3.0 COMMUNITY DESIGN ELEMENT

The Community Design Element serves several purposes that help to define the visual character desired for Loma Linda. The focus of this Element is to provide policy direction through verbal descriptions of appropriate design to guide future improvements, revitalization projects, and new development by private, non-profit, and City entities. This Element works in concert with the Land Use Element by taking the general design provisions closely related to land use, such as site layout, and providing further detail such as appropriate architectural style to reflect the Loma Linda community. The design policies contained within the text descriptions are further supplemented by photo examples that facilitate an understanding of appropriate development character for Loma Linda, in order to guide developers and design professionals. Another purpose of this Element is to identify opportunities to enhance the City's existing built form and make suggestions regarding appropriate options for design improvements.

Design should not be underestimated as merely a visual aesthetic, for community design can have many important implications. Positive design character can have the following benefits:

- Create a pleasant, functional, and organized environment that helps residents, workers, and visitors have a sense of well-being while in the community;
- Encourage residents, workers, and visitors to use businesses within the City by making commercial areas more attractive and functional;
- Provide good "wayfinding" to assist visitors in finding facilities and services within the community;
- Attract future development of a high quality by giving developers and new businesses the confidence that their investment in the community will be protected; and
- Visually reflect the quality of the community.

The end result of the Community Design Element is to provide an understanding of the important positive effects that good design can have on a community, recognize the many positive features of Loma Linda's existing development, identify opportunities for making changes to positively influence the Loma Linda's appearance, and to provide clear guidance for future development that reflects the character of Loma Linda and the community's vision for its built environment.

3.1 APPROPRIATE DESIGN OF NEW DEVELOPMENT

New development must do more than just fit in with its surroundings; it needs to make a positive contribution to the community. As vacant land develops and under-utilized land experiences new development in the future, Loma Linda will require a vision and design parameters to serve as a guide for creating attractive and functional new development that reflects the community's unique character. The overall vision for Loma Linda as it relates to the design quality of its built environment is based on the following goals:

- Create an image and sense of place that reflects the community's present, past, and future
  - Traditional values teamed with innovation
  - Excellence and achievement
  - Focus on health and well-being
  - Agricultural heritage
- Ensure high quality and functionality of new development
- Convey a sense of vitality and create more "gathering places" within the community
- Make sound investments in Loma Linda's built environment by promoting a timeless appearance in design so that the need for frequent renovations and remodels is alleviated.

Appropriate site planning, building orientation, building scale, and architectural character depend on the type of development (e.g., pedestrian-oriented or "big box") or the nature of the use (e.g., commercial, business complex, industrial). The following categories address appropriate design of new development according to its type or nature of use (using the same name for the type/nature of use as used in the Land Use Element). For design of mixed-use developments (the appropriate mix of uses and locations are described in the Land Use Element), refer to the description and policies of Pedestrian Oriented Development in the case of "vertical mixed use" (i.e., different uses are mixed within the same multi-story building). For "horizontal mixed-use" (i.e., the different uses occur within separate adjacent buildings), refer to the respective use component of the development (e.g., commercial, office, institutional). The design descriptions and policies within this Element are also supplemented by photo examples to facilitate an understanding of appropriate development character for Loma Linda and to guide developers and design professionals in designing new development. These photo examples are found at the end of the following descriptions and policies (Figure 3.1).

3.1.1 Pedestrian-Oriented Development

Pedestrian-oriented development is designed around the pedestrian, and facilitates walking and bicycling as a primary means of travel for short trips within the development area. The traditional small town "Main Street" is the prototype for modern pedestrian-oriented development, which provides a mix of land uses such as retail, offices, commercial services, and residential in the same building or in nearby buildings. This mix of uses helps to build the synergy that is necessary for successful pedestrian oriented development because it allows buildings to be in use 24 hours a day. Pedestrian-oriented development is typically characterized by the location of buildings close to streets, building architecture that is detailed and scaled to the pedestrian, and a variety of amenities (e.g., benches, fountains, awnings, plazas) in a form that is quite different from that of modern development that is designed around the car and that requires strict separation of different types of uses (e.g., residential, commercial).

These buildings use entry statements and architectural details to avoid a plain "box" look.

Require varied rooflines such as in this example.

This building features a great level of building articulation and breaking up of mass.

"Big Box" Development

When using mirrored glass, combine it with other materials, such as stucco and brick as shown here.

Large Office/Business Park

Provide amenities for workers such as this decorative water feature.

Use architectural design to break up the building mass, like is done with these linked building components.

Design hotels so that they have similarities to residences.

Hospitality Development

Design "convenience" development using architectural elements with a traditional character such as these articulated brick walls and verdigris metal roof.

"Convenience" Development

On the front elevation, use architectural elements such as varied rooflines and windows.

Industrial

Require hotels and extended-stay hotels to use varied rooflines and "traditional" materials such as these, rather than flat roofs and mirrored glass.

Encourage service stations to use traditional building roofs, such as this hipped roof with decorative cupola, instead of flat canopies.

When designing parking structures, use details such as these to make them look like buildings more than parking.

This building uses a traditional stucco facade to screen the metal building behind.

CITY OF LOMA LINDA CALIF

City of Loma Linda General Plan

SAMPLES OF APPROPRIATE DESIGN TO GUIDE NEW DEVELOPMENT

Figure 3.1

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CITY OF LOMA LINDA CALIFORNIA

SERVING MAN

INCORPORATED 1970

3.1.1.1 Pedestrian-Oriented Development Guiding Policy

For pedestrian-oriented development (located within commercial or mixed-use land use designations as indicated in the Land Use Element) ensure that the features that make for attractive and functional pedestrian-oriented development are provided.

3.1.1.2 Pedestrian-Oriented Development Implementing Policy

a. Design buildings to be from one to three stories in height.

b. Locate retail uses on the first floor in order to benefit from street activity and to generate activity themselves by providing convenient shopping opportunities and attractive window displays. Service uses, such as hair salons and dry cleaning drop-off/pick-up, should only be placed on the first floor if the interior tenant spaces are designed to present an attractive, active image that adds to the vitality of the street life.

c. Within horizontally mixed-use buildings, provide professional services offered directly to the public on the first floor with other office-based employment reserved office uses for the second floor of pedestrian-oriented buildings. Residential uses are appropriate on the second and third floors.

d. Orient buildings so that they are always the primary element as seen from the street, as opposed to parking areas.

e. Design streets to accommodate slow to moderate moving local traffic (e.g., two lanes maximum each direction) or close streets to provide for pedestrian use only. Thus, through traffic on arterials would be provide on the periphery of pedestrian oriented development.

f. Though pedestrian access is the focus, also provide convenient vehicular parking via nearby parking in an adjacent parking lot located to the side or rear of the building and/or on-street parking (where feasible considering traffic). Permit off-street parking standards to be met with a convenient off-site parking structure or lot that serves the area.

g. Provide wide sidewalks/walkways for pedestrian circulation and bicycle lanes or paths for bicycle travel.

h. Scale buildings to the human user and feature detail that is an appropriate level and scale for close up viewing.

i. Keep private residential areas on the upper floors of mixed-use buildings distinct from public spaces and public uses, providing separate entries where feasible.

j. Feature prominent display windows on the first floor of buildings with commercial and commercial service uses.

k. Employ awnings, covered archways, covered patios, arcades, or trees to provide shade and to offer protection from sun and rain.

l. Use traditional materials such as stucco, brick, stone, wood siding, terra cotta roof tiles, and wood-look shingles.

m. Avoid the use of extremely bright or fluorescent hues (e.g., neon orange).

n. Provide seating areas (e.g., benches, tables and chairs, low walled planters) and trash receptacles. These items should complement the building in style, material, and color.

o. Encourage public open areas such as plazas that are designed for gathering and ancillary outdoor uses such as outdoor dining.

p. Provide abundant landscaping (e.g., street trees, walled planters, window boxes, and/or pots along the building) to add color, fragrance, and soften the appearance of the building. Plant materials and sizes should be appropriate to their placement.

q. Design lighting so that it provides adequate levels of lighting for security and safety, and to create a “comfortable” atmosphere. Use lighting to highlight landscaping.

r. Place signs so pedestrians can easily see them.

s. Encourage the provision of amenities such as water features (e.g., fountains), public art, and enhanced paving (e.g., colored paving, special paving designs).

t. Incorporate appropriate design details, such as street furniture (e.g., benches, trash enclosures and receptacles), fencing, and placement of murals and sculpture in public locations.

u. Utilize streetlights that are pedestrian-oriented, attractively designed, compatible in design with other street furniture, and provide adequate visibility and security.

v. Install “street furniture” (benches, bus shelters, planters, bike racks, trash receptacles, newspaper racks, water fountains, and bollards) within streetscapes to enhance the pedestrian experience and embellish pedestrian gathering places (places for sitting, meeting people, relaxing, people watching, etc.). It should be compatible with the streetscape theme, durable, easily maintained and easily replaced.

w. The design and location of street furniture should avoid conflicts with driver sight lines and utilities.

x. As pedestrian furniture is both in the public right-of-way and on private property, the style and placement of furniture should be coordinated on public and private property, and should avoid blocking travel on the sidewalk.

3.1.2 Auto-Oriented Commercial and Small Office Development

The name of this type of development refers to its vehicular oriented design, not refer to the type of business conducted on the site. Thus, “auto-oriented” development does not refer to auto sales or auto service uses, but to businesses and development that are designed to be primarily accessed via the automobile (e.g., traditional suburban shopping centers, commercial, and office uses). Commercial/small office uses that are not specifically designed as pedestrian oriented development typically focus on the automobile when designing access, circulation patterns, building orientation, and level of architectural detail. The appropriate design of such auto-oriented development depends on whether it consists of small buildings adjacent to the street (e.g., a small building on a small lot or a “pad” building within a shopping center) or a shopping center with a mix of building sizes (up to approximately 60,000 square feet each) surrounding a central parking lot. The following policies address each of these situations.

3.1.2.1 Guiding Policy for Auto-Oriented Commercial and Small Office Development

For auto-oriented commercial and small offices (located within commercial, office, or mixed-use designations as indicated in the Land Use Element) promote designs that facilitate easy auto access and parking and create pleasing buildings that are easily visible from the street.

3.1.2.2 Implementing Policies for Auto-Oriented Commercial and Small Office Development

a. For commercial or small office development that is immediately adjacent to the street, place parking wherever feasible at the side of the building or at the rear of the building, or provide

berms or landscaping around the outside of parking lots to reduce their visual prominence from the adjacent street.

b. For a building immediately adjacent to the street (i.e., no parking area intervening between the building and the street), design the building elevation facing the street so it is the main architectural focus. A building may place its main entrance adjacent to the parking lot; however, the elevation facing the street should still receive the main (or at least equal) architectural focus.

c. Place large-scale buildings that are on large lots so that they are set back from the street with a parking area in front. Place “pad” buildings at the perimeter of the parking area along the street to form a strong edge.

d. When large-scale shopping centers are located on a street corner, angle the buildings placed near the corner to create space for a large landscape treatment facing the street.

e. Avoid a large “sea of asphalt” parking lot that is visible from the street. Screen any areas of the parking lot visible from the street using shrubs, hedges, or low wall treatments.

f. Building elevations visible from the street should feature architectural elements and details of a scale that can be noticed from a passing vehicle.

g. Feature a high level of building articulation and detail on the main entry elevation to make it easily identifiable.

h. Employ detailed rooflines, windows on any street-adjacent building elevation, and architectural detail on all buildings.

i. Avoid the use of “franchise architecture” by requiring that buildings be specifically designed to meet the needs of the subject site, to complement adjacent buildings, and to exhibit an appropriate character for the building’s setting within Loma Linda.

j. Limit auto-oriented commercial/small office buildings to a maximum of three stories in height.

k. Avoid the use of extremely bright or fluorescent colors (e.g., neon orange).

l. Feature convenient access driveways for interior parking areas.

m. Design parking lots to ensure safe and convenient circulation for both vehicles and pedestrians.

n. Landscape the required front and side building setbacks using tree and plant palettes that combine materials in a strong design.

o. Use plant materials of appropriate type (i.e., considering height and width of mature plants) and placement to complement the building orientation and architectural elements.

p. Distribute landscape planters throughout the center and the parking lot so that landscaping highlights the building entries, provides shade for pedestrians and cars, and breaks up the visual mass of the asphalt parking lot.

3.1.3 “Big Box” Development

“Big box” development is a popular term used to describe large retail uses such as discount department stores and warehouse stores that typically occupy more than 60,000 square feet and often more than 100,000 square feet in a rectangular, single-story building. These buildings that require so much square footage can present design challenges and create a negative impact on the community’s built form if not designed appropriately. Thus, architectural design requires special attention to ensure a high quality appearance. Currently, the primary location of such development is outside of Loma Linda within the cities of San Bernardino and Redlands. However, as the area’s population expands, development of new large-scale commercial buildings can be expected. As discussed in the Land Use Element, appropriate locations for such development are within the

northeastern portion of the General Plan study area along California Avenue and Redlands Boulevard.

3.1.3.1 "Big Box" Development Guiding Policy

For "big box" development (located within commercial or mixed-use land use designations as indicated in the Land Use Element) ensure that site and building design create a high quality image that avoids a box-like building appearance

3.1.3.2 "Big Box" Development Implementing Policies

a. Design building placement, parking lot location, access and circulation, and landscaping as indicated for auto-oriented commercial development (excluding those policies applying only to small buildings adjacent to the street).

b. Visually break up the building mass into a series of attached building components to prevent the look of a plain, rectangular building. When this is not feasible because of the interior layout required for the building, at a minimum, big box buildings should provide articulated and detailed roof lines, shallow relief of building walls, architectural elements such as towers or archways above the main building entry, and variation in colors and materials.

c. Place trees and/or vines on trellis structures along, and immediately adjacent to, front or side wall elevations.

d. Generally limit building heights for big box development to one story; however, two story elements may be placed at the main entry of a building.

3.1.4 Hospitality Development

Hospitality development includes uses such as hotels, which may have ancillary services such as restaurants and meeting rooms, and extended stay hotels (which typically feature "suites" that provide kitchen facilities and living areas in addition to sleeping areas).

3.1.4.1 Guiding Policies for Hospitality Development

Design hotels and extended stay hotels (as allowed within commercial or mixed-use areas as indicated in the Land Use Element) to evoke a residential feel (i.e., through roofline forms, choice of materials), in contrast to a hi-tech, high rise look.

3.1.4.2 Implementing Policies for Hospitality Development

a. Feature enhanced architectural elements (e.g., tower, projecting arch, columns, pilasters) on the main building entry. Special exterior treatments may be provided for restaurant and meeting room entrances.

b. Design roofs to be gabled or hipped styles in order to further convey a residential aspect; flat roofs are not encouraged.

c. Distribute landscape planters throughout the development and the parking lot so that landscaping highlights the building entries, provides shade for pedestrians and cars, and breaks up the visual mass of the asphalt parking lot.

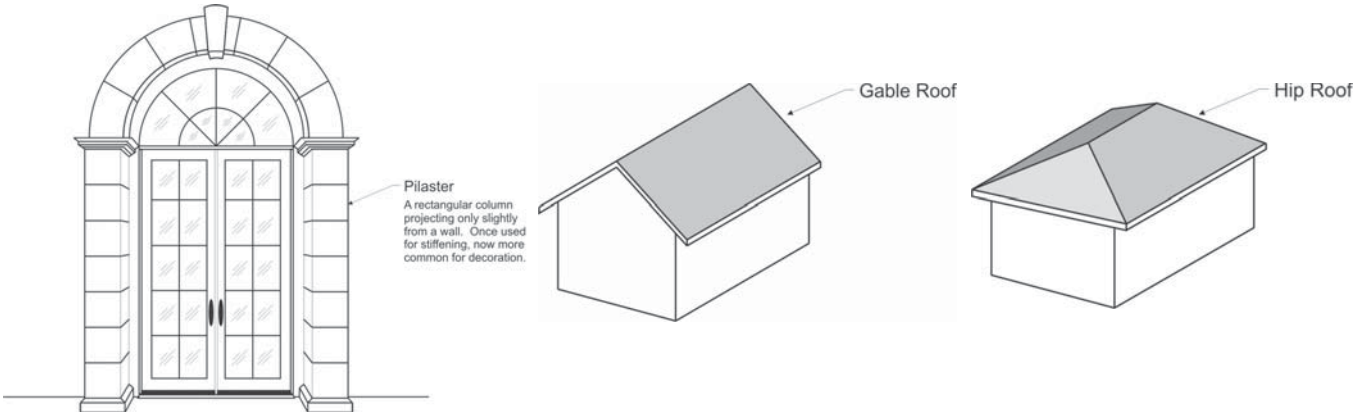
d. Provide permitting requirements within the zoning ordinance that would permit consideration and approval of buildings taller than three stories in height in appropriate locations.

e. Select exterior materials that are typical in traditional residential construction, such as wood siding (or wood-look vinyl siding), brick, stucco, terra cotta roof tiles, and wood-look roof shingles (i.e., fire resistant materials made to look like wood).

f. Avoid the use of extremely bright or fluorescent colors (e.g., neon orange).

3.1.5 "Convenience" Development

There are many types of development today that provide for modern necessities, but that can pose design dilemmas because of their unconventional layouts or building forms; if not properly designed, such "convenience" uses as service stations, car washes, fast food outlets and parking structures could become design eyesores. Such uses are appropriate along Barton Road only under limited circumstances, where they are not the primary use of a site, and visually secondary to a larger, permitted use.



3.1.5.1 Guiding Policies for "Convenience" Development

Design "convenience" development (as allowed within commercial or mixed-use areas as indicated in the Land Use Element) to be of a high quality and visually compatible with traditional types of development (such as those that feature fully enclosed buildings).

3.1.5.2 Implementing Policies for "Convenience" Development

a. When circulation patterns allow, orient development so that building walls abut the street in a "reverse" layout (i.e., turn their "back" to the street) so that the operations/mechanics of the business are hidden or de-emphasized through placement (i.e., away from the street) or through use of screening techniques (i.e., walls).

b. Employ architectural details and articulation (e.g., pop-outs, recesses, pilasters) to avoid blank walls.

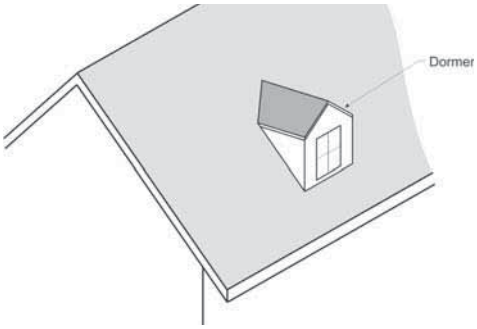
c. In the case of parking structures, install landscaping along and on building walls (e.g., climbing vines) to visually break up the mass of the structure.

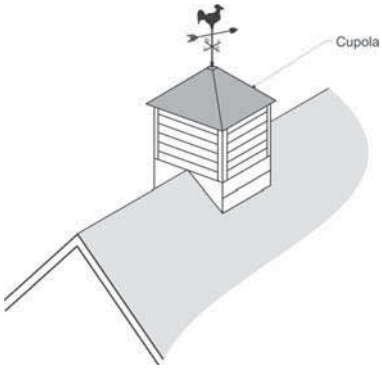
d. When landscaped setbacks are required, they should consist of a mix of plant materials, which should include species of trees, shrubs, and groundcover. The mix of plant types is intended to

provide greater visual interest than would result from landscaping consisting of only shrubs or only groundcovers.

e. When landscaping of setbacks is not required, movable landscape planters shall be provided throughout the site wherever feasible in order to visually break up the expanse of impervious materials.

f. Permit neon colors in conjunction with fast food when part of a recognized design theme.





3.1.6 Large Office and Business Park Development

This type of development can consist of a single large building, such as an office or “R & D” building, but can also be characterized by multiple buildings organized into a “campus” facility. This type of development usually has large landscaped setbacks, whether the access is from a major corridor or from a smaller network of streets.

3.1.6.1 Guiding Policies for Large Office and Business Park Development

Design large office and business park buildings (as allowed within the office, business park, health care, and mixed-use designations as indicated in the Land Use Element) to create a unified, professional business image.

3.1.6.2 Implementing Policies for Large Office and Business Park Development

a. Site the building so that when viewed from the street, the major focus is on landscaping and an attractive building elevation(s) instead of a “sea of asphalt” parking lot.

b. Site individual buildings/developments to acknowledge and contribute to the business park as a whole. Refrain from siting buildings so that they turn their “back” on other buildings.

c. Design a business complex located at the corner of a major street so that it is either anchored with a small building (e.g., an ancillary service use), the building is stepped or embellished with a major landscape entry treatment.

d. Limit buildings within business parks to a maximum of five stories in height, permitting buildings of three or more stories only at major intersections and at the center of development projects to function as visual landmarks within the community.

e. Employ architectural detail and rhythm using patterns (e.g., window design/placement/ repetition) to give a human scale to large buildings by reducing large blank areas on the façade.

f. Visually break up buildings into several components and/or use a mix of materials to further reduce the appearance of bulk.

g. If mirrored glass is used, accent it with more traditional materials such as brick, stone, or stucco. The amount of mirrored glass used should be limited to a maximum of 70 percent of each building elevation.

h. Improve the appearance of parking areas by using landscaping and/or building placement to screen them from the street. Design parking lots as clusters of spaces rather than large parking areas with row upon row of parking stalls.

i. Provide abundant landscaping at street edges, parking lot and building entries, and throughout the parking lot so that it provides shade for pedestrians and cars and breaks up the visual mass of the asphalt parking lot.

3.1.7 Institutional Development

Religious assembly facilities (e.g., churches, temples), schools (e.g., LLU, Loma Linda Academy, and Bryn Mawr Elementary), and hospital facilities (e.g., Veterans Administration Hospital) comprise the institutional category. The City of Loma Linda acknowledges that some uses within the institutional category may be outside of the jurisdictional control of the City and that the corresponding public entities might not be required to follow the City's development standards. In such cases, the following design policies are intended to serve as a guideline for the public agency. It is also recognized that institutional uses are unique, often with special architectural requirements and style preferences that reflect the buildings' users and sometimes their religious beliefs; therefore, photo examples of appropriate building styles for Loma Linda are not specifically provided within the Community Design Element. However, the following policies address general layout and design for institutional uses.

3.1.7.1 Guiding Policies for Institutional Development

For institutional development (located within institutional or mixed use designations as indicated in the Land Use Element) ensure that site and building design reduce traffic and circulation conflicts, minimize disruption to adjacent sensitive uses, and promote high quality architectural design.

3.1.7.2 Implementing Policies for Institutional Development

a. Provide vehicular access via a collector road, instead of from an arterial, wherever feasible. Vehicular access points should be consolidated and designed with proper width and turning radii to alleviate impacts to traffic flow.

b. When located within or adjacent to residential areas, facilitate pedestrian access from off-site.

c. Avoid impacts to adjacent sensitive uses (e.g., residences, hospitals) through proper design that limits effects from noise and glare (i.e., through site layout, building orientation, circulation/parking layout, noise attenuation, landscape buffering, and lighting design/location).

d. Design the various buildings within an institutional facility so that the architectural style, materials, and colors are complementary.

e. Feature architectural details that relate to the building's scale and acknowledge pedestrian entryways through the use of detailed rooflines, enhanced entry statements for principal buildings, and building ornamentation.

f. Design access to schools with sufficient staging areas such that vehicles waiting to drop off or pick up a student do not block travel lanes on public streets.

g. Encourage the use of architectural elements that define the main entrance of buildings and organize space at the ground plane (e.g., arcades, colonnades, and covered walkways) is

encouraged. Such elements help to reinforce the pedestrian scale of the building and contribute to its overall low-rise character. Ensure that the site design of institutional uses distinguishes between primary and secondary uses within the site.

h. Encourage the grouping of buildings or the configuration of a building to create courtyards, plazas, or seating areas where people can gather.

3.1.8 Industrial Development

This category includes facilities encompassing light industrial, manufacturing, assembly, warehousing, and distribution uses.

3.1.8.1 Guiding Policies for Industrial Development

Require that industrial facilities (as allowed within industrial or mixed-use designations as indicated in the Land Use Element) are aesthetically pleasing as well as functional.

3.1.8.2 Implementing Policies for Industrial Development

a. If pre-engineered metal buildings are used, provide a veneer (e.g., stucco, concrete, brick, or simulated stone) or architectural accent such as windows on at least 80 percent of building elevations that are visible from public streets. The design objective is to provide the visual appearance of traditional construction compatible with the design quality expected of other new buildings in the community.

b. Locate structures that are to be used for ancillary storage at the side or rear of the property where they are not visible from public streets.

c. Design ancillary storage structures that are visible from areas accessible to the public to be consistent with the main building by the use of consistent or complementary architectural massing, rooflines, and materials. Such storage structures must be fully enclosed, and have a fully covered roof.

d. Provide landscaping within all required setbacks. If turf is used, it should be mixed with other plant materials such as trees and/or shrubs in order to create a high quality appearance.

e. Avoid the use of extremely bright or fluorescent colors (e.g., neon orange).

f. Avoid the use of unpainted, bare metal and highly polished metal materials.

3.1.9 Residential Development

Residential development within Loma Linda will feature a variety of built forms, including traditional single-family neighborhoods, upper-end rural hillside residential development, attached residential development condominiums, town homes, and multi-level apartments.

3.1.9.1 Guiding Policy for Residential Development

Ensure quality of design for single-family and multifamily residential development in order to create and preserve functional and attractive residential neighborhoods that embody the strengths and accomplishments of the community and to preserve the economic investment of new and existing individual property owners.

3.1.9.2 Implementing Policies for Residential Development

a. Neighborhood streets should be quiet, safe, and amenable to bicycle and pedestrian use.

b. Locate parks and recreational areas as close to the center of the neighborhoods they serve as feasible.

c. Provide individual neighborhoods with pathways and open spaces that connect residences to school and recreational facilities, thereby facilitating pedestrian and bicycle access.

d. Create a distinct character for each residential neighborhood through the use of neighborhood signage, streetscapes and landscape buffers, a palette of various complementary architectural styles/materials, a complementary variety of dwelling setbacks and placement on the lot, and lot patterns that reflect the existing topography.

e. Provide quality design and visual interest within a development by alternating the massing, layout, architectural details, accent materials, and colors so that adjacent dwelling units are not nearly identical.

f. To reduce architectural massing, orient the shortest and lowest side of a corner residential dwelling unit toward the side street.

g. Where feasible, orient garages so that garage doors do not directly face the street (e.g., use of alleys, “side-on” garage configuration, and side loaded corner lots). Garage doors should be set back from the front face of the house so that residential tracts are more pedestrian/neighborhood friendly.

h. Within multifamily developments, cluster residential buildings around open space and/or recreational features.

i. Design the common space associated with each cluster of multifamily dwelling units to provide differences in size, dimensions, grading, amenities, and site furniture in order to create variety.

j. In higher density projects with tuck-under parking and/or opposing garages, avoid the monotony of long parking corridors by turning individual units, staggering parking areas, and/or using an interesting variety of landscaping within parking areas.

k. Provide each unit of a multifamily development project with some unique elements to create a sense of place and identity. Individual units within a multifamily development project should be distinguishable from each other, and should have separate entrances and entry paths, where feasible.

l. Where residential infill development is proposed, ensure that the scale and massing of dwellings as well as the architectural character of new development is compatible with the existing residential neighborhood.

   - Setbacks for new residential units should continue the prevailing setback pattern, unless a different setback standard is required.
   - New development should incorporate representative characteristics of the surrounding area when the area exhibits a positive, distinctive site layout and/or established pattern.

m. Structures that are historic or are otherwise distinctive should be preserved and incorporated into the design of new development.

n. Variation in setbacks should be provided within single-family residential neighborhoods. Within multifamily developments, buildings should be oriented to avoid instances where the living spaces of one unit face the living spaces of another and significantly reduce indoor privacy.

o. Ensure that applications for new single-family or multifamily residential projects require the submittal of site plans, elevations, and color and material boards.

p. Residential developments should be oriented toward major streets so as not to give the impression of an enclave/compound.

q. Promote and facilitate the development of custom and semi-custom home projects for move-up housing.

r. Reduced front setbacks should be encouraged with mixed housing types. Density in these developments should not be tiered but integrated throughout.

s. Implement traffic calming on residential streets subject to high speed through travel in order to improve neighborhood livability[1]. Traffic calming techniques such as narrower than standard streets, speed humps, neck-downs and traffic diverters, rough-paved crosswalks, roundabouts, and planted median islands at the entries into neighborhoods can successfully reduce undesirable through traffic within residential neighborhoods.

t. *The maximum residential building height shall not exceed thirty-five (35) feet.*

u. *The minimum lot size for a single-family residence, regardless of density bonuses, shall not be less than seven thousand, two hundred (7,200) square feet in any planning area or zone.*

3.2 DESIGN OF NEW DEVELOPMENT TO PROMOTE ADAPTIVE REUSE AND PRESERVATION OF HISTORIC FEATURES

Loma Linda has a number of structures, features, and other cultural resources that warrant adaptive reuse and/or preservation (or rehabilitation or re-creation, when appropriate) so that they are not “lost” as the community continues to grow. Examples of such elements include the large residences (currently or formerly) associated with the citrus groves and buildings from the early years of the University. Other long-time features within the community that have taken on the character of local landmarks include the rows of palm trees along Citrus Avenue and the many remaining citrus groves.

3.2.1 Guiding Policy for Adaptive Reuse and Preservation with New Development

Employ adaptive reuse of structures that have local historic value because of their scientific, aesthetic, educational, cultural, architectural, or historical significance in order to incorporate them

[1] "Traffic calming" refers to programs designed to increase the compatibility of roadways with their surrounding environment, as well as increase their carrying capacity, by creating a steady flow of traffic at slower speeds. By calming (slowing) traffic, less space is needed between automobiles to maintain safe stopping distances, thereby allowing more vehicles to use roadways without requiring widening. The effect of traffic calming is to create a safer, quieter environment for adjacent land uses.

Traffic calming techniques that may be incorporated into the City’s circulation system include narrower than existing standard streets; speed humps; roundabouts; and neck-downs. Many cities have found that the traditional 40-foot wide residential street provides more pavement than is necessary, and have gone to narrower sections (typically 32 to 36 feet, depending on whether on-street parking is provided along one or both sides of the street.

Speed humps are raised roadway pavement areas running across the entire width of a street that normally have a height of three to four inches and a length of approximately twelve feet. Speed humps represent a lesser risk to vehicles than do traditional speed bumps, and have the advantage of being largely self-enforcing and or creating a visual impression, real or perceived, that a street is not intended for high speeds or "through" traffic.

Neck-downs consist of landscaped islands that are used to either narrow down a roadway, or to define a parking lane on either side of a roadway. They can be used to define entries into local residential neighborhoods, thereby discouraging through traffic. They can also be used to create subtle changes in direction along existing roadways by placing landscaping within existing parking lanes on one side of the street, and providing parking and neck-downs on alternating sides of the street. Neck-downs may also be appropriate within commercial and office areas to enhance the streetscape and slow down traffic. Traffic diverters are physical barriers across a portion of a street, generally constructed in the same manner as raised medians that are designed to prevent through traffic from entering a neighborhood at an intersection, while permitting local traffic to exit the neighborhood at the same intersection.

In some cases, crosswalks constructed of rough paving materials, such as stamped concrete or split face block, can be used to reduce the speed of traffic across an intersection.

A roundabout is an at-grade intersection having a one-way circular roadway around a curbed central island. Sometimes called traffic circles or rotaries, a properly design roundabout provides for the safe and efficient movement of people and goods while preserving, enhancing, or reclaiming the adjacent neighborhood's livability.

into any new adjacent development and prevent their demolition. Also, preserve other physical elements that are cultural resources by incorporating them (either in their entirety or through a representative sample/re-creation if it would carry the same merit) into any future development of the area.

3.2.1.1 Implementing Policies for Adaptive Reuse and Preservation with New Development

a. Retain the historic and architectural integrity when pursuing adaptive reuse of buildings, while aiming to meet the design policies set forth within the applicable category of the intended new use (i.e., auto-oriented commercial) to the greatest extent feasible.

b. Sensitively site and design new adjacent buildings in order to preserve historic buildings, allow for viable access to them, and create a cohesive architectural character that reflects, and is compatible with, the historic building.

c. Preserve the character of the existing citrus groves by preserving and incorporating strategically located existing trees or rows of existing trees into new development (i.e., in the form of landscaped setbacks and/or landscape treatments). Having accomplished this, the remaining grove may be removed.

d. Include new citrus trees of a hearty variety and/or other species that are similar to resemble citrus trees within appropriate new or re-landscaped City rights-of-way.

e. Encourage private development to use new citrus trees as landscape materials on any private property when feasible.

f. Preserve the rows of palm trees located along Citrus Avenue east of California Street and incorporate the trees into future development of the area.

3.3 STRENGTHENING DESIGN WITHIN THE EXISTING COMMUNITY

There are many opportunities within the community to make design improvements within existing development. Following are specific areas or functions within Loma Linda that could be improved by adding or changing specific design elements to achieve better design. These areas or functions have been selected because they can be improved through minor modifications, and do not require extensive renovation or rebuilding to make a visible improvement. Later in this section, samples of appropriate signage and design elements that can be used to remedy the following needs are discussed and illustrated.

3.3.1 Places to Strengthen Design

The following discussion identifies locations throughout the community where improvements in existing design and appearance could be made with a reasonable, modest level of effort. This discussion is supplemented by the accompanying photos shown in Figure 3.2. The discussion is concluded with policy statements giving direction and assigning responsibility for design improvements.

3.3.1.1 City Entry Signs

There are existing signs placed at the City boundaries identifying the City of Loma Linda. However, these signs should be re-oriented to be perpendicular to the vehicles traveling on the street so that they can be more easily read. The message on the back side of the signs needs to be deleted or altered, because it is confusing since it actually announces the City of Loma Linda as drivers are leaving the city limits. The appearance of the entry signs should be made more attractive by adding landscaping. Plant materials are needed to “soften” the hard surfaces created by the asphalt pavement, stamped concrete island, and hard edged stucco sign.

Landscaping of City entry signs would create a "softer" image. Sign text should be deleted on the back side or changed to an appropriate farewell message.

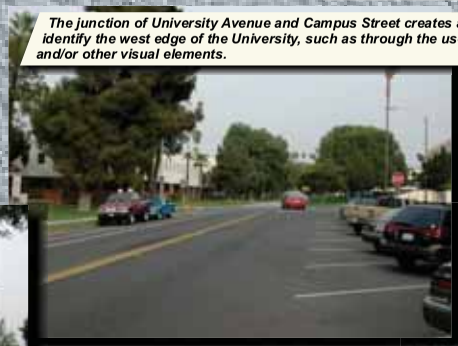
A landscaped median should replace the plastic delineator cones on the roadway bridge over the creek and aesthetically pleasing bridge railings should be installed.

An enhanced entry sign for the VA Medical Center would not only better mark its location for visitors, but would also add a pleasant visual element along Barton Road.

Improved visual elements are needed at this intersection to better identify the route to the University facilities on the mound and the direction of the Medical Center and Childrens Hospital.

The Campus Plaza needs more noticeable visual elements and/or signage; its services can easily be missed by visitors.

The edges of the University, such as the intersection of Stewart and Anderson Streets, should be defined using signage and visual elements to enhance the campus image and help orient drivers and visitors.



The junction of University Avenue and Campus Street creates an opportunity to identify the west edge of the University, such as through the use of signage and/or other visual elements.

Some large centers need improved methods for directing customers, including readable vehicular directional signs.

Much of the signage associated with the University's Medical Center and Children's Hospital could be improved in appearance.

Street edges, especially at the perimeter of commercial centers, should convey a pleasant image through the use of landscaping.

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City of Loma Linda General Plan

PLACES TO STRENGTHEN COMMUNITY DESIGN

Figure 3.2

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3.3.1.2 Anderson Street at San Timoteo Creek

The overpass on Anderson Street at San Timoteo Creek provides an opportunity to make a positive design statement. The existing white delineator cones in the center of the bridge need to be replaced with a decorative median. The guardrails adjacent to the sidewalk require redesign to be a decorative feature that is attractive to passing motorists. Besides creating a pleasant visual statement, such improvements would help visitors assess their location on the street (i.e., at the creek) and establish a recognizable visual landmark that could be used in wayfinding.

3.3.1.3 Loma Linda University and Surrounding Area

Loma Linda University (LLU) is an important entity in the community and should be easily recognizable to create a strong sense of place within the community and to help visitors with wayfinding. There are several key locations within LLU that need to be made more visually prominent. Also, the routes to major destinations should be more clearly identified.

The intersection of Anderson and Stewart Streets should feature design elements to make an entry statement that identifies LLU. Appropriate types of design elements could include a vertically oriented pillar type sign on one or both sides of Anderson Street or an archway sign that spans the street. The design element should be large in size since this location forms a main entry into LLU and should avoid a horizontally oriented ground monument that might be obscured by auto traffic. Although design, materials, and colors should be somewhat traditional in keeping with the character of LLU, the design element should be easily noticeable by passing motorists. This location would also be appropriate for a “reader board” type of sign that could convey changeable messages. Landscaping should be designed to form a visual foundation at the base of the element and to complement the design element by further adding visual appeal.

The intersection of Anderson and Mound Streets is in need of new design elements and signage to assist in wayfinding, clearly indicating the route to Loma Linda University Medical Center (LLUMC) as well as the direction to the University facilities on the mound. The current sign at this location contains too much information and consists of small lettering, which together make it very difficult for motorists to read. Signs should be more prominent in scale and color and should keep text simple. Appropriate design elements do not have to be limited to signs; for example, public art or colorful, pole-mounted flags/banners placed on a corner could give needed visual character to this location. And such elements, even though they may lack written messages, can serve as visual landmarks that can be referenced when directing visitors within the community.

The entryway into the Campus Plaza commercial center from Anderson Street should be made more easily identifiable using new design elements and/or signage. The size and color of the current sign make it extremely difficult for visitors to identify the commercial area, which could meet their shopping and service needs, especially while visiting the nearby medical uses. Re-design of the parking lot layout and on-site circulation would also visually and functionally improve the shopping area. Careful placement of walls or other screening such as trees along the rear of buildings visible from the interior of the parking area would also make this small center more pleasing. (The long-term goal for major renovation/new development of this area is discussed within the Mixed Use section of the Land Use Element.)

The edges of the University, such as the west boundary along Campus Street, should be clearly marked through the use of design elements in order to create an identifiable LLU district. Appropriate design elements include banners that can be mounted on existing light poles or new flag poles featuring flags with a theme or LLU emblem. Monument signs can also be placed at prominent corners, as long their placement insures good visibility, considering that traffic may serve as an obstruction. Themed bollards or small pylon elements can also be used in a series at key LLU

boundaries to create a visual identity. Where buildings are clearly visible from the LLU edges, building mounted signs or flags can portray a logo or identifiable theme. A wide variety of design elements and materials (e.g., stone, brick, stucco, painted wood, fabric) would be appropriate and provide latitude for meeting budget and logistical constraints. The ultimate design of style, materials, and colors should generally be traditional to reflect the existing University character and provide a longer life span from a style perspective. Care should be taken to also avoid design combinations that would be so conservative and bland that the design elements would fail to be noticed.

Better wayfinding for the University's facilities is needed, as most of the current signs are difficult to read because of poor placement, obstruction from foliage, sign size and orientation, text size, and/or fading. Replacement signs should be part of a new comprehensive sign program that studies sign location and design to improve readability, especially from a distance to better guide motorists. Inclusion of pedestrian directional signage should also be considered for the LLU campus. New wayfinding signs should be complementary to the design of other new elements such as LLU entry signs and boundary markers.

3.3.1.4 Jerry L. Pettis Memorial Veterans Medical Center (VA Medical Center)

Because the VA Medical Center is a significant facility within the Loma Linda community and the region, the City should work with the medical center to encourage the installation of a strong design element and improved signage to identify the facility from Barton Road. The existing signage is utilitarian in its design and is difficult to read because of its size and placement. The city street sign hanging from the traffic signal arm currently provides the only clear signage for the Medical Center. This important community landmark deserves more attractive signage to provide good wayfinding and to create a pleasant visual landmark along Barton Road that symbolizes the Medical Center. The landscaping surrounding the medical center makes for a beautiful setting, which could serve as an impetus for equally attractive signage that coordinates with this landscaping.

3.3.1.5 Commercial Centers

Existing commercial centers within the community need to ensure that they present an attractive landscaped perimeter. This will serve many purposes: attract positive attention from motorists, portray an image of quality and forecast a pleasant shopping experience, and create a positive impression of the community as viewed from major roadways. Landscaping should create a consistent image that extends around the entire edge of the commercial center and is complemented by related landscaping patterns and materials placed throughout the parking area to soften the hard image of asphalt and provide shade.

Also, signage within the centers needs to help patrons find the services that they seek. This should be done with clear, attractive building mounted signs. If existing centers are large and contain many uses that are not visible from the main vehicular entries, free standing monument signs should be used to identify tenants, ensuring that text is large enough to read from a vehicle and that arrows are clear.

In well-designed centers, patrons are guided by many visual cues, although they may not even be consciously aware of them. Appropriate use of building colors/materials and landscaping can help to create a more organized pattern that can guide customers to where they want to go and create a pleasant appearance from the street. For example, retail and office areas within a larger center should use different complementary building colors or materials to distinguish these functions. Patrons should be guided to building entries that can not easily be seen from the main parking areas by using colorful landscaping to lead them to distinct walkways. Proper location of landscaping and selection of plant materials to serve specific functions can guide patrons by identifying primary circulation routes and highlighting and delineating specific areas (e.g., anchor tenants, clusters of

boutique shops, office suites) within a center. For example, rows of tall palms can delineate main drive aisles through parking lots and trees can be used to frame buildings or groups of buildings.

3.3.1.6 Guiding Policy regarding Places to Strengthen Design

Make design improvements, replace older design elements that have become unattractive or non-functional, and add new design elements where possible to help improve the appearance and function of existing development.

3.3.1.7 Implementing Policies regarding Places to Strengthen Design

a. Make revisions to the existing City entry signs by adding landscaping, deleting or changing the message that is visible on the back of the sign (e.g., “thanks for visiting Loma Linda”), and re-orienting the sign placement when the latter is feasible.

b. Enhance the bridge on Anderson Street over the San Timoteo Creek by adding a decorative median (e.g., stamped concrete, monument sign, landscaping that meets the technical requirements since the location is part of a bridge) in place of the plastic cones. Also, make the bridge a decorative visual feature.

c. Work with LLU to encourage the addition of entry signage elements, better identification of the commercial center on University property, visually define the edges of the campus, and improve wayfinding.

d. Work with the VA Medical Center to replace the existing signage with a visually attractive signage element that creates a landmark that is visible from Barton Road.

e. Develop a design renovation program to encourage private property owners to implement design improvements. Provide financial incentives (funded by grant money) to participants. Streamline the City approval and permit process and/or designate a single point of contact for program participants to serve as a liaison between relevant city departments.

f. Develop a priority task list for design improvements that fall within the responsibilities of the City. Identify the relevant department(s) and the budget source for design improvements.

g. Encourage landscaping along Barton Road that is cohesive and compatible with the community theme (Loma Linda University Medical Center, Veterans Medical Center, City of Loma Linda).

3.3.2 Design Elements to Improve Community Design

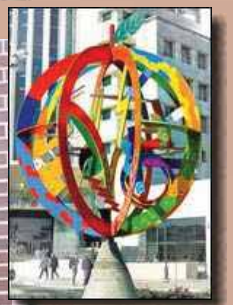
Loma Linda has many design options to improve the visual identity of the community, build a stronger sense of place, improve functionality, and aid visitors in easily finding services that they seek within the city. The following section describes some of these design elements and design tools. Figure 3.3 graphically illustrates design options that have the potential to be customized to enhance the community of Loma Linda. The policies regarding these design tools are stated at the end of the section. As evident in the policies, it is the intent of this General Plan that the City encourage private property owners and non-profit institutions to employ such design elements. It is also the intent that the City pursue such improvements when they are within its jurisdictional responsibility.

3.3.2.1 Monument Signs

New or enhanced monument signs could be used to identify locations and to make an attractive visual statement in existing institutional uses, public street right-of-ways, public facilities, and other non-commercial uses (this discussion is not intended to address commercial signage that serves primarily as advertisement). Entry monument signs can identify a single key building or can be used as a series of consistent signs to identify related areas. Traditionally styled signs would be the most

Directional Signage

Landscaping



Public Art

CITY OF LOMA LINDA CALIF

City of Loma Linda General Plan

DESIGN ELEMENTS TO IMPROVE EXISTING COMMUNITY DESIGN

Figure 3.3

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CITY OF LOMA LINDA CALIFORNIA

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consistent with the character of the community. There is a range of appropriate materials, including stone, brick, stucco, and wood. Monument signs are enhanced when accompanied by landscaping, especially bright colored flowering plants at the base or taller species with interesting shapes placed behind the sign in order to attract attention.

3.3.2.2 Large-Scale Signs

Large-scale signs/design elements are appropriate for large institutional and large medical uses (e.g., LLU, LLUMC/CH, Veterans Medical Center), when used at one or two key locations per use, such as at the corner of Anderson and Stewart Streets and/or at the corner of Anderson Street and Barton Road. Large-scale signage that includes a “reader board” or changeable copy could not only identify the University, but could convey major announcements in a timely manner. The placement of large-scale signs should ensure that they are easily visible from passing vehicles. If a reader board or changeable copy is used, locations where vehicles are often stopped, such as at a traffic signal, are most appropriate so that persons in vehicles have the opportunity to safely read the messages. Appropriate materials for large-scale signs are similar to those for monument signs, as discussed above. Reader boards or changeable copy signs typically require the use of plastic materials, which would be appropriate if the overall design of the sign maintains a high quality, conservative look.

3.3.2.3 Elements to Identify Boundaries

Small, repeating design elements can be used to identify boundaries and establish districts, such as LLU or pedestrian oriented districts. Appropriate design elements include pole-mounted flags, street light-mounted banners, building mounted signs, and bollards. Such elements could feature a logo or create a color scheme. A high quality look should be created by taking into account the height and scale of adjacent development when selecting the size of new flags/banners in order to ensure that they do not end up being too small to be readily visible or so massive that they look awkward. Materials, colors, and style of flags/banners and associated poles or light fixtures should also be consistent with the location and character where they will be used. Placement of these design elements should avoid blocking vehicular lines of sight, yet should be highly visible.

3.3.2.4 Directional Signage

Appropriately placed off-site directional signage is important for providing good wayfinding to key locations within the community, including LLU, medical centers/hospitals, public facilities, or locations such as downtown districts. (Such off-site signs are not appropriate for other types of land uses, such as individual commercial uses.) On-site directional signs can be useful for locating individual business tenants in large commercial, office, or business park uses. This type of design element can also create an image through its design style, materials, and colors. Vehicular directional signage that uses large lettering and reduces the amount of text is the most readable. Design characteristics can also help to make a sign easily readable, such as using separate color blocks or horizontal lines to differentiate lines of text, employing a consistent pattern for the layout of text and arrows, and placing adequate space between lines of text. Pedestrian directional signage can contain more detailed information and maps, since readers can easily stop to gather the information that they need. Directional signage should be placed in prominent locations, especially where decisions need to be made at divergent routes.

3.3.2.5 Landscaping

Landscaping can be associated with community design because it can make an environment more visually attractive, help to define and organize the city’s built form, and convey a sense of character.

Landscaping can visually soften and break up large expanses of hard materials such as streets and parking lots. It can add visual interest to blank walls and reduce the appearance of bulk in large buildings.

A consistent landscape palette can unify disparate architectural styles and materials. Landscaping can also provide visual interest by creating color contrasts to enliven monochromatic building colors.

Well organized plant palettes that create different themes can help to differentiate major city streets and provide visual transitions between different areas of the community, such as commercial and residential areas, through the landscaping of street medians and parkways. Appropriate selection and placement of plant materials can help visitors find their way by defining an individual site by highlighting parking and building entries, delineating vehicular and pedestrian circulation routes, and identifying property boundaries.

Plant materials that are well suited to the Loma Linda climate are preferable, and help to create a character that is reflective of the community and its natural environment. Landscaping can also reflect and help preserve the City's heritage by including plants typically grown for agricultural purposes, such as orange trees, within landscaped medians, parkways, and development whenever feasible.

3.3.2.6 Public Art

Public art can enhance the aesthetics of an area or serve as a landmark to facilitate wayfinding through the community and should be encouraged and promoted. Public art is appropriate for use in institutional, commercial, office, business park, and public facilities. The theme and style of public artwork, which includes murals among other art forms, should be meaningful to the community and related to themes such as health, the citrus industry, religion, and family.

3.3.2.7 Guiding Policy regarding Design Elements to Improve Community Design

Encourage private property owners and non-profit facilities, and make a definitive City commitment to take action to improve existing design within the community by employing the use of monument signs, large-scale signs, boundary markers, directional signage, landscaping, and public art to enhance the community's sense of place, aid in wayfinding, and convey a positive visual image within the community.

3.3.2.8 Implementing Policies regarding Design Elements to Improve Community Design

a. Promote monument signs that effectively identify key institutional uses, public facilities, and special districts and characterize the theme of the area. Signs should be designed so that they feature styles and materials with a traditional nature and are accompanied by landscaping at the base.

b. Encourage attractive, large-scale signs/design elements be used to identify LLU, LLUMC, and Veterans Medical Center. Signs should be placed so that they are easily visible but do not pose a traffic safety concern. Signs should be designed so that they feature styles and materials with a traditional nature, and limit the use of plastic or highly reflective materials. They should be accompanied by landscaping at the base.

c. Encourage the installation of repeating design elements (e.g., pole-mounted flags, street light-mounted banners, building mounted signs, bollards) to identify the boundaries of LLU and special pedestrian districts.

d. Promote the addition or revision of directional signage to provide good wayfinding to key locations within the community, including LLU, medical centers/hospitals, public facilities, or special districts. (Such off-site signs are not appropriate for other types of land uses, such as individual commercial uses.)

e. Encourage existing commercial, office, business park, health care, institutional, and industrial uses to ensure that their site landscaping creates a strong design character (i.e., delineates property perimeters, emphasizes circulation patterns, accents building entries, provides visual relief in parking areas, and screens where necessary) and is properly maintained.

f. Install landscaped medians along Redlands Boulevard to beautify the street and to add continuity to the variety of development and vacant parcels that currently line the street.

g. Whenever feasible, improve City streetscapes by adding landscaped medians and/or parkways along major street corridors.

h. Encourage and promote public art that embodies physical health and wellbeing and that reflects the community's past, including its historic roots, culture, and agricultural base.

i. Develop a design renovation program to encourage property owners and tenants to implement design and wayfinding improvements. Provide financial incentives (funded by grant money) to participants. Streamline the City approval and permit process and/or designate a single point of contact for program participants to serve as a liaison between relevant city departments.

j. Develop a priority task list for design improvements that fall within the jurisdiction of the City. Identify the responsible department(s) and the budget source for design improvements.