
Central Avenue Specific Plan

Chino General Plan

March 1982

RESOLUTION NO. 81-83

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHINO FOR ADOPTION OF A GENERAL PLAN AMENDMENT INCLUDING UPDATES AND THE LAND USE AND CIRCULATION ELEMENTS AND THE CENTRAL AVENUE SPECIFIC PLAN.

WHEREAS, the Chino Planning Commission and City Council have held numerous public workshops on the Chino General Plan Update over the past eighteen months; and

WHEREAS, on the 13th day of July, 1981, the Planning Commission of the City of Chino approve the draft Land Use, Housing, and Circulation Elements and the Central Avenue Specific Plan, after holding a public hearing as advertised; and

WHEREAS, on the 4th day of August the City Council held a public hearing regarding the draft Land Use, Housing and Circulation Elements and the Central Avenue Specific Plan; and

WHEREAS, on the 5th day of October the Planning Commission held a public hearing regarding changes in the drafts made by the City Council and made a recommendation to the Council on these changes; and

WHEREAS, on the 6th day of October, 1981, the City Council of the City of Chino finds:

1. It is deemed advisable and necessary to amend the Land Use and Circulation Elements and add the Central Avenue Specific Plan to the Chino General Plan.
2. All provisions of the Chino City Code and State Law related to the amendment of the general plan have been complied with, including a public hearing on the 4th day of August, 1981.
3. Following said public hearing, the City Council has determined that the health, safety, and general welfare would be served by the proposed amendment.

NOW, THEREFORE BE IT RESOLVED:

- A. That the City Council hereby adopts on the 6th day of October, 1981, the Chino General Plan Update, including the Land Use and Circulation Elements and the Central Avenue Specific Plan

APPROVED AND ADOPTED THIS 6th DAY OF October, 1981


MAYOR OF THE CITY OF CHINO

ATTEST:


CITY CLERK, CITY OF CHINO

STATE OF CALIFORNIA)
COUNTY OF SAN BERNARDINO) ss
CITY OF CHINO)

I do hereby certify that the foregoing Resolution of the City Council of the City of Chino was duly adopted by said City Council at a regular meeting held on the 6th day of October, 1981, by the following vote, to wit:

AYES: COUNCILMEMBERS: Aguiar, Burrell, Kenealy, Carter, Walker
NOES: COUNCILMEMBERS: None
ABSENT: COUNCILMEMBERS: None

Lida M. Yack Lisanty
CITY CLERK OF THE CITY OF CHINO

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EXECUTIVE SUMMARY

INTRODUCTION

The Central Avenue Specific Plan is a land use, urban design and circulation study of the Central Avenue corridor in Chino, California. Its purpose is to show how existing and future developments can be integrated into a pleasing, vital community environment. It proposes general guidelines on which future planning decisions can be made, and also contains specific urban design criteria to insure that all future development meets the City's goal of creating an attractive community.

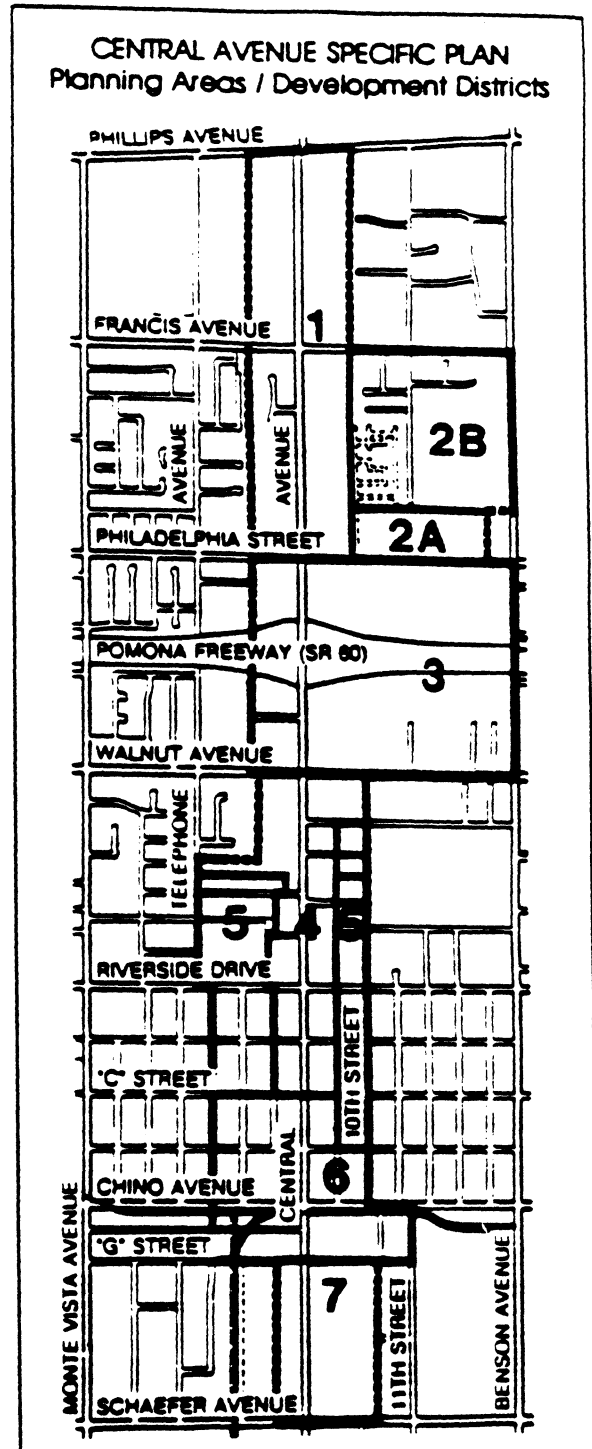
Within the framework of the Central Avenue Specific Plan, and grounded on an extensive citizen participation program, a comprehensive master plan has been developed for the old downtown area of Chino. The purpose of the Downtown/Civic Center Master Plan is to re-establish Downtown as a vital, active community center serving the cultural, governmental, commercial and residential needs of Civic Center users, local residents, and the City as a whole.

THE PLANNING AREA

The core of the study area centers on Central Avenue itself, the principal shopping street and north-south arterial within the City. The northern boundary is Phillips Avenue and the southern boundary is Schaefer Avenue. The eastern and western boundaries vary but are generally about 660 feet either side of Central Avenue.

There are a wide variety of existing uses within the planning area, ranging from agricultural, to residential, to commercial. The patterns of existing land use and development potential suggested a division of the planning area into seven smaller sub-planning areas or districts:

Area 1, from Phillips Avenue to Philadelphia Street within 660 feet of Central Avenue, includes existing rural agricultural and residential uses



and is receiving pressure to be developed with multi-family residential or commercial uses.

Area 2, from Francis Avenue to Philadelphia Street, east of Area 1 to

Benson Avenue, contains rural residences with some large lots used for agricultural purposes.

Area 3. from Philadelphia Street to Walnut Avenue and east to Benson Avenue. contains a large area of undeveloped land on either side of the Pomona Freeway, as well as some neighborhood commercial uses along Central Avenue.

Area 4 is the older downtown strip of Chino and includes the area directly adjacent to Central Avenue between Walnut Avenue and "D" Streets. There are a variety of older and newer commercial buildings, with some single family residences being replaced by commercial uses.

Area 5 is in two parts and represents the older residential areas on either side of area 4 on Central Avenue.

Area 6 includes City Hall, Police Department, County building, community theater, library and senior center. The oldest downtown buildings on 6th Street between "C" and "D" Streets are also part of this sub-planning area.

Area 7 extends from G Street south to Schaefer Avenue. Present uses include agricultural, industrial related commercial and some residential.

PLAN CONCEPTS

There are two basic concepts that are proposed to achieve the Specific Plan goals:

- a. Use a continuous row of street trees on both sides of Central Avenue to serve as the element which links all new and old development into a coherent whole.
- b. Specify land use and urban design guidelines that respond to the

particular situation of each of the seven districts described above

DEVELOPMENT DISTRICTS

Each of the seven districts has in common the street tree planting and treatment of intersections which provide urban design continuity. The differences in land use and development criteria are summarized below.

Area 1 will be developed with commercial uses in a way which breaks down the "strip development" appearance that would be likely to occur without guidelines.

Area 2 will contain residential uses that are compatible with existing development, and regional commercial uses across from the regional shopping center.

Area 3 will become a new "town center" with a regional shopping center and community commercial facilities.

Area 4 will contain a mix of older and newer commercial uses with guidelines to enhance the visual quality of the streetscape.

Area 5 should retain its residential quality and standards are being proposed to achieve that end.

Area 6 is the Downtown Civic Center Master Plan. It will be the expanded civic center and also feature a town square surrounded by mixed use buildings with neighborhood serving retail on the ground level and senior housing above.

Area 7 should be developed with industrial service commercial uses in response to the industrial service commercial uses in response to the industrial district at the south end of town.

IMPLEMENTATION

Successful implementation of this program depends on the City and Redevelopment Agency enforcing the land use and development guidelines as outlined in the plan. Specific implementation recommendations also include:

1. Annex to the City all portions of the planning area not currently within the City limits.
2. Realign the boundary of the existing redevelopment area to include the entire Specific Plan area.
3. Require a conditional use permit for all future development within the Specific Plan area.

I INTRODUCTION

BACKGROUND

Since 1969, there have been four plans which have made either general or specific recommendations for Central Avenue. The first of these was the Chino General Plan of 1969, which presented several policies directed toward maintaining and revitalizing the downtown area. Among those policies, two seem particularly significant today.

1. Locate new facilities in such a way as to revitalize deteriorating areas and tie together new development into a unified area rather than a series of unrelated shopping centers.

2. Increase the commercial potential of the area by improving its visual appearance and functional efficiency.

In February, 1975, the second plan for the area, the Central Avenue, Chino Specific Plan, recommended the establishment of a dominant architectural theme in new commercial developments as a way of unifying Central Avenue. The third document, the General Plan Amendment 76-2A, extended the commercial designation along Central Avenue north to Francis Avenue, replacing the single and multiple family designations of the original General Plan. Finally, the Central Avenue Traffic and Land Use Study of May, 1978, recommended specific traffic and parking solutions to problems associated with proposed and existing development. Included in this report were many recommendations concerning street widening and median openings along Central Avenue. It is not the intent of this plan to substantially alter those recommendations. Urban design was addressed as a subsidiary issue and design solutions for specific sites were proposed, but they did not deal with the Central Avenue corridor as a whole.

Although each of these plans has served the specific planning needs of the City, there is still a need for a comprehensive Central Avenue corridor plan which updates the recommendations of past planning work in light of the issues that will affect development in the 1980's. Among those issues are the impact of Proposition 13 on the City's ability to raise money to maintain facilities and services within the area, the rapid growth of Chino and the surrounding area, and the high cost of housing due to inflation, interest rates and a diminishing land resource.

PURPOSE OF THE SPECIFIC PLAN

The purpose of the Central Avenue Specific Plan is twofold:

1. Promote a positive image for the Central Avenue corridor by attracting quality development and by structuring land use, circulation and urban design in a manner that creates a coherent whole.
2. Provide specific urban design guidelines that can be used by developers and the City to see that as the plan is implemented, each project will contribute to the overall Central Avenue character.
3. Provide more specific guidelines as a means of implementing the comprehensive Chino General Plan. This specific plan relates to and is incorporated into the citywide General Plan.

Since the passage of Proposition 13 in November, 1978, the property tax is no longer a reliable source of income for the operation of City government. The best source of funds now is the City's share of sales tax collected within the City boundaries. Consequently, cities compete strongly for those commercial activities that generate sales taxes. The location of a regional shopping center, for example, is usually strongly contested.

City governments often view zoning as a way of encouraging commercial development and it is true that providing land for commercial uses in the right places will encourage viable commercial uses. It is important to remember, however, that a proper balance of residential use is needed in order to keep existing and future commercial development viable. Having too much land zoned for commercial uses is likely to result in marg-

inal commercial activities that won't contribute significantly to city sales tax revenue or image. Proposed commercial development should be analyzed carefully by the City to see that it will be supported. For example, it is desirable to have several supermarkets competing with one another, but if there are too many, all will suffer. The City, through its development approval process, should evaluate development proposals with the goal of suggesting revisions that will make them fit better into the City's social, economic and visual environment.

A method of encouraging commercial development that is frequently overlooked is to provide more housing in the medium density range (10 to 20 dwelling units per net acre). By bringing more people into an area, there is an increased demand for commercial activity. The quickly escalating cost of housing and scarcity of land is forcing many younger homebuyers and renters into this kind of medium density housing.

This group may not be able to afford a detached home on a large lot, or even have the desire to maintain a large yard. A townhouse condominium or an attractively landscaped apartment project better meets their need for reasonably priced housing. Fortunately, Chino has a great deal of land with potential for development in this density range. If this development is done properly, with strictly enforced quality standards, Chino will attract residents with incomes to support a varied commercial base.

An important purpose of this plan, then, is to show how the City can attract the kinds of commercial development that will contribute to the City's economic base and overall image.

By creating a coherent whole, the plan can balance land uses in a way that creates value that would be absent without such a plan. By using this plan a developer will understand his place in the City's commercial area and will be able to plan his facilities so that they will be more responsive to the needs of the City. Conversely, the plan will enable the City to evaluate development proposals in the context of the entire area.

Design controls create value by creating a special environment in the City that attracts people from outside the area who come to shop in the City. Rather than discouraging development, design control actually encourages better quality and more vital commercial uses. By providing design criteria to developers, the City benefits by creating a whole that is greater than the sum of its parts. Most commercial developers readily accept their responsibility to provide attractive landscaping, architectural facades and signage. With a plan that suggests specific planting requirements and architectural themes, development by several developers can be integrated into a positive image for the City.

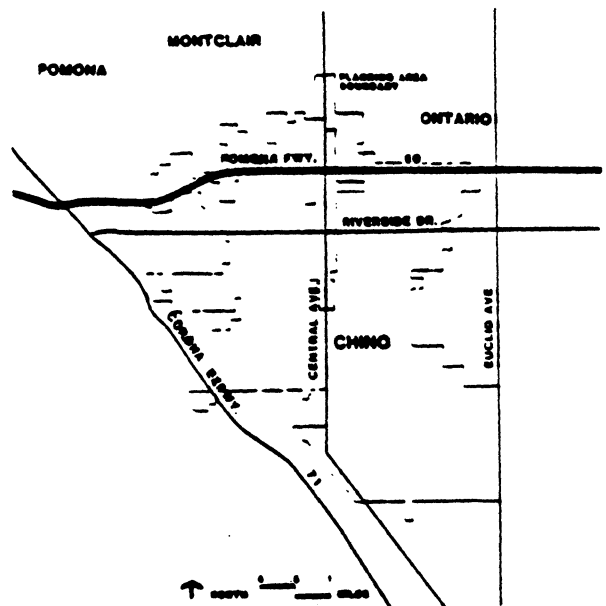
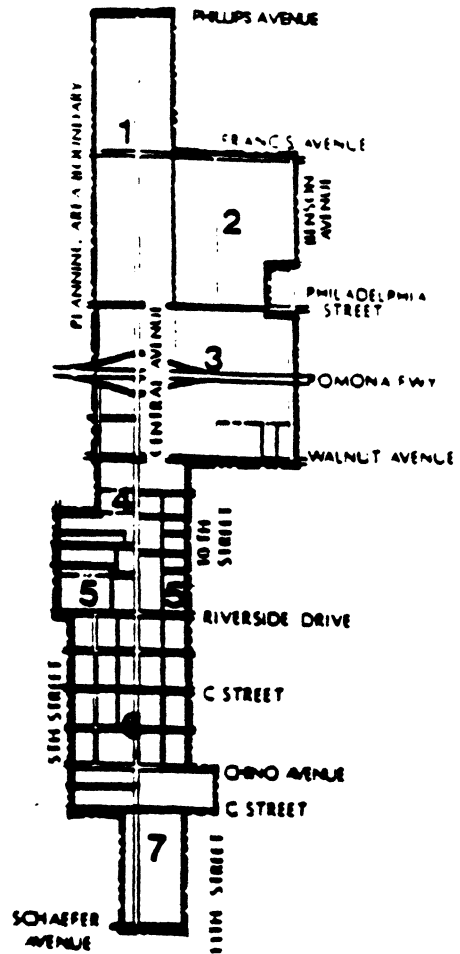
Additionally, Chino is an area that has potential for providing housing for the tremendous growth occurring in the West Valley Area of San Bernardino County. In order to attract residents that will support the commercial uses, design controls are needed to insure quality residential development. As with commercial development, a quality image will promote the kind of growth that will enhance Chino's image.

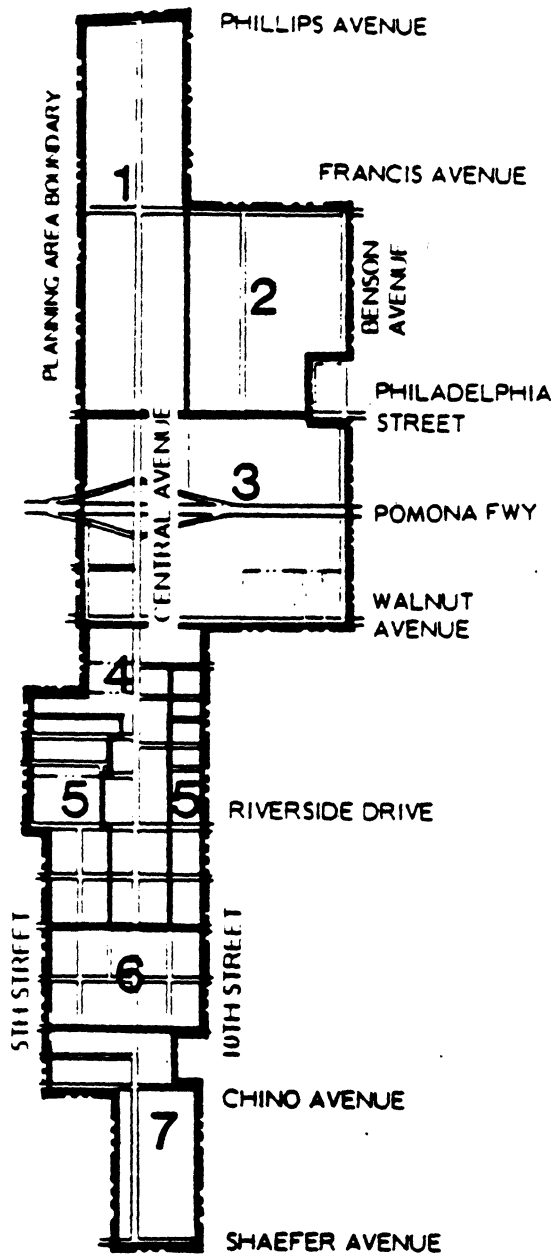
This comprehensive Specific Plan for the Central Avenue corridor will, therefore, benefit the citizens, the landowners, developers, and the City. The citizens will benefit from the wide choice and variety

of commercial activities and the enhanced beauty of their city. Landowners will benefit from the increased land value that a comprehensive plan brings. Developers will be better able to plan for orderly growth and development, and the City will benefit from the increased revenues generated by healthy commercial development, and will have the tool necessary to promote a positive image.

LOCATION OF THE SPECIFIC PLAN AREA

The context maps show the location of the Central Avenue Specific Plan area. The northern boundary is the City's sphere of influence boundary at Phillips Avenue. The southern planning area boundary is at Schaefer Avenue. The eastern and western boundaries vary in their distance from Central Avenue but, except for the area next to the Pomona Freeway, are usually 600 to 1000 feet from the Avenue. The precise reason for choosing the location of the boundary is discussed more fully in the following section which is a detailed description of each sub-planning district. Generally, an attempt was made to include all areas that would be significantly affected by development in the Central Avenue corridor. In addition, the planning area was made inclusive enough so that the urban design criteria would be effective in a large enough area to have a strong, positive impact on the image of the City.





DEVELOPMENT DISTRICTS

EXISTING CONDITIONS

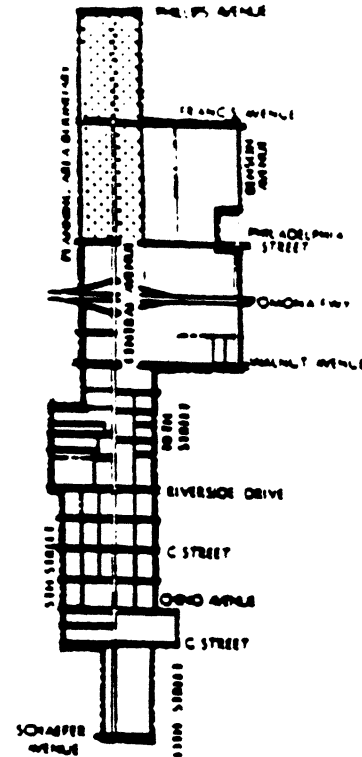
To facilitate discussion of the existing conditions within the Specific Plan area, it has been divided into seven smaller sub-planning districts which have a similar character or development potential based on their location.

LOCATION ONE

This district includes the area within approximately 660 feet on either side of Central Avenue between Phillips Avenue and Philadelphia Street. The area north of Francis Avenue is currently administrated by San Bernardino County. Current land use is varied and includes a Christmas tree farm, nursery and rural residences. A ten acre commercial development has been proposed for the northeast corner of Central Avenue and Francis Avenue.

South of Francis Avenue, many of the formerly rural residential uses are giving way to commercial development. On the east side of Central Avenue, south of Francis Avenue, a recently approved specific plan proposes that future commercial development be functionally compatible with the neighboring Country Fair Shopping Center. Buildings will be set to the rear of the property, and a meandering driveway paralleling Central Avenue with reciprocal easements among landowners will provide access to each property while reducing the number of driveway entrances.

The Country Fair Shopping Center is a newer neighborhood commercial center that has some qualities which should be imitated in future development, including attractive landscaping, signs and architectural treatment. There is still some room left at the northern end of the site for future development.

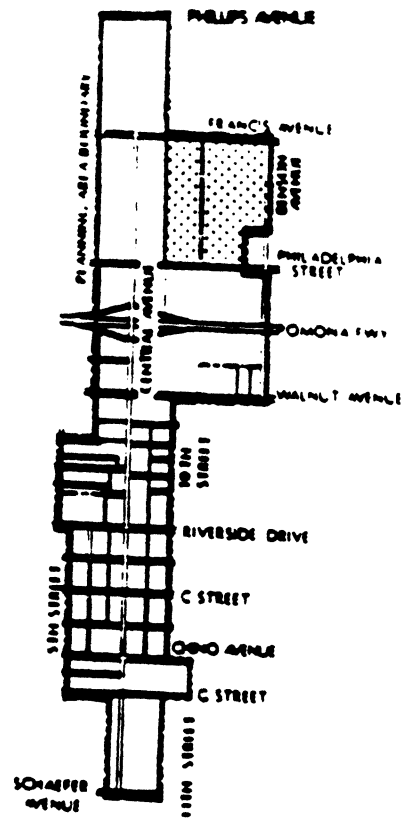


West of Central Avenue, recent planning efforts proposed a street parallel to and west of Central Avenue that connects Philadelphia Street to Francis Avenue. The purpose of this street is to break up the 660 foot depth of the properties along Central Avenue, so that multi-family housing projects can be developed at the rear of the property without affecting commercial development. A new housing project has been approved in this area. The proposed street, Bridger Avenue, would create a strip of land approximately 200 feet wide at the rear of the properties, while still allowing approximately 350 feet of depth for the property facing Central Avenue.

Current land uses west of Central Avenue between Francis Avenue and Philadelphia Street includes some commercial activity, as well as rural residences.

DISTRICT TWO

From the property line at the rear of the Country Fair Shopping Center east to Benson Avenue is a rural-residential area dominated by single family homes on three to five acre lots. There are several newer developments of one half to one acre, but most homes are twenty to thirty years old or older. There are horses, orchards, livestock and nursery farms within this area. Vernon Street is the main road serving the interior of this area and is midway between Central Avenue and Benson Avenue.



DISTRICT THREE

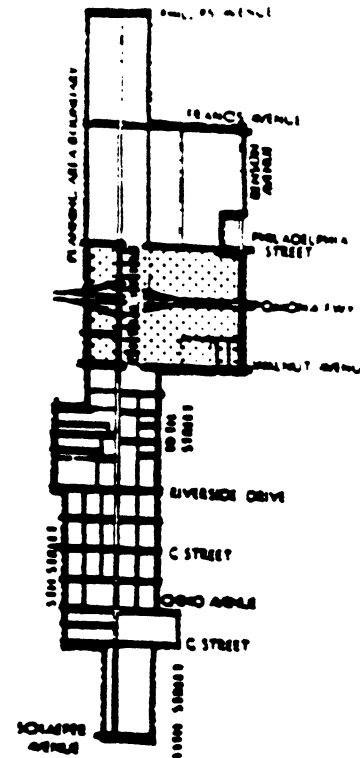
The area between Philadelphia Street and Walnut Avenue includes some of the newest commercial development in Chino and contains the largest tract of undeveloped land remaining in the specific plan area.

A new shopping center has recently been completed at the southeast corner of Philadelphia Street. This center has a similar site plan to the existing Country Fair Shopping Center, with the largest buildings aligned parallel to Central Avenue at the rear of a 660 foot deep lot.

The Alpha Beta Center at the southwest corner of Philadelphia Street and Central Avenue has a modern design. This neighborhood commercial complex is enhanced by the landscape treatment, the architecture, and the trees in the parking area.

The Pomona Freeway (Route 60) bisects this sub-area and provides access to Central Avenue from both directions. The Freeway is depressed approximately twenty-five feet below the grade of Central Avenue and the entry and exit ramps are landscaped attractively with a mixture of palms, freeway daisies, eucalyptus and ice plant.

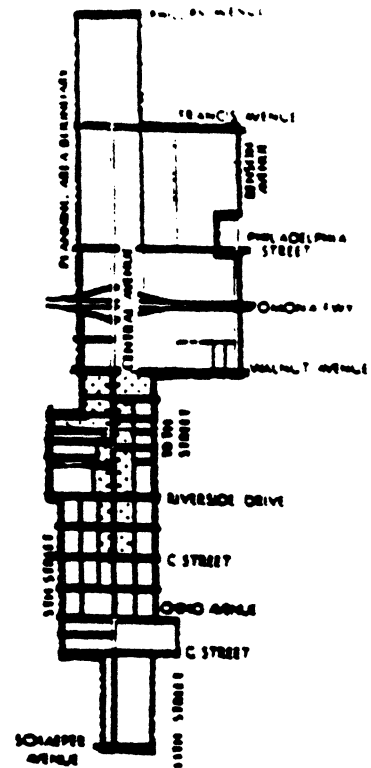
South of the Freeway and east of Central Avenue is a large, undeveloped parcel of about forty acres. Relocation of the church, mobile home park and several of the smaller residential/commercial uses adjacent to this undeveloped land has recently taken place so that redevelopment can occur. A single family subdivision and an elementary school are located at the northwest corner of Benson Avenue and Walnut Avenue.



Land use on the west side of Central Avenue and south of the Freeway includes a service station, a fast food outlet and a new roller rink. The older shopping center at the northwest corner of Central Avenue and Walnut Avenue has a poor visual quality caused by the lack of landscaping, poorly designed signage, an unbroken parking lot expanse and nondescript architecture. The large, vacant store with its deteriorating sign also detracts from the image of this center, however, it is currently being upgraded.

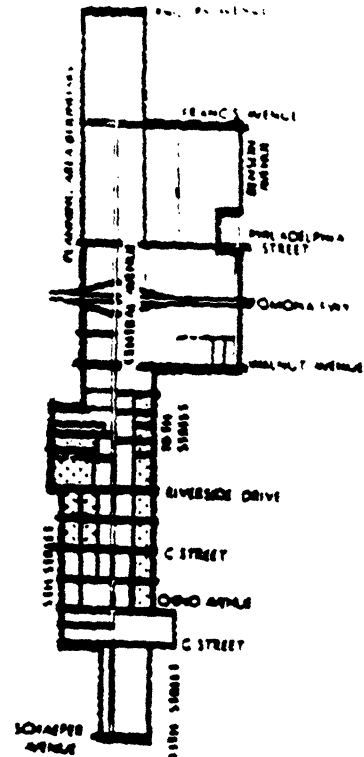
DISTRICT FOUR

This area includes the heart of present downtown Chino. New commercial uses and older residences stand side by side with a neighborhood center and a Catholic church. The small lot size and varying quality of the commercial buildings and their signs creates an unintegrated environment.



DISTRICT FIVE

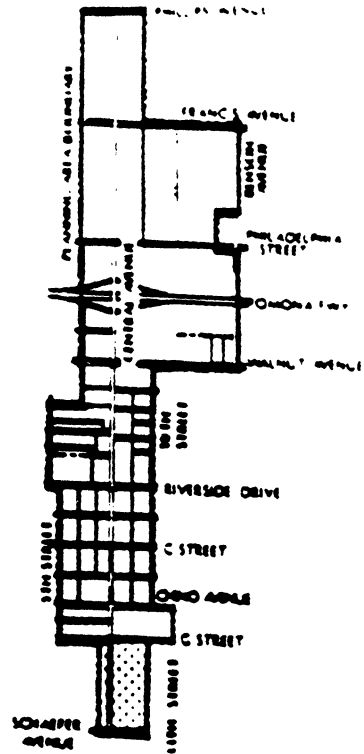
The residential areas included in this district represent residential development which occurred in China from twenty to fifty years ago. Though some areas are in need of rehabilitation, most are well kept, modest neighborhoods. The oldest neighborhoods have many fine street trees which enhance their quality. Within this district is the School District's headquarters, and some commercial uses on Riverside Drive.



DISTRICT SEVEN

The west side of this part of the Central Avenue corridor is characterized by many smaller parcels that are relatively narrow and about 600 feet deep. Land uses include restaurants, small commercial businesses, the old Chino City Service yard and some light industrial uses.

East of Central Avenue at the corner of "G" Street is the new psychiatric hospital, followed by an attractively landscaped nursery and a series of large, agriculturally used parcels. Both sides have a few remaining older single family residences, often surrounded by mature trees.



SUMMARY ANALYSIS OF EXISTING CONDITIONS

Though much of the land between Phillips and Schaefer Avenues fronting Central Avenue is zoned for commercial development, the existing land uses vary widely and include rural residences, single family detached homes, strip commercial, and new shopping centers. The quality varies greatly. Some of the recent development is quite attractive, while many of the older homes and businesses are in various stages of disrepair.

From Phillips Avenue south to Philadelphia Street, most land use is in transition from older rural residential uses to multi-family or commercial development. From Philadelphia Street to south of Walnut Avenue, commercial development is relatively new, though varying in quality and character. Within this area, there is a large tract of undeveloped land on either side of the Pomona Freeway that presents development opportunities for large commercial uses. South of Riverside Drive to Chino Avenue is a mix of older commercial and residential uses developed in a strip form. County Office Buildings and the new City Hall anchor the corner of Chino Avenue and Central Avenue. A relatively old portion of the downtown area, adjacent to the City Hall, is known as "Old Town" and is in poor condition. South of Chino Avenue is a mix of commercial, industrial and agricultural uses.

Central Avenue itself functions as a shopping street, a major north-south arterial and as a connector to residential areas. As a consequence, traffic flow is moderate to heavy, without significant peak flows at commuter hours. On-street parking and narrow pavement widths, especially in the southern sections, constrict the flow in some places yet provide access to the existing small businesses in this area.

The mixture of land uses in various stages of transition and the absence of design control creates a chaotic visual quality for the streetscape. The presence of many large, oversized signs and the extreme varieties of architectural treatments contribute most strongly to the negative visual impact. Deteriorating buildings abutting the public right-of-way and expansive parking lots without buffered edges, are commonplace also contributing strongly to the poor visual quality. Though some of the newer development is more attractive, it is poorly integrated into the rest of the City. Although a landscaped median from Philadelphia Street to Chino Avenue improves the urban design character somewhat, the planting design fails to produce the strong visual impact needed to unify the disparate elements.

From an examination of the existing conditions within the districts described above, several conclusions can be drawn which apply to the planning area as a whole:

1. Central Avenue fails to provide a positive image for the City.
2. It is unlikely that uncontrolled commercial and residential development will create either a central City focus or the positive integrated image that the City desires.

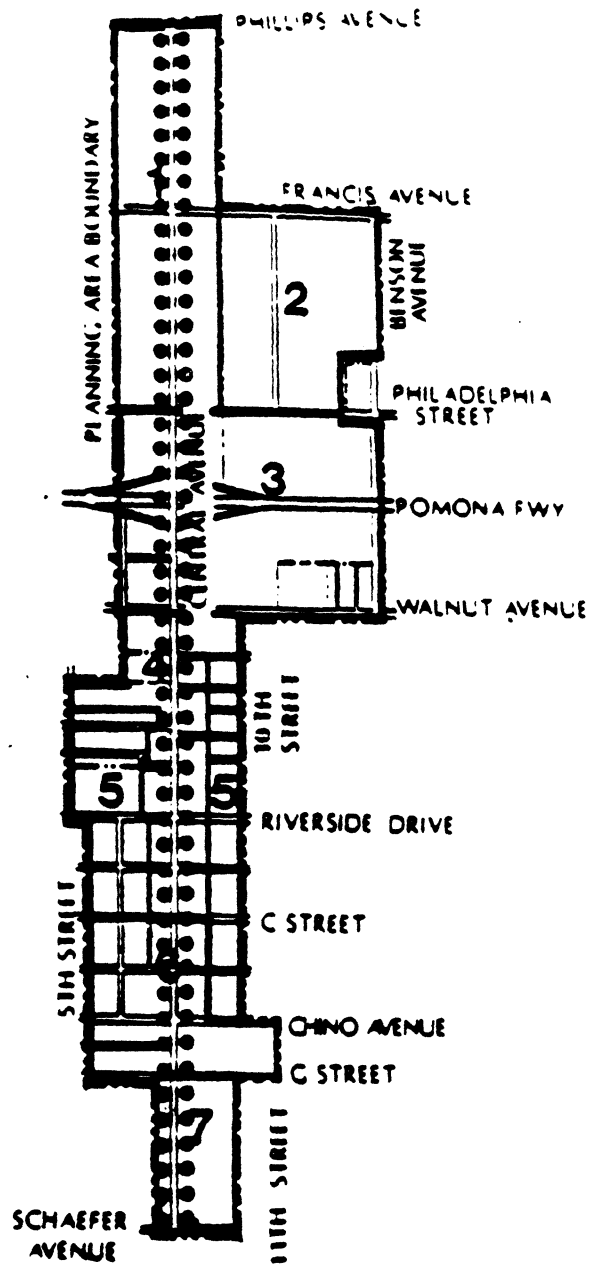
The Specific Plan, therefore, must provide guidance for future development so that the City's goals of attractive commercial and residential development, integrated into the City fabric, can be achieved.

■ SPECIFIC PLAN CONCEPTS

The basic concepts of the Specific Plan respond directly to the goals of the City and to the existing conditions within the Specific Plan area. Planning Concept One is to promote a vigorous street tree program along Central Avenue to improve the streetscape and link new and old development. Concept Two is to identify specific recognizable development districts and outline individual guidelines and criteria that address the particular needs of that district. For each of the two basic concepts, detailed standards and guidelines are proposed that give the City guidance in the review of future development proposals.

CONCEPT ONE: STREET TREE PROGRAM

Make Central Avenue a special place by planting a continuous row of street trees from Phillips Avenue to Schaefer Avenue. These street trees will provide the urban design link that ties old and new development together, as well as creating a positive image for Central Avenue itself.



CONCEPT ONE: STREET TREE PROGRAM

The planting of street trees along Central Avenue is a key element in the urban design plan and should be implemented through a combination of public and private sector involvement.

Guidelines

1. The planting of street trees within the public right-of-way is required of all development which abuts Central Avenue between Phillips Avenue and Schaefer Avenue.

2. For new development, the developer shall supply the trees concurrently with the development of his property.

3. For existing development, the Director of Public Works will establish a schedule and budget so that trees may be planted beginning no later than one year following approval of this plan. Existing development may be required to provide street trees as a result of a request for approval of remodeling plans.

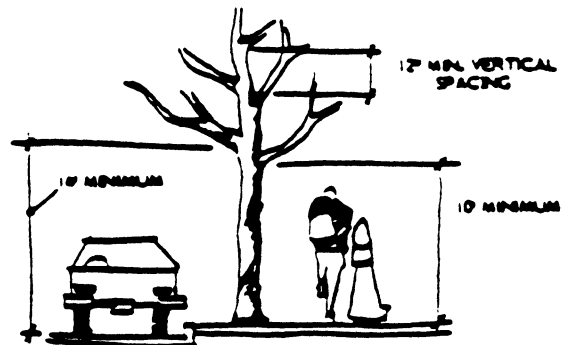
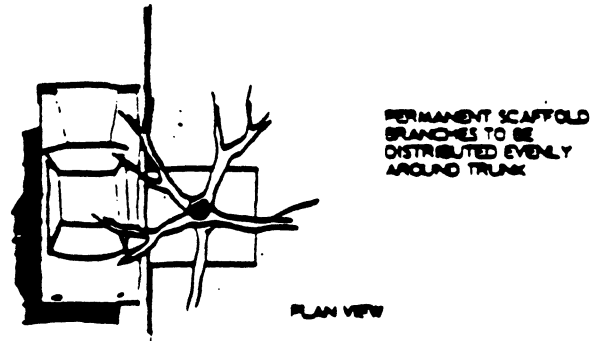
4. Trees should be planted approximately forty feet on center and one tree of a minimum fifteen gallon size is required for each forty lineal feet, or fraction thereof, of frontage on Central Avenue. The Director of Public Works may, at his option, alter this requirement because of space constraints, or if the planting of a tree is deemed a safety hazard.

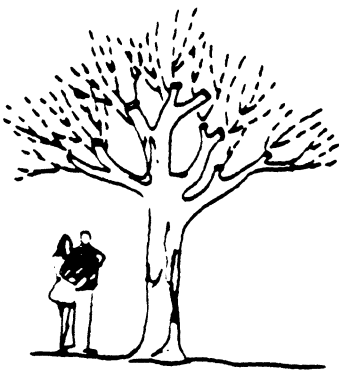
5. The recommended street tree for Central Avenue is Platanus Acerifolia.

6. Maintenance of all street trees within the public right-of-way will be by the Department of Public Works or an authorized agent. The establishment of a special assessment district for the purpose of maintaining the Central Avenue street

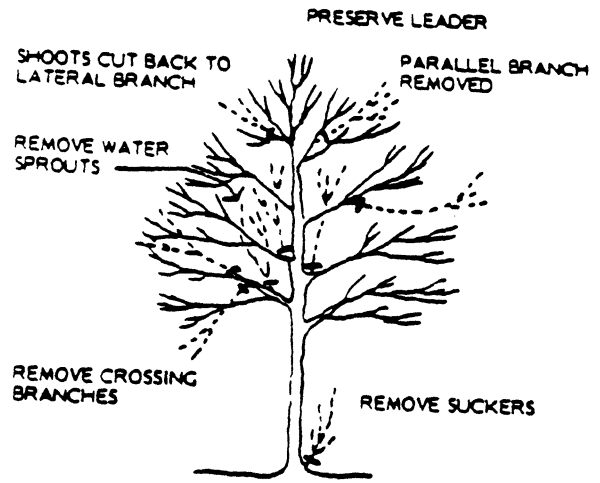
trees should be pursued.

7. Planting and maintenance standards for all street trees should be in accordance with sound horticultural practice. The accompanying diagrams and illustrations should serve as a guide, but may be modified at the discretion of the Director of Public Works should they prove impractical or a threat to public health, safety and welfare.



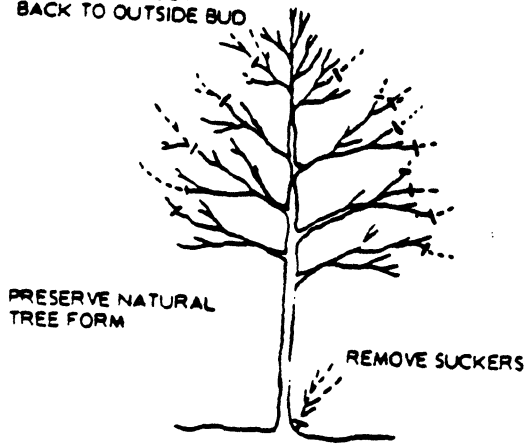


INCORRECT PRUNING METHOD
SEVERE HEADING BACK RUINS FORM OF TREE UNSIGHTLY STUBS GENERATE BRUSHY SHOOTS SECTION



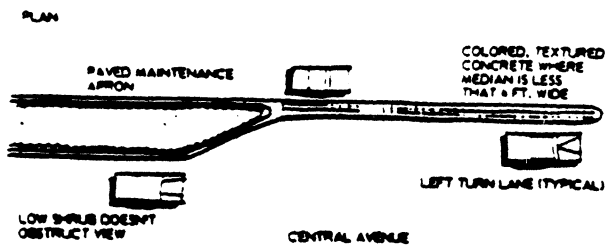
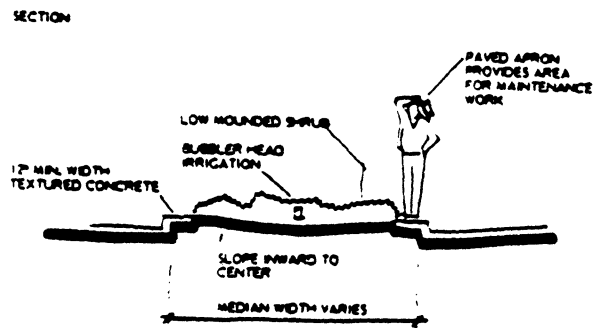
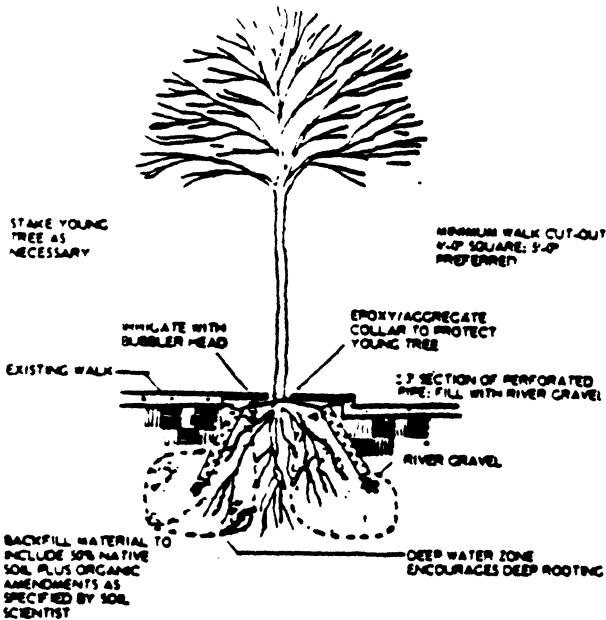
CORRECT METHOD OF THINNING

TIPS/SHOOTS CUT BACK TO OUTSIDE BUD LEADER NOT PRUNED



CORRECT METHOD OF HEADING BACK

8. A landscaped median will supplement the street tree planting. The median treatment should be consistent from Schaefer Avenue to Phillips Avenue. The basic concept is to use a low maintenance, low growing shrub for the entire length. Existing medians can be phased out as new street tree planting matures. The accompanying diagrams illustrate the development standards for the median.

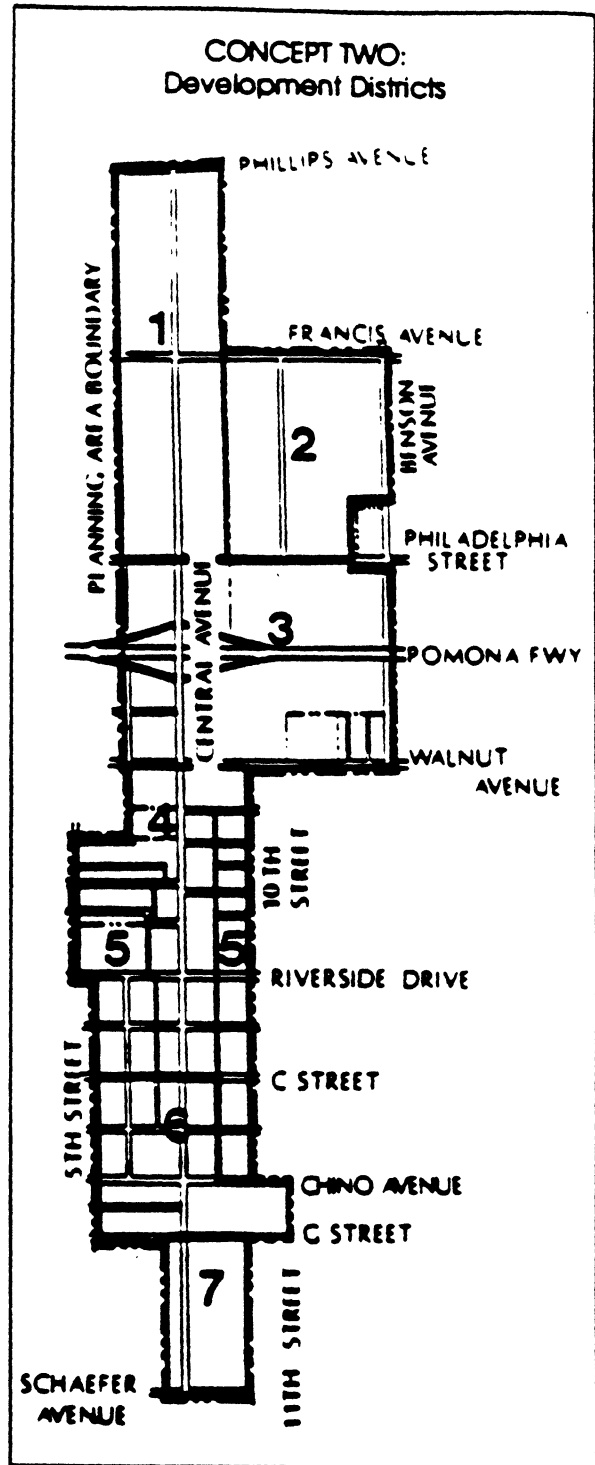


CONCEPT TWO: DEVELOPMENT DISTRICTS

Within each of the seven sub-planning districts, specific land use, urban design and circulation recommendations will insure proper realization of that district's full potential in contributing to the Specific Plan area and City as a whole.

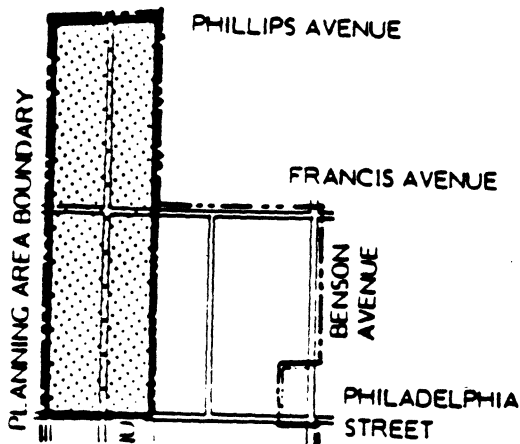
The seven development districts correspond exactly in their boundaries to the seven sub-planning districts described in the Summary of Existing Conditions. In the following section, each district is described with respect to the intent for land use and urban design within that district. Similarly, site development criteria are proposed which would apply to that district alone, although in some cases, design criteria apply to more than one district and are cross referenced for convenient use.

Since the adoption of the Central Avenue Specific Plan in 1982, the old downtown and civic center area, District 6, has been the subject of more thorough planning studies. A more precise master plan of land uses, building configuration, circulation, parking, open space and landscape, and design guidelines has been developed. The process included a public facility space needs assessment, a market analysis and a user needs survey. The end product is the Downtown Civic Center Master Plan, which has been adopted as an amendment to the Central Avenue Specific Plan.

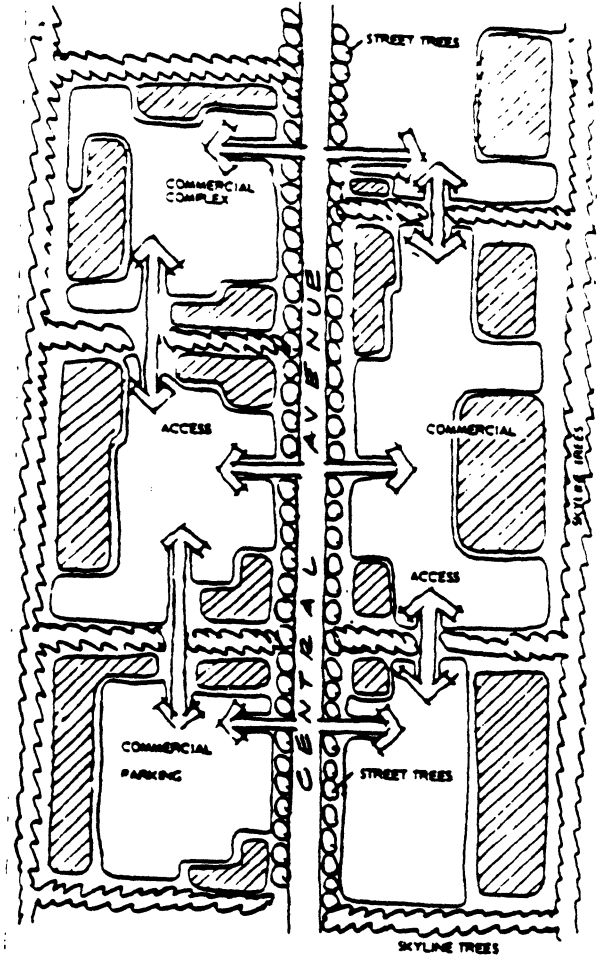


DISTRICT ONE: NORTH END COMMERCIAL

The boundaries of District One are Phillips Avenue on the north, the north-south property line approximately 660 feet east of Central Avenue on the east, Philadelphia Street on the south, and the north-south property line approximately 600 feet west of Central Avenue on the west.



The principal land use designated for this district is commercial directed to regional rather than purely local or neighborhood needs. The urban design intent is to break up the linearity that "strip type" development might cause by using large skyline trees and placing buildings in "U" shaped "rooms" along the street. To control circulation, median cuts allowing left turns in and out of parking areas will be limited between Phillips Avenue and Philadelphia Street. These should be placed approximately equidistant from each other to facilitate traffic signal coordination, should signalization be necessary in the future. In addition, reciprocal access agreements should be between parcels to promote convenient local circulation.

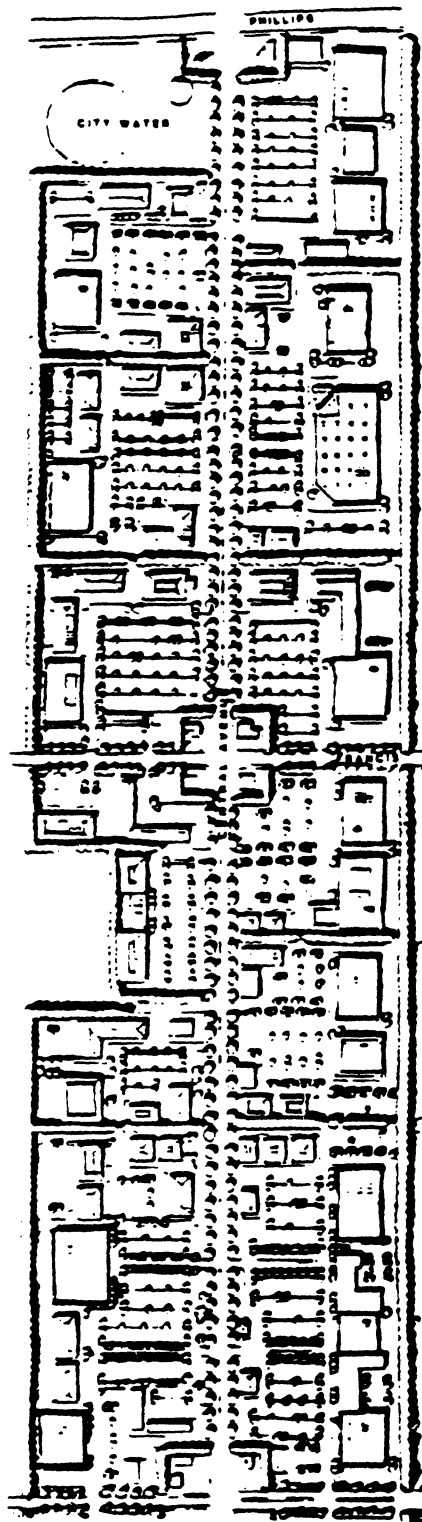


The diagram and accompanying illustrative plan show how the landscape planting and building masses should be located to achieve this effect.

Guidelines

1. Permitted uses:

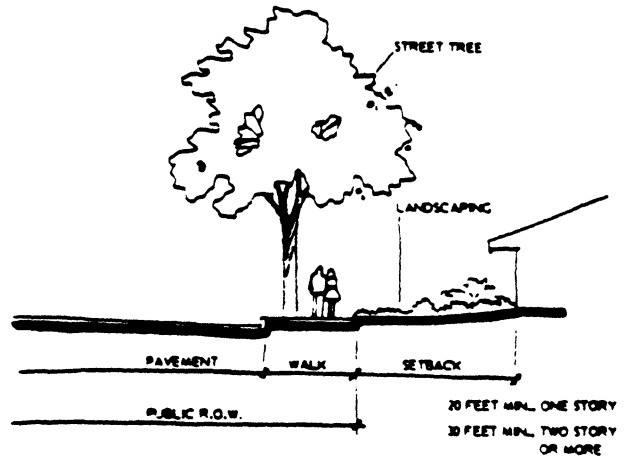
- Commercial and retail stores and services with a citywide, or regional orientation
- Offices and professional uses
- Financial institutions
- Restaurants
- Service stations, by conditional use permit only



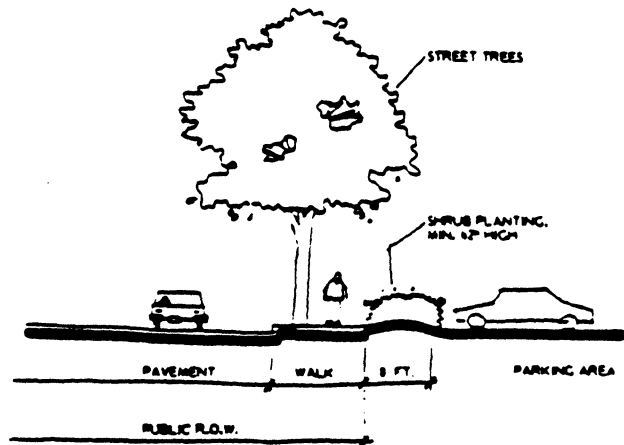
DISTRICT ONE:
ILLUSTRATIVE PLAN

2. Front yard setbacks:

- a. Buildings: 20 feet for one story buildings with landscaping between building and property line which abuts a public road right-of-way, 30 feet for two story buildings with landscaping between building and property line which abuts a public road right-of-way.



- b. Parking areas: 10 feet from property line shared with public right-of-way, 8 feet of which shall contain landscaping containing trees, shrubs and/or ground cover. The accompanying cross-section illustrates this concept.



c. Building Height: 25 feet maximum for buildings within 100 feet of a public road, 35 feet maximum for other buildings.

3. Minimum developable area: 5 acres. The intent is to guarantee that lots of sufficient size are planned so that design objectives can be achieved. Reciprocal access, storm drain, sewer and utility easements should be provided for to enable the properties to function as a comprehensive whole, though separately owned.

4. Landscaping:

a. A minimum of 10 percent of the total site area shall be developed with landscaping consisting of trees, shrubs and ground covers, including the landscaped perimeter and edge areas required by this plan.

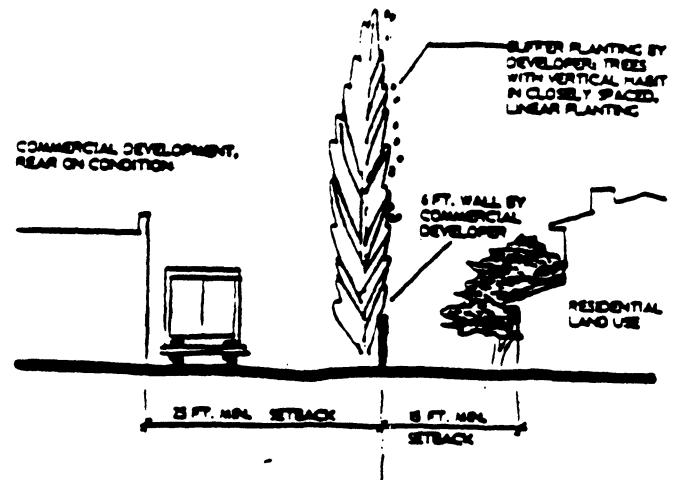
b. Street and skyline trees shall be planted according to the diagrams in this section.

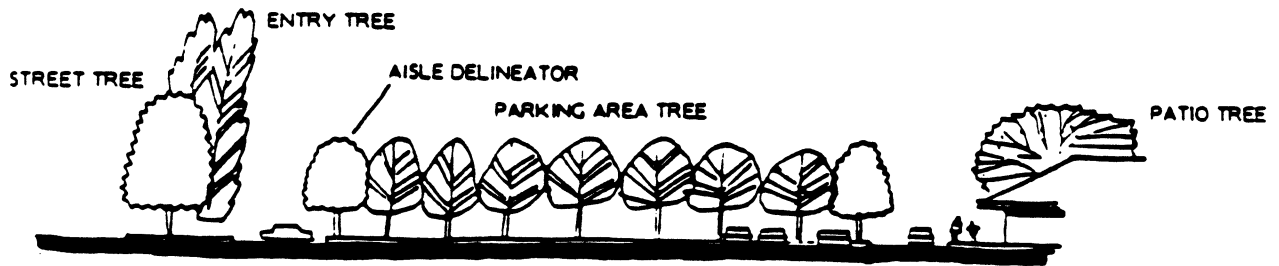
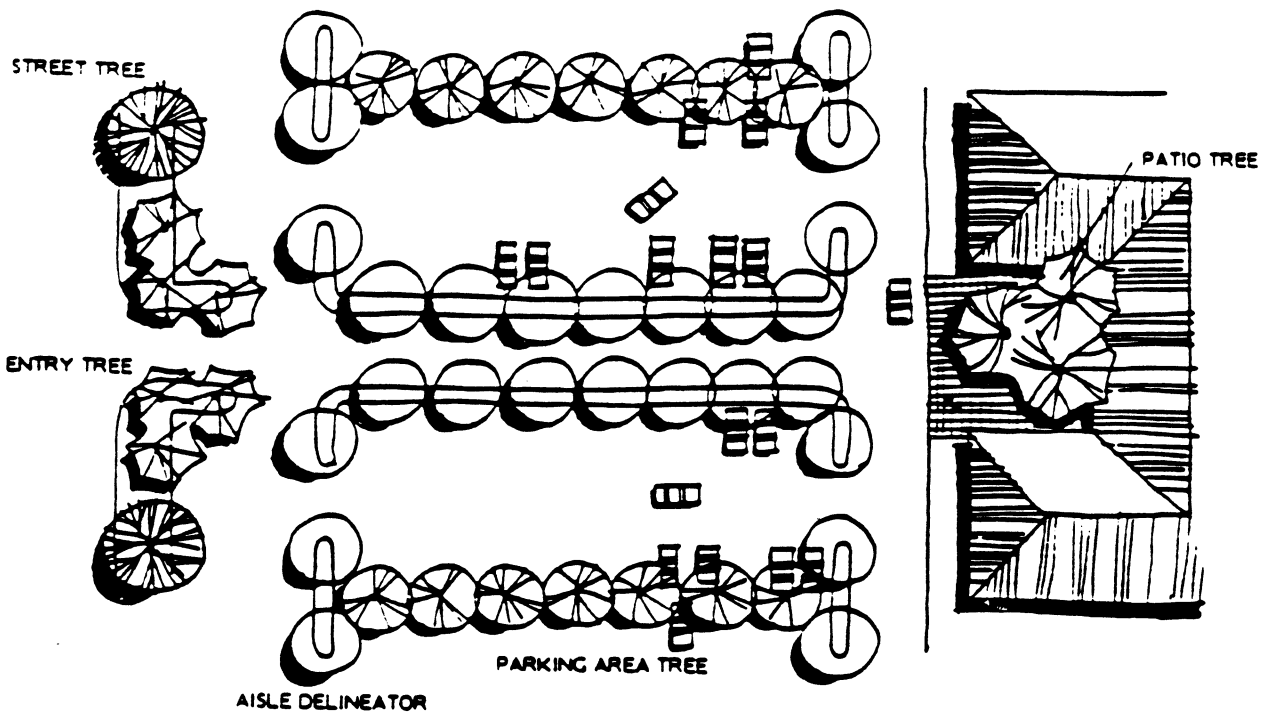
5. Parking area design: The layout of parking areas should encourage efficient and safe automobile and pedestrian circulation. Plant material can be effectively used to establish a circulation hierarchy that enhances the parking areas functionally and visually. The diagrams illustrate conceptually a typical parking area design.

Within areas devoted to parking, there shall be a minimum of 1 tree (minimum 15 gallon size at installation) for each 4 parking places. These trees should be grouped in a manner such that no large areas are without any landscaping. These required trees are in addition to the required street, skyline and entry/intersection trees.

6. Building design: To provide additional continuity within this district, an architecture style incorporating low pitched, tile roofed, earth-toned stucco exteriors and heavy wooden beams for roof overhangs will be required throughout this district.

7. Local street extensions: Local streets which serve residential areas adjacent to District One (e.g., Locust and Dover Streets) shall not be used to provide through access to commercial or multiple uses developed along Central Avenue. These streets shall be terminated in an aesthetically pleasing manner which provides for adequate maneuverability for safety equipment and a minimum of maintenance. The cost of any upgrades to existing street ends shall be borne by the adjoining Central Avenue property at the time of development.





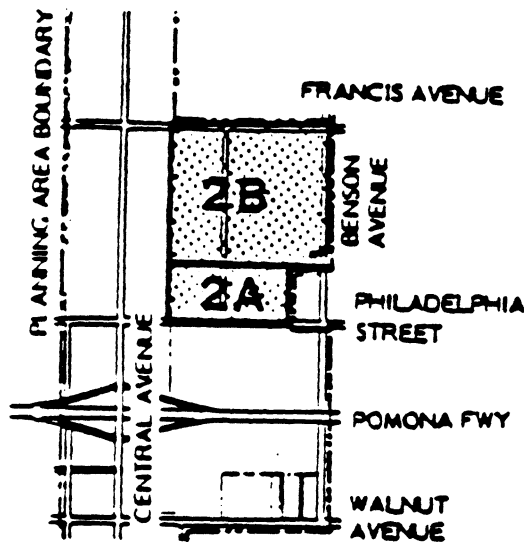
**PLANT MATERIAL TO
ESTABLISH A CIRCULATION
HIERARCHY**

DISTRICT TWO: NORTH END
COMMERCIAL AND RESIDENTIAL

1. BOUNDARIES AND ZONES

The boundaries of this district are: Francis Avenue on the north, Benson Avenue on the east, Philadelphia Street on the south and the north/south property line approximately 660 feet east of Central Avenue on the west.

District 2 consists of two separate use zones:



ZONE DIAGRAM

A. ZONE 2A

Zone 2A is within 660 feet of Philadelphia Street. Land uses in this zone shall consist of a uniform distribution of entertainment, recreation, office, restaurant and retail/commercial uses. Day uses that can be paired with evening/night uses for maximum utilization of parking are encouraged. The overall development shall compliment the commercial uses across Philadelphia Street to the south of the zone, and strive to bring to the City uses

which are needed and not now available.

Visual impact (architectural, vehicular, and lighting) and audio impact shall be considered in the site design in order to be sensitive to the residential areas to the north and east. Special care shall be taken to buffer evening/night use from these residential uses. Mitigation measures may include building orientation and landscaping. The accompanying Master Plan illustrates this concept.

The urban design concept for Zone 2A of this district is the same as that proposed for District One. Further, a combination of street trees, and architectural and landscape treatments should be used to unify the zone.

* The portion of Zone 2A, 290 feet west of Benson Avenue, currently located in the City of Ontario shall be governed by this specific plan only in the event of annexation by the City of Chino. Refer to Sec II. G.

B. ZONE 2B

Zone 2B includes the remainder of the district and is proposed for low density single family homes, medium density apartments and condominiums west of Vernon Ave. and one acre residential-agricultural lots on the east side of Vernon Ave.

Within the residential areas of Zone 2B, a dense tree planting in a naturalistic style on local street edges and additional street trees on arterial roads proposed to create a special wooded environment.

The goal is to minimize the impact of building masses and parking areas, and to provide a high quality, landscaped development.

II. GUIDELINES: ZONE 2A

A. LAND USES

1. Permitted Uses

a. General Retail and Office to include:

Accounting, Auditing and Bookkeeping Services
Administrative Headquarters
Administrative and Professional Offices
Antique or Curio Shops
Apparel, Men, Women and Children
Appliance Stores
Automobile Accessories
Auto Parts Store
Bakeries and Confectionery
Banks, Savings and Loan Association and Financial Offices (drive-thru facilities require SCUP)
Books and Stationery Stores
Bridal Store
Business Management Consulting Services
Candy Store
Chiropractors
Computer Stores
Dairy Product Sales
Delicatessen, Yogurt, Ice Cream
Department Stores
Drug Stores
Educational Supplies
Employment Agencies
Fabric Store
Federal Express Store
Federal, State, County and Local Government Offices
Film and Camera Shops
Floor Coverings
Florist
Furniture Stores
Furriers
Gifts/Cards
Hardware Store
Health Food
Insurance Offices
Jewelry Store
Knitting/Craft Store

Law Offices and Legal Services
Leather, Luggage
Linens
Meat Store
Medical, Dental, Therapeutic Clinics, Offices and Biological Laboratories and Related Services
Music and Record Shops
Museums and Art Galleries
Optometrists
Paint and Wallpaper Store
Pets/Pet Supplies
Printing, Blueprinting and Photocopying Shops
Radio and Television Commercial Broadcasting
Real Estate Offices
Secretarial and Clerical Services
Sewing Machine Stores
Shoe Stores
Social Clubs, Lodges, Community and Charitable Organizations and Centers
Sporting Goods
Stereo/Video Store
Toy and Hobby Stores
Travel Agency

b. Service Uses

Appliance Repair Shops
Automobile Rental
Barber
Beautician
Catering Service
Custodian Service and Supply
Dressmaking Shops
Dry Cleaners and Laundromats
Furniture Refinishing
Interior Decorators Studio
Locksmiths
News Stands
Pet Grooming
Photographers Studios
Radio, TV, and Music Appliance Service
Recycling facilities (limited to reverse vending machines & small collection facilities subject to the provisions of Municipal Code)
Shoe repair

Tailor Shops
Telephone Answering Service
Trade Schools
Veterinarian
Weight Control Center

2. Conditionally Permitted Uses

Automatic and Self Service Car Washes
Auto Service Facilities
Bowling Alley
Business Schools
Cocktail Lounges and Nightclubs
Family Fitness Operation (Indoor Running Track, Pools, Spas)
Garden and Nursery Supply with outdoor storage fully screened.
Gasoline Service Stations
Health Clubs and Spas
Hotels
Motor Scooter, Motorbike, and Motorcycle Sales and Displays
Nursery School and Daycare Centers
Off-sale Liquor Establishment
On-sale Liquor Establishment
Restaurants, Tea Rooms, Or Cafes
Schools, Such as Dance, Gymnastics, Martial Arts, Aerobics
Theaters, excluding open-air theaters

B. MINIMUM DEVELOPABLE AREA

The Master Plan outlines a course of development for the whole zone. This creates a comprehensive plan, setting out the requirements and interrelationships for phasing the development while allowing for a single, unified finished product.

Development should take place in as large an area as possible at one time. Streetscape improvements and major circulation components of the Master Plan need to be phased to provide for the ultimate development, and to accommodate different phasing options.

Improvements that are within substantial conformance to the

approved Master Plan may be constructed in phases as long as the infrastructure is in place to allow for it. If a deviation to the Master Plan is proposed, the minimum area of study and development shall be five acres.

C. OFFSITE IMPROVEMENTS

1. Ingress/Egress

The primary access points shall be signalized intersections that align with the Vernon Avenue right-of-way and the easterly access to the property south of Philadelphia Street. Secondary access to the zone shall be spaced along the Philadelphia Street frontage.

The westerly access easement shall be combined with the access of the existing shopping center to the west of the Zone.

The final design and alignment of all driveways shall be sized in both width and stacking depth to accommodate the projected demand as shown on the Master Plan and in accordance with approved traffic flow study findings and to the satisfaction of the City Engineer.

2. Medians

Improvements and new openings in existing medians shall be in conformance with the Master Plan and approved traffic study findings.

3. Bus Turnouts

Bus turnouts shall be located in areas to encourage pedestrian use (eg: on site) and conform to City requirements. Bus shelters (if required) and furnishings shall be provided and designed to encourage pedestrian use and to match the architecture of the buildings.

D. SITE PLANNING

1. Setbacks

a. Intent

The intent of the minimum and average setbacks set forth below are to create interest and insure compatibility with the adjacent streetscape or development.

b. Philadelphia Street

Buildings shall be setback a minimum of 20 feet.

Parking shall be set back a minimum of 10 feet.

The combined average of building and parking setbacks shall be a minimum of 25 feet.

c. Residential Zone Boundaries

Buildings shall be set back a minimum of 40 feet.

Parking shall be set back a minimum of 5 feet.

d. West Zone Boundary

Buildings shall be set back a minimum of 44 feet.

e. Within Zone 2A

No setback is required between commercial buildings within the zone.

f. Miscellaneous

A 34 foot access easement from Philadelphia Street to Zone 2B is to be maintained within the West Zone Boundary setback.

Refer to landscape Guidelines for planting and walls required in setbacks.

Refer to Architectural Guidelines for setbacks based on building height. Refer to Section G. for Benson Edge Alternate.

2. Building Arrangement

At the scale of the site, consideration must be given to the location of the buildings and the arrangement of access, circulation, parking, walks, site furnishings and landscape. The emphasis should be on the three dimensional relations of structures to streets, nearby buildings and the open spaces between them. Buildings should be arranged in clusters of unique pedestrian areas, functionally linked, one to the other.

3. Vernon Avenue

Vernon Avenue shall be vacated within this zone. A terminus along the north zone boundary for Vernon Ave. from the north shall be provided by the property owner/developer of the property within Zone 2A. A landscaped pedestrian only access and full cul-de-sac improvements in Zone 2B conforming to City standards, shall be provided with the first phase of development within Zone 2A.

The existing Vernon Avenue alignment from Philadelphia Street shall remain as the primary access into Zone 2A with the driveway designed to be compatible with the driveway design across Philadelphia Street to the south.

The terminus of the driveway onsite should be designed as a focal point using accented landscaping and/or an architectural theme feature.

4. Parking Design

a. Intent

The layout of parking and driveways should encourage efficient and safe automobile and pedestrian circulation. Major circulation shall be consistent with the circulation plan as shown on the Master Plan. This circulation hierarchy shall be delineated as specified in the Landscape Guidelines and the Landscaping Section of Zone 1.

No parking is allowed along the primary access driveways. Parking shall be allowed on only one side of all secondary circulation aisles.

b. Perimeter Circulation

Perimeter circulation and parking is encouraged in order to localize parking areas with specific uses and to break up large, general parking areas.

c. Reciprocal Access

Circulation between adjacent commercial properties shall be designed and maintained by reciprocal access agreement in order for separate properties to function as a whole. All parcels shall have reciprocal parking and ingress/egress rights over all other parcels. However, there shall be adequate parking, in close proximity to each specific use. Reciprocal access must be considered in particular in phased portions of the development. Temporary measures may be required in some instances for remote parcels.

d. Pedestrian Circulation

An interconnected network of pedestrian pathways is required.

These pathways shall connect the various patios and plazas with a walkway through the parking areas, delineated with a change in ground materials and highlighted by landscaping. Refer to the Master Plan.

e. Trucks, Loading and Customer Pick-up

Buildings shall be sited with adequate space for delivery and service vehicles. All retail spaces shall have a rear access for deliveries and no loading or service bays shall be permitted facing any perimeter street.

Allowance for adequate truck maneuvering requirements shall be required. Driveways shall be sized to allow for at least two lanes of traffic to accommodate stopped delivery vehicles. Customer pick-up shall be adequately signed and reserved parking spaces shall be designated for each user.

f. Trash Enclosures

All trash enclosures shall be provided with a 6 foot masonry wall built of compatible materials and colors of the adjacent commercial buildings. Steel framed gates and shade covers with opaque materials shall be installed.

Enclosures shall be located to facilitate easy use by all tenants. Quantities and locations shall be determined by each use and approved by the City.

g. Utilities

All transformers and utility meters shall be screened from view from any public right-of-way. The screening may consist of walls and/or landscaping. No transformer shall be

allowed in any setback adjacent to a public right-of-way.

All utility lines and related facilities shall be located underground in accordance with City codes.

Satellite dishes shall be fully concealed within roof wells.

E. LANDSCAPE ARCHITECTURE GUIDELINES: ZONE 2A

1. Concept

Plant materials, changes in grade elevation and walls should be used to establish a design hierarchy among the many facets of the overall project such as circulation, plazas, and focal points as well as softening the impact of structures, screening and breaking up parking areas, and providing a buffer between commercial and residential zones. A strong landscape plan shall be required to address the sub-categories within this zone.

2. Quantities

A minimum of 15 percent of the total site area shall be developed with landscaping consisting of trees, shrubs and ground covers, including the landscaped perimeter and edge areas required by this plan.

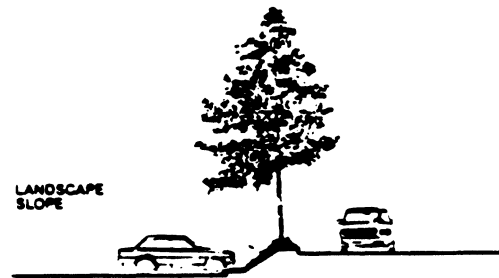
Within areas devoted to parking, a minimum of 10% of the area shall be landscaped with trees, shrubs, and/or ground cover.

There shall be a minimum of one tree (minimum 15 gallon size at installation) for each four parking spaces. These trees should be grouped in a manner such that no large areas are without any landscaping. These required trees are in addition to the required

street, skyline and entry intersection trees.

3. Elevation Changes

The use of elevation changes within the parking and vehicular circulation areas should be used to delineate circulation and to define and break up large parking areas. The sloped areas between these vertical changes should be landscaped to achieve a more attractive parking area design.



TYPICAL ELEVATION CHANGE

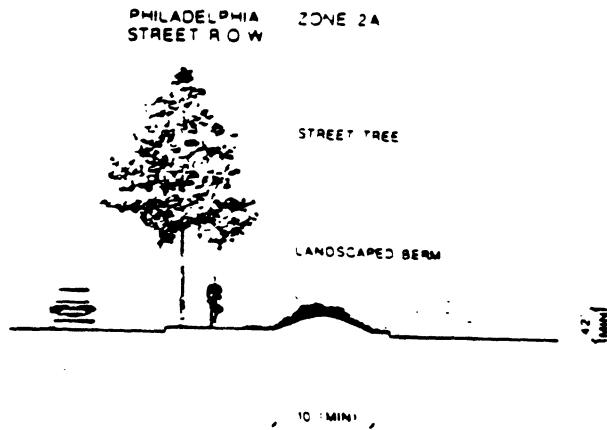
4. Streetscape

a. Philadelphia Street

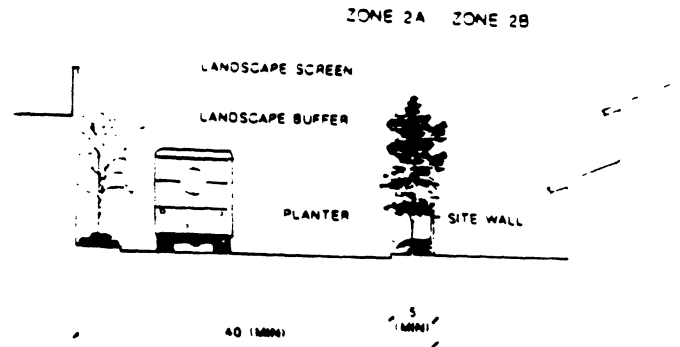
Street trees shall be planted according to criteria established for street trees along Central Avenue (refer Concept One: Street Tree Program).

Where Parking occurs at the minimum allowable setback, landscaped berms shall be provided to achieve a buffer between the right-of-way and the parking area. This buffer shall be designed to reach a minimum height of 42".

Trees and shrubs should be placed to soften the impact of structures on the streetscape where practical.



PHILADELPHIA STREET EDGE



RESIDENTIAL EDGE

b. Residential Zone Boundaries

A wall up to 8 feet in height and meeting the criteria for Perimeter Walls shall be provided on the property line between Zones 2A and 2B. A 5 foot wide (minimum) planter shall be maintained between any parking or driveway and the property line (the wall may occur within this planter). Planting shall consist of a tree screen approved by the City to form a solid visual barrier between the commercial and residential zones.

Where buildings occur at the minimum allowable setback, a 5 foot wide planter shall be maintained between the parking area and building.

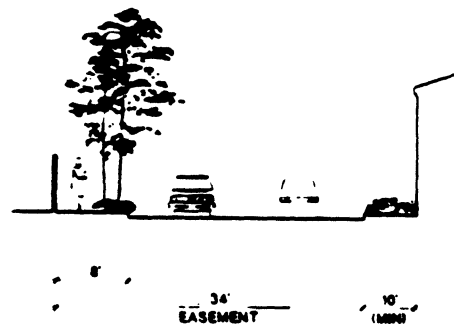
This planter may be interrupted for service access to the building. Trees and shrubs should be placed in order to soften the impact of the structure on the adjacent residential areas to the north.

Where buildings occur beyond the minimum setback, larger planters are encouraged. Enriched pedestrian plazas leading to the entry areas of the commercial uses should be provided to encourage the use of the parking areas located in the rear.

c. West Zone Boundary

A 34 foot wide access easement shall be maintained along the west zone boundary. Adjacent to the existing property line wall, an 8 foot wide parkway consisting of meandering walkway and landscaped planter, and a 26 foot wide driveway shall be constructed.

Where buildings and parking occur at the minimum allowable setback, a 10 foot wide planter consisting of trees and shrubs shall be maintained between the easement and building or parking area. Vehicular access shall be allowed from the easement through this planter into commercial development.



WEST ZONE EDGE

d. Site Walls

All site walls shall be a maximum of 6 feet in height and constructed of decorative masonry (split-face, integral color), precision block finished to match adjacent buildings, or pre-cast concrete components finished to match adjacent buildings.

Site walls between Zone 2A and the Seneca Village residential area to the north may be extended to a height of 8 feet with the use of wrought iron or the wall material.

Other walls over 6 feet high shall have landscaped berms (where practical) in order to mitigate the impact of high walls.

e. Landscape Screens

Landscape screens shall consist of a dense buffer of shrubs and/or trees with the ability to provide year round screening. Refer to Section 11.E.6. and 11.E.4.b. for additional requirements.

f. Hardscape

The site plan should create a sense of unique pedestrian areas interconnected with walkways. The plaza and patios should utilize a decorative paving material and/or pattern. The walkways through parking areas shall be of a material that contrasts with and is clearly different than the finished parking lot surface.

Walkways not through parking areas shall be of a durable non-slip material, compatible in style and color to the buildings. The plaza finishes should be from a common palette, unifying the large areas with a major design element.

g. Lighting

The lighting shall safely and evenly light the whole project area. Light/glare migration from the site to all adjacent uses shall be mitigated with the use of concealed source, sharp cutoff fixtures. Wall pack fixtures shall not be considered.

Low level lighting shall be provided in all pedestrian areas within the parking lots and the plaza. The use of lighted bollards should be considered as one method of combining multiple uses into a single design element.

Light fixture design and color shall be compatible with the architectural style, materials and colors.

h. Site Furniture

A system of site furniture-benches planters, trash receptacles, ash urns, etc., should be used throughout the district. Common design elements should be used to unify the project.

F. ARCHITECTURAL GUIDELINES:
ZONE 2A

1. Building Heights
(most restrictive shall apply)

Maximum building height: 75 feet

Within 100 feet of a Public Road:
25 feet maximum height.

Within 50 feet of Zone 2A
Boundary: 25 feet maximum height

Within 75 feet of Zone 2A
Boundary: 35 feet maximum height

2. Building Design

a. Style and Character

The buildings in Zone 2A shall be of a contemporary Mediterranean design, combining flat roofs and sloping, tile roofs. The overall style shall be compatible with the development across Philadelphia Street. The design shall allow for roof mounted equipment to be screened by the parapets and not added on screen structures.

Stepping the buildings in height from a pedestrian scale to the allowable heights is required in order to mitigate the impact of large unbroken masses on the site. The use of towers similar in style and character to those in the commercial development across Philadelphia Street to the south is encouraged as a major design element.

Care should be taken to articulate individual portions of linear oriented buildings both horizontally and vertically in order to avoid the "strip" commercial center motif.

The architectural diagrams shown are intended to be representative of the desired character of the buildings, but not limiting due to the requirements of individual uses and the creativity of the designer.

b. Colors and Materials

The dominant material shall be stucco, with accents of decorative tile, decorative masonry, or subtle color changes. Roof tiles shall match those at the commercial development across Philadelphia Street to the south. Building masses may be softened by use of multiple, subtle colors, defining accent features, or delineating changes in

plane. Accent colored awnings (non-illuminated) may be introduced through the use of colored window/door frames, ceramic tiles, painted details, or colored street furnishings and lampposts.

c. Signage

A comprehensive sign design package showing all building, monument, and directional signs (including colors, sizes, type face, illumination, allowance for logos, etc.) shall be submitted for approval by the City.

d. Architectural Diagrams



Fig. d.1
Varying vertical elements in same horizontal plane



Fig. d.2
Stepped planes used to soften and add interest to simple massing.



Fig. d.3
Building plane articulated horizontally, vertically, and with color changes



Fig. d.6
Vertical elements used to articulate and provide scale to larger building mass



Fig. d.4
Combination of one and two story massing



Fig. d.7
Tower used as focal point



Fig. d.5
Strong, simple massing used to anchor building corners

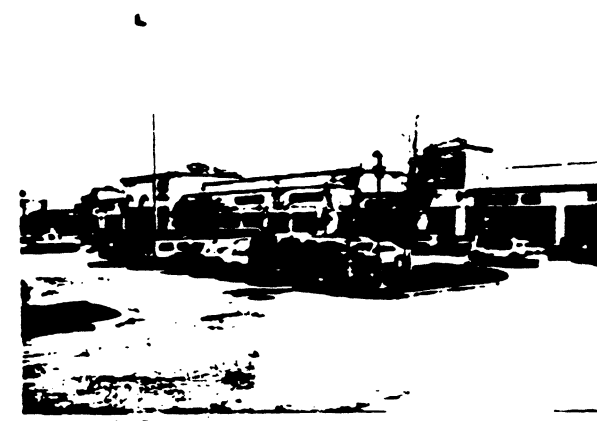


Fig. d.8
Combination of various elements used mitigate the appearance of a "strip" center



Fig. d.9
Symmetry used to accent major building elements

G. BENSON EDGE ALTERNATE

1. General

The 5 acre site located on the northwest corner of Philadelphia Street and Benson Avenue is currently within the City of Ontario and zoned residential. In the event of annexation to the City of Chino the parcels within this site shall become a part of Zone 2A and conform to all applicable guidelines as well as the following improvement standards.

2. Ingress/Egress

No access shall be within 150 feet of the Benson/Philadelphia intersection.

3. Setbacks

Buildings shall be set back a minimum of 20 feet.

Parking shall be set back a minimum of 10 feet.

The combined average of building and parking setbacks shall be a minimum of 25 feet.

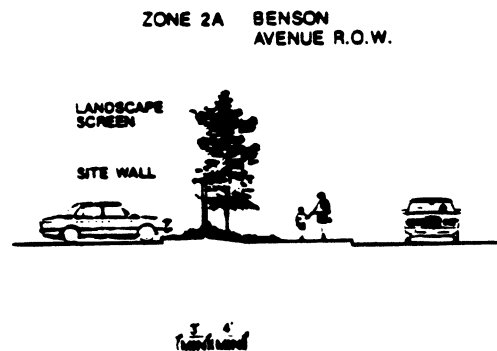
4. Benson Avenue Streetscape

A 6 foot high wall meeting the criteria for site walls shall be provided between all parking areas and the right-of-way with a 3 foot (minimum) planter between the parking area and the site wall.

Where parking areas occur at the minimum setback, a 10 foot minimum planter shall be maintained between the right-of-way and the site wall. Planting shall consist of an approved combination of dense evergreen trees, berming, and shrubbery to mitigate the impact of the site wall.

Where parking areas occur beyond the minimum setback, landscaping may be used in a manner similar to the building buffer described below.

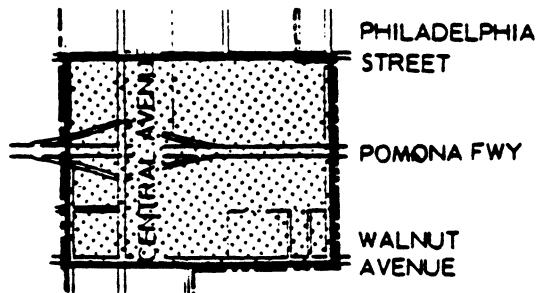
Trees and shrubs shall be placed to soften the impact of structures on the residential areas to the east while allowing relief to the streetscape. Refer to the Master Plan.



BENSON AVENUE EDGE

DISTRICT THREE: TOWN CENTER COMMERCIAL

This district is bounded on the north by Philadelphia Street, the east by Benson Avenue, the south by Walnut Avenue and the west by Telephone Street. It is bisected by the Pomona Freeway.



Because of the importance of the freeway and the large amount of undeveloped land under a single ownership, this district has tremendous potential for providing the City with image-forming commercial uses. Consequently, a regional center is proposed for the northeast corner of the district, and a community oriented shopping center is proposed for the area at the northeast corner of Walnut Avenue and Central Avenue. The existing uses west of Central Avenue will remain as neighborhood centers. The image of the center at the northwest corner of Walnut Avenue and Central Avenue should be improved with additional landscaping and conformance with the City of Chino sign ordinance.

Guidelines: Regional Center Area

The design of a regional shopping center is specialized depending on the size, mix of department stores and the site. Therefore, the standards proposed here are very general. The City will need to review specific plans when they are proposed within the context of other development that may be occurring at that time. Several guidelines, however, should be followed.

1. Locate buildings with the largest mass and height as close to the freeway as possible. This will increase visibility from the freeway and will give the center a better scale relationship with the surrounding uses.
2. The perimeter landscape setbacks should be the same as proposed for District One.
3. Parking requirements and parking area design may vary from existing City standards, subject to approval of the Planning Commission.
4. Provisions for public transport to and from the center shall be part of the development plan.

Guidelines: Community Commercial Center

This center is intended to be a commercial focus for downtown Chino and its design will be crucial to implementing a new image for the City as a whole.

1. Permitted Uses:

General commercial and retail stores and services

Offices, financial institutions and professional offices

Restaurants

2. Site planning should de-emphasize the fact that there are two parcels and should create the appearance of one continuous development with specific use areas.

3. Parking and circulation areas may be shared. The land should be designed for both parcels jointly.

4. Commercial uses are located close to Walnut Avenue and Central Avenue for visibility, with larger massed buildings placed in the rear.

5. The area across from the hospital should contain medical office uses, with a pedestrian connection from Walnut Avenue to the hospital.

6. Office buildings should be located in the panhandle portion of the site as a buffer to the residential neighborhood and school.

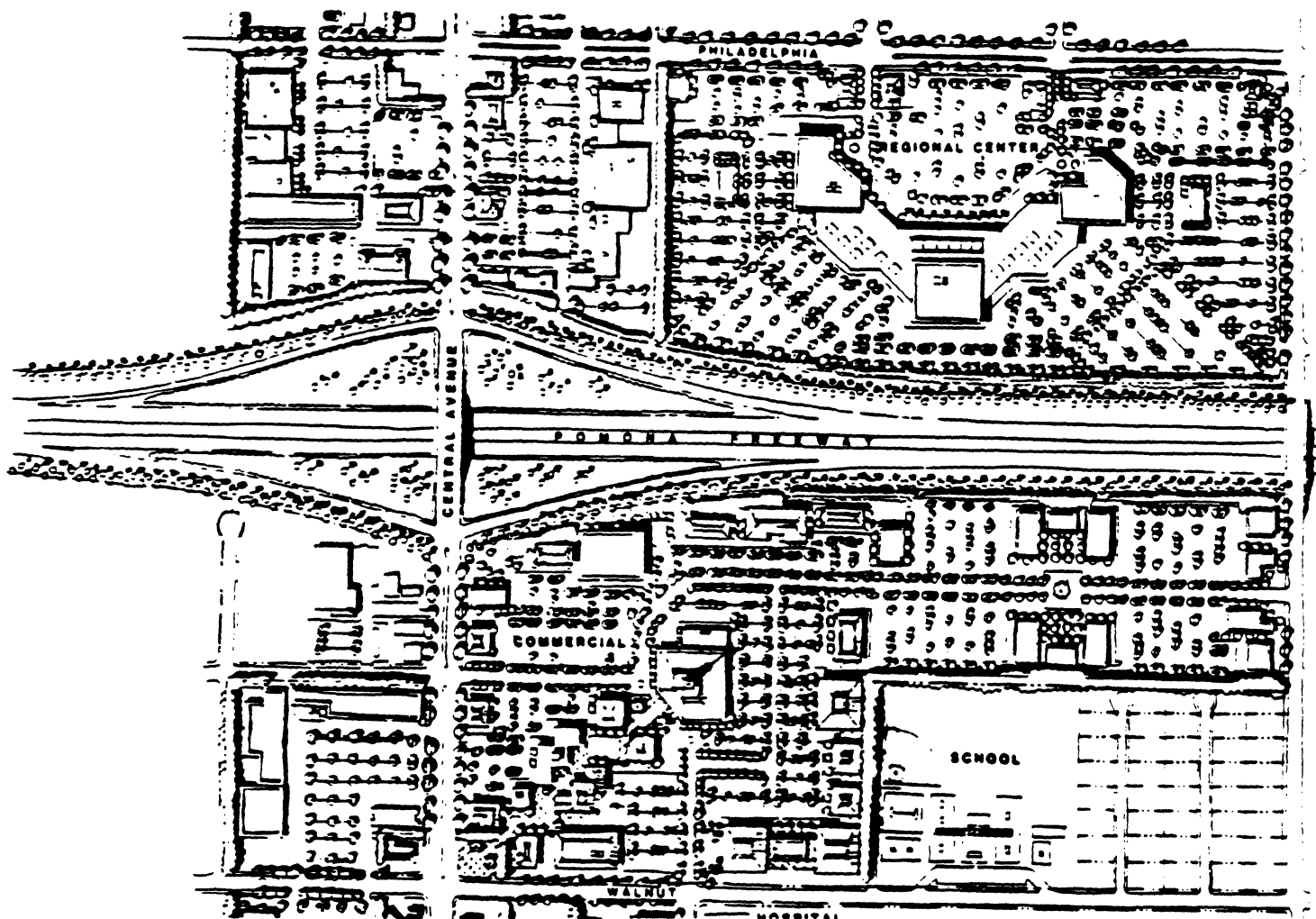
7. The height of buildings should be greatest adjacent to the freeway and lowest next to Benson Avenue, the residential neighborhood and Walnut Avenue. Maximum height for a building within 100 feet of a public road shall be 35 feet; elsewhere the maximum height shall be 75 feet.

8. Landscape standards for the perimeter and parking areas should be as described for District One.

9. The architectural treatment should be consistent throughout the entire site and should be the same style as described for District One: low pitched hip or mansard tile roofs, earth toned stucco exteriors with dark wooden beams, and roof overhangs arranged to create low arcades. Buildings higher than 35 feet may have another architectural treatment, providing it is compatible with other buildings, subject to site plan review.

10. Service areas should be concealed from view through a combination of architectural and landscape barriers. Both Walnut and Central Avenues should have a pleasing facade for motorists and pedestrians.

The illustrative plan is an example of what might be developed incorporating the ideas presented in the previous paragraphs. It is not intended to be a specific site development plan, but should only serve as a guide.



DISTRICT THREE: ILLUSTRATIVE PLAN

Guidelines: The Neighborhood Centers

1. To the extent that is practical and economically feasible, the existing commercial centers should be upgraded to conformance with standards presented in the plan for other commercial areas.
2. The center on the northwest corner of Walnut Avenue and Central Avenue should be planted with trees according to

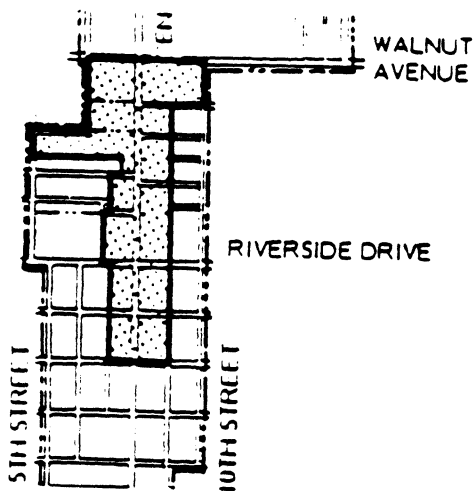
the standards for parking areas and perimeter landscaping established for District One.

3. Rear service areas should be planted with trees and shrubs to eliminate unsightly views from the public roads.

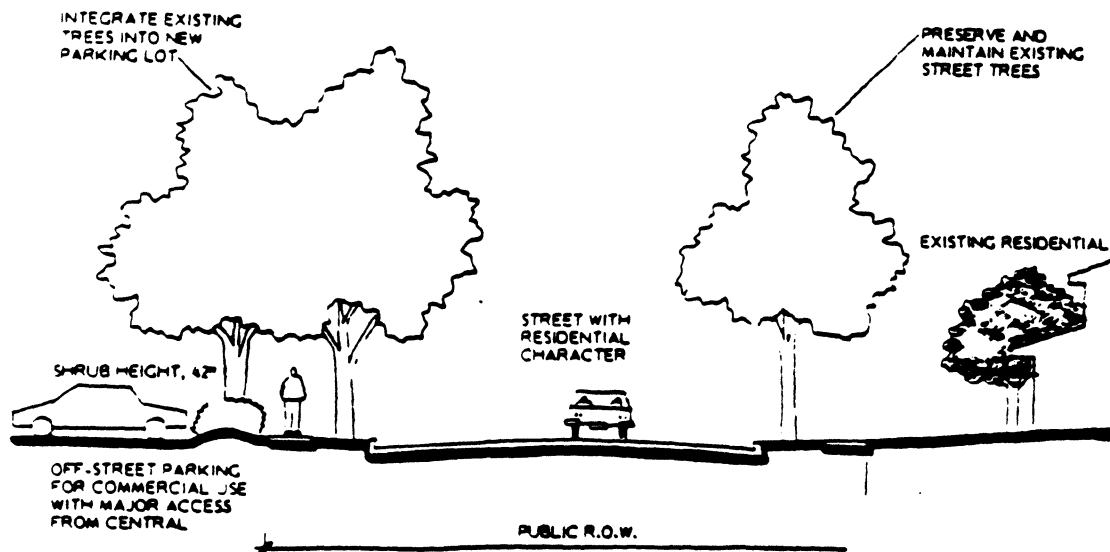
4. Signs should be brought into conformance with the City sign ordinance.

DISTRICT FOUR: DOWNTOWN COMMERCIAL STRIP

This district includes all those parcels that currently front on Central Avenue between Walnut Avenue and "C" Street. In addition, it includes some parcels adjacent to those which face Central Avenue. The district map shows the precise boundary.



The urban design goal for this district is to improve its image through the planting of street trees, and a gradual upgrading of the area as older buildings are replaced:



Guidelines

1. Proposed Land Uses:

Commercial and retail stores and services
 Offices and professional uses
 Financial institutions
 Restaurants

2. Minimum parcel size for new development is 20,000 square feet. In areas where residential uses still exist, minimum parcels should include 4 residential lots with a minimum of 96 feet of frontage on Central Avenue.

3. New buildings should be placed from 20 to 30 feet from the Central Avenue right-of-way so that parking areas may be located in back.

4. Landscape treatment for perimeters and parking areas should be as described in District One.

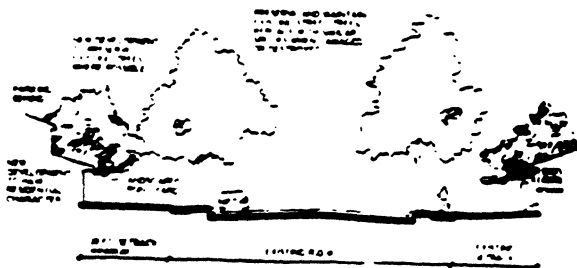
5. The cross-section illustrates the relationship that parking lots should have when new commercial development extends from Central Avenue through to 7th or 9th Street. The intent is to provide a compatible transition to residential areas across the street.

6. Where through-lot development does not occur, uses that face 7th or 9th Street should be office, professional office, etc., rather than retail or service commercial. These uses should either occur in remodeled residential buildings or in new buildings which have the appearance of a single family home.

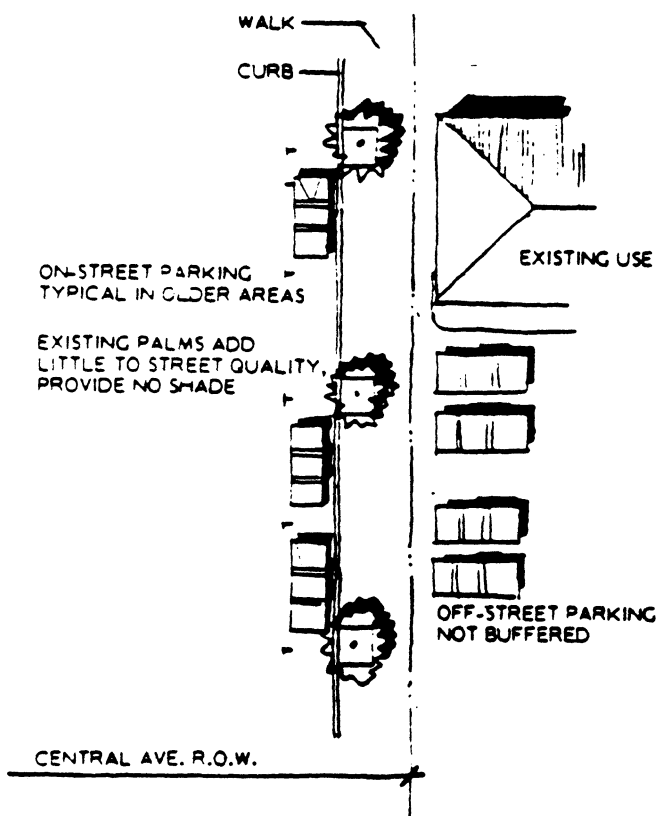
7. Signage within this district should be brought into conformance with the City sign ordinance.

8. Alleys may be abandoned at the discretion of the City, though utility easements may have to be retained for existing infrastructure.

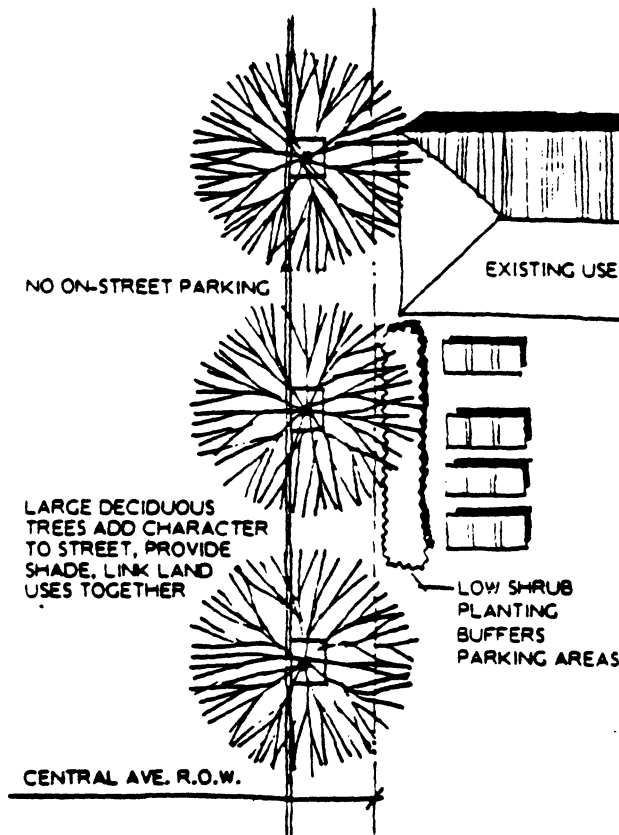
9. Because of the constriction in street widths in this district, on-street parking should be eliminated. Shared off-street parking should be arranged with new or existing parking areas by businesses currently lacking off-street parking.



EXISTING CONDITIONS



PROPOSED CHANGES

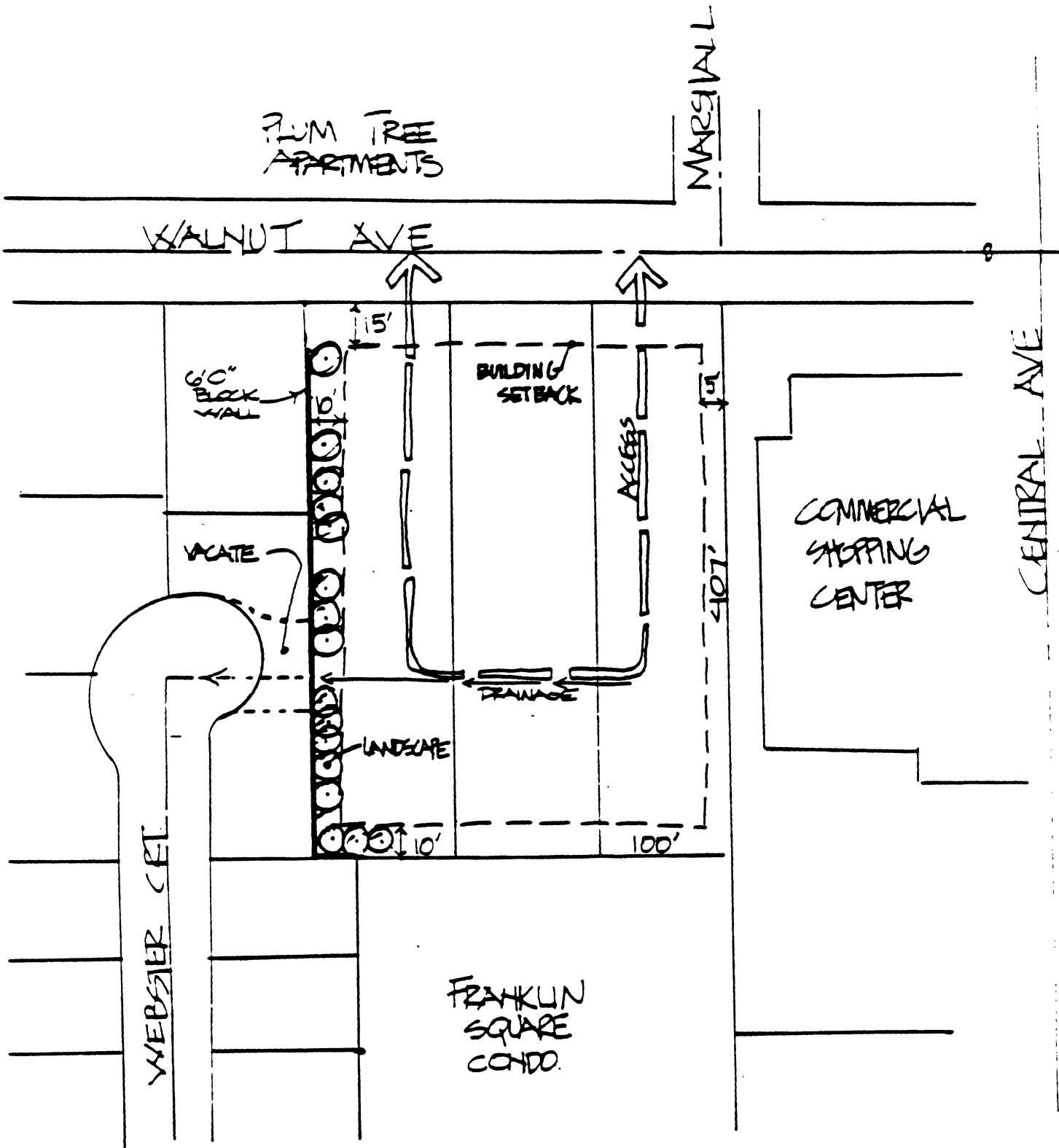


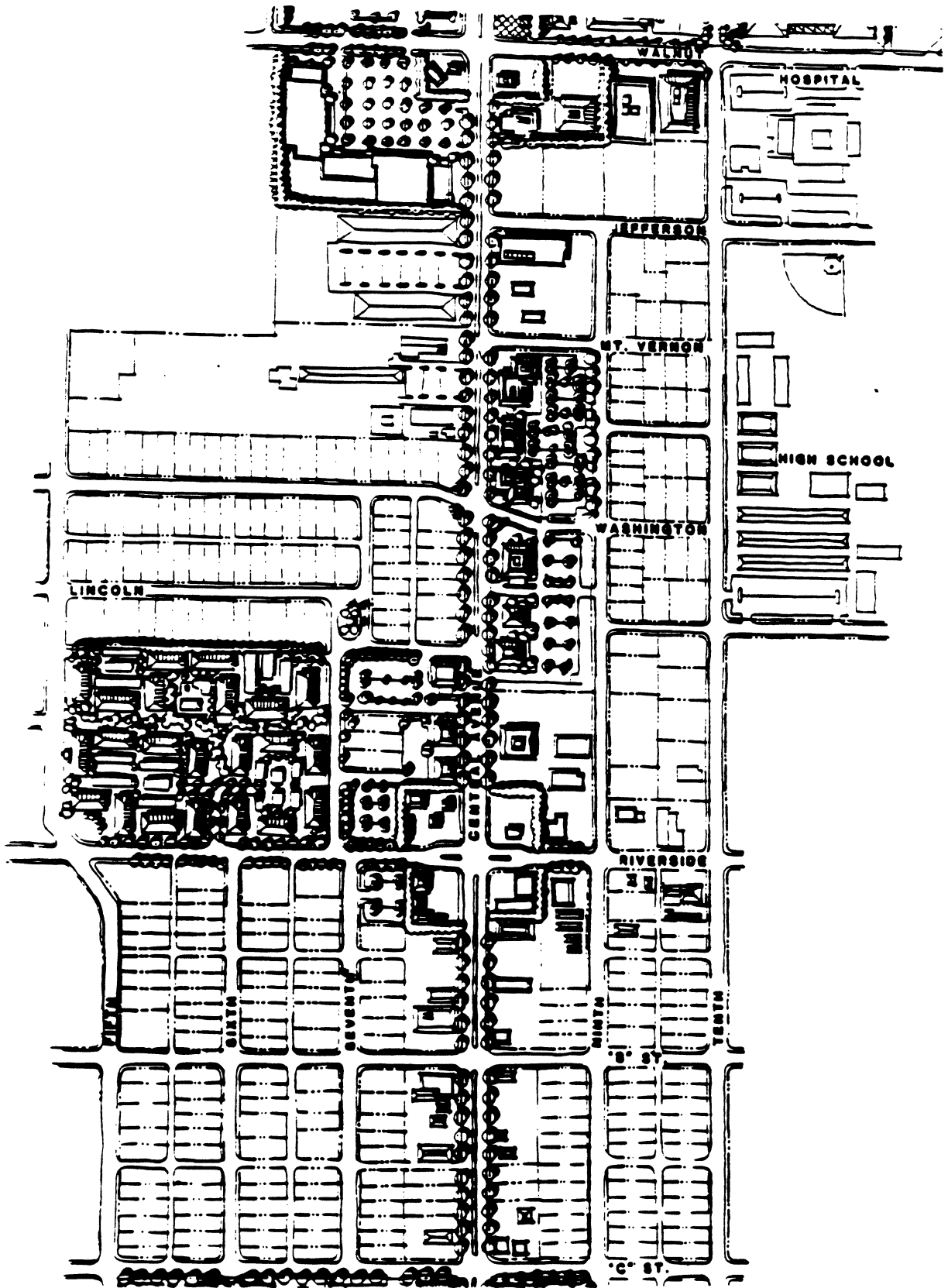
10. The three one-acre parcels on the south side of Walnut Avenue, immediately west of the Vons/Goodyear Shopping Center are also included in this specific plan district to ensure their coordinated development compatible with adjacent land uses. The three parcels should be zoned multiple high residential with a planned development overlay to ensure review of the following development standards, in addition to R3 zoning requirements, when one or more of the parcels develop:

- a. **Architecture:** The three parcels should be developed using materials consistent with other developments in the neighborhood. The center lot which likely will have no direct access to Walnut Avenue should provide a structure that fronts onto Walnut Avenue lengthwise. Building height should be limited to 2½ stories.
- b. **Buffer Treatment:** Where adjacent to single family zone to the south and west, the three parcels should provide a minimum building setback of ten feet, a 6'0" block wall and landscaping (including screen trees).
- c. **Access:** The Webster Court alignment should end at its current terminus with an attractive wall and landscape treatment to be constructed and maintained by the westernmost of the three one-acre parcel. A drainage easement shall be retained across the parcels as shown in the diagram. The three parcels should be permitted two accesses onto Walnut Avenue and provide for interior through circulation

my means of reciprocal access easements.

- d. **Drainage:** Drainage easements should be granted as property develops to permit eventual gravity-flow drainage onto Webster Court. Properties not adjacent to the Webster Court terminus may develop in the interim by pumping to Walnut Avenue, but shall be designed for eventual surface drainage to Webster Court.

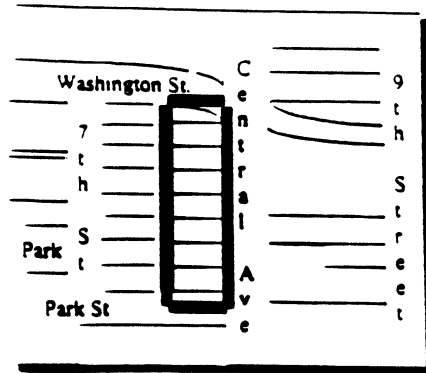




DISTRICT FOUR AND FIVE:
ILLUSTRATIVE PLAN

A. SUB-DISTRICT FOUR A: DOWNTOWN COMMERCIAL STRIP, RESIDENTIAL STRUCTURE PRESERVATION AREA

This sub-district of District Four includes all of the parcels on the west side of Central Avenue between Washington and Park Streets. The sub-district map shows the precise boundary of the area.



The urban design goal of this sub-district is to preserve the unique historic character of the residential structures by encouraging their restoration and permitting their conversion to administrative and professional office uses.

Guidelines

1. Permitted Land Uses:

Administrative and Professional Offices (including, but not limited to):

- Artist studio & galleries (not sale of equipment/supplies)
- Accounting, auditing & book-keeping
- Architectural Studio, engineer services
- Business consultant
- Financial services (Mortgage/Escrow)
- Insurance offices
- Law offices
- Professional membership associations
- Real Estate
- Secretarial & Clerical offices
- Travel Agency

Medical and Health Care Services (non-animal related):

- Chiropractors & Physical Therapy
- Dentists
- Laboratories & Clinics
- Optometrists
- Physicians
- Surgeons

Service

Utility service offices

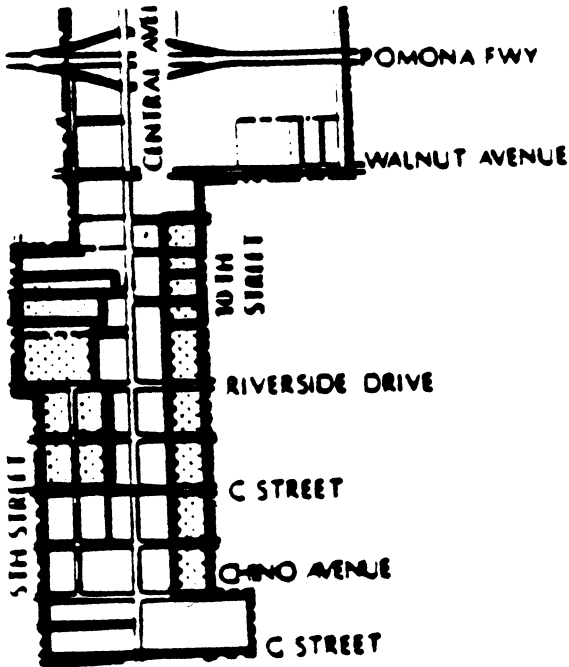
Hobby Stores (e.g. stamp and coin collecting)

2. **Uses Permitted by Special Conditional Use Permit:**
 - A permitted residential use in conjunction with any permitted commercial use
 - Antique or Curio Shop
 - Civic Museum
 - Library
3. The hours of operation of any permitted commercial use shall be within the hours of 8:00 a.m. and 6:00 p.m. Hours of operation beyond these times shall require a Special Conditional Use Permit.
4. Minimum parcel size for conversion of a residence to a non-residential use shall be the lot size that exists as of the date this specific plan amendment was adopted. No properties may be further subdivided with conversion of a residence to a commercial use or with new commercial development.
5. Existing residential structures shall be preserved and restored to their original appearance. They must include upgrades necessary to meet applicable requirements of the Uniform Building Codes, seismic upgrades and the Americans with Disabilities Act. Additions and new accessory structures must be designed to be compatible with the architectural styles, colors, and materials of the residence.
6. The one exception to guideline No. 5 is the tri-plex located at 12768 Central Avenue (AP No. 1015-631-15). As a condition to the establishment of a permitted commercial use at this location, the existing buildings may be demolished, or modified to be designed in proportion and scale to and in an architectural style that is compatible with the other residential structures in this sub-district.
7. The minimum building setback from Central Avenue shall be 20 feet for a one story structure and 30 feet for a two story structure for new development or additions to an existing structure.
8. Existing accessory structures may be demolished if necessary to accommodate a new use.
9. Mechanical equipment and trash areas shall be screened from view of Central Avenue and adjacent structure in a manner that is architecturally compatible with the building design and materials. No outside storage of materials shall be permitted.
10. **Landscaping shall be provided in the front and side yard setback areas to provide visual relief within the streetscape along Central Avenue. Parking areas shall also be landscaped to soften the appearance of parking lots from adjacent residences and to provide continuity between development along the alley, and shall have a minimum depth of 3 feet located adjacent to the rear property line/alley. Landscaping shall be designed to preserve adequate sight distances for motorists and pedestrians entering and exiting the site, and to maintain the visibility of building addresses. Landscape treatment for perimeters and parking areas shall be provided as described in District One.**

11. Existing trees, which are native California species, e.g. the Coastal Live Oak, shall be preserved; however, if tree removal is necessary due to poor health/disease or severely conflicts with site planning as determined by the Director of Community Development, removal of the tree may be permitted provided it is replaced by a specimen-sized tree.
12. All signs shall be compatible with the design and materials of the building and shall reflect the residential character of the area.
13. All vehicular access shall be from the alley behind the properties. Reciprocal access between adjacent properties is encouraged. Where access from Central Avenue currently exists, driveways shall be removed as a condition to establishment of a commercial use, or expansion of an existing commercial use.
14. All parking shall be behind or beside the residential structure. The number and size of parking spaces required shall be per the parking standards of the adopted Zoning Code. Shared parking is encouraged.
15. Adequate lighting for parking, building entrances, and pedestrian walkways shall be provided. The lighting fixture design shall be compatible with the residential structure and shall be shielded so as to prevent light glare and spill-over onto adjacent properties.
16. Conversion of a residential use to a commercial use shall require Planning Commission Approval.

DISTRICT FIVE: DOWNTOWN RESIDENTIAL

This district includes the older residential areas on either side of Central Avenue that don't directly face Central Avenue itself. The exact boundaries are shown on the district map.

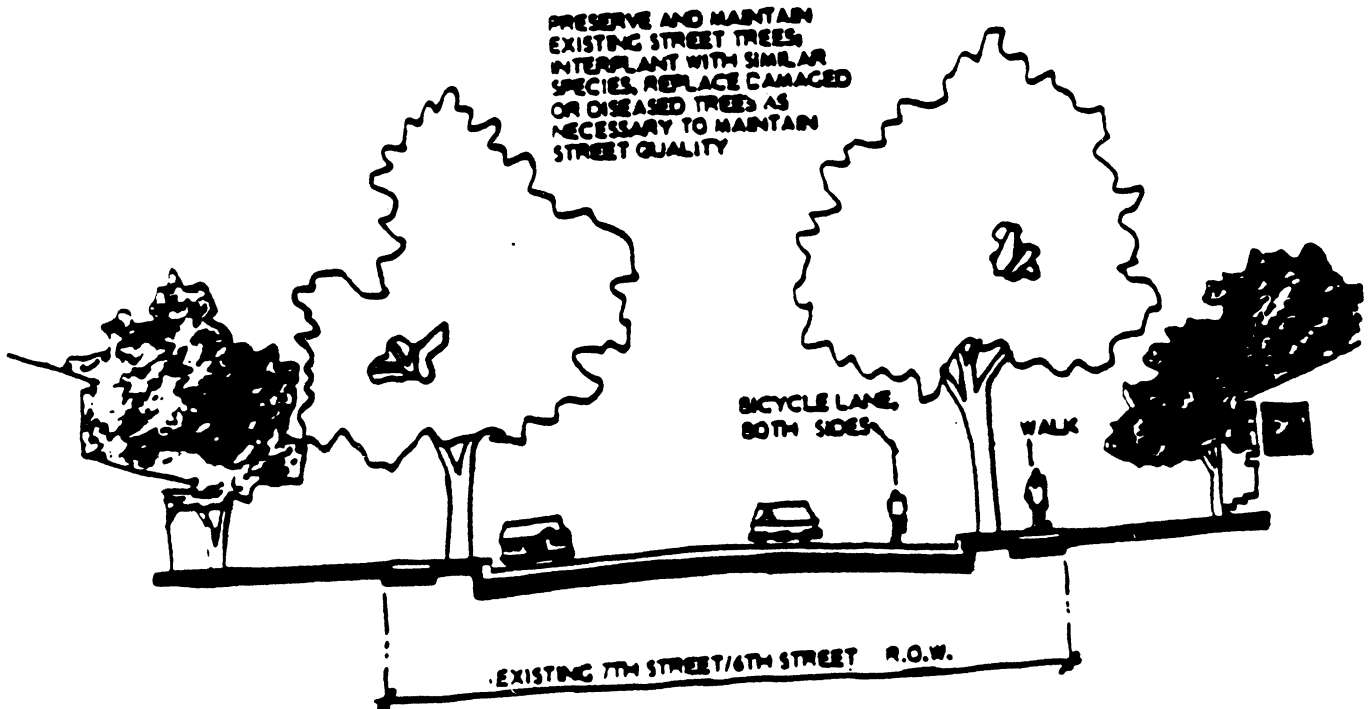


The principal land use for this district should remain residential. Existing commercial uses on Riverside Drive will remain and may be upgraded according to the criteria outlined for District Four.

The urban design concept is to preserve the residential character by maintaining street trees and limiting higher density residential development to those parcels that are large enough to accommodate an attractive project.

Guidelines

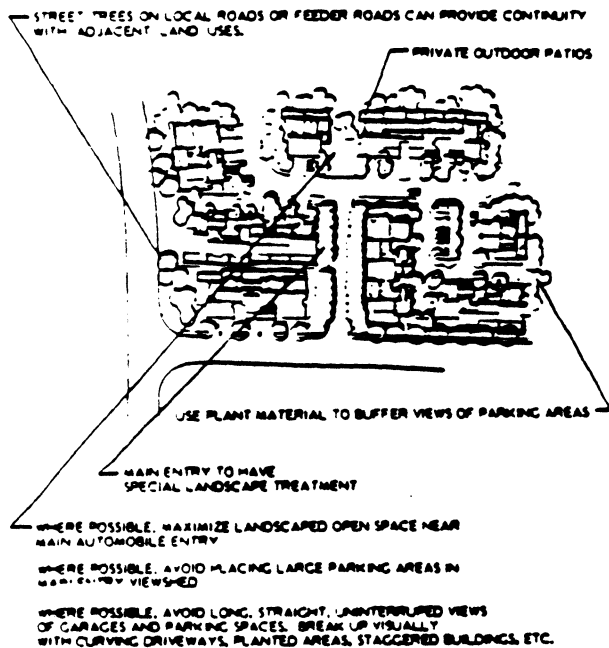
1. North of Riverside Drive, the existing residential area should remain as single family detached dwellings.



Although the City can permit a variety of site planning approaches, it is useful to have standards that the City can apply while reviewing development proposals. The purpose of the typical site plan "vignettes" is to show how a variety of good site planning practices can be integrated into a successful site plan. Since site planning is always a trade-off between the various elements that are being arranged on a site, the planning staff, Planning Commission, Redevelopment Agency and City Council should review development proposals carefully and evaluate each plan on its own merits.

The four site plans represent a range of different residential products that might be proposed for the medium density residential land uses in this District. They are only meant to serve as examples and are not the only types of residential development that are likely to be proposed.

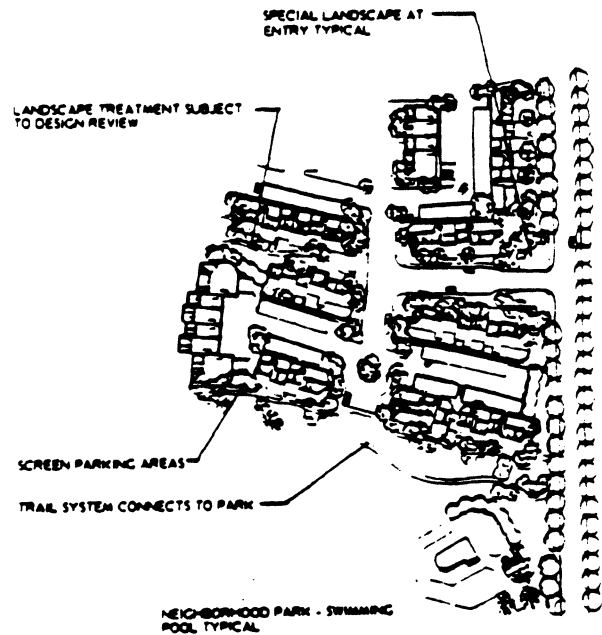
a. Front loaded townhouse:
10 - 12 dwelling units/acre



A front-loaded townhouse has the front entry on the same side as the garage or carport. The private patio is usually at the rear of the dwelling. A small walk connects the dwellings to the street, open space or community trail network. Landscaping should help minimize the impact of parking areas, driveways, etc.

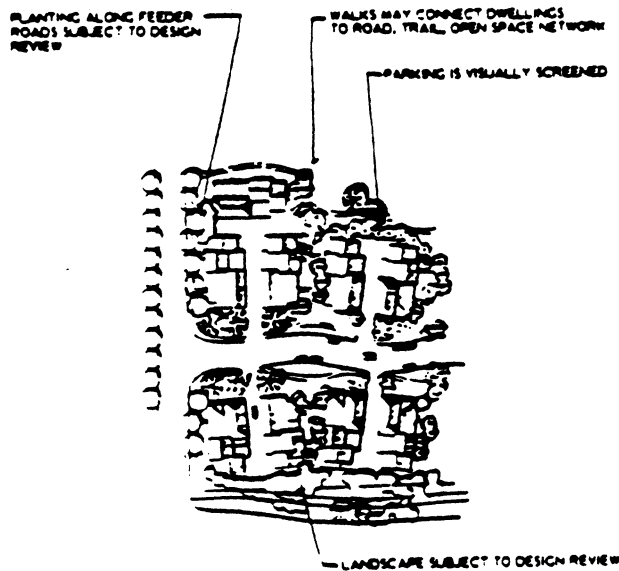
b. Rear loaded townhouse:
10-12 dwelling units/acre

Rear-loaded townhouses have a front door which opens to a common greenbelt and a backyard adjacent to the dwellings' covered parking. The site plan should make individual units readily accessible. Placing one story dwellings next to the main roads will visually enhance the streetscape, but is not required.



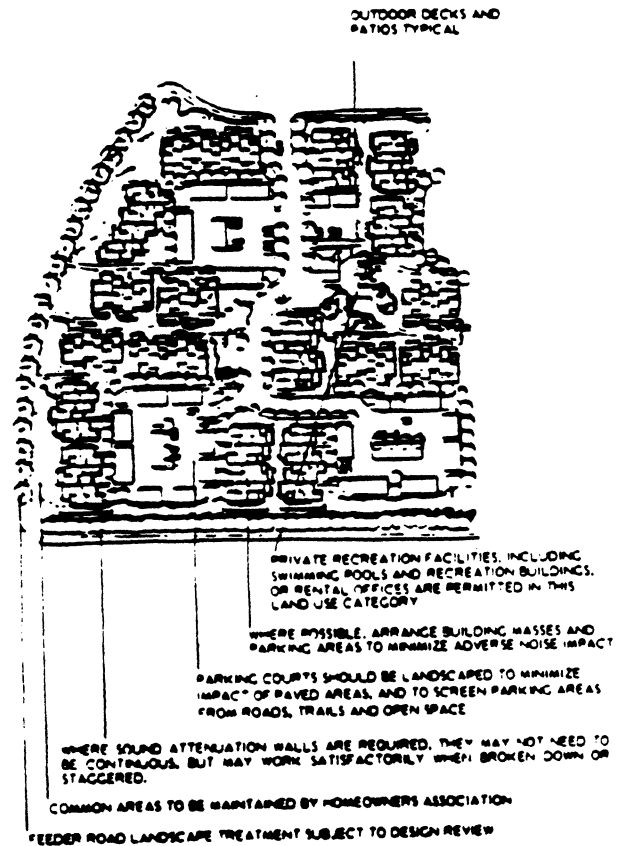
c. Fourplex:
10-14 dwelling units/acre

The fourplex is a rear-loaded unit with covered parking designed as an integral part of the 4 dwelling unit building. Greenbelts provide the formal access to the front door.

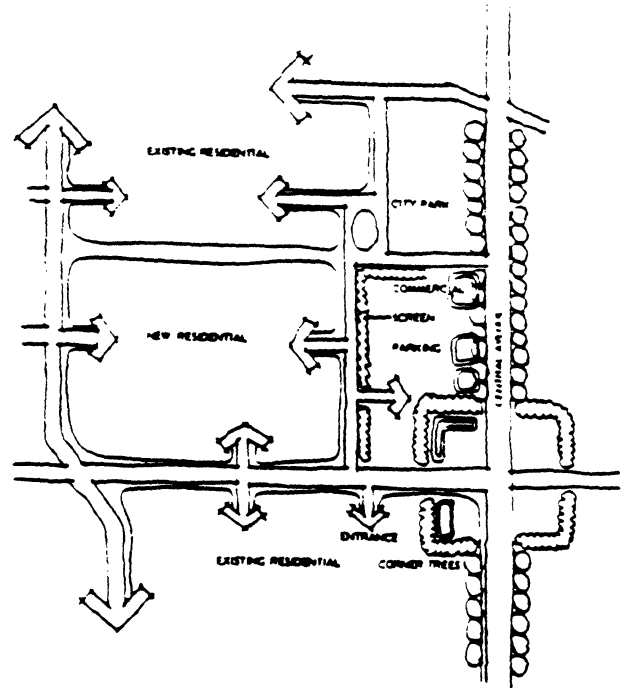
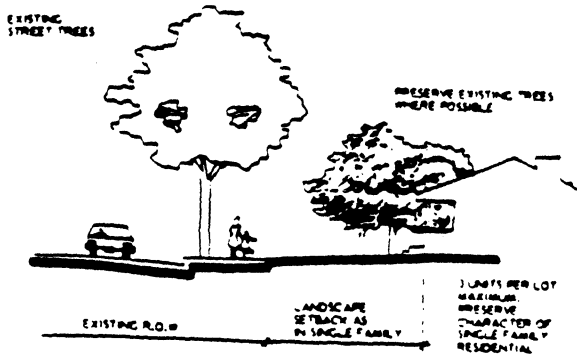


d. Garden apartments/ condominiums:

Garden apartments and condominiums can be organized so that buildings are clustered around parking courts. Buildings are typically two stories with upstairs and downstairs units. Each unit has a private outdoor patio or deck and the project may provide recreation facilities for residents only. Landscaping will soften building masses and screen parking areas.



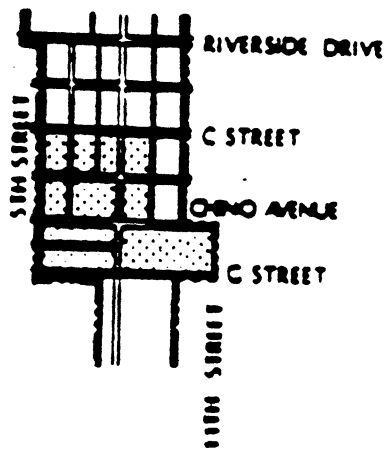
2. South of Riverside Drive, single family residences are permitted east of Central Avenue, and up to two dwelling units may be built on an existing lot in the residential area west of Central Avenue. Building elevations must have an appearance of a single family detached home. The front yard setback condition is shown in the accompanying cross section.



DISTRICT SIX: CIVIC CENTER PLAZA

See the adopted City of Chino Downtown / Civic Center Master Plan, January 1992.

The boundaries of this district are "C" Street on the north, 9th Street on the east, Chino Avenue on the south and 5th Street on the west. Present land use is dominated by the City Hall, County buildings and the Old Town commercial area.



A master plan should be developed for the entire district centered around civic functions and support office and commercial uses. Public sector uses would include present development with the addition of a cultural center, possible relations of the Post Office, and additional county or City buildings necessary to service the growth of the community.

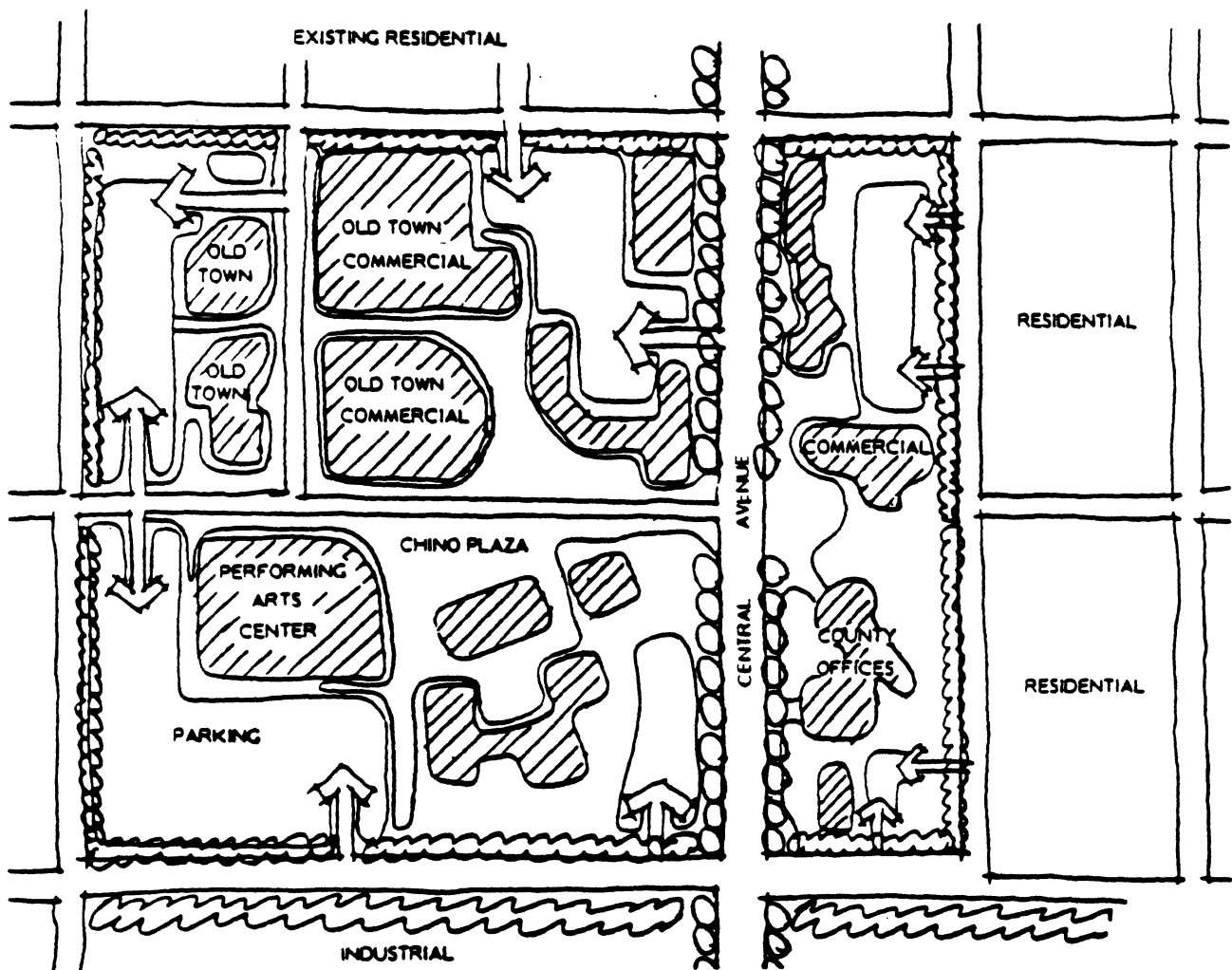
Private sector redevelopment of deteriorating sections, such as the Old Town area, should provide for offices and professional offices, commercial uses servicing office functions, such as stationery stores or print shops, and restaurants. An integrated master plan for the whole area would be a useful tool in resolving the complex issues in such a project, and the guidelines presented here are designed to deal with the broader issue of integrating the center into the Central Avenue corridor as a whole.

Guidelines

1. The conceptual diagram illustrates some of the more important site planning issues.

2. Parking areas are generally located around the perimeter, while the interior areas are principally a pedestrian realm. All parking areas should be screened from adjacent neighborhoods and parking lots should be planted with trees according to the landscape standards for parking lots described in District One.

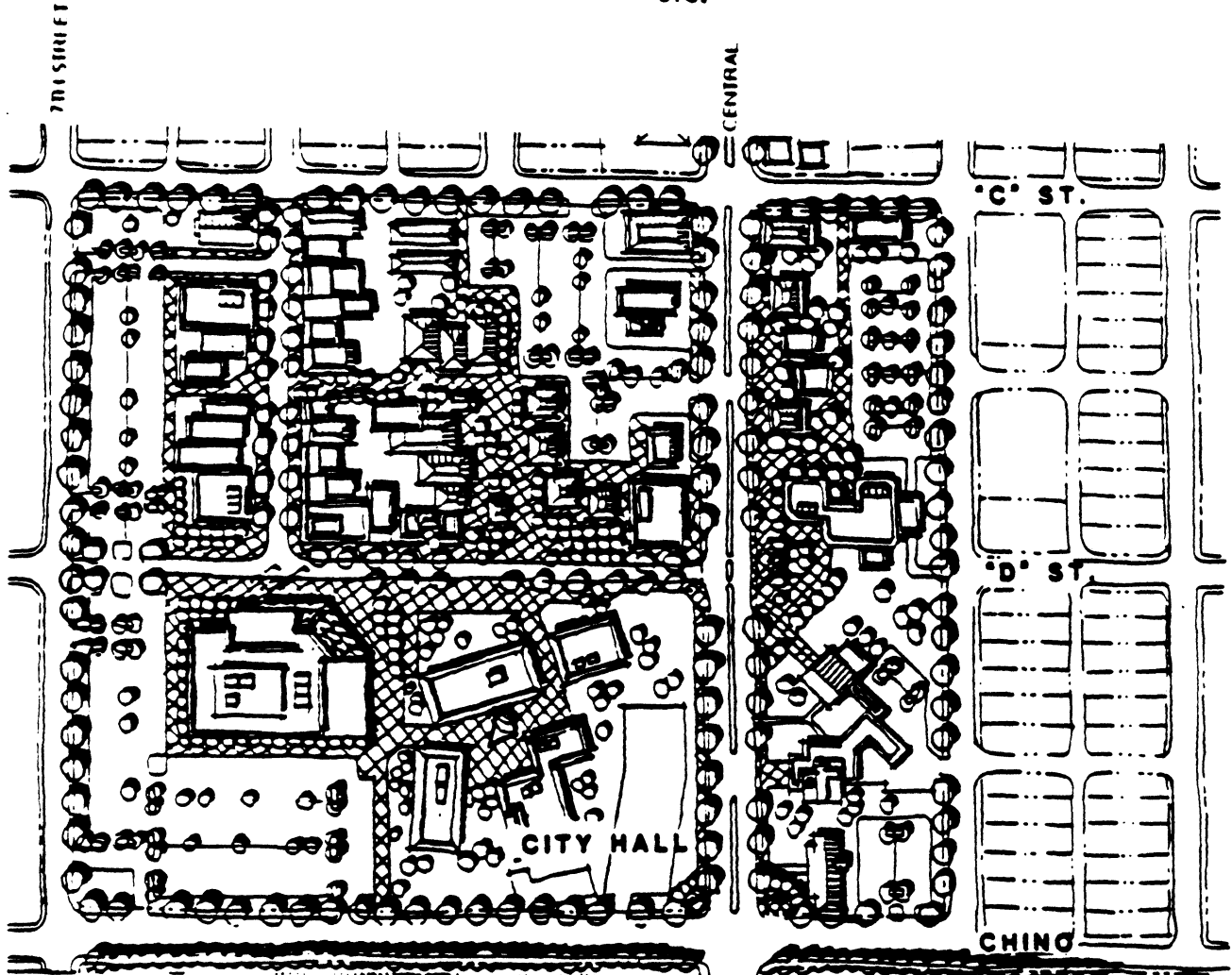
3. Limited automobile circulation may be allowed within the plaza area, but pavement width should be minimized and a special paving treatment installed to make drivers aware that this is principally a pedestrian area. Similarly, trucks should not be allowed within the plaza area. Small parking areas should be tucked away in inconspicuous places to provide service and automobile access to commercial areas in the interior.



DISTRICT SIX: CONCEPT DIAGRAM

4. A variety of architectural styles can be accommodated within the district including the older existing buildings of architectural merit, as well as newer modern buildings.

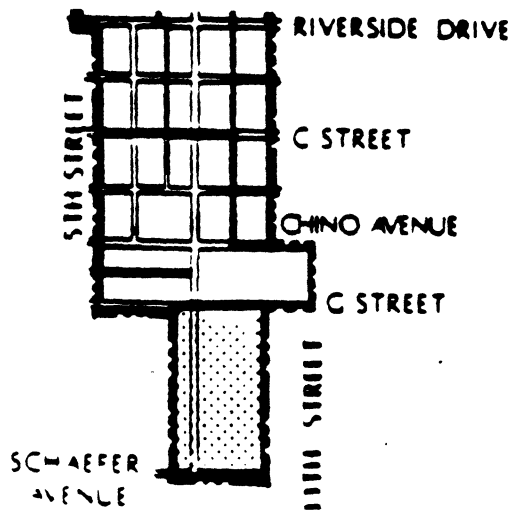
5. The master plan should establish a streetscape vocabulary that can be the unifying element throughout the district. Included in this should be trees, paving patterns, light standards, seats, planters, etc.



DISTRICT SIX:
ILLUSTRATIVE PLAN

DISTRICT SEVEN: SOUTH CENTRAL COMMERCIAL

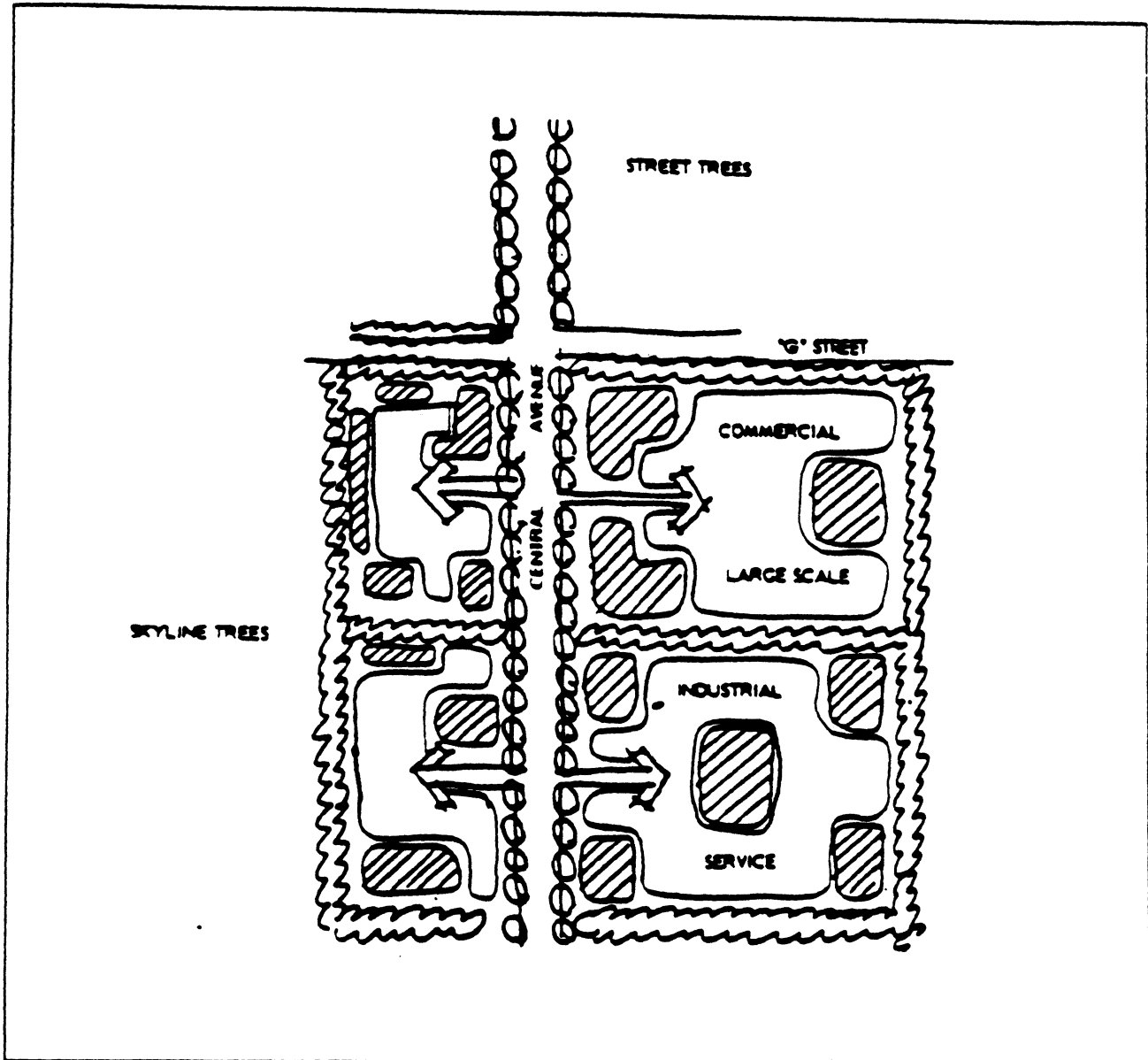
This district contains all the land in the Specific Plan area south of "G" Street. Because of its proximity to the industrial area, the land uses proposed for this district are service commercial. Home improvement commercial uses (i.e., nurseries, lumber and building material supply, etc.) or business parks may be located here.

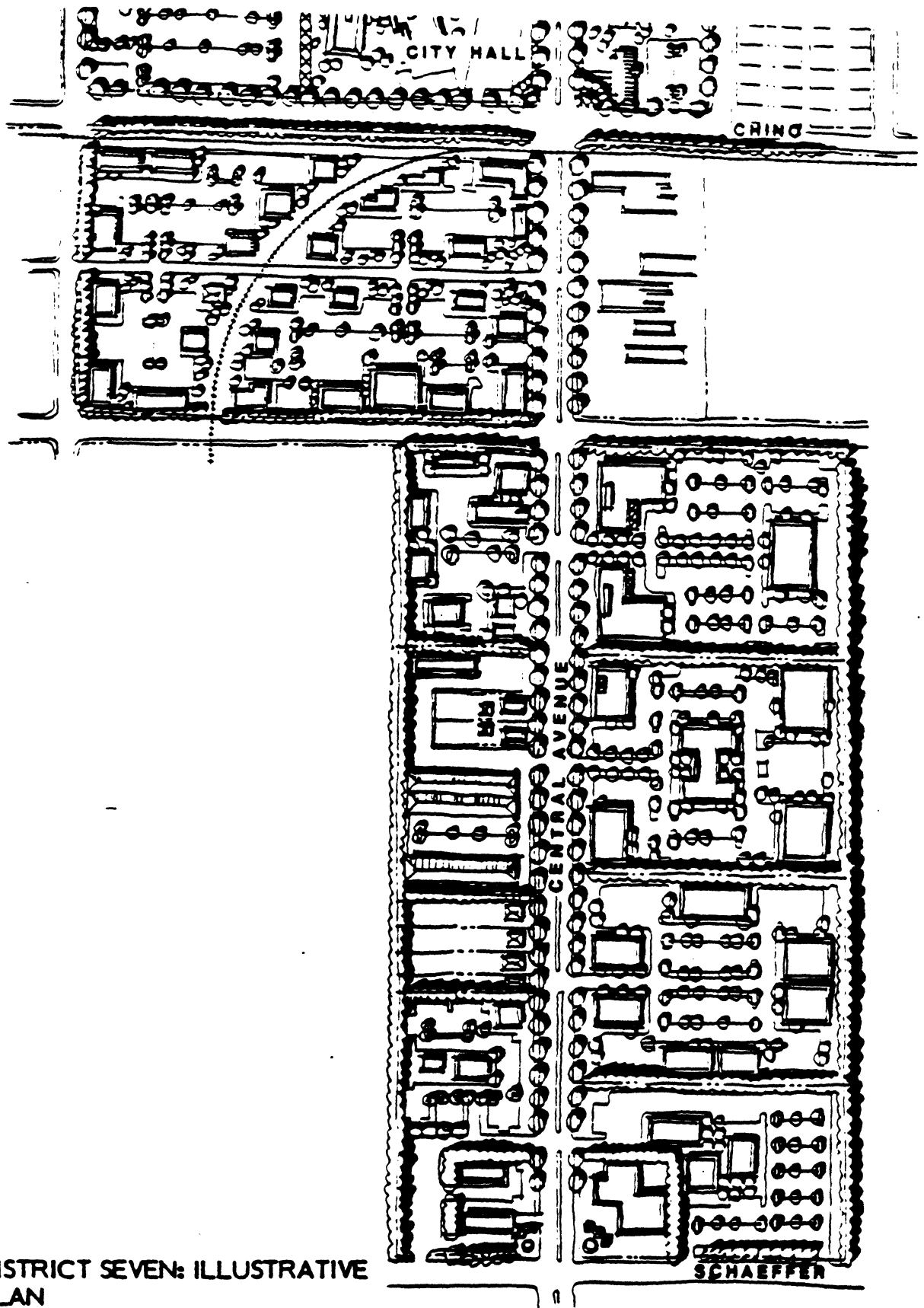


The urban design concept is similar to District One in that the appearance of strip commercial should be minimized by restricting minimum development parcel size whenever possible, and using trees to create development areas that break up the linearity of the street.

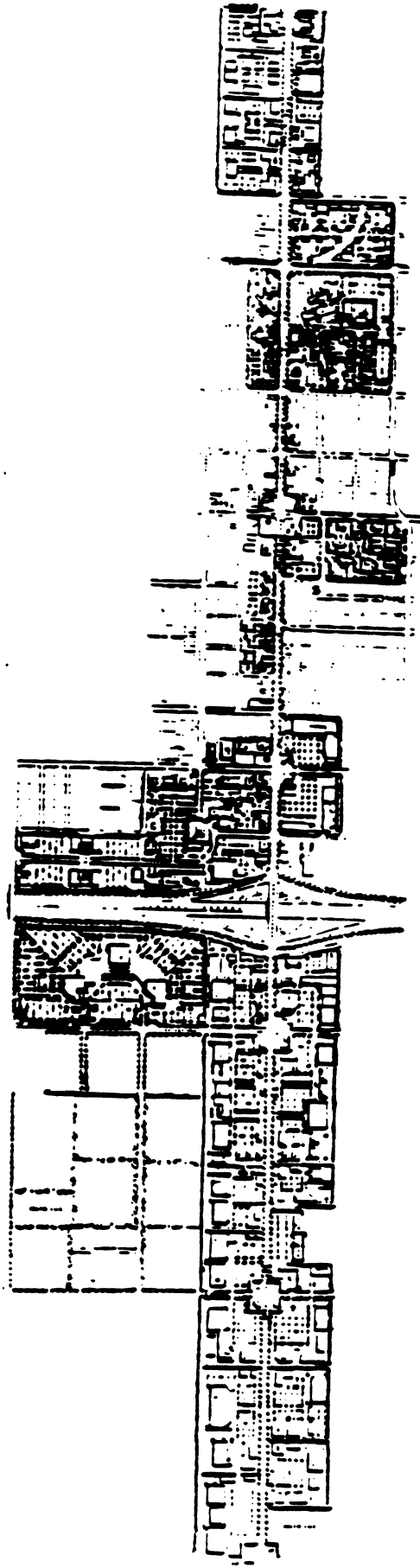
Guidelines

1. East of Central Avenue, minimum parcel size for new development should be 5 acres. west of Central Avenue, the minimum parcel size for new development should be 3 acres.
2. Site development guidelines should be the same as for District One.
3. A special intersection treatment at the northeast corner of Schaefer Avenue and Central Avenue should welcome auto traffic into the Central Avenue corridor.
4. The illustrative plan illustrates various site planning concepts that might be successfully applied to the east side of Central Avenue.

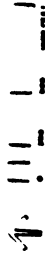




DISTRICT SEVEN: ILLUSTRATIVE PLAN



CENTRAL AVENUE SPECIFIC PLAN
CHINO, CALIFORNIA
the swa group, land planners



IV IMPLEMENTATION STRATEGY

The implementation of the plan will depend to a great extent on how well the City can work with private developers to see that new development is channeled to the appropriate locations, and ensuring that developers comply with the urban design recommendations of the plan. For the City, then, successful implementation rests on having the ability to actually negotiate with developers as development proceeds. This requires that the City have jurisdiction over development proposals. For some portions of the Specific Plan area, this is not currently possible because these areas are outside the City limits.

An additional measure of control can be achieved through the site plan review process. According to this procedure, development plans are processed through the City Planning Staff and must ultimately receive the approval of the Planning Commission or City Council. This provides the City with an opportunity to specify particular conditions for development approval. Within the City's current ordinance structure, the conditional use permit process provides the necessary control.

Additionally, the City redevelopment plan, as administered by the City Council which serves as the Redevelopment Agency), gives the City additional power to renovate older or deteriorating parts of town. Finding money to purchase land for redevelopment is a problem but the Redevelopment Agency does provide an additional tool for the City.

The recommendations of this plan to provide for the successful implementation of the plan are to:

1. Annex all unincorporated areas within the Specific Plan area to the City of Chino.
2. Require conditional use permits and site plan review for all development within the Specific Plan area.

3. Extend the redevelopment Area boundary to include all areas within the Specific Plan boundaries.
4. Establish a redevelopment area hierarchy that establishes priorities for redevelopment. A suggested hierarchy might be:
 - a. Walnut Avenue and Central Avenue at the northeast corner
 - b. Selected parcels along Central Avenue between Walnut Avenue and "D" Street
 - c. Older Commercial area on 6th Street between "C" and "D" Street
 - d. The deteriorating industrial area south of the railroad and west of Central Avenue
5. Enforce design standards proposed by the Specific Plan on all new commercial and residential development.
6. Provide funds necessary to plan and maintain street trees in public right-of-ways where private development cannot be relied upon. A special assessment district should be instituted to accomplish this.

The key to implementation, then, is for the City to enforce design controls for new development, proceed with public works as finances allow, and actively pursue redevelopment in areas where an improved City image will spur additional quality development.

