

6. DESIGN STANDARDS

The following section provides architectural guidelines for buildings and signs at the Imperial Center.

DESIGN CONCEPT

The Imperial Center project is designed as independent but interwoven cluster of commercial buildings, plazas and functions. The overall design is an interpretation on a Southern California/Latin American flavor. There are many plazas/courtyards; geometric design patterns and heavy saturated color schemes. The theme is taken from the sunny naturalistic aspect of its environment. Everything is bright and colorful, and the motifs are taken from elements such as sun, water, river, and stars. The combined experience is that of a cheerful, festive shopping experience.



Imperial Center Site Analysis Diagram

Figure 6-A Analysis diagram

1. Outlet Center

The heart of the development is the Outlet Center. The general layout is fashioned after an out door mall for the display, shopping area while a functional and efficient network of loading area is provided at the perimeter of the mall behind the warehouse area. A major hotel complex, entertainment complex, information center, show area, auction house and an outdoor auction plaza and central food court are proposed facilities of the Outlet component. A meandering pedestrian traffic spine is proposed to connect these facilities. Each wholesale outlet will have a front shopping/display area facing the pedestrian walkway, with a warehouse facility in the back facing the loading zone.



*Figure 6 - B
Proposed Sun Court Auction Area/Factory Outlet*

2. Convenience Store & Gas Station

The other major component is a proposed convenience store and gas station at the major intersection of Heber Road and Highway 111. The convenience store and gas station is intended to cater

to the local, regional, and international travelers passing through the border between California and Mexico. It will have an island of gas pumps that will be designed to service a variety of vehicles from motorcycles to large trucks. The facility is situated next to the freeway to obtain great exposure and easy access for the travelers. The same design patterns and motif will be carried out here.

The gas station may have a maximum of eighteen (18) filling Vehicle Fueling Positions (VFP) and three islands. VFP's are the number of vehicles that can be fueled simultaneously at a service station. For example, if a service station has three product dispensers with three hoses and grades of gasoline on each side, where only one vehicle can be serviced at a time on each side, the number of vehicle fueling positions would be six." (Institute of Transportation Engineers, Independent Variables) With three islands and three product dispensers per island, the total VFP's would equal eighteen (18).



*Figure 6 - C
Convenience Store & Gas Station*

3. Commercial Lots

Finally, there are free standing commercial parcels for any future developments that will add diversity and enhance the total experience of the Imperial Center.

4. Parking

Central parking spaces will be provided with adequate entry/exit signs to ensure convenient parking to the center.

BUILDINGS

Architectural design integrity will be ensured within the Imperial Center by consideration of the following architectural guidelines.

1. Buildings shall be designed with sensitivity for the local desert environmental conditions. Openings and entries to buildings should be clearly defined and accented with architectural elements and plant materials for orientation.
2. The scale of the project should be given careful consideration. Building placement should vary to include both parallel and skewed angles to the street, in order to provide diversity and discourage long, uninterrupted expanses of façade.
3. All building sides are to be considered. Buildings shall not have a special treatment only on the façade facing public street rights-of-way. The architectural concept must be consistent on all sides of the building, although the intensity of treatment may vary. In this regard, extra treatment may be given to the primary street frontage side of the building, as long as the basic façade treatment is carried around the structure.
4. Any accessory building and/or enclosures, whether attached to the main building or not, must be of similar design and materials to the main building.

5. Rooftop mechanical equipment shall be completely screened by architectural means such as parapet walls or rooftop wells, which are integrated into the building's architecture. The use of picket-fence type screening is prohibited.
6. Trash bins and Ground mounted equipment shall be completely screened. Screening shall meet County requirements for materials and size. Enclosures shall be consistent with the Center's architectural requirements.
7. Permanent buildings of mobile/modular construction are prohibited.



*Figure 6 – D
Contemporary designed Factory Outlets such as Carlsbad Co.
Stores, (Carlsbad, CA), have served as regional retail catalysts*

Building Mass

Building exterior walls shall be visually reduced to human scale by:

1. Fragmenting the structures into smaller or multiple walls in order to create a three dimensional appearance.
2. Creating horizontal shadow lines.

3. Clustering small-scale features, such as planter walls around major building forms.

Building Materials

Building materials are to be durable, aesthetically pleasing, and relatively maintenance free, including stucco and mission tiles. Changes in texture, relief, and/or materials are encouraged.

The following building materials are encouraged to be used though out the Imperial Center.

1. **Exterior Wall Finishes** - Exterior wall finishes are to be uniform textured appearance. Acceptable materials include sandblasted concrete, masonry, exterior cement plaster, architectural metal panels and glass.
2. **Concrete** – Textured forms or sandblasting should be utilized for tilt-up construction panels. Smooth concrete features should have either integral color or painted surfaces.
3. **Masonry** – Brick must be hard fired face brick in earth tone, medium range colors. Standard concrete block is acceptable however; no more than fifty percent of the concrete block exterior wall elevation should be made of a single color or texture. Artificial stone is discouraged.
4. **Exterior Cement Plaster** – Textures are limited to machine spraying and light had trowel or float finished.
5. **Architectural Metal Panels** – Metal panels should not be highly reflective. Corrugated metal panels are prohibited.
6. **Roof Materials** - Clay tile and colored pre finished standing seam metal roofs are encouraged. Flat roof designs require crushed rock or similar uniform

coverage treatment when the roof is visible from adjacent properties. Crushed rock and metal roof are to be of approved earth tone color.

COLORS

Building facades should be designed with patterns and colors that reflect Southern California / Latin American flavors. Color variations should be strong with high contrast.

SIGNS

The following guidelines have been provided for signs in the Imperial Center. Refer to figures at the end of this section.

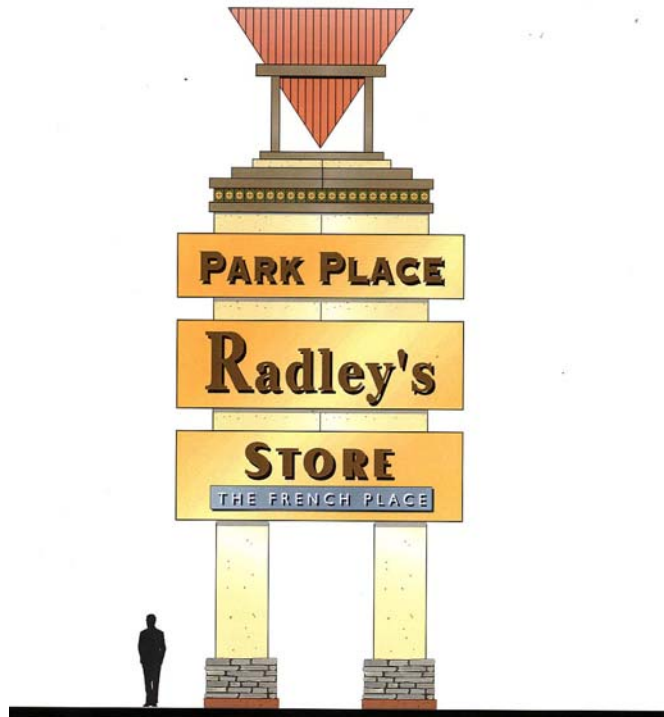
1. Standards for Monument Signs

Freestanding monument signs shall comply with all of the following standards.

- a. No monument sign shall be located within the existing road right-of-way or designated future road right-of-way.
- b. The maximum height of a monument sign shall not exceed six feet (6') above average lot elevation, measured within radius of thirty feet (30") from the center of the sign.
- c. The monument sign shall be a minimum of ten feet (10") from any common property line; they shall be no closer than twenty feet (20') on center on any property or between properties.
- d. Lighting of monument signs shall be arranged and installed as not to produce glare on other properties in the vicinity or upon the adjacent highway.

- e. Monument signs shall be no closer than five feet (5') to a public right-of-way.
- f. Monument signs shall be constructed of durable materials and maintained in an aesthetic acceptable fashion.

2. Outlet Center Pylon Sign



*Figure 6 – E
Proposed Imperial Center Pylon Sign*

Site pylon signs are designed to identify the presence of the "Imperial Center". It shall be visible from Highway 111. The maximum height of the pylon signs is sixty feet (60'). A maximum of two pylon signs may be built; one at near the East end of the site; one at West end of the site; one at the middle of the site.

- a. Signs shall be located so that no part of the sign extends into or beyond any existing street right-of-way or any proposed street right-of-way.
- b. Lighting of signs shall be arranged so as not to produce glare on other adjacent properties in the vicinity or upon adjacent highways.
- c. Signs shall be at least three feet (3') back from public right-of-way lines.
- d. Signs shall be engineered and erected to withstand minimum wind velocities per all UBC requirements.

2. Entry Gate Sign



*Figure 6 – F
Imperial Center Prototype Entryway Sign*

The Entry Gate sign is located at "Imperial Center" Entry Area.

- a. The maximum height of the entry gate sign shall not exceed six feet (6') in height. Except at the light fixture, which is at eight (8') high.
- b. Lighting of monument signs shall be so arranged and installed as not to produce glare

on other properties in the vicinity or upon the adjacent highway.

- c. Monument signs shall be no closer than five feet (5') to a public right-of-way.
- d. Monument signs shall be constructed of durable materials and maintained in an aesthetic acceptable fashion.

3. Standards for Signs Attached to Buildings



*Figure 6 – G
Imperial Center Prototype Store Blade Sign*

Within the retail commercial areas, signs such as the blade sign identified above, may be attached to a building or wall shall and shall comply with all of the following standards:

- a. All signs attached to a building or a wall shall be attached flat against the building or wall and parallel thereto and shall not extend more than eighteen inches (18") from the surface of the building;/wall. Exceptions to this provision are as follows:
 - i. A separate comprehensive sign program shall be adopted for all outlet

center signs. Items "ii" to "v" do not apply.

- ii. Signs may be mounted below the soffit of a canopy, or over-hang or below a porch and may be perpendicular to the building provided that they do not exceed twelve inches (12") above the soffit or beam and maintain a minimum of eight feet (8') vertical clearance above any travel way, corridor, exit or court.
- iii. Signs may be attached to a building provided they do not exceed four feet (4') in height by six feet (6') in width. In addition, the signs will not exceed height limitations set forth elsewhere in this plan and will not contribute to the roof loading.
- iv. Lighting of signs attached to buildings shall be arranged as not to produce glare on adjacent properties in the vicinity and the source of light shall not be visible from adjacent property or public street.
- v. Under Canopy/parapet signs shall be encouraged. The signs are to be mounted to maintain minimum of eight feet (8') vertical clearance above any travel way, and can extend maximum three (3') perpendicular to the building.

4. Fueling Station Signs



*Figure 6 – H
Imperial Center Prototype Fuel Service Sign*

The following sign criteria shall apply to fuel service stations:

- a. Wall or Canopy Signs shall be limited to 2 signs per building, 1 sign per building face, not to exceed 20% of building face.
- b. Freestanding Signs shall be limited to 1 per street frontage, not to exceed a total of 3 per facility.
- c. Sign area shall be limited to a maximum area of 40 square feet, 8 feet high with minor review.
- d. Special service signs shall be limited to such items as self-service, full-serve, air, water, and cashier. Signs shall not be illuminated.
- e. Price sign (freestanding) shall be limited to 1 per street frontage, not to exceed a total of 2 per station. Each sign shall not exceed 20 square feet for price sign.

5. Internal Mall Signage



*Figure 6 – 1
Imperial Center Prototype Directory Sign*

Each commercial enterprise within the Imperial Center shall be required to adhere to strict signage requirements whereupon there are common design elements, colors and motifs throughout the entire commercial complex.

MAINTENANCE

1. Buildings

All buildings and other improvements shall be kept in good condition, and adequately painted or otherwise finished to present a crisp and well kept appearance.

2. Signs

All signs shall be kept in good operating condition. All signs shall be adequately maintained and kept in good repair.

IMPERIAL CENTER ARCHITECTURAL GUIDELINES

The architectural design guidelines for Imperial Center are as follows:

1. The massing, composition, materials, and site position of residential homes should be complementary to the surrounding land to achieve compatibility. The height and bulk of buildings should be compatible in scale, to the size, shape, and topography of the site and should be harmonious with the setting.
2. Architectural stylistic themes should give an identity to the neighborhoods of Imperial Center.
3. Architecture within Imperial Center should evoke the traditional and contemporary material, form, and colors that have evolved over time in the Imperial and the Southern California region.
4. Within individual planning areas, architectural diversity should be created by manipulating building scale, building materials, colors, and textures in conjunction with architectural features (for example, roofs, windows, doors, fascias, and trim), rather than by designing homes that may vary greatly in architectural style.
5. Roofs shall be constructed of nonflammable materials such as clay, terra cotta, concrete tile, or other material consistent with the architecture. Metal equipment not visible from public areas may be used.

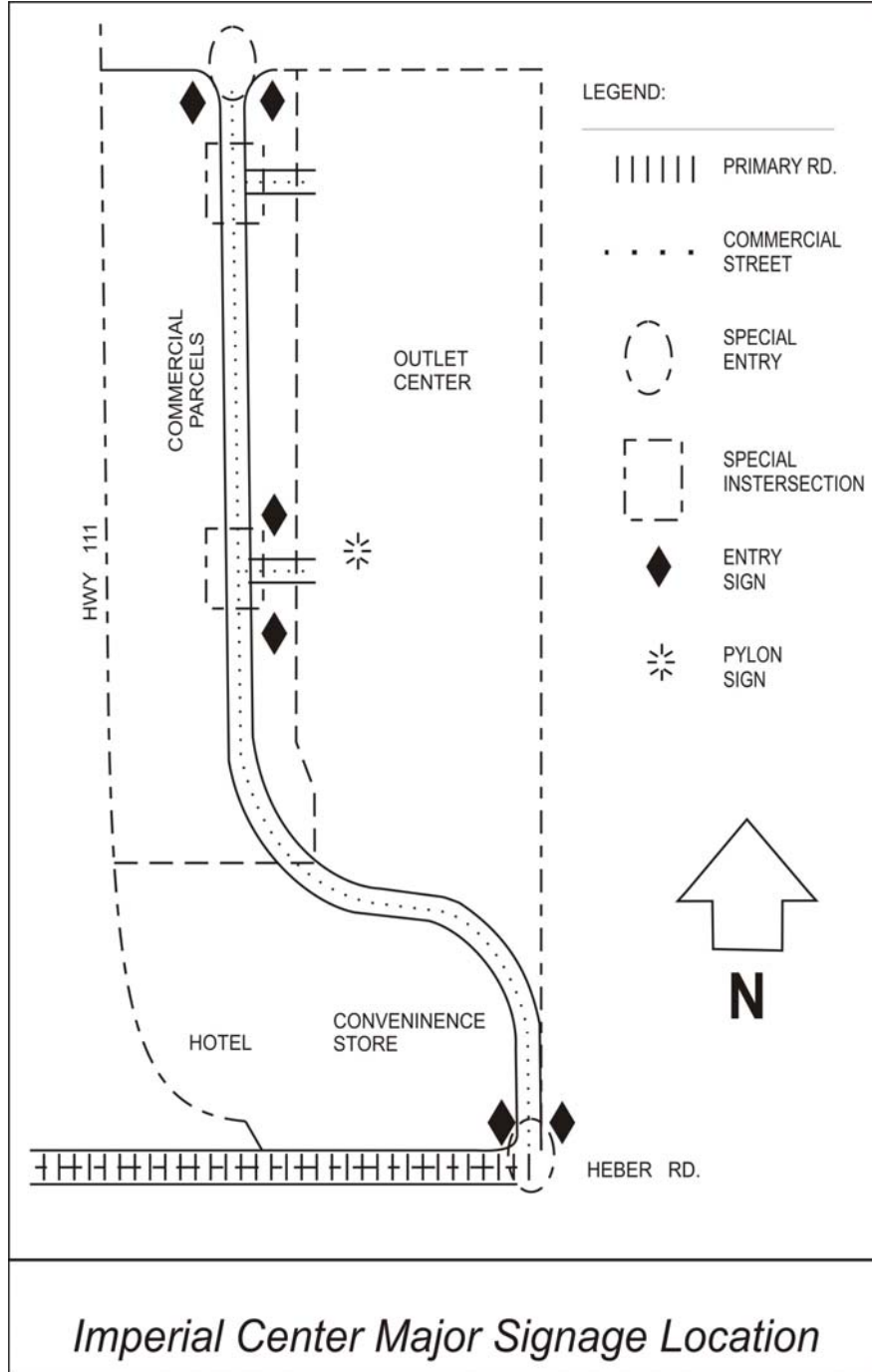


Figure 6 – J
Imperial Center Major Signage Locations

LIGHTING

1. Mall and Pedestrian Area Lighting

Lighting standards and security lighting serving the various commercial uses shall be designed to prevent glare and in accordance with County of Imperial regulations.



*Figure 6 – K
Imperial Center Prototype mounted wall light
and mall / street lighting*

2. Parking lot lighting

Each plan for construction of a building with onsite parking must include the following:

- a.** An exterior lighting (photometric) plan consisting of a point-by-point foot-candle layout (based on a ten foot grid center) extending a minimum of twenty (20) feet outside the property lines. This required photometric plan must be prepared by an electrical engineer registered in the State of California.
- b.** The design of lighting fixture and their structural support must be architecturally compatible with the project's building and property.
- c.** Illumination or glare from the exterior lighting system onto adjacent properties or streets shall be minimized to the maximum extent feasible.
- d.** Lighting intensity must provide a minimum 1½-foot candle.