

KELLOGG PLAZA  
SPECIFIC AREA PLAN

PREPARED FOR THE  
CITY OF POMONA

PROJECT APPLICANT:

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PREPARED BY:



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OCTOBER, 1981

*CC Reso 81-415  
Approved 12/21/81*

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## SECTION I - INTRODUCTION

### A. BACKGROUND

In March 1979, the Three Valleys Municipal Water District and the Los Angeles County Flood Control District declared as surplus property the 49+ acres which are the subject of this document. The property was offered for purchase to a number of public agencies including the City of Pomona, the Los Angeles County Department of Parks and Recreation, the State Resources Agency, and HUD. Lacking interest on behalf of any of these agencies, the property was offered at a public auction in October of 1979.

To provide each potential buyer with the same information, the City of Pomona Community Development Department prepared a statement regarding this property and its potential future uses. In this statement, it was indicated that the most appropriate land use change would be to Administrative Professional Office with incidental and related commercial/service uses. To accomplish this, two actions would be required. First would be an amendment to the General Plan removing the greenbelt classification. Secondly, zoning would be necessary.

These actions can be accomplished by the adoption of a Specific Area Plan which is the purpose of this document. An integral component of this Specific Area Plan is the Environmental Impact Report prepared in compliance with the California Environmental Quality Act. The EIR is Section V of this document.

### B. INTENT

Kellogg Plaza is a high-activity regional business park. Located at the confluence of three freeways, Kellogg Plaza is visually prominent at the western entrance to the City of Pomona, enhancing the identity and character of the community's business environment and adding substantially to the economic growth of the community.

Responsible development of Kellogg Plaza will be assured by the adoption of a development control mechanism that reflects thorough and comprehensive land use planning. The Specific Area Plan once adopted by City Legislative action, serves both a planning function and regulatory function.

The purpose of the Kellogg Plaza Specific Area Plan is two-fold. First, this plan amends the General Plan of the City of Pomona by establishing Kellogg Plaza as a mixed use area, permitting office/professional, financial, commercial, research/development and other compatible ancillary uses. This Specific Area Plan establishes the General Plan designation for Kellogg Plaza. Secondly, this document provides the vehicle for implementing the General Plan by establishing zoning classifications precisely suited for this site and including within these zones the development standards, guidelines and controls necessary to assure a coordinated and functional development program involving a mixture of business activities. The zoning classification for this site shall herein be referred to as Kellogg Plaza - 1 (KP-1) and Kellogg Plaza - 2 (KP-2).

C. GOALS

1. To promote balanced regional planning by developing a major business park in an area of growth and employment resources.
2. To create an orderly, well defined plan of professional offices, financial institutions, research facilities, services and other compatible uses.
3. To increase job opportunities and enhance the economic environment of the City of Pomona by creating a viable regional business park and commerce center within the community.
4. To achieve a cohesiveness and interrelationship among land uses in order to create an active business and commerce center.
5. To create an aesthetically pleasing and visually exciting image of the community through positive design elements.
6. To encourage the design concepts necessary to retain human scale within a high activity mixed use area.
7. To provide a circulation system to accommodate Kellogg Plaza traffic while offering alternatives to the passenger vehicle in the form of pedestrian walkways and mass transportation links.
8. To provide necessary utilities and services for business and commercial uses.

D. AUTHORITY AND SCOPE

The adoption of the Kellogg Plaza Specific Area Plan by the City of Pomona is authorized by City Council Resolution #76-164 dated August 9, 1976.

E. LOCATION AND APPLICATION

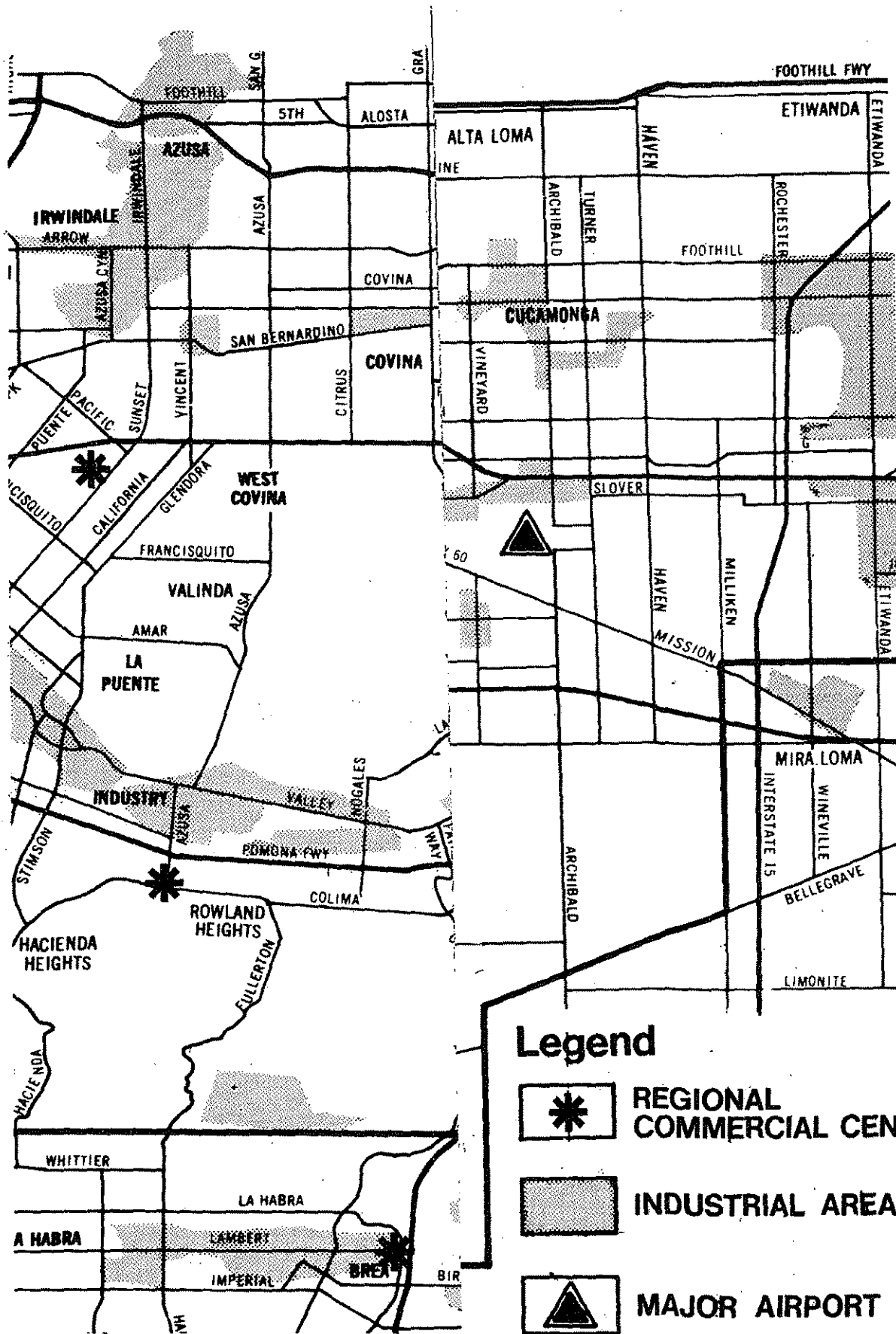
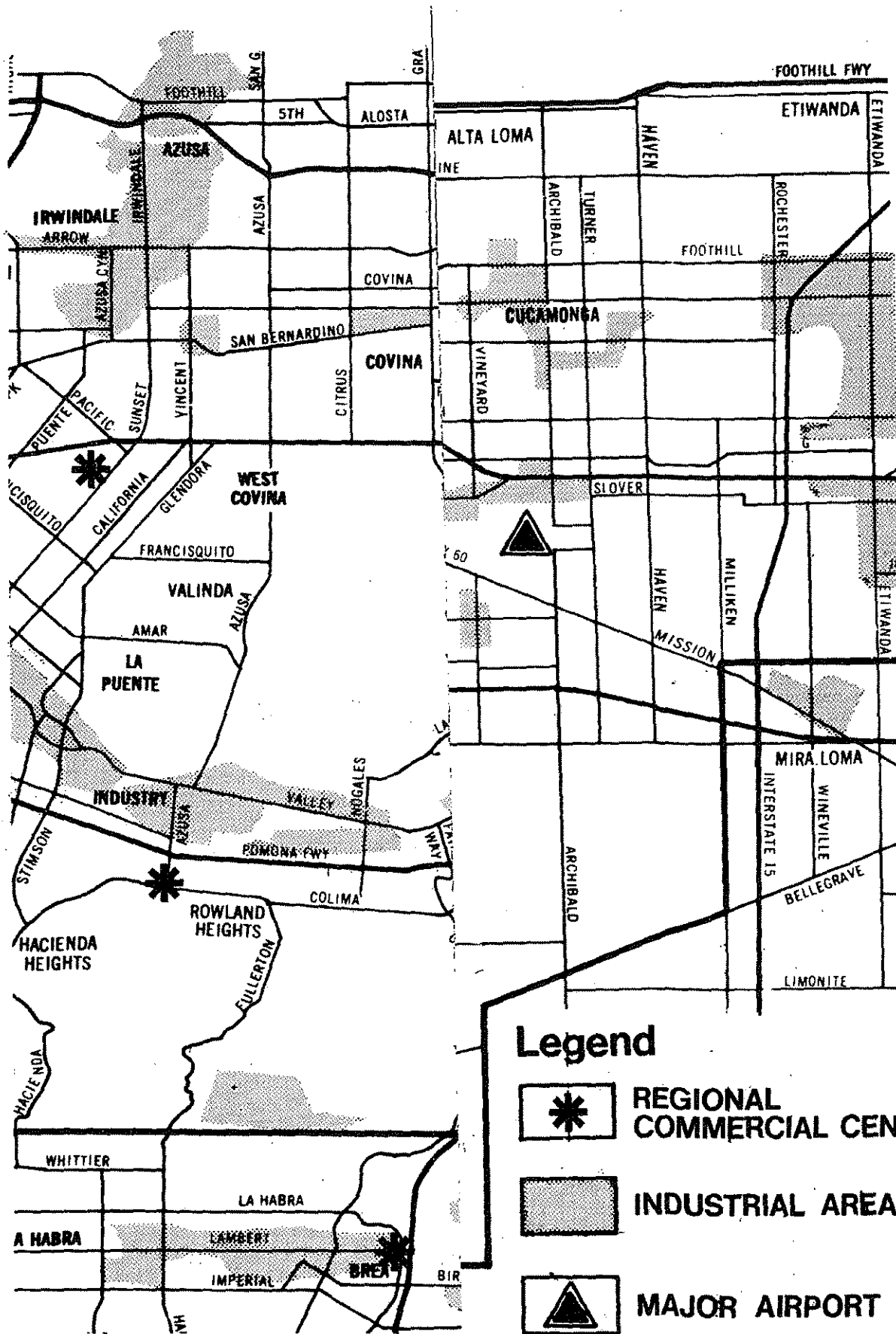
Kellogg Plaza is located within the City of Pomona at the confluence of the San Bernardino Freeway (I-10), the Orange Freeway (SR-57) and the Corona Expressway (SR-71) as shown on Exhibit A. South Campus Drive forms the southern boundary of the property, as shown on Exhibit B, a vicinity map.

The Kellogg Plaza Specific Area Plan and KP-1 and KP-2 Zones apply only to that property shown on Exhibit C, the Specific Area Plan Map and as described in Exhibit D, the project legal description.

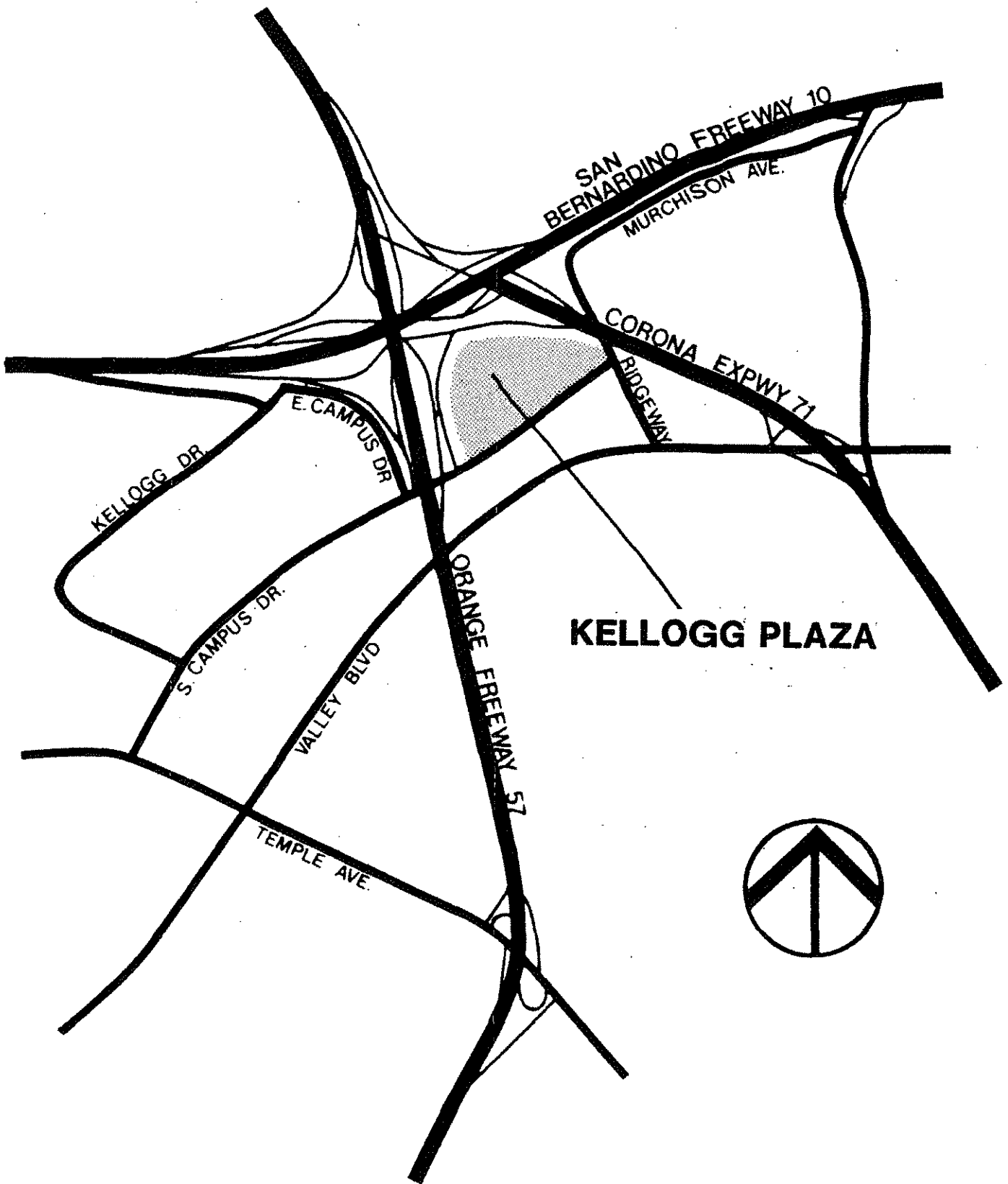
F. DEFINITIONS

The terms used within this document shall have the meanings as specified in the City of Pomona Municipal Code unless otherwise specified herein.

1. "City" shall mean the City of Pomona, a municipal corporation.
2. "City Council" shall mean the City Council of the City of Pomona.
3. "Planning Commission" shall mean the Planning Commission of the City of Pomona.
4. "Director of Community Development" shall mean the Director of Community Development for the City of Pomona or his/her designee.
5. "Specific Area Plan Map" shall mean the adopted map depicting the boundaries of the Kellogg Plaza Specific Area Plan and the limits of the KP-1 and KP-2 zoning classifications.
6. "Development Intensity" shall mean a table allocating the intensity of land use within Kellogg Plaza.
7. "Gross Acres" shall mean the total horizontal area within the lot lines of a lot or parcel of land before public streets, easements, open space or other areas



# VICINITY MAP





to be dedicated or reserved for public or community use are deducted from such lot or parcel.

8. "Site Plan" shall mean a set of documents describing a development within Kellogg Plaza which complies with the requirements of the Specific Area Plan.
9. "Gross Floor Area" shall mean that area measured from the exterior limits of the faces of the structure. It does not include any floor space in an accessory building or in the principal building which is designed for the parking of motor vehicles in order to meet the parking requirement of this document.
10. "Allowable Square Footage" shall mean the minimum and maximum gross floor area permitted within the Kellogg Plaza Specific Area Plan.

#### G. GENERAL NOTES AND CONDITIONS

1. All land uses provided for by the Specific Area Plan shall be permitted subject to a valid Conditional Use Permit approved in accordance with the regulations of the City of Pomona.
2. All applicable development and design standards of the City of Pomona Zoning Ordinance shall apply to the Kellogg Plaza Specific Area Plan, except where expressly modified by this document. If any regulation contained herein conflicts with any existing land use or zoning regulation of the City of Pomona, the provisions of the Kellogg Plaza Specific Area Plan shall take precedence.
3. If any regulation, condition, or portion of the Kellogg Plaza Specific Area Plan is held invalid or unconstitutional by any court of competent jurisdiction, such regulation, condition, or portion shall be deemed a separate, distinct and independent provision and the invalidity of such provision shall not affect the validity of the remaining provisions.
4. All construction shall comply with all provisions of the Uniform Building Code and the various mechanical, electrical and plumbing codes adopted by the City of Pomona.
5. Drainage facilities shall comply with the requirements of the City of Pomona Department of Public Works.
6. Water facilities shall comply with the requirements of the City of Pomona Water Department.

7. Sewage facilities shall comply with the requirements of the City of Pomona Department of Public Works.
8. Electricity, gas and telephone services shall comply with the requirements of Southern California Edison, Southern California Gas Company and the General Telephone Company, respectively.
9. Solid waste disposal services shall comply with the requirements of the City of Pomona Sanitation Division.
10. Emergency services and police protection shall comply with the requirements of the City of Pomona Police Department.
11. Fire protection shall comply with the requirements of the City of Pomona Fire Department.
12. Easements owned and operated by the Metropolitan Water District (MWD) and the Pomona-Walnut-Rowland Joint Water Line Commission are located along the western boundary of Kellogg Plaza. These easements should be left free of any structures. Improvements made within the area should be reviewed by both responsible agencies to insure consistency with the provisions of the easement agreement.

#### H. PHYSICAL SETTING

Kellogg Plaza is located in the west end of the Pomona Valley between the San Jose and Puente Hills. The climate of the area is mild with an average rainfall of fourteen inches per year, moderate humidity, and an average annual temperature range of 77 degrees to 47 degrees.

The site is located on unconsolidated alluvial deposits of silt, sand and gravel. It is transversed from east to west by the San Jose fault which studies have shown to be inactive. However, the site is located in a region which is earthquake prone as is most of Southern California and is within regional proximity to a number of active faults including the Newport-Inglewood, Whittier and San Andreas faults, any of which are capable of generating major earthquakes.

While the terrain of the site itself is relatively flat, ranging from 740 feet in the southwestern corner to 770 feet in the eastern corner, directly north of the site the terrain rises rapidly to an elevation of 1200+ feet and less than one mile south of the site stands Elephant Hill at 1130 feet.

The vegetation of the site has been significantly altered from those native to the area because of past agricultural usage and the freeway construction that has occurred in recent years. The site is now characterized by low grasses and weeds that are prevalent in the spring and die back in the summer and fall. A row of sycamore trees has been planted along each side of South Campus Drive which have matured into beautiful specimen trees.

Kellogg Plaza will take direct access to South Campus Drive. Local subregional and regional access will be provided by Ridgeway Street, Kellogg Drive, Valley Boulevard, Ganesha Boulevard, Temple Street, the Orange Freeway, the San Bernardino Freeway, and the Corona Expressway.

## SECTION II - SPECIFIC AREA PLAN

### A. PERMITTED USES

This section establishes those uses that are permitted in each use category within the Kellogg Plaza Specific Area Plan and the KP-1 and KP-2 Zoning categories as delineated on Exhibit C.

#### 1. Primary Uses

Primary uses shall directly relate to the theme of Kellogg Plaza as a business park setting for office/professional research, financial and commercial uses.

Insurance Brokerage  
Real Estate Related Companies (Developers, Title Co., etc.)  
Computer and Data Processing Centers  
Stock Brokerage  
Financial and Accounting Services  
Parking Lots, Structures and Facilities  
Banks  
Savings and Loans  
Legal Consultants  
General Office Uses  
Medical/Dental Offices  
Planners  
Architects  
Engineers  
Decorators/Interior Designers  
Recording and Broadcasting Studios  
Research and Development (Eg. Design, Engineering and Educational Training)  
Full Service Restaurants  
and Other Primary Uses Determined to be Similar to Those Uses Listed Above

#### 2. Secondary Uses

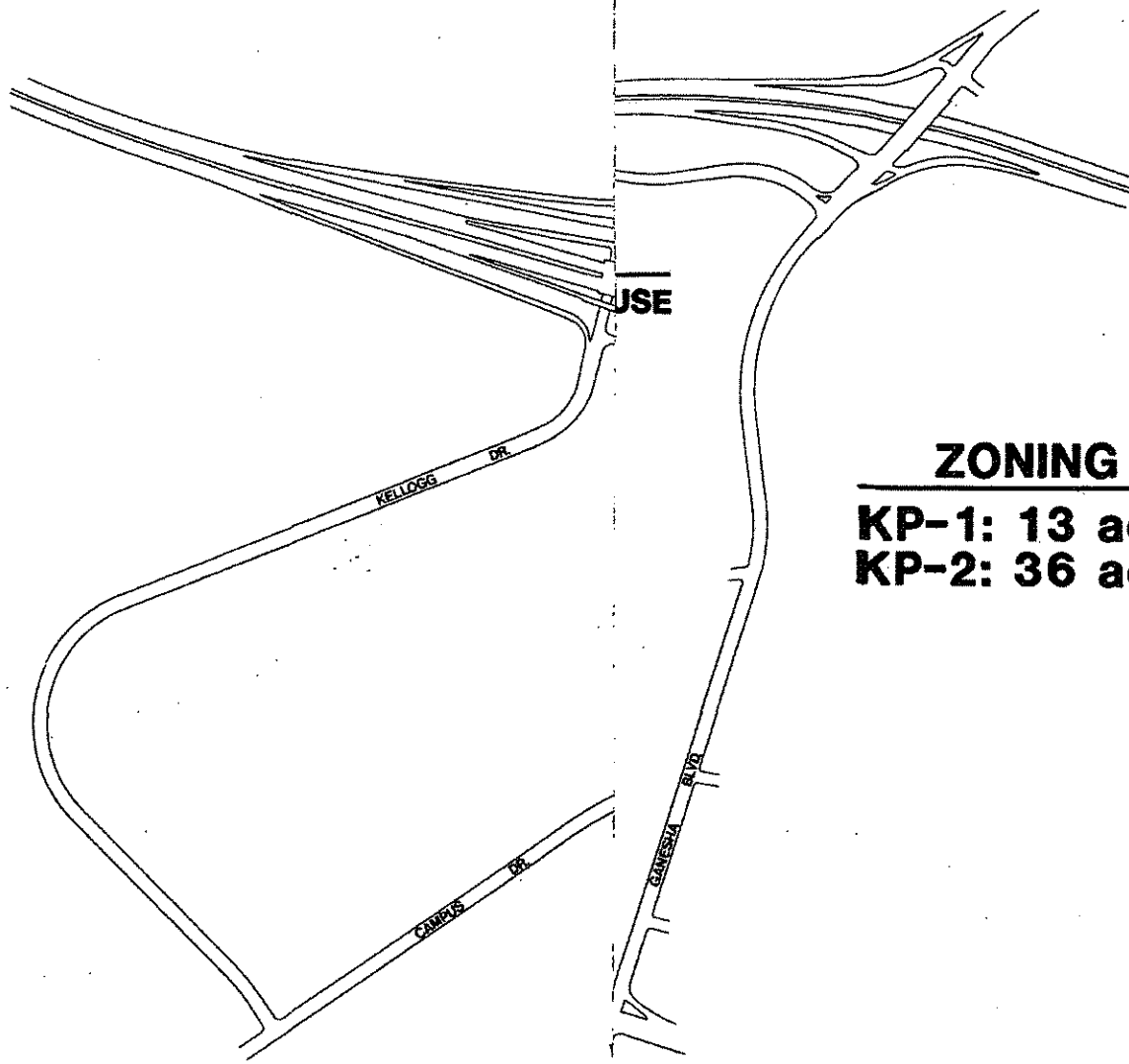
Secondary uses should provide a support or personal service fulfilling a need generated by the primary uses within a given area.

Cocktail Lounge  
Bakery and Deli  
Florist  
Gift Shop  
Jewelry Shop  
Travel Agency  
Card Shop  
Xerography, Blueprinting and Professional Supplies

Postal Service  
Health Club  
Book Supply  
Office Supply  
Personal Grooming Establishments  
Optical Supply and Service  
Wine, Cheese and Tobacco Shops  
Tailors  
Photo Service and Supply  
Employment Agencies  
and Other Ancillary Uses Determined to be Similar to  
Those Uses Listed Above

3. Special Use

Museum  
Private Clubs  
Hotel/Motel  
Convention Center  
Theater  
Cinema Center  
Residential (as One Use in a Mixed Use Complex or  
Building)  
Medical Clinic or Health Maintenance Organization (HMO)



**ZONING**

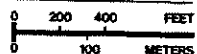
**KP-1: 13 acres**  
**KP-2: 36 acres**

**SPECIFIC**  
**KELLC**



**THE PLANNING CENTER**

240 HUNTERS CENTER DRIVE, SUITE 215  
NEWPORT BEACH, CA 92660, (714) 640-6701



B. INTENSITY OF USE

The allowable square footage as shown on Exhibit C, establishes the minimum and maximum range of gross floor area permitted within Kellogg Plaza. Total development within this area shall not be less than the minimum nor exceed the maximum without approval by the City as provided within Section IV of this document.

TABLE 1  
DEVELOPMENT RANGE

Zone	AREA (in Acres)	Minimum (in Sq. Ft.)	Maximum Range (in sq. ft.)
KP-1	13	15,000/ac	24,000/ac
KP-2	36	24,500/ac	45,000/ac
TOTAL	49+	1,075,500+	1,934,000+

C. LAND USE AND DEVELOPMENT RANGE DISTRIBUTION

This Specific Area Plan establishes Kellogg Plaza as a mixed use area permitting office/professional, research/development, financial, commercial and other compatible ancillary uses with an intensity of uses as described in paragraph B. The distribution of land uses and intensity shall be determined by multiplying the minimum and maximum density per acre from Table 1 by the number of acres of the development within the zone. If a development is within more than one zone, the development range shall be the sum of the proportionate share of each zone.

D. DEVELOPMENT STANDARDS

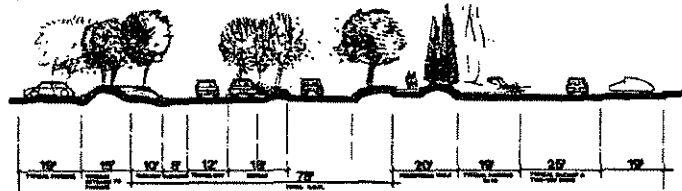
This section establishes the general overall standards for the development of Kellogg Plaza and as such becomes the zoning regulation which will control development. Subsequent site plans, submitted in accordance with Section IIIB, shall comply with the requirements herein unless a variance is approved by the City.

1. Circulation

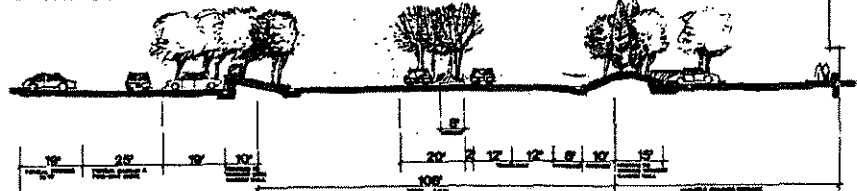
The Kellogg Plaza Circulation System shall be developed as part of the Area Plan phase of project development. The following criteria should act as guidelines through which the circulation system can be integrated with the goals and objectives of the Kellogg Plaza Specific Area Plan.

- a. Access from South Campus Drive should be limited to two (2) major points of access and one (1) service drive.
- b. Design standards for the internal street system should use existing standards of the City of Pomona as a minimum. The following cross section illustrations are provided as a guide should City standards be exceeded. The internal street system shall include a landscaped median divider.

LOOP ROAD



ENTRY DRIVE



- c. Meandering sidewalks not less than five (5) feet wide shall be provided along all public roads.
- d. The circulation pattern shall make provisions for bus stop(s). Standards as provided in the Traffic Report (found in EIR Technical Appendix) should be followed.
- e. The internal street system should have access to each site and where feasible, shared ingress/egress is to be considered.
- f. Internal pedestrian walkways shall be provided and should be designed to offer an alternative to short intra-site vehicular trips.
- g. Vehicular circulation from site to site without the need to re-enter the public street system is encouraged.

## 2. Landscaping

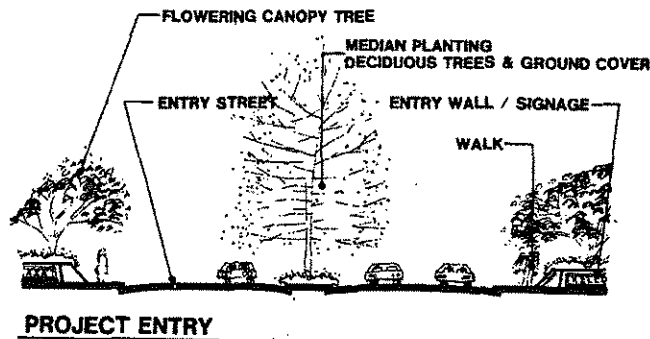
An overall landscape concept shall be established by the area plan. Site plan landscaping plans shall be in substantial conformance with the following criteria

- a. South Campus Drive: Existing sycamores along South Campus Drive shall be retained except where necessary to gain vehicular access. Evergreen



shrubs, groundcover and mounding should be used as a backdrop to the deciduous trees to soften the visual image. A 30-foot greenbelt setback from the property line shall be maintained.

- b. Entry Statement: Each major entryway shall provide for suitable signing and the potential for a guard gate. Planting in these areas should provide annual color and flowering canopy trees.



- c. Entryways: Major entrances should use dense, low branching evergreen trees to frame the entrance into the project. Deciduous trees providing a sense of seasons should be used in the median.
- d. Internal Roads: A continuation of the landscape theme from the entryways, but in a more open fashion should be used along public internal roads. The streetscape should include meandering walks with broad planted elements between the edge of the walk and the edge of the street.
- e. Pedestrian Walkways: Major pedestrian walkways should be linked by flowering canopy trees. These trees will be a backdrop for seasonal annual color and flowering shrubs. The walkways shall feature shaded areas with benches.
- f. Passive Use Area: A passive use area for the common use of tenants and plaza uses should be provided within the development. This area, which could be linked by the pedestrian walkways, would provide an ideal meeting space and location of a sculpture display or water feature.
- g. Lighting: Entry statements and signing should be softly lit for night visibility. Entry trees and other special areas should be uplighted. Low level lighting shall allow night use of the pedestrian areas.
- h. Site Planting: Planting within individual parcels shall be used to soften architectural masses and accentuate building entrances. Trees, shrubs and

groundcover will also serve to break up expanses of paving in parking areas and provide shade.

- i. Freeway Treatment: Planting of evergreen trees, shrubs, and groundcover should provide a visual transition from the freeway to the project site. All landscape plans and materials should be reviewed by CalTrans when improvements will be performed in the freeway right-of-way.
- j. Solar Rights: Landscaping shall consider solar rights of adjacent structure.
- k. Plant Materials: Plant materials recommended for use within Kellogg Plaza are as follows:

ENTRY STREET(S)

Parkway:

- trees - Eucalyptus polyanthemos  
Hymenosporum flavum  
Tristania conferta
- shrubs - Escallonia fradesi  
Grevillea noelli  
Hebe 'Coed'
- groundcover - Gazania hybrids  
Lantana sp.  
Vinca minor

Median:

- trees - Platanus acerifolia
- groundcover - Gazania hybrids  
Lantana sp.  
Vinca minor

INTERNAL STREET(S)

Parkway:

- trees - Cupaniopsis anacardiodes  
Eucalyptus sp.  
Ficus retusa nitida  
Podocarpus gracilior  
Tristania conferta
- groundcover - Carissa gr. 'Green Carpet'  
Hedera helix 'Hahni'  
Lantana sp.  
Turf

Median:

- trees - Albizia julibrissin  
Alnus rhombifolia

groundcover - Bauhinia purpurea  
 Lagerstroemia indica  
 Platanus acerifolia  
 Gazania hybrids  
 Hedera helix 'Hahni'  
 Vinca minor

ENTRY MONUMENT(S)

trees - Albizia julibrissin  
 Erythrina caffra  
 Jacaranda acutifolia  
 shrubs - Grevillea noelli  
 Hemerocallis hybrids  
 Moraea iridioides  
 groundcover - Annual color  
 Gazania hybrids  
 Lantana sp.

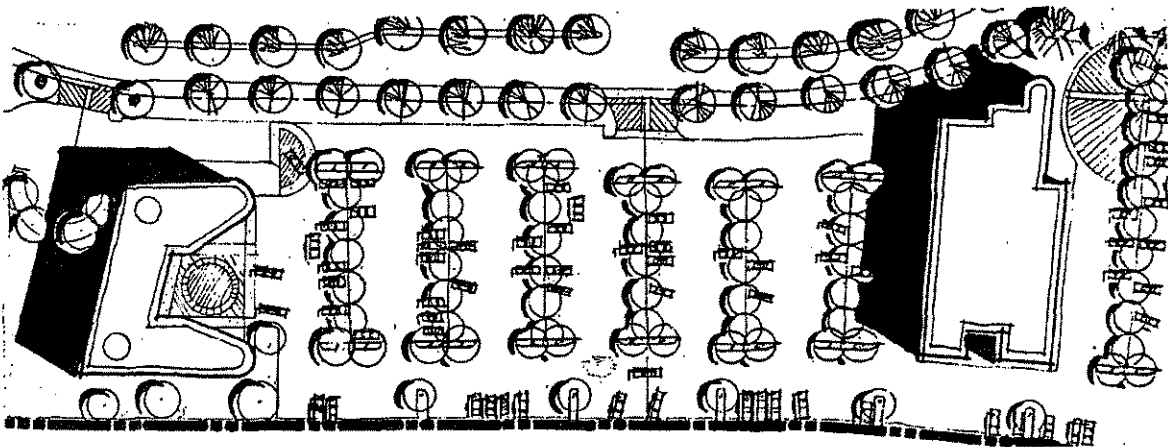
PEDESTRIAN WALKWAYS

trees - Albizia julibrissin  
 Ficus retusa nitida  
 Hymenosporum flavum  
 Melaleuca leucadendra  
 Podocarpus gracilior  
 Tristania conferta  
 groundcover - Gazania hybrids  
 Hedera helix 'Hahni'  
 Turf  
 Vinca minor  
 shrubs - Escallonia fradesi  
 Feijoa sellowiana  
 Gardenia jasminoides  
 Grevillea noelli  
 Hemerocallis  
 Pittosporum tobira 'Variegata'

1. Site Standards:

- 1) Detailed Landscaping: Detailed landscaping and irrigation plans, prepared by a licensed landscape architect, shall be reviewed by the Director of Community Development. All landscaping referred to in this section shall be maintained in a neat and orderly fashion.
- 2) Screening: Areas used for parking visible from the street system shall be screened from view or have the view interrupted by landscaping, and/or fencing. Plant materials used for screening purposes shall consist of lineal or grouped masses of shrubs and/or trees.

- 3) Landscaping - Vehicle Separation: All landscaped areas shall be separated from adjacent vehicular areas by a wall or curb, at least six (6) inches higher than the adjacent vehicular area or by paving texture and use of ballards.
- 4) Parking Areas: Trees, equal in number to one (1) per each five (5) surface parking stalls and/or parking stalls located on the upper deck of a parking structure shall be provided. Parking structures, if utilized, shall be landscaped in such a manner so as to be visually in harmony with adjacent landscaping and/or structures.



- 5) Site Entry: Accent planting shall be provided at entries including flowers, evergreen shrubs, trees and groundcover.
- 6) Foundation Planting: Foundation planting shall be provided around at least 50% of the building perimeter including evergreen shrubs in masses with a flowering groundcover understory.
- 7) Accent: Vertical evergreen tree planting shall be used to soften architectural masses and to accent blank walls.

### 3. Signing Standards

Each building site shall have a complete signing program approved under a conditional use permit by the Planning Commission. All signs will be approved as part of the Site Plan Review by the Director of Community Development.

a. Building Address Sign: Building address numbers shall be a maximum of one (1) foot in height. Building address numbers shall face any major internal street and/or pedestrian walkways and will be located on the building in an area adjacent to or at the main entrance to the building. Building address numbers shall be of a form consistent with surrounding identification signing. Signs shall be oriented to a standard legibility scale for pedestrian and vehicle recognition and will be designed and constructed in accordance with the signing criteria of the City of Pomona.

b. Building Identification Sign:

Buildings may be identified by a specific name. This type of sign is in addition to the building address sign and does preclude the usage of tenant signs as referred to in Section II.D.3.c.

- 1) A building identification sign is allowed for each building.
- 2) Building identification signing is permitted in the form of low hedge-type signing or may be attached to the structure where it is more visually prominent.

c. Tenant Identification Signs: Tenant identification signs are divided into three (3) categories:

- 1) Principal Tenants. The principal tenant generally occupies one (1) or more floors of a building. Signs advertising the principal tenant may be allowed under the following conditions:
  - a) Signs shall be constructed, erected and maintained to insure propriety and integration with the surrounding land uses.
  - b) No moving, flashing or animated signs are permitted.
  - c) The size of the signs shall be no greater than one square foot for each lineal foot of building width.

2) Major Groundfloor Tenants. Major groundfloor tenants generally occupy at least one-half of the ground floor levels. Signing for these uses may be attached to the building or on an overhang structure provided the following criteria are met:

- a) Signs may be located on any part of the structure but may not be located on any part of the roof or protrude above the top of the structure.
- b) Signs on an overhang structure may be located on the fascia or extend below the overhang, but may not protrude above the top of the overhang.
- c) No moving, flashing, or animated signs are permitted.
- d) The signs should be designed constructed, and erected in keeping with the architectural style of the structure.
- e) Information provided on the signs shall be limited to the business name and/or logo.

3) Regular Groundfloor Tenants. Groundfloor tenants may utilize window signs on the ground-floor level only. No window signs will be allowed above the groundfloor level, except adjacent to a stairway or elevated walkway intended for regular access to upper floor offices. The information provided on the signs shall only include the name of the business and/or logo. The size of the sign shall be no larger than 3 square feet in area.

- d. Lighting: Signs (to include all those visible from the exterior of any building) may be lighted but no signs or any other contrivance shall be devised or constructed so as to rotate, gyrate, blink or move in any animated fashion.
- e. Measurements: A wall sign with the individual letters applied directly shall be measured by the imposition of a rectangle around the outside of the lettering and/ or the pictorial symbol and by calculating the area enclosed within the rectangle.
- f. Mounting: All signs attached to the building shall be flush mounted.

4. Parking and Off-Street Loading:

- a. Required Off-Street Parking: Required off-street parking requirements shall comply with the requirements of Section .458 City of Pomona Zoning Ordinance.
- b. Shared-Parking Concept: A shared-parking concept may be utilized subject to the approval of the Director of Community Development. It is the intent of the shared-parking concept to establish standards for parking based on the differing demand and time use characteristics. The end result shall be a more efficient use of the surface area, fewer parking areas and cost savings which can be transferred to other amenities such as landscaped areas.
- c. Compact Spaces: Compact spaces may be used to fulfill up to 25% of the parking requirements subject to the following.
  - 1) Compact parking should primarily be located in parking areas provided for employees.
  - 2) Compact parking and full-size parking spaces should be located in equally desirable areas. An example of this would be to reserve one side of a parking aisle for compacts and the other side for full-size cars.

Individual users may apply for a higher percentage of compact car parking spaces through a Conditional Use Permit.
- d. Carpool Preferential Parking Areas: Carpool preferential areas, if utilized, should be located adjacent to building entrances.
- e. Loading Areas: Loading shall be visually screened from view from access streets and adjacent property. Screening shall be a completely opaque screen.
- f. Refuse Collection Areas:
  - 1) All refuse collection areas shall be visually screened from access streets and adjacent property. Said screening shall form a complete opaque screen.
  - 2) No refuse collection area shall be permitted between a frontage street and the building line.

5. Building Height:

A precise height limit does not apply to this property; development intensity will have a tendency to limit building height. The height of each structure shall be reviewed during the Conditional Use Permit procedure.

6. Site Coverage

- a. Structures in the KP-1 Zone, except parking structures, shall not exceed 40% ground coverage of the gross parcel area.
- b. Structures in the KP-2 Zone, except parking structures, shall not exceed 50% ground coverage of the gross parcel area.

7. Setbacks:

The requirements of Section .458 of the City of Pomona Zoning Ordinance are applicable except as provided herein:

- a. The setback from the South Campus Drive right-of-way to any structure or parking area shall not be less than 30 feet.
- b. The setback from the property line adjacent to the freeways shall be a minimum of 15 feet to any structure excepting parking structures which may be constructed up to the property line adjoining the freeways.
- c. An average 20 foot building setback shall be maintained along all internal street frontages.
- d. Side yards and rear yards, where necessary, may be established as part of the Conditional Use Permit procedure.

8. Utilities:

All "on-site" gas lines, electrical lines and telephone lines shall be placed underground. Transformer or terminal equipment shall be visually screened from view from streets and adjacent properties.

9. Roof Plans:

During site plan approval, a roofing plan shall be submitted indicating the final roof elevation. All mechanical equipment and other elements shall be screened in a manner consistent with architectural statement of the building and in a manner that camouflages said equipment from the view of the motorists on the adjacent freeways and roadways.



## E. ARCHITECTURAL GUIDELINES

The following guidelines are provided to establish the framework for the architectural statement of Kellogg Plaza. Within the Area Plan Review, the Kellogg Plaza Design Element will establish basic design parameters.

1. Location of Uses: Kellogg Plaza is a mixed use development in which less intense uses should be located adjacent to South Campus Drive and the freeway allowing the central core to become a high activity area of more intense development. The location and setting of the perimeter developments should be such that visual windows into the core area are possible.
2. Design Philosophy: Buildings and other improvements should be appropriate in mass and scale to the site on which they are placed. The structure and its relationship to other structures, view windows, pedestrian walkways and solar access should be dominant factors in the design and orientation of structure(s) on each parcel. Architectural statements, while being strong, should not conflict from parcel to parcel, building to building. Parking structures, if utilized, shall be designed and located so as to provide architectural harmony with adjacent structures.
3. Selection of Materials: Colors, textures and materials shall be coordinated to achieve total compatibility of design. Natural colored concrete which is both exposed and smooth finish precast may be used. Additionally, brick, glass, wood and steel may be selected as building materials. It is not intended that one style of architecture should be dominant but that individual structures shall create and enhance a high quality and harmonious community appearance.

## SECTION III - IMPLEMENTATION

### A. PURPOSE

This section establishes the implementation and review procedure for Kellogg Plaza.

### B. AREA PLAN

Concurrent with the submittal of a subdivision map for Kellogg Plaza, an area plan shall be submitted. The area plan shall follow the same approval procedure as a subdivision map and will contain the following information to establish overall continuity.

1. A land use distribution program shall address the location of land uses within the total project.
2. An overall circulation concept shall establish the major road system's access points, as well as street standards.
3. An overall landscape concept shall provide the location and extent of common area landscaping elements including entry monumentation, fencing programs and streetscapes.
4. A comprehensive signing program shall be submitted.
5. A Design Element shall be provided to illustrate the design components of the project.
6. The phasing of off-site traffic improvements shall be established.

### C. CONDITIONAL USE PERMIT REVIEW

Prior to issuance of a building permit, approval of a Conditional Use Permit by the Planning Commission shall be required for each parcel within the total development. The review of the Conditional Use Permit shall include the following:

1. Plot Plans. Plot plans shall be drawn to scale, dimensioned and readable, containing, but not limited to, the following:
  - a. Title block (developer's name and date drawn)
  - b. Scale and north arrow
  - c. Property lines of all existing building sites (dimensions)

- d. Buildings: existing and proposed, location and size
  - e. Streets: location, name and width
  - f. Easements: location, purpose and width
  - g. Access (driveways, etc.): existing and proposed
  - h. Parking area, designed to specified standards
  - i. Trash bin: locations and dimensions of enclosures
  - j. Signs: location, height, dimensions and copy, if available
  - k. Fencing (walls): type, location and height
  - l. Landscape areas
  - m. Proposed topography and grading concept
  - n. Other outdoor uses: location and use
  - o. Existing structures on abutting properties: location, height and uses
  - p. Existing topography and drainage improvements (if not shown on accompanying Tentative Tract Map)
2. Typical Elevations. Typical elevations of all structures and signs shall be provided, including, but not limited to, the following:
- a. Exterior materials
  - b. Elevations all four sides of a structure or site
  - c. Roof plan

D. SITE PLAN REVIEW

Subsequent to the approval of a Conditional Use Permit and prior to the issuance of building permits, a site plan shall be submitted to the Director of Community Development. The site plan shall illustrate compliance with the provisions of the approved Conditional Use Permit.

SECTION IV - MODIFICATION

Amendments to this Specific Area Plan may be approved by the Planning Commission pursuant to the City's procedures. Minor modifications which do not conflict with the intent of the Specific Area Plan may be approved as in substantial compliance by the Director of Community Service.

**LEGAL DESCRIPTION**

SAN JOSE CONSERVATION PROJECT 1AX  
C.I. 48  
300-RW 3.1  
First District

That portion of the Rancho San Jose as shown on map recorded in Book 2, pages 292 and 293, of Patents, in the office of the Registrar-Recorder of the County of Los Angeles, within the following-described Parcels A and B.

Parcel A:

That portion of that part of said Rancho San Jose described in Director's Deed to the Los Angeles County Flood Control District recorded in Book D6067, page 299, of Official Records, in the office of said Registrar-Recorder, described as follows:

Commencing at the southwesterly terminus of that course described in said deed as having a bearing and length of "S. 50° 35' 23" W. 10.42 feet", said terminus being a point in that curve, concave southwesterly and having a radius of 668.00 feet, described as Course No. 36 in Parcel 2 (State Parcel No. 1267) in the "Agreement for the Transfer of Control and Possession of Land Owned by the State for Highway Purposes", recorded in Book D3445, page 542, of Official Records, in the office of said Registrar-Recorder; thence northwesterly along said curve, from a tangent which bears N. 27° 59' 12" W. through an angle of 18° 27' 33", an arc distance of 215.21 feet to the true point of beginning; thence continuing along the various courses of the land described in said Deed to the Los Angeles County Flood Control District as follows: N. 72° 22' 58" W. 605.07 feet; thence N. 77° 54' 32" W. 161.04 feet to a nontangent curve, concave southerly and having a radius of 2,400.00 feet; thence from a tangent which bears N. 80° 47' 14" W., westerly along last-said curve, through an angle of 14° 24' 33", an arc distance of 603.57 feet to a point designated "A" for the purposes of this description; thence S. 2° 06' 34" W. 622.79 feet; thence S. 39° 23' 26" E. 712.00 feet to the generally northwesterly boundary of the land described in that certain Agreement and Grant of Easement conveyed to the County of Los Angeles by instrument dated December 12, 1968, as Document No. 1630, recorded in Book D4222, page 524, of Official Records, in the office of said Registrar-Recorder; thence northeasterly along the various courses of said generally northwesterly line to said curve described above as having a radius of 668.00 feet; thence northwesterly along said curve to said true point of beginning.

Parcel B:

That portion of said Rancho San Jose described as follows:

Beginning at said Point "A" as described in Parcel A above; thence along the generally westerly boundary of the land described in Parcel A above, S. 2° 06' 34" W. 622.79 feet and S. 39° 23' 26" E. 712.00 feet to the general northwesterly boundary of that certain Agreement and Grant of Easement conveyed to the County of Los Angeles described in an instrument dated December 12, 1968, as Document No. 1630, recorded

RECORDED

in Book D4222, page 524, of said Official Records; thence along said general northwesterly boundary the following courses: S. 50° 36' 34" W. 690.51 feet and southwesterly along a tangent curve, concave northwesterly and having a radius of 1,146.00 feet, through an angle of 19° 01' 16", an arc distance of 380.45 feet and tangent S. 69° 37' 50" W. 46.79 feet; thence leaving said general northwesterly boundary N. 45° 42' 06" W. 34.58 feet; thence N. 6° 46' 55" W. 269.10 feet; thence N. 9° 55' 01" E. 52.20 feet; thence N. 6° 46' 55" W. 327.77 feet to a tangent curve, concave westerly and having a radius of 1,025.00 feet; thence northerly along last-mentioned curve through an angle of 5° 47' 36", an arc distance of 103.64 feet; thence tangent N. 12° 34' 31" W. 433.52 feet to a tangent curve, concave easterly and having a radius of 975.00 feet; thence northerly along last-mentioned curve through an angle of 20° 38' 05", an arc distance of 351.14 feet to a compound curve, concave southeasterly and having a radius of 190.00 feet; thence northeasterly along last-mentioned curve through an angle of 70° 34' 25", an arc distance of 234.03 feet; thence tangent N. 78° 37' 59" E. 332.75 feet; thence at right angles N. 11° 22' 01" W. 13.58 feet; thence N. 80° 02' 33" E. 179.42 feet to the westerly continuation of that curve described in Parcel A above as having a radius of 2,400.00 feet; thence easterly along said curve so continued from a tangent bearing N. 83° 53' 45" E. through an angle of 0° 54' 28", an arc distance of 38.02 feet to said Point "A", being the point of beginning.

EXHIBIT A.

