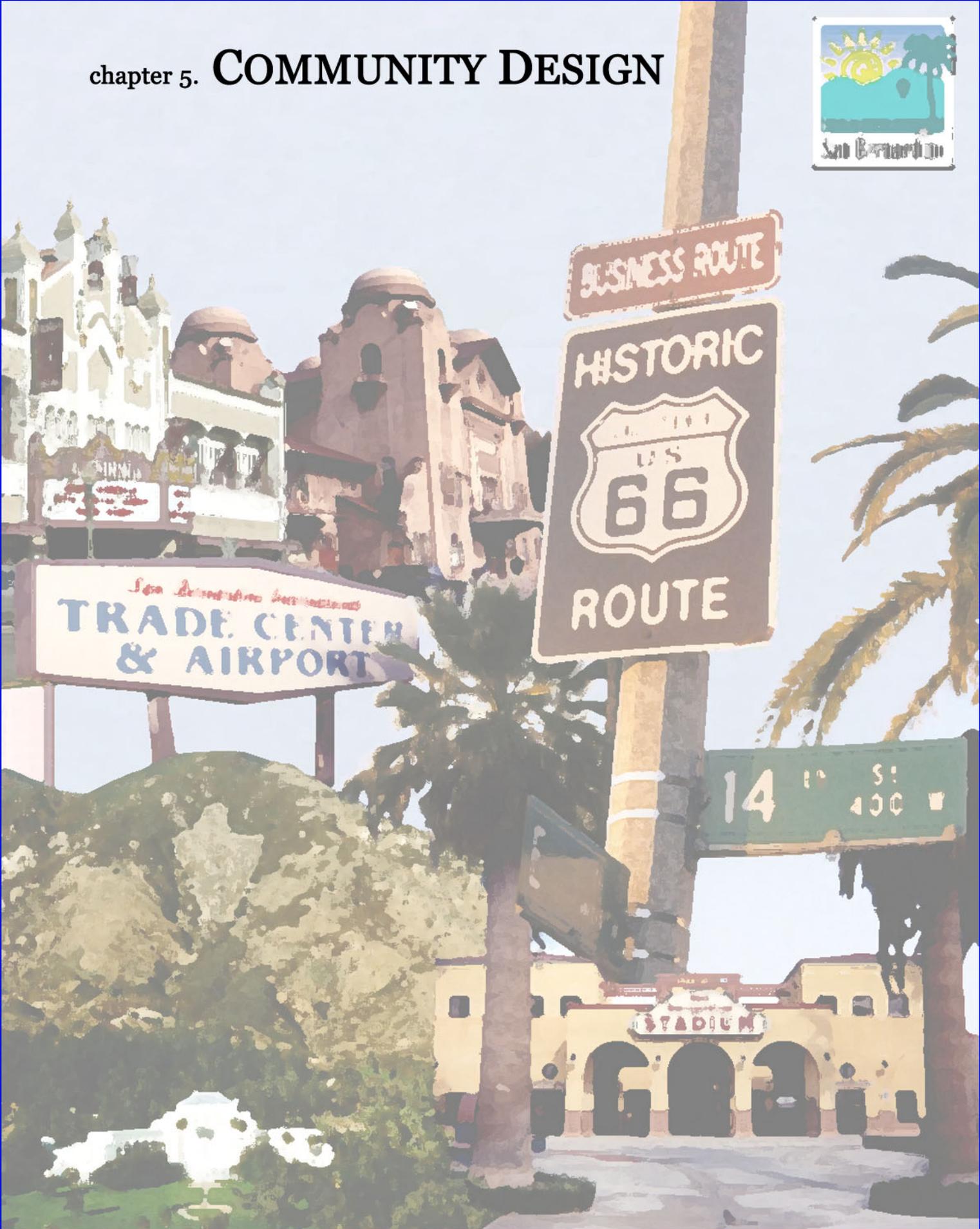


chapter 5. **COMMUNITY DESIGN**



This page intentionally left blank.

Chapter 5. Community Design

INTRODUCTION

The City of San Bernardino is a large, diverse planning area that stretches over 70 square miles and encompasses various natural and man-made environments. The topography includes soaring mountains, deep valleys, wide alluvial plains, streams, rivers, and a flat valley floor. Its built environment ranges from dense commercial and civic uses in Downtown, to single-family neighborhoods, to hillside estates. Visitors view the City from major freeways and along arterials; residents experience it along its local streets, parks, schools, and shopping centers. Creating a positive and strong community identity for such a diverse area is the goal of this Element.

Purpose

The Community Design Element provides policy guidance that respects San Bernardino's diverse context while seeking to unify the City through carefully crafted design policies. A Community Design Element is an optional part of the General Plan, but the City recognizes the importance of community appearance and design to its vitality and future.

This element addresses the following aesthetic issues:

- ◆ Community wide design issues,
- ◆ District or neighborhood aesthetic consideration, and
- ◆ Individual land use design considerations.

Relationship to Other Elements

The Community Design Element is closely linked to the Land Use Element as well as the Development Code. In concert, these three documents address both citywide policy level and ordinance level land uses and development standards.



In addition, special urban design standards are present in some of the City's redevelopment project areas. These special standards set forth architectural and site design standards to create a sense of cohesion in these revitalizing areas. The most extensive example of these special restrictions is the Development Framework and Design Guidelines adopted as part of the Central City South Overlay District, adopted in 1987. These guidelines discuss access and parking, height, bulk, and setback of buildings, ground floor frontage, landscaping and hardscaping, and other design features.

Finally, certain master planned areas have their own codes, covenants, and restrictions (CC&Rs) that are applied by the master developers to projects that wish to locate within these areas. Two examples of this case are the Tri-City Corporate Center in the Hospitality district and the State College Business Park within the State College Redevelopment Project Area.

ACHIEVING THE VISION

The overriding vision of San Bernardino is to enhance the City's overall image, recreate and capture its distinct personality, and create a strong community identity from a diverse base, while at the same time avoiding a sterile sameness.

The Urban Design Element is responsive to our Vision because it represents our desires to:

- ◆ Develop unique entry features into the City as a whole and into distinct neighborhoods and districts to help define our boundaries and act as landmarks;
- ◆ Develop and enact a cohesive theme for the entire City as well as sub-themes for our neighborhoods to provide identity and create a sense of community;
- ◆ Ensure well-designed and coordinated projects, including the site plan, architecture, materials, colors, landscaping, and signage;
- ◆ Realize well-maintained properties, roadways, parks, libraries, and community centers;
- ◆ Enjoy aesthetic enhancements along our arterial corridors and public rights-of-way, including landscaping and streetscape improvements; and
- ◆ Preserve the City's historic heritage and incorporate its significant features into the design of new projects.

COMMUNITY DESIGN SCOPE AND STRUCTURE

An important theory behind this Element is that community design exists at various levels, from the scale of an individual project to that of the entire community. In between, districts and neighborhoods are visually distinct sub-areas that are tied to the City as a whole. The challenge for the City of San Bernardino is to incorporate new development into the design fabric of the City so that it contributes both to overall community image and to its immediate context. The best way to plan for this is to establish design guidelines and policies at each of these important levels.



The following structure offers a way of thinking about design features applicable to these distinct levels and provides the basis for the issues, goals and policies that follow:

◆ **Community-wide Design Features**

- City gateways and entries
- Major corridor design and street furniture
- City signs and logos
- Community facilities – civic center, parks, trails, community centers

◆ **District and Neighborhood Level Design Features**

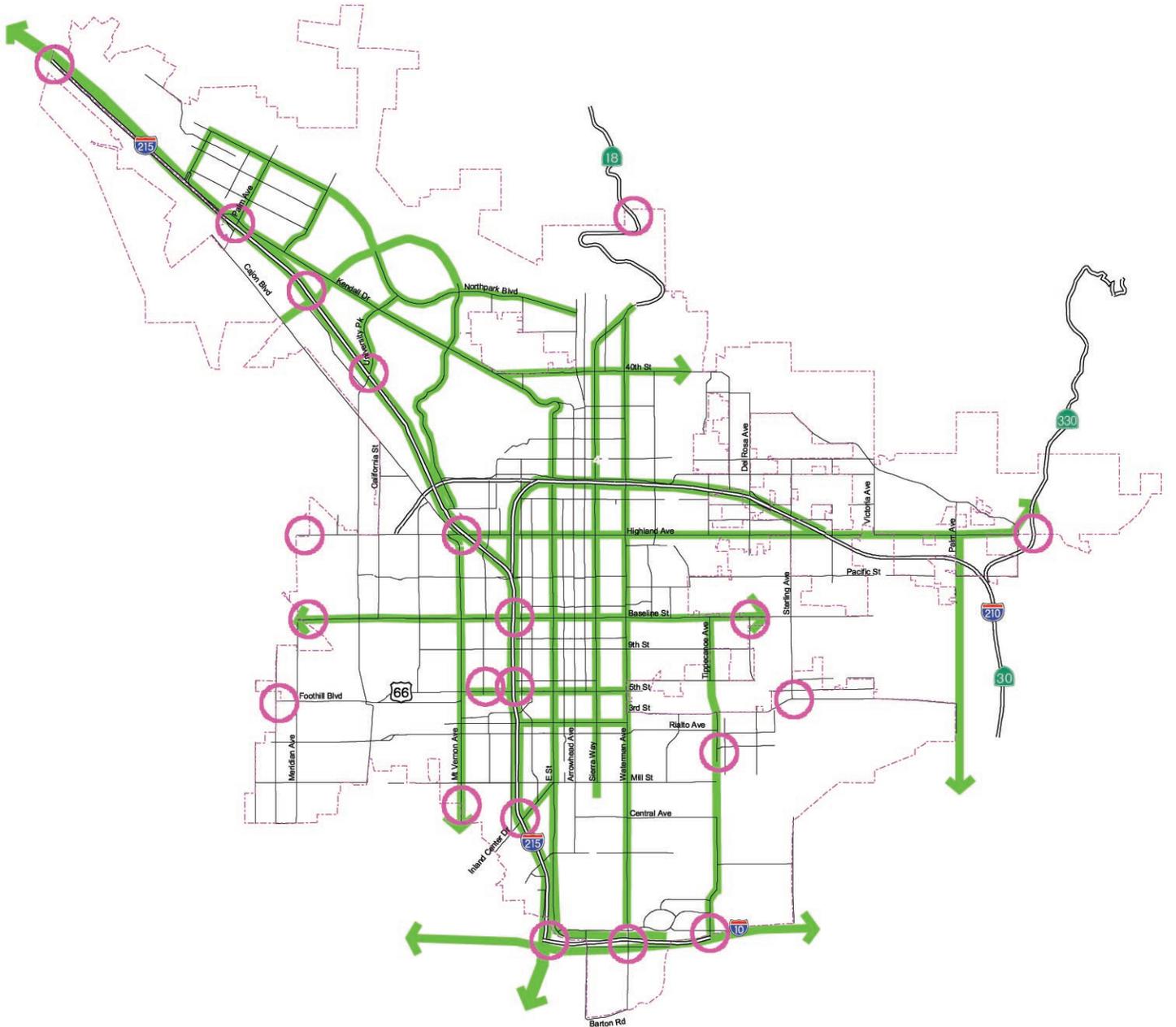
- Specialized landscaping and streetscape themes
- Neighborhood entry features

◆ **Project Level Design Features**

- Architectural variety and interest
- Creative site planning
- Context and compatibility transitions
- Convenient parking and access
- Varied streetscape treatment

See Figure CD-1 for a depiction of significant community-wide design features. The plan constitutes a visual summary of the important community design features that are the focus of this Element.

Community Design Plan



-  City Gateways
-  Corridor Enhancements
-  City Boundary





This page intentionally left blank

GOALS AND POLICIES

The following presents the goals and policies for community design for in the City of San Bernardino.

Community-Wide Design Features

In a city as large and diverse as San Bernardino, it is challenging to create a consistent community design theme. San Bernardino is approximately 60 square miles (70 square miles including the Sphere of Influence) and has irregular borders intermingled with adjacent cities and the County. Our topography varies from the hills and canyons to the north to the flat areas toward the southwest. Our neighborhoods range from period architecture of the early 1900's to suburban tracts typical of development in the 1950's through today. In addition, our commercial areas range from specialty retail areas to strip commercial development along its many corridors.

Unifying this City of diverse elements is both a challenge and an opportunity. The creation of distinct community gateways and enhanced corridors can provide a community identity and distinguish San Bernardino from surrounding communities. An example of the type of aesthetic improvements we desire can be seen in Figure CD-2, Illustrative Examples.

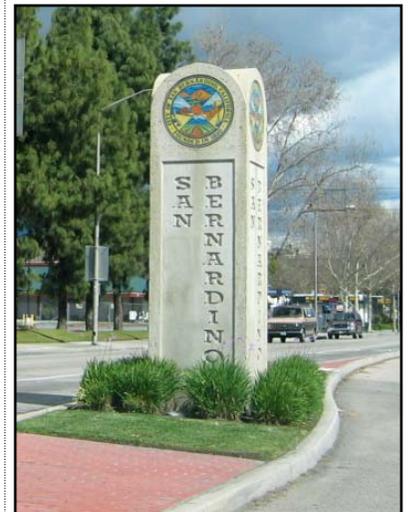
Gateways

Due to the amorphous City boundaries and size of San Bernardino, it is often difficult to identify entry into the City. The creation of strong gateways, or entry points, can help distinguish San Bernardino, act as landmarks, and help the traveler navigate through the community.

Goal 5.1 Create conspicuous gateways at key points in the community to identify and distinguish San Bernardino.

Policies:

5.1.1 Provide improvements along principal streets at the City boundary that clearly identify major entries to the City. Such improvements may include signage, landscaping, vertical pylons, and/or other distinctive treatments. (LU-3 and CD-1)



An example of one of the City gateway features.



Examples of entry monuments and gateways features that can be used to enhance key points in the City.

- 5.1.2 Designate and provide monumentation for important primary and secondary entry points into the City, especially at the following locations:
- a. Primary Entryways:
 - Waterman at Hospitality Lane
 - State Route 18 at National Forest boundary
 - State Route 330 (City Creek Road) at Highland Avenue
 - I-215 Freeway at Shandin Hills
 - I-215 Freeway at Cable Wash
 - I-215 Freeway at Inland Center Drive off-ramps
 - b. Secondary Entryways:
 - 2nd Street at I-215 Freeway
 - Highland at Lytle Creek Wash (east side)
 - Baseline At Lytle Creek Wash (east side)
 - Santa Fe Railroad Passenger Terminal
 - 5th Street at Nunez Park
 - 5th Street at Waterman
 - Freeway off-ramps (CD-1 and CD-3)
- 5.1.3 Prepare an entry signage program that will denote Primary and Secondary entries to the City through informational lettering, the City logo, photo-silkscreens, banners, and/or graphics.
- 5.1.4 Locate major accent trees at entry locations and intersections. Species should be of a "grand" scale to differentiate these key locations (such as palms, canary island pines, or poplars). (CD-1)
- 5.1.5 Develop a Citywide program of public art to provide unifying themes for gateways. (CD-1)

Enhanced Arterial Corridors

Residents and visitors alike often experience the City by traveling along its many arterial corridors. These corridors vary in character from designated scenic highways to more regional-serving arterials.

From a community design perspective, arterial streetscape improvement plans provide visual continuity and interest to the motorist and pedestrian. Such plans can reinforce City design themes as well as soften views of adjoining development.

Goal 5.2 Attractively design, landscape, and maintain San Bernardino's major corridors.

Policies:

- 5.2.1 Establish and implement a comprehensive citywide streetscape and landscape program for those corridors identified on Figure CD-1 and includes the following right-of-way improvements:
 - a. Street trees
 - b. Street lighting
 - c. Streetscape elements (sidewalk/crosswalk paving, street furniture)
 - d. Public signage (CD-1)
- 5.2.2 Require that landscaping be adequately maintained and replaced if removed due to damage or health. (LU-6 and CD-1)
- 5.2.3 Require that all new street landscape incorporate an irrigation system to provide proper watering. (CD-1)
- 5.2.4 Screen public facilities and above-ground infrastructure support structures and equipment, such as electrical substations and water wells, through sensitive site design, appropriately scaled landscaping, undergrounding of utilities, and other methods of screening (e.g., cell tower stealthing). (LU-1 and CD-1)
- 5.2.5 Use landscaping and facade articulation to break up long stretches of walls associated with residential development along major corridors. (LU-1)
- 5.2.6 Ensure implementation of sign regulations, which address issues of scale, type, design, materials, placement, compatibility, and maintenance. (LU-1)
- 5.2.7 Provide for the use of well-designed and placed banners for City events, holidays, and other special occasions. (CD-1)
- 5.2.8 Provide for the use of kiosks or other street furniture along the City's streets. (CD-1)



Examples of desired corridor treatments that could identify significant arterial corridors in the City.



An example of festive, community promotional banners that could be used to identify areas and enhance the City's image.



- 5.2.9 Along major corridors, continue to pay special attention to design features that include screening, berms, fencing, and landscaping for outdoor storage and handling areas. (LU-1 and CD-1)

District/Neighborhood Level Design Features

District/Neighborhood Design Features

The look and feel of individual neighborhoods and community gathering places form the greatest impression and sense of pride in a community. In as diverse a community as San Bernardino, each neighborhood is different and unique. Reinforcing and enhancing this distinction while relating each neighborhood to the City as a whole is the goal of this Element.

Goal 5.3 Recognize unique features in individual districts and neighborhoods and develop a program to create unifying design themes to identify areas throughout the City.

Policies:

- 5.3.1 Utilizing the Neighborhood Associations to develop a program to identify unique design features and create design themes for distinct areas of the City. (CD-3)
- 5.3.2 Distinct neighborhood identities should be achieved by applying streetscape and landscape design, entry treatments, and architectural detailing standards, which are tailored to each particular area and also incorporate citywide design features. (CD-3)
- 5.3.3 A well-integrated network of bike and pedestrian paths should connect residential areas to schools, parks, and shopping centers. (LU-1 and CD-3)
- 5.3.4 Enhance and encourage neighborhood or street identity with theme landscaping or trees, entry statements, enhanced school or community facility identification, and a unified range of architectural detailing. (CD-3)
- 5.3.5 Create entry improvements to help identify distinct districts; these elements could consist of monument pylons, freestanding banners on poles, banners hung from existing



An example of a distinctive feature that helps to identify unique neighborhoods.

light or marbleite standards (subject to agreement with the utility company) or graphic elements hung from or attached to private buildings. (CD-3)

- 5.3.6 Provide for streetscape improvements, landscape and/or signage that uniquely identify architecturally or historically significant residential neighborhoods. (CD-3)
- 5.3.7 Establish a program to select and install streetlights that reinforce the character of the particular district. (CD-3)

Specific Areas

As described in the Introduction and Land Use Element, San Bernardino is comprised of numerous districts, such as Downtown, the University District, or the Sante Fe Depot area. Many of these districts are recognized in the Land Use Element and contain tailored policy direction. Unique design and aesthetic design policies can be found in the Strategic Areas section of the Land Use Element.

There are many areas of the City that have not been specifically called out in the General Plan, but that does not mean these areas are ignored. As described above, it is a policy of the City to create a program to identify districts and prepare design guidelines for them.

Project Level Features

As the saying goes, the whole is equal to the sum of its parts. This is clearly evidenced in community design and aesthetics: well-designed and maintained structures enhance the surrounding neighborhood, while conversely, poorly designed and maintained properties damage the value of the entire community. Accordingly, the City should pay special attention to the design details of individual projects to ensure that they improve and do not detract from the community. Code enforcement efforts should be diligent when it comes to enforcing property maintenance, sign, and outdoor storage regulations. Examples of the types of aesthetic enhancements we desire can be seen on Figure CD-2, Illustrative Examples.



Goal 5.4 **Ensure individual projects are well designed and maintained.**

Policies:

- 5.4.1 Aggressively apply and enforce citywide landscape and development standards in new and revitalized development throughout the City. (LU-1 and LU-6)

- 5.4.2 Ensure that the design of all public facilities fits well into their surroundings and incorporates symbolic references to the City, including its past and/or present, as appropriate. (LU-1)

Goal 5.5 **Develop attractive, safe, and comfortable single-family neighborhoods.**

Policies:

- 5.5.1 Require new and in-fill development to be of compatible scale and massing as existing development yet allow the flexibility to accommodate unique architecture, colors, and materials in individual projects. (LU-1)

- 5.5.2 Improve the pedestrian atmosphere of the street by orienting new homes to the street with attractive front porches, highly visible street facades, and garages located in the rear of the property. (LU-1)

- 5.5.3 Maintain, improve and/or develop parkways with canopy street trees, providing shade, beauty and a unifying identity to residential streets. (CD-3)

- 5.5.4 Setback garages from the street and minimize street frontage devoted to driveways and vehicular access.

- 5.5.5 Provide continuous sidewalks and links to nearby community facilities and retail centers. (LU-1)

- 5.5.6 Ensure a variety of architectural styles, massing, floor plans, façade treatment, and elevations to create visual interest. (LU-1 and CD-3)

- 5.5.7 In residential tract developments, a diversity of floor plans, garage orientation, setbacks, styles, building materials,



Examples of attractive residential features and the close attention to design detail we desire in San Bernardino.

color and rooflines shall be preferred over more uniform design patterns. (LU-1)

Goal 5.6 Ensure that multi-family housing is attractively designed and scaled to contribute to the neighborhood and provide visual interest through varied architectural detailing.

5.6.1 Reduce the visual impact of large-scale, multi-family buildings by requiring articulated entry features, such as attractive porches and detailed facade treatments, which create visual interest and give each unit more personalized design. (LU-1)

5.6.2 Discourage visually monotonous, multi-family residences by incorporating different architectural styles, a variety of rooflines, wall articulation, balconies, window treatments, and varied colors and building materials on all elevations. (LU-1)

5.6.3 Reduce the visual impact of parking areas by utilizing interior courtyard garages, parking structures, subterranean lots, or tuck-under, alley-loaded designs. (LU-1)

5.6.4 Provide usable common open space amenities. Common open space should be centrally located and contain amenities such as seating, shade and play equipment. Private open space may include courtyards, balconies, patios, terraces and enclosed play areas. (LU-1)

5.6.5 Provide convenient pedestrian access from multi-family development to nearby commercial centers, schools, and transit stops. (LU-1)

Goal 5.7 Develop attractive and safe commercial, office, and industrial projects that are creatively designed and intelligently sited.

5.7.1 Ensure the provision of people-gathering places and street-level amenities, such as mini-plazas, courtyards, benches, movable seating, shade, trash receptacles, water fountains awnings large storefront windows, arcades, small sitting areas, and accent landscaping. (LU-1)



An example of desirable multi-family housing. Notice the varied use of materials, in-set windows, molding, varied rooflines, and lush landscaping.



Examples of attractive non-residential buildings and street scenes desired in San Bernardino. Notice the attractive signage, use of colors, variation in materials, and changes in rooflines.



An example of a desirable public space in a commercial development. Notice the changes in roadway surface, building materials, and roofline.



An example of attractive and appropriate pedestrian lighting and sidewalk treatment.

- 5.7.2 Orient buildings toward major thoroughfares, sidewalks, and public spaces so that parking is convenient but not visually dominating. (LU-1)
- 5.7.3 Maintain architectural interest and variety through varied rooflines, building setbacks, and detailed façade treatments and maintain a strong sense of project identity through similarities in façade organization, signage, landscaping, material use, colors, and roof shapes. (LU-1)
- 5.7.4 The size, colors, type, materials, and design of signs shall be related to the scale of the building or development and its relation to the street. (LU-1)
- 5.7.5 Parking areas shall provide, where practical, pedestrian pathways for safe access to shopping and activity areas that are defined by landscaped planters and incorporated into the parking lot design. (LU-1)
- 5.7.6 Encourage architectural detailing, which includes richly articulated surfaces and varied facade treatment, rather than plain or blank walls. (LU-1)
- 5.7.7 Minimize the visual impact of surface parking lots by locating them behind buildings, away from the street or through perimeter and interior landscaping, berming, and small-scale fencing. (LU-1)
- 5.7.8 Design public plazas and spaces that are both comfortable and convenient. They should be well defined by surrounding buildings, located near the street for visual contact and convenience, contain abundant seating opportunities, and incorporate amenities such as distinctive focal points, public art, ample shade, and eating and entertainment possibilities. (LU-1)
- 5.7.9 Ensure that the scale and massing of office, commercial, and industrial uses are sensitive to the context of surrounding residential development. (LU-1)
- 5.7.10 Lighting should provide for safety and to highlight features of center but not shine directly onto neighboring properties or into the eyes of motorists. (LU-1)

- 5.7.11 Loading bays should be screened by walls and landscaping and oriented away from major streets and entries. (LU-1)
- 5.7.12 Install new streetlights in commercial districts that are pedestrian-oriented, attractively designed, compatible in design with other street furniture, and provide adequate visibility and security. (LU-1)



This page intentionally left blank

Figure CD-2 Illustrative Examples

The following are examples of the qualities that San Bernardino desires in the design of its public rights-of-way, signs, and buildings.

Corridors



Not this...



...This

Intersections



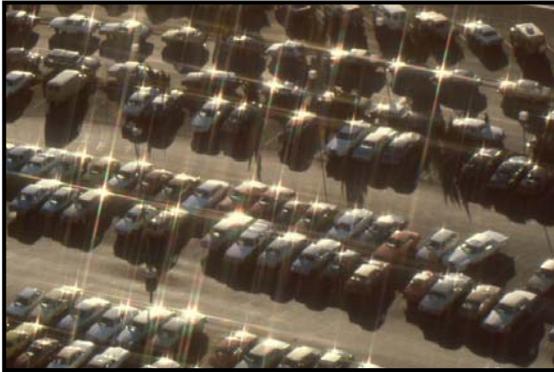
Not this...



...This



Parking



Not this...



...This

Signs



Not these...



...These

