

RIVERSIDE AUTO CENTER SPECIFIC PLAN

Originally Adopted on October 23, 1990
Resolution 17614
GP-003-901

*Edited to include all Specific Plan Amendments as of November 2007
by the City of Riverside Planning Department*

SPECIFIC PLAN AMENDMENTS

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SP-006-912		
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Riverside Auto Center Specific Plan

Adopted October 23, 1990

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I. INTRODUCTION AND BACKGROUND

A. Overview

The Riverside Auto Center Specific Plan was prepared by the City of Riverside in co-operation with the Riverside Auto Center dealers. The Specific Plan as adopted on October 23, 1990, encompassed 139 acres of land generally bordered by Freeway 91 on the west, the AT&SF Railroad Easement on the east, Winstrom St. on the north and Vance Street to the south. Specific Plan amendment, SP-003-989 and SP-005-001, added an additional nine acres of land to the project boundaries. This additional property is located at the southwest corner of Adams Street/Auto Center Drive and the AT&SF railroad tracks. Specific plan amendment P03-0401 added 0.6 acre of land to the project boundaries between Indiana Avenue and Freeway 91.

The Riverside Auto Center, developed in 1965, was one of the earliest auto centers constructed in the United States and the forerunner of the auto malls and auto centers of the 80's. Although unique for its day, the Riverside Auto Center is no longer at the forefront of Auto Center design in the Southern California marketplace of today.

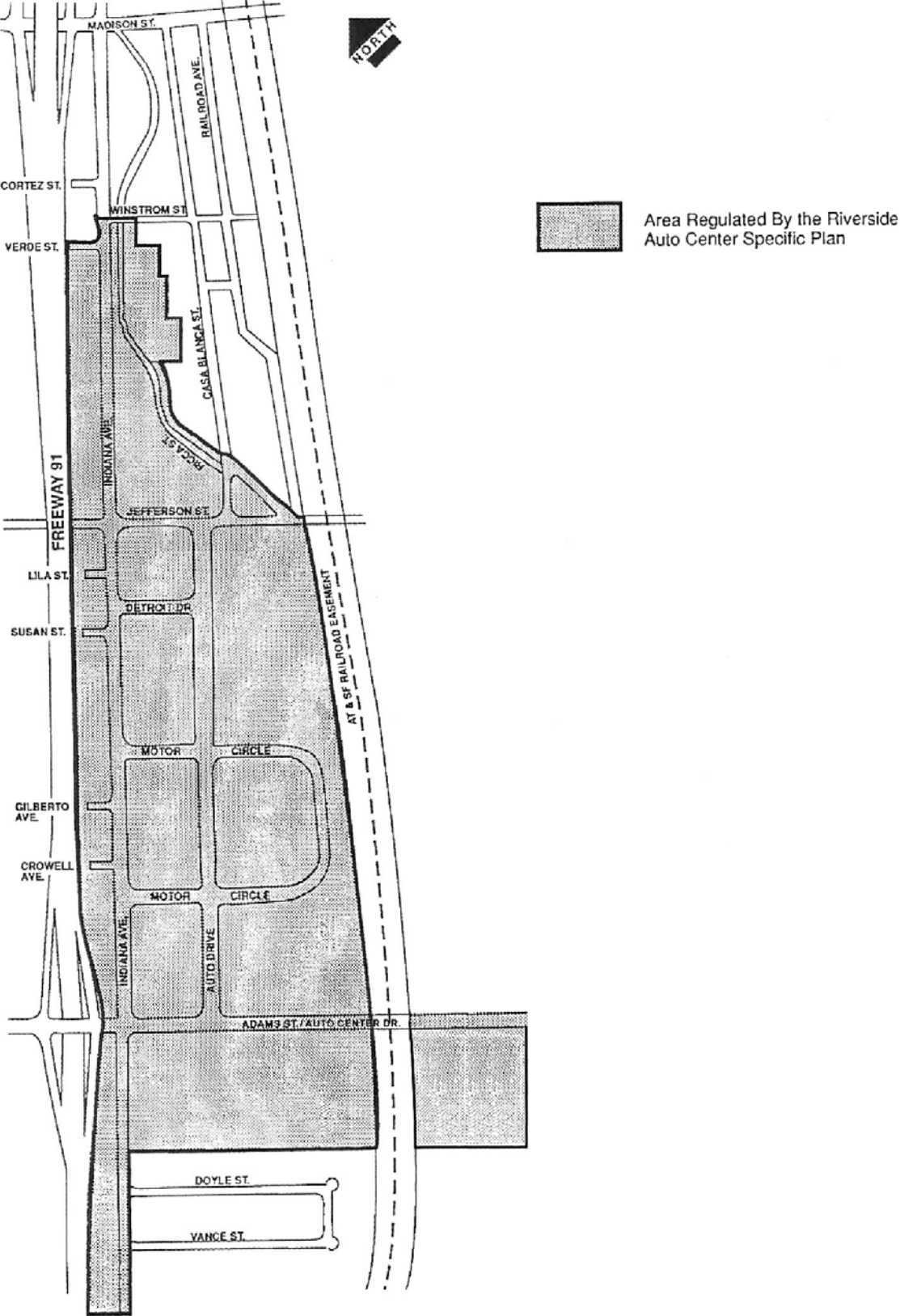
This Specific Plan is designed to assist in the revitalization of the Auto Center. The Plan provides special privileges as well as special restrictions because:

- a. The Auto Center is a unique, one of a kind facility in the City.
- b. The Auto Center provides major public benefits by:
 1. Providing substantial sales tax revenue to the City.
 2. Providing an attractive shopping area and shopping convenience for comparison shopping through the grouping of automobile sales uses in an attractive environment.
 3. Clustering automobile sales and related uses in an attractive environment. Such uses have elsewhere been developed in a haphazard way creating negative impacts on surrounding uses.
- c. The property owners and Auto Dealers Association intend to provide substantial funding for improvements to the Auto Center.

B. Statutory Authorization

The Specific Plan is authorized by Article 8 of the California Government Code (Section 65450 et. seq.) and this document meets the requirements as specified in said code. The Specific Plan carries out the objectives of the Riverside General Plan. It provides the detailed criteria for development of specific sites and public improvements.

Figure 1 — Specific Plan Area



C. History

The Riverside Auto Center was opened in February, 1965 as the world's first auto center. The Center, which opened on a 55 acre site with seven dealers at a cost of 8 million dollars, was totally financed by the dealers with no public subsidy. The idea for an auto center originated in a discussion among five dealers. They originally purchased a site near the Arlington community which was re-zoned by the City Council on a 6 to 2 vote. However the following year in a public referendum the Zoning was overturned by 56 percent of those voting.

Faced with the prospect of losing the Auto Center to Rubidoux, the City helped the dealers find the current site which had little opposition and was re-zoned and built. Dealers reported an 18 - 26% increase in business.

As a matter of interest it should be noted that Dick Clark was part of the dedication ceremonies, and you could buy a new Mercury for \$2,150 with a 4.5% interest loan. Total sales tax collected the first year of operation was \$1.1 million.

D. Prior Study

In 1988 the Chambers of Commerce, in conjunction with the auto dealers in the Auto Center and the City of Riverside, commissioned a study to examine ways in which the Auto Center could be improved to compete with more modern auto sales establishments. This study was undertaken by Randolph Hlubik Associates Inc., Landscape Architects (RHA, Inc.) and was completed in October, 1988.

The Study recommended a variety of land use, street, landscape, lighting and sign improvements for the Center and provided considerable material and ideas on which this Specific Plan is based.

II. EXISTING CONDITIONS

Since its original creation focusing on Auto Drive, the Auto Center has gradually expanded to include land on Indiana Avenue from roughly Vance Street on the south to Winstrom Street on the north. The original 55 acres has expanded to roughly 135 acres, and the dealership base has grown from 7 dealers to 15 dealers plus a variety of secondary uses, used car sales, etc. The Auto Center is one of the largest concentrations of sales tax generating uses within the City. Current sales taxes within the Specific Plan area are \$3.5 million per year. This is in contrast to the Riverside Plaza and surrounding uses at \$1.2 million and the Tyler Mall and surrounding uses of \$3.1 million.

At the time of the writing of this report, there were 29 makes of cars and trucks sold in the Auto Center. Only 5 makes sold elsewhere in the region were not included in the Center as shown in Table 1 below.

Table 1 — Automobile Makes Sold In the Riverside Auto Center

Makes with Current Dealerships in the Auto Center:

Acura	Mazda
Audi	Mercury
BMW	Nissan
Buick	Oldsmobile
Cadillac	Plymouth
Chevrolet	Pontiac
Chrysler	Porsche
Daihatsu	Sterling
Dodge	Subaru
Ford	Suzuki
GMC	Toyota
Hyundai	Volkswagen
Jeep	Volvo
Lexus	Yugo
Maserati	Mercedes Benz

Automobiles Marketed In The Area But Not Sold In The Riverside Auto Center:

Alfa Romeo	Mitsubishi
Infinity	Rolls Royce
Jaguar	

The Auto Center Specific Plan area is shown as Commercial Regional Center on the City's General Plan and is Zoned CG (General Commercial) intermixed with pockets of CR (Commercial Retail) and R-1-7000 (Single Family Residential). The area north of Jefferson Street is within the Casa Blanca Community Plan and Redevelopment Project areas. An expansion of the Redevelopment Area or the creation of a new redevelopment area to include the majority of the Auto Center Specific Plan area has been studied but no action is currently underway on this idea.

The street frontages where automobiles are displayed for sale are shown in Figure 2. As is apparent, displays continue to focus on Auto Drive but have expanded to Adams Street, Jefferson Street and Indiana Avenue. The Indiana Avenue display is primarily north of Jefferson Street and south of Adams Street.

The edge treatment between dealership frontages and streets is shown in Figure 3. The original dealers generally have car display areas that immediately abut the sidewalk with little or no landscape. The newer dealers generally display behind grassy lawn areas.

Since the Auto Center developed over time there is little uniformity in building design, landscape, lighting of parking and display areas or signs. Parts of the area have overhead power lines. Signs consist of both building signs and traditional pole signs. One large pole sign, located near Adams Street and Indiana Avenue, advertises the entire Auto Center.

Streets throughout the area generally consist of 4 travel lanes undivided with parallel curb side parking.

Figure 2 — Street Frontages Displaying Automobiles

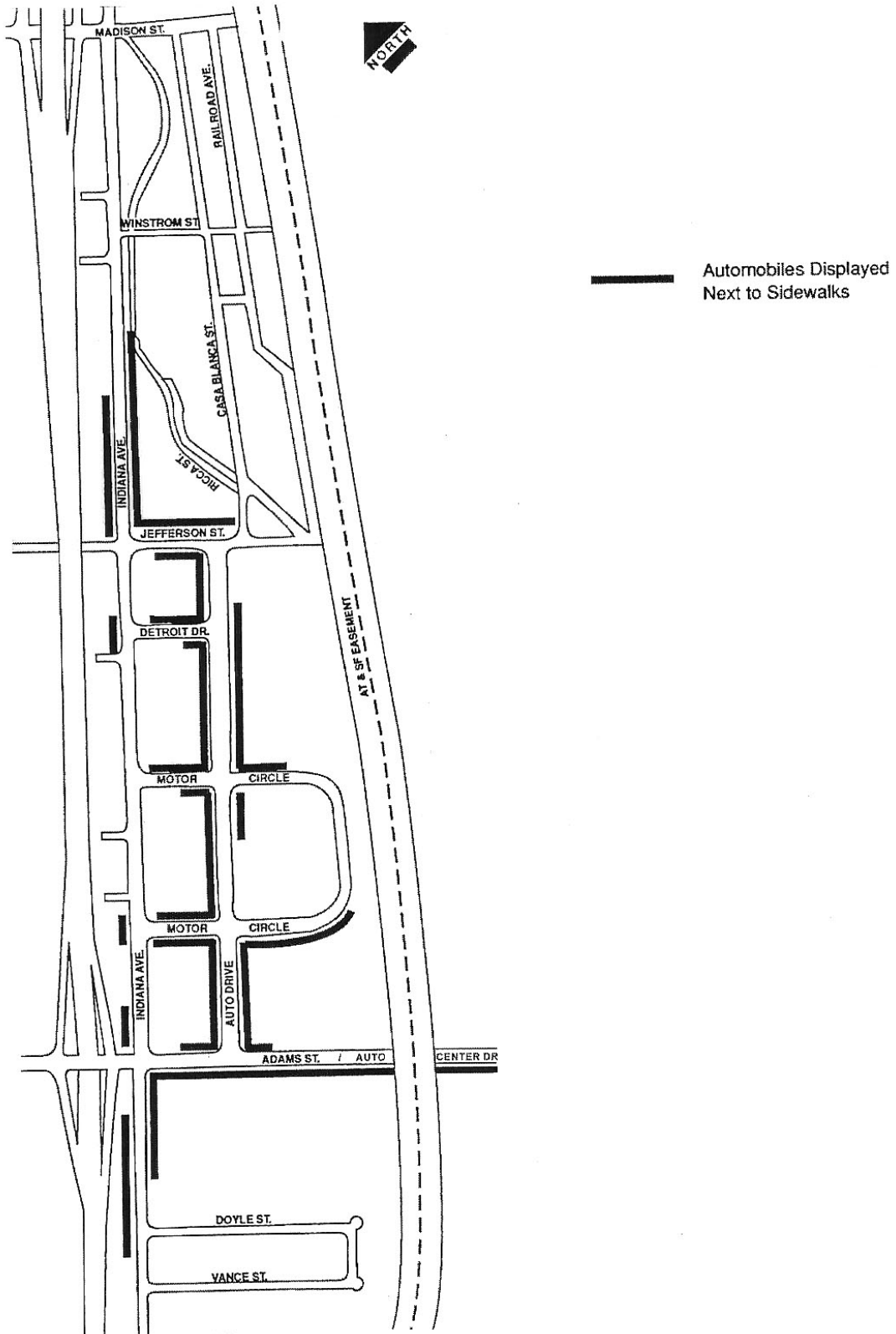
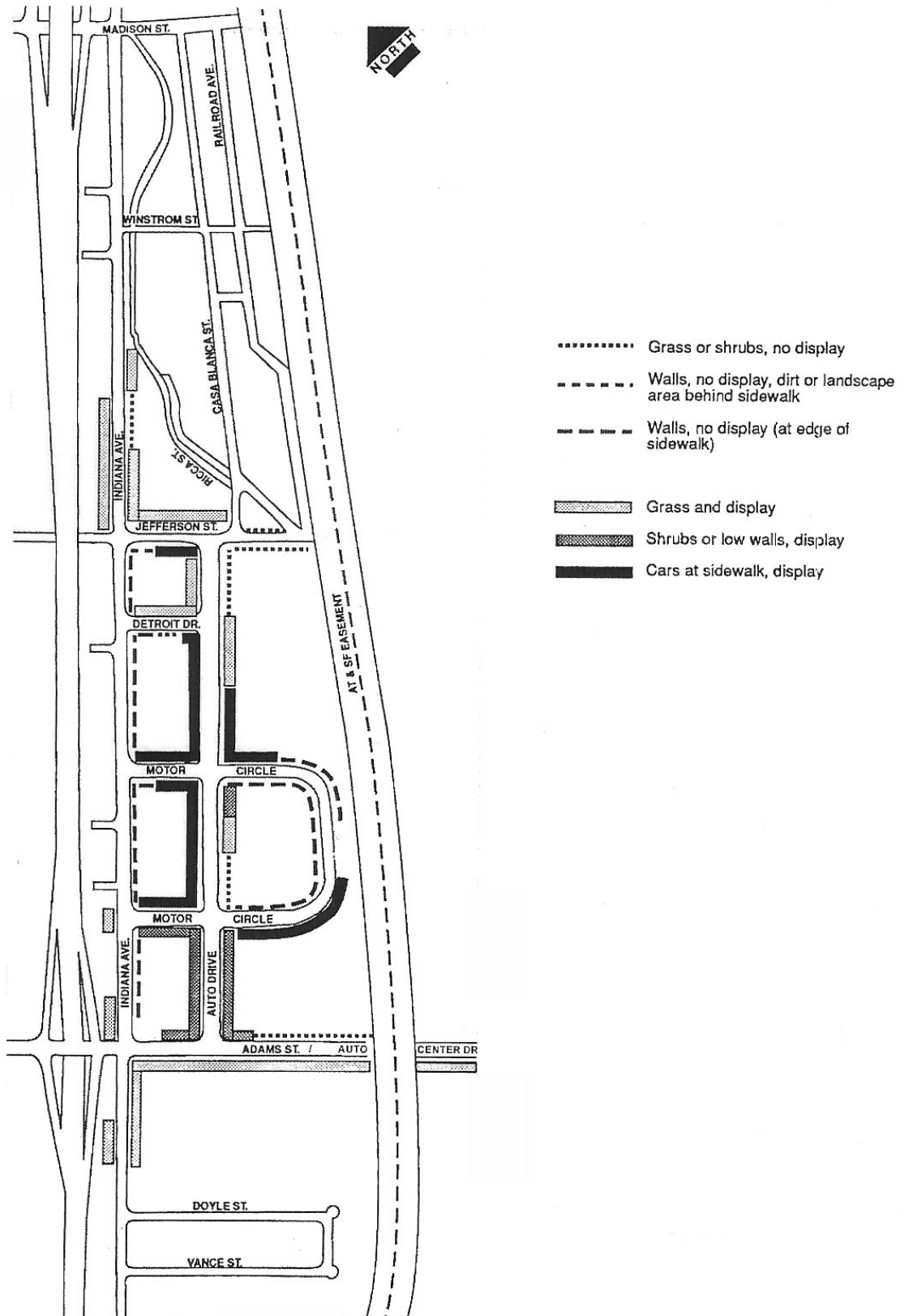


Figure 3 — Street Frontage Designs



III. PROBLEM STATEMENT

The study of the Riverside Auto Center uncovered several problems as outlined below.

A. Overall Problem - Competition

Over the last 10 years the Riverside Auto Center has come under competition from other southern California Auto Centers. Existing and planned centers within a 30 mile radius and in direct competition with Riverside are listed in Table 2 below:

Table 2 — Competing Auto Centers Within 30 Miles

<u>Center</u>	<u>Approximate Miles</u>
Corona	10
Norco	10
San Bernardino	13
Ontario	15
Moreno Valley	20
Montclair	25
Tustin	30
Claremont	30
Santa Ana	30

Even centers beyond 30 miles are likely to be in some competition. Examples of Auto Centers over 30 miles away which are also likely to be in competition with the Riverside Auto Center are listed in Table 3 below:

Table 3 — Competing Auto Center Over 30 Miles Away

<u>Center</u>	<u>Approximate Miles</u>
Corona	10
Pomona	32
Glendora	35
Buena Park	36
Irvine	38
La Mirada	40
Hemet	40
West Covina	43
Norwalk	43
Garden Grove	43
Cerritos	44
Signal Hill	48
Santa Fe Springs	48
Compton	50
Carlsbad	70
Escondido	70

These centers are believed to have eroded the sales potential of the Riverside Auto Center. Although a specific market study has not been completed this is the statement and perception of Riverside Auto Center dealers and it is apparently true.

Because the competing centers are newer, they are generally more attractive, have superior car display areas and better freeway exposure than the Riverside Auto Center. Although not documented, some of these centers would also appear to be more aggressive in joint advertising and marketing.

The Specific Plan focuses on the physical facilities in the Auto Center. Other efforts could focus on the advertising and marketing aspects of the problem.

B. Physical Facility Problems

1. Focus and Vehicle Display

The original Auto Center primarily focused displays along Auto Drive. This approach is similar to that used in an enclosed shopping mall where stores are concentrated and located to provide an interesting and continuous shopping experience.

Over the years some of the focus of the Riverside Auto Center has been lost. Dealers have expanded along Adams Street, Jefferson Street and Indiana Avenue. A variety of non-automobile display uses are

interspersed within the center. Additionally a number of car dealers, often with lower quality design standards have appeared along Indiana Avenue.

This lack of focus on quality dealership design has eroded the purpose and intent of the Center. The existing General Plan and Zoning Ordinance do not adequately control this problem.

2. Auto Center Identity and Exposure

Closely related to the lack of focus as explained above, is the lack of identity for the Center. For example:

- There are no entry statements, monuments, or signs that let the visitor know that they have in fact arrived at the Auto Center.
- The existing “Auto Center” sign is difficult to see from the freeway and is unattractive and ineffective.
- The parts of the Center most visible from the freeway are generally lower quality car sales businesses in converted residential structures or consist of remaining single family homes.
- Much of the Indiana frontage of the original Auto Center is a concrete block wall that hides the central part of the Center from Indiana Avenue traffic.
- There are few unifying elements such as street lights, dealer signs, landscape, or architecture that tie the center together.

3. Display Spaces

Many of the indoor and outdoor display spaces lack the appeal and attractiveness of new centers. Cars often immediately abut sidewalk areas with little landscaping or in some cases are actually parked on the sidewalks. New techniques using attractive paving or landscaping are often not used. Lighting fixtures are not uniform and in some cases result in glare or inadequate lighting of displayed vehicles.

4. One Stop Center

As a marketing tool, it could be useful to think of the Riverside Auto Center as a “one stop” center selling all makes of automobiles marketed in the southern California area. As of the writing of this study, 5 makes were not sold within the Riverside Auto Center.

5. Parking

Few dealers have attractive customer parking areas and parallel street parking can be awkward for some drivers. Additionally, due to apparent inadequate employee parking, some employees park in areas that should be reserved for customers.

6. Overall Aesthetics

The over-all aesthetics of the Center are of a lower standard than that found in many new centers. Problems include those listed above as well as:

- Lack of attractive landscape
- Lack of attractive uniform street lights
- Overhead power lines
- Pole signs
- Non-uniform signage
- Inconsistent lighting
- Unattractive paving materials

IV. GOALS AND OBJECTIVES

A. Goal

The overall goal of the Specific Plan is to retain and/or return the Riverside Auto Center as the premier “state of the art” auto center in Southern California thereby:

- *Retaining and expanding a major component of the City's sales tax and employment base and*
- *Providing an attractive shopping experience for the purchase of automobiles.*

B. Objectives

The objectives to achieve this goal include:

- **Focus:** Keeping the center in a concentrated area with a focus on automobile sales.
- **Identity:** Providing a clear identity to the Center from the freeway, at entry points, and within the Center itself.
- **Display:** Providing attractive display space for automobiles.
- **All Makes:** Encouraging automobile franchises selling all makes of automobiles offered in the region to locate in the Center.
- **Parking:** Providing adequate and easy parking for customers.
- **Aesthetics:** Providing consumer friendly places. A cohesive, serene and friendly environment of the display, sale and servicing of motor vehicles. A place that cultivates and enhances the customer's enjoyment of shopping; both in the daytime and at night through superior design of facilities - showrooms, customer reception areas, service and parts departments and outdoor display areas, streets and sidewalks.

V. KEY FEATURES OF THE PLAN

The key features of the plan as shown in Figure 5 include:

- **Increased Visibility of Automobile Displays:** Featured vehicle display pads are proposed to be allowed in the public street rights-of-way near the travel lanes. This will add interest for people driving by as well as for shoppers. This will also visually narrow the streets and provide a more friendly atmosphere.
- **Landscape Enhancement:** An abundant use of landscaping materials is proposed to be added throughout the Center. Grass turf areas will be added throughout the center similar to the newer dealerships, where display pads are located in attractive landscape settings. This replaces the harsh setting where automobile display areas abut or project into the sidewalk areas.
- **Focal Point Street Trees and Distinctive Street Lights:** Dramatic tall palm trees and contemporary Raincross Street Lights are proposed to be used to give the Auto Center linear continuity and greater visibility. The palm trees are proposed to be lit at night to give added emphasis.
- **Focus and Clarity of Display:** Special paving materials and landscaping accents are proposed to be used in the display areas.
- **Ease of Customer Parking:** Parallel street parking is proposed to be converted to angle parking along many of the streets to provide easier and more convenient customer parking, to visually narrow the streets, and to provide a friendlier atmosphere.
- **Keep Costs Down:** Concepts have been developed to keep improvement costs at reasonable levels in order to facilitate implementation.
- **Focus Center:** The Auto Center is proposed to be retained within the Auto Center Specific Plan area, rather than continue to expand. This will provide focus to the Center and convenience for the shopper. Additionally, incompatible uses will be prohibited or controlled.
- **Freeway Exposure:** The visibility of the Auto Center to the 91 Freeway is proposed to be increased through new freeway signing and height restrictions. Redevelopment may also prove to be a useful tool in improving the freeway frontage of the Auto Center.
- **Entry Treatments:** Entry monuments are proposed to be placed at four locations.
- **New Vehicle Franchises:** Redevelopment is proposed to be used as a tool to attract new vehicle franchises to the Center and provide appropriate facilities.

- **Employee Parking:** A new employee parking lot is proposed to remove employee parking in areas that should be available for customer parking.
- **Logo:** A Raincross logo is proposed to be used throughout the Center in an effort to reinforce the Center's identity. See Figure 4 below.

Figure 4 — Raincross Logo

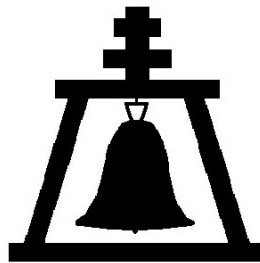
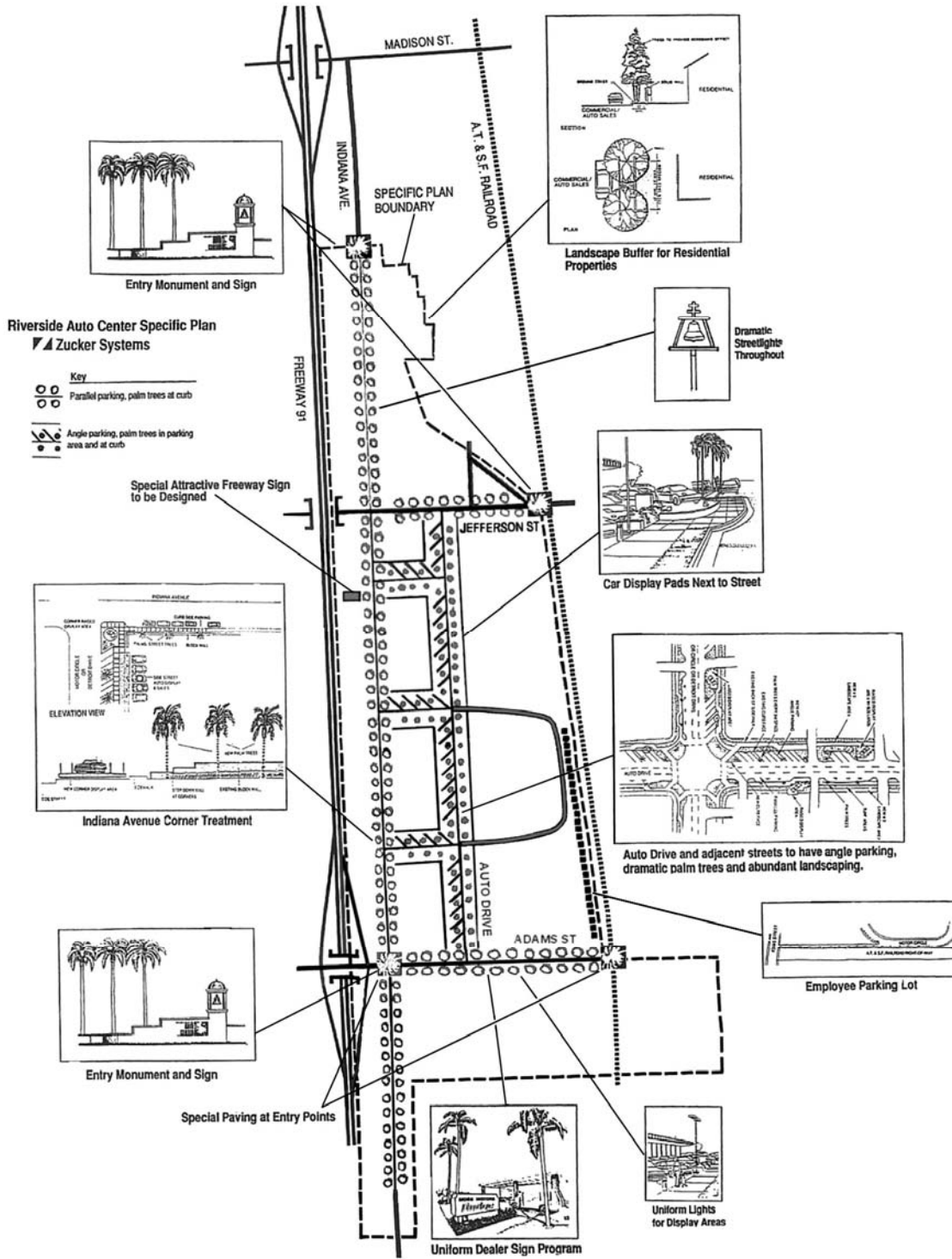


Figure 5 — Concept Drawing



VI. PRIVATE PROPERTY LAND USE STANDARDS

A. 1.0 Generally

1. 1.1 Relation to Zoning Ordinance

The Specific Plan supersedes the underlying Zoning Ordinance or other City regulations within the Auto Center Specific Plan area in instances of differing regulations. Otherwise, it is complemented by the regulations of the Zoning Ordinance or other regulations.

The Specific Plan is a flexible planning document which features precise parcel-specific design guidelines where special sensitivity is warranted with less specificity in others. The Plan promotes public/private coordination of development efforts within the Auto Center Specific Plan area.

B. 2.0 Design Review

1. 2.1 General

No new building, structure, sign or exterior alteration or enlargement of an existing building, structure or sign shall be commenced in the Auto Center Specific Plan area until design review approval has been granted pursuant to Chapter 19.710 of the Zoning Ordinances. Such design review shall incorporate all requirements and design guidelines established in the Specific Plan as well as other design guidelines currently used by the Design Review Board.

C. 3.0 Uses Permitted

The following uses shall be permitted in the Auto Center Specific Plan Area in lieu of those listed in the Zoning Ordinance:

1. 3.1 Uses Permitted By Right

- 1) New and used vehicle sales.
- 2) Parking facilities for the use of employees and customers of the Auto Center.

2. 3.2 Accessory uses permitted in conjunction with new and used vehicle sales:

- 1) Vehicle painting and body repairs within a completely enclosed building.
- 2) Vehicle servicing and parts sales.

3. 3.3 Uses Permitted By Conditional Use Permit

The following uses may be granted by Conditional Use Permit per Chapter 19.760 in the Municipal Code, subject to the applicable standards of the Auto Center Specific Plan, Title 19 of the municipal code and the location and site development standards enumerated below:

- 1) Location Standards for All Uses Requiring a CUP within the Auto Center Specific Plan area:
 - a. The use shall not functionally or visually disrupt entry monuments or vehicle sales frontages in the Auto Center Specific Plan area.
 - b. The use shall not substantially increase vehicular traffic or cause a hazardous condition for pedestrians or vehicle operators on streets in the Auto Center Specific Plan area.
 - c. The site shall be of adequate size and shape to accommodate the use along with all required yards, walls, parking landscaping and other site improvements.
 - d. The use shall not substantially block views into the Auto Center Specific Plan area.
 - e. The use shall not be disruptive to the existing or planned visual character of the Auto Center Specific Plan area.
 - f. The use shall not functionally or visually disrupt an area shown on the Riverside General Plan for residential uses.
- 2) Site Development Standards for All Uses Requiring a CUP within the Auto Center Specific Plan area:
 - a. The site shall not be less than one half acre in size and shall not have less than 100 feet of street frontage.
 - b. Conversion of residential structures shall not be allowed.
 - c. Vehicle service bays shall be oriented away from street views or substantially screened from street views.
 - d. Driveways shall be situated so as to minimize impacts on adjacent streets and new car businesses in the Auto Center Specific Plan area.
 - e. Trash enclosure(s) shall be provided in accordance with the standards adopted by the Design Review Board.

- f. Landscaping shall be provided in accordance with all applicable standards of Title 19 of the municipal code, the Auto Center Specific Plan and Design Review Board standards.
 - g. Signing shall be consistent with all applicable standards of Title 19 of the municipal code, the Auto Center Specific Plan and Design Review Board standards.
 - h. Quality of over-all design shall be equal to that required in the Specific Plan for vehicle sales dealerships.
- 3) Automobile Service Stations
- a. Additional Location and Site Development Standards:
 - 1. All standards as detailed in Chapter 19.410 shall apply.
- 4) Automobile Service Centers
- a. Additional Location and Site Development Standards:
 - 1. All standards as detailed in Chapter 19.420 shall apply.
 - 2. Tenant spaces shall be a minimum of 2,000 square feet gross leasable area.
- 5) Automobile Wash and Detailing Facilities
- a. Additional Location and Site Development Standards:
 - 1. All washing, detailing and waxing operations shall be situated within completely enclosed buildings and openings to such buildings shall be screened from all street or freeway views.
 - 2. Drying operations may occur outside of a completely enclosed building, but such uses shall be screened from street and freeway views.
 - 3. The use shall not substantially increase noise levels beyond ambient levels at property lines.

- 6) Offices, Banks and Financial Institutions
 - a. Additional Location and Site Development Standards:
 1. The use shall be designed at a scale consistent with nearby vehicle sales operations.
 2. The use shall provide a service directly needed for vehicle sales.
 3. The use shall preferably be located on upper floors of a vehicle sales operation or in areas not readily usable for vehicle sales.
- 7) Restaurants, but excluding drive thru restaurants.
- 8) Rental of automobiles, light trucks, vans and RV's.
- 9) Other uses as provided in Section 19.760 of the Municipal Code which, in the judgment of the Planning Commission, are similar to, compatible with and no more objectionable than any of those enumerated in this section may be permitted.

D. 4.0 Dimensional Requirements

1. 4.1 Building Height and Number of Stories Limit
 - 1) Between Indiana Avenue and the 91 Freeway within the Auto Center Specific Plan Area: Maximum 1 story, or 20 feet in height.
 - 2) Elsewhere in the Auto Center Specific Plan area: Maximum 3 stories in height or 50 feet in height.
2. 4.2 Landscaped Set-Backs
 - 1) Freeway 91 Frontage:
 - a. For lots with at least 100 feet of frontage, a 5 foot building and landscaped setback shall be maintained.
 - b. For lots with less than 100 feet of frontage, a building setback of 5 feet shall be maintained. All remaining freeway frontage shall be landscaped with 4 foot x 17 foot tree wells at 22 feet on center.
 - 2) Vehicle Sales Display Area Street Frontages:
 - a. All street frontages shall include a minimum 10 foot wide strip of landscaping, plus a minimum 6 foot wide sidewalk.

The 10 foot wide landscape strip may include the public parkway.

- 3) Parking Lot Street Frontages:
 - a. Parking lot landscaped setbacks shall be as specified in the City Zoning Ordinance. (10 feet of landscaping for lots with 20 or fewer parking spaces; 15 feet of landscaping for lots with over 20 parking spaces, not including the public parkway).
- 4) Adjacent to Residential: Where commercial development is adjacent to a property zoned or currently used for residential purposes, the following standards shall apply:
 - a. Where adjacent residential land is designated on the General Plan for future commercial development, a minimum 6 foot high masonry wall and five foot wide planter shall be situated along the property line.
 - b. Where adjacent residential land is designated on the General Plan for continued residential use, a minimum six foot masonry wall and 10 foot wide planter shall be situated along the property line.
 - c. Consideration shall be given by the Design Review Board to minimizing disrupting influences from noise, traffic, glare, height and views from the commercial property to the residential property.
 - d. A building may be situated in the ten foot residential setback area when deemed necessary by the Design Review Board or Planning Commission to mitigate the adverse impacts noted in paragraph "c" above, or where it can be shown such impacts do not exist.

E. 5.0 Parking, Loading and Driveways

1. 5.1 Requirements
 - 1) Off street parking and loading requirements shall be as per the City Zoning Ordinance, Chapter 19.580.
 - 2) Driveways shall be situated so as to minimize traffic impacts on adjacent streets and properties, both residential and commercial.

F. 6.0 Lot Size Requirements, Residential to Commercial Rezonings

1. 6.1 Requirements

- 1) With the exception of the site for the Auto Center freeway sign, the desirable minimum unit for conversion from residential to commercial zoning is one half acre, or 21,780 square feet. Where this is not possible, the absolute minimum unit for conversion from residential to commercial zoning is two residential lots, or 13,000 square feet. The Auto Center freeway sign may be placed upon a parcel of less than 13,000 square feet, provided such a parcel is not used for vehicle sales or the storage of vehicles intended for sales.
- 2) Where a greater number of residential zoned lots are adjacent to each other, the City may require more lots to be included, so as to obtain or exceed the minimum 21,780 square foot unit size.
- 3) The City may require the vacation of adjacent stub streets to increase the unit size.
- 4) The minimum street frontage shall be 100 feet, except that the site for the Auto Center freeway sign may be less than 100 feet.

G. 7.0 Signs

1. 7.1 Generally

Signage shall be consistent with all applicable standards of Chapters 19.620 (GENERAL SIGN PROVISIONS) and 19.710 (DESIGN REVIEW) of the Municipal Code and the Auto Center Specific Plan. Where conflicts exist between the Auto Center Specific Plan and Chapters 19.620 and 19.710, the Auto Center Specific Plan shall take precedence.

2. 7.2 Freeway Sign

- 1) One freeway oriented pole sign identifying the Auto Center may be allowed between Indiana Avenue and the 91 Freeway within the Auto Center Specific Plan area.
- 2) Such sign shall meet the standards of Chapter 19.620 of the Municipal Code.

3. 7.3 Street Flags

Street flags are prohibited.

4. 7.4 Vehicle Dealer Identification Monument Signs

1) Size and Number:

- a. All dealerships (new and used) shall be allowed one 21-square-foot and seven-foot high monument identification sign (see Figure 10) for each street frontage.
- b. New and used car dealerships with 550-feet or more of street frontage shall be allowed an additional 21-square-foot, seven-foot high, monument sign for each such frontage.
- c. All signs erected per the above standards shall conform to the design standards of the Auto Center Specific Plan.
- d. "Street frontage" shall not include the short stub streets between Indiana Avenue and the Riverside Freeway nor the southeasterly side of Indiana Avenue between Jefferson Street and Adams Street.

2) Copy:

- a. Signs shall identify the dealership name. The monument base will include the Raincross logo and the text "Riverside Auto Center" stamped into the concrete (Figure 10).
- b. The multi-tenant retail establishment located at 7980-7986 Auto Drive shall have a monument directory sign identifying up to eight tenants subject Design Review staff approval. The monument base will include the Raincross logo and the text "Riverside Auto Center" stamped into the concrete.

3) Location:

- a. Signs shall be located along the dealership frontage as approved by the Design Review staff. Any signs placed in the public right-of-way shall require an encroachment permit or other approval from the Public Works Department.
- b. Shall be set in areas landscaped with low ground cover.

- 4) Lighting:
 - a. Signs shall be back-lit plexiglass using 430 milliamp fluorescent tubes or as otherwise approved by Design Review staff.
 - 5) Design Concept:
 - a. Sign designs shall be in accordance with the drawing in Figure 10 and as approved by the Design Review Board.
5. 7.5 Multi-Make Dealer Identification Monument Sign
- 1) Number:
 - a. One multi-make dealer identification sign will be permitted for the property located at the southwesterly corner of Indiana Avenue and Adams Street (Quaid International Auto Expo Dealer) only due to the property's extraordinary size (12.5 acres), unique shape and the number of franchises to be displayed, (nine).
 - 2) Size:
 - a. The sign shall consist of an approximately 28-foot long stepped garden wall ranging in height from 3.75-feet to 6.5-feet with an 11-foot high pilaster in accordance with Figure 13 and as approved under the Auto Center Assessment District Plans.
 - 3) Copy:
 - a. Copy shall be limited to identifying the names of up to nine separate franchises only, in bronze letters pegged onto the wall surface.
 - 4) Logos:
 - a. Only the Raincross logo stamped into the concrete of the pilaster shall be permitted in accordance with Figure 13.
6. 7.6 Display Pedestal Signs:
- 1) Dealership Display Pedestals: Each display pedestal immediately adjacent to a new car dealership may include a sign displaying the name of the dealership it serves or vehicle make sold in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12). A special circumstance

is made for those dealers who have more franchises than approved monument signs under the Auto Center Assessment District plans to permit pedestal signs with 8-inch high, internally illuminated channel letters, up to 21 characters, pegged off the pod face the same distance as the bronze letters on the other pod signs.

- 2) Auto Center Display Pedestals: The display pedestals in Auto Drive, at both intersections of Motor Circle Drive and at the intersection of Detroit Drive, may include signing displaying the name of the “Riverside Auto Center” in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12).
- 3) Non-dealer Display Pedestals: Display pedestals adjacent to non-dealer businesses may include signing displaying the name of the “Riverside Auto Center” in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12). Currently, the non-dealer pedestals include the pedestal located at the southwest corner of Auto Drive and Jefferson Street in front of the Auto Care facility and the display pedestal at the southeast corner of Auto Drive and Motor Circle Drive in front of the car wash. Should a dealership move from a property with a display pedestal and this property be used for a non-dealer business, the display pedestal shall be considered a Non-dealer display pedestal and the signing modified to comply with this section.
- 4) Multi-tenant Pedestal for the property located at 7980-7986 Auto Drive Only: This pedestal adjacent to the multi-tenant “Auto Care” retail facility may include signing displaying the name of the retail center or one major tenant in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12).
- 5) Lighting:
 - a. The bronze letters shall not be illuminated.
 - b. For the Special Circumstances Where a Dealer Has More Franchises than Approved Monument Signs under the Auto Center Assessment District Plans: The display pedestals approved under the Auto Center Assessment District plan may have internally illuminated channel letters not to exceed 430 milliamps to accommodate the needs of the franchises sold on the property.

- 6) Sign designs for the pod signs shall be reviewed by the Design Review staff.
7. 7.7 Vehicle Dealer Building Mounted Identification Signs
- 1) Size and Number:
 - a. A maximum of two building signs shall be allowed on each building frontage oriented toward a street, driveway, parking area, or display lot, indicating vehicle brands, vehicle types, or the name of the dealership. Total square footage of all building mounted identification signs on each building frontage shall not exceed one-square-foot of sign per lineal foot of building frontage, up to a maximum of 200-square-feet for all signs combined with any one sign not exceeding 150-square-feet.
 - 2) Logos:
 - a. Only one logo integrated into the building sign shall be permitted not to exceed ten percent of the total sign face.
 - 3) Locations:
 - a. Locations shall be harmonious with the building architecture as approved by the Design Review staff.
 - 4) Lighting/Sign Type:
 - a. All building mounted identification signs shall be individually mounted channel or plastic faced foam letters, maximum 36 inches tall.
 - b. Exposed neon tubing is prohibited.
 - 5) Design:
 - a. Design, colors and other details are subject to Design Review staff approval.
 - b. No exposed raceways shall be permitted, unless required by a unique situation subject to approval by the Design Review staff.
8. 7.8 Vehicle Dealer Directional Signs
- 1) Size and Number:
 - a. Freestanding directional signs:

1. Maximum size: 12.5-square-feet.
 2. Maximum height: 5.5-feet.
 3. Maximum number: One per vehicle entrance or exit serving customer parking areas, vehicle service access, parts sales, used car sales, truck sales, or the like.
- b. Building mounted directional signs:
1. Maximum size: 12-square-feet
 2. Maximum number: One per building entrance or frontage providing access to vehicle service, parts sales, used car sales, truck sales or other dealer function.
- 2) Copy:
- a. Directional copy shall be limited to the primary information required, such as "Used Cars", "Service", "Parts", "Customer Parking" and "Truck Sales"; and
 - b. Business identification in the form of the dealership name or logo limited to:
 1. maximum, 8-inch letter or logo height within the top 14-inches of the sign face (Figure 11) for freestanding directional signs; and
 2. only one logo integrated into the building mounted directional sign shall be permitted not to exceed ten percent of the total sign face.
 - c. The monument base will include the Raincross logo and the text "Riverside Auto Center" stamped in the concrete (Figure 11).
- 3) Location:
- a. Directional signs shall be located at the vehicle entrance or exit directly relating to the function identified, unless the Design Review Board determines additional signs are necessary to guide customers to the function identified.
 - b. Directional signs shall be located on private property unless they are integral to a display pad or other landscape feature

allowed within the right-of-way as part of an encroachment permit or other approval from the Public Works Department, and shall be set in low ground cover in landscaped area.

- 4) Lighting/Sign Type:
 - a. Monument directional signs shall be back-lit with 430 milliamp fluorescent tubes or as otherwise approved by the Design Review staff.
 - b. Building mounted directional signs may be lighted or non-lighted. Dealers are encouraged, however, to use individual channel or foam letters consistent with building mounted dealer identification signs.
- 5) Design Concept:
 - a. Directional signs shall be consistent with the Dealer Signs in terms of design, typeface, color, materials.
 - b. Design details of all monument directional signs shall be in accordance with Figure 11 and as approved by the Design Review Board.

9. 7.9 Signs for Non-Vehicle Dealer Businesses

- 1) Size, Number and Locations:
 - a. Per Chapter 19.620 of the Riverside Municipal Code.
- 2) Copy, Lighting, Design and Type:
 - a. As provided in Chapter 19.710 of the Riverside Municipal Code, except:
 - 1. Building signs shall consist of individually mounted channel or plastic faced Styrofoam letters, consistent with the Auto Center Specific Plan.
 - 2. Where a freestanding sign is permitted for a non-vehicle dealer business, the design shall be in accordance with the design details for monument signs detailed in Figure 10. An exception shall be made for freestanding signs for service stations, which may have a maximum, fifty-square-foot, six-foot high identification/price monument sign as mandated by State law. However, the monument

base for these service station signs shall be the same design as the base for all freestanding signs within the Auto Center.

3. Freestanding directional signs shall be in accordance with the directional sign detailed in Figure 11.

10. 7.10 Auto Center Entry Monument Signs

Entry monument signs displaying the copy “Riverside Auto Center” may be maintained at the southeasterly and southwesterly corners of Indiana Avenue and Adams Street and the southeasterly and southwesterly corners of Indiana Avenue and Jefferson Street. The size of these signs shall not exceed 57-feet in width for the decorative wall with “Riverside” in maximum eight-inch high letters and “Auto Center” in maximum eleven-inch high letters as depicted in Figure 20. Specifics of the design of the signs are to be reviewed and approved by the Design Review staff. See also pages VII-7 through VII-9.

11. 7.11 Temporary Window Signs, Balloons, Pole Mounted “Product Identity” Banners, Pole Mounted Flags and Search Lights for new and used vehicle dealers only

- 1) Temporary Window Signs: Temporary Window signs shall be limited to signs painted on the window and shall not exceed 25% of the window area or 200-square-feet, whichever is less.
 - a. The signs shall be painted on the inside of the window.
 - b. Fluorescent colors as defined under Section 19.910.070 are prohibited.
- 2) Balloons: Balloons smaller than 18-inches or less in diameter will be permitted only on Fridays, Saturdays and Sundays and national holidays.
 - a. Balloons may be strung together, not to exceed 35-feet in height as measured from ground level and not closer than 25-feet to overhead power lines.
 - b. Each individual vehicle dealer is responsible for the removal of all balloons, by the end of the day in which the balloons were authorized. The balloons shall not be cut loose to fly freely; and shall be deflated and discarded in a trash receptacle.

- 3) Pole Mounted “Product Identity” Blade/Banner Combinations or Flags: “Product Identity” signs are to be mounted to vehicle display lighting poles and may consist of a “blade”/“banner” combination or a flag style sign. These signs are depicted in Figures 6 and 7, respectively.
- a. Each vehicle dealership is limited to one blade/banner combination or flag on every other lighting pole on the first row of lighting poles parallel to the street curb of the dealership. No product identity signs are permitted on any other poles.
 - b. Blades: Blades shall contain a maximum size of 12-square-foot, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.



Figure 6 — Blade / Banner Combination

- c. Banners: Banners shall have copy limited to the name of the dealership, the vehicle make or the vehicle model sold only. The maximum dimensions of the “banner” shall be two-feet wide by six-feet long, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.

- d. Flags: Flags shall have copy limited to the name of the dealership or the vehicle make only. The maximum dimensions of the “flag” style sign shall be three-feet wide by six-feet high mounted on the top of the lighting pole and shall be constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.

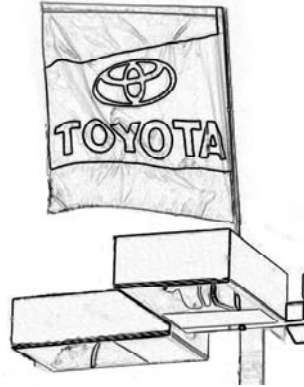


Figure 7 — Flag Sign

- e. “Blade”, “Banner” and “Flag” style product identity signs are to be maintained in good repair at all times.
 - f. Prior to installation of the banner/blade combination or flags the Auto Dealer’s Association shall establish a criteria to be approved by the Design Review Board to promote consistency in design and colors used on the blade/banner combination and flags.
- 4) Search Lights:
 - a. One search light installation serving the entire Auto Center will be permitted at the southeast corner of Auto Drive and Motor Circle on a permanent basis. The lights may be used seven days a week but are to be turned off by 9:00 p.m. each night.
12. 7.12 Conformance of Signs with the Auto Center Specific Plan:
- 1) Generally: Except as provided below, all signs oriented toward and intended to be read from the public right-of-ways are to be in compliance with the provisions of the Auto Center Specific Plan.

- 2) Legal Non-Conforming Signs: Any sign identified as legally non-conforming may be retained unaltered until such time as it is replaced or modified per Chapter 19.620 of the Municipal Code.
- 3) All signs not permitted by this Specific Plan shall be removed within ninety-days of the City Council's adoption of SP-004-990.

13. 7.13 Special Events, Including Signs and Attention Attracting Devices

1) Special Events

a. Generally:

1. During limited periods of time as specified herein, individual new and used vehicle dealers may conduct special events incidental to new and used vehicle sales and advertise those events with more festive special event signing and attention attracting devices under the provisions of a temporary use permit (TUP) as defined under 19.740 of the Municipal Code. In the absence of a temporary use permit, all signing and attention attracting devices shall be in conformance with all other aspects of the Auto Center Specific Plan and the Riverside Municipal Code (19.620).

b. Time Limits:

1. Individual Dealer Special Events: Individual new and used vehicle dealers shall be allowed a maximum of four special events each calendar year, with each event not to exceed 24 days with a minimum of thirty days between events.
2. An additional two events will be permitted each calendar year for Auto Center wide special events with each event not to exceed 10 days with a minimum of 30 days between events.

2) Special Event Signing and Attention Attracting Devices:

- a. Types of Signs and Attention Attracting Devices Allowed: The following uses and signing are permitted with a Temporary Use Permit, provided all such uses, signs and devices shall be wholly contained within the private properties of the dealers involved:

1. Tents: Tents shall be allowed as permitted by the Building Division and the Fire Department.
2. Other Promotional Activities: Other promotional activities including such activities as food carts, pony rides, children’s bouncers, etc., to be setup on the dealer’s property so as to not block the view of pedestrians or vehicles in the public right-of-way shall be allowed as permitted by Chapter 19.740, Temporary Use Regulations.
3. Search Lights: Search lights shall be permitted during the special event, but must be turned off by 9:00 p.m. each night.

14. 7.14 Prohibited Signing and Attention Attracting Devices:

- 1) Except as allowed by Chapter 19.620, flags, pennants, “snow cone” style banners, sandwich boards, streamers, balloons larger than 18-inches, inflatable objects or statuaries, roof top balloons and any other attention getting device not specifically listed in this section of the Auto Center Specific Plan are prohibited.



Figure 8 — Prohibited Pennants



Figure 9 — Prohibited Snowcone Style Banners

15. 7.15 Non-Commercial Signs

- 1) Generally: Non-commercial signs are permitted wherever other signs are permitted and are subject to the same standards as the commercial signs that would be allowed on the same site as specified in this Specific Plan.

Figure 10 — Dealer Identification Monument Signs

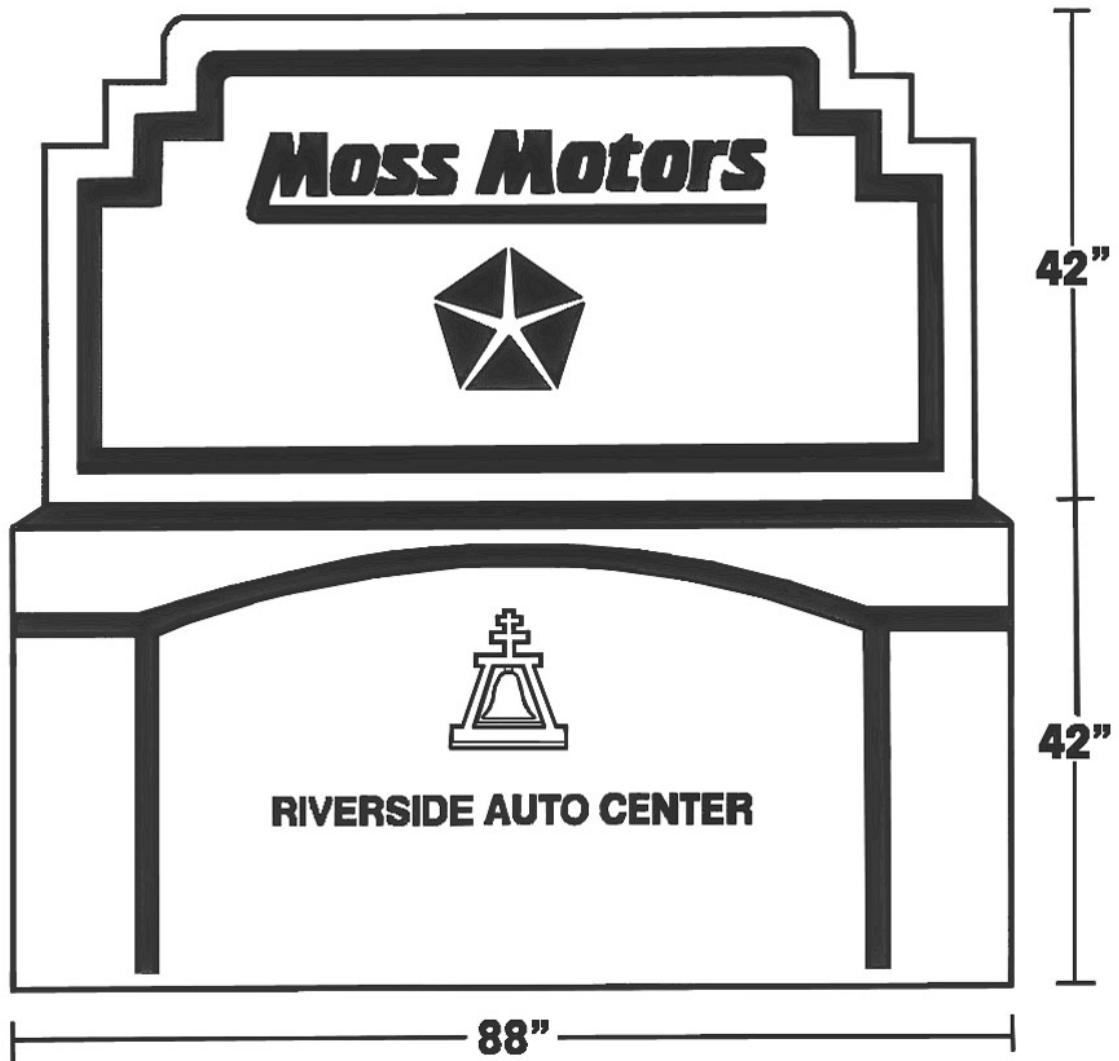


Figure 11 — Dealer Directional Monument Signs

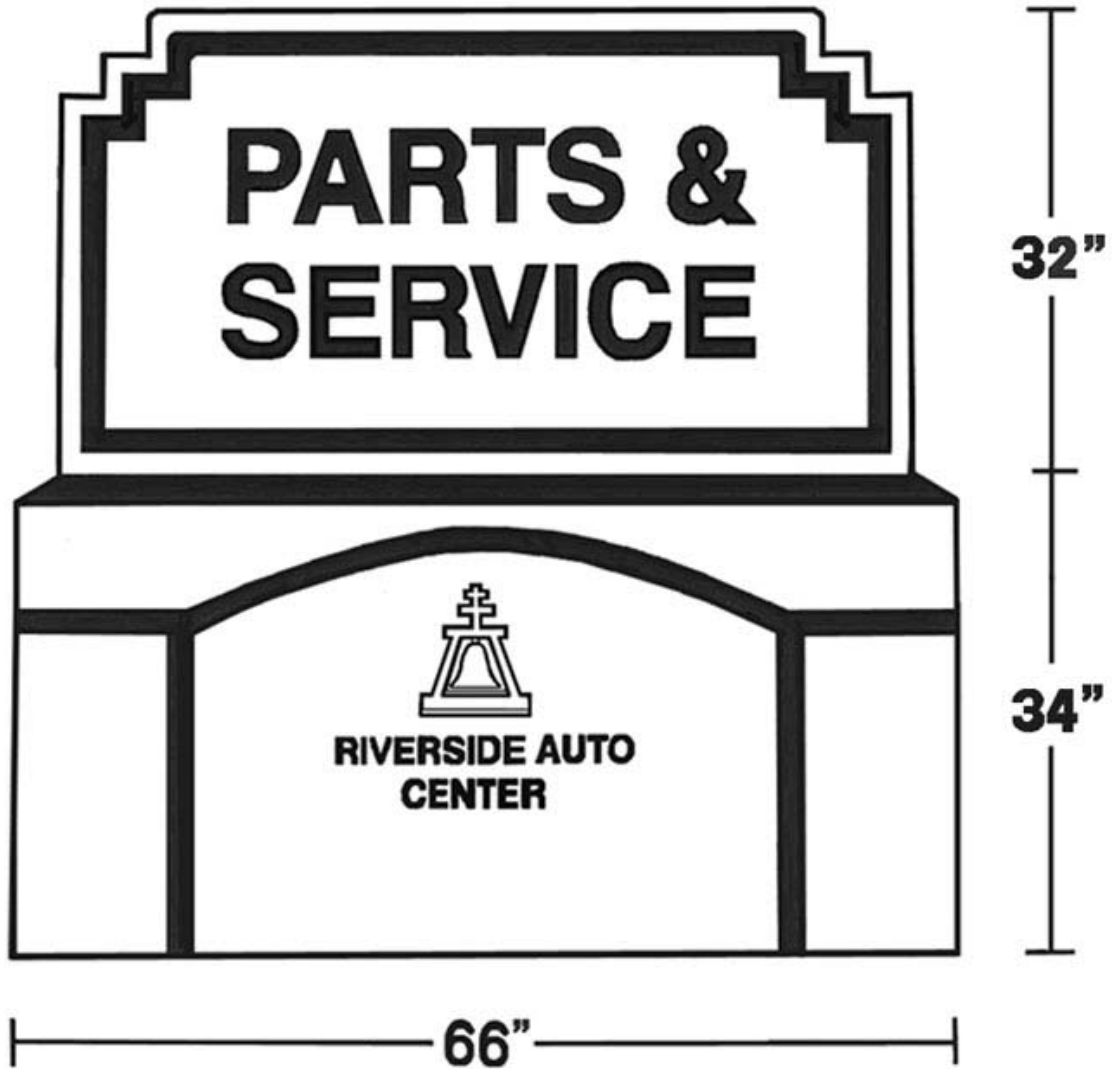


Figure 12 — Display Pedestal Signs

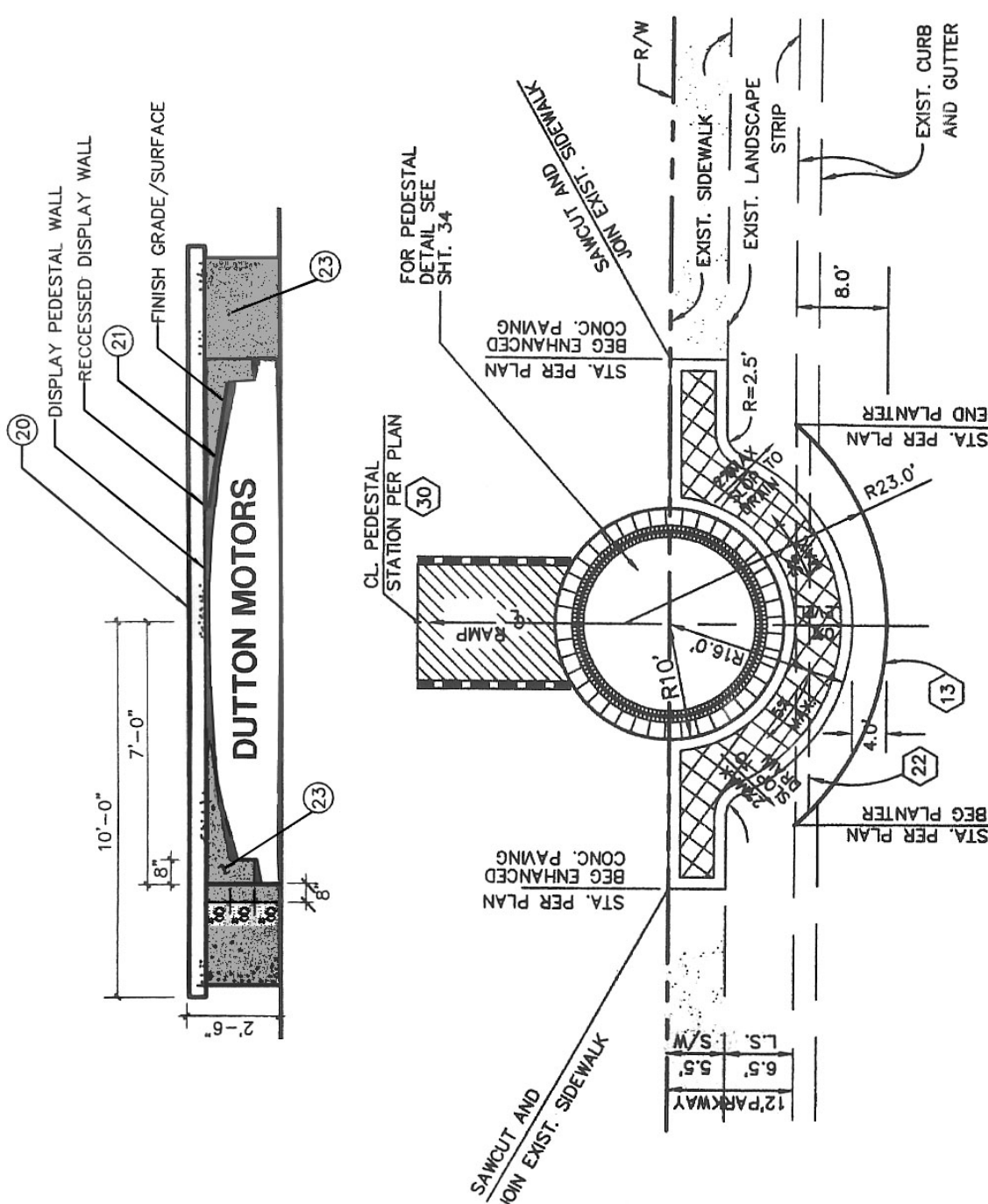
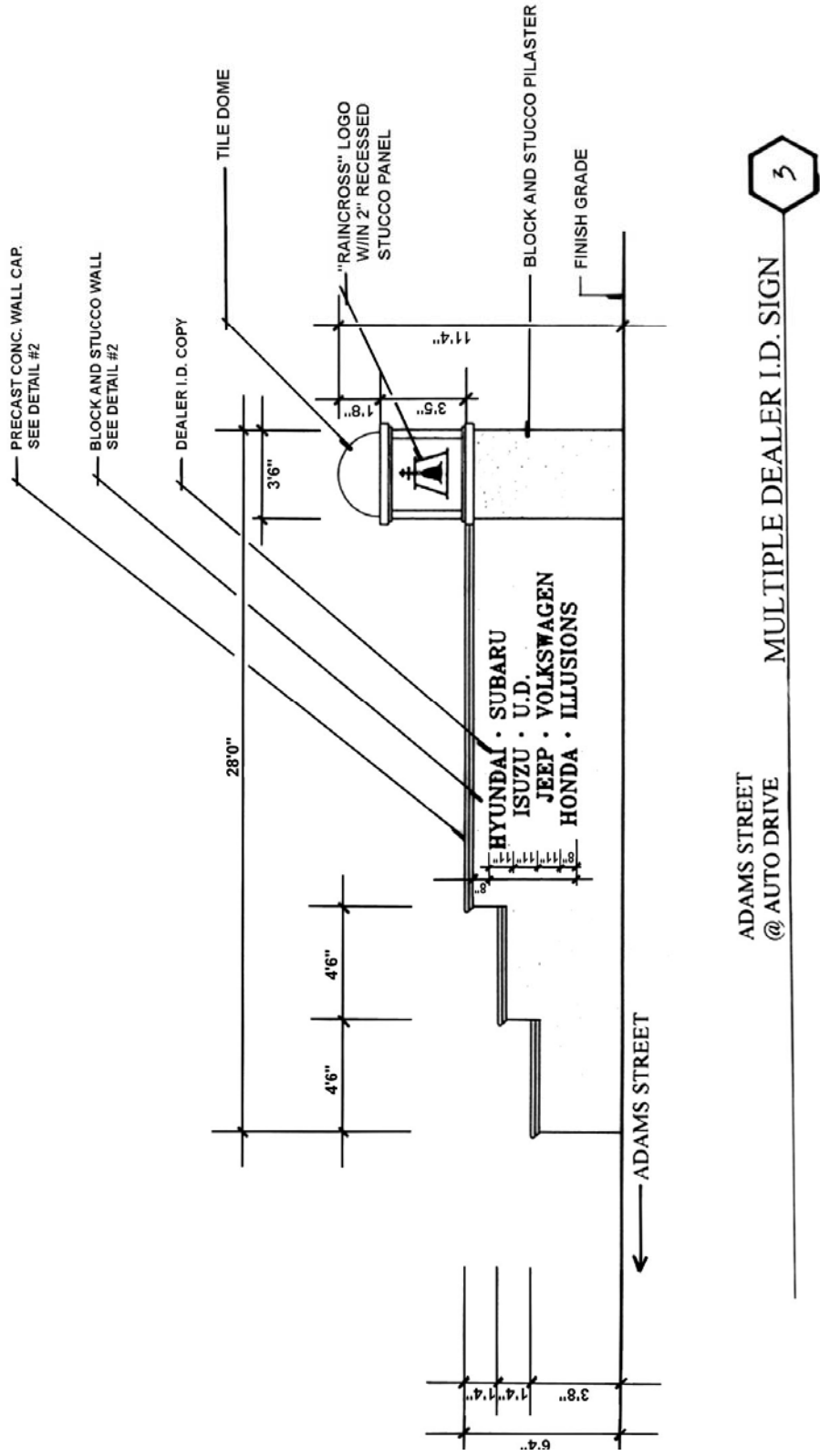


Figure 13 — Multi-Make Sign



H. 8.0 Landscaping Guidelines

1. 8.1 Generally

Landscaping shall be provided in accordance with all applicable standards of Title 19 of the Municipal Code, the Auto Center Specific Plan and Design Review Board standards.

2. 8.2 Freeway Set-backs

1) Except when needed to screen service areas, storage lots or other visually undesirable uses, the landscaped area shall consist of low shrubs, living ground cover and trees. Trees shall be selected and placed to allow views from the Freeway into the Auto Center.

3. 8.3 Auto Display Areas

1) Setbacks:

- a. Intent: The intent is to provide an attractive and dramatic setting for the display of vehicles. While the vehicles are to be the focal point of the landscaping, landscaping is to be used to provide a setting of beauty and visual interest.
- b. The landscape strip may include portions of the public right-of-way not needed for parking, travel ways, and sidewalks.
- c. Meandering sidewalks may bisect the landscape strip provided the net total landscape area is 10 ft in depth measured perpendicular to the curb. The 10 ft dimension may be separated into two 5 ft wide areas where appropriate.
- d. Block walls shall not be used to visually separate the sidewalk and landscape strip.
- e. Where feasible, the landscape area shall be at or above the grade of the sidewalk. This is particularly critical in the area between Indiana Avenue and the 91 Freeway where properties slope down from the street.
- f. Isolated new car vehicle display pads may be located within this landscape area.
- g. The landscape statement shall achieve a decisively qualitative change in material and texture from the concrete sidewalk.

- h. The emphasis should be on low mounded turf, with accents of ground covers, annual flowers, low shrubs, clusters of trees and hard landscape features, such as bollards, decorative paving display pads and the like.

2) The Display Area Itself:

- a. Both hard and soft landscape feature shall be used within dealership properties. Hard features include various kinds of surface paving materials, walls, planter boxes, terraces, automobile display podiums, pads and pavilions.
- b. Soft features include grasses, seasonal bedding plants, living ground cover, shrubs, hedges, vines and trees.
- c. Small manicured trees can be used to highlight or offset a podium; bedding plants can soften the edges of terraces and walkways, and serve as an appropriate transition to lawn areas; and tall, narrow shrubs, evenly spaced, can enrich the appearance of a divider screen.
- d. Because a dealer's outdoor driveways, parking and sales lot areas almost always are surfaced with some type of asphalt material it is strongly recommended that terraces, walkways, showroom floors and other hard surface pedestrian areas be finished with distinctive paving materials. For example, a podium or terrace could be finished in quarry tile, or pedestrian walkways could be finished with an aggregate surface.

4. 8.4 Parking Lots

1) Setbacks:

- a. Shall be landscaped and screened per the requirements of Chapter 19.760 of the Municipal Code.
- b. Additional landscaping may be required by the Design Review Board, consistent with its design standards.

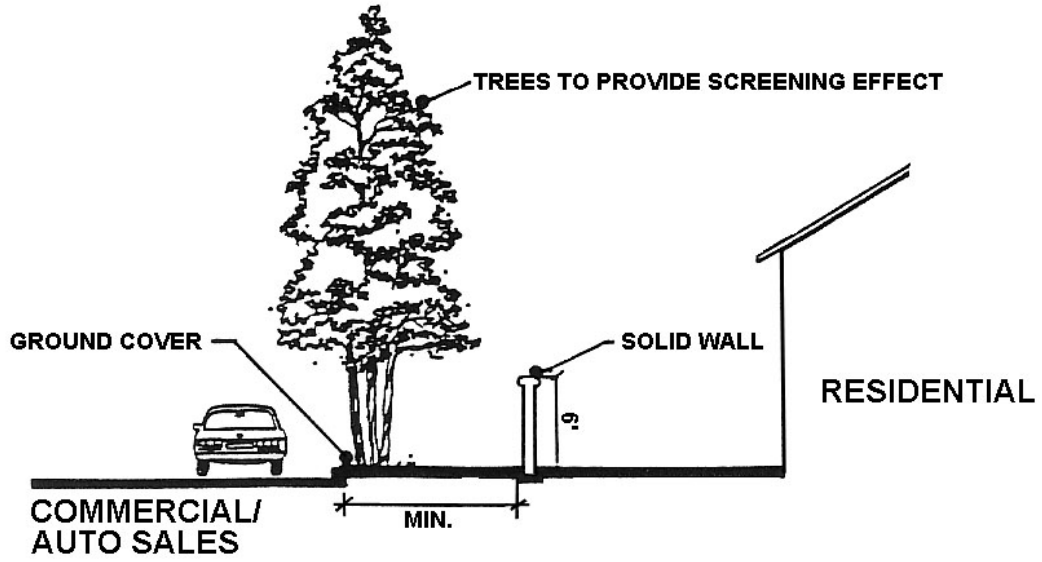
2) Interior:

- a. Shall be landscaped in accordance with the Design Review Board's standards.

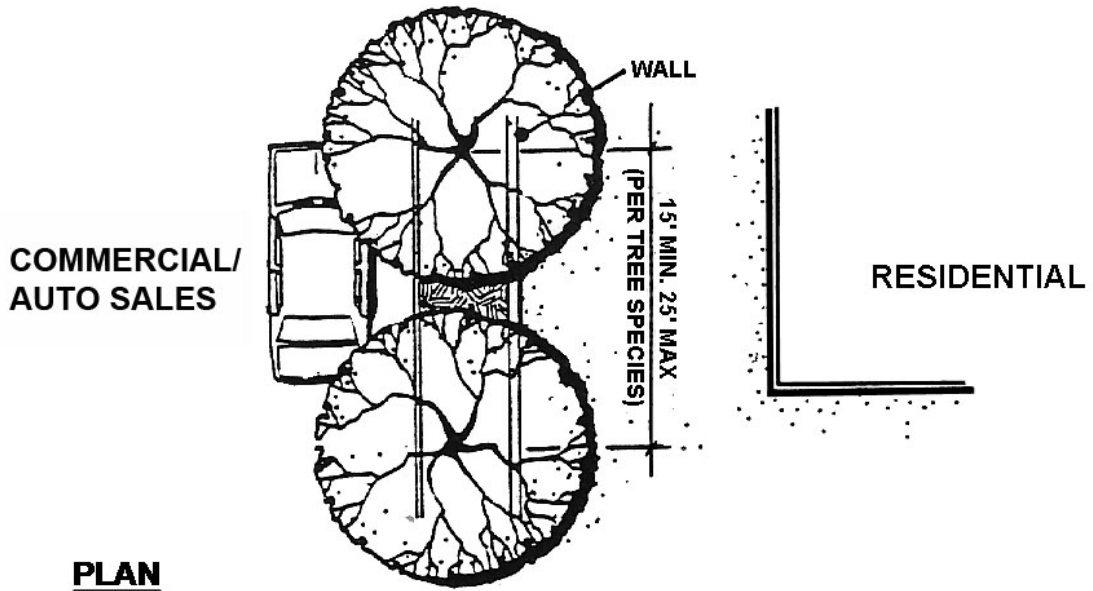
5. 8.5 Properties Adjacent to Residentially Zoned or Used Land

- 1) Intent: The intent is to screen as thoroughly as possible any commercial activity from adjacent residential properties, while minimizing the overhang of landscape material onto such adjacent residential properties.
- 2) Landscaping shall consist of dense plantings of tall shrubbery and/or trees. Clinging vines shall be used on wall surfaces. See Figure 14.

Figure 14 — Landscape Buffer for Residential properties



SECTION



PLAN

I. 9.0 Illumination

1. 9.1 Lighting of Display Areas

- 1) Free standing pole fixture shall comply with the following requirements:

- a. Style: Be one of the following or equivalent as illustrated in Fig 15.

Manufacturer: Hadco, Model: Series 78

Manufacturer: Hubbell, Model: Magnuform II/RCT

Manufacturer: Kidde Architectural Lighting, Model: ALT Series

Manufacturer: Kim Lighting, Model: 5SQ Series

Manufacturer: QL Inc., Model: Design 117, Design 125-23, Design 127



Figure 15 — Lighting Fixtures

- b. Color: Be a dark color.
- c. Height: Be a uniform height as specified in detailed working drawings by the lighting consultant.
- d. Spacing & Illumination: As specified in the detailed working drawings by the lighting consultant.

2. 9.2 Lighting Plans Required

- 1) A comprehensive lighting plan prepared by a qualified lighting consultant is required for all new construction. Such lighting plan shall respond to the following design guidelines:

- a. Showroom Illumination: The lighting of vehicles in the dealership showroom should be designed with great care

and attention to detail. The design solution needs to consider not only the showroom display, but also all other illuminated objects and spaces on the site. Unquestionably, the overriding objective of showroom illumination is "showcasing" of the motor vehicles on display. A lighting scheme which highlights or features other elements of the showroom, such as the ceiling, walls, furniture or interior landscaping, draws attention away from the product line and therefore is inappropriate.

- b. **Outdoor Featured Display Areas:** Because outdoor sales areas are such an important and integral part of a dealer's overall sales activity and "presence" in the community, the illumination scheme for these portions of the dealership property is of utmost importance. As with showrooms, the principal objective to be served is illumination of the vehicles and not other objects on the site. Special illumination should be used for feature displays, such as terraces, podiums, pads and pavilions. For the illumination of vehicles in these feature displays, spotlights and uplighting solutions commonly are used to achieve a special effect. The featured vehicles in these display areas should read more strongly than, and distinctly apart from, other vehicles and portions of the outdoor sales area.
- c. **Other Lighting:** All other lighting of the dealership property, at least in terms of what is visible or physically accessible to customers and the general public, should be secondary in value to the elements covered immediately above. In most cases, accent or low-intensity background illumination will be sufficient to address other lighting needs of the dealership, such as offices and other interior spaces, driveways, building entrances, distinctive architectural and landscaping features, and other signs.
- d. **Glare onto Residential Property:** Lights shall be arranged to be directed onto the parking, loading or sales areas and away from any adjacent residential property.

J. 10.0 Other Site Design Considerations

1. 10.1 Site Plans Required

Comprehensive site plans shall be prepared for all construction and shall be responsive to the Specific Plan guidelines.

2. 10.2 Non-Street Frontage Elevations

The Design Review Board shall pay special attention to how the back side of buildings, roofs, parking and landscape areas look from the Freeway and residential areas as well as other adjacent uses. Such areas shall require the same attention to detail as normally used for street frontages.

3. 10.3 Showroom Location

- 1) Corner properties: New showrooms should be located and oriented to exert a commanding presence, both on the site and at the intersection.
- 2) Other properties: The showroom may be set close to the front property line or set back a substantial distance. When set-back, the showroom should be elevated to enjoy "stature." and unimpeded viewing from a distance.

4. 10.4 Outdoor Sales

- 1) Delineation: Physical and design delineation of outdoor sales areas should be achieved by use of vertical surfaces, such as walls of buildings or divider screens and walls; sidewalk, street and driveway areas; and numerous kinds of landscaping features.
- 2) Materials: Plant materials, grass, ground cover and different kinds of paving surfaces should be used to enhance the attraction, and therefore, the effectiveness of outdoor sales areas.
- 3) Display Pads: Dealers are encouraged to display vehicles on raised display pads. Display pads must consist of permanent materials such as masonry, and concrete coordinated with materials used elsewhere on the dealership. Display pads shall be flanked by landscaping except as necessary to provide for vehicles and pedestrian access.
- 4) New and Used Vehicles: Outdoor sales areas should read as interrelated and yet distinct units in terms of new and used vehicles, and different vehicular and model types. Sport models and luxury sedans generally appeal to very different segments of the marketplace, just as persons shopping for a new car approach a dealership with different interests and expectations from those shopping for something used or "pre-owned".

5. 10.5 Service and Storage

- 1) Clear separator: Service facilities and storage areas, while absolutely essential to the smooth functioning and successful operation of a dealership, should be clearly separated from showroom, display, sales and on-site customer parking areas.

- 2) Vehicle service bays shall be oriented away from street views or substantially screened from street views.

6. 10.6 Parking

- 1) Dealership Parking: All off-street dealership parking, with the exception of short-term demo and service vehicle parking, should be kept totally separate from customer areas and customer use of the dealership property. This separation can be achieved by use of walls and screens as required, and non-public means of access.
- 2) Customer Parking: The availability of off-street customer parking spaces should be immediately obvious to anyone pulling into the dealership. These spaces should be able to "speak" for themselves. The spaces should be ample in size, clearly striped or delineated, and attractively landscaped. Customer parking spaces should be clustered, and, if part of a larger lot, clearly read as a separate group with one purpose only. Customer parking spaces should offer convenient access, both physically and visually, to the showroom and sales offices. This is comforting to the customer, and also allows sales personnel to easily monitor the use of these VIP spaces.

7. 10.7 Grading

Where feasible, the site shall be graded so that landscape areas, parking lots, and display areas are located at or above the grade of the sidewalk. This is particularly critical in the area between Indiana Avenue and the 91 Freeway where properties slope down from the street.

8. 10.8 Trash Enclosures

Trash enclosure(s) shall be provided in accordance with the standards adopted by the Design Review Board.

9. 10.9 Wall Designs

- 1) Use: Walls shall be used both as screening devices and as a means to give visual continuity to the Auto Center Specific Plan area. Both existing and new walls are to be treated using the design guidelines for wall construction. Walls to be treated include the Indiana Avenue, Jefferson and Adams Street reverse frontage walls, all screen walls visible from street views and any decorative walls.
- 2) Design: The specific design parameters shall be developed at the design stage of the implementation of this plan. The materials,

colors and design details shall be based upon the design of the entry monuments.

K. 11.0 Conversion of Residential Structures to Commercial Uses

1. 11.1 Conversions Prohibited

Except as specified in 11.2 below, the conversion of residential structures to commercial uses is prohibited in the Auto Center Specific Plan area.

2. 11.2 Exceptions to Conversion Prohibition

1) The following existing structures which have been converted from residential to vehicle sales businesses shall be allowed to remain, provided all permits, approvals and certificates of occupancy are secured not later than June 30, 1994:

- a. Jones and Haller Auto Sales, 8205 Indiana Avenue.
- b. MLM Auto Sales, 3405 Susan Street
- c. Westway Auto Sales, 7755-69 Indiana Avenue
- d. F.M. Auto Sales, 7745 Indiana Avenue
- e. Import Car Experts, 7725 Indiana Avenue
- f. Indiana Auto Sales, 7701 Indiana Avenue

2) The deadlines for achieving compliance with City approvals and permits shall be as follows:

- a. Adopt Rezoning: Satisfy all conditions of approval and adopt rezoning by May 1, 1991.
- b. Secure Necessary Approvals: Complete processing of Design Review and any necessary variances by May 1, 1991.
- c. Secure Necessary Permits: Complete plan check and secure all required building permits, including structural, plumbing, electrical and sign permits, by July 1, 1991.
- d. Complete Necessary Construction: Complete all construction, landscaping, irrigation and signs in accordance with the above permits and approvals by June 30, 1994.

- 3) Any of the above uses which have active Design Review Board approvals may develop in accordance with those approvals.
- 4) Any of the above uses which lack active Design Review Board approvals shall secure approvals and permits based upon all current requirements, including the standards of the Specific Plan, as modified by the special residential conversion design guidelines noted in 11.2 (4) below.
- 5) In reviewing residential conversions, the Design Review Board shall consider the following design guidelines. (These are guidelines only, and are not mandatory requirements):
 - a. A residential conversion should result in a building with a commercial rather than a residential appearance. The conversion remodel should be consistent on all sides of the building.
 - b. Exterior wall materials should be of a "commercial" nature. Acceptable materials include decorative concrete block, brick, plaster and similar materials. Generally unacceptable materials include plywood, wood siding and rock veneers.
 - c. Smaller windows at customer access areas should be enlarged and/or grouped to form commercial size modules. Such windows should be extended to near foundation level and be made of aluminum "storefront" or other commercial grade material.
 - d. Main customer entry doors should be of aluminum "storefront" or other commercial grade material. Entry doors should be grouped with the window areas referenced in paragraph "c" immediately above.
 - e. Landings leading to main customer access doors should be large in scale and designed to emphasize the customer entry as an important element of the building.
 - f. Consideration should be given to concealing or removing pitched roofs in favor of commercial style roofs with parapet walls. Consideration may also be given to the use of roofing materials of a more commercial nature, in lieu of removing or concealing a pitched roof.
 - g. Fireplace chimneys should be removed or concealed.

- h. The converted residence should be located so as to allow sufficient room for circulation or auto display across the entire frontage of the site, including an access aisle of appropriate width.

VII. SHARED IMPROVEMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

A. 1.0 Intent

It is the intent of this section to use right of way improvement design to help create a unique, attractive and visually cohesive shopping district, which showcases and emphasizes the sale of new and used vehicles while preserving the traffic carrying needs of the streets and improving the amount of and access to parking.

B. 2.0 Travel and Turn Lanes

It is the intent of the Auto Center Specific Plan to have the public rights of way serve a dual purpose. The primary purpose will be to serve both the pedestrian and vehicular travel needs of the general public. Another purpose will be to use the streets as a kind of shopping mall for cars. Accordingly, travel lanes may be reduced in certain areas and right of way areas may be used for new vehicle display where appropriate. The following table illustrates the minimum number of travel lanes needed for each street in the Auto Center Specific Plan area.

Table 4 — Minimum Travel and Turn Lanes

Street	Travel Lanes	Parking Lanes	Turn Lanes
Adams Street	4	2	Intersections
Auto Drive	2	2	Entire length
Detroit Drive	2	2	Entire length
Indiana Avenue	4	2	Intersections
Jefferson Street	2	2	Intersections
Motor Circle	2	2	Entire length

C. 3.0 Street Design Concepts

- 1) Auto Drive and Detroit Drive: Auto Drive and Detroit Drive are proposed to be narrowed to two travel lanes and one two way center turn lane. (See Figure 16). Angle parking is proposed to be placed in pockets, interspersed with parallel parking. Where possible, the angle parking should be alternated from one side of the street to the other, so as to create a curvilinear design. (See Figure 17). Display pads are proposed to occur at significant points within the right-of-way. A 10 foot landscaped strip with meandering sidewalk is proposed to provide a landscaped setting for the display of vehicles for sale. Tall *Washingtonia robusta* palm street trees, set at frequent intervals and as close to the traveled way as possible are proposed as a means to give the street a strong linear definition. Also proposed to assist in this linear definition are unique street lights, based upon a Raincross theme.

- 2) **Motor Circle:** Motor Circle between Auto Drive and Indiana Avenue is proposed to be developed using the same design concepts as apply to Auto Drive and Detroit Drive. (See Figure 16). East of Auto Drive this design concept should continue for a reasonable depth corresponding with adjacent vehicle sales display. East of that point, where non-vehicle sales frontages exist, the street should resume normal street improvements.
- 3) **Jefferson Street:** Jefferson Street is proposed to be the location of a major entry to the Auto Center. It is also proposed to be given the same linear definition as Auto Drive, with tall *Washingtonia robusta* street trees and Raincross type street lights. Bulb-outs of curbs for display pads are a possibility. Where possible, walls should be removed to expose vehicle sales lots in a setting of landscaping and meandering sidewalks similar to Auto Drive. Remaining walls needed for screening should be given a uniform finish and design. Existing landscaping in reverse frontage areas should be replanted and/or refurbished. Overhead power lines should be undergrounded.
- 4) **Indiana Avenue:** Indiana Avenue performs the dual function of being an 88 ft Major Street on the City's General Plan Circulation Element and also a direct frontage for automobile sales and display. This dual function can create traffic conflicts. In order to reduce these conflicts as well as keep Auto Drive the primary focus of the Auto Center, the dealers located between Indiana Avenue and Auto Drive should continue their primary focus on Auto Drive. The block walls on Indiana Avenue should be opened up or removed at intersecting streets to "announce" the presence of dealerships in the Auto Center and "invite" shoppers into the interior of the Auto Center.

Major entry points are proposed at Adams Street and Verde Street. Raincross street lights and *Washingtonia robusta* palms are proposed for the street edge treatment. As is noted above, reverse frontage walls are proposed to be removed at intersections to expose vehicle display. The balance of the walls are proposed for a uniform finish and design treatment to help improve the current appearance of these walls and give the Auto Center a sense of visual continuity. Existing landscaping in reverse frontage areas should be replanted and/or refurbished. Bulb-outs of curbs at intersections are a possibility for display pads or entry monuments. Overhead utility lines should be undergrounded, if economically feasible.

- 5) **Adams Street:** A major entry is proposed for the intersection of Adams Street and Indiana Avenue. Bulb-outs of curbs for vehicle display pads and entry monuments are proposed. The linear definition of Palm and Raincross street lights is proposed on this important Auto Center street as well.

Figure 16 — Auto Drive Area Street Designs

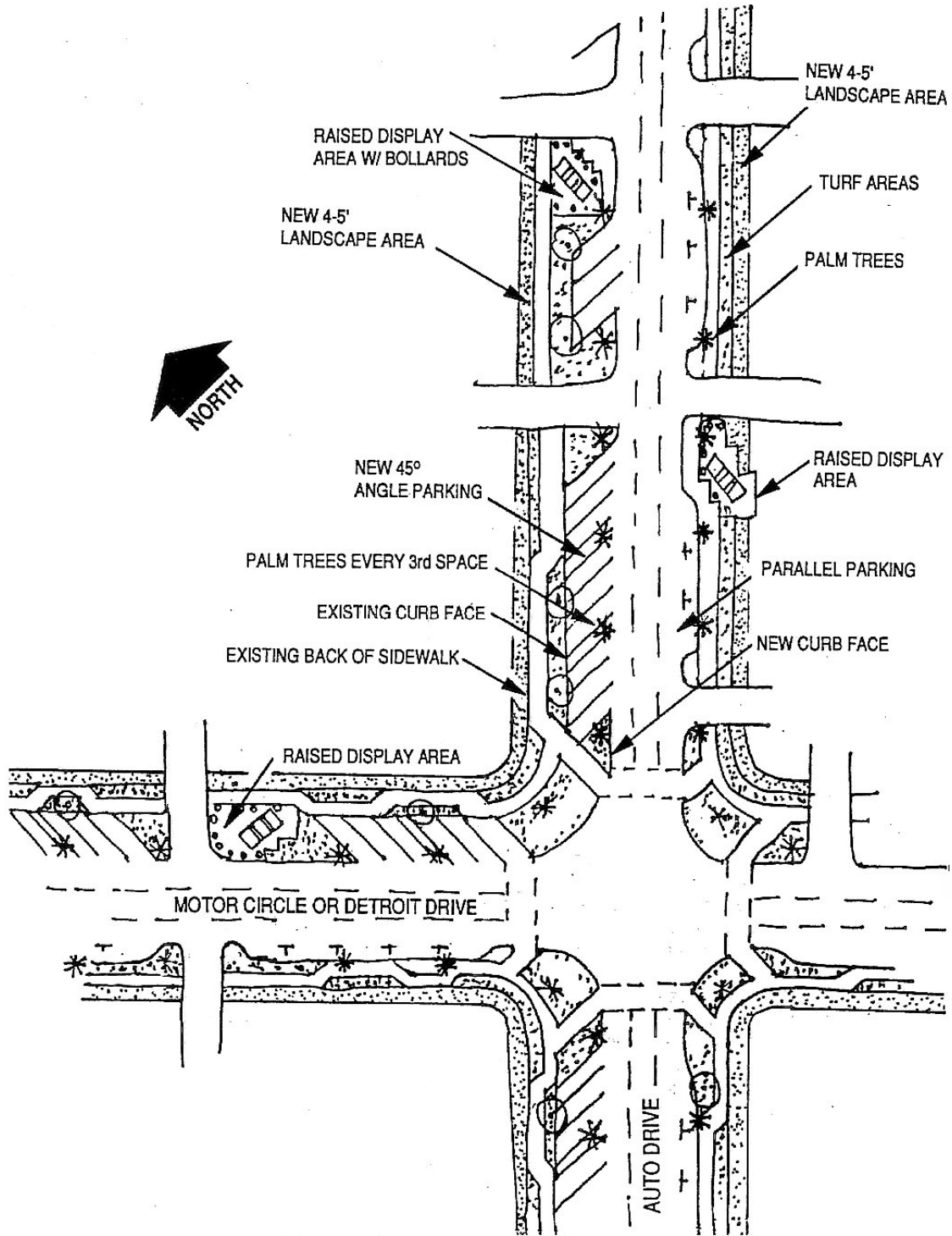
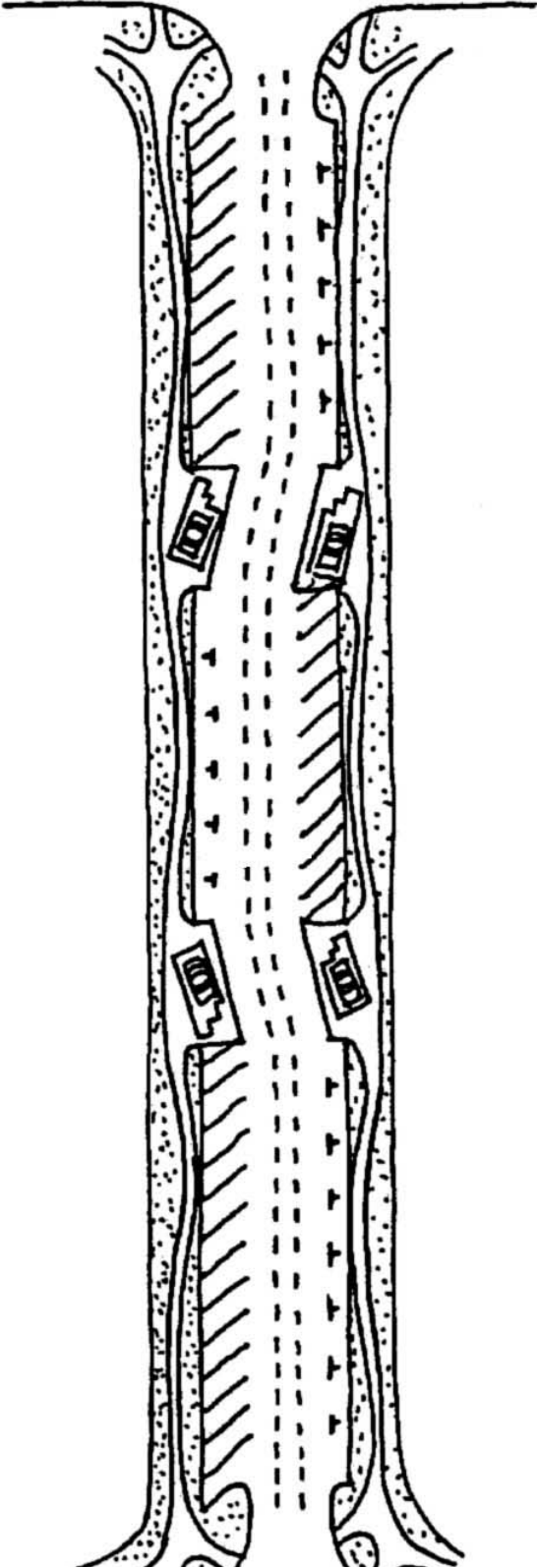


Figure 17 — Curvilinear Street Concept



D. 4.0 Street Vacations

The existing dead-end streets between Indiana Avenue and the 91 Freeway may be vacated, provided abandonment documents provide viewshed easements to preserve views of the Auto Center from the 91 Freeway, and the proposed development related to the abandonment enhances the Auto Center focus on selling new vehicles in a quality setting.

E. 5.0 Employee Parking

The City owned land between Adams Street and Motor Circle and part of the Motor Circle right-of-way may be sold or leased to the auto dealers for employee parking. The possibility of leasing additional land from the railroad to enhance this parking area should be explored. Figure 18 shows a conceptual scheme for this parking to accommodate approximately 100 spaces. The area should be attractively landscaped with a canopy type tree located every six spaces.

Figure 18 — Employee Parking Lot

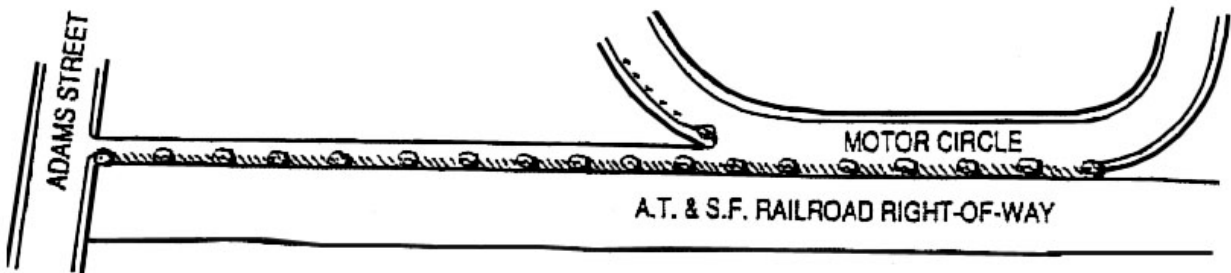
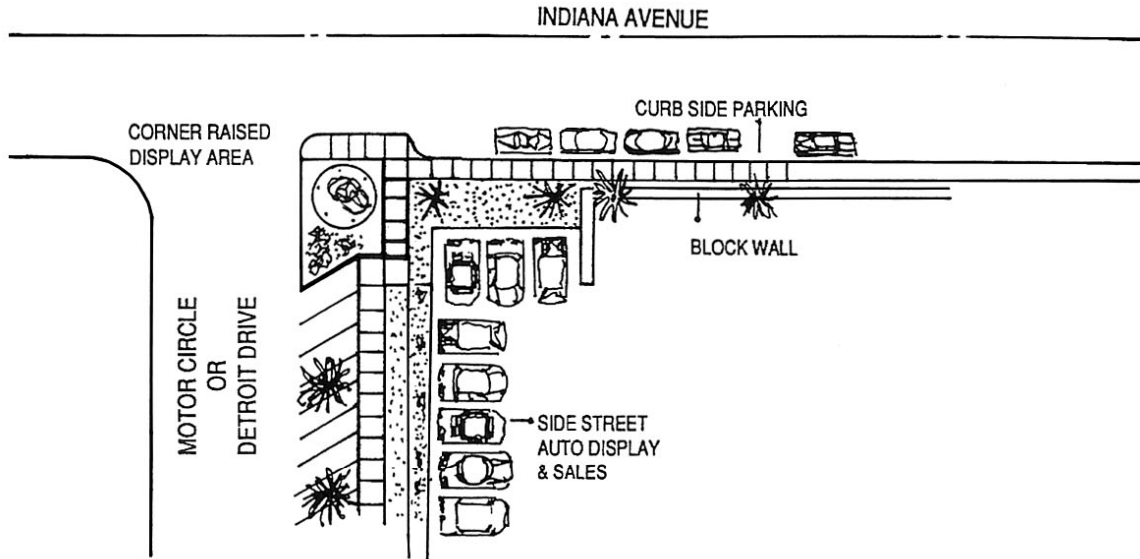
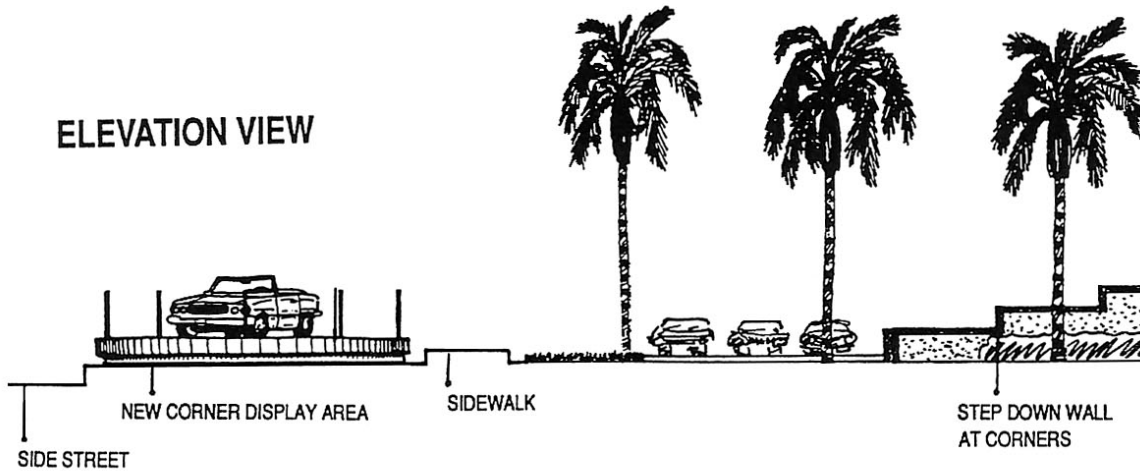


Figure 19 — Indiana Avenue Corner Treatment

PLAN VIEW



ELEVATION VIEW



F. 6.0 Street Trees (See Figure 16)

- 1) Washingtonia robusta (Mexican Fan Palm) trees shall be used as street trees throughout the Auto Center. The trees shall be planted with a uniform height and a minimum 25 ft of exposed brown trunk. The existing street trees shall be removed unless in specific cases the final landscape plan shows them to be compatible with the Palm Tree theme.
- 2) In the 45 degree angle parking areas consideration shall be given to locating a palm tree in a 4 ft wide area between every third parking space resulting in trees approximately 44 ft center to center. The trees would be located approximately 4 ft back of the travel lane. Should this prove infeasible, the trees shall be located next to the curb line, i.e. between the curb and the sidewalk. See Figure 16.
- 3) In parallel parking areas, the trees shall be located next to the curb line, i.e. between the curb and the sidewalk, 30 - 44 ft on center. See Figure 16.
- 4) The lighting consultant shall prepare an illumination plan for the Palm trees. If a workable design can be found the preferable lighting will be small lights similar to those often seen at Christmas time. As an option spot lights may be used.

G. 7.0 Sidewalks

- 1) A minimum 6 ft wide sidewalk shall be used throughout the Auto Center. The intent is to reduce the existing 12 ft wide sidewalks, such as those on Auto Drive, to 6 ft, using the other 6 ft for new landscaping such as grass, ground cover and/or trees. However, where 45 degree angle parking abuts the sidewalk, the sidewalk shall be retained at 7 ft wide in order to allow for bumpers overhanging the curb. See Figure 16 for concepts.
- 2) Adjacent to vehicle display areas, and wherever space permits, sidewalks should meander within a minimum 10 foot landscaped strip.

H. 8.0 Entry Monuments & Signs

- 1) Entry monumentation shall be located at:
 - a. Adam Street and Indiana Avenue (southeasterly and southwesterly corners)
 - b. Jefferson Street and Indiana Avenue (southeasterly and southwesterly corners)

Detailed designs will be developed for each. The design concept is illustrated in Figure 20. Special high quality street paving such as brick,

tile or stamped concrete shall be used at the four entry points to call attention to and symbolize the entrance to the Auto Center.

- 2) Special Directional Signs: Clear directional signs for the Auto Center should be located at the Madison Street, Indiana Street intersection.

I. 9.0 Display Pads

Dealer display pads may be allowed within the public right-of-way as shown in Figures 16 and 21. Specific sites and designs will be developed in concert with each dealer as part of the working drawings for the Center. Display Pads are limited to displaying motor vehicles only.

J. 10.0 Street Lights

Standard street lights now in the Auto Center Specific Plan area should be replaced with a distinctively contemporary form of the Raincross street light. Perhaps the current contemporary design, consisting of square metal supporting pole and Raincross with the lighting fixture housed in the bell, would be appropriate, painted a subtle but distinctive color. See Figure 22.

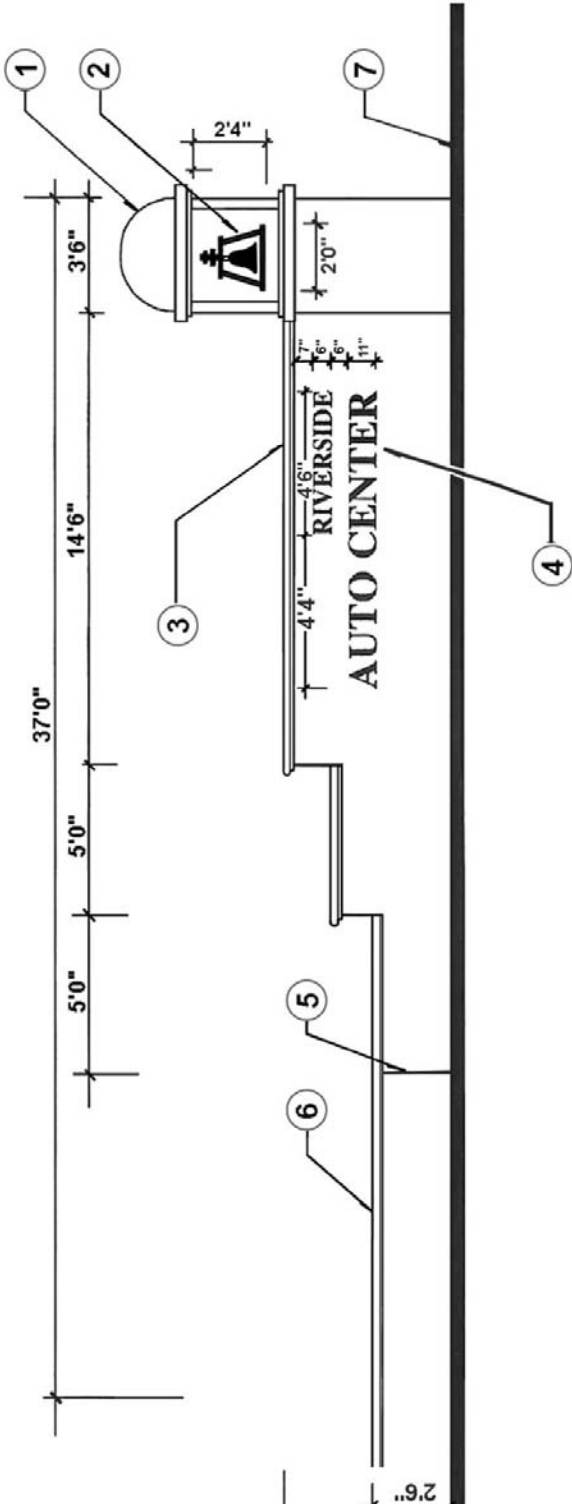
K. 11.0 Curb Bulb-Outs

Curbs at corner locations and driveways should be moved to the travel way to provide extra space for landscaping and to visually narrow the street. See Figure 16 for sample designs.

L. 12.0 Undergrounding Utilities

Existing distribution overhead power lines should be placed underground to improve the appearance of the streetscape.

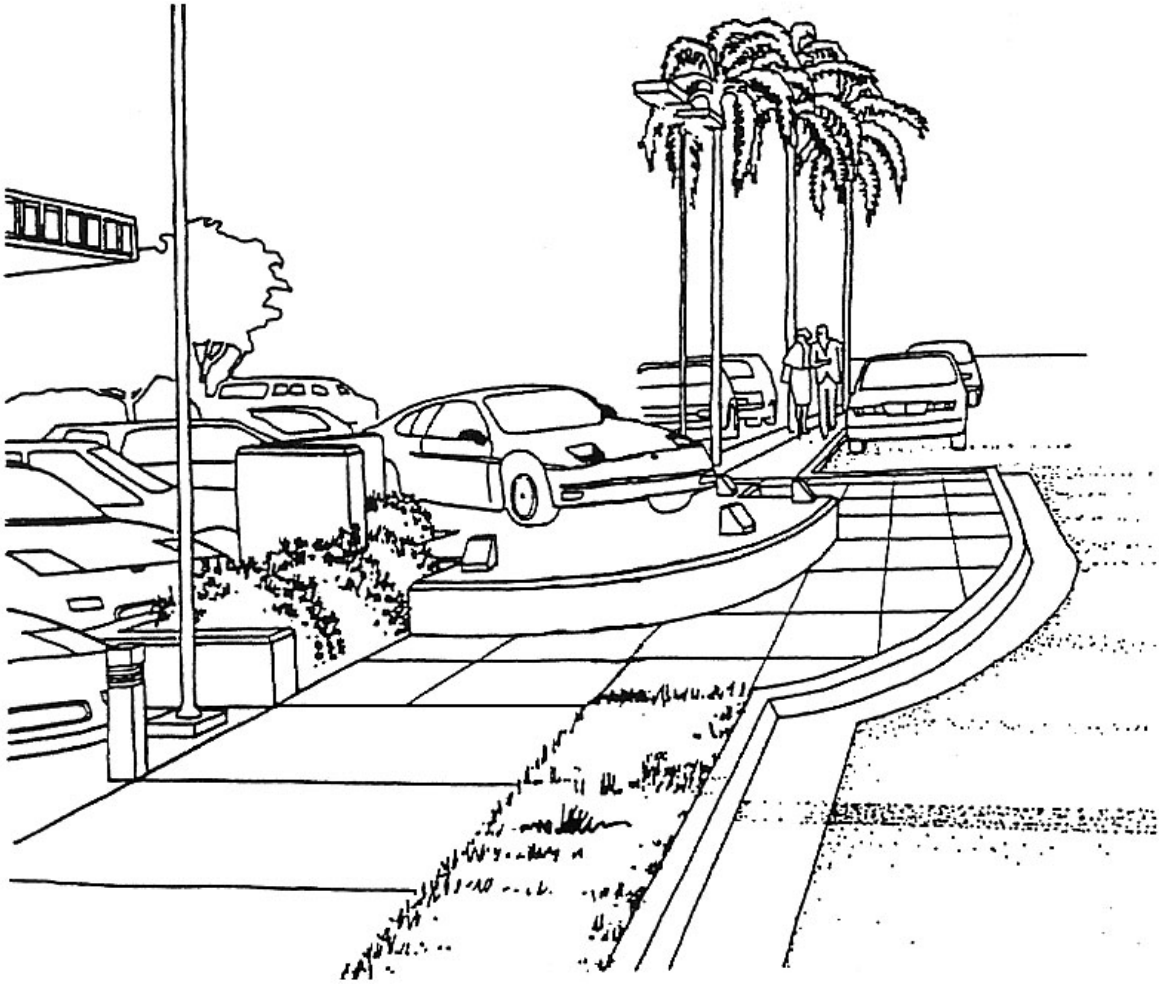
Figure 20 — Entry Monument Design



CONSTRUCTION LEGEND

- ① MONUMENT WALL PILASTER, SEE DETAIL
- ② 1" EMBEDDED RAINCROSS LOGO
- ③ MONUMENT WALL CAP
- ④ I.D. LETTERING
- ⑤ LIMIT OF MONUMENT WALL
- ⑥ DISPLAY PEDESTAL
- ⑦ FINISH GRADE

Figure 21 — Display Pads



VIII. IMPLEMENTATION PROCESS

A. Overview

The Specific Plan is to be implemented through a public/private partnership. The implementation technique and approach is illustrated in Figure 23 and will include:

- **Adoption:** Adoption of the Specific Plan by the City.
- **Assessment district:** The creation of an assessment district covering all properties in the Specific Plan Area.
- **Construction Drawings:** The preparation of detailed designs and construction drawings.
- **Right-of-Way Use Documents:** City issued encroachment permits or leases on current City owned property and street rights-of-ways within the Specific Plan area.
- **Private Improvements:** Voluntary private property improvements by each individual property owner within the Specific Plan area.
- **Redevelopment:** The creation of a redevelopment project area to include the portions of the Specific Plan area that are currently not in a redevelopment area.
- **Phase I Construction:** First stage construction including the freeway sign, street lights, undergrounding utilities, entrance monuments, street improvements and employee parking lot - not requiring redevelopment.
- **Phase II Construction:** Second stage construction including any items requiring redevelopment.

B. Assessment District

An assessment district should be formed consisting of all properties located within the Specific Plan Area. The assessment district will be used to fund the following improvements:

- Entry Monuments
- Street Lights
- Undergrounding Overhead Utilities
- Street Landscaping, Curb Returns, and Re-Striping
- Street Landscape and Lighting Maintenance
- Employee Parking Lot
- Detailed Designs & Working Drawings

C. Detailed Design and Construction Drawings

Following adoption of the Specific Plan consultants will be hired to prepare detailed designs and construction drawings. The prime contractor would be a landscape architectural firm. Specialized sub-consultants would include:

- **Graphics:** High quality graphics are necessary throughout the Specific Plan area.
- **Lighting:** Effective lighting is an essential part of a night time marketing program.
- **Civil Engineering:** A number of the design proposals will require civil engineering drawings.
- **Concept Co-ordination:** It is essential that the concepts developed in the Specific Plan be carefully integrated in the detailed design and construction documents.

D. Private Improvements

Individual property owners within the Specific Plan area should voluntarily undertake the following improvements:

- **Pole Signs:** Removal of all pole signs and replacement with monument and/or wall signs.
- **Lighting:** Replacement of existing outdoor light fixtures with those specified in the design guidelines.
- **Landscaping:** The addition of landscaping and upgraded landscaping per the design guidelines.
- **Freeway Sign:** Joint participation in the purchase of a new freeway sign.
- **Automobile Display Pads:** The addition of automobile display pads to street frontages per the design guidelines.

E. Redevelopment Project

The City of Riverside Redevelopment Agency (RDA) should place a high priority on including the entire Specific Plan area within a redevelopment project area. Currently only the area north of Jefferson Street is within a redevelopment area. Redevelopment is essential in order to:

- Have a long range supplement of financial resources to complement the assessment district.

- Resolve design problems that are not accommodated within voluntary efforts.
- Use land assembly as necessary to provide sites to accommodate all makes of automobiles and provide an attractive relation to the 91 Freeway.
- Recruit additional auto dealers to the Auto Center.

Figure 22 — Contemporary Raincross Street Light

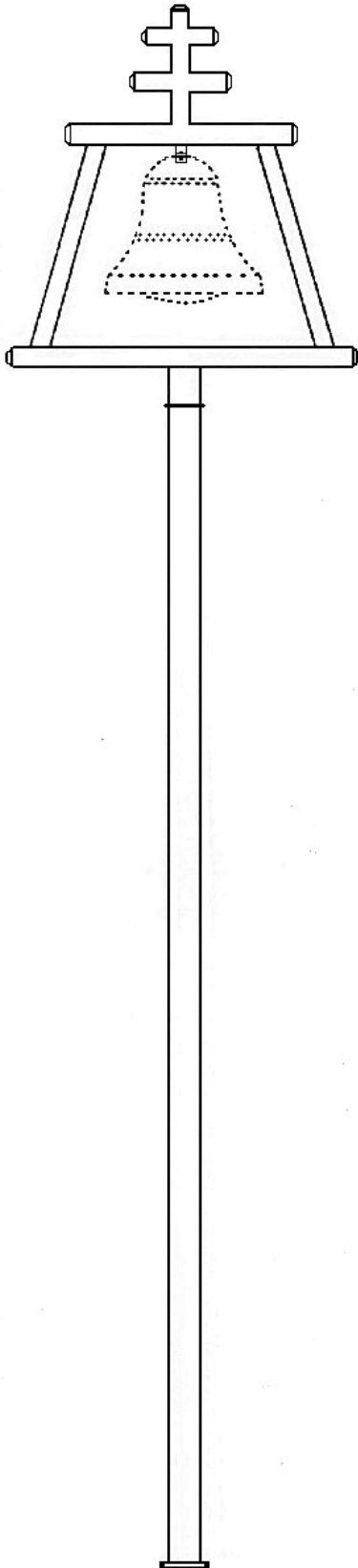
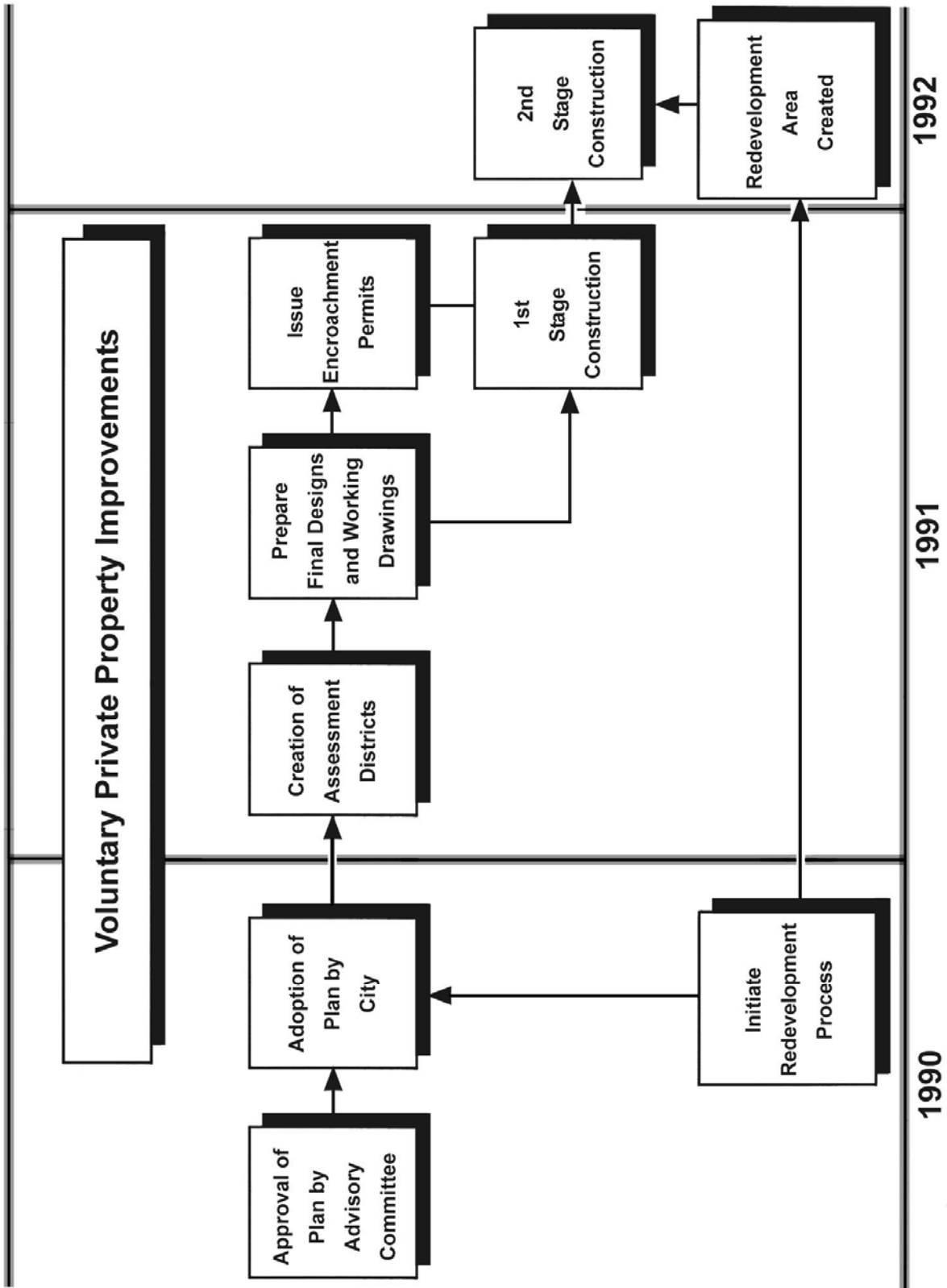


Figure 23 — Voluntary Private Property Improvements



APPENDIX

A. Sign Criteria for Freestanding Signs

Freestanding signs shall be per the design guidelines outlined in the Auto Center Specific Plan and as detailed in this criteria.

STANDARD SIGN TYPES:

Sign Type 1 — Freestanding Monument Signs

Sign Type 2 — Freestanding Directional Signs

STANDARD SIGN DIMENSIONS:

Sign Type 1 — Monument base shall be 88-inches wide, 39-inches high, with a 3-inch transition to the cabinet and 15-inches deep with the copy “RIVERSIDE AUTO CENTER”, the Raincross logo and the arched shaped scoring lines recessed ½-inch deep into the glass fiber reinforced natural grey concrete with a light sandblast finish.

The cabinet portion of the sign shall be limited to 85-inches wide, 42-inches high and 12-inches deep with the copy area limited to a total of 23.66-square-feet. The cabinet face shall extrude 1 ½-inches. The material shall be an all aluminum frame, with steel supports. The design shall include the three step architectural detailing as seen in Exhibit 1 of this criteria.

Sign Type 2 — Monument base shall be 66-inches wide, 32-inches high, with a 3-inch transition to the cabinet and 15-inches deep with the copy “RIVERSIDE AUTO CENTER”, the Raincross logo and the arched shaped scoring lines recessed ½-inch deep into the glass fiber reinforced natural grey concrete with a light sandblast finish.

The cabinet portion of the sign shall be limited 63-inches wide, 32-inches high and 12-inches deep with the copy area limited to a total of 13.64-square-feet. The cabinet face shall extrude 1 ½-inches. The material shall be an all aluminum frame, with steel supports. The design shall include the three step architectural detailing as seen in Exhibit 4 of this sign criteria.

STANDARD CABINET RETURN COLORS:

Sign Type 1 — Medium Grey PPG 34820

Sign Type 2 — Medium Grey PPG 34820

STANDARD COPY LIMITATIONS:

Sign Type 1 — Copy shall identify the dealership name or a vehicle identity sold on the property.

Sign Type 2 — The dealership name or vehicle identity and logo is permitted. The logo and other graphic elements shall not exceed more than 10% of the sign. The copy or logo shall be limited to 8-inches in height within the top 14-inches of the sign face. Directional copy shall be limited to the primary information required, such as “Used Cars,” “Service,” “Parts,” “Customer Parking” and “Truck Sales.”

STANDARD COPY COLORS & MATERIALS:

Sign Type 1 — Colors for cabinet faces shall be limited to two (2). Approved manufacturer color (for background or copy), and one (1) contrasting color (e.g., Ford blue background, with white copy, or white background with Ford blue copy). Fluorescent colors as defined in the Zoning Code Chapter 19.620 shall not be permitted. Dealer’s names and logos shall not encroach on the 4-inch margins on all sides of the sign. The sign face is to be 3/16" solar grade Lexan, all copy and graphics sub-surfaced, with 3-M Translucent material.

Sign Type 2 — Colors for cabinet faces shall be limited to two (2). Approved manufacturer color (for background or copy), and one (1) contrasting color (i.e., Ford blue background, with white copy, or white background with Ford blue copy). Fluorescent colors as defined in the Zoning Code Chapter 19.620 shall not be permitted. Dealer’s names and logos shall not encroach on the 2-inch margins on all sides of the sign. The sign face is to be 3/16" solar grade Lexan, all copy and graphics sub-surfaced, with 3-M Translucent material.

STANDARD LOGO PROVISIONS:

Sign Type 1 — Logos and/or additional graphics shall be limited to one per sign, not to exceed 10% of the sign area.

Sign Type 2 — Logos and/or additional graphics shall be limited to one per sign, not to exceed 10% of the sign area.

STANDARD LIGHTING TYPES & MILLIAMPS:

Sign Type 1 — Internal lighting to be provided by three fluorescent lamps at 430 milliamps.

Sign Type 2 — Internal lighting to be provided by three fluorescent lamps at 430 milliamps.

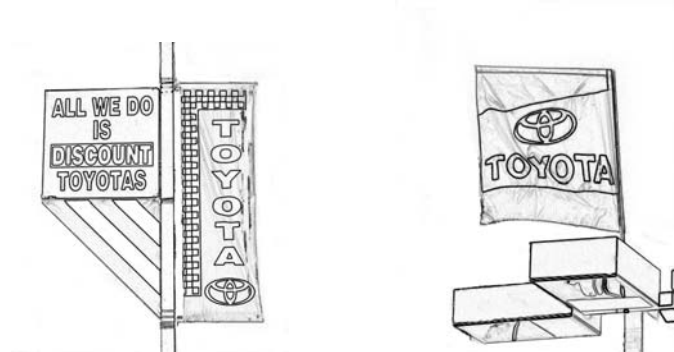
SIGN LOCATIONS

Sign Type 1 — Signs are to be located along the dealership frontages as approved by the Design Review staff and/or the Auto Center Assessment District plans in landscaped areas to be planted with low ground cover and/or annuals. Signs to be placed in the public right-of-way shall require an encroachment permit from the Public Works Department.

Sign Type 2 — Signs are to be located at the vehicle entrance or exit directly relating to the function identified, unless the Design Review staff determines additional signs are necessary to guide customers to the function identified. The signs shall be in landscaped areas planted with low ground cover and/or annuals. Signs to be placed in the public right-of-way shall require an encroachment permit from the Public Works Department.

For sample drawings see the actual criteria in DR-010-901.

B. Sign Criteria for Blade/Banner and Flag Signs



Banner — Banner signs shall be limited to the dealer name, vehicle make and/or dealer or factory logo only for new car dealerships. For used car dealerships the banner copy would be limited to the name of the dealership and dealership logo. Other symmetrical types of

designs may also be incorporated into the sign, such as checker patterns (racing flag) or stripes. The design of the banner shall be same for each dealership location with only the copy and logo changing to reflect the dealership name or make of vehicle sold.

Blade — The square portion of the sign shall be used to advertise whatever information the dealer requires. The triangle portion of the sign shall be permitted to use 45-degree angle stripes only, minimum four inches wide, and maximum five inches wide.

Flag — Flag signs shall be limited to the dealership name and logo. Color schemes, content and design shall be consistent for all flag signs at a single dealership location.

Color — Color schemes and design shall be consistent for all blade/banner and everwave flag signs combined. An overall maximum of four colors shall be permitted with these same four colors beings used on the blade portion of the sign and on the everwave flag sign. The use of black or white will be considered a color (i.e., a sign design with red, black, white and blue has a total of four colors). No fluorescent colors will be permitted. Of the maximum allowed four colors, the stripes for the triangular portion of the blade sign shall be limited to two colors with one of the colors being white.

C. **Criteria for Shade Structures**

SHADE STRUCTURES:

These structures shall be defined as a permanent, cantilevered structure with structural steel supports on rear of the structure and a canopy on top that covers the horizontal supporting arms. No other type of shade structures will be permitted (i.e., EZ-Ups, tents, awnings, etc.)

SIZE:

The structures shall be no larger than 20' by 40'.

QUANTITY:

Shade structures will only be permitted for new and used vehicle sales on properties of two acres or greater in size. Two such structures shall be permitted.

SETBACKS:

The shade structures shall be set within five-feet of an existing building on the site and shall be at least thirty-feet from all street frontage property lines.

HEIGHT LIMIT:

No part of the shade structures shall be higher than fifteen-feet.

CANOPY FABRIC:

The canopy fabric shall be made of a UV stabilized, high-density polyethylene material or its equivalent with a minimum five year guarantee for fading and deterioration.

COLORS:

The canopy of the shade structure shall be limited to the solid, neutral colors of black, white, gray, cream, dark green and dark blue. Only one color will be permitted on the canopy (i.e., no stripes, patterns or the like). The color of the steel supports shall be limited to either black or white. No signage or message of any type is permitted on the canopy.

PERMITTING:

Prior to installation of a shade structure the property owner shall submit for an administrative Design Review approval subject to the submittal requirements in place for administrative Design Reviews.

The shade structure will require a building permit. The plans submitted for a building permit shall be stamped and wet signed by an Architect or Engineer, with calculations to support the design. The design will be required to comply with all applicable requirements of the Uniform Building Code. All welding is to be done in a City of Riverside approved fabrication shop or under the continuous observation of a City of Riverside approved Special Inspector.

MAINTENANCE:

The shade structures shall be maintained in good repair at all times (i.e., all tears, rips, fading and discoloration shall be corrected immediately).

1 RESOLUTION NO. 22521

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 RIVERSIDE, CALIFORNIA, AMENDING THE RIVERSIDE AUTO
4 CENTER SPECIFIC PLAN TO INCREASE THE MAXIMUM
ALLOWABLE BUILDING SIGN AREA AND MODIFY THE BUILDING
HEIGHT AND NUMBER OF STORY PROVISIONS.

5 WHEREAS, an application was submitted to the City of Riverside, designated as Planning
6 Case No. P12-0707 to amend the Riverside Auto Center Specific Plan to increase the maximum
7 allowable building sign area from 200 square feet to 250 square feet and modify the building height
8 and number of stories provisions to allow a maximum of four stories in height or 60 feet in height,
9 where the current stories and height restrictions are limited to one story or 20 feet for all properties
10 located between Indiana Avenue and State Route 91 and three stories or 50 feet in height, on all
11 properties in the remainder of the Riverside Auto Center Specific Plan area; and

12 WHEREAS, the Planning Commission of the City of Riverside, advertised for and held a
13 public hearing on March 21, 2013, to consider the proposed amendment to the Riverside Auto
14 Center Specific Plan and recommended to the City Council that the amendment be approved subject
15 to the recommended conditions, and determined that the amendment to the Riverside Auto Center
16 Specific Plan would not have a significant effect on the environment and is therefore exempt from
17 the California Environmental Quality Act (CEQA) review pursuant to section 15061(b)(3); and

18 WHEREAS, the City Council received and considered the staff report and recommendation
19 of the Planning Commission and all other testimony, both written and oral, presented at the public
20 hearing.

21 NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside,
22 California, as follows:

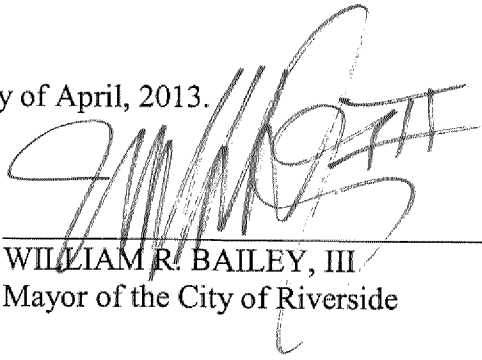
23 Section 1: It is in the public interest to amend the Riverside Auto Center Specific Plan to
24 increase the maximum allowable building sign area and modify the building height and number of
25 story provisions as provided for in Exhibit "A" attached hereto and incorporated herein.

26 Section 2: It is the independent judgment of the City Council of the City of Riverside that
27 this amendment to the Riverside Auto Center Specific Plan would not have a significant effect on the
28


1 environment and therefore finds this amendment is exempt from the California Environmental
2 Quality Act (CEQA) review pursuant to section 15061(b)(3).

3 Section 3: The amendment adopted by this resolution shall be integrated into the adopted
4 Riverside Auto Center Specific Plan.

5 ADOPTED by the City Council this 23rd day of April, 2013.

6
7
8 
9 _____
10 WILLIAM R. BAILEY, III
11 Mayor of the City of Riverside

9 Attest:

10 
11 _____
12 COLLEEN J. NICOL
13 City Clerk of the City of Riverside

14 I, Colleen J. Nicol, City Clerk of the City of Riverside, California, hereby certify that the
15 foregoing resolution was duly and regularly adopted at a meeting of the City Council of said City at
16 its meeting held on the 23rd day of April, 2013, by the following vote, to wit:

17 Ayes: Councilmembers Gardner, Melendrez, Gutierrez, Davis, Mac Arthur, Hart,
18 and Adams

19 Noes: None

20 Absent: None

21 Disqualified: None

22 IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the
23 City of Riverside, California, this 29th day of April, 2013.

24 
25 _____
26 COLLEEN J. NICOL
27 City Clerk of the City of Riverside

28 O:\Cycom\Wpdocs\D016\P015\00154195.DOCX
CA: 13-0754

EXHIBIT "A"

I. KEY FEATURES OF THE PLAN

The key features of the plan as shown in Figure 5 include:

- **Increased Visibility of Automobile Displays:** Featured vehicle display pads are proposed to be allowed in the public street rights-of-way near the travel lanes. This will add interest for people driving by as well as for shoppers. This will also visually narrow the streets and provide a more friendly atmosphere.
- **Landscape Enhancement:** An abundant use of landscaping materials is proposed to be added throughout the Center. Grass turf areas will be added throughout the center similar to the newer dealerships, where display pads are located in attractive landscape settings. This replaces the harsh setting where automobile display areas abut or project into the sidewalk areas.
- **Focal Point Street Trees and Distinctive Street Lights:** Dramatic tall palm trees and contemporary Raincross Street Lights are proposed to be used to give the Auto Center linear continuity and greater visibility. The palm trees are proposed to be lit at night to give added emphasis.
- **Focus and Clarity of Display:** Special paving materials and landscaping accents are proposed to be used in the display areas.
- **Ease of Customer Parking:** Parallel street parking is proposed to be converted to angle parking along many of the streets to provide easier and more convenient customer parking, to visually narrow the streets, and to provide a friendlier atmosphere.
- **Keep Costs Down:** Concepts have been developed to keep improvement costs at reasonable levels in order to facilitate implementation.
- **Focus Center:** The Auto Center is proposed to be retained within the Auto Center Specific Plan area, rather than continue to expand. This will provide focus to the Center and convenience for the shopper. Additionally, incompatible uses will be prohibited or controlled.
- **Freeway Exposure:** The visibility of the Auto Center to the 91 Freeway is proposed to be increased through new freeway signage. Redevelopment may also prove to be a useful tool in improving the freeway frontage of the Auto Center.
- **Entry Treatments:** Entry monuments are proposed to be placed at four locations.
- **New Vehicle Franchises:** Redevelopment is proposed to be used as a tool to attract new vehicle franchises to the Center and provide appropriate facilities.

...

RIVERSIDE AUTO CENTER SPECIFIC PLAN
Chapter VI – PRIVATE PROPERTY LAND USE STANDARDS (EXCERPTS)

...

D. 4.0 – Dimensional Requirements

4.1 Building Height and Number of Stories Limit

- 1) Maximum 4 stories in height or 60 feet in height.

...

G. 7.0 Signs

1. 7.1 Generally

...

7. 7.7 Vehicle Dealer Building Mounted Identification Signs

1) Size and Number:

- a. A maximum of two building signs shall be allowed on each building frontage oriented toward a street, driveway, parking area, or display lot, indicating vehicle brands, vehicle types, vehicle and dealer logos, or the name of the dealership. Total square footage of all building mounted identification signs on each building frontage shall not exceed one-square-foot of sign per lineal foot of building frontage, up to a maximum of 250-square-feet for all signs combined with any one sign not exceeding 150-square-feet.

...