq. ft.
20,001 - 40,000	100 sq. ft.
40,001 +	120 sq. ft.

4. FREESTANDING SIGN. A maximum of one (1) freestanding sign shall be permitted within the Plan Area. Said sign shall not be installed until a minimum of two-thirds (2/3) of the total land area of the Plan Area has been developed or is under substantial construction in accordance with this Plan, and shall be designed for the primary purpose of advertising the the largest commercial business and/or tenant located within the Plan Area (as measured by square footage of each commercial unit).

The freestanding sign shall not exceed fifty (50) feet in height, nor four hundred (400) square feet in total sign face area.

5. DESIGN CRITERIA. The design and location of all signs shall be in accordance with the attached design guideline document.

4.0 DESIGN GUIDELINES

A previously adopted design guideline document has established design criteria for all commercial and industrial development within the Project Area. The document titled "Design Guidelines for Commercial and Industrial Development within the Sierra Vista Redevelopment Project Area" is included as an attachment, and shall be applicable to all proposed development within the Plan Area.

Design guidelines are regarded as an appropriate means of advancing Plan Area development goals. In particular, design guidelines can direct the Plan Area toward a more favorable development environment by

disallowing poor design solutions and encouraging superior design practices. Nonetheless, the applicable criteria are intended to express "intent" rather than absolutes, thereby allowing a certain degree of flexibility, as well as promoting creativity and innovation. Deviation from the guidelines shall be considered by the Design Review Committee, however, any deviations must exhibit a superior approach to fulfilling the intent, goals, and objectives of the Design Guidelines.

5.0 CIRCULATION

The circulation component specifies requirements intending to create safe and efficient circulation patterns by eliminating potential conflicts with and among neighboring uses and ensuring safe points of access to and from Baldwin Park Blvd. and Francisquito Ave. This component is also written to give a "master planned" appearance and function to the Plan Area.

In order to achieve these objectives, it is necessary to develop an integrated and continuous vehicular circulation system for the entirety of the Plan Area. More specifically, an integral circulation pattern utilizing reciprocal access easements will ease vehicular movement on-site, minimize vehicular congestion and conflict off-site, and increase accessibility for the entire Plan Area. Therefore, the following provisions are established:

1. The owners of property within each phase shall, as a condition of approval for Design Review and the development plan, enter into an irrevocable agreement to provide reciprocal parking and vehicular access, as well as mutual parking maintenance, with the owners of all phases developed in accordance with the provisions of this Plan. The agreement shall be in a form approved by the City Attorney, and recorded with the Clerk of Los Angeles County prior to the issuance of a Certificate of Occupancy.
2. Upon the development of two (2) or more contiguous phases in accordance with the provisions of this Plan, the owners of said contiguous parcels or phases shall create vehicular access and circulation routes which integrate and connect the parcels or phases in a manner consistent with the agreement and this Plan.

6.0 NEW CONSTRUCTION

The construction of all new buildings and structures shall comply with all applicable state and local laws, as amended from time to time including but not limited to the Code, and the provisions of this Plan.

7.0 DEVELOPMENT PROCEDURES

After adoption of the Plan by the City Council of the City, no permit or entitlement shall be issued for the construction or placement of any new

building, use or structure, or any addition to existing building(s) or structure(s) on the property until such development has been considered and approved in accordance with the following procedure:

All development proposals shall initially receive approval in concept from the Redevelopment Agency, followed by the submission of complete applications for Plan/Design Review and development plan approval; typically an application for Plan/Design Review will be considered prior to the submission of an application for approval of a development plan. Plan/Design Review and development plan applications shall be processed and approved in the manner provided in the Code.

Pursuant to Section 17.16.165 of the Code, minor additions to existing single family residences shall be exempt from the above described procedure.

8.0 IMPLEMENTATION PROGRAM

The implementation of this Plan will be accomplished through the City's development review process, considering development plans from concept to construction drawings. Upon adoption of the Plan, developers and/or property owners may prepare and submit plans for development within the Plan Area. Development plans shall be prepared and submitted for review in conformance with the provisions of this Plan and the requirements of the City's Code. Project review shall progress as follows:

In response to a development proposal, the Redevelopment Agency shall proceed with the consideration of concept drawings. It has become City policy to require conceptual approval of all projects proposed for construction within the Project Area; this section reiterates and clarifies the necessity of conceptual approval for all projects within the Plan Area. Conceptual approval is especially important, in that it is the first stage in the development review process, thereby providing the Agency with an early opportunity to assess a proposal's likelihood for advancing Project Area and Plan Area goals and objectives. In particular, the Agency will judge the appropriateness and viability of phased development schemes, as detailed in the Section titled "Phasing".

The City's Plan/Design Review process represents the basis for approval or denial of a more fully developed design proposal, and no building permits will be issued until a proposal has received approval from the City's Plan/Design Review Committee. A more complete description of this process is provided as an attachment to the City's Plan/Design Review application form, and within the City's Zoning Code (Section 17.52). Provisions for an appeal of the Design Review Committee decisions to the Planning Commission and City Council have been established.

The intent of Plan/Design Review is to promote and enhance good design and site relationships in order to provide for more orderly development within the City. The overriding design principle as established by the City's Zoning Code (Section 17.52.060) is as follows:

" integrate the physical architectural element with the streetscape and to visually screen undesirable elements such as parking, storage, loading, refuse collection and similiar areas from the view of access streets, freeways and adjacent properties. "

While this is a general design principle, the attached set of design guidelines are provided as a necessary means of clarifying appropriate design solutions, as well as providing a more substantial basis for the design review of project proposals.

Project proposals shall also submit an application for review of a development plan, which plans shall be considered and approved by the City Council, following a recommendation from City staff and the Planning Commission. Typically, this procedure will follow Plan/Design Review, and proceeds the submittal of construction drawing to the City's Building Division for Plan Check approval. Construction drawings shall be drafted in compliance with an approved development plan. Any other necessary entitlements (i.e. conditional use permit, variance, etc.) will be considered in conjunction with the development plan.

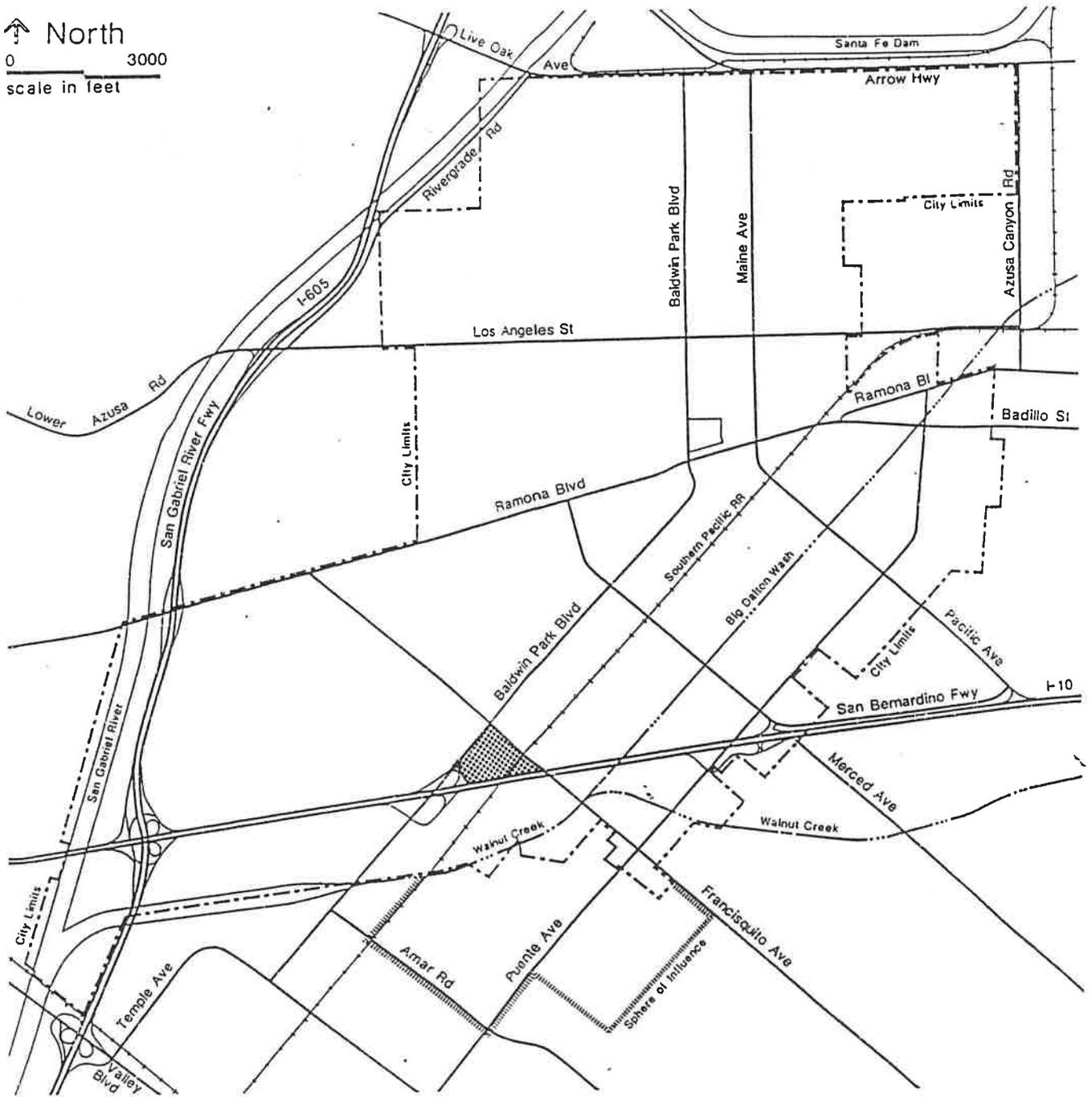
Environmental review in accordance with the California Environmental Quality Act (CEQA) will be provided for each project proposal within the Plan Area. Measures necessary to mitigate foreseeable environmental impacts shall be incorporated as a condition of approval of the development plan and/or other necessary entitlement.

9.0 AMENDMENTS

The provisions of this Plan, including but not limited to, the documents attached hereto as Exhibits 'A-C' inclusive, may be amended in the manner provided in Section 65450 of the Government Code as it now exists or as it may hereafter be amended.

EXHIBIT 'A'

 North
 0 3000
 scale in feet



 City Boundary
 Sphere of Influence

BALDWIN PARK BLVD. & FRANCISQUITO AVE. TRIANGLE

BALDWIN PARK

City Boundaries
and Sphere of Influence

EXHIBIT 'B'



subject property and vicinity map



north

Properties involved in the Specific Plan proposal: An area bounded by N. Baldwin Park Blvd. on the northwest, E. Francisquito Ave. on the northeast, and the San Bernardino Freeway on the south; more specifically described as the following properties:

3060 thru 3188 N. Baldwin Park Blvd. (the southeast side of 3000 and 3100 block of N. Baldwin Park Blvd.), also described as Parcels 2 thru 14 of Page 5 of Map Book 8555 of the Los Angeles County Assessor's Records.

13616 thru 13634 E. Francisquito Ave. (the southwest side of the 13600 block of E. Francisquito Ave.), also described as Parcels 1, 2, 31, and 32 of Page 5 of Map Book 8555 of the Los Angeles County Assessor's Records.

13726 thru 13766 E. Francisquito Ave. (the southwest side of the 13700 block of E. Francisquito Ave.), also described as Parcels 17 thru 22 of Page 6 of Map Book 8555 of the Los Angeles County Assessor's Records.

13615 thru 13671 E. Garvey Ave. (the 13600 blocks of E. Garvey Ave.), also described as Parcels 15 thru 17 of Page 5 of Map Book 8555, and Parcels 10 thru 14 of Page 6 of Map Book 8555 of the Los Angeles County Assessor's Records.

3013 thru 3083 N. Maine Ave. (the northwest side of the 3000 block of N. Maine Ave.), also described as Parcels 18 thru 30 of Page 5 of Map Book 8555 of the Los Angeles County Assessor's Records.

3014 1/2 thru 3090 N. Maine Ave. (the southeast side of the 3000 block of N. Maine Avenue), also described as Parcels 1 thru 10 of Page 6 of Map Book 8555 of the Los Angeles County Assessor's Records.

Parcel 900 of Page 5 of Map Book 8555 of the Los Angeles County Assessor's Records (State of California property; no address available).

Parcel 900 of Page 6 of Map Book 8555 of the Los Angeles County Assessor's Records (Southern Pacific Railroad right-of-way; no address available).

{SP93-1A}

EXHIBIT 'C'

Chapter 17.21

F-C FREEWAY COMMERCIAL ZONE

Sections:

<u>17.21.010</u>	Purpose.
<u>17.21.020</u>	Uses permitted.
<u>17.21.030</u>	Uses permitted by conditional use permit.
<u>17.21.040</u>	Development standards.
<u>17.21.050</u>	Design review requirements.

17.21.010 Purpose. In order to provide and encourage development of freeway-oriented retail and/or office complexes, and to ensure compatibility with adjacent land uses, the regulations set out in this chapter shall be applicable to all lots classified in the F-C zone. (Ord. 930 S1(part), 1986).

17.21.020 Uses permitted. No person shall use, nor shall any person permit the use of, any lot classified in the F-C zone, for any use other than:

- A. Principal Uses, Commercial. Any of the following uses:
1. Antiques, art stores and galleries;
 2. Apparel shops;
 3. Automobile supply stores;
 4. Bakery and confectionery shops;
 5. Barbershops or beauty parlors;
 6. Book and stationery stores;
 7. Bowling alleys;
 8. Business and professional colleges;
 9. Drugstores, pharmacies;
 10. Dry cleaners;
 11. Florist shops;
 12. Furniture and appliance stores;
 13. Gift shops;
 14. Hardware stores;
 15. Dance studios;
 16. Hobby shops;
 17. Grocery markets;
 18. Jewelry stores;
 19. Laundromats;
 20. Pet stores;
 21. Print shops
 22. Photography stores, studios;
 23. Shoe stores;
 24. Restaurants, cafes;
 25. Tailor shops;
 26. Any use as determined to be a permitted use by the

Director, pursuant to Section 17.06.060;

27. Reverse vending machine.

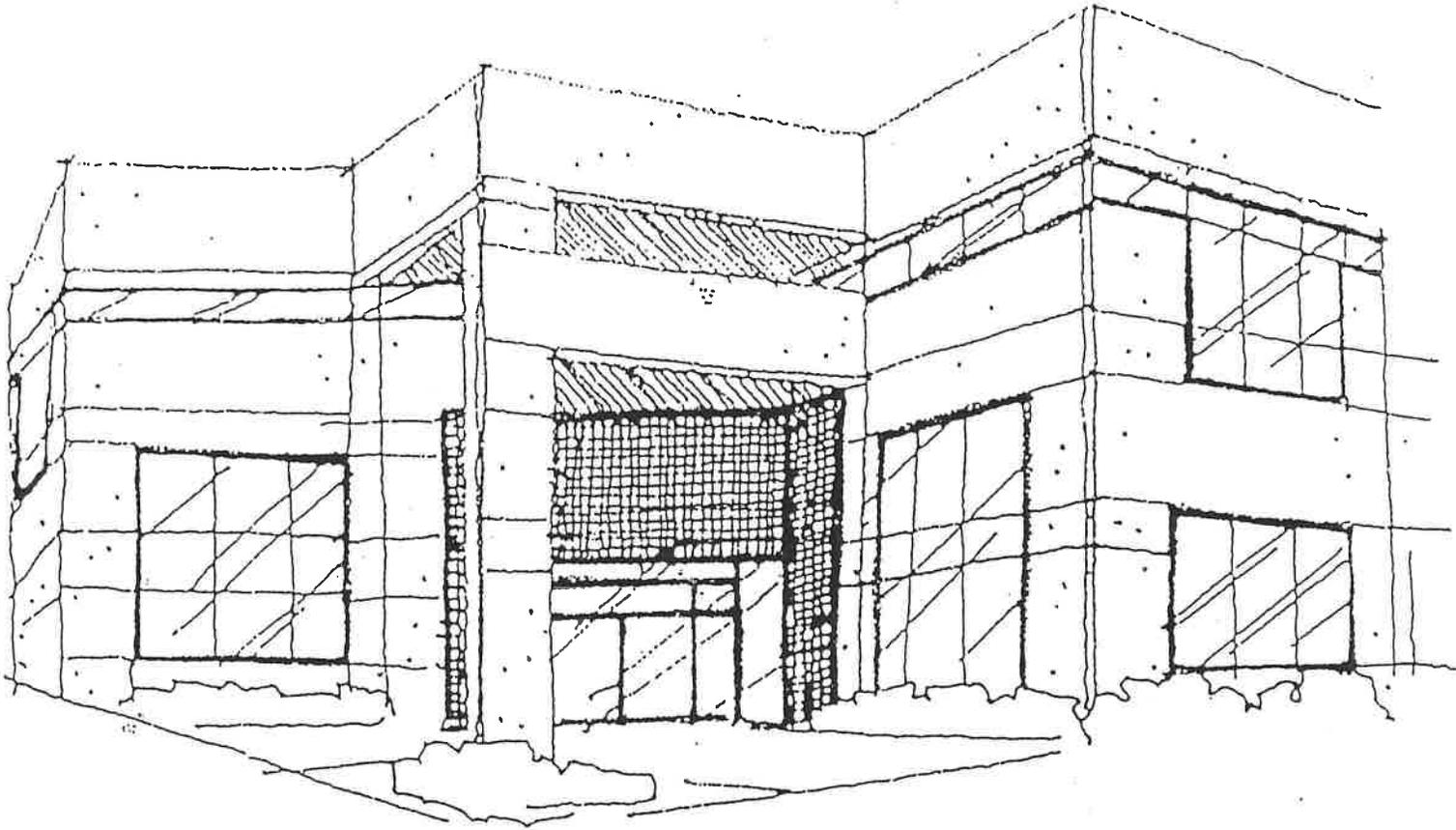
B. Principal Uses, Office Usage. Any complex containing business, professional, medical and/or dental offices, or any combination thereof.

C. Accessory Uses. Those uses designated as accessory uses pursuant to this title. (Ord. 1056 S5(part), 1992; Ord. 937 S4, 1987; Ord. 930 S1 (part), 1986).

17.21.030 Uses permitted by conditional use permit. The following uses shall be permitted on lots classified in zone F-C subject to the issuance of a conditional use permit pursuant to Chapter 17.54:

- A. Alcoholic beverages, on-site and off-site sales;
- B. Ambulance service;
- C. Automobile service stations;
- D. Banks, financial institutions;
- E. Dance studios;
- F. Day care nurseries or nursery schools;
- G. Department stores;
- H. Drive-up and drive-thru establishments;
- I. Game arcades;
- J. Health studios, gymnasiums, martial arts studios;
- K. Hotels and motels, provided that:
 1. The lot upon which the hotel or motel is proposed to be located lies within three hundred feet of the right-of-way line of a freeway, designated as such by the state of California; and
 2. Such motel or hotel contains not less than one hundred guest units; and
 3. A market feasibility study is submitted contemporaneously with the application for the conditional use permit;
- L. Hospitals;
- M. Lodges and clubs;
- N. Mortuaries;
- O. New and used vehicles or boats, leasing, rental or sales;
- P. Private recreational facilities;
- Q. Private schools;
- R. Theaters (walk-in);
- S. Mobile recycling facilities, staffed recycling facilities, and bulk reverse vending machines in conjunction with a grocery market having gross annual sales of two million dollars or greater;
- T. An electronic reader board sign in lieu of permitted freestanding sign. (Ord. 1056 S6(part), 1992; Ord. 973 S5, 1987; Ord. 957 S2, 1987; Ord. 953 S2, 1986; Ord. 941 S3(part), 1986; Ord. 930 S1 (part), 1986).

City of Baldwin Park



DESIGN GUIDELINES FOR
COMMERCIAL AND INDUSTRIAL
DEVELOPMENT WITHIN
THE SIERRA VISTA
REDEVELOPMENT PROJECT AREA



**DESIGN GUIDELINES FOR COMMERCIAL AND INDUSTRIAL DEVELOPMENT
WITHIN THE SIERRA VISTA REDEVELOPMENT PROJECT AREA**

PREPARED BY:

**Planning Division
Department of Community Development
City of Baldwin Park**

JULY 1991

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1.0 INTRODUCTION

1.1 Purpose

The design guidelines contained in this document represent but one tool in implementing the goals of the City's General Plan, the Sierra Vista Redevelopment Project Area Plan, and the City's Design Review Process as established by the Municipal Code.

Simply stated, the purpose of these guidelines is to further redevelopment efforts and improve City image through the promotion of high quality design. Rather than risk further degradation of the Sierra Vista Redevelopment Project Area ("Project Area") through poor quality design, it is anticipated that these Design Guidelines will encourage more appropriate design solutions, and thereby improve the Project Area's desirability as a place to work, shop, and invest.

1.2 Relation to the General Plan and the Project Area Plan

This document is especially relevant to the goals and objectives of the General Plan and the Project Area Plan, as a primary goal of the City is to eliminate blighting conditions within its commercial and industrial areas. A number of the Project Area's blighting influences have been attributed to inferior design, and it is generally held that design affects the image and character of an area.

Additionally, the General Plan has established a policy of providing for a zoning implementation program that will effectively carry out the City's land use goals, thereby supporting the Design Guidelines' adoption and use. The Project Area Plan also authorizes the adoption of development regulations as deemed necessary to encourage proper development within the Project Area.

1.3 Relation to the City's Zoning Code

Baldwin Park's Zoning Code has established the Design Review process as one component of its regulatory system, the intent of which is to promote and enhance good design and site relationships in order to provide for more orderly development within the City. The overriding design principle as established by the City's Zoning Code (Section 17.52.060) is as follows:

" to integrate the physical architectural element with the streetscape and to visually screen undesirable elements such as parking, storage, loading, refuse collection, and

similar areas from the view of access streets, freeways, and adjacent properties."

While guided by this general design principle, a more detailed set of design guidelines is nonetheless necessary to describe, clarify and expand upon appropriate design solutions, as well as provide a more substantial basis for the design review of project proposals. The City's Zoning Code specifically states that the City Council may adopt design review guidelines, upon the recommendation of the Planning Commission and the City staff.

1.4 Applicability

These design guidelines are applicable to all new commercial and industrial construction within the Project Area, for which Design Review is a mandatory step in the approval process as established by the City's Zoning Code. This shall be interpreted as applying to the following:

- 1.4.1 The construction of any non-residential building or structure requiring a building permit and which is located upon a commercially or industrially zoned property.
- 1.4.2 The exterior alteration of any non-residential building or structure requiring a building permit and which is located upon a commercially or industrially zoned property. Alteration of the building exterior shall comply with the Design Guidelines relative to exterior facade treatment, on-site landscaping, or other pertinent items as stipulated by the Design Review Committee (DRC).
- 1.4.3 The construction or exterior alteration of any sign requiring a sign permit application and which is associated with a non-residential property or building.

1.5 Implementation - Basis for Project Approval

The City's Design Review process represents the basis for approval or denial of a design proposal, and no building permits can be issued until a project has received approval from the City's Design Review Committee. A more complete description of the Design Review process is provided as an attachment to the City's Design Review/Plan Review application form, and within the City's Municipal Code (Section 17.52).

The Design Review Committee will evaluate a project proposal on the following basis:

- 1.5.1 Architectural design and aesthetic quality.
- 1.5.2 Compatability of design with adjacent land uses.
- 1.5.3 Conformance with adopted guidelines.

Decisions of the Design Review Committee are appealable to the the City's Planning Commission, whose decisions may in turn be appealed to the City Council.

1.6 Design Guideline Goals

- 1.6.1 Improve the quality of design within the Project Area, and thereby improve area image; prevent the most harmful design practices.
- 1.6.2 Provide standards and guidelines for appropriate development patterns and improved standards of appearance.
- 1.6.3 Assist developers and project designers in understanding and identifying design opportunities and constraints at the earliest stages of development.
- 1.6.4 Provide criteria for the evaluation of design proposals; criteria readily available to the general public, developers, project designers and decision making bodies to include the Design Review Committee, Planning Commission and City Council.
- 1.6.5 Eliminate random development patterns and establish site planning and design relationships between new development on neighboring properties.
- 1.6.6 Improve the visual quality of a site and surrounding area through aesthetically pleasing site planning, building design, landscape architecture, and signage.
- 1.6.7 Mitigate the negative impacts and sights associated with a use through effective site placement, screening, and buffering techniques.
- 1.6.8 Establish the character of the freeway corridor as an attractive and viable center of commerce.
- 1.6.9 Improve the pedestrian environment.

1.7 Introductory Guidelines

- 1.7.1 It is encouraged that licensed design professionals be hired to prepare development plans so as to ensure that the intent and requirements of the Design Guidelines are fulfilled. All persons involved in project design, including architects, engineers, landscape architects, and site planners should be consulted at the earliest stages for a coordinated development proposal.
- 1.7.2 Furthermore, it is not the intent of the Design Guidelines to stifle creativity or the creative process. Deviations from specific guidelines will be considered by the DRC, and must exhibit a superior approach to fulfilling the goals and objectives of the Design Guidelines. In addition, consideration may be given to unusual sites or circumstances where compliance with specific guidelines does not represent a feasible solution.
- 1.7.3 Where adjacent properties have not been developed according to the intent and requirements of these Design Guidelines, it is incumbent upon a project to establish the general character for future development. Compatibility of design is required among those properties developed in substantial compliance with the Design Guidelines.

2.0 SITE PLANNING GUIDELINES

2.1 Overall Concept

Objective: Consider all factors involved in designing an efficient and coordinated site plan. Among these factors are: building location and orientation; circulation patterns and parking; siting of outdoor storage and service areas; and landscaping. Also, consider a project's relationship to adjacent properties in creating a unified development pattern for the surrounding area. Build continuity in site layout and building location.

2.1.1 Lot assembly is encouraged as it provides greater opportunity to create efficient master planned projects in conformance with the intent and standards of the design guidelines.

2.1.2 Establish site planning relationships between adjacent properties.

- a. Building location, as well as the siting of parking and landscape areas, should be compatible with surrounding development. ▽
- b. Give consideration to how future neighboring developments, based on existing lot patterns, could relate to the proposal.

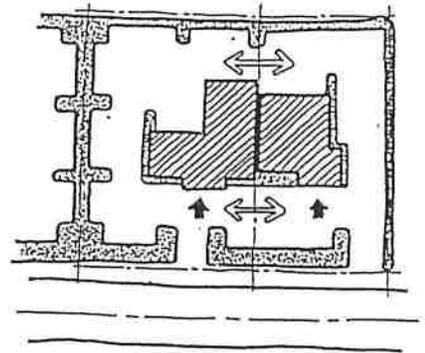
2.1.3 As far as is feasible, design a project which functionally integrates with adjacent properties. ▽

- a. Provide for reciprocal access easements and common drives.
- b. Provide for common perimeter landscape planters.

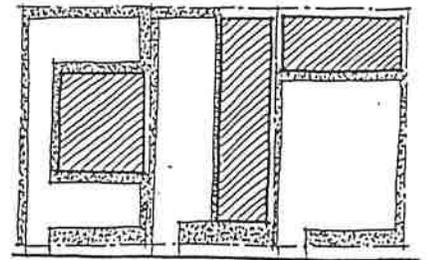
2.2 Building Setback and Orientation

Objective: Uniform building setbacks and orientation represent an effective means of establishing compatible development patterns among neighboring properties. Contribute to an attractive street scene, and consistently orient buildings and building entrances along the public right-of-way.

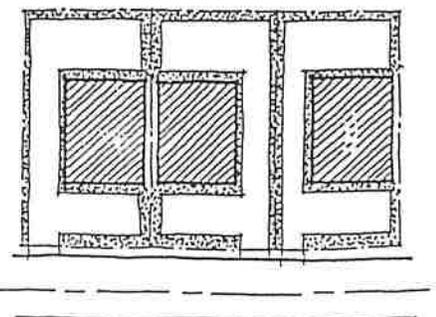
2.2.1 Avoid random and irregular building relationships; arrange buildings to create a sense of unity and overall harmony. ▽



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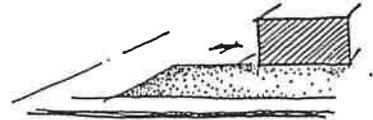
2.2.2 Buildings should be aligned along or near streetside setback lines (as established by the City Zoning Code), generally providing for not more than a single row of parking between a streetside setback line and the building. A greater building setback will be considered for large lots, for instance, lots greater than two (2) acres in size.

2.2.3 Approximate the streetside setbacks of adjacent properties; as this will ultimately establish a consistent image along the length of the street. Nonetheless, minor deviations in streetside setbacks are encouraged.

2.2.4 Orient buildings toward the primary street frontage. In this regard, direct the main entrance or entrances toward the street. ▷

2.2.5 As far as is feasible, site buildings so as to screen parking and unsightly scenes and activities from public view, and from residentially zoned properties. ▽

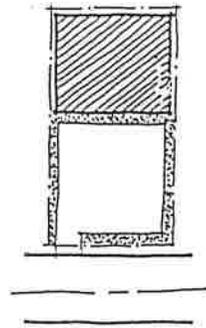
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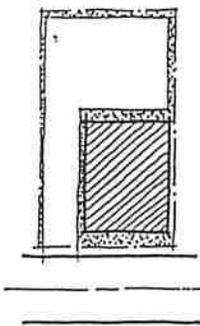
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2.2.6 Buildings should not turn a blank wall to neighboring properties; site buildings to avoid visible blank walls along interior side property lines.

2.2.7 Setbacks from residentially zoned properties should minimize potential land use conflicts; where appropriate, increase building setbacks from adjacent residentially zoned properties to mitigate negative impacts due to noise, vibration, light and glare, and aesthetics.

2.3 Vehicular Circulation and Parking

Objective: Reduce the visual dominance of parking facilities such that parking is visually subordinate to the building it serves. The desirable solution is to provide a majority of the parking at the rear of the site, where it is largely hidden from view by a building which fronts the street.

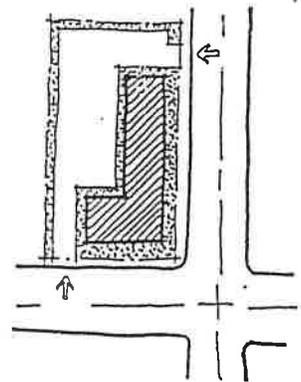
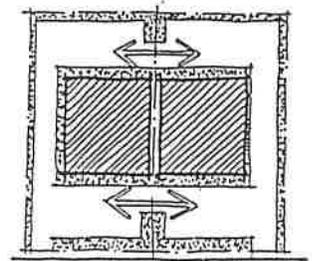
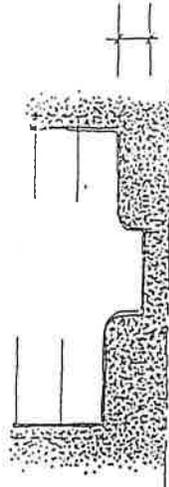
Circulation

- 2.3.1 Design vehicular access, drives and circulation routes so that all movements involved in loading, parking, or turning shall occur on-site, and not within the public right-of-way. Exceptions will be considered where a property abuts an alleyway.
- 2.3.2 Design circulation routes and parking so as to prevent awkward vehicular maneuvers.
- Parking areas shall be designed so that no vehicle has to back into the public street.
 - Provide end-stall turnarounds or a continuous circulation pattern. ▽
- 2.3.3 Design provisions which allow for present or future reciprocal access with adjacent properties are encouraged. ▷
- 2.3.4 Locate points of vehicular access as far as feasible from street intersections; provide clearly identifiable points of vehicular access. △

Parking Design

- 2.3.5 No parking shall be permitted in a required front or street side yard setback area (as established by the City Zoning Code).
- 2.3.6 In order to minimize parking's visual impact and presence, parking facilities should be located to the rear of a property.
- 2.3.7 For larger projects, avoid expansive parking lots by distributing the parking across a site.
- 2.3.8 Where feasible and compatible with the design of the building, use subterranean, semi-subterranean, or parking which is tucked under the building structure. Parking designed in this manner must effectively reduce the visual impact of parking, and not detract from the building architecture or site views.
- 2.3.9 Use landscaped areas to screen and mitigate the impact of parking. Reference the Landscape Architecture Design Guidelines.

MIN. 5'



2.4 Pedestrian Circulation

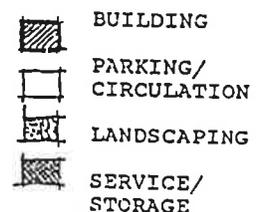
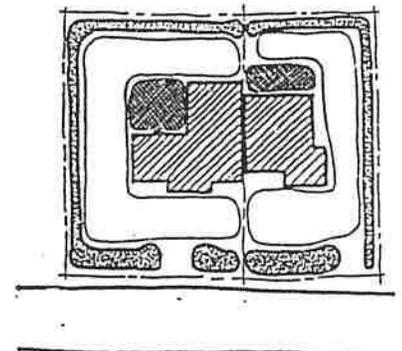
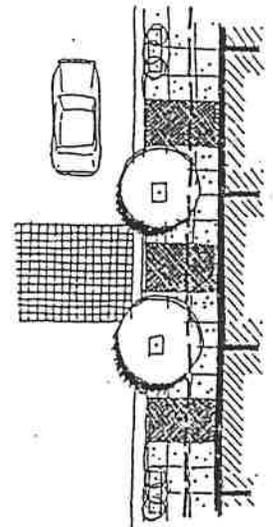
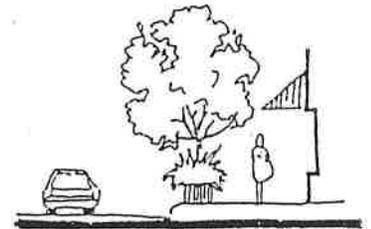
Objective: Provide for safe and convenient pedestrian circulation and access.

- 2.4.1 Provide safe, convenient, and clearly identifiable pedestrian walkways.
- 2.4.2 Design pedestrian walkways to avoid conflicts with vehicular access, circulation and parking. To the extent feasible, separate pedestrian circulation paths from vehicular circulation routes. ▽
- 2.4.3 Identify and accentuate pedestrian areas; use special paving, painting, landscaping, etc. Reference the Landscape Architecture Design Guidelines. ▷

2.5 Outdoor Storage and Service Areas

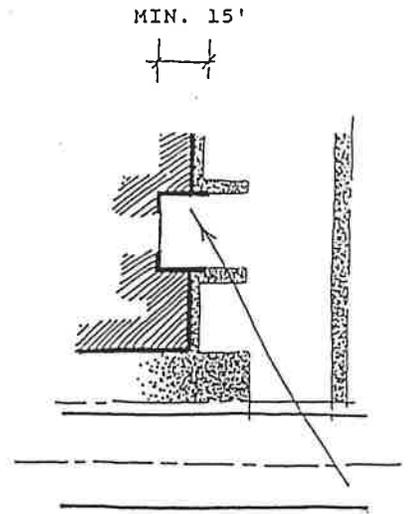
Objective: Clearly define and designate outdoor storage and service areas for convenient access, and prevent their intrusion upon vehicular access, on-site parking facilities, and customer entrances. Screen storage and service areas from on-site and off-site public view, and mitigate their impact upon sensitive uses such as adjacent residentially zoned properties.

- 2.5.1 Outdoor storage and service areas (including, but not limited to service entrances, and loading docks and bays) shall not be readily visible to the public, and shall not be open to view from the street or freeway. ▷
- 2.5.2 Outdoor storage and service areas shall be located so as to minimize negative impacts (visual, noise, dust, vibration, etc.) upon neighboring residentially zoned properties.
- 2.5.3 Screen outdoor storage and service areas from public view and from residentially zoned properties with a combination of building, decorative walls, and landscaping.
- 2.5.4 Outdoor storage and service areas should be located to the rear of a property so as to be completely screened of views from the street. ▽
- 2.5.5 The location of outdoor storage and service areas is not to interfere with vehicular access, maneuverability, and parking.
- 2.5.6 Visually screen the outdoor storage of commercial vehicles of views from any public right-of-way.

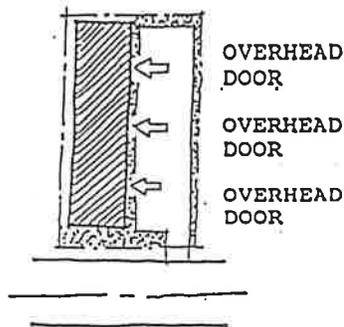


Overhead Doors - Roll-Up Doors

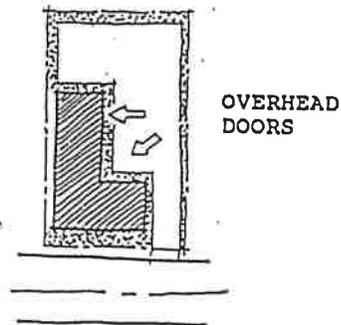
- 2.5.7 Overhead doors must not be directly open to public view, and are to be substantially screened of views from the street, the freeway, and residentially zoned properties. ▽
- 2.5.8 Screening may be accomplished in a variety of ways, including the use of wing walls, the recessing of overhead doors (building articulation), landscaping, or a combination of these techniques. ▽
- 2.5.9 It is preferable that overhead doors be located toward the rear of the property, completely blocked of views from the street. ▽



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Loading Spaces

- 2.5.10 Loading spaces are to be designed so as to prevent interference with automotive circulation and parking.
- 2.5.11 Provide an unobstructed area for trucks to maneuver in accessing loading spaces. ▽ ▽

TURNAROUNDS
FOR 12 x 40
LOADING

