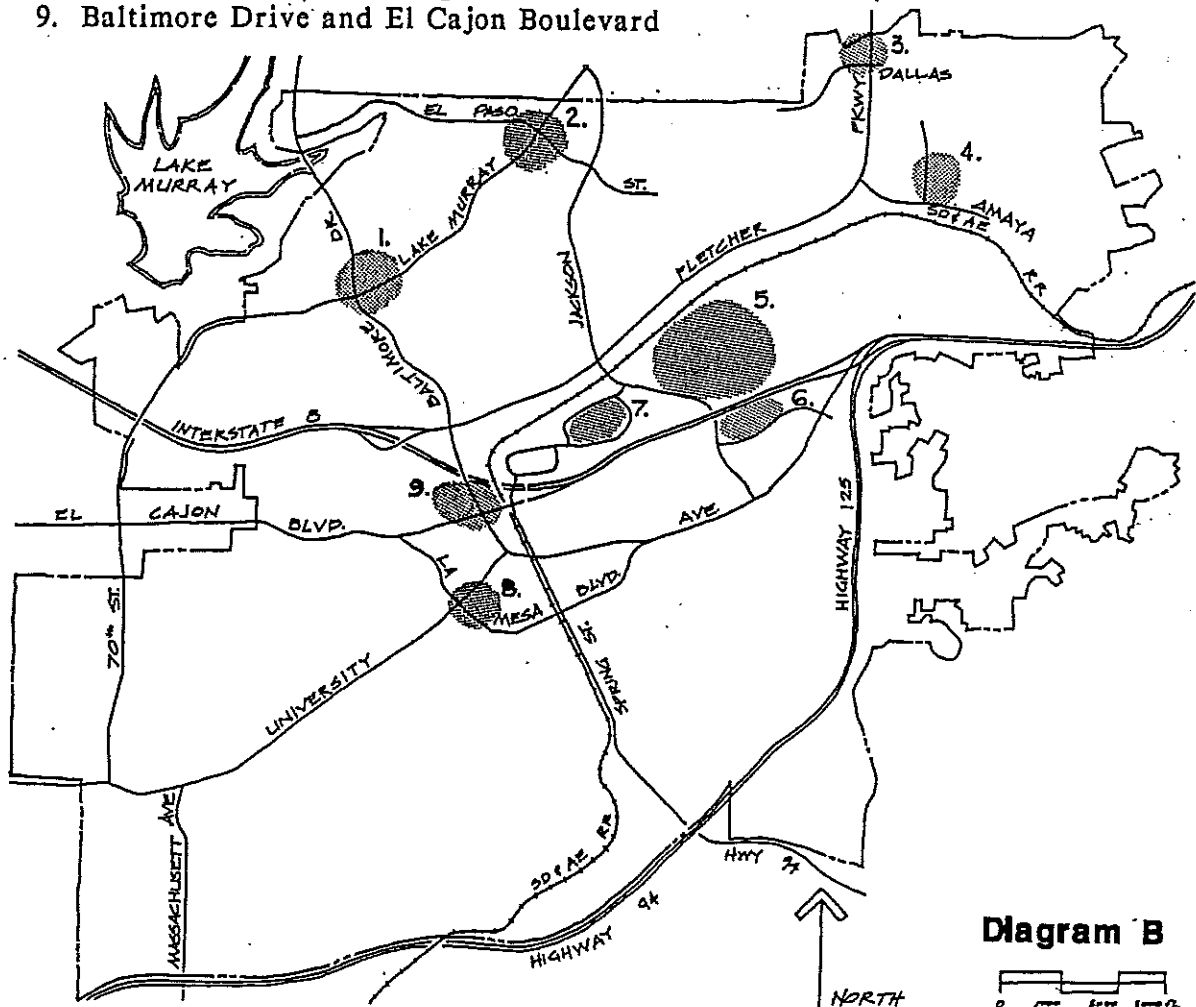


## A. Major Commercial Nodes

Major commercial nodes, commonly consisting of one or more *shopping centers* or a grouping of strip commercial uses clustered at a major intersection, are complexes of buildings and other site development elements having a uniform or related design theme. The guidelines in this section, those in the Development Guidelines section, and other development standards or sign programs established for a particular commercial node (e.g. a specific plan) apply to proposed new shopping center development, and additions or renovations of existing centers listed at the following locations and shown on the diagram found below or other new centers which maybe developed or designated as major commercial nodes in the future:

1. Baltimore Drive and Lake Murray Boulevard
2. El Paso and Lake Murray Boulevard
3. Fletcher Parkway and Dallas
4. Amaya Drive and Severin Avenue
5. Grossmont Center
6. Grossmont Boulevard and Jackson Drive
7. La Mesa Square Area
8. La Mesa Springs Shopping Center
9. Baltimore Drive and El Cajon Boulevard



To maintain or improve the design and architectural quality of the above listed commercial centers, or to establish design standards for new centers, the following guidelines should be used to evaluate commercial center developments:

### 1. Unified Design Theme

Each commercial center must have a unified design theme. Additions and alterations must be consistent with and enhance the design theme.

### 2. Consistency

Building materials, colors, and textures should be consistent. Individual storefronts may vary somewhat to reflect the character of the store use, but the overall theme of the center must be respected.

### 3. Building Location

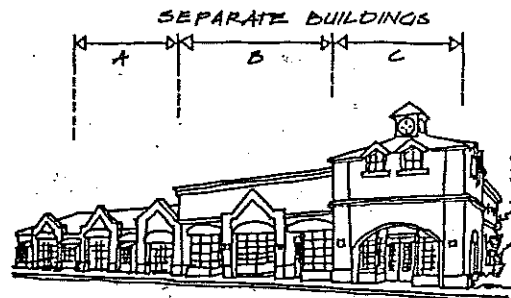
On larger commercial sites, a substantial portion of the building area should be located at the street perimeter. Such siting, together with a substantial landscape treatment and pedestrian access reinforces and strengthens the streetscape and helps to screen off-street parking areas.

### 4. Storefront Continuity

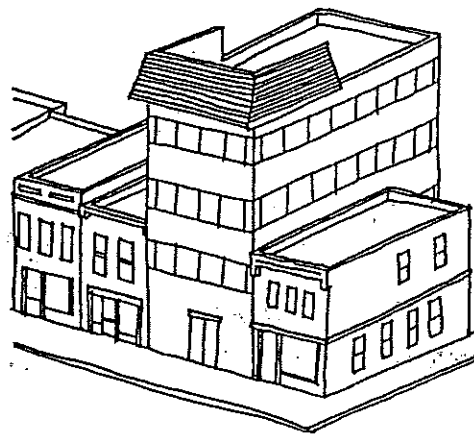
The continuity of the storefront scale should not be broken by expansive walls without windows, walkways, or entries generated by major tenants. Care should be given to maintain the pedestrian circulation and rhythm of the center by allowing shops to be inserted in major tenant setbacks.

### 5. Building Scale

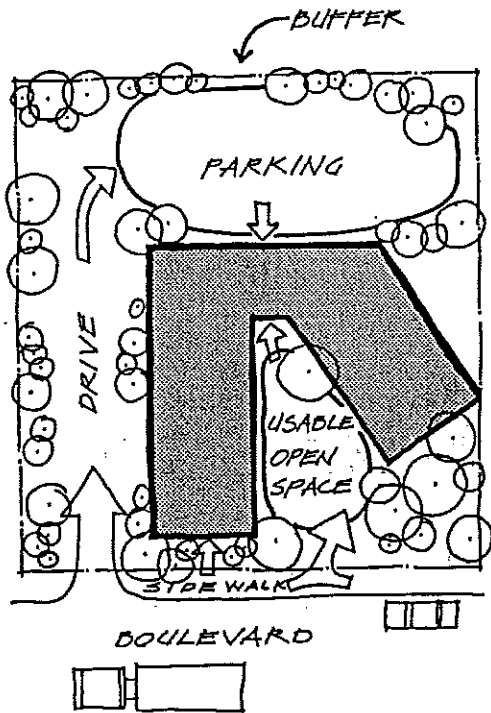
The typical use of high ceilings and unnecessary false parapets to make buildings look over scaled should be avoided unless deemed essential to the architectural design of the facility. These elements and others detract from a commercial center achieving an appropriate proportion to the pedestrian scale, and surrounding uses.



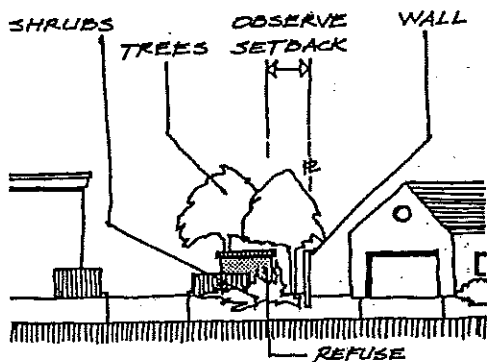
*DETAILS SUCH AS ARCHES, CORNICES, AND BAY WINDOWS CAN VISUALLY RELATE DISSIMILAR BUILDINGS AND CREATE A UNIFIED DESIGN THEME.*



*BUILDINGS SHOULD BE IN SCALE WITH THEMSELVES AND SURROUNDING DEVELOPMENT.*



SITE DESIGN SHOULD PROVIDE FOR MINIMIZATION OF CONFLICT BETWEEN PEDESTRIAN AND VEHICULAR CIRCULATION.



REFUSE WHICH IS LOCATED IN PROXIMITY TO ADJACENT USES SHALL BE APPROPRIATELY SCREENED.

## 6. Sitting Areas

Outside sitting and resting areas should be provided for pedestrians. Location and orientation of sitting areas should not interfere with vehicle circulation but directly oriented to pedestrian circulation patterns.

## 7. Circulation

The site should provide for smooth handling of its own circulation roads with adequate entrances and exits, loading facilities, and well placed parking. The circulation system should be sufficient, safe and minimize interference with on- and off-site walkways and crossings.

## 8. Separation of Circulation

Commercial centers should provide for separation and clear definition of the vehicular and pedestrian circulation patterns. The reduction of conflicts will allow for a safer and more enjoyable system. Pedestrian linkages between uses in commercial developments should be emphasized including distinct pedestrian access from parking areas.

## 9. Graphics

Graphics for tenant identification and directional information should be consistent in terms of type, size, materials, colors and method of attachment (see Sign Ordinance for further requirements) to present a systematic and cohesive element to a center's appearance.

## 10. Screening of Refuse

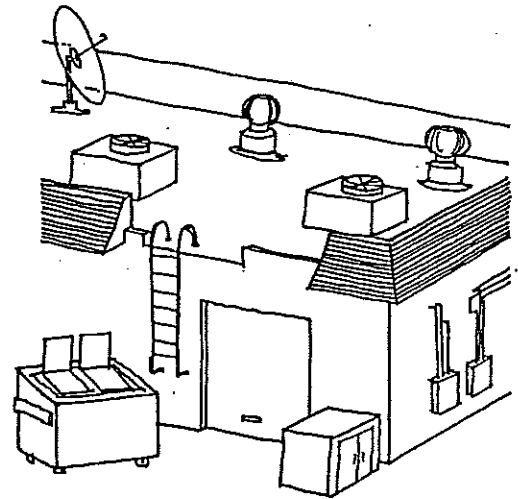
Service and refuse areas should be well screened from public view and designed to be easily maintained and durable. These areas should also be screened from adjacent residential, office or commercial development.

## II. Adjacent to Residential

Commercial centers abutting residential areas shall take into account noise, light, and the visual intrusion of the development by providing a sense of clearly defined transition between residential and commercial uses through the use of design, spatial, orientation, materials, and physical and landscaping features.

### 12. Roofs

The color, texture and style of roofing materials should compliment those used for walls and other architectural elements. Where exposed rooftop mechanical equipment will be visible, even from relatively distant locations, screening will be required, which is consistent with the design and materials used in the center. Screening is an important architectural element and must not be an afterthought which appears tacked-on or out-of-character with other architectural elements or details.



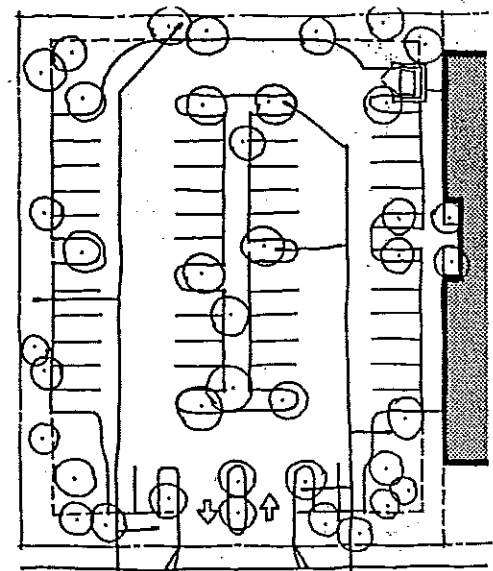
WHERE DEEMED APPROPRIATE SCREENING IS REQUIRED FOR ROOFTOP EQUIPMENT SUCH AS SATELLITE DISHES, HVAC AND OTHER MECHANICAL UNITS.

### 13. Loading and Storage

The loading and unloading of goods from delivery trucks is an integral function of a commercial center. It is traditionally located at the rear of the center and is associated with other utilities, trash enclosure, employee parking and other functional elements of the center. Such facilities should generally be well screened from public view or adjoining properties. These areas should be well maintained and lighted, and not become areas for improper outdoor storage.

### 14. Landscape

La Mesa is making a conscious attempt to create a physical environment which is well landscaped. All parking areas shall be screened from public streets with landscaping and decorative screening walls. Interior yards need not be landscaped unless required by the Board. However, all parking lots shall be landscaped with ground cover, shrubs, and trees for shade. Landscape arrangement should provide for safe pedestrian/vehicular orientation. Plantings should be selected and placed to reinforce and enhance pedestrian scale and character along street frontages. Trees that provide shade canopies or seasonal color are encouraged.



PERIMETER  
LANDSCAPING

INTERIOR  
LANDSCAPING