

4. Architecture Design Guidelines

a. General Design Guidelines

The architectural theme for Newport Hub will have a distinctive identity combining natural materials with thoughtful design to create a unique project which complements surrounding development.

The Countryside development to the south has a "country" theme and Rustler's Ranch to the west has a "California ranch" style. Newport Hub blends selected elements from these styles and adapts them to its commercial and industrial plan.

The goals of the architectural elements are as follows:

- Provide for public health and safety.
- Establish and ensure cohesive standards of quality.
- Create a "sense of place."

b. Form

To give the project a human scale, large building forms should be broken up into smaller segments which may be formal and symmetric or informal and asymmetric. Combinations of one and two story forms should be encouraged along the streetscape and, wherever possible, wall surfaces should be broken up to enhance visual interest. This can be achieved by articulation of wall planes and providing projections and recesses including verandas, balconies, pergolas, and awnings.

c. Building Envelope

The building envelope shall be defined by the minimum building and landscape setbacks and maximum height limitations as defined in the Specific Plan Design Guidelines.

d. Roof Design

Roof design should lend a human scale to the site by articulating entry ways, covered walkways, etc. Roof lines should vary and overhangs and projections should be provided to enhance visual interest.

Structures within Planning Area 4 that include balconies or similar features shall orient them away from residences along the Paloma Wash.

e. Building Height

All buildings and structures shall not exceed fifty feet (50') in Planning areas 1 and 3, and seventy-five feet (75') in Planning Area 2, and 35 feet (35') in Planning Area 4 excepting therefrom towers, cuppolas, sculpture, etc. that provide a decorative function as part of the building architecture.

Buildings located on zero lot lines shall have common height and architectural features.

f. Materials and Colors

Newport Hub design emphasis is on natural materials— wood, stone, stucco, etc. Colors should reflect these materials and be limited to a palette of earth tones with color accents in signage and landscaping. No fluorescent colors, geometric color patterns, or color schemes which are inconsistent with the architectural style/theme shall be permitted. In addition, textures should be emphasized such as wood grain, stone and plaster treatments. The use of heavy, exposed wood beams, wood fascia and shingle roofs is encouraged. Plastic, metal and other artificial siding shall be prohibited.

g. Windows and Doors

Windows and doors should complement the natural design elements of Newport Hub. Geometric, divided and stained glass shapes are encouraged along with carved, pressed, or textured doors and frames. The use of metal doors and awnings shall be consistent with building architecture and conform to the Universal Building Code. Sign copy shall adhere to Ordinance No. 348.

h. Signage

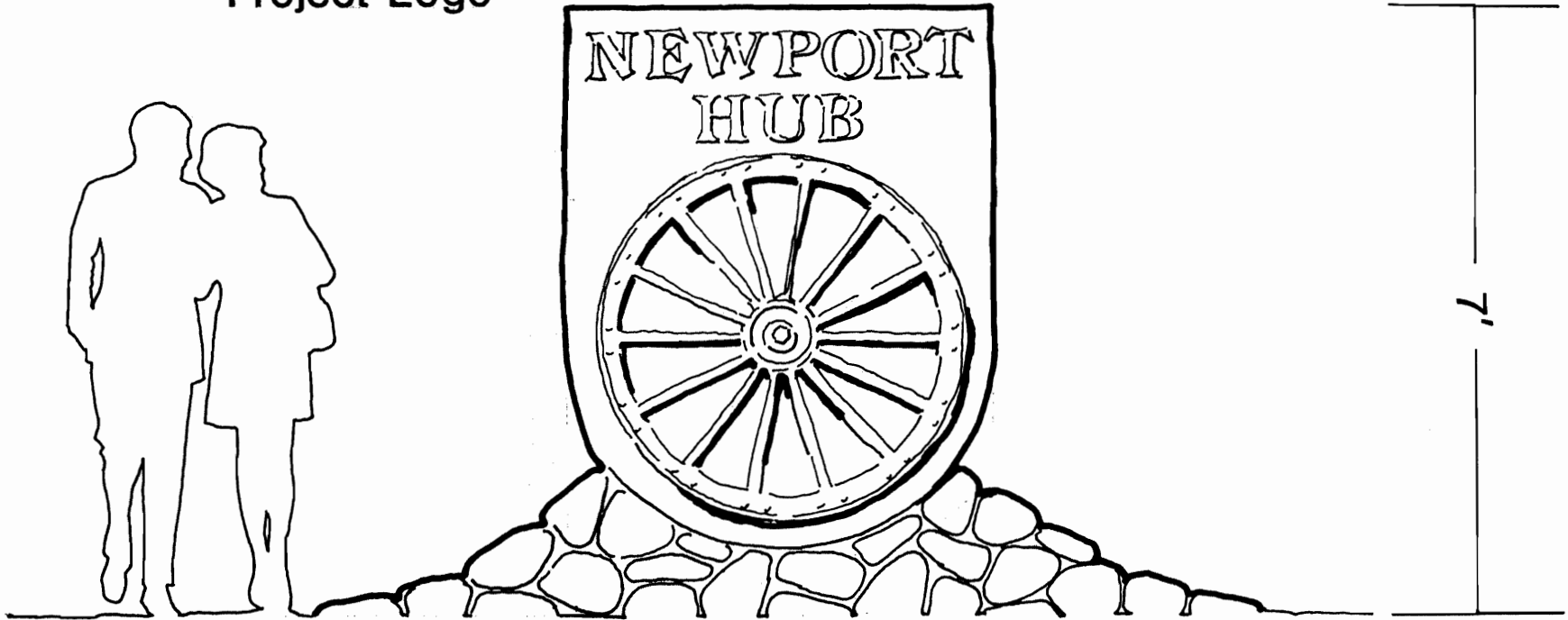
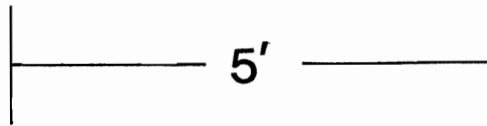
All signs shall conform to the design guidelines as described and shall be for the purpose of identification, direction, information, or regulation only. Interior signage shall be screened from the Paloma and Salt Creek Channels.

- Identification

There shall be permitted on each separate commercial frontage:

- (1) A sign or signs mounted to a wall or included as an integral part of the architectural design of a roof structure. Said sign(s) shall total not more than two (2) square feet in display area for each one (1) linear foot of building frontage, or two-hundred (200) square feet, whichever is less.
- (2) Low silhouette monument signs shall be permitted in compliance with County standards for corner and driveway visibility, and the following, as illustrated in Figure 20:
 - (a) Signs shall not exceed eight feet (8') in height from the public sidewalk elevation and not more than sixty-four (64') square feet in area.
 - (b) Monument signs shall be permitted within the landscape setbacks, outside of public rights of way, as part of implementing plot plan applications.

Project Logo



Riverstone Base Element



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NOTE: Sign Copy Shown is for Illustrative Purposes Only

- Directional

Directional signs for service areas and public parking areas shall be permitted, not more than four (4) square feet in area per display face and thirty inches (30") in height. Directional signs may be included as part of a monument sign. However, total height shall not exceed eight feet (8') in height nor more than sixty-four (64) square feet.

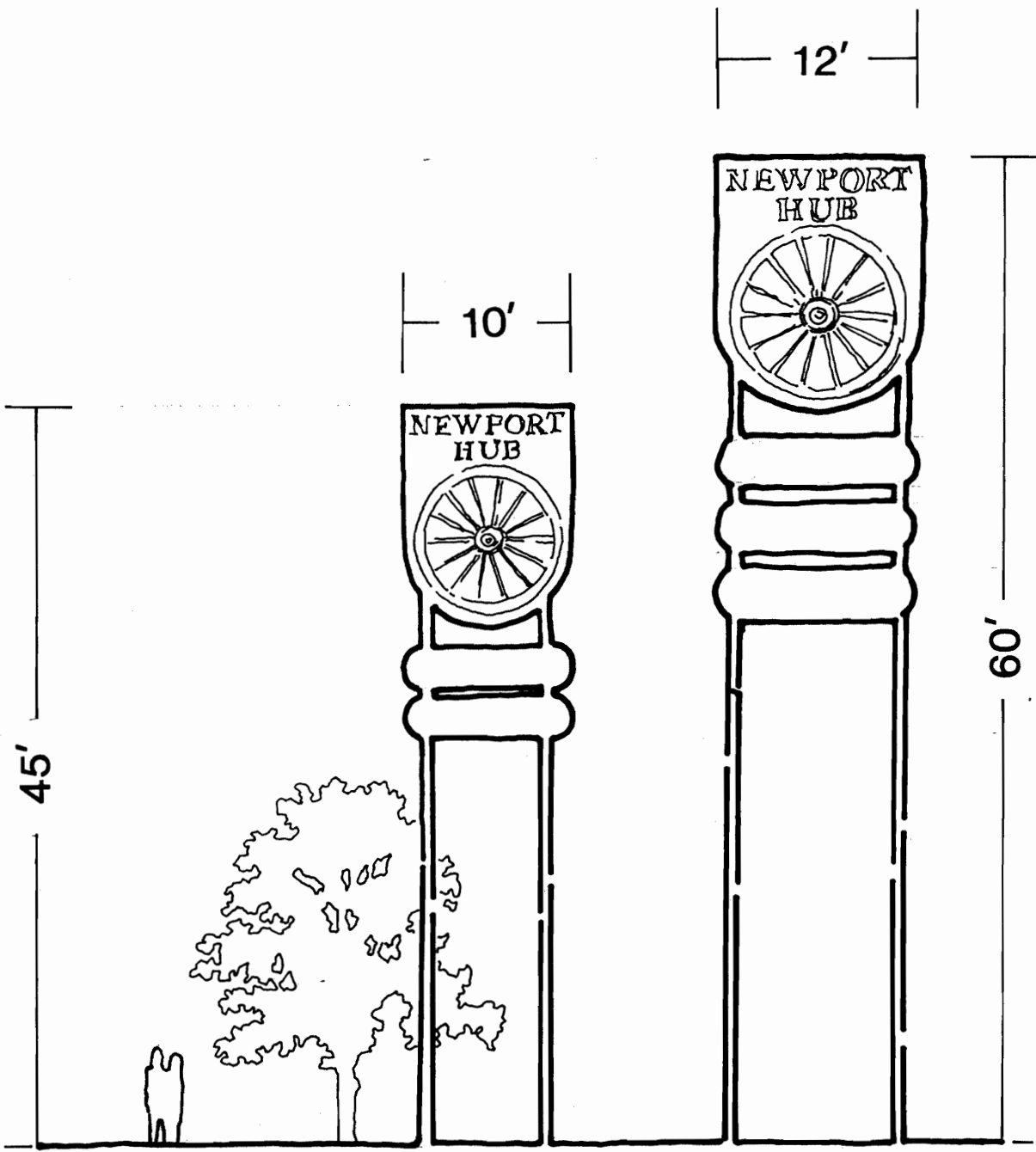
- General Outdoor Advertising

Three (3) freestanding project identification signs shall be permitted along the Escondido Freeway (I-215). The signs shall be located not less than twenty-five feet (25') from the freeway roadbed and shall be designed and function as follows:

- (1) A primary sign shall be constructed at the southeast corner of the property for project and tenant identification not to exceed sixty feet (60') in height with not more than 250 square feet of surface area.
- (2) A secondary sign shall be constructed at the northeast corner of the property for project and tenant identification not to exceed forty-five feet (45') in height with not more than 250 square feet of surface area.
- (3) A tenant identification sign shall be constructed toward the center of the property along the freeway not to exceed forty-five feet (45') in height and 150 square feet of surface area.

See Figure 21

The design of freestanding project identification signs shall incorporate suitable materials to conform with the overall design theme and to enhance the aesthetic appeal of the project in the following manner: exhibit 21



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- (1) Support poles shall be masked by appropriate materials (including wood, stucco, etc.).

- Temporary

Streamers, banners, pennants, bunting, balloons, flats, A-frames or similar signs shall only be permitted for a consecutive period of not more than ten (10) days in any thirty-day period.

- Window

- (1) Permanent window signs may cover a maximum of 20% of the total area of the windows on each side of a building.
- (2) Temporary window signs may cover a maximum of 50% of the total area of the windows on each side of a building.

- Prohibited Signs

- (1) Flashing
- (2) Revolving
- (3) Moving or simulated motion
- (4) Billboards
- (5) Painted signs on walls or buildings (window signs excepted)
- (6) Mechanical lifts, metal ramps, or other elevating devices

i. Lighting

All lighting shall be compatible with the architecture and uses of the site and adjacent properties, and be designed to minimize glare to adjacent properties and streets.

- Street Lighting

To alleviate the problem of skyglow for the Mount Palomar Observatory, the project will use low pressure sodium vapor (LPSV) street lighting. This is in compliance with the street lighting policy for the Mount Palomar Special Lighting Area of the Riverside County Comprehensive General Plan. Pole lighting shall be no higher than twenty feet (20') and have a staggered longitudinal spacing along interior streets. There shall be a minimum average of 0.9 horizontal footcandles on parking areas.

- Sidewalk Lighting

Sidewalks shall have a minimum average of 0.9 horizontal footcandles.

- Sign Lighting

Signs are to be back-lighted or shielded, or internally lighted only and consider the overall guidelines for design listed above.

- Security Lighting

Security lighting may be provided within the project, subject to the restrictions listed above. All building and site entries and exits should be well-lighted, as any other common areas as deemed necessary by the Property Owners' Association.

j. Walkways/Paving

Sidewalks shall be designed to provide pedestrian links to the entire Specific Plan and shall be coordinated with vehicular circulation to provide safe and convenient access to all facilities within the project. Major vehicle access to Newport Hub shall be treated with either brick, block or stone pavers or colored, stamped concrete, and is encouraged in walkways and pedestrian street crossings.

k. Handicapped

Consideration for the handicapped shall be taken in the design of all public and private facilities. Examples include handicapped parking and loading spaces, wheelchair access to all sites, etc.