



**VICTORIA**  
GARDENS

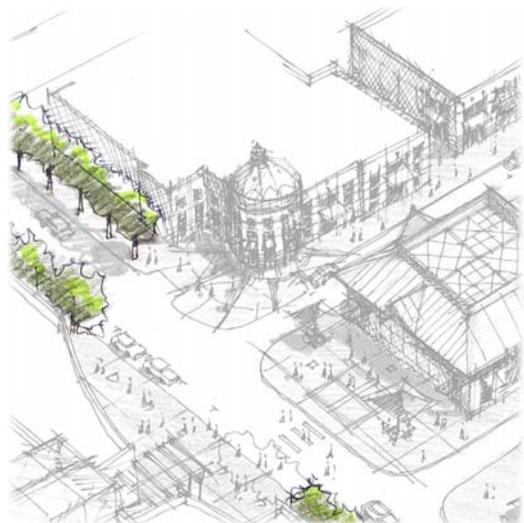
Rancho Cucamonga  
California

**MASTER PLAN**  
January 18, 2002

**FORESTCITY**  
DEVELOPMENT

Lewis Operating  
Company





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A cosmopolitan mix of retail, dining, entertainment, workspace and homes

Restaurants and cafes by the Town Square

A Jazz concert on a plaza green

Farmers' markets, craft and arts fairs

Easter egg hunts and Halloween costume contests

Christmas carolers,  
a candle lighting ceremony in the plaza

Parades and fun runs

Charming and nostalgic

Richly landscaped streets, parks and paseos

A place to stroll, relax and shop

A lively urban village

Serving a large regional population

The region's premier retail destination

RANCHO CUCAMONGA'S NEW DOWNTOWN  
**VICTORIA GARDENS**

# SUMMARY<sup>1</sup>



Fig. I-1 : Victoria Gardens will have an array of retail with streets set on a grid plan with calmed traffic and landscaped sidewalks.

## I. SUMMARY

### I.1 VICTORIA GARDENS MASTER PLAN

The new downtown for the City of Rancho Cucamonga is called “Victoria Gardens.” It is the mixed-use center of the Victoria Arbors community within the larger region of the Victoria Community of villages. Victoria Gardens combines the best of the Main Street tradition of the western American town with the commercial and planning demands of the early twenty-first century. This document is the Master Plan for this vibrant, new downtown community.

Fig I-2 : Example of the layout of a mixed use setting with a central square



The mixture of uses in Victoria Gardens will create a business and cultural heart for the area. Retail, office, hotel, residential, civic and cultural uses are placed within a landscaped urban experience of a traditional Main Street environment. The vitality of the new downtown is largely generated by a powerful array of retail stores, including nationally recognized department stores and anchor tenants together with numerous specialty stores. The setting for Victoria Gardens is a town’s grid of local shopping streets, each of which has calmed traffic and lush, landscaped sidewalks. A town square, plazas, paseos, and small parks are sprinkled throughout the downtown.

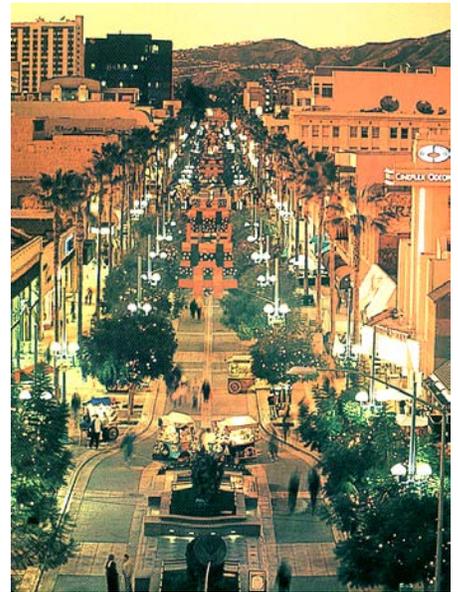
Forest City Development and Lewis Investment Company in joint venture are planning the development of Victoria Gardens and have prepared this plan in coordination with the City of Rancho Cucamonga. The Master Plan includes mixed-use development with a maximum of 2,453,000 square feet

of commercial, office and civic uses, and as many as 600 residential dwelling units. The completion of this Master Plan and accompanying environmental documents sets in motion a process for review and approval, leading to the implementation of this exciting new downtown.

Located at the crossroads of Interstate Highway 15 and Foothill Boulevard (US Route 66), it is conveniently located to other cities of the region. When added to the access afforded the site by the major boulevards of Rancho Cucamonga, such as Day Creek Boulevard running north-south and Church Street east-west, the site of Victoria Gardens has both excellent access and visibility. Highway 10 to the south and State Route 210, to the north, provide further automobile access. In 2002 the foothill transit route 210 will be completed.

The aim of the Master Plan is to create a diverse, contextual, and authentic, mixed-use town center. References to the heritage of Rancho Cucamonga are combined with a rich and eclectic variety of design sources for the architecture, the landscape architecture and the graphics and signage of Victoria Gardens. The many elements of the plan will establish an environment which is a memorable place, which creates public value, and which is a civic contribution to the City. The mixture of uses and the many layers of design ideas create mutual benefits for Victoria Gardens and the City. The new downtown place is simultaneously:

- A mixed-use neighborhood with public spaces, shopping, entertainment, and civic uses, all within walking distance.
- A successful, regional retail environment, set in shady, landscaped streets with a feel of walkable Main Streets, and with striking mountain views.
- A place for people to spend time, for children and families; a place with colorful plants, shops and graphics; a place with a town square, pedestrian paseos, shaded courtyards, outdoor dining, and fountains.
- A vibrant and active downtown, a downtown for businesses, residents, and visitors, a downtown for civic activities, commerce, and public events.



*Fig. 1-3 : Mixed use, landscaping, public spaces, variety and walkable streets come together to create a vibrant town center.*

## 1.2 OVERVIEW OF THE MASTER PLAN



The Master Plan presents the project ideas and concepts, the various aspects of the development, and the standards and guidelines needed for successful implementation. The Master Plan is not a Specific Plan, as specified in California statutes. The Master Plan does have a companion document in the Environmental Impact Report for Victoria Gardens. The Master Plan addresses the planning, architecture, landscape architecture, signage and graphics for the new Victoria Gardens downtown area. The Master Plan presents and describes the plan, then sets forth development standards and design guidelines, and finally, outlines a process for implementation by the development team and the City of Rancho Cucamonga.

Examples of mixed use projects, which have similar issues, have been used in the Master Plan. The role of these photographs, sketches and diagrams is to illustrate the qualities that Victoria Gardens aims to achieve.

**Chapter 1, Summary**, gives an introduction and an overview of the Master Plan.



Fig 1-4 : Walkable , vibrant urban streets.

**Chapter 2, The Master Plan**, presents the ideas, concepts, and images for the Victoria Gardens plan. The regional context of Victoria Gardens within the Victoria Arbors village, the Victoria Community and the City of Rancho Cucamonga is explained. The planning, urban design, architecture, landscape architecture and graphics aspects of the Master Plan are described.

**Chapter 3, Design Guidelines**, lays down guiding principles needed to play out the ideas and concepts in all their integrity. These guidelines are in 4 parts- Urban Design and Retail Architecture, Residential, Landscape Architecture and Signage/ Graphics.

**Chapter 4, Development Standards**, is a supplement to the City's zoning and planning documents for the new downtown area. The standards include land uses, streets, building heights and setbacks, parking, signage, and other standards for development.

**Chapter 5, Implementation Process**, explains the relationship of the Master Plan to the existing planning documents of the City of Rancho Cucamonga. In addition, this chapter presents the planning process of the City of Rancho Cucamonga and the development team, including design review and approvals.

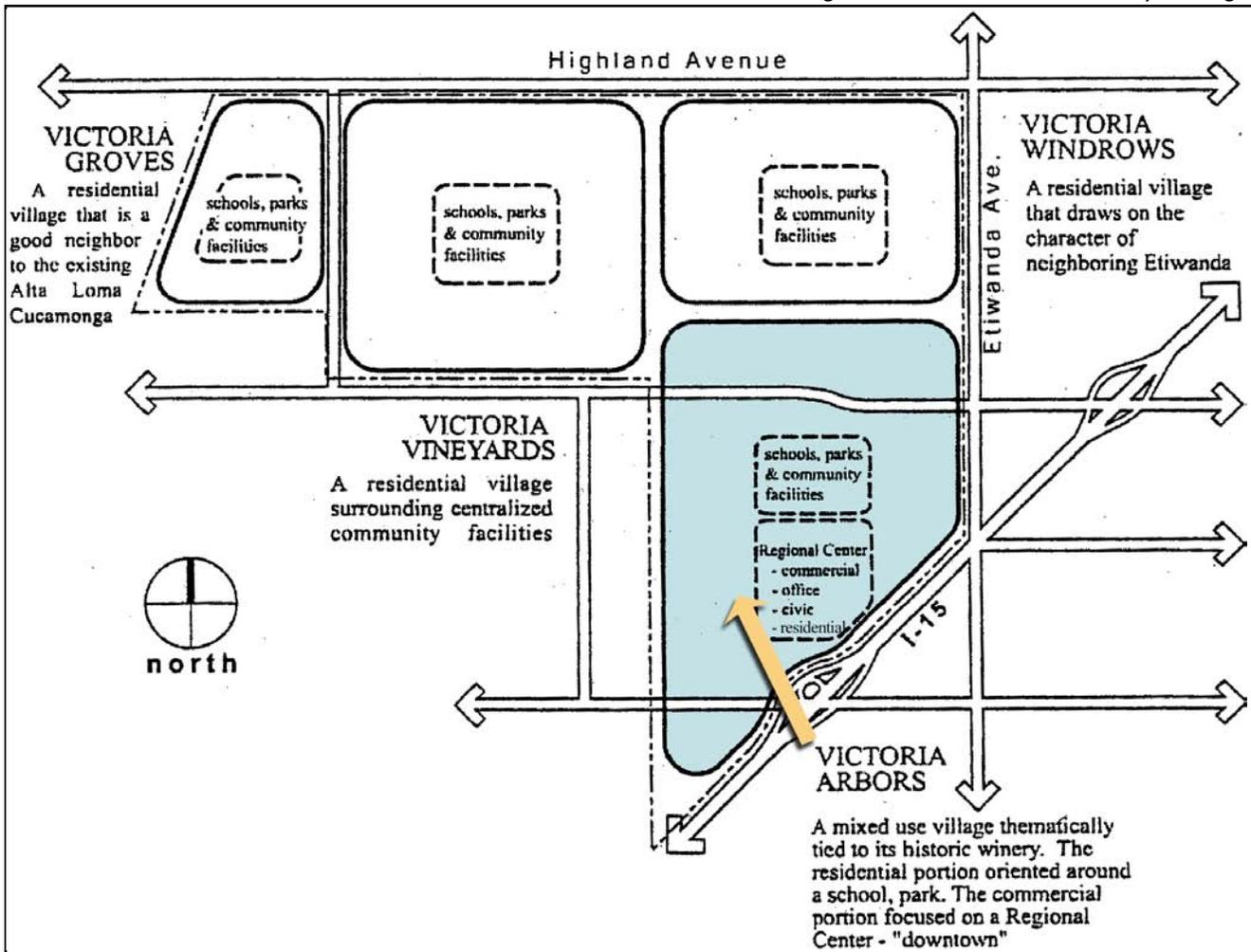
# MASTER PLAN 2

## 2. THE MASTER PLAN

### 2.1 THE REGIONAL PLANS

The development of this region of the City of Rancho Cucamonga is governed by two planning documents, which further define the land use policies of the City's General Plan.

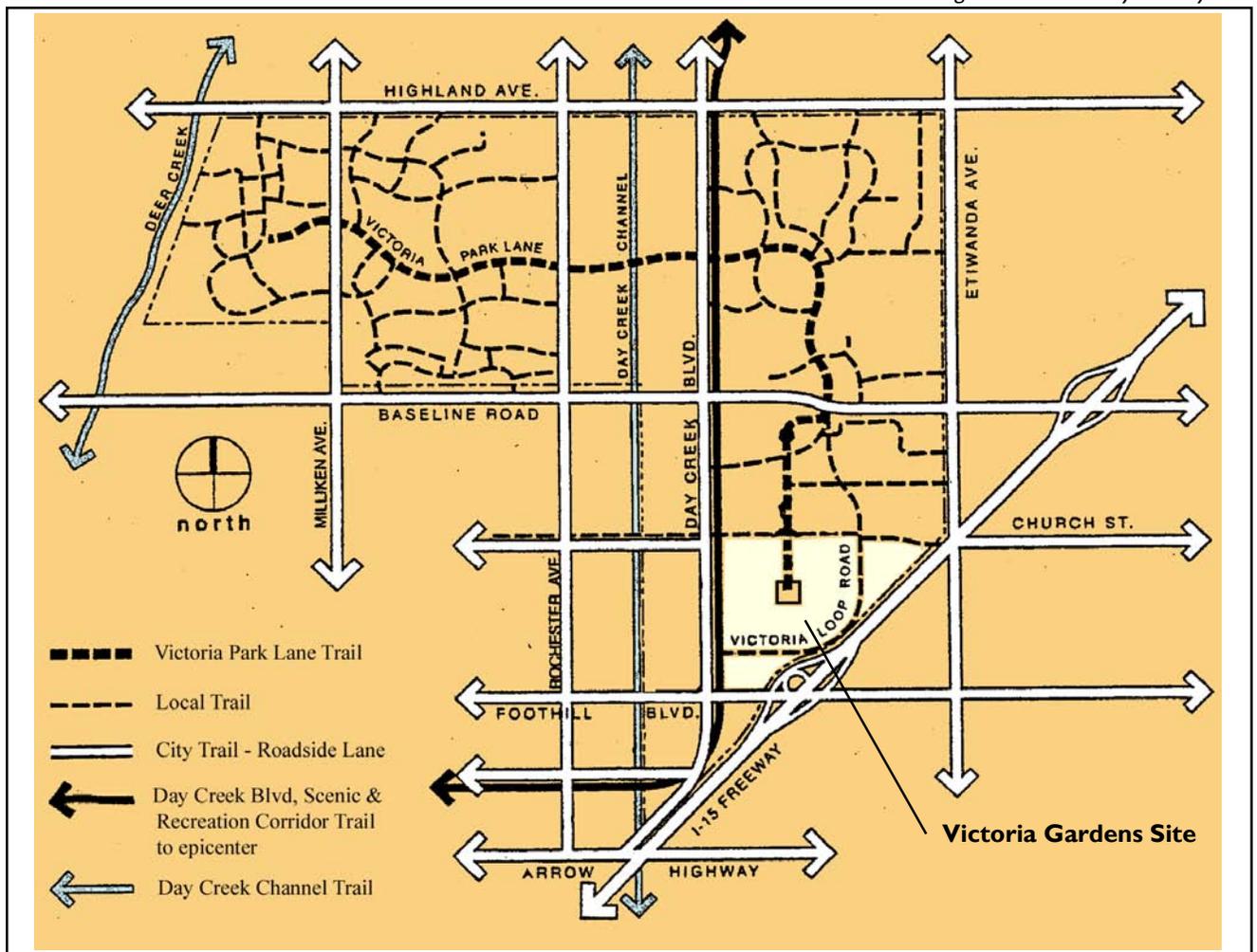
Fig. 2-1 : An Interrelated Community of Villages



### 2.1a The Victoria Community Plan

The first plan is the Victoria Community Plan, which encompasses several villages to the north and west of Victoria Gardens. The villages are linked together by a major and minor road system and by a community trail system. The second plan is the Victoria Arbors Master Plan, which is the plan for the village in which Victoria Gardens is located. The pedestrian and bike trails link up and into Victoria Gardens. Bike racks will be provided as part of streetscape on key streets.

Fig. 2-2 : Community Trail System



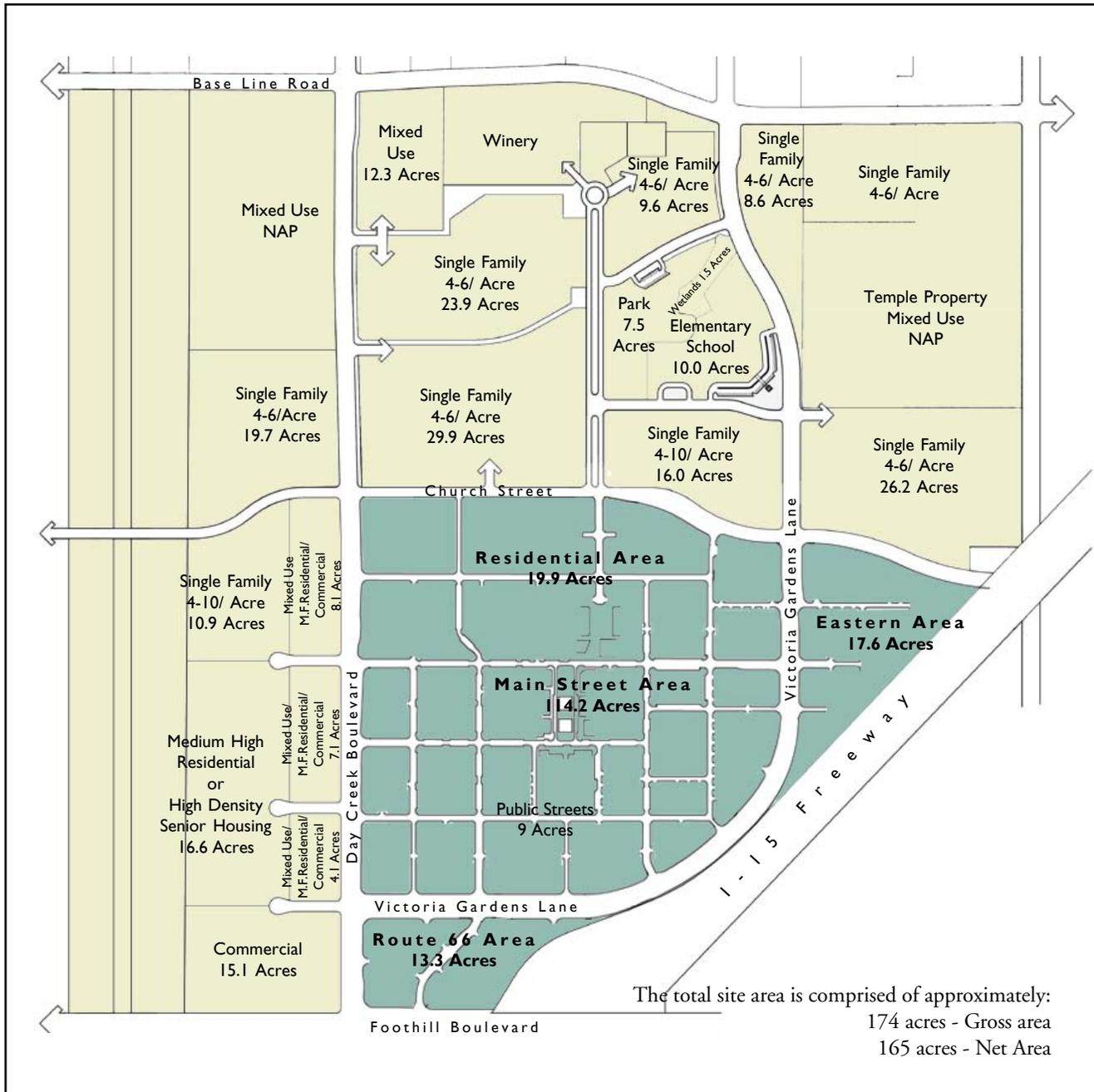


Fig. 2-3 : Victoria Gardens in The Victoria Arbors Master Plan

**2.1b The Victoria Arbors Master Plan**

Victoria Gardens is the heart of the Victoria Community of villages and the new downtown for Rancho Cucamonga. It is centrally located at the intersection of Interstate Highway 15 and Foothill Boulevard (US Route 66). It connects to the adjacent areas of the Victoria Arbors Village with clear trail and automobile access on Day Creek Boulevard and Victoria Gardens Lane. The central spine of Arbor Lane provides a landscaped recreational trail, which connects south into Victoria Gardens from the winery and villages further north. The Lane proceeds past residential development adjacent to a community park and school and into the Town Green and Town Square at the center of the mixed-use downtown, Victoria Gardens.

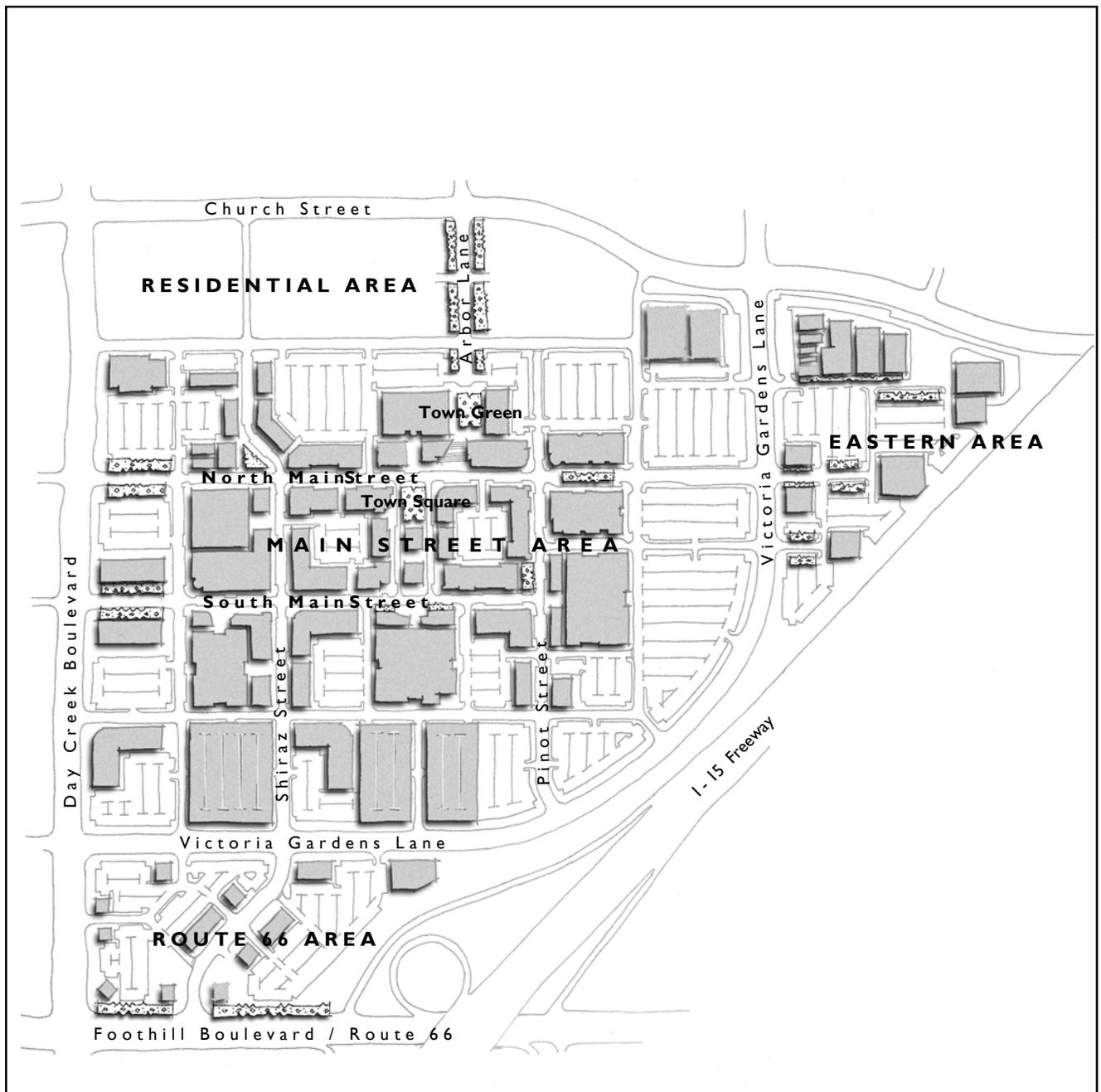


Fig. 2-4 : Victoria Gardens Master plan sketch (location of buildings in Route 66 and Eastern Areas for illustrative purposes only)

## 2.2 THE MIXED-USE DOWNTOWN

The mix of uses in Victoria Gardens are in an outdoor, landscaped, town center setting. The mixture of building designs and the rich landscape of the streets, courtyards and plazas make Victoria Gardens much more than a regional shopping destination; it is the heart of the community. Residential development to the north is linked to the main shopping district through a gridded street system, while community facilities are focused on the Town Square and Town Green. Office uses further enliven Victoria Gardens. Combined, these uses provide activity throughout the day and into the evening in the new downtown.



Fig. 2-5 : View down South MainStreet

Fig. 2-6 : Main Street,  
an enjoyable pedestrian experience



### 2.2a The Main Street Area

The plan of Victoria Gardens is based on a traditional town grid system, with streets running north-south and east-west. The main shopping streets, North MainStreet and South MainStreet, run east-west and provide regional connections to Day Creek Boulevard and Victoria Gardens Lane. This system provides clear pedestrian and automobile orientation and it allows for future expansion of the downtown. The grid system is complemented by the Town Square, Town Green, and smaller plazas in the heart of the downtown. Intimately-scaled, pedestrian-oriented streets, Town Walk East & West, connect South MainStreet to North MainStreet at Town Square. Arbor Lane links Town Square north to Town Green, the Community Center, and the residential areas of the Victoria Arbors Village.

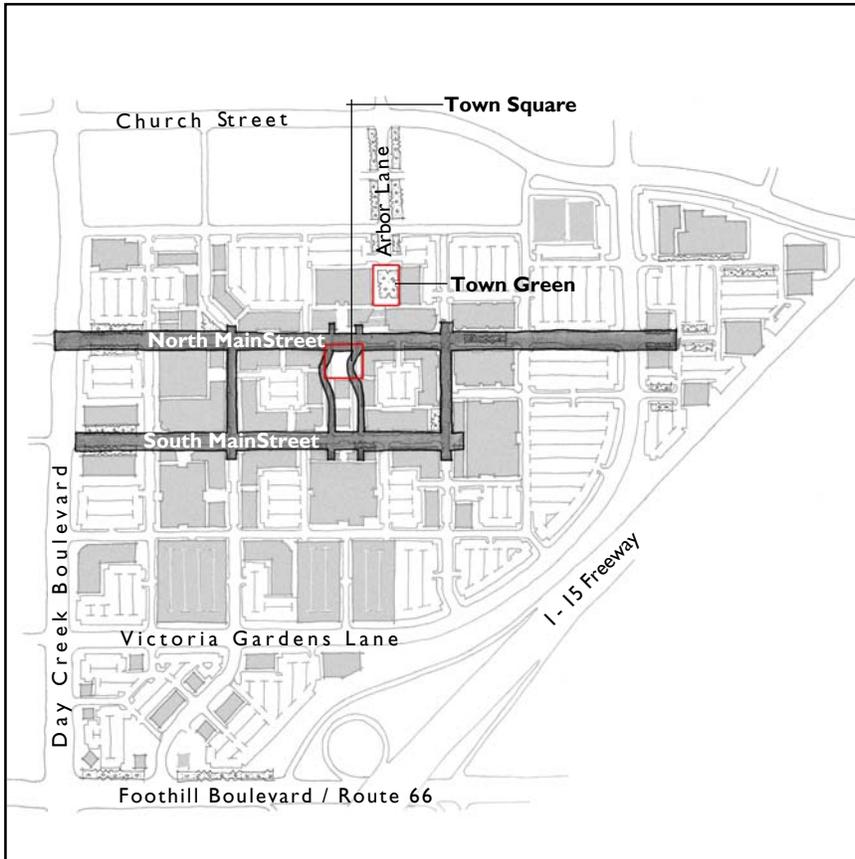


Fig. 2-7 : Evolving the Town Square and the Main Streets



Fig. 2-9 : Retail Facades lining up to create a sense of enclosure in the street



Fig. 2-8 : Outdoor dining, a proposed use and activity

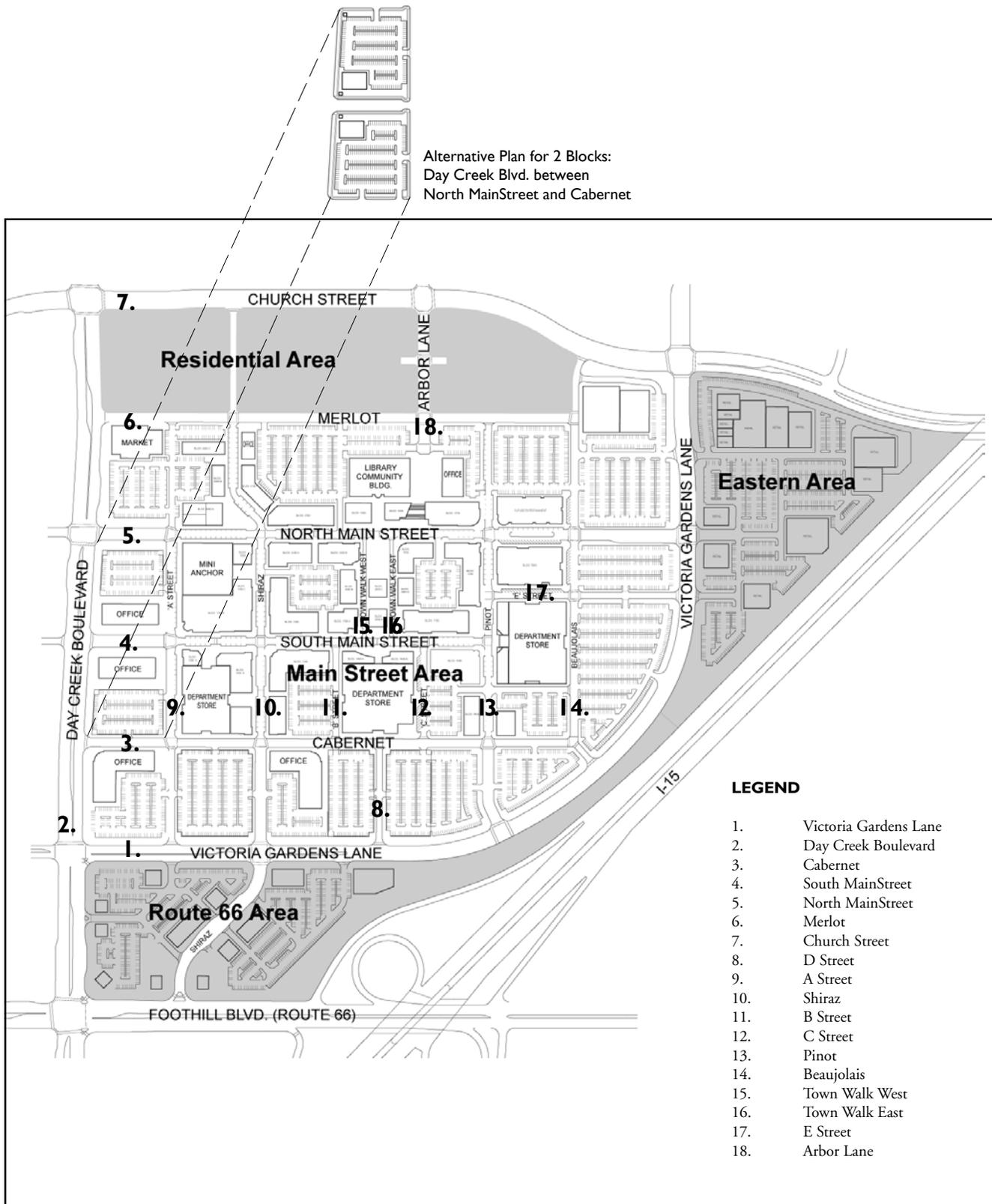


Fig. 2-10 : Victoria Gardens Master plan (location of buildings in Route 66 Area and Eastern Area for illustrative purposes only)



Fig. 2-11 : View looking northeast, across Town Square

The heart of Victoria Gardens is the series of squares, courtyards and pedestrian-oriented streets that link North and South MainStreets with the Town Square, Town Green and Arbor Lane. These spaces create an exciting, unfolding pedestrian experience and allow for a variety of activities such as outdoor dining, concerts, informal performances, parades and relaxation.



Fig. 2-12 : Examples of pedestrian paseos

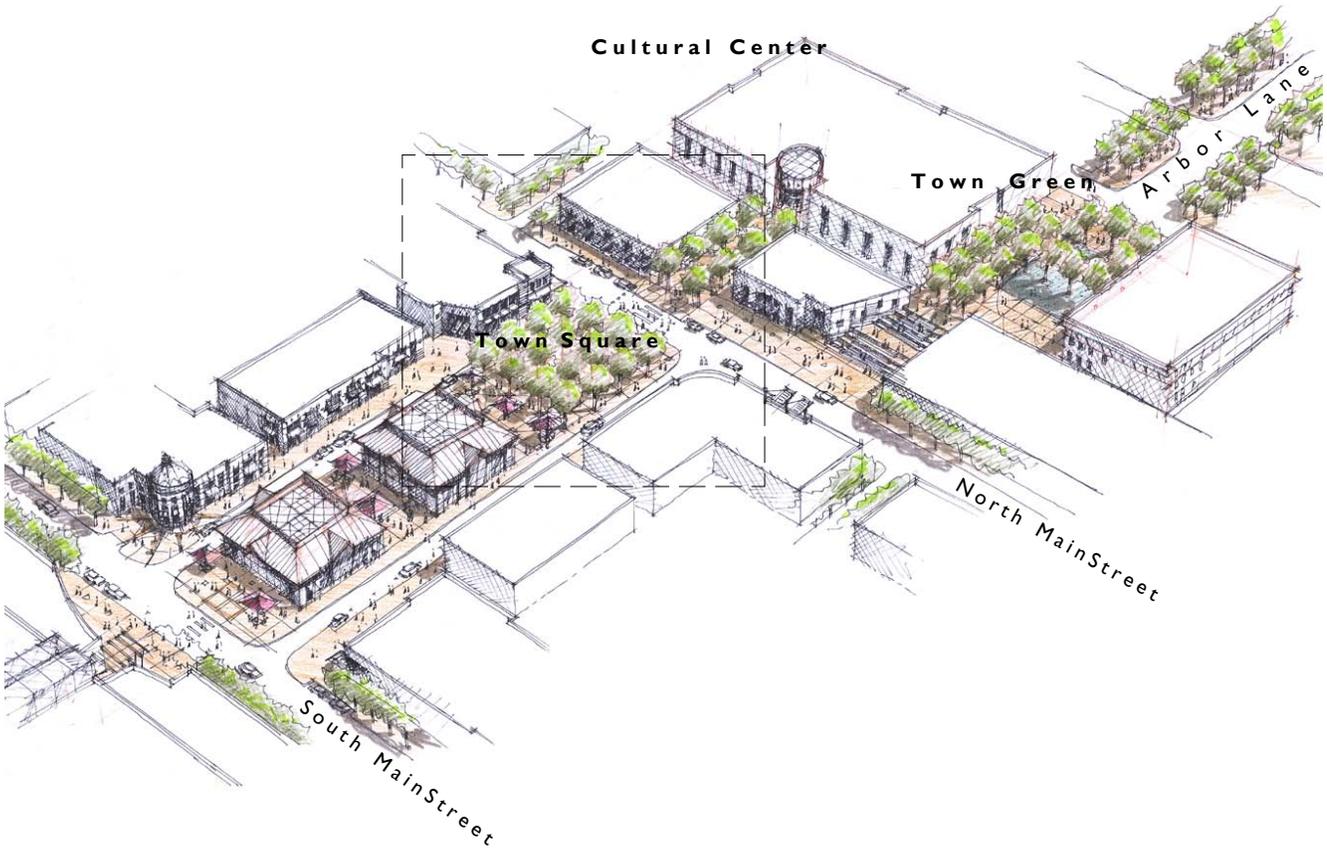


Fig. 2-13 : A study sketch of a system of interconnected streets and squares leading to a vibrant, walkable downtown



Fig. 2-14 : Landscape Plan

The Landscape Plan supports and enhances the Main Street experience. Each street, the Town Walk, the Town Square and the smaller open spaces have distinctive planting and landscape treatments, making them unique and enjoyable pedestrian experiences. The landscape palette and the sense of the richness of plant life in Victoria Gardens will be perceived throughout the town center, even from the Freeway. Care is given to design streets and open spaces that provide shade for the hot summer weather, and protection from the occasional wind.



Fig. 2-15 : Ceremonial planting as part of streetscape

Fig. 2-16 : Streetscape: Victoria Gardens Lane (page 20 & 21)

UNDERSTORY, PLAZAS AND COURTS PLANT PALETTE

**Accent Shrubs**

BOTANICAL NAME	COMMON NAME
<i>Agave spp.</i>	Agave
<i>Aloe spp.</i>	Aloe
<i>Bougainvillea spp.</i>	Bougainvillea
<i>Cistus spp.</i>	Rockrose
<i>Echium fastuosum</i>	Pride of Madera
<i>Juncus spp.</i>	Rush
<i>Ribes viburnifolium</i>	Evergreen Current
<i>Salvia spp.</i>	Sage
<i>Yucca spp.</i>	Yucca
<i>Lavandula spp.</i>	Lavender

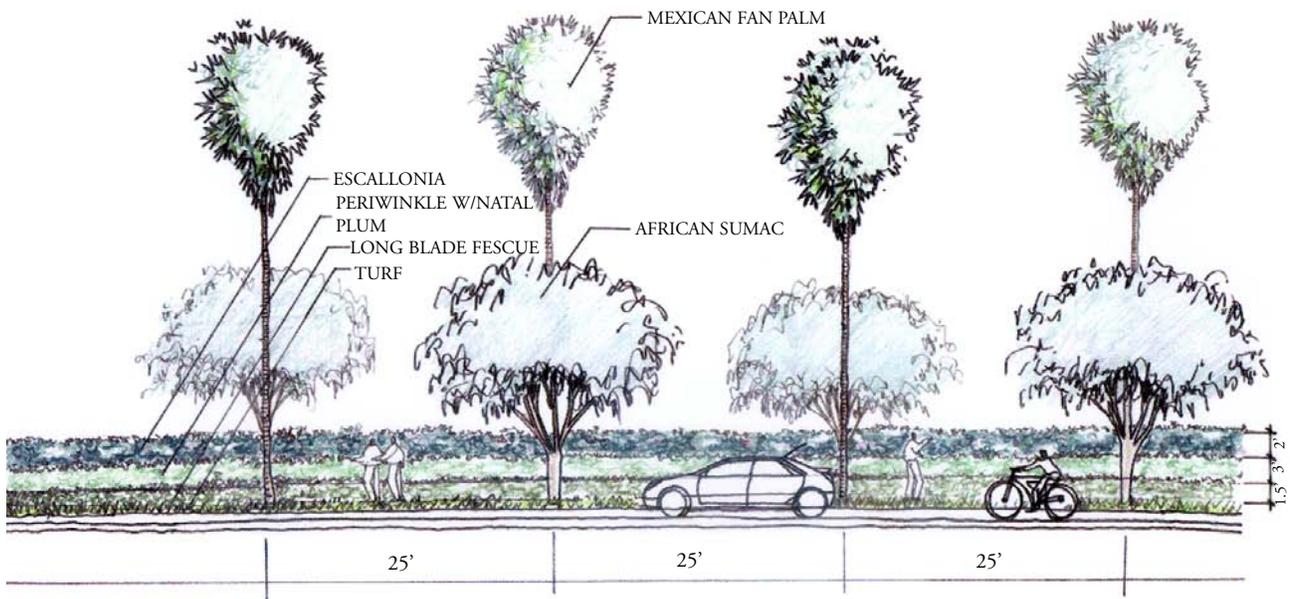
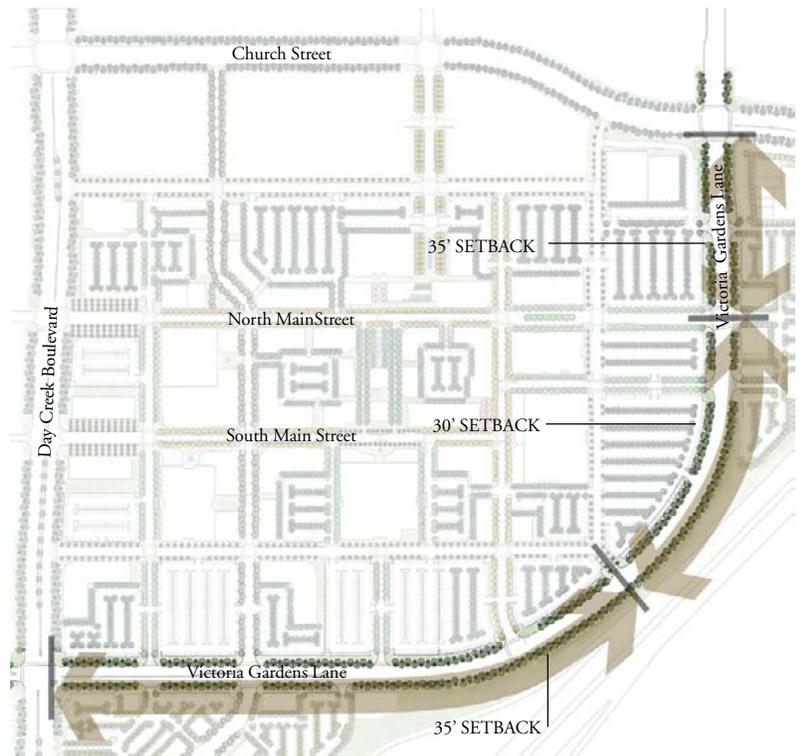
**Ornamental Grasses**

Botanical name	Common name
<i>Festuca longifolia</i>	Tall Fescue
<i>Festuca ovina</i>	Sheep Fescue
<i>Buchloe dactyloides</i>	Buffalo Grass
<i>Bouteloua gracilis</i>	Blue Gramma
<i>Mulenbergia rigens</i>	Deergrass

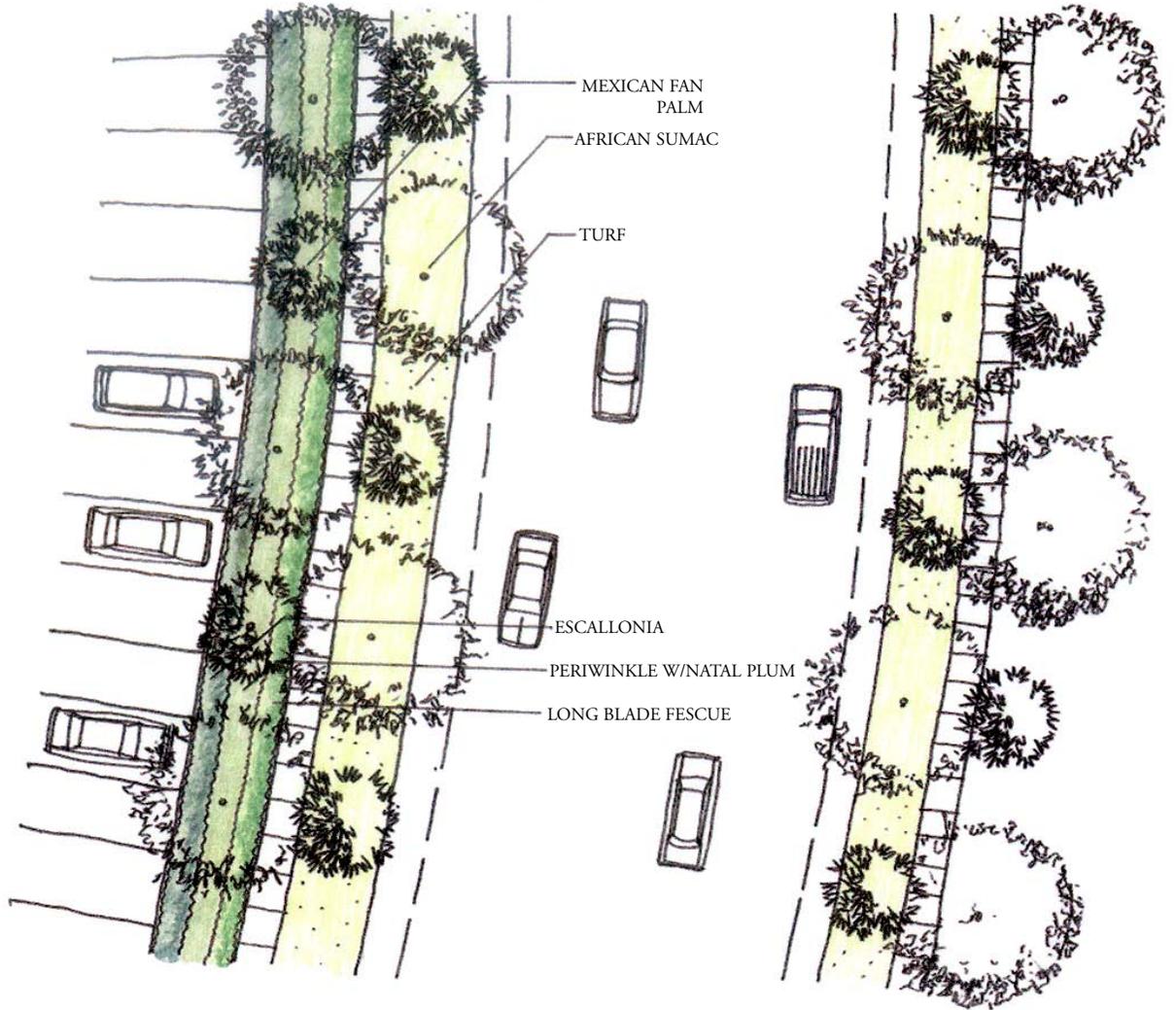
**Shrubs and Groundcovers**

Botanical name	Common name
<i>Acacia spp.</i>	Acacia
<i>Agapanthus spp.</i>	Lily-of-the-Nile
<i>Agave spp.</i>	Agave

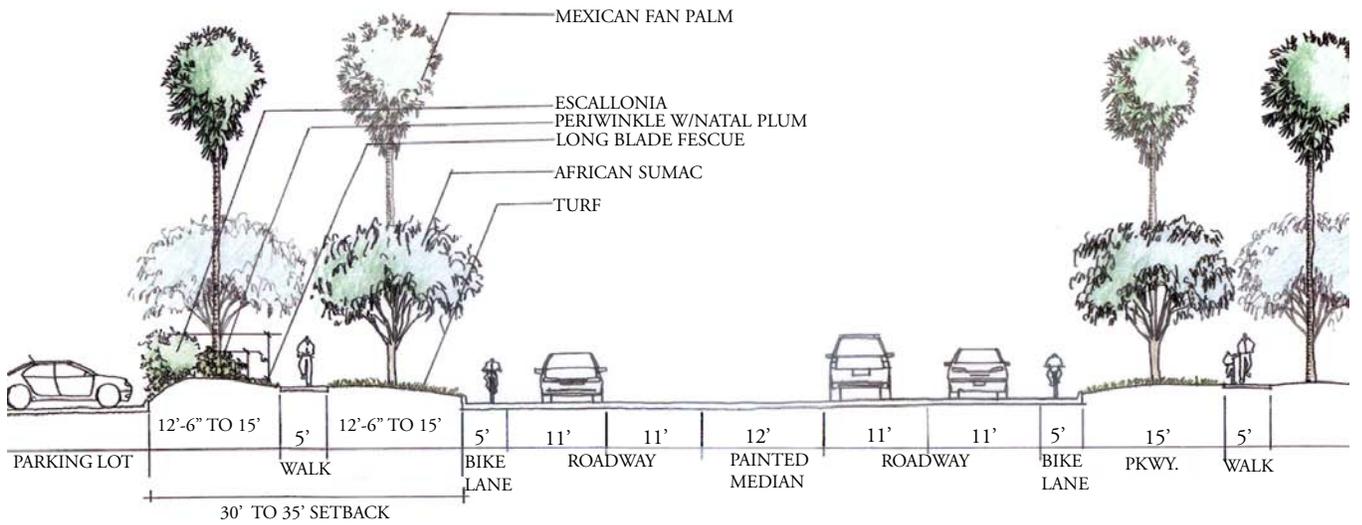
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Street Elevation: Victoria Gardens Lane



Street Plan: Victoria Gardens Lane

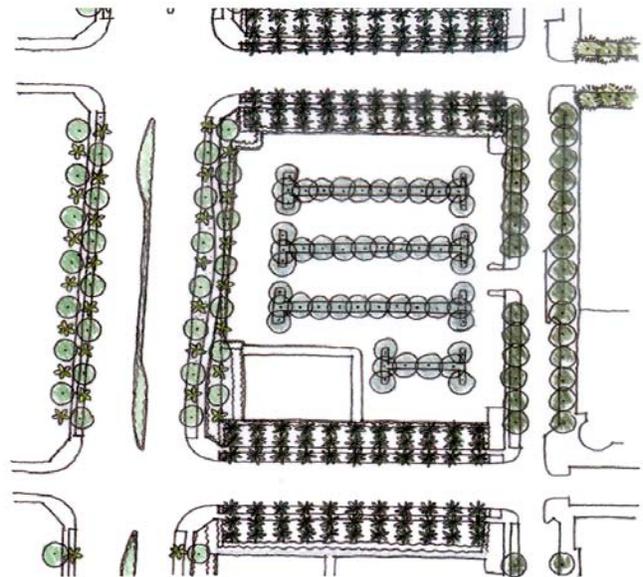


Street Section: Victoria Gardens Lane

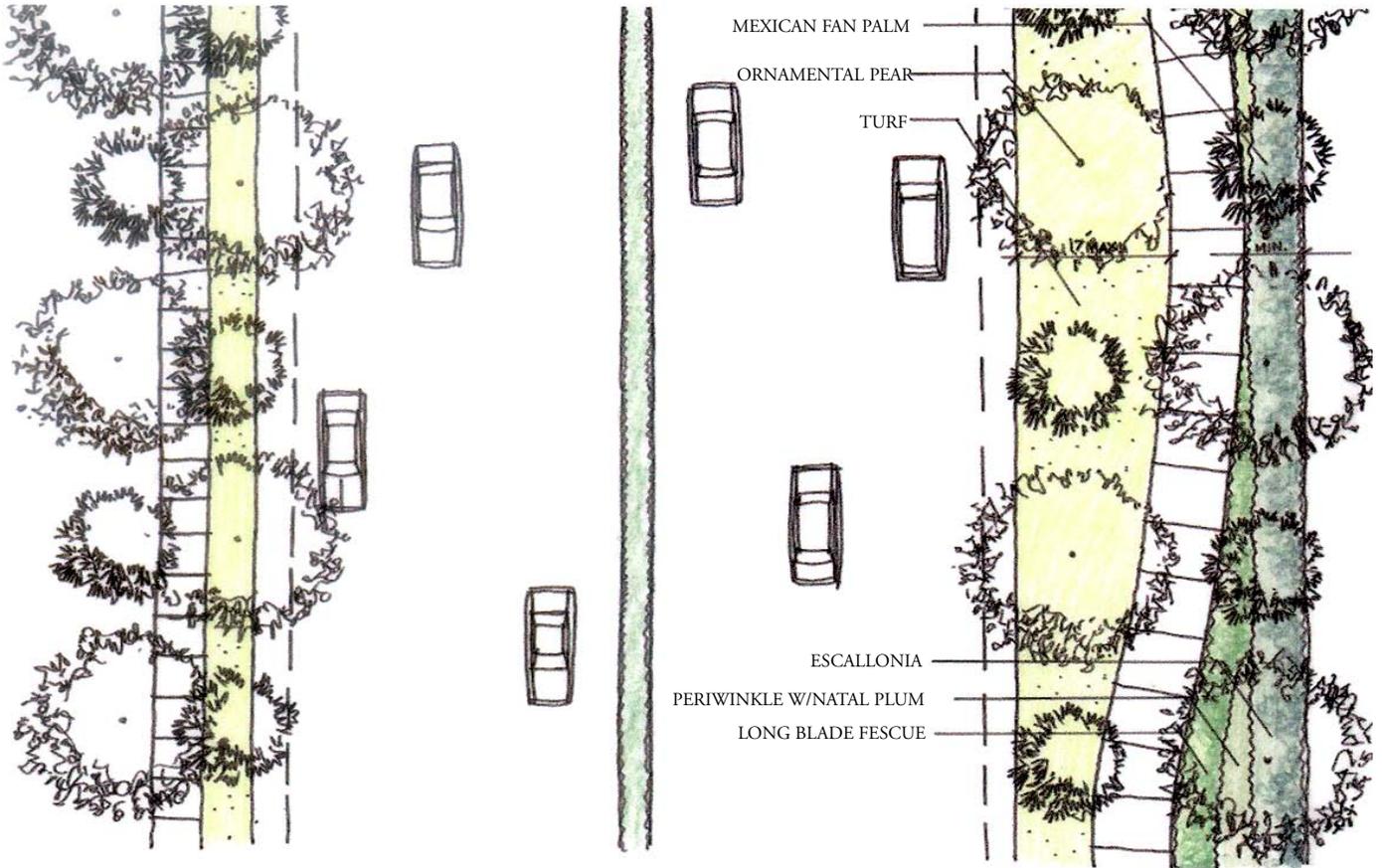
Fig. 2-17 : Streetscape: Day Creek Boulevard ( Page 22 & 23 )

**Shrubs and Groundcover - continued -**

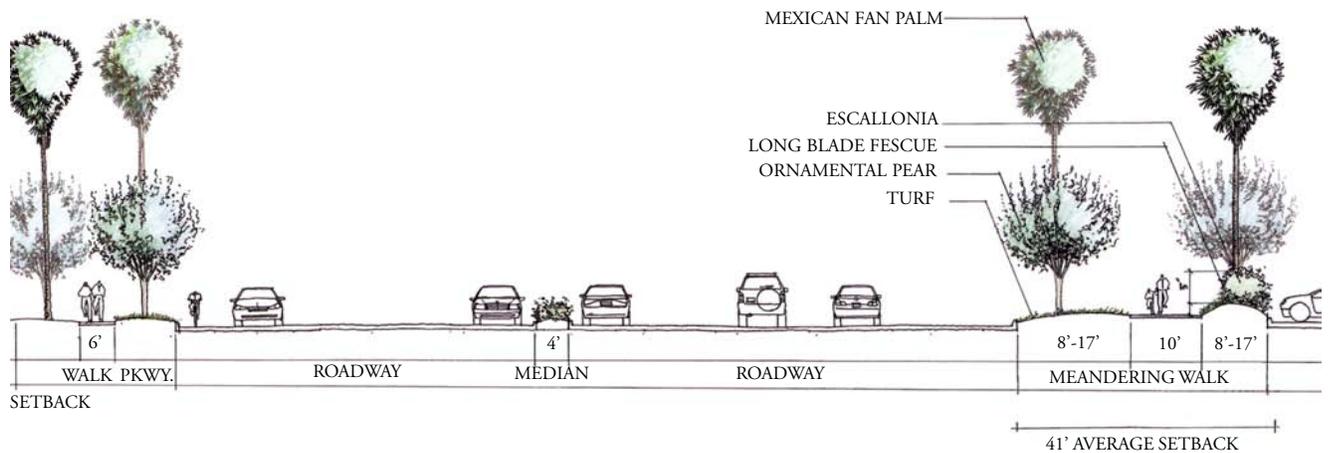
<i>Aloe spp.</i>	Aloe
<i>Arbutus unedo</i>	Strawberry Tree
<i>Arctostaphylos spp.</i>	Manzanita
<i>Artemesia 'Canyon Grey'</i>	California Sage
<i>Artemesia pycnocephala</i>	Sandhill Sage
<i>Artriplex spp.</i>	Saltbush
<i>Baccharis spp.</i>	Coyotebrush
<i>Bougainvillea spp.</i>	Bougainvillea
<i>Buxus spp.</i>	Boxwood
<i>Carissa macrocarpa</i>	Natal Plum
<i>Ceanothus spp.</i>	California Lilac
<i>Cistus spp.</i>	Rockrose
<i>Clematis armandii</i>	Clematis
<i>Clytostoma callistegioides</i>	Violet Trumpet Vine
<i>Comarostaphylis diversifolia</i>	Summer Holly
<i>Cotoneaster spp.</i>	Cotoneaster
<i>Dasyilirion spp.</i>	Sotol
<i>Dendromecon spp.</i>	Bush Poppy
<i>Distictis buccinatoria</i>	Blood-red Trumpet Vine
<i>Echium fastuosum</i>	Pride-of-Medeira
<i>Elaeagnus pungens</i>	Silverberry
<i>Encelia spp.</i>	Encelia
<i>Eriogonum spp.</i>	Buckwheat
<i>Escallonia spp.</i>	Escallonia
<i>Feijoa sellowiana</i>	Pineapple Guava
<i>Fremontodendron spp.</i>	Flannel Bush
<i>Hedera spp.</i>	English Ivy
<i>Hemmerocallis</i>	Daylilies
<i>Hibiscus spp.</i>	Chinese Hibiscus
<i>Iris douglasiana</i>	Douglas Iris
<i>Isomeris arborea</i>	Bladderpod
<i>Iva haysiana</i>	Hayes iva
<i>Lantana spp.</i>	Lantana
<i>Lavandula spp.</i>	Lavender
<i>Leptospermum spp.</i>	Tea Tree
<i>Ligustrum texanum</i>	Japanese Privet
<i>Limonium perezii</i>	Sea Lavender
<i>Lonicera japonica</i>	Japanese Honeysuckle (and cultivars)
<i>Melaleuca spp.</i>	Melaleuca
<i>Myoporum laetum</i>	Myoporum
<i>Narcissus spp.</i>	Daffodil
<i>Nepeta faassenii</i>	Catmint
<i>Oenothera spp.</i>	Evening Primrose
<i>Opunita spp.</i>	Cactus
<i>Osmanthus fragrens</i>	Sweet Olive
<i>Pelargonium peltatum</i>	Ivy Geranium
<i>Pittosporum spp.</i>	Pittosporum
<i>Plumbago auriculata</i>	Cape Plumbago



Site Location: Day Creek Boulevard

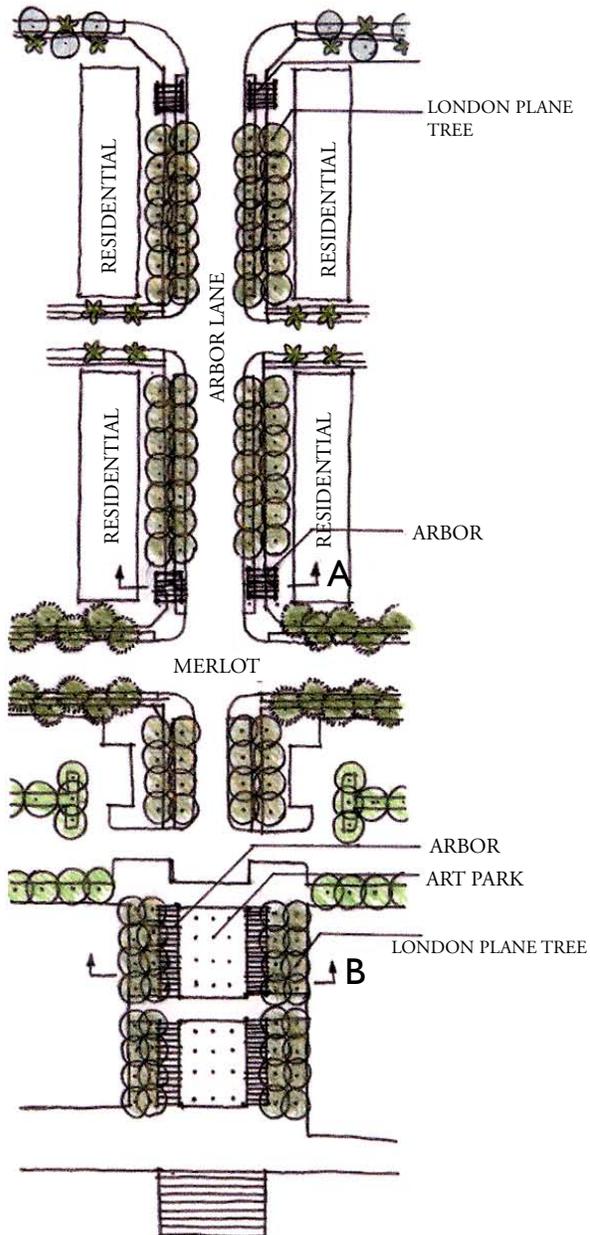
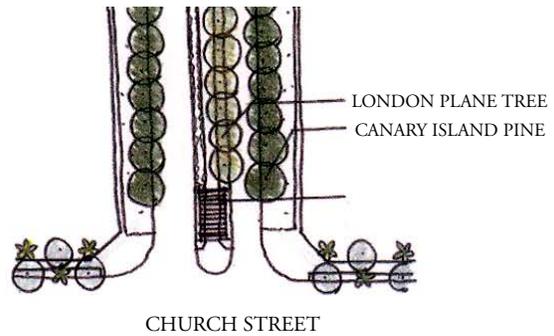


Street Plan: Day Creek Boulevard



Street Section: Day Creek Boulevard

Fig. 2-18: Streetscape - Arbor Lane ( Page 24 & 25)



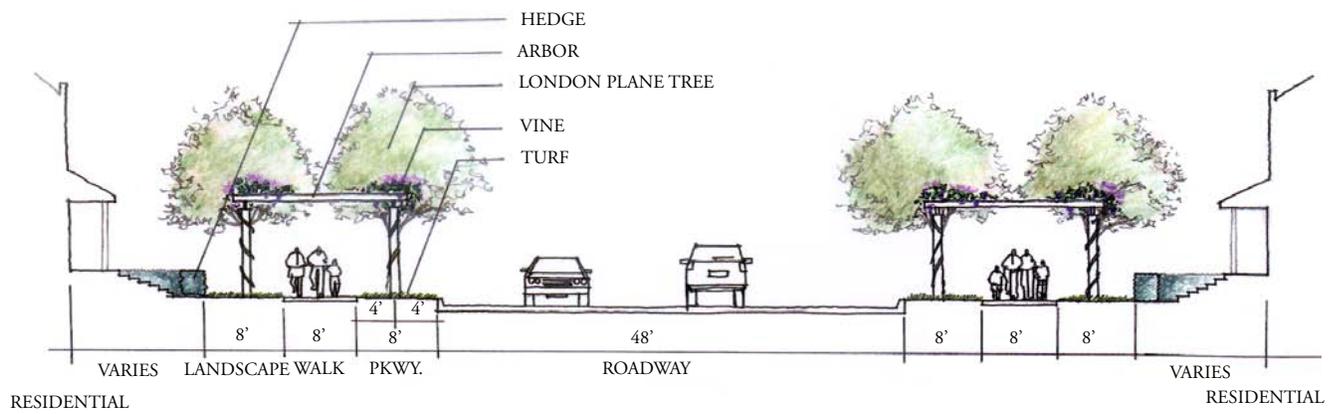
**Shrubs and Groundcover - continued**

<i>Prunus caroliniana</i>	Carolina Cherry
<i>Punica granata</i>	Pomogranate
<i>Rhaphiolepis indica</i>	India Hawthorn
<i>Rhus integrifolia</i>	Lemonadeberry
<i>Rhus laurina</i>	Laurel Sumac
<i>Rhus ovata</i>	Sugarbush
<i>Ribes spp.</i>	Gooseberry or Currant
<i>Romneya coulteri</i>	Matilija Poppy
<i>Rosa spp.</i>	Rose
<i>Rosmarinus spp.</i>	Rosemary
<i>Salvia spp.</i>	Sage
<i>Santolina spp.</i>	Santolina
<i>Sisyrinchium bellum</i>	Blue-eyed Grass
<i>Solanum jasminoides</i>	Potato Vine
<i>Strelitzia spp.</i>	Bird-of-Paradise
<i>Trachelospermum jasminoides</i>	Star Jasmine
<i>Trichostema lanatum</i>	Wooly Blue Curls
<i>Verbena spp.</i>	Verbena
<i>Viburnum tinus</i>	Laurustinus
<i>Vinca spp.</i>	Periwinkle
<i>Wisteria spp.</i>	Wisteria
<i>Xylosma congestum</i>	Xylosma
<i>Yucca spp.</i>	Yucca
<i>Zauschneria spp.</i>	California Fuchsia

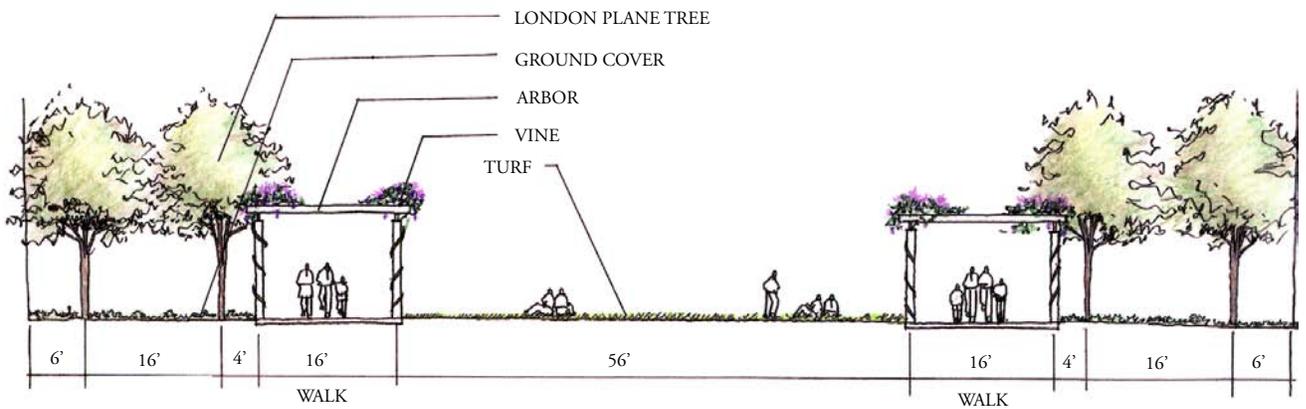
**Wildflowers**

Botanical Name
<i>Clarkia amoena</i>
<i>Collinsia heterophylla</i>
<i>Eschscholzia californica</i>
<i>Lasthenia chrysostoma</i>
<i>Layia platyglossa</i>
<i>Linanthus grandiflorus</i>
<i>Lupinus bicolor</i>
<i>Lupinus nanus</i>
<i>Lupinus nanus</i>
<i>Nemophila menziesii</i>
<i>Orthocarpus purpurascens</i>
<i>Phacelia campanularia</i>
<i>Sisyrinchium bellum</i>

Street Plan - Arbor Lane



Street Section A - Arbor Lane



Street Section B - Arbor Lane



Fig. 2-20 : Sketch of a mixed use Town Square



Fig. 2-19 : A study sketch of Victoria Gardens, a series of interconnected open spaces on a grid system



Fig. 2-21 : Pedestrian oriented streets

The grid system of streets in Victoria gardens is punctuated by a series of linked public spaces. These open areas have a variety of characters, ranging from the more formal hardscape of the Town Square, to informal “pocket parks”. As pedestrians explore the Main Street district, this series of parks and squares provide memorable spaces along the streets, giving definition and character, places to pause, rest and meet, within the environment of Victoria Gardens.



Fig. 2-22 : Generous active sidewalks

Although the Main Street district of Victoria Gardens accommodates the automobile, the streets and sidewalks are primarily oriented toward the pedestrian. Traffic calming measures are utilized to ensure that vehicles do not drive too fast. The streets have parallel parking, buffering the pedestrians from the traffic. Pedestrian crosswalks provide many safe opportunities for people to explore both sides of the streets.

The sidewalks are the key element of the pedestrian experience of Victoria Gardens. They are wide enough to allow benches, street trees and outdoor seating, yet narrow enough to provide an intimate pedestrian experience. Awnings, blade signs, lighting and planting enliven the sidewalks. The buildings, while holding the definition of the street, provide a variety of setbacks at entries, arcades and shade structures creating an inviting informal pedestrian experience.

Buildings along the street define the grid system of Victoria Gardens. No single architectural style is mandated for the Main Street district. It is intended that there is diversity in the architectural character of the buildings of Victoria Gardens, as if the downtown had been built and evolved over time. The architectural character of the downtown also responds to climatic conditions.



*Fig. 2-23 : A conceptual study model of shaded South MainStreet vista ending in a department store*

Along many of the south facing streets shading devices, e.g. colonnades, provide relief from the sun as well as depth to the building facades. Awnings and trellises add to the play of light and shadow. The combination of lush planting, water features and shade structures will give Victoria Gardens the feeling of an oasis in a desert.

In addition to the diversity of architectural styles encouraged in the downtown there is also a diversity of massing. Vertically, there are accent elements and prominent roof forms at key locations and a variety of one and two level buildings. The massing of the buildings of downtown provide accents along the grid, aiding in orientation and providing architectural character to the public spaces. The massing and roof forms also provide a recognizable image of the downtown from the distance. Motorists along Interstate 15 will instantly recognize both the grid system and the prominent massing accents of Victoria Gardens, and perceive that this is a singular place with a distinctive character.

The scale of the downtown is also articulated along the horizontal plane. Like a downtown that grew over time, Victoria Gardens has both small and large building footprints. This variety of scales gives small shops an intimate scale and allows major tenants to project a more prominent presence. The combination of scales is brought together as a harmonious medley of large and small, intimate and prominent, to produce a pedestrian experience that combines the order and hierarchy of the grid with the surprise and excitement of variety.



*Fig. 2-24 : Shading devices to respond to the warm climate*



*Fig. 2-25: Diversity in massing and architectural character*



*Fig. 2-26: A variety in footprint and massing*

### 2.2b Residential Area

Comfortable, convenient living in a vibrant atmosphere awaits residents of the apartment village component of the Victoria Gardens project. This pedestrian-friendly community is nestled next to the new and exciting Victoria Gardens Regional Center in Rancho Cucamonga, with a full array of shopping, dining, community, entertainment and night-life attractions.

The main entrance to the town center opens onto the tree-lined streets that form the central promenade, from which no garages or common parking areas will be visible. The living units are situated within easy walking distance of Main Street shopping, while Merlot Street will form a buffer between the dwellings and the retail parking areas. Many living areas are within a couple hundred feet of retail shops. Numerous courtyard entries and well-landscaped pathways leading to City Walk will invite residents to the energetic world of the town center.

Renters can relax by the luxurious pool or one of several spas, enjoy the deluxe recreation and fitness center or simply take pleasure from the easy life-style of their modern, highly convenient and comfortable home. Intimate greenbelts and peaceful walking gardens will offer a refreshing alternative to the busy world just outside.

A wide range of unique and well-designed floor plans, with generous parking, caters to today's active life-styles. From two and three bedroom townhouses to the one-bedroom apartments located north of the central promenade, renters will find their personal taste and style reflected in quality neighborhoods.

### 2.2c Route 66 Area and Eastern Areas

These areas, which are on the south side and the east side of Victoria Gardens, are commercial and office areas that are linked to the Main Street Area and are more automobile-oriented than the Main Street Area.



*Fig. 2-27 : Houses lined up to define the street which supports pedestrian activity, streetscape, parking and moving lanes of traffic*

### 2.3. THE HISTORIC WESTERN TOWN

The planning of Victoria Gardens is based upon historical precedents of town planning. The western town was based upon a street grid system, typically laid out by land surveyors, along the ordinal points of the compass. This was simple for the surveyors, and it allowed easy orientation to residents and visitors alike. The city of Los Angeles originally was laid out in this manner.

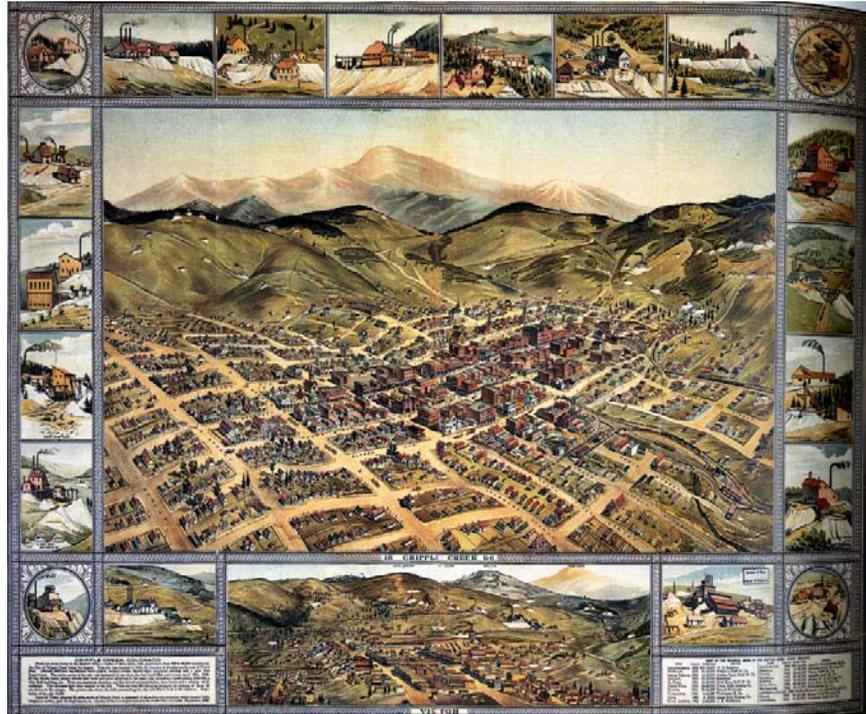


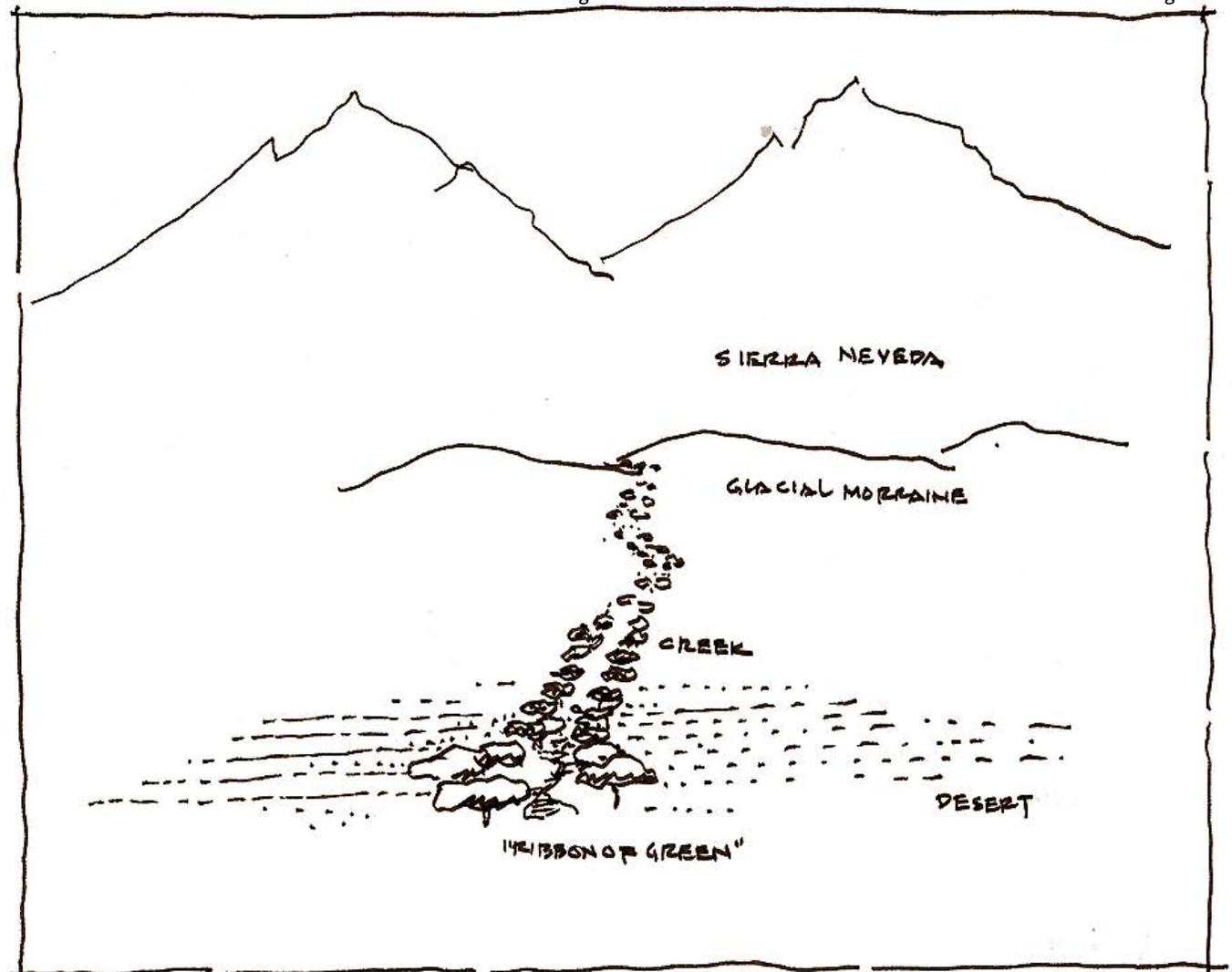
Fig. 2-28 : Historic western towns laid out on a north-south street grid system

Frequently the counterpoints to the grid system were the result of an existing condition, such as an old game trail, the path of a river or creek, or unusual topographic conditions. These phenomena of nature gave the grid, and the cities that grew from them, their character.

Often in the historic drawings and photographs of the western town, the most prominent buildings were displayed around the town plan, as seen in fig. 2-27. The character of the town was being described as a collection of interesting buildings that had been developed within the grid of streets. Drawings were representations of the town and were used to sell the town to people far away; the plans served as sales posters to those who might choose to migrate and settle in the town.

Victoria Gardens, although a new development, seeks to follow the traditions of an historic western town. This is an area with a rich agricultural heritage, and a downtown might have grown here to serve the commercial needs of the farmers, vintners and ranchers of the area. To clarify the feeling of the Main Street district of Victoria Gardens, and to give meaning to the urban design

Fig. 2-29 : Eastern Sierra: Trees follow creek and creates ribbon of green



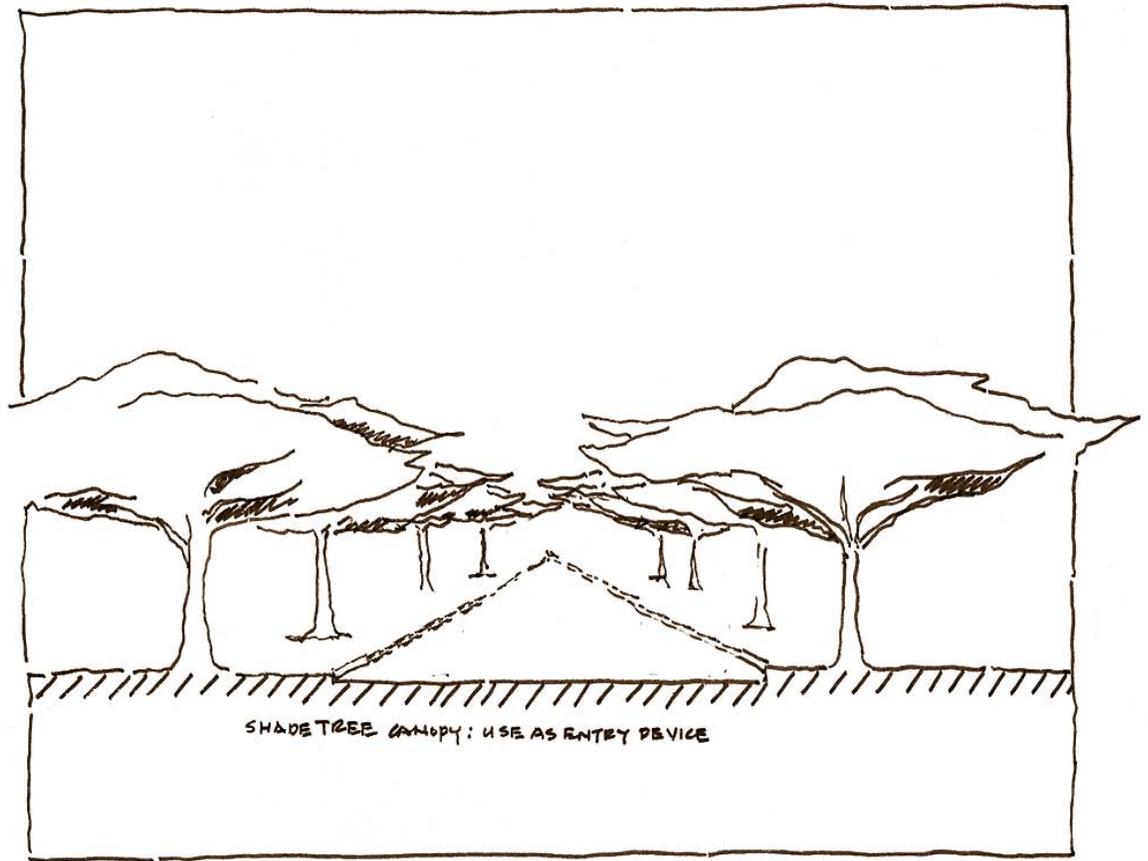


Fig. 2-30 : The shade tree canopy used as an entry device.

concepts that define the master plan, the following narrative describes a scenario that might have occurred to create this commercial center.

### 2.3a The Growth of a Town

Prior to settlement by immigrants, a creek made its way from the glacial moraine of the mountains down into the dry valley of Rancho Cucamonga. This creek created a “ribbon of green” and provided water for the early settlers to farm the arid valley. A small town, laid out on a grid system by surveyors, began at the widest point of the creek, centered on a town square. The early settlers planted trees along the Creek Road as a windbreak and to provide shade as they drove their wagons from the fields into the town. The town’s first buildings served the commercial needs of the area’s farmers, and were constructed of thick walls with arcades and trellises that provided shade. Some of these original buildings that were built near the creek remain today on the Town Square.

In the late 1800 to 1930s the dirt road that farmers had used to transport their goods east and west became US Route 66, connecting Chicago to Los Angeles. This road brought visitors and new vitality to the downtown, which grew, adding restaurants and shops to serve the travelers. A diner and service station at the intersection of Route 66 and Day Creek became a landmark and signaled the turn into Victoria Gardens.

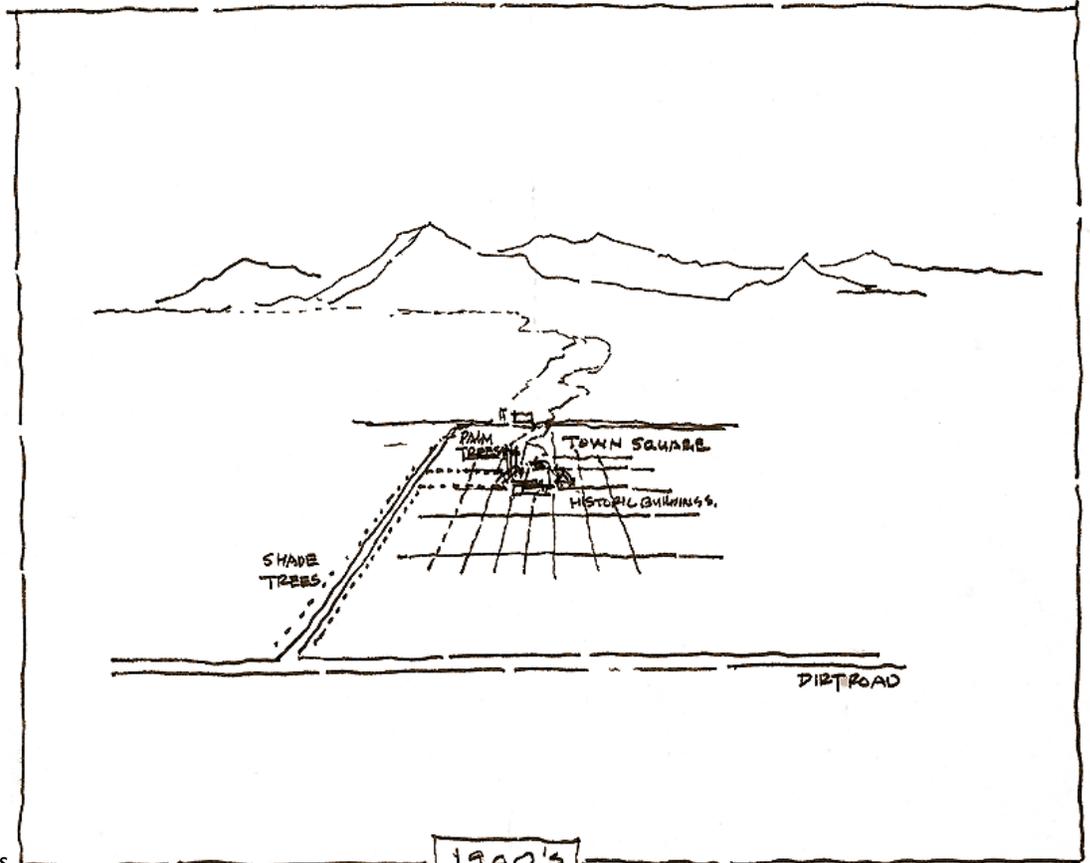


Fig. 2-31 : The 1900s

1900's

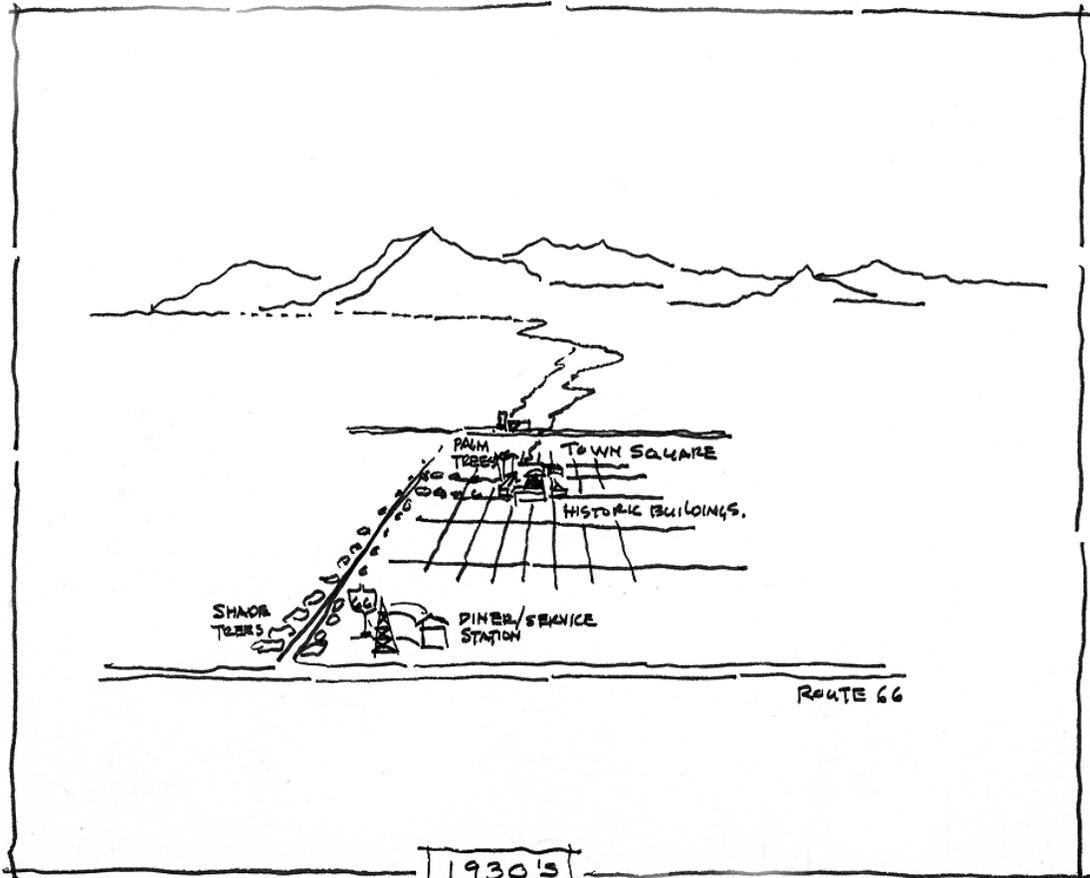
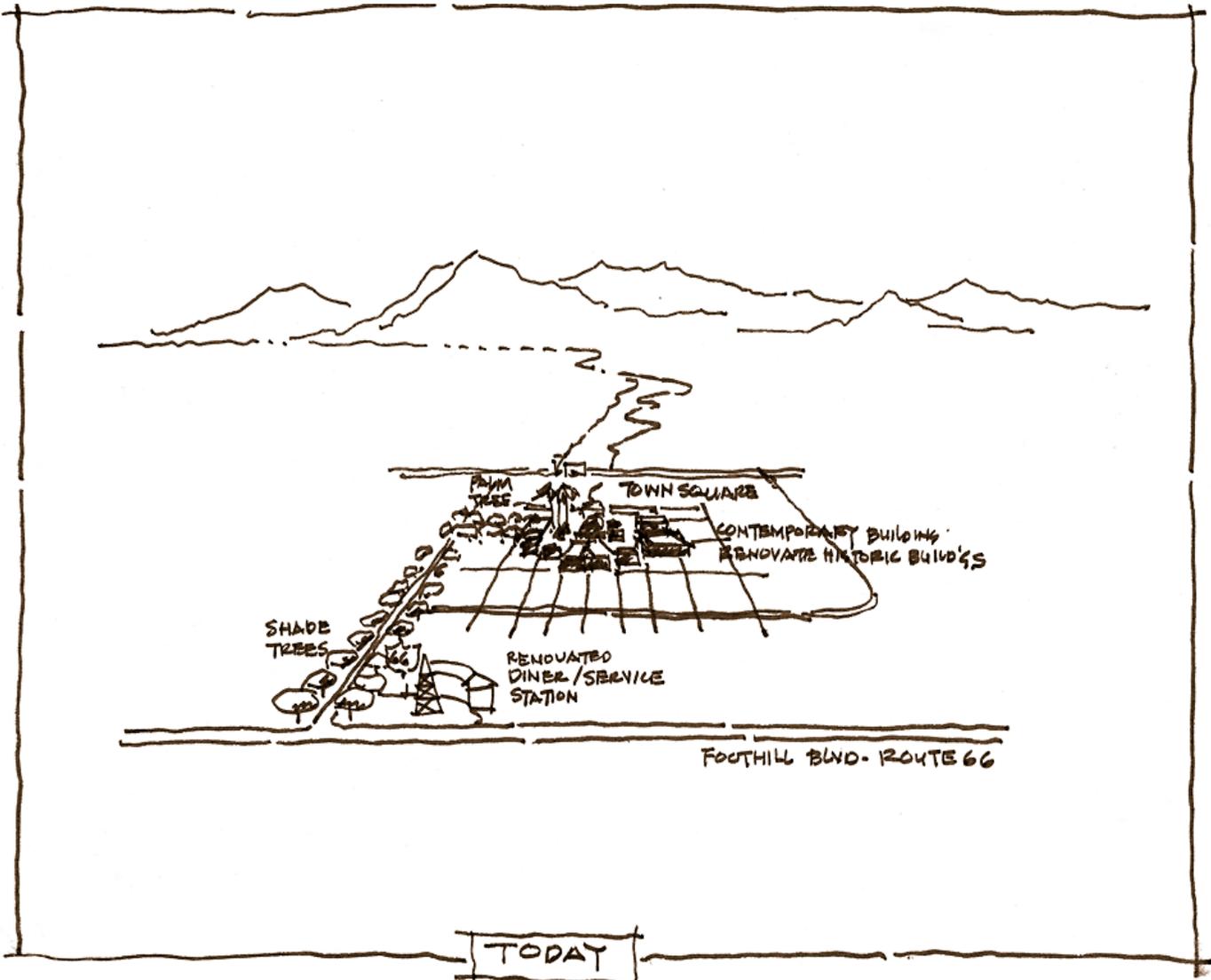


Fig. 2-32 : The 1930s

1930's

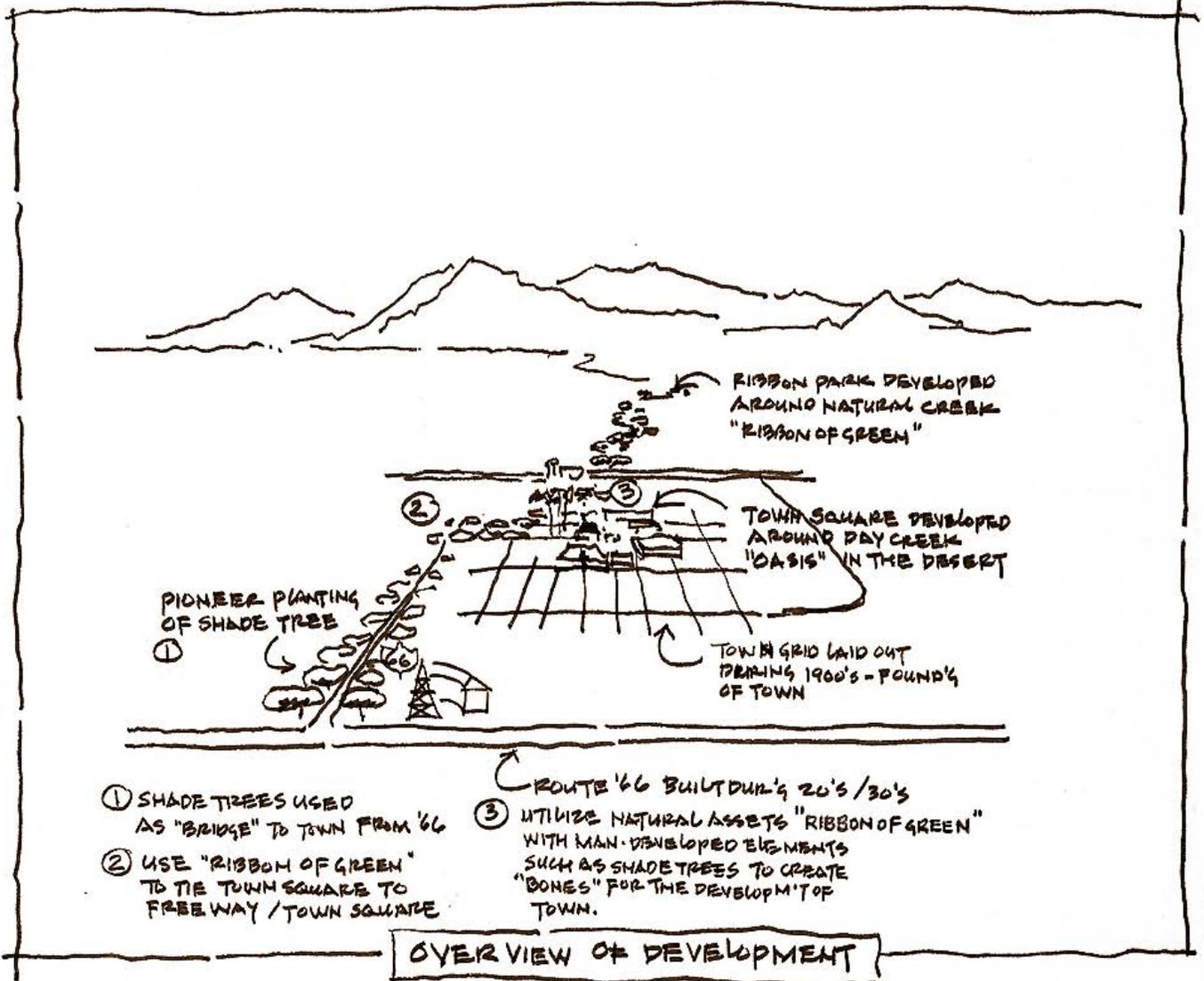
As the population of southern California grew, Victoria Gardens became the commercial hub of the region. The historical buildings were renovated and new commercial and mixed-use buildings began to fill in the street grid. The “ribbon of green” along the old creek bed became Victoria Park Lane, connecting the downtown with the residential developments to the north.

Fig. 2-33 : Victoria Gardens today



The opening of Interstate 15 added new access to the downtown. Department Stores and other retailers recognized the easy access to the surrounding areas. The downtown has continued to grow and its density has increased, adding new buildings in every decade. The center of the town has remained focused on the historic Town Square. The character of the town, although embracing a variety of architectural styles, continues to be defined by the "ribbon of

Fig. 2-34 :  
Victoria Gardens overview of development





*Fig. 2-35 : The interlinked issues of parcel size, footprints, scale, grain and character*

green,” the lush landscaping in the dry valley, and the shaded streets and walkways. Victoria Gardens remains a colorful garden in the semiarid environment to this day.

### **2.3b Parcelization, Scale and Character**

Had Victoria Gardens been developed in the early part of the century and been developed over several decades, today it would most likely have a very fine grain of development. Individual parcels of twenty-five, fifty or one hundred foot widths would have been sold to individuals to develop as they wished. This would have resulted in clusters of individual buildings, each with its own identity. This development of small parcels contributes greatly to the character and individuality of historical downtowns.

Conversely, many developments of the late twentieth century have resulted from one owner accumulating large land holdings and building sizable buildings complexes with similar architectural style and character. The parcels for each building have usually been large and the character of buildings has often lacked diversity of scale and individual design.

We propose that Victoria Gardens, while not as finely grained as an historic downtown, maintains some of the richness and variety that resulted from separate ownership of small parcels. Buildings are broken down into smaller segments, each with their own character. The grain of development at Victoria Gardens emulates the variety of a turn-of-the-century downtown while addressing the economies of scale of modern-day development.

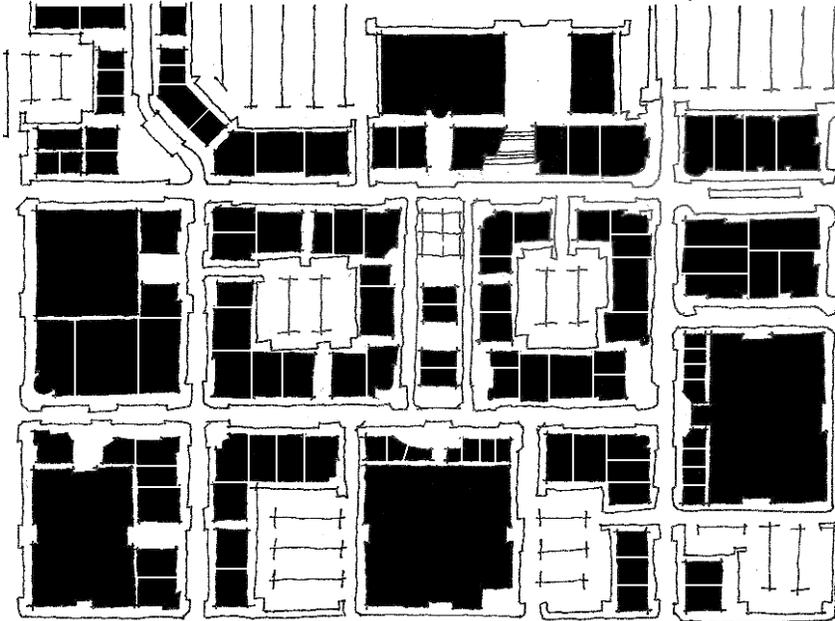


Fig. 2-36 : Grain Study : Old town equivalent

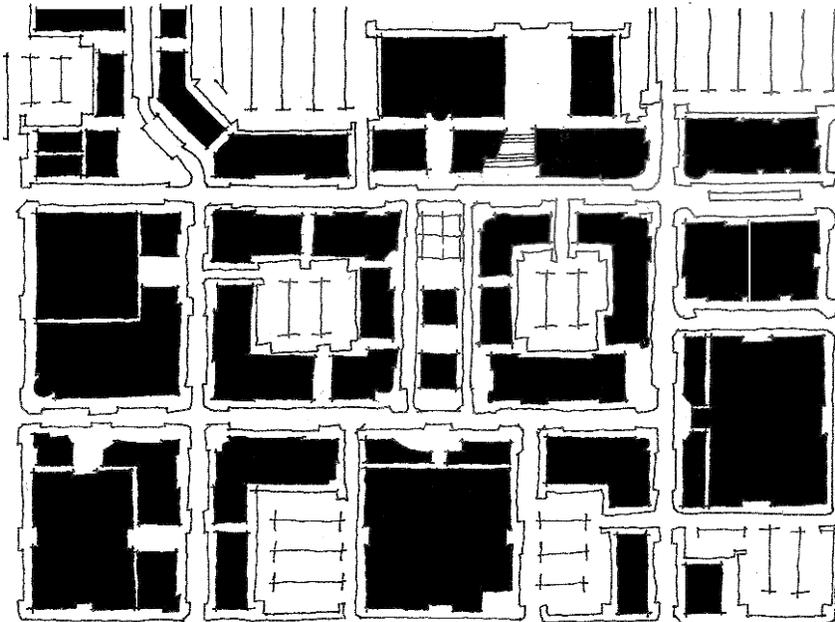


Fig. 2-37 : Grain Study : proposed

## 2.4 LANDSCAPE ARCHITECTURE

The Landscape Master Plan describes the major landscape components and significant planting designs for Victoria Gardens. The Landscape Master Plan design is inspired by the viticultural heritage of the City of Rancho Cucamonga and the region’s impressive agricultural past.



Fig. 2-38 : Landscape master plan

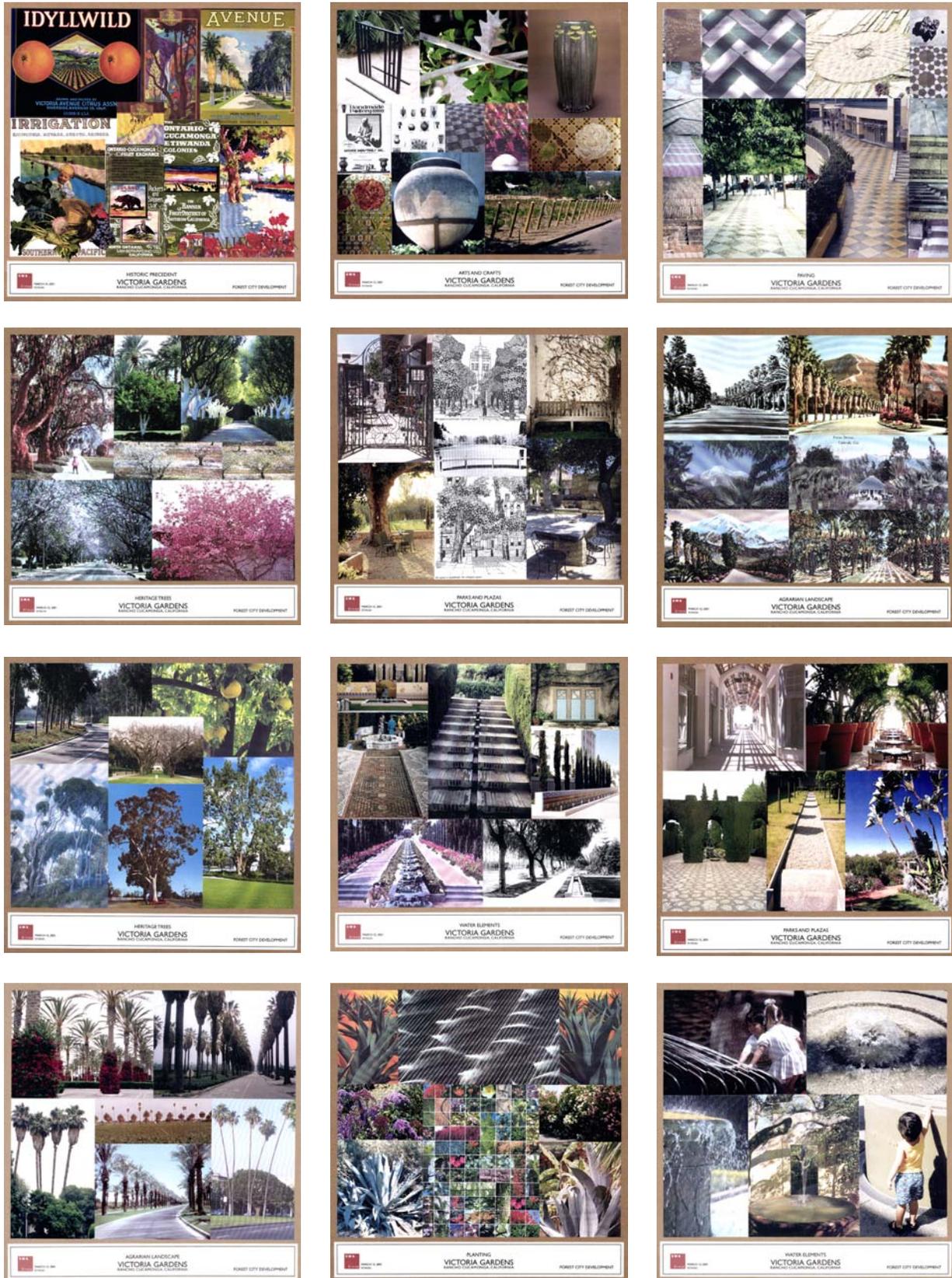


Fig. 2-39 : Landscape context, precedents and inspirations

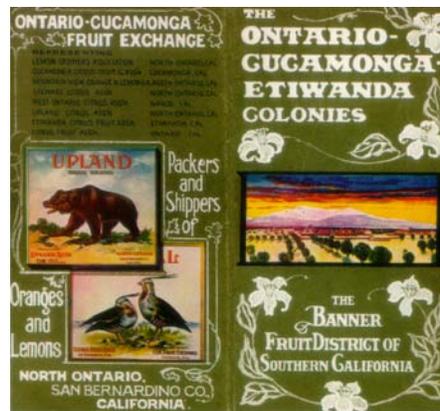


Fig. 2-40: Cultural heritage: fruit trade

The planting palette for Victoria Gardens was chosen to establish a strong, memorable landscape based on these iconographic, agrarian images and complements Victoria Community's existing plant inventories, streetscapes and planting themes. The Landscape Master Plan creates a refuge of nature for a unique Southern California colony.

#### 2.4a Historic Precedents

The evolution of the Southern California Landscape began austerely and auspiciously around the time of the Spanish occupation of California in the late eighteenth century. The Spanish explorers who arrived in California by way of Mexico brought with them a rich and diverse cultural heritage dating back over three hundred years.

The role of the Spanish and their missionary systems blessed with Southern California's temperate climate led to the founding of the mission garden, the adobe ranch and the pueblo. These successions ultimately evolved into a remarkable pastoral life-style that has endured and endeared in the hearts and minds of Californians for generations.

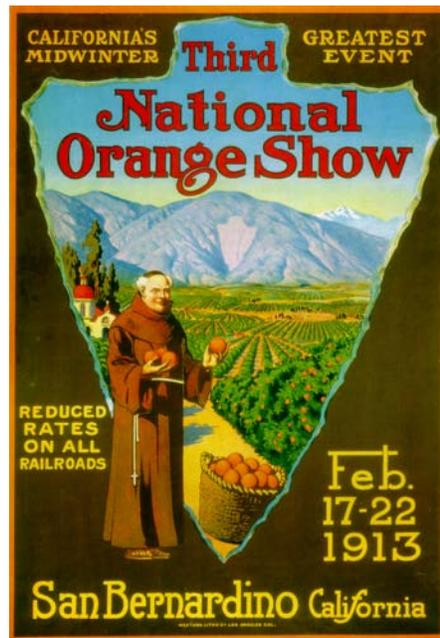
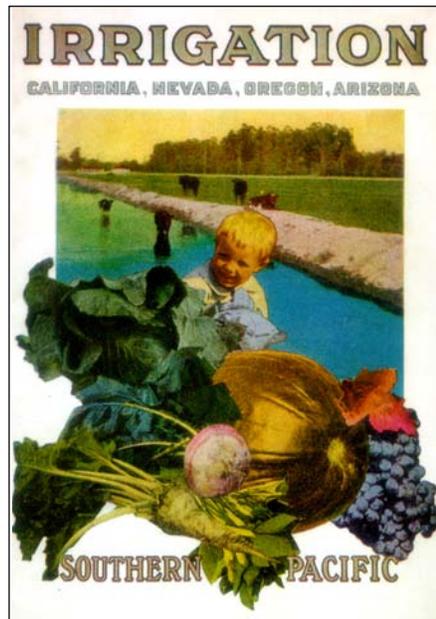


Fig. 2-41 : Cultural heritage: orchards

The concept of the garden as an enclosed space was essential to the mission and the ranch house, a tradition based on Persian and Moorish influences and reinforced through Mexican experience. California's garden history was also affected by the subsequent arrival of American immigrants, particularly in the late nineteenth century, where the plowed field and bedding gardens initially replaced much of the older Spanish and Mexican garden architecture. By the early twentieth century, however, Californians sought out Southern European garden traditions in search of more appropriate models for California living.

By the late nineteenth century rapid advances in train travel opened routes that connected urban centers as well as rural sites. Land division for property ownership grew logically from geometric plotting of agricultural crop fields into rectilinear house construction and town planning. Patio gardens containing apples, pears, olives, figs and oranges, herbs and flowers for the altars naturally inspired larger courtyard plazas and gardens.



*Fig. 2-42 : Cultural heritage: farming*

The use of water also governed the physical organization of the mission, house and rancho, an attitude present in the land allocation practices of the Law of the Indies in which resources were allocated for the benefit of the larger community as well as conservation. In this design, a gridiron plan containing pueblos were arranged around a plaza with orchards and communal pastures fed by irrigation channels.

As a result of these developments, the Southern California region experienced phenomenal growth and prosperity from the 1850's through the 1930's, particularly in agriculture and wine making. The Cucamonga Valley was no exception, having had a long history of wine making in addition to its rich agricultural heritage. In the 1920's the region was home to one of the largest vineyards in the world, over 6,000 acres. The Cucamonga Valley agrarian industry had flourished at the turn of the century, prompting aggressive promotion campaigns. By 1902, publications of the Ontario-Cucamonga-Etiwanda Colonies described picturesque travel through the San Bernardino Mountains arriving at arcadian destinations surrounded by orange and lemon groves, vineyards and snow-capped vistas, settling in the gem of the foothills.

### 2.4b The Master Plan

It is the unique aesthetic of the Southern California landscape that has inspired the design of the Landscape Master Plan for Victoria Gardens in the City of Rancho Cucamonga. Victoria Gardens is part of a larger 2,100 acre community master plan called Victoria, and represents the symbolic and actual heart of this planned community.

The Victoria site sits in a valley at the base of the San Bernardino Mountains. The gentle slope of the land rises up to the foothills from Route 66 to Baseline Road. The rich, alluvial soils have supported vineyards and orchards, palm groves and windrows for over a century. The Victoria Gardens site is bounded by Day Creek Boulevard to the west, Church Street to the north, Victoria Gardens Lane to the east and south. Victoria Gardens also encompasses a site east of Victoria Gardens Lane (referred to as the Eastern Area) and the site south of Victoria Gardens Lane fronting Foothill Boulevard (referred to as the Route 66 Area).

The rectilinear grid of the site plan provides the Master Plan with flexible building blocks averaging 300 feet square, reinforcing the alignment of the greater residential precincts of Victoria. The Main Street concept allows a mix of uses and a diversity of spaces within the urban plan. The landscape is intended to be a community amenity supporting the town center's architectural design.

The Landscape Master Plan describes the overall landscape concepts and general planting designs for Victoria Gardens. Plant materials were selected based on historic precedents, borrowed from the landscape heritage of the region and existing inventories within the community and consistency with the existing street tree master plans for Victoria.

The streetscape consists of a series of hierarchical layers designed to complement the unique character of each street based on the architectural Master Plan. Planting is used for shade, color, rhythm, skyline vistas to frame distant mountain views, understory pedestrian scaling and compatibility with the master plans for Victoria. As stated earlier, individual garden areas within the project will address specific themes based on the region's landscape heritage.



*Fig. 2-43 : Landscape providing shade against the hot summers*



Fig. 2-44: Water Features



1. West Plaza
2. Town Green
3. Town Square
4. South Plaza
5. East Plaza
6. Entry Court
7. Entry Court
8. Entry Court
9. Entry Court
10. Entry Row; North MainStreet
11. Entry Row; South MainStreet

Fig. 2-45 : Parks & Plazas

### 2.4c Squares Plazas & Courts

The plazas and courts for Victoria Gardens are unique in their design. The plazas and courts in Victoria Gardens are excellent places to introduce water as a central element of their composition. Coupled with the Landscape Master Plan plant palette, the plazas and courts are designed to emulate the agrarian planting of the region. The Town Square, Town Green and South Plaza are the largest and most important central spaces in the project.

They are the symbolic and actual heart of Victoria Gardens. The Community Square serves as the physical link and terminus to the Victoria Arbors Victoria Park Lane Trail. London Plane Trees will flank the space, visually connecting the Plane Trees north of Church Street. Arbors will frame both sides of Arbor Lane at the pedestrian sidewalks at Church and Merlot, marking the entries to the residential neighborhoods and urban core of Victoria Gardens and facilitating the natural movements of pedestrians from Victoria Arbors' central promenade.



Fig. 2-46: Parking Courts

The Town Green may also include a demonstration garden where various plants are designed and labeled to provide an educational as well as an emotional connection to the cultural and historic landscape of Rancho Cucamonga. Water features may play a role in reflecting the use of irrigation as contributing to the development of the City’s prominence.

The Town Square is situated between North Main and South Main on axis with Victoria Gardens’ community building. Core retail buildings and a major department store terminating the paseo. The Town Square will include a central water feature, with trees such as Chinese Elm Trees, planted in a grove. The trees will line the drive lanes flanking the Town Square, creating an alley of canopy trees.

The entry courts to the major department stores and commercial buildings will continue the landscape themes for Victoria Gardens.

## 2.5 THE SIGNAGE PLAN

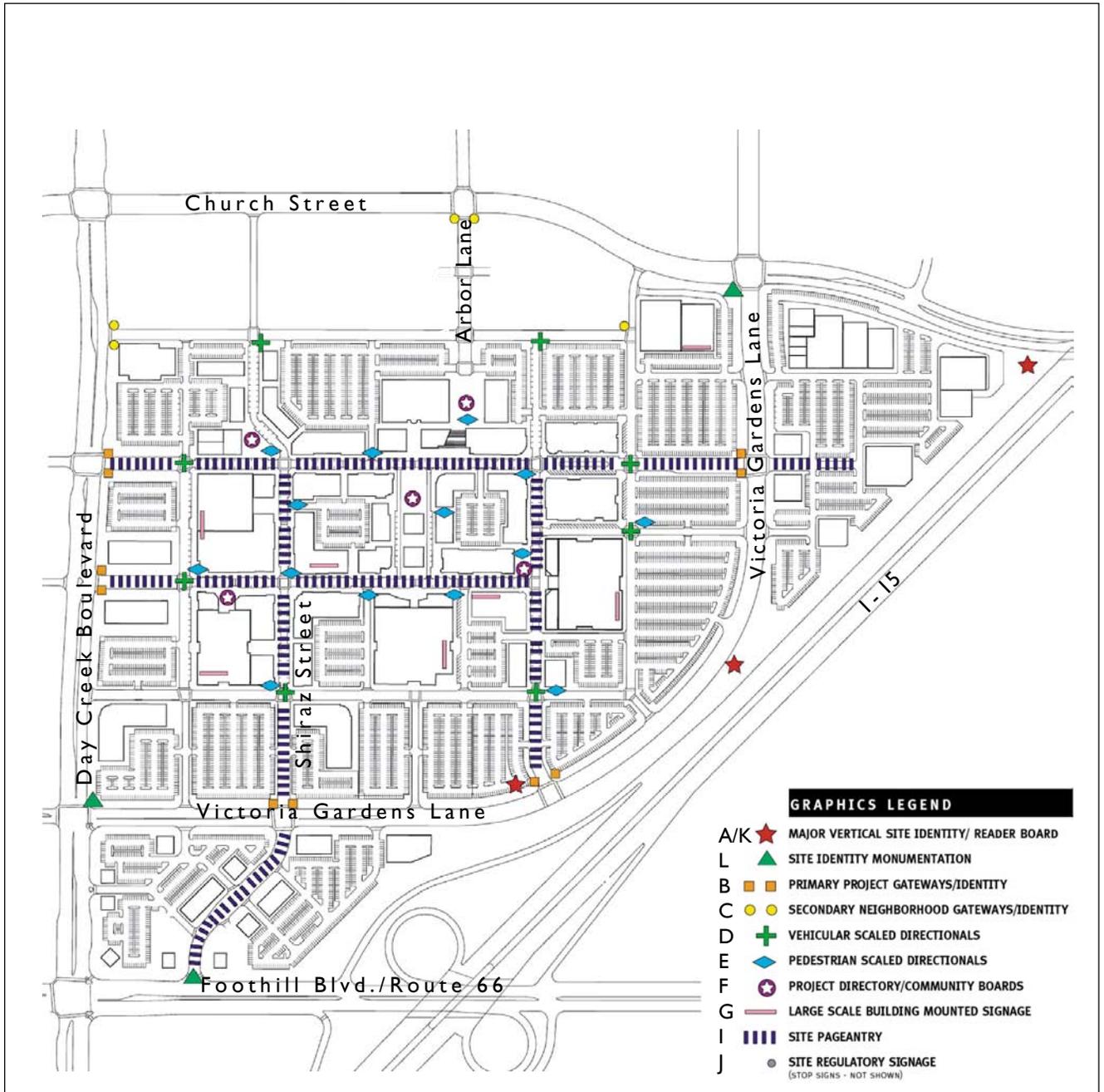
### I. Introduction

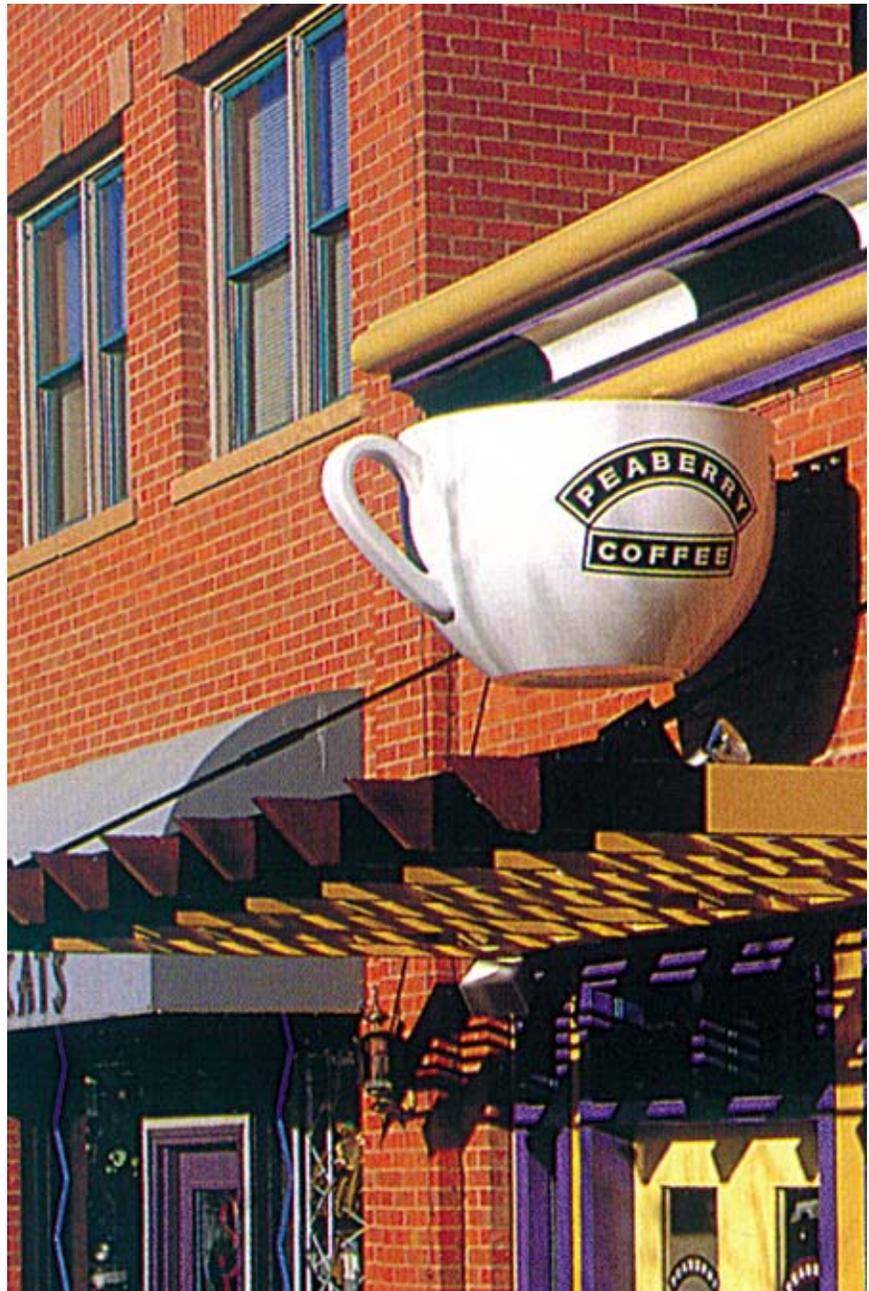
The purpose of the following Uniform Sign Program is to establish a coordinated exterior signage program that affords the project prominent identification while achieving a unified overall attractive appearance. Also, controlled way finding and identity signage is a major factor in creating and preserving the design character of the overall project.

The way finding and identity graphics of the project play a major role in the unification of the project as a whole. With the numerous varied program elements the graphics work to link the elements together, not to create a feeling of one large development, but rather to help the visitor navigate through an urban environment. The graphics, like in many similar urban environments, help to create a sense of orientation for the first time visitor, and a sense of familiarity and comfort for those that return often.

While the architects and planners are concerned with the broader issues of space and circulation, the graphics are often times focused on the specific details of those spaces. These details come in many forms, shapes, and sizes such as special paving patterns, handrails, banners, sculpture, fountains, and public art - all adding a layer of detail and information that sets the mood of the project. Add to this shapes, color, images, objects, and typography, and this equals a place that brims with energy and interest.

Fig. 2-47 : Exterior Graphics Programming





*Fig. 2-48 : Signage as pieces of art and interest*

## II. Way finding and Identity Signage Design

The overall character of the signage and graphics for Victoria Gardens is one of an urban nature that reflects the variety and uniqueness of the proposed architecture. In general the signage will be of a small scale that reflects more of the pedestrian scale of an urban environment rather than a larger vehicular-scaled approach that is more reminiscent of suburban shopping environments.

The graphics will be very integrated with the architecture rather than applied on afterwards so as to convey an element of growth over time along with the evolution of the architecture. The variety and uniqueness of different signs will come into play with the tenant signs themselves, while the consistency of the graphics will come from the site pageantry, way finding sign system, and directories.

Materials for the signage will relate to and reflect the quality materials used throughout the architectural development. Rather than large monolithic pieces, the pedestrian friendly signage will take on more detail and integration with public art-like pieces.

Overlaid on the graphics will be the sense of history and heritage that will establish this development as a unique environment, rooting it in its place and in the community, providing for numerous opportunities for public art that reflect the surrounding areas.

### Sign Type A: Major Vertical Site Identity

Located along the freeway and at major urban entries to the area, the major site identity monuments are at an urban scale relating to the speed of the vehicle. They are intended to be viewed from the car at relatively high speeds and will have no pedestrian interaction.

These monuments take on a civic landmark approach, and as such will be more sculptural or artistic in nature and potentially be reflective of the heritage of the area. They will be between 35' and 70' tall depending on their location and contain the name of the project, Victoria Gardens, along with a logo or icon of the project and the names of the major tenants.



Fig. 2-49 : Exterior Signage: Wayfinding and Identity



Fig. 2-50 : Sign Type B:  
Primary Project Gateways and Identity

The letter height with the name of the project and the tenants will be no greater than 48” tall. The individual letters of the logo may be internally and or ground lit. Two locations from the three identified on Fig. 2-46 will be selected for this type of signage. However, the sign that is located on the northeast corner of the Eastern Area (adjacent to the intersection of the I-15 Freeway and Church Street) will be permitted if authorized in a Development Agreement with the City.

**Sign Type B: Primary Project Gateways and Identity**

The vehicular entrance gateways and identities will be wall-mounted plaques with raised letters identifying the project name. They will be located on either side of the major roadway entrances on masonry pylons or “neighborhood” markers and will be at a scale appropriate to be read from within a vehicle, but not a large or overstated scale.

These gateways will be very “architectural” in nature to reflect the entrances to historical neighborhoods and shopping environments. They will directly reflect the nature and character of the buildings within the urban center. The gateways will also have many pedestrian scaled design elements such as decorative metal work, integrated decorative tile, and possibly seating areas.

Illumination of the identity plaques will be from the ground or from a wall mounted external source and will not be internally illuminated. This will set the tone for the less suburban, and more urban pedestrian approach to the graphics and lighting.

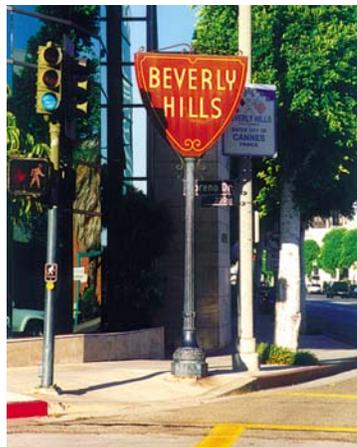


**Sign Type C: Secondary Neighborhood Gateways and Identity**

Similar to the primary vehicular entrance identities, the secondary pedestrian entrance identities will also be mounted plaques with raised letters identifying the project name or neighborhood area. They will be located on either side of the major sidewalk entrances or on one side only on a masonry pylon or “neighborhood” marker and will be at a scale appropriate to be read from a pedestrian’s point of view or slower car speed.

They will appear to be a part of the site work rather than an attached afterthought and will be externally illuminated as well from the ground or wall mounted fixtures. These identity markers are similar in appearance and possible material usage to the primary project gateways, but are at a smaller scale to relate to the residential area which they identify.

Materials, like the primary gateways, will be built of mostly masonry with accents of decorative metal work and integrated tile or other colored elements. While the primary gates will be large in scale and more “architectural”, these secondary neighborhood identities will be more like over-scaled gate posts.



*Fig. 2-51 : Sign Type C: Secondary Neighborhood Gateways and Identity*

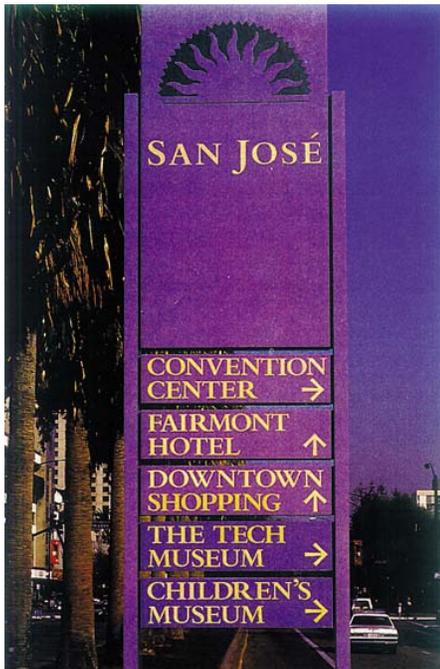
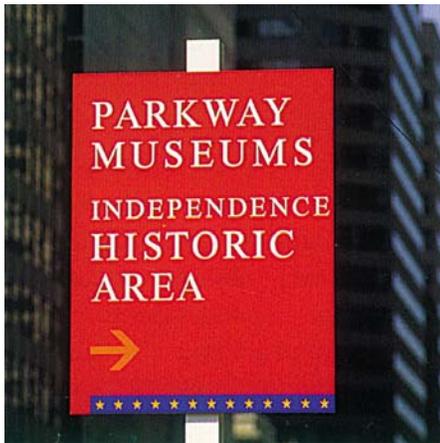


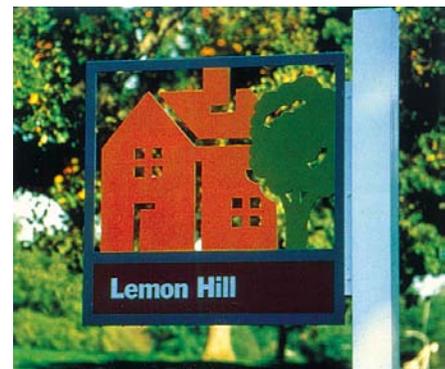
Fig. 2-52 : Sign Type D:  
Vehicular Scaled Directionals

### Sign Type D: Vehicular Scaled Directionals

Located at major vehicular intersections, these directionals guide the visitor in the car to different areas of the site, such as to the theaters, offices, major anchors, plazas and other amenities. These directionals typically have no more than six listings with arrows. Any more has a tendency to overwhelm the driver with too many choices.

The signs are often one sided, with text facing the flow of oncoming traffic. These are located on the site in strategic locations to also act as identity markers for pedestrians to enter the project once they have parked their car. They serve a dual function of keeping the cars moving and also identifying key locations and passages.

These directionals will be between 10' to 18' tall and approximately 3' wide with 7" high type. They will not be too wide to block any sight lines into the retail development. The signs will be constructed of layered painted metal with decorative dimensional metal accents or cut outs that reflect the historical or heritage theme of the site. The project name will be located on the sign in a smaller, more understated way so as not to detract from the listed directionals. The names themselves will be of a reflective vinyl on a painted metal backing and the external illumination will be from the ground or on the sign itself.



### Sign Type E: Pedestrian Scaled Directionals

This sign type is used to direct the pedestrian to different parts of the site as well as the slow moving vehicle once they are in the project. For the vehicle, this smaller scaled sign is located on secondary and tertiary streets to guide the car into specific hard to see parking areas or to valet and drop off areas. For the pedestrian the sign is located along major paths of travel on the sidewalks and in gathering areas or courts to guide them to additional areas. This adds to the comfort factor for the guest.

These pedestrian blade signs also point the way to amenities such as public restrooms, security, information booths, elevators and ramps, and major urban landmarks. The signs will be pole mounted with various blades of text and arrows or mounted to the buildings with decorative metal brackets. The materials for these directionals will be painted metal supports and blades with vinyl type or individual dimensional letters. These directionals will also have incorporated in them decorative metal cutouts and elements that help link the signage together with the architecture and landscape of the project. They will have small scaled elements that reflect the history and heritage of the area along with possible educational information to add a level of discovery and uniqueness to the project as a whole.

Some of these signs may also be incorporated as overhead directionals of painted metal and dimensional letters and integrated into the architecture in key passage locations.

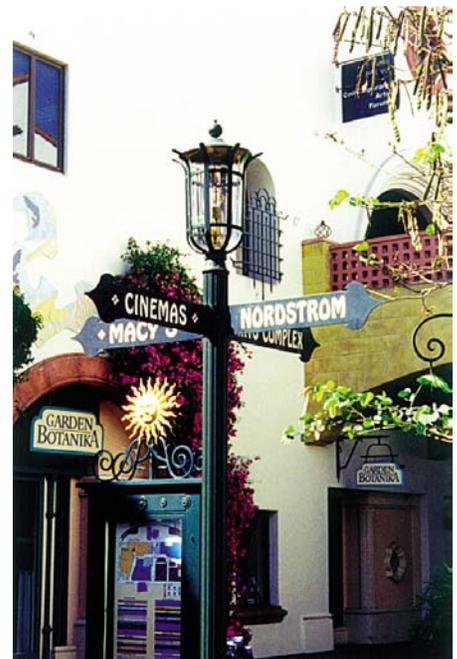


Fig. 2-53 : Sign Type E:  
Pedestrian Scaled Directionals

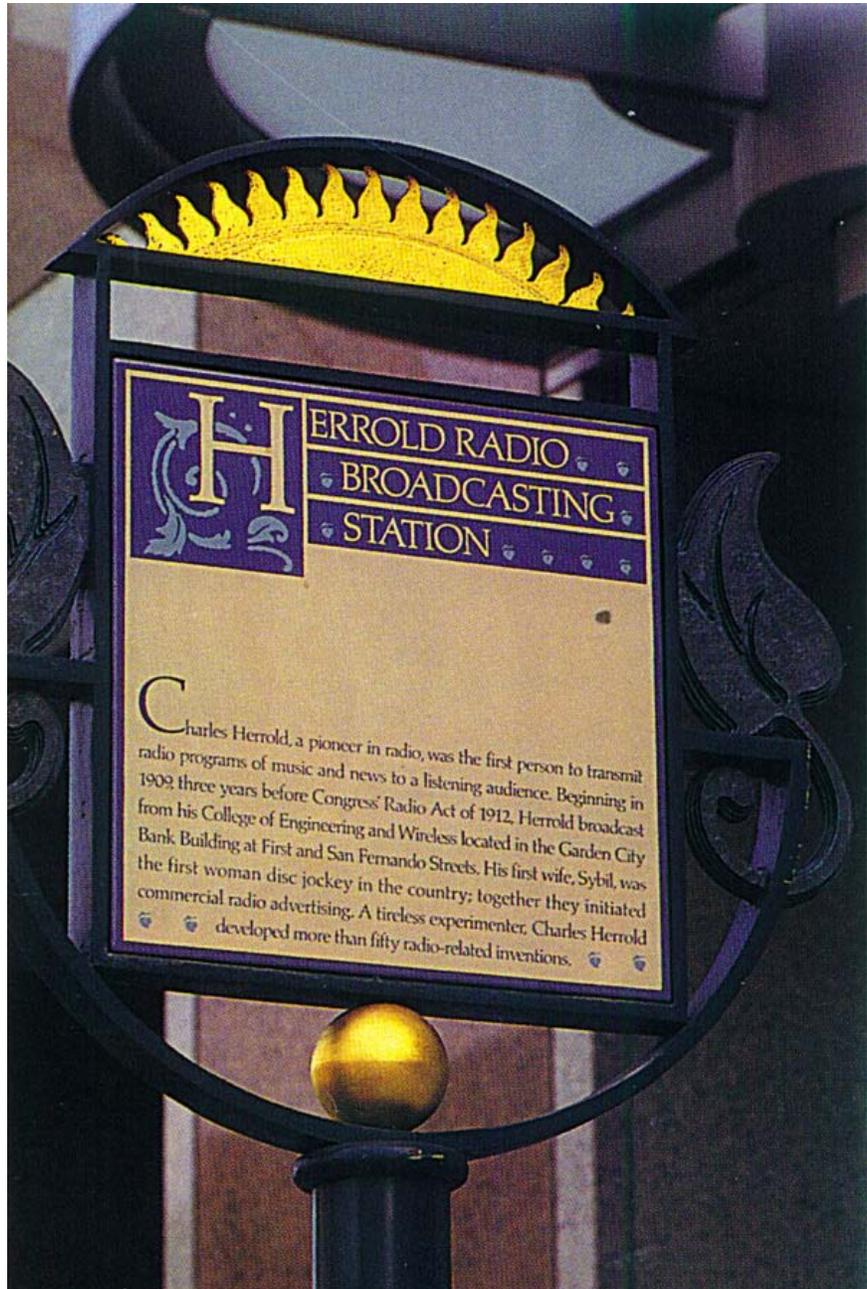
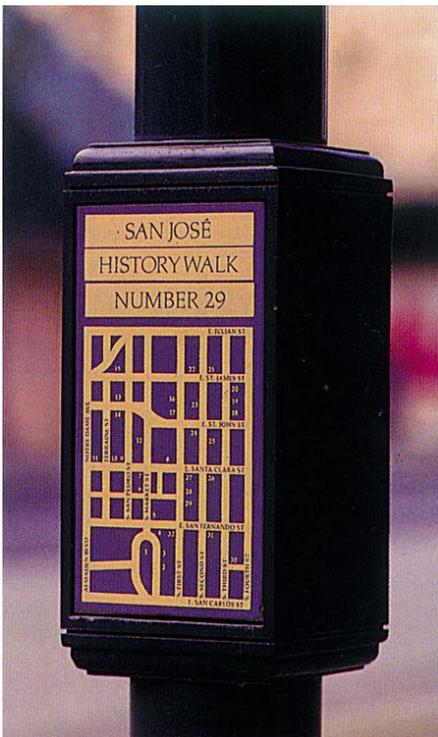
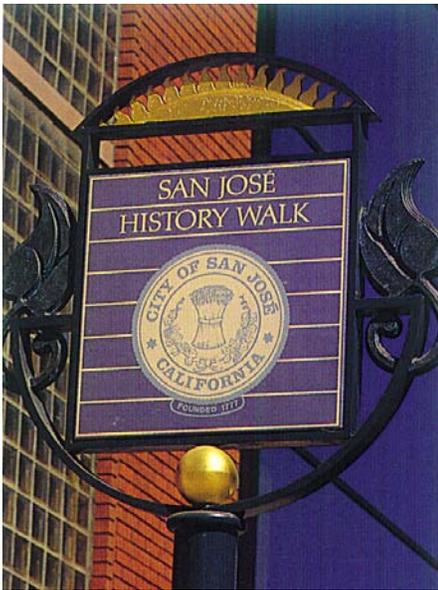


Fig. 2-54 : Sign Type E: Pedestrian Scaled Directionals

**Sign Type F: Project Directory and Community Board**

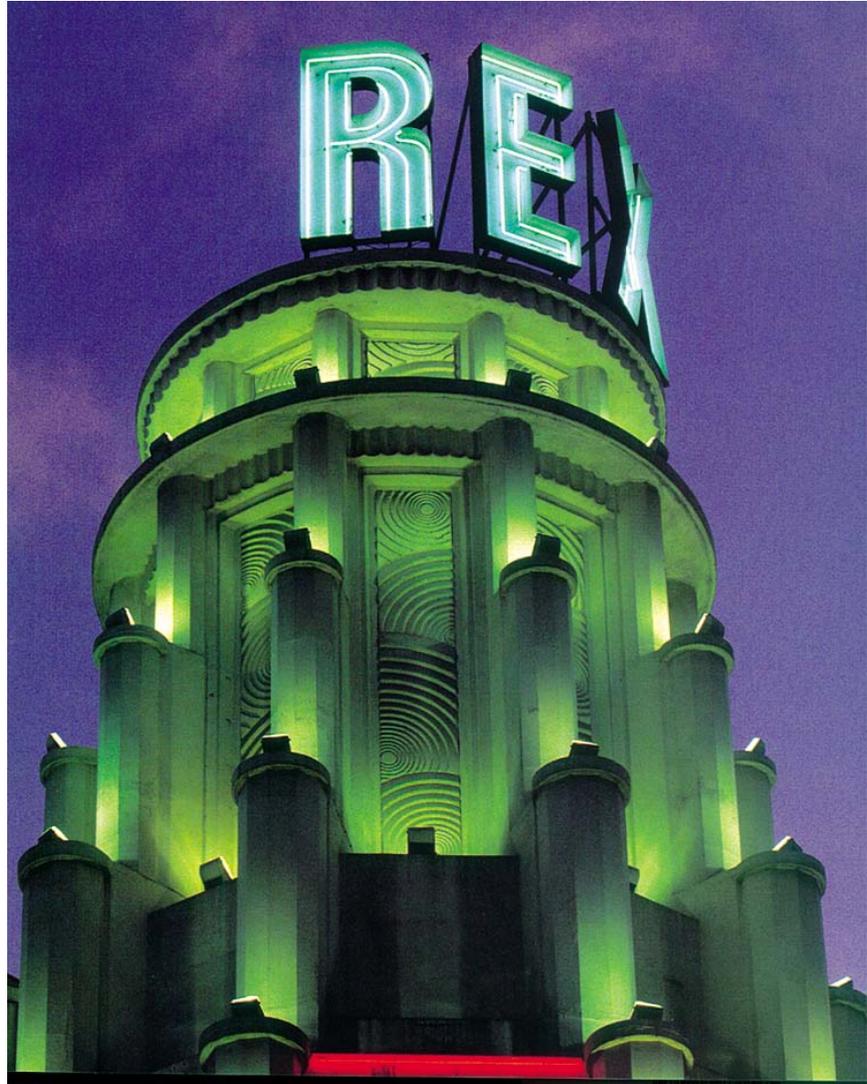
The project directories will be located in four key areas throughout the site in areas where people are gathering. They are intended as more than just a map of the development, but rather are conceived of as community boards where upcoming events could be posted or space provided for tenant promotions.

The pieces will be fabricated out of painted metal with decorative and layered accents that again are reflective of the overall theme or character of the urban area. The individual panels will be internally illuminated for visibility at night



*Fig. 2-55 : Sign Type F: Project Directory and Community Board*

and the artwork changeable. The size of the directories is approximately 4' square in plan and 10' tall, but is dependent upon how many promotional panels are incorporated.



*Fig. 2-56 : Sign Type G: Building Mounted Project and Tenant Identity*

### **Sign Type G: Building Mounted Project and Tenant Identity Signage**

What will be a very unique element to the graphics program of Victoria Gardens are the large scaled building mounted project and tenant identity signs. These will be selectively located on the parapets of key buildings at particular locations throughout the site, and will be reflective of an era and heritage of signage that is reminiscent of historic urban environments and, like Route 66, historic travel routes.

The signs will be large scaled individual letters mounted to a light exposed painted metal framework attached to the parapet or roof. Illumination of the individual letters will either be by external fixtures mounted to the roof, or exposed neon that outlines the individual letters themselves. The lighting of

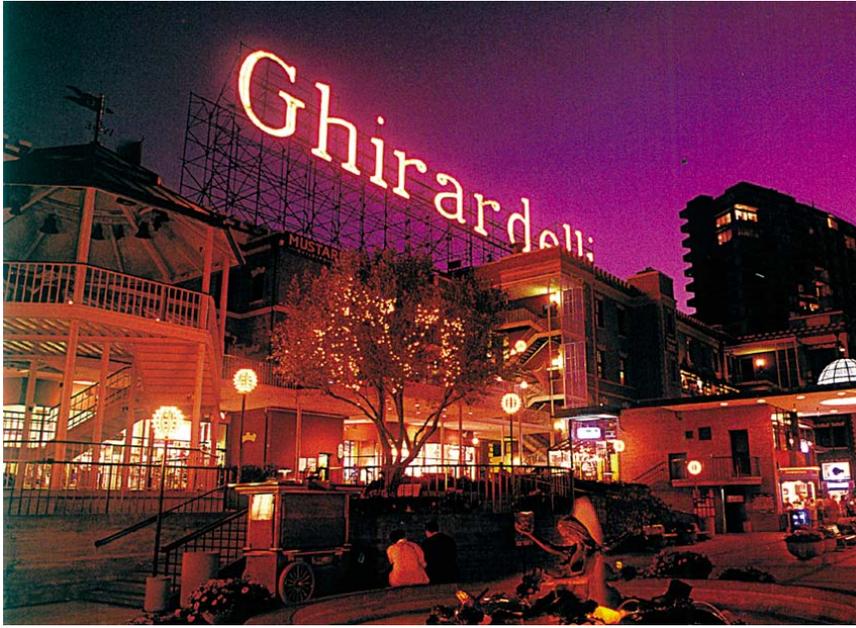
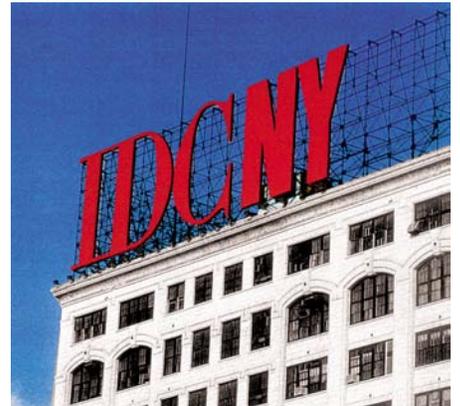


Fig. 2-57: Sign Type G: Building Mounted Project and Tenant Identity



the signs will not have any movement or blinking aspects, but be tastefully done to reflect historic precedents in other urban applications. The size of the letters will range in height from 6' tall to 12' tall depending upon their location.

It will be encouraged to locate this type of signage along designated areas of the retail streets to the life-style/entertainment area. This will enliven and be appropriate to this retail and entertainment street experience and not detract from the residential and other components of the overall project.

In addition this will include large scale tenant or project identity letters mounted to the building facades such as the office and retail buildings and a large marquis for a theater is applicable.



Fig. 2-58 : Sign Type H: Sponsored Murals



Sign Type H: Sponsored Murals



Another unique element to the graphics program of Victoria Gardens are the building mounted murals and public art pieces. These sponsored murals will be painted directly on to the sides of some of the buildings with large blank areas in key visibility areas. This approach to graphics blurs the boundaries between advertising and public art. Some of the locations will be reserved for public murals and art, while others used for sponsorship opportunities.



There is much historic urban precedent in this approach to signage and this will assist in the creation of an eclectic urban environment that also promotes change and evolution over time. The murals and art pieces will be of a significant size to assist in the breaking down of the scale of large blank walls, somewhat inevitable in urban projects and retail developments. Materials used will be either paint or large scale digital printing with external illumination.

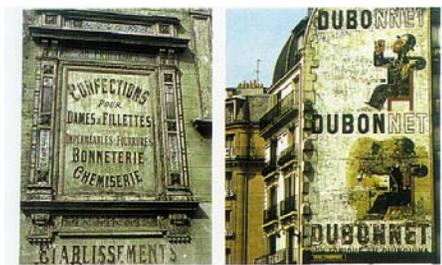




Fig. 2-59 : Sign Type I: Site Pageantry

**Sign Type I: Site Pageantry**

Site pageantry consists of fabric or metal banners that are attached to either the light poles or building facades throughout the project. They are a part of the graphic theme of the project and may include the projects name and/or logo, holiday or special event greetings and are not intended for display of tenant graphics.

The location of the site pageantry will be concentrated along the main north and south retail streets of the project and at major entrances to the site.



Fig. 2-60 : Sign Type J: Site Regulatory Signage



### Sign Type J: Site Regulatory Signage

The street and passage name identities will be in the form of traditional, but custom, street signs that will be freestanding or mounted to a pole light. Signs will be either metal or vinyl letters mounted on a metal framed plate. The design of the signs will be reflective of the heritage theme of the overall project.



An alternative method of signage will be to mount the street/passage signs made of ceramic tile or stone directly on the corner of the adjacent building structures or along the curbs and sidewalks. This method of signage would be coordinated and integrated into the building's architectural design.

The other site regulatory signage that consists of the stop signs, parking signs, handicap parking signs, service areas, etc. will also have some elements of custom design similar to the street identity signs.



**Sign Type K: Reader Board**

An electronic reader board may be located at some point along the edge of the project with freeway exposure. This should be incorporated in the design of a major vertical sign Identity (Type A). It would be placed to identify upcoming cultural events in the project. It will display anchor tenant names. The name of the project, Victoria Gardens, will be located on the top of the sign with individual internally illuminated letters of about 18” in height. The reader board will be two sided.

*Fig. 2-61: Sign Type K: Reader Board*



**Sign Type L: Specialty Project Identity Graphics**

On the site or on nearby parcels it may be necessary to create unique project identity graphics for the overall development that blur the boundaries between public art, sculpture, and graphics. Some examples of these might include large (up to 12’ tall) individual letters that spell out “Victoria Gardens” across a wide landscaped area, sculptural pylons or other urban-scaled site markers that might be up to 40’ tall located at identity points, or large sculptural logo elements that help to identify the project.

In general, these graphics are less like identity signage with actual text, but more directly linked to large scaled public art pieces that help to create a unique environment, and at the same time assist in the identity of the project boundaries or entrances.



*Fig 2-62 : Sign Type L: Specialty Project Identity Graphics*

## 2.6 URBAN DESIGN IDEAS

The urban design diagram summarizes the design objectives and qualities of downtown. The subsequent diagrams attempt to objectively analyze the layout, evolution, grain, walkability, open spaces and other patterns of downtown. Together these qualities help define a sustainable, cohesive, walkable, connected, spatially pleasant and vibrant downtown. The diagrams will aid both parties involved: the architect to achieve contextual design and the city to ascertain if the desired objectives are being met.

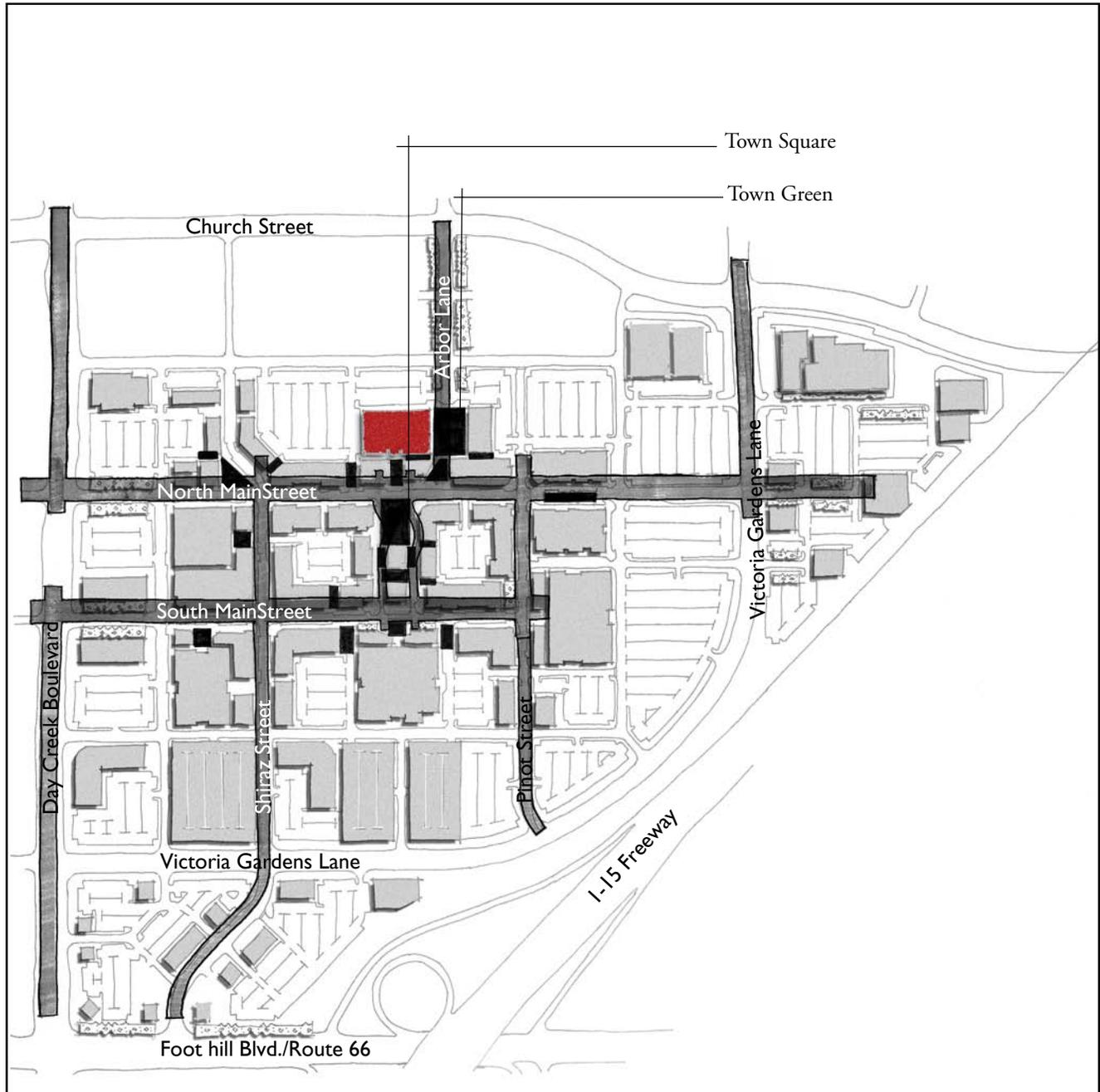


Fig.2-63 : Urban Design Diagram

**Main Streets / Shopping and Open Space:** The retail streets run primarily east-west between Day Creek boulevard and Victoria Gardens Lane. The shopping is concentrated on North MainStreet and South MainStreet and the interlinking north-south streets. Town Green and Town Square form the heart of the development and they are strategically located at the intersection of Arbor Lane and North MainStreet.

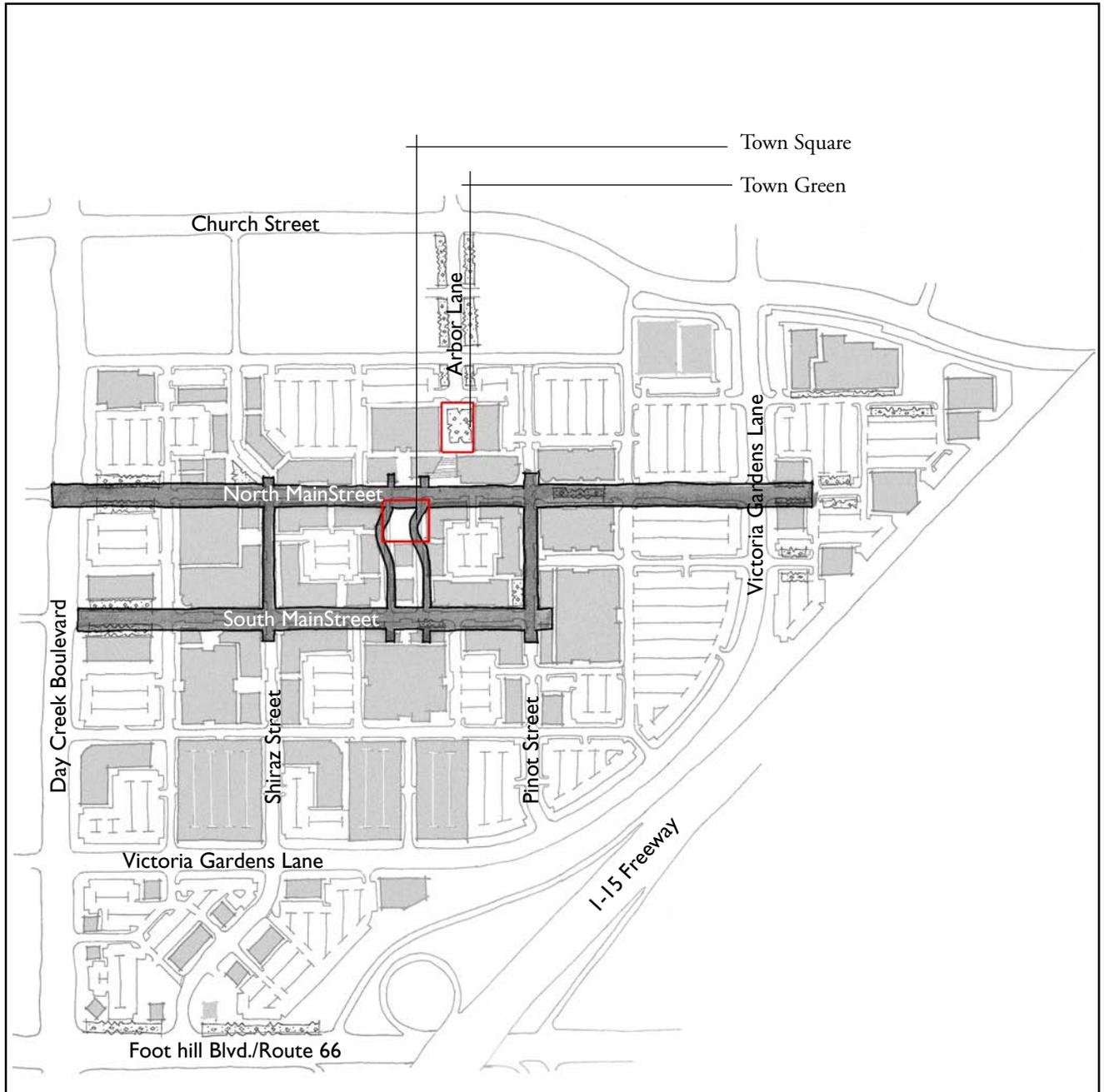


Fig. 2-64 : Main Street as Public Open Space

**Figure Ground:** The “figure ground” diagram is a comparison of the built mass of buildings with open space. To achieve an urban sense of development, the built program needs to line and define streets, squares and other open spaces. This spatial definition gives open space a sense of enclosure and in turn gives each building a space to activate. The grain of development is important. We seek a grain that emulates that of traditional town development patterns and which adds variety, rhythm and interest to the street.

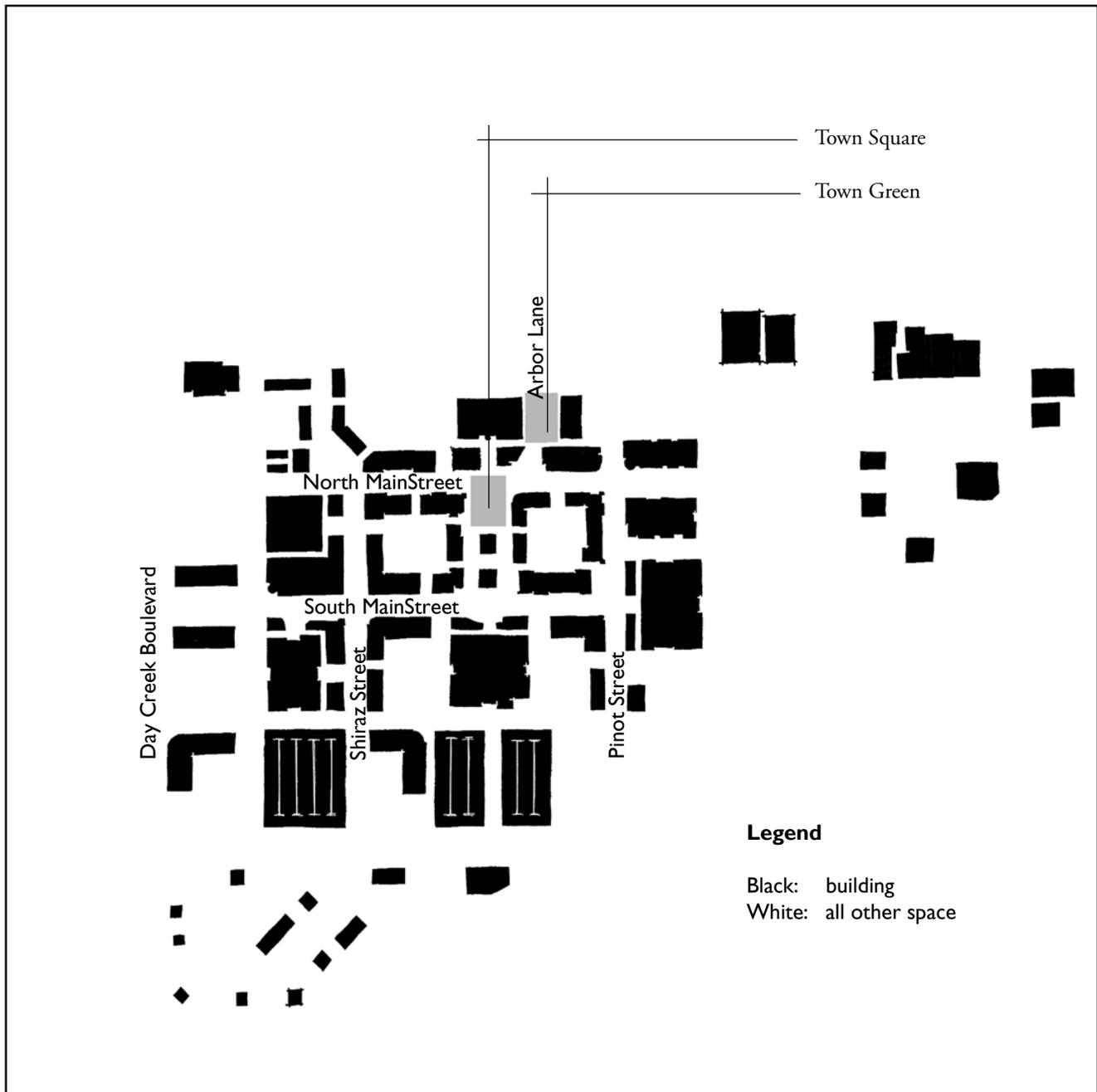


Fig. 2-65: Figure Ground Diagram

**Reverse figure ground:** This diagram highlights the open spaces in the town center, including the streets. The diagram demonstrates the sense of ‘openness’, and whether spaces have enough of a sense of enclosure as defined by the surrounding buildings. The pattern here shows clearly the Town Green and the Town Square, the hierarchy within the streets and spaces, and the buildings that define the spaces. It further shows the relationship of the Main Streets to smaller streets and their spatial definition by buildings.



Fig. 2-66 : Reverse Figure Ground Diagram

**Vistas:** This diagram shows the visual corridors created in the layout and the resulting siting opportunities. The green Arbor Lane is extended south into the heart of the town center to North MainStreet. This vista is ended with the community building on Town Green and the retail building on North Main. Two department stores take advantage of two other vistas on South MainStreet and Town Walk East and West by being the termination of the view corridors. In addition, the community retailing area at Shiraz and North MainStreet is the terminus of a vista along Shiraz to the north from South MainStreet.

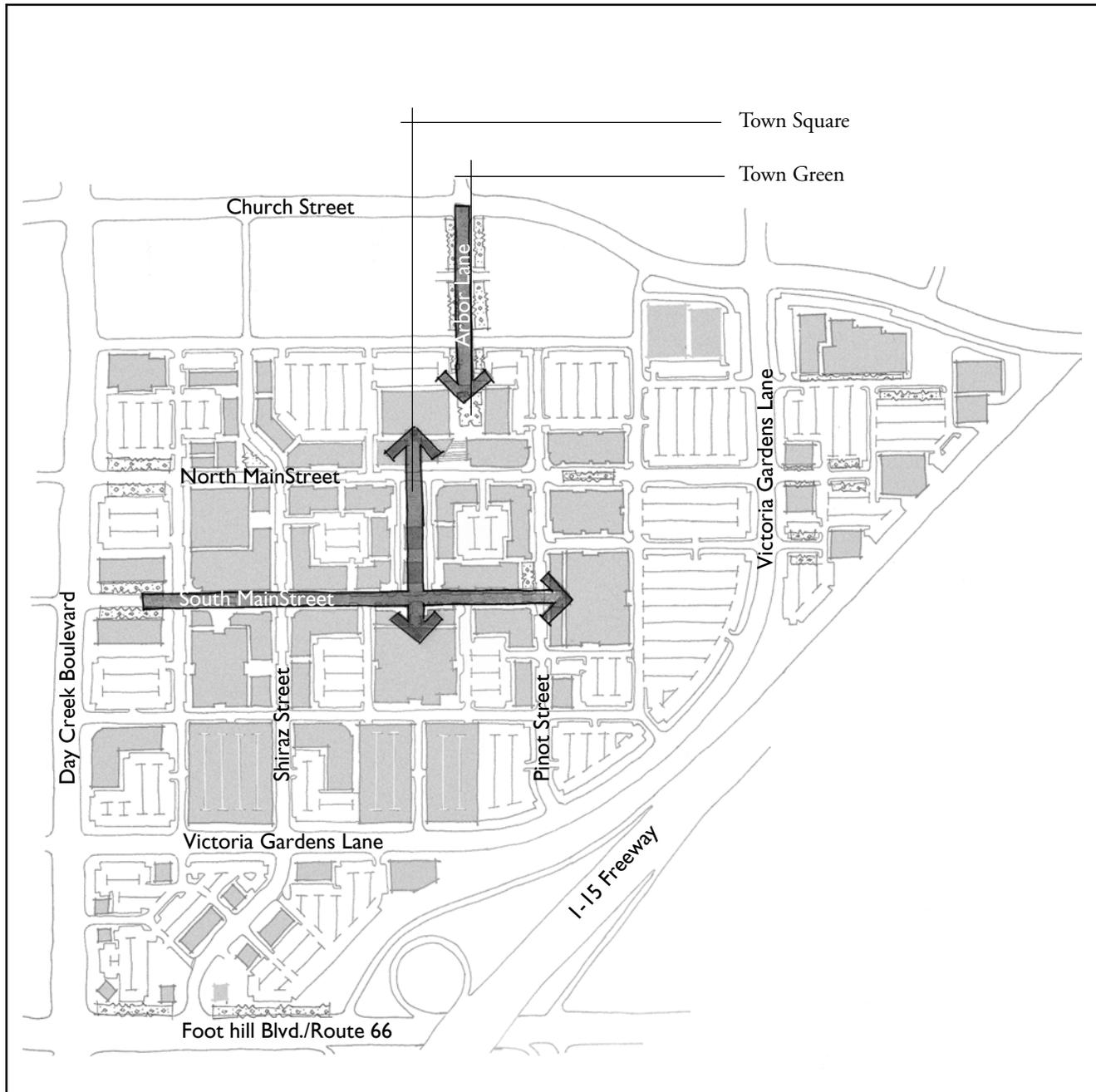


Fig. 2-67 : Vistas

**Layout and Access:** The Main Street Area has six main points of access: two from Day Creek, one from Victoria Gardens Lane onto North MainStreet, one along Arbor Lane (pedestrian) from the north, one from Route 66 onto Shiraz Street and one from Pinot off Victoria Gardens Lane. These access points provide an opportunity to create a sense of arrival by forming gateways with landscaping, signage and buildings.

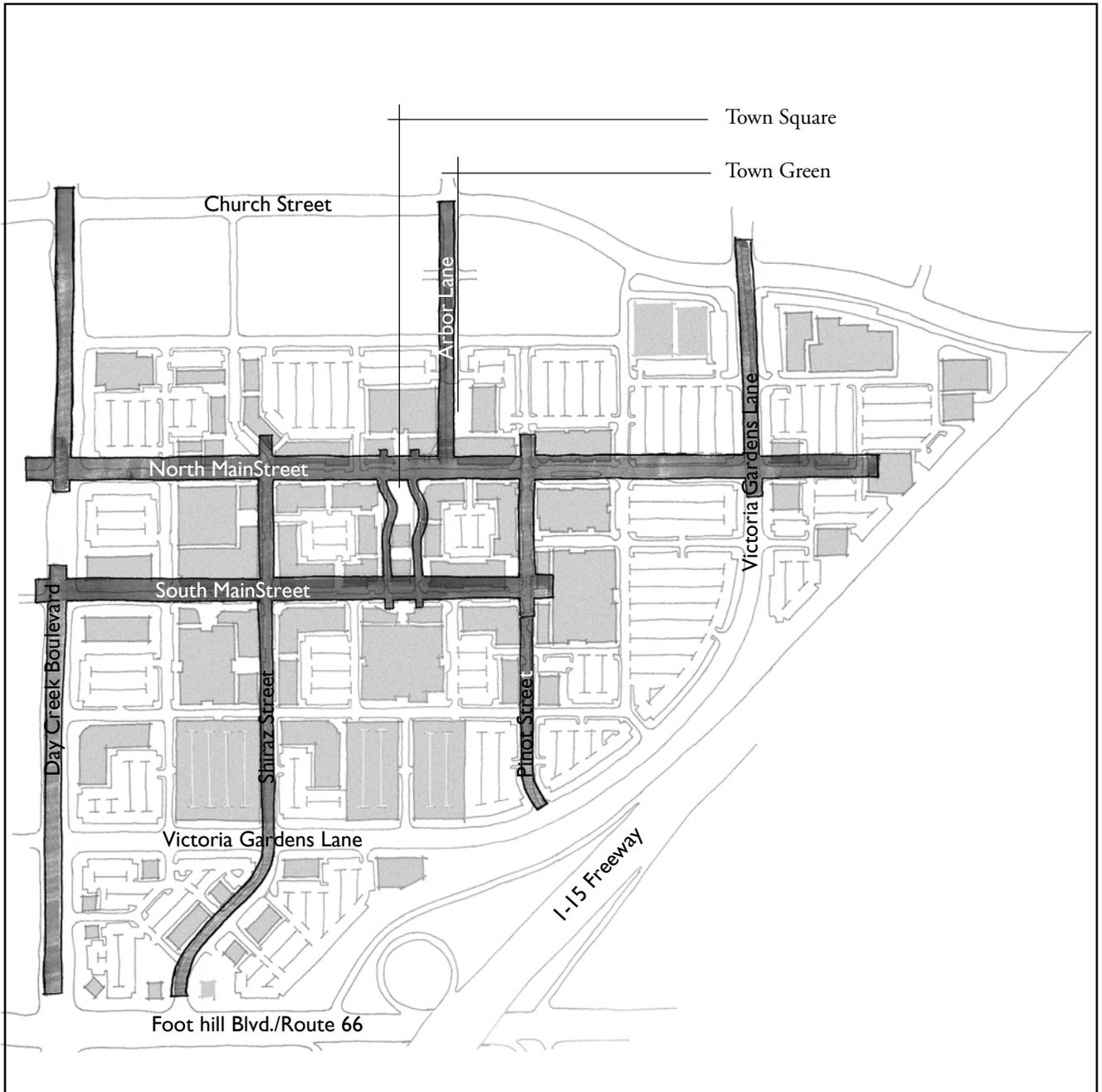


Fig. 2-68 : Layout and Access Diagram

**Key Landscape Features:** Landscape elements on Arbor Lane in the Residential Area act as entrance designators and define open space. On North Main Street, South Main Street and Victoria Gardens Lane, they help define gateways into the town center. In the Main Street Area, landscaping helps define and embellish courtyards and squares. In the Eastern Area, landscaping links North Main and Merlot to the Area, highlighting major entry points. In the Route 66 Area, landscape features, with the help of the built program, helps establish a presence on the streets and sets an entry sequence on Shiraz.

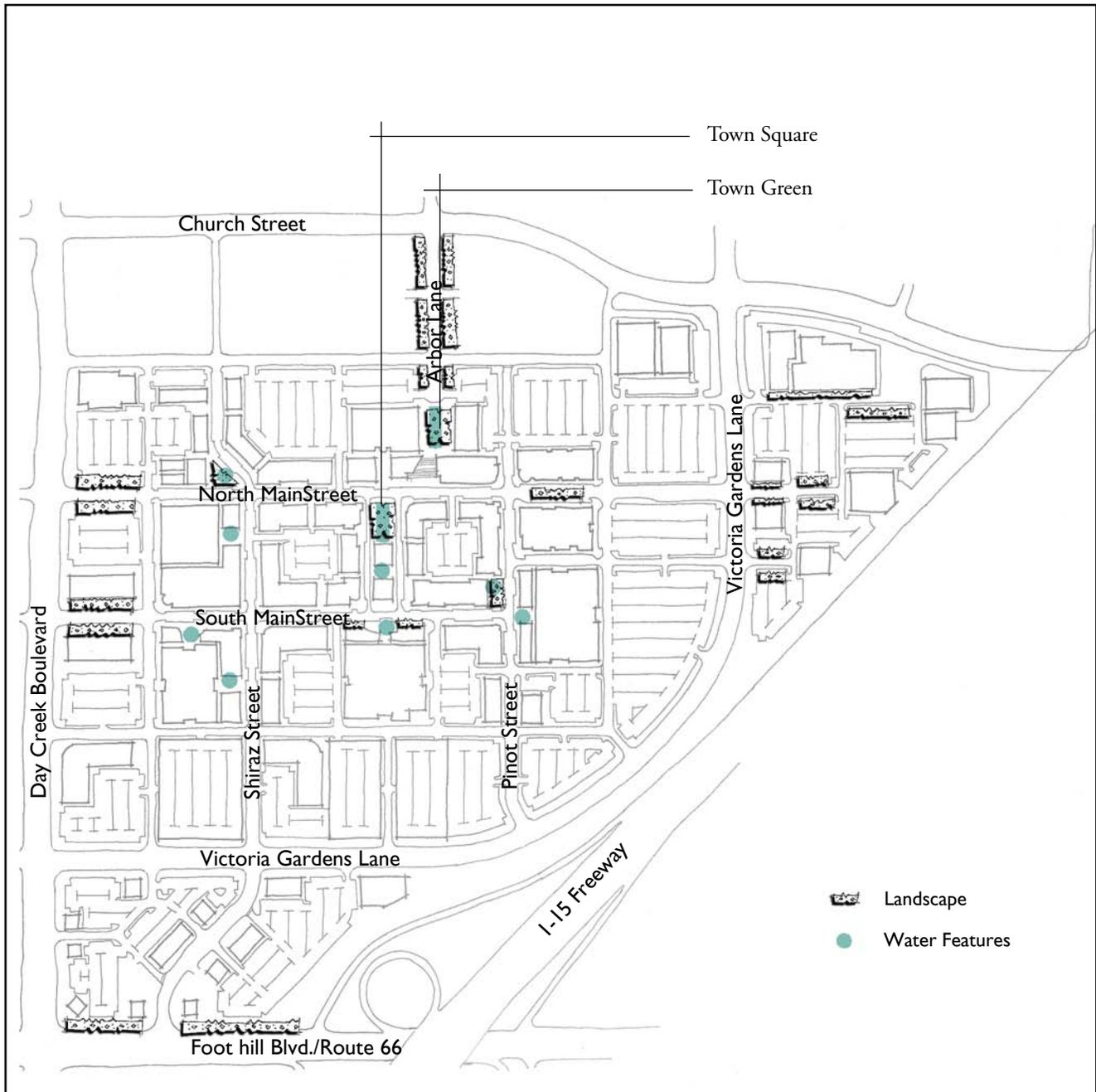


Fig. 2-69 : Key Landscape and Water Features

**Civic and Open Space:** This diagram illustrates the importance of the civic buildings and spaces to the plan of downtown. The Community Center, together with the Town Green, reinforce the center of the development. The Community Center is located on Arbor Lane, a neighborhood street which directly connects the town center to the residential neighborhoods to the north. The Community Center will most likely include a library, a community center, and a children's theater.

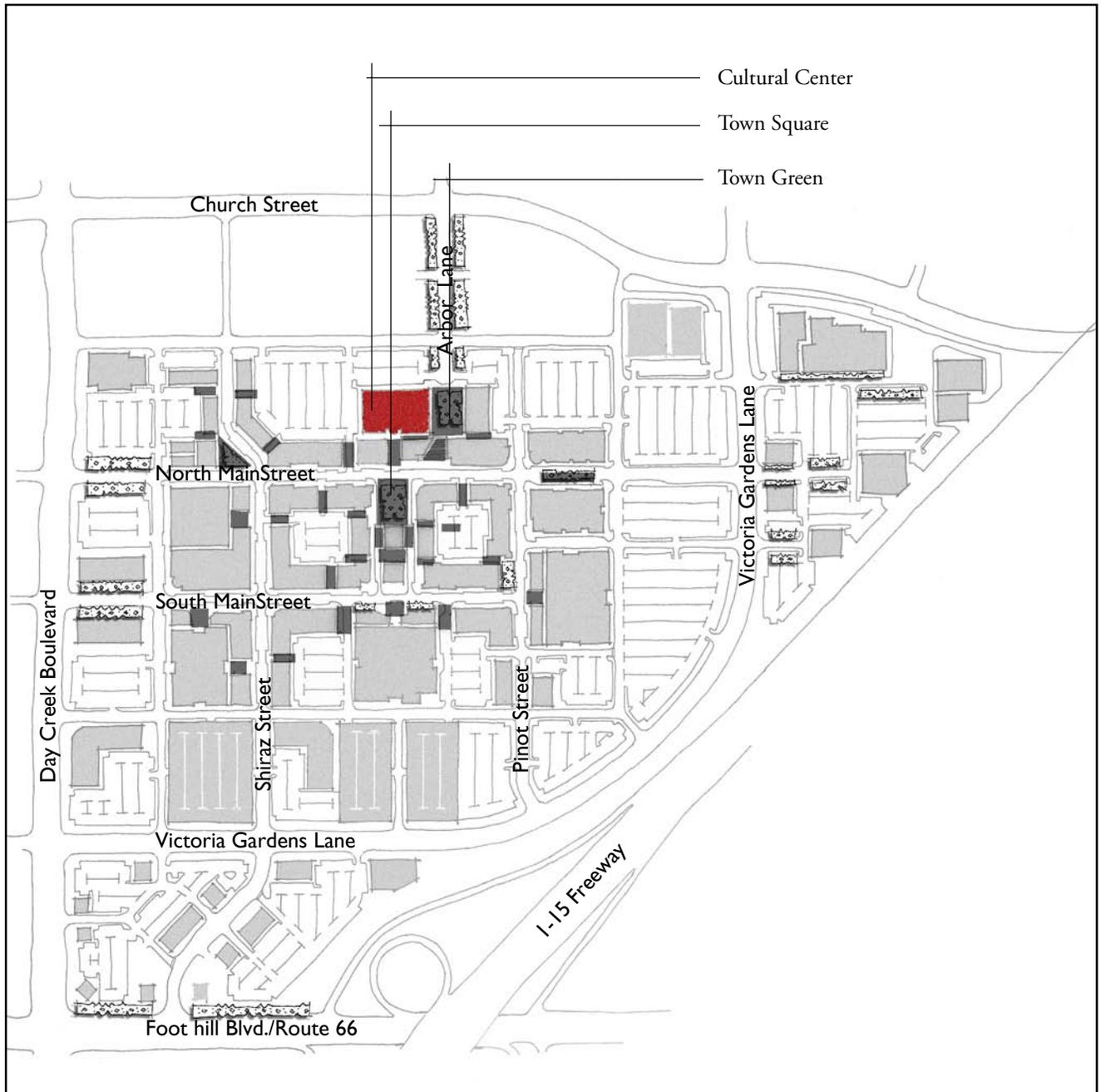


Fig. 2-70 : Civic and Open Space Diagram

**Open Space Pattern:** This drawing maps the courtyards, squares, and small open spaces in the town center and shows the relationships and hierarchies among them. The spaces have a variety of characters and sizes and are spread throughout the Main Street Area. The pattern of the public spaces, with the help of the rich streetscapes in the Area, reinforces the heart of Victoria Gardens - the Town Green and the Town Square.

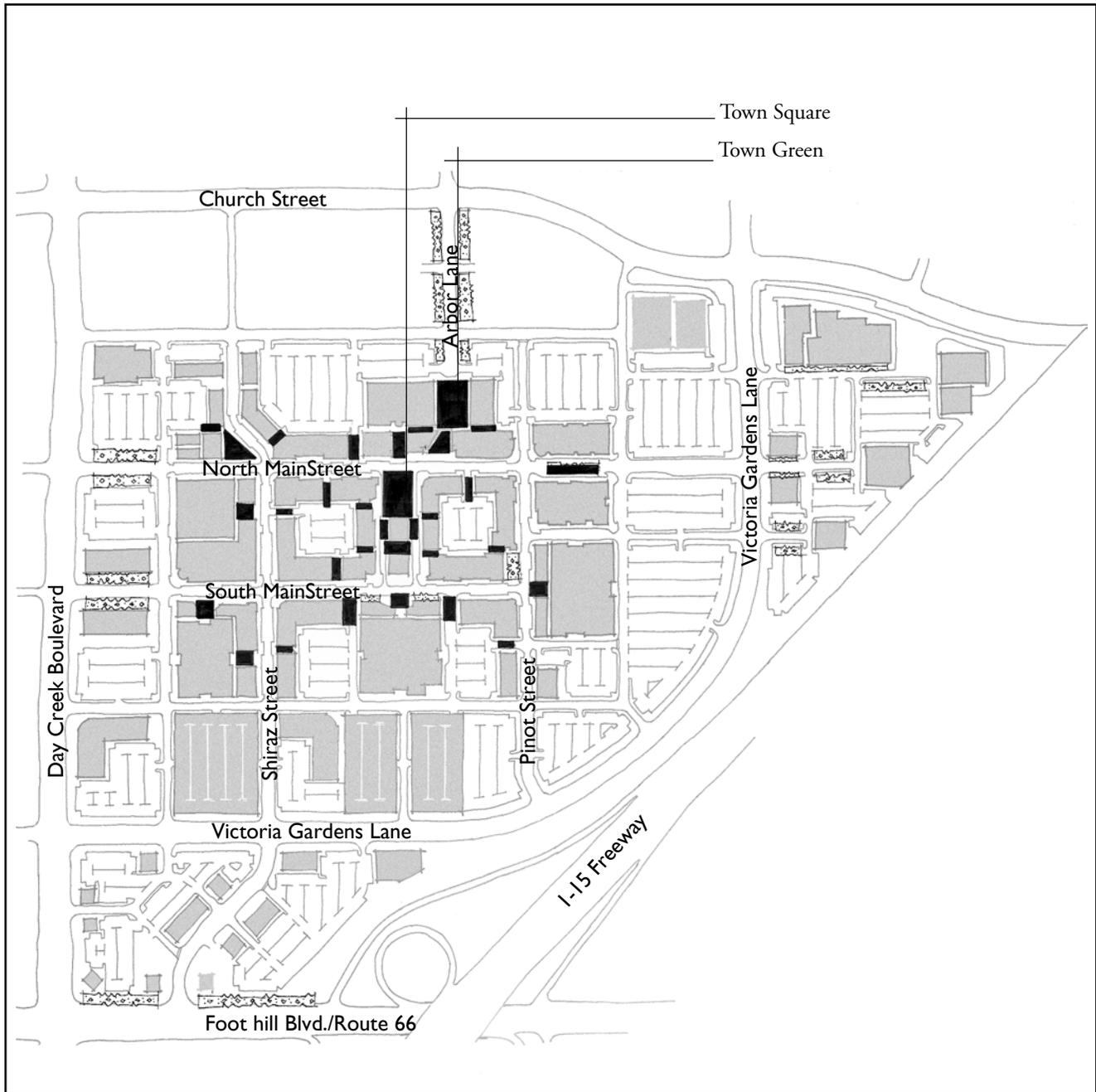


Fig. 2-71: Open Space Pattern Diagram



*Fig. 2-72 : Example for a Mixed Use Town Square*



# DESIGN GUIDELINES 3

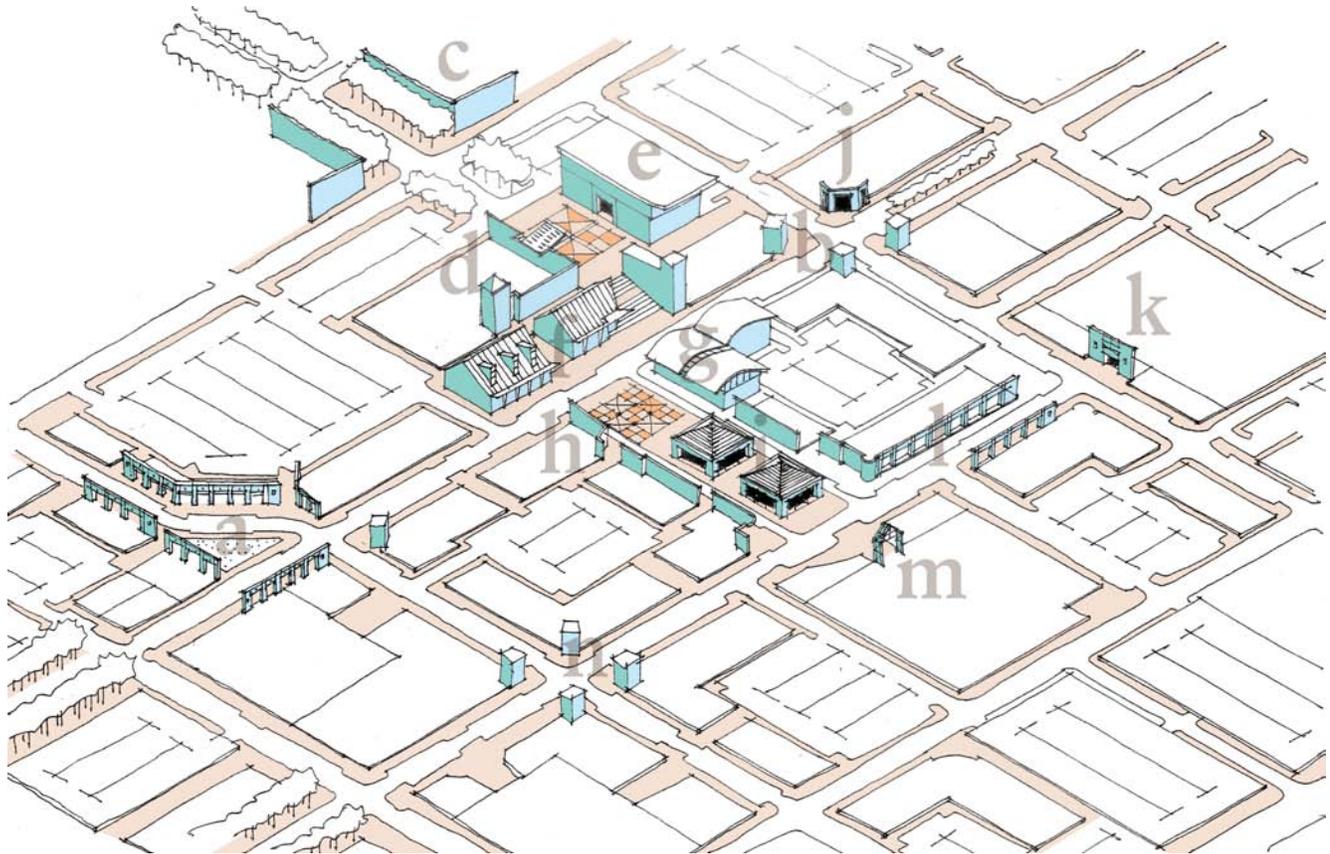


Fig 3.1 Key plan with Architectural Landmarks

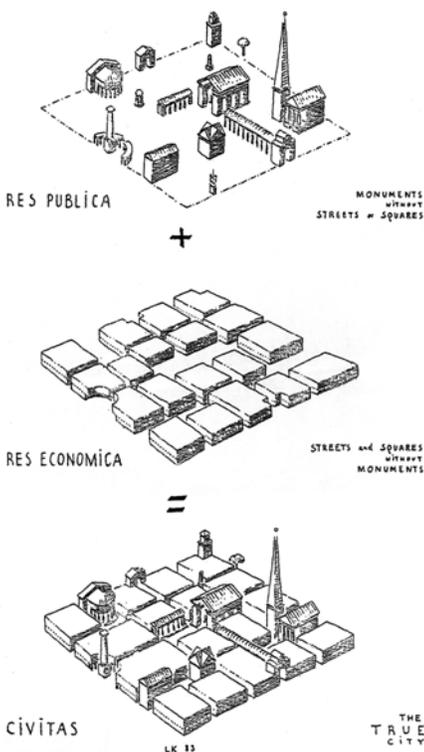


Fig. 3-2 Rob Krier: Structuring the city with the streets, the blocks, and landmarks

### 3. DESIGN GUIDELINES

The design guidelines are divided into three sections: commercial and mixed-use buildings, residential buildings, graphics and signage. Guidelines are intended to guide the designers of various elements of the Victoria Gardens environment. They are meant to help in the creation of particular buildings and signs, as well as to assist in the integration of each piece into the larger ideas for the overall town center. They are not prescriptive and they are not a substitute for architectural, landscape, or graphic design. Design guidelines also serve as criteria for evaluation and discussion by the City concerning design of individual buildings and signs.

#### 3.1 ARCHITECTURAL LANDMARKS

An aerial view of the commercial and mixed-use buildings identifies several buildings, which assume the visually important role in the town center as an architectural landmark. Each of the landmarks have particular features which make them distinctive and the following descriptions are guidelines for their design:

**3.1a Neighborhood Retail:** For the area that is characterized by shops that primarily serve the surrounding neighborhoods, the landmark is the facade treatments of the buildings. A triangular plaza is shown in the plan with a similar pilaster rhythm on the facades of the buildings on each side. The rhythm gives a definitive structure to the relatively smaller stores, ties together the buildings and the open space, and is appropriate to the neighborhood scale.

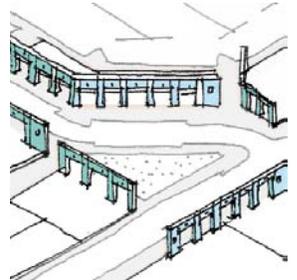


Fig 3.1a

**3.1b Corner Treatment:** Special corners are created to address an important intersection, which help to designate the place and to direct people onto each of the retail streets. Elements of the landmark include a combination of the following: corner entrances, windows with transparency, sculptural features in the facades, height and roof variation.

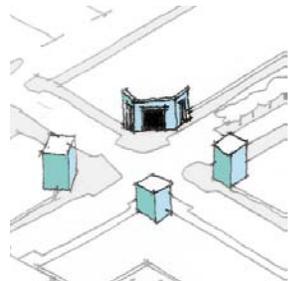


Fig 3.1b

**3.1c Residential and Institutional Corners:** Residential and possible institutional buildings at the corners on Arbor Lane should be built at the Permissible Building Area lines in order to help make the transition from the more residential areas to the civic and commercial areas of Victoria Gardens.

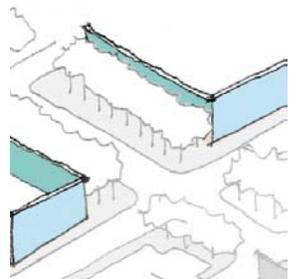


Fig 3.1c

**3.1d Community Building:** The community building, which possibly could have a library and a community/ children's theater as part of its program, should respond to its two important edges - the Town Green on the east and the Town Square to the south. Entrances, entrance elements, activity areas and windows should be oriented towards the Town Green to offer maximum activity and interest to the space. The north-south vista should be culminated with a vertical design feature of appropriate scale. Entrances and windows should be located on this south facade, if possible.

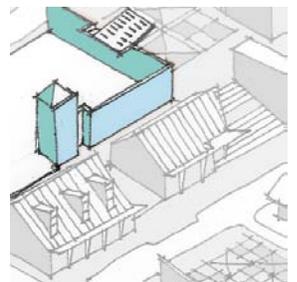


Fig 3.1d

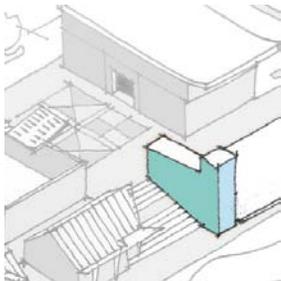
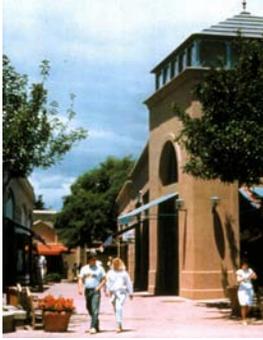


Fig 3.1e

**3.1e Corner along steps:** A landmark is created by the building corner/ edge on the Town Green and North MainStreet. It should be seen as a linking element connecting residential, office, civic and retail functions and it should accommodate level changes. The design of the corner/ edge should be treated sculpturally and should dramatize the changes in level.

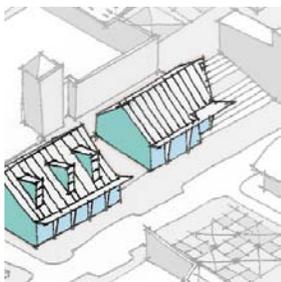


Fig 3.1f

**3.1f North MainStreet on the Square:** The buildings on the north side of North MainStreet are also on the north side of Town Square. Three attributes of this building make it unique in Victoria Gardens: a) A level change to the north allows the possibility of second level access from the community building, b) The level difference to the north and resulting views suggest an imageable roof structure, and c) The Town Square on the south allows a majestic loggia with a special facade below, where viewing and being viewed would create another level of vitality.

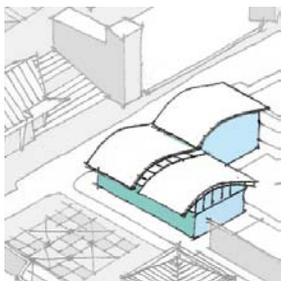


Fig 3.1g

**3.1g East Town Square:** The building is the eastern frontage of Town Square and is the building at the end of the view corridor of Arbor Lane. It fronts onto a grand public staircase to the north, which is at the edge of Town Green. An imageable roof form could dramatize this vista down the grand stairs. The west facade could have a loggia, wide enough for chairs and tables, and wide enough to serve as a tempering device for the western sun.

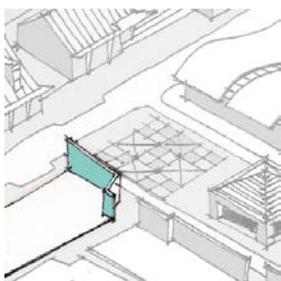


Fig 3.1h

**3.1h West Town Square:** On the west side of Town Square, this building should respond to two issues: a) The facade should align with the west wall of Town Walk West, and b) A majestic scale for the facade should be achieved in order to respond to the size of the square.



**3.1i Town Walks East & West:** This area with these two small streets is similar to two paseos, acting as the connector between the Town Square on North MainStreet and South MainStreet. The buildings on both sides of the plaza add a sense of rhythm to the space, achieved with recurring elements on the facades and rooflines, e.g. trusses, columns, eaves, awnings and other shading devices, paving patterns, lighting structures, and colors. The two buildings in the center between the Town Walks should be special buildings, treated as pavilions with maximum transparency and openings on four sides. A sculptured roof form, possibly with skylights, would further enhance the character of these pavilions.

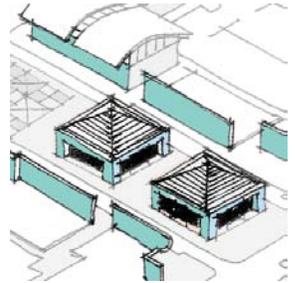


Fig 3.1i

**3.1j Corner Entry:** A corner entrance at a major intersection on North MainStreet is a visual lure to the eastern part of the Main Street Area. The entry could be part of a cinema complex or another entertainment venue.

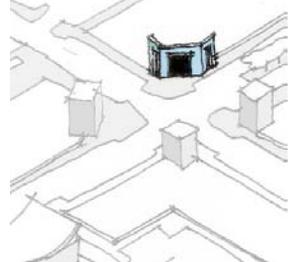


Fig 3.1j

**3.1k At the End of South MainStreet:** A large entry element of a department store forms the end of the South MainStreet view corridor. The scale of the entrance element needs to reflect the importance of its site, and it should employ size, material, color, transparency, and lighting to make a great building.

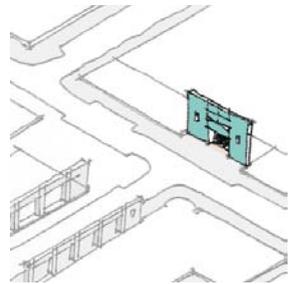


Fig 3.1k

**3.1l South MainStreet Facades:** Special facade treatments are proposed for both sides of South MainStreet in this one block, accentuating the buildings along the frontages and the vista towards the department store, with rhythm, shadow lines and carved volumes.

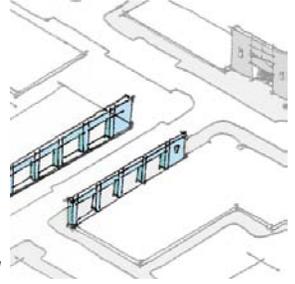


Fig 3.1l

**3.1m South MainStreet at Town Walks East & West:** These two small streets end on South MainStreet at a widened area of South MainStreet and at the entry court of a large multistory store.

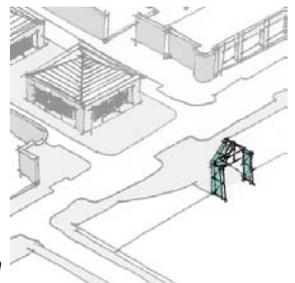


Fig 3.1m

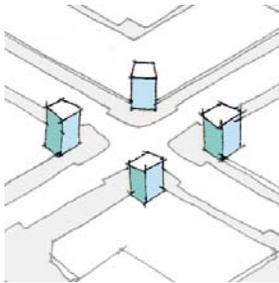


Fig 3.1-n

**3.1n Corner Treatment:** At the western entrance to Victoria Gardens on South MainStreet, these special structures at the corners could serve as an icon for the town center.

### 3.2 BUILDING TYPOLOGIES

Based on their sites that buildings occupy in the town center, the buildings have been divided into four typologies. The following guidelines elaborate on the qualities that make each typology an effective contributor to the experience of Victoria Gardens.

**3.2a Main Street Buildings:** These retail buildings constitute the frontages on the two major retail streets of the town center. With street widths of more than 70 feet, these buildings should have heights that vary and are not lower than 20 feet, in order to provide an effective sense of enclosure. The scale of the building widths and the roof forms of the buildings should create variety of massing.



Fig 3-3: Intimate pedestrian scale

**3.2b Town Walk Buildings:** The Town Walks at Town Square are small scale streets that are less than 50 feet wide. The buildings that line the Walks should reflect an intimate, pedestrian scale, using signs, entrances, awnings, and storefront windows. Surfaces that are perpendicular to the building facades are quite visible, so that design elements such as blade signs, facade relief, shadow lines, and surface textures should be employed.

**3.2c Buildings on Town Square:** Situated on the main square of a small downtown, these buildings automatically have prominence. The quality of building materials, the roof forms, and the dimensions of parapets, openings and awnings, should reflect the status of a Town Square building. With a dimension of approximately 180 feet for the Town Square along North MainStreet, the buildings have a unique and generous forecourt.

**3.2d Community Building(s):** The planned community building or buildings have a relationship to both the commercial and residential uses on the site. The entrances and open spaces of the community building should be prominent and should be accessible and visible. The buildings should be able to respond to the changing needs of the community with expansion and renovation. The

materials chosen should have a sense of permanency and at the same time should age gracefully.

### 3.3 BUILDING MASS AND VOLUME

**3.3a** The project is on a site that has a grade change of 65 feet from high in the north to low in the south. The site is seen from a freeway along the south and east that is raised about 25 feet above adjacent grade. Therefore, the buildings will be seen from different angles and heights. The building forms should be treated in a three dimensional, sculptural way, with the possibility of a variety of roof forms. In addition, roofs need to be designed with visibility of equipment in mind. Equipment should be screened from street level and highway level viewpoints, with raised parapets, louvers, or other equivalent solutions.

**3.3b** Buildings should have a minimum height of 20 feet to the top of the roof and 24 feet to the top of the parapet or ridgeline.

**3.3c** Buildings should address the street and have doors and windows that open onto the street. Buildings should be built on the street edges, or Permissible Building Area Boundaries, and the range that building frontages can set back from the boundaries should be no more than three feet.

**3.3d** New buildings should relate to existing buildings by making reference to elements of similar scale and to parapet, cornice, lintel and sill lines.



*Fig 3-4: Diversity of Architecture*

### 3.4 DIVERSITY OF ARCHITECTURE

Victoria Gardens is a town center with a mixture of use and an eclectic diversity of architecture. No one style or theme is predominant; it is an amalgamation of many styles that give architectural vitality and interest to the town.

**3.4a** Diversity can be achieved in part by each building being designed for its particular site conditions, whether it is on a paseo, the Town Square, or main street.



*Fig 3-5: Minimum height 20 feet*



Fig 3-6: Diversity in building exterior

3.4b Diversity can also be accomplished with a good mix of tenant and product types. The size and quality of the tenants, the indoor and outdoor display ideas, and the quality of the building exterior are all factors of design diversity.

3.4c Tenants within Victoria Gardens should be varied in their typical space requirements, the floor areas of the stores. A variety in the perceived scale of the development is dependent on the mix of tenants and tenant sizes.

3.4d No two adjacent buildings should have identical facade designs or colors.

### 3.5 EXTERIOR MATERIALS AND COLORS

3.5a No one exterior material or color scheme should dominate the architecture of a street or open space in Victoria Gardens. Diversity and richness of architectural expression will be achieved with a variety of material choices that are seen in proximity to one another. Materials such as stone, wood, tile, concrete, metal and glass can be introduced in different facade treatments to ensure that a single material such as cement plaster is not dominating the palette.

3.5b A mixture of high quality materials in very visible places and in varying quantities can have a large impact on the perceived quality of the town center. It is important to choose the materials, textures, and colors carefully to receive maximum benefit.

3.5c The light quality is often muted in the Rancho Cucamonga region. A judicious use of intense colors, that can be seen in hazy light conditions, should be used to maximize the visibility of the architecture.

Fig 3-7: Variety of material choices



### 3.6 CLIMATE PROTECTION

**3.6a** Given the hot summer weather, buildings should contribute towards the creation of shaded walkways, using awnings, canopies, loggias, colonnades and other similar devices.

**3.6b** Awnings should be at a minimum height of 8 feet in height above the pavement level. They should extend a minimum of 3 feet and a maximum of 10 feet from the building into the sidewalk space.

**3.6c** Colonnades and covered walkways should have soffits that are at a minimum height of 10 feet and the clear walking width should be at least 8 feet clear.

**3.6d** Shading devices should be designed as an integral part of building facades and should be integrated into the aesthetics of the architecture..

**3.6e** A variety of materials, with a sense of permanence, should be used for shading devices, e.g. wood louvers, glass and steel canopies. At the same time, more temporary materials that exploit the qualities of light with their transparency, like matte finished fabrics used in awnings, should be encouraged.

**3.6f** Shading devices and other parts of building design need to accommodate occasional strong winds. Protection for the user and for the durability of the building need to be considered.

### 3.7 ENTRANCES AND FENESTRATIONS

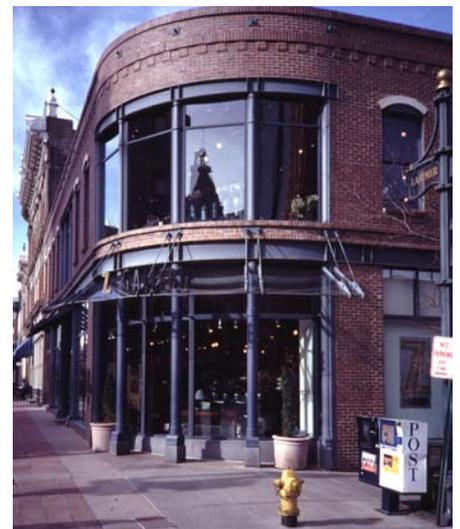
Doors, windows, storefronts, and other light giving apertures are included in this set of design guidelines. Four basic purposes are served: entry, light to the inside and outside, display, and views. The intent of the guidelines is to enhance the qualities related to all four.

**3.7a** Each door leaf shall be a minimum of 7 feet high and 3 feet wide and doors in storefronts should be as transparent as possible.



*Fig 3-8: Covered walkways provide shade*

*Fig 3-9: Transparent storefront*



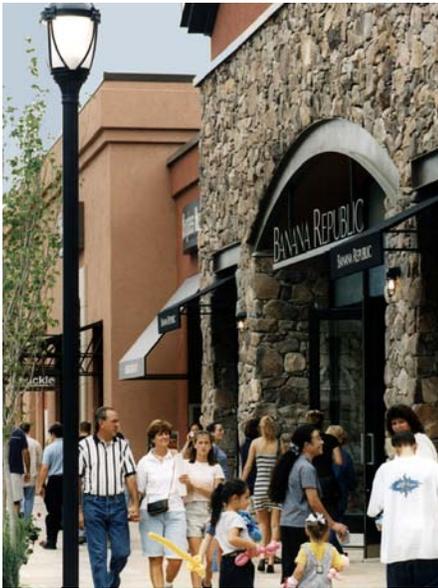


Fig 3-10: At least 30% openings.

3.7b Openings at the ground level should add up to at least 30% of the total facade surface area.

3.7c Openings should be designed to maximize natural light into the building and to allow visibility of interior display from the outside.

3.7d Fenestration can give texture to a building with the aid of shade and shadow on facades. Older buildings often have a sense of permanence due to the thickness of walls, rich shadow lines, deep fenestration and cornice lines. To replicate this phenomenon in new buildings, openings should have a minimum depth of 3 inches. In other words, frames for openings should be set back 3 inches from the face of the building.

3.7e Glazing sizes should not be larger than 10 feet vertically and horizontally. Glazing should be interrupted by a joint or frame at least every 10 feet. Variety of aperture sizes and glass frame sizes gives variety to architectural expression.

### 3.8 EXTERIOR BUILDING LIGHTING

Lighting that is visible on the inside and outside of a building contributes to the quality and mood of a building and can give it the sense of being inhabited and safe.

3.8a Exterior lighting should illuminate the overall building and focus on prominent features such as display and entry.

3.8b Building design should exploit the use of natural light with windows, skylights, light shelves and similar devices, minimizing dependence on artificial light.

3.8c The lighting strategy for Victoria Gardens should create an image of the town center as seen from the entry vantage points, such as from I-15, Day Creek Boulevard and Church Street.

3.8d Materials and lighting that causes glare and unwanted reflections at eye level should be avoided. Indirect light can be used to illuminate buildings, walkways and public spaces without glare.

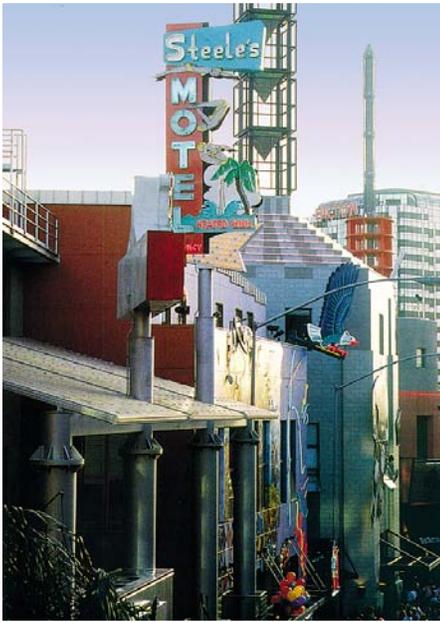
### 3.9 BUILDING SERVICES

**3.9a** Service equipment located on roofs should be screened with louvers, parapets or similar devices. Screening should be integral to the architecture of the building and should not be perceived as an appendage.

**3.9b** Service areas and equipment at grade in Victoria Gardens, including mechanical, electrical, communications, emergency and transportation equipment, should be screened from ground level viewpoints.



*Fig 3-11: Colonnades create intimacy and serve climate protection*



**3.10** PRELIMINARY CONCEPT TENANT IDENTITY SIGNAGE

Individual tenants will be encouraged to use a mixture of urban signage techniques. This includes signage on storefront awnings, signage on the glass storefronts and entrances, and dimensional blade signs. The tenant name above the entries in the sign band will be individual letters with no exposed neon and no internally illuminated box signs. Illumination will be from external decorative light sources. Dimensional signage will be encouraged to create a unique variety along the streetscape. A variety of blade sign designs will be allowed as well to create an eclectic mix, rather than a consistent theme to the blade signs which would detract from the urban variety.

*Fig 3-12: A variety of blade designs*

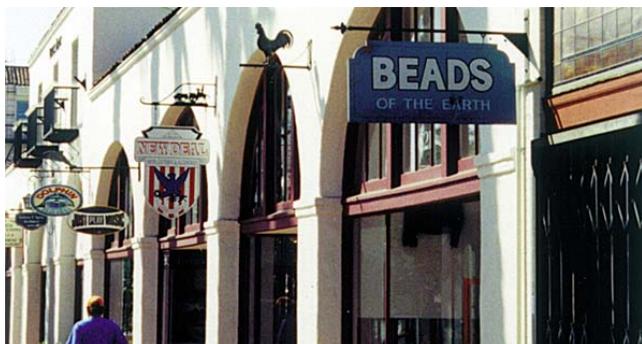
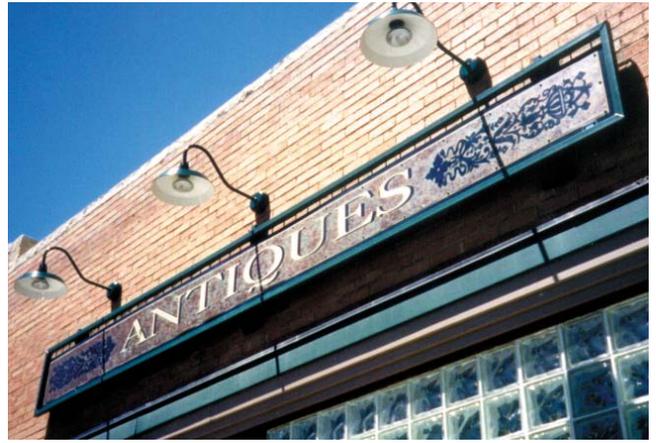
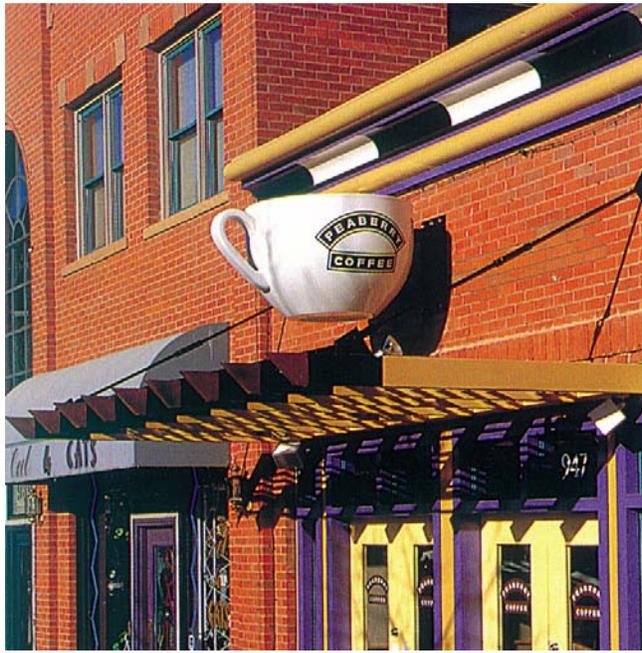


Fig 3-13: Tenant Identity Signage

### 3.11 PROHIBITED SIGNAGE

- Animated components, flashing lights, rotating of flashing signs, except for text and graphics on the field of a reader board sign
- Formed Plastic
- Surface mounted, box cabinet signage
- Freestanding Signs and Portable signs such as any sign designed to be moved from place to place
- Balloon or inflatable signs
- Signs which emit sound or odor or visible matter
- Signs with exposed raceways, conduit, junction boxes, transformers
- Fluorescent or reflective sign or color
- Simulated materials, i.e. wood grained, plastic laminate, wall coverings, paper, card board or Styrofoam
- Plexi-face Channel Letters

# DEVELOPMENT STANDARDS 4



Fig 4-1 Permissible Building Areas

## 4. DEVELOPMENT STANDARDS

### 4.1 PERMISSIBLE BUILDING AREAS

The Master Plan for Victoria Gardens has areas dedicated to streets and open spaces and areas that are defined as “Permissible Building Areas.” Boundaries have been established for building and non-building areas in those parts of Victoria Gardens that do not include publicly owned streets and open space. Essentially, there are four districts or areas that comprise the total Victoria Gardens Regional Center:

**4.1a The Main Street area** (Main Street Area), bounded by Day Creek Boulevard, Merlot Street and Victoria Gardens Lane;

**4.1b The predominantly residential area** (Residential Area), bounded by Day Creek Boulevard, Church Street, Merlot and Beaujolais Streets; and

**4.1c The Route 66 predominantly commercial area** (Route 66 Area), bounded by Day Creek Boulevard, Foothill Boulevard (US Route 66), Interstate Highway 15, and Victoria Gardens Lane;

**4.1d The eastern mixed-use area** (Eastern Area), bounded by Church Street, Victoria Gardens Lane, and Interstate Highway 15.

The Permissible Building Areas Plan shows the areas in which buildings can be built. The boundaries of the Permissible Building Areas also define the areas for streets, which are shown in the next section with plan and section drawings. The Permissible Building Areas describe the pattern of town blocks, which creates the development framework for Victoria Gardens to be a pedestrian-friendly, walkable town center.

The total site area of Victoria Gardens is comprised of a gross area of approximately 174 acres, and without the inclusion of the right-of-way of Victoria Gardens Lane, a net area of approximately 165 acres. The total Permissible Building Area in square feet of gross building floor area is 2,450,000, which is allocated within the four districts of Victoria Gardens with approximately the following total areas:

Main Streets Area:	2,110,000	square feet - Commercial/Office
	40,000	square feet - Civic
Residential Area:	600	dwelling units - Residential
Route 66 Area:	110,000	square feet - Commercial/Office
Eastern Area:	190,000	square feet - Commercial/Office

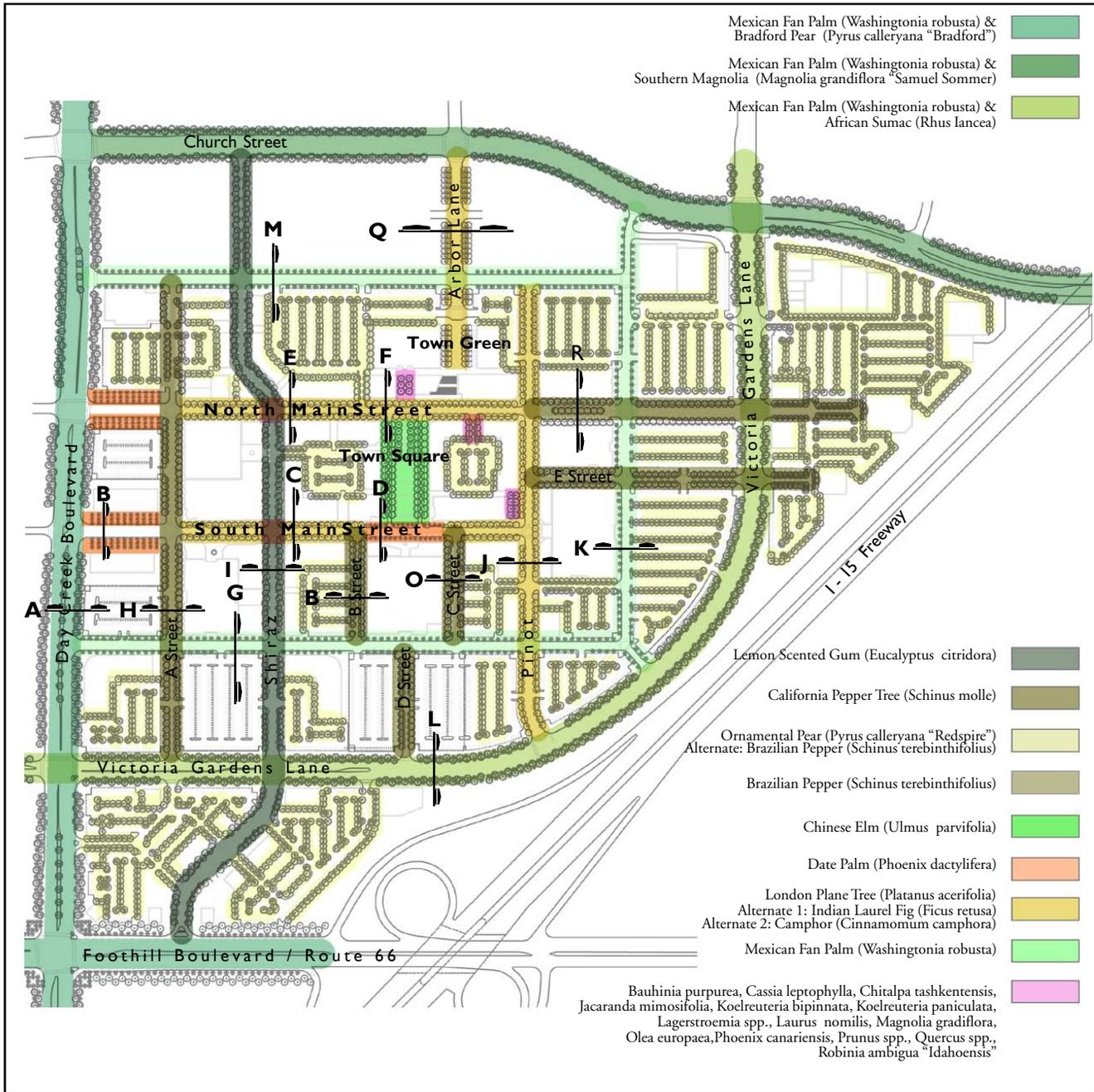


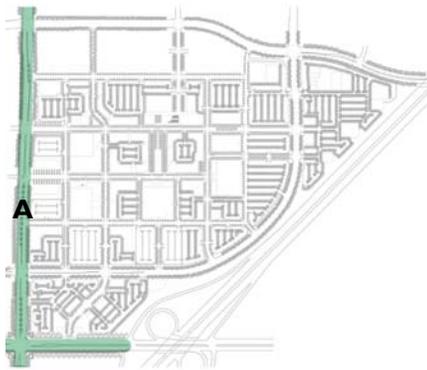
Fig 4-2 : Streetscapes Keyplan

## 4.2 STREET LANDSCAPE TREATMENT

The street landscape treatment consists of a series of hierarchical layers designed to complement the unique character of each street. Trees are used both as landmarks at focal areas of the project, and as shade-creating elements of the streetscape.

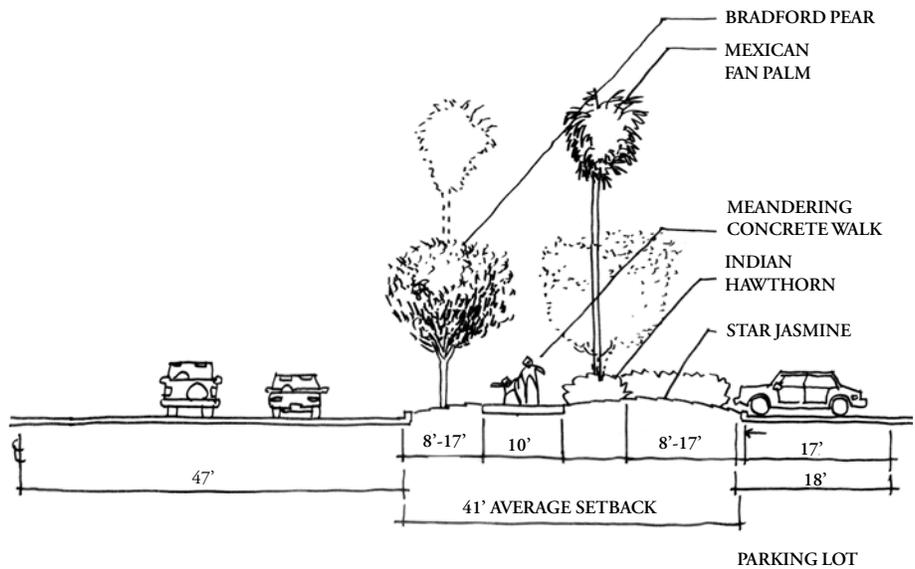
The Key Plan for street sections indicates the location of the street section drawings that follow. The section drawings show the width of roadways and sidewalks, parking, medians and building locations. Some of the more important features of the street drawings are that they show the different character of each street, the large areas dedicated to pedestrians, the on-street parking on almost every street, and the shading provided by tree canopies.

The different tree species create hierarchy at the overall project scale, and variety at the human scale. The peripheral planting is designed for visibility and image and is therefore the highest. Moving towards the center, the trees are lower in height and chosen for shade and response to the pedestrian scale. Moving from the periphery to the center, the four categories of tree plantings are **a.** Mexican Fan Palms & Date Palms, **b.** London Plane Trees, **c.** Lemon Gums and **d.** California Peppers. The street landscaping concept may be implemented as follows:

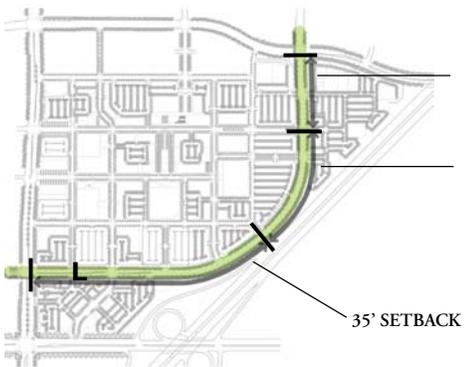


### 4.2a Mexican Fan Palms and Date Palms

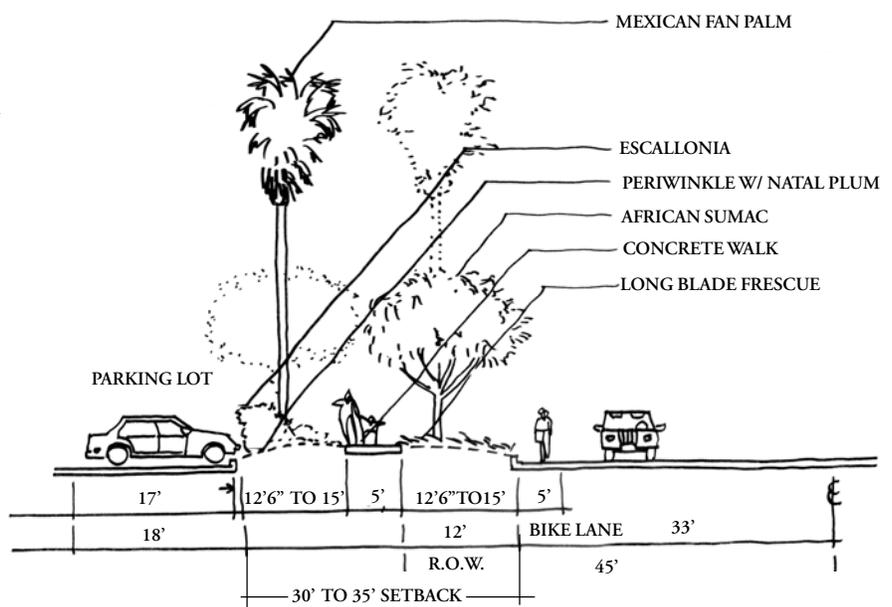
- Day Creek Boulevard (section A)



**A**  
DAY CREEK BLVD. LOOKING NORTH



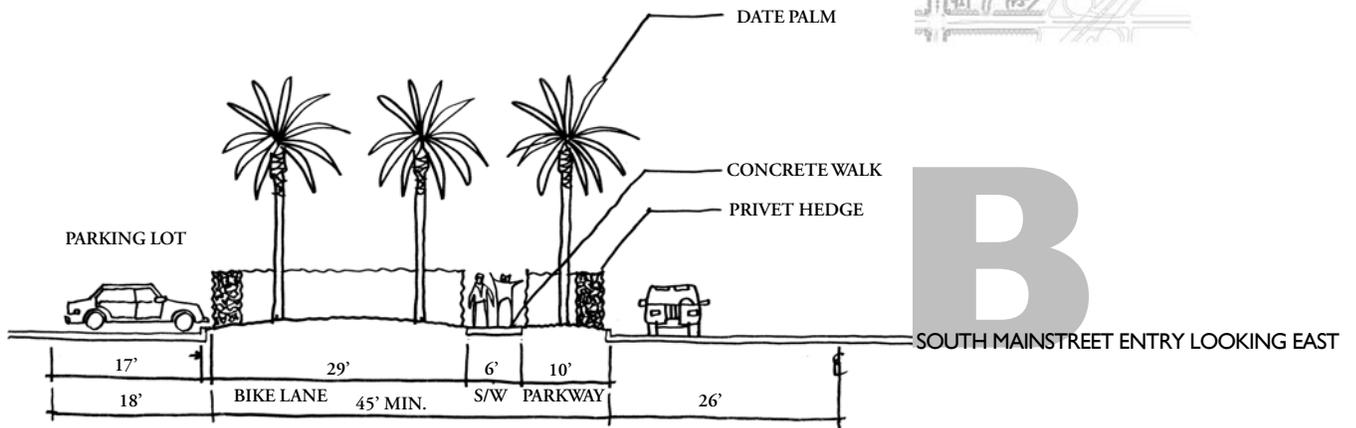
- Victoria Gardens Lane (section L)



**L**  
VICTORIA GARDENS LANE LOOKING EAST

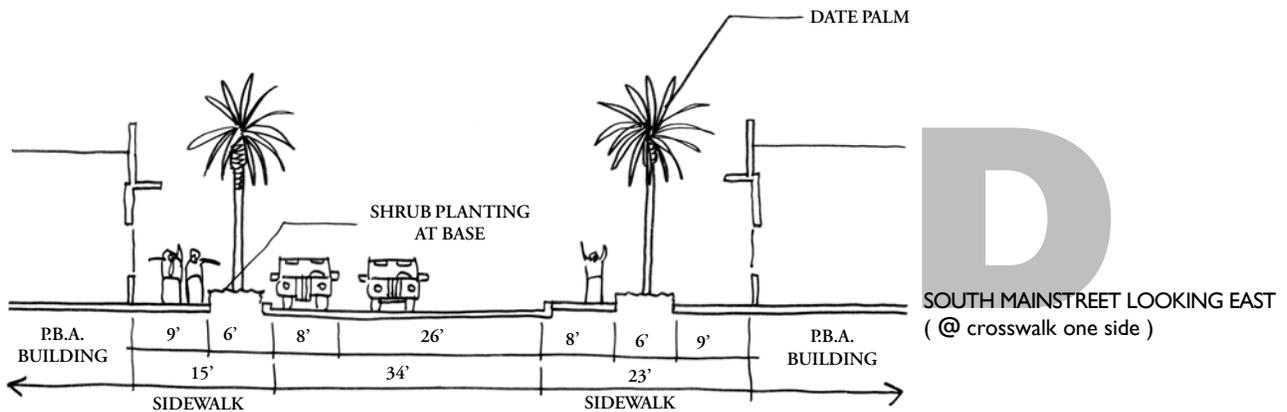
- North MainStreet and South MainStreet @ Day Creek Boulevard (section B)

The planting for these entries consists of Date Palms three rows deep on both sides of North and South Main from Day Creek to A Street. Groundcover will be planted at the base of the palms, which will be wrapped by a Privet Hedge along the perimeter of the planting area.



- South MainStreet between B and C streets (section D)

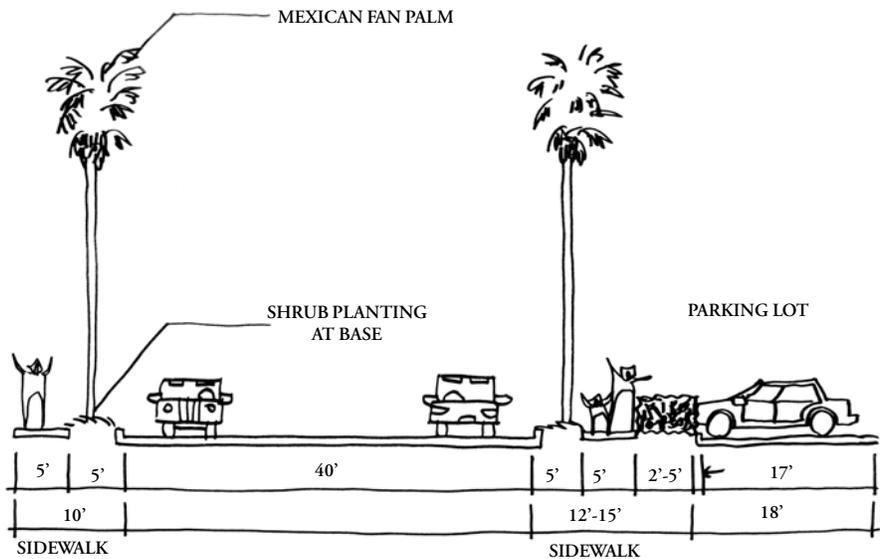
The planting consists of Date Palms on both sides of South MainStreet from B to C Street. Groundcover will be planted at the base of each palm, at least five feet square to the curb face. A sidewalk with a maximum width of 15 feet occurs on both sides of the street.





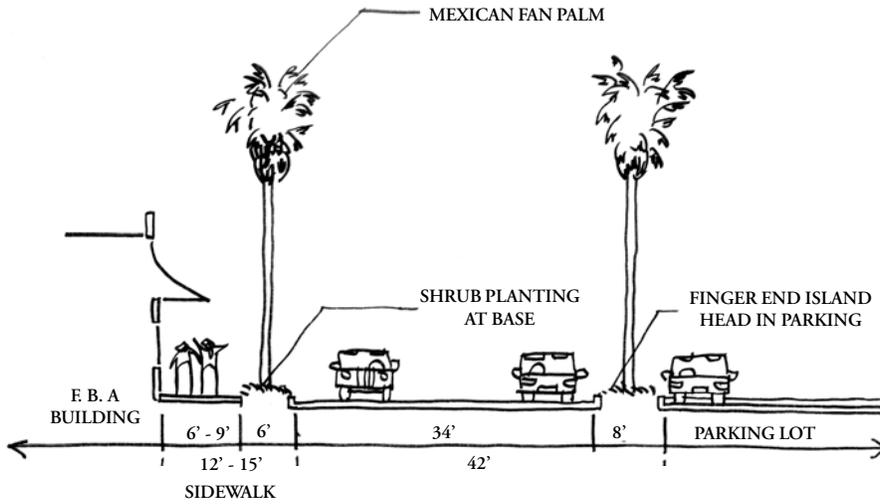
- Merlot (section M)

The planting for this street consists of Mexican Fan Palms. Groundcover will be planted at the base of each palm, five feet square to the curb face on the north and south side of the street. A 10 foot wide sidewalk occurs on the north side of the street and a 12-15 foot wide sidewalk is on the south side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



- Cabernet (section G)

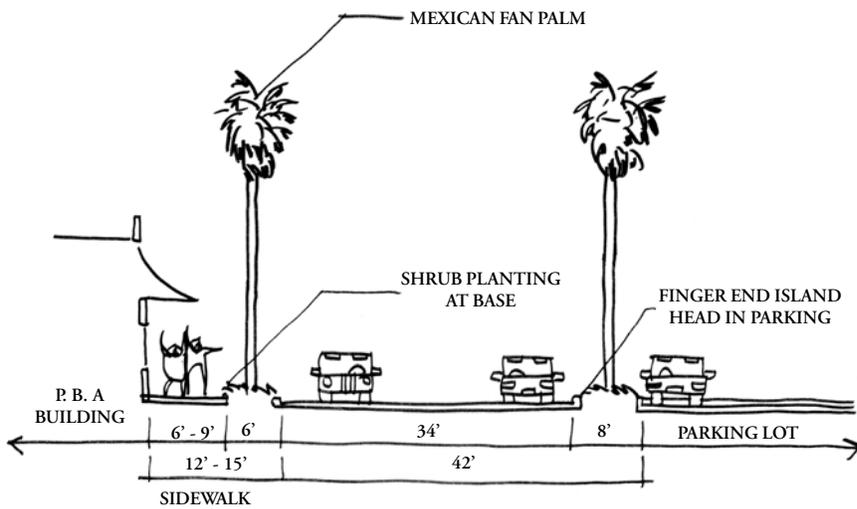
The planting for this street consists of Mexican Fan Palms. Groundcover will be planted at the base of each palm, six feet square to the curb face on the north side of the street. A 12-15 foot wide sidewalk occurs on the north side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



**G**  
CABERNET LOOKING EAST

- Beaujolais (section K)

The planting for this street consists of Mexican Fan Palms. Groundcover will be planted at the base of each palm, six feet square to the curb face on the west side of the street. A 12-15 foot wide sidewalk occurs on the west side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



**K**  
BEAUJOLAIS LOOKING NORTH

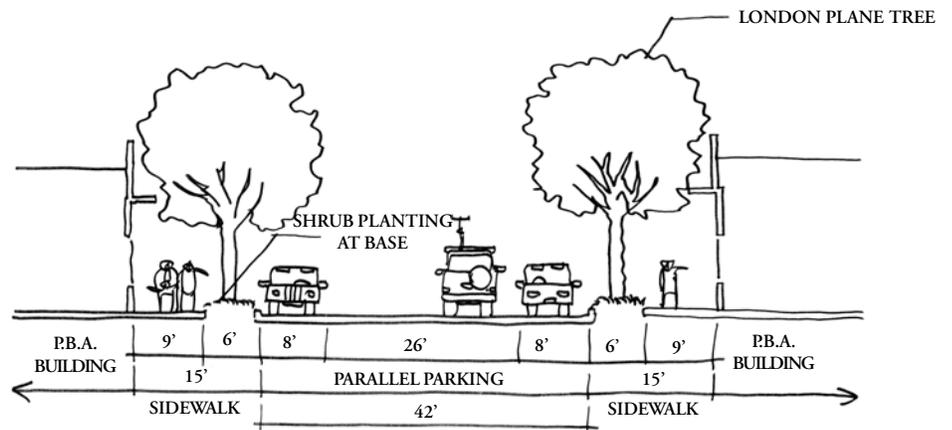


### 4.2b London Plane Tree

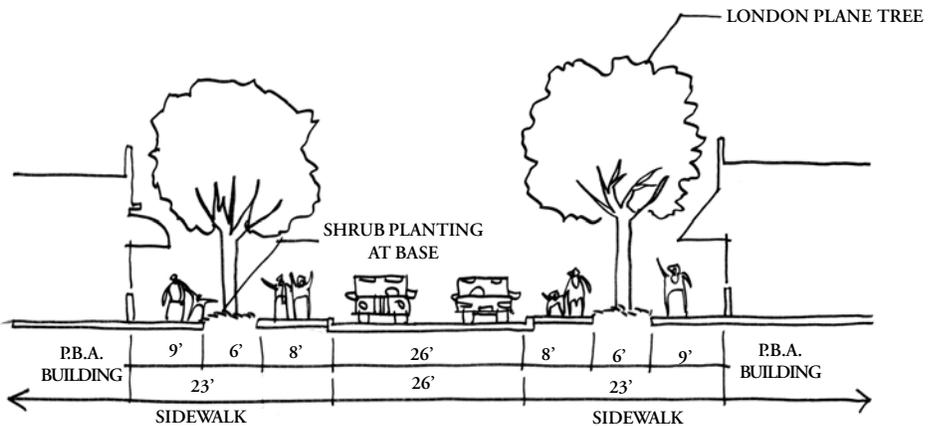
- North MainStreet (Sections E and F)

The planting for this street consists of London Plane Trees. Groundcover will be planted at the base of each tree, at least five feet square to the curb face on the north and south side of the street. A sidewalk with a maximum width of 15 feet occurs on both sides of the street and it can be wider if there is no parallel parking. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center. 20% of the total area for paving for this street will include unit paving material, such as stone, tile or brick.

**E**  
NORTH MAINSTREET LOOKING EAST  
( @ Parking )



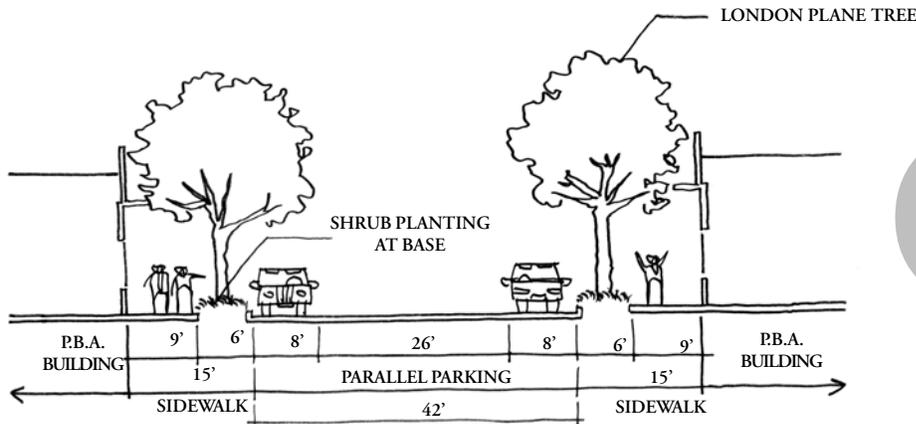
**F**  
NORTH MAINSTREET LOOKING EAST  
( @ Crossing )





- South Main Street (section C)

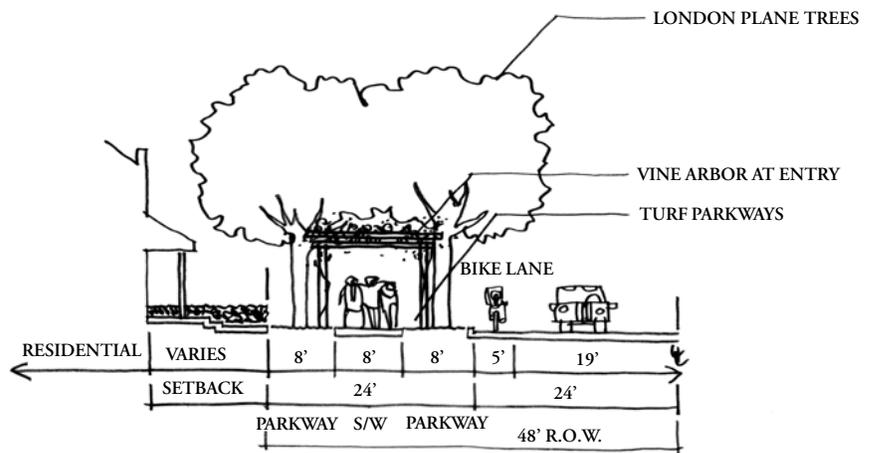
The planting for this street consists of London Plane Trees. Groundcover will be planted at the base of each tree, at least five feet square to the curb face on the north and south side of the street. A sidewalk with a maximum width of 15 feet occurs on both sides of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center. 20% of the total area for paving for this street will include unit paving material, such as stone, tile or brick. See section D for street section between B and C streets.





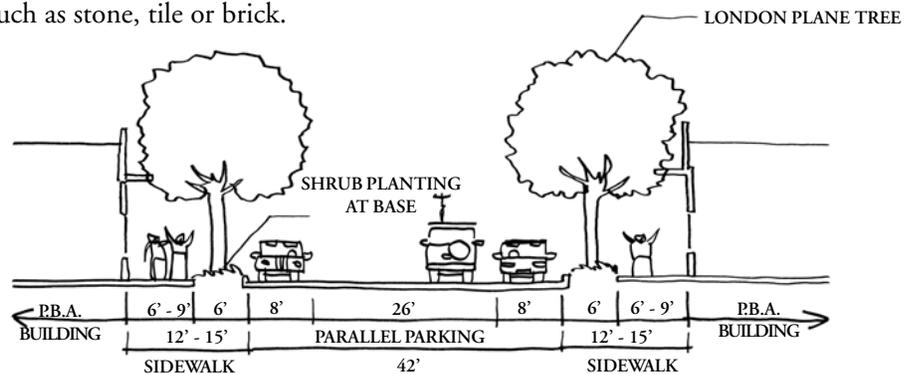
- Arbor Lane (section Q)

The planting for this street consists of London Plane Trees with groundcover. A sidewalk occurs on both sides of the street. Material finishes for the sidewalk may include natural gray concrete with a retardant or exposed aggregate finish with sawcut joints.



- Pinot (section J)

The planting for this street consists of London Plane Trees. Groundcover will be planted at the base of each tree. A 12-15 foot wide sidewalk occurs on both sides of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center. 10% of the total area for paving for this street will include unit paving material, such as stone, tile or brick.

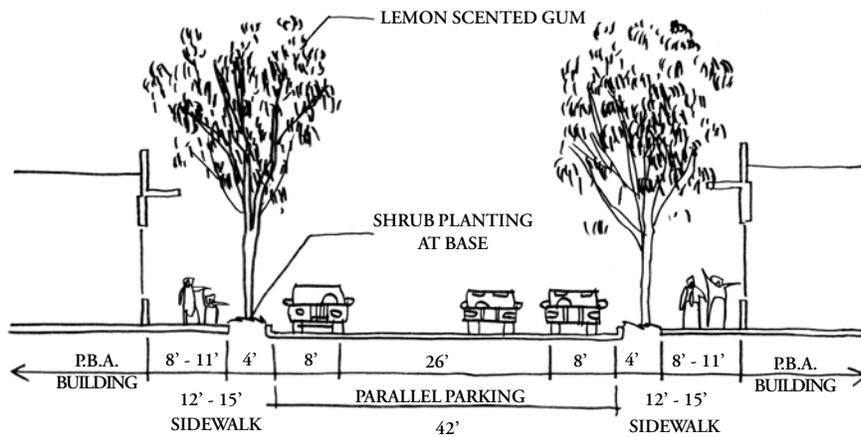


4.2c Lemon Gums

- Shiraz (section I)

The planting for this street consists of Lemon-Scented Gums. Groundcover will be planted at the base of each tree, five feet square to the curb face. A 12-15 foot wide sidewalk occurs on both sides of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center. 10% of the total area for paving for this street will include unit paving material, such as stone, tile or brick.

At the intersections of Shiraz at North Main and South Main, accent trees will be planted at the four corners of the street in the extended islands that create the pedestrian cross walks. These planter islands will consist of perennials and shrubs whose selection and color arrangement reflects the natural colors and textures of the heritage winery plantings used in the region.



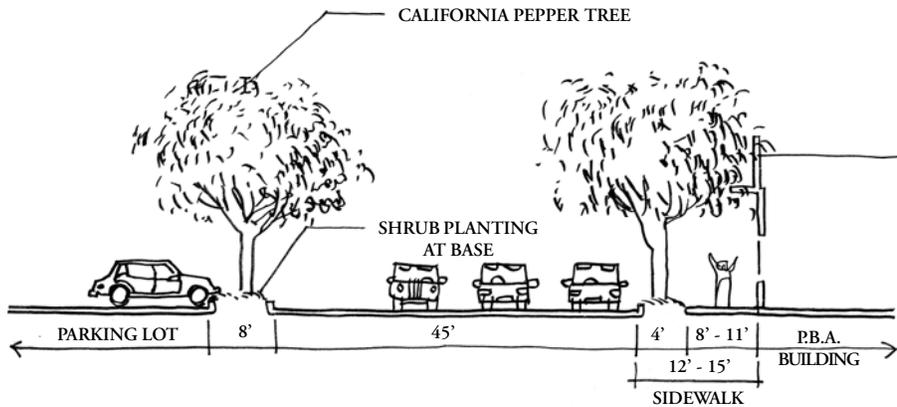
SHIRAZ LOOKING NORTH



### 4.2d California Peppers

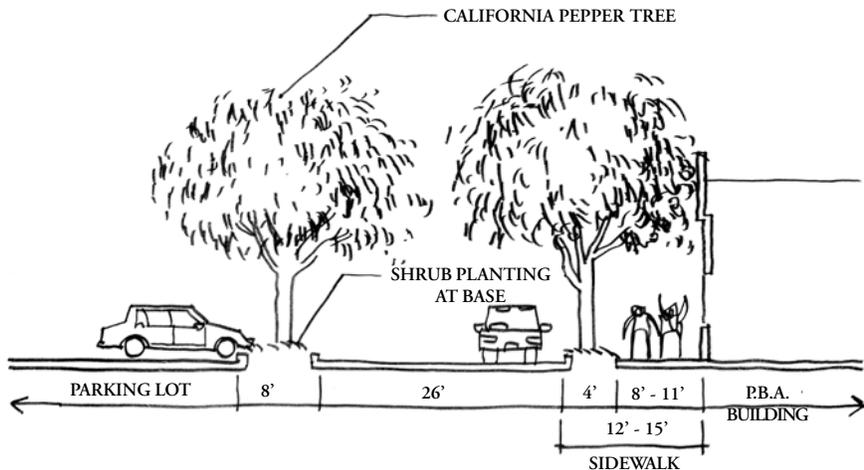
- A Street (section H)

The planting for this street consists of California Peppers. Groundcover will be planted at the base of each tree, 5 feet square to the curb face except at parking areas where the planting area is 8 feet wide to the curb face. A 12-15 foot wide sidewalk occurs predominantly on the east side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



- B Street (section P)

The planting for this street consists of California Peppers. Groundcover will be planted at the base of each tree, 5 feet square to the curb face, except at parking areas where the planting area is 8 feet wide to the curb face. A 12-15 foot wide sidewalk occurs predominantly on the east side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.

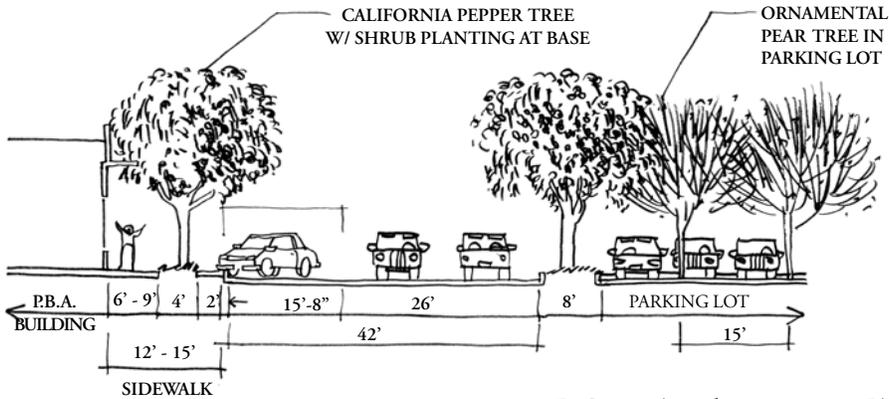


- C Street (section O)

The planting for this street consists of California Peppers. Groundcover will be planted at the base of each tree, 5 feet square to the curb face, except at parking areas where the planting area is 8 feet wide to the curb face. A 12-15 foot wide sidewalk occurs on both sides of the street. Angled parking will occur on the west side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



C STREET LOOKING NORTH



- D Street (similar to section P)

The planting for this street consists of California Peppers. Groundcover will be planted at the base of the tree, in a planting area 8 feet wide to the curb face.

- E Street (similar to section P)

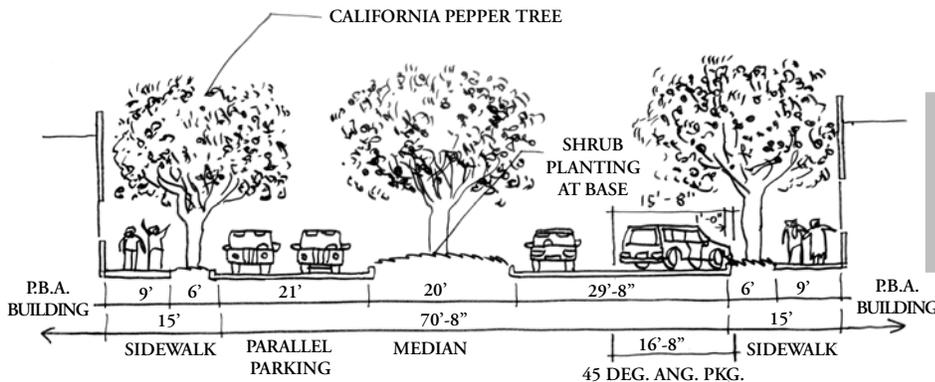
The planting for this street consists of California Peppers. Groundcover will be planted at the base of the tree, in a planting area 8 feet wide to the curb face.

- North Main Street, between Pinot and Victoria Gardens Lane (section R)

The planting for this street consists of California Peppers. Groundcover will be planted at the base of each tree, 6 feet square to the curb face, except at the median occurring between Pinot and Beaujolais, where the planting area is 20 feet wide to the curb face. A sidewalk with a maximum width of 15 feet occurs on both sides of the street. Angled parking will occur on the south side of the street. The sidewalk will be natural gray concrete with a retardant or exposed aggregate finish, with sawcut joints at every five feet on center.



NORTH MAIN STREET LOOKING EAST



### 4.3 LAND USES

The Victoria Gardens Regional Center, including all the four areas, is designated as “Mixed Use” in the amended General Plan for the City of Rancho Cucamonga. Permitted land uses within the overall Mixed Use designation will vary according to the four areas of Victoria Gardens that are described in 4.1, Permissible Building Areas. In accordance with the “Rancho Cucamonga Development Code,” Chapter 17.10, Commercial/Office Districts, dated October, 2000, and Chapter 17.08, Residential Districts, dated June, 1999, the four areas have the following land uses:

#### 4.3a Main Streets Area

The land use categories and classifications listed under 17.10.030 “Use Regulations for General Commercial/Office Districts” shall apply, except:

4.3a-1 Automotive sales and service uses shall all be C (Conditional Use Permit required).

4.3a-2 Pawn shops, adult entertainment, massage establishments, mortuaries and cemeteries, truck and trailer rental, sales and service will not be permitted.

#### 4.3b Residential Area

The land use categories and classifications listed under 17.08.030 “Use Regulations for Residential Districts for Medium-High and High Residential Districts” shall apply, except where specified otherwise in the Victoria Gardens Master Plan.

#### 4.3c Route 66 Area

The land use regulations shall be the same as for the Main Streets Area above, except:

1. Fast food restaurants shall be permitted to have drive-through service.
2. Automotive sales and service uses shall include coin operated and automatic car washing as permitted uses.

#### 4.3d Eastern Mixed-Use Area

The land use regulations shall be the same as for the Main Streets Area above. Fast food restaurants shall be permitted to have drive-through service.

### 4.4 SIDEWALK AND OUTDOOR USES

For all but the Residential Area in Victoria Gardens, the regulations for sidewalk and outdoor uses, including sales and display, shall be in accordance with 17.10.030 “Use Regulations for General Commercial/Office Districts,” except modifications to the Code shall include: there shall be no limitation on the amount of time that could be permitted, and, outdoor sit-down eating as part of a restaurant will be permitted and will not require a Conditional Use Permit.

**4.5 HEIGHTS AND SETBACKS**

**4.5a Public Streets**

Except as stated in this section the setbacks from streets will follow the Rancho Cucamonga Development Code, Table 17.10.140-B – Setbacks, 1. Street yard setback, and the setbacks are to be measured from the face of ultimate curb locations.

**4.5a-1 Day Creek Boulevard Between Foothill Boulevard (Route 66) & Merlot Street:**

Setbacks will be an average of forty-one (41) feet.

**4.5a-2 Foothill Boulevard (Route 66) and Church Street:**

Except as stated in 4.B Residential Area Standards for Church Street, the setbacks will follow the Rancho Cucamonga Development Code, Table 17.10.140-B – Setbacks, 1.a. Major/Special Boulevard, which has 45 feet of setback for buildings.

**4.5a-3 Victoria Gardens Lane:**

Setbacks will be 30 to 35 feet between Day Creek Boulevard and Church Street, as shown in Section “L” on page 92.

**4.5a-4 Merlot Street and Arbor Lane:**

Merlot Street and Arbor Lane may be public streets; Merlot setbacks will follow Section “M” on page 94, and Arbor will follow Section ‘Q’ on page 98.

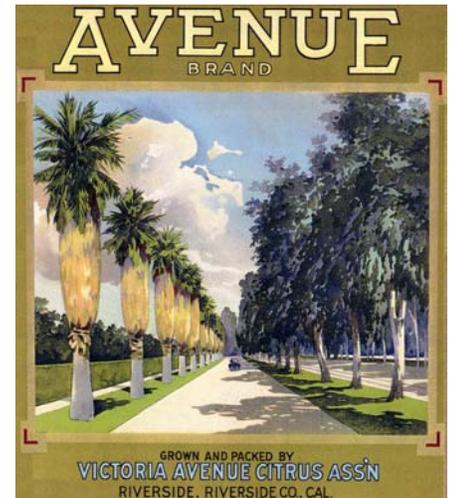
**4.5b Main Streets Area**

Building Heights within the Main Streets Area shall be encouraged to vary in order to achieve diversity in the architecture. The height limit shall be 70 feet to the roof level of the top occupied floor, except for up to three project identification signs, communications equipment, and up to two signature buildings, which may be as high as 90 feet. If a theater is part of the community building program, and if it has a full-fly stage, it would be 80 to 90 feet tall.

Setbacks in the Main Streets Area shall follow the plan for “Permissible Building Areas,” and have the following setbacks:

- Buildings shall be built to the Permissible Building Area boundaries along street and open space frontages, and may have as much as a three foot setback from a boundary line.
- Along parking areas, buildings may have as much as a ten feet setback from a Permissible Building Area boundary line.

**4.5c Residential Area (see Section 4.7)**



*Old advertisement depicting streets in Southern California*

**4.5d Route 66 and Eastern Areas**

Building Heights shall be encouraged to vary in order to achieve diversity in the architecture. The height limit shall be 70 feet to the roof level of the top occupied floor, except for a project identification sign and communications equipment.

Setbacks will follow the Rancho Cucamonga Development Code, Table 17.10.040-B – Setbacks, except that in no case shall the setback requirement for street yards or property lines be more than 20 feet for buildings, parking, and landscaping, unless otherwise noted in this document.

**4.6 VEHICULAR ACCESS**

The vehicular access to Victoria Gardens from public streets, Foothill Boulevard (Route 66), Day Creek Boulevard, Church Street, and Victoria Gardens Lane are in the following places with the following characteristics (refer fig. 6-2 on the inside back cover):

**4.6a The Route 66 Area**

For the Route 66 Area, there is a right-in and right-out intersection on Foothill Boulevard at Shiraz Street between the I-15 Freeway and Day Creek Boulevard. There is also a right-in and right-out intersection on Day Creek between Foothill and Victoria Gardens Lane. A full movement intersection (signalized) is at Shiraz and Victoria Gardens Lane, serving both the Main Street and Route 66 Areas. In addition, two (2) right-in and right-out intersections are on Victoria Gardens Lane, one between Day Creek and Shiraz and one to the east of Shiraz.

**4.6b The Eastern Area**

For the Eastern Area, there are three (3) intersections along Victoria Gardens Lane, which serve both the Eastern and Main Street Areas, and each is aligned with a street into the Main Street Area. One (1) intersection, North Main Street, is a full movement intersection (signalized), and the other two (2), Merlot Street, and E Street, are right-in and right-out intersections. An additional intersection is potentially planned on Church Street east of Victoria Gardens Lane, to align with the residential street to the north of Church Street. This would allow right turns in and out and left turns in to the Eastern Area.

**4.6c The Main Street Area**

For vehicular access to the Main Street Area, in addition to the intersections that also serve the Route 66 and Eastern Areas, there are three (3) full movement intersections from publicly-owned streets, one (1) partial movement intersection, and seven (7) right-in and right-out intersections.

Along Day Creek there are full movement intersections at North Main Street (signalized), a partial movement intersection at South Main Street (half-

signalized with full movement to/from the Main Street Area), and right-in and right-out intersections at Cabernet and Merlot.

On Church Street there is a full movement intersection at Arbor Lane (signalized) and a right-in and right-out intersections at Shiraz Street and Beaujolais Street. Both Arbor Lane (signalized), and Shiraz serve the Residential Area as well as the Main Street Area, while Beaujolais serves only the Main Street Area.

On Victoria Gardens Lane, in addition to the intersections that serves the Route 66 and Eastern Areas, there is a full movement intersection at Pinot Street (signalized) and three (3) right-in and right-out intersections at Beaujolais Street, D Street, and A Street. There are also three (3) curb cuts into parking areas along Victoria Gardens Lane on the blocks between Shiraz Street and D Street, D Street and Pinot Street, and Beaujolais Street and E Street.



*Street lined with Mexican Palms*

#### 4.7 PARKING

Parking will be in accordance with the Rancho Cucamonga Development Code, Chapter 17.12, Parking Regulations, modified as follows:

4.7a The amount of parking required by use in the Main Streets Area shall be as follows:

**Retail, Food Service and Cinema:** 4.5 spaces per 1,000 square feet of gross leasable area for the first 1,250,000 gross square feet, and 4.25 spaces per 1,000 square feet of gross leasable area for any area over 1,250,000 gross square feet.

**Office:** 3.0 spaces per 1,000 square feet of gross floor area.

4.7b The amount of parking required by use in the Route 66 and Eastern Areas shall be as follows:

**Retail, Food Service and Cinema:** 5.0 spaces per 1,000 square feet of gross leasable area, and

**Office:** 4.0 spaces per 1,000 square feet of gross floor area.

4.7c Landscaping for parking, including walls, fences and berms, will follow the Master Plan designs and standards as set forth in this document.

4.7d The amount of parking will be provided at a minimum in accordance with ratios of parking to building area as specified in this Master Plan.

4.7e A shared parking analysis may be submitted to the city as per the Rancho Cucamonga Development Code. Cucamonga Development Code.

**4.8 RESIDENTIAL AREA STANDARDS**

Proposed Standards For Multi-Family Development:

**4.8a** Minimum parcel size 100 feet **4.8b** Minimum lot frontage 3 acres

**4.8c** Maximum density for gross acres 30 units per acre

**4.8d** Setbacks: The setbacks are to be measured from the face of ultimate curb locations

Church Street & Day Creek Boulevard (3 story buildings)	35' minimum to face of curb 20' minimum to property line
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Interior (private) Street (3 story buildings)	10' minimum to face of curb
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**4.8e** Residential dwellings on Arbor Way, between Church Street and Merlot Street, shall front onto and have front doors facing Arbor Way.

**4.8f Building Separations for 3 Story Buildings**

1. Front to front Patio or decks may encroach 8'0" in the required distance	35' minimum
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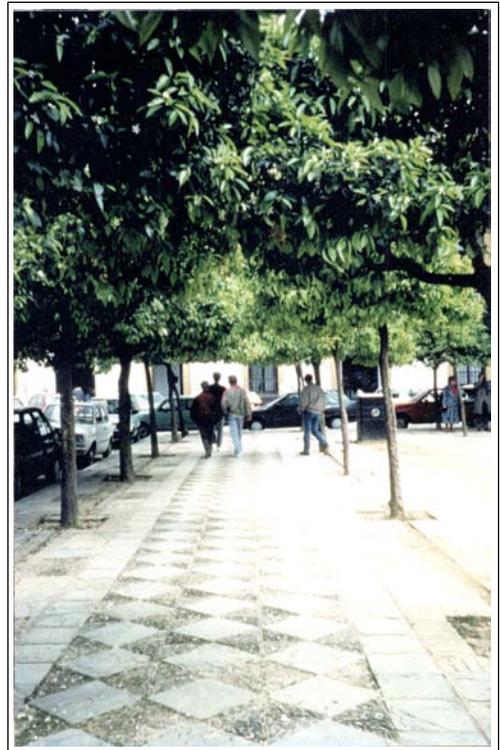
2. Side to side No projections are allowed in the minimum setback	15' minimum
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3. Rear to rear 2nd & 3rd floor units, balconies or decks may project 2' 0" into the minimum setback	30' minimum
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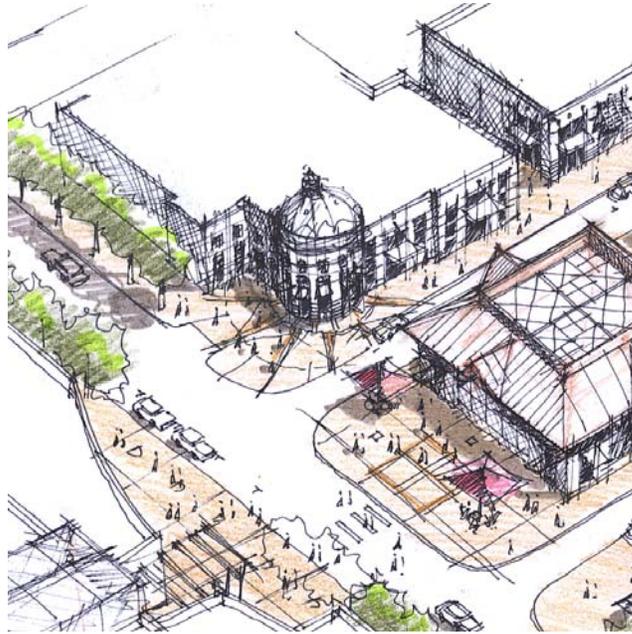
- |   |   |
|---|---|
| <p>4. Front to side<br/>Stair projections are allowed to project 3'-0" into the setback minimum</p> | <p>25' - 0" minimum</p>   |
| <p>5. Building or patio setback to pavement</p>   | <p>10'-0" minimum to face of curb<br/>5'-0" minimum to back of sidewalk</p> |
| <p>6. Building to parking</p>   | <p>10' minimum setback from edge or front of any parking space</p>          |
| <p>7. Face of garage to access court (alley)</p>  | <p>3'-0" minimum</p>  |

**4.8g Private street widths**

- |                                    |   |
|------------------------------------|---|
| <p>1. Main circulation streets</p> | <p>26'-0" wide minimum<br/>Back of curb to back of curb</p> |
| <p>2. Access courts</p>            | <p>20'-0" minimum</p>                                       |



# 5 IMPLEMENTATION & PROCESS



*Fig 5.1: A study sketch of the intersection of Town Walk and South MainStreet*

## **5. IMPLEMENTATION PROCESS**

### **5.1 THE PLANNING, REVIEW AND APPROVAL PROCESS**

The planning review and approval process for the implementation of the Rancho Cucamonga Regional Center, Victoria Gardens, is summarized as follows:

#### **5.1a Master Plan and Planning Documents – Review & Approval**

The Master Plan for Victoria Gardens was submitted to the City of Rancho Cucamonga and the plan was reviewed and approved by City Committees, the Planning Commission, and the City Council. The Master Plan is accompanied by three documents:

- An amendment to the General Plan (GPA),
- An amendment to the Victoria Community Plan (VCPA), and
- An Environmental Impact Report (EIR).

The Master Plan includes Design Guidelines, concerning issues of building design and signage, and Development Standards, concerning issues of land use and zoning.

The approval of the Master Plan for Victoria Gardens by the City includes: 1. The amounts of development in gross floor area, by land use and by Area of

Victoria Gardens, 2. The amounts of required parking, by land use and by Area, 3. The overall plan for streets and open spaces, 4. The land uses proposed, and 5. The standards and guidelines for development of buildings, signage concepts and types, and landscape architecture treatments.

It is the intent of the City and the Applicant that approval of the Master Plan and accompanying documents will establish a comprehensive set of land use regulations and constitute final discretionary approval of project development conforming to the Master Plan, subject only to further design review (“Design Review”) of building and signage. Design Review shall include review of exterior elevations of the buildings, tenant signage, building architectural aesthetics, exterior materials and colors. Design Review shall not operate to restrict the uses, floor areas or internal vehicular and pedestrian circulation systems otherwise permitted under the Master Plan, or require landscaping beyond that identified in the Master Plan.

#### 5.1b Phase One of the Regional Center – Review and Approval

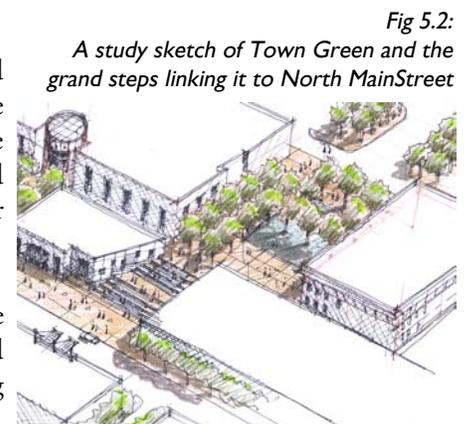
Following review and approval of the Master Plan and accompanying documents, the design for Phase I of the Victoria Gardens projects will be submitted to the City for Design Review. The design will be reviewed ministerially for conformance with the Development Standards and for adherence to the design directions established by the Design Guidelines.

Initial Design Review for Phase I will be by the Planning Commission and the City Council. Should there be revisions to the design of Phase I, subsequent to the initial Design Review approvals, then subsequent Design Review of the revision would occur in two ways. If the changes were minor in the determination of the Director of Planning, design review and approval would be by the Director of Planning. If the changes were significant, then a Design Review Committee would perform Design Review. The Design Review Committee, appointed by the Mayor, will be comprised of one member of the City Council and two members of the Planning Commission.

#### 5.1c Subsequent Projects and Phases – Review and Approval

Following Phase I Design Review approval, Phase II, subsequent phases and projects will be submitted to the City for Design Review from time to time consistent with the applicant’s development schedule. Design Review will be conducted by the Director of Planning. The design will be reviewed ministerially for conformance with the Development Standards and for adherence to the design directions established by the Design Guidelines.

Projects submitted in Phase II and subsequent phases will most likely not be as large as Phase I. The projects will vary in size. The smallest project could be an individual building and the largest could be a development consisting of multiple buildings on more than one block of Victoria Gardens.



**5.1d Variance Procedure**

The Director of Planning may approve through the Design Review process minor changes from the requirements of the Master Plan without a formal Master Plan amendment.

**5.1e Timing and Appeals**

The City shall process and render its decision on each Design Review application within 60 calendar days of receiving applicant submittal of a site plan, elevations and color/materials samples, if applicable. Any Design Review decision may be appealed by the applicant to the City Council in writing within 10 days following applicant’s receipt of written notice of the Design Review decision. The City Council shall hear and affirm, modify or overrule the decision under appeal within 30 calendar days of submission of the appeal.

**5.2 CITY PLANS AND THE MASTER PLAN**

In addition to the Master Plan, the accompanying planning documents that affect Victoria Gardens, the Regional Center of the City of Rancho Cucamonga, include:

**5.2a The General Plan**

The General Plan will be amended to include the appropriate land use designations for Victoria Gardens. The General Plan Amendment will be submitted to the City with the Master Plan.

**5.2b The Victoria Community Plan**

The Victoria Community Plan is the plan for the region, which includes the plan for Victoria Arbors and other areas in what the Plan calls “An Interrelated Community of Villages.” The Victoria Community Plan needs to be amended to be consistent with the Master Plan for Victoria Gardens.

**5.2c The Victoria Arbors Master Plan**

The Victoria Arbors Master Plan is the plan for the community in which Victoria Gardens is located. The Plan has provisions which affect Victoria Gardens, particularly for landscape architecture and public facilities; however, the Plan does not need to be amended.

**5.2d The Environmental Impact Report for Victoria Gardens**

An accompanying document of the Master Plan is the Environmental Impact Report (EIR) for the Victoria Gardens Regional Center. The EIR analyzes the potential impacts of the development and recommends mitigation measures, if necessary and applicable.

*Fig 5.3: A study sketch of the Town Square*



# ACKNOWLEDGMENTS

## Acknowledgments

### THE CITY OF RANCHO CUCAMONGA

#### **City Council & Redevelopment Agency**

William J. Alexander, Mayor & Chairman  
Diane Williams, Mayor Pro Tem & Vice-Chairman  
Paul Biane, Member  
Grace Curatalo, Member  
Bob Dutton, Member

#### **Administration**

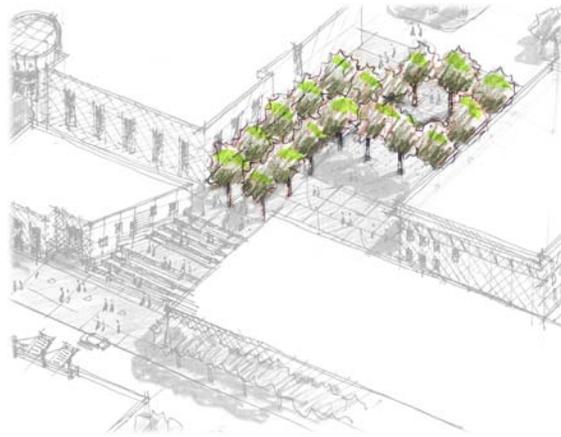
Jack Lam, AICP, Executive Director  
Linda D. Daniels, Redevelopment Director  
Janice Reynolds, Redevelopment Analyst  
Brad Buller, Planning Director  
Brent LeCount, Associate Planner  
Jon Gillespie, Traffic Engineer  
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John Goodman, Chief Executive Officer  
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