Chapter 11

North Main Street Specialty Services District

This Chapter defines the land uses, development standards and design standards and guidelines for the North Main Street Specialty Services District. This Chapter is organized as follows:

11.1 Purpose
11.2 Permitted Uses
11.3 Conditionally Permitted Uses
11.4 Prohibited Uses
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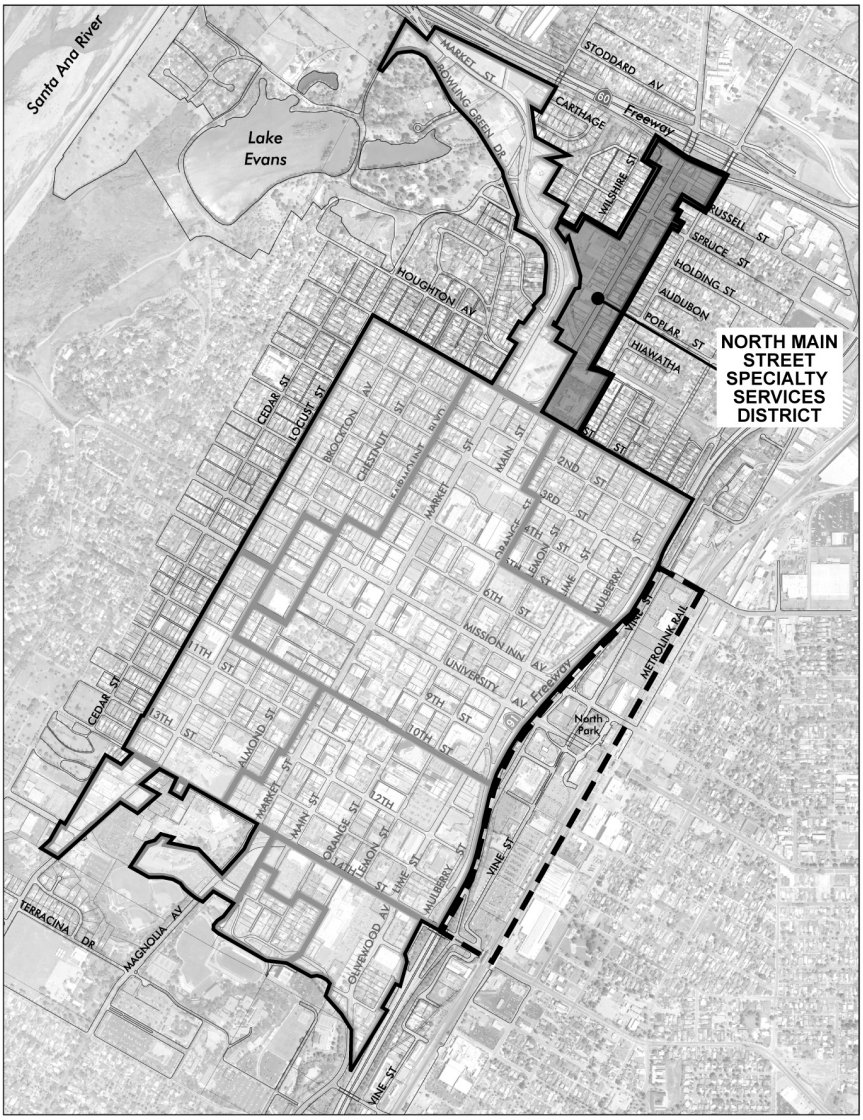
11.6 Design Standards and Guidelines for the North Main Street Specialty Services District
11.7 Additional Standards for Live/Work Units in the North Main Street Specialty Services District



11.1 PURPOSE

The intent of the North Main Street Specialty Services District is to provide for small-scale manufacturing and specialty commercial services, as well as opportunities for live/work units and adaptive reuse of industrial buildings in order to maintain the historic character of the area. North Main Street has historically served an important economic role in Downtown Riverside by accommodating manufacturing and commercial specialty services for the region. Development intensity in this District is intended to be lower than other commercial districts in the Downtown, and building mass and size are intended to be smaller than that of larger-scaled industrial parks. Live/work opportunities in this District are generally oriented towards artisans, craftspersons and owners of small, light manufacturing businesses.

11.2 PERMITTED USES

The following uses are permitted in the North Main Street Specialty Services District:

a) Building supplies and sales, conducted indoors, including but not limited to, hardware, lighting, fixtures, paint, glass, electric supplies, lumber, incidental outdoor storage up to a maximum of 10% of the size of the building footprint, and other similar uses as determined by the Planning Director.
b) Custom made furniture.
c) Home occupations pursuant to the standards established in the Zoning Code.
d) Indoor vehicle restoration and incidental sales.
e) Light manufacturing uses not obnoxious by reason of sound, fumes, repulsive odors and the like, whether the same constitutes an actual nuisance or not, and conducted entirely within an enclosed building.
f) Live/work units pursuant to the standards set forth in Section 11.7 of this Chapter.
g) Parks and open space.
h) Public parking lots
i) Publishing.
j) Restaurants, including outdoor dining, pursuant to the standards established in the Zoning Code for outdoor dining.
k) Repair, service and incidental sales of small appliances, motors and tools (i.e., lawn mowers, electric motors, etc.)
l) Temporary uses pursuant to the standards established in the Zoning Code and consistent with the purposes of this District.
m) Vehicle parts sales.
n) Vehicle sales and rentals, provided the vehicles are kept with an enclosed building.
o) Veterinary clinics.
p) Warehouses and storage incidental to permitted uses.
q) Wireless communication facilities, pursuant to the Zoning Code.
r) Accessory uses, incidental and subordinate to the principal permitted use.
s) Other uses, not listed above, which are determined by the Planning Director to be similar to those listed above.

11.3 Conditionally Permitted Uses

The following uses are permitted in the North Main Street Specialty Services District with a Minor Conditional Use Permit:

a) Minor expansions to nonconforming uses with a previously approved Conditional Use Permit.
b) On-sale of alcoholic beverages (drinking establishments, such as bars, nightclubs, pubs or taverns, whose primary business is the sale of alcoholic beverages), pursuant to the standards established in the Zoning Code.
c) Outdoor food preparation.
d) Private fueling systems, pursuant to the Zoning Code.
e) Vapor recovery systems, pursuant to the Zoning Code.
f) Wireless communication facilities, pursuant to the Zoning Code.

The following uses are permitted in the North Main Street Specialty Services District with a Conditional Use Permit:

a) Drive-thru restaurants, pursuant to the standards established in the Zoning Code.
b) Expansion of nonconforming uses.
c) Off-sale of alcoholic beverages (liquor stores, markets, etc.), pursuant to the standards established in the Zoning Code.
d) Public uses not permitted as a matter of right.
e) Public utilities or installations.
f) Service stations (gas station and minor repair), including incidental car washes, enclosed and automated.
g) Vehicle repair, minor and major, conducted entirely within an enclosed building.
h) Wireless communication facilities, pursuant to the Zoning Code.

11.4 Prohibited Uses

The following uses are prohibited in the North Main Street Specialty Services District:

a) Hotels.
b) Motels.
c) Any use not specifically authorized.

11.5 Development Standards for the North Main Street Specialty Services District

All property in the North Main Street Specialty Services District shall be developed in accordance with the following standards:

11.5.1 Maximum Floor Area Ratio

The maximum floor area ratio shall be 1.5.

11.5.2 Maximum Height

The maximum building height shall be 50 feet.

11.5.3 Minimum Lot Size

The minimum lot size for new parcels shall be 10,000 square feet.

11.5.4 Front Yard Setback

The maximum front yard setback shall be 10 feet. No parking is permitted in the front yard setback area. The setback area shall be landscaped or improved pursuant to the design standards set forth in Chapter 15 of this Plan.

11.5.5 Rear Yard Setback

The minimum rear yard setback shall be 10 feet, except where the rear parcel line abuts a residential district or zone, the minimum rear yard setback shall be 30 feet.

11.5.6 Side Yard Setback

The minimum interior side yard setback shall be 5 feet, except for the following:

(1) Where the side parcel line abuts a residential district or zone, the minimum interior side yard setback shall be 30 feet.
(2) Where the side parcel line is adjacent to a public street, the minimum setback shall be 10 feet.

11.5.7 Maximum Building Footprint

The maximum building footprint for new structures shall be 20,000 square feet.

11.5.8 Outdoor Storage

Incidental outdoor storage is allowed in conjunction with permitted uses provided that it is screened by a masonry wall that has a minimum height of six feet and a maximum height of eight feet.

11.5.9 Parking

Refer to Chapter 16 for off-street parking requirements and standards.

11.6 Design Standards and Guidelines for the North Main Street Specialty Services District

11.6.1 District Character Defining Statement

North Main Street has traditionally served as a place for specialized goods and services attracting customers from a broad segment of the region. Here, one can find car customizers, metal supplies, blacksmithing, electronics components, specialty doors and windows, and a host of other unique goods and services. The Downtown Specific Plan sees the North Main Street Specialty Services area continuing in its role as a loose assemblage of artisans, cottage industries, and specialty businesses. While the appearance of the area would benefit from landscape and streetscape improvements, it should not be seen as a candidate for wholesale remodeling. The character of the area is defined by its simple, industrial-like buildings that include utilitarian materials such as corrugated iron, smooth stucco, and plain concrete block. Some of the signature buildings in this area could benefit from an attractive paint job, including walls and trim. The Troncin Door and Window building is an excellent example of a well-executed building restoration that can serve as a model for other buildings in this area. All of the signature buildings, however, express the small-scale industrial/commercial simplicity that gives this area its essential character. Other signature buildings in this area include the Tri-County Fire Equipment building, Automotive Paints building, Hartman Spring and Iron Works building, Shaws Body Shop, R J Seaquist & Co. building, Video Metro building, and the Boston Garage.

Hartman Spring & Iron Works, 2804 N. Main Street

Tri-County Fire Equipment, 2878 N. Main Street

R.J. Seaquist & Co., 2758 N. Main Street

Troncin Door & Window, 2879 N. Main Street

11.6.2 Site Planning

Building Orientation

(1) Buildings should have the main entry facing North Main Street. Secondary entries should be provided from the parking areas.

(2) Upper stories should be designed to avoid windows and balconies overlooking the adjacent residential properties.

Setbacks

(1) Buildings should have either no setback or a small setback with small amounts of softening landscaping.

Vehicular Access and Parking

(1) On-site parking should occur to the rear and sides of buildings in this area. Where possible, vehicle access should be from side streets.

(2) Driveway cuts should be kept to a minimum. Much of the parking closest to the main entries of these buildings should be from angled or parallel parking on the street.

Pedestrian Access

(1) Pedestrian access should primarily be from the main entry facing the street.

Site Furniture

(1) The primary role of site furniture should be in the employee break areas or customer waiting areas created by individual businesses.

Courtyards and Passages

(1) Similar to site furnishings above, individual businesses may provide courtyards and passages as appropriate.

11.6.3 Architecture

Style

(1) The architecture in this area is characterized by simple buildings. To the extent that there are decorative elements, they are understated and unpretentious. Western storefront styles, where a simple pitched roof building is fronted by a square shaped false front is one style that would be appropriate in this area.

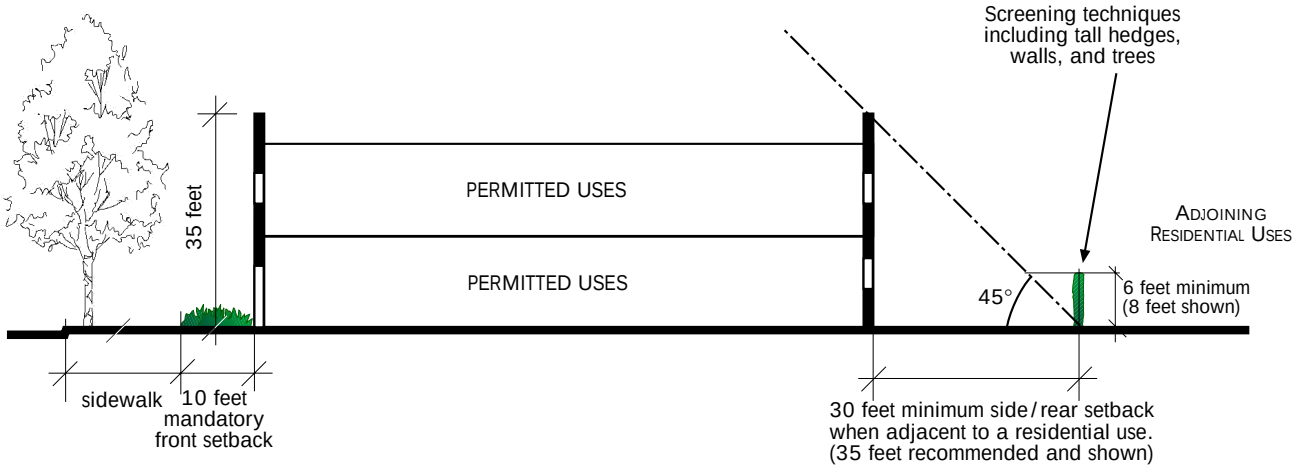
(2) More expressive styles that are present and can be emulated are Art Deco (Video Metro and L&L Market) and Mediterranean (R J Seaquist and Boston Garage). Any use of decorative style should, however, be low key and understated.

Scale

(1) Scale should be village-like with one to four story buildings.

(2) To further maintain a sense of pedestrian scale, all new building frontages should not exceed 100 feet.

(3) When possible, place the highest portions and largest mass of the structure away from residential neighborhoods to protect privacy.
(4) If a property is adjoining a residential use, no portion of the building (including parapets) should be above an imaginary plane drawn at the (rear or side) property line and extended at an angle of 45 degrees towards the center of the property.



Recommended Setbacks for Buildings adjacent to Residential Uses

Detailing

(1) Detailing should be simple and include such things as stepped parapets, traditional canvas awnings, simple window and door framing.

Roof Design

(1) Typically, facades should present the look of a flat roofed building. It is perfectly acceptable, however, for functional pitched, bow truss, or other types of roofs to be visible from the sides and back.

Loading Areas

(1) Loading areas should be designed with attractive and durable materials and appropriately screened.
(2) The fixed hardware for rolling doors should be located on the inside to minimize visual clutter.
(3) Avoid outdoor storage areas exceeding a height of eight feet.
(4) The grade of loading docks, where feasible, should be lowered to minimize views from the street.
(5) If located next to residential areas, the design of the overhead doors should minimize noise through devices such as rubber seals and/or other dampening features.

Colors and Materials

(1) Wall colors should be light and neutral, with richer accents in the form of parapet detailing, awnings, and door and window framing.
(2) Accent colors may be brighter colors that reflect the unique service/artisan character of the District.

11.6.4 Landscaping

Plant Types

(1) Other than scale (noted below), any plant materials suitable for this climate would be acceptable. Evergreen plants with a soft, lacy appearance should be used.

Scale

(1) Generally, plants should include small shrubs and trees, designed to breakup the street frontage.

Relationship to Development

(1) The objective should be to offer a green contrast to the relatively plain buildings. Landscaping would also be appropriate as a screening material.
(2) Property lines should be screened with hedges, fences or trees to protect the privacy of adjacent residential properties.

Hardscape

(1) Hardscape should be simple and purpose oriented. Concrete scored into simple rectangular shapes is appropriate for walking surfaces. Asphalt is acceptable as the dominant material in parking lots.

11.6.5 Signs

Style

(1) Signage in this District may make use of a variety of materials, applications, and colors that are complimentary to the structure, as well as reflective of the unique artisan-related types of businesses.

Scale

(1) Signs should be low key, designed to be read at low vehicle speeds.

Type

(1) Typical acceptable signs include painted metal, painted wood, and signs painted directly on the building wall. Neon is also acceptable in this district, when used to identify more active uses with a broad appeal, such as markets and restaurants.
(2) Contemporary commercial signs, such as plastic faced canister signs and channel letters should be avoided.

11.6.6 Additional Design Standards and Guidelines

Refer to Chapter 15 for general design standards and guidelines that apply to the entire Downtown Specific Plan area.

11.7 Additional Standards for Live/Work Units in the North Main Street Specialty Services District

11.7.1 Applicability

The provisions of this section apply to live/work units, as defined in Chapter 18: Definitions. These standards are in addition to the development standards set forth in Section 11.5 and the applicable design guidelines. Refer to Chapter 16 for parking standards and Chapter 17 for sign standards. The type of work permitted in a live/work unit shall be consistent with, or similar in nature to, the permitted uses in the North Main Street Specialty Services District, as defined in Section 11.2.

11.7.2 Purpose

The intent of this section is to provide for and make feasible the reuse of existing commercial and industrial structures to accommodate live/work opportunities, as well as provide opportunities for the new development of buildings specifically designed and constructed to provide live/work units for artisans, craftspersons and cottage industries.

11.7.3 Floor area requirements

The minimum floor area of a live/work unit shall be 750 square feet. The first 50 feet of floor area depth at the street-level frontage shall be limited to the permitted non-residential use. Live/work units on the upper levels of a structure shall not be subject to this requirement.

11.7.4 Access to units

When more than one live/work unit is proposed within a single building, each live/work unit shall be separated from other live/work units and other uses in the building. Access to individual units shall be from common access areas, corridors, or hallways.

11.7.5 Internal layout

All living space within the live/work unit shall be contiguous with and an integral part of the working space with direct internal access between the two areas.

11.7.6 Street frontage treatment

Each live/work quarters fronting a public street shall have a pedestrian oriented frontage that publicly displays the interior of the non-residential areas of the structure. Live/work units on the upper levels of a structure shall not be subject to this requirement.

11.7.7 Occupancy and employees

At least one of the full-time workers of the live/work unit shall reside in the unit. The residential area shall not be rented separately from the working space. The business activity occupying the live/work unit may utilize employees in addition to residents as necessary.

11.7.8 Retail sales

Retail space may be integrated with working space.

11.7.9 Business License

A business license shall be obtained in compliance with the Municipal Code for business activities conducted within the live/work unit.