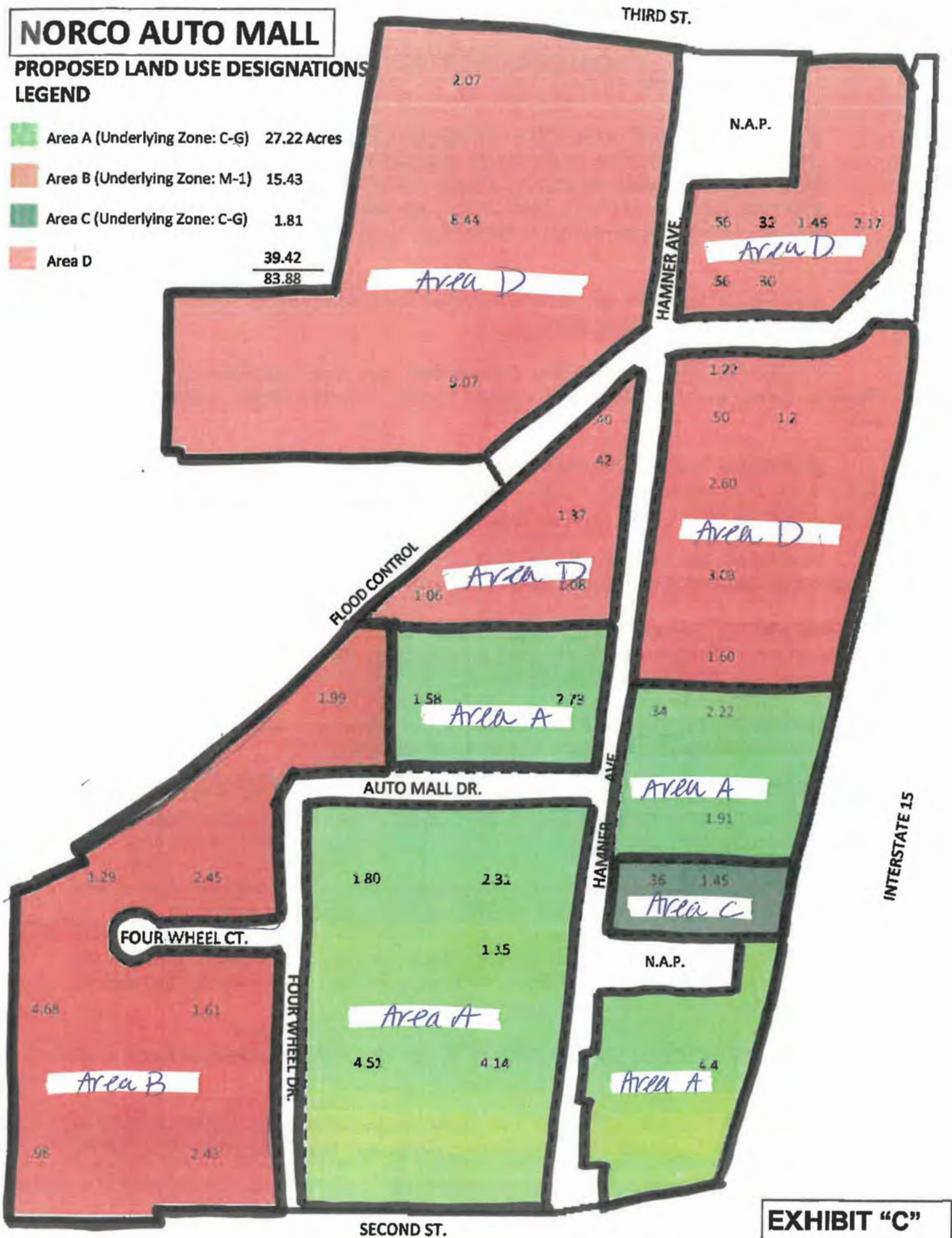


# NORCO AUTO MALL

## PROPOSED LAND USE DESIGNATIONS LEGEND

- Area A (Underlying Zone: C-G) 27.22 Acres
  - Area B (Underlying Zone: M-1) 15.43
  - Area C (Underlying Zone: C-G) 1.81
  - Area D 39.42
- 
- 83.88



**EXHIBIT "C"**

## **ORDINANCE NO. 959**

**A ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NORCO APPROVING SPECIFIC PLAN 85-01 AMENDMENT 5a TO AMEND THE NORCO AUTO MALL SPECIFIC PLAN, WITH ANY RELATED CROSS-REFERENCES IN OTHER CHAPTERS AS NEEDED, AMENDING THE PERMITTED USES OF AREA D. SPECIFIC PLAN 85-01 AMENDMENT 5a.**

WHEREAS, the CITY OF NORCO initiated Amendment 5a to Specific Plan 85-01 (Norco Auto Mall Specific Plan); and

WHEREAS, the Specific Plan Amendment was duly submitted to said City's Planning Commission for decision at a public hearing for which proper notice was given; and

WHEREAS, the Specific Plan Amendment was scheduled for public hearing on October 10, 2012 on or about 7 p.m. in the Council Chambers at 2820 Clark Avenue, Norco, California 92860; and

WHEREAS, at the time set, the Planning Commission held a public hearing and received both oral and written testimony pertaining to the Specific Plan Amendment; and

WHEREAS, based on findings of fact said Planning Commission adopted Resolution 2012-42 recommending to the City Council that Specific Plan 85-1, Amendment 5, which includes Amendment 5a, be approved; and

WHEREAS, the Specific Plan Amendment was duly submitted to City Council for decision at a public hearing for which proper notice was given; and

WHEREAS, the Specific Plan Amendment was scheduled for public hearing on February 6, 2013 on or about 7 p.m. in the Council Chambers at 2820 Clark Avenue, Norco, California 92860; and

WHEREAS, at the time set, the City Council held a public hearing and received both oral and written testimony pertaining to the Specific Plan Amendment; and

WHEREAS, the City of Norco acting as the Lead Agency has determined that the project is categorically exempt from California Environmental Quality Act (CEQA) and the City of Norco Environmental Guidelines pursuant to Class 3.

NOW, THEREFORE, the City Council of the City of Norco does hereby find as follows:

- A. The proposed Specific Plan Amendment is consistent with, and not contrary to, the Norco General Plan, the Zoning Code, and the Norco Auto Mall Specific

Plan Amendment 5 since the project removes uses as recommended by the Planning Commission, without eliminating the standard project review and conditioning process.

- B. The project has been determined to be exempt from the California Environmental Quality Act and the City of Norco Environmental Guidelines pursuant to Section 3.13.

NOW, THEREFORE, the City Council of the City of Norco does hereby ordain as follows:

**SECTION 1:** Specific Plan 85-1, Norco Auto Mall Specific Plan is hereby amended as follows.

**70. Permitted Uses**

- (1) Area A:
  - (c) *Used automobile dealerships and accessory uses as an integral part of the operation of a used car dealership.*
- (2) Area B:
  - (a) *Uses as permitted in Area A.*
- (3) Area C:
  - (a) *Uses as permitted in Areas A and B.*
- (4) Area D:

<b>Automotive/Vehicle/Vessel</b>	
<i>New Automobile Dealerships; and Accessory Uses (accessory uses only allowed as integral parts of, and under the same business operation as, the new automobile dealership).</i>	<i>p</i>
<b>Office</b>	
<i>Administrative, Business, and Professional Offices</i>	<i>p<sup>1,5</sup></i>
<i>Financial, Insurance, Real Estate Offices</i>	<i>p<sup>1</sup></i>
<i>General Offices</i>	<i>p<sup>1,5</sup></i>
<i>Medical and Dental Offices</i>	<i>p<sup>1</sup></i>
<i>Museums and Libraries</i>	<i>c<sup>1</sup></i>
<b>Entertainment/Recreation</b>	
<i>Health Clubs</i>	<i>c</i>
<i>Indoor and Outdoor Recreation</i>	<i>c</i>
<i>Motel and Hotel</i>	<i>c</i>
<i>Theater (Indoor)</i>	<i>c</i>
<b>Retail</b>	
<i>Drug Store/Pharmacy</i>	<i>p</i>
<i>Furniture Stores</i>	<i>p</i>
<i>General and Specialized Retail</i>	<i>p</i>
<i>Grocery Stores/Markets</i>	<i>p</i>



<i>Home Improvement/Goods/Supplies/Appliances</i>	<i>p</i>
<i>On-Site and Off-Site Liquor Sales (hard liquor)</i>	<i>c<sup>2</sup></i>
<i>On-Site and Off-Site Liquor Sales (beer and wine)</i>	<i>p</i>
<i>Plant Nursery</i>	<i>a</i>
<b>Service Commercial</b>	
<i>Banks</i>	<i>p</i>
<i>Locksmith</i>	<i>p</i>
<i>Mail Cargo Packaging/Processing Services</i>	<i>p</i>
<i>Printing Services</i>	<i>p</i>
<i>Repair Service (non-vehicle, vessel &amp; non-motorized)</i>	<i>p</i>
<i>The processing, treatment, storage, or repair of products which are clearly incidental to, and part of, the business conducted on the premises.</i>	<i>a</i>
<b>Personal Services</b>	
<i>Dry Cleaning, Tailoring, and Laundromats</i>	<i>p</i>
<i>Hair/Nail Salons, Barbers</i>	<i>p</i>
<i>Spa/Massage</i>	<i>c</i>
<b>Eating and Drinking Establishments</b>	
<i>Catering Establishments</i>	<i>p<sup>4</sup></i>
<i>Deli/Bakery</i>	<i>p</i>
<i>Dine-in Restaurants</i>	<i>p</i>
<i>Walk-up and Outdoor Eating Establishments</i>	<i>c</i>
<i>"p"</i>	<i>Permitted Use</i>
<i>"c"</i>	<i>Requires Approval of a Conditional Use Permit</i>
<i>"a"</i>	<i>Permitted as an Accessory Use</i>
<i>--<sup>1</sup></i>	<i>To encourage more convenient access and visibility for entertainment, retail, restaurant, and service commercial uses, noted uses are not encouraged on urban arterial street frontages unless located on the second floor of mixed-use retail/commercial development.</i>
<i>--<sup>2</sup></i>	<i>Conditionally permitted as an ancillary use only.</i>
<i>--<sup>3</sup></i>	<i>Plant nurseries shall be permitted to have outdoor displays and sales as ancillary uses.</i>
<i>--<sup>4</sup></i>	<i>Cannot be located on urban arterial street frontages unless the use is ancillary to a restaurant.</i>
<i>--<sup>5</sup></i>	<i>Includes dispatch and office support services for the operation of taxicab/vehicles for hire businesses but does not include the storage, staging, standing, or parking of company vehicles on-site.</i>
	<i>In the event that a use is not listed, and is not easily included in a listed category, at the discretion of the Planning Director, the use is determined to not be permitted. Through procedures established in Section 18.42 the Planning Commission may approve a Similar Use Application for said use.</i>

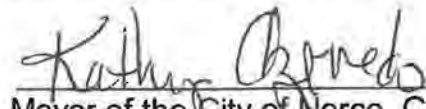


**SECTION 2: EFFECTIVE DATE:** This Ordinance shall become effective 30 days after final passage thereof.

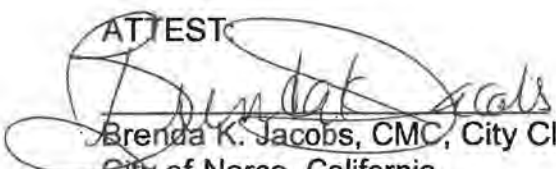
**SECTION 3: SEVERABILITY:** If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the Ordinance. The Council hereby declares that it would have passed this Ordinance, and each section, subsection, sentence, clause, and phrase, hereof, irrespective of the fact that any one or more of the sections, subsections, sentences, clauses, or phrases hereof be declared invalid or unconstitutional.

**SECTION 4: POSTING:** The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall cause the same within 15 days of its passage to be posted at no less than five public places within the City of Norco.

PASSED AND ADOPTED by the City Council of the City of Norco at a regular meeting held February 20, 2013.

  
\_\_\_\_\_  
Mayor of the City of Norco, California

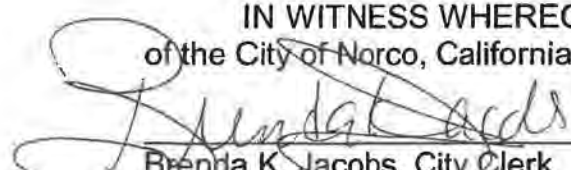
ATTEST:

  
\_\_\_\_\_  
Brenda K. Jacobs, CMC, City Clerk  
City of Norco, California

I, BRENDA K. JACOBS, City Clerk of the City of Norco, California, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Norco, California, duly held on February 6, 2013 and thereafter at a regular meeting of said City Council duly held on February 20, 2013, it was duly passed and adopted by the following vote of the City Council:

AYES:	AZEVEDO, HANNA, BASH, HIGGINS, SULLIVAN
NOES:	NONE
ABSENT:	NONE
ABSTAIN:	NONE

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Norco, California, on February 20, 2013.

  
\_\_\_\_\_  
Brenda K. Jacobs, City Clerk  
City of Norco, California

**Norco CarMax Auto SuperStore Project:**

*Amendment to the Norco Auto Mall  
Specific Plan*

**November 2018**



**EXHIBIT "E"**

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# **Section 1**

## **SPA Overview**

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# Section 1

## SPA Overview

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### 1.1 BACKGROUND

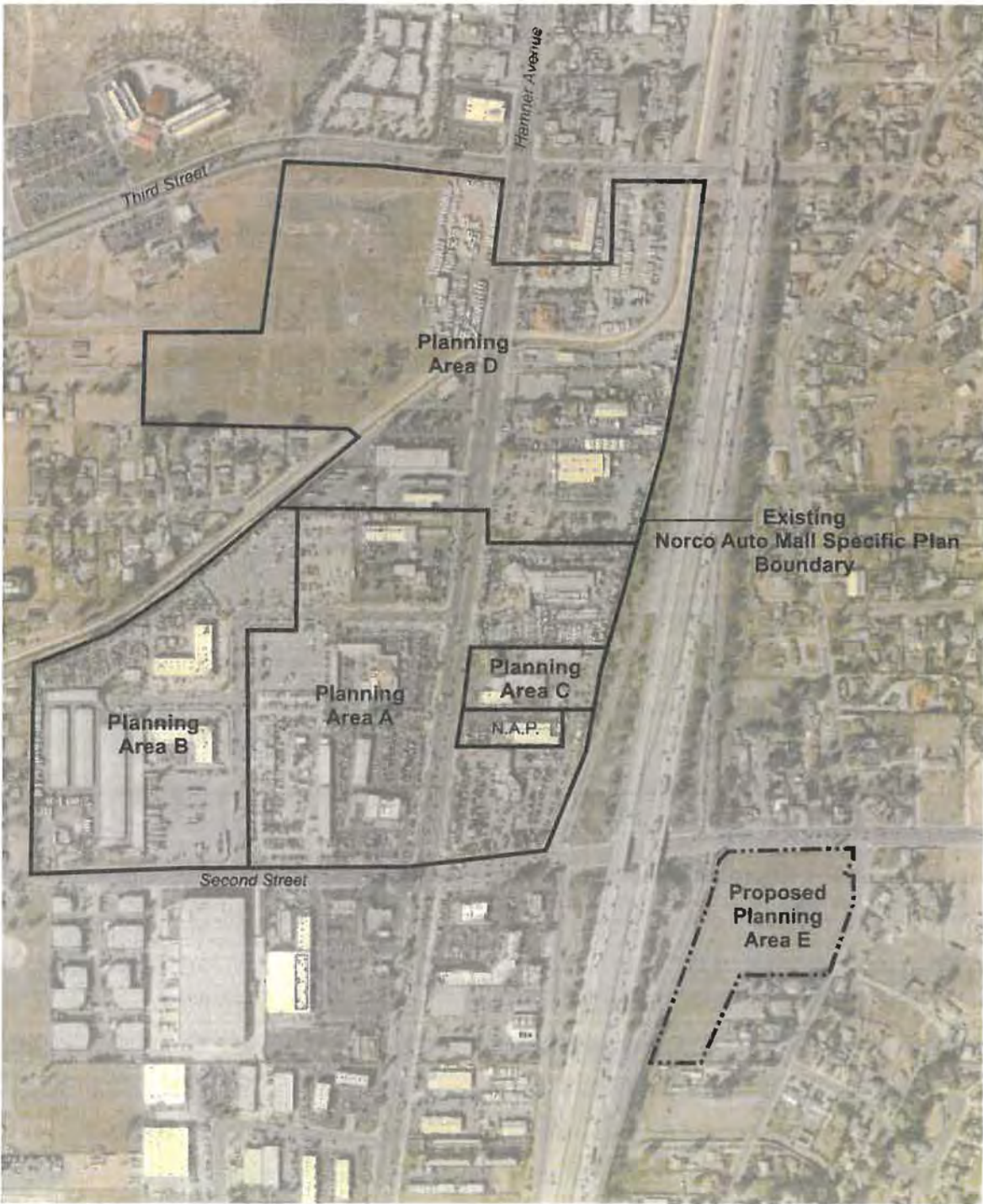
The Norco Auto Mall Specific Plan was originally adopted in 1985 and currently encompasses 83 acres generally located along and between Hamner Avenue and Second Street within the City of Norco. While there have been up to 10 amendments to the Specific Plan since its adoption, the same basic land use concepts and standards have governed the Specific Plan area for the past three decades.

This amendment to the Norco Auto Mall Specific Plan would add 6.74 acres to the Norco Auto Mall Specific Plan by creating a new Planning Area, Planning Area "E." Planning Area E is a vacant graded property located at the southwesterly corner of Valley View Avenue at Second Street in the City of Norco, CA. Interstate 15 (I-15) exists in a generally north – south alignment immediately west of the Project. The I-15 northbound on/off-ramps interchange with Second Street at the northwesterly corner of the Project site. The proximity of new Planning Area E to the overall Auto Mall Specific Plan is illustrated at Figure 1.1-1.

### 1.2 SPA PURPOSE AND INTENT

As noted above, the Specific Plan Amendment (SPA) creating Planning Area E, expands the Norco Auto Mall Specific Plan area by 6.74 acres and also creates standards and regulations to guide the development of the expanded area. Further, this document provides the sole source of City regulations and guidelines for the development of the Planning Area E.





NOT TO SCALE

Source: Google Earth; Norco Auto Mall Specific Plan; Applied Planning, Inc.

Rather than extensively amend and restructure the 1985 Norco Auto Mall Specific Plan in total, this SPA is provided as a free-standing Appendix to the Norco Auto Mall Specific Plan. In this format, this SPA functions as an independent regulatory tool allowing the City to evaluate proposed land uses and development within Planning Area E.

This SPA is a stand-alone planning document that preempts and replaces all of the standards and procedures for review (without limitation) and other requirements of the Municipal Code, except as otherwise expressly set forth herein. This SPA is intended to fully occupy the field of zoning regulations applicable to Planning Area E, and is intended to be interpreted liberally to effectuate purpose and intent.

### **1.3 OVERVIEW**

In total, Planning Area E would allow the development of up to 12,000 square feet of sales, presentation, and retail areas, supporting auto service/repair facilities and a dealership service carwash. The main dealership sales and service/repair building would be centrally located within the Project site, with the proposed dealership carwash located within the vehicle sales staging area.

### **1.4 EXISTING LAND USES**

Existing land uses within and adjacent to the Project site are identified at Figure 1.4-1. The Project site is a vacant graded property. Properties to the north (across Second Street), east (across Valley View Avenue), and abutting the Project site to the south are developed with single-family residential homes and accessory animal-keeping uses. The Project site westerly boundary is defined by the I-15 freeway and northbound freeway off-ramps. Properties westerly of the I-15 freeway are developed with commercial uses.





NOT TO SCALE  
Source: Google Earth; Applied Planning, Inc.

----- Project Site Boundary

Figure 1.4-1  
Existing Land Uses



#### **1.4.1 Project Site**

The existing Project site General Plan Land Use designation is “RA” (Residential Agricultural). Correlating overlying Zoning designation for the Project site is “A-1-20” (Agricultural – Low Density 20,000 sq. ft.).

The auto dealership, auto service, and carwash uses proposed by the Project are not allowed under the subject site’s existing RA General Plan Land Use. Nor are the Project uses permitted or conditionally permitted by the overlying A-1-20 Zoning designation.

To implement the Project uses, the Applicant has requested that the subject site be incorporated in the Auto Mall Specific Plan, located northwesterly adjacent to the Project site, across I-15. The boundaries of the Auto Mall Specific Plan would be expanded accordingly, and the Project would be subject to Development Standards, Design Guidelines, and all other applicable provisions of the Auto Mall Specific Plan. As incorporated in the Auto Mall Specific Plan, the General Plan Land Use and Zoning Designation of the Project site would be amended to “Specific Plan.”

#### **1.4.2 Vicinity Properties**

General Plan Land Use designation of adjacent properties to the north (across Second Street), east (across Valley View Avenue), and properties abutting the Project site to the south is also RA. Correlating overlying zoning designation for these properties is A-1-20 (Agricultural – Low Density 20,000 sq. ft.). As described in the City General Plan, “[t]he A-1 (Agricultural – Low Density) land use “is intended to provide and encourage development of agriculturally oriented low-density living areas designed to take advantage of the rural environment, as well as the outdoor recreation potential of the community. This is the primary residential zone of the City. Lots in this zone have access to recreational open space areas, but are not necessarily adjacent to them” General Plan, p. 43). The Project does not propose or require land uses amendments that would affect off-site RA/A-1-20 designated properties.

Westerly of the Project site across I-15, existing General Plan Land Use designation of properties is CC (Commercial Community). Correlating Zoning of these properties is C-G (Commercial General). As described in the City General Plan:

[t]he Commercial General zone allows retail and commercial uses that are centered around retail, eating and drinking establishments, and entertainment to serve the needs of the community. This zone is to provide a general commercial atmosphere that is geared toward accommodating national retailers, restaurants, tourist commercial uses, and businesses that can take advantage of the proximity and visibility from the 1-15 Freeway. This zone is to incorporate the western design theme more generally taking into consideration the design of adjoining development, corporate architectural identities, land uses, etc. The level of incorporation of western architectural design shall be determined on a project-by-project basis. This zone is to be more accommodating to national retailers and businesses with established corporate architectural identities” (General Plan, p. 36).

The Project does not propose or require land uses amendments that would affect off-site CC/C-G designated properties.

Northwesterly of the Project site, across I-15, General Plan Land Use designation of properties is SP (Specific Plan). Correlating Zoning of these properties is SP (Specific Plan). These properties are developed with auto dealership uses pursuant to the City’s Auto Mall Specific Plan. As noted previously in these discussions, to allow for the Project uses, incorporation of the Project site within the Auto Mall Specific Plan is proposed. The boundaries of the Auto Mall Specific Plan would be expanded accordingly, and the Project would be subject to Development Standards, Design Guidelines, and all other applicable provisions of the Auto Mall Specific Plan.

## **1.5 SPA COMPONENTS**

This SPA is organized into the following sections in addition to Section 1, SPA Overview.

### **Section 2: Development Plan**

The Development Plan serves to acquaint the reader with the existing setting of Planning Area E, and information on the utility and infrastructure improvements to serve the SPA area.

### **Section 3: Development Regulations**

The Development Regulations specify the permitted uses and the standards regulating the development of Planning Area E.

### **Section 4: Design Guidelines**

The Design Guidelines are intended to direct the site planning, landscaping, and architectural quality of Planning Area E. Landscaping, walls, lighting, signage, and architectural design are some of the features that are addressed in the Design Guidelines.



## **Section 2**

# **Development Plan**

---

# Section 2

## Development Plan

---

### 2.1 DEVELOPMENT OVERVIEW

The vision for Planning Area E (Project site) is encapsulated by the proposed Norco CarMax Auto Superstore Project (Project). Table 2.1-1 summarizes the land uses and the maximum potential development within Planning Area E, pursuant to the Project.

**Table 2.1-1**  
**Development Summary**

Main Dealership Sales and Service/Repair Building	Area/Scope
• Sales	4,909 SF
• Presentation	1,197 SF
• Retail Service	4,309 SF
<b>Subtotal</b>	<b>10,415 SF</b>
<b>Carwash</b>	936 SF
<b>Other</b>	96 SF
<b>TOTAL</b>	<b>11,447 SF</b>

Source: Norco CarMax Superstore Project Concept, February 2018.

#### 2.1.1 Site Plan Concept

The Project Site Plan Concept is presented at Figure 2.1-1. The concept centrally locates primary auto sales and service areas, acting to physically separate these uses from adjacent residential areas, and attenuate any environmental effects that may be received at off-site land uses. The concept also orients sales/inventory display areas along the Project site “back of house” westerly I-15 frontage. Within the limits of the site’s irregular configuration, location of vehicle inventories with the westerly portion of the site acts to separate and screen the dealership sales inventory from nearby residences.

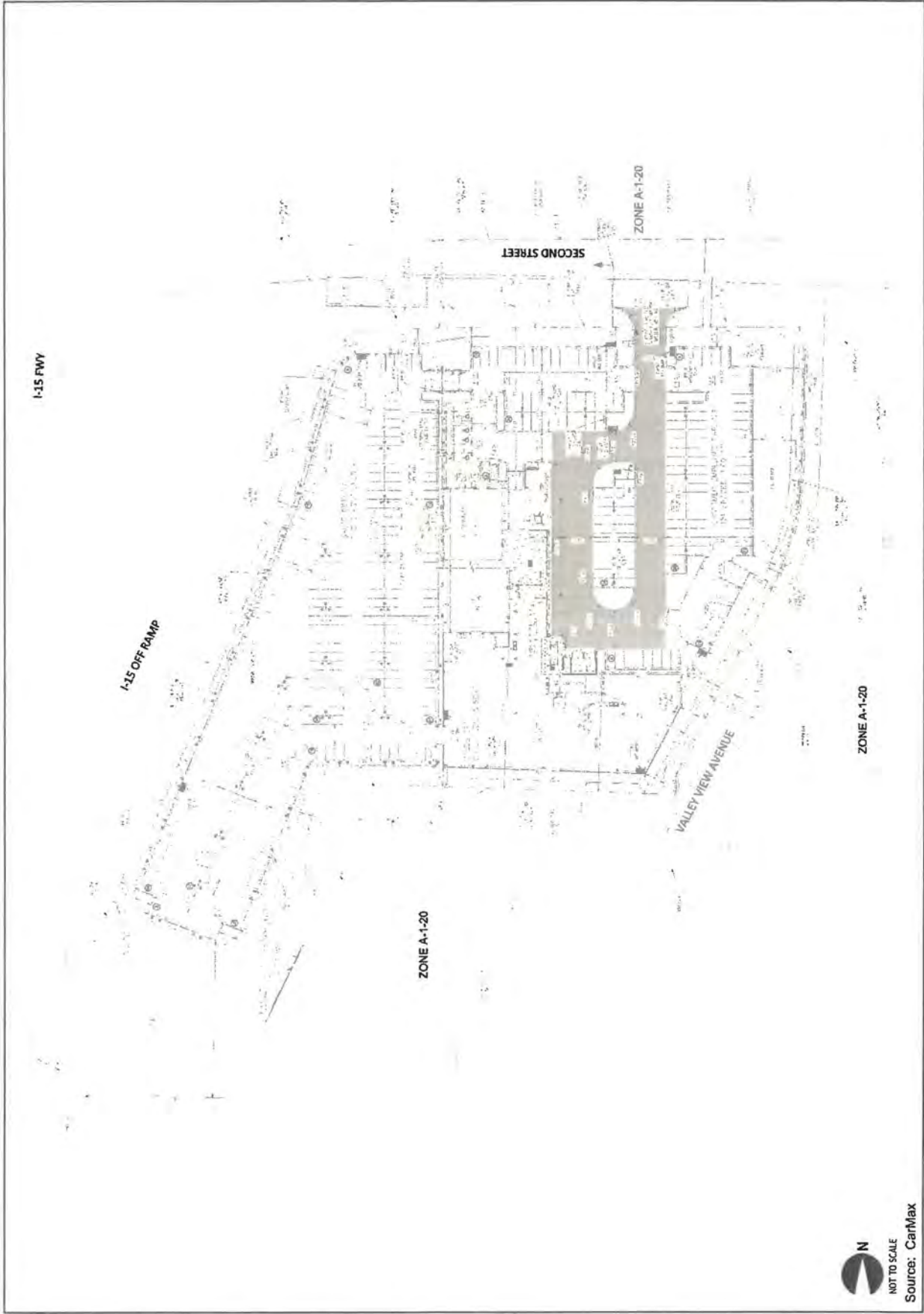


Figure 2.11-1  
Conceptual Site Plan

A sales staging area would be located easterly of the vehicle display inventory area and southerly of the dealership sales and service buildings. Within the sales staging area, a private use carwash building would be constructed. The proposed carwash would be available for inventory car washes and washing of vehicles serviced by the dealership. The proposed car wash would not be accessible to the general public.

### **2.1.2 CarMax Superstore Architectural Concepts**

Typical CarMax Superstore architectural concepts design elements evidence split-face block with accents of smooth earth-toned painted surfaces, and clear anodized aluminum storefront framing with blue-tinted glazing. All customer entries are pronounced with a covered tower feature constructed of white Exterior Insulation and Finish Systems (EIFS) columns and a blue standing seam gable roof. The towers feature Aluminum Composite Material (ACM) band with the CarMax logo mounted above the entry doors. Roof-top equipment is screened by a pre-finished earth-tone metal Rooftop Unit (RTU) screening and parapet walls. Please refer to Figure 2.1-2, *Elevations*.

### **2.1.3 Vehicular Access and Circulation**

Vehicular access to the Project site would be provided by a STOP-controlled driveway connecting northerly adjacent to Second Street. The Project does not require access alteration(s) or any off-site circulation system improvements.

### **2.1.4 Parking**

The current Project concept provides approximately 150 customer/employee parking spaces. Separate and distinct sales display spaces (approximately 290 spaces) would be provided to accommodate on-site sales inventory. Within the sales display area only, and consistent with CarMax standard designs, 9' x 17' spaces and 20' drive aisles are proposed. All other parking facilities including parking stalls and drive aisles configurations would be designed and constructed pursuant to City requirements.



5 CARWASH - NORTH  
A10' 3/32" x 1'-0"



6 CARWASH - WEST  
A10' 3/32" x 1'-0"



7 CARWASH - SOUTH  
A10' 3/32" x 1'-0"



8 CARWASH - EAST  
A10' 3/32" x 1'-0"



1 SALES & SERVICE - NORTH  
A10' 3/32" x 1'-0"



2 SALES & SERVICE - WEST  
A10' 3/32" x 1'-0"



3 SALES & SERVICE - SOUTH  
A10' 3/32" x 1'-0"



4 SALES & SERVICE - EAST  
A10' 3/32" x 1'-0"

Source: Charles J. O'Brien Architect

Figure 2.1-2  
Elevations



### **2.1.5 Landscape/Hardscape**

The implemented landscape/hardscape concept would enhance the appearance of parking areas, provide shade and visual interest, define entry/access points, accentuate site and architectural features, and provide screening of potentially visually intrusive elements.

Plant material for Planning Area E would be California-friendly and has been chosen for its low to medium water usage. The suggested plant palette, presented at Table 4.7-1, will create a uniform theme throughout the Planning Area. The Landscape Concept, illustrated at Figure 2.3-1, shows large evergreen accent trees and accent trees placed at major entries and visitor areas.

All new planter areas will include drip irrigation, which will be master controlled with one irrigation schedule for plant establishment and another for plant maintenance. A rain shut-off device will also be installed.

A pedestrian/equestrian path exists along the Project site Second Street frontage. Pedestrian/equestrian access along the Project frontages would be implemented, maintained, and improved consistent with City requirements.

### **2.1.6 Other Design/Operational Elements**

#### **2.1.6.1 Lighting**

CarMax employs full cutoff LED lighting fixtures, typically mounted on 26-foot tall light standards. LED fixtures would be directed and shielded to preclude substantive light overspill onto adjacent properties. Exterior lighting intensities would be reduced after dealership operating hours. Lighting in total would conform to applicable provisions of the City of Norco Zoning Ordinance, subject to review and approval by the City.



Figure 2.1-3  
 Conceptual Landscape Plan

### **2.1.6.2 Signs**

A Master Sign Program has been developed for the CarMax Auto Superstore to address monument, wall, directional, operational, and temporary signage. All signs within the Project shall conform to the approved Master Sign Program, which is available for review at the City of Norco Planning Department.

It is noted that CarMax does not use flags, balloons, inflatables (animals or other), placards in open car hoods, painted window lettering or the like in its marketing, and such tactics are prohibited within this SPA.

### **2.1.6.3 Walls, Fences, and Gates**

As illustrated at Figure 2.1-4, retaining walls would be located along the westerly (I-15) frontage, as well as portions of the northerly, southerly, and easterly site boundaries. The staging area would be secured by a six-foot-high masonry wall with embassy-style security gates. The sales display area would be secured by highway guardrail and embassy-style security gates.

### **2.1.6.4 Security**

CarMax employs interior and exterior security cameras for asset protection. CarMax typically does not use on-site security guards.

### **2.1.6.5 Employee Communications**

CarMax does not require or use outdoor loudspeakers to page associates. Instead, employees use cell phones to communicate with each other. Speakers would only be employed in an effort to address after-hours trespassers, should the need arise.



Figure 2.1-4  
 Wall and Fence Concept



## **2.1.7 Infrastructure/Utilities**

Infrastructure and utilities that would serve the Project site are summarized below.

### **2.1.7.1 Water/Sewer Services**

Water and sewer services would be provided to the Project by the City of Norco. Water service extensions to the Project site would connect to existing facilities. City water and sanitary sewer lines exist within Second Street and Valley View Avenue adjacent to the Project site. Final locations and alignments of service lines within the Project site, and connection to existing services would be as required by the City. Wastewater would be conveyed from the Project for treatment at the Western Riverside County Regional Wastewater Authority (WRCRWA) Treatment Plant. The Project would install an on-site system for use of reclaimed water and would connect to the City reclaimed water system when such system is available to the Project.

### **2.1.7.2 Storm Water Management**

#### **Construction Storm Water Management**

During Project construction, a Storm Water Pollution Prevention Plan (SWPPP) would be implemented, consistent with the requirements of the City's National Pollutant Discharge Elimination System (NPDES) Permit and water quality requirements and storm water management programs specified by the Santa Ana Regional Water Quality Control Board (SARWQCB).

#### **Post-Construction Storm Water Management**

The Project storm water management system comprehensively includes proposed drainage improvements, and facilities and programs which act to control and treat storm water pollutants. Storm water discharges from the developed Project site would be stored on site employing a combination of above ground and below ground detention systems.



Storm water discharges would be released at flow rates matching pre-developed conditions in two locations: 1) Caltrans Right-of-Way via surface flow at the southwesterly corner of the Project site; and 2) Caltrans catch basin via pipe connection at Second Street at the northwesterly corner of the Project site.

To ensure adequate and appropriate treatment of storm water discharges, the Project stormwater management concept and associated Water Quality Management Plan (WQMP) would incorporate proprietary bio-treatment devices (such as Filterra or Modular Wetlands).

In combination, implementation of the Project SWPPP, storm water management system and associated WQMP, and compliance with NPDES Permit and SARWQCB requirements act to protect City and regional water quality by preventing or minimizing potential storm water pollutant discharges to the watershed.

### **2.1.7.3 Solid Waste Management**

It is anticipated that Project-generated solid waste would be conveyed by existing service providers to proximate Riverside County landfills. The landfill nearest the Project site is the El Sobrante Landfill, located at 10910 Dawson Canyon Road, Corona, approximately 13 miles southerly of the Project site. The California Integrated Waste Management Act under the Public Resources Code requires that local jurisdictions divert/recycle at least 50% of all solid waste. Additionally, pursuant to AB 341 (October 2011) effective July 1, 2012, the State of California requires that all businesses that generate four cubic yards or more of refuse per week implement a recycling program.

The City remains committed to its existing waste reduction and minimization efforts pursuant to the California Integrated Waste Management Act and AB 341. Compliance with the California Integrated Waste Management Act and AB 341, as implemented by the City, would be required of the Project.

#### **2.1.7.4 Electricity**

Electrical service to the Project would be provided by Southern California Edison (SCE). New lines installed pursuant to the Project would be placed underground. Alignment of service lines and connection to existing services would be as required by SCE. Surface-mounted equipment, such as transformers, meters, and service cabinets would conform to building setback requirements outlined in the Auto Mall Specific Plan, or as otherwise required by the City and SCE.

To allow for, and facilitate, Project construction activities, provision of temporary SCE electrical services improvements would be required. The scope of such temporary improvements is considered to be consistent with and reflected within the total scope of development proposed by the Project. Similarly, potential environmental impacts resulting from the provision of temporary SCE services would not be substantively different from, or greater than, impacts resulting from development of the Project in total.

#### **2.1.7.5 Natural Gas**

Natural gas service would be provided by the Gas Company. Existing service lines would be extended to the Project uses. Alignment of service lines and connection to existing services would be as required by the Gas Company.

#### **2.1.7.6 Communications Services**

Communications services, including wired and wireless telephone and internet services are available through numerous private providers and would be provided on an as-needed basis. As with electrical service lines, all existing and proposed wires, conductors, conduits, raceways, and similar communications improvements within the Project area would be installed underground. Any necessary surface-mounted equipment, e.g., terminal boxes, transformers, meters, service cabinets, etc., would be screened and would conform to City building setback requirements.

### **2.1.8 Fire Protection and Police Protection Services**

Police and fire protection services are currently available to the Project site and are described below.

- **Fire Protection Services:** Fire protection services are provided under contract with Riverside County Fire Department (RCFD). RCFD provides rescue, fire prevention, fire investigation, hazardous materials response, public information/education, paramedic and ambulance transport services.
- **Police Protection Services:** Police protection services are provided under contract with Riverside County Sheriff's Department (RCSD). The RCSD provides law enforcement services that include patrol, investigations, traffic enforcement, community support, drug education, parking control, and crime prevention.

### **2.1.9 Schools, Parks and Other Public Services**

The City also provides or facilitates provision of a range of other services that would be generally available to the Project patrons and employees. These services include, but are not limited to: educational services, library services, arts and entertainment, and human services. These services and associated facilities are generally programmed and implemented in response to residential development and demands of resident populations. The Project commercial uses would not substantively affect the City's resident population. As such, facilities proposed by the Project would not affect schools, parks, or other public services or their availability.

### **2.1.10 Energy Efficiency/Sustainability**

Energy-saving and sustainable design features and operational programs would be incorporated in the Project facilities pursuant to California Green Building Standards Code (CALGreen; CCR, Title 24, Part 11) as implemented by the City of Norco. The Project would also be developed and operated consistent with applicable Climate Action Plan/Sustainability Community Strategy Goals and Policies articulated in the City of Norco General Plan Conservation Element.

# **Section 3**

## **Development Regulations**

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# Section 3

## Development Regulations

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### 3.1 INTRODUCTION

The provisions contained herein will regulate design and development within Planning Area E.

### 3.2 DEFINITION OF TERMS

The meaning and construction of words, phrases, titles, and terms shall be the same as provided in the City of Norco Municipal Code, unless otherwise specifically provided herein.

### 3.3 APPLICABILITY

The development regulations contained herein provide specific standards for land use development and general landscaping development standards within the Planning Area E. Application of these regulations is intended to encourage the most appropriate use of the land, ensure the highest quality of development, and protect the public health, safety, and general welfare. Whenever the provisions and development standards contained herein conflict with those contained in the City of Norco Municipal Code or the Norco Auto Mall Specific Plan, the provisions of this SPA shall take precedence. Where this SPA is silent, the Norco Auto Mall Specific Plan shall apply. These regulations shall reinforce specific site planning, architectural design, and landscape design guidelines contained in SPA Section 4. This document provides the sole source of City regulations and guidelines for the development of Planning Area E.



### 3.4 ADMINISTRATION

This SPA, upon adoption, will serve as the implementation tool for the development of Planning Area E of the Norco Auto Mall Specific Plan. The SPA Development Regulations address general provisions, permitted uses, and development standards for the Project site.

### 3.5 IMPLEMENTATION

- a) This document represents Planning Area E in its entirety.
- b) The discretionary review process for the approval of the SPA (and subsequent modifications or future redevelopment of the site) shall be undertaken in a linear review process. That is, the project will be proceed through the review process (Architectural Review Committee, Planning Commission and City Council) and not be remanded for further study by a previous reviewing body.
- c) Approval of this SPA will preempt and replace all standards, criteria, and procedures for review including, without limitation, permit procedures and other requirements of Title 18 of the Municipal Code. This SPA is intended to fully occupy the field of zoning regulations applicable to the Project site and is to be interpreted liberally to effectuate its purpose and intent.
- d) Development within the Project site shall be subject only to requirements of Planning Area E as established herein. Whenever the provisions contained herein conflict with the City of Norco Municipal Code, the provisions of this SPA shall take precedence.
- e) The Planning Department shall review development plans and maps, grading, landscape, signage, infrastructure plans and parcel and tentative /parcel maps for substantial conformance with the requirements of this SPA. Upon approval of this SPA and the associated maps and plans, all subsequent reviews may be ministerial and conducted using a Substantial Conformance Review Procedure, as described below.

*Substantial Conformance Review Procedures*

- The purpose of the Substantial Conformance Review process is to provide an administrative review/approval process to permit minor modifications to the literal application of this SPA without the need to prepare an amendment to the Norco Auto Mall Specific Plan.
  - The Planning Director shall have the authority to interpret minor changes to building footprints, standards, guidelines, land uses, colors, materials and any language ambiguity that arises during the development and operation of the Project.
  - The Substantial Conformance Review process commences upon the City receiving written request by the Owner. Upon receipt, the Planning Director or their designated appointee, shall conduct an internal review of the plans or any requested modification and determine whether the change is similar to SPA requirements and consistent with the “goals and vision” of this SPA. The Planning Director will also attest that the request does not materially alter the findings of the environmental document.
  - All Substantial Conformance Review findings by the Director Planning can be appealed to the Planning Commission. The Planning Commission shall provide the final determination/resolution of the matter.
- f) The following changes to the Specific Plan shall be considered Minor Modifications:
- The addition of permitted uses that further the mission of the Specific Plan;
  - Modification of any design element in this Specific Plan that improves circulation, reduces grading, improves drainage, or enhances infrastructure;
  - Changes to the architectural or landscape guidelines or sign standards for interior elements;
  - Changes to the internal circulation plan—including alignments, width, or improvements—that do not adversely affect external circulation patterns;
  - Changes in utility and/or public service providers or the location or size of facilities needed to support the Specific Plan;

- Changes to entry design that are consistent with the design criteria of the Specific Plan; or
- Increases to the build-out limitations that do not trigger CEQA environmental review.

This list is non-exclusive.

### **3.6 DEVELOPMENT STANDARDS**

This section sets forth the development regulations for development within Planning Area E.

#### **3.6.1 Permitted Uses**

a) New automobile dealership and accessory uses as an integral part of the operation of a new automobile dealership, including onsite and internet sales, leasing and rental of automobiles and trucks, sales of parts and accessories (including service warranties), purchases of used cars and trucks, and other accessory uses, including vehicle preparation, washing, service, fueling and storage as part of a sales, leasing, and rental operation.

b) Nationally recognized/branded used automobile dealership and accessory uses as an integral part of the operation of a used automobile dealership, including onsite and internet sales, leasing and rental of automobiles and trucks, sales of parts and accessories (including service warranties), purchases of used cars and trucks and other accessory uses, including vehicle preparation, washing, service, fueling and storage as part of a sales, leasing, and rental operation.

#### **3.6.2 Development Standards**

Table 3.6-1 contains development standards that shall apply to all development within Planning Area E.

**Table 3.6-1  
Planning Area E Development Standards**

<b>Minimum Lot Size</b>	6 acres
<b>Maximum Development Floor Area Ratio</b>	0.25
<b>Minimum Building Setbacks</b>	
Northern	100'
Southern	100'
Eastern	75'
Western	100'
<b>Minimum Landscape Coverage</b>	20 percent
<b>Maximum Building Height</b>	35'
<b>Perimeter Walls and Fences</b>	Maximum six (6) feet in height
<b>Screening</b>	<p>Vehicle service shall be screened from adjacent public streets and residential uses through the use of landscaping and/or decorative walls or fencing. Storage, including non-displayed inventory and trash bins shall be shielded from view within a building or enclosed by a fence or wall not less than six (6) feet in height.</p> <p>Ground level and roof mounted equipment and utility boxes shall be screened from public view by landscaping, a parapet wall, enclosure, or other architectural element.</p>
<b>Lighting</b>	Exterior lighting shall be shielded and directed away from adjacent uses, especially adjacent residential uses.
<b>Utilities</b>	All utility lines shall be installed underground.

### 3.6.3 Parking Standards

Employee and other customer parking shall be provided at a ratio of one space for every 1000 square feet of display floor area, 400 square feet for buildings used for repair, service, parts, supplies and vehicle storage; and 250 square feet for buildings used for office and administration.



### **3.7 LANDSCAPING**

All landscaping shall be provided consistent with Sections 2.1.5 and 4.7 of this SPA.

### **3.8 SIGNAGE**

All signage shall be provided consistent with the Project Master Sign Program, which is available for review at the City of Norco Planning Department. Also refer to SPA Sections 2.1.6.2 and 4.6.9.

### **3.9 LIGHTING**

All onsite lighting shall be provided consistent with Sections 2.1.6.1 and 4.6.8 of this SPA.

### **3.10 WALLS, FENCES, and GATES**

All walls, fences, and gates shall be provided consistent with Sections 2.1.6.3 and 4.6.2 of this SPA.

### **3.11 TRASH RECEPTACLES and ENCLOSURES**

Trash receptacles shall be fully enclosed to screen trash bins from view.

## **Section 4**

# **Design Guidelines**

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# Section 4

## Design Guidelines

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### 4.1 INTRODUCTION

These Design Guidelines are to be used as a tool to ensure the character and design quality anticipated for Planning Area E. The Guidelines express intent and approaches rather than formulas and standards, allowing certain architectural creativity and flexibility.

These Guidelines are organized into the following sections:

- 4.2 Architectural Principles
- 4.3 Design Objectives
- 4.4 Architectural Style
- 4.5 Massing
- 4.6 Materials & Finishes
- 4.7 Landscape Design

### 4.2 ARCHITECTURAL PRINCIPLES

- Architectural design should provide for high quality design and construction.
- Building design should consider the overall community and incorporate appropriate scale and proportion to all buildings.
- The development should be sustained over time.
- The location of doors and windows should consider indoor/outdoor relationships.
- Building form and articulation should reinforce entries, common areas and walkways.
- The use of building materials should reflect the implementation of efficient construction methods.
- Building elevations should include compatible window and doors sizes that create a consistent design theme.

- Construction techniques should incorporate the use of standard components and dimensions.

#### **4.3 DESIGN OBJECTIVES**

- Utilize materials and colors that reinforce the overall design theme.
- Reinforce the visual importance of building entries and gathering areas.
- Provide an overall character that is compatible with the vicinity.

#### **4.4 ARCHITECTURAL STYLE**

The architectural character within the Planning Area E shall incorporate current CarMax corporate standards.

##### *Massing:*

- Simple massing with assembled forms.
- Use of geometric building forms.

##### *General Design and Materials:*

- Smooth earth tone painted surfaces.
- Split-face block.

##### *Roof Materials and Forms:*

- Flat roofs.
- Standing seam metal roofs.
- Metal rooftop screening.
- Metal coping.

##### *Detail Elements:*

- Aluminum Composite Material (ACM) band on entry tower element.
- Covered entries (featuring white Exterior Insulation and Finish Systems [EIFS] columns).
- Clear anodized aluminum storefront framing (with blue-tinted glazing).

## **4.5 MASSING PRINCIPLES**

This section provides suggestions for creating areas that have interesting and aesthetically pleasing building forms that are proportionate to a human-scale and inviting to the pedestrian.

### **4.5.1 General Elements**

Elements discussed below include:

- Front Articulation.
- Accessory Structures and Parking Areas.
- Roof Form/Pitch.

### **4.5.2 Front Articulation**

*Intent:*

Through the appropriate use of materials and colors, the front elevation of a building is an important element in creating a sense of arrival. Close attention shall be placed on how the building relates to the human scale. Emphasis on location and entry designs will provide an attractive street appeal.

*Guidelines:*

- Building massing should reflect the architectural style.
- Building details such as doors and windows should be in proportion to the overall massing.
- Massing elements should project enough to avoid elevations that appear to be “tacked on.”



### **4.5.3 Accessory Structures and Parking Areas**

*Intent:*

Accessory structures, such as storage or trash enclosures, should be designed to reinforce the architectural style of the primary buildings.

*Guidelines:*

- Detached structures, associated with a development shall be designed to match the style, detail and massing criteria of the primary buildings.

### **4.5.4 Roof Form/Pitch**

*Intent:*

Roof form is another important design element as it relates to the character of the building, observed from both the external edges and inside the Project area.

*Guidelines:*

- Roof forms/pitch should reinforce the architectural style of the buildings.
- Roofs shall be composed of simple roof forms.
- Primary roof forms should be flat.
- Parapet roof forms or metal screening are acceptable in order to screen utilitarian roof elements.

## **4.6 MATERIALS AND FINISHES**

### **4.6.1 Introduction**

Architectural materials and detailing are central elements to creating a cohesive Planning Area. Appropriate focus should be given to the architectural elements and details. The general elements comprising the materials and details of a building are:

- Walls and Fences.
- Accent Materials.

- Doors and Windows.
- Roofing Materials and Details.
- Color.
- Utilitarian Design Elements.
- Lighting.
- Signage.

#### **4.6.2 Walls and Fences**

*Intent:*

Walls and fences should be consistent with the architectural style and materials used throughout the Planning Area. Appropriate use of landscaping, including the variation of landscape materials, shall be incorporated to alleviate long expanses of uninterrupted walls.

*Allowed Materials:*

- Exposed masonry walls (split and smooth face).
- Highway Guardrail.
- Split Rail PVC.
- Wrought Iron.
- Chain Link.
- Embassy-Style Security Gates.

*Guidelines:*

- Wall materials should reflect the architectural style of the building.
- Masonry elements and accents should relate to the building forms and not appear as an applied veneer.

#### **4.6.3 Accent Materials**

*Intent:*

Accent materials promote individuality and ensure diverse character within the Planning Area. Accents may be used to reinforce the overall architectural theme.

*Guidelines:*

- Accent materials should complement the overall color and style of the building.
- Accent materials shall terminate at inside corners of the building and be wrapped to coincide with an architectural element.
- Architectural trim applied to all building elevations should be consistent with front elevation of the building.
- Accent materials characteristic of CarMax's corporate identity are permitted.

#### **4.6.4 Doors and Windows**

*Intent:*

The design and detail of the doors and windows reinforce the architectural style and are key elements in the composition of the exterior elevation of the building.

*Guidelines:*

- Door designs shall be consistent with the architectural style of the building.
- Alignment and proportions of windows shall be appropriate to the architectural style of the building.
- All windows are to be consistent with the architectural style of the building.
- Highly reflective glazing is not permitted.

#### **4.6.5 Roofing Materials and Details**

*Intent:*

Roofing materials as well as roof forms, pitch and design details are integral elements that reinforce architectural style. Proposed roofs should be reflective of the architectural style of the building.

*Guidelines:*

- Flat roofs are encouraged.
- Standing seam metal roofs painted in non-reflective blue are permitted.
- Metal coping in a complementary color shall be used.
- Metal rooftop screening is permitted.

#### **4.6.6 Colors**

*Intent:*

Exterior colors are important to establishing a sense of belonging and help reinforce the architectural style of the building. The application of color should reinforce the material that is painted.

*Guidelines:*

- Color shall contribute to distinguishing the overall architectural style of the building.
- Colors that are derived from nature are encouraged.
- Accent colors characteristic of CarMax's corporate identity are permitted.

#### **4.6.7 Utilitarian Design Elements**

*Intent:*

Design elements that are utilitarian in nature should be designed as integral features that support the intended architectural style.

*Guidelines:*

- Exposed gutters and downspouts shall match roof or wall color.
- Unscreened mechanical equipment (ground or rooftop) is prohibited.
- Meters shall be screened from public view to the extent possible.

#### **4.6.8 Lighting**

*Intent:*

Outdoor lighting of Planning Area E is an important architectural element that shall reinforce create visual appeal, facilitate safe pedestrian and vehicular circulation, and add to security.

*Guidelines:*

- Lighting permitted within Planning Area E shall include a mixture of security, task, accent, and ambient lighting.
- All outdoor lighting shall feature cutoff devices as appropriate and be focused, directed and shielded to minimize glare and “spill over” to adjacent properties.
- Low intensity, energy-conserving night lighting is preferred.
- All lighting fixtures shall be from the same, or complementary, family of fixtures with respect to design, materials, fixture color, and light color.
- Pole lighting shall be used within the parking areas and drive aisles to provide adequate illumination for safety.
- Building-mounted lights and sconces are permissible for general illumination on building façades, so long as the light is directed downward and concentrated so “spill over” to other properties does not occur.
- Neon and similar types of lighting are prohibited in all areas of Planning Area E.
- Exterior lighting intensities shall be reduced after dealership operating hours.

#### **4.6.9 Signage**

*Intent:*

The purpose of these sign guidelines is to promote an overall “sense of place” through signage that is architecturally integrated and visually interesting.

*Guidelines:*

- To identify onsite facilities.
- To offer varied and creative tenant signage through application distinctive logos.
- To clearly identify vehicular entry points and to direct vehicles to designated parking areas.
- All signage shall be designed to be durable, minimize maintenance, be energy efficient, and vandal resistant.
- The use of flags, balloons, inflatables (animals or other), placards in open car hoods, painted window lettering is prohibited.



## 4.7 LANDSCAPE DESIGN

*Intent:*

Perimeter and internal landscaping shall enhance the appearance of parking and staging areas, provide shade and visual interest, define entry/access points, accentuate site and architectural features, and provide screening of potentially visually intrusive elements.

*Guidelines:*

- Installation of landscaping and automatic irrigation shall be provided by the property owner and maintained in a healthy condition at all times.
- Landscape design and irrigation systems shall be water efficient to conserve water and provide environmental benefits.
- Landscaping shall be drought tolerant and maximize water efficiency.
- Landscape areas shall be designed to provide opportunities for storm water infiltration and retention to recharge groundwater and improve water quality.
- Use low water groundcovers and shrubs instead of turf wherever possible.
- Design adequate landscape space to provide screening for trash enclosures and utilities.
- Non-toxic, non-invasive vegetation shall be utilized.

The following plant palette has been developed for Planning Area E. The Plant Palette is a suggested list, other plants with similar characteristics may be used.

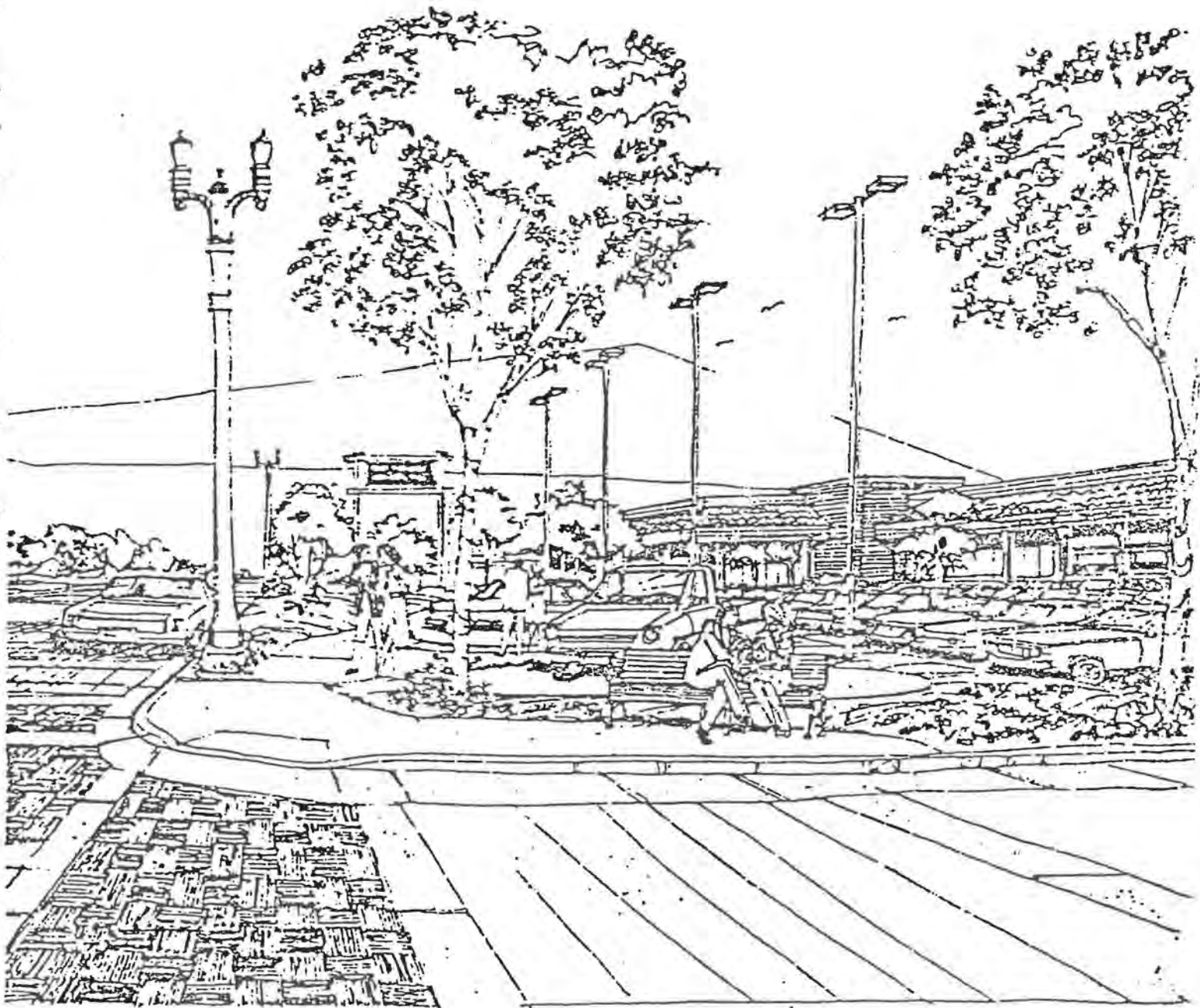
**Table 4.7-1  
Plant Palette**

Botanical Name	Common Name	Size
<b>Site Wide Trees</b>		
Ginkgo Biloba	Ginkgo Tree	36" Box
Gleditsia Triacanthos	Imperial Honeylocust	36" Box
Platanus x Acerifolia 'Yarwood'	London Plane Tree	24" Box
Quercus Agrifolia	Coast Live Oak	36" Box
<b>Accent Trees</b>		
Cercidium x 'Desert Museum'	Desert Museum Palo Verde	36" Box

**Table 4.7-1  
Plant Palette**

<b>Botanical Name</b>	<b>Common Name</b>	<b>Size</b>
Cercis Occidentalis	Western Redbud	36" Box
Lagerstroemia Indica 'Tuskegee'	Tuskegee Crape Myrtle	24" Box
<b>Site Wide Shrubs</b>		
Agave Desmetiana 'Variegata'	Variegated Agave	
Agave Weberi	Weber's Agave	
Bacharis Pilularis	Coyote Bush	
Ceanothus Griseus 'Barnico'	Barnico Carmel	
Cistus 'Anne Palmer'	Anne Palmer Rockrose	
Cistus 'Little Gem'	Little Gem Rockrose	
Correa Alba 'Western Pink Star'	Australian Fuchsia	
Leucophyllum Frutescens	Texas Sage	
Hesperaloe Parviflora 'Brakelights'	Brakelights Red Yucca	
Lonicera Japonica 'Halliana'	Halls Honeysuckle Flowering Vine	
Rhamnus Californica 'Eve Case'	Eve Case Coffeeberry	
Yucca Gloriosa	Spanish Dagger	
<b>Accent Shrubs</b>		
Agave x 'Blue Flame'	Blue Flame Agave	
Crassula Capitella 'Campfire'	Campfire Crassula	
Dymondia Margaretae	Dymondia	
Euphorbia Tirucalli	Sticks on Fire	
Hesperaloe Parviflora 'Brakelights'	Brakelights Red Yucca	
Kalanchoe Thrysiflora	Paddle Plant	
<b>Groundcovers</b>		
Carex Divulsa	European Gray Sedge	
Ceanothus Griseus Horizontalis	Carmel Creeper	
Bougainvillea x 'Oo-La La'	Oo-La La Bougainvillea	
Lantana x 'New Gold'	New Gold Lantana	
Myriophorum Parvifolium 'Putah Creek'	Putah Creek Myriophorum	
Rosmarinus Officinalis 'Prostratus'	Dwarf Rosemary	
Senecio Mandraliscae	Blue Fingers	
<b>Detention Basin Palette</b>		
	Detention Basin Seed Mix	

# SPECIFIC PLAN NORCO AUTO MALL



P.L.M.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NORCO, CALIFORNIA, ESTABLISHING SPECIFIC PLAN AREA ONE, NORCO AUTO MALL PURSUANT TITLE 18, CHAPTER 18.52 OF THE NORCO COMPREHENSIVE ZONING ORDINANCE REGULATING AND PERTAINING TO THE ESTABLISHMENT OF AN AUTO MALL LOCATED ON EITHER SIDE OF HAMNER AVENUE BETWEEN SECOND STREET AND THIRD STREET.

WHEREAS, A Zone Code Amendment was initiated by the City of Norco; and

WHEREAS, the City Council conducted a properly and duly noticed public hearing, received and considered oral and written testimony concerning the proposed text amendment; and

WHEREAS, the City Council considered the Norco Planning Commission's Notice of Decision dated November 13, 1985, recommending approval of Specific Plan Area One; and

WHEREAS, the City of Norco has been determined to be a Responsible Agency and that the Community Redevelopment Agency or the City of Norco determined that the proposal required the preparation of an Environmental Impact Report. The CRA, pursuant to CRA Resolution 85-5, October 2, 1985, prepared and certified an Environmental Impact Report as sufficient pursuant to State and local environmental regulations and guidelines, the CRA further found that all potential adverse environmental impacts could be mitigatable through mitigation measures which are recommended during subsequent project approvals. The City Council, as a Responsible Agency, has considered the Final Environmental Impact Report and relevant environmental studies pertaining to the establishment of Specific Plan Area One for the establishment of an Auto Mall in the vicinity of Hamner Avenue between Second and Third Streets; the City Council finds these

'those portions of the "project" subject to this consideration. No additional alternatives or mitigation measures are specifically necessary or adopted relevant to this Specific Plan action other than those specifically environmental in said Exhibit A, draft Specific Plan Area One. Mitigation measures identified in the Auto Mall EIR proposed Specific Plan can be incorporated and should be incorporated by the Lead Agency, CRA for the City of Norco, subsequent to this Specific Plan action.

THE CITY COUNCIL FOR THE CITY OF NORCO, CALIFORNIA,  
DOES ORDAIN AS FOLLOWS:

SECTION 1: Pursuant to Chapter 18.52, Norco Municipal Code, Specific Plan Area One, as recommended by the Planning Commission's Notice of Decision dated November 13, 1985, (85DCDND15), is hereby adopted as follows:



SPECIFIC PLAN AREA ONE

NORCO AUTO MALL

NOVEMBER 13, 1985

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EXHIBITS:

- A. Norco Auto Mall, Sites and Land Use
- B. Street Improvements and Storm Drain
- C. Hamner Avenue Intersection
- D. Street Detail, Association Signs and Street Furniture

10 Purpose Specific Plan Area One is for the purpose of creating an area that encourages the location of new auto dealers and associated uses and to provide compatible development. By placing a Specific Plan on the properties the City of Norco and the Community Redevelopment Agency intend to direct and control the physical development and permitted uses within Specific Plan Area One for these purposes.

20 Project Description The area of Specific Plan One generally applies to the area bounded on the north by Third Street; on the south by Second Street; on the east by the Interstate 15 Freeway; and extending west of Hamner Avenue approximately 1400 feet. The area is specifically delineated in the Location Map attached hereto on Ex. A, as adopted per City Council Resolution. This map also defines the location of existing and proposed public streets and land areas.

30 Authority and Scope As provided for in Chapter 18.52 of the Norco Zone Code, a Specific Plan is an instrument for guiding, coordinating, and regulating the development of property within a given area. It serves as a basis for the City to consider and act upon more detailed site plans prepared by landowners, developers and public agencies. It is a Specific Plan as authorized by Article 8 of Chapter 3 of the State Planning and Zoning Law. It replaces and supplements the usual zoning regulations. Whenever the regulations contained herein conflict with the regulations of the zone district, the regulations contained herein shall take precedence.

Objectives, policies and standards are set forth in order to capitalize upon the special qualities and opportunities of the area while permitting the flexibility required to consider unique and imaginative designs. This specific plan establishes a pattern for the arrangement of land uses, circulation systems, open spaces and other features as necessary to coordinate developments on adjacent parcels of property and in order to achieve a functionally and visually integrated development of the entire area.

40 Policies In order to effectuate the objectives of this Specific Plan and to provide for a compatible and coordinated development of the automobile mall with supporting businesses, the following policies are established:

(1) New car showrooms shall be developed under a coordinative design concept.

(2) Architecture and design of street furniture, signs and landscaping shall provide an attractive environment to motorists.

(3) Attractive park-like open spaces shall be encouraged resulting in pedestrian concourses, directed towards the various elements of the development.

(4) Design and control of pedestrian links and vehicular circulation shall be coordinated in order to provide safe and convenient access to all facilities within the area.

(5) Aesthetically pleasing entrances to the area shall be established through the implementation of design and development standards.

(6) Automobile parking areas for the public shall be provided and landscaped. Parking shall not be permitted on Hamner Avenue.

(7) Design theme of buildings, landscaping and all site improvements shall be integrated to comprise a unified motif throughout the project area.

(8) Ancillary uses to the primary use of an auto mall shall be integrated into the plan provided that said facilities enhance the design, efficiency and feasibility of the primary use.

(9) Retention of ownership in larger parcels and further combination of parcels for large-scale development shall be encouraged.

(10) High standards of development shall be applied to realize the unique potential of the area, to attract desirable commercial establishments, and to provide a desirable environment for surrounding residents.

(11) The maximum degree of flexibility, consistent with the type of development and protection desired, shall be provided in order to encourage imaginative design and management.

(12) A merchants association composed of lot owners, automobile dealership owners, and others as may be deemed applicable to membership shall be established and said association shall encourage participation and cooperation in the development, maintenance and marketing of the services provided by this commercial complex.

(13) To insure that these policies and the requirements of Specific Plan One are followed, all development plans shall be approved by the City upon review of the Architectural Review Board. In addition, the Architectural Review Board will periodically review the development, operation, and maintenance within the auto mall area.

50 General Notes

(1) Within the Specific Plan Area, the continued use of the land for uses existing at the time of the adoption of this Specific Plan, structures and appurtenances accessory thereto shall be permitted subject to the applicable zoning codes of the City of Norco.

(2) The Community Redevelopment Agency shall cooperate and assist in the upgrading of public facilities along frontages of existing businesses that will remain in the auto mall area to insure a uniform appearance.

(3) Any land use proposal or development standard not specifically covered by this plan shall be subject to the regulations of the City of the Norco Zoning Code.

(4) Whenever the regulations contained herein conflict with the regulations of the Norco Zoning Code, the regulations contained herein shall take precedence.

60 Consistency with the General Plan

The Norco General Plan indicates that the area in which the project is located is for uses that have market areas beyond the City of Norco and need to be located on major streets or near freeway accesses. Furthermore the Norco General Plan



directs the promotion of regionally oriented businesses to provide a balance in sales tax ratio to population and employment within the community. This Specific Plan is for the purpose of meeting these objectives.

#### 70 Permitted Uses

Prior to the issuance of a building permit or new business license, the Community Redevelopment Agency shall review the request to determine if there is a need for such use and if it is compatible with the purpose of the project. If such findings cannot be made, the requested building permit or new business license shall be denied. Furthermore notwithstanding the uses permitted in the zone district, the uses in Specific Plan One are limited to the following as located in the subarea noted on the Location Map, Exhibit A.

(1) Area A:

- (a) New automobile dealerships and accessory uses as an integral part of the operation of a new automobile dealership.
- (b) Other uses as permitted by the underlying zone may be allowed upon approval of a Conditional Use Permit (CUP). Such a permit may be granted where the proposed use is similar and compatible with the permitted uses, there is reasonable assurance that the use will be economically viable, and will not materially adversely affect the goals, objects and purpose of Specific Plan One.

(2) Area B:

Sec. 70 Updated per Ord. 585 adopted 11/16/88

- (a) Uses permitted in Area A.
- (b) Other vehicle sales.
- (c) Vehicle repair. Subject to the following limitations:
  - (i) All mechanical repair and body repair, upholstery, etc. of vehicle shall be conducted within the confines of a building.
  - (ii) All vehicle painting shall be conducted within a specifically designed paint booth.
  - (iii) All performance standards contained in the Norco Municipal Code and Noise Element of the General Plan shall be met.
- (d) Vehicle parts and supplies.
- (e) Vehicle renting.
- (f) Machine shop and tooling for vehicle repair services.
- (g) Testing and diagnostic labs.
- (h) Vehicle washing.
- (i) Vehicle storage areas (exclusive of impound yards).
- (j) Service station meeting all requirements of Chapter 18.33 of the Norco Zone Code.

(3) Area C:

- (a) Uses permitted in Areas A and B
- (b) Service related: financial institutions, barbershops and beauty shops, clothes cleaners and other services related to employees or customers within the Auto Mall.

Sec. 70 Updated per Ord. 585 adopted 11/16/88

(c) Food related: restaurants, delicatessen, ice cream parlors, mini market and other related food services, finance banks.

(d) Office related: accounting, attorney at law, auditing, bookkeeping, collection agencies, credit services, data processing services, financial institutions, insurance, photographic services, tax consultation, and other office uses related to the needs of the Auto Mall.

(4) Existing Uses and Structures:

All uses, including vehicle wrecking, dismantling, salvaging or the selling of used vehicles and parts, legally existing in this project area prior to the adoption date of this Specific Plan, and not specifically listed above as a permitted use are considered non-conforming. Non-conforming uses and structures may be subject to acquisition and relocation for the purpose of providing for those uses listed in Areas A and B and carrying out the purpose of the Specific Plan.

(5) Temporary uses:

Any uses of a temporary nature and not involving construction of substantial or permanent improvements may be permitted at any location within the project area for a period not to exceed three months if approved per the Special Use Permit provisions and the Community Redevelopment Agency.

Sec. 70 Updated per Ord. 585 adopted 11/16/88

80 Development Sites

(1) All Sites:

It shall be the responsibility of the developer of a permitted use to acquire the site through their own efforts or to request assistance of the Community Redevelopment Agency by written documentation stating the reasons assistance is needed.

(2) New Automobile Dealerships:

The Location Map, Exhibit A, indicates proposed new automobile dealership sites within Area A. These sites in Area A are based on existing property lines in private ownership at the time of adoption of Specific Plan One. The site configuration in Area A may be altered at the discretion of the Community Redevelopment Agency if it is determined that such alteration is needed to accommodate the development plan for the developer and (continued on Page 12)

Sec. 70 Updated per Ord. 585 adopted 11/16/88

will not adversely affect the configuration of the remaining sites or render them unsatisfactory for their intended use. The Director of Community Development shall amend the Location Map, Exhibit A, to reflect any change so directed by the Community Redevelopment Agency.

90 Site Development Regulations:

In addition to the regulations of the zone district, the following regulations shall apply:

(1) Building Height:

Building and structures may be constructed up to a height of 35' except buildings and structures within 200 feet of the freeway right-of-way shall not be of a height that obscures view of the auto mall from motorists on the freeway as determined as part of the Site Plan Review.

(2) Roofscapes:

(a) Special emphasis shall be given to the harmonious composition of the roof as viewed from streets, freeways and other adjacent buildings. Roofscapes shall be carefully studied as a part of the Site Plan Review approval. Roof materials and design shall be integrated to meet the requirements and design theme as required in the Architectural Design Manual.

(b) All mechanical equipment and ductwork shall be within the structure or depressed adequately within the roof structure. No equipment or ductwork shall be allowed on the roof of any structure within view from any street, freeway or adjacent buildings.



(c) Other equipment such as gutters, downspouts, vents and louvers shall be studied as part of and shall be compatible with the exterior elevation designs of the building.

(d) The above mentioned roof equipment and method used for screening shall be shown on all exterior elevations and cross sections of the buildings and shall be approved as part of the Site Plan Review.

(e) Roof areas within 200 feet of the Interstate 15 right-of-way may be used for vehicle display area as approved by the Site Plan Review.

(3) Lighting:

Dealership lot and streetlight lighting standards shall be as follows:

(a) All display and security lighting in the project area shall be designed for uniformity of lighting poles, fixtures, and intensity.

(b) All lighting shall be designed to minimize glare to adjacent properties and streets outside the Specific Plan area.

(c) Independent City street lighting is desired in addition to spillover dealer lot lighting. At each streetlight location, two luminaires (one for dealer lot lighting and the other for City street lighting) will be installed on one pole. These luminaires will be the same and placed on separate circuits. Placement of these street lighting poles should be staggered on either side of the street for street lighting efficiency.

(d) The types of luminaries, mounting height, candle power, pole type and spacing shall meet the standards within the Design Manual.

(4) Landscaping and walkways:

(a) The pattern, form and relationship of public and private open spaces and the design of landscaping shall be developed in harmony, intergrating and complementing the permitted land uses, and the architectural design of buildings.

(b) Landscaping design shall include a variety of meandering greenbelt strips and open space areas, utilizing earth mounds of variable heights where feasible with a variegated grouping pattern of trees, shrubs and groundcover.

(c) Within vehicle parking, outdoor display or storage areas, three evergreen trees of at least 24" box in size, shall be planted for every ten parking stalls or for each two thousand square feet of parking area excluding aisles, whichever is greater.

(d) A minimum of fifteen percent of the area of each site not covered by buildings or structures shall be landscaped. At least one-fourth of this landscaping shall be in open areas other than along streets, or the freeway.

(e) Hedges, shrubs, ground cover and berms shall be maintained to not exceed a height of 42 inches in the areas of vehicle sales or block the view of sales areas.

(f) Walkways and display pads within the new car plazas shall be stamped or colored concrete compatible and related to the style and color of such materials used in the

streets and malls.

(g) Security devices such as bollards shall be installed adjacent to automobile display pads for vehicle detainment purposes.

(h) The Architectural Design Manual shall contain standards for plant material, concrete walkways, bollards and other landscape features deemed appropriate.

(5) Storage:

(a) The outdoor storage of items including but not limited to wares, merchandise, materials, equipment, crates, or other similar items, excluding the normal display of vehicles shall be prohibited.

(b) Each service car storage area and bulk car storage area for each lot shall be screened from the public view along streets and the freeway by a minimum six (6) foot high wall and a maximum eight (8) foot high wall constructed of the same material and color as the buildings on the lot. Careful consideration of screening shall be given to the storage areas for lots that are exposed to public view from the freeway.

(c) Vehicle storage areas shall be maintained in a safe and nonhazardous condition and shall provide equipment and/or facilities for fire protection and security.

(6) Walls:

(a) Walls and fences and other freestanding structures where permitted shall be an integral part of the overall design of the site.

(b) Walls and fences shall not exceed a height of 42 inches in the areas near vehicle sales or block the view of sales areas.

(c) Storage and repair areas shall be screened and secured with walls that are not less than six (6) feet or more than eight (8) feet in height.

(d) For dealership sites with frontage along Third Street, a minimum six foot high wall shall be constructed along the Third Street property line. The wall may have provision for access to service areas provided the gates are of solid material.

(7) Signage:

(a) All requirements for sign location, dimensions and operation as contained in Chapter 18.37 (Signs) of the Norco Zone Code shall be met except as otherwise contained herein.

(b) Main freestanding identification signs shall be limited to one monument sign containing the dealer name and makes of new vehicles sold on the site. The sign shall not exceed 60 square feet in area, and 8 feet in height from the sidewalk elevation. The foundation of this sign is to be made of concrete block with a plaster finish. The foundation shall not exceed 2 feet in height and shall extend at least half the length and width of the sign. The above ground portion of the foundation is considered part of the total allowable height of a monument sign.

(c) Directional signs as permitted per Chapter 18.30 of the Norco Zone Code shall be compatible with the main freestanding signs in style and finishes. Only the following

directional signage will be allowed: "Public Parking", "Enter", "Exit", "Service Entrance", and "Used Car" signs. Other parking area signs, other than those required by law or other ordinances, are not permitted.

(d) The Design Manual shall contain standards for sign styles, material, color, lettering, construction, landscaping and mounding settings to provide a uniform appearance.

(e) Signs painted or placed directly on the windshields of vehicles to advertise the particulars of that vehicle are permitted. Any other such signs are prohibited.

(8) Parking:

Off street parking spaces for vehicle dealerships shall be provided for employees and customers on the dealership site or on a common parking facility especially established for such purposes as follows:

(a) Each dealer shall provide a minimum of six parking spaces reserved exclusively for customers of new vehicle purchases. These parking spaces shall be open to customers of all dealerships in the Auto Mall and be so designated by signage. The parking spaces shall be readily available to the public and may be on private property or within the public right-of-way as approved by the City. Where possible these parking spaces shall be combined with customer parking of adjacent dealerships into a "public" parking lot. Spaces within customer parking lots shall be paralled to the street frontage where possible.



(b) Employee and other customer parking shall be provided at a ratio of one space for every 1000 square feet of display floor area, 400 square feet for buildings used for repair, service, parts, supplies and vehicle storage; and 250 square feet for buildings used for office and administration.

(c) Up to 50 % of parking required per paragraph (b) may be provided in a common parking facility shared by the dealer association. For such parking, a recorded document shall be filed with the Redevelopment Agency and shall be signed by the owner of the common site, stipulating to the permanent reservation of use of the site for employee parking purposes.

(d) The parking lot design shall provide ease of access and parking for customers of the service and repair areas and the parts and supply stores.

(9) Loading and unloading areas:

(a) Loading and unloading areas and such activities related to the sale or services of vehicles shall only be permitted in service lanes and/or specifically designated loading areas. Loading and unloading of vehicles shall be prohibited on all public streets.

(b) The design of the off street loading area should incorporate ease of ingress and egress, safety and efficiency. For example, the plan shall include counter-clockwise vehicle circulation patterns, adequate parking, directional signage, and effective lighting.

(10) Building Orientation:

(a) Open service bays and repair areas associated

with automobile service facilities shall be obscured from any freeway, public street, or pedestrian walkway.

(b) Showrooms, where possible, shall be symmetrically oriented towards the public streets adjacent to their respective sites.

(11) Refuse:

(a) All outdoor trash and refuse storage shall be enclosed by a decorative block or masonry wall at least six feet in height or one foot above the highest refuse stored, and shall be located in an area that is screened from public view.

(b) The Director of Community Development may require a decorative roof enclosure and decorative solid gates if the refuse area can be viewed by the general public.

(12) Safety and security:

Provisions shall be made part of the Site Development Plan and contained in CC & R's of the project area to ensure that both public and private areas are safe and secure during operating as well as nonoperating time periods. Security methods shall include special policing and physical barriers. Acceptable types of physical security methods shall be contained in the Design Manual.

100 Architectural Style

All development in the project area shall be subject to approval by the Auto Mall Architectural Review Board. Approval shall be based on standards set forth in the Architectural Design Manual, which shall include the following criteria:

(1) General theme: All buildings, structures, and other improvements shall carry out an overall architectural theme of early California Spanish in a manner acceptable to the Architectural Review Board.

(2) Exterior walls: Exterior walls of all buildings are anticipated to be off white or earth tones and be constructed of Spanish style textured materials such as slump stone concrete block, Spanish style plaster, or adobe brick. The use of heavy appearing exposed wood beams is encouraged in the construction of the showroom and outside pavilion display areas to carry out the Spanish style architectural theme.

(3) Roof materials and design: All portions of the finished roof of any building visible to the public from the freeway, cul-de-sac plazas, or public streets shall be constructed of Mission clay or Spanish clay tile. Said tile shall be earth colors. Slope of all tile roofs shall meet manufacture's specifications.

(4) Showroom Floor Elevations: The elevation of the dealer showroom floor shall be in conformance with the finished grade indicated on the approved grading plan.

110 Parkways Adjacent to New Automobile Dealerships:

The areas along public streets from the curb to the private property line commonly known as the parkway shall be quitclaimed to the property owner of the vehicle dealership and the following shall be met.

(1) Easement rights for pedestrian travel and utilities shall be granted to the City and appropriate utility

companies.

(2) The parkway shall be developed and maintained with landscaping, sidewalks, seating facilities, and vehicle display area as contained in the Design Manual.

(3) Mechanical lifts or other elevating devices for the displaying of vehicles are prohibited.

120 Public Facility Development Regulations.

(1) Street Circulation: Direct access to the Specific Plan area will be provided by Hamner Avenue, Second and Third Streets. Hamner Avenue is masterplanned as a major six lane arterial and will be improved with an ultimate curb-to-curb width of 86' and right-of-way width of 110' (except where parkway area is quitclaimed to a dealership). Second Street is a masterplanned four lane primary arterial and will be improved with an ultimate curb-to-curb width of 64' and right-of-way width of 88'. Third Street as proposed will be extended westerly of Hamner Avenue and will be improved to the City's four lane primary arterial standard of 64' curb-to-curb width and right-of-way width of 88'. Local access via the proposed local streets extending westerly from Hamner Avenue will be provided with curb-to-curb widths of 44' and right-of-way widths of 66'.

(2) Raised Median: There shall be a raised median in Hamner Avenue to enhance traffic safety. Each dealership will have one left turn access through the median area. The median will be landscaped and/or treated with architectural hardscape.

(3) Equestrian Trails: No equestrian trails will be constructed in the auto mall area except for a trail within

the south parkway area of Third Street. A minimum six foot high masonry wall shall be constructed separating the trail from the dealership. Access to Third Street will be secondary and designed for service vehicles only.

(4) **Storm Drainage Facilities:** An enlarged storm drain is proposed to replace the existing twenty-four inch (24") storm drain located along the northerly side of site number two and will be extended southerly along Hamner Avenue to Second Street as generally shown on Exhibit B. This drain will handle all drainage runoff from the southerly two-thirds of the project area with the northerly one-third draining directly into the North Norco Channel.

(5) **Development of the public streets, median, street furniture; parkway, landscaping and bollards; and auto mall signs shall be constructed as conceptually shown on attached Exhibits B, C, & D and contained in the Design Manual.**

#### 130 Implementation

For the systematic implementation of the project area, the following shall be required:

(1) **Conditions, Covenants, and Restrictions (CC & R's):**

The City Redevelopment Agency shall prepare CC & R's prior to approval of the first new auto dealership. The CC & R's are to contain provisions for the implementation and compliance with this Specific Plan, and to limit resale of properties that were purchased from or with the assistance of the Norco Community Redevelopment Agency. The CC & R's shall be recorded on each



property within the project area upon development of each parcel.

(2) Auto Dealer Association:

Each auto dealer shall be party to an association of auto dealers for the purpose of insuring the compliance with this Specific Plan, and to promote the viability of the auto mall through advertising and cooperation. In addition other auto-related businessman and/or property owner within the project area may be party to this association.

(3) California Environmental Quality Act (CEQA):

All proposed development include all appropriate mitigating measures contained in the Environmental Impact Report for Specific Plan One (Norco Auto Mall). An environmental assessment shall be conducted for all proposed development to determine if there will be environmental impacts not fully considered in the Specific Plan Environmental Impact Report.

(4) Architectural Review:

(a) Architectural Review Board: A five member Auto Mall Architectural Review Board shall be appointed by the City Council and consist of a member each from the Norco Planning Commission, the Dealership Association, two (2) members at large, and a professional architect. The members at large shall be citizens of the City of Norco without business or financial associations with any business or property within Specific Plan One. The professional architect shall be reimbursed on a time and materials basis payable by the Dealership Association. The Director of Community Development will provide staff support representing all City interests.

(b) Architectural Standards: The Architectural Board shall be responsible for preparing and maintaining a Design Manual that promotes a unified early California/Spanish design theme. The Design Manual shall include guidelines on building style and materials, walkways, landscaping, signs, parking, access, public facilities and other matters determined to be necessary to carry out the architectural theme. The Design Manual shall be adopted by City Council resolution.

(c) Interim Design Approval: Prior to the creation of the Architectural Review Board and/or the adoption of the Design Manual the Planning Commission shall determine proper architectural design based upon the standards of chapter 18.41 Architectural Review and the intent of this Specific Plan.

(d) Application: In addition to the information required in the application for the development permit, the applicant shall also submit a color board of the building materials and/or a colored architectural perspective of the structures including parking and landscaping and such other items determined appropriate by the Architectural Review Board.

(e) Process: At least five days prior to the Planning Commission scheduled hearing on the development permit, the Secretary to the Planning Commission shall call the Auto Mall Architectural Review Board meeting and so inform the applicant. The Director of Community Development or his designee shall provide the board with sufficient information to properly review the application and shall provide staff support at the board meetings. The Auto Mall Architectural Review Board shall forward

a report to the Planning Commission on the architectural merits of the project and make suggestions on improvements if they so deem advisable. The Planning Commission shall use this report as advisory in considering the development permit.

(f) Appeal: Any decision made by the Planning Commission regarding architectural review may be appealed to the City Council per the procedures set forth in Chapter 18.40 Site Plan Review.

(5) Site Development Plan:

All new development shall be approved by the Planning Commission per Chapter 18.40 Site Plan Review of the Norco Zone Code. The development of each site is permitted only if it is found in each case that the purpose, objectives, policies, principles, criteria and intent of the Specific Plan will be accomplished. At the time a site plan is being considered by the City, specific conditions may be attached to the approval to assure that the intent of the Specific Plan will be achieved. A Site Plan shall be approved only if the intent and requirements of the Specific Plan are satisfied. The criteria for use approval shall include the following:

(a) The general requirements for a Site Plan as provided in Chapter 18.40 of the Norco Zone Code are satisfied;

(b) The criteria, standards, requirements and limitations provided for in this Specific Plan are satisfied;

(c) The proposed development conforms to the objectives, policies and intent of this Specific Plan.

(d) Suitable evidence shall be provided that no negative environmental effects shall be caused by reason of odor, noise, glare, vibration, fumes, smoke, particulate matter, or refuse matter.

(e) The development will be functionally located and integrated with other related developments in accordance with the intent to develop the auto mall under a concept of unification and coordination ensuring that goods and services are marketed within a commercial park-like environment;

(f) The development will serve to enhance the special identity of the auto mall ensuring that the physical design follows the theme established for the development.

(g) The Site Plan and activities relating to the use are so designed as to adequately and safely provide pedestrian access, vehicular access, public parking, utilities and other public and private required service, ensuring that innovative and feasible solutions are considered and incorporated in the overall plan;

(h) The standards, guidelines, requirements, provisions and conditions as may be required by the Planning Commission, Redevelopment Agency, City Council or any other agency which may have jurisdiction over the development of a particular property are satisfied.

(6) Annual Review:

The Specific Plan shall be reappraised annually by the Planning Commission beginning no later than one year from the date this plan becomes effective and every year thereafter. The



Planning Commission or City Council may request additional review but not more than four amendments within a calendar year.

Included in this review shall be a recommendation to the City Council on any revisions to the plan necessary to better realize the intent of the plan. The report is to include an analysis on the need for an auto center and a reappraisal of the appropriate land use in the project area. The hearing by the Planning Commission shall be open to the public and notification sent to every property owner within the project area noting the date, time and locations of the hearing.

(7) Maintenance:

It shall be the responsibility of the property owner to maintain all structures, paving, landscaping and any other improvements on the property in a safe and aesthetically pleasing manner. In addition, the property owner shall maintain all landscaping, irrigation and display areas within the City parkway on street frontage along the owners property in a manner satisfactory to the City Public Works Director.

It shall be the responsibility of the Dealer's Association to properly maintain the common Auto Mall signs including those along the freeway, in the Hamner Avenue median and directional signs in the parkway. The City (or Caltrans until Hamner Avenue is relinquished) shall maintain all street surfaces and Hamner Avenue median.

(8) Severability:

If any part or provisions of this plan, or any application thereof to a particular parcel, situation or owner,



is held to be contrary to law by a court of competent jurisdiction, such provision or application will not be deemed valid and subsisting, except to the extent permitted by law, but all other provisions or applications will continue in full force and effect.

#### 140 Financing

It shall be the responsibility of the developer to acquire property and financing to develop private property within the project area. Upon written request upon a form provided by the Community Redevelopment Agency, the Agency may provide assistance in acquiring property and or financing. The written request shall include evidence of the need for Agency assistance, including a plan of the proposed improvements, their assessed value and anticipated sales tax revenue to the City and any other pertinent information. In determining financial assistance, the Agency may consider land cost write-down, offsetting development costs, assessment districts, and other applicable assistance.

Off site public facilities or other common project structures shall also be the requirement of the developer except the Community Redevelopment Agency may provide such additional assistance as it deems necessary to fill in or complete the architectural theme covered by the Specific Plan. In addition, the Redevelopment Agency will participate with the Dealership Association in the construction of the Auto Mall signs located along the freeway and within the Hamner Avenue median as shown on Exhibit A.

SECTION 2: The Director of Community Development shall transmit the environmental Notice of Determination to the Clerk of Riverside County Board of Supervisors.

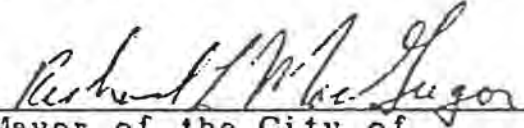
SECTION 3: EFFECTIVE DATE:

This Ordinance shall become effective thirty (30) days after final passage thereof.

SECTION 4: POSTING:

The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall cause the same within fifteen (15) days of its passage to be posted at no less than five (5) public places, within the City of Norco

APPROVED, AND ADOPTED this 18th day of December, 1985




  
\_\_\_\_\_  
Mayor of the City of  
Norco, California

ATTEST:



  
\_\_\_\_\_  
City Clerk of the City of  
Norco, California

# SPECIFIC PLAN ONE

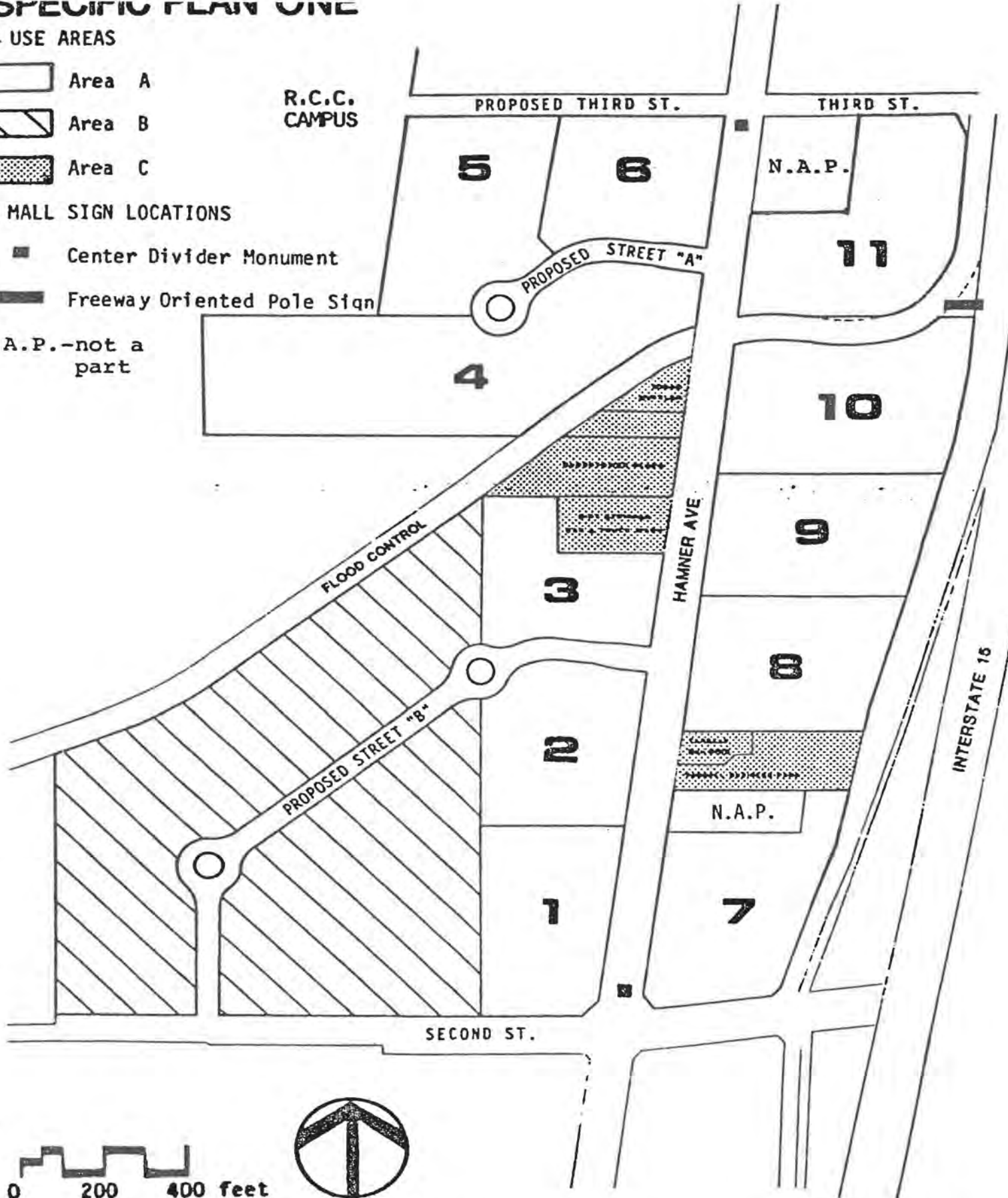
## LAND USE AREAS

-  Area A
-  Area B
-  Area C

## AUTO MALL SIGN LOCATIONS

-  Center Divider Monument
-  Freeway Oriented Pole Sign

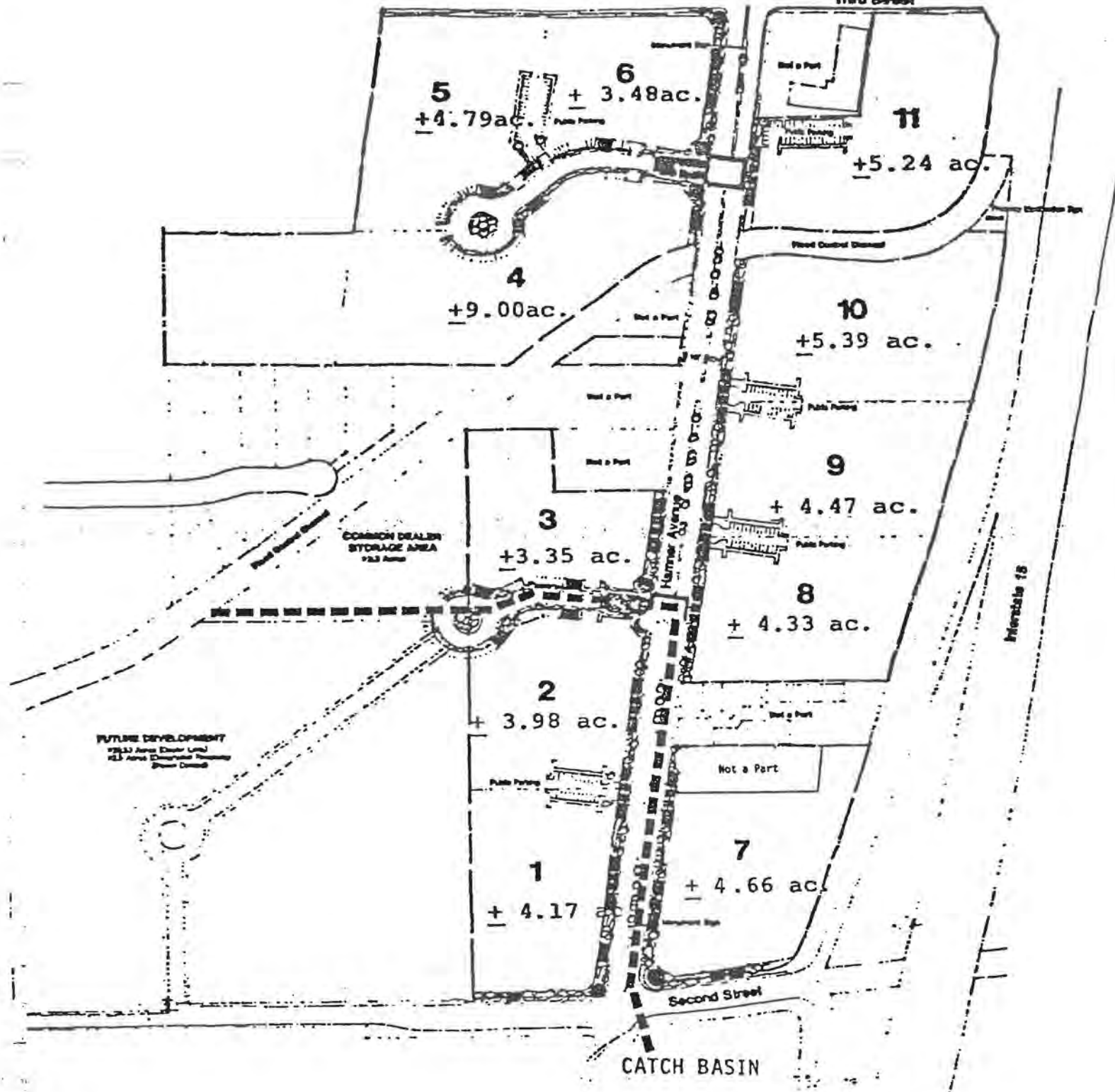
N.A.P. - not a part



**NORCO AUTO MALL**

**EX. A**

November 13, 1985  
 As amended by Resolution 86-7  
 adopted December 3, 1986

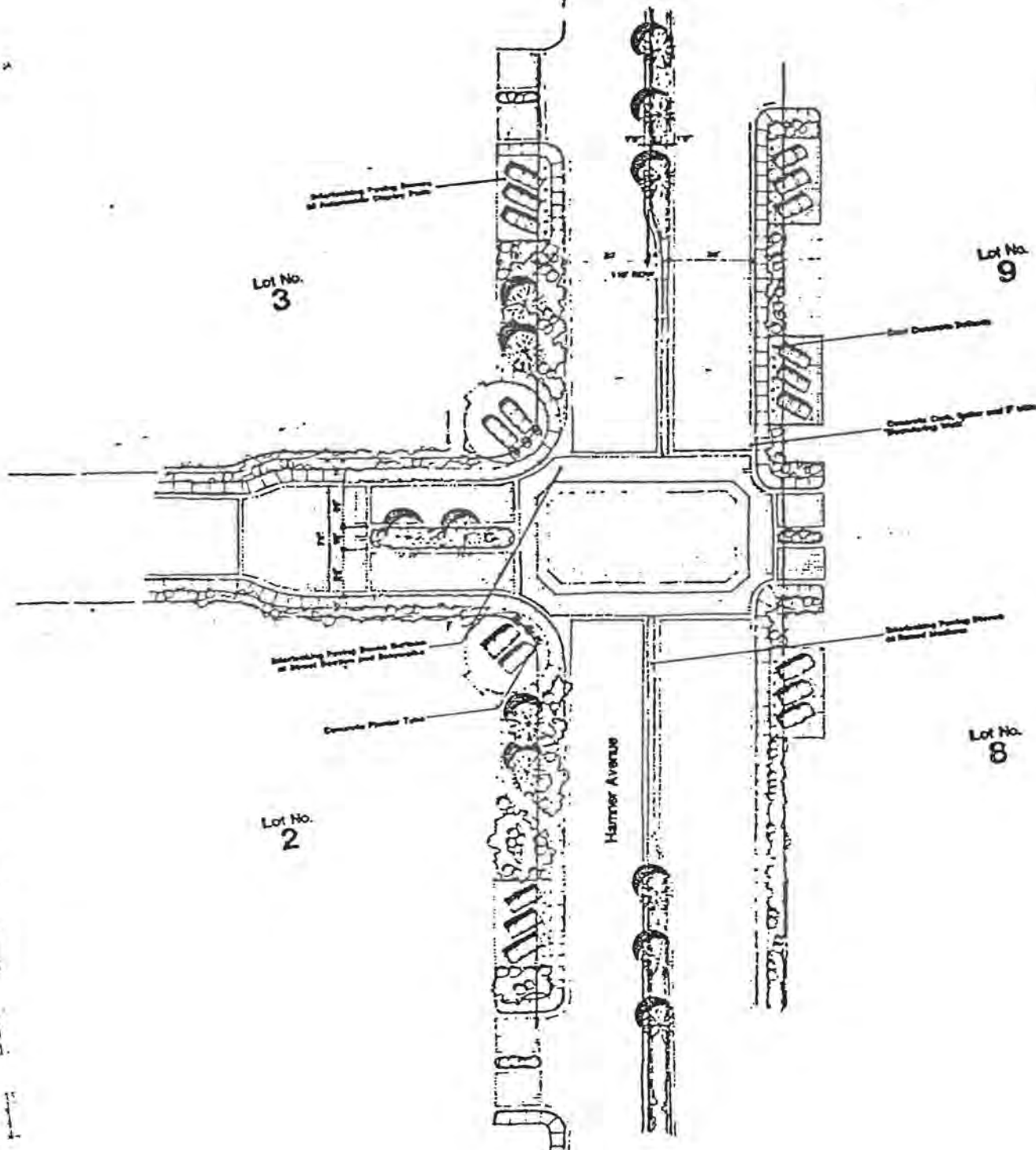


**SITE PLAN**

**NORCO AUTO MALL**  
 NORCO, CALIFORNIA

--- STORM DRAIN

**EX. I**  
**Oct. 198**  
 As amended by  
 Resolution 86-78  
 adopted Dec. 3, 1



**HAMNER AVENUE INTERSECTION**

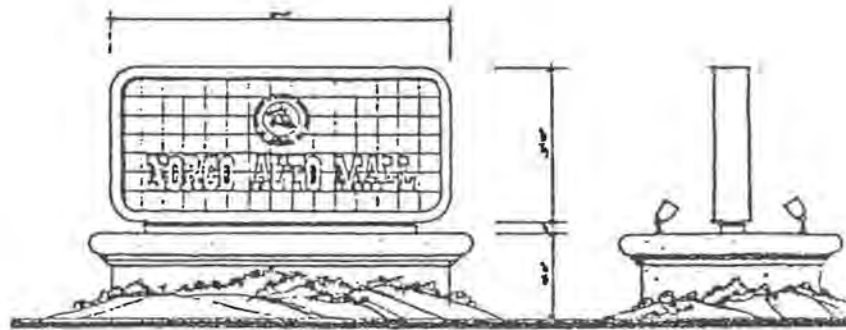
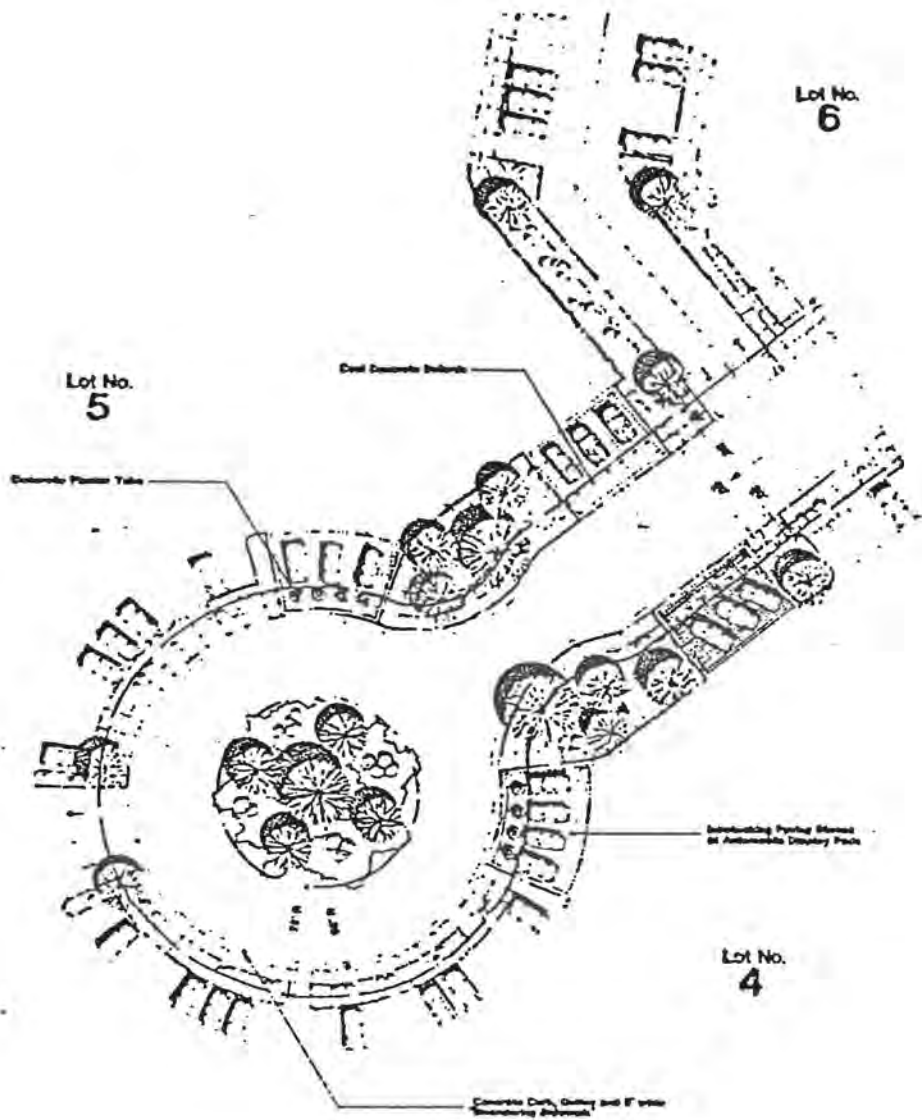
**NORCO AUTO MALL**  
 NORCO, CALIFORNIA  
 Jan. 20, 1957 - 1958

**McClellan/Cruz/Gaylord**  
 Architects and Engineers/Engineers

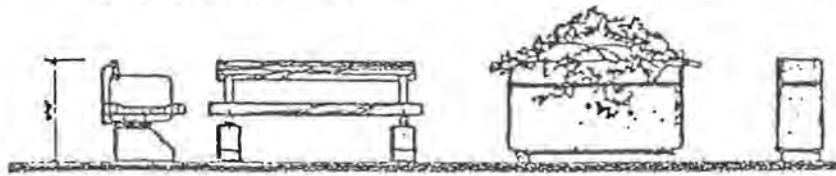
EX. 1  
 Oct. 1957

2440 Franklin Blvd. 1000 Pasadena, California 91101  
 213-799-3441



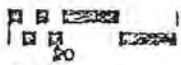


Monument Identification Sign



Bench Concrete Planter Table Concrete Curb

CUL-DE-SAC DETAIL



**NORCO  
AUTO MALL**

NORCO, CALIFORNIA 92662

McClellan/Cruz/Gaylord

EX. D  
Oct. 1985 3

I, MURIEL A. RUTHRAUFF, City Clerk of the City of Norco, California, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Norco, California, duly held on the 4th day of December 1985, and thereafter at a regular meeting of said City Council duly held on the 18th day of December, 1985 it was duly passed and adopted by the following vote of the City Council, to-wit:

AYES: Councilmen Casper, Feagan, Wildfong and Mayor MacGregor

NOES: Councilman Nathan

ABSENT: None

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Norco, California, this 18th day of December, 1985.

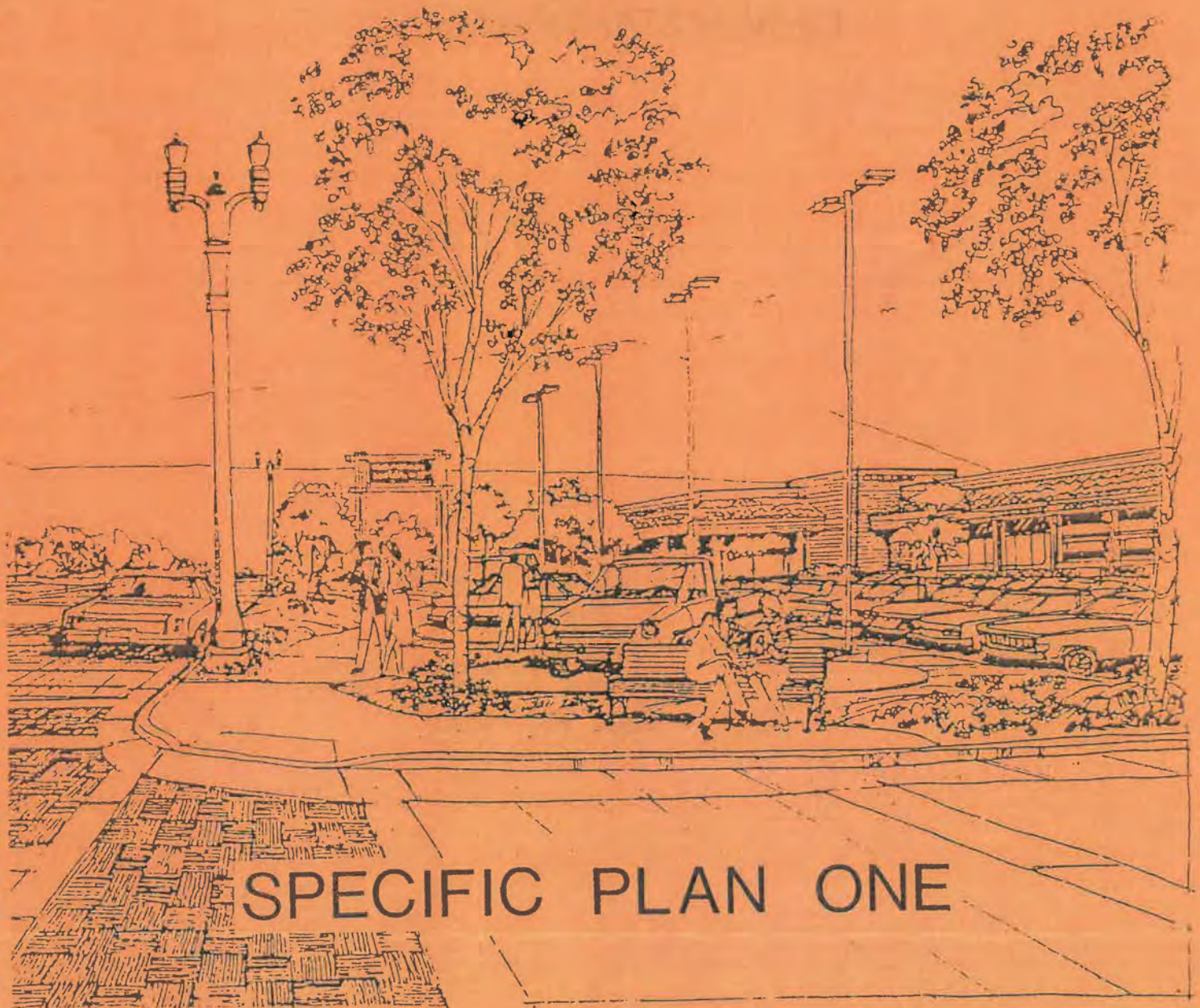
  
City Clerk of the City of  
Norco, California



# NORCO AUTO MALL

ARCHITECTURAL AND LANDSCAPE

DESIGN STANDARDS



SPECIFIC PLAN ONE

**THE NORCO AUTO MALL**  
NORCO, CALIFORNIA  
**ARCHITECTURAL AND LANDSCAPE  
DESIGN STANDARDS**

prepared for: City of Norco

prepared by: **MCG**  
McClellan/Cruz/Gaylord & Associates  
Architecture • Planning • Interiors

date: Sept. 24, 1986

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## LIST OF EXHIBITS

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EXHIBIT 9	ARCHITECTURAL STYLE/EXAMPLE NO. 5
EXHIBIT 10	ARCHITECTURAL STYLE/EXAMPLE NO. 6
EXHIBIT 11	ARCHITECTURAL STYLE/EXAMPLE NO. 7
EXHIBIT 12	ARCHITECTURAL STYLE/EXAMPLE NO. 8
EXHIBIT 13	STANDARD MONUMENT SIGN
EXHIBIT 14	STANDARD WALL SIGNS
EXHIBIT 15	EXTERIOR POLE LIGHTING/LIGHT CUT-OFF
EXHIBIT 16	EXTERIOR POLE LIGHTING/DETAIL
EXHIBIT 17	STREET FURNISHINGS AND ACCESSORIES
EXHIBIT 18	PLANT SELECTION LIST
EXHIBIT 19	TYPICAL TREE INSTALLATION
EXHIBIT 20	MONUMENT SIGNAGE AT ENTRANCE

## A. INTRODUCTION

### 1. Statement of the Project

The Norco Auto Mall is a proposed 88-acre auto shopping complex containing new car auto dealerships and auto-related commercial uses. The present concept is that 11 dealerships are planned ranging in size from 5.89 acres to 3.40 acres. These dealerships will be located to the east and west of Hamner Avenue. The 11 dealerships will be located on approximately 40 existing parcels totaling 50 acres.

The 11 dealerships will include sales and service facilities (dealerships) for autos, passenger trucks and, to a lesser degree, recreational vehicles. Other associated uses will be allowed on a designated number of lots totaling approximately 30 acres. The area designated for accessory uses is located southerly of the North Norco Channel and westerly of the dealership lots (which fronts on Hamner Avenue). Accessory uses in this area may include high quality tire, battery, auto and vehicle glass shops and paint and body repair shops. In addition, this accessory use area may include acreage for auto storage and other accessory uses directly related to car sales including 'Area C' uses noted in the Specific Plan.

### 2. Location of the Project

The project site is located in the western portion of Riverside County within the City of Norco. More specifically, the project site covers approximately 88 acres of land bounded by the proposed I-15 Freeway to the east, Third Street to the north, Second Street and freeway interchange to the south, and an irregular western boundary between Hamner Avenue and Mountain Avenue. Secondary freeway access is planned at Sixth Street and Hamner Avenue and Yuma Street and Hamner Avenue. Two major man-made features dissect the project site: the North Norco Floor Channel and the soon-to-be constructed freeway. (See Exhibit 1, page 23).

### 3. Purpose of Design Manual

The purpose of this document is to present a set of design and development standards to be used as guidelines by all dealerships in the Norco Auto Mall. These standards provide a consistent point of reference and are intended to achieve a high quality project. These design standards are intended primarily for architectural control and are not intended to replace the City of Norco Municipal Codes.

The intent of these standards is not to inhibit innovative design solutions or unique alternatives; nor is it to have, as a final product, dealerships which are exactly the same. It is expected that a uniformity in direction and repetition of certain common elements will tie the entire auto mall together.

### 4. How the Design Manual is to be Used/Format

This Design Manual will serve as the basis from which development proposals will be evaluated by City Staff, the Design Review Committee, the Planning Commission, and the City Council. With these standards as a basis, the property owner or dealership(s) will be aware from the pre-design stage of what the opportunities and constraints are for their particular project.

Each property owner/dealership(s) and developers of accessory uses, should begin by thoroughly reviewing these standards as they apply to their particular project location. All aspects of a complete dealership are covered in the design standards and should be followed carefully.

Dealership projects within the development area shall be evaluated to determine whether dealer submittals demonstrate a high level of architectural quality in order to:

- a. Enhance the public perception of the development project area as a visible and desirable area for the car-buying consumer being particularly attracted from the I-15 Freeway and Hamner Avenue; and
- b. Heighten the image and idea of the development project area as an attractive setting, thereby stimulating private investment in the surrounding commercial/ industrial areas; and
- c. Maximize the marketability of the automobile dealers' products; and
- d. Discourage adverse architectural designs and themes; and
- e. Promote attractive and suitable signage, landscaping and lighting treatments; and
- f. Express a feeling of identification and unity among the dealership projects; and
- g. Promote high quality results.

**B. PROCEDURE**

**1. Pre-Application Conference**

The applicant of the proposed development shall be given the opportunity to meet with the City of Norco to review the overall scope and intent of both the project and this Design Manual.

**2. Submittal of Preliminary Plans by Applicant**

The automobile dealer of any dealership project or development of any accessory use in project area shall file with the City of Norco application forms and conceptual architectural plans describing the dealership improvements as proposed to exist upon completion in a form specified by the Department of Community Development, consisting of all of the following:



- a. A site plan showing the location of all buildings, landscaped areas, on-site parking areas, vehicular and pedestrian access ways, and accessory structures such as monument signs;
- b. Architectural concept design drawings of the elevations of all buildings from all ground level views together with landscaping and accessory structures, showing the colors thereof;
- c. A color/material board of the surface materials of the buildings and accessory structures; and a written description of any landscaping and other design, design features insofar as the visual image of the development will be affected thereby to adequately portray compliance with the Norco Zoning Code and Auto Mall Specific Plan;
- d. All design plans submitted for review shall be prepared by licensed personnel, i.e. registered architects, engineers, etc.

Additional requirements for the content of architectural plans for the dealerships projects to comply with site plan review procedures adopted in the City's Zoning Code.

### 3. Staff Review for Completeness and Code Compliance

Within 10 days following the receipt of any application and/or plans submitted for review and approval pursuant to this section, staff shall review such documents for compliance with architectural and site plan criteria set forth in Chapter 18 of the Norco Municipal Code and the Norco Auto Mall Specific Plan, and shall notify the applicant of their determination as to the acceptability of the filing for the review and approval requested. In instances of determination of incompleteness for filing, the applicant shall be notified of any documentation necessary to complete the filing. In instances of findings of completeness, notifications will specify the dates scheduled for review of the application by the approving body.

The Staff, Planning Commission, and City Council shall consider the following in their review:

- a. Completeness and accuracy of the site plan pursuant to site plan preparation guidelines, and the comprehensiveness of the site design concept including, but not limited to, building placement, site circulation, appropriate use of open space, and efficiency of land use.
- b. Site dimensions and the requirements of public utility with respect to the structures proposed for uses.
- c. The adequacy and conformity and harmony of external design, colors, materials, and architectural features with neighboring structures and the natural rural environment.
- d. Compatibility of the specific uses proposed with uses and/or structures existing or permitted on neighboring sites, including but not limited to the effect of the location and use of the improvements on the subject site with its environs.
- e. The relation to topography, grade, and finish ground elevation of the site being improved to that of neighboring sites.
- f. The proper facing of main elevation with respect to nearby streets and improvements on neighboring sites.
- g. Compliance of both Architectural and Site Plan Criteria stated in Chapter 18 of Norco Zoning Code and the Norco Auto Mall Specific Plan.

4. Relationship to/with City Codes and Legislation

A. Permitted Uses Subject to Site Plan and Architectural Review:

All uses permitted pursuant to Section 70 of the Norco Auto Mall Specific Plan

shall be subject to site plan and architectural review pursuant to provisions of the Norco Municipal Code.

B. Conditional Use Permit:

Any use listed in Section 70, "Permitted Uses" of the Norco Auto Mall Specific Plan as a permitted use in any subarea of Specific Plan One may be permitted in any other subarea within said Plan One area subject to application for and approval of, Conditional Use Permit pursuant to all procedures and requirements therefore, including but not limited to, the following findings:

1. Such use is determined to be similar to, and compatible with, permitted uses in the subarea in which the use is to be located.
2. There is reasonable assurance that the use will be economically viable.
3. That the use will not adversely affect the goals, objectives and purpose of Specific Plan One.

C. Appeals:

Any party aggrieved by any determination of the approving body for site plan review, architectural review, or Conditional Use Permit or variances, shall have recourse of appeal of such determination in compliance with all procedures and requirements for such appeals.

D. Community Redevelopment Agency Approval/DDA's:

The design and use of any project shall be in compliance with requirements and conditions as imposed by the Community Redevelopment Agency and/or any Disposition and Development Agreement approved by said agency.

E. Preparation of Working Drawings and Obtaining Various City Agency Permits:

All working drawings shall be in conformance with City of Norco Building

Department requirements, and any approval of such plans shall be in compliance with all procedures and requirements therefore.

F. Compliance with Covenants and Restrictions of the Dealership Association:

All members of the Dealership Association shall comply with all covenants and restrictions for such association including but not limited to, provisions pertaining to maintenance of signs and landscaping in common areas.

C. BUILDING ORIENTATION AND DIMENSIONAL REQUIREMENTS

1. General Requirements:

- a. Building and parking lot locations shall complement the topography, shape of the lot, and the abutting land uses whenever possible.
- b. Public entrances and primary showroom elevations shall be oriented toward the public streets.
- c. Loading areas, storage areas, service bay and repair areas, and trash bin areas shall not be visible from any public street or pedestrian walkway.

2. Building Setbacks:

a. Showroom/Offices:

The building walls, both glazed and solid surfaces, must be a minimum of 40 feet and a maximum of 150 feet from any street frontage property line. A greater distance may be permitted only if an extensive use of landscaping is utilized, thus minimizing expansive areas of asphalt, subject to the approval of the City of Norco.

L.3.b. Side:

A 6' high masonry wall (compatible with all related rear walls, trash enclosures and building walls) shall be constructed along all side property lines. These walls shall not extend beyond the building setback from the street. A masonry wall of the same character shall be used to connect the side wall to the building wall to enclose the service and/or accessory area.

Provided, however, that said requirement for a masonry wall along a side property line may be modified or waived by the Planning Commission subject to their approval of an architecturally acceptable alternative method for screening/buffering of adjoining properties, and to written evidence of consent by all owners of such affected properties to such alternative screening/buffering method.

Further provided that any approved modification of lot screening/buffering shall not be further modified excepting as may be approved by the Planning Commission in accordance with procedures and requirements for Site Plan Review.

**NOTE:** Underline denotes proposed addition to current provisions.

~~as to avoid obscuring view of the Auto Mall from motorists on said tree way, to the satisfaction of the approving body.~~

~~a. Showroom:~~

~~The distance from finish grade to the top of the showroom parapet or top element shall be a minimum of 16 feet and a maximum of 35 feet.~~



3. **Building Heights:**

It is anticipated that many of the dealerships will utilize a two-story structure. It is encouraged that such second story design elements as outdoor balconies, walkways, and bell towers be incorporated thus giving the building an appealing character.

A two-story height maximum will be enforced. Further provided that any building or structure located within 200 feet of the freeway right-of-way shall be so designed as to avoid obscuring view of the Auto Mall from motorists on said freeway, to the satisfaction of the approving body.

a. **Showroom:**

The distance from finish grade to the top of the showroom parapet or top element shall be a minimum of 16 feet and a maximum of 35 feet.

b. Office:

Office space may exceed the height of the showroom, but may not exceed 35 feet from finish grade.

c. Service/Repair:

The height of all buildings shall not exceed twenty-four (24) feet.

d. Exceptions to height limitations:

1. Skylight elements of service/repair buildings may project not more than ten (10) feet above the 24-foot height limitation for such buildings subject to determination by the approving body that such structures are architecturally compatible with the main building (s).

2. Flagpoles. Flagpoles exceeding 35 feet in height may be permitted by the approving body subject to compliance with the following criteria:

a. Flags shall be limited to the United States National Flag, the California State Flag, and/or the local government flag.

b. No pennants, banners or other advertising devices shall be displayed, attached or flown from the structure.

c. The overall height of any flagpole shall not exceed fifty (50) feet. Further provided that not more than two (2) flagpoles exceeding thirty-five (35) feet in height shall be permitted within the boundaries of

Specific Plan 85-1, and that the lineal distance between such flagpoles shall be not less than 2,000 feet.

4. Protective Screening:

Each service/repair and bulk car storage area shall be screened from public view along public streets, pedestrian walkways, and adjacent parcels. The screening shall consist of a minimum 6-foot high and maximum 8-foot high masonry wall (wall material to be relative with architectural treatment of main buildings on site). A sight-line analysis shall be required indicating how both walls and landscaping sufficiently screen these areas from public view and adjoining parcels.

D. LOADING AND UNLOADING OF AUTOMOBILES AND SUPPLIES

Each dealer site shall provide a loading and unloading area which shall be a minimum 12 feet x 105 feet. This special area shall be designated on the site plan. The design of the loading and unloading area shall accomplish the following:

1. Incorporate ease of ingress and egress safety and efficiency. For example, the plan shall include counter clockwise vehicle circulation patterns, adequate parking, directional signage and effective lighting.
2. Shall not adversely interfere with on-site circulation and parking.

3. Shall be designed to facilitate truck maneuvers on site, without backing from or onto a public street.

## E. PARKING

### 1. General Requirements:

- a. Customer and employee parking shall be incorporated into the site plan design and shall be clearly identified by appropriate on-site signage.
- b. "Common" customer parking lots between individual dealer lots are encouraged as a means of consolidating and centralizing customer parking areas to enhance customer convenience, and to optimize efficiencies in land use. (See Exhibit 2, page 24).

Off-street parking spaces for vehicle dealerships shall be provided for employees and customers on the dealership site or on a common parking facility especially established for such purposes as follows:

### 2. Customer Parking:

- a. Each dealer shall provide a minimum of six parking spaces reserved exclusively for customers of vehicle purchases. These parking spaces shall be open to customers of all dealerships in the Auto Mall and be so designated by signage. The parking spaces shall be readily available to the public and may be on private property or within the public right-of-way as approved by the City. Required customer parking spaces for each dealership shall be combined with customer parking facility of adjacent dealerships into a common "public" parking lot wherever possible.
- b. Spaces within customer parking lots shall be paralled to the street frontage where possible.

- c. Other customer parking shall be provided at a ratio of one space for every 1000 square feet of display floor area, 400 square feet for buildings used for repair, service, parts, supplies and vehicle storage; and 250 square feet for buildings used for office and administration.

**3. Employee Parking:**

- a. Employee parking shall be provided at a ratio of one space for every 1000 square feet of display floor area, 400 square feet for buildings used for repair, service, parts, supplies, and vehicle storage; and 250 square feet for buildings used for office and administration.
- b. No employee parking is permitted in the customer/public parking area.
- c. Employee parking location(s) shall be identified by posting appropriate signage.

**4. Bulk Car Storage:**

- a. Parking shall be provided for automobiles which have been recently unloaded from the auto carriers and labeled as bulk car storage. This parking shall be set at (10) percent of the total sales display area.

**5. Service/Repair Parking:**

- a. Not less than one parking space shall be provided for each service bay within a repair facility and no service bay shall be considered as meeting such requirement.

**F. AUTOMOBILE DISPLAY PADS**

Square display pads shall be provided for each dealership with room to accommodate either one or two automobiles. The following information/guidelines shall be utilized: (See Exhibit 3, page 25).



1. **Size:** (Note: Pads are to be elevated 1'-6", thus maximizing view.)
  - a. To accommodate display for one automobile, a 20' x 26' pad shall be provided.
  - b. To accommodate display for two automobiles, a 26' display pad shall be provided.
  
2. **Material:** (See Exhibit 4, page 26).

Natural 'grey' color concrete with patterned, stamped concrete 12" x 12" tile, color: 'Fransican Red.'
  
3. **Location:**

It is intended for the raised display pads to be located out at the appropriate street frontage, thus maximizing view. (See Exhibit 3, page 25).

  - a. No dealership site shall contain more than (6) six display pads.
  
  - b. It is encouraged to utilize areas surrounding the display pads with bench seating and planter tubs.

## G. **ARCHITECTURAL STYLE**

### 1. **Concept:**

Consistent with the goal of retaining a rural character in the community, the Norco Auto Mall wishes to carry out an early California/Spanish theme as the desired architectural treatment for all buildings, structures, and other improvements.

The attached exhibits are examples which exemplify this desired architectural concept. (See Exhibits 5 - 12, pages 27 - 34).

- a. It is intended that all buildings have a considerable bulk as viewed from the freeway, but have adequate diversity so as to not be overbearing in scale to both pedestrians and shoppers. This appearance can be achieved by extending architectural elements, beams, and structural elements.

- b. Building shall have predominant roof features with varying roof lines such as: tower features, exposed wood beams, grand arches, and extensive tile roof surfaces.
- c. Full roofs (rather than built-up roofs with facades) are particularly encouraged for single level structures, thus providing substantial roof mass.
- d. The building(s) should emulate and accent natural land form of the site.
- e. The bulk of the building should be visually broken into at least two or three distinct masses.
- f. "Modernistic" forms of Spanish/Early California building forms are not encouraged.
- g. The display of automobiles should not overly dominate the architectural setting.
- h. Extensive roof overhangs and extension of roof features (trellises) to accessory structures is encouraged.
- i. Showrooms should have the feeling of "openness" and a sense of "see through" into the dealer's lot.
- j. Window treatments and detail should reflect that of the Spanish/Early California style.

2. Building Materials:

In order that one may achieve this concept, the following materials are considered acceptable:

a. Exterior Walls and Columns:

Exterior walls of all buildings are anticipated to be "off-white" or "tertiary earth tones of brown hues" and be constructed of Spanish style textured materials such as slump stone concrete block, Spanish style plaster, or adobe brick. The use of heavy appearing exposed wood beams is encouraged in the construction of show-

(d) The types of luminaries, mounting height, candle power, pole type and spacing shall meet the standards within the Design Manual.

(4) Landscaping and walkways:

(a) The pattern, form and relationship of public and private open spaces and the design of landscaping shall be developed in harmony, intergrating and complementing the permitted land uses, and the architectural design of buildings.

(b) Landscaping design shall include a variety of meandering greenbelt strips and open space areas, utilizing earth mounds of variable heights where feasible with a variegated grouping pattern of trees, shrubs and groundcover.

(c) Within vehicle parking, outdoor display or storage areas, three evergreen trees of at least 24" box in size, shall be planted for every ten parking stalls or for each two thousand square feet of parking area excluding aisles, whichever is greater.

(d) A minimum of fifteen percent of the area of each site not covered by buildings or structures shall be landscaped. At least one-fourth of this landscaping shall be in open areas other than along streets, or the freeway.

(e) Hedges, shrubs, ground cover and berms shall be maintained to not exceed a height of 42 inches in the areas of vehicle sales or block the view of sales areas.

(f) Walkways and display pads within the new car plazas shall be stamped or colored concrete compatible and related to the style and color of such materials used in the

room and outside pavilion display areas to carry out the Spanish style architectural theme.

b. Roof Materials:

All portions of the finished roof of any building visible to the public from the freeway, public streets, or cul-de-sac plazas shall be constructed of heavy Mission clay tile.

3. Rooftop Elements:

All elements on rooftops shall be attractively screened from public view. Mechanical equipment and ductwork shall be within the structure or depressed adequately within the roof structure. No equipment or ductwork shall be allowed on the roof of any structure within view from any street, freeway or adjacent buildings. The screening shall be an integral part of the building (e.g., extended parapets), and shall be painted the same color as the rest of the building. Corrugated metal screening is not permitted.

4. Color:

Colors for the exterior of the buildings must serve to integrate all elements of the dealership and enhance the Auto Center style and character. The use of strong, earth tone colors which highlight the building structure is encouraged.

## H. SIGNAGE

1. General Requirements:

- a. Only those signs necessary for identification of buildings, premises, and uses shall be permitted, and the design, location, color, and size of all signs shall conform to auto center logos/design criteria and be submitted for approval by the City of Norco prior to erection.

- b. All signs shall be in conformance with the City of Norco Municipal Code.
- c. All signs shall be for the purpose of identification or direction only and shall contain no advertising.
- d. There shall be no revolving, flashing, or moving signs.
- e. There shall be no billboards or wall-painted signs
- f. No pennants or similar devices for commercial display shall be permitted, except twice per year for a period not to exceed two weeks, if all dealers participate as a joint promotion, and such display is approved by the Dealers' Association.
- g. Roof signs or promotional balloon signs are not permitted.

2. Freestanding Monument Signs:

- a. One freestanding monument type sign containing the manufacturer's logo and the dealer name and principal make of new automobile sold by the dealer is permitted for each lot. A maximum of 60 sq. ft. of sign face will be allowed (each side) of double faced sign. (See Exhibit 13, page 35).
- b. The maximum size of the sign shall not exceed 8 feet in height from the sidewalk elevation (including standard base).
- c. The monument sign shall have a height/length ratio not to exceed 1:3.
- d. The base of the sign is to be a maximum of 24 inches and a minimum of 16 inches in height.
- e. Monument signs shall be located at public entrances to the site, but shall not be located in the triangular areas measured by a 25-foot by 25-foot diagonal cut off



where a driveway enters a street, or in any other area which may obstruct the vision of motorists so as to create a safety hazard. (See Exhibit 20, page 44).

- f. Such signs shall be located in a landscaped planter having an area at least twice as large as the area of one face of the sign.
- g. Signs painted or placed directly on the windshields of vehicles to advertise the particulars of that vehicle are permitted. Any other such signs are prohibited.

3. Wall Signs:

- a. Each dealership shall be allowed one wall sign on each wall of a building which faces a public street. (See Exhibit 14, page 36).
- b. Where there are two or more buildings on a lot, only one building shall be permitted a wall sign per street frontage.
- c. The sign area shall not exceed one square foot per lineal foot of the building face most parallel to the street.
- d. These signs should be located on the top showroom fascia facing the main street access or on a wall facing freeway view where applicable.
- e. Individual neon letters with formed plexiglass faces in deep channel metal backs shall be utilized.

4. Directional Signs:

- a. Only the following parking lot/directional signage will be allowed: "Enter," "Exit," "Service Entrance," "Customer Parking," "Used Cars", and "Employee Parking"

signs which are to be no more than one foot by two feet in dimensional area. All freestanding directional signs shall be similar in material and design to the monument signs, and shall be a maximum three (3) feet high.

- b. Other parking area signs, other than those required by law or other ordinances such as a "Handicapped Parking Only" sign, are not permitted.

## I. LIGHTING

### 1. General Requirements:

- a. The type of luminaire and pole selected to be used for all exterior lighting to be equivalent to the specification of ElSCO Manufacturing Company's "Auto King VI" or comparable. (See Exhibits 15-16, pages 37, 38).
- b. All finished aluminum luminaires shall be provided with 1000 watt metal halide lamps.
- c. Lighting plans showing the design layout and exact fixture mounting and wattage proposed by each auto dealer shall be submitted for approval by the City of Norco.
- d. All fixtures are to be installed in a horizontal attitude. Fixtures shall not be tilted upwards.
- e. Creative lighting design and reinforcement of lighting intensity to provide varying degrees of light intensity for merchandising and high-lighting purposes are encouraged.

### 2. Dealership Lot Lighting:

- a. Front row luminaires, when mounted in twin configuration, shall be at 180 degrees and parallel to road, and use side beam reflectors for dealer display lighting.

- b. Accessory lights at mid-pole locations are prohibited.
- c. Light poles shall be straight steel, either 4" square or 5" square, and utilize baseplate covers.
- d. Luminaires and poles shall be designed to withstand maximum wind velocities of 100 m.p.h.
- e. Light poles shall be anchor bolt style poles.
- f. Front row poles shall be spaced an average of 40' apart. It is realized, that due to driveway locations, pole spacing may have to vary either up or down slightly from this norm.
- g. Interior lot display poles shall be spaced an average of 50' to 60' apart and shall be 55' to 60' from front display curbing.
- h. All display lighting poles shall be 20' high from display grade to bottom of luminaire.
- i. Rear storage lot lighting shall be no higher than 20' from grade.
- j. Both display area and storage area luminaires shall be mounted in horizontal fashion. The use of uptilted box-type luminaires or floodlights is prohibited. Eliminating glare and light spillage is paramount.
- k. The use of wall-mounted security lights in storage and service areas is limited to maximum lamp size of 175-watt metal halide.
- l. High pressure sodium light is prohibited.
- m. No glare should be noticeable from public view or on site. No direct light source should be visible to a driver.
- n. Architectural spot lighting and highlight lighting are encouraged.

## J. REFUSE AREAS/ENCLOSURES

1. All dealerships constructed shall provide an adequate trash enclosure for the temporary storage of trash, garbage, and refuse and shall conform to the following standards:
  - a. The enclosure shall be constructed of masonry block. Texture, color, and type of block shall blend with the architecture of the building.
  - b. Height of the enclosure shall be sufficient to conceal the contents of the enclosure, including containers, but in no case less than five feet nor more than six feet.
  - c. The gate shall be of an opaque material, the color, type, and design of which will blend with the enclosure. A double swing gate with a clear opening of at least six feet shall be provided for access to the enclosure. The gate height shall be equal to the enclosure height and be equipped with a latch to insure the gate remains closed when not in use.
  - d. The refuse enclosure shall be so located on the site as to be readily accessible to the collection vehicle at all times and away from public view.
  - e. The enclosure shall be constructed with a concrete floor sloped to drain so that it can be washed out and kept in a sanitary condition.

## K. AIR CONDITIONING EQUIPMENT

All air conditioning equipment shall be so designed and located so as to be architecturally integrated into the design of the building being served and transmit no noise or vibration to adjacent properties, insofar as practicable. Furthermore, such equipment shall be screened from view from adjacent properties or public streets by use of landscaped screens, walls, or other devices; and such screening shall consider the view of conditioning equipment from the adjacent freeway.

## L. LANDSCAPING AND PEDESTRIAN WALKWAYS/HARDSCAPE

### 1. Hamner Avenue (Exhibit 3)

The streetscape shall include an 18' wide landscape easement on both the east and the west side of Hamner Avenue. A 5' wide meandering sidewalk shall be located as to create a visual pleasing design. (See Exhibits 3 and 18 for plant/material sizes and spacing).

### 2. Individual Dealership Lots (Exhibit 1) - Main Entry

The main entry (Exhibit 3) shall include major entry trees, street trees, shrubs, and ground covers. The Owner/Developer shall be responsible for the landscape design intent as required by this design standard. The Owner/Developer shall be responsible for the installation of the landscaping and irrigation. The maximum spacing of plant materials shall be as noted on Exhibit 18. Two adjacent dealerships may share one entry leading into a customer parking area.

### 3. Side and Rear Lot Lines Landscaping:

#### a. Rear:

A 6' high minimum to 8' high maximum masonry wall (see Section 4, page 9) shall be constructed along rear property lines. Walls that are visible to the public shall have a minimum planting area in front of the wall of seventy-five (75%) percent of the height of the wall. Plant materials and plant placements shall be such that there is a coordination with the overall site planting.

#### b. Side:

A 6' high masonry wall (compatible with all related rear walls, trash enclosures and building walls) shall be constructed along all side property lines. These walls shall not extend beyond the building setback from the street. A masonry wall of the same character shall be used to connect the side wall to the building wall to enclose the service and/or accessory area. Provided, however, that said



requirement for a masonry wall along a side property line may be modified or waived by the Planning Commission subject to their approval of an architecturally acceptable alternative method for screening/buffering of adjoining properties, and to written evidence of consent by all owners of such affected properties to such alternative screening/buffering method.

Further provided that any approved modification of lot screening/buffering shall not be further modified excepting as may be approved by the Planning Commission in accordance with procedures and requirements for Site Plan Review.

Per Amendment #3, 3/16/88

4. **Individual Dealership Lot Landscaping:**

a. A minimum of fifteen percent (15%) of the area of each site not covered by buildings or structures shall be landscaped. The purpose of this landscaping is to:

- Add, compliment, and coordinate the entire auto dealership area,
- To make the area inviting for the public,
- To insure continuity of the auto dealership area,
- To provide shade for the customers,
- To visually soften the hardscape areas,
- To guide the customers to main entry areas by the use of major accent plant materials.

b. Each dealership shall balance the landscape planting areas as follows:

- Vehicle parking, Outdoor Display and Storage areas:

Three (3) evergreen trees of at least 24" box in size, shall be planted for every ten (10) parking stalls or for each two thousand square feet of parking area excluding aisles, whichever is greater.

- Customer and Employee Parking:

Minimum one (1) tree per four (4) parking spaces.

- Display Areas:

Minimum one (1) tree per ten (10) parking spaces.

- Building Perimeter:

Trees, shrubs, vines, and ground covers shall be used and located as to complement the building architectural style and dominant features. The planting design can be symmetrical, or asymmetrical, to the building design. (See Exhibit 18 for plant types.)

- Parking Lot Planters:

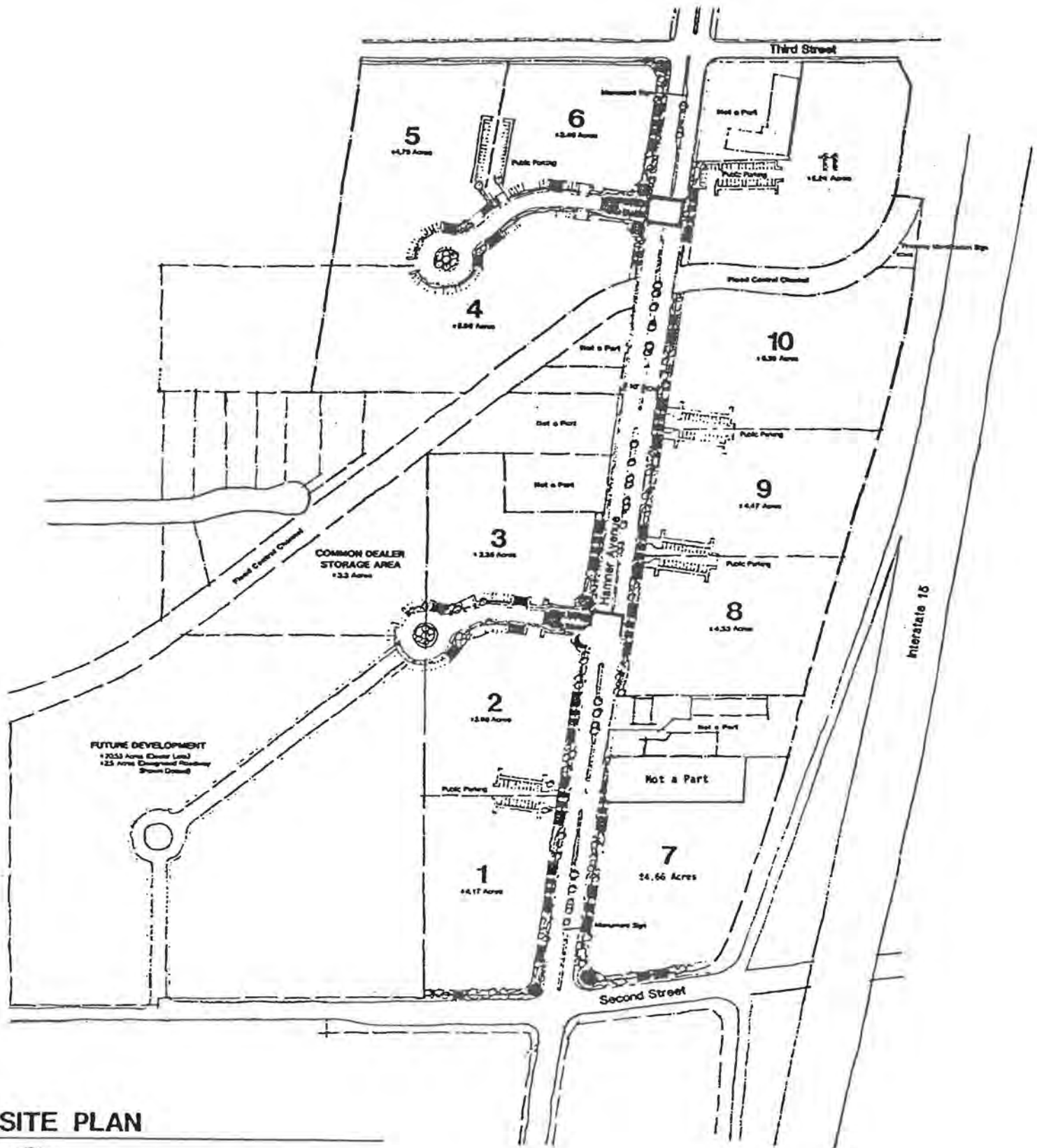
Trees, shrubs, vines, and ground covers shall be used to visually soften the parking and/or show areas; and to provide shade for customers. (See Exhibit 18 for plant types.)

5. **Soil Preparation Criteria:**

To insure proper root growth environments, the Owner/Developer shall be responsible for obtaining a soil test and analysis of the planting areas showing soil type, soil content, acidity/alkalinity value and recommendations for any soil additives and/or soil preparations.

6. **Irrigation Criteria:**

- a. All landscaped planting areas shall be fully irrigated with complete coverage. All systems/circuits shall be underground. Conceptual or schematic landscaping plans shall be submitted to the Planning Commission for review and approval conjunctive with required site plans. Detailed landscaping and irrigation plans shall be submitted to the Planning Department for review and approval pursuant to all procedures and requirements, therefore, prior to issuance of building permits for any project.
- b. All irrigation systems shall be automatically controlled with electro-mechanical or solid state controllers able to have variable length timing circuits for various site conditions and needs.
- c. Water conservation systems are recommended.
- d. All valves (remote control valves, quick coupler valves, shut-off valves, etc.) shall be installed in valve boxes with top flush to finished grade. Backflow prevention devices (reduced pressure, double check valve, etc.) shall be located in shrub areas and screened, or in a valve box flush to finished grade. All spray heads shall be of the pop-up type (4", 6", 12" pop-up). All controllers shall be located within an enclosed service area with a waterproof wall mount enclosure.
- e. All lawn area and shrub area irrigation systems shall be separate, and all systems shall be zoned according to sun exposure, plant type, planting need, etc.



**SITE PLAN**



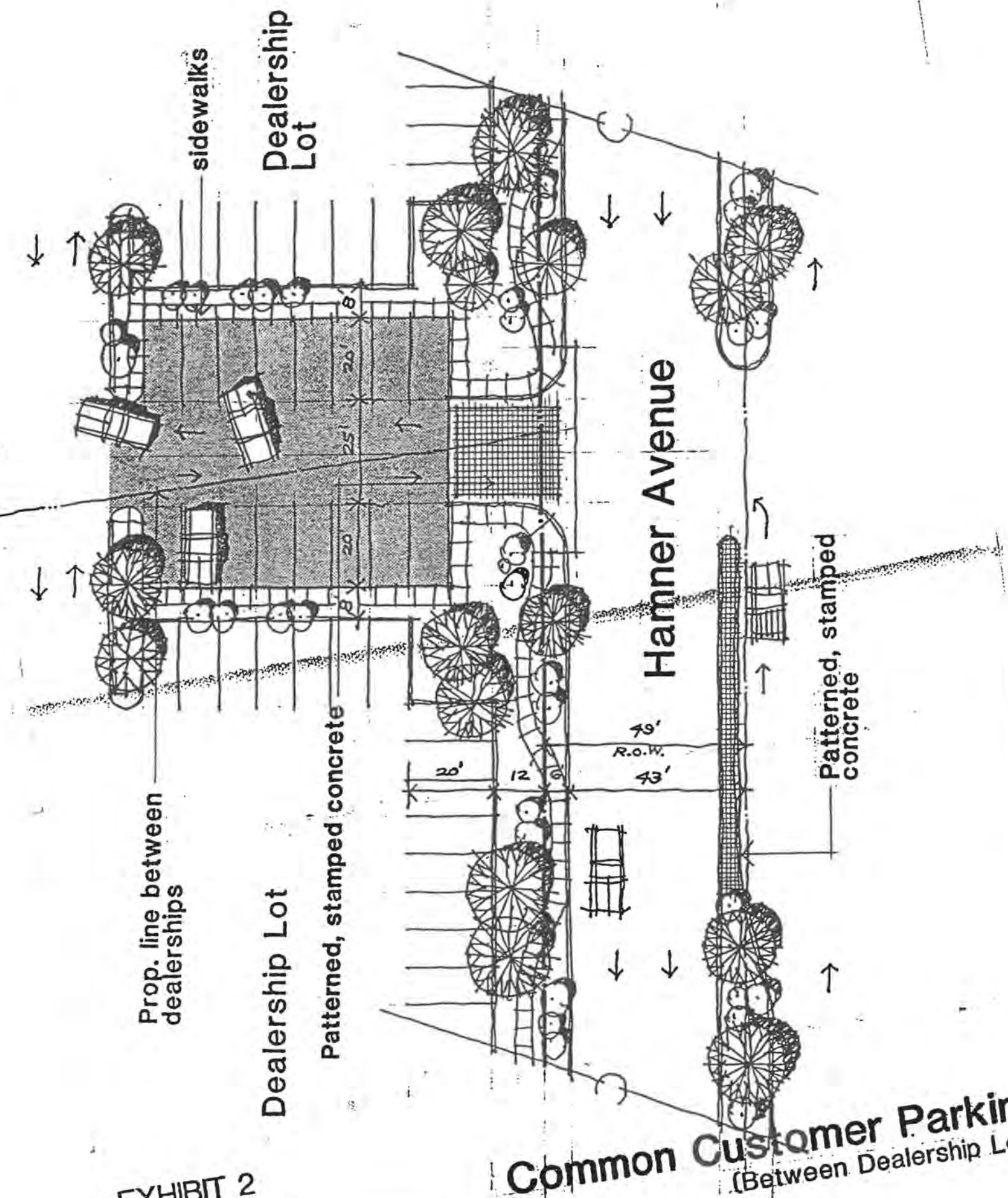
**NORCO  
AUTO MALL**

NORCO, CALIFORNIA Job No. 94-099 Site Map/Plan

**EXHIBIT 1**

**McClellan/Cruz/Gaylord**  
Architecture/Planning/Engineering

2452 Franklin, Suite 100, Pasadena, CA 91107/781 Oros, Suite 280, Newport Beach, CA 92660  
714-994-6491 714-994-2382



sidewalks  
Dealership Lot

Hamner Avenue

Prop. line between dealerships

Dealership Lot

Patterned, stamped concrete

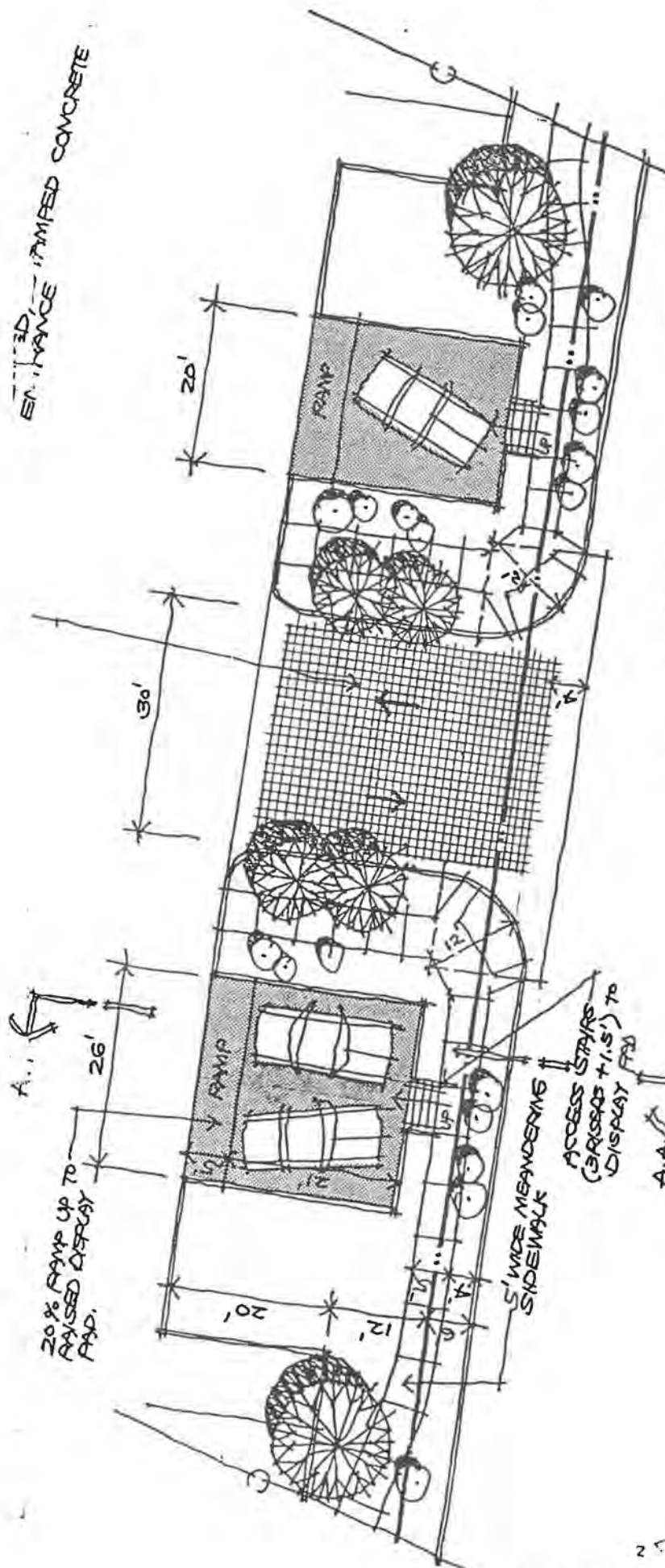
Patterned, stamped concrete

Common Customer Parking  
(Between Dealership Lot

EXHIBIT 2  
Site Plan  
1" = 30'



ENTRANCE - IMPERFECT CONCRETE

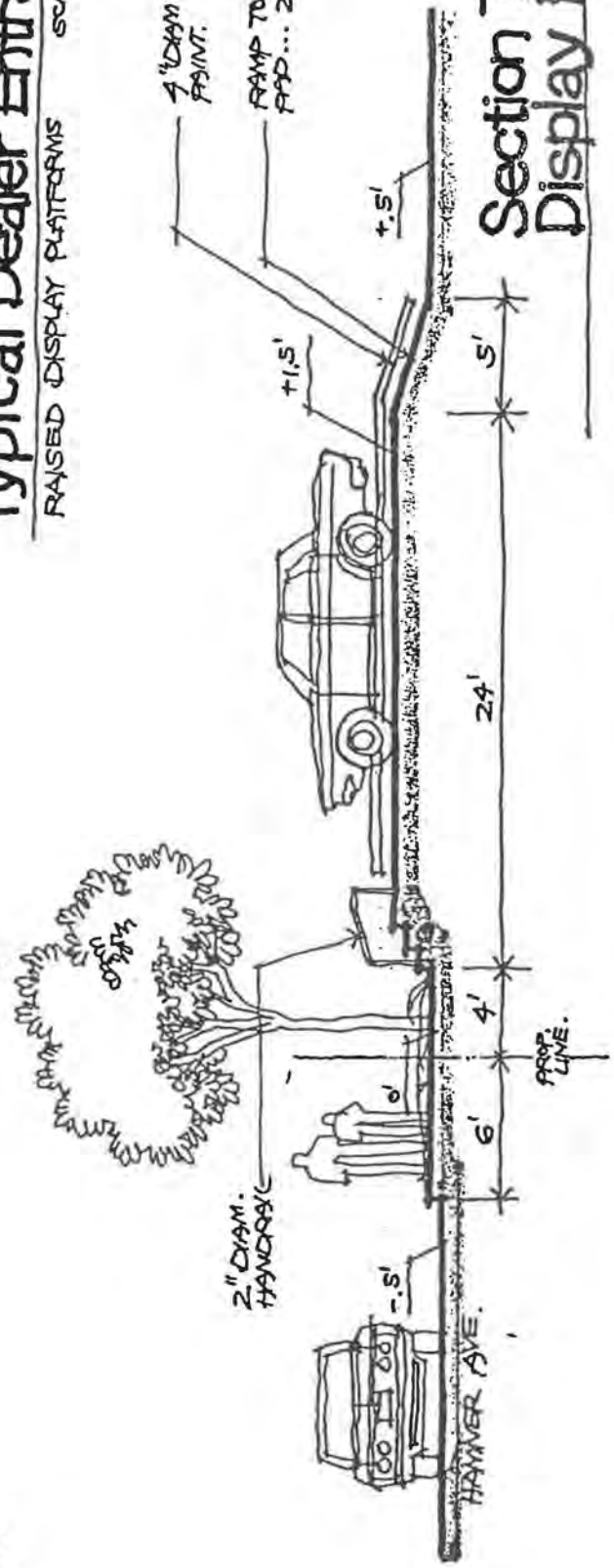


# Typical Dealer Entrance

RAISED DISPLAY PLATFORMS SCALE: 1" = 20'

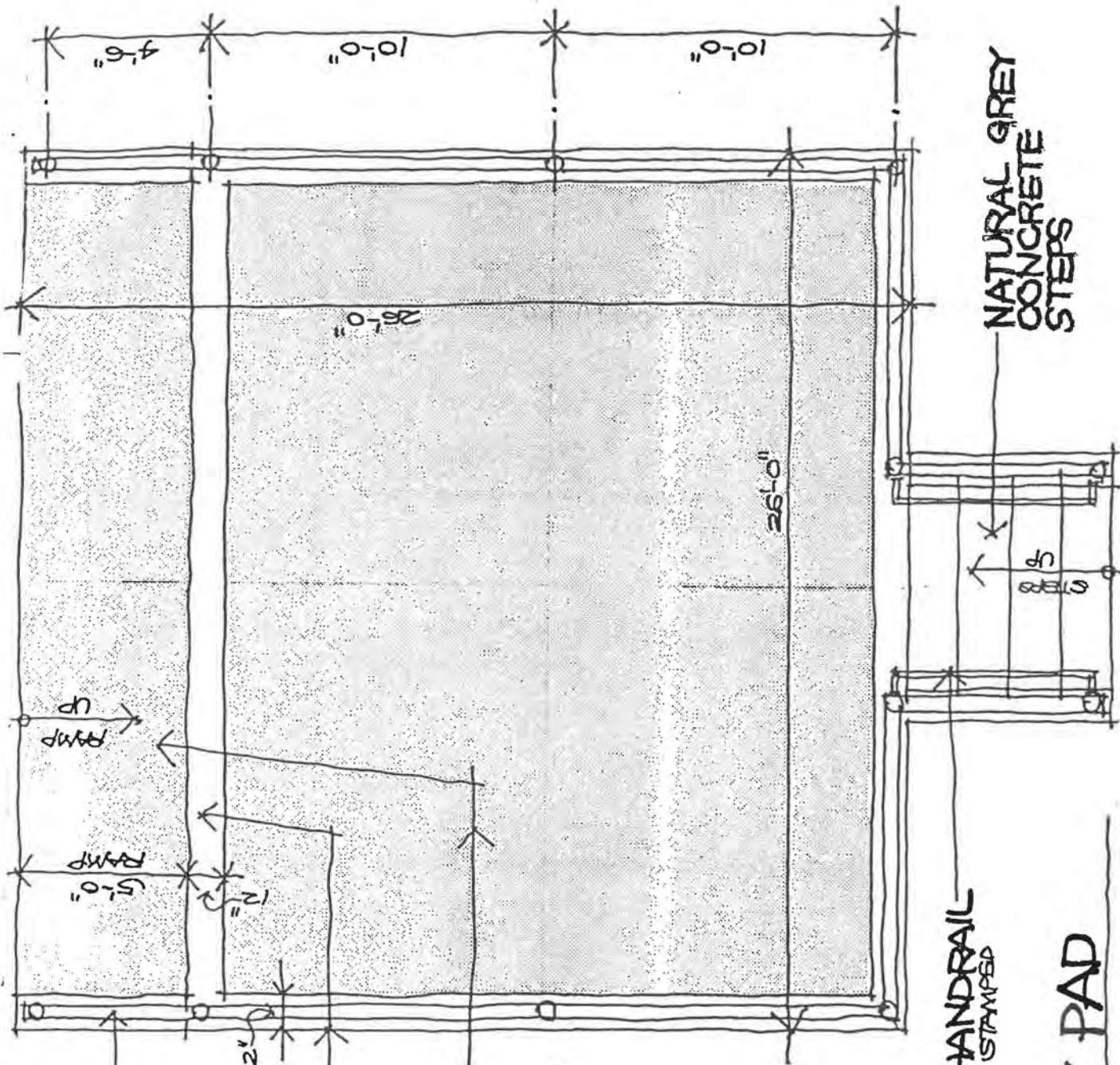
4" DIAM. SUPP. PAINT.

RAMP TO DISPLAY PAD... 20%



# Section Thru Display Platform A-A

SCALE: 1/8" = 1'-0"



4" METAL TUBE  
PAINT TO MATCH STAMPED  
CONCRETE.

12" NATURAL GREY  
CONCRETE BAND

PATTERNED, STAMPED  
CONCRETE

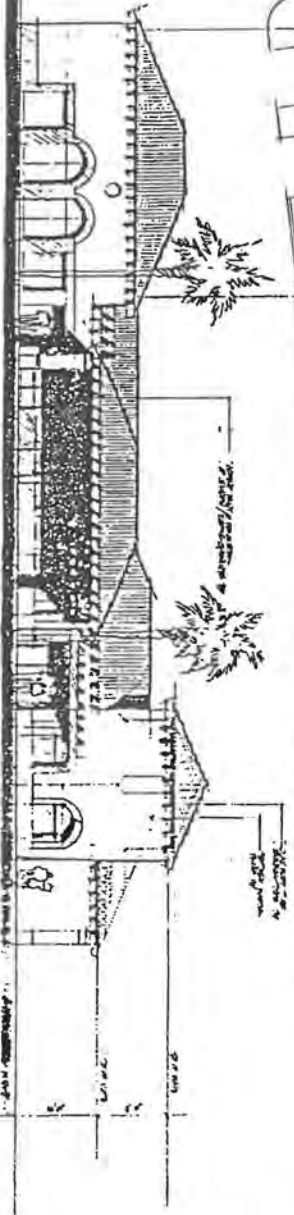
'12" x 12" TILE, ...  
PATTERN... COLOR: FRANCISCAN RED.

2" METAL HANDRAIL  
PAINT TO MATCH STAMPED  
CONCRETE.

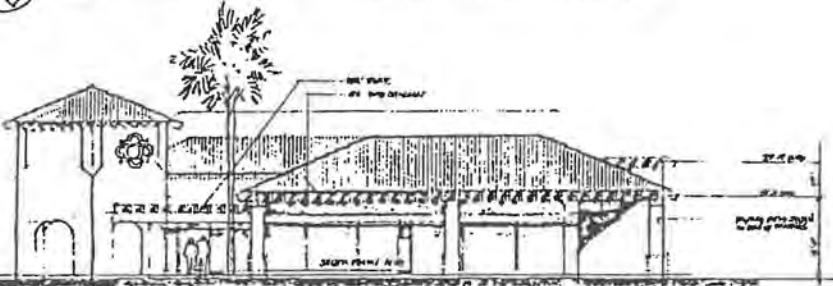
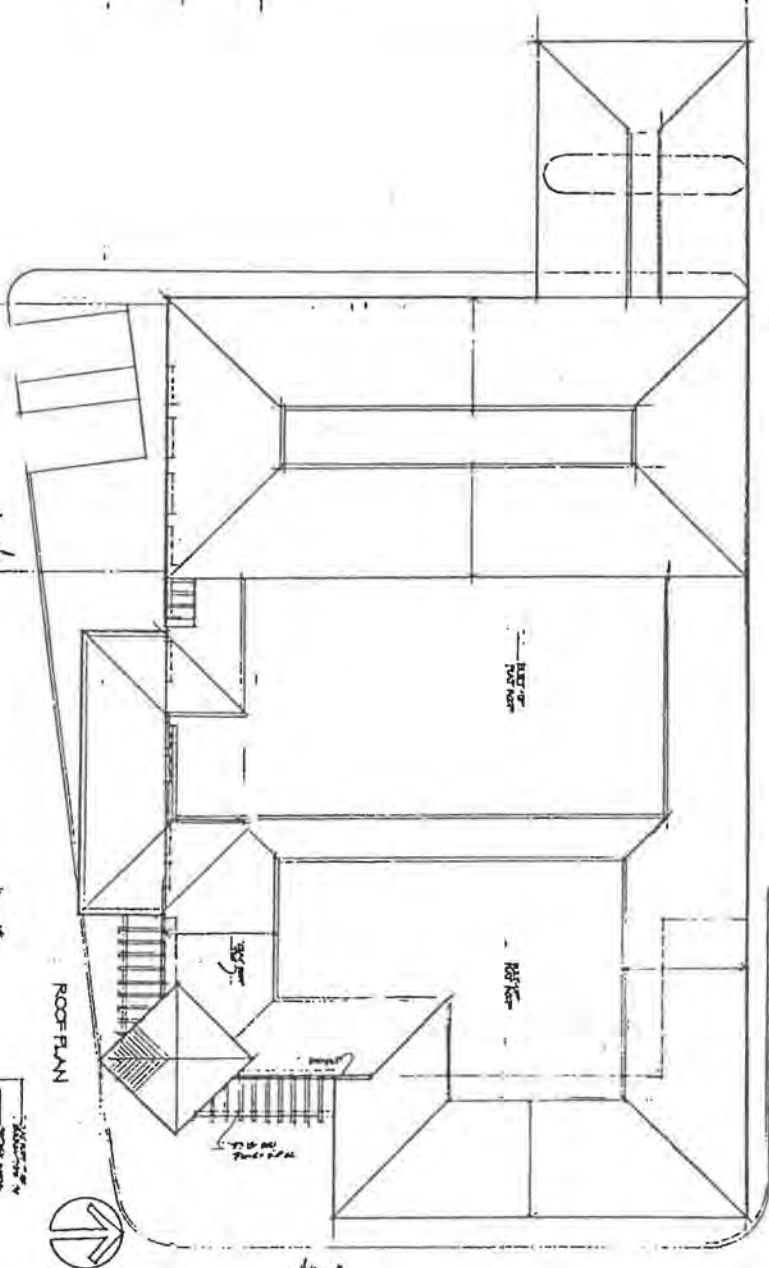
AUTO DISPLAY PAD

NATURAL GREY  
CONCRETE  
STEPS

SOUTH ELEVATION



ROOF PLAN



EAST ELEVATION

WEST ELEVATION

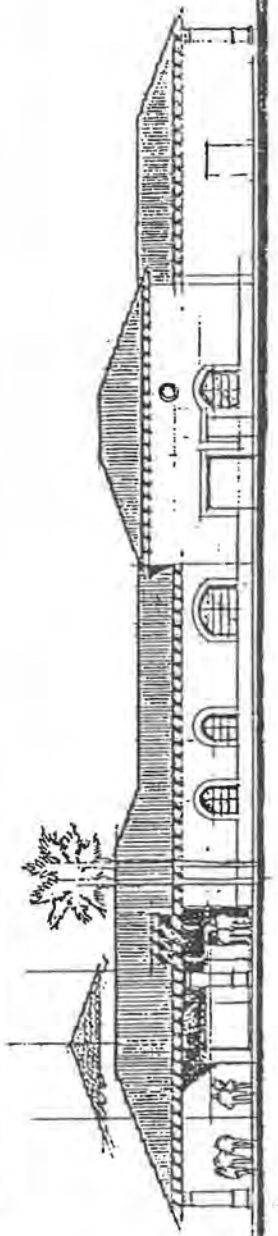
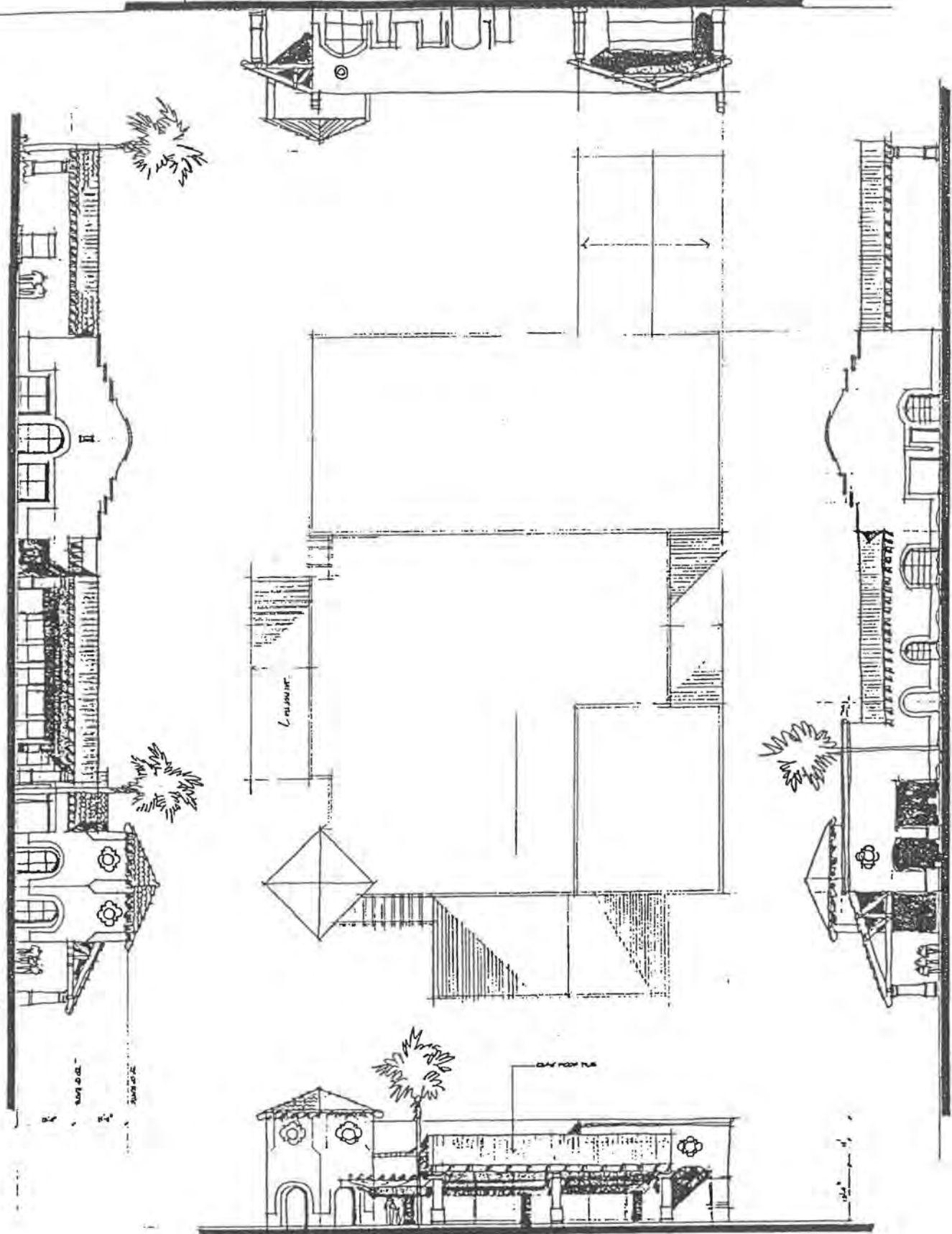


EXHIBIT 5

27

SOUTH ELEVATION  
SCALE 1/8" = 1'-0"



EAST ELEVATION  
SCALE 1/8" = 1'-0"

# EXHIBIT 6



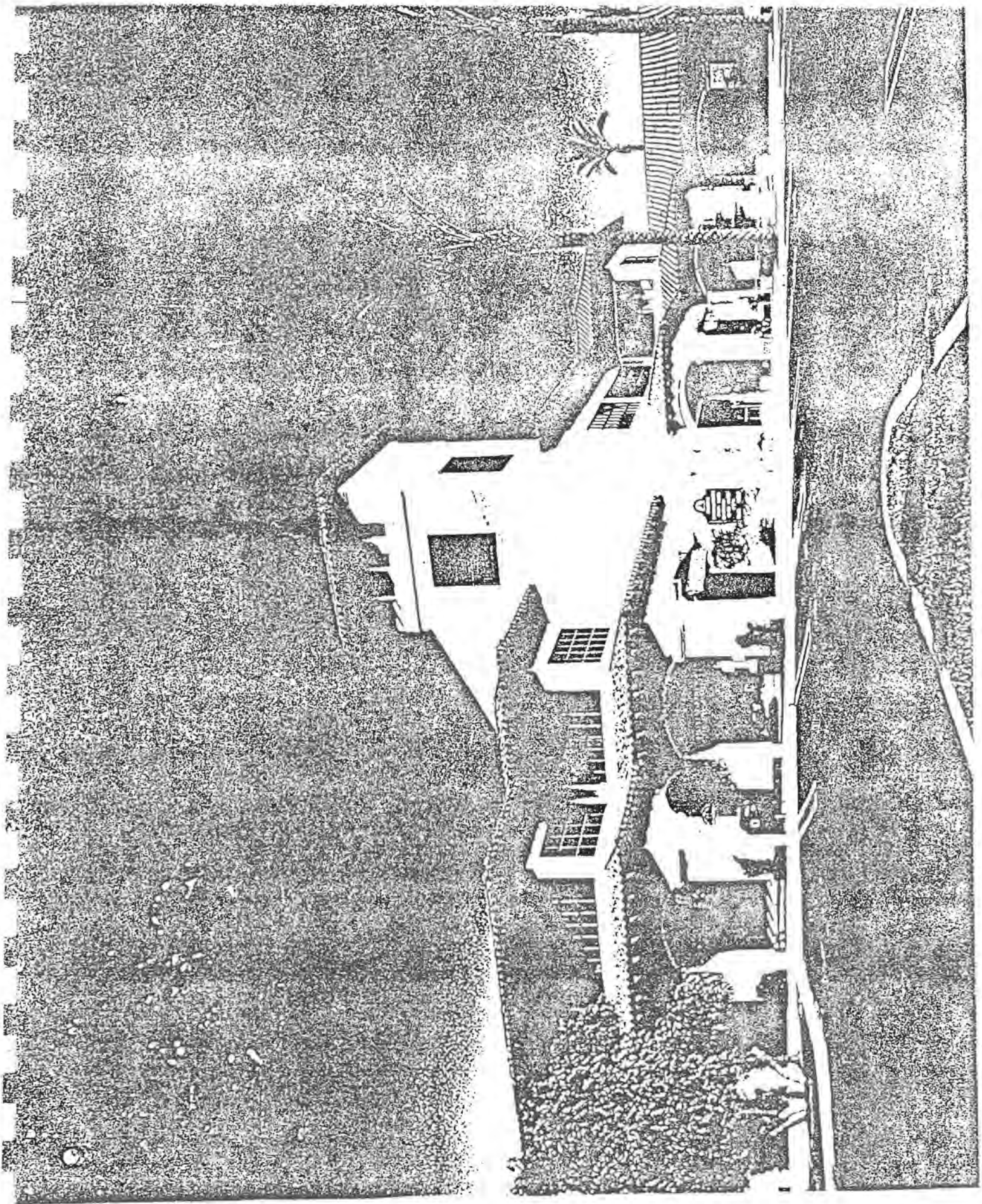


EXHIBIT 7



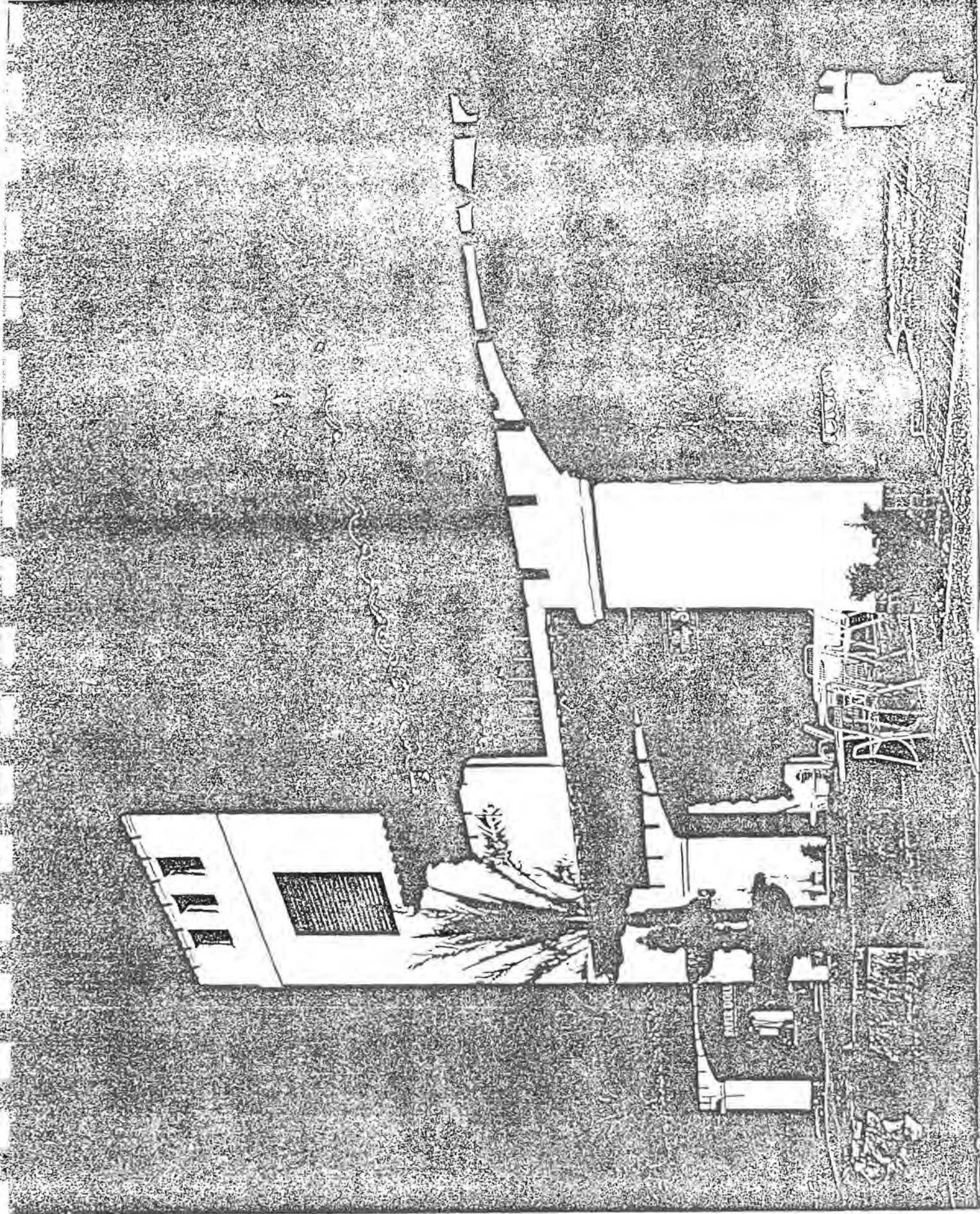


EXHIBIT 8

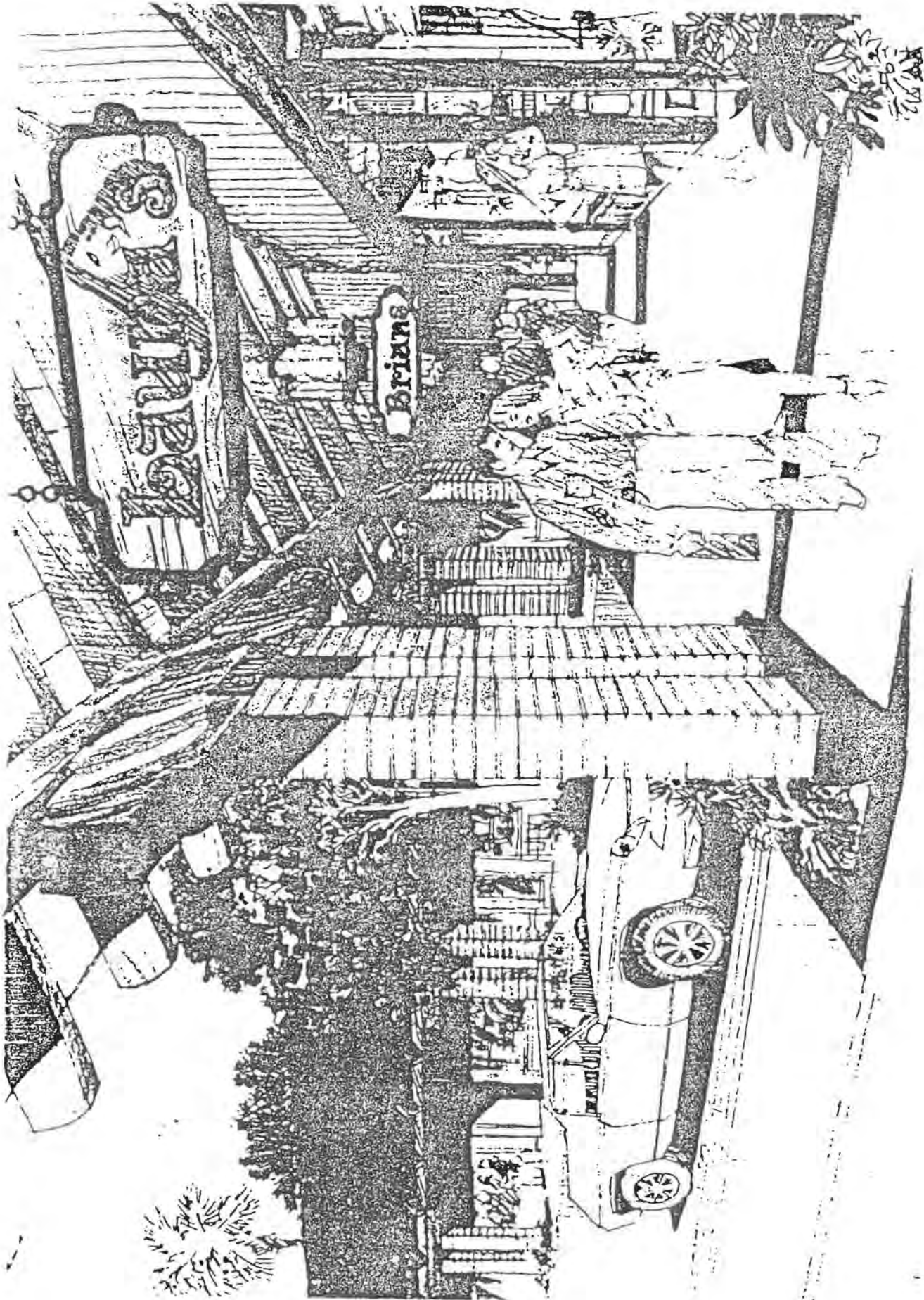
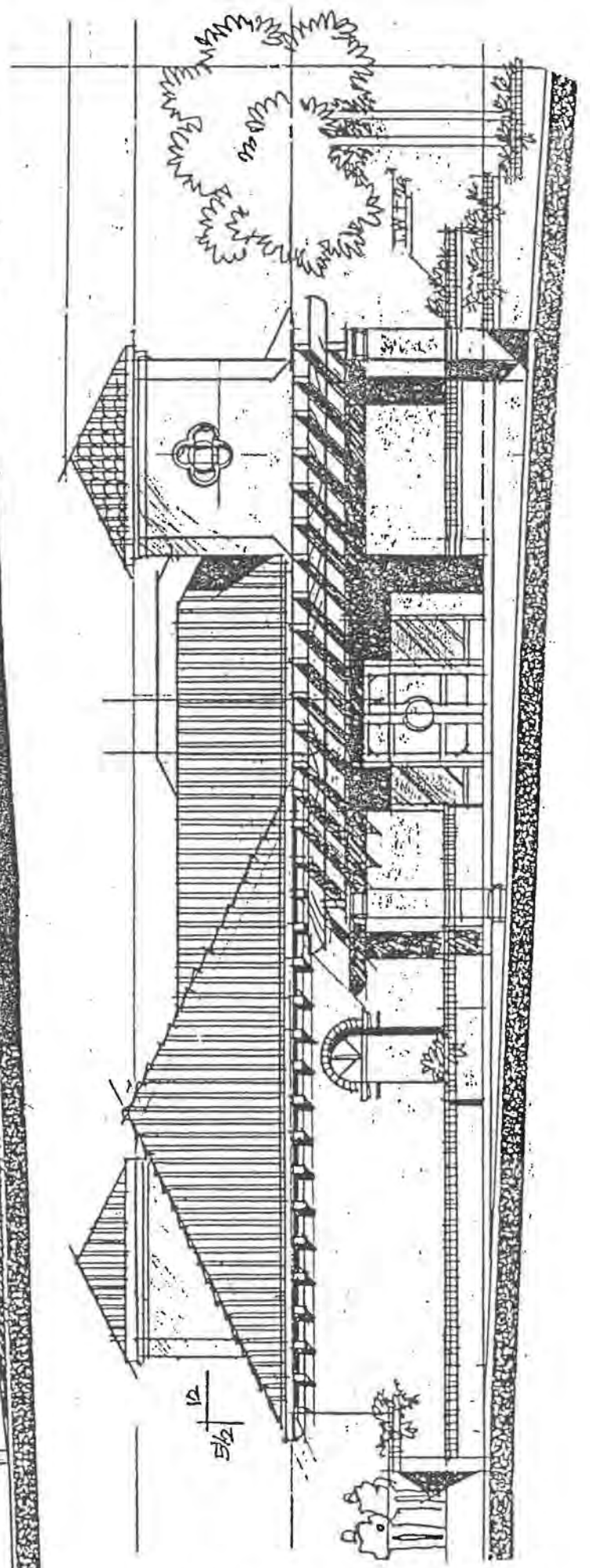
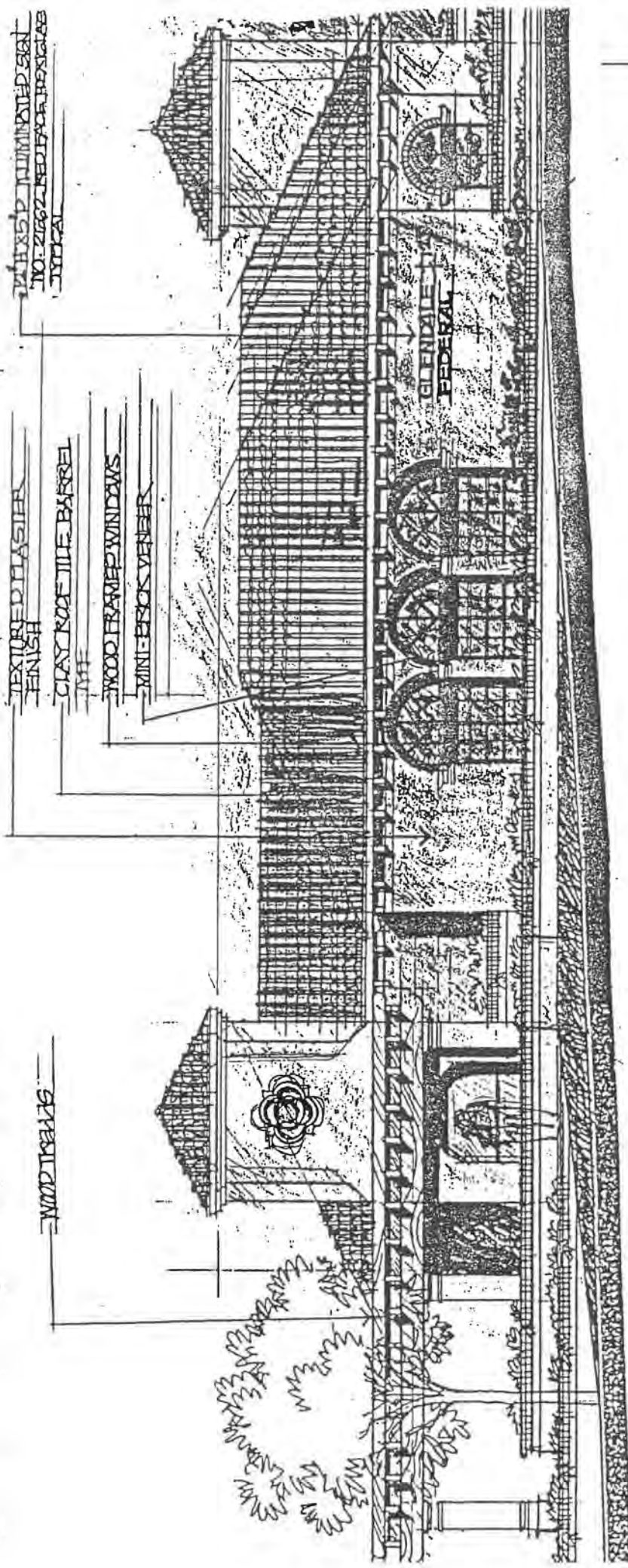
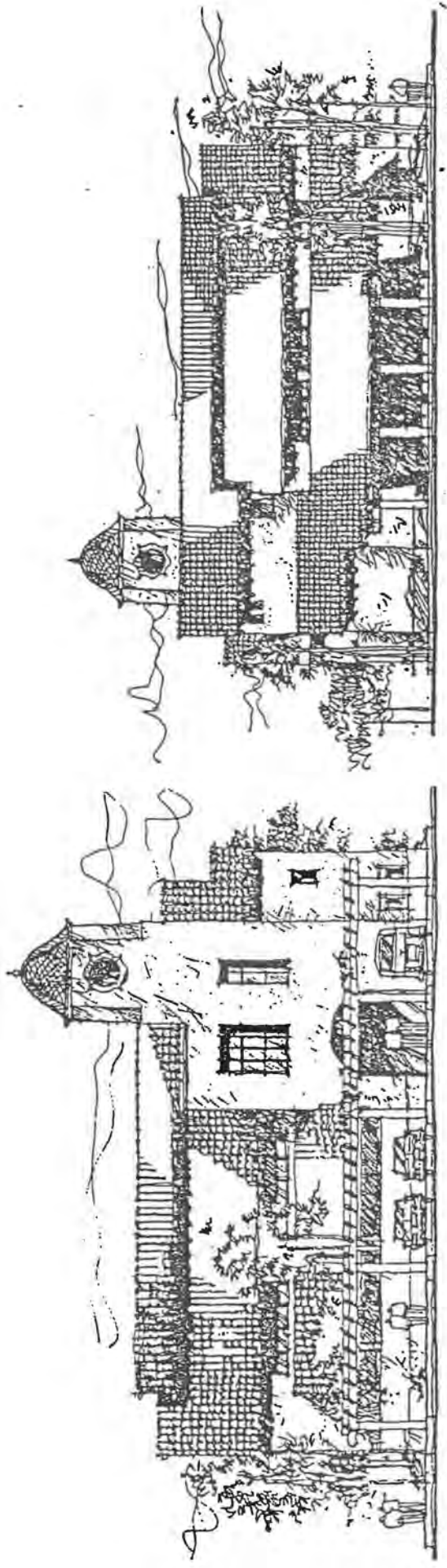
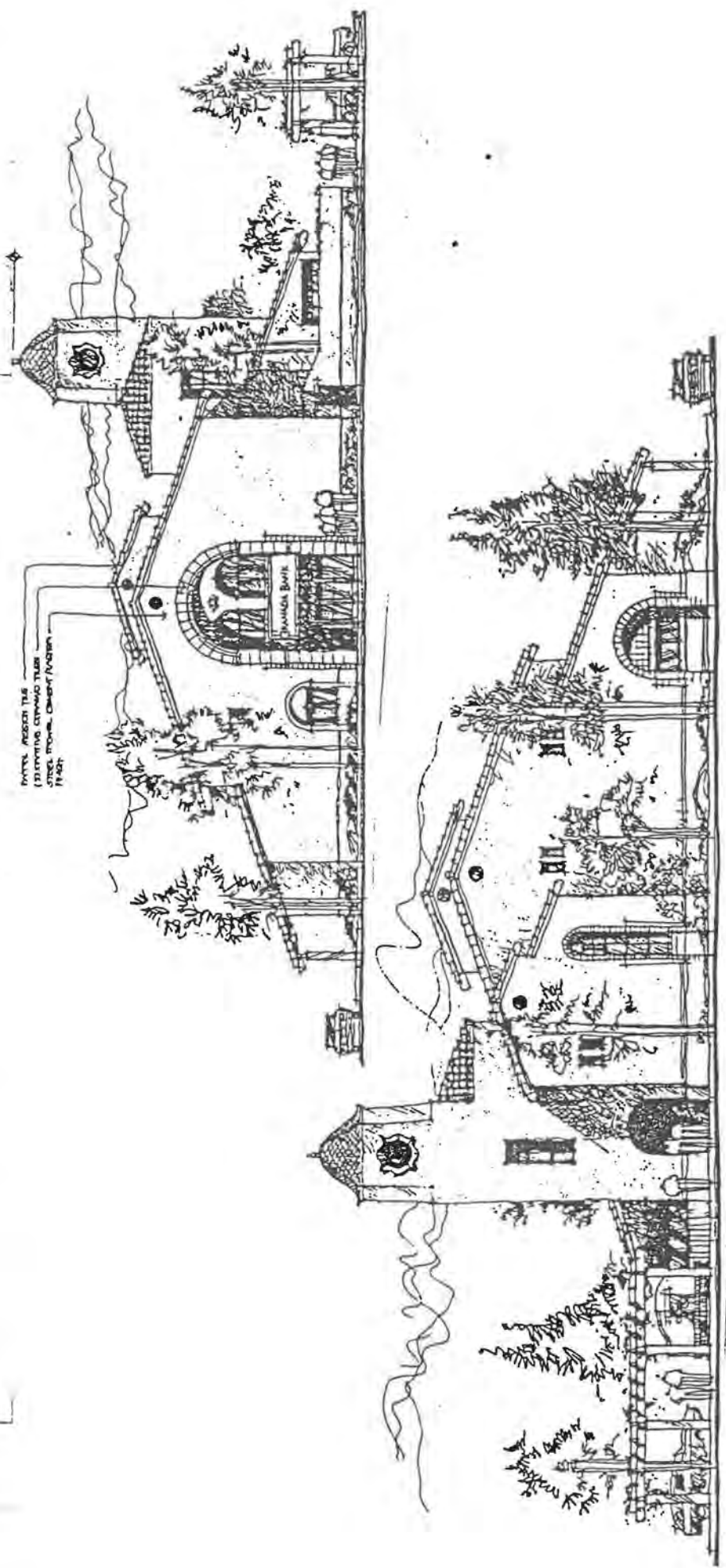


EXHIBIT 9





NOTES: ASSESS THE  
EXISTING CEMENT TILES  
ON THE ROOF. CHECK FLIGHT  
PITCH.





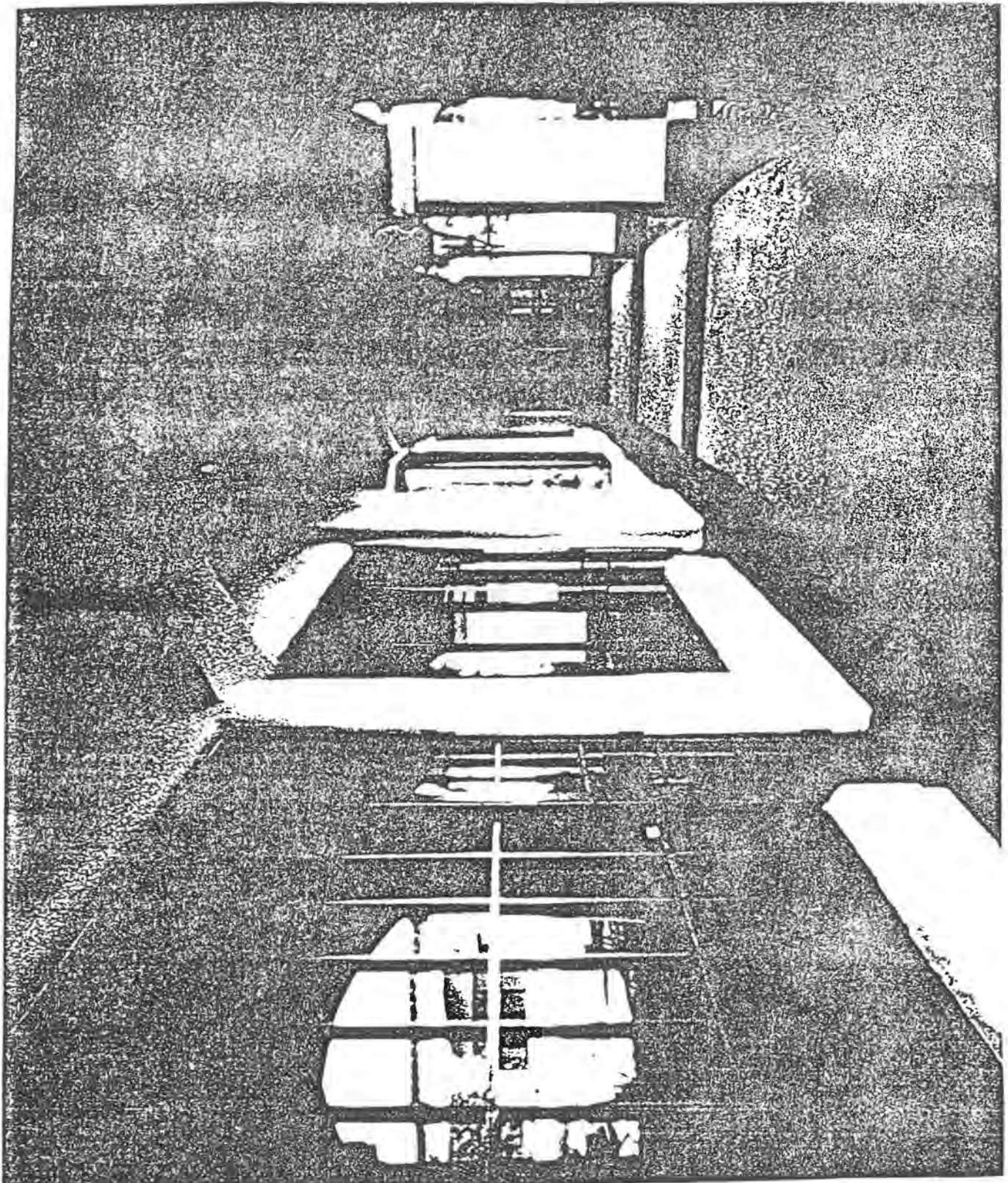
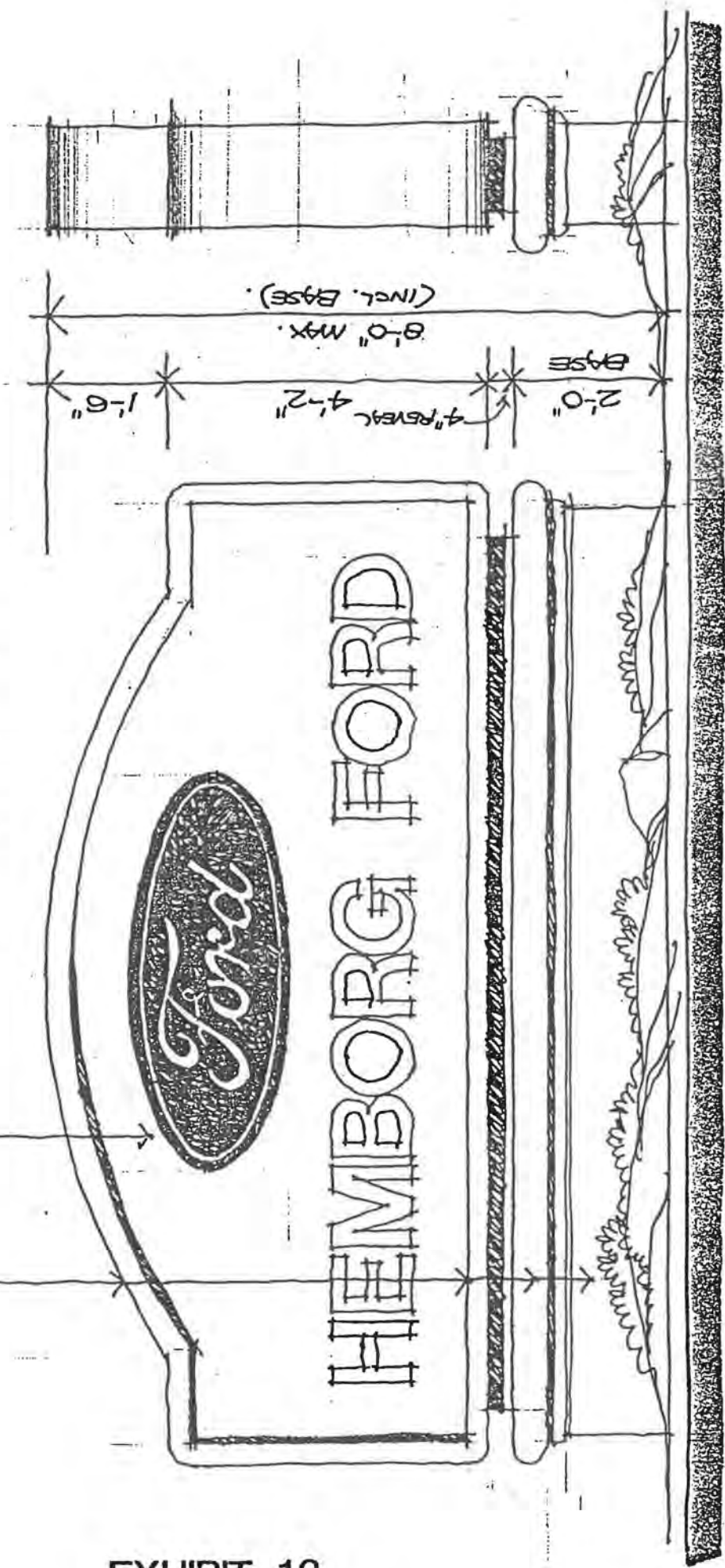


EXHIBIT 12



EXPOSED JOINT ON BACK BY PLASTER FRAME.

COLOR PLEXIGLASS SIGN FACE.  
MAXIMUM OF 60 SQ. FT. OF SIGN FACE ALLOWED (EACH SIDE).



HEIGHT/LENGTH RATIO NOT TO EXCEED 1:3

Elevations  
SCALE: 1/2"=1'-0"

Standard Monument Sign

SIGN AREA SHALL NOT EXCEED  
ONE SQUARE FOOT PER LINEAL  
FOOT OF BLDG. FRONTAGE.



Elevation

SCALE: 1/8" = 1'-0"

Standard Wall Signs

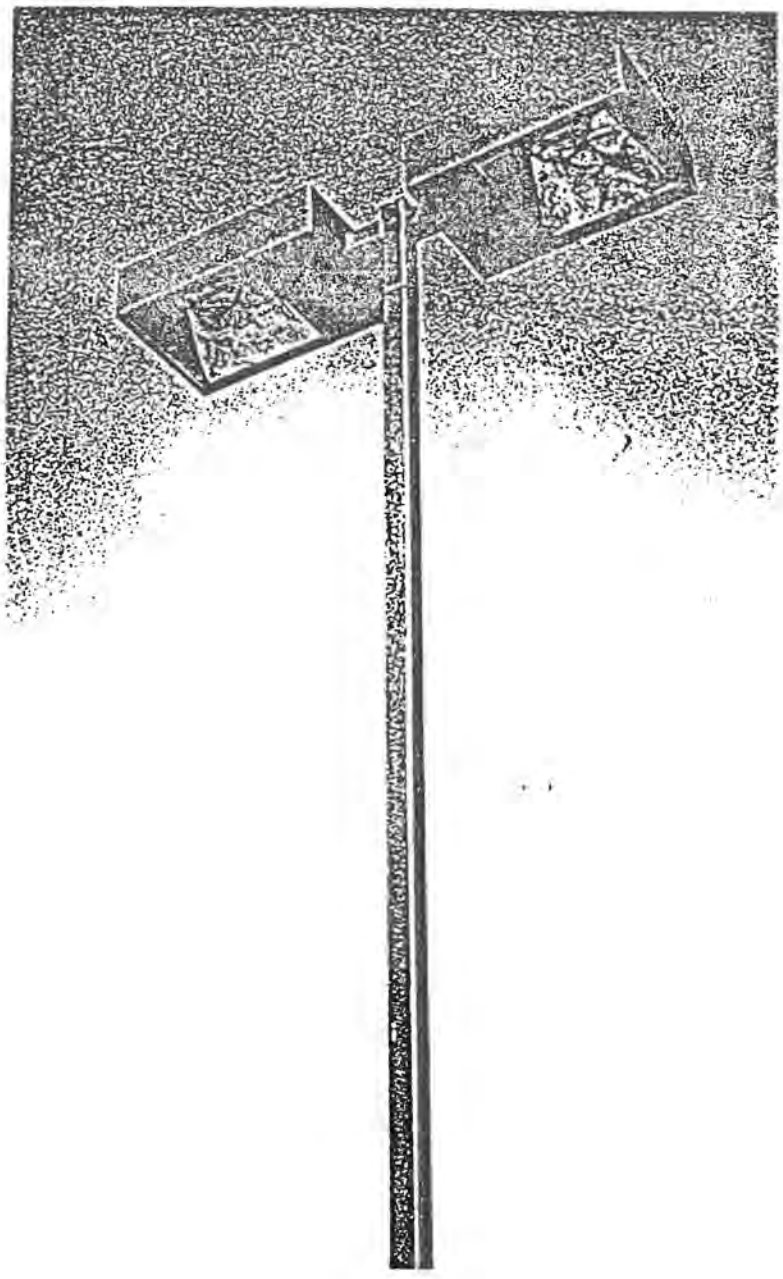
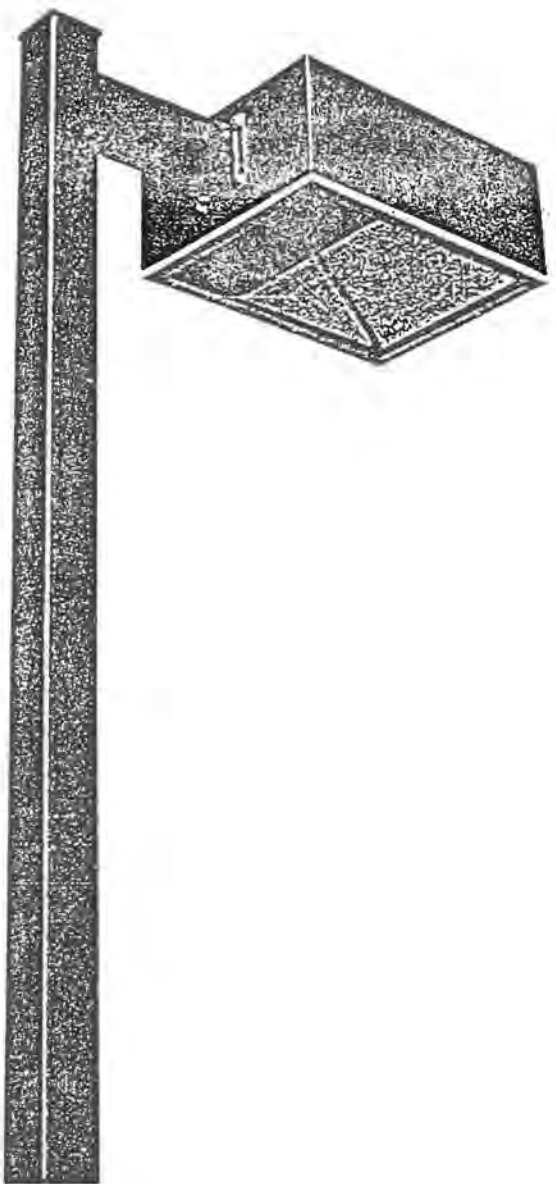
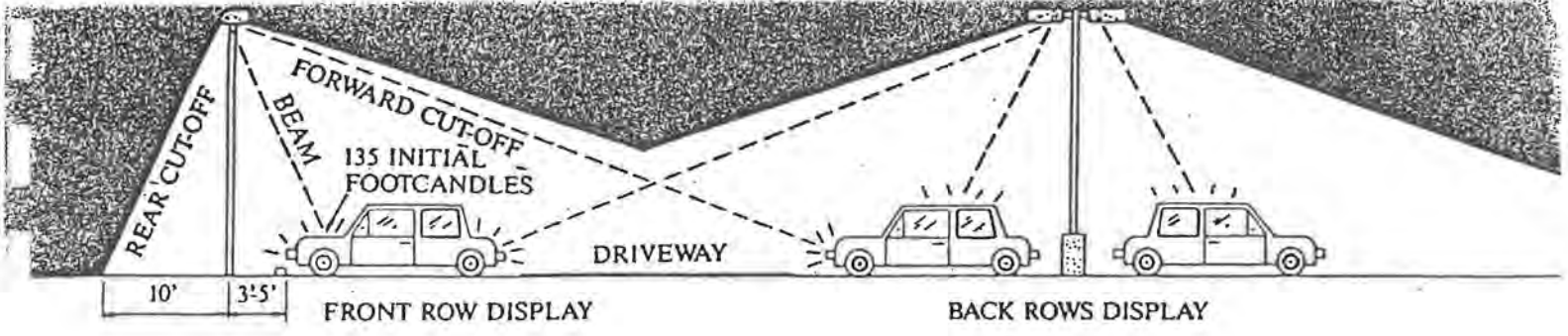
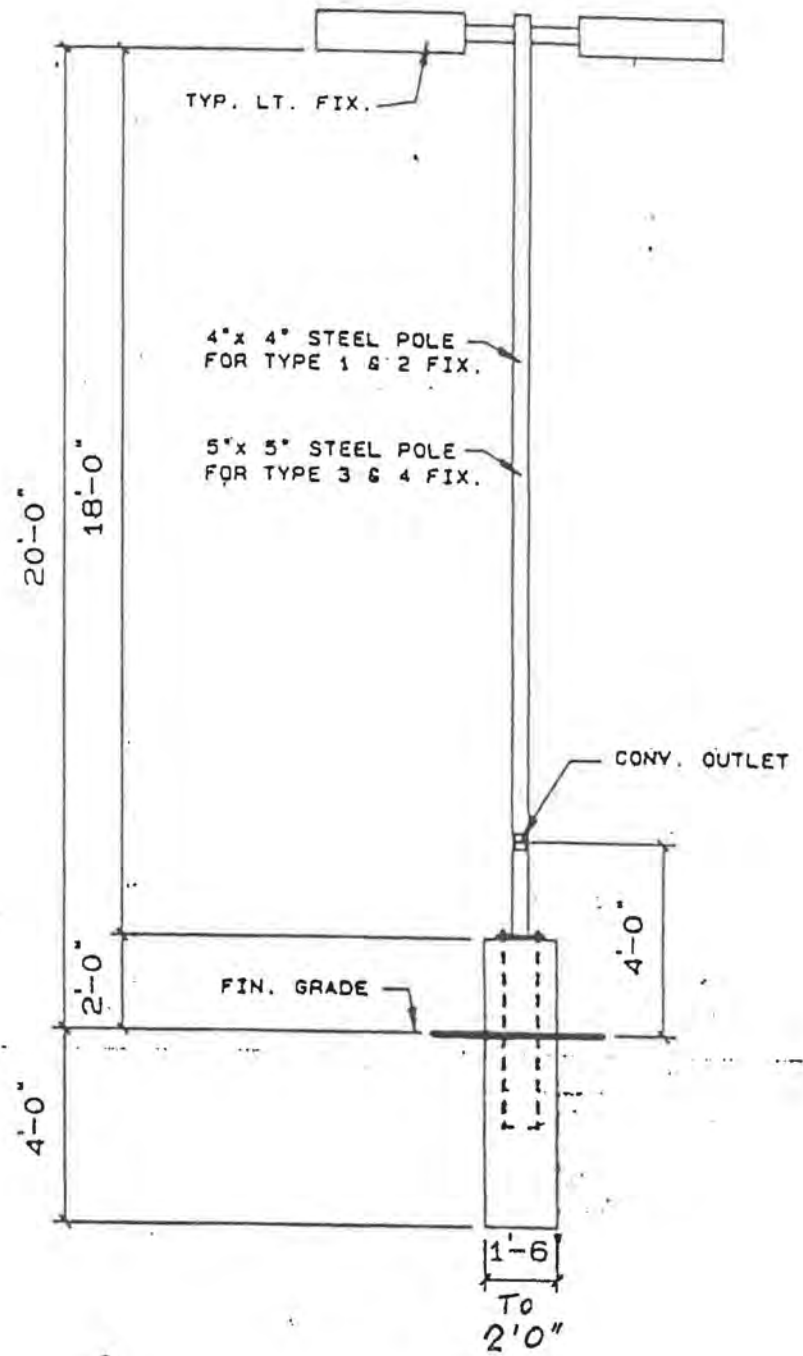
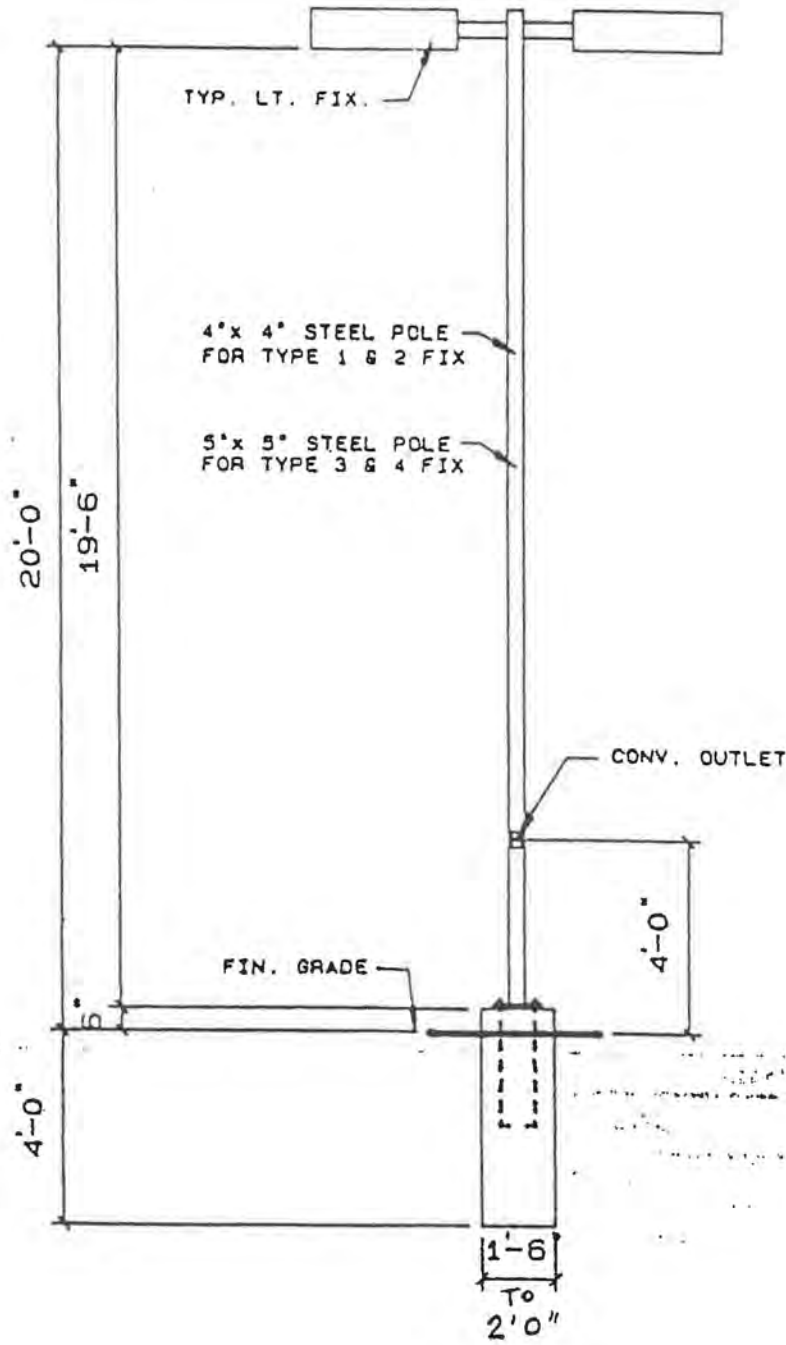
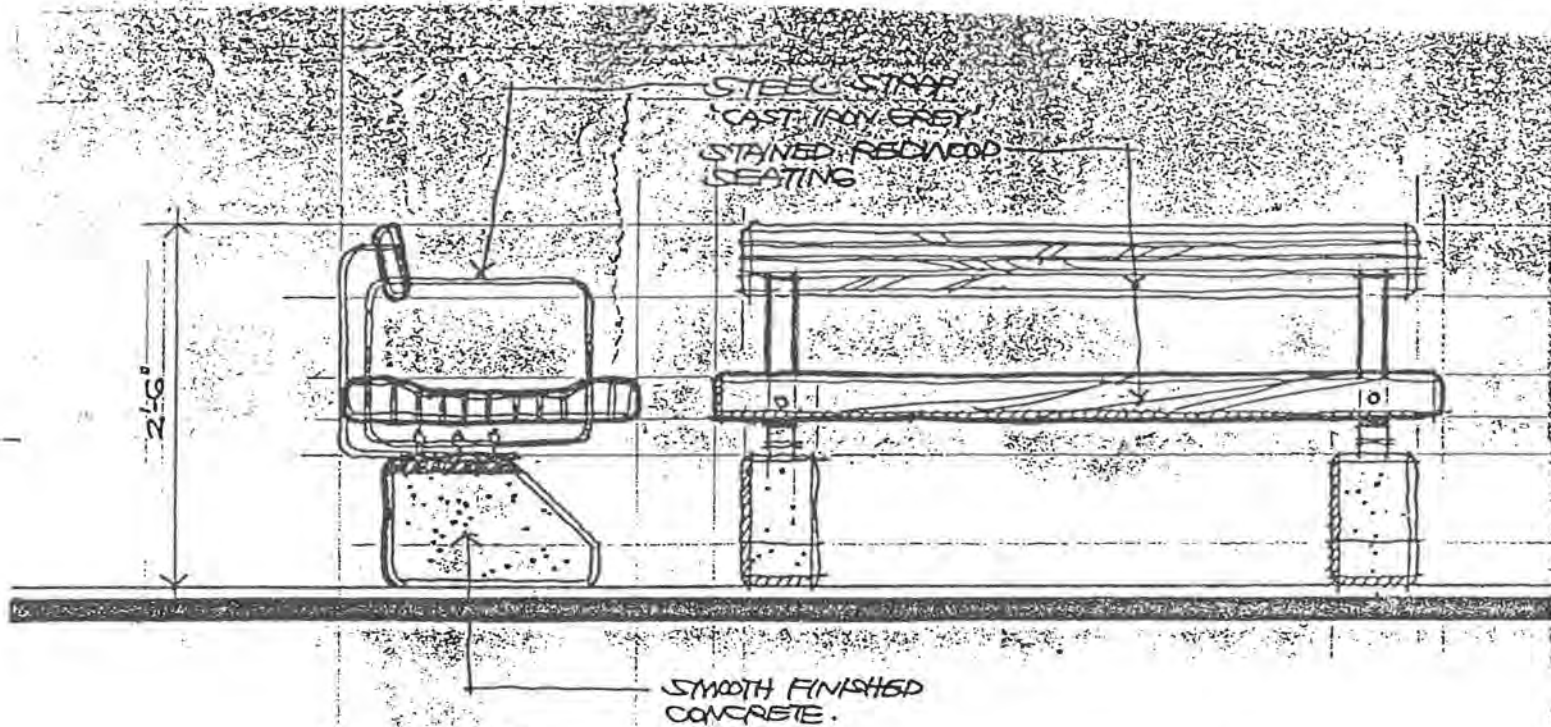


EXHIBIT 15

EXHIBIT 16



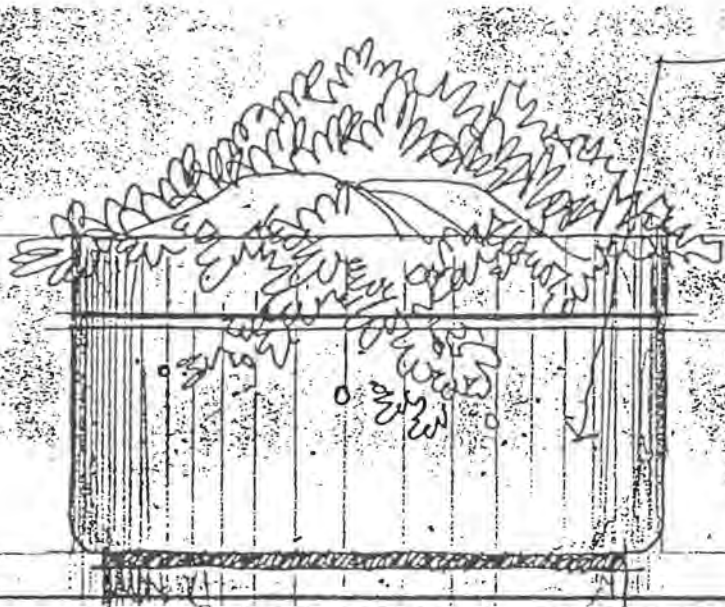




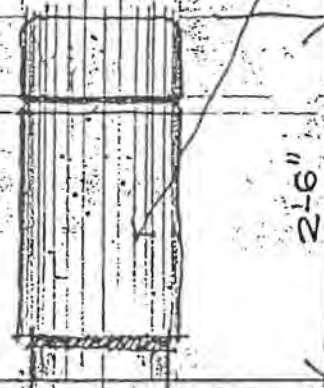
**Bench**

SCALE: 3/4" = 1'-0"

'SYSTEMS BENCH' BY  
'URBAN ACCESSORIES'



CAST STONE PLANTER TUBS  
BY 'WESTERN ART STONE' 4'-DIAM  
14" DIAM. CONCRETE  
BOLLARD W/ REVEAL BY  
'WESTERN ART STONE'



**Cast Stone Planter Tub**

SCALE: 3/4" = 1'-0"

**Concrete Bollard**

SCALE: 3/4" = 1'-0"



PLANT SELECTION LIST

<u>LOCATION</u>	<u>PLANT TYPE</u>	<u>SIZE</u>	<u>SPACING</u>	<u>COMMENTS</u>
<i>Street Tree</i>	Platanus Racemosa California Sycamore	24" Box	Min. 30' o.c.	
<i>Major Entry Tree (@ Dealership Entries)</i>	Cupaniopsis Anacardioides Carrot Wood	36" Box	Min. 30' o.c.	Use multi-trunk. Stake with guy- wires, rubber- hose, turnbuckles, and deadman stakes.
	Jacaranda Acutifolia Jacaranda	36" Box	Min. 20' o.c.	
<i>Accent Trees and Parking Lot Trees</i>	Eucalyptus Leucoxylon White Iron Bark	15 Gal.	Min. 15' o.c.	
	Eucalyptus Polyanthemos Silver Dollar Gum	15 Gal.	Min. 15' o.c.	
	Lagerstroemia Indica Crape Myrtle	24" Box	Min. 15' o.c.	
	Geijera Parviflora Australian Willow	24" Box	Min. 20' o.c.	
	Liquidambar Orientalis Sweet Gum	24" Box	Min. 20' o.c.	
	Melaleuca Quinquenervia Cajeput Tree	24" Box	Min. 15' o.c.	
	Prunus Cerasifera Flowering Plum	24" Box	Min. 15' o.c.	
	Pyrus Kawakami Evergreen Pear	24" Box	Min. 15' o.c.	

EXHIBIT 18

PLANT SELECTION LIST (cont.)

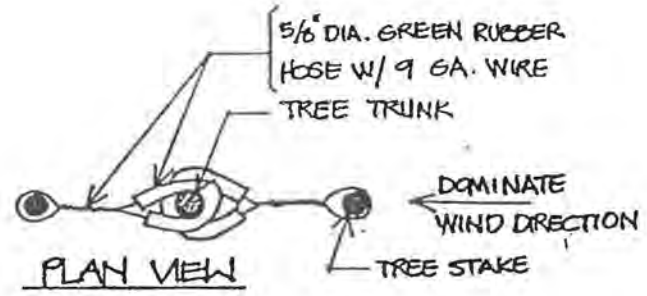
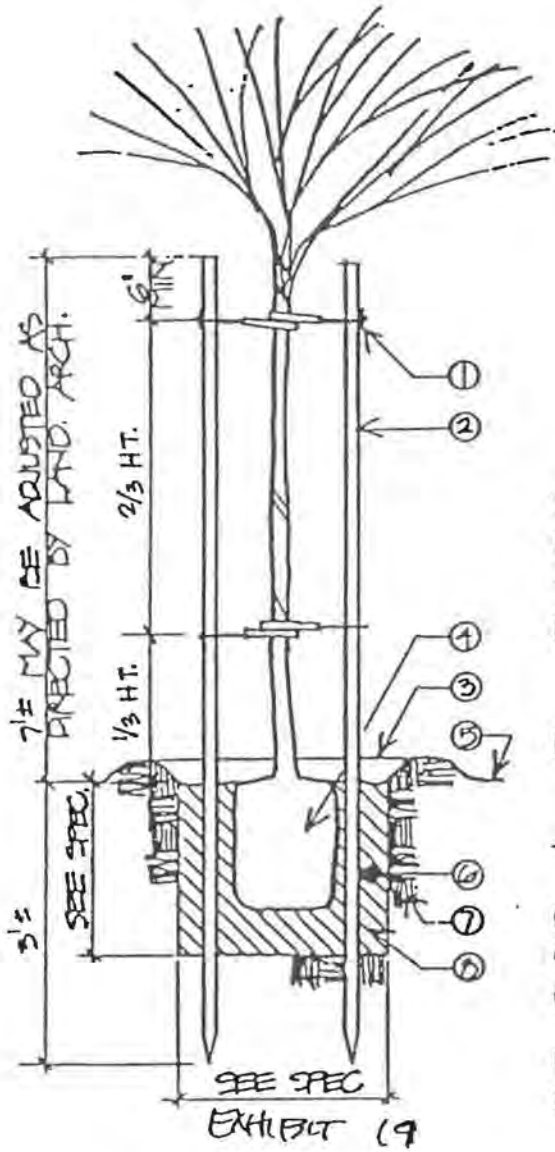
<u>LOCATION</u>	<u>PLANT TYPE</u>	<u>SIZE</u>	<u>SPACING</u>	<u>COMMENTS</u>
<i>Shrubs</i>	Abelia Grandiflora Grossy Abelia	5 Gal.	10' o.c.	
	Abelia Grandiflor "Edward Goucher" Dwarf Abelia	5 Gal.	3' o.c.	
	Arbutus Unedo Strawberry Tree		8' o.c.	
	Brunfelsia Floribunda Yesterday, Today & Tomorrow	5 Gal.	6' o.c.	Shade areas
	Callistemon Citrinus Lemon Bottlebrush	5 Gal.	10' o.c.	
	Dononea Visoca Hopseed Bush	5 Gal.	10' o.c.	
	Pittosporum Tobira "Wheeleri" Wheeler's Pittosporum	5 Gal.	6' o.c.	Part shade
	Ligustrum Ovalifolium California Privet	5 Gal.	3' o.c.	18" o.c. for Hedge
	Nerium Oleander (Var) Oleaner	5 Gal.	5' o.c.	
	Plumbago Auriculata Cape Plumbago	5 Gal.	6' o.c.	
	Raphiolepis Indica (Species Var.)	5 Gal.	3' to 6' o.c.	Use "Springtime Ballerina"
	Photinia Fraseri Photinia	5 Gal.	10' o.c.	
	Trachelospermum Jasminoides Star Jasmine	5 Gal.	2' o.c.	
	Xylosma Congestum Shiny Xylosma	5 Gal.	8' o.c.	

PLANT SELECTION LIST (cont.)

<u>LOCATION</u>	<u>PLANT TYPE</u>	<u>SIZE</u>	<u>SPACING</u>	<u>COMMENTS</u>
<i>Ground Covers</i>	Agapanthus Africanus Agapanthus	1 Gal.	3' o.c.	
	Agapanthus Africanus "Peter Pan" Dwarf Agapanthus	1 Gal.	18" o.c.	
	Clivia Miniata Kafir Lily	1 Gal.	18" o.c.	Shade only
	Gazania Leucolaena Trailing Gazania	Flat	12" o.c.	
	Osteospermum Fruiticosa Trailing Daisy	Flat	12" o.c.	
	Liriope Muscari Lily Turf	Flat	12" o.c.	
	Morea Iridiodes African Iris	1 Gal.	8" o.c.	
	Hemerocallis (Species)	1 Gal.	18" o.c.	Evergreen variety
	Lonicera Japonica "Halliana" Halls Honeysuckle	Flat	12" o.c.	
<i>Lawn Areas</i>	Marathon Hybrid Species	Sod		Do not use adjacent to Pyrus Kawakami
<i>Vines</i>	Ficus Pumila Creeping Fig	5 Gal.	Max. 20' o.c.	
	Clytostoma Callistegiodes Trumpet Vine	5 Gal.	Max. 20' o.c.	Shade only, Needs support
	Jasminum Grandiflorum Jasmine	5 Gal.	Max. 20' o.c.	Needs support

EXHIBIT 18

**TREE INSTALLATION:**



**LEGEND:**

- ① TREE STAKES - 2 REQ. AS SHOWN.
- ② 2" x 10' LODGE POLE PINE STAKE (TYP. 2) KEEP CLEAR OF ROOT BALL.
- ③ WATER BASIN - 3" MIN. DEPTH AFTER INITIAL WATERING BY HOSE REMOVE BASIN IN LAWN AREAS & AS DIRECTED BY LANDSCAPE ARCH.
- ④ ROOT BALL
- ⑤ FINISH GRADE
- ⑥ 21 GRAM PLANT TABLET MIN. 20-10-5 CONTENT.
- ⑦ EXISTING SOIL
- ⑧ AMENDED BACKFILL:  
1 PART CLEAN TOP SOIL  
1 PART CLEAN SAND  
1 1/2 PARTS DECOMPOSED ORGANIC MATERIAL
- ⑨ SOIL AMENDMENTS AS PER SOIL ANALYSIS RECOMMENDATIONS.