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# Ventana Specific Plan



January 2007

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# Ventana Specific Plan

Submitted to:

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CHAPTER ONE

INTRODUCTION

# CHAPTER ONE - INTRODUCTION

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*Specific Plan: A specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.*

*Specific Plan Amenities:*

- 9 Residential Neighborhoods
- Mixed Densities
- Educational Facilities
- Parks/Trail System
- Commercial
- Infrastructure
- Landscaping

## **Specific Plan Purpose**

The use of Specific Plans in the City of Madera has been a local practice to provide a foundation for comprehensive planning by the City, other public agencies and land owners/developers. In the past, these plans have been the only bridge between the long range land use planning of the City and eventual land division and development. They have proven to be a useful process for more specific planning of roads, new school sites and other public utility expansion related to the timing and sequence of development.

Specific Plans are intended to guide future development to be consistent with the General Plan. Specific Plans include a higher level of detail than the City's General Plan and are designed to closely guide the development of these selected areas. All City development provisions, regulations, and standards apply in a Specific Plan, except as specifically noted within.

The Ventana Specific Plan (hereinafter, "Specific Plan") was designed to provide residential housing, educational facilities, plan area park and landscaped open space areas, and circulation facilities that are consistent with the form and function of the City of Madera. The Specific Plan sets forth how the Specific Plan Area (hereinafter, "Plan Area") will be developed, serviced, and integrated with the existing and planned urbanized/suburbanized areas in the immediate vicinity of the Plan Area.

This Specific Plan designates land uses and addresses neighborhood design and site-planning. In this context, the Specific Plan defines standards, strategies, policies, and implementation measures that ensure this Specific Plan is consistent with local, regional, state, and federal plans, policies, ordinances, rules, and regulations, and if there is an inconsistency, it proposes an amendment to create consistency. The overall objective is to provide a detailed plan to guide and



*Downtown Madera*

facilitate development within the Plan Area. A comprehensive list of Specific Plan policies and implementation measures are discussed in each core element of this Specific Plan.

The Specific Plan has been produced through the cooperation of two major landowners, a developer, the City of Madera, the Madera Unified School District, and a number of local agencies and services providers. A number of other state, federal and local agencies have also been consulted in its preparation. It is understood that all elements of infrastructure and public facilities described in this Specific Plan are to be developed at the sole responsibility of the land owners/developers and to the standards of the public agencies in question, except as may otherwise be agreed by those agencies or provided by law, such as the programs involving the State Department of Education in the construction of public schools.

Residential buildout within the Plan Area is projected to take five to ten years, although in reality buildout will be based on market absorption rates. Pacific Union Homes intends to act as Master Developer and, as such, will be responsible for backbone infrastructure and community design elements. In this way the Specific Plan design themes and development integrity will be maintained. The development model proposed in the Specific Plan is based upon a concept of neighborhoods accessed by a network of internal collector roads. Each neighborhood is addressed separately in the Specific Plan by establishing a minimum and maximum density and corresponding development standards tailored to the circumstances of that development area. It should be noted here that as markets change the specific development of each neighborhood may need to change. Because of this fact, the residential portions of the Plan Area will be zoned with a Planned Development overlay zone to allow for flexibility in design.

The Specific Plan establishes a framework for internal neighborhood design but allows for flexibility in individual residential products. The Specific Plan also includes provisions for necessary public services including water and wastewater infrastructure, public schools and other services. The Specific Plan describes measures to be taken to improve circulation access to the area and the provision and delivery of water and disposal of wastewater to the area. In the case of off site road improvements, proposed improvements to Hazel Avenue, Road 28 ¼ and Avenue 13 are illustrated.



## Specific Plan Objectives

- To provide a community that can be planned in an integrated fashion through a Specific Plan rather than through fragmented subdivision processes.
- To facilitate orderly growth and creation of logical City boundaries by eliminating “patches” of unincorporated territory and encouraging development consistent with immediately adjacent development located both inside and outside the City.
- To create a mixture of residential land uses and housing products that provide housing for various income levels and types of households.
- To create housing in compact urban forms adjacent to transit corridors so as to maximize use of transit and shorten commute times for City residents.
- To create maximum opportunities for the residents of the project site and adjacent neighborhoods to walk to planned educational, recreational and commercial uses thereby reducing the need for residents to travel outside the area.
- To create new neighborhoods that blend in with the existing community.
- To create places to live that foster neighborliness and a strong sense of community and belonging.
- To provide adequate circulation and utility infrastructure that supports the long-term sustainability of the Plan Area.



## Specific Plan Authority

Every city (and county) within the State of California is required by law to prepare a general plan that describes what the city (or county) and its residents desire for their community both now and in the future. The City of Madera General Plan is the general plan that is applicable to the Plan Area. Specific Plans are second only to the City’s General Plan in the hierarchy of planning tools. They are a “bridge” between the more general policy statements and land use designations found in a general plan and individual development proposals.

### §65450. Preparation of specific plan

*After the legislative body has adopted a general plan, the planning agency may, or if so directed by the legislative body, shall, prepare specific plans for the systematic implementation of the general plan for all or part of the area covered by the general plan.*

**§65451. Content of specific plan**

*(a) A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:*

*(1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.*

*(2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.*

*(3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.*

*(4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3)*

*(b) The specific plan shall include a statement of the relationship of the specific plan to the general plan.*

One major difference between a Specific Plan and other types of planning tools is that a Specific Plan is required to contain diagrams and descriptions of the major infrastructure components necessary to serve the project and discussion of the methods which will be undertaken to finance the infrastructure improvements described in the Specific Plan (Gov. Code §65451).

Under Government Code Section 65450 et seq., a Specific Plan may be used to develop policies, programs and regulations to implement the jurisdiction's adopted General Plan, and refine the policies of the General Plan as they apply to the site specific areas. A Specific Plan is a component of, and must be internally consistent with, the General Plan. When there are internal inconsistencies, a general plan amendment should be proposed. The Specific Plan is also adopted and amended by the same procedure as the General Plan.

## **Severability Clause**

In the event that a California or Federal Court of competent jurisdiction holds that any regulation, condition, program, or portion of this Specific Plan is invalid or unconstitutional, such portions shall be deemed separate, distinct, and independent provisions and the invalidity of such provisions shall not affect the validity of the remaining provisions thereof. The land use plan and development standards arising out of this Specific Plan shall be the prevailing regulations and design standards for the Project Area.

## **Environmental Review**

This Specific Plan has been prepared concurrently with an Environmental Impact Report (EIR) pursuant to the California Environmental Quality Act (CEQA). As such, policies and standards contained in this Specific Plan incorporate those measures deemed by the EIR as necessary to reduce environmental impacts resulting from the Specific Plan to a less than significant level as feasible. The adoption of the Specific Plan and certification of the Specific Plan EIR is expected to exempt subsequent individual residential projects within the Plan Area from further environmental review under the requirements of the CEQA Guidelines Section 15182. The State CEQA Guidelines provides that: "Where a public agency has prepared an EIR on a Specific Plan...no EIR or negative declaration need be prepared for a residential project undertaken pursuant to and in

conformity to that Specific Plan if the project meets the requirements of this section.”

This exemption from the requirement to prepare an EIR on a future residential development in the Plan Area is applicable provided that there are no significant changes in the circumstances under which the future projects are undertaken or new information that would require important revisions in the EIR for the Specific Plan as described in CEQA Guidelines Section 15162. However, for nonresidential uses, such as the commercial land use and the school facilities, the lead agency (the City of Madera or the School District) may elect or require, depending upon the findings of specific initial studies of the potential environmental effects of such projects, to either reference the Specific Plan EIR or, alternatively, prepare separate, subsequent environmental documents.

### ***Consistency with Madera General Plan***

There are inconsistencies between the existing zoning and general plan designations for the Plan Area and that which is proposed in the conceptual land use map by this Specific Plan. There are also variations in the roadway sections that are proposed in this Specific Plan compared to the roadway standards that are established by the City. The City of Madera has processed General Plan Amendments and Zone changes where necessary to achieve consistency with other proposed specific plans.

Though the Specific Plan will not reference all relevant sections of the Madera General Plan, the following is a list of goals that have provided a foundation for its preparation.

*Goal No. 1: Policies and proposals of the General Plan should seek to expand job-creating and revenue generating activities, including levels of retail, commercial, and industrial expansion which are necessary to support government services required by the expanding population base consistent with the rate of growth to be allowed.*

The Specific Plan has incorporated a segment of commercial uses along the southeasterly portion of the Plan Area with roadway frontage and traffic exposure from Road 28 ¼. Such a land use will provide job generating opportunities.



*Entryway to the City of Madera*



*Historic Madera County Courthouse  
located in the City of Madera*

*Goal No. 2: Insofar as reasonably may be possible, policies, and proposals of the General Plan should provide for equal opportunity in the availability of jobs, housing and public services needed by existing residents ethnic minorities, and people of low and moderate income who may choose to live and work in Madera.*

The Specific Plan endeavors to provide a livable community by providing a range of housing products from 3,000 square foot lots to over 6,000 square foot lots which in turn, provides a variety of residential densities and product types to accommodate a diverse range of individual consumer needs.

*Goal No. 3: Ultimate expansion of the City as depicted by the General Plan Diagram is to be phased to create a physical form and character which improves the ways in which the community functions and is enjoyed.*

The Plan Area is located immediately adjacent to the city limit line and represents an orderly extension of the existing community. The Specific Plan includes plan area park and landscaped open space areas and land that was selected by the Madera Unified School District. The site planning that is included in the Specific Plan is consistent with the form and function of the community.

*Goal No. 4: New development is to reflect high levels of community appearance and image through development regulations which express appropriate concern for visual quality through site planning and engineering, architectural design, landscaping, use of signs, and the maintenance of public and private buildings and sites.*

The Specific Plan includes design guidelines that provide some guiding principals to help enhance the visual qualities of the development through landscaping, architectural design, site planning, and engineering, but which are flexible enough to allow for innovation in design as new design concepts are formulated in the future.

## Annexation

The Specific Plan requires an approval by the City of Madera and the Madera County Local Agency Formation Commission (LAFCO) for the annexation of the Plan Area into the City of Madera. The annexation will include land to the north of the Plan Area that is inhabited, although this land is not included in this Specific Plan for purposes of new development because it is already developed. The annexation also includes the area where the Madera Unified School District is proposing to build a new elementary school. Table 1-1 provides a list of the parcels that are included in the annexation request. Further, the Plan Area requires annexation into the City of Madera's landscape and lighting district as well as the city's community facilities district for emergency services such as police and fire.

**Table 1-1  
Parcels Proposed for Annexation**

Parcel Address	Parcel Number	Parcel Acreage
<b>Parcels Outside the Specific Plan Boundary</b>		
13286 Golden State Blvd., Madera CA 93637	034-100-009	6.28
27807 Avenue 13, Madera CA 93637	034-100-068	1.15
--	034-100-070	1.32
27845 Avenue 13, Madera CA 93637	034-100-069	1.00
13188 Apricot Lane, Madera CA 93637	034-100-079	1.18
13156 Apricot Lane, Madera CA 93637	034-100-078	1.19
27549 Avenue 13, Madera CA 93638	034-100-074	.43
27595 Avenue 13, Madera CA 93638	034-100-064	1.00
27605 Avenue 13, Madera CA 93638	034-100-077	1.00
27661 Avenue 13, Madera CA 93638	034-100-035	5.37
27673 Avenue 13, Madera CA 93637	034-100-032	5.00
27687 Avenue 13, Madera CA 93637	034-100-042	.34
27699 Avenue 13, Madera CA 93637	034-100-041	.83
27725 Avenue 13, Madera CA 93637	034-100-040	3.71
27749 Avenue 13, Madera CA 93638	034-100-033	5.00
27781 Avenue 13, Madera CA 93638	034-100-034	5.00
13234 Golden State Blvd., Madera CA 93637	034-100-071	6.57
27845 Avenue 13, Madera CA 93637	034-100-067	3.18
<b>Total</b>	<b>--</b>	<b>49.55</b>
<b>Parcels Inside the Specific Plan Boundary</b>		
27781 Avenue 13, Madera CA 93638	047-014-005	151.22
13238 Road 28 ¼, Madera CA 93637	047-014-007	100.58
<b>Total</b>	<b>--</b>	<b>251.8</b>

\*Total acreage of Plan Area as surveyed is 250.6

Source: Madera County Assessor's Office; Quad Knopf, Inc.

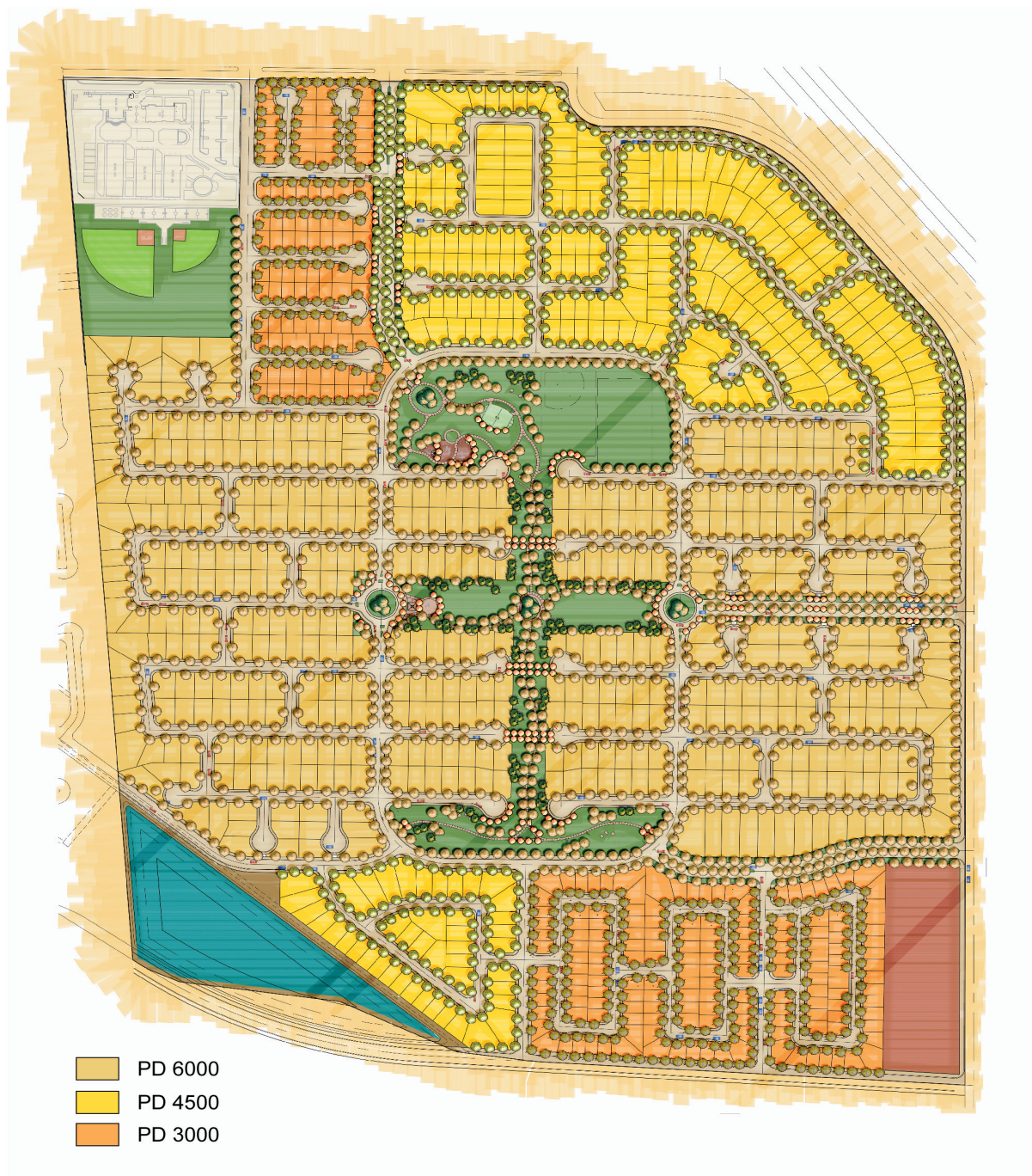


## ***Preparation, Approval, and Implementation***

Preparation of the core elements of this Specific Plan, involved an analysis of the opportunities and constraints posed by the Plan Area and feedback from the project proponent, the City of Madera (Planning, Public Works, Police, and Fire), the Madera Unified School District, utility providers, State agencies, and a variety of consulting experts. Different land use and circulation concepts were analyzed and a preferred alternative was developed through coordination with the parties mentioned above. The preferred alternative was revised as necessary to accommodate environmental constraints so as to self-mitigate to a reasonable extent. The proposed land plan is shown in [Figure 1-1](#).

The Specific Plan approval process is briefly outlined below:

- Preparation of the Specific Plan (including the General Plan Amendment, a Pre-zone, and Annexation applications);
- Preparation of technical reports (biological, cultural resources, geo-hazards, geotechnical, noise, traffic, and infrastructure master plans);
- Preparation of a Notice of Preparation;
- Public Review of the Notice of Preparation;
- Preparation of a Draft Environmental Impact Report (EIR);
- Public review of the Draft EIR and Draft Specific Plan;
- Preparation of the Final EIR and Final Specific Plan;
- Certification of the Final EIR;
- Adoption of the Specific Plan and general plan amendments, including the land use designations, zoning, and annexation; and
- Subsequent approvals (i.e. tentative maps, building permits, occupancy permits, encroachment permits, environmental regulatory permits, etc.).



Lotting Illustrative Only

Source: O'Dell Engineering, 2006 / Quad Knopf, 2006



## VENTANA SPECIFIC PLAN PROPOSED LAND PLAN

Figure 1-1

Job No.: 050101





## Plan Organization and Contents

The following sections are included in the Specific Plan:

### THE SITE

This section discusses the physical setting, historical setting, current parcelization pattern, current zoning and land use designations, surrounding land uses, governmental context, and opportunities and constraints to physical development.

### LAND USE

This section discusses the land use objective and concept, and provides a land use overview, including compatibility, existing and proposed general plan land use designations, an overview of each neighborhood, the development plan, and land use goals, policies, and implementation measures.

### CIRCULATION

This section discusses the circulation objective and concept, the existing circulation system, the City's roadway standards, the proposed internal circulation system, truck routes, a transit plan, bicycle and pedestrian routes, the circulation approach, design, and safety, and circulation goals, policies, and implementation measures.

### PUBLIC FACILITIES AND INFRASTRUCTURE PLAN

This section evaluates the existing public services/infrastructure including police, fire, ambulance, hospital, school, parks and recreation, library, public transportation, utilities, and public facilities and identifies the project needs and establishes the goals, policies, and implementation measures.

### DESIGN

This section outlines the design themes that will be applied to neighborhood entry points, parklands, streetscapes, etc. to identify a desired visual character for the area, while creating flexibility in design to account for changes in technology, markets, and design standards.

#### Specific Plan Contents:

- The Site
- Land Use
- Circulation
- Public Facilities & Infrastructure
- Design
- Financing



*Landscaped median concept*

## **FINANCING**

This section identifies estimated costs of the development, presents funding mechanisms that could be used to implement the Specific Plan, and lays out goals, policies, and implementation measures that will be utilized to facilitate and finance the infrastructure.

## CHAPTER TWO

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### THE SITE

# CHAPTER TWO - THE SITE

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## ***Physical Setting***

### **PLAN AREA CHARACTERISTICS**

The Plan Area is located to the west of State Route 99 in southern Madera just outside the city limits. [Figure 2-1](#) provides an illustration of the regional vicinity. The Plan Area is bounded by State Route 99 to the northeast, Avenue 13 to the north, the Highlands at Rancho Valencia to the west, a road right-of-way and agricultural uses to the south and Road 28 ¼ to the east within Sections 31 and 32 of Township 11 South, Range 18 East, Mount Diablo Base and Meridian. The Plan Area consists of two parcels, APN 047-014-005 and 047-014-007 encompassing a total of approximately 250.6 acres. [Figure 2-2](#) provides an aerial view of the Plan Area and the existing parcels.



*Aerial photo of project site*

Current land uses within the Plan Area consist of an active vineyard, one residential unit present on the northwestern parcel (047-014-005), and several agricultural structures located at the southeastern corner of parcel 047-014-007. Approximately 241 acres are in active vineyard production, and the balance of the land is related to the residential unit and the other existing agricultural structures. The proposed project includes demolition and removal of all existing structures, vineyards, etc. from the Plan Area, although the structures located at the southeastern corner will remain within a remainder parcel for use as an ongoing agricultural commercial operation until such time that the property owner decides to remove the structures and build a commercial facility.

### **CURRENT PARCELIZATION**

As stated above, the Plan Area consists of two separate parcels; (1) APN 047-014-007 is comprised of the southeastern portion of the Plan Area; (2) APN 047-014-005 is comprised of the northern and western portions. The southeastern parcel encompasses approximately 101.2

acres and is currently owned by the Meisner family. The northwestern parcel encompasses approximately 149.4 acres and is currently owned by the Bratton family. [Figure 2-3](#) illustrates the current parcelization of the Specific Plan Area.

## **ANNEXATION AREA CHARACTERISTICS**

The annexation area includes the Plan Area as described above plus 18 parcels encompassing approximately 49.55 acres located to the north of Avenue 13 (See [Figure 2-4](#)). Current land uses within this portion of the annexation area consist of numerous rural ranchette style homes. All structures that are within the annexation area and are located to the north of Avenue 13 would remain in place. The entire annexation area encompasses approximately 300.2± acres.

### ***Historical Setting***

Madera County was carved out of Fresno County in 1893. The construction of the Southern Pacific Railroad in 1872 brought major changes to the region. The City of Madera was laid out in 1876 by the California Lumber Company who took advantage of the railroad for shipment of lumber they obtained via a flume that ran between Sugar Pine in the Sierra Nevada Mountains down to the newly established community of Madera. Madera, in Spanish, means “wood” or “lumber.” The City of Madera became the County seat in December of 1893 when Madera County was established.

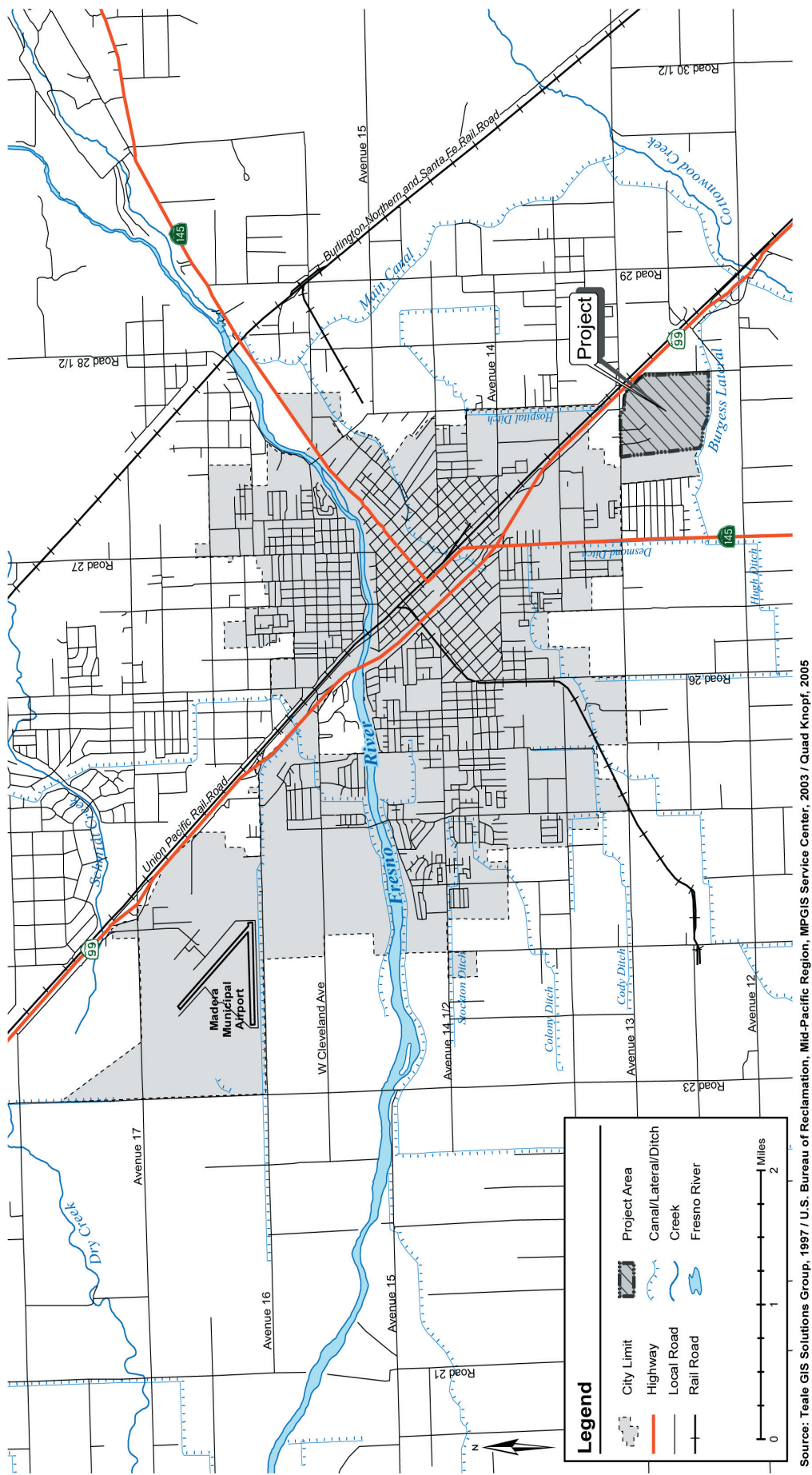


*Photo of Yosemite Hotel - First property in Madera sold by the CA Lumber Co.*

## ***Current Land Use and Zoning Designations***

### **CITY OF MADERA LAND USE**

The City of Madera General Plan designates both parcels in the Plan Area as “RC(AG)” Resource Conservation, Agriculture. The proposed development is not consistent with the Plan Area’s current land use designation; therefore, the entitlement process will include a General Plan Amendment to change the Plan Area’s designation to Low-Density Residential, Medium-Density Residential, Neighborhood Commercial, and Public. The City of Madera will process a General Plan Amendment and rezoning requests where necessary to achieve consistency with the land use proposed by the Specific Plan. Current City of Madera land use designations are illustrated in [Figure 2-5](#).



Quad Knopf

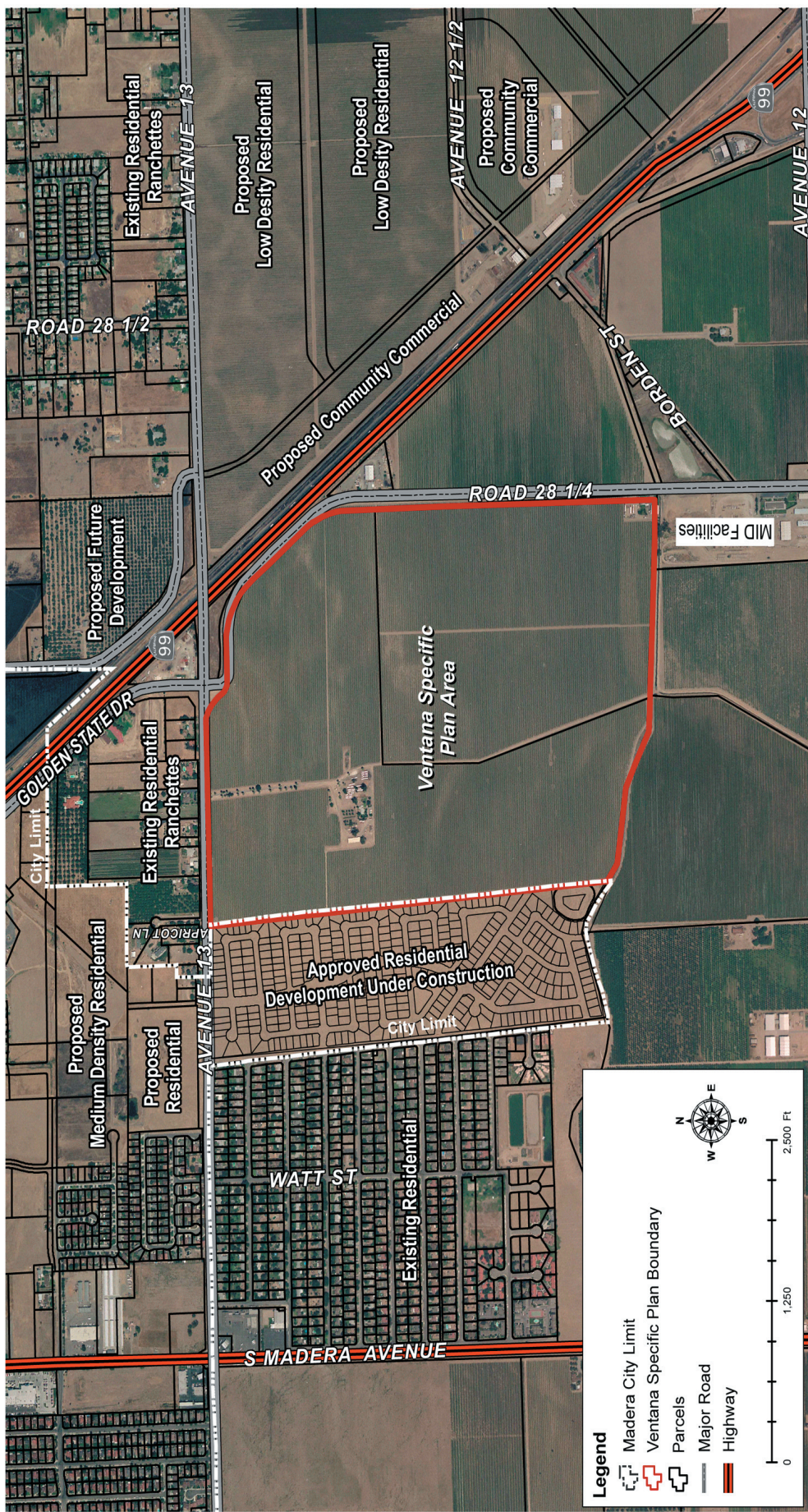
## VENTANA SPECIFIC PLAN LOCATION MAP

Figure 2-1

JAP No. 050101







Source: Merced County Planning Dept., 2004 / CASIL, 2005 / Quad Knopf, 2005

## VENTANA SPECIFIC PLAN AERIAL PHOTOGRAPH



Figure 2-2

JEP No. 050101







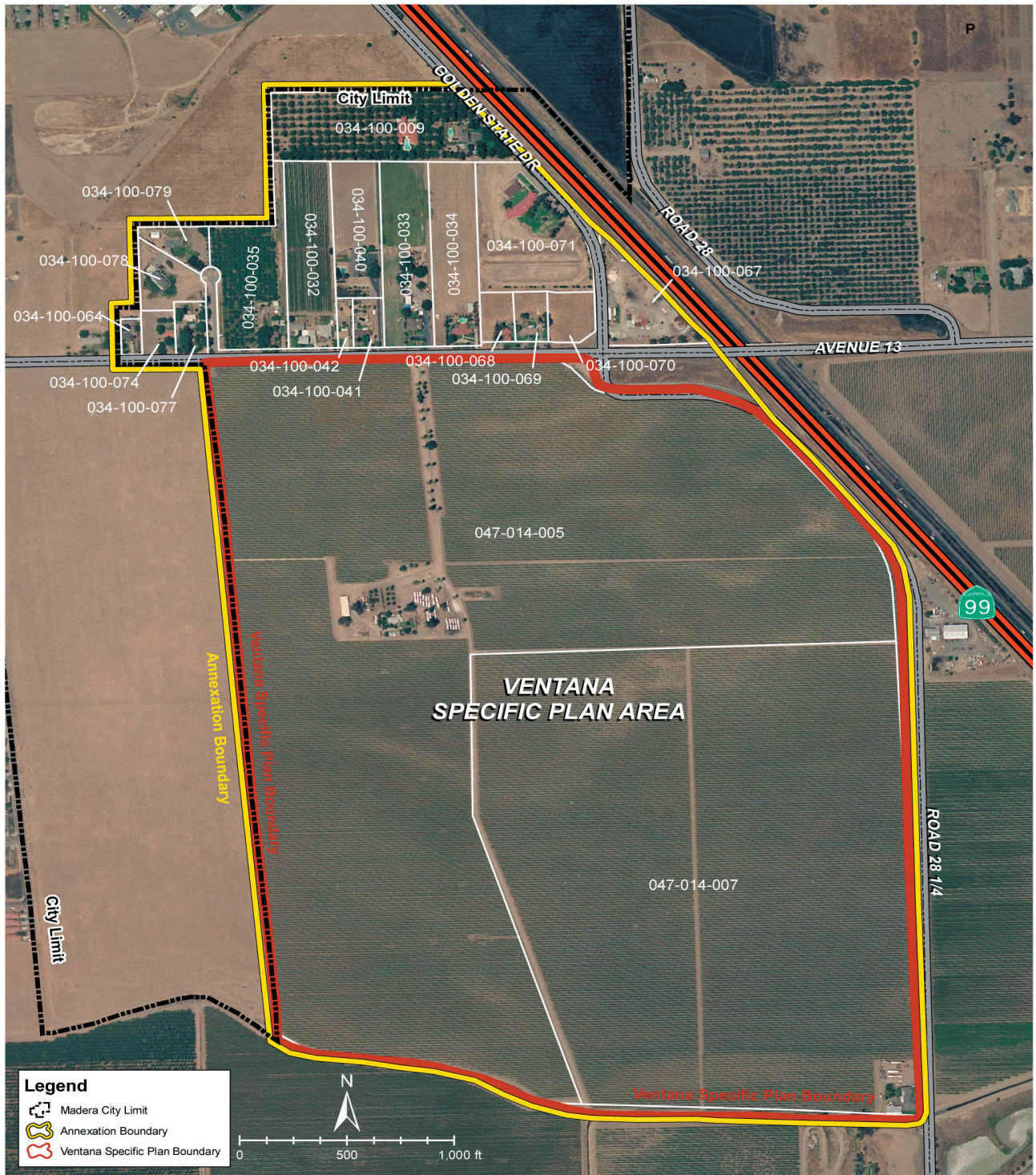
## VENTANA SPECIFIC PLAN CURRENT PARCELIZATION

Figure 2-3

Job No.: 000000







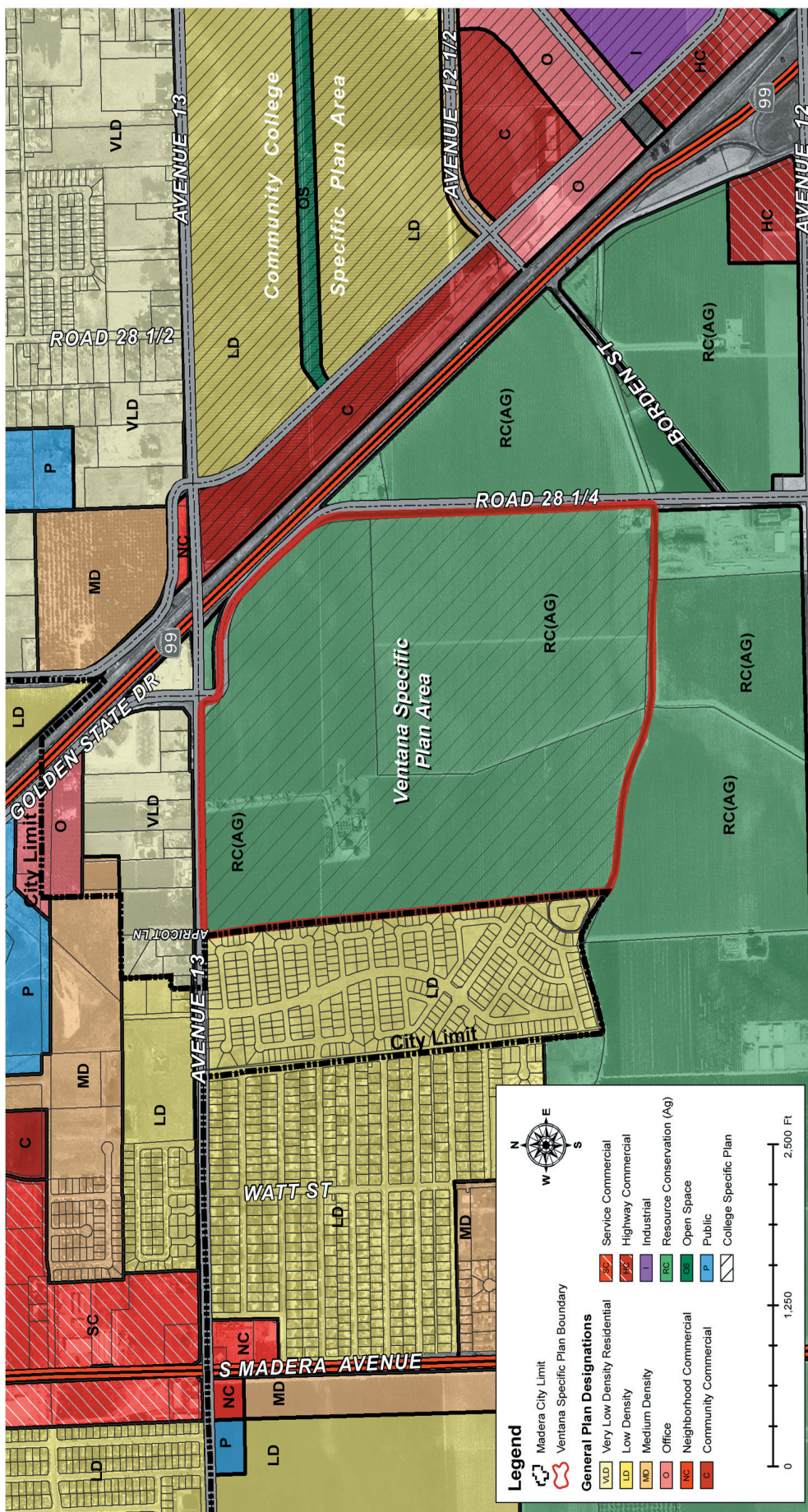
## VENTANA SPECIFIC PLAN PARCELS INSIDE ANNEXATION

Figure 2-4

Job No.: 000000







Source: Madera County Planning Dept., 2004 / CASIL, 2005 / Quad Knopf, 2005



## VENTANA SPECIFIC PLAN EXISTING CITY OF MADERA GENERAL PLAN LAND USE DESIGNATIONS

Figure 2-5

JOB No. 050101



## COUNTY OF MADERA LAND USE

Both parcels in the Plan Area are currently designated by the Madera County General Plan as “AE” Agriculture Exclusive. This designation permits the following uses: agricultural uses, limited agricultural support service uses, agriculturally-oriented services, timber production, mineral extraction, airstrips, public and commercial refuse disposal sites, recreational uses, public and quasi public uses, and similar and compatible uses. Current Madera County General Plan land use designations are illustrated in [Figure 2-6](#).

*General Plan Land Use Designation: A classification which depicts the general types of land uses that will be allowed in a particular geographic area of the City. These generally include: residential, commercial, industrial, agricultural, and other designations.*

## CITY OF MADERA ZONING

The Plan Area is not currently within the city limits of Madera and therefore does not have a city zoning designation. Implementation of the Specific Plan would require a rezoning request to establish the site’s zoning as PD 3000, PD 4500, PD 6000, Neighborhood Commercial, and Public Facility. City zoning of parcels surrounding the Plan Area are illustrated in [Figure 2-7](#). The proposed rezoning of the Plan Area is discussed further in Chapter 3, *Land Use*, of this document.

*Zoning Classification: A detailed land use designation which stipulates specific permitted uses, conditional uses, lot dimensions, structure placement, size and height, and other development-related regulations.*

## COUNTY OF MADERA ZONING

The Plan Area is currently zoned by Madera County as “AE” Agriculture, Exclusive; “AR-5” Agriculture, Rural 5 Acre; “ARE-20” Agriculture, Rural, Exclusive, 20 Acre; “CRH” Commercial Rural Highway; and “RRM” Residential, Rural, Multiple Family. Current county zoning of the Plan Area is illustrated in [Figure 2-7](#).

## Surrounding Land Uses

According to Department of Water Resources land use survey conducted in 2001 and site visits conducted by Quad Knopf staff in 2005, the project site is primarily surrounded by agricultural land uses to the south and southeast and scattered farmsteads (rural ranchettes) to the north. Directly west of the Plan Area, is Highlands at Valencia, a detached low-density residential development—currently under construction. Further west of the Highlands at Valencia project is the existing, low-density Parkwood Neighborhood. To the east of State Route 99 is the Community College planning area that is anticipated to develop with low-density, medium-density, and high-density residential uses; and additionally, commercial, office, and industrial

*Land Uses Surrounding the Plan Area:*

- Agricultural/Vineyard
- Farmstead/Residential
- Industrial Storage & Distribution
- Commercial





uses. The surrounding agricultural uses primarily include vineyards, mixed pasture, and field crops with tree crops such as apricots, peaches, and nectarines located east of State Route 99.

## **Governmental Context**

The Circulation and Public Services Element of the Specific Plan outline both the existing and future services necessary for development to occur within the Plan Area. For the most part, all public services in the Plan Area are already established from adjacent development, although existing infrastructure will need to be extended to service the Plan Area.

New development, regardless of the scale, is responsible for the framework and provision of services, including water systems, sewer, an enhanced circulation system, recreation, and the expansion of schools, police and fire protection. The Specific Plan's approach to providing these services is discussed in later sections of this Specific Plan as well as in the EIR.

The Specific Plan's provision for schools will reflect the most current needs of the Madera Unified School District. In anticipation of these needs, an underlying land use designation of public facilities is set aside within the Land Use Plan of the Specific Plan for the District to develop an elementary school. Except as otherwise established by this Specific Plan, all use, development and procedural regulations of the City's Municipal Code will apply. The Specific Plan functions as a subordinate, though more detailed, level of planning than the City's General Plan. Where the General Plan and the Specific Plan are not consistent there will be an amendment to the General Plan to make them consistent.

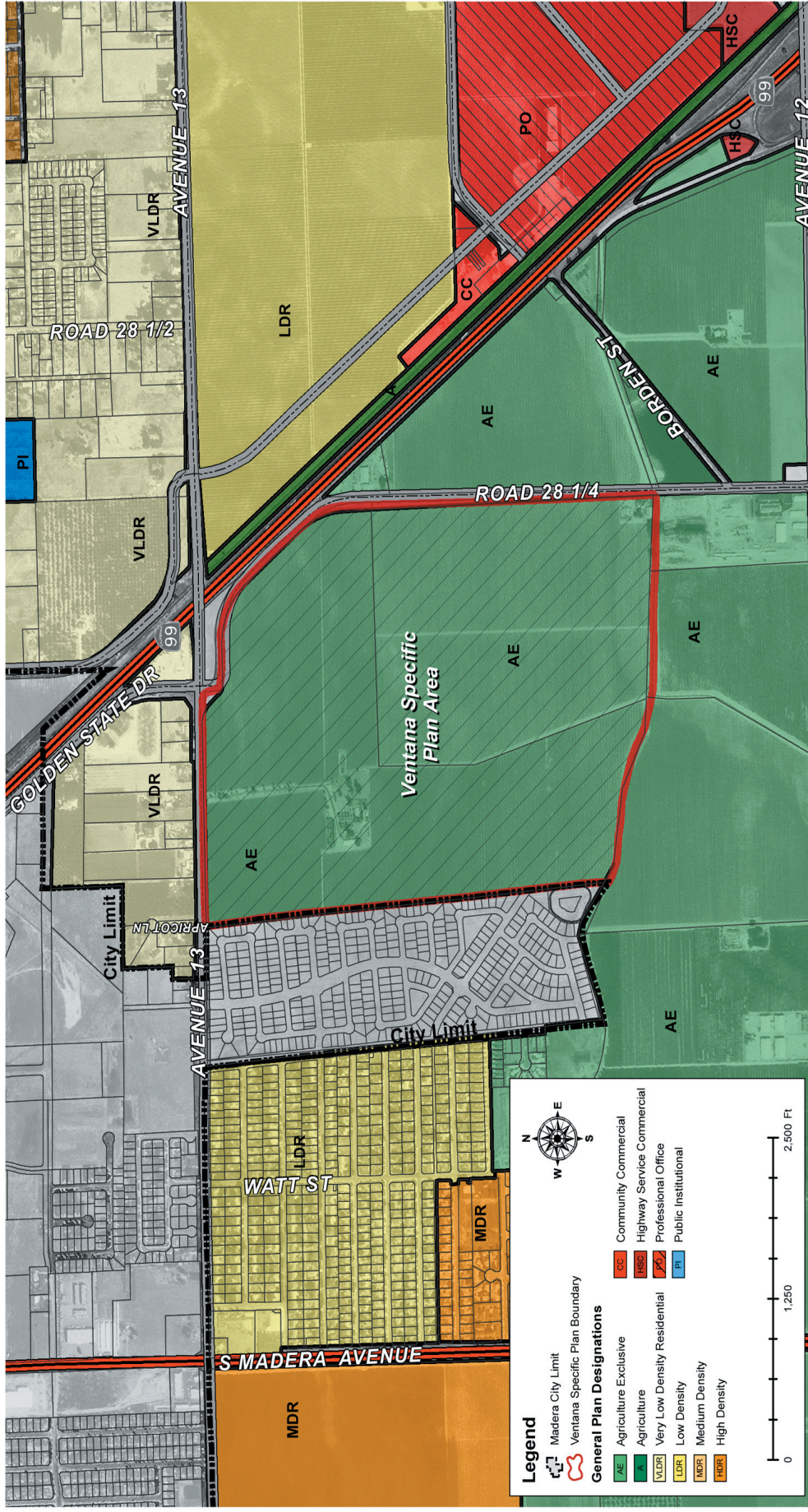
## **GENERAL PLAN CONSISTENCY**

To ensure consistency between the Specific Plan and the City of Madera General Plan, the General Plan will be amended concurrent with the adoption of the Specific Plan to include the land use designations specified in this Specific Plan, and to allow special design measures (i.e. street layouts, etc.) that are needed to permit development.

## **ZONING ORDINANCE CONSISTENCY**

To ensure consistency between the Specific Plan and the Madera Zoning Code, the Zoning Map will be amended concurrent with

*General Plan: A general plan is a state-mandated, comprehensive, long-term planning document which addresses present and future land use, circulation, housing, open space, conservation, noise, safety and other important community components.*

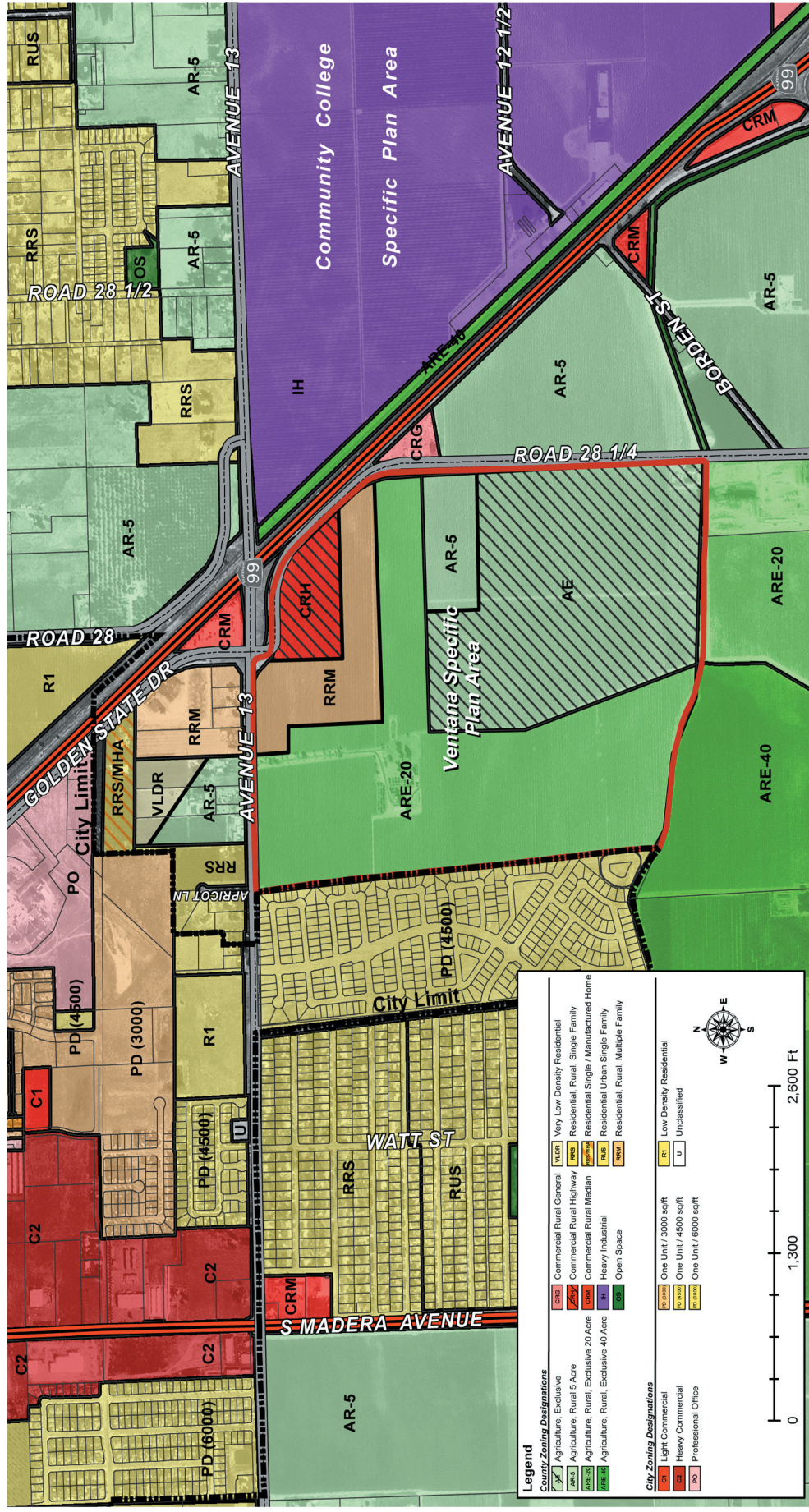


# VENTANA SPECIFIC PLAN EXISTING COUNTY OF MADERA GENERAL PLAN LAND USE DESIGNATIONS

Figure 2-6







**VENTANA SPECIFIC PLAN  
EXISTING MADERA CITY AND COUNTY  
ZONING DESIGNATIONS**



Quad Knopf

### Figure 2-7

Job No.: 050101





the adoption of the Specific Plan to include the zoning designations specified in this Specific Plan. Any issue not specifically covered in the Specific Plan will be subject to the Zoning Code and/or Municipal Code.

## ***Opportunities and Constraints***

The opportunities and constraints listed below are illustrated in [Figure 2-8](#).

### **OPPORTUNITIES:**

- To comprehensively master plan utilities and services instead of individual construction projects thereby reducing development costs and increasing infrastructure and land use efficiency.
- To provide a community that can be planned with integrated neighborhoods established through consistent Specific Plan development standards rather than through fragmented individual subdivision processes.
- To facilitate orderly growth and creation of logical City boundaries by eliminating “pockets” of unincorporated territory and encouraging development consistent with immediately adjacent development located both inside and outside the City.
- To create a mixture of residential land uses and housing products that provide housing for various income levels and types of households by requiring specific lot size and density ranges.
- To create housing in compact urban forms adjacent to transit corridors so as to maximize use of transit and shorten commute times for City residents.
- To create maximum opportunities for the residents of the project site and adjacent neighborhoods to walk to planned educational, recreational and commercial uses thereby reducing the need for residents to travel outside the area.
- To create new neighborhoods that blend in with the existing community.
- To create places to live that foster neighborliness and a strong sense of community and belonging.



*State Route 99 near Plan Area*



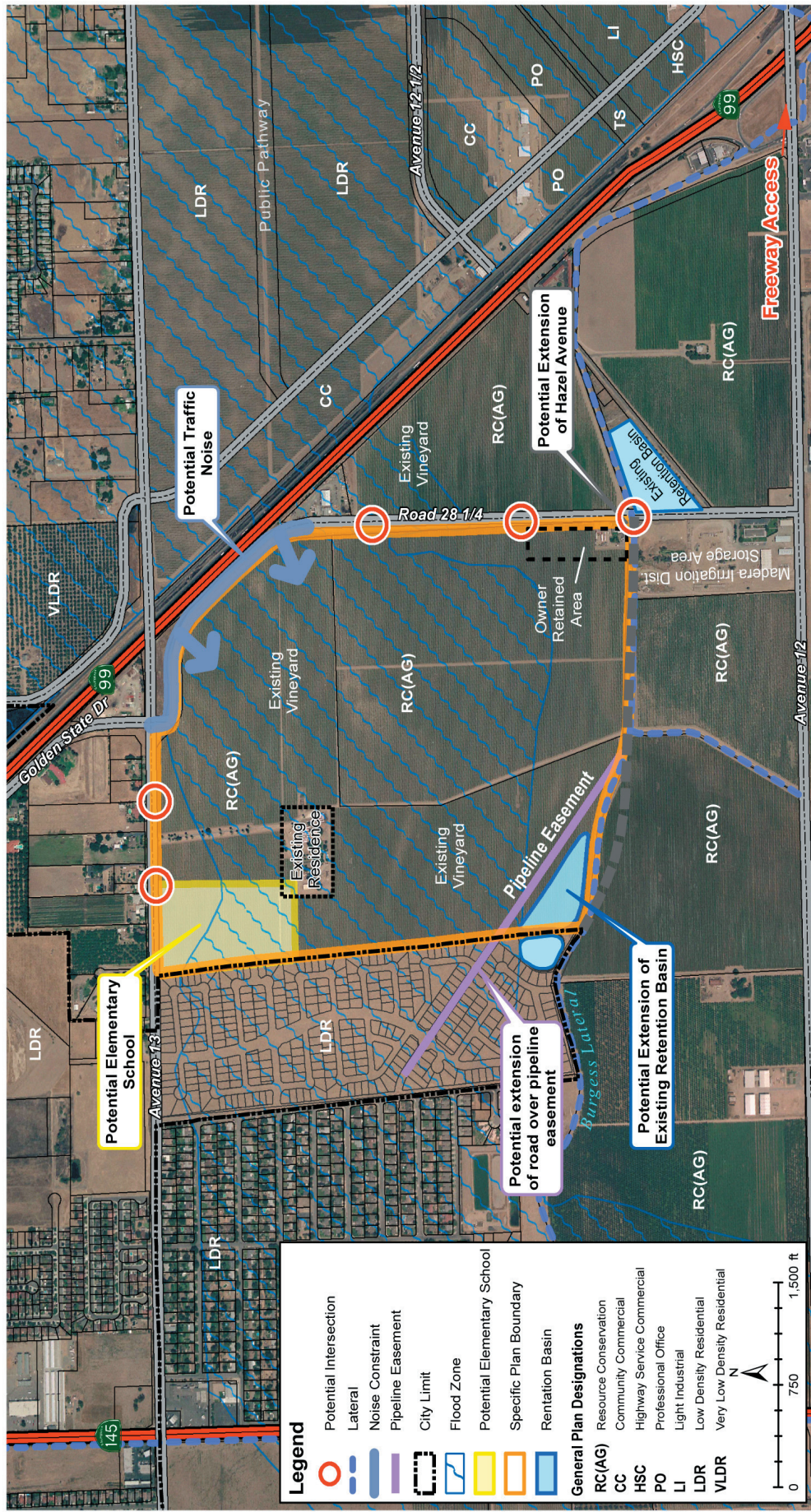
*Retention Basin near Plan Area*

- To provide adequate circulation and utility infrastructure that supports the long-term sustainability of the Plan Area.

### **CONSTRAINTS:**

- Lack of infrastructure including roads, water, and sewage;
- Traffic hazards and noise from Highway 99 on the east and Avenue 13 on the north;
- PG&E gas pipeline easement and retention basin in southwestern corner of area;
- Industrial storage and distribution area in southeastern corner of area;
- Circulation barrier to the south due to large agricultural parcels and lack of roads;
- Majority of area in FEMA 100-year flood plain; and
- Loss of agricultural land.





Source: City of Madera Planning Dept., 2004 / Teale GIS Solutions Group, 1997 / Quad Knopf, 2005



## VENTANA SPECIFIC PLAN OPPORTUNITIES AND CONSTRAINTS

Figure 2-8



## CHAPTER THREE

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## LAND USE PLAN

# CHAPTER THREE - LAND USE PLAN

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*This Land Use Plan consists of a mix of land use categories including:*

- Low Density Residential
- Medium Density Residential
- Neighborhood Commercial
- Neighborhood Park
- Public/Semi-public

*It is the objective of the Land Use Plan to provide for a mix of housing opportunities while also providing for the necessary public facilities.*

## ***Land Use Objective***

This Land Use Plan provides a description of the concepts and guiding principles for development within the Plan Area. An overall vision has already been established for the southern and eastern portion of the City of Madera in direct response to anticipated growth in the Central Valley. These areas have catered heavily to the residential market, and are currently being built out or pending approvals, as evidenced by the residential development immediately west of the Plan Area.

The Ventana Specific Plan is designed to meet the planning requirements of the Land Use Element of the General Plan and serves as a general set of conditions and regulations that will promote the orderly development of the land area within its boundaries while providing sufficient flexibility to permit design creativity.

As the housing needs continue to resonate not only from the City of Madera, but surrounding employment centers such as Fresno County and even the greater bay area, the Madera community will be challenged to maintain its small town character while providing additional housing for an ever-increasing and diverse citizen base.

In recognition of this need, Ventana endeavors to provide for a mix of housing opportunities for a population with differing backgrounds, while also providing for the necessary public facilities, such as educational and recreational facilities and public services, such as police, fire, water, wastewater, and solid waste disposal.

This Land Use Plan consists of a mix of land use categories which guide the general distribution, location and extent of the various types of land uses in the Plan Area.





*View of Plan Area from the west*

## **Land Use Compatibility**

### **PLAN AREA CHARACTERISTICS**

Current land uses within the Plan Area consist of an active vineyard, one residential unit present on the northwestern parcel (047-014-005), and several agricultural structures located at the southeastern corner of parcel 047-014-007. Approximately 241 acres are in active vineyard production, and the balance of the land is related to the residential unit and the other existing agricultural structures. The Specific Plan requires demolition and removal of all existing structures, vineyards, etc. from the Plan Area, although the structures located at the southeastern corner will remain within a remainder parcel for use as an ongoing agricultural commercial operation until such time that the property owner decides to remove the structures and build a commercial facility.

As stated above, the Plan Area consists of two separate parcels; (1) APN 047-014-007 consists of the southeastern corner of the Plan Area; (2) APN 047-014-005 consists of the northern and western portions. The southeastern parcel encompasses approximately 101.2 acres and is currently owned by the Meisner family. The northwestern parcel encompasses approximately 149.4 acres and is currently owned by the Bratton family. [Figure 2-3](#) in Chapter Two of this document illustrates the current parcelization of the Specific Plan Area.

Although the Plan Area is not currently located within Madera's city limits, it is located within its Sphere of Influence and has therefore been assigned land use designations by the City of Madera General Plan. The entire Plan Area is designated as "RC(AG)" Resource Conservation, Agriculture. Existing City land use designations for the Plan Area are illustrated in [Figure 2-5](#) in Chapter Two of this document.

Both parcels in the Plan Area are also currently designated by the Madera County General Plan as "AE" Agriculture Exclusive, which provides for agricultural uses, limited agricultural support service uses, agriculturally-oriented services, timber production, mineral extraction, airstrips, public and commercial refuse disposal sites, recreational uses, public and quasi public uses, and similar and compatible uses. Existing County land use designations for the Plan Area are illustrated in [Figure 2-6](#) in Chapter Two of this document.

The Plan Area is not currently located within the city limits of Madera and therefore does not have zoning designations. Implementation of the Specific Plan would require a rezoning request to establish the site's zoning as PD 3000, PD 4500, PD 6000, Neighborhood Commercial, and Public Facility. City zoning of parcels surrounding the Plan Area are shown in [Figure 2-7](#) in Chapter Two of this document.

The Plan Area is currently zoned by Madera County as "AE" Agriculture, Exclusive; "AR-5" Agriculture, Rural 5 Acre; "ARE-20" Agriculture, Rural, Exclusive, 20 Acre; "CRH" Commercial Rural Highway; and "RRM" Residential, Rural, Multiple Family. Current county zoning of the Plan Area is illustrated in [Figure 2-7](#) in Chapter Two of this document.

*The Specific Plan Area is currently surrounded by:*

- Agricultural Operations (Vineyards, Mixed Pasture, Field Crops)
- Rural Ranchettes
- Low Density Residential
- State Route 99

## ANNEXATION AREA CHARACTERISTICS

The annexation area includes the Plan Area that is described above plus the very low density residential uses located to the north of Avenue 13 (See [Figure 2-4](#)). Current land uses within this portion of the annexation area consist of numerous rural ranchette style homes. All structures located north of Avenue 13 would remain unchanged. This portion of the annexation area encompasses approximately 49.55 acres for a total annexation area of 300.2± acres.

## SURROUNDING LAND USES

According to the Department of Water Resources land use survey conducted in 2001, the Plan Area is primarily surrounded by agricultural land uses to the south and southeast and scattered farmsteads (rural ranchettes) to the north. Directly west of the Plan Area, is the Highlands at Rancho Valencia, a detached low-density residential development that is currently under construction. Further west of the Highlands at Valencia project is the existing, low-density Parkwood Neighborhood. To the east of State Route 99 is the Community College Specific Plan that is anticipated to develop with low-density, medium-density, and high-density residential uses. The surrounding agricultural uses primarily include vineyards, mixed pasture, and field crops with tree crops such as apricots, peaches, nectarines located east of State Route 99.



*View of ongoing construction at the Highlands at Rancho Valencia*



*View of State Route 99 from  
Plan Area*



*Example of sound barrier with  
landscaping*

## COMPATIBILITY

The Specific Plan design includes approximately 18.7 acres of centralized Plan Area parks and landscaped open space that act as the central spine of the community providing shared recreation, community gathering spots, and enabling a great degree of pedestrian connectivity through the Plan Area. The elementary school site, chosen by the Madera Unified School District, is located at the periphery of the Plan Area so as to share these facilities with existing and future residential neighborhoods. The school site will include recreational facilities that will be available to Plan Area residents as well as residents from the surrounding neighborhoods. The Highlands at Rancho Valencia development to the west will be connected to the Plan Area in order to join neighborhoods. Avenue 13 will provide a buffer between the Plan Area and the residential/rural ranchettes to the north. Additionally, higher density residential was located near the school and commercial sites.

Screening and landscaping, as described in Chapter 6, and setback requirements, as described in this chapter, combined with the orientation of the homes will protect and buffer the residential development from noise and other potential land use conflicts with State Route 99, which is directly adjacent to the Plan Area at its northeast corner. To the east of the Plan Area, Road 28 ¼ and a large agricultural parcel will provide a buffer between the Plan Area and State Route 99.

A preliminary noise analysis was conducted to identify potential noise impacts from State Route 99 on the Plan Area and to recommend design measures to minimize these impacts. It was determined that the row of houses closest to the center line of SR 99 (a distance of 225 feet) at the northeast corner of the Plan Area will experience outdoor noise levels of approximately 77 dB Ldn with no mitigation.

The City of Madera General Plan Noise Element has established a normally acceptable exterior noise exposure level within single-family residential land uses of 60 db CNEL and a conditionally acceptable level of 70 dB CNEL. It was determined that a sound barrier of approximately 10-feet in height would reduce the noise level to approximately 70 dB Ldn, a barrier of approximately 14–feet in height would reduce the noise level to 65 dB Ldn, and a barrier of approximately 18–feet in height would reduce the noise level to 60 dB Ldn if the backyards are oriented toward State Route 99. To reduce the overall height of the wall, the noise barriers will consist of a combination of landscaped berm and decorative sound wall.

An alternative design measure incorporated into the Plan consists of a frontage road along Road 28 ¼ with houses fronting on the frontage road. With this design measure, a 10 foot tall sound barrier could be erected to ensure that the exterior noise sensitive areas would have noise levels of 65 dB Ldn or less. The reason for the decrease in levels with this design involves the initial 10-foot tall barrier, plus noise shielding from the housing structure which collectively attenuate noise to acceptable levels within the noise sensitive outside areas. The specific design of the required sound barriers is discussed in Chapter Six, *Design Guidelines*.

## Land Use Concept

### SPECIFIC PLAN AREA

The Specific Plan Area consists of approximately 250.6 acres and identifies the various land use designations, housing types, density ranges and design standards for the development of nine conceptual residential neighborhoods, approximately 18.7 acres of centralized Plan Area parks and landscaped open space, a commercial site that will be used in the foreseeable future as an ongoing agricultural commercial operation until such time that the property owner may want to develop it for retail commercial uses, and a school site. [Table 3-1](#) provides a summary of these proposed land uses within the Plan Area. [Figure 3-1](#) illustrates the proposed land use designations and [Figure 3-2](#) illustrates the proposed prezone designations.

*The Specific Plan proposes the development of:*

- Nine Residential Neighborhoods
- Three Neighborhood Parks
- One Commercial Site
- One Elementary School Site
- One Storm Water Basin

**Table 3-1**  
**Land Use Summary**

Land Use Designations	Zoning Classifications	Gross Acreage	Gross Percent
Low-Density Residential	PD 6000 and PD 4500	179.0±	±71.1%
Medium-Density Residential	PD 3000	43.0±	±17.1%
Neighborhood Commercial	Neighborhood Commercial	5.1±	±2.3%
Public Facility (Elementary School)	Public Facilities	15.0±	±6.0%
Public Facility (Corporate Yard)	Public Facilities	8.5±	±3.5%
<b>Total</b>		<b>250.6</b>	

Source: Quad Knopf, Inc.



## ***Land Use Descriptions***

### **CITY OF MADERA GENERAL PLAN DESIGNATIONS**

The following General Plan Designation descriptions are taken from the City of Madera General Plan.

#### ***Residential Land Uses***

##### **LOW-DENSITY RESIDENTIAL (LD)**



The low-density residential use is intended to accommodate housing at a range of 3-7 units per net acre. Typically, this land use will involve single-family detached housing on lots having a minimum area of 6,000 sq. ft. The average number of housing units per net acre is 5, and the average population density per net acre is 16.5 based on a factor of 3.3 persons per household<sup>1</sup>.

The City of Madera General Plan/Zoning Compatibility Matrix identifies that lots having an average of 4,500 sq. ft. are conditionally compatible with this designation. A Planned Development zoning classification would be required to achieve this density which would also require that a Precise Plan accompany the zoning application.

##### **MEDIUM-DENSITY RESIDENTIAL (MD)**



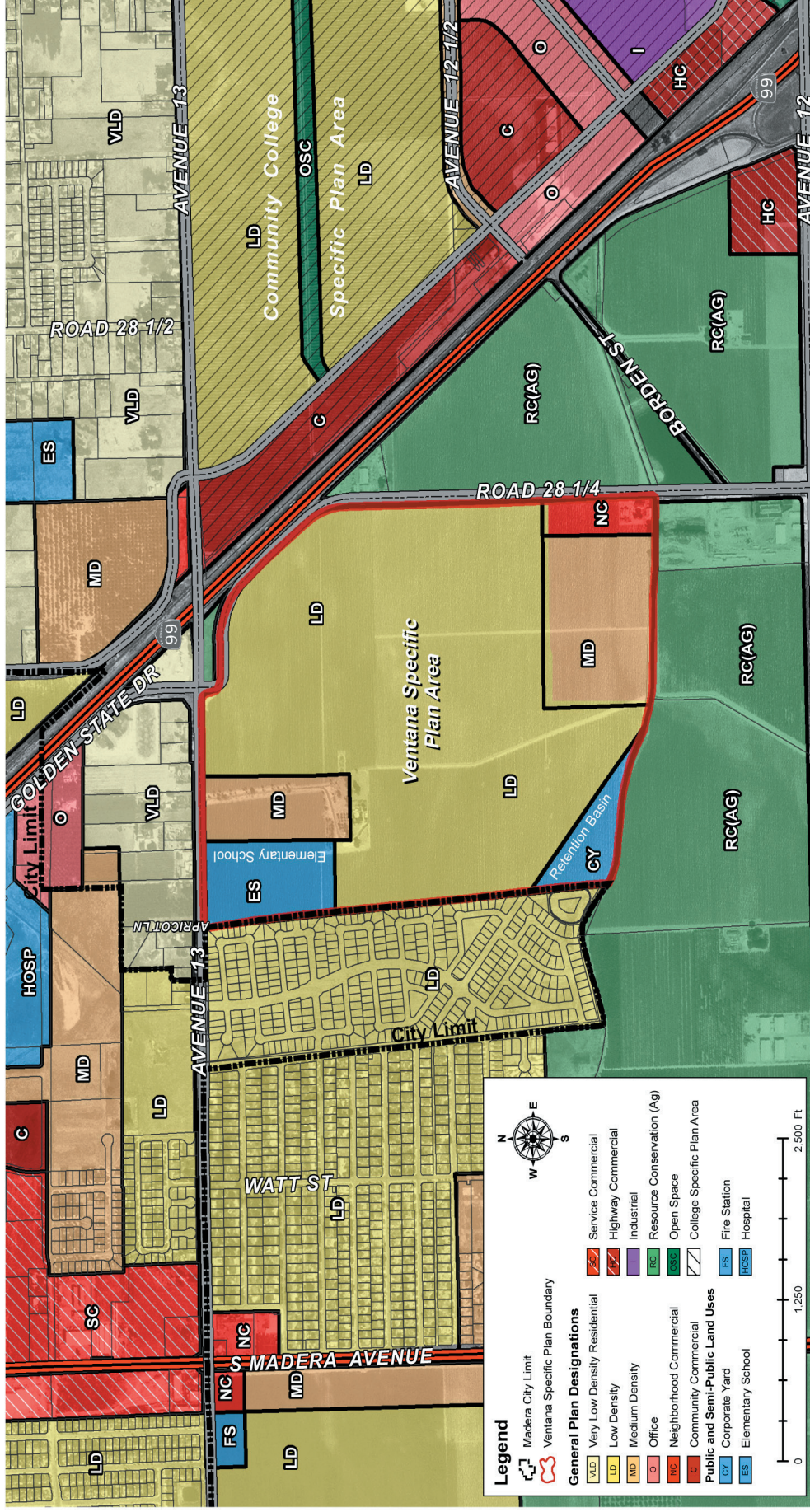
This designation is intended to accommodate housing at a range of 8-15 units per net acre. This density provides for a wide variety of housing types, including conventionally plotted and zero lot line single family residences, duplexes, triplexes, fourplexes, patio homes on lots with reduced front yard setbacks, garden apartments, condominiums, townhouses, etc.

This land use is located in each of the planning areas of the community. They require location along elements of the Arterial and Collector street system, and generally are in proximity to retail commercial centers. The average number of housing units per net acre is usually 12, and the average population density per net acre is usually 29.0 based on a factor of 2.5 persons per household<sup>2</sup>.

<sup>1</sup> City of Madera General Plan, pages IV-A-7 & IV-A-8.

<sup>2</sup> Ibid.





Source: Madera County Planning Dept., 2004 / CASIL, 2005 / Quad Knopf, 2005



Quad Knopf

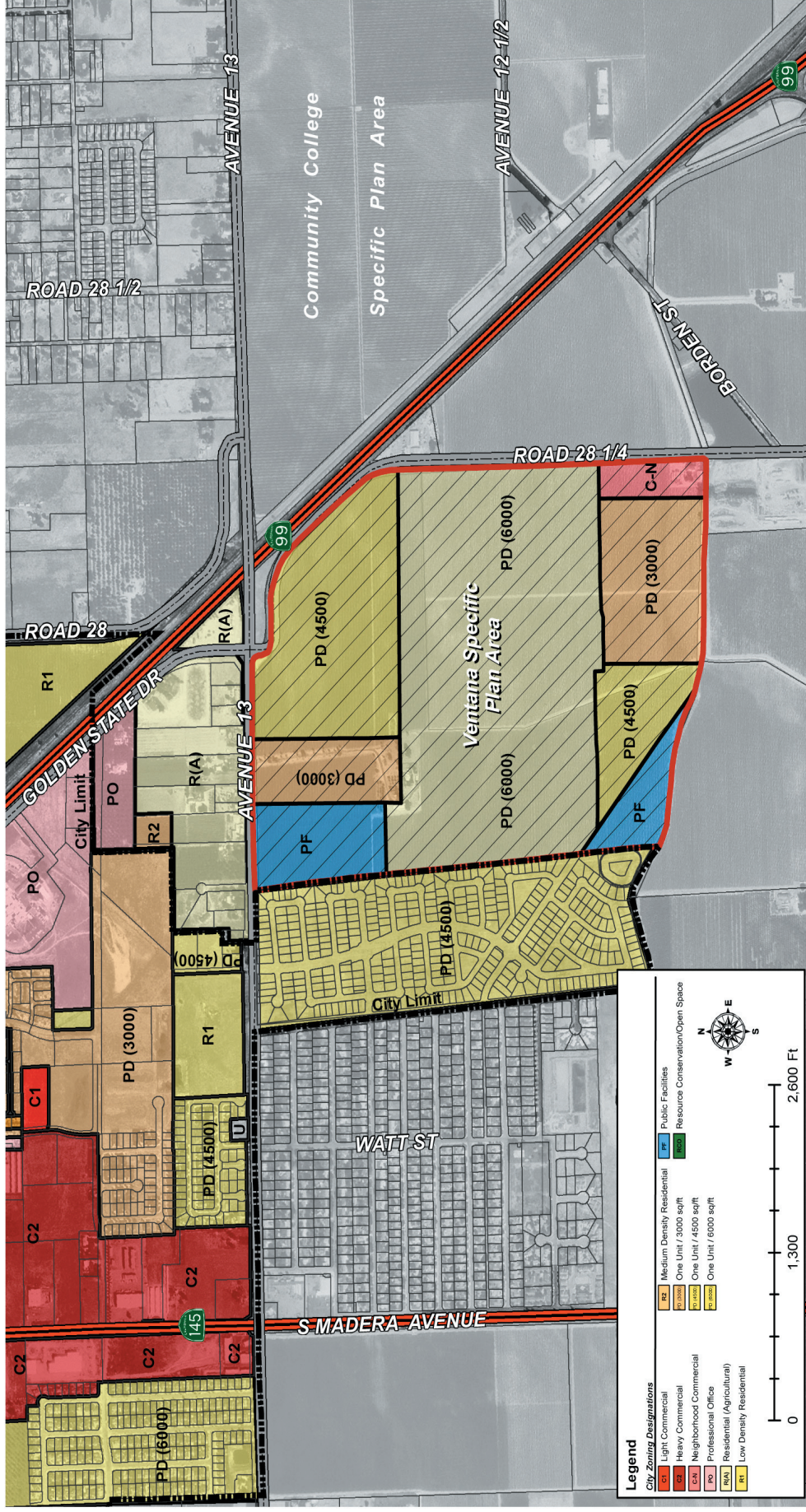
## VENTANA SPECIFIC PLAN CITY OF MADERA PROPOSED GENERAL PLAN LAND USE DESIGNATIONS

Figure 3-1

JGP No. 050101







Source: Madera County Planning Dept., 2004 / Quad Knopf, 2005



## VENTANA SPECIFIC PLAN CITY OF MADERA PROPOSED PREZONE DESIGNATIONS

Figure 3-2

Job No. 050101



Zoning consistency between subcategories of this land use and the Zoning Ordinance is achieved through application of the PD process.

## **Commercial Land Uses**

### **NEIGHBORHOOD COMMERCIAL (NC)**

This designation is intended primarily to meet the every day needs of people residing within the surrounding residential neighborhoods for retail “convenience goods” and personal services. A neighborhood center typically is anchored by a supermarket, with other stores and shops for over the counter drugs, liquor, deli, bakery goods, ice cream shop, gift shop, coffee shop, fast food, sandwich shop and hardware.

## **Public and Semi-public Land Uses**

### **SCHOOL SITES**

Numerous potential school sites have been designated by the General Plan Community Development Element. These locations are to be considered somewhat flexible because of the complexities involved in planning for new school facilities under State supervision.

### **NEIGHBORHOOD PARK**

The City’s General Plan describes parks based on the recommended standards of the National Recreation and Park Association and the Park and Recreation Division of the League of California Cities. A neighborhood park is defined as any general use park area of 5-20 acres developed to serve the recreation needs of a particular neighborhood within a community. The recommended national standard for a neighborhood park is 2.5 acres per 1,000 residents served, with the ultimate size based on population being served. The formula recommended by the League of Cities and the National Recreation and Park Association (NRPA) also suggests a maximum service radius of one-half mile, which places the park within reasonable walking distance of potential park users.



*Sierra Vista School in Madera*



*Pan-American Park in Madera*





*Historic Courthouse Park in  
Madera*

*The LDR designation is intended to accommodate production housing where detached homes with multi-car garages and spacious private yards are preferred.*

*The MDR designated neighborhoods are intended to provide affordable, family-oriented neighborhoods with a variety of housing styles.*

The following amenities are recommended for neighborhood parks:

- Children's creative play area
- Group picnic area
- Multiple use game courts
- Lighting for night use and protection
- Off-street parking as needed
- Special court areas
- Open turf areas
- Individual picnic sites
- Restrooms, storage and recreation office buildings

### **SPECIFIC PLAN DESIGNATIONS**

The following land use designation descriptions are taken from the City of Madera General Plan.

#### ***Residential Land Uses***

##### **LOW-DENSITY, SINGLE FAMILY RESIDENTIAL (LD)**

The Low Density Residential (LD) designation provides for single-family homes. Typical densities range from 3 to 7 homes per net acre. The designation is intended to accommodate production housing where detached homes with multi-car garages and spacious private yards are preferred. Home styles and types are expected to be varied. The current zoning classifications considered compatible with the LD designation are R-1, PD-6000, PD-8000, RA, and PD-12000. Conditionally compatible zoning classifications include RVL, PD-4500, RCO, PF, and UR. The average population density per net acre will be 16.5 assuming an average of 3.3 persons per household<sup>3</sup>. Approximately 179.0 acres will develop under this designation.

##### **MEDIUM-DENSITY, SINGLE FAMILY RESIDENTIAL (MD)**

The Medium Density Residential (MD) designation accommodates a variety of detached and attached single-family homes. Typical

<sup>3</sup> Ibid.



densities range from 8 to 15 units per net acre. The MD designated neighborhoods are intended to provide affordable, family-oriented neighborhoods. A variety of housing styles are encouraged to give these areas a distinctive character. The location of the MD designation is intended to increase population densities closer to schools and commercial areas. The current zoning classifications considered compatible with the MD designation are R-2 and PD-3000. Conditionally compatible zoning classifications include PD-6000, PD-4500, PD-2000, RCO, PF, and UR. The average population density per net acre will be 29 assuming an average of 2.5 persons per household<sup>4</sup>. Approximately 43.0 acres will develop under this designation.

### **Commercial Land Uses**

#### **NEIGHBORHOOD COMMERCIAL (NC)**

The intent of this designation is to provide the everyday conveniences and goods to people residing within the surrounding residential neighborhoods. A neighborhood center is generally anchored by a supermarket with supporting establishments such as ice cream shops, coffee shops, liquor store markets, restaurants, boutiques, bakeries, dry cleaners, book stores and banks, etc. The current zoning classifications considered compatible with the NC designation are CR and C-N. Conditionally compatible zoning classifications include PO, C-1, RCO, PF, and UR. Approximately 5.1 acres will develop under this designation.

### **Public and Semi-public Land Uses**

#### **PUBLIC FACILITY, ELEMENTARY SCHOOL (ES)**

Approximately 15.0 acres will develop under this designation with the intent of designating a site that was selected by the Madera Unified School District as appropriate for a new elementary school. The zoning classification considered compatible with this designation is the PF zone.



*Retention Basin near the  
Plan Area*

<sup>4</sup> Ibid.

## **PUBLIC FACILITY, CORPORATE YARD (CY)**

Approximately 8.5 acres will develop under this designation with the intent of designating a site to be used as a storm drainage basin. The zoning classification considered compatible with this designation is the PF zone.

## **SPECIFIC PLAN ZONING STANDARDS**

### ***Residential Zoning***

In order to respond to the needs of different households, three different zoning areas have been created to provide diversity in house size and price.

### **PLANNED DEVELOPMENT (PD 3000)**

The minimum average lot size in this zone is 3,000 square feet. Although lots may vary in size, lots will not exceed a maximum average of 4,000 square feet. The housing products in the PD 3000 zone will be similar in character to the rest of the Plan Area development, but on a smaller scale and at a higher density – the structures will be limited in square footage and constructed on smaller lots. Both detached and attached single-family dwelling units that reflect the character and integrity of the Plan Area will be permitted in the PD 3000 zone. Increased housing densities can provide home ownership opportunities to a larger sector of the population. This housing is consistent with General Plan policies that encourage the preservation of agricultural lands by maintaining compact urban form. Approximately 43.0 acres will develop under this designation in Neighborhoods 1 and 8.

### **PLANNED DEVELOPMENT (PD 4500)**

The minimum average lot size in this zone is 4,500 square feet with a maximum average lot size of 5,500 square feet. The intent of the PD 4500 zone is to provide for a mix of single-family residences on medium lot sizes. Approximately 60.2 acres will develop under this designation in Neighborhoods 5, 6, and 9.

*A neighborhood center is generally anchored by a supermarket with supporting establishments such as restaurants, coffee shops and banks.*

## PLANNED DEVELOPMENT (PD 6000)

The minimum average lot size in this zone is 6,000 square feet, but provides for a range of different lot sizes and housing designs within the Plan Area. The PD 6000 zoned neighborhoods are envisioned as developing with a combination of traditional and suburban residential qualities with a strong emphasis on overall neighborhood and community character. Approximately 118.8 acres will develop under this designation; located in Neighborhoods 2, 3, 4 and 7.

### **Commercial Zoning**

#### NEIGHBORHOOD COMMERCIAL (C-N)

This zone is intended to provide the personal services and everyday, convenience goods to people residing within the surrounding residential neighborhoods. A neighborhood center is generally anchored by a supermarket with supporting establishments such as ice cream shops, coffee shops, liquor store markets, restaurants, boutiques, bakeries, dry cleaners, book stores and banks, etc. Additionally, small-scale retail and office uses such as legal, medical, dental or financial are possible with this designation. Approximately 5.1 acres will develop under this designation located to the east of Neighborhood 8.

### **Public Facilities Zoning**

#### PUBLIC FACILITIES (PF)

Approximately 23.5 acres will develop under this designation, located in the school site and storm drainage basin. The intent of this classification is to provide land for public use, such as public schools and infrastructure within the Plan Area. This zone would have an elementary school site that was selected by the Madera Unified School District and infrastructure facilities.

## DEVELOPMENT STANDARDS

The Land Use Plan and Development Standards are the prevailing land use regulations for development within the boundaries of the Plan Area. [Table 3-2](#) summarizes the development standards, including density ranges, lot area/width/depth, and setback requirements.



**Table 3-2  
Development Standards**

Land Use / Zoning	Minimum/Maximum Average Lot Size (square feet)	Average Density Range (units per net acre)	Average Population Density	Minimum Setback Requirements	Building Height
LD / PD 6000 and PD 4500	6,000/10,000 4,500/5,500	3-7	16.5	Front – 15 feet minimum  Porch – 10 feet  Garage – 20 feet (straight-in) 10 feet (swing-in)  Side – 5 feet (interior) 15 feet (exterior)  Rear – 10 feet minimum  Fencing and Walls - Within Setback: Front Yard – 3 feet maximum height  Corner Side Yard – 3 feet maximum height  Behind Building Edge: 6 feet maximum height	2-story or 35 ft
MD / PD 3000	3,000/4,000	8-15	29	Front – 10 feet minimum  Porch – 10 feet  Garage – 18 feet (straight-in) 10 feet (swing-in)  Side – 0 feet (interior, zero lot line) 4 feet (interior, conventionally plotted) 10 feet (exterior)  Rear – 10 feet minimum  Fencing and Walls - Within setback: Front yard – 3 feet maximum height  Corner Side Yard – 3 feet maximum height  Behind Building Edge: 6 feet maximum height	2-story or 35 ft
NC	n/a	n/a	n/a	n/a	35 ft
Public Facilities	n/a	n/a	n/a	n/a	

Notes: Setbacks measured from public right-of-way. Where a sidewalk easement is used, garage setbacks are measured from the back of sidewalk instead of the property line. All garages must have roll-up doors. Minor architectural projections, such as fireplaces, porches and roof overhangs may project into a setback so long as it meets building code.

Source: City of Madera *Comprehensive General Plan* (1992); City of Madera *Zoning Ordinance* (1997); Quad Knopf, Inc.

## EXCEPTIONS TO DEVELOPMENT STANDARDS

The Planning Commission/City Council may grant exceptions to any of the development standards listed in this chapter, in the process of adoption of Precise Plans, or by resolution, based on the following considerations:

- To encourage creative and efficient land uses;
- To encourage mixed or multiple-use projects; or
- To permit innovative variations from the density, height, and other standards in the various zones.

Exceptions will be allowed provided the Goals and Objectives of the Specific Plan are still achieved.

### ***Neighborhood Concept***

The residential portion of the Ventana Specific Plan Area is planned to be constructed in nine development neighborhoods/subphases. Development will be initiated on those neighborhoods adjacent to Avenue 13 first. It is anticipated that the project construction will continue along the southwesterly boundary adjacent to the existing Highlands at Rancho Valencia project and then conclude with developing the northeast to southeast sections of the Plan Area. The conceptual phasing and neighborhood boundaries have been devised based on the logical extension of infrastructure improvements and anticipated market demands. All necessary roadways, site grading, and utility backbone improvements and easements will occur in a timely manner with each development subphase as required by the demands generated by each neighborhood.

This neighborhood/phasing program is conceptual and is subject to modification as market conditions change over time. Changes in neighborhood/phasing composition may be approved administratively by the Community Development Director. Specific timing for project build out will depend upon market demand and infrastructure availability. This program has been designed to provide for development in a logical manner and efficient use of infrastructure improvements.

A Master Developer will be responsible for items such as backbone infrastructure and community entry features. Pacific Union Homes

*The Specific Plan proposes the development of nine distinct but interconnected residential neighborhoods.*



intends to act as the Master Developer and also intends to construct some of the neighborhoods themselves. The remaining residential neighborhoods are anticipated to be sold to other home builders. This process will ensure the diverse, yet cohesive character of Ventana reminiscent of traditional communities. The school site will be constructed as determined by the Madera Unified School District. The commercial area will remain under the control of the Meisner family who will determine its development timeframe.

Minor modifications to phasing boundaries and arrangement of land use designations may be allowed by the Planning Director. Substantial changes will require amendment to the Specific Plan by the Planning Commission and City Council. The phasing plan may be required to change due to unforeseen infrastructure or market conditions. The phasing of the project will continue the balance of land uses throughout development, as is possible, based upon any changed conditions related to infrastructure or the market.

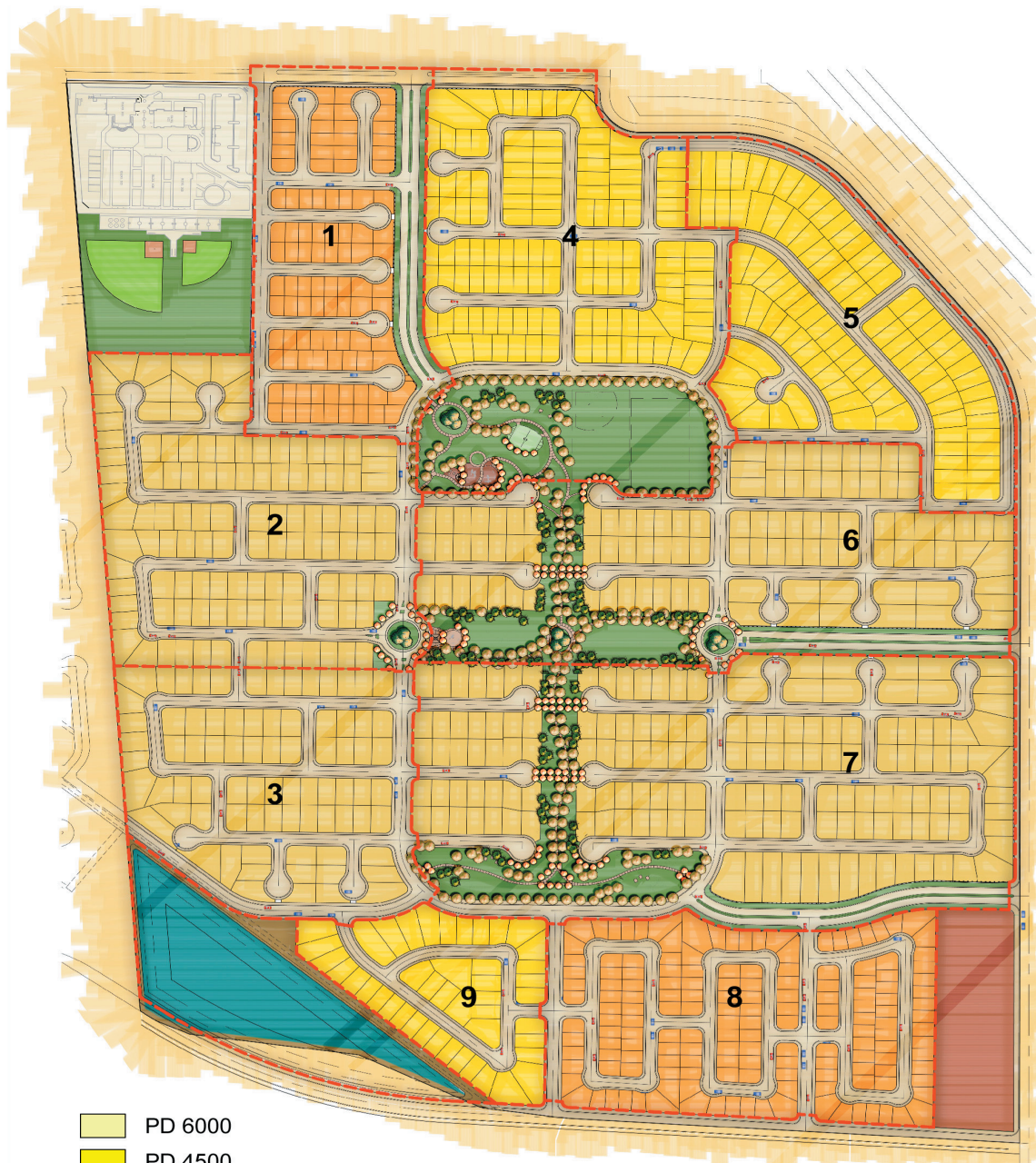
The approximate number of dwelling units is a calculated number based upon net neighborhood acreages and proposed lot sizes. The actual number of dwelling units for any neighborhood will be determined by precise surveying and the final locations of collector roadways and other features and may vary from given figures; however, in no case shall the maximum permitted gross density for any land use area be exceeded without an amendment to the land use or zoning. [Figure 3-3](#) illustrates the location of each neighborhood in the Plan Area and [Table 3-3](#) provides details on each neighborhood.

**Table 3-3**  
**Proposed Specific Plan Neighborhoods**

Land Use	Estimated Proposed Gross Acreage	Estimated Proposed Net Acreage*	Approximate Dwelling Units
Neighborhood 1 (MD / PD 3000)	17.3 ±	12.1 ±	175
Neighborhood 2 (LD / PD 6000)	20.6 ±	14.4 ±	104
Neighborhood 3 (LD / PD 6000)	20.5±	14.4±	104
Neighborhood 4 (LD / PD 6000)	30.7 ±	21.5 ±	208
Neighborhood 5 (LD / PD 4500)	17.7 ±	12.4 ±	120
Neighborhood 6 (LD / PD 6000)	35.8 ±	25.0 ±	181
Neighborhood 7 (LD / PD 6000)	42.1 ±	29.5 ±	214
Neighborhood 8 (MD / PD 3000)	25.4 ±	17.8 ±	258
Neighborhood 9 (LD / PD 4500)	11.9 ±	8.3 ±	80
	<b>222.0±</b>	<b>155.4 ±</b>	<b>1,444</b>

\*Net acreage is approximate based on a 30 percent reduction in area for parks, roads, sidewalks, utilities, etc.

Source: Quad Knopf, Inc.



Lotting Illustrative Only

Source: O'Dell Engineering, 2006 / Quad Knopf, 2006



## VENTANA SPECIFIC PLAN CONCEPTUAL NEIGHBORHOOD PLAN

Figure 3-3

Job No.: 050101



## SPECIFIC PLAN PHASING / BUILDOUT

The Specific Plan is structured such that it can be built out as the market demands. While it is anticipated that the project will be built over a period of five to ten years, the ultimate rate of buildout will be dictated by the rate of new home absorption in the local market. Nevertheless, the Specific Plan's use of neighborhood designations does represent one conceptual phasing plan. The Neighborhood Commercial Area will be retained by the Meisner Family and may be constructed at anytime.

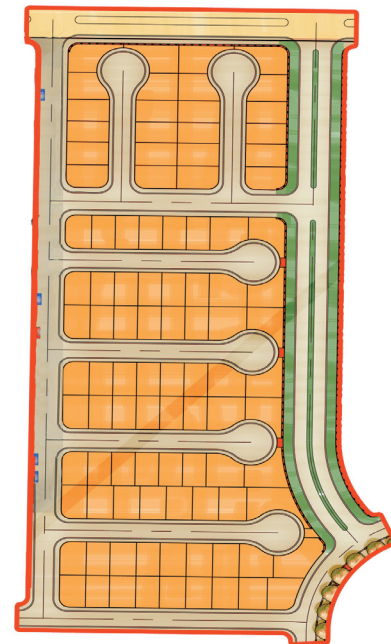
*The Specific Plan provides a specific phasing plan; however, it is structured such that it can be built out as the market demands.*

### Phase 1 / Neighborhood 1

Neighborhood 1 consists of 17.3± acres of Medium Density Residential development immediately adjacent to the new elementary school. This neighborhood, along with Neighborhood 2 to the east, set the stage for the entire development due to their proximity to the main entrance located at Avenue 13. The primary collector access road that provides the southbound entrance to the Plan Area forms the boundary between the two neighborhoods. It is through these two Neighborhoods that the focused architectural theme and overall character of the Specific Plan will be first encountered by visitors and residents.

This neighborhood is bound by a 100-foot collector access road and residential area on the east, Avenue 13 on the north, a neighborhood collector road and elementary school on the west, and a neighborhood collector road, Plan Area park and landscaped open space and residential area on the south. Development in this neighborhood will include 17.3± acres of medium-density residential units and all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 1 is illustrated to the right.

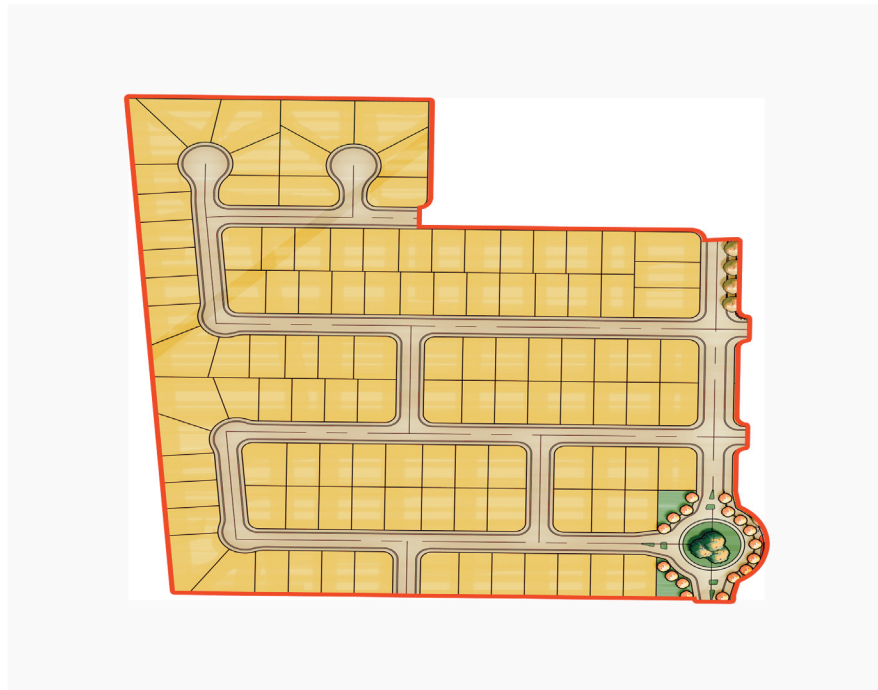
*Phase 1 / Neighborhood 1:  
Medium-Density Residential District*





### **Phase 2 / Neighborhood 2**

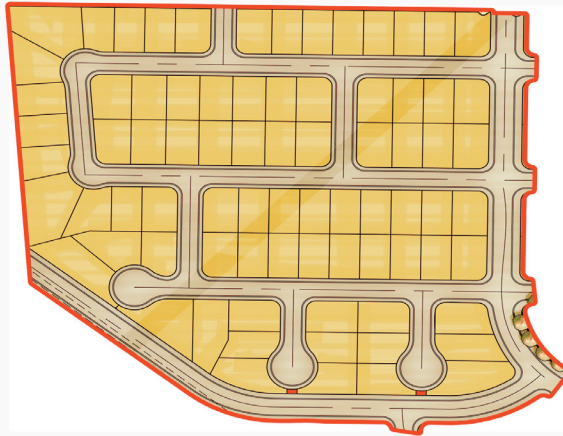
Neighborhood 2 consists of 20.6± acres and is bound on the north by medium-density residential development and an elementary school. To the west and south this neighborhood is bound by low-density residential development while to the east lays Plan Area park and landscaped open space and additional low-density residential development. Development in this neighborhood will include 20.6± acres of low-density residential units as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 3 is illustrated below.



*Phase 2 / Neighborhood 2:  
Low-Density Residential  
District*

### **Phase 3 / Neighborhood 3**

Neighborhood 3 consists of 20.5± acres and is bound on the north by low-density residential units. A storm water retention basin and additional low-density residential development is located to the south of this neighborhood while Plan Area park and landscaped open space and low-density residential lay to the east. This neighborhood is bound on the west by the existing low-density Highlands at Rancho Valencia community. Development in this neighborhood will include 20.5± acres of low-density residential units as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 3 is illustrated on the following page.

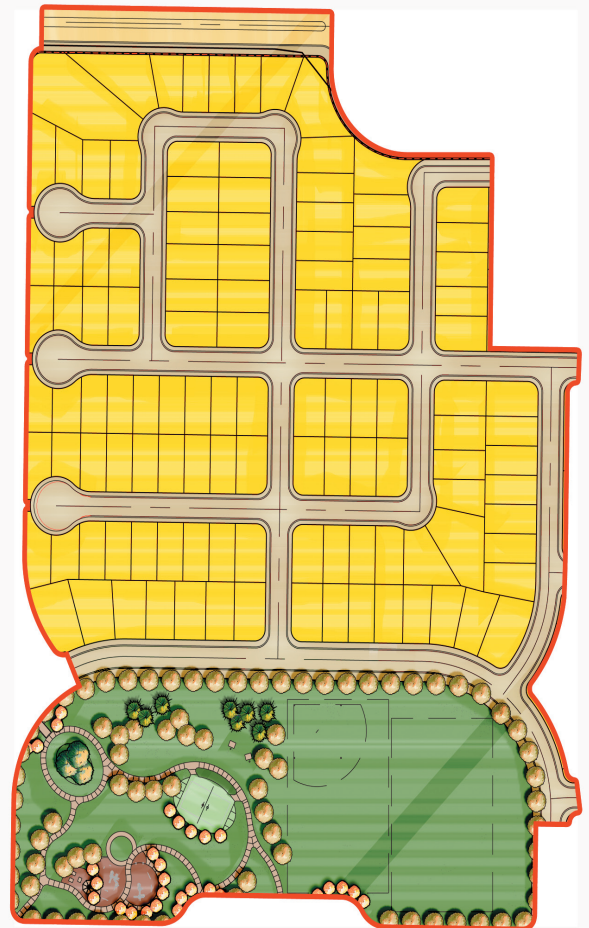


*Phase 3 / Neighborhood 3:  
Low-Density Residential District*

#### **Phase 4 / Neighborhood 4**

Neighborhood 4 consists of 30.7± acres and is bound by a neighborhood collector and Plan Area park and landscaped open space on the south, medium-density residential units and an elementary school on the west, Avenue 13 to the north, and additional low-density residential development on the east. Development in this neighborhood will include 24.3± acres of low-density residential units and 6.4± acres of Plan Area park and landscaped open space as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 4 is illustrated to the right.

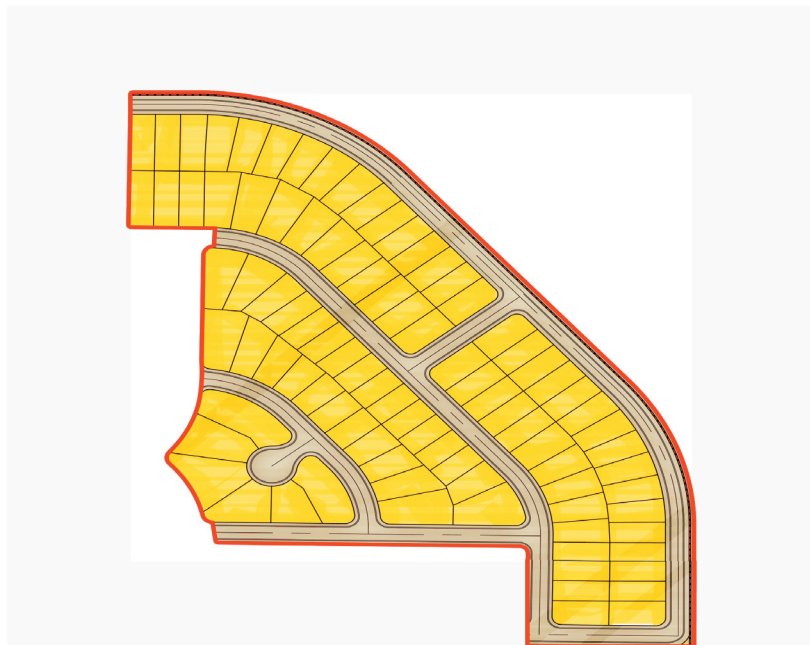
*Phase 4 / Neighborhood 4:  
Low-Density Residential District*



### **Phase 5 / Neighborhood 5**

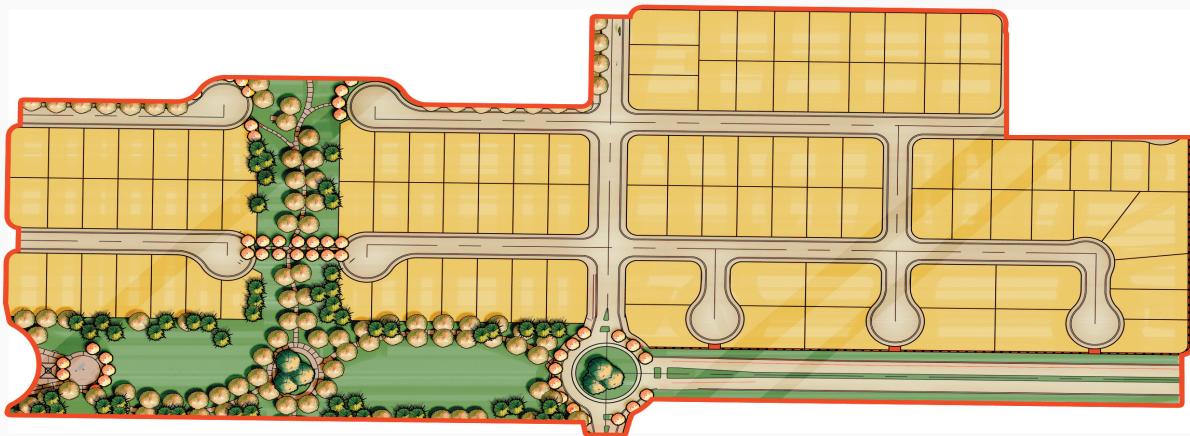
Neighborhood 5 consists of 17.7± acres and is bound on the west by low-density residential development and Plan Area park and landscaped open space, on the south by additional low-density residential units, on the east by Road 28 ¼ and State Route 99, and on the north by Road 28 ¼ and Avenue 13. Development in this neighborhood will consist of 17.7± acres of low-density residential units as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 5 is illustrated below.

*Phase 5 / Neighborhood 5:  
Low-Density Residential District*



### **Phase 6 / Neighborhood 6**

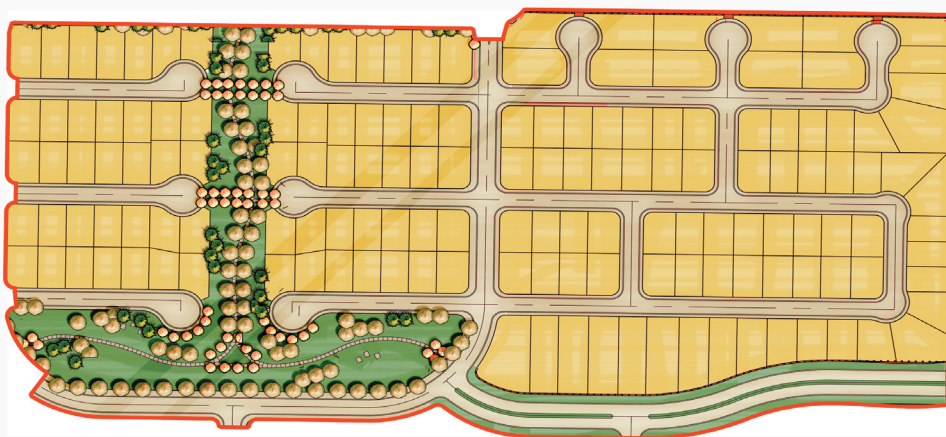
Neighborhood 6 consists of 35.8± acres and is bound on the north by low-density residential units and Plan Area park and landscaped open space, on the east by Road 28 ¼ and agricultural uses, and on the south and west by low-density residential development. Development in this neighborhood will include 28.7± acres of low-density residential development and 7.1± acres of Plan Area park and landscaped open space as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 6 is illustrated on the following page.



*Phase 6 / Neighborhood 6:  
Low-Density Residential District*

### **Phase 7 / Neighborhood 7**

Neighborhood 7 consists of 42.1± acres and is bound by a medium-density residential area and commercial site on the south, low-density residential development on the west, by additional low-density residential units and a neighborhood park on the north, and existing agricultural uses as well as Road 28 ¼ and State Route 99 on the east. Development in this neighborhood will include 37.0± acres of low-density residential units and 5.1± acres of Plan Area park and landscaped open space as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 7 is illustrated below.



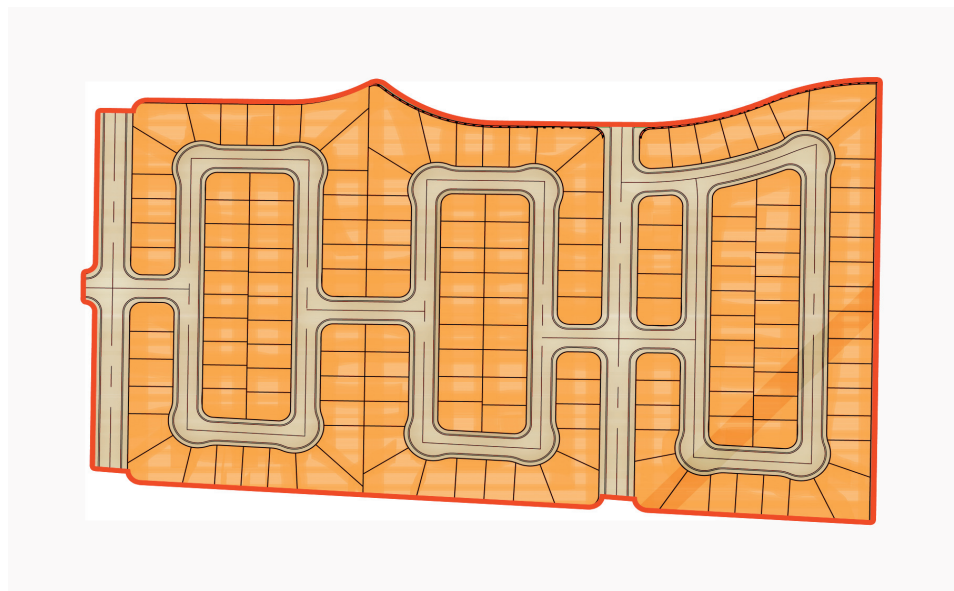
*Phase 7 / Neighborhood 7:  
Low-Density Residential  
District*



### **Phase 8 / Neighborhood 8**

Neighborhood 8 consists of 25.4± acres and is bound by a 100-foot collector access road, low-density residential development and Plan Area park and landscaped open space to the north, additional low-density residential development to the west, a road right-of-way and agricultural uses to the south, and a neighborhood commercial site to the east. Development in this neighborhood will include 25.4± acres of medium-density residential units as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 8 is illustrated below.

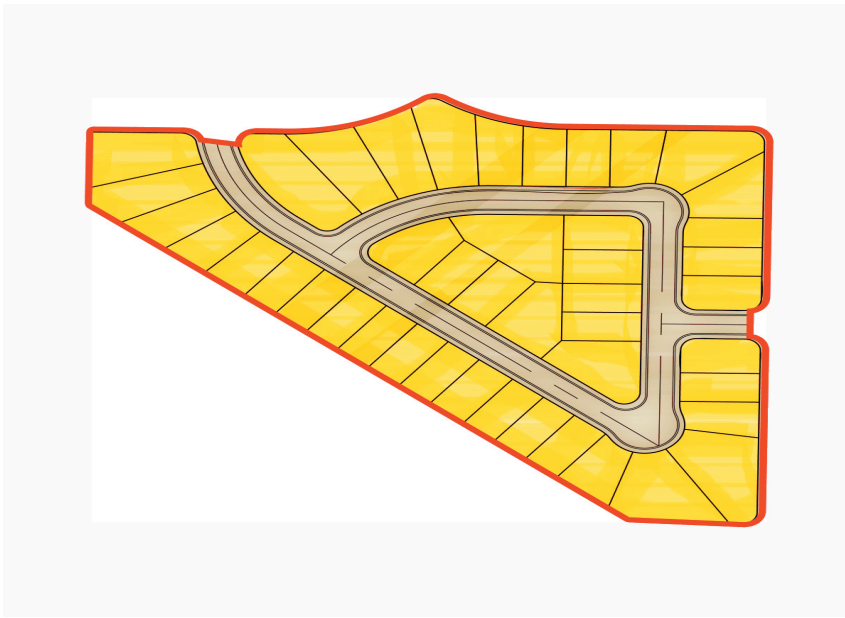
*Phase 8 / Neighborhood 8:  
Medium-Density Residential  
District*



### **Phase 9 / Neighborhood 9**

Neighborhood 9 consists of 11.9± acres and is bound on the west by a storm drainage basin, on the south by a road right-of-way and agricultural uses, on the east by medium-density residential development and on the north by Plan Area park and landscaped open space and low-density residential units. Development in this neighborhood will consist of 11.9± acres of low-density residential units as well as all required municipal improvements including roadways, curbs, gutters, sidewalks, water and sewer infrastructure, etc. Neighborhood 9 is illustrated on the following page.

The necessary public infrastructure needed to develop the designated areas of each neighborhood will be provided by the developer of that neighborhood.



*Phase 9 / Neighborhood 9:  
Medium-Density Residential District*

## **Land Use Policies and Implementation Measures**

The Policies and Implementation Measures for the Specific Plan listed below are in part taken from the City of Madera General Plan (1992); however, many were developed exclusively for the Specific Plan, and are by necessity more detailed. These Policies and Implementation Measures are grouped into three categories: General Land Use, Grading and Construction, and Resource Protection.

*The Specific Plan Land Use Policies & Implementation Measures are grouped into the following three categories:*

- General Land Use
- Grading & Construction
- Resource Protection

### **GENERAL LAND USE**

**Policy LU-1: To fulfill the goals of the City of Madera Housing Element of adding to the City's housing supply, providing quality housing, and providing a range of housing.**

Implementation Measure LU-1: Provide a significant supply of new, quality residential units to the City of Madera's housing supply by complying with the design guidelines and development standards described in Chapter 6 (excepting the advisory architectural guidelines).

Implementation Measure LU-2: Provide a variety of housing types by planning for both low-density and medium-density residential units by complying with the lot sizes and density ranges described in Chapter 3.

**Policy LU-2: To provide a community with compatible and integrated land uses.**

Implementation Measure LU-5: Plan for efficient placement of land uses as well as the use of buffers, setbacks, and screening to provide compatibility of land uses within the Specific Plan Area by increasing density adjacent to the school site and commercial land uses and transitioning to larger lots within the community core surrounding the neighborhood park and open space.

Implementation Measure LU-6: Utilize buffers, setbacks, and screening to shield residents from State Route 99 traffic noise. Such noise abatement techniques shall include the use of a frontage road and combination sound wall/landscaped berm where required to reduce noise levels to comply with City of Madera noise level regulations as stated in the General Plan.

Implementation Measure LU-7: Provide connections between residential neighborhoods through an integrated circulation plan including the enhancement of the pedestrian network through open space corridors. The use of dead end cul-de-sacs is to be minimized in favor of open-ended cul-de-sacs as described in Chapter 6.

Implementation Measure LU-8: Provide for roadway and/or pedestrian connections to surrounding urban development and roadways. This shall include the extension of Hazel Avenue and street connection to Highlands at Rancho Valencia and linkages to Avenue 13 and Road 28 ¼ as depicted in Figure 4-1 in Chapter 4.

**Policy LU-3: To provide commercial opportunities in an area that services the needs of residents.**

Implementation Measure LU-9: Designate a site within the Specific Plan Area boundary to provide commercial facilities that are accessible to residents of the Plan Area and surrounding area. Such commercial facilities

shall provide for uses allowed in the Neighborhood Commercial zone district.

Implementation Measure LU-10: Form a Landscape and Street Lighting Maintenance District for the purpose of maintaining the common landscaping along interior streets, exterior streetscapes and soundwalls, and open space corridors. The annual cost of maintenance shall be set at a rate that ensures that sufficient funds are available for the maintenance of such landscaping without extraordinary increases to meet the service demands over time.

**Policy LU-4: To provide for the necessary educational and recreational public facilities.**

Implementation Measure LU-11: Provide for an educational facility site within the Specific Plan Area that is safely accessible to residents of the community and surrounding area.

Implementation Measure LU-12: Contribute to the development of parkland facilities outside the Specific Plan area through the payment of development impact fees and by annexation into the City of Madera Community Facilities District. At its discretion, the City may elect to offer fee credits to developers for a portion of the 18.7 acres of Plan Area Parks and Landscaped Open Space to the extent that any portion of the area is deemed to qualify as a City park. Said fee credits will not be allowed by right, but rather will be determined after review and approval by the Parks and Community Services Director and will be subject to approval of the City Council.

**GRADING AND CONSTRUCTION**

Implementation Measure LU-15: Grading shall preserve the natural topography Specific Plan Area to the maximum extent feasible. Except for installation of master plan infrastructure, grading shall not occur outside of the boundaries of designated neighborhoods/phases.



Implementation Measure LU-16: All grading during the construction phases of the Specific Plan Area shall be in compliance with City of Madera standards.

## **RESOURCE PROTECTION**

Implementation Measure LU-17: Minimize conflicts between onsite land uses and agricultural uses adjacent to the Specific Plan Area through the use of buffers, setbacks, and screening, so that adjacent agricultural uses can maintain their viability. Perimeter streets as shown in Figure 4-1 of Chapter 4 will be incorporated into the design to provide separation between residential and agricultural uses. On perimeter streets, decorative walls with landscaped screening will be installed to provide additional buffering.

## CHAPTER FOUR

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## CIRCULATION PLAN

# CHAPTER FOUR - CIRCULATION PLAN

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*Circulation Objective: Provide a network of streets and roads, which will effectively disperse traffic through the community while concurrently providing the opportunity for safe non-motorized travel.*

The Specific Plan Area consists of approximately 250.6 acres and utilizes a network of arterial and collector streets to provide linkages to neighboring residences and commercial developments.

## ***Circulation Objective***

In providing a network of streets and roads, the circulation objective of the Specific Plan seeks to efficiently disperse traffic through the community while concurrently providing the opportunity for safe, non-motorized travel. The Specific Plan addresses circulation needs, in accordance with the goals, objectives, and policies contained in the City's General Plan.

## ***Local Transportation Network***

The circulation network is organized on a grid system, which is bordered by Avenue 13, Road 28 ¼, and the proposed Hazel Avenue extension.

This Specific Plan is designed to provide a safe and comfortable transportation environment for pedestrians and bicyclists, as well as for motorists. An important aspect of the project's design, given the opportunity to create a walkable community—the terrain is generally flat, only inclement weather and heat constrain walking or other recreational activities.

Neighborhood collectors and residential access streets located in the northern, eastern, and western portions of the Plan Area direct traffic toward centrally located roundabouts, which serve as a divergence point for motorists. The street network thus provides access to all areas of the Plan Area, minimizing congestion by controlling the speed of traffic. The sidewalks, in turn, are designed to enable residents to walk to the central Plan Area park and landscaped open space, public transit routes, and other land uses during suitable weather.

*City of Madera Functional Street Classification System: Streets are classified based on design volume and the type of traffic the street accommodates.*

*Arterial Streets: Serve as the principal circulation network which connects areas or major activity within the urban area.*

*Components of the existing circulation system which will serve the Specific Plan include:*

- Avenue 13
- Hazel Avenue
- Road 28 ¼

Figure 4-1 illustrates the Circulation Plan.

## STREET CLASSIFICATIONS

Streets within the City of Madera are classified according to their function within the city-wide network. Functional classifications include: freeways, arterial streets, collector streets, minor streets, and alleys. These classifications are based on the design (size and number of lanes), volume (number of vehicles that use the street on an average day), and the type of traffic that the street is likely to accommodate.

## SPECIFIC PLAN STANDARDS

### ***Arterials - Avenue 13, Road 28 ¼***

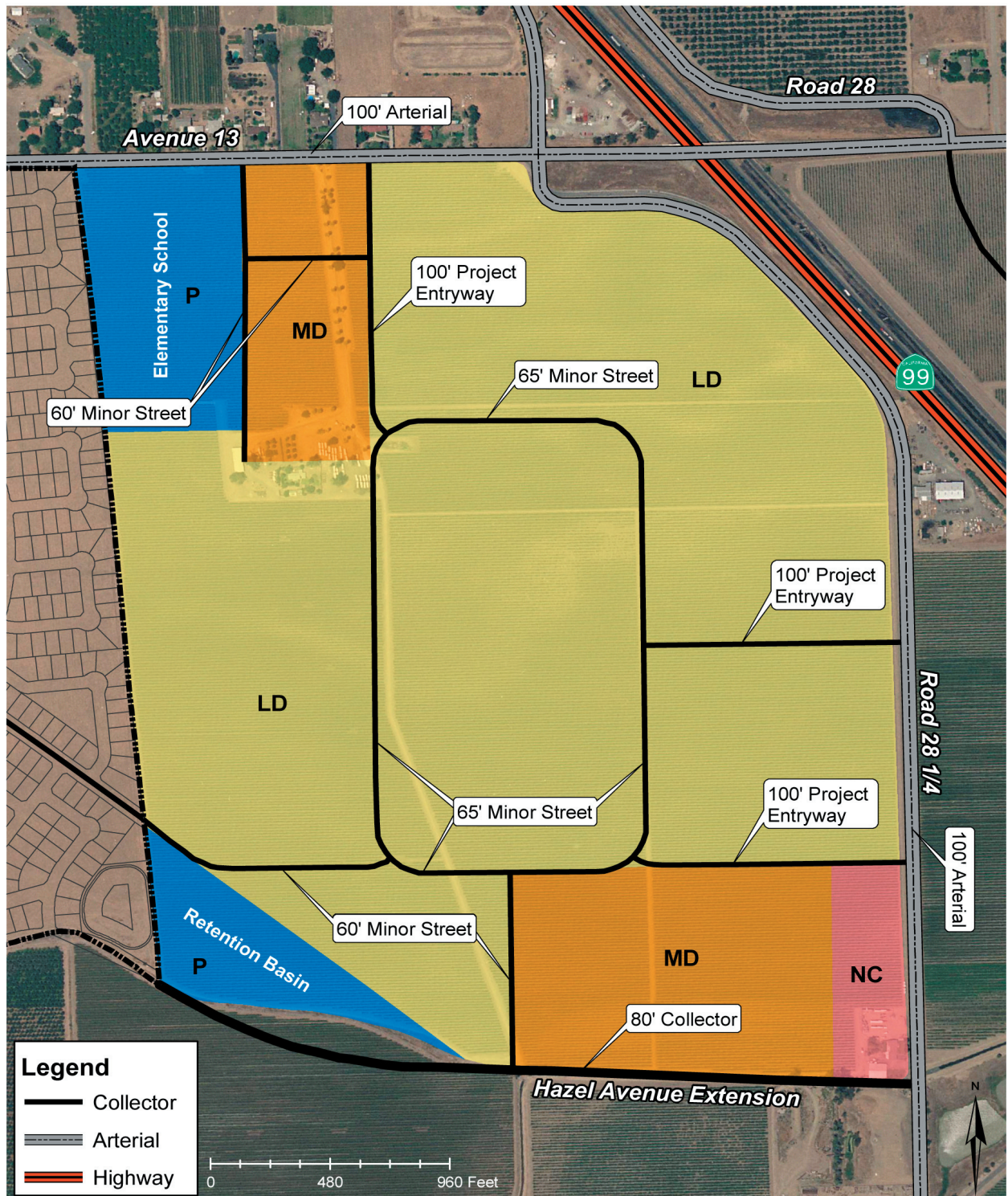
Arterial streets are 100-foot wide right-of-ways and provide the principal network for traffic flow within the community. They connect areas of major activity within the urban area functioning primarily as carriers of cross-town traffic. Within the city, arterial streets are designated as four-lane facilities with maximum operating speeds ranging from 30 to 45 MPH. The maximum capacity should be approximately 30,000 vehicles per day. Arterials should have limited access to adjacent land use with no back-out driveways.

Avenue 13 and Road 28 ¼ are both existing, external roadways that bound the northerly and easterly portions of the Plan Area respectively. Avenue 13 is an east-west running arterial that not only provides access to the project but continues over State Route 99, providing access to the east side of Madera—State Route (SR) 99 is a four-lane highway generally borders the northeast corner of the Plan Area, on a diagonal access from northwest to southeast. Road 28 ¼ is a north-south running arterial that operates as a primary carrier of traffic to the north.

At the time of the Specific Plan's adoption, both roadways—Avenue 13 and Road 28 ¼—are two-lane, county maintained roads that will be improved to an arterial classification as traffic warrants are met consistent with planning policies contained in the General Plan.

Figure 4-2B illustrates Avenue 13 and Road 28 ¼ as 100-foot wide right-of-ways (arterials). At intersections, left-turn pockets (where permitted) will reduce median widths. No parking signs will be posted at a maximum interval of 150 feet on both sides of the street.





Source: City of Madera Planning Dept., 2004 / Quad Knopf, 2005



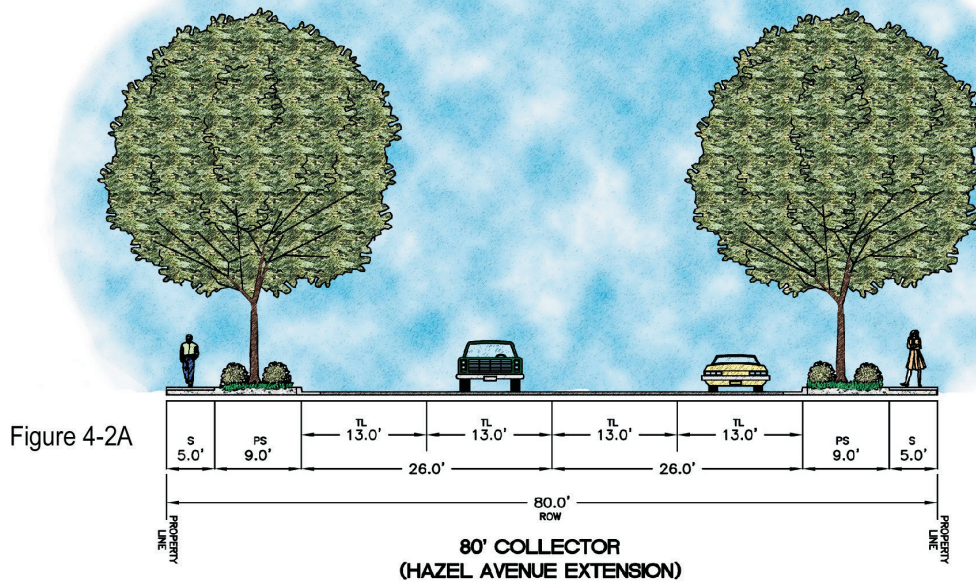
## VENTANA SPECIFIC PLAN CIRCULATION

Figure 4-1

Job No.: 050101

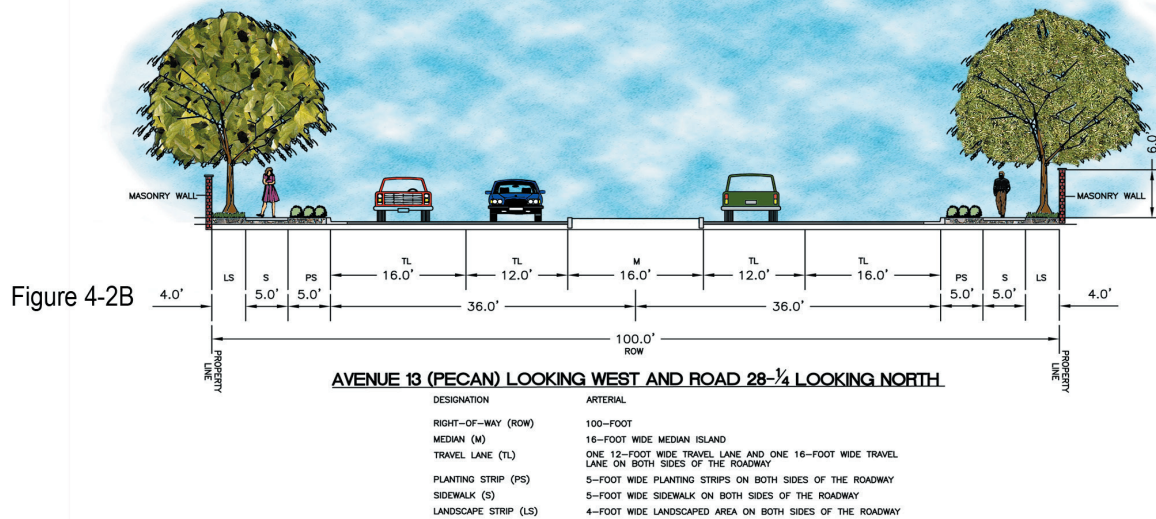






DESIGNATION	COLLECTOR
RIGHT-OF-WAY (ROW)	80-FOOT
TRAVEL LANE (TL)	TWO 13-FOOT WIDE TRAVEL LANES* ON BOTH SIDES OF THE ROADWAY
PLANTING STRIP (PS)	9-FOOT WIDE PLANTING STRIPS ON BOTH SIDES OF THE ROADWAY
SIDEWALK (S)	5-FOOT WIDE SIDEWALK ON BOTH SIDES OF THE ROADWAY

\* AT INTERSECTIONS, LEFT TURN LANES WILL REDUCE THROUGH LANES.  
 \*\* ON-STREET PARKING IS NOT ALLOWED.



DESIGNATION	ARTERIAL
RIGHT-OF-WAY (ROW)	100-FOOT
MEDIAN (M)	16-FOOT WIDE MEDIAN ISLAND
TRAVEL LANE (TL)	ONE 12-FOOT WIDE TRAVEL LANE AND ONE 16-FOOT WIDE TRAVEL LANE ON BOTH SIDES OF THE ROADWAY
PLANTING STRIP (PS)	5-FOOT WIDE PLANTING STRIPS ON BOTH SIDES OF THE ROADWAY
SIDEWALK (S)	5-FOOT WIDE SIDEWALK ON BOTH SIDES OF THE ROADWAY
LANDSCAPE STRIP (LS)	4-FOOT WIDE LANDSCAPED AREA ON BOTH SIDES OF THE ROADWAY

Source: Quad Knopf, 2005



## VENTANA SPECIFIC PLAN DESIGN STANDARDS

### 80' COLLECTOR AND 100' ARTERIAL

Job No.: 090101





Landscaping will be concentrated on the project side of these public rights-of-way, lending identity to the Ventana Specific Plan from its northerly and easterly exposures.

### **Collector Streets – Hazel Avenue**

Collector streets are 80-foot wide right-of-ways and provide access and movement between residential, commercial, and industrial land uses. Their primary function is to collect and distribute traffic between local streets and the arterial system. Collector streets within the City are designated as two-lane facilities with maximum operating speeds of 30 miles per hour. Maximum capacity for standard collectors should be approximately 12,000 average daily trips. Super collectors would carry slightly higher volumes of up to 15,000 average daily trips. The use of back-out driveways should be discouraged in order to maintain traffic capacity/continuity.

Hazel Avenue is a proposed east-west running collector that seeks to maintain the city's policy of locating collector roadways at half-mile intervals between arterials. Several constraints though, will preclude its location at a half-mile marker between Avenue 12 and Avenue 13. Most notably, its extension into the Plan Area must maintain the alignment from the existing Highlands at Valencia subdivision to the west. As such, it will continue its easterly course along the southerly portion of the Plan Area to its terminus at Road 28 ¼.

Figure 4-2A illustrates an 80-foot wide right-of-way (collector). The proposed extension of Hazel Avenue is discussed further in the Onsite Improvements section of this document.

### **Internal Streets**

#### **100' RESIDENTIAL ACCESS STREET**

The quality community envisioned for south Madera, including the Ventana Specific Plan, will be established, in large part, by its landscape treatment at its point-of-entries, or access streets. While the perimeter landscaping aims to establish an overall identity to the Plan Area, the streetscape at the point-of-entries endeavors to create wide areas of greenery with rows of trees, interspersed with random groups of “color” trees that will combine lower level shrub rows and groundcover. From a community standpoint, the result will be a highly aesthetic area leading to the development and Plan Area park and landscaped open space.

*Public right of ways leading into the project site will be heavily landscaped as to provide a recognizeable, pleasant entry feature into Ventana Villages.*

*Collector Streets: Two lane facilities which are designed to collect and distribute traffic between local streets and the arterial system.*

*Planned onsite improvements include extending Hazel Avenue eastward 3,060 feet to connect with Road 28 ¼.*

*Specific Plan internal street designs accommodate alternative modes of transportation through bike ways and sidewalks.*

*Specific Plan internal street classifications include: 100' residential access streets; 65' minor streets; 60' minor streets; 50' residential streets; and a 50' frontage road.*

*Internal street design discourages through traffic and encourages alternative modes of transportation.*

Figures 4-3A and 4-3B illustrate the 100-foot wide residential access streets serving the internal Plan Area. At intersections, left turn lanes will reduce the median and through lanes. Chapter 6 provides details of the gateway/entry design treatments that will be incorporated into this street section design.

### 65' MINOR STREET

This roadway will be the widest and most distinctive of the local roadways within the Plan Area. The wider right-of-way is a key attribute of this roadway that pertains solely to its location—encircling the Plan Area park and landscaped open space. The configuration is not contained in the standard street sections but is a function of design/site planning to enhance the streetscape around the Plan Area park and landscaped open space. The additional width is represented in a 10-foot wide landscaped area on the outside edge of the street opposite the Plan Area park and landscaped open space—designed to provide a balance of landscaping on both sides of the street.

Figure 4-4A illustrates a typical 65-foot wide minor street standard.

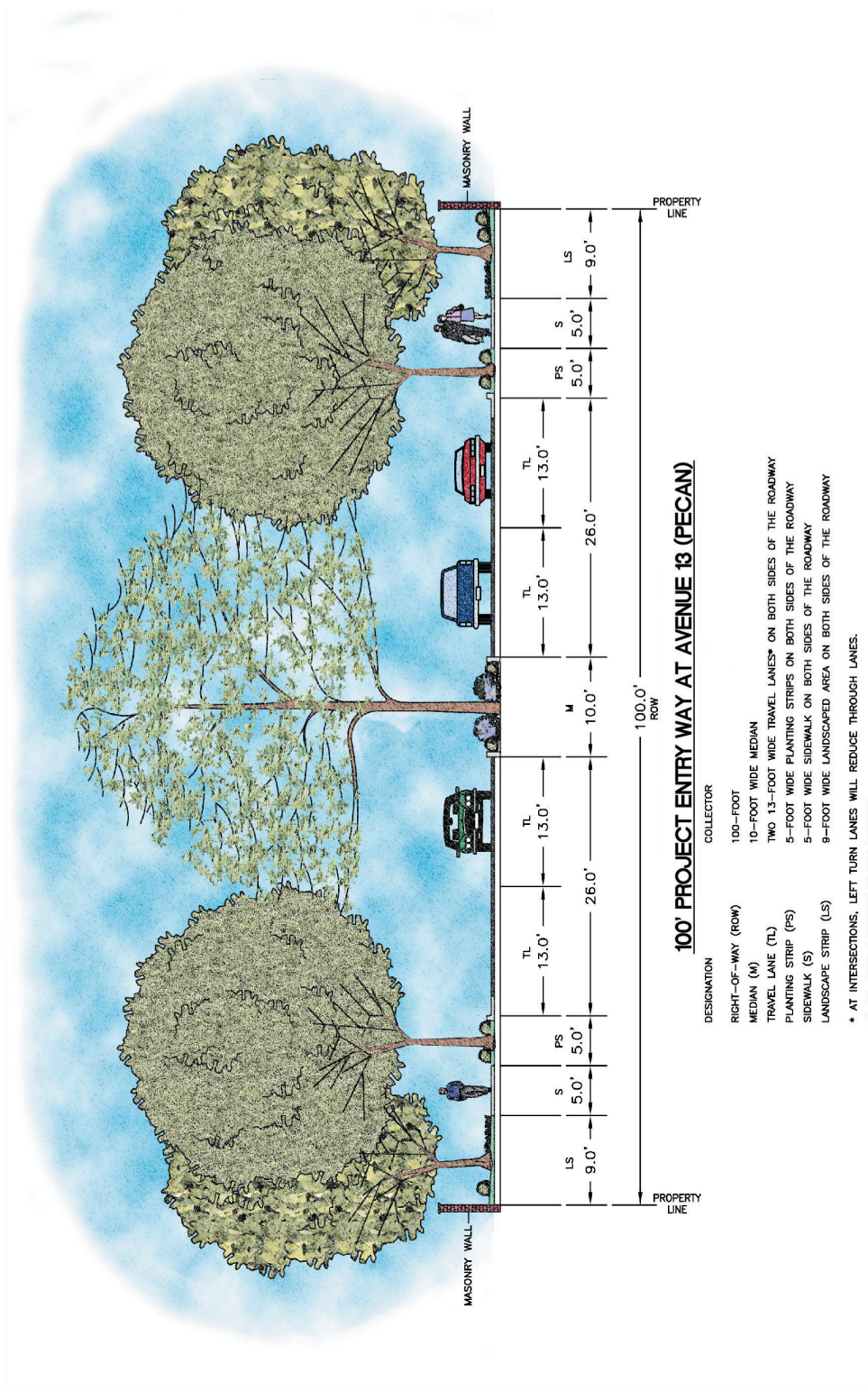
### 60' MINOR STREET

Minor streets provide for local traffic circulation with direct access to adjoining properties. Through traffic is discouraged. Trip lengths are normally short and traffic volumes are usually small. The alignment of minor streets is not shown in the Circulation concept except where the alignment is necessary to provide access to a specific land use—but are generally proposed in those portions of the Plan Area that benefit from a slightly wider right-of-way. As an example, a 60-foot wide minor street is proposed between the elementary school site and the Plan Area's project entryway as a means to provide the elementary school site with direct access to the access intersection at Avenue 13.

Figure 4-4B illustrates a typical 60-foot wide minor street standard.

### 50' RESIDENTIAL STREET

Residential streets provide for local traffic circulation with direct access to adjoining properties. Through traffic is discouraged. Trip lengths are normally short and traffic volumes are usually small. These residential streets generally end in cul-de-sacs with a limited number of residential units further reducing traffic volumes and speeds. Most of the residential streets have been designed to include



Source: Quad Knopf, 2005



## VENTANA SPECIFIC PLAN DESIGN STANDARDS

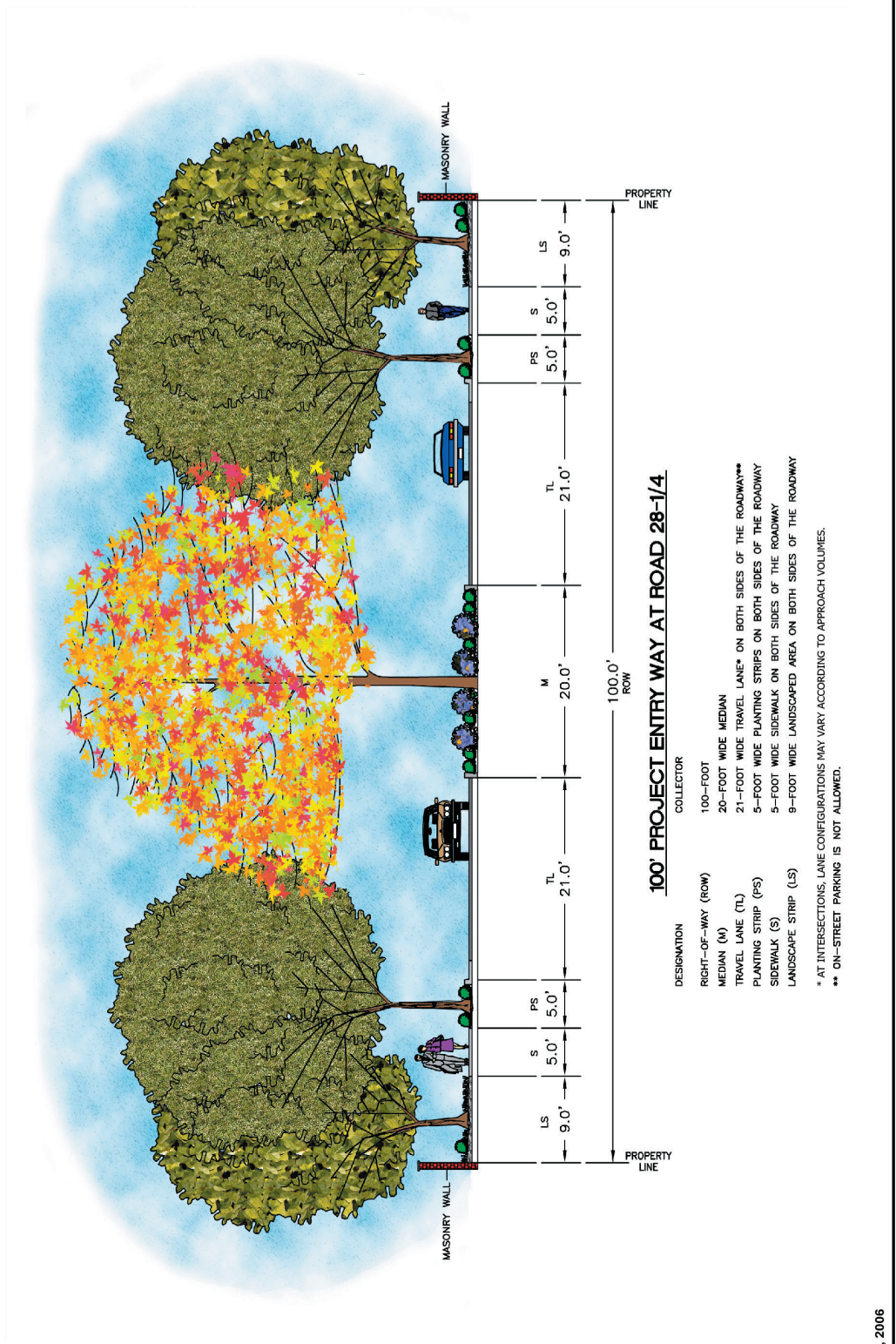
### 100' PROJECT ENTRYWAY AT AVENUE 13 (PECAN)

Figure 4-3A

Job No. 050101







Source: Quad Knopf, 2006



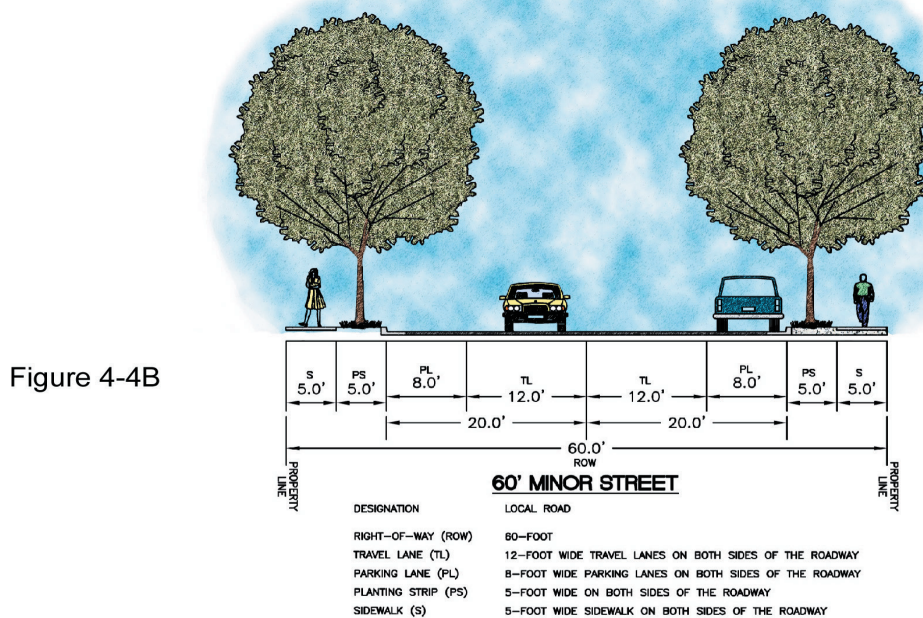
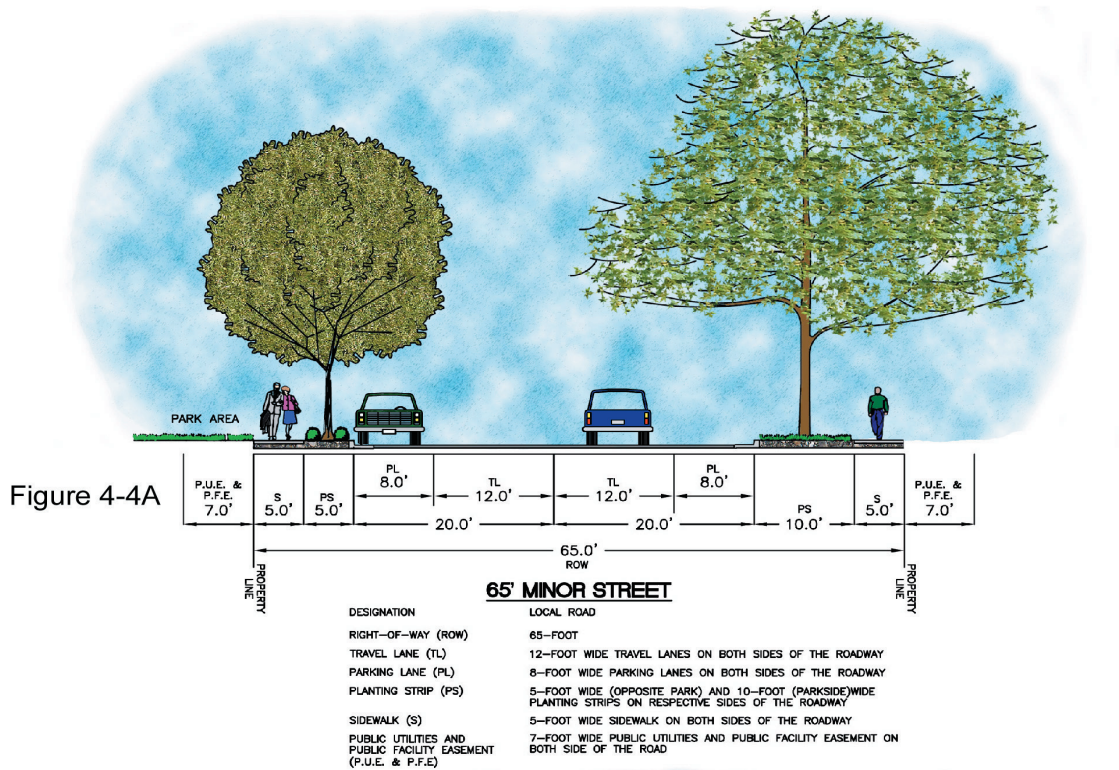
## VENTANA SPECIFIC PLAN DESIGN STANDARDS

### 100' PROJECT ENTRYWAY AT ROAD 28-1/4

Figure 4-3B

Job No. 050101





Source: Quad Knopf, 2006



## VENTANA SPECIFIC PLAN DESIGN STANDARDS

### 60' MINOR STREET AND 65' MINOR STREET

Job No.: 090101





multiple connections to adjacent roadways allowing traffic to disperse more evenly which in turn allows for a narrower street section. The alignment of residential streets is not shown in the Circulation concept except where the alignment is necessary to provide access to a specific land use. Typically, the alignment of these streets will be determined in the processing of subdivision maps on portions of the Plan Area, after adoption of this plan. Such roadways will be located at intervals as determined by subdivision design.

Figure 4-5A illustrates a typical 50-foot wide residential street standard.

### 50' FRONTAGE STREET

The frontage roadway is generally located on the northeast corner of the Plan Area—or that portion of the Plan Area in proximity of State Route 99. State Route 99 is a four-lane highway aligned north to south generally bordering the northeast corner of the Plan Area, on a diagonal access from northwest to southeast; the affects of which make this portion of the Plan Area most susceptible to noise. The roadway is designed as a single-loaded street with homes facing the northeast. The opposite side of the roadway contains a 13-foot wide area where landscaping is concentrated.

Figure 4-5B illustrates a typical 50-foot wide frontage roadway.

### SPECIFIC PLAN CUL-DE-SACS

Cul-de-sacs are located at the end of 50-foot wide right-of-way residential streets. They are necessary within the Plan Area to create a localized community with safe and slow residential traffic. The radius of each cul-de-sac will have a 50-foot minimum, a street width of 50 feet, and a maximum street length of 450 feet. Proposed Specific Plan cul-de-sacs are in compliance with City of Madera standards.

Figure 4-6 illustrates a typical cul-de-sac.

### Truck Routes

Truck routes are intended to carry heavyweight commercial, industrial and agricultural vehicles through and around the community with minimum disruption to local auto traffic and minimum annoyance to residential areas. Due to the high amount of agricultural and light industrial activity in the sub-region, truck traffic through Madera is considerable.

*Specific alignments of 60' minor streets; 50' residential streets; & 50' frontage streets will be determined after adoption of this plan.*

*Specific Plan cul-de-sacs abide by city standards.*

*Existing public transit services in the City of Madera includes:*

- The Madera Area Express;
- Dial-A-Ride;
- The Chowchilla Area Transit Express;
- Greyhound Services; and
- Taxi Service

*The Specific Plan includes centrally-located park space. The parks are connected by a bike path and served by pedestrian friendly residential streets.*

*Specific Plan bike paths comply with General Plan Class II and Class III Standards.*

*Landscaping on detached sidewalks enhances pedestrian paths within the Specific Plan.*

Truck routes have been established and adopted on a number of streets. The truck routes use arterials and major collectors throughout the city including Avenue 13, Avenue 12, and Road 28 ½.

## **TRANSIT PLAN**

Public transit in Madera County includes the Madera Area Express, Dial-A-Ride, Chowchilla Area Transit Express, specialized social service transportation services, and Greyhound and taxi services.

Provision of transit services would involve extending the current Avenue 13 hourly services. As a part of the tentative map review and approval, locations for a community transit stop will be established.

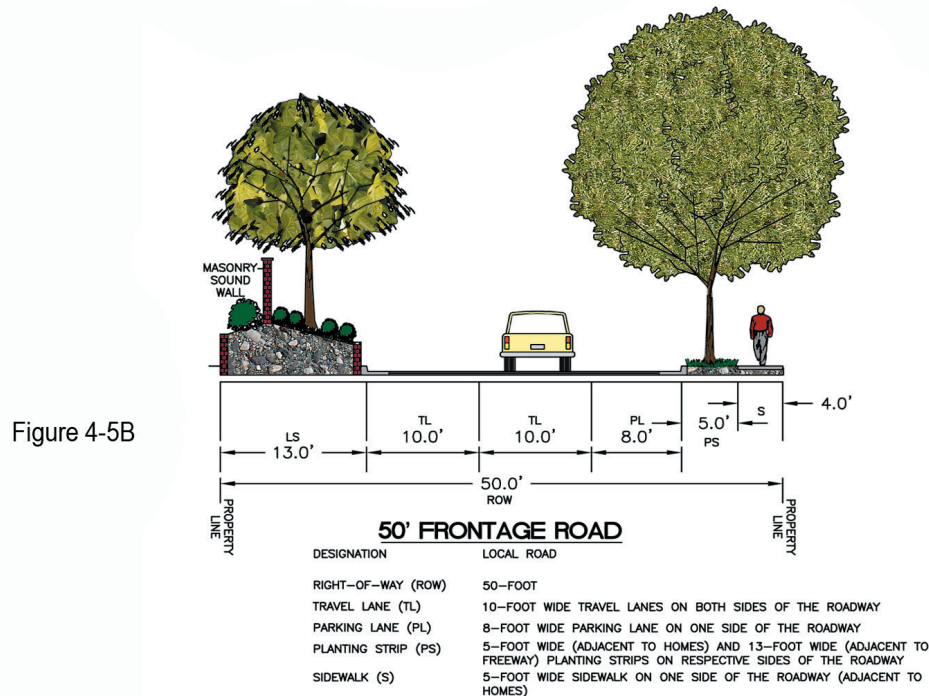
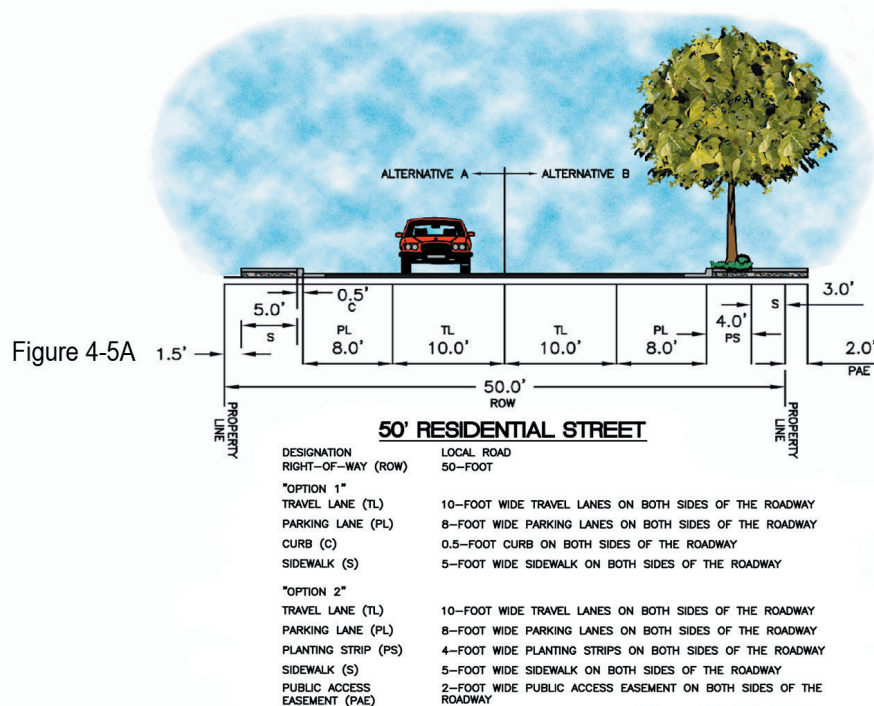
### ***Pedestrian and Bicycle Routes***

The Specific Plan is designed to encourage non-motorized travel within and between neighborhoods. Specific Plan streets and pedestrian paths would be landscaped to further enhance alternative linkages through and around the Plan Area. Detached sidewalks would be constructed and would be heavily landscaped to further enhance community enjoyment. Additionally, a pedestrian path linking the Plan Area park and landscaped open space will be constructed. A Class II bicycle path will be provided as a component of the Plan Area's 65' right-of-way street section as a means to provide opportunity for non-motorized travel throughout the core of the Plan Area.

## ***Circulation Policies and Implementation Measures***

**Policy CR-1 Establish a circulation system that provides a safe and efficient transportation environment for motorists, bicycles, and pedestrians.**

Implementation Measure CR-1: Use of cul-de-sacs shall be minimized. Neighborhoods shall be interconnected, with direct routes minimized to reduce high-speed traffic in order to create a localized community and ensure safe and slow residential traffic. To facilitate pedestrian connectivity, open-ended cul-de-sacs will be utilized to access adjoining streets and open space corridors as provide in Chapter 6.



Source: Quad Knopf, 2005



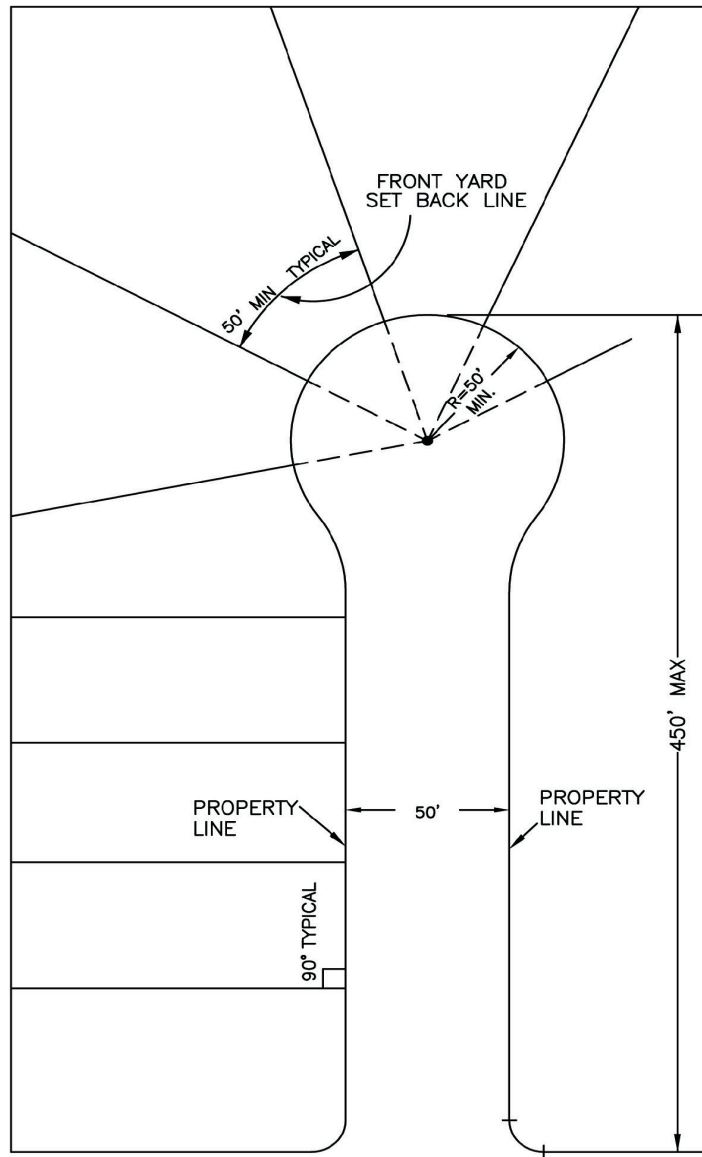
## VENTANA SPECIFIC PLAN DESIGN STANDARDS

### 50' RES. STREET AND 50' FRONTAGE ROAD

Job No.: 050101







NOTES:

STREET SECTION SHALL CONFORM TO STANDARD DRAWINGS ST-2.

FIRE APPARATUS ACCESS ROAD—TYPE, WIDTH, TURNING RADIUS PER FIRE CODE, SEC. 10.207

Source: City of Madera Community Dev. Dept., 2005 / Quad Knopf, 2005



## VENTANA SPECIFIC PLAN DESIGN STANDARDS CUL-DE-SAC

Figure 4-6

Job No.: 050101



Implementation Measure CR-2: The Specific Plan shall contain a safe and enjoyable system of landscaped pedestrian paths to connect the inner Plan Area with the surrounding area as detailed in the Plan Area Park and Open Space exhibit in Chapter 6.

**Policy CR-2: Establish a circulation system in accordance with applicable General Plan goals and policies.**

Implementation Measure CR-3: The Specific Plan Circulation System shall include a community transit stop, open-ended cul-de-sacs and open space walkways to accommodate pedestrian traffic, consistent with City of Madera General Plan Transportation, Circulation, and Traffic Goal 1.

Implementation Measure CR-4: The Specific Plan Circulation System shall contain traffic calming devices including centrally located roundabouts and landscaped entry medians to control and reduce traffic speeds consistent with City of Madera General Plan Transportation, Circulation and Traffic Goal 2.

Implementation Measure CR-5: The Specific Plan Circulation Design shall include an interconnected local street system, pedestrian connections at the ends of cul-de-sacs, and open walkways to encourage the use of alternative modes of transport, which will alleviate future traffic congestion and maintain air quality consistent with City of Madera General Plan Transportation, Circulation and Traffic Goal 5.

Implementation Measure CR-6: The Specific Plan circulation design shall contain a system of centrally located roundabouts to minimize disruption caused by through traffic consistent with City of Madera General Plan Transportation, Circulation and Traffic Goal 8.

**Policy CR-3: To ensure compatibility with surrounding land uses and circulation design.**

Implementation Measure CR-7: Hazel Avenue will be extended along the Specific Plan Area southern boundary between Highlands at Rancho Valencia and

*The Specific Plan is consistent with many General Plan transportation and noise goals and policies.*

Road 28 ¼ to facilitate integration of the Specific Plan circulation system with the surrounding area.

Implementation Measure CR-8: The Specific Plan shall incorporate street connections to the west where a stub street exists at the Highlands at Rancho Valencia subdivision. Major entry street connections will be provided at Avenue 13 and Road 28 ¼ to connect the Specific Plan Area to the existing surrounding circulation system.



## CHAPTER FIVE

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# PUBLIC FACILITIES & INFRASTRUCTURE PLAN

# CHAPTER FIVE - PUBLIC SERVICES & INFRASTRUCTURE PLAN

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*This section includes a discussion of:*

- Police
- Fire
- Schools
- Parks
- Water
- Wastewater
- Storm Drainage
- Solid Waste
- Electricity and Natural Gas
- Telephone
- Cable Television



## ***Public Services Infrastructure Objectives***

The public services infrastructure objective for the Specific Plan is to provide needed public services and facilities to support the structural composition and visual character of the community.

## ***Public Services Infrastructure Concept***

The need for public services is a function of the expected land uses and populations within chosen uses. The Public Services Infrastructure Plan was designed to connect with the existing community facilities and services, while providing the needed capital improvements and capacity increases to accommodate the expected growth in the community.

This section includes a discussion of police and fire services, schools, parks and recreation facilities, water service and distribution, wastewater collection and treatment, storm drainage collection and disposal, solid waste collection and disposal, and other utilities such as electricity, natural gas, telephone service, and cable television.

This section of the Specific Plan provides conceptual diagrams of the backbone infrastructure. The infrastructure plans provide preliminary engineering for wastewater, water, and storm drainage infrastructure facilities for the Specific Plan Area that will integrate with existing City master plan improvements.

## ***Public Services Infrastructure Setting***

### **POLICE ENFORCEMENT**

The City of Madera Police Department provides law enforcement services to the City of Madera including the Plan Area. The Department has one police station located at 203 West Fourth Street. A new station



*As a result of the proposed project, the City of Madera Police Department will require between 5 and 7 new officers as well as all associated equipment, vehicles, training, support staff, and facilities.*

is being constructed on South C Street which will replace the existing City Hall facilities and provide the necessary space for expansion. As of May 2005, the Department had a total of 52 sworn officers and 16 patrol vehicles.

The average response time for all calls is 15.9 minutes while the average response time for high priority emergency calls is approximately four minutes. According to the Department's Operations Commander it is not possible to estimate an average response time to the Plan Area as it is largely unimproved and has not been annexed into the city. However, the average response time from the nearest reporting area to the Plan Area is 17 minutes for all calls.

A police beat is a designated area of a police department's service area that is regularly patrolled along a specified route by a police unit. According to the Department's Operations Commander, the patrol beat in which the Plan Area will be located depends on the staffing levels and beat schedule on a given day. In a two-beat scenario, in which the Department's service area is divided into two patrol beats, the Plan Area is located on the south end of Beat One which encompasses all of Madera east of State Route 145 and the Union Pacific Railroad. In a three-beat scenario the Plan Area is still in Beat One, encompassing the area east and south of State Route 145 between Madera Avenue and Yosemite Avenue. There is generally one officer assigned to a beat unless staffing allows for a second officer. A second officer assigned to Beat One occurs approximately 75 percent of the time throughout the year.

### **Law Enforcement Facilities Needs**

According to Commander Randy Williams with the City of Madera Police Department, the Department has a staffing ratio goal of 1.5 officers per 1,000 city residents. The Department is currently at a staffing ratio of 0.98 with six vacant officer positions; however, once these positions are filled the staffing ratio will increase to 1.12 officers per 1,000 residents.

Because the Department staffing ratio goal is 1.5 officers per 1,000 residents, projections on future staffing and facilities needs resulting from the proposed project are based on this ratio. At build out, the proposed project will consist of between 1,000 and 1,500 new residential units with an anticipated population of 3,060 to 4,590. As a result, the City of Madera Police Department will require between

5 and 7 new officers as well as all associated equipment, vehicles, training, support staff, and facilities.

The City of Madera has implemented a citywide facilities district for emergency services as a means to consolidate the funding process that is necessary for recurring emergency service needs beyond initial development impact fee outlay. The Specific Plan will include provisions to annex the Plan Area into this citywide facilities district so that the desired levels of service can be achieved. Standard city-mandated impact fees will also fund an increased capacity for public services.

## **FIRE PROTECTION**

Fire protection and emergency medical services are provided by the Madera City Fire Department which is administered by the California Department of Forestry and Fire Protection (CDF) through a cooperative fire protection agreement. The Department currently has two fire stations located at 317 North Lake Street and 200 South Schnoor Street. The Department's available equipment includes two fire engines, one mini-pumper, and one reserve engine. The Department is staffed by City volunteers and CDF paid personnel. Through a mutual aid agreement, the County of Madera Fire Department also provides fire protection services within the City.

The ISO Public Protection Classification Program, created by the Insurance Services Office, Inc., grades a community's fire protection on a scale of 1-10, based on ISO's Fire Suppression Rating Schedule with one being the highest rating possible. According to Fire Department officials, an ISO rating of 4 is required in urban areas of the City. Also according to Mr. Hartsuyker, once the Specific Plan Area is annexed into the city limits and the proposed infrastructure improvements are completed, the ISO rating for the community will be categorized as a 4.

### ***Fire Protection Facilities Needs***

The City of Madera General Plan Safety Element contains policies that encourage the expansion of the City's fire service to include additional stations affording adequate response to all parts of the urban area. Both existing city fire stations are located several miles from the Plan Area and will not be able to maintain an ISO rating of 4 within the proposed development. The Department also does not







currently have sufficient staffing or equipment to maintain this ISO rating.

According to Jeff Hartsuyker, Fire Marshal with the City of Madera Fire Department, the City plans to co-locate a new city fire station within an existing County station located at 14225 Road 28. This location is significantly closer to the Plan Area and will be the primary station servicing the proposed development. Additionally, the City will require a new fire engine and 3pPY staffing (3 persons per year staffing) at a fire apparatus pay scale.

The City of Madera has implemented a citywide facilities district for emergency services as a means to consolidate the funding process that is necessary for recurring emergency service needs beyond initial development impact fee outlay. The City is in the process of adopting this plan which is anticipated to be implemented in July 2006. The Specific Plan will include provisions to annex the Plan Area into this citywide facilities district so that the desired levels of service can be achieved. Standard city mandated impact fees will also fund an increased capacity for public services.

## EMERGENCY MEDICAL SERVICES

Ambulance services in the Madera area are provided by Pistoress Paramedics located at 113 North "R" Street in Madera. This company provides three ambulatory units 24-hours a day as well as one additional on-call unit.



*Madera Community Hospital*

Madera Community Hospital, a 100-bed health care institution featuring a 16-room emergency room and comprehensive medical care, is located on East Almond Avenue in Madera just a few miles north of the Plan Area along State Route 99. Children's Hospital of Central California is located at 9300 Valley Children's Place in Madera County providing full medical care for children throughout the San Joaquin Valley. Madera Convalescent Hospital, a 176-bed rehabilitation and convalescent care facility, is located at 517 South "A" Street in Madera just northeast of the Plan Area.

## SCHOOLS

Public schools in the City of Madera are administered by the Madera Unified School District, Golden Valley Unified School District and the Madera County Office of Education. The Plan Area is located within the Madera Unified School District ("MUSD" or, the

“District”) and will be served by this district’s school facilities. The Madera Unified School District consists of 15 elementary schools, two middle schools, one high school, one alternative school, and one continuation school.

Sustained growth over a number of years has left school districts in a continual search for new school sites. Prior to the adoption of the Specific Plan, the Madera Unified School District identified a location at the northwest corner of the Plan Area as a suitable site for a new school. For this reason, joint preliminary planning between the school district and the land owner occurred in advance of preparation of the Specific Plan resulting in the siting of a 15.0-acre elementary school site within the Plan Area (near the project entrance off Avenue 13). It is expected that a large majority of the elementary school will be populated by the Plan Area’s children. It should be noted though, that the final decision to secure and/or improve the site will occur independent of the adoption of the Specific Plan; resting instead with the school district and its governing board. Additionally, it is expected that should the school district secure and improve the site, it will utilize water, sewer, and drainage infrastructure provided for the residential portion of the Ventana Specific Plan Area.

### Student Generation

The student generation rates adopted by the MUSD are summarized in [Table 5-1](#) below.

The Specific Plan will consist of between 1,000 and 1,500 single-family residential units at build out. According to [Table 5-2](#) above, the proposed development will result in approximately 805 to 1,209 new student enrollments in MUSD schools depending on the final number of units constructed at build out.



*Sierra Vista School in Madera*

*The proposed project will result in 805 to 1,209 new student enrollments in the Madera Unified School District.*

*The Specific Plan has designated a site at its northwest corner for the construction of a new elementary school.*

**Table 5-1  
MUSD Student Generation Rates**

Grade Level	Single Family Dwelling	Multi-Family Dwelling
K-6	0.499	0.536
7-8	0.135	0.097
9-12	0.171	0.128

Source: Kelly Porterfield, Madera Unified School District, pers. comm. 8/11/05

**Table 5-2**  
**Specific Plan Student Generation**

Housing Type	Grade Level	Generation Rate	No. of New Houses	No. of New Students
Single Family Residential	K-6	0.499	1,000 – 1,500	499 – 749
	7-8	0.135	1,000 – 1,500	135 – 203
	9-12	0.171	1,000 – 1,500	171 – 257
				<b>805 – 1,209</b>

Source: Kelly Porterfield, Madera Unified School District, pers. comm. 8/11/05; Quad Knopf, Inc.



*Pan-American Park in Madera*

In addition to the school site, the district is allowed to collect impact fees to mitigate the impact of new development which will offset the impact to middle and high school facilities. The base amount of impact fees is set at \$2.24 per square foot of residential building area and \$0.36 per square foot of commercial and/or industrial building area.

## **PARKS AND RECREATIONAL FACILITIES**

The City of Madera owns and maintains ten parks and open space areas with a total area of 129 acres not including building grounds, linear parks, median islands, and park strips. These ten city parks include both community and neighborhood parks and landscaped open space areas and offer a sports complex and swimming pool. [Table 5-3](#) on the following page lists the parks provided by the City of Madera. The park located nearest to the Plan Area is McNally Park, a community park, located between Roosevelt and A Streets. This facility is approximately 1.5 miles from the Plan Area.

The Parks and Community Services Department has recently acquired an additional six acres of parkland adjacent to the Millview Sports Complex for expansion of the existing park area. The city also owns and maintains the Frank A. Bergon Senior Center located on D Street, the Pan-American Community Center located on Sherwood Way, the Westside Activity Center located on West Yosemite, and the Rotary Youth Hut located on South Q Street, as well as the Fresno River Trail System and the Madera Municipal Golf Course. All of these parks and facilities are located within the City of Madera and are available for public use.

**Table 5-3**  
**City of Madera Parks Inventory**

Park	Location	Type	Acreage	Amenities
Lions Town and Country Park	Howard Road	Open Space	50	Group and individual picnic sites, outdoor stage, softball fields, children's play areas, wooded area, restrooms
McNally Park	Corner of Roosevelt and 'A' Street	Open Space	3	Picnic shelter, basketball court, children's play area, restrooms
Millview Pavilion	Millview Sports Complex	Open Space	50	Picnic shelter, softball and soccer fields, grassy areas
Pan-Am Park	Corner of Sherwood Way and N. Lake St	Open Space	4	Children's play area, volleyball court, basketball and picnic shelter, restrooms
Rotary Park	North Gateway Drive	Open Space	12	Softball and soccer fields, children's play area, picnic sites, restrooms
Knox Park	Knox Street	Open Space	2	Grassy and shaded areas
Maple Court Park	Maple Court	Open Space	1	Grassy and shaded areas
Riverside Park	Riverside Drive	Open Space	1.5	Grassy and shaded areas, swimming pool, restrooms
Riverview Park	Riverview Drive	Open Space	1.5	Grassy and shaded areas
Swimming Pool Park	4 <sup>th</sup> and Flume	Open Space	4	Swimming pool

Source: City of Madera, Parks Division

The City has adopted a policy requiring three acres of parkland for every 1,000 residents. As of 2005, the City's population is 50,842 resulting in a ratio of approximately 2.36 acres per 1,000 residents.

### ***Parks and Recreational Facilities Needs***

The proposed community is projected to house between 3,060 and 4,590 new residents. The project includes 18.7 acres of Plan Area parks and landscaped open space, in addition to landscaping within the public right-of-way. These areas will be improved by the developers with the buildout of the Ventana Plan Area in accordance with the phasing plan. The cost of the development will be borne by the developers and amortized amongst the residential phases through reimbursement agreements. These areas will be maintained by funding provided by a Plan Area Lighting and Landscaping District.



*Madera Municipal Golf Course*



The City has a policy of developing neighborhood and community parks at a ratio of 3 acres per 1,000 population. City park development is funded through the collection of development impact fees (Capital Facility Fee program) and inclusion of developed residential property in the City of Madera Community Facilities District (CFD). Developers at Ventana will contribute to development of parkland facilities outside of the Plan Area through the payment of development impact fees and by annexation of the project area into the Community Facilities District. At its discretion, the City may elect to offer fee credits to developers for a portion of the 18.7 acres of Plan Area Parks and Landscaped Open Space to the extent that any portion of the area is deemed to qualify as a City park. Said fee credits will not be allowed by right, but rather will be determined after review by the Parks and Community Services Director and will be subject to approval of the City Council.

## **LIBRARY**

Library services in the City of Madera are provided by the Madera County Library which has five branches located throughout the county. The main branch of the library and one additional branch are located in the City of Madera at 121 North G Street and 37167 Hazel Avenue, respectively. The library system has 143,809 volumes, 433 periodical subscriptions, and numerous other resources.



*Madera Area Express bus*

## **PUBLIC TRANSPORTATION**

The City of Madera provides the Madera Area Express (MAX), which serves both a fixed route and a dial-a-ride program. There are currently two stops served by the MAX in the vicinity of the Plan Area. The first is located on Avenue 13 at Madera Avenue just west of the Plan Area. The second is located at the Madera Community Hospital along State Route 99 just north of the Plan Area.

## **UTILITIES**

### ***Water***

#### **WATER SUPPLY, STORAGE AND DISTRIBUTION**

Groundwater from the Madera Subbasin of the San Joaquin Valley Groundwater Basin is the primary source of domestic water supply in the City of Madera. In 2004, the City pumped 12,886 acre-feet of water from this subbasin. Up to the present, underground water

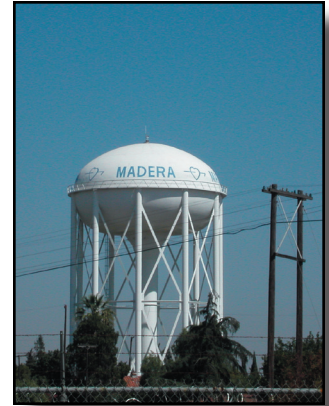
supplies have been adequate to provide sufficient volumes and pressure under emergency and normal operating conditions. However, the City's *Water System Master Plan* identified a continual drawdown on the underground aquifer that cannot be sustained indefinitely. The Master Plan makes recommendations for recharging the aquifer in order to slow or reverse the drawdown. To facilitate this recharge, storm water within the Specific Plan Area will be collected and stored in a retention basin which will be located in the southwest corner of the Plan Area adjacent to an existing City basin.

The City's water supply system consists of 16 groundwater wells, a one-million gallon elevated storage tank, and over 200 miles of water distribution pipelines. The City's *Water System Master Plan* projected the need for four new wells between 2005 and 2010, another four wells between 2010 and 2015, and five new wells between 2015 and 2020. These future wells were expected to be sited in areas of anticipated growth. The Master Plan also projected the need for new distribution mains to serve these new developments.

## WATER QUALITY AND TREATMENT

According to the City of Madera *Water System Master Plan*, the overall chemical quality of groundwater in the City and surrounding area is good with several exceptions. High levels of iron and manganese have been detected in various locations within deeper alluvial deposits. Elevated nitrate levels are also likely throughout rural irrigated areas of the City due to fertilizer use. More localized contamination includes a large plume of brine identified west of the Plan Area surrounding a closed olive processing plant, elevated levels of uranium activity southwest of the City, and isolated ethylene dibromide (EDB) contamination of public well No. 27. Water pumped from public well No. 27 is filtered for both EDB and DBCP.

The primary water quality concern within and directly surrounding the Specific Plan Area is an elevated level of the pesticide 1, 2-Dibromo-3-Chloropropane (DBCP) in shallow groundwater. DBCP was used as a soil fumigant and nematicide on crops in the 1970's and early 1980's but is no longer used in agriculture. Levels of DBCP have dropped significantly as contaminated water is continuously pumped and used for agricultural irrigation while good quality canal water is used for intentional groundwater recharge.



*All domestic water will be treated at the well head before distribution throughout the Plan area.*

*At buildout, the proposed project is projected to have a municipal water demand of between 1,096 & 1,566 afy.*

*Single-family residential units currently pay a flat rate of approximately \$50 for all city-provided utilities including water, sewer, garbage, drainage, and street cleaning.*

The City's *Water System Master Plan* concluded that although there are several areas of concern regarding groundwater quality, most can be fully mitigated through the use of deep annular seals on all wells since Uranium, EDB, and DBCP all occur in shallow groundwater while other contaminants occur at low levels.

All domestic water will be treated at the well head before distribution throughout the Plan Area. Treatment will likely consist of chlorine injection only.

#### **WATER CONSERVATION STANDARDS, METERS, AND FEES**

The City currently has a water conservation program for lawn watering. This program is in affect from April 1<sup>st</sup> to October 31<sup>st</sup> each year and permits the watering of lawns from 7 p.m. to 11 a.m. on certain days according to street address number. The program also requires implementation of a number of other water conservation techniques including the use of water flow control devices on hoses and the quick repair of all water leaks.

Although the City of Madera requires the installation of water meters for all new development pursuant to SB 229, the City only meters the water usage of commercial and industrial development. Therefore, water meters will be installed during construction of each neighborhood within the Plan Area at the expense of the developer/land owner; however, presently only the neighborhood commercial development will be metered and billed accordingly.

According to the City of Madera Finance Department, single family residential units currently pay a flat rate of approximately \$50 for all city-provided utilities including water, sewer, garbage, drainage, and street cleaning. A recent fee increase was adopted by the City Council to approximately \$72.50. Utility fees are not reviewed by the City on a regular basis and no additional increases are currently anticipated for the near future.

The City does not currently have any surface water rights. In order for the City to obtain surface water from Friant Dam through the Madera Canal they will have to comply with Title 34 of the Central Valley Project Improvement Act which requires the implementation of water conservation standards, metering of water, and water pricing reform.

## WATER SERVICE INFRASTRUCTURE PLAN

Development of the Specific Plan will require the construction of an extension of the existing city water system to provide water to the Specific Plan Area. The City's *Water System Master Plan* proposed the construction of a grid system within the Plan Area consisting of eight- and twelve-inch water mains to be constructed between 2005 and 2015 to service new development. This grid system would connect to the existing water distribution infrastructure of the southern service area.

*The average water usage of the Madera area is estimated to be 280 gallons per day per capita.*

The southern service area is primarily supplied by well 21 located north of the Plan Area. According to the City's *Water System Master Plan*, water pressure in this service area will be insufficient to service future development and will require either the drilling of a new well or connection of the service area's system to another service area.

The City's *Water System Master Plan* estimated the average water usage of the Madera area at 280 gallons per day per capita (gpcd). The continued implementation of water conservation measures is expected to maintain this rate of water usage into the future. Using the city's historical population growth rate of 3.2 percent, water usage for the city was projected out to 2020. These projections are provided in [Table 5-4](#) below.

**Table 5-4**  
**Water Usage Projections – City of Madera**

Year	Projected Population	Average Daily Water Requirement (gpm)	Average Daily Water Requirement (mgd)
2000	40,956	7,964	1.15
2005	47,942	9,322	1.34
2010	56,120	10,912	1.57
2015	65,692	12,773	1.84
2020	76,897	14,952	2.15

Source: City of Madera *Water System Master Plan*, 1997

The Water Supply Assessment for the proposed Ventana Specific Plan, prepared by Quad Knopf, Inc. in July 2006, estimated that at build out, the Plan Area will require approximately 966 AFY for the development of 1,000 dwelling units and 1,405 AFY for 1,500 dwelling units. These water demand projections include both residential and non-residential water uses and are based on a *Historical Use Scenario*



under which past policies and standards regarding water conservation are assumed to continue unchanged. These water demand projections are fully described in [Table 5-5](#) below.

**Table 5-5**  
**Projected Water Demand – Plan Area**

	Development of 1,000 Dwelling Units			Development of 1,500 Dwelling Units		
	Residential Use	Non-Residential Use	Total Consumption	Residential Use	Non-Residential Use	Total Consumption
GPD	780,000	83,000	863,000	1,170,000	85,000	1,255,000
AFY	873	92.9	966	1,310	95.3	1,405

Source: Quad Knopf, Inc. *Water Supply Assessment Ventana Specific Plan Project*. July, 2006

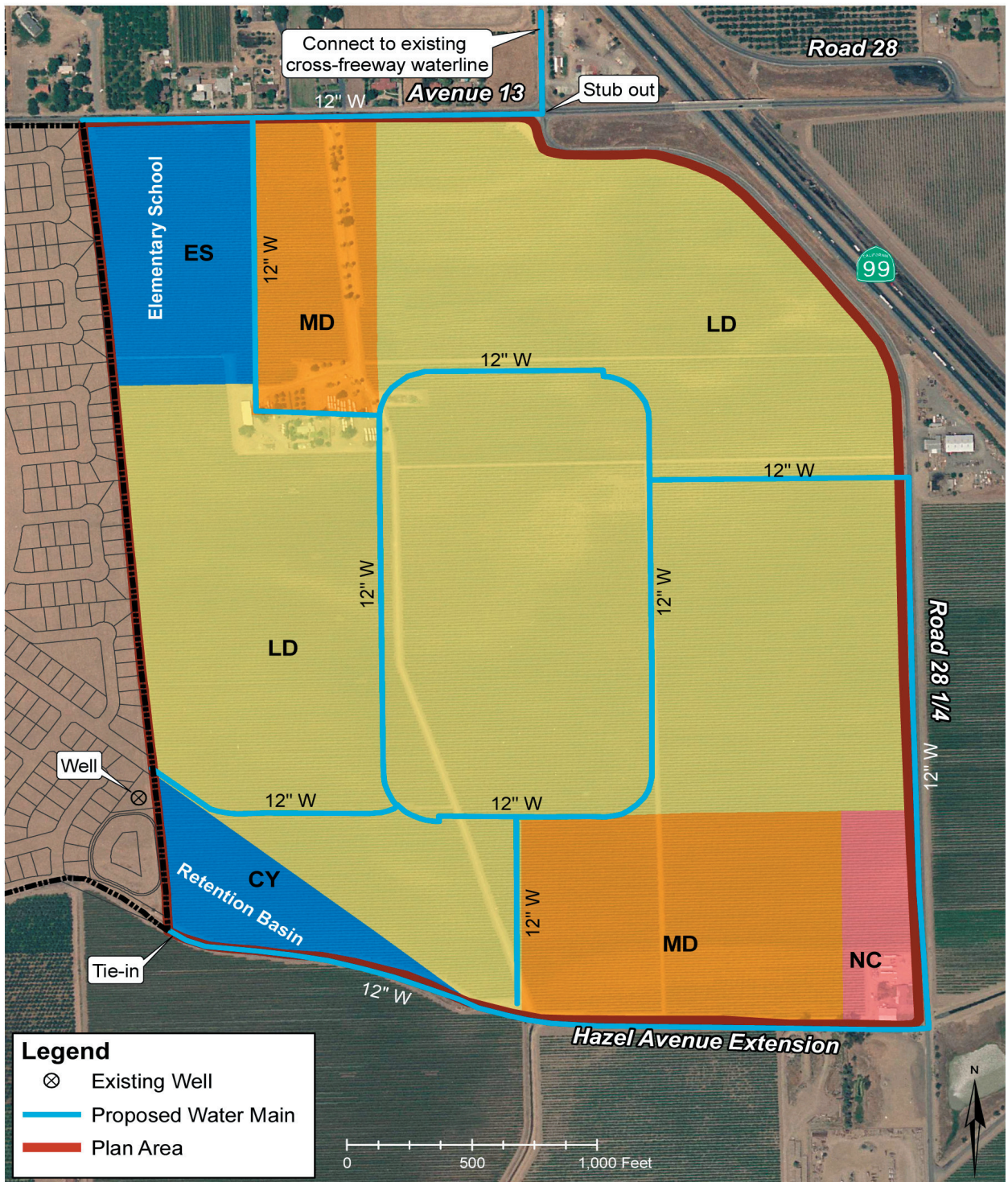


*Madera Canal*

The preliminary water system design for the Plan Area includes a 12” water main in a centrally-located loop system with four 12” water mains extending from this central system. The first extends westward to connect with a proposed public (public well #33) well that will supply the system. The second extends south to the Hazel Avenue right-of-way to supply the southern portion of the Plan Area and to allow for a potential connection to future development south of the Plan Area. The third extends north to Avenue 13 to allow for future connection to city-proposed water infrastructure within Avenue 13 and for a potential future connection to the existing residential units north of Avenue 13. The fourth extends along the northeast entrance and connects to the 12” main in Road 28-1/4.

The offsite water system improvements will include a 12” main being installed along the north, south, and east boundaries of the Plan Area as shown in [Figure 5-1](#). The northerly section will include the extension of the 12” water main in Avenue 13 easterly to the intersection with Golden State Boulevard (Road 28 ¼). At this intersection, the water main will be stubbed to the east for a future cross-freeway connection. A water main will also be extended north along Golden State Boulevard and connect to the newly constructed cross-freeway water line installed by the East Olive Specific Plan development.

At the easterly portion of the Plan Area, a water main will be extended north from the Hazel Avenue/Road 28 ¼ intersection to the northern most project entry along Road 28 ¼. At the southerly portion of



## VENTANA SPECIFIC PLAN PROPOSED WATER MAIN ALIGNMENT

Figure 5-1

Job No.: 050101





the Plan Area, a water main will be extended west from the Hazel Avenue/Road 28 ¼ intersection and connected to the Highlands at Rancho Valencia development water system.

This system will be supplied by a proposed well (public well #33) to be located to the west of the Plan Area within the Highlands at Rancho Valencia development (see [Figure 5-1](#)). This well is projected to produce between 1,500 and 2,000 gallons per minute (gpm) or 2,160,000 to 2,880,000 gallons per day (gpd) and will service both the Plan Area and the Highlands at Rancho Valencia community. The construction of an additional water well or wells may be necessary to ensure redundancy and adequate fire flow per City of Madera guidelines. The conditions of approval for Tentative Maps shall provide that the applicant shall commission a water pressure study to determine the necessity of any additional well sites. The City will require 2.12 gallons per minute on average during peak usage. The City has determined that well sites should be 150'x150' in dimension and located adjacent to 12" water lines. This more detailed analysis or model will be formulated to evaluate the Plan Area water system when connected to both the existing offsite facilities and proposed wells.

Upon final engineering design and preparation of the improvement plans for the Plan Area the water demand value and the water main sizing shall be adjusted as needed. The improvement plans will also include the sizes of any additional water lines, water service laterals, landscaping water service, locations of valves and meters and all other items associated with the water system installation. The engineering design and improvement plans shall be consistent with the City of Madera *Water System Master Plan*.

## **Wastewater**

### **REGIONAL WASTEWATER COLLECTION AND TREATMENT**

The City of Madera's sewer system is maintained by the City's Public Works Department, Water and Sewer Division which maintains over 130 miles of sanitary sewer mains ranging in size from six to 48 inches. Wastewater is gravity fed to the City of Madera Wastewater Treatment Plant or to one of five lift pump stations and subsequently transported to the plant for treatment and disposal.

The City of Madera Wastewater Treatment Plant is located at 13048 Road 21 ½ in Madera approximately 3.5 miles southwest of the City

*The City of Madera Wastewater Treatment Plant is a regional facility servicing the entire City including approximately 10,000 residential, commercial, and industrial customers.*





and beyond current and anticipated areas of urban expansion. The plant is a regional facility servicing the entire City of Madera including approximately 10,000 residential, commercial, and industrial customers. Subsequent to treatment, wastewater is discharged to a series of fourteen 20-acre percolation ponds where the effluent is allowed to evaporate as well as percolate into the soil.

The Madera Wastewater Treatment Plant currently has a capacity of 7.0 mgd and will be expanded to 10.1 mgd by 2008. Current average daily flow is approximately 5.1 mgd.

#### **EXISTING ONSITE INFRASTRUCTURE**

The Plan Area currently contains one residential unit and an active vineyard. The Plan Area is not currently serviced by public water and sewer service; therefore, water is supplied by an onsite well and wastewater is treated and disposed of onsite by a septic system.

#### **WASTEWATER INFRASTRUCTURE PLAN**

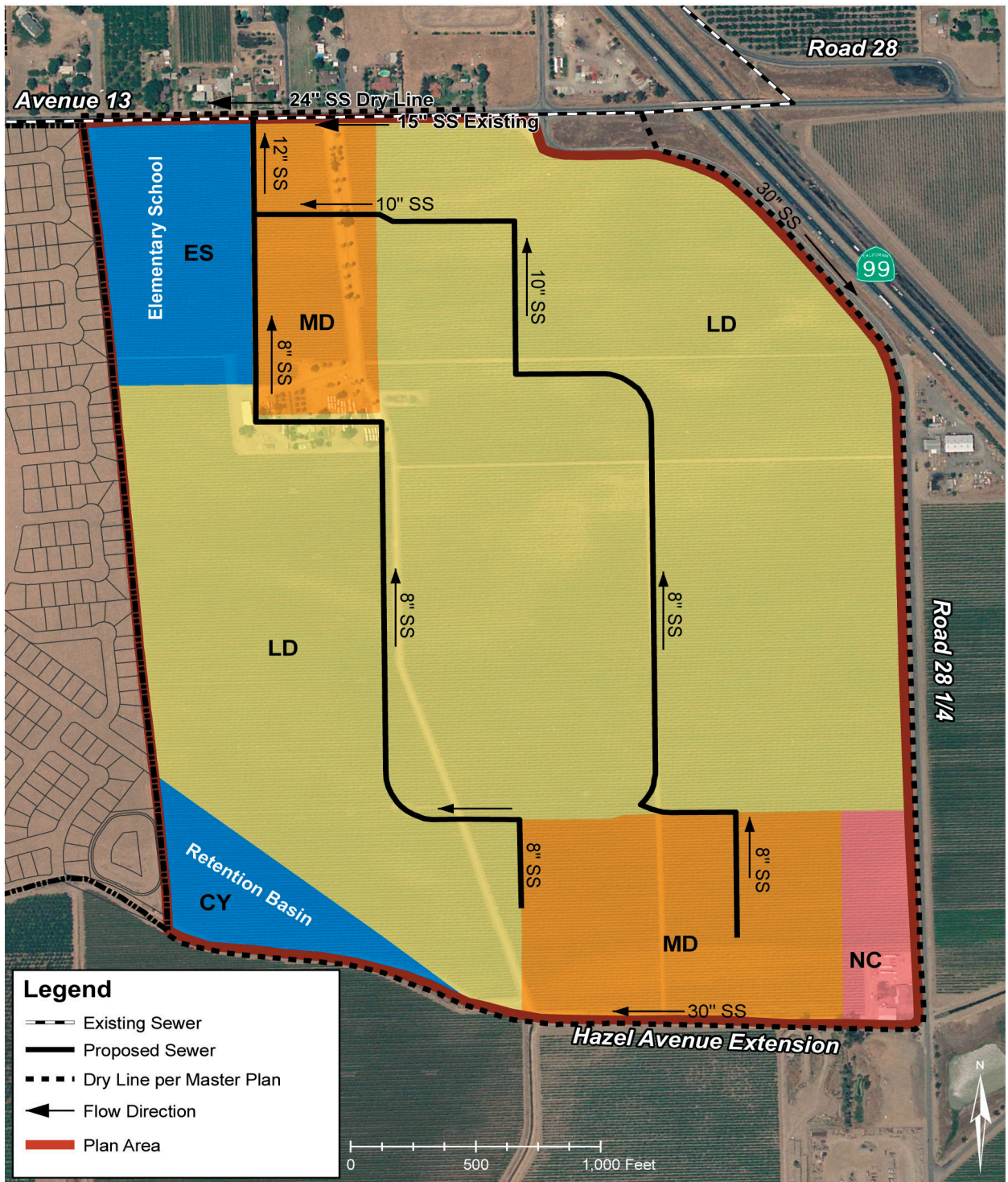
According to *City of Madera Sewer Master Plan* (1997), all wastewater flows generated south of Avenue 13, including the Specific Plan Area, are to be routed north to the Avenue 13 interceptor. This interceptor gravity flows directly to the City of Madera Wastewater Treatment Plant. An existing 15-inch trunk sewer in Avenue 13 is located immediately adjacent to the Specific Plan Area and will be utilized to convey project wastewater to the interceptor, subject to verification of a hydraulic analysis demonstrating sufficient capacity. Completion of said study shall be a condition of approval of the first tentative map.

*The preliminary wastewater infrastructure design includes 8-, 10- and 12-inch sewer lines that run northward through the Plan Area connecting to the Avenue 13 trunk sewer.*

In order to accommodate much of the projected growth beyond the Ventana Specific Plan Area to the east of Highway 99, the proposed project includes installation of a parallel 24-inch “dry line” sewer main in Avenue 13 as recommended in the *City’s Sewer Master Plan*.

Additional sewerage capacity for those areas east of Highway 99 and for the southern service areas is provided for by the installation of a 30-inch “dry line” sewer main adjacent to the Plan Area in Road 28-1/4 and Hazel Avenue which will allow for ultimate future connection to the 42-inch Avenue 13 trunk sewer at Avenue 25.

Although the *City’s Sewer System Master Plan* proposed a 12-inch local trunk sewer through the northern portion of the Plan Area, this



## VENTANA SPECIFIC PLAN PROPOSED SEWER ALIGNMENT

Figure 5-2

Job No.: 050101



is a conceptual design intended to be finalized by the individual developer. The Specific Plan's preliminary wastewater infrastructure design includes 8-, 10- and 12-inch sewer lines that run northward through the Plan Area connecting to the Avenue 13 trunk sewer. The preliminary main pipeline for the wastewater collection system was designed based on the criteria established by the City's *Sewer System Master Plan*. **Figure 5-2** illustrates the preliminary wastewater infrastructure plan.

Upon final engineering design and preparation of the improvement plans for the development, the wastewater volume and the sizes, types and locations of sewer main lines shall be adjusted where necessary. The improvement plans will also include the sizes and locations of any additional wastewater collection lines, necessary manholes, cleanouts, service laterals and all other items associated with the construction of the wastewater collection system. The engineering design and improvement plans shall be consistent with the City of Madera *Sewer System Master Plan*. These improvements will be subject to the city's reimbursement provisions as defined in §10-3.4.0108 of the city's zoning ordinance.

## **Storm Drainage**

### **STORM WATER QUALITY**

Storm water runoff is a natural hydrologic process that occurs when precipitation collects on the surface of the earth and gravity forces the storm water toward lower elevations. As the storm water moves along the surface of the earth, pollutants such as sediment, nutrients, bacteria, oil and grease, heavy metals, toxic-chemicals, and debris are carried along with the storm water. The storm water and pollutants eventually enter streams, lakes, and oceans. Pollutant levels can increase in water to the point that it becomes harmful to the organisms that live in these water bodies, or to the people that use the water as a municipal source of water. Stormwater discharges are regulated under the federal Clean Water Act.

### **NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) PERMITTING PROGRAM**

The Clean Water Act of 1972 provides that the discharge of pollutants to waters of the United States from any point source is unlawful, unless the discharge is in compliance with a NPDES permit. The NPDES permit program was established to regulate point source

*Potential storm water pollutants include:*

- Sediment
- Nutrients
- Bacteria
- Oil and Grease
- Heavy Metals
- Toxic Chemicals
- Debris

*The National Pollutant Discharge Elimination System (NPDES) regulates point source pollutants entering water supplies. NPDES permits are required for all construction projects involving the grading, excavation, or clearing of one or more acres.*



*A Storm Water Pollution Prevention Plan (SWPPP) is a plan that incorporates storm water drainage best management practices into construction activities to control erosion, and reduce the quantity of sediment and other pollutant discharges into water bodies during storm events.*

*Storm Water Best Management Practices include:*

- Public Participation/Involvement
- Public Education and Outreach
- Construction Site Runoff Control
- Illicit Discharge Detection and Elimination
- Pollution Prevention/Good Housekeeping
- Post-Construction Runoff Control

pollutants entering water supplies, including stormwater discharges from construction activities. NPDES permits are required for all construction projects involving the grading, excavation, or clearing of one or more acres. In addition, construction projects, which are a part of a larger common plan, but are less than one acre, would also require a permit. The permit must be obtained before the commencement of construction activities.

The State Water Resources Control Board is responsible for implementing the NPDES program in California and has adopted a statewide General NPDES permit for discharges of stormwater from construction activities. The Central Valley Regional Water Quality Control Board is responsible for enforcing the NPDES program in Madera County.

Landowners and/or developers of land within the Plan Area will be required to obtain coverage under the statewide General NPDES permit prior to commencement of any construction activities. Alternatively, landowners and/or developers may seek individual NPDES permits. To obtain coverage under the General NPDES permit, prior to commencement of construction activities, the landowners and/or developers must submit a Notice of Intent (NOI), a Storm Water Pollution Prevention Plan (SWPPP), and the appropriate fee to the State Water Resources Control Board. A SWPPP is a plan that incorporates storm water drainage best management practices into construction activities. The best management practices are used to control erosion and reduce the quantity of sediment and other pollutant discharges into water bodies during storm events. If coverage under the General NPDES permit is approved, the landowner and/or developer will be required to implement the SWPPP and its best management practices to ensure protection of water quality.

#### **CITY OF MADERA STORM WATER QUALITY MANAGEMENT PROGRAM**

The City's *Storm Water Quality Management Program* (SWQMP), adopted June 9, 2004, is intended to implement and enforce a series of Best Management Practices (BMPs) designed to reduce the discharge of pollutants from the municipal separate storm drain systems to the maximum extent practicable, to protect water quality, and to satisfy the appropriate water quality requirements of the Clean Water Act. These BMPs include public participation/involvement, public education and outreach, construction site runoff control, illicit discharge detection and elimination, pollution prevention/good

housekeeping, and post-construction runoff control. The Program also provides a series of Measurable Goals which are used to gauge the objectives of the Program.

The City's SWQMP provides a NPDES permit for the area within the city's legal boundaries except in areas that are covered under existing, separate permits. These areas include State Route 99 and State Route 145 which are included in Caltrans permitting; school districts, colleges, and the Madera Fairgrounds, which are each required to prepare a separate SWQMP; and the City of Madera Airport. Once annexed, the Plan Area will become part of this permit boundary and if in compliance with the Program, will be covered by this NPDES permit.

### **STORMWATER COLLECTION AND DISPOSAL**

According to the City of Madera's 1997 *Storm Drainage Master Plan*, the City is divided into several distinct drainage areas. Each drainage area has a system of conveyance facilities, pumps, and/or retention basins to collect and dispose of runoff. The storm water runoff is ultimately discharged into man-made retention basins, irrigation canals or pipes, and the Fresno River.

The City's existing stormwater conveyance facilities consist of storm drainage pipes varying in size from eight to 36 inches. Runoff discharges by gravity or is pumped into various irrigation canals and pipelines or the Fresno River, which carry storm water outside the urban area. Twenty-two storage retention basins are located throughout the city, ranging in size from under one acre-foot up to 100 acre-feet. Of the city's 22 stormwater pump stations, four pump stations discharge into the Fresno River, 14 discharge into Madera Irrigation District (MID) facilities, and two discharge into street gutters.

### **EXISTING AND PLANNED INFRASTRUCTURE**

There are two retention basins located near the Plan Area. Retention basin #169050 is a 2.5 acre-foot capacity retention basin located near the southeast corner of the Plan Area at the intersection of Road 28 1/4 and Borden Street. It is a permanent, public basin maintained by the Madera Irrigation District.

Retention basin #163050 is located adjacent to the southwestern corner of the Plan Area. It is also a permanent, public basin that was



*Retention Basin near the Plan Area*

*The proposed project design calls for the expansion of an existing retention basin to service the proposed community.*

originally constructed as part of the Highlands at Rancho Valencia project and dedicated to the city. The Specific Plan project design calls for the expansion of this basin eastward into the Plan Area to service both this existing subdivision and the proposed development.

According to the City of Madera's 1997 *Storm Drainage Master Plan* several new pipelines were proposed to connect with these two retention basins. To the west of the Plan Area three new pipelines were proposed; (1) a 42-inch pipeline south from Avenue 13 to retention basin 163050; (2) a 24-inch pipeline north from Avenue 12 to retention basin 163050; and (3) a 24-inch pipeline along Avenue 12. To the east of the Plan Area two new pipelines were proposed; (1) a 36-inch pipeline north of retention basin 169050; and (2) a pipeline south from retention basin 169050 and east along Avenue 12.

### STORM DRAINAGE INFRASTRUCTURE PLAN

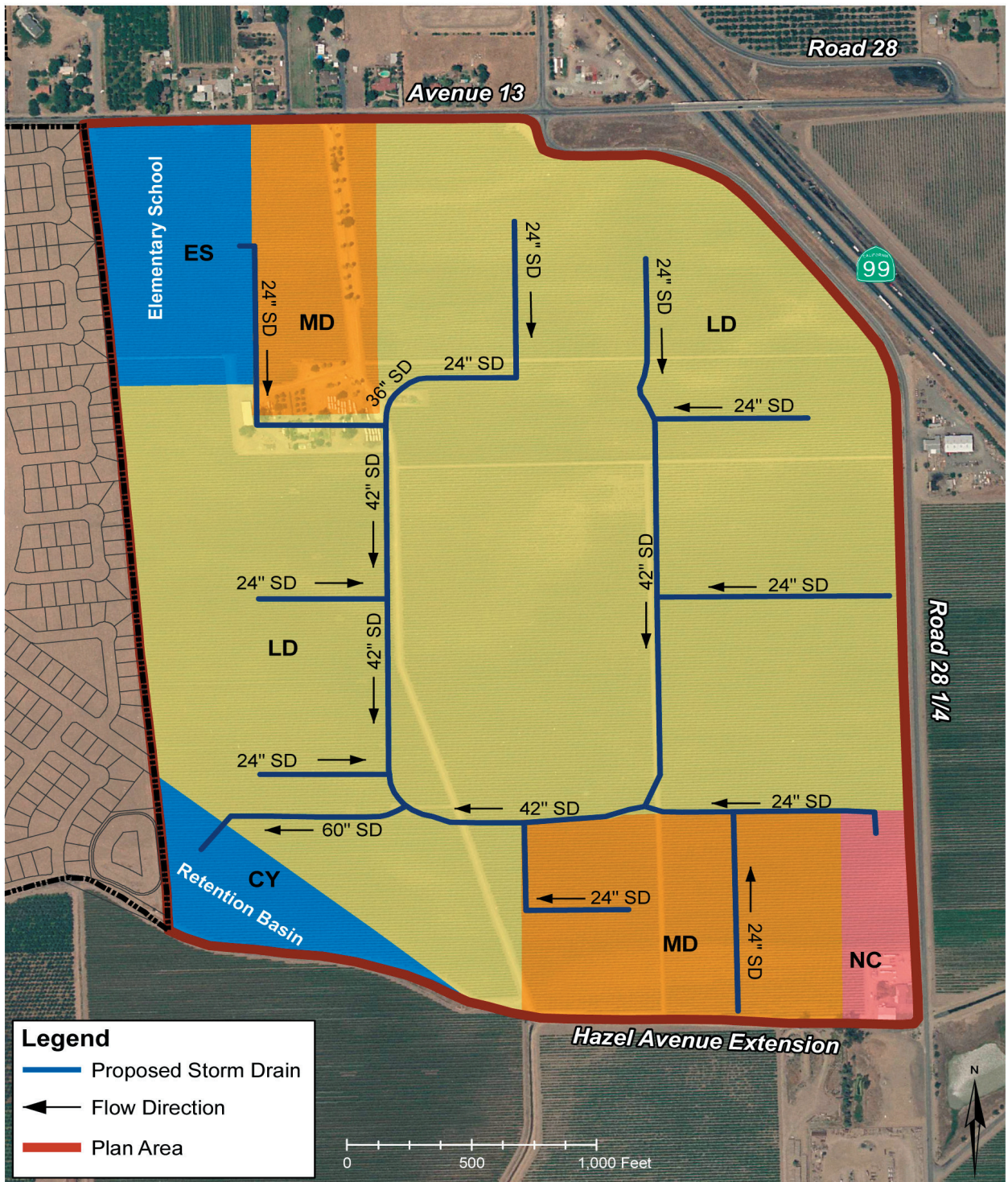
Of the storm drainage improvements proposed in the City of Madera's *Storm Drainage Master Plan*, the Specific Plan proposed to construct a 42-inch storm drain line in the middle of the Plan Area. This storm drain line will collect the stormwater runoff and convey the runoff to the stormwater retention basin. The size of the retention basin was estimated to be 47.4 acre-feet with the design storm being the 10-day, 100-year storm event indicated in the *Storm Drainage Master Plan* representing approximately 5.25 inches of precipitation. The runoff volume was estimated using a runoff coefficient of 0.41, which is an area weighted runoff coefficient taking into account the various land uses within the development.



Upon final engineering design and preparation of the improvement plans for the development, the stormwater runoff volume and the sizes, types and locations of storm drain pipes shall be adjusted where necessary. The improvement plans will also include the sizes and locations of any additional storm drain lines, necessary manholes, drop inlets and/or curb inlets and all other items associated with the construction of the storm drain system. The engineering design and improvement plans shall be consistent with the City of Madera *Storm Drainage Master Plan* (1997). The proposed storm drainage infrastructure plan is illustrated in [Figure 5-3](#).

Major portions of the storm drainage system will be installed by the first phase of development. Because of this, reimbursement agreements will be established for later phases of development within the Specific Plan Area to reimburse a fair share of this initial storm drainage pipeline construction.





## VENTANA SPECIFIC PLAN PROPOSED STORM DRAIN ALIGNMENT

Figure 5-3

Job No.: 050101





## **Solid Waste**

Solid waste disposal for the City of Madera and the Plan Area is managed by the City of Madera Solid Waste and Recycling Department. The City provides all waste collection and transport services within the city limits, processing approximately 37,012 tons in 2000.

### **DISPOSAL SITES**

According to the California Integrated Waste Management Board, approximately 98 percent of all solid waste generated in Madera County is disposed of within the county. The remaining solid waste is exported to San Joaquin, Stanislaus, Merced, Fresno, Kings, Kern, and Los Angeles counties.

There is currently one active, permitted landfill that services the City of Madera. The Fairmead Solid Waste Disposal Site is a Class III landfill located at Avenue 22 and Road 19 near the City of Chowchilla. It is owned by the County of Madera Public Works Department and operated by Madera Disposal Systems, Inc. It is located on 121 acres with a total permitted disposal area of 77 acres surrounded by agricultural, residential and rural land uses.

This landfill accepts agricultural waste, asbestos, construction/demolition waste, green materials, industrial and mixed municipal wastes, tires, and wood waste with a maximum of 1,100 tons accepted each day. In 2003, Fairmead Solid Waste Disposal Site accepted a total of 113,455 tons. Its estimated closure date is December 31, 2033.

### **WASTE REDUCTION**

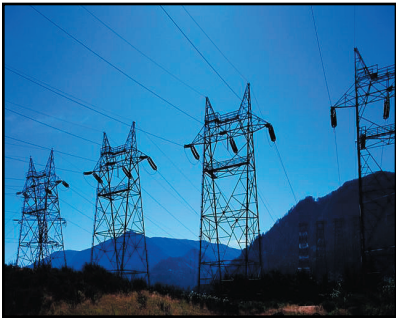
The City of Madera last updated their Source Reduction and Recycling Element (SRRE) in 1997. This element describes the City's efforts to reduce the amount of solid waste entering landfills. This is accomplished through source reduction, recycling, composting, and programs to handle special wastes.

AB 939, the California Integrated Waste Management Act, requires cities and counties in California to divert 25 percent of all solid waste from landfill or transformation facilities by January 1, 1995, and 50 percent by January 1, 2000. As of 2000, the City of Madera had a



*Household hazardous waste includes household chemicals and other common household products such as:*

- Paints
- Pesticides
- Cosmetics
- Cleaning Products
- Batteries
- Automotive Products



solid waste diversion rate of approximately 50 percent. Unofficial, preliminary data for 2003 indicates a diversion rate of approximately 48 percent for the City.

The City of Madera currently provides curbside pickup for both mixed garbage and green waste in separate gray and green containers, respectively. The City has also recently approved a curbside pickup program for recyclable materials in a third blue container.

### **HOUSEHOLD HAZARDOUS WASTE**

Household hazardous waste includes household chemicals and other common household products such as paints, pesticides, cosmetics, cleaning products, batteries and other automotive products. These products should not go in the garbage can or down the drain to prevent the waste from entering the landfill, or into groundwater.

The Fairmead Solid Waste Disposal Site currently accepts computer monitors and televisions which may contain mercury and leaded glass. There are ten locations within Madera County that accept old gas and oil for recycling. Additionally, the City of Madera website offers residents tips on how to properly dispose of other household hazardous wastes such as paint, mercury-containing light bulbs, thermostats, and thermometers.

### **GAS AND ELECTRIC SERVICE**

Natural gas and electrical power in the City of Madera are supplied by Pacific Gas and Electric Company (PG&E).

### **TELECOMMUNICATIONS**

Telephone service in the City of Madera is provided by SBC Communications and cable television is provided by Comcast Cable Television.

### **MAIL SERVICE**

Mail service will be provided by the U.S. Postal Service. Mailboxes will be ganged and mailbox locations will be determined in consultation

with the U.S. Postal Service. Sufficient area within the public right-of-way shall be provided for mailbox installation.

## **STREET AND ROAD MAINTENANCE**

City streets are maintained and repaired by the City's Public Works Department, Street Division in order to prevent unsafe conditions, improve the appearances, and delay major repairs. This division is responsible for the maintenance and repair of all city streets, street signs, pavement markings, alleyways, and any emergency situations that may arise. Additionally, this division maintains an annual leaf removal program and regular street sweeping.

## ***Public Services and Infrastructure Policies and Implementation Measures***

See Chapter Six, *Financing Plan* for a discussion of funding for public services and infrastructure within the Ventana Specific Plan Area.

### **Policy PSI-1: To provide adequate public schools for residents of the Ventana Specific Plan Area.**

Implementation Measure PSI-1: Developers/land owners shall include a site for a school facility in the approximate location and of the approximate size shown on [Figure 3-1](#) of the Ventana Specific Plan.

### **Policy PSI-2: Create a park and bicycle/pedestrian trail system to visually enhance the Plan Area consistent with the City of Madera parkland policy.**

Implementation Measure PSI-2: The Specific Plan shall contribute toward the City of Madera's policy of developing new parkland facilities at a ratio of 3 acres per 1,000 through the payment of development impact fees and inclusion into the City of Madera Community Facilities District (CFD). Park impact fees shall be collected prior to building permit issuance.

Implementation Measure PSI-3: Developers/land owners shall acquire and develop new Plan Area parks and landscaped open space in the approximate locations and sizes as shown in Figure 3-1 of the



Ventana Specific Plan. The City may elect to offer fee credits to developers for a portion of the Plan Area Parks and Landscaped Open Space to the extent that any portion of the area is deemed to qualify as a City park. Said fee credits will not be allowed by right, but rather will be determined after review by the Parks and Community Services Director and will be subject to approval of the City Council.

**Policy PSI-3: Ensure that adequate water, wastewater, and solid waste services and facilities are available to meet the needs of new development within the Ventana Specific Plan Area.**

Implementation Measure PSI-4: Developers/land owners shall install all necessary water and wastewater infrastructure at sizes adequate to service the area under development as well as all future develop within the Plan Area that will utilize the infrastructure.

Implementation Measure PSI-5: Developers/land owners shall incorporate water conservation toilets, faucets, and shower heads for all new development in the Plan Area.

Implementation Measure PSI-6: All non-residential uses shall implement water conservation practices as a condition of approval of each Precise Plan application or building permit application.

Implementation Measure PSI-7: All streetscape landscaping within the Plan Area shall utilize drought tolerant woody plant species in order to conserve water.

## CHAPTER SIX

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# DESIGN GUIDELINES & DEVELOPMENT REGULATIONS

# CHAPTER SIX - DESIGN GUIDELINES & DEVELOPMENT REGULATIONS

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*These Design Guidelines are intended for use by the City of Madera staff, Planning Commission, City Council, land owners, and developers in the planning and approval of development projects within the plan area.*

*This document will provide some conceptual standards that can be included in the design and layout of the individual projects.*

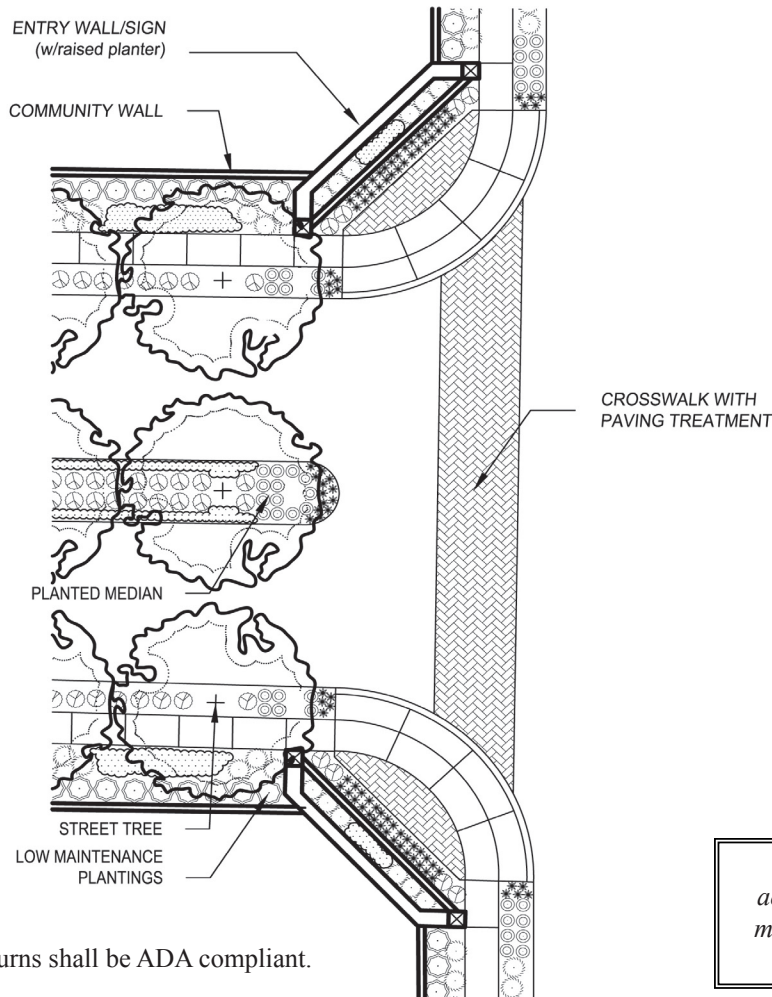
Community design, including architecture, landscaping, and principles guiding location of improvements and layout of developed properties, is an important part of determining the quality of life for residents. A good design—under an umbrella of consistent design elements—promotes community pride and close-knit neighborhoods.

These Community Design Guidelines are to be used by the City of Madera staff, Planning Commission, City Council members, and builder/developers in the planning and approval of development projects within the Plan Area. The purpose of the guidelines is to promote quality and cohesiveness for key elements of the Plan Area affecting residential structures, landscaping, lighting, and other design details. The guidelines are intended to be flexibly applied so that engineers/design professionals engaged in the development of specific parts of the Plan Area can express creativity on individual projects without compromising the community character as a whole.

Where this chapter remains silent, the provisions and definitions with the City of Madera Municipal Code should apply. Where a conflict exists between these development standards and the City of Madera Municipal Code, the standards contained herein should apply.

## **Community Story**

Communities throughout the San Joaquin Valley are beginning to reintroduce urban design and planning standards which had been found in California in the early part of the 20<sup>th</sup> century. There is widespread agreement that the simple design features of these traditional neighborhoods had the practical effect of encouraging greater neighborhood interaction. Community design features such as a reduced street widths, interconnected streets, detached walkways, and street tree plantings, when incorporated in today's communities, have been demonstrated to produce a high level of satisfaction among residents. These simple designs, when used with efficient land use



Note: Curb returns shall be ADA compliant.

*Entry features will include accent monuments, signage, low maintenance plantings and other complementary features.*

*Primary access will be through two gateways located on Avenue 13 and Road 28 1/4.*

patterns, tend to build a greater sense of community and security among residents.

### ***Ventana Entry Gateways***

Residents and visitors will gain primary access to the Ventana Plan Area via project entryways located along Avenue 13 and Road 28 1/4. Three primary entry gateways will offer access to the Plan Area. Gateways are designed to provide grand scale entry into the community. Each gateway should be prominently marked with signage. Gateway features include low walls, stone columns, enhanced paving and special landscaping. Consistency and compatibility with other visual elements within the Plan Area will be essential to promoting a unified development pattern within the development. The following shall govern the design of gateways:



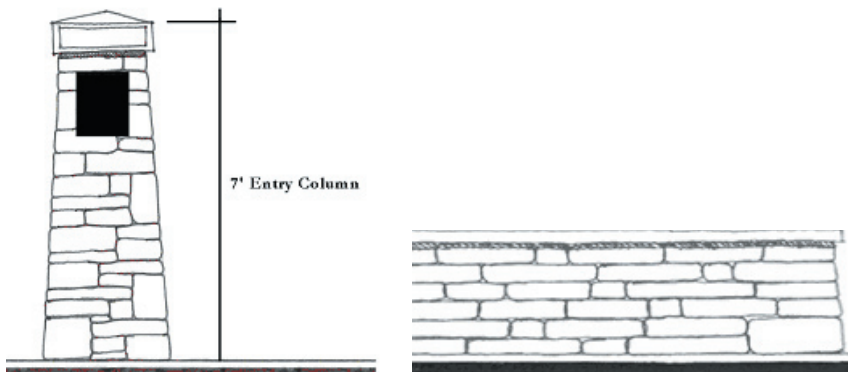
1. Entry gateways and signing should be located at the locations shown in Figure 1-1.
2. Entry gateways should be prominently marked with signage, lighting, and decorative landscaping.
3. Although primarily a backdrop for entry signage, low walls may also be used to provide closure and landscaped edges.
4. Landscaping at entry gateways shall incorporate a unique entry tree species. Entry trees shall be matched in size, form and shape. Understory plantings, walls, and fences shall be arranged with attention paid to symmetry.
5. Signing shall be consistent in design and scale with any adjoining wall, lighting, and landscape elements.
6. A high level of detailing and craftsmanship shall be evident in entry features.
7. Entry monuments shall be surfaced with natural or natural appearing ledger stone. The selected stone and color should be consistently used throughout the project. The ledger stones should be placed in such a manner as to give the image of being dry stacked.



*Entry Monuments shall have the appearance of dry stacked stone .*

*See the previous gateway diagram for locations of entry monuments and walls.*

#### **Entry Monuments- Columns and Low Walls**



## Internal Streetscapes

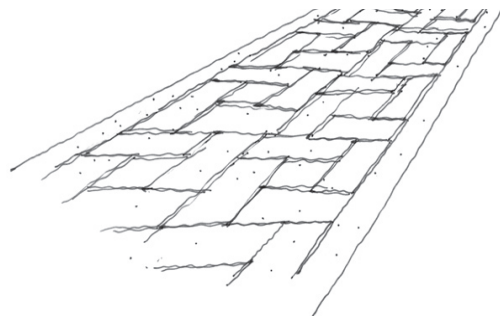
### ENTRY STREETS

Entry streets are designed to extend the community's image beyond the gateway location by connecting the drive from the Plan Area's gateways to the central Plan Area park and open space. Entry streets should compliment gateway features and reinforce the community theme. The following shall govern the design of entry streets:

1. Entry streets shall be designed as shown in Figures 4-3A and 4-3B in Chapter 4.
2. The streetscape at the point-of-entries should endeavor to create wide areas of greenery with rows of trees, interspersed with random groups of "color" trees within the median.
3. A primary tree should be uniformly used in all medians within the Plan Area (see Landscaping, *infra*). Accent trees, groundcover, and shrubbery should be used to compliment the trees and provide a full, lush appearance to the median landscaping.
4. Large expanses of hardscape materials, such as bricks, concrete, or stone, are not permitted within the median.
5. Cul-de-sacs that are perpendicular to entry streets will be daylighted to provide pedestrian and bicycle access.
6. Decorative lighting shall be incorporated (see Lighting Standards) within the median at intervals specified by the City of Madera's standards and specifications.
7. At Plan Area entries, special paving treatment, such as pavers or stamped concrete shall be used. Finish colors and texture should be consistent with entry columns and walls.



*Lights should be used along major entry corridors to improve vision along streets and walkways.*



## PEDESTRIAN CONNECTIONS

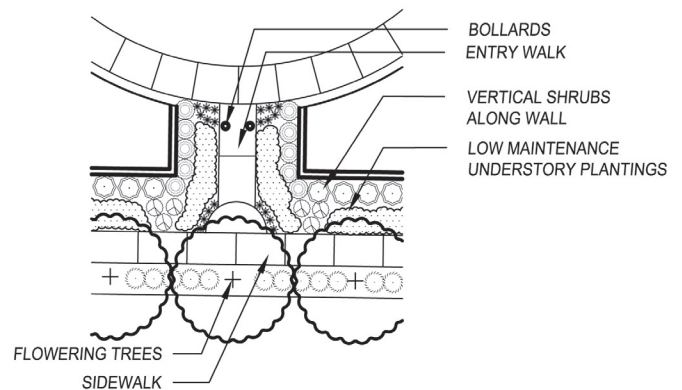
At important points within the community, open space connections provide pedestrian access from neighborhoods to streets, Plan Area parks and landscaped open space, and the Plan Area school site. Pedestrian connections typically involve a “day-lighted” cul-de-sac terminating adjacent to a perpendicular street. These connections should permit easy pedestrian and bicycle access and should be attractively landscaped. Day-lighted cul-de-sacs are located in two primary locations; (i) at neighborhood streets perpendicular to entry roads and (ii) where roadways terminate adjacent to the Plan Area park and landscaped open space. The following design standards apply to day-lighted cul-de-sacs:

1. Day-lighted cul-de-sacs shall be located at the locations shown in Figure 1-1.
2. A pedestrian/bicycle connection shall be provided at the end of every cul-de-sac adjacent to a Plan Area park or landscaped open space.
3. Along Plan Area entry streets, where walls adjoin residential areas, day-lighted cul-de-sacs shall be used to create openings with pathway connections.

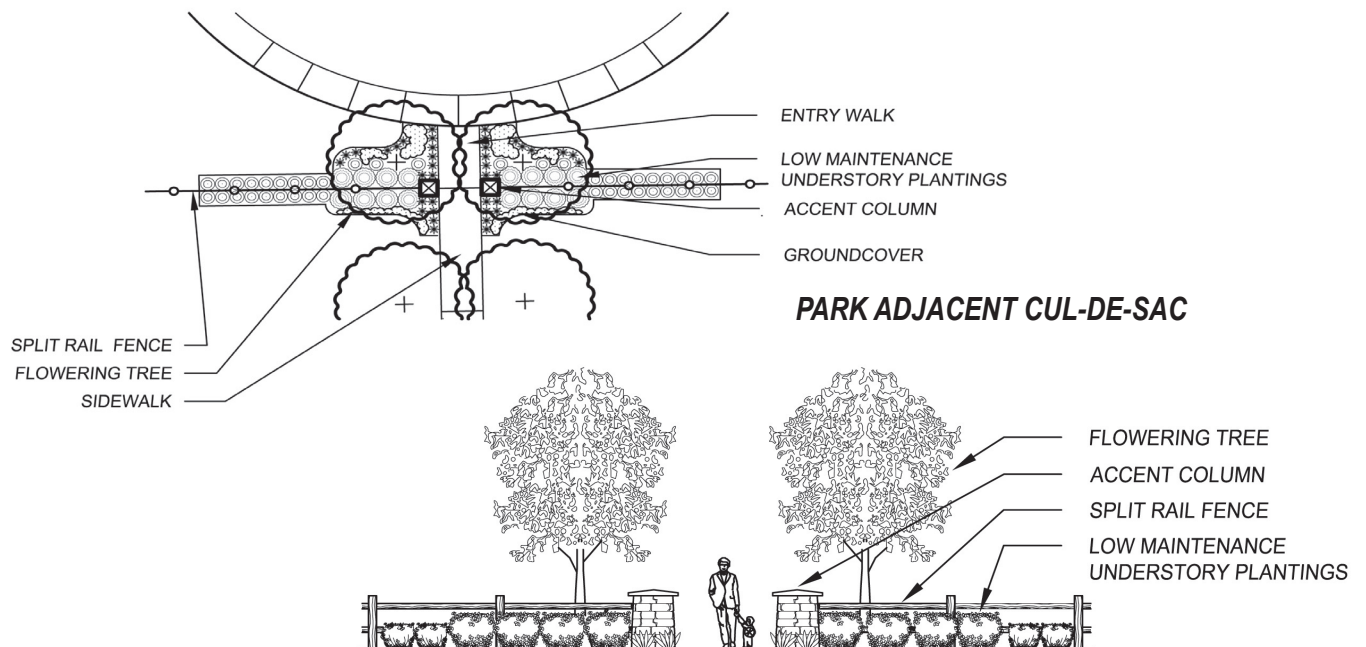


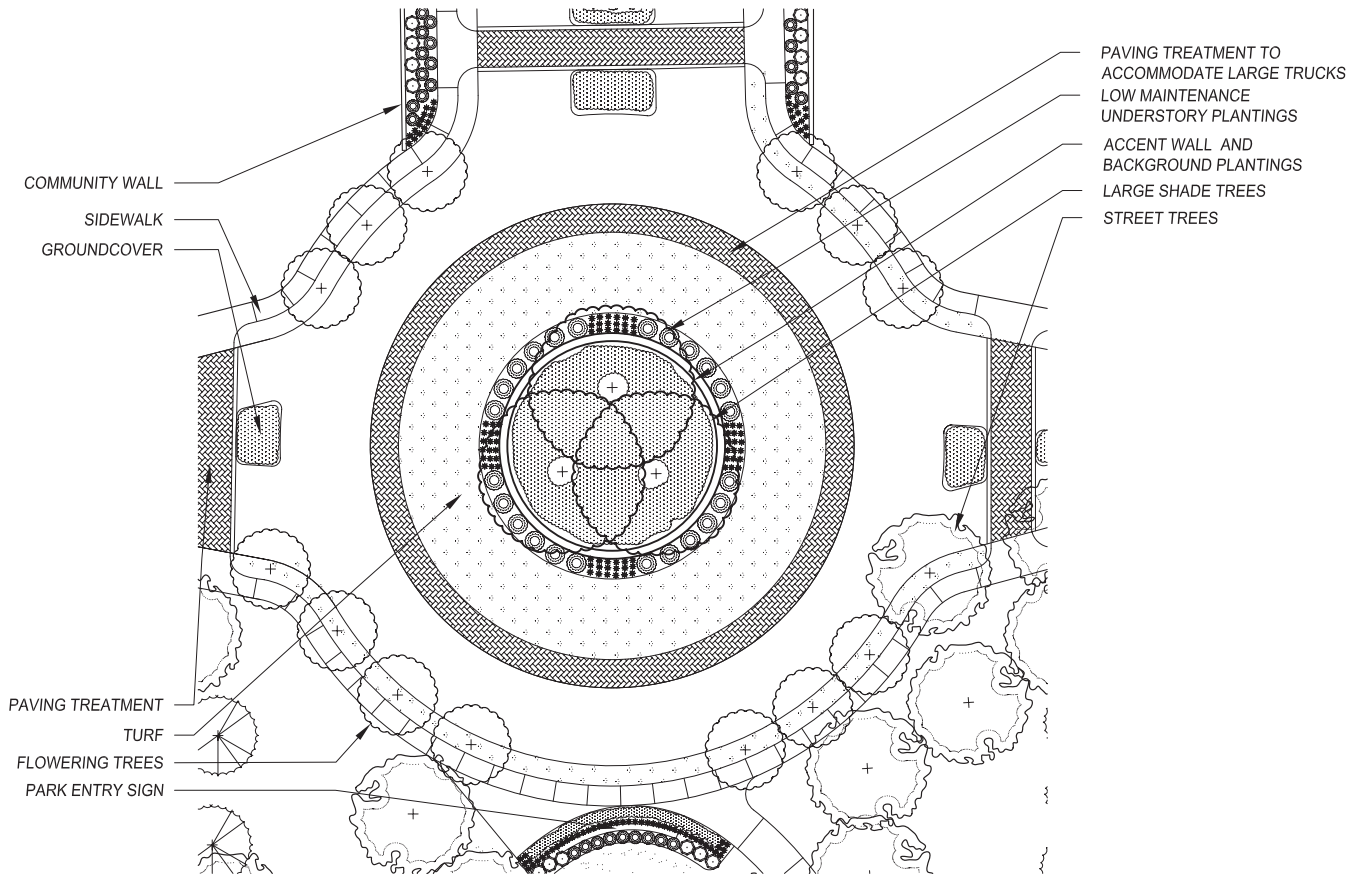
*Day-light cul-de-sacs provide pedestrian access to and from travel corridors.*

### DAY-LIGHT CUL-DE-SAC



### PARK ADJACENT CUL-DE-SAC





## ROUNABOUTS

Roundabouts are located at two key points along the roadway encircling the central Plan Area park and open space as a means to manage vehicle movement. Roundabouts should not incorporate extensive areas of non-landscape materials. Varied and colorful landscaping should be provided within the roundabout though vegetation heights should be minimized to avoid obstruction of views from automobiles on the road. The following shall govern the design of roundabouts:

1. Raised planters shall be employed to define roundabout approach from each direction.
2. The use of decorative paving through crosswalks (consistent with project gateways) is encouraged to highlight pedestrian crossing points.
3. Parkways between sidewalk and curb edge shall be extended to a point just beyond crosswalk.



*Landscaped roundabouts should be used at major intersections to improve the visual quality of neighborhood identity points*



4. A focal element such as a monument or accent tree shall be employed in the design of the roundabout.
5. The minimum diameter of a roundabout is 60', as measured from face of curb to face of curb.

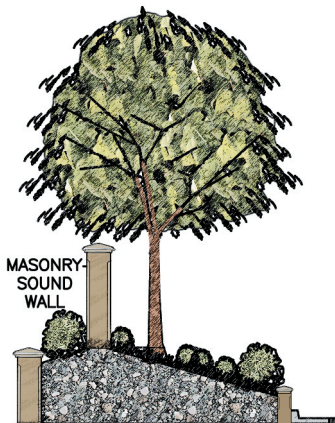
### **Community Walls Standard**

Continuous sound attenuation walls will be located along the periphery of the Ventana Plan Area to provide separation between neighborhoods and exterior roadways. Along periphery streets, a six foot landscape buffer is provided between the back of sidewalk and the wall. Dense plantings of clinging vines should be planted to discourage graffiti and create the impression of continuous landscaping rather than continuous wall. Community walls are also located at Plan Area entryways where they provide a setting for entryway landscaping and design treatments. Pedestrian access openings shall be included and strategically located to provide access to common areas such as the Plan Area school, Plan Area park and landscaped open space areas, and pathways. The following design standards apply to community walls:

1. Exterior soundwalls shall be of one design and manufacturer.
2. The design for soundwalls shall reflect that provided in the typical wall sections as shown below with precast panels topped by caps and detailed columns with chambered corners and raised caps.

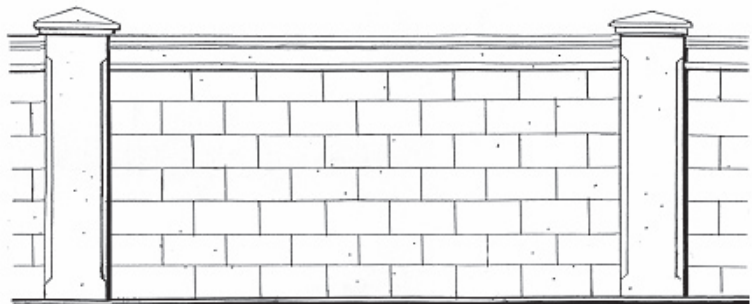


*Climbing vines help soften the visual impact of walls and minimize opportunity for vandalism.*



**Typical Wall Section With Grade Change**

**TYPICAL WALL SECTION**



Note: Manufactured by Design Industries or Sierra Precast.

3. In cases where natural or artificial topographical changes occur, sound walls should be stepped to maintain the lowest possible height.
4. Diminish the visual impact of walls with characteristic vines that climb onto walls.
5. Color shall be Kelly Moore Paint No. 171.

Along the northeast section of the Plan Area where the sound wall height is dictated by enhanced noise attenuation requirements from noise generated by State Route 99, walls should be used in conjunction with other noise attenuation features such as berming in order to minimize the visual impact of the wall on surrounding properties. Berming will allow for noise attenuation while reducing the need for overly tall soundwall structures. Landscaping appropriate to the size and scale of the walls is encouraged to break up the continuity of the wall and to improve the appearance of the walls within the neighborhood.

### ***Lighting Standard***

Decorative street lights shall be utilized within the Plan Area streetscape and Plan Area park and landscaped open space areas. A uniform decorative street light standard shall be established and approved by the City Engineer.

### ***Cell Towers***

If a cell tower facility is located in the Plan Area, the tower design shall be a monopole and the design should employ stealth components intended to minimize the aesthetic impacts. All designs will be subject to review and approval by the Community Development Director.

### ***Street Trees and Landscaping***

Landscaping should create a pleasant and rural character for the community, as well as serve to promote a sense of community identity for the Plan Area. Residential neighborhoods should feature trees spaced at regular intervals of approximately 30 feet on center in order to provide a continuous canopy cover. The landscape treatment within Plan Area parks and landscaped open space should include a combination of formal and informal arrangements. Plan Area parks and landscaped open space should include the use of large usable turf areas as well as small spaces for picnics and social gatherings. Street

trees should surround the perimeter of Plan Area park and landscaped open space areas to provide a canopied edge.

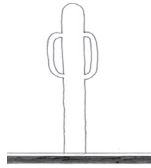
The City of Madera has an approved street tree list which includes drought tolerant species. Generally, trees selected for planting should require limited maintenance and should have a characteristic root system that minimizes damage to sidewalks, streets, and home foundations. Landscaped areas within the city right-of-way should utilize turf, mulch, or suitable ground cover or shrubs, to reduce visible soil and reduce erosion. The following principles will govern Plan Area landscaping:

1. Provide landscaping that reflects the rural character of the Plan Area and its surroundings.
2. Ensure adequate and appropriate landscaping is provided within all development projects.
3. Street trees should be planted at intervals of approximately 30 feet on center within planting strips. Typically, each lot should plant a minimum of two street trees. An additional two to three street trees should be planted along the side of a corner lot.
4. Ensure shade tree planting occurs to improve the cooling efficiency of buildings and minimize heat island effects of paved surfaces.
5. Ornamental and specialty planting are considered appropriate accents to entry features.
6. Landscaping should be native, drought tolerant, and require low maintenance.
7. Irrigation and drainage systems should be installed to provide appropriate water supply to landscaped areas. Irrigation systems should utilize drip irrigation when possible to conserve water resources.

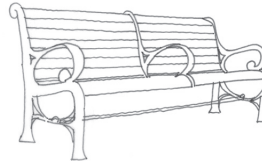


*Street trees spaced at regular intervals will provide a continuous canopy cover.*

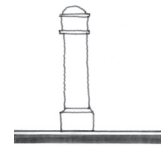
**TYPICAL BIKE  
RACK**



**TYPICAL BENCH**



**TYPICAL BOLLARD**



### ***Street Furniture***

Street furniture selected to be used (such as bollards, benches, trash cans, etc.) should reflect the community theme and design vocabulary. All color specified metals should be powder-coated or anodized rather than painted.

### ***Plan Area Parks and Landscaped Open Space***

The Plan Area features approximately 18.7 acres of Plan Area park and landscaped open space to provide a variety of outdoor activities for those living in or near the community. Three park areas are centrally located within the community for easy access by residents. The Plan Area parks are linked together via a linear greenbelt trail. The Plan Area parks are designed to serve the needs of all age groups. Park features will include:

- Large turf play areas
- ½ court basketball courts
- Informal play areas that can accommodate soccer or softball
- Children's play equipment
- Sitting areas and formal gardens
- A coordinated system of site furniture and lighting
- Pedestrian / Bicycle Trail connections
- Bicycle parking
- Barbecue and picnic areas

Plan area park sites within the project area shall be designed to support the visual character of the surrounding residential streets, and shall incorporate appropriate landscape design materials and features to conform to the neighborhood identity established by the various design elements of the Plan Area. These can include the use of building materials and colors similar to those used in sound walls, retaining walls, or other neighborhood entry features, monuments or design features similar to those at the community entry points, and the establishment of landscaping and plant materials consistent with the street trees and other vegetation planted along residential streets. Plan Area park spaces should also serve as a visual focal point for the



*Play structures can accommodate activities for different levels of skills and abilities.*



*Tables, benches and BBQ units provide locations for social gatherings.*



*Basketball courts provide another form of active recreation for all ages.*



interior of the Plan Area. The Plan Area park areas can accomplish this through the use of design materials along dominant sight lines from residential areas.

1. Open Space location and configuration should generally conform to that depicted in Figure 1-1.
2. Plan Area Parks and landscaped open space designs should accommodate a variety of semi-active and passive recreational features.
3. All Plan Area parks and open space improvements will be designed by a licensed landscape architect, as required by State law.
4. Benches, bollards, trash receptacles should be provided at appropriate locations in the central park system.
5. Pedestrian walkways or activity areas should be illuminated where appropriate. Such lighting should illuminate changes in topography, hardscape, etc. that if left unlit, would cause the user to feel insecure.



*Shade structures provide locations for resting and picnic activities.*

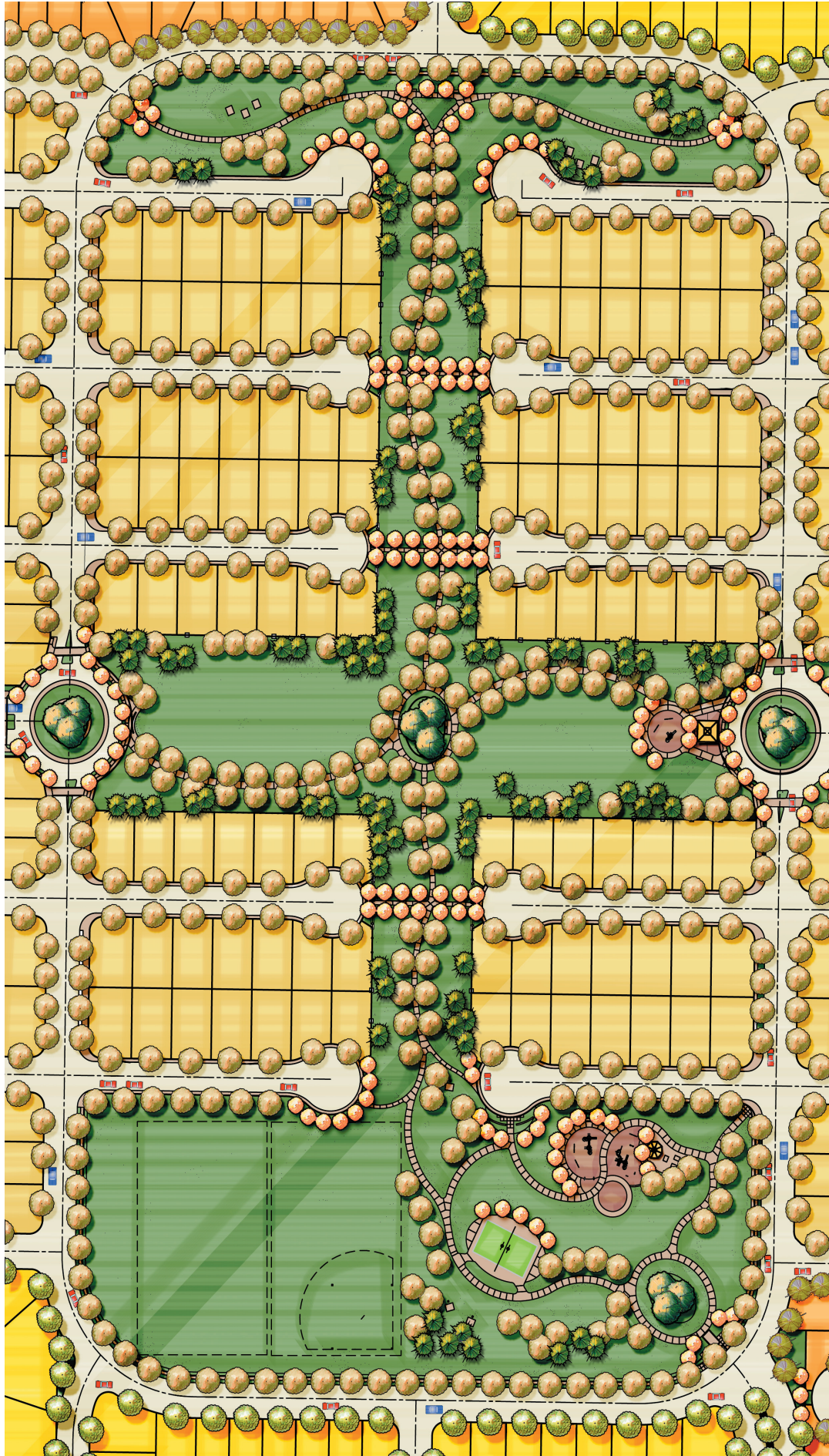


*Tot lots provide active recreation for young children.*

**SOUTH PARK**

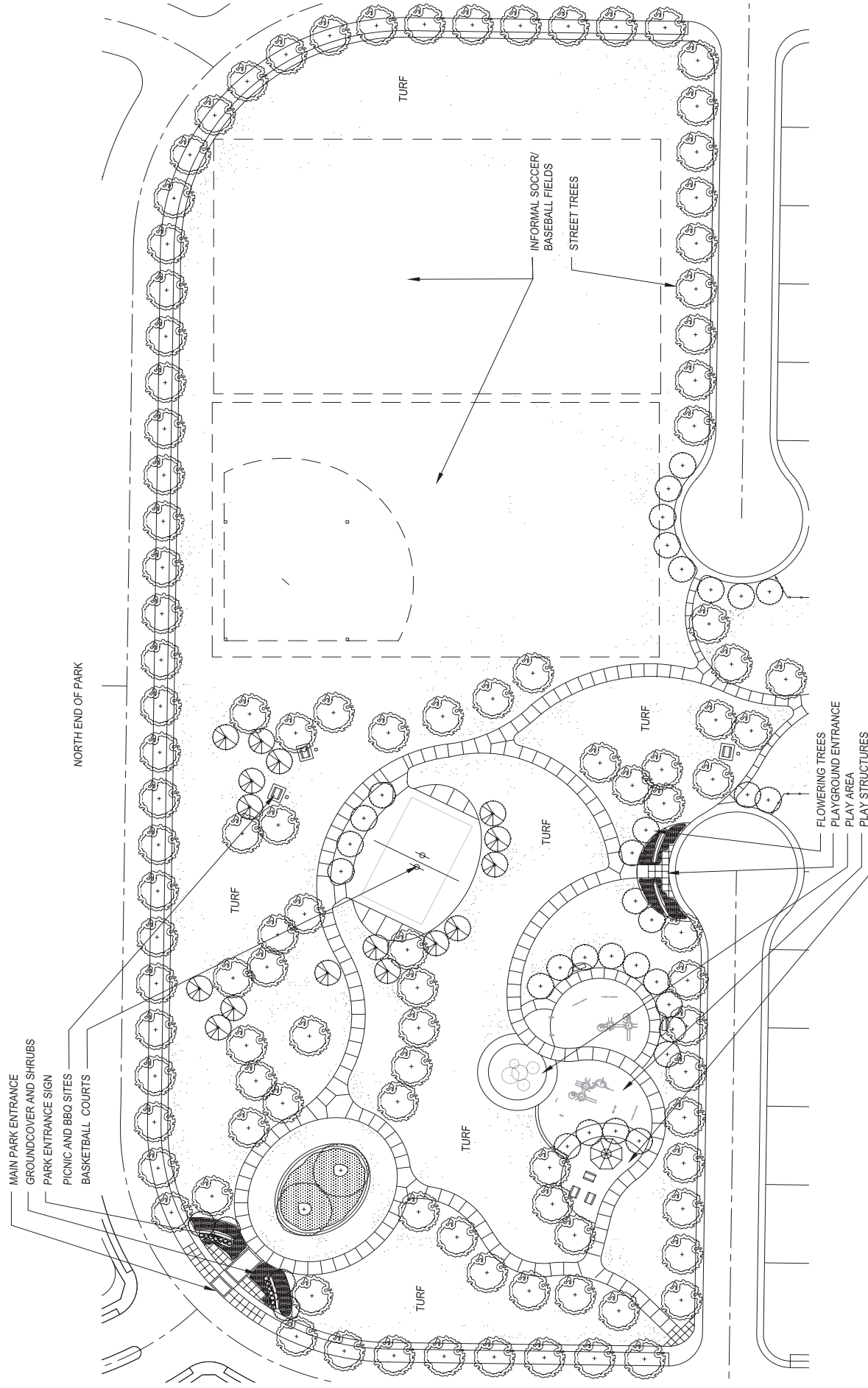
**CENTER PARK**

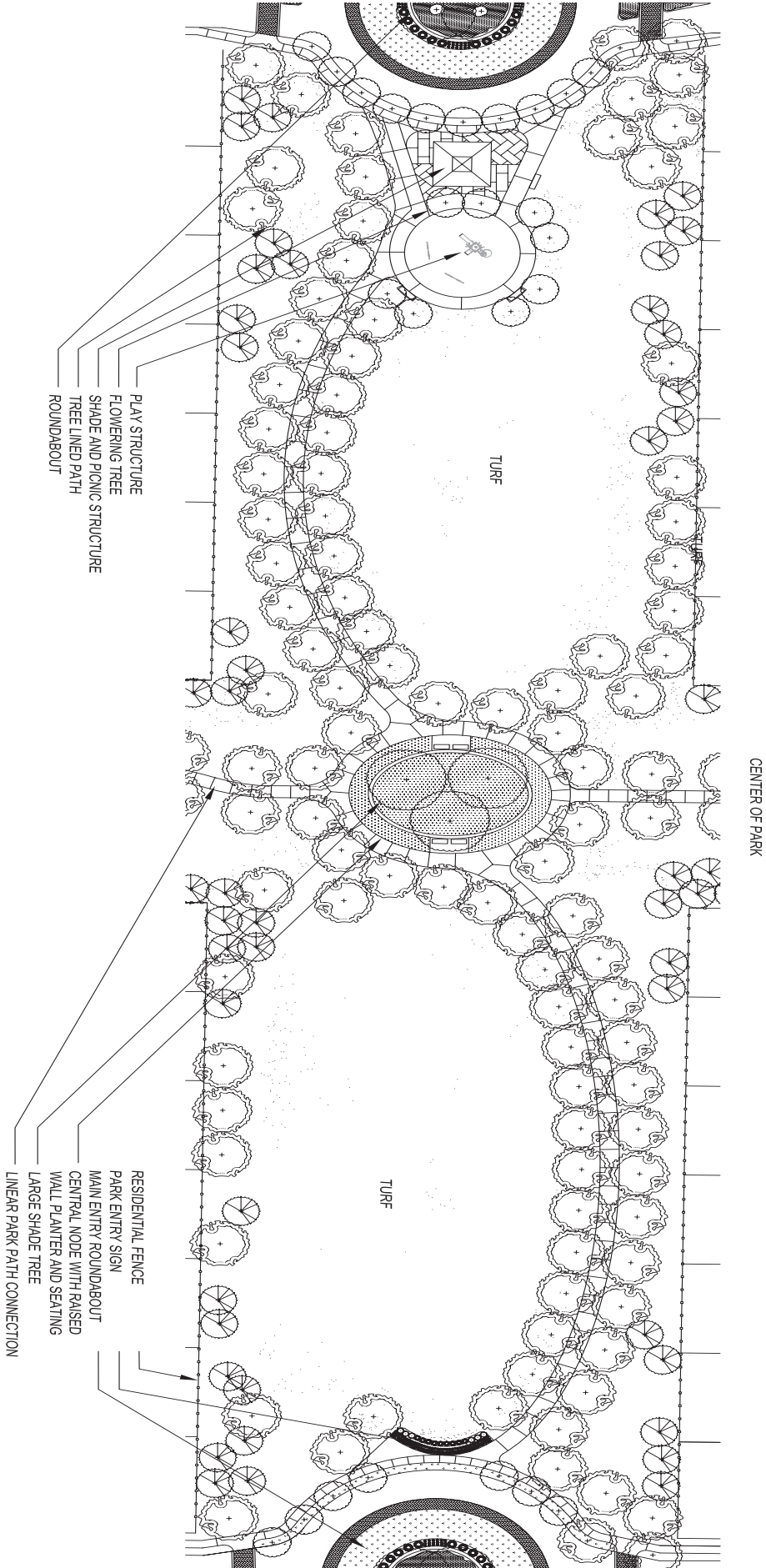
**NORTH PARK**



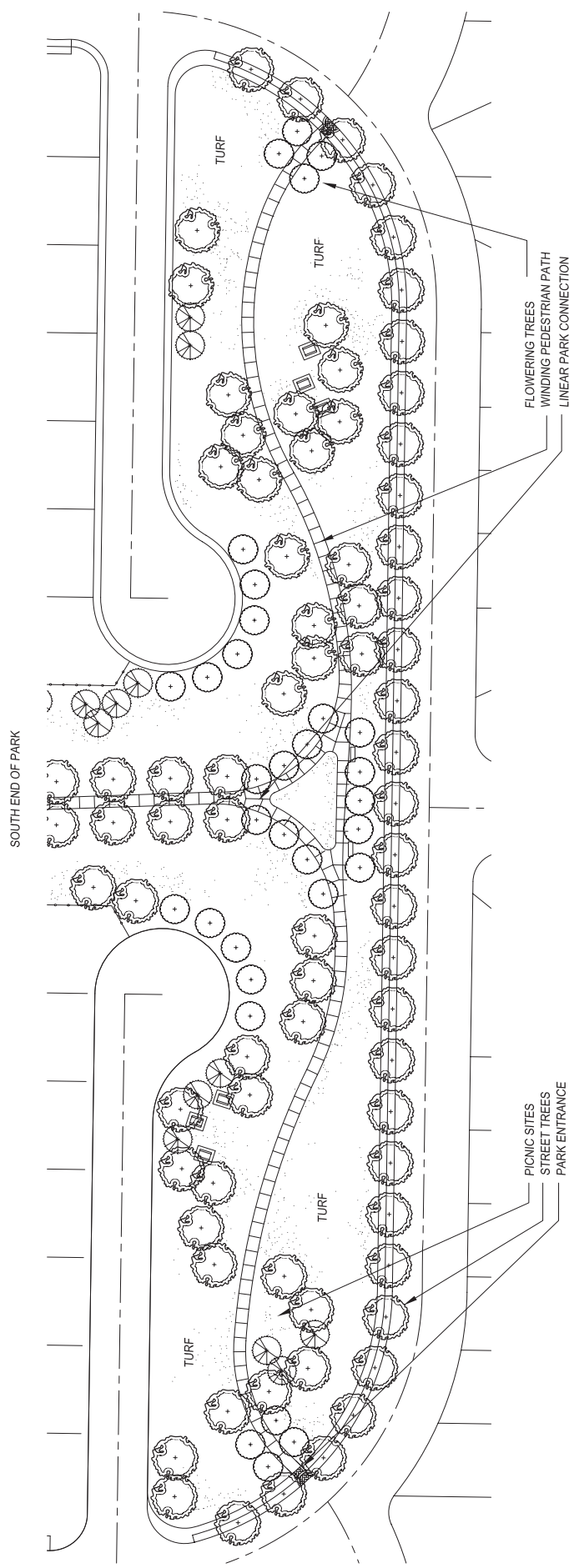
**PLAN AREA PARK LAYOUT**











## Architectural Design Guidelines

The appearance and livability of the Ventana Plan Area will be greatly influenced by the organization and design of individual residences. The purpose of these architectural guidelines is to provide builders with direction in the development of residences ensuring that there is general consistency in the treatment of architectural and planning features throughout the various land use designations of Ventana. The Architectural Design Guidelines are intended to address the following architectural and planning objectives:

- Create residential neighborhoods that are high quality and are visually pleasing;
- Adopt architectural and streetscape features that are consistent throughout the community;
- Build neighborhoods that feature a variety of homes sizes, housing types, designs, and building materials.

## Streetscape Diversity

It is important to create a streetscape that provides visual quality and variety. This can be achieved by providing differentiation in the number and type of plans that are built and how they are oriented to the street and to each other. In order to promote a unique sense of place, a mix of architectural styles, articulated building massing and enhanced elevations should be provided.

- Each builder should offer a minimum of three floor plans and three building elevations to provide sufficient variety within each neighborhood.
- In LDR areas, each builder should offer at least one single-story floor plan,
- No two residences with the same floor plan and elevation style should be plotted adjacent to each other.
- Where possible, architectural features such as roof designs, building massing, color schemes, materials and textures should be varied to create streetscape diversity.

*Varied Streetscene*



*The range of different exterior house designs derived from combinations of different floor plans and elevations should be based on the total number of lots constructed within a neighborhood according to the following table:*

<u>Number of lots</u>	<u>Floor Plans/Elevations</u>
1-100 Lots	3 floor plans with 3 elevations each
100-300 Lots	4 floor plans with 3 elevations each
Greater than 300 Lots	5 floor plans with 3 elevations each

## ***Building Façade***

### **BUILDING FORM**

Building form is defined by the massing and articulation of the residential structure. Variation in building form provides diversity and visual interest to the neighborhood streetscene. The following elements should be incorporated into the design of residences throughout the Plan Area.

- Where appropriate to the architectural style, building wall planes should be staggered (particularly on the front elevation).
- Projections and recesses provide shadow and depth and are encouraged.
- Where appropriate, combinations of one- and two-story elements should be used to vary building mass, enhance building articulation and contribute to the pedestrian scale of the architecture.

### **BUILDING MATERIALS**

Building materials complement the building form and help to define the architectural style of a residence. The quality of craftsmanship should be accentuated through the use of quality building materials.

- Building materials should be appropriate in their use and application and should be consistent with the architectural style of the residence.
- Accent materials should have a natural appearance to enhance the quality of the architectural detailing.
- Selected materials should be high quality and durable.
- Material changes should occur at inside corners or other meaningful locations. Accent materials applied to the front elevation, such as brick, siding or stone, should be returned to a logical point of termination on the adjacent elevation.

## ***Roofs***

### **ROOF FORM & SLOPE**

The structure and pitch of the roof are significant structural and design elements in defining the character of a residence and creating a well-developed streetscene.

*Building Massing*



*Building Materials*



*Roof Variation*



- Although no minimum roof pitch is required, roof treatments should be consistent with the architectural style of the home.
- Variation in roof design and treatment might include the use of gable, cross-gable, shed, hip or a combination of these roof forms.
- Variation in roof lines, ridge heights, roof forms and direction of gables is encouraged.
- Broken roof pitches extending over porches, patios or other similar features are encouraged where appropriate to the architectural style.

## ROOF MATERIALS

To maintain diversity along the streetscape, a variety of roof materials is encouraged throughout Ventana.

- Roof materials should be compatible with the architectural style of the residence.
- To minimize glare, roof materials should have a matte finish.
- Permitted roof materials include:
  - Concrete Flat Tiles - shake or slate; and
  - Concrete S-Tiles.

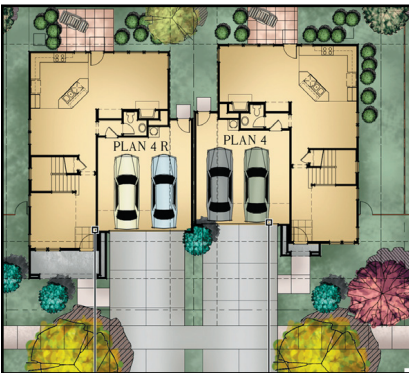
## Garages

### GARAGE FRONTAGE AND PLACEMENT

Residential garages should be positioned to de-emphasize their visual impact on the street. This allows the visually interesting features of the house to be more prominent to the streetscape.

- Garage doors should be recessed from the leading edge of architecture and should also be recessed behind the garage wall plane.

*Garage Placement*



*De-emphasize garage and recess garage doors*



## Detail Elements

### ENTRIES

The entry of a residential dwelling should be articulated as a focal point of the building's front elevation. Roof elements, columns, porticos, recesses or projections, windows or other architectural features should accentuate the entryway.

### PORCHES

Architecturally, porches provide pedestrian scale elements to the building massing. Functionally, porches create an area for residents to enjoy the outdoor climate and encourage social interaction amongst neighbors.

- Porches should be designed as an integral component of the building's architecture.
- All porches should have railings and should be fully covered with a roof element.

### COLUMNS & ARCHWAYS

Columns and archways should be used where appropriate to the architectural style; these design elements add articulation and character to the residence. When used, columns and archways should be scaled appropriately to provide a sense of strength and support compatible with the architectural style of the home.

### PRINCIPAL WINDOW TREATMENTS

At least one principal window should be featured on front elevations. Principal windows are defined as having one of the following characteristics:

- Recessed window or a pop-out surround;
- An enhanced sill with corresponding roof element and corbels;
- Decorative shutters;
- Decorative iron window grille projecting forward of the wall plane.

*Front Entry Elements*



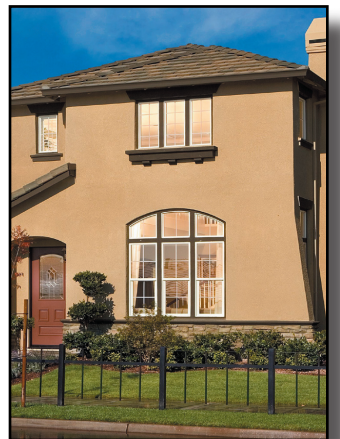
*Front Porch*



*Arch of Front Elevation*



*Principal Window Treatment*



*Shutter and Enhanced Sills*



*Decorative Iron Railings*



## WINDOW TREATMENTS

All other windows on the front elevations and visible side and rear elevations should feature trim surrounds, headers or sills.

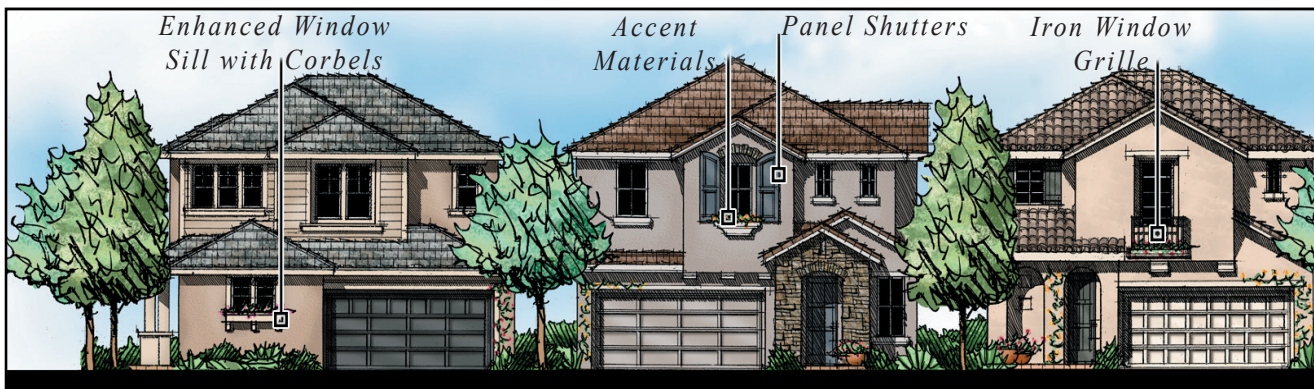
- Reveals for trim elements should be a minimum of 1”.
- The window style should be compatible with the architectural style of the residence.

## ARCHITECTURAL DETAILS

Detail elements should be consistent with the architectural style. Detail elements may include:

- Shutters;
- Enhanced sills;
- Decorative wood and iron railings;
- Decorative grille work; and
- Accent materials.

*Window Treatments*



## GUTTERS AND DOWNSPOUTS

Exposed gutters and downspouts should be colored to match or complement the surface to which they are attached.

## MECHANICAL EQUIPMENT

Special care should be made so that mechanical treatment does not detract from the architecture of the residence.

- Mechanical equipment such as air conditioners, heaters, evaporative coolers, and other such devices shall not be mounted on any roof.
- Mechanical devices such as exhaust fans, vents and pipes should be painted to match adjacent roof surfaces.
- Ground mounted air conditioning units shall be located behind side yard privacy return walls.

## Housing Styles

Housing styles should reflect the character and quality of space envisioned in the Specific Plan. Residential development should use high quality building materials and a range of finishes to allow for a diversity of housing stock.

While specific architectural styles are not required as part of the Specific Plan, a mix of architectural styles is encouraged so as to promote the overall visual quality of the neighborhoods and streets. The goal is to create neighborhoods with memorable character, identity and appeal. The following are examples of architectural styles that are most likely to be used in the Ventana Specific Plan: Spanish, Italian, Monterey, American Colonial Traditional, Craftsman/Bungalow, Mediterranean, French Country and English Country.

Many elements contribute to defining a particular style. In some cases the use of just a handful of elements can be successful in defining the style and creating an authentic architectural composition.

Not all possible arrangements and details have been presented. Creative application of the design elements is encouraged. Unlike the more prescriptive standards in this Chapter, these architectural design descriptors are advisory. As guidelines, they allow for flexibility while promoting design quality and consistency. They are meant to assist each builder develop appropriate and compatible style treatments.

*Painted Gutter and Downspout*



*Hidden Mechanical Equipment*







### ***Spanish***

The style combines the entire history of Spanish architecture, which may be of Moorish, Byzantine, Gothic, or Renaissance inspiration lending an unusually rich and varied series of decorative precedents. The 1915 San Diego Exposition increased the popularity of the style through designs by Betram G. Goodhue and Carleton M. Winslow and it was subsequently refined by Montecito architect, George Washington Smith.

#### **FORM AND MASS**

Usually simple one or two-story volumes with a low-pitched roof of little or no eave overhang. Rear colonnades and porches are covered by this principal roof. The main roof is typically gabled and is often combined with wings of either gabled or hip roof forms. Shed extensions of the roof are common at entryways or projecting windows.

The facades walls are massive and dominate the typically asymmetrical, deep-set punched openings. Only the doors and the principal windows are arched. Oftentimes, the principal windows are triple arched with the center window large in scale.



## **MATERIALS AND DETAILS**

Roofs are red in either Mission tile or Spanish Tile. Walls are off-white or creamy beige stucco with little or no texture. A variety of ornate, colorful detailing accompanies the main doors and focal windows (such as spiral columns, carved stone work, etc.). Heavy wood entry doors can include tiny multiple paned openings. Similarly, focal windows contain the same multiple paned ornate glazing. French doors often open to the rear covered porches and colonnades.



## ***Italian***

The Italian revival of the late 1800's is credited to the New York Villard Houses of McKim, Mead & White. This style accurately mimics the Italian Renaissance. Post World War I improvements in masonry veneering made authenticity more possible.

## **FORM AND MASS**

Traditionally, simple boxlike forms can brace either a subordinate projecting central wing or two side wings. These buildings are almost typically symmetrical in both their form and openings. The roof, including recessed entry porches, is typically hipped with a substantial eave. Modern interpretations break down the traditional box, but maintain the changeable detailing and dominant two-story wall massing.

### **MATERIALS AND DETAILS**

The roof is tiled. The eave is typically boxed and supported by frequent decorative brackets integrated with a strong cornice.

The walls are masonry veneer or either rough or smooth stucco. Colors are most often off-whites, creams, or beiges. Openings are deep-set. First floor openings are arched and the second floor openings are squared up against the cornice. Shutters and cast-iron railings and balconies are common.



### ***Monterey***

Thomas Larkin is credited for building, in Monterey, California, the first version of this style in 1835. This style “is a free revival of the Anglo-influenced Spanish Colonial houses of Northern California and blended Spanish adobe construction with pitched-roof, simple box shapes were brought to California from New England. The revival version similarly fuses Spanish Eclectic and Colonial Revival details. Earlier examples, built from about 1925 to 1940, tend to favor Spanish detailing; those from the 1940’s and 1950’s typically emphasize English Colonial details. Scattered examples occur throughout the country in suburbs built during the second quarter of the 20<sup>th</sup> century.”<sup>1</sup>

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<sup>1</sup> A Field Guide To American Houses, Virginia and Lee McAlester, pg. 431

## FORM AND MASS

A Monterey house is often a simple two-storied mass with a low-pitched, gabled roof (occasionally hipped). A second story balcony is usually cantilevered and covered by the principal roof. Cross gables are common with the dominant roof as a side gable along the front. Eaves and rakes are minimal.

## MATERIALS AND DETAILS

The roof is wood shingle or clay Spanish tile. The cantilevered balcony consists of exposed wooden beam supports. Wood and metal posts and railings are interchangeable. The siding is either stucco brick or wood. It is often a combination of the two split between the stories. The stucco has little or no texture. Wood can be weatherboard, shingle or vertical board and batten. Door and windows are deeply inset with surrounds that are either absent or of simple colonial form. Paired windows and false shutters are common. Full-length windows or French doors are also common at the balcony.



## *American Colonial Traditional*

The American Colonial style is broad. It developed over two centuries from 1607 to the 1780's. While the varied colonial powers brought their separate building strategies, uniquely American adaptations soon developed. However, material availability, social and economic

differences, and weather concerns made these adaptations very regional. For example, the hall-parlor two room plan of the south was in marked contrast to the three room plans of the Dutch and Germans, or the English medieval post and beam houses of the northeast. Still, most of these plans were contained in rectangular forms and did contain a second story. Finally, with the strong influence of the Georgian design in the mid 1700's, symmetry and more elaborate detailing developed.

### **FORM AND MASS**

Simple elongated masses can be elaborated upon by a combination of large and small dormers at the upper level or small wing attachments. Symmetry is common in the plan, but asymmetry can occur in this simple form. Roof forms are typically normal to steeply pitched gables with some shed elements. Hip roofs are rare. Accentuated front door or full-width, single story front porch elements are common. Two-story front elevations are common.

### **MATERIALS AND DETAILS**

Roofs are a flat shingle type. Rakes and eaves are small and typically boxed. Siding is predominantly wood clapboard or brick, often with a mix. Contrasting colors between these elements and the roof are the norm. Typically, wood siding is a white with shutters, brick and roof being darker. Windows are simply and tightly cased, often with accompanying shutters. They are also glazed with divided lights. Entry elements are often more ornate in form and detail.





### ***Craftsman/Bungalow***

The rejection of contemporary Victorian detailing and a humanizing of the new machine aesthetic generated the English Arts and Crafts movement of the late 19<sup>th</sup> century and the craftsman house. The architects, Greene and Greene, championed the style in the United States and furthered the intricate wooden detailing with traditional Asian woodworking.

#### **FORM AND MASS**

Low-pitched, gable roofs (seldom hipped) with wide exposed rafter tail eaves and rakes cover simply raised boxy forms. The gable ends can be front facing or side facing, and sometimes may be combined in a crossed-gabled form. Porches are typically integrated into the roof form.

#### **MATERIALS AND DETAILS**

In response to the ornate Victorian detailing, these buildings strove to express the building elements in a tasteful handmade way. This expression occurred throughout all the elements. Strong and crafted barge rafters are supported by projecting roof beams or knee braces. Porches are varied in detailing, but all contain simple forms of columns and beams supported by more massive piers continuing from footing to above-rail height. Windows and doors are wide, wood-

cased elements often with asymmetrical panes. The roof material is typically wood shingle or asphalt composition. Siding is most often a variety of wood types with accent of stone. Stucco is seldom used. Colors are often earth tone with some pastels and low in contrast.



### ***Mediterranean***

The Mediterranean style is a mix of many styles from southern Europe and northern Africa. It cannot be attributed to any one style from these regions, but has developed as it's own. It has been used throughout California extensively, partially because of it's appropriate climatic design characteristics.

#### **FORM AND MASS**

Simple boxlike masses are often fronted by a small central wing or two small projecting wings at either side, creating a recessed central lock. Roofs are simple hips. Symmetrical facades and openings make up this mass. An indoor/outdoor plan is appropriate. Two-story massing is often reduced with one-story roofed elements.

## **MATERIALS AND DETAILS**

Roofs are s-tiled. Details commonly are shaped, appearing handcrafted, as is often noticed in the open eaves. Unlike Italian, there is not a cornice. There is a delicate color palette of off-white or beige stucco. The walls of stepped recessed openings are typical. Both the lower and upper story openings can be arched. Belt courses or water table often occur below the upper and lower story windows.



## ***French Country***

The French Country Home first came to America in the latter half of the 19<sup>th</sup> century. Students of the Ecole des Beaux Arts polished their freehand drawing skills on trips to the French countryside. These images obviously remained in many a student's head upon their return to America. Because of the vernacular charm, its popularity grew after people of the services returned from WWI.

## **FORM AND MASS**

An elongated, boxy main plan is articulated by a variety of one and two-story extensions and projections. Steeply gabled roofs express this articulation with varying heights and cross-gabbling. Entries are often articulated with sweeping extensions of the roof.

### **MATERIALS AND DETAILS**

Roofs are of a flat tile nature. Walls are typically stucco with stone accents. The walls curve to meet the eave and the rake overhang is small. Dark roofs are contrasted by white rakes and eaves, and darker earthy or pastel type wall color. Openings are typically square at the head, but can be a flat arch at prominent locations. A windowsill is typically minimally expressed and sometimes the head is expressed by a large timber form or a keystone arch. Jambs are typically wrapped with stucco. Shutters and window boxes are often included. A stucco or stone base often functions as the sill for the ground floor windows.



### ***English Country***

The rich history of English vernacular architecture began with the Norman conquest of 1066. Political and economic stability brought the first permanent housing to England. Centuries of vast folk influences have created a deep and rich character in the English cottage, one that holds great popularity in America. The ability to recreate this style was greatly enhanced when veneer techniques were improved in the 1920's.



## **FORM AND MASS**

Simple elongated one or two-storied boxes are often articulated by asymmetrical front and rear projecting wings. The length of the plan typically fronts the street and is side-gabled. The projecting wings are front-gabled and form an asymmetrical cross-gabled roof.

## **MATERIALS AND DETAILS**

The roof is typically a flat tile. Eaves are small and often boxed. Walls are typically stucco with wood and brick. Brick detailing can be included. The stucco walls are detailed similar to Tudor detailing. Timber lintels at openings and stucco infill of timber framing elements are typical. The dark-colored timbers are contrasted with creamy or off-white stucco to accentuate this detailing. Gable ends are often projected at the support line and corbel supports expressed below. Entry elements provide a change in detail, but still remain simple, not ornate.



## CHAPTER SEVEN

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## FINANCING PLAN

# CHAPTER SEVEN - FINANCING PLAN

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*The City of Madera development impact fees include:*

- Administrative;
- Fire Department;
- General Government;
- Police Department;
- Parks Department;
- Public Works;
- Sewers;
- Storm Drainage;
- Traffic; and
- Water & Wastewater.

## **Background**

Development in the Plan Area will require the construction of infrastructure and public improvements. After construction, long term maintenance of the improvements will be required, and the party bearing the obligation to maintain those improvements will vary depending on usage (private versus public) and the selected financing technique.

The City of Madera requires that new development pay its fair share of the cost of developing new facilities and services and upgrading existing public facilities and services; exceptions may be made when new development generates significant public benefits (e.g., educational facilities, recreational facilities, etc.) and when alternative sources of funding can be identified to offset foregone revenues.

## **Funding Mechanisms**

Different funding mechanisms are available to finance public service capacity increases and development infrastructure costs. This includes: Developer Dedications and Exactions, Special Assessment Districts, Mello-Roos Community Facilities Districts, Landscaping and Lighting District, Developer Agreements, payment of impact fees and private financing. Below is a brief description of these mechanisms.

## **DEDICATIONS AND EXACTIONS**

Under the Subdivision Map Act, developers may be required to dedicate land or make cash payments for public facilities required or affected by their project (e.g., road right-of-way fronting individual properties). Dedications are typically made for road and utility rights-of-way, park sites, and land for other public facilities. Cash



*General development financing mechanisms include forming a:*

- *Special Assessment District;*
- *Community Services District; or*
- *Landscaping and Lighting District.*

*When Special Assessment Districts are formed, bonds are issued by the City on behalf of improvement districts to finance local improvements.*

*Community Facilities Districts are similar to special assessment districts; however they can be used to finance a wider range of infrastructure.*

contributions are made for other public facilities that are directly required by their projects (e.g., payments for a traffic signal).

## **SPECIAL ASSESSMENT DISTRICTS**

Special Assessment Districts provide a method for long term financing of public infrastructure and facilities. These assessment districts include the area where the real property owners will benefit from the provision of the planned facilities. A lien based upon a formula for allocating benefit among the properties within the assessment district is placed against each parcel of property within the assessment district. The public entity establishing the benefit assessment district issues and sells the bonds that finance the upfront costs of constructing the improvements. The bonds are amortized over a specific time period then repaid over that term from assessments levied against the properties that are located in the district. These assessments are levied in addition to normal property tax. The assessments are collected with the normal property taxes on an annual basis and then used to redeem the bonds that have been recorded as a lien against each property in the district.

The City of Madera General Plan notes that because of Madera's modest size and the economies involved, consideration should be given to forming an assessment district for most if not all of the land area of the city in order to overcome the deficiencies that already exist. Under this approach, developers of land could also be charged fair-share fees to contribute toward amortizing the costs of certain types of off-site improvements (e.g., intersection signalization, etc.) provided through assessment district financing. Assessment districts may also be used for large-scale improvements required to serve newly developing areas. Assessment district financing permits the sale of tax exempt bonds, with lower interest rates than are generally available to developers through private financing.

## **THE MELLO-ROOS COMMUNITY FACILITIES DISTRICTS**

The Mello-Roos Community Facilities District Act allows any county, city, special district, school district or joint powers of authority to establish a 'Community Facilities District' which allows for the financing of public services and facilities. The services and facilities Mello-Roos Districts can provide includes streets, police protection, fire protection, ambulatory, elementary schools, parks, libraries, museums, and cultural facilities. A Mello-Roos district establishment must be approved by two-thirds margin of qualified voters in the district.

Property owners in Mello-Roos Districts are responsible for payment of the “special tax.” The amount of the “special tax is not directly based on the value of the property. Special taxes are based on mathematical formulas that take into account property characteristics such as square footage of the home and parcel size.

Mello-Roos Community Facilities Districts are similar to assessment districts, but provide more flexibility to finance a wider range of infrastructure, through the issuance of the tax-exempt bonds.

In 2005, the City of Madera established CFD 2005-1 which levies a special tax each year on entitled property for purposes of funding police protection services, fire protection and suppression services, park maintenance and storm drain system operation and maintenance. The Plan Area will be annexed to the CFD area.

## **IMPACT FEES AND CONNECTION CHARGES**

Impact fees or “connection charges” may be adopted by local legislative bodies (city or county) and levied against new development at the permit stage to offset the costs for a wide variety of public facilities and infrastructure improvements. The conditions for imposition of impact fees were formalized by the passage of AB 1600 (Government Code Section 66000), which institutionalized prior case law on the subject (e.g., Nollan). Although not limited to the stricter definition of benefit applied to assessment districts, the fees must be shown to have a “rational nexus”, or relationship between costs and the impact or demand caused by the new development. The City currently has adopted impact fees and connection charges for a variety of public facilities and City costs including fees for traffic, sewer, storm drain, and parks.

## **LANDSCAPING AND LIGHTING DISTRICTS**

The Landscaping and Lighting Act of 1972 provides for the creation of assessment districts to finance the cost of installing and/or maintaining landscaping, lighting facilities and ornamental structures. Like a benefit assessment district, properties within the district are assessed a portion of the costs on the basis of the benefit provided to the real property.

## **DEBT FINANCING**

Public entities have the statutory authority to issue a variety of securities/bonds to incur debt. The proceeds can be used for any public

*Debt financing measures include general obligation bonds, revenue bonds, and tax allocation bonds.*

*Development agreements can include terms and conditions of public facilities financing.*

improvements for which the City would otherwise be authorized to spend City funds, where the expenditure is greater than the amount generally available from the annual tax levy. Examples include general Obligation Bonds, Revenue Bonds and Tax Allocation Bonds, amongst others. Use of this option will generally be limited to those improvements with a countywide benefit, where the desire is to install the improvement in advance of the City having the available cash for payment.

## DEVELOPMENT AGREEMENT

A development agreement is a contract between a local government and a developer. It specifies in detail the responsibilities of each side, and typically includes a commitment by the local government to vest rights to develop the project in accordance with the existing policies, rules, and regulations, and a commitment by the developer to install or develop certain improvements, or to make certain payments. In return for these public considerations and assurances, the developer may be asked to make financial commitments beyond those that could be justified through typical subdivision ordinance dedications and exactions and/or impact fees, which are both limited by the “rational nexus” criteria. As stated in Government Code Section 65864: “The agreement may also include terms and conditions relating to applicant financing of necessary public facilities and subsequent reimbursement over time.”

Table 7-1 identifies the proposed funding source(s) for each category of capital improvement included in the Specific Plan.

## ***Finance Policies and Implementation Measures***

### INFRASTRUCTURE

**Policy F-1:** To provide adequate infrastructure throughout the Plan Area that is paid for by individual developers or land owners.

**Policy F-2:** To fairly distribute the cost of infrastructure throughout the Plan Area based on an individual project’s relative benefit.

Implementation Measure F-1: All infrastructure shall be constructed and paid for by individual developers/ land owners according to the plans contained

**Table 7-1  
Proposed Capital Facility Financing Sources**

Item	Proposed Funding Sources			
	Developer / Debt-Financing <sup>1</sup>	City Fee Programs <sup>2</sup>	School District Fee Program <sup>3</sup>	Other <sup>4</sup>
Transportation (Roadways)	X	X		
Water Facilities	X	X		
Sewer Facilities	X	X		
Storm Drainage Facilities	X	X		
Parks, Parkways, Open Space	X	X		
Other City Facilities		X		
Schools			X	X

1. Developer may propose the use of Mello-Roos CFD or Assessment District for certain public facilities.
2. Certain facilities may be funded, reimbursed, or credited through City development impact fees.
3. Existing School District Fee Program
4. Other financing could include state funding for school facilities. In addition, other financing may be available/required depending upon final capital improvement programs.

within this Specific Plan or through other funding mechanisms such as a community facilities district.

Implementation Measure F-2: Infrastructure shall be adequately sized to provide service to the area being developed. When necessary, infrastructure shall be oversized to provide for future planned development within the Plan Area.

Implementation Measure F-3: Any developer/land owner that installs oversized infrastructure benefiting other parts of the Plan Area shall be reimbursed by the appropriate developer/land owner. It shall be the responsibility of the developer/land owner to account for such infrastructure oversizing

Implementation Measure F-4: A reimbursement agreement or some other form of reimbursement method shall be secured prior to the recordation of a final map.



Implementation Measure F-5: Where applicable, existing City policies regarding oversizing and reimbursement will apply, unless otherwise amended by this Specific Plan.

## **PUBLIC SERVICES**

**Policy F-3: To provide sufficient funding for public services and facilities to serve the residents of the Plan Area.**

Implementation Measure F-6: The developer/land owner of each project shall pay existing city-wide and county development fees to pay for the public services and facilities improvement as specified in the Ventana Specific Plan.

Implementation Measure F-7: Developers/landowners that pay development fees shall receive credits to the payment of city-wide and county fees to the extent that there exists any duplication of improvements provided by the developer/property owner versus improvements intended by the fee structure.

Implementation Measure F-8: All developers/land owners shall dedicate land for the construction of roadways, bicycle lanes, sidewalks, etc. as specified in the Ventana Specific Plan.

## **PUBLIC AREAS**

**Policy F-4: Landscaping and Lighting Districts shall be established for the maintenance of facilities within each neighborhood that primarily benefit the residents of the Plan Area. These Districts shall be responsible for the maintenance costs of their internal facilities including streets, street lights, landscaping, sound walls, and storm drainage.**

Because street maintenance is not a function performed by the City's Landscape & Lighting District, the formation of a mechanism to perform street maintenance will be required. Should the City fail to adopt a maintenance funding mechanism

which Specific Plan projects can annex into by the time a final subdivision map is submitted for Council consideration, the developer may seek relief from this policy before the City Council.

Implementation Measure F-9: Developers/land owners shall cause areas being subdivided to become, or be a part of, a maintenance district which shall be responsible for the maintenance costs of their internal facilities including streets, street lights, landscaping, soundwalls, and storm drainage.