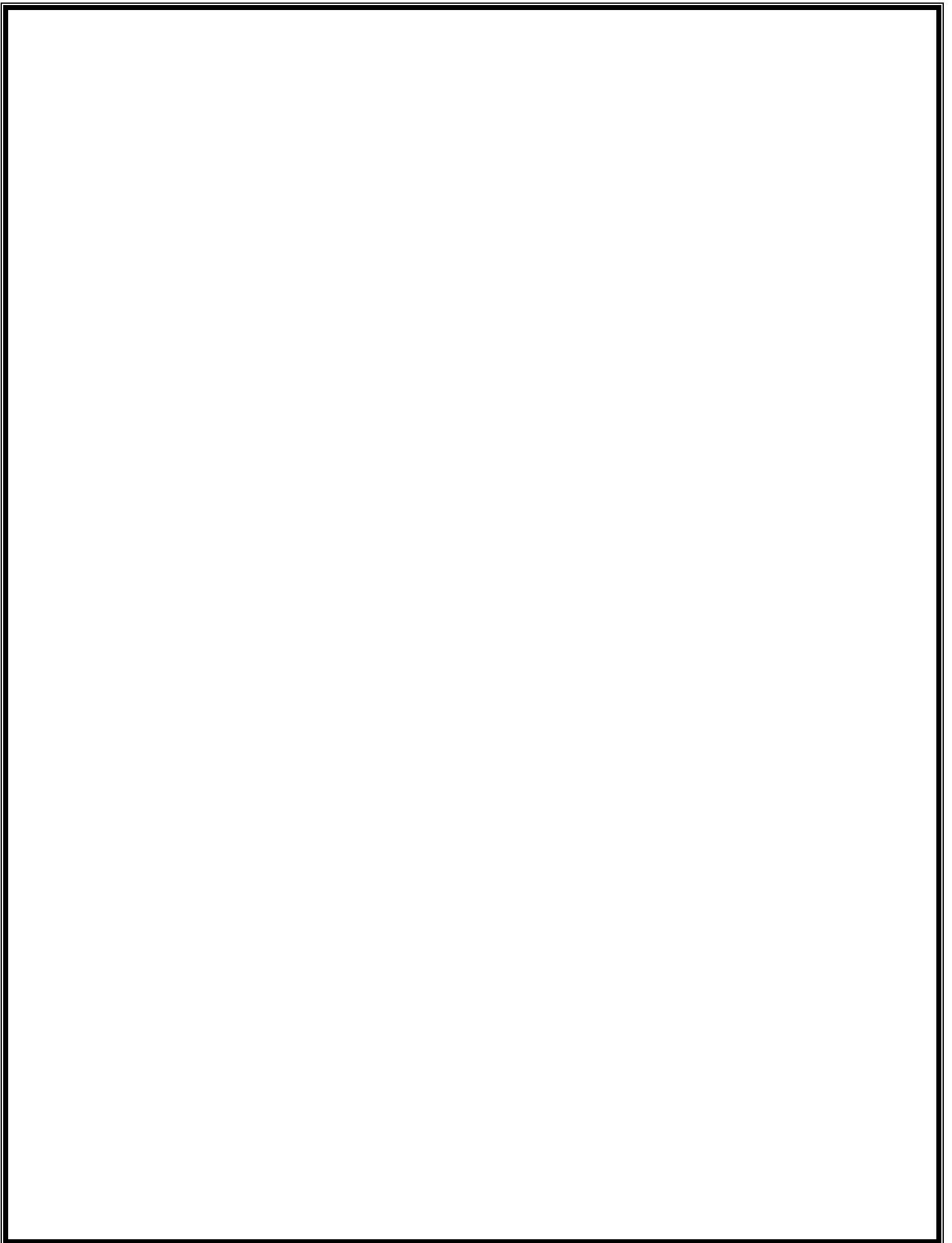


**MELROSE PLAZA**

**PLANNED UNIT  
DEVELOPMENT**



## TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
<b>2</b>	<b>OBJECTIVES</b>	<b>2</b>
2.1	THE ONTARIO PLAN (TOP) OBJECTIVES	2
2.2	CENTER CITY REDEVELOPMENT OBJECTIVES	3
2.3	PUD DISTRICT PURPOSE AND OBJECTIVES	3
<b>3</b>	<b>LAND USE PLAN</b>	<b>5</b>
3.1	COMMERCIAL AND INDUSTRIAL USES	5
3.2	ALLOWED USES	6
<b>4</b>	<b>DEVELOPMENT REGULATIONS</b>	<b>9</b>
4.1	INTENSITY	9
4.2	BUILDING HEIGHT	9
4.3	SETBACKS	9
4.4	ACCESS	9
4.5	LANDSCAPING	9
4.6	EQUIPMENT SCREENING	10
4.7	FENCES AND WALLS	10
<b>5</b>	<b>CIRCULATION AND PARKING</b>	<b>11</b>
5.1	VEHICLE CIRCULATION	11
5.2	PEDESTRIAN CONNECTIONS	11
5.3	MASS TRANSIT	11
5.4	STREET DEDICATIONS AND EASEMENTS	11
5.5	PUBLIC RIGHT-OF-WAY IMPROVEMENTS	11
5.6	INFRASTRUCTURE	12
5.7	PARKING	13
<b>6</b>	<b>DESIGN GUIDELINES</b>	<b>14</b>
6.1	BUILDING ORIENTATION AND STREETSCAPES	14
6.2	ARCHITECTURAL CHARACTER	14
6.3	MATERIALS AND COLORS	14
6.4	SIGNS	14
6.5	SERVICE FACILITIES	15

<b>7</b>	<b>HISTORIC PRESERVATION</b>	<b>16</b>
7.1	HISTORIC BACKGROUND	16
7.2	EXISTING HISTORIC STRUCTURES	16
<b>8</b>	<b>ADMINISTRATION</b>	<b>17</b>
8.1	ITEMS NOT ADDRESSED IN PUD	17
8.2	DEVELOPMENT APPLICATIONS	17
8.3	ADMINISTRATIVE EXCEPTIONS	17

## LIST OF EXHIBITS

EXHIBIT 1-1 :	PROJECT LOCATION MAP	1
EXHIBIT 3-1 :	LAND USE DISTRICT MAP	5
EXHIBIT 5-1 :	RIGHT-OF-WAY SECTIONS	12

## LIST OF TABLES

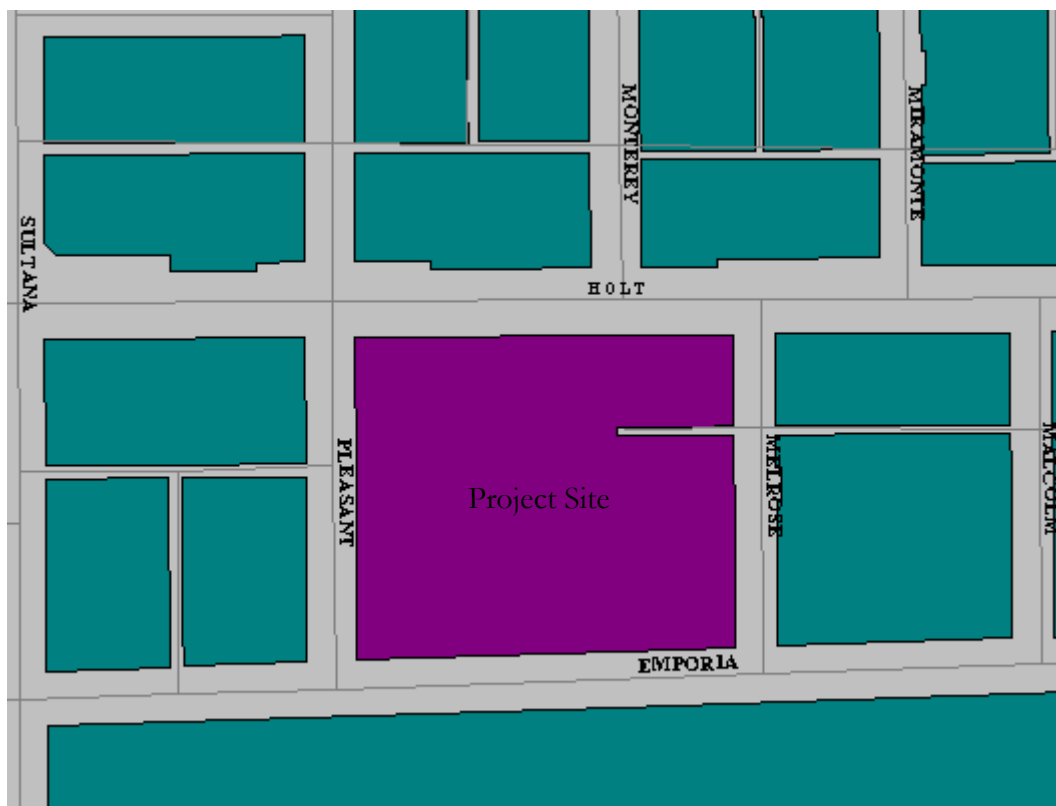
TABLE 3-1 :	PERMITTED/CONDITIONALLY PERMITTED LAND USES	6
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## 1. INTRODUCTION

This document is intended to function as a set of planning and design principles, development regulations and performance standards to guide and govern the development of a one block area bounded by Holt Boulevard on the north, Pleasant Avenue on the west, Emporia Street on the south, and Melrose Avenue on the east (see Exhibit 1-1, Project Location Map), as a high quality blending of commercial development on the parcels that face Holt Boulevard and industrial development of the parcels that face Emporia Street. The Melrose Plaza Planned Unit Development (PUD) will replace the existing zone district designations and zoning standards that apply to the affected properties. Unless otherwise defined herein, definitions and interpretations contained in the Development Code shall apply.

City staff and private developers will rely on this PUD to determine whether precise plans for development (“Development Plans”) will adequately meet the City’s land use and design objectives.

**Exhibit 1-1: Project Location Map**



## 2. OBJECTIVES

### 2.1 THE ONTARIO PLAN (TOP) OBJECTIVES

The Ontario Plan Policy Plan (General Plan) designates the project area as Commercial for the parcels that face Holt Boulevard and Industrial for the parcels that face Emporia Street.

The Melrose Plaza PUD is consistent with the principles, goals and policies contained within the components that make up The Ontario Plan (TOP), including: (1) Vision, (2) Policy Plan (General Plan), and (3) City Council Priorities. The policies furthered by this PUD are as follows:

1. Vision

DISTINCTIVE DEVELOPMENT

Commercial and Residential Development

A reputation for being good for business to work with while still satisfying broader community interests.

Development Quality

Superior quality and design of the built environment and open spaces through careful attention to detail at every scale, including public and private spaces and structures.

Public Safety

A level of security and public safety that exceeds conventional standards, generates a sense of security throughout the community, and establishes Ontario as one of the safest medium-sized cities in the nation.

2. Policy Plan

LANDUSE

LU3-1 Development Standards. We maintain clear development standards which allow flexibility to achieve our Vision.

COMMUNITY DESIGN

Goal- A goal of community design is to achieve a high level of design quality resulting in public spaces, streetscapes, and developments that are attractive, safe, functional and distinct.

CD2-1 Quality Architecture. We encourage all development projects to convey visual interest and character through:

- building volume, massing, and height to provide appropriate scale and proportion;
- a true architectural style which is carried out in plan, section and elevation through all aspects of the building and site design and appropriate for its setting; and

- exterior building materials that are visually interesting, high quality, durable, and appropriate for the architectural style.

CD2-5 Streetscapes. We design new and, when necessary, retrofit existing streets to improve walkability, bicycling and transit integration, strengthen connectivity, and enhance community identity through improvements to the public right of way such as sidewalks, street trees, parkways, curbs, street lighting and street furniture.

CD2-9 Landscape Design. We encourage durable landscaping materials and designs that enhance the aesthetics of structures, create and define public and private spaces, and provide shade and environmental benefits.

CD2-10 Surface Parking Areas. We require parking areas visible to or used by the public to be landscaped in an aesthetically pleasing, safe and environmentally sensitive manner. Examples include shade trees, pervious surfaces, urban run-off capture and infiltration, and pedestrian paths to guide users through the parking field.

### 3. City Council Priorities

Invest In The Growth And Evolution Of The City's Economy.

## 2.2 CENTER CITY REDEVELOPMENT PLAN OBJECTIVES

- Encourage development of a high intensity, multi-use central business district and surrounding neighborhoods that maximize the economic productivity of the commercial areas and maximize the housing opportunities of the residential areas.
- Apply innovative mixed use urban design that maintains a flexible approach to allow for changing opportunities over a long-term, phased revitalization effort.
- Create a healthy and exciting urban environment, with the ability to work, live, shop and play within a small area, combine daytime and nighttime use and conserve energy and resources through mixed use development
- Cluster activity centers within walking distance of each other, supported by a pedestrian network that provides an enjoyable pedestrian flow

## 2.3 PUD DISTRICT PURPOSE AND OBJECTIVES

The purpose of the Town Center Planned Unit Development (PUD) District is to secure a fuller realization of the general plan than that which would result from the application of present zone district regulations; to promote high standards in urban design; to encourage the development of exceptionally high quality, mixed-use, high intensity projects while establishing regulations and standards for uses with special conditions and regulatory needs to ensure harmonious relationships with other land uses. The intent of the PUD District is to:

- Promote development projects that are consistent with the land use/downtown revitalization objectives of the Center City Redevelopment Project area.

- Promote flexibility and innovative design of more intense urban development to provide efficient use of space and preserve significant natural, scenic and cultural features of a site.
- Achieve high density residential developments, mixed use developments, and diversity of housing types, while maintaining high quality in design and construction.
- Encourage clustering of structures to preserve a maximum amount of continuous open space.
- Maintain the integrity of existing Tier I, Tier II historic structures and the historic downtown setting.
- Contribute to the revitalization of downtown and enhancement of the unique character of the downtown streetscape and if applicable, implement the Downtown Ontario Design Guidelines and Euclid Avenue Corridor District (Article 23 of the Development Code).



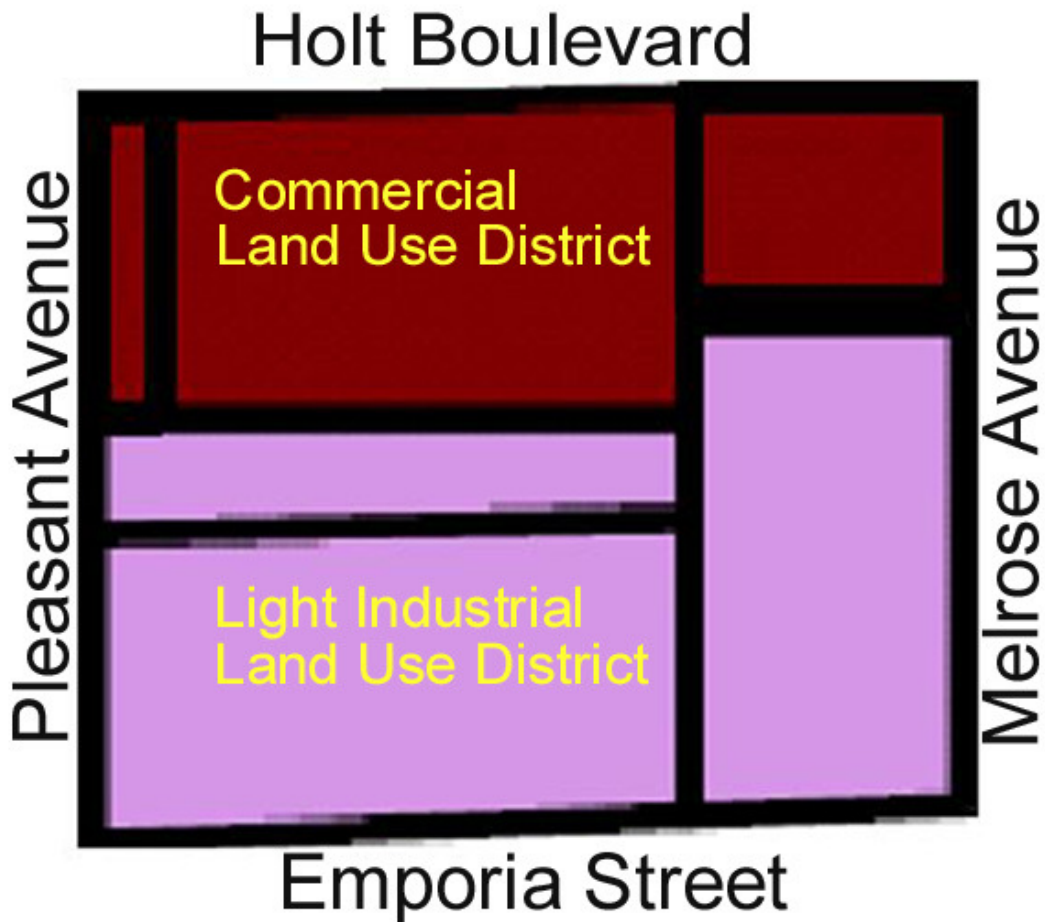
### 3. LAND USE PLAN

Two land use districts are established within the project limits, as shown in Exhibit 2-1, Land Use Plan, and as described below.

#### 3.1 COMMERCIAL AND INDUSTRIAL USES

The project area encompasses two land use designations. The properties located along Holt Boulevard will be characterized by retail/commercial uses that recognize their location in close proximity to the downtown area. The industrial uses will be sensitive to the proximity to retail/commercial uses and closeness to the downtown area.

Exhibit 3-1: Land Use District Map



### 3.2 ALLOWED USES

- Refer to Table 3-1 for a list of the uses permitted by right, by Conditional Use Permit and as Ancillary uses to a principally permitted use.

**TABLE 3-1: PERMITTED / CONDITIONALLY PERMITTED LAND USES**

USES	COMMERCIAL	LIGHT INDUSTRIAL
<b>Institutional</b>		
<b>Educational facilities</b>		
Vocational/Trade Schools		C
<b>Health Care facilities</b>		
Health care offices & clinics	P	
Industrial Clinics	P	P
<b>Public Services</b>		
Other Government facilities	C	C
<b>Utilities</b>		
Public Utility Office		C
Water well (Public)		P
<b>Commercial</b>		
<b>Eating and drinking places</b>		
Alcoholic Beverage Sales	C	C
Banquet facilities	A	A
Catering establishments	P	
Restaurants		
Fast food restaurants without drive thru facilities	P	P
Fast food restaurants with drive thru facilities	C	C
Full service (sit down) restaurant	P	P
<b>Entertainment and recreation facilities</b>		
Health clubs and gymnasiums		P
Live entertainment and dancing	C	
<b>Motor Vehicle Service</b>		
Parts and accessory sales	P	
Towing service (no on-site storage of towed vehicles)	P	P
Upholstery shops	P	P
Servicing, including tune-up, emissions testing, battery replacement, oil change, etc. No use of impact wrenches or other equipment that could create noise impacts)	C	P
Minor repair - brakes, tires, radiators, electrical, etc.		P

\*Notes:

“P” – Permitted by Right

“C” – Requires approval of a Conditional Use Permit

“A” – Permitted only as an Ancillary Use

- Permitted in the Light Industrial land use district only for properties with frontage on Holt Boulevard.

USES	COMMERCIAL	LIGHT INDUSTRIAL
<b>Offices</b>		
Administrative, Professional, and Other Offices	P	A
<b>Retail</b>		
Alcoholic beverage for consumption off the premises	C	C
Art Galleries and Art Supply Store	P	
Bakery (Retail)	P	
Beauty Supply Store	P	
Book Stores	P	
Building Materials: Stores without outdoor storage	P	P
Building Materials: Stores with outdoor storage	C	C
Camera and Photographic Supply Store	P	
Clothing & Accessory Stores	P	
Computer and Home Electronic Stores	P	
Convenience Market	P	P
Delicatessen	P	P
Department Stores	P	
Electronics and appliance stores (Appliances, electronics, cameras, computers and software)	P	
General Merchandise Store	P	P <sub>1</sub>
Grocery Store/Super Market	P	
Hobby, Toy and Game Store	P	
Jewelry Store	P	
Luggage and Leather Goods	P	
Music and Video Stores	P	
Office Supply, Stationary & Gift Stores	P	
Pet and Pet Supply Store	P	
Shoe Store	P	
Sporting Goods Store	P	
<b>Services</b>		
Advertising Agency	P	
Photocopying and Duplicating Services	P	P
Photography Studio	P	P
Banks, Credit Unions and other Depository Institutions	P	
Banks, Credit Unions and other Depository Institutions with Drive-Through	C	
Barber Shop & Beauty/Nail Salon	P	
Tailor	P	
Travel Agency	P	
Jewelry and Watches/Clocks repair	P	P
Locksmith/Key Shop	P	P
Shoe Repair	P	P

\*Notes:

“P” – Permitted by Right

“C” – Requires approval of a Conditional Use Permit

“A” – Permitted only as an Ancillary Use

1. Permitted in the Light Industrial land use district only for properties with frontage on Holt Boulevard.

USES	COMMERCIAL	LIGHT INDUSTRIAL
<b>Industrial Uses</b>		
<b>Contractor construction service office</b>		P
<b>Industrial retail sales</b> (retail of goods and/or product either manufactured, warehoused or wholesaled on-site) Max. 15% or 8,000 sq. ft. (whichever is less)		A
<b>Industrial retail sales</b> (retail of goods and/or product either manufactured, warehoused or wholesaled on-site) Over 15% or 8,000 sq. ft.		C
<b>Research and development services/laboratories</b>		P
<b>Manufacturing</b>		
Apparel		P
Beverage and Tobacco products		P
Computer and electronic products		P
Electrical equipment, appliances and components		P
Bakeries and tortilla manufacturing		P
Machine shops		P
Leather products		P
Footwear		P
Converted paper products (such as boxes, bags and stationery)		P
Printing and related support activities		P
<b>Transportation and Warehousing</b>		
Courier services		P
Postal Service		P
Warehousing within a completely enclosed building		P
Wholesale trade within a completely enclosed building		P

\*Notes:

“P” – Permitted by Right

“C” – Requires approval of a Conditional Use Permit

“A” – Permitted only as an Ancillary Use

1. Permitted in the Light Industrial land use district only for properties with frontage on Holt Boulevard.

## **4. DEVELOPMENT REGULATIONS**

### **4.1 INTENSITY**

Commercial land uses within the Commercial district are allowed a Floor Area Ratio (FAR) of up to 0.40. Within the Light Industrial land use district the FAR shall be allowed to a maximum of 0.55. Floor Area Ratio is calculated by dividing the building square footage by the net lot area (after right-of-way dedications).

### **4.2 BUILDING HEIGHT**

The buildings within the Commercial and the Light Industrial districts shall be a maximum of 35 feet in height for commercial development and 45 feet for industrial development in order to be in scale to the existing development in the downtown area.

### **4.3 SETBACKS**

Street front and side setbacks within the Commercial district shall be maintained at a minimum of 20 feet along Holt Boulevard, Pleasant Avenue and Melrose Avenue. No interior side setbacks are required. Within the Light Industrial district the street front and side setbacks shall be a minimum of 10 feet along Emporia Street, Pleasant Avenue and Melrose Avenue. All setbacks shall be measured from the ultimate property lines after all dedications to develop streets to the ultimate right-of-way width. Placement of buildings, structures, fences, walls, utility facilities, yards, etc. will be based on the street rights-of-way and property line dimensions.

### **4.4 ACCESS**

Along Holt Boulevard one access driveway, limited to right-in and right-out turning movements, is allowed. The drive access on Holt Boulevard must be located a minimum of 230 feet east of Pleasant Avenue and a minimum of 115 feet west of Melrose Avenue.

Along Emporia Street, Pleasant Avenue and Melrose Avenue full access driveways will be allowed so long as a minimum of 125 feet separation is maintained from intersecting streets.

Distance from the intersecting streets shall be measured from the end of the curb return to the centerline of the driveway.

### **4.5 LANDSCAPING**

A conceptual landscape plan shall be submitted with each Development Plan within the Melrose Plaza PUD area. The plan shall specify all landscape and hardscape elements for the development plan site and indicate how the improvements will coordinate with the other sites within the PUD. The landscape plans shall show the location of all ground mounted utility structures such as transformers, back flow prevention devices, trash enclosures, and HVAC equipment and indicate

the methods for screening these items. All utility structures and equipment shall be screened from view of the public streets and adjacent development.

Water conservation shall be provided through low water using plant materials, hydro zones, water efficient irrigation and weather based controllers. Landscaped areas may be used for storm water infiltration through vegetated swales, retention basins, or dry wells as needed with the use of appropriate planting materials. Broad canopy shade trees shall be used to reduce heat gain on buildings, paving and parking areas. The plan shall identify all existing trees on site and preserve them where possible. The landscape design shall meet the requirements of the Landscape Development Standards and shall create well-functioning spaces within a sustainable design.

Within the entire PUD area the parkways shall be installed adjacent to the curb with the public sidewalk located adjacent to the property line. Parkway landscaping and irrigation within the public right-of-way shall be installed and maintained by each development. Trees along street frontages shall comply with the variety, size, and spacing as directed by the City of Ontario Master Street Tree Plan. Holt Boulevard shall include a 14-ft landscaped raised median with irrigation. In addition, on Holt Boulevard and Emporia Street the 13 feet of right-of-way in back of the curb shall be developed as 8 feet of parkway and 5 feet of sidewalk. Along Pleasant and Melrose Avenues the 10 feet in back of the curb shall be developed as 5 feet of landscaping and 5 feet of sidewalk.

#### **4.6 EQUIPMENT SCREENING**

All roof mounted and ground mounted equipment shall be fully screened from view of the public street and adjacent developments. The location of items shall be designed to allow screening with landscape materials, walls, architectural features, parapet walls, etc. Screening shall be designed to be integrated into the design of the project.

#### **4.7 FENCES AND WALLS**

Fences and walls within the project area shall be made of decorative materials which are compatible with the overall architectural character of the development within the PUD area. All fences and walls shall be in scale with the development to fulfill such needs as screening and security.

Fences, walls and hedges within the project area shall comply with Engineering Corner Sight Distance Standards and other applicable standards. All decorative walls, monuments and/or other similar features shall not encroach into the public street right-of-way.

Within the Commercial land use district walls shall be limited to a maximum of 3 feet in height within any front yard area. Interior or rear walls shall be a maximum of 6 feet in height.

Within the Light Industrial land use district walls for a yard area must be of adequate height to screen trucks, stored materials, etc. and may be a maximum of 8 feet in height.

Walls shall be coordinated with the architecture of the building with such features as finish material, reveal lines, trim, etc.

## **5. CIRCULATION AND PARKING**

### **5.1 VEHICLE CIRCULATION**

The developers of the PUD site shall be responsible to improve Holt Boulevard, Pleasant Avenue, Melrose Avenue and Emporia Street to their ultimate widths. These streets will provide vehicular access to the site. On-site circulation will be provided via reciprocal access driveways. The driveways will provide connections between properties and to the public streets and shall be shared by all properties within the PUD.

### **5.2 PEDESTRIAN CONNECTIONS**

Pedestrian connections shall be provided to each building from the public street within the PUD site. The Commercial land use district will also provide pedestrian pathways to connect all of the commercial development. As the entire PUD area will have reciprocal parking, pedestrian connections shall be provided to all parking areas.

### **5.3 MASS TRANSIT**

A bus stop with a sub shelter will be located along the Holt Boulevard frontage. The design of the bus shelter shall be determined at the time of development which shall be subject to approval of the Planning and Engineering Departments.

### **5.4 STREET DEDICATIONS AND EASEMENTS**

The developers shall dedicate right-of-way along all street frontages as necessary to increase the right-of-way to ultimate width, including corner cutbacks per City Standard Drawing No. 1301. The ultimate widths for the rights-of ways surrounding the PUD are as follows:

Holt Boulevard 120 feet – 60 feet half width

Pleasant Avenue 60 feet – 30 feet half width

Melrose Avenue 60 feet – 30 feet half width

Emporia Street 66 feet – 33 feet half width

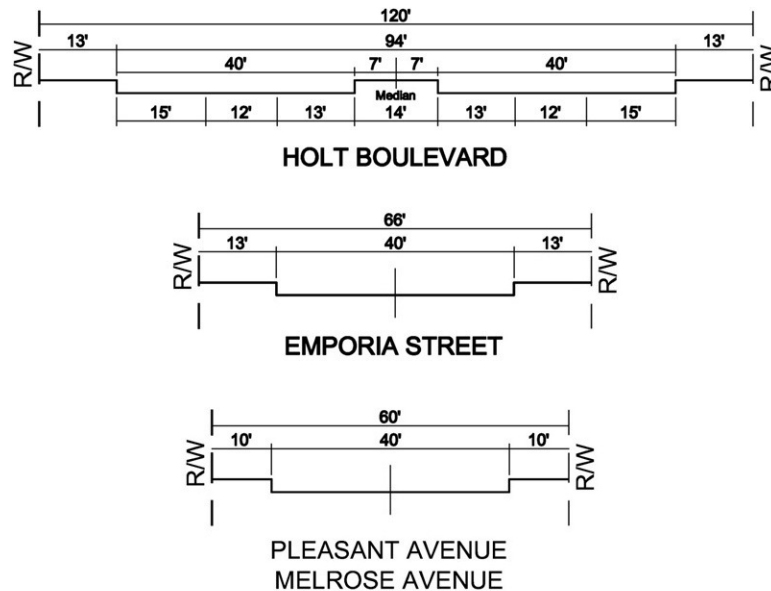
The existing alley perpendicular to Melrose Avenue neither now nor in the future will be needed for traffic circulation nor public necessity and shall be vacated. An 8-inch sewer line is currently in the alley and shall be abandoned prior to the alley vacation.

### **5.5 PUBLIC RIGHT-OF-WAY IMPROVEMENTS**

The public right-of-way shall be improved with each proposed development. The width of the right-of-way shall comply with the sections in Exhibit 5-1. The public right-of-way improvements required are to include, but are not limited to the following: street pavement, curb & gutter, parkway landscaping, parkway irrigation, raised landscape median with irrigation on Holt Boulevard, public

sidewalk, traffic signing and striping, street lights, bus stop, bus shelter and amenities. The extent of the required improvements shall be determined for each development plan. At a minimum the improvements shall incorporate all items along the street frontages of the properties to be developed with proper transitioning if the entire block frontage is not being installed with a particular development. Improvements along the street frontage for the entire block may be required at the time of development plan review.

**Exhibit 5-1: Right-of-Way Sections**



## 5.6 INFRASTRUCTURE

The existing water lines in Pleasant and Melrose Avenues are deficient and need to be upgraded to 8 inch lines. Water service for the PUD site will be served by these water lines. Waste Water flows for the PUD will be designed to use existing sewer lines in Emporia Street, Pleasant and Melrose Avenues. The developments within the PUD shall be designed and constructed to accommodate the use of recycled water and shall connect to recycled water when it becomes available.

On-site stormwater drainage facilities shall be provided to capture and infiltrate a 2-yr, 24-hour storm event, consistent with the San Bernardino County Stormwater Program's Water Quality Management Plan (WQMP) requirements for new development projects. Stormwater capture and infiltration facilities may include the utilization of vegetated swales, depressed landscaped basins, pervious concrete pavement or underground stormwater retention/infiltration vaults. All building roof and paved area runoff shall be directed into depressed landscaped swales, trenches or basins, within the development, in order to comply with the requirement to capture and infiltrate the 2-yr, 24-hour storm event runoff.

All utility lines (electric, communications, TV, etc.) along Holt Boulevard will remain underground. Existing overhead utility lines along Pleasant Avenue, Melrose Avenue and Emporia Street may remain. Existing overhead utility lines on-site shall be under-grounded at or before the time of development by the developer or property owner.



Street lighting shall be installed along the public right-of-way of Holt Boulevard, Pleasant Avenue, Melrose Avenue and Emporia Street in accordance with City of Ontario Standards. The type of street lighting will be determined at the time of development.

## **5.7 PARKING**

Parking shall be provided on-site at the rates required by the City of Ontario Development Code. Open parking for the entire PUD project area shall be reciprocal. Secured parking within an enclosed yard area (maximum 50 percent of required parking) within the Light Industrial land use district may be for the private use of the industrial user.

On-street parking will be allowed on Pleasant Avenue, Melrose Avenue and Emporia Street only. No street parking will be allowed on Holt Boulevard. On-street parking may not be used to meet the requirements for on-site parking as indicated in the Development Code.

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## **6. DESIGN GUIDELINES**

### **6.1 BUILDING ORIENTATION AND STREETSCAPES**

The Commercial buildings shall give the appearance of being oriented towards Holt Boulevard with entry elements, interesting architecture, enhanced materials, and pedestrian scale to provide connection between the development and the street. The building entries may be located on the side of the building so long as strong pedestrian connection is maintained through wide walkways, enhanced pavers, plazas, appropriately scaled lighting and/or other similar features. Rear entrances, if needed, should be secondary in nature. The street sides of the buildings should be architecturally enhanced along Pleasant and Melrose Avenues to provide a quality appearance from the street.

The buildings within the Light Industrial land use district may be oriented toward Emporia Street, Pleasant Avenue or Melrose Avenue while providing pleasing streetscapes along all street frontages. Portions of the buildings that will be visible from Holt Boulevard shall be enhanced as appropriate to the degree of visibility.

### **6.2 ARCHITECTURAL CHARACTER**

Due to the size and scale of the PUD project area, virtually all sides of the buildings will be visible from the public street, common access drives, common parking areas or adjacent parcels with commercial uses. As such the architectural treatments should be carried around to the visible portions of all sides of the buildings. All towers or raised elements should be fully finished on all sides to appear as 3 dimensional features.

The architecture for the buildings should feature articulation of the walls with offsets a minimum of 2 feet in depth. Enhanced materials such as stone, or tile should be used as a base treatment and to highlight architectural features such as columns or popped-out tower elements. All enhanced materials shall terminate at logical points, such as an interior corner, and shall incorporate cap treatments to provide a transition between materials.

### **6.3 MATERIALS AND COLOR**

Durable high quality materials shall be used at pedestrian level. Foam features, trim, or similar materials are not allowed at pedestrian level due to the lack of durability and failure to maintain a quality appearance over time.

The color scheme for developments within the PUD should be taken from an earth-tone palette in order to blend and coordinate the various architectural features of the buildings to provide a cohesive appearance.

### **6.4 SIGNS**

Signs shall comply with the requirements of the City of Ontario Development Code and shall be coordinated through a comprehensive sign program.

## **6.5 SERVICE FACILITIES**

Service facilities such as trash enclosures, loading zones and yard areas shall be designed, located and oriented to have a minimal visual impact on the development within the PUD area.

Trash enclosures shall be designed to coordinate with the architecture, colors and materials of the style of the development and shall be located to provide adequate access for trash pickup without encroaching on access drives or landscaped areas. Trash enclosures shall be designed and constructed with a solid roof cover which shall also be designed to match the architecture of the development.

Loading areas should be screened by location, orientation and, if necessary, walls to reduce the visual impact of these areas.

## 7. HISTORIC PRESERVATION

### 7.1 HISTORIC BACKGROUND

The one block area that comprises the PUD established by this document is not located within the City's Historic Downtown District. However, the property was part of Pikes Peak Ocean-to-Ocean Highway (Holt Boulevard frontage). Long before freeways and highways existed in Ontario, travelers relied on Native American trails and stage coach routes. Some of these routes evolved into highways such as the famous Lincoln Highway and the National Old Trails Road (US Route 40). One of the nation's first transcontinental highways, which commenced construction in 1912, is the Pikes Peak Ocean-to-Ocean Highway. The highway spanned the continent from Los Angeles to New York and passed through Holt Boulevard in Ontario. This occurred at a time when paved roads were rare and traveling by car for more than 10 miles was an adventure. Road boosters and automobile enthusiasts arranged local chapters within cities and towns to participate in the promotion of this new highway and laid the foundation for auto-orientated development.

By 1920, Holt Boulevard was a 4 lane highway and the main transportation route linking Los Angeles to Palm Springs. As tourism increased, grand hotels, restaurants, and other roadside businesses developed along Holt Boulevard such as Ford's Lunch, Jiffy Lunch, Hot Dog Show, Casa Blanca Hotel, Dietz Garage and famous tourist attraction, Hotpoint. Movie stars and Beverly Hills socialites ate, shopped, and slept in Ontario's historic downtown making this place a "must stop" destination.

### 7.2 EXISTING HISTORIC STRUCTURES

The project site is vacant and does not contain any historic resources. However, there are four historic properties located adjacent to north, northeast and west of the project area. These properties are follows:

- 541 E. Holt Blvd. (Lerch House, Tier II);
- 545 E. Holt Blvd. (Bungalow Court, Tier III); and
- 616 and 618 E. Holt Blvd. (Jiffy's Lunch, Tier III)
- 541 E. Emporia St. (Ontario Ice House, Tier III)

The development of the project area will not directly impact the surrounding historic resources. Subsequently, the purpose the PUD is to guide development within this area and ensure that the proposed development of the project site is sensitive to the location and the historic surroundings. Therefore, any new infill development shall comply with the following development standards:

- All structures shall be compatible with the scale and massing of the surrounding historic structures.
- All structures (if feasible) should be oriented to directly front onto Holt Blvd., with parking lots oriented away from the street or behind the structures.
- Lighting should be consistent with the lighting designs of the Downtown Ontario Design Guidelines.

## **8. ADMINISTRATION**

### **8.1 ITEMS NOT ADDRESSED IN PUD**

Any terms, requirements, or regulations not addressed within the PUD document shall be governed by the City of Ontario Development Code, the regulations of the General Commercial and General Industrial zones and City Standards.

### **8.2 DEVELOPMENT APPLICATIONS**

Development Plans for the development of each individual parcel within the PUD area, along with fees and other required items, shall be submitted for review and approval per the requirements contained in Article 8 of the City of Ontario Development Code and the General Application.

### **8.3 ADMINISTRATIVE EXCEPTIONS**

Deviation from the development standards set forth in this document may be granted up to a maximum of 10 percent by the Zoning Administrator. Any deviation that is greater than 10 percent shall require Variance approval.

