

DIGEST

GATEWAY SPECIFIC PLAN DIGEST

The City of Norco is a community committed to city living in a rural atmosphere. The City's development and design review process places heavy emphasis on an equestrian life style, quality of development, long term viability, and support of community goals in all development projects.

WHAT IS THIS PLAN ABOUT?

The purpose of this Specific Plan is to provide a balanced and unified pattern of development within the Gateway Specific Plan Project Area (the "Project Area") by taking advantage of future community and sub-regional growth opportunities. The Project Area is shown in Exhibit D1.

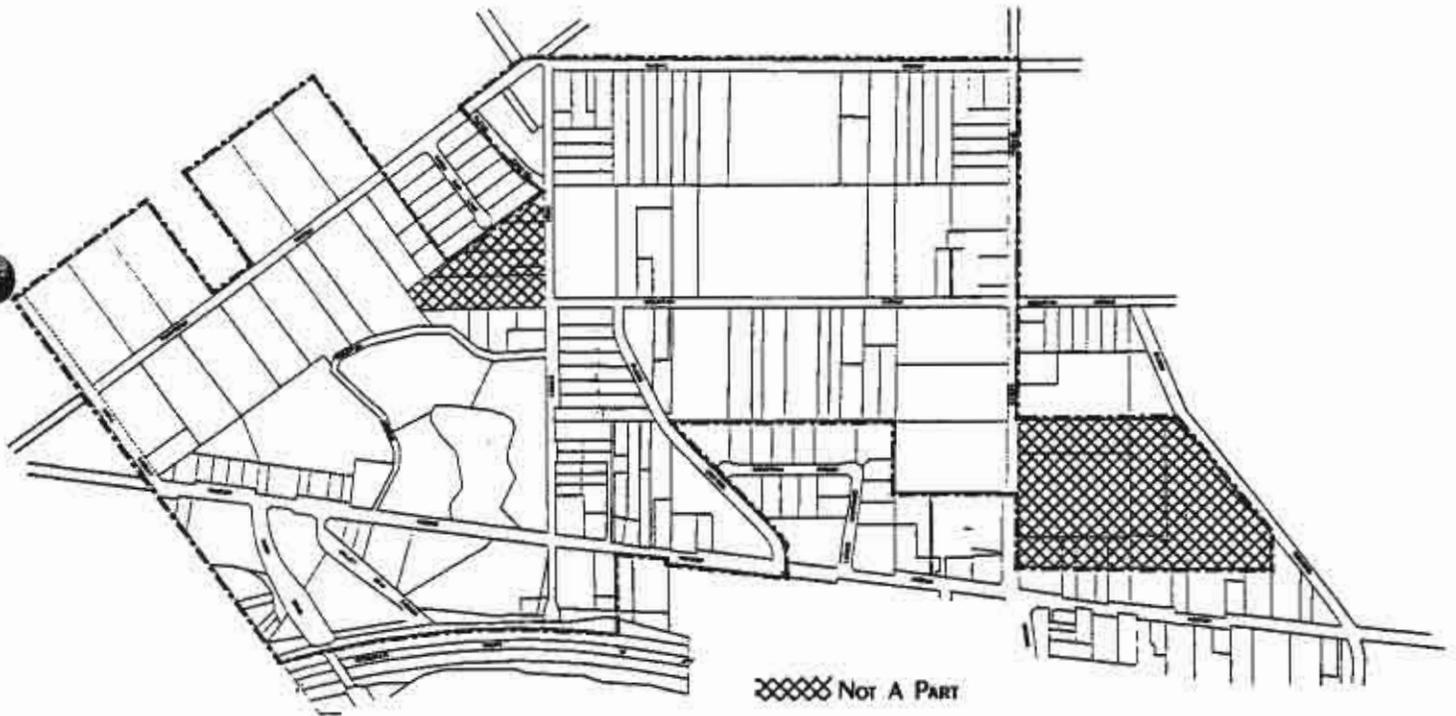
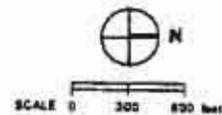


EXHIBIT D-1
Gateway Specific Plan Project Area Map



The primary purpose of the Gateway Specific Plan is to facilitate private development projects, public infrastructure and roadway improvement projects which will generate the following positive impacts within the Project Area:

- o Provide high quality development standards;
- o Help unify the Project Area's design image;
- o Reflect the community's heritage;
- o Strengthen the economic viability of the I-15 Freeway Corridor;
- o Provide a balanced mix of land uses and businesses;
- o Deal effectively with traffic and related safety issues; and
- o Provide a long range strategy to effectively mitigate existing service infrastructure/public service deficiencies.

WHY A SPECIFIC PLAN?

The Specific Plan is a tool that combines traditional zoning with detailed design and development standards tailored to specific conditions. The Specific Plan is a comprehensive document which contains all policies and development standards necessary for the design of any project within the Project Area. The Specific Plan examines the needs of all affected areas and implements the policies of the General Plan.

Development Standards unique to the Project Area are used to provide the necessary guidelines for development. The Gateway Specific Plan includes six major components:

1. Executive Summary
2. Specific Development Plan
3. Design Guidelines and Development Standards
4. Development Regulations
5. Plan Implementation
6. General Plan Consistency

The primary purpose of these components is to effectively develop within the Project Area, the following elements:

- o Community Design
- o Circulation
- o Land Use
- o Utilities Infrastructure
- o Implementation

COMMUNITY DESIGN

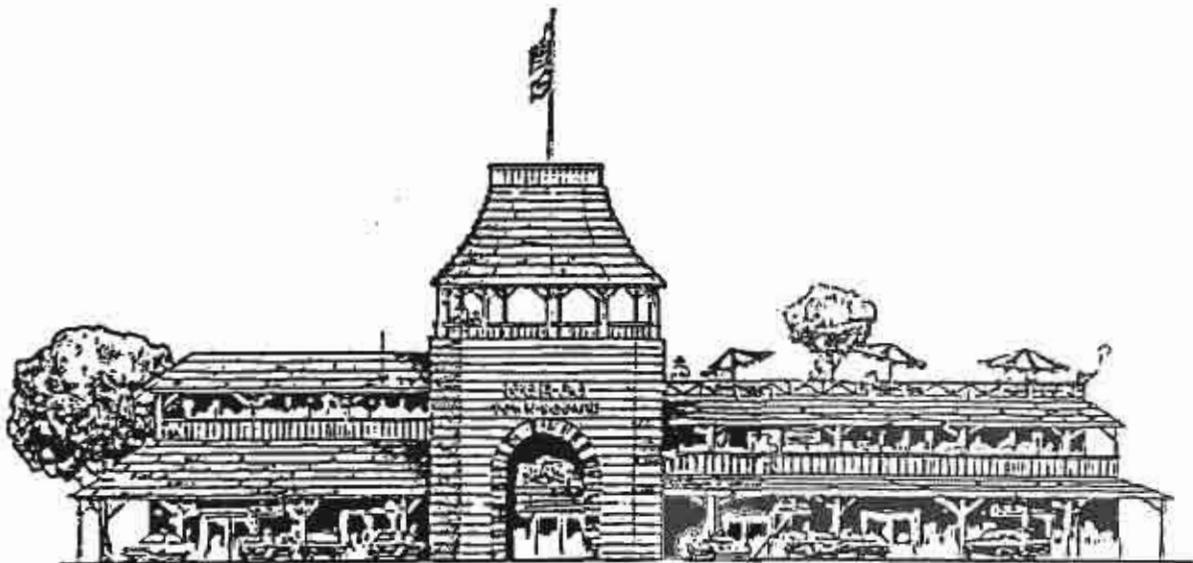
Architecture:

One of the more recognizable aspects of a community's design image is its architectural style. This Plan recognizes the importance of the community's heritage and highlights significant architectural elements within the Project Area.

As shown conceptually, or based upon a general idea or understanding of Project Area design principles, Exhibits D2 and D3 demonstrate that the Gateway Specific Plan calls for the architectural elements within the Project Area to be developed around a western/early Californian architectural theme. This theme will depict the life-style of the citizens of Norco and give the Project Area a unique design quality. This theme will be predominant within the Commercial and Office Park districts, however, appropriate elements will also be included within the Industrial District.



Industrial Architectural Design EXHIBIT D-2

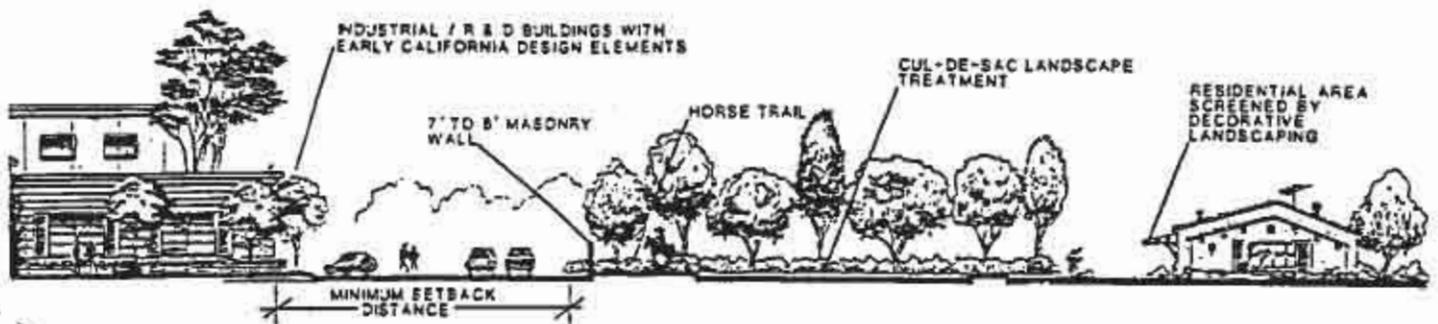


Commercial Architectural Design EXHIBIT D-3

Landscape Architecture

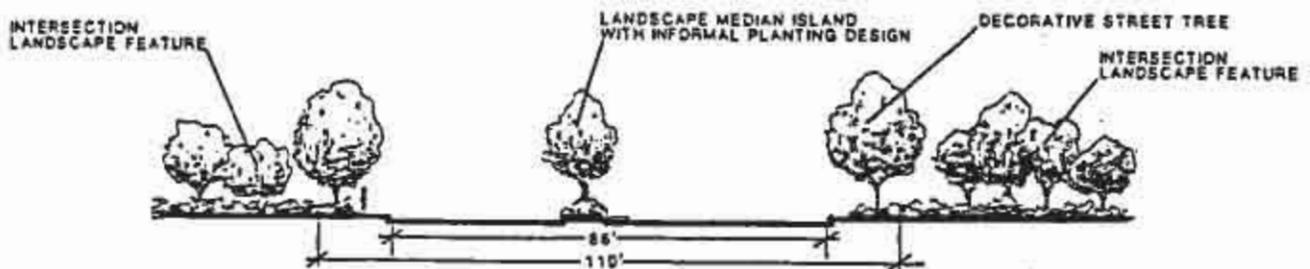
The Gateway Specific Plan Project Area will be the nucleus of the City's economic foundation. Opportunities exist to improve the visual qualities of Project Area roadways by introducing a landscape design program that would establish a system of City entries, landscaped medians, street trees and signage. The design of the streetscape will help create an aesthetically pleasing and functional Project Area. Beautification of the street system will enhance existing business opportunities and compliment new businesses to the area. Exhibits D-4 and D-5 show conceptual illustrations for rights-of-way located within the Gateway Specific Plan.

EXHIBIT D-4



Pacific Avenue Roadway Section and Landscape Buffer Detail

EXHIBIT D-5



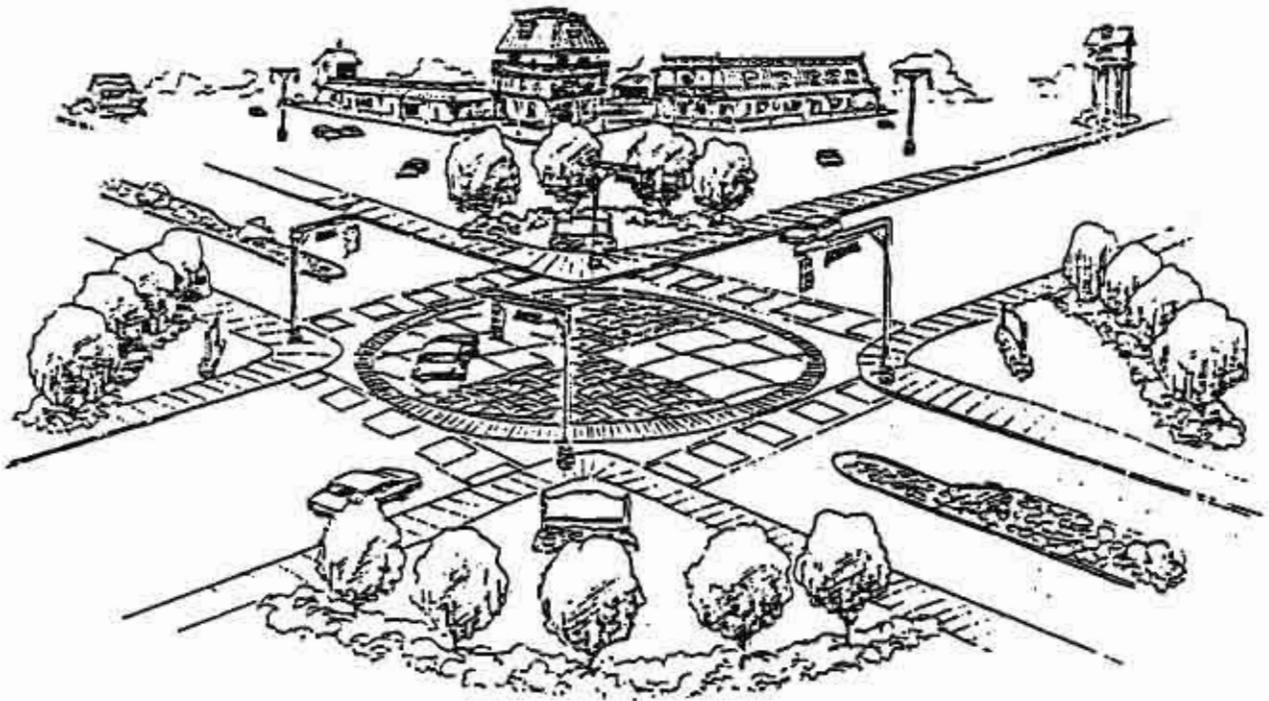
Typical 110' Right-of-Way with Median Island and Intersection Landscape Feature

CIRCULATION

A major concern of all people familiar with the Project Area is existing and future traffic/circulation problems. The traffic analysis predicts an ultimate daily traffic count of 71,010 additional two-way trips per day as a result of Plan build-out. This means that the importance of adequate traffic control measures and a well planned circulation system cannot be overemphasized.

The Gateway Specific Plan calls for the following major traffic/ circulation system modifications and improvements to the Project Area:

1. Widening and realignment of Parkridge Avenue, First Street, Second Street and Mountain Avenue.
2. Cul-de-sacing of Pacific Avenue north of its intersection with First Street and Parkridge Avenue.
3. Cul-de-sacing of First Street at its eastern terminus and the cul-de-sacing of Valley View Drive.
4. Installation of landscaped medians on Hamner Avenue.
5. Yuma Drive extension to First Street and Mountain Avenue.



First Street/Mountain Avenue Intersection Concept

EXHIBIT D-6

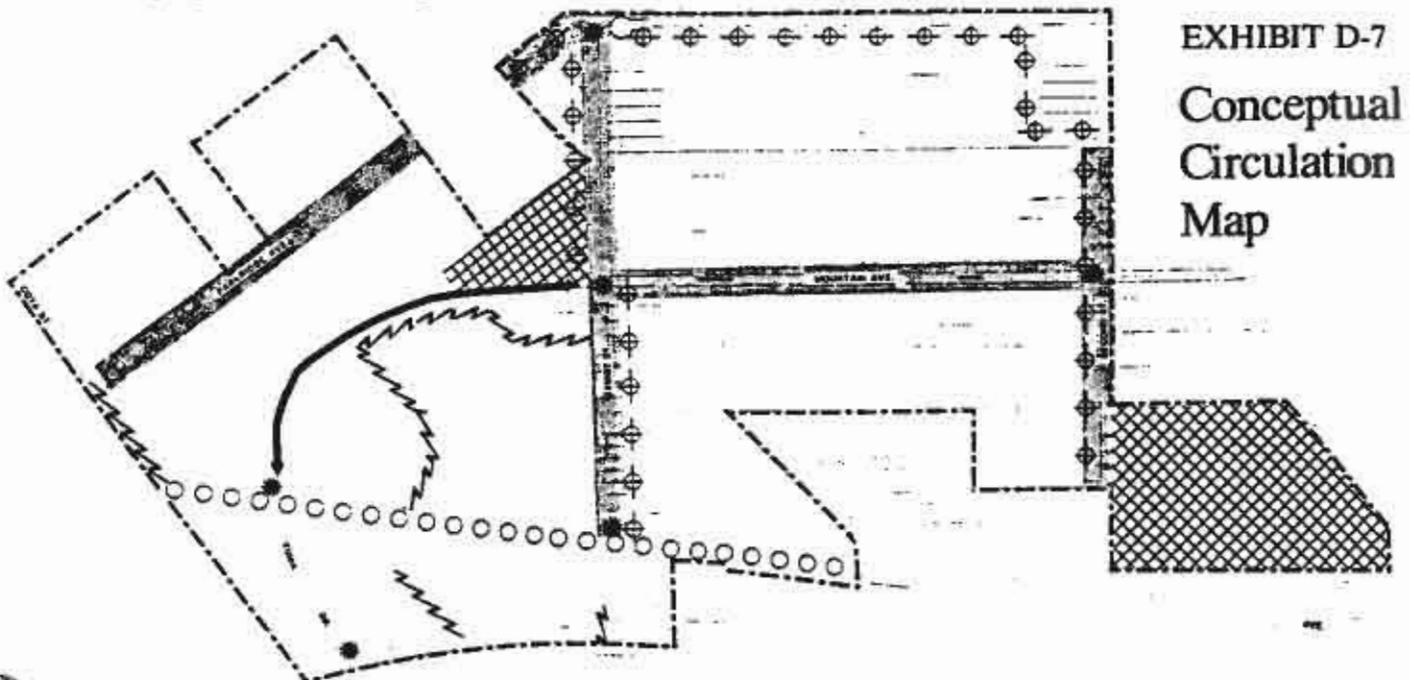
6. Provide for the extension of Mountain Avenue between First Street and the proposed extension of Yuma Drive.
7. Provide major intersection traffic control devices and landscape treatments.
8. Provide a street tree program on all Project Area roadways.
9. Provide entry monuments and signage to facilitate circulation within the Project Area.
10. Provide traffic control devices/signage and landscape treatments at all secondary intersections as required.
11. Provide for the vacation of various roadways.

Riding Trails

This Specific Plan acknowledges the importance of riding trails within the Project Area and makes provisions for trails that will meet existing City riding trail design criteria. As shown in Exhibit D-7, riding trails are designated along the following roadways:

- o Pacific Avenue
- o First Street*
- o Second Street*

* Riding trails will be maintained for as long as residential properties exist along First and Second Streets



LAND USE

Commercial District

As shown in Exhibit D2, the Project Area has been divided into four major land use Districts:

- 1) Commercial
- 2) Industrial
- 3) Office Park/Professional
- 4) Existing Residential

Each of these Districts and all subordinate designations are briefly described below.

In an effort to establish the Project Area as a viable local and sub-regional commercial area, the Plan provides for significant commercial opportunities along Hamner Avenue, First Street, Second Street and the proposed extensions of Yuma Drive and Mountain Avenue. The land use designations and permitted uses have been carefully selected to enhance the Project Area's marketability and to improve its overall economic condition.

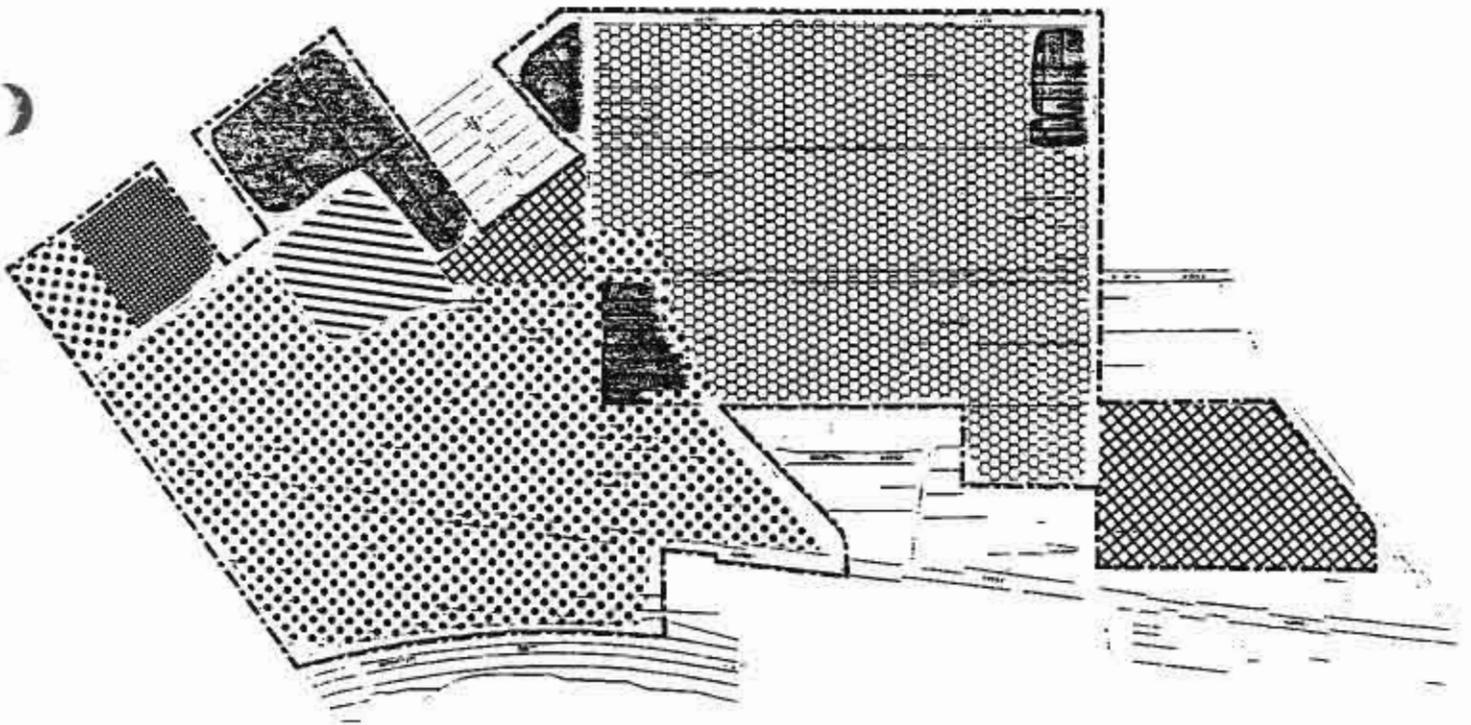


EXHIBIT D-8

Conceptual Land Use Districts

Office Park District

This land use designation will accommodate development of office buildings including single occupancy and garden office, and ancillary uses. This designation is found along Parkridge Avenue.

Industrial District

Light industrial, research and development (R&D) and ancillary facilities will be located in the Area east and west of Mountain Avenue and north of First Street. Designation of this area to accommodate industrial land uses allows maximum utilization of land area inward from the major traffic routes. Industrial uses allowed in this District will be "light" and "clean", primarily high-tech industry that generates little noise or air pollution; no heavy manufacturing will be permitted.

Residential District

This land use consists of A-1-20 and A-1-40 zoned areas which are located along Parkridge Avenue in the south-western section of the Project Area and along First and Second Streets in the western portion of the Project Area.

UTILITIES INFRASTRUCTURE

In an effort to mitigate existing infrastructure deficiencies and to prevent future deficiencies which would be exacerbated by more intensive land uses, a plan to effectively deal with the following engineering issues has been included as part of this Specific Plan:

- o Drainage/flood control
- o Lowering of Hamner Avenue
- o Water/Sewerage service system
- o Grading/topography

IMPLEMENTATION

To ensure that the Gateway Specific Plan Project Area develops successfully, the implementation section provides suggested methods of financing and phasing development of needed public improvements.

This section includes economic development strategies and a lot consolidation program which provides incentives for small lot owners to work together with the Redevelopment Agency to improve development potential in certain locations.

The Plan also recognizes the need to bring high sales volume businesses into the City, the implementation portion of the Plan highlights a Project Area Marketing Program. In addition, it is recognized that many existing businesses within the Gateway Specific Plan Project Area may need financial assistance to do their part in the Project Area's revitalization. As such, implementation of a small business assistance program is recommended.

Recognizing the need to maintain Project Area signage and landscaped areas, this Plan proposes the establishment of a sign and landscape maintenance district.

As a means of monitoring development within the Project Area, a monitoring program has been outlined for use by City/Agency staff.



GATEWAY SPECIFIC PLAN

Prepared for
THE CITY OF NORCO
COMMUNITY REDEVELOPMENT AGENCY

APPROVED BY PLANNING COMMISSION
FEBRUARY 1991

ADOPTED BY CITY COUNCIL
MAY 1991

EFFECTIVE DATE: JULY 1991

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