

CHAPTER 19.19
MS (MAIN STREET OVERLAY) ZONE

<u>Section</u>		<u>Page</u>
19.19.010	Purpose	II-19.19-1
19.19.020	Applicability	II-19.19-1
19.19.030	Permitted and Conditionally Permitted Uses	II-19.19-2
19.19.040	Development Standards	II-19.19-2

Guidelines

(G)19.19.050	Rehabilitation and In-Fill Development Design Guidelines	II-(G)19.19-9
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19.19.010 PURPOSE

The purpose of this overlay zone is to provide a comprehensive set of development standards to be applied within the City's downtown area. These standards are provided for the continuance and enhancement of the historic downtown area as the functional and symbolic center of the City.

This Overlay Zone is established in order to achieve the following objectives for the City's downtown:

1. General pride and confidence in the downtown area.
2. Create an attractive environment which is active throughout the day and evening.
3. Maintain a consistently high level of design quality.
4. Encourage pedestrian activity by creating a positive pedestrian experience.
5. Protect property values through quality control.

19.19.020 APPLICABILITY

This Zone is an area bounded by the north property line of the parcels on the north side of 8th Street on the north, the centerline of Rialto Avenue on the south, east right-of-way of I-215 on the west, and the east property line of parcels fronting on the east side of Sierra Way on the east.

The standards contained in this Section apply to all uses and structures within this zone and are in addition to those of the underlying zone. In addition, the commercial design guidelines (Section (G)19.06) also apply as design guidelines to projects within this Zone where applicable. Further, the "Main Street Design Guidelines Manual" provides additional guidance for developers of projects within this Zone. The manual must be consulted by project proponents prior to submitting development plans for review. If there is inconsistency between the requirements of this Development Code and the Main Street Design Guidelines Manual, these Development Code requirements shall prevail.

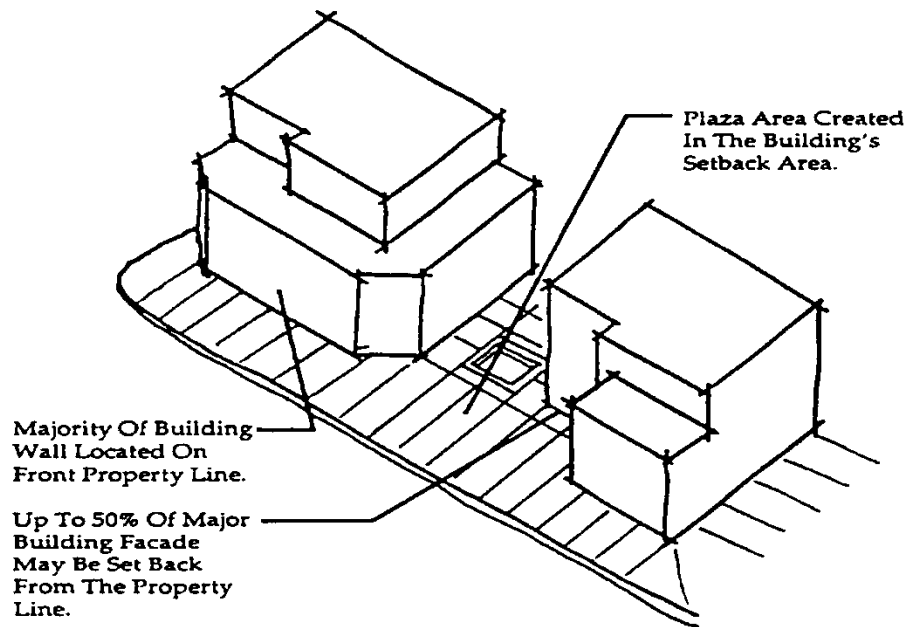
19.19.030 PERMITTED AND CONDITIONALLY PERMITTED USES

Uses permitted or conditionally permitted within this District shall be the same as those for the underlying zone.

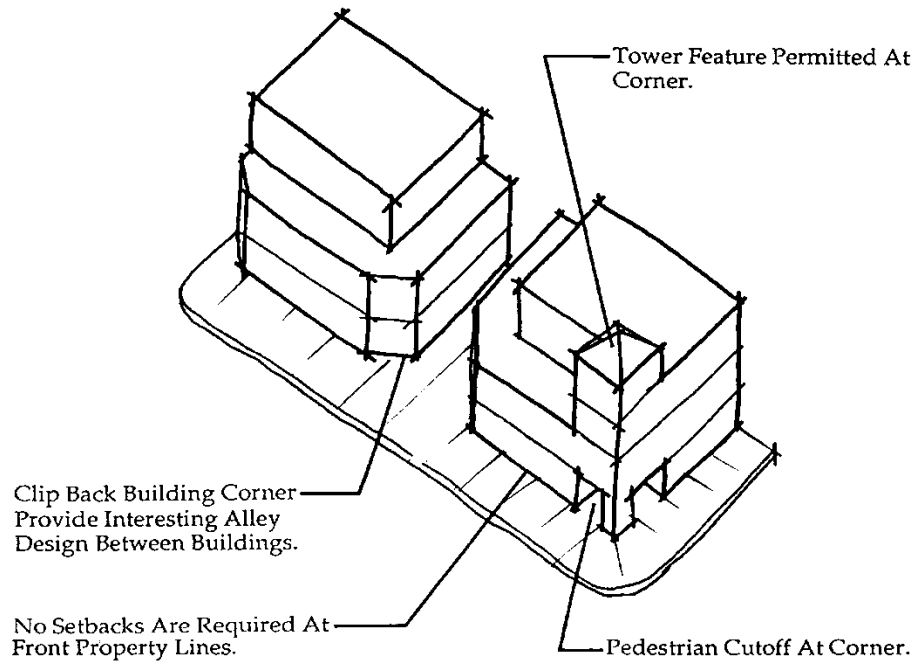
19.19.040 DEVELOPMENT STANDARDS

1. SETBACKS

- A. The first two floors of any building in the Main Street Area must be built at the property line or provide a hardscaped plaza (for up to 50% of building face) between the building face and the front property line. If it can be demonstrated by the project proponent that the above configuration causes undue hardship due to "special circumstances", the City may require that only 50% of the building face be located on the front property line.
- B. Pedestal buildings (buildings with the first floor set back from the front property line while upper floors project out to the front property line) are prohibited.
- C. Awnings, trellises and other accessory building structures which are relatively open and do not restrict pedestrian or vehicular movement may project into the front right-of-way. Permanent building canopies are not included in this category.



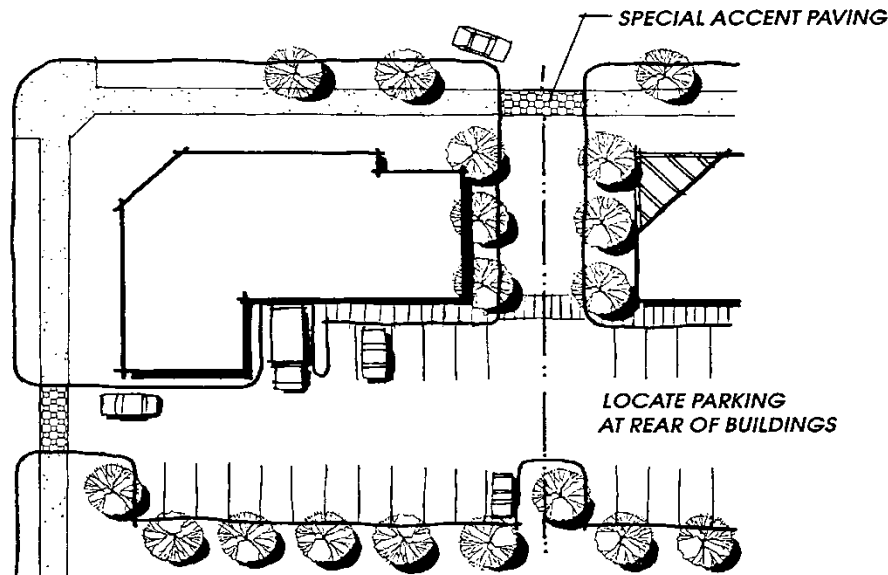
- D. Any building located at a corner intersection shall incorporate architectural features at the ground floor which emphasize the importance of pedestrian movement. These features may include building cut-offs, walk-through covered arcades, trellis structures, and other elements which focus visual interest on the corners.
- E. Where appropriate, new buildings must set back their corners at intersections to create pedestrian plazas as well as improve visual sight lines for vehicles. The corner setback minimum dimension shall be 10 feet from the corner. (See graphic)



BUILDING CORNER TREATMENTS

2. PARKING ORIENTATION

- A. Parking lots and structures shall be located as much as possible to the rear of buildings.
- B. Locating parking lots between the front property line and the primary building storefront/entry is specifically prohibited.
- C. Vehicular entry points to parking lots shall receive special paving accents where the drive crosses the public sidewalk.
- D. Off-street parking facilities shall be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same parking facility.



3. PLAZA PROVISIONS

Front setbacks are allowed at the ground level if the area is designed as a pedestrian plaza. To qualify as a pedestrian plaza, the following minimums shall be incorporated into its design.

- A. Minimum size: 10 feet deep and the width of the entire building storefront or 650 square feet.
- B. Paving: A minimum of 80% of the area shall be paved in a decorative paver or textured, colored concrete. Asphalt paving is prohibited as a plaza paving material.
- C. Landscaping: Landscaping is required pursuant to Chapter 19.28.
- D. Walls: An optional low wall (max. 30 inches high) which allows people to sit on it, may be located on the property line for restaurants or other uses utilizing the plaza for active retailing or other entertainment use. The wall may not extend for more than 80% of the building frontage.

4. STREETSCAPE IMPROVEMENTS

Developers of new projects or rehabilitation projects with a value above 50% of the current assessed value of the property are required to reimburse the City for streetscape improvements made within the public right-of-way adjacent to their property. Said projects shall be assessed a fee based on the number of lineal feet of street frontage of the project.

The fee shall be assessed in accordance with the fee schedule established by resolution of the Mayor and Council and filed in the office of the City Clerk.

5. ARCHITECTURAL DESIGN (GENERAL)

- A. Storefront construction shall be minimum of 60% transparent with a maximum of 85% transparency.
- B. Upper story street wall construction shall be a minimum of 35% transparent.
- C. Blank, solid end walls or side walls visible from public view shall be avoided. If such walls are necessary for interior reasons, the structure wall shall receive some form of articulation or "add-on" elements such as awnings, cornice bands, etc.
- D. The facades of adjacent structures shall be considered in the design of new projects to avoid clashes in architectural style and materials.
- E. Acceptable Materials:

Building Walls

- clear glass, glass block
- concrete or plaster (lightly troweled or sand finish)
- cast iron
- new or used face-brick, terra-cotta
- cut or carved stone
- baked enamel metal panels
- clapboard where appropriate (limited)
- ceramic tile

Roofs (where visible)

- flat concrete or clay tiles
- slate or slate appearing substitutes
- standing seam metal roofs (not batten)
- class "a" composition shingles

Fences/Walls/Gates

- concrete or plaster with smooth or lightly textured surface
- wrought iron
- split face block
- new or used face brick, cut or carved stone

- F. Prohibited materials:

Building Walls

- highly reflective glass
- imitation stone or flagstone parquet
- imitation masonry of any kind
- corrugated fiberglass
- imitation wood siding

- coarsely finished, "rough-sawn" or rustic materials such as wood shakes, shingles, barnwood, board and batten, and rough-sawn
- poorly-crafted or rustic wood-working and finishing techniques
- "antiqued" or imitation old brick
- mottled or light-colored variegated brick, oversize brick and white brick mortar
- astro-turf
- materials with a glossy or reflective finish such as glass or polished marble should not be used as the dominant facade material.

Roofs (where visible)

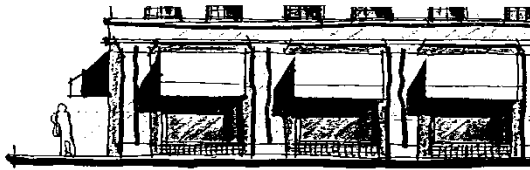
- crushed stone
- exposed corrugated metal or plastic
- cedar shake
- brightly colored tile (orange, blue, etc.)

Fences/Walls/Gates

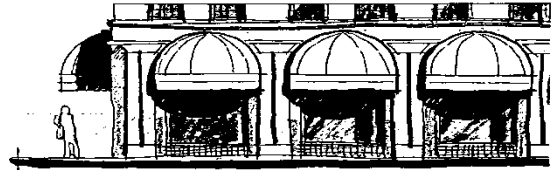
- concrete block, whether colored or unfinished
- chain link or "cyclone" fences
- rough sawn or natural wood
- split rail

6. CANOPIES AND AWNINGS

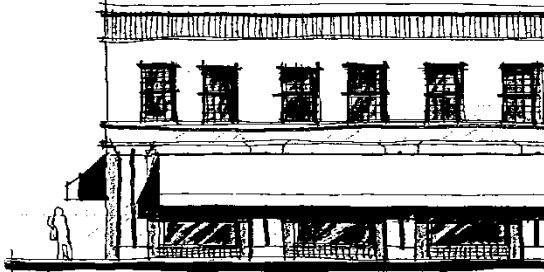
- A. Canopies and awnings must respect the style and character of the structure on which they are located, particularly in the material and color.
- B. The highest point of a canopy or its superstructure shall not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window, awning, canopy, or transom. The purpose of this requirement is to leave a comfortable space between the top of the canopy and the windows, trim, and other architectural elements.
- C. Canopies are encouraged to shelter all openings of each building from sun and rain at the bottom floor. Awnings are allowed on upper floors.
- D. The minimum height of a canopy or a sign hung from a canopy shall be 8 feet from the lowest point to the sidewalk.



Shed Awning At Lower Level
Is Consistent With Rectilinear
Building Form.
Encouraged



Round Awning At Lower
Level Is Not Consistent
With Rectilinear
Building Form.
Discouraged



Awning In Scale
With Facade.
Encouraged



Awning Dominates
Facade.
Discouraged

7. DOORS AND WINDOWS

- A. The design and location of doors and windows must consider the architectural tradition of the historic downtown area. Use simple wood and glass doors and windows of traditional design. If aluminum is used, it shall be simple in design with a dark anodized or baked enamel finish.
- B. Only clear glass (88% light transmission) may be used on the first floor. Tinted glass allowing a minimum of 50% light transmission will be considered only for use in second floor windows and above and on an individual case basis. The use of reflective glass is prohibited on the first three floors (or equivalent).
- C. Storefront windows must be as large as possible while maintaining height standards for bulkheads. Maximum bulkhead heights for new construction shall be 42 inches. Minimum bulkhead heights shall be 24 inches. Existing buildings are encouraged to retrofit within height range.
- D. Replacement windows must always fill the entire opening and duplicate the original patterns.
- E. Security grilles, either fixed or sliding, are prohibited on the exterior of doors and windows on the fronts or sides of structures adjacent to streets. If such security systems are justified, they must be placed on the interior of the building, a minimum of 24 inches behind windows and doors. Security grilles are prohibited by the California Code of Regulations for Title 19 occupancies, such as: mental hospitals, hospitals, homes for the aged, children's homes or institutions, schools; and any theater, dance hall, skating rink, auditorium, assembly hall, meeting hall, night club, fair building, or similar place of assemblage where 50 or more persons may gather together.



8. LIGHTING

- A. Lighting is an integral part of the downtown design concept and a major element in creating a unique, safe, and exciting night-time ambiance. All exterior lighting shall be designed as part of the overall architectural concept. Fixtures, standards and all exposed accessories shall be harmonious with the building design, the lighting design and hardware of the public spaces, and the overall visual environment of the downtown. Obtrusive appearance of their setting should be avoided.
- B. Night lighting of buildings shall be selective and focused; overall ambient lighting of buildings is not desirable. Rather, lighting should highlight entrances, dramatize special architectural features, keynote repeated features, and use the play of light and shadow to articulate the facade. The creative use of lighting to accomplish these ends is strongly encouraged. The lighting of signs themselves will play a significant role in the nighttime visual environment.
- C. For safety, identification and convenience, entrances of buildings and parking areas shall be well illuminated.
- D. Vestibules created by recessed entries shall be illuminated by downlights.
- E. All show window areas shall be adequately lighted employing concealed or baffled sources which will not create glare or uncomfortable visual conditions for pedestrians.

