

DESIGN and DEVELOPMENT GUIDELINES for COMMERCIAL DEVELOPMENT



Prepared by
The Planning Department
of the City of Madera

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Prepared by the City of Madera
Planning Department

Community Development Director
David Merchen

Planning Director
Dave Randall

Staff

Christopher Boyle, *Senior Planner*
Steven Greer, *Senior Planner*
Eddie Ocampo, *Assistant Planner*
Jordan Davis, *Planning Intern, Summer 2008*
Zelda Leon, *Administrative Assistant*

CREDITS

City Council

Sam Armentrout, *Mayor*
Gary L. Svanda, *Pro Tem*
Robert L. Poythress, *Council Member*
Steven A. Mindt, *Council Member*
Sally J. Bompreszi, *Council Member*

Planning Commission

Andrew Medellin, *Chairman*
Ross Thornton
Shirley Driggs
Bob Gran Jr.
Jack Perialas
Cathy Seybold
Candace Talley

City Administrator

David Tooley

Community Development Director

David Merchen

Planning Director

Dave Randall

Staff

Christopher Boyle, *Senior Planner*
Steven Greer, *Senior Planner*
Eddie Ocampo, *Assistant Planner*
Jordan Davis, *Planning Intern, Summer 2008*
Zelda Leon, *Administrative Assistant*

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INTRODUCTION

I. Purpose of Guidelines

Most development applications in the City of Madera require the completion of the site plan review process. As part of that process, the zoning ordinance calls for review and approval of detailed site features and building elevations. Historically, the consideration of these elements focused on basic questions addressing the functionality of the site and issues such as parking, utilities, building height, mechanical equipment, etc. In response to input from the community beginning in the early-to-mid 2000's, a transition began to occur which expanded the focus to include the aesthetic quality and "design value" of new construction.

One missing element in Madera's design review transition has been the presence of specific criteria that describe what the concept of "design value" looks like at the project level. One important tool that cities commonly use to help project applicants navigate their way through design issues is a set of *design and development guidelines*. With this in mind, detailed guidelines have been prepared to provide a clear description of the features and attributes that the City focuses on when it reviews development applications.

Project applicants, architects and designers have overwhelmingly confirmed their preference to retain as much flexibility as possible with regard to style and design issues. Consistent with that view, these guidelines describe design features that tend to positively contribute to the design character of a project, along with a few elements that can detract from otherwise well designed projects. The City encourages, and these design guidelines intentionally allow, creativity and diversity in both new construction and remodel projects. While a library of images illustrating a variety of acceptable building designs is included with these guidelines, there is absolutely no desire on the part of the City to dictate specific designs or limit the imagination of any project proponent.

The design guidelines are intended to provide a clear indication of the features the City believes can be incorporated into most projects, leading to project approval. The City's intent is that all projects constructed be developed to the highest quality possible, given the specific circumstances associated with each project. The style and design character of individual buildings is the purview of the project proponent and his designer. The City asks each proponent to embrace the intent to develop quality projects while incorporating the concepts in these design guidelines. All project applicants are encouraged to meet with the Development Department staff at the very earliest opportunity to discuss design matters, before a project is submitted for consideration. It is the City's belief that these guidelines alone will not be entirely effective without early and open communication between staff and project applicants.

II. Guiding Principles

The City of Madera Design and Development Guidelines for Commercial Sites embraces six guiding principles:

- Enhance the aesthetic value of the community and build a sense of identity for Madera as a place where quality development prevails;
- Recognize the contribution of all projects, large and small, to the character of Madera and recognize that small details can have large impacts on each project's contribution;
- Create projects of positive architectural and visual interest, while recognizing the need to achieve a balance between form, function, and economic limitations;
- Create and support usable, active, and thriving spaces that add positively to the community's character without losing context with the community;
- Promote project designs that are attractive and safe for customers and pedestrians in general.
- Incorporate environmentally sustainable features into project design where feasible.

III. Guidelines Versus Requirements

This set of guidelines is not intended to be adopted as a City ordinance, and not every one of the criteria included in these guidelines is intended to become mandatory for every project. All development projects are different, and the guidelines cannot be implemented the same way for every project. However, because site plan and building elevations must be approved for nearly all projects, the City will look for the specific criteria applicable to any individual project to be incorporated to the extent it can be. It is likely that some criteria will be called out as conditions of approval, which will then become binding on the project.

[Note: There are a limited number requirements related to site and building features included in the Zoning Ordinance that must be applied to every project.]

IV. Design Elements - In Brief

The discussion below provides an introductory discussion of various elements which contribute to project design. This discussion summarizes some of the major characteristics of each element, but does not highlight every issue. Readers are referred to the chapter for each element which actually contains the detailed guidelines.

Building Design & Materials

- The style and design character of individual buildings is the purview of the project proponent and his designer. The City asks each proponent to embrace

the intent to develop quality projects while incorporating the concepts in these design guidelines.

- Buildings should include sufficient architectural detail such as lighting sconces, awnings, and architectural pop-outs that break-up expansive flat space and provide visual interest.
- Buildings contain staggered frontages of complementary but varying colors/materials/textures that add visual interest.
- Exterior building materials that frequently detract from a sense of building quality include the following:
 - Split shakes, rough-sawn or board and batten wood;
 - Vinyl siding;
 - Smooth-faced gray concrete masonry unit block, painted or stained concrete block, tilt-up concrete panels in their raw form;
 - Field-painted or pre-finished standard corrugated metal siding;
 - Mirrored glass surfaces
- Buildings should not be distinguished primarily by their color, but rather by quality architecture which is enhanced by colors.
- The use of multiple colors may be appropriate on a building elevation. However, the use of more than three different colors on one plane tends to detract from the appearance. Combinations of extreme colors or a monochromatic approach to painting should be avoided.

Utilities & Service Systems

- Major Utilities. Large utility boxes will detract from your street view. Plan early with utility companies to locate transformers and utility boxes underground or out of the way. Plan on using screening techniques such as landscaping to soften the visual affect of equipment that can't be located out of the way.
- Building Mechanicals. Don't forget about the mechanical equipment on your building. Roof mounted equipment should be hidden with parapets or roof line features. Ground and wall mounted building equipment (such as electrical & gas meters) should be moved to indoor mechanical rooms, hidden with architectural features, or well screened.
- Trash Enclosures. Trash enclosures are tricky, as they need to be accessible to garbage trucks and reasonably close to service entrances. Incorporate trash enclosures at site design, use masonry, and blend design with building, particularly when they are visible.

INTRODUCTION

Landscaping

- Landscaping is critical to the overall feel and appearance of a project and the preparation of landscape plans by a qualified individual is a required part of every project.
- Vegetative material needs to cover 75% of any area shown as being landscaped.
- Limit turf and high water consuming materials when possible, maximize use of trees and pay particular attention to species selection and placement for full shading effect.
- Use trees along building frontages to soften buildings; place strategically to maintain view sheds to signage & entries.

Project & Public Amenities

- Consider incorporating site amenities into projects to add visual interest or functionality to the site.
 - Patios or plazas with covered seating area;
 - Small landscaped patches with seating areas;
 - Enhanced transit stations;
 - Water feature with sitting area;
 - Functional public art;
 - Other similar areas designed for public gathering containing a focal feature that enhances the commercial development.

Parking

- Parking areas should be well-defined with curbs and landscaped islands, buffered from buildings through use of concrete walkway and landscaped strip. Avoid situations where parking spaces directly abut structures.
- Large parking lots should avoid the "sea of asphalt" affect by breaking up parking areas with sidewalks and landscape areas. Enhanced walkways (stamped concrete, trellis, etc.) are encouraged as focal points and to connect the pedestrian environment with commercial buildings.
- Driveways should be removed as far back from street intersections as far as possible to minimize conflicts. Once cars are on those main entry drives, avoiding jamming them up by placing parking directly along main entry drives
- Adjacent commercial properties should provide for cross access to reduce street congestion and should share drive approached whenever feasible.
- Parking aisles should be oriented perpendicular to building entries so pedestrians walk parallel to moving cars, thus minimizing the need for pedestrians to cross parking aisles and landscape areas.

- As applicable, shopping cart return stations should be evenly distributed within and between separate parking blocks. Shopping cart corrals should be screened with landscape or architectural features.
- Lighting should be provided for all parking areas. Lighting in parking areas should be directed away from adjacent residential areas, and should be of low intensity or have adequate diffusing lenses to minimize their brightness. Lighting fixtures, particularly wall-mounts, should be complementary to the principle building architecture.

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DESIGN AND DEVELOPMENT GUIDELINES

1 Utilities and Service Systems

1.1. Ground-mounted Equipment

Every substantial development project generally has some utility and mechanical equipment to deal with. If the locations of these facilities are left to the end of a project they may aesthetically detract from otherwise well designed buildings and streetscapes. It is advisable to work with utility providers to identify the potential location of facilities and constraints. In some cases the placement of the facilities cannot be avoided and screening may need to be incorporated into the landscape plan to reduce the impacts.

- Consider locating utility equipment and service components under ground.
- Utility service and mechanical equipment for buildings should be located in an attached interior utility room integrated into the massing and architecture of the principle building when possible.
- When mounted above ground, locate utilities and service components in the rear or flank of building.
- All screened or wall-mounted equipment should be painted to match the exterior of the building or surrounding landscaping.
- Where utilities must be placed in public view, utilities need to be treated with some form of aesthetic screen, such as a landscape hedge, or an architectural feature.
- Utilities with plant screens should be surrounded on all publicly viewable sides by foliage equal to the height of the structure (after a reasonable growth period.) In some locations access clearance requirements may make this unfeasible for all sides.



FIGURE 1.1 - Unscreened utility boxes are unsightly and should be avoided.



FIGURE 1.2 - Whenever possible, as much of the building utility and service equipment should be located within an interior utility room which is integrated into the principle building or located out of public views.

1.2 Roof-mounted Equipment

A building's mechanical equipment is required to be screened from public views under the current Zoning Ordinance. When possible, placement or screening of the equipment should be considered during site plan review. However, it is common for unanticipated mechanical equipment to be added to a building design between site plan review and prior to submission of construction plans. **The following design guidelines will serve as mitigation of potential visual impacts that may result from inadequately screened utilities and service systems.*

- Roof-mounted equipment placements should be completely screened from view and architecturally integrated into the roof using roof wells, continuous building perimeter fascia screening, etc.
- All rooftop ducts and vents should be directed away from the public street/sidewalk to minimize their appearance, visibility, and noise pollution.
- All visible roof-mounted ducts should be painted to match roofing material to minimize their appearance.
- Roof access ladders on main buildings should be located within the interior of the building or out of public view.

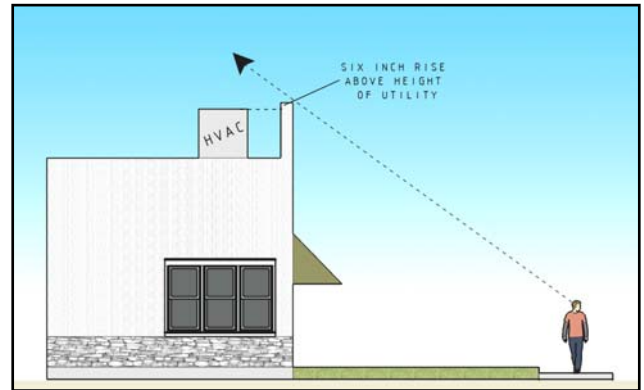


FIGURE 1.3 - Minimum parapet height should be no less than that of the tallest roof-mounted utility.

1.3 Garbage Facility Screening

- All exterior trash facilities should be fully enclosed on all sides by either some type of wall or similar structure congruent with the massing and design of the principle building.
- Structures should be constructed to City design standards or with some form of masonry approved by the City of Madera.
- Accessibility of these trash dumpsters should be provided through decorative metal gates/doors that include gate latches and locks.
- When possible, a separate door should be provided for employee access to trash containers.



FIGURE 1.4 - Whenever possible, trash bin enclosures should reflect the design, colors, and materials used within the design of the principle building(s). All structures should be built with some form of masonry with metal doors that should remain closed when not in use.

- All enclosures must be at least five feet-eight inches (5'8") in height, and rise a minimum of six (6) inches above the height of any collector placed within structure.
- Trash containers/enclosures should not be placed within the public right of way or driveways in such a way that they may potentially cause traffic hazards or endanger residents.
- Trash enclosures in prominent public views should be aesthetically softened with landscaping.

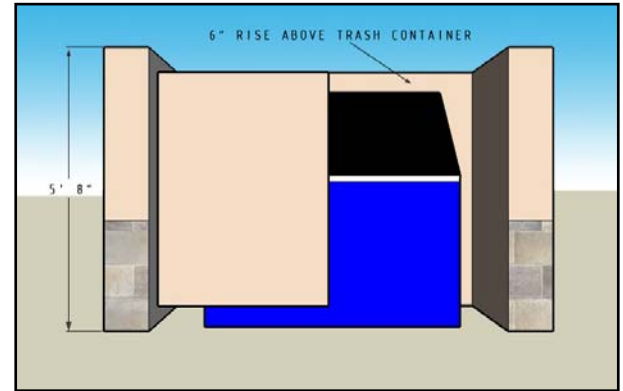


FIGURE 1.5 - All garbage facility enclosures should be a minimum of 5'8" tall and rise a minimum of 6 inches above the height of any collector.

1.4 Above Ground Utility Lines

- All utility lines (power, phone, cable, etc.) should be placed under ground except where deferrals have been approved by the City. Locations of these lines should be recognized on submitted site plans.



FIGURE 1.6 - Trash containers must be fully enclosed with metal doors and masonry side walls. Enclosures must be a minimum of 5'8" in height.

1.5 Utility Easements

- Permanent structures including commercial buildings and trash enclosures should not be placed within easement areas.
- Designated easements should be landscaped with materials that avoid root intrusion into utilities placed below ground.
- Monument signage with a foundation less than 24 inches in depth may be placed within the designated easement area.
- Pedestrian pathways may be placed within utility easement areas.

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2 Landscaping

Aside from architecture, landscaping is frequently viewed as having the greatest potential to define the sense of quality for commercial development. The landscaping of a project can serve to tie an entire development together while defining major entryways and circulation patterns for automobiles and pedestrians, as well as providing a visually appealing element that can soften an expanse of asphalt. The ability of landscaping to affect the overall feel and appearance of a project suggests that it should receive significant attention during the design process.

The following guidelines address issues outlined in the City's current landscape standards, as well as the typical features the City looks for when it reviews and approves landscaping plans. These criteria are intended to have the following general affects:

- Enhance the visual appeal of the built environment;
- Screen undesirable views;
- Strengthen the pedestrian scale;
- Provide a buffer between auto and pedestrian environments;
- Provide shade in public spaces and parking lots;
- Help define the site and provide congruency with the existing neighborhood;
- Break up large areas of hard surface

2.1 General Provisions

- Landscape plans should be prepared by a qualified professional and are subject to approval by the Planning and Parks Departments in conjunction with the approval of the development's site plan.
- At a minimum, landscape plans should clearly identify the size, spacing, and species of plant life and groundcover, as well as soil preparation techniques for all landscaped areas.
- The provisions of the City's Approved Street Tree List for tree types and spacing should be followed for tree planting in park strips and perimeter landscape areas in public right-of-ways unless an alternate plan is approved by the Parks and Community Services Director. A list a recommended tree types is set out in *Appendix A - Recommended Tree List*.
- All landscape areas should include only live plant material, with the exception of artificial lawn where specifically approved by the Planning Department.
- Landscaping material should be located in such a way that it does not interfere with utilities, above or below ground.
- Vegetative matter should cover 75 percent of any landscape area.

2.2 Landscape Design

- Landscaped areas should include a mix of deciduous and evergreen trees to provide year-round aesthetic value and to optimize passive solar designs.
- The amount of turf used in narrow planting strips should be limited as much as possible.
- Tree placement should provide maximum shading for public spaces, parking lots, and sidewalks.
- Appropriate tree selections and the use of root barriers/barrels should take into account adjacent paved surface and provide sufficient space for root growth to avoid broken sidewalks that may be potentially hazardous to pedestrians.
- Shrubs should be a minimum one (1) gallon size. A mix of one (1) and five (5) gallon shrubs is encouraged.
- Accent trees should be planted at a minimum five (5) gallon size.
- Where landscaping is intended (or required) to provide a visual screen, the species, quantity, maturity (size), and spacing of the initial plantings shall be sufficient to provide a functional screen within a single growing season.
- Street trees should be planted at a minimum fifteen (15) gallon size.
- Planters should be guarded from autos by raised curbs and wheel stops where needed.



FIGURE 2.1 - The use of turf in median strips should be limited to help conserve water resources.



FIGURE 2.2 - Shade trees, when fully grown or within five years of installation, shall have a canopy of no less than 25 feet. The tree pictured above provides large amounts of shade to multiple parking stalls throughout the day.

2.3 Commercial Buildings

- Landscaping should be provided along and against all building facades viewable from the public right of way and other public spaces to soften the structure.

- Raised planters should be used against commercial buildings where pedestrian movement takes place and should accentuate the architecture of the principle building.
- Corner lots that face intersections should contain intensified ornamental landscaping.
- A vertical landscape buffer in addition to required walls should be used to help screen commercial uses from all residential areas.

2.4 Plant Palette

- Plants should be chosen and located with consideration for their mature size.
- At maturity, street trees should have a minimum branch height of eight (8) feet (See *Appendix A - Street Tree List*).
- The plant palette should emphasize form and massing rather than individual trees or shrubs.
- Plant selection should consider site geology and soil conditions to ensure the successful establishment of landscaping.
- Fruiting trees should not be located in public spaces, parking lots, along sidewalks or streets.



FIGURE 2.3 - Plant palettes should emphasize mass and form by grouping of landscape elements, such as pictured in the image above, rather than individual



FIGURE 2.4 - Commercial building should maintain landscape elements on all sides which are in view from the public right of way, such as along the drive-through around the back of this commercial building off Ave. 16 and Hwy. 99 in Madera.

2.5 Parking Lots/Site Entry

- In any case, a minimum five (5) percent of total parking area should be landscaped, helping to break up potentially large expanses of paved surfaces.
- The perimeter of all parking areas adjacent to streets and major drive aisles should include a continuous landscape screen at least three (3) feet in height.
- Earthen berms used in conjunction with landscaping to provide screening should be constructed with a maximum slope of 3:1 and with appropriate drainage provisions.



FIGURE 2.5 - Commercial development entryways should be enhanced with ornamental plant material that increases in detail, color, etc., to help designate entries.

- Commercial development entryways should be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers. Major site entries should include planters with a mix of annual and perennial foliage to provide seasonal interest.
- Planting should be scaled as appropriate for the entry size and space.
- Shade trees should be planted within the parking area to provide 50% shade coverage over parking bays at high noon, with full foliage within five years of planting. Canopy size can be determined as listed in the *Sunset Magazine Western Garden Book* or other authoritative source.
- Parking areas should contain landscaped areas that provide shade and visual relief. At a minimum, parking areas should contain landscaped areas with trees every three (3) parking stalls on average per each parking strip.
- Landscape islands six (6) feet in width and spanning the entire length of parking block should be provided at the ends of rows of parking. Islands should contain an 18-inch wide concrete curb along the inside of island, parallel to parking spots, allowing patrons to avoid treading over landscape.

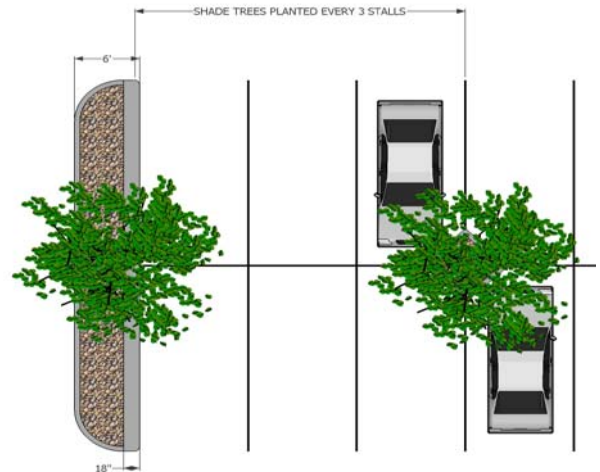


FIGURE 2.6 - Parking lots shall contain landscaped areas every three stalls with landscape islands six (6) feet in width at the end of all parking blocks.

- The primary landscaping feature used in parking lots should be trees, which provide shade or are capable of providing shade at maturity.
- Trees located in front of “pull in” parking spaces should be placed in-line with painted lines that designate parking stalls to minimize potential damage from vehicle overhang.

2.6 Maintenance/Irrigation

- Each owner/occupant is responsible for maintaining a functional and aesthetically suitable landscape consistent with any previously approved site plans or entitlements.
- All landscaped areas should be automatically irrigated by permanent irrigation systems that provide 100 percent irrigation coverage.
- Whenever possible, drip irrigation should be used in place of sprinklers.

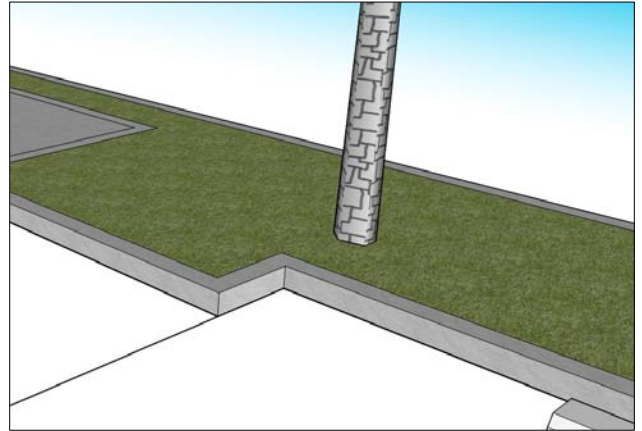


FIGURE 2.7 - Trees should be placed in-line with painted lines that designate parking stalls.

- Plant material that has died or is visibly declining should be replaced.
- Watering should take place at the most efficient watering times possible, such as between 10 P.M. and 6 A.M., to help reduce water consumption and potential pedestrian hazards.
- Large landscaped sites should utilize climate controlled irrigation controls (“Total Weather Stations”) or similar devices to avoid over-watering and wasted water resources.

2.7 Public Art/Statuary

- Public art/statuary is encouraged as a means of enhancing the aesthetics of a site and providing cultural assets for the community.
- All commercial development projects should consider integrating public art/statuary into the design of public space elements and amenities (e.g., statuary, gardens, plazas, paving, street furniture, transit shelters, lighting, etc.) where possible.
- Site and landscape plans should designate the location, height and material of all proposed public art/statuary and is subject to approval by the City of Madera Planning Department.

LANDSCAPING

- Public art/statuary and murals should not contain signage, logos, branding or advertisements.
- Painted or mosaic murals should only be used to enhance the architecture of a building/ structure and should not be the most dominant building feature.
- Functional art/statuary is encouraged. Examples include pieces such as benches, fountains with seating areas, or shade elements.
- Public art/statuary should be of a permanent nature.
- Public art/ statuary should be used as a means of enhancing the commercial site, and should not be a dominating feature of the development.
- The design and placement of public art/statuary should be of scale and material consistent with the site and its surroundings.
- Placement of public art/statuary should not obstruct views into or out of the commercial site from the public right of way.



FIGURE 2.8 - Murals, such as the one pictured above, enhance the community by providing education on the city's history. Murals such as this one should be placed off, and perpendicular to, the public right of way



FIGURE 2.9 - The water feature, above, provides statuary as well as informal seating opportunities outside of businesses.

2.8 Sustainability

- Surface water and pollutant runoff should be minimized through the usage of pervious surfaces and vegetative groundcover whenever possible.
- Bioswales that collect storm water are encouraged to help water filtration and replenishment of the water table, as well as a means to reduce flooding.
- Roof drainage and parking lot runoff should be routed through designated turf or landscaped surfaces to reduce flooding and water usage.
- Use of recycled water is encouraged to help reduce water consumption.
- When possible, low-precipitation rate heads should be utilized to help reduce water consumption.

- Plants should be grouped according to water needs.
- When placing paved surfaces such as walkways in landscaped areas, the use of permeable materials such as pavers or brick is encouraged.

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3 Building Design and Materials

The guidelines found within the following chapter speak to the City of Madera's desire to provide businesses and developers with guidance in designing structures that embody the City's desire to develop the highest quality commercial development possible.

The following guidelines should not be seen as hard and fast rules. Rather, they illustrate what the City of Madera generally recognizes as quality design, material, and color choices. By incorporating the features and principles outlined in these guidelines, arrival at an acceptable building design should be readily achieved. However, the City recognizes there are other applications of appropriate architecture and creative design that can still achieve quality development.

3.1 Design

- Prior to the issuance of any project approval, proposed projects should submit color and material boards with exterior color elevations or renderings indicating where the materials and colors will be applied. Major buildings and developments may benefit from three dimensional modeling. In order to avoid the expense of preparing multiple versions of these materials, it is strongly recommended that early consultation with staff occur to discuss building concepts or to review initial sketches.



FIGURE 3.1 - Early California Revival Style building architecture. This building's long façade is broken up by changes in material and staggered frontages. Styrofoam cutouts along the top add detail.



FIGURE 3.2 - A mixture of materials, colors and rooflines add depth to this commercial development. The alternately colored entry with stone accents gives the entrance weight and designates the primary entrance

- Buildings should include sufficient architectural detail such as lighting sconces, awnings, and architectural pop-outs that break-up expansive flat space and provide visual interest. Architectural details should not contain any logo or advertisement, unless part of the approved signage for the building.
- Commercial building should contain staggered frontages of complementary but varying colors and materials that add visual interest.



FIGURE 3.3 - This monotone, stucco strip center, with its flat façade, lacks visual interest and is unappealing.



FIGURE 3.4 - The image above depicts the same structure, with the addition of stacked rock work and darker colored trim. The stacked rock breaks up a monotonous stucco surface, while the darker trim color defines the borders of the building.

3.2 Materials

- Building textures and their combinations should add continuity and not conflict or detract from each other.
- Materials should be appropriate for the size and architectural style of the building.
- Non-reflective finishes reduce glare and light reflection/pollution, and are preferred.
- All primary buildings should be constructed or clad with materials that are durable, easily-maintained, and of a quality that will retain their appearance over time.
- Recommended materials include:
 - Natural or synthetic stone;
 - Brick;
 - Stucco;
 - High-quality pre-stressed concrete systems;
 - Glass
- Natural wood or wood paneling should not be used as a principal exterior wall material, but durable synthetic materials with the appearance of wood would be a preferable alternative.
- Exterior building materials should generally not include the following:
 - Split shakes, rough-sawn or board and batten wood;
 - Vinyl siding;
 - Smooth-faced gray concrete masonry unit block, painted or stained concrete block, tilt-up concrete panels;
 - Field-painted or pre-finished standard corrugated metal siding;
 - Mirrored glass surfaces
- Exterior building material should be continued down to within six (6) inches of finished grade on any elevation.
- For significant older buildings, original building elements, materials, and features should be retained and repaired, as feasible. Building materials and elements from an earlier time which are not appropriate for the architecture of the building should not be added to create a false historical appearance.



FIGURE 3.5 - Exterior building material should be carried down within (six) 6 inches of foundation.

- Stone or masonry surfaces should be maintained and not be painted, unless severe deterioration of the brick or stone can be shown to require painting and other consolidation or stabilization methods cannot be shown to be appropriate. Buildings should not be painted in an attempt to produce a “faux-stone” aesthetic.
- Innovative or “green” materials are encouraged provided they appear similar in quality, texture, finish and dimension to those used traditionally in the neighborhood.



FIGURE 3.6 - Buildings should not be painted in an attempt to produce a faux-stone or brick appearance.

3.3 Color

- Buildings should not be distinguished by their color, but rather by their architectural features. Color should be used to enhance architectural features and should complement the overall character of the commercial district.
- Color schemes should tie building elements together, relate separate (freestanding) buildings within the same development and should be used to enhance the architectural form of a building.
- The use of multiple colors may be appropriate on a building elevation. However, usually no more than three different colors should be used on one plane. Combinations of extremely dark colors or a monochromatic approach to painting should generally be avoided.
- The color choice should be appropriate for the building material. Bright, vibrant colors are usually more appropriate as building accents or as accent colors on signs.
- Building elevations and color boards should clearly designate colors by trade names and color codes.
- Color schemes should be based upon a natural tone color palette.
- Intense, bright, black or fluorescent colors should be used sparingly and only as accents, or when muted by softer natural colors.
- Main and trim colors should not be similar in hue or tone intensity (i.e. 2 shades of colors that are closely related such as green and red or dark or light shades of the same color). A third accent color is to be used, it should serve to accentuate or highlight a particular feature of the building.
- All building projections, including, but not limited to, chimneys, flues, vents, and gutters, should match or complement in color the permanent color of the surface from which they project.



FIGURE 3.7 - Buildings, such as the one pictured above, should be distinguished by their architecture and articulation, with color used to enhance the structure.



FIGURE 3.8 - If color is to be added, it should serve to accentuate the architecture. In the image above, alternative colors help provide distinction between individual storefronts, but remain muted enough as to not become the focal point of the project.



FIGURE 3.9 - The building above is of a single color and material, with no details that enhance the structure.



FIGURE 3.10 - Stone accents and multiple colors give this building character and provide a distinction between building sections.

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4 Signage

**For additional information on signage sizing, placement and location, as well as information on temporary sign permits, please obtain a copy of the City of Madera Sign Ordinance from the City of Madera Planning Department.*

- No signage should be constructed, displayed or altered without the obtainment of a sign permit from the City of Madera Planning Department.
- Sign Programs for shopping centers should be submitted at the time of site plan review and are subject to approval by the City of Madera Planning Department.
- Signs should be designed as a means of providing information and direction for the patron and not as advertisement. Signs that rotate and flash should not be used.
- Commercial developments with multiple tenants or multiple pad sites within a single shopping center should contain a common and harmonious signage scheme which includes both identity signage and directional signage for the entire development.
- Monument style signs are the generally preferred method of signage in most situations. Pole signs should be avoided, particularly when the commercial center is removed from any freeway.
- Monument or entry signs should be designed within the style and character of the main building design and architecture, and located within a landscaped area. The size and scale of signs should be compatible with the size and scale of the principle building and landscaping.



FIGURE 4.1 - This monument sign reflects the design, materials and colors used in the principle building. Individual spaces are large enough to allow multiple businesses their standard logo type.



FIGURE 4.2 - The monument sign pictured above does not adequately represent the architecture of the principle buildings. Individual spaces do not allow for businesses to include logos or logotype, resulting in patron's inability to easily locate businesses.

SIGNAGE

- Freestanding signs should be visible from the public right-of-way and not obscured by trees, landscaping or buildings.
- Monument or entry signs should maintain a five (5) foot landscape buffer along any sign face which directly abuts public rights-of-way.
- Monument or entry signs should be set back no less than ten (10) feet from the public right-of-way.
- Projects should be provided directional signage at primary corners and entry locations to assist residents, visitors and emergency vehicles in finding businesses and services.
- Directional signs should not contain any advertising copy, branding or logo.
- Mixed-use or commercial developments signage that abuts residential uses should be directed away from residential parcels to avoid illumination spillover.
- Individual hanging signs are encouraged for commercial centers containing multiple businesses. Hanging signs may contain logos and branding for individual businesses, but should be similar in size, shape and material, and should be hung perpendicular to building fascia.
- Hanging banner signs should not be attached to any building. Banner signs should only be used when a temporary sign permit has been applied for and issued.
- Signage or wall painting should not contain specific product advertisement unless it is the main purpose of a business, such as a "Madera Chevrolet", etc.



FIGURE 4.3 - Directional signage should not contain business logos and may be placed in on-site landscaped medians.



FIGURE 4.4 - Channel letting wall signs add depth and maintain their appearance over a longer period of time.



FIGURE 4.5 - Wall signage should not contain specific product advertisements.

5 Public Amenities

5.1 General Provisions

- While not required, new commercial developments should endeavor to provide site amenities to make them attractive and functional as public gathering spaces such as:
 - Patios or plazas with covered seating area;
 - Small grass patches with seating areas;
 - Enhanced transit stations;
 - Water feature with sitting area;
 - Functional public art;
 - Other similar areas designed for public gathering containing a focal feature that enhances the commercial development.

- When designing the most functional and lively public amenities possible, one should consider the inclusion of the following ideas and features:
 - Adequate seating or waiting opportunities;
 - Usable space for special events, vendors and/or promotions;
 - Outdoor dining areas;
 - Sufficient lighting to provide a safe and functional environment;
 - Street furnishings (trash receptacles, benches);
 - A focal element (water feature, sculpture, landscape sculpture, architectural feature or natural site feature);
 - Decorative hardscape areas;
 - Deliberately shaded and sunny areas;
 - Public art



FIGURE 5.1 - This large, open, grassy plaza is bordered by commercial opportunities on all sides, making it extremely pedestrian-friendly. Trees provide visual interest and shade.



FIGURE 5.2 - Water features, such as the one pictured above, add visual appeal and provide patrons and employees with informal seating areas outdoors.

5.2 Open Space/Plazas

- Open spaces/plazas should be paved with enhanced pavement materials to help designate the public gathering area.
- Open spaces/plazas should be scaled with respect to the size and scale of the commercial center and should be of adequate size to meet the demands of the intended use. Usable public open spaces should ideally measure a minimum of 15 feet in any direction.
- Open spaces/plazas should contain a mixture of landscaping, deliberate shaded or sunny areas, as well as seating opportunities for customers and employees on break.
- Where hardscape is present within the open space/plaza, trees planted in large, sturdy earthen pots may be appropriate.
- Outdoor dining areas are encouraged, but require a conditional use permit. They should be oriented away from off-site uses that are sensitive to noise or night-time activity and should be set back a minimum of 50 feet from the public street.
- Spaces oriented in the southern or western directions should incorporate shading measures such as trees, arbors or large umbrellas.

5.3 Walkability

- All commercial developments should provide a sidewalk along the public right-of-way no less than five (5) feet in width.
- Plazas or other amenity areas should contain direct and distinct



FIGURE 5.3 - This paved plaza is of sufficient size, but lacks seating opportunities and shade measures to ensure its functionality.



FIGURE 5.4 - Outdoor dining areas which serve multiple businesses. Trees surrounding tables provide shade during sunny summer months.



FIGURE 5.5 - Large concrete spheres, as well as differentiation in paving material, help distinguish between pedestrian and auto circulation.

connections to public sidewalks. If connections are made through a parking lot or intersection within the development, crosswalks signifying the pedestrian passage should utilize enhanced paving to help designate the pedestrian right-of-way.

- Walkways should be clearly distinguishable and illuminated at night.
- Pedestrian pathways and paseos should serve as connections between the public right-of-way, public amenities within the commercial zone and the commercial center itself.
- Along pedestrian pathways, amenities such as trellises, trees, seating, lighting and landscaping should be incorporated.
- Separate vehicular and pedestrian circulation systems should be provided within the site. Sites with more than two (2) acres of parking area should include a landscaped walkway at least ten (10) feet in width, placed perpendicularly to the principle building.

5.4 Transit

- If project is to be located along a transit route, safe and convenient access to transit stops from the commercial project should be provided.
- Transit shelters should be designed to provide protection from sun and rain. Transit shelters and other amenities should be designed so that both the architecture and the color of the shelter reflect the design of the surrounding commercial development.



FIGURE 5.6 - Covered paseos provide patrons with a shaded connection between the parking lot and mall, and encourage visitors to get out of their cars and walk.



FIGURE 5.7 - Large parking areas should provide landscaped walkways to provide connectivity in commercial centers and convenient access to businesses.



FIGURE 5.8 - This concrete pathway provides transit user with safe and convenient access from business to bus stop.

- Major commercial centers should provide an enhanced transit station with features such as enhanced landscaping, arbors to help shield transit users from weather and adequate seating to provide for the large number of patrons accessing a commercial center of such size. Enhanced transit stations should be incorporated into the design and function of the commercial site, its plazas and public amenities. When possible, transit stations should be removed from the street and placed in an area where pedestrians may safely and conveniently access both transit and retail services.
- All transit stops should contain route and schedule information, including major connecting services.
- Transit stops should not contain advertisements, but may have directory signs to surrounding businesses.

5.5 Street Furniture

- As much formal and informal seating as possible should be provided to patrons, allowing more opportunities for people to socialize and spend time outdoors, as well as reduce the reliance on automobiles.
- Street furniture should serve to enhance the architectural character of the commercial development. The mass and scale should suit the commercial development and help give the place a sense of human scale. The design, material and color of street furniture should be congruent throughout the project and should benefit the commercial district, enhancing the development's sense of place. Street furniture should not be used as a means of advertisement.

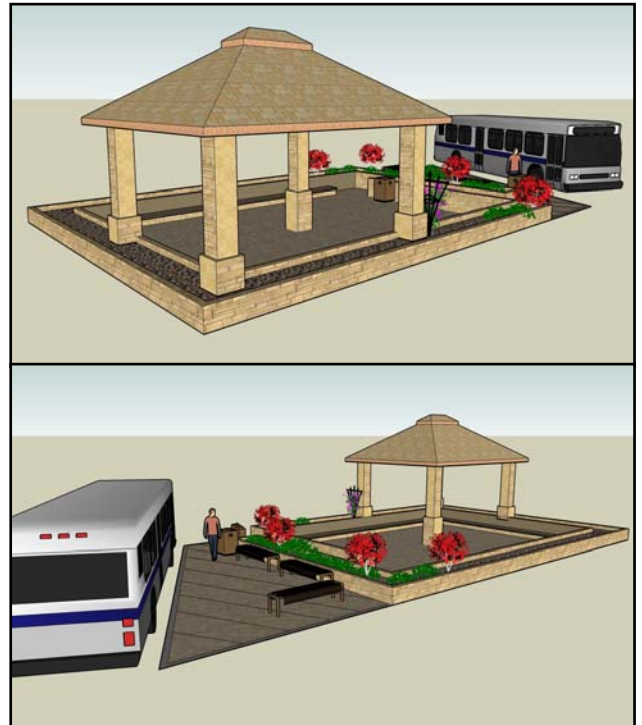


FIGURE 5.9 - Enhanced transit shelters should be provided in major commercial centers. Enhanced transit stations should contain landscape features, covered sitting areas and should be designed to reflect the architectural character of the surrounding developments.



FIGURE 5.10 - Seating areas should be located under arbors or near trees so as to be shaded during sunny summer months.

6 Parking

6.1 Parking Layout & Design

- Parking areas should be well-defined with curbs and landscaped islands. Large unarticulated areas of pavement should be avoided.
- Buffer parking areas from buildings through use of concrete walkway and landscaped strip. Generally, parking spaces should not directly abut structures.
- Design parking areas in a manner that links buildings to the street sidewalk system as an extension of the pedestrian environment.
- Design features such as walkways with enhanced paving, trellises or special landscape treatments should be used to connect the pedestrian environment with commercial buildings. Stamped concrete should be considered as a means for designating pedestrian and handicap systems.
- When opportunities exist for shared parking between different uses with staggered peak parking demand, make every effort to take advantage of this opportunity to reduce the total number of parking spaces within the larger development, especially in multi-tenant and mixed-use commercial centers.
- Driveways should be removed from street intersections as far as possible to minimize conflicts. Additional access points should not be located where they may be potentially hazardous to the safety and operation of the street or pedestrian circulation systems.
- Point of ingress and egress to and from the public right-of-way should be developed with driveway aisles separate from parking lot vehicular circulation routes. The driveway aisle should provide the ability to load vehicles waiting for ingress or egress to and from the commercial development.



FIGURE 6.1 - Building frontage with wide pedestrian walkway and landscaping allows visitors to move safely and comfortably.



FIGURE 6.2 - The parking lot entry shown above is placed only ten (10) feet from the corner, causing loading cars to plug intersection while waiting to turn in.

PARKING

- Parking stalls may be placed either parallel to the flow of traffic or at a 45, 60 or 90 degree angle. Design dimensions for parking stall must meet City's minimum Standards.
- Wheel stops are discouraged except where needed to protect features such as trees, bushes, utilities and buildings. Where vehicles are constrained from movement by a curb in front of an area covered in low landscaping or in a walkway wider than six (6) feet, two (2) feet of that area may be counted as part of the required parking dimension. If walkway is at least eight (8) feet in width, two and one half feet within that dimension may be counted as part of the parking requirement.
- Adjacent commercial properties should provide for cross access to reduce street congestion and should share drive approaches whenever feasible.
- Large parking areas should be broken up into smaller areas and screened from the public right-of-way and neighboring properties. Appropriate screening may include landscaping. (See Section 4, "Landscaping")
- Parking aisles should be oriented perpendicular to building entries, so pedestrians walk parallel to moving cars, thus minimizing the need for pedestrians to cross parking aisles and landscape areas.
- Design parking lots to avoid dead-end aisles and when possible, provide connections to adjacent parking aisles.
- Where dead-end situations are unavoidable, adequate space for backup from the end stall should be provided.

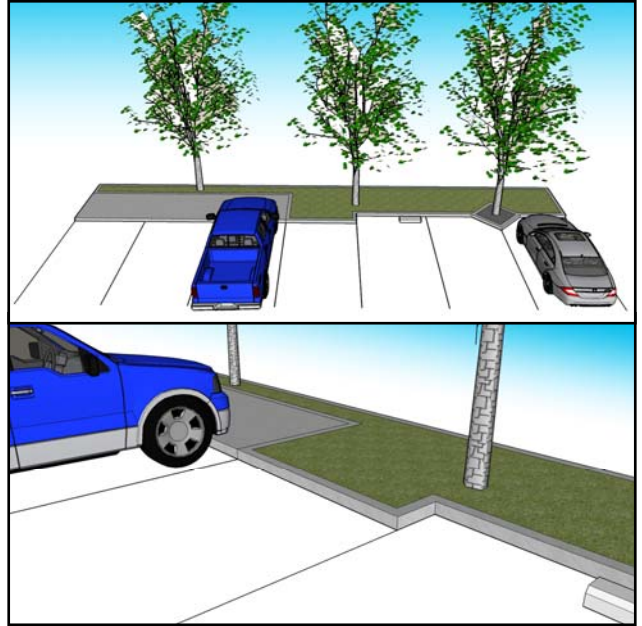


FIGURE 6.3 - In median strips wider than 6 feet, 2 feet of that area may be counted as part of the parking stall. If the median is wider than 8 feet, 2.5 feet may be counted.



FIGURE 6.4 - Parking aisles placed perpendicular to building entrances reduce the need for pedestrians to cross multiple drive aisles.

- Provide separate vehicular and pedestrian circulation systems within the site. Sites with more than two (2) acres of parking area should include a landscaped walkway at least ten (10) feet in width, placed perpendicularly to the principle building.
- Bicycle parking should be located within thirty (30) feet of building entrances, avoiding conflicts with vehicular and pedestrian circulation.
- Bicycle parking facilities should be sturdy and securely attached to the ground.
- U-shaped, wave, bollard-style or architecturally detailed bicycle racks should be used whenever possible. Grid-style aluminum bicycle racks should not be used.
- As applicable, shopping cart return stations should be evenly distributed within and between separate parking blocks.
- Applicants should develop and submit plans for keeping shopping carts within the commercial center.
- Shopping cart corrals should be screened with landscape or architectural features. Pipe corrals should not be used.

6.2 Lot Location

- Where possible parking areas should be located in an areas other than between the building and abutting street (e.g., to the rear or side of the building).
- Avoid conflicts with adjacent parking lots by maintaining similar directions for travel and similar parking bay designs.



FIGURE 6.5 - This landscaped, concrete walkway provides pedestrians with safe access from the back of the parking lot to the front of the commercial building.



FIGURE 6.6 - Aluminum-pipe shopping cart corrals, such as the one pictured above, should not be used.



parking area along the flanks of two of its commercial strips, minimizing the sight from the public right-of-way of a single, large sea of asphalt.

PARKING

6.3 Service/Delivery/Emergency Vehicle Access

- Vehicle circulation within the development should be designed to provide safe and efficient turning movements for all anticipated service and emergency vehicles.
- Internal drive aisles should provide adequate space to accommodate the turning radius of emergency vehicles and delivery trucks. The outer radius of turns along the designated service/delivery/emergency vehicle access routes should measure a minimum of 40 feet. Interior corner radius should measure a minimum of 14 feet.
- Loading areas visible to the public should be screened from view.

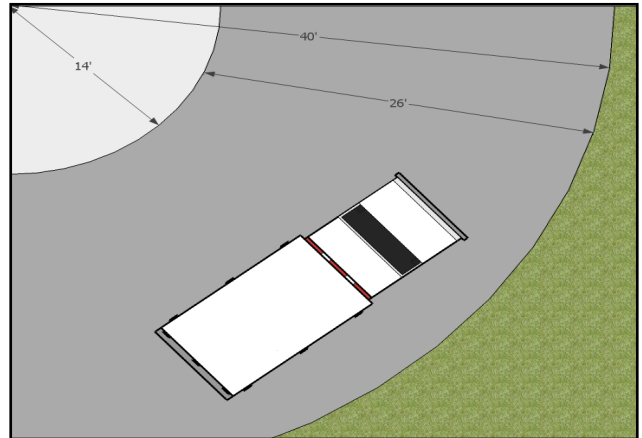


FIGURE 6.8 - Roads accessed by service trucks or emergency vehicles should maintain an outer radius of 40 feet and an inner radius of 14 feet.

6.4 Landscaping

**For guidelines regarding parking lot landscaping design and requirements, see Section 2.5: Parking Lot/Site Entry Landscaping.*

6.5 Lighting

- Lighting should be provided for all parking areas. The use of floodlights or colored lights should not be permitted.
- Lighting in parking areas should be directed away from adjacent residential areas.
- Any lighting fixtures should be complementary to the principle building architecture.
- Visible light fixtures should be of low intensity or have adequate diffusing lenses to minimize their brightness.

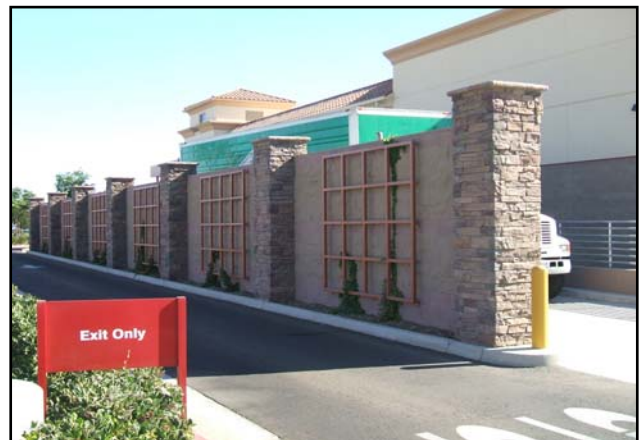


FIGURE 6.9 - Loading zones should be shielded from view by either a landscaped screen or wall which maintains architectural features congruent with the principle structures, as in the image provide above.



FIGURE 6.10 (left) - Light poles should be attractive, with downward light aimed in all directions. Poles should be no more than 25 feet tall and placed within landscaped beds, with finished concrete bases. FIGURE 6.11 (right) - The light pictured above focuses in a single direction. Additionally, it utilizes a floodlight, something that should not be used to avoid light pollution into adjacent sites.

- Lighting in parking areas should be focused downward, in order to respect adjacent properties and to effectively provide light for the safety of both the pedestrian and vehicular users of the parking area. It is important that the entrances and exits to parking areas are well lit.
- Lighting poles should not exceed twenty (25) feet in height, and should be surrounded by low landscaping.
- Concrete bases/pillars should not exceed three (3) feet above ground and should include a finished surface of a material capable of withstanding weathering.



FIGURE 6.12 - Lighting bases/pillars should include a finished surface, and should not exceed 3 feet in height.

6.6 Sustainability

- Site development should minimize large expanses of impervious surface by including landscaping and pervious paving whenever possible.
- Pervious/permeable paving materials should be used whenever possible for parking bays.
- Drainage systems should be designed so that water is directed away from the areas with pedestrian movement and into landscaped areas where water can penetrate into the groundwater table.
- Energy Star appliances and energy efficient lighting should be employed to the greatest extent feasible.



FIGURE 6.13 - Parking lot utilizing permeable surfaces allow more water runoff to naturally penetrate the soil and help replenish the water table.



FIGURE 6.14 - Water which pools in parking lots is not able to infiltrate the water table and is a hazard to pedestrians.

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7 Drive-Through Facilities

The drive-through, by design, caters almost solely to the automobile, and the goal of many businesses to increase their efficiency and accessibility. However, in doing so, they have often failed to support pedestrian access and compromise the aesthetic quality of the development, detracting from the goals of community design. The challenge faced when designing a space that is to be shared by both the automobile and the pedestrian is balancing the functionality of the drive-through with the needs of the pedestrian and aesthetic value.

The following concerns have become associated with drive-throughs:

- Traffic congestion
- Noise pollution
- Light pollution
- Reduction in air quality
- Conflicts between automobile and pedestrian circulation
- Lower aesthetic quality

These guidelines establish a criterion that is intended to address these issues and provide both a functional and community-friendly design.

7.1 Building Design and Location

- The building should have a major entrance located along the main public boulevard, serving as a connection with the pedestrian sidewalk.
- Buildings should connect with both the planned and existing architectural character of the larger site, with circulation patterns that allow the facility to function safely and efficiently.
- Generally, buildings should be located adjacent to the property line with minimal setbacks to help define the street edge and promote pedestrian accessibility.
- The building's architecture should provide connection to the public sidewalk along the main public boulevard.
- Building connections with the street may be enhanced through the use of windows along the pedestrian boulevard.
- Avoid stand alone buildings, but rather incorporate the facility into a larger, multi-use building.



FIGURE 7.1- Clearly defined main entrances oriented to the public right of way, along with adequate landscaped features, help define the building entrance.

- All loading and unloading of drive-through facilities should be accomplished on-site. Drive-through entrances, exits and stacking lanes should be contained within the interior of the site. Vehicles should not enter or exit the drive-through directly from or to the public right-of-way. Curb cuts should be minimized to allow uninterrupted pedestrian movement.

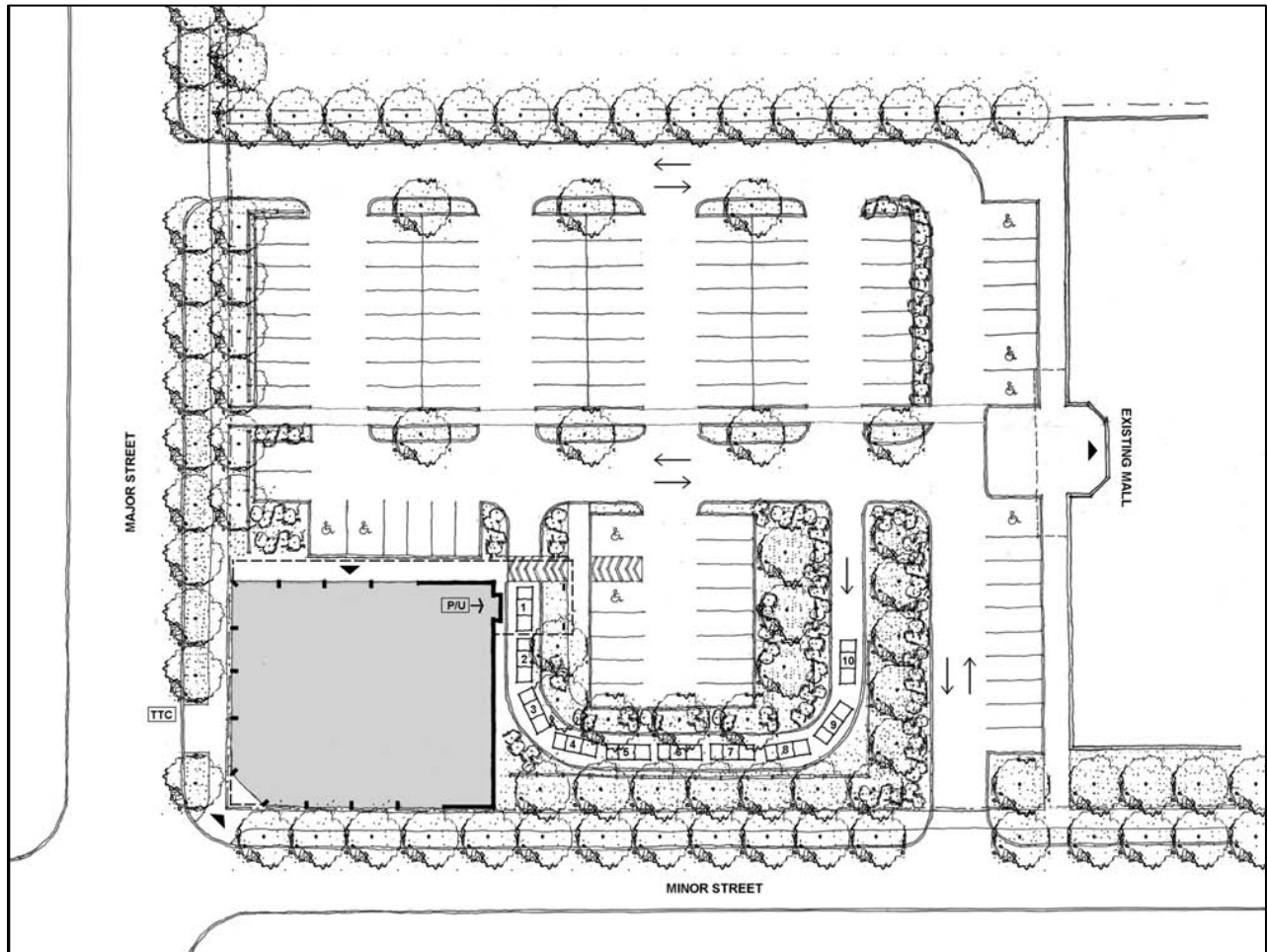


FIGURE 7.2 - All loading and unloading of drive-through facilities should be accomplished on-site. Drive-through entrances, exits and stacking lanes should be contained within the interior of the site.

7.2 Stacking Lanes and Driveways

- Stacking lanes should not be located between the building and the street.
- If a setback is required, do not locate the stacking lane or driveways within the setback area between the building and the street.
- Stacking lanes should be 12 feet wide in all instances.
- Each stacking space should measure 10 feet in width and 20 feet in length.

- When possible, locate the stacking lane and driveway out of public view, but rather in the rear or flank of the building. This ensures clear, safe and attractive pedestrian access.

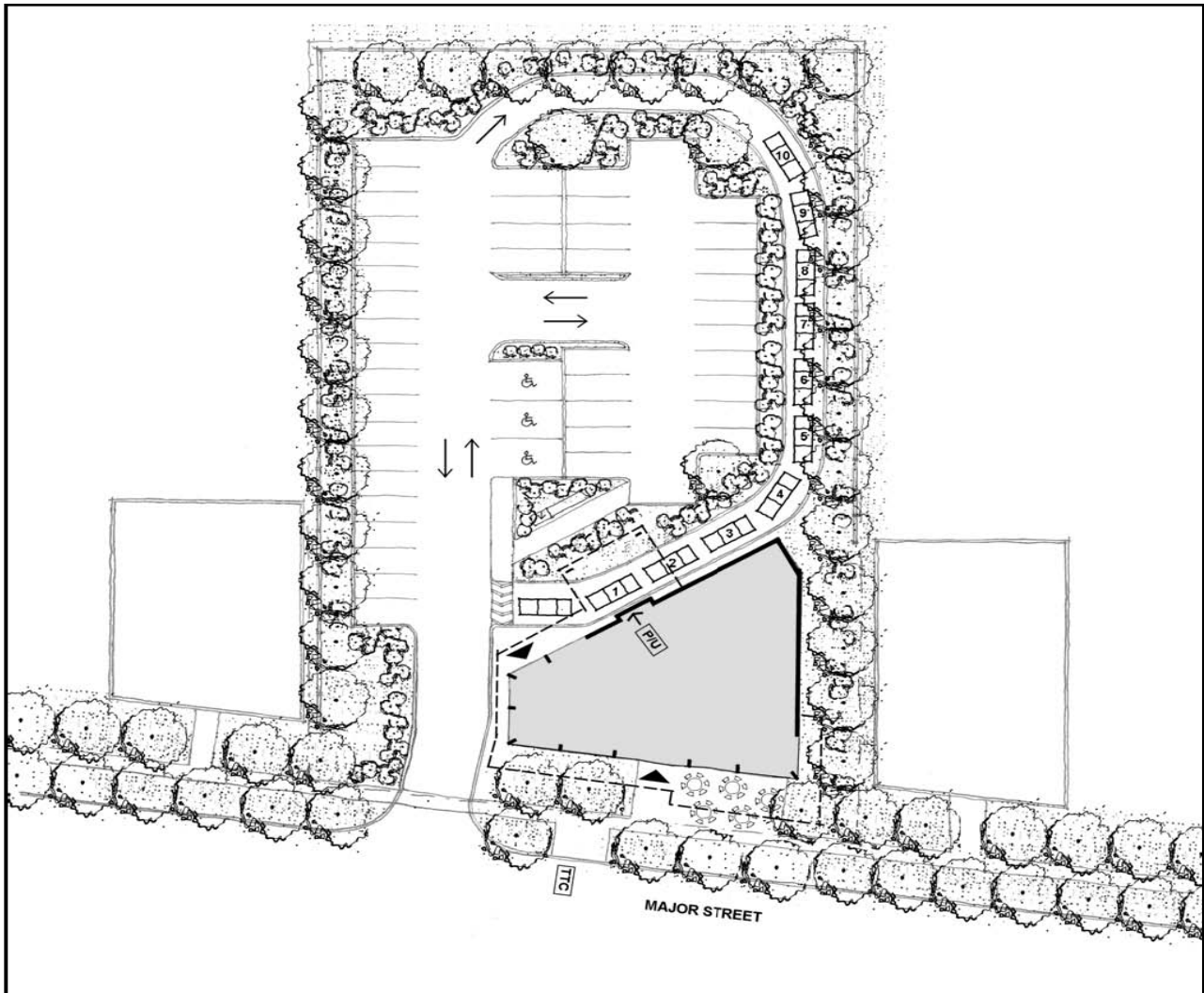


FIGURE 7.3 - Locate stacking lanes and driveways out of public view, in the rear or flank of the building. This ensures clear, safe and attractive pedestrian access, and shields idling autos from view.

- Uses, such as restaurants, that have peak hours or large volumes of patrons should provide stacking lanes with enough room to house 10 cars (10 stacking spaces).
- Stacking lanes should house a minimum of 4 cars (4 stacking spaces) for low-volume service uses such as banking, pharmacies, etc. All loading and unloading of drive-through facilities should be accomplished on-site.

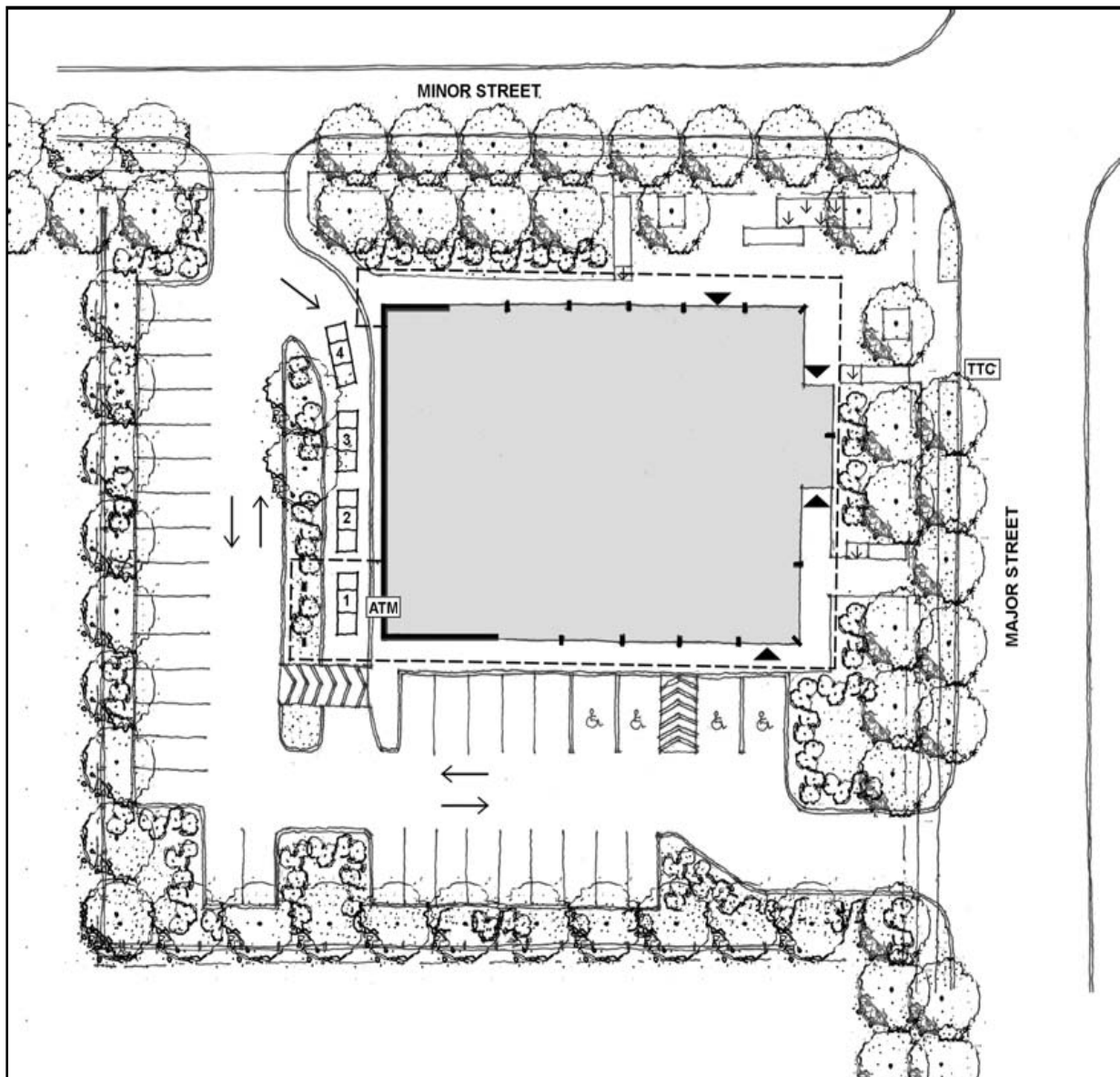


FIGURE 7.4 - Low-volume businesses, such as banks and pharmacies, should contain stacking lanes which house a minimum of 4 cars. All loading and unloading of drive-through facilities should be accomplished on-site.

- When possible, stacking lanes should utilize permeable surfaces, such as permeable tiles, to enhance the attractiveness of the site, as well as contribute to the sustainability of the site by increasing water penetration into the water table and reducing runoff.
- Stacking lanes should not include any turns of angles less than 90 degrees. Any 90 degree turns should include curbs with a radius of no less than five (5) feet to avoid tire clipping.
- Restaurants with drive-throughs should utilize a minimum of two windows, with an additional ordering station (e.g. order station, payment window, pickup window) to reduce idling time during peak business hours. Exceptions may be made for businesses which cater solely to pre-order, pick-up only customers.

- Sufficient signage should be provided to help direct vehicle traffic through drive-throughs. Signage should not be used as an element of advertisement, but rather should provide direction to the motoring public.

7.3 Pedestrian Safety and Circulation

- Pedestrians should not be forced to cross drive-through lanes in order to enter the main entrance of the building.
- If pedestrians are to cross a stacked service lane to enter through a secondary entrance, the pedestrian path should be distinguished through either a raised sidewalk or special pavement that signifies the pedestrians' right-of-way.
- Provide pedestrian amenities such as bike racks, phone booths and exterior furniture.
- Locate landscaping along pedestrian pathways.



FIGURE 7.5 - Directional signage should not be used as a means of advertisement, and should contain no logos. Directional signs should be no larger than one (1) foot by two (2) feet.



FIGURE 7.6 - Patron crossing of drive-through lanes should be avoided whenever possible. When this is unavoidable, pedestrian path across stacking lane should be distinguished by a raised sidewalk or special pavement.

7.4 Landscaping

- Provide soft landscaping that is attractive, functional and fits within the existing context of the area.
- Provide landscaped areas between building and street, and within the area of any required setbacks.
- Provide landscape opportunities that help define the main entrance into a building for pedestrians.
- Provide landscaping along stacking lanes no less than five (5) feet in width to help define stacking lanes and shield stacking lanes from view.
- Provide a three (3) foot tall landscape feature (such as a hedge wall) between the stacking lanes and the public right-of-way in order to reduce headlight glare.



FIGURE 7.7 - Landscaping helps define auto right-of-way and shield the stacking lane from view.

7.5 Signage/Menu Boards/Lighting

- Building signage should be congruent with the massing and size of building.
- Sufficient signage should be used to help direct the flow of traffic into and out of the stacking lane.
- Directional signs should not contain any advertising copy, branding or logo.
- Directional signs should be one (1) foot by two (2) feet wide and three (3) feet tall.
- No directional signs should be located in conjunction with the entrance to the commercial site from the public right-of-way. Placement of individual directional signs should be reviewed by the Planning Department.
- Drive-through menu/preview boards should be placed off the street, out of public view.



FIGURE 7.8 - Monument signs may advertise drive-throughs, but directional signage should not include any form of advertisement.

- All drive-through facilities should include a maximum of one (1) menu board no larger than 20 square feet in size. All drive-through facilities should include a maximum of one (1) preview board no larger than 12 square feet in size.
- Menu/preview boards placed within 10 feet of the building should not measure more than 60 inches in width and 48 inches in height. Additionally, total sign height with base should not reach higher than 72 inches.
- Menu/preview boards placed more than 10 feet from building should not measure more than 48 inches in width and 36 inches in height and must not exceed 60 inches in total height.
- The reverse sides of menu boards which are positioned in such a way in which they are viewable to the public should maintain a landscaped screen. Requirements for landscaped screens can be found in *Section 1.3*, above.
- Provide sufficient lighting to promote the safety of the site at night.
- Lighting should be directed toward the building and under eaves or low to the ground.



FIGURE 7.10 - Drive-through menu board located out of view from the public right of way, along drive lane.



FIGURE 7.11 - Reverse faces of drive-through menu boards visible to the public should be screened from view with landscape features.

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APPENDIX A - RECOMMENDED TREE LIST

<i>Scientific name</i> Common name	<i>Tree well</i>	<i>Parkway</i>	<i>Spacing</i>	<i>Tree size</i>	<i>Comments</i>
<i>Acer buergeranum</i> Trident Maple	3' X 3'	3' - 6'	25' - 30'	medium	Native to China. Small tree with a height of 20-25 feet. Adaptable to urban conditions. Good tree for tight location and under utility lines. Displays a nice red or orange fall color.
<i>Cinnamomum camphora</i> Camphor	N/A	8'+	35' - 40'	large	Native to China and Japan. This is slow growing but attractive evergreen tree that needs a lot of space. Drop a lot of leafs in the fall. The root system is very aggressive. This tree grows large should not be used in around hardscape.
<i>Cercis canadensis</i> Eastern Redbud	3' x 3'	2' - 4'	20' - 30'	small	Native to Eastern USA. Great small tree that can grown in a standard and multi trunk form. This tree displays great flowers in March and April. Good tree for tight location and under utility lines.
<i>Cercis mexicana</i> Mexicana Redbud	3' x 3'	2' - 4'	20' - 30'	small	Native to Mexico. This tree is smaller than the eastern redbud and has ruffled leafs. Great small tree that can grown in a standard and multi trunk form. This tree displays great flowers in March and April. Good tree for tight location and under utility lines.
<i>Cercis canadensis</i> 'Oklahoma' Eastern Redbud 'Oklahoma'	3' x 3'	2' - 4'	20' - 30'	small	Native to Eastern USA. This cultivars has a shiny leaf and raspberry flower. It is a more attractive than the standard Eastern Redbud but slower growing. Great small tree that can grown in a standard and multi trunk form. This tree displays great flowers in March and April. Good tree for tight location and under utility lines.
<i>Cercis reniformis</i> 'Texas white' Redbud 'Texas white'	3' x 3'	2' - 4'	20' - 30'	small	Native to Texas and Oklahoma. Great small tree similar to the Eastern Redbud but with white flowers. This tree displays great flowers in March and April. Good tree for tight location and under utility lines.
<i>Fraxinus Americana</i> 'autumn purple' Autumn Purple Ash	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern USA. Fairly fast-growing trees. Has a wonderful purple fall color. Handles our heat well. Likes water and makes a better turf parkway tree than in a concrete cut out.
<i>Fraxinus Americana</i> 'rosehill' Rosehill Ash	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern USA. Fairly fast-growing trees. Has a red orange fall color. Handles our heat well. Likes water and makes a better turf parkway tree than in a concrete cut out.
<i>Fraxinus excelsior</i> 'hessei' Hessei Ash	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern USA. Fairly fast-growing trees. Has a wonderful no real fall color. Handles our heat well. Likes water and makes a better turf parkway tree than in a concrete cut out.

APPENDIX A - RECOMMENDED TREE LIST

<i>Ginkgo biloba</i> 'Autumn Gold' Ginkgo 'Autumn Gold'	4.5' x 4.5'	4' - 6'	25' - 30'	large	Native to China but once grew world wide. Great street trees with great fall color. Leafs turn gold and drop all at once. They work well around hardscape, are adaptable to urban conditions and there are not currently any disease or pest problems.
<i>Ginkgo biloba</i> 'Shangri-la' Ginkgo 'Shangri-la'	4.5' x 4.5'	4' - 6'	25' - 30'	large	Native to China but once grew world wide. More compact form than the autumn gold. Great street trees with great fall color. Leafs turn bright gold and drop all at once. They work well around hardscape, are adaptable to urban conditions and there are not currently any disease or pest problems.
<i>Ginkgo biloba</i> 'Saratoga' Ginkgo 'Saratoga'	4.5' x 4.5'	4' - 6'	25' - 30'	large	Native to China but once grew world wide. This cultivars has an interesting leaf form that is different that the other ginkgos. The fall color is not as good. Great street trees. Leafs turn gold and drop all at once. They work well around hardscape, are adaptable to urban conditions and there are not currently any disease or pest problems.
<i>Ginkgo biloba</i> 'Princeton Sentry' Ginkgo 'Princeton Sentry'	4.5' x 4.5'	4' - 6'	25' - 30'	medium	Native to China but once grew world wide. This cultivars has an interesting leaf form that is different that the other ginkgos. The fall color is not as good. Great street trees with great fall color. They work well around hardscape, are adaptable to urban conditions and there are not currently any disease or pest problems.
<i>Koelreuteria paniculata</i> Goldenrain	4.5' x 4.5'	4' - 6'	25' - 30'	medium	Native to China. This is a small slow growing tree around 25' that flowers in the summer. Avoid planting in litter sensitive areas. This tree is drought tolerant. Good under utility lines.
<i>Laurus nobilis</i> 'Saratoga' Laural Saratoga	3' X 3'	3' - 6'	25'-30'	medium	Mediterranean native. This is a small slow growing evergreen tree. The foliage is dark green. Good tree for tight places. It can be planted close together for screening.
<i>Lagerstroemia indica</i> Crape myrtle	3' X 3'	3' - 6'	25'-30'	small	Native to China. Showy summer flowers. Different cultivars have flower colors red, pink, white, and pink. Good as a multi-trunk and standard form. Good tree for tight spots and utility lines.
<i>Liriodendron tulipifera</i> Tulip Tree	4.5' x 4.5'	6' - 8'	35' - 40'	large	Native to the Eastern US. A large, fast growing tree that flowers in late spring. Aphids can be a problem but all in all a good street tree.
<i>Magnolia grandiflora</i> Southern Magnolia	5' x 5'	4' - 6'	25' - 30'	large	Large growing evergreen tree with waxy dark green leaves and white flowers. It tolerates wet soils. An attractive tree but messy.

APPENDIX A - RECOMMENDED TREE LIST

<i>Magnolia 'Elizabeth'</i> Elizabeth Magnolia	3' x 3'	3' - 6'	15' - 20'	medium	Medium size deciduous trees with beautiful tulip flowers. This cultivars has white flowers. Blooms in mid-spring before it leafs and may have some blooms in the summer.
<i>Magnolia 'Galaxy'</i> Galaxy Magnolia	3' x 3'	3' - 6'	15' - 20'	medium	Medium size deciduous trees with beautiful tulip flowers. This cultivars has bright red purple flowers. Blooms in mid-spring before it leafs.
<i>Magnolia 'Rustica Rubran'</i> Rustica Rubran Magnolia	3' x 3'	3' - 6'	15' - 20'	small	Small deciduous trees with beautiful tulip flowers. This cultivars has rose red flowers. Blooms in mid-spring before it leafs.
<i>Pistacia Chinesis</i> Chinese Pistache	4.5' x 4.5'	4' - 6'	25' - 30'	medium	Native to China. This is a medium to large growing shade tree height is general around 40' but can reach 50'. It's a great street tree that is behaved around concrete. The fall color is great. This tree does not like soggy poorly drained soils.
<i>Pyrus kawakamii</i> Evergreen Pear	4.5' x 4.5'	4' - 6'	25' - 30'	medium	Native to Asia. This is a small to median size semi-deciduous tree. The spring blooms great in early spring. Makes a great street tree where space is limited. They are prone to fire blight.
<i>Quercus agrifolia</i> Coastal Live Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to California. Evergreen of variable size 40'-70' and equal in width. Smooth, dark gray bark and dark green leaves that a glossy on the surface. This tree does not like to be over water and likes areas without turf.
<i>Quercus bicolor</i> Swamp White Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern North America. Deciduous tree with broad, open, round crown and short trunk reaching 60' with an equal spread. Moderate to fast growth. Will tolerate sun, shade, wind and wet conditions. Fall color varies from yellow-brown to red.
<i>Quercus calliprinos</i> Palestine live oak	5' x 5'	6' - 8'	35' - 40'	large	Native to Palestine. Evergreen tree to 40'-50' tall and equal spread. Tree is quick growing and well adapted to California climate.
<i>Quercus castaneaefolia</i> Chestnut-leaved oak	5' x 5'	6' - 8'	35' - 40'	large	Deciduous, spreading tree with somewhat pendulous branches. Leaves are sharply toothed, glossy, dark green above, gray beneath. This is a large tree that grows up to 100'.
<i>Quercus chrysolepis</i> Canyon live oak	5' x 5'	6' - 8'	35' - 40'	large	Native to the foothills in California and eastern Oregon. Handsome evergreen with a height that reaches 50' feet. Leaves are shiny and medium-green in color. Does not like to be over watered.
<i>Quercus frainetto</i> Forest Green Oak	6' - 8'	35' - 40'	large	large	Shade tree for parking lot. This is an upright growing, vigorous oak with a strong central leader. Drought resistant and adaptable, its glossy deep green foliage and strong symmetrical shape make it one of the best looking trees all summer

APPENDIX A - RECOMMENDED TREE LIST

<i>Quercus lobata</i> Valley Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to California. This is a large drought tolerant deciduous tree. It is considered to be the monarch of the oak species. This tree can reach 70' or greater with an equal spread. Does not like to be over watered.
<i>Quercus muehlenbergii</i> Chinkapin oak	5' x 5'	6' - 8'	35' - 40'	large	Native to central and eastern US. This is a large tree that can reach 100'. Leaves are sharply toothed and bright green. Fall color variable from ruddy-brown to burgundy. Moderately quick growth rate.
<i>Quercus nigra</i> Water oak	5' x 5'	6' - 8'	35' - 40'	large	Medium to large tree to 60' with semi-evergreen leaves, rather thick and leathery. Lovely rounded crown, tiny acorns, good lawn tree. Fall color is orange and red.
<i>Quercus phellos</i> Willow oak	5' x 5'	6' - 8'	35' - 40'	large	Broadly spreading, deciduous tree to 90'. Leaves are narrowly oblong, smooth, bright green. The bark is gray and smooth. No fall color.
<i>Quercus rubra</i> Red Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern US. Medium to large tree can reach 70'. Leaves are matte dark green and have a wonderful red fall color. Deep rooted.
<i>Quercus shumardii</i> Shumard Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to eastern US. Medium to large tree can reach 70'. Tolerates urban conditions. Has a dependable fall color in orange and reds.
<i>Quercus suber</i> Cork Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to the western Mediterranean, North Africa. Evergreen tree of moderate growth rate to 70'. Trunk and main limbs covered with thick, corky bark which adds a lot of interest. Leafs are shinny dark green.
<i>Quercus virginiana</i> Southern Live Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to southern coast plans in the US. Large growing evergreen tree with waxy dark green leaf. This is a moderate to fast grower that handles turf well.
<i>Quercus wislizenii</i> Interior Live Oak	5' x 5'	6' - 8'	35' - 40'	large	Native to interior California and southern Oregon. An evergreen tree of medium size up to 50'. Wide-spreading branches with attractive green foliage.
<i>Zelkova serrata</i> 'Green Vase' Green Vase Zelkova	6' x 6'	6' - 8'	35' - 40'	large	Native to Eastern Asia. Medium to large moderate to fast growing tree, can reach a high of 50'. Has smooth gray bark and narrowly oval, saw-toothed leaf. This cultivars is taller than the Village Green.
<i>Zelkova serrata</i> 'Musashino' Musashino Zelkova	6' x 6'	6' - 8'	35' - 40'	large	Native to Eastern Asia. Medium to large moderate to fast growing tree, can reach a high of 45'. Has smooth gray bark and narrowly oval, saw-toothed leaf. This cultivars is very upright and only spreads 20'.
<i>Zelkova serrata</i> 'Village Green' Village Green Zelkova	6' x 6'	6' - 8'	35' - 40'	large	Native to Eastern Asia. Medium to large moderate to fast growing tree, can reach a high of 40'. Has smooth gray bark and narrowly oval, saw-toothed leaf. This cultivars is shorter and more upright that the Green Vase.

City of Madera
STREET TREE LIST

IRRIGATION

1. Heads shall be adjustable metal pop-up type.
2. Heads shall be installed flush with top of curb, but 1" toward the center to permit proper edging by the crews.
3. All park strips should be provided with automatic (electric) clocks with installed power source. NOTE: Clocks shall be Rainmaster brand or approved equal.
4. Pipe shall be Schedule 40 from the main to the valves. Class 125 PVC or better will be required for the line between valves and sprinkler heads. Nipples and risers must be Schedule 40 material.
5. Anti-siphons are required and must be used.
6. No more than a maximum of 12 heads per line at 45 lbs. of pressure will be allowed on 1" PVC pipelines. Permission from the Parks and Community Services Director is required for any changes due to different pressures and pipe sizes.
7. All irrigation piping and head placement must be designated for overlaps according to the size of the park strip.

TREES

1. Only those trees from Madera's "Approved Street Tree" list (the official street tree program for the City) can be used. Any exception must be approved by the Director of Parks & Community Services.
2. All trees must be at least ½" in diameter or larger.
3. All trees must be staked with 2 each 2" x 2" stakes and supported with a minimum of 2 ties.
4. Trees should not be planted more than 50 feet apart.

TURF

1. The recommended combination of turf is 20% Bermuda Grass and 80% Creeping Fescue. Drought resistant grasses are preferable. Alternates to the combination will be acceptable subject to approval of the Director of Parks & Community Services.
2. Grass should be planted not less than ½" from top of curb.

CHAPTER 6: STREET TREES

Section

- 4-6.01 Approved Trees
- 4-6.02 Tree replacement
- 4-6.03 Protection during erection or repair of buildings
- 4-6.04 Unsafe trees
- 4-6.05 Abuse of trees

§ 4-6.01 APPROVED TREES

Except as hereinafter provided, from and after July 1, 1965, no tree or trees shall be planted or transplanted on public property or rights-of-way or planted on private property so as to hang over public property except those trees designated upon an approved street tree list as specified by resolution of the Council. In the event any person desired to plant a tree within a public right-of-way, or which may overhang a public right-of-way, which tree is not upon the approved street tree list, such planting may be permitted if authorized by the Director of Parks and Community Services. The Director of Parks and Community Services shall not issue any such permit unless he or she finds and determines that such tree is of a variety having desirable characteristics with regard to surface roots, disease, falling leaves, and other qualities pertinent to the maintenance of preferable street trees in the city.

('61 Code, § 4-6.01 (Ord. 78 C.S., passed 7-7-65; Am. Ord. 397 C.S., passed 7-19-82)

§ 4-6.02 TREE REPLACEMENT

Whenever it becomes necessary to remove a tree to prevent damage to sidewalks or curbs, or to remove a dying, dead, decayed, disease, or hazardous tree, such tree or trees shall be removed by the owner of the property abutting that portion of the public right-of-way where the tree is located; provided, however, upon removal thereof, the property owner shall replace the tree with a tree of an approved type as designated on the approved street tree list unless the area from which the tree was removed is no longer suitable for planting. Nothing in this section, however, shall preclude the removal by city forces of any tree without the request of a property owner. ('61 Code, § 4-6.02) (Ord. 78 C.S., passed 7-7-65; Am. Ord. 397 C.S., passed 7-19-82)

§ 4-6.03 PROTECTION DURING ERECTION OR REPAIR OF BUILDINGS

During the erection, repair, alteration, or removal of any building, house, or structure in the city, no person in charge of such work shall leave any tree, shrub, or plant in any street, park, pleasure ground, boulevard, alley, or public place of the city in the vicinity of such building or structure without such good or sufficient guards or protectors as shall prevent injury to the tree, shrub, or plant arising out of, or by reason of, the erection, repair, alteration, or removal.

('61 Code, § 4-6.03) (Ord. 78 C.S., passed 7-7-65)

§ 4-6.04 UNSAFE TREES

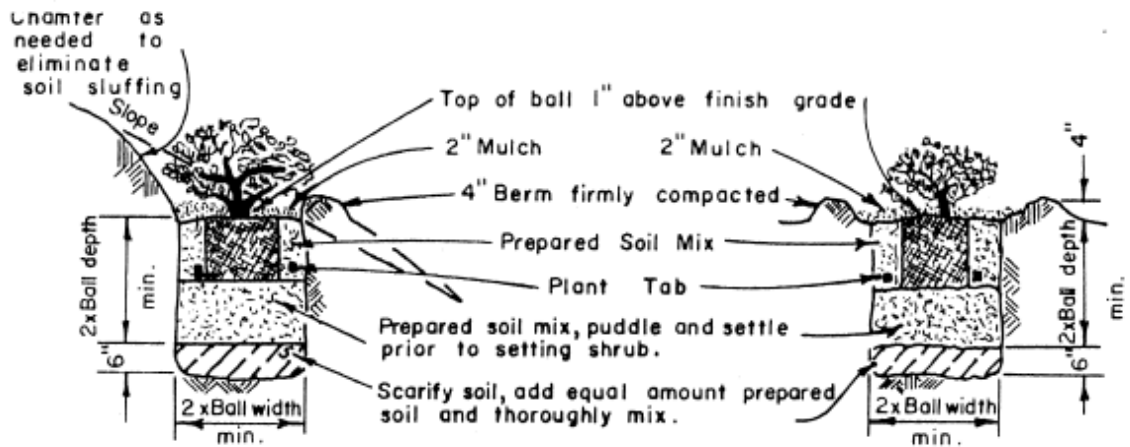
Any trees or shrubs growing in a public parking strip or in any public place or in private property, which trees or shrubs are endangering, or which in any way may endanger, the security or usefulness of any public street, sewer, sidewalk, or the full and safe operation of public utility wires, are declared to be a public nuisance, and the Director of Code Enforcement may require the property owner to remove or trim any such tree on private property or on a parking strip abutting upon such owner's property.

('61 Code, § 4-6.04) (Ord. 78 C.S., passed 7-7-65; Am. Ord. 397 C.S., passed 7-19-82)

§ 4-6.05 ABUSE OF TREES

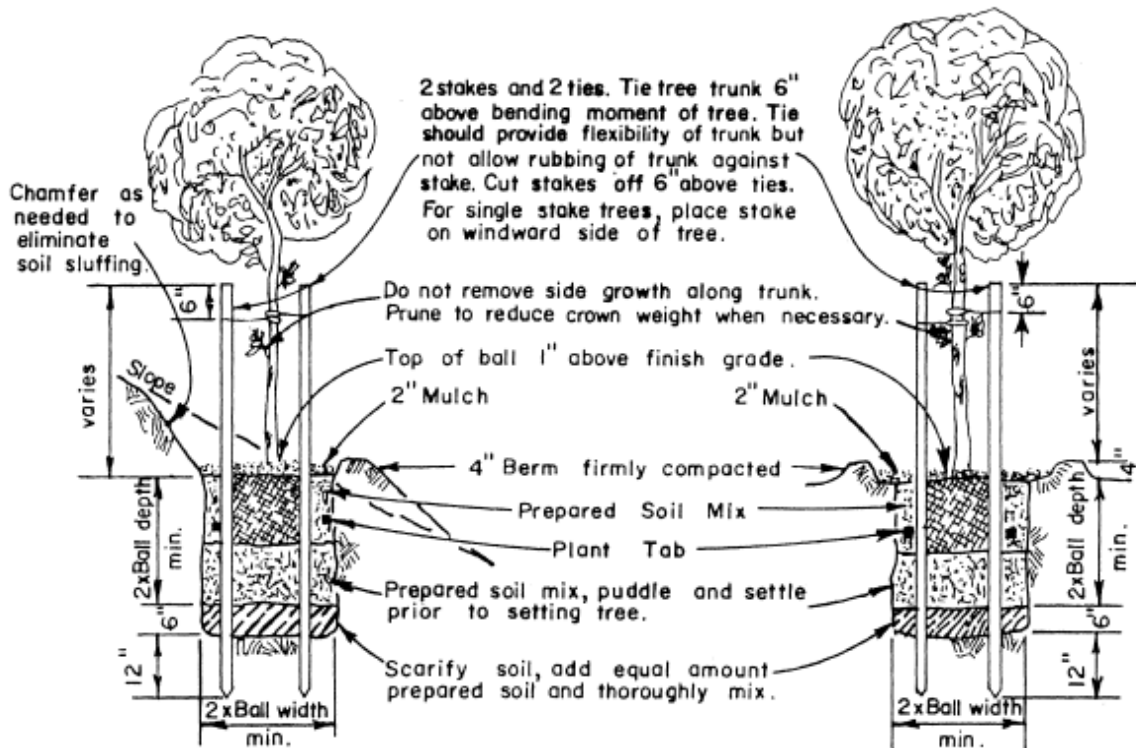
It shall be unlawful to abuse, destroy, or mutilate any tree, shrub, or plant in a public parking strip or any other public place, or to attach or place any rope or wire (other than one used to support a young or broken tree), sign, poster, handbill, or other thing to, or on, any tree growing in a public place, or to cause or permit any wire charged with electricity to be attached to any such tree, or to allow any gaseous, liquid, or solid substance which is harmful to such trees to come in contact with their roots or leaves.

('61 Code, § 4-6.05) (Ord. 78 C.S., passed 7-7-65)



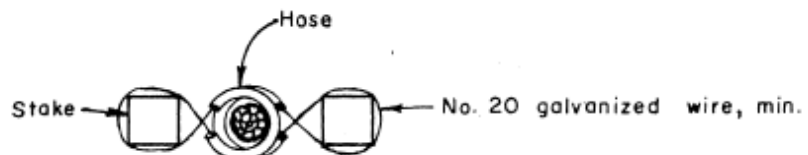
SHRUB PLANTING-SLOPES

SHRUB PLANTING-LEVEL GROUND



TREE PLANTING & STAKING SLOPES

TREE PLANTING & STAKING LEVEL GROUND



PLAN

APPENDIX B - LIST OF DESIGN AND DEVELOPMENT GUIDELINES

Utilities and Service Systems

Roof-mounted Equipment

1. Roof-mounted equipment placements should be completely screened from view and architecturally integrated into the roof using roof wells, continuous building perimeter fascia screening, etc.
2. Equipment installed on a rooftop with a parapet, parapet height should rise no less than six inches above the height of the tallest roof-mounted utility.
3. All rooftop ducts and vents should be directed away from the public street/sidewalk to minimize their appearance, visibility, and noise pollution.
4. All roof-mounted ducts should be painted matte black to minimize their appearance.
5. Roof access ladders on main buildings should be located within the interior of the building or out of public view. Roof access ladders for pad buildings should be located within the interior of the building.
6. Further placement of roof-mounted equipment which is not part of site approval may require amendment to any approved site plan review.

Ground-mounted Equipment

7. All utility lines (power, phone, cable, etc.) should be placed under ground except where deferrals have been approved by The City of Madera. Locations of these lines should be recognized on submitted site plans.
8. When possible, locate utility equipment and service components underground.
9. Building utility service equipment should be located in an attached interior utility room integrated into the massing and architecture of the principle building whenever possible.
10. When mounted above ground, locate utilities and service components in the rear or flank of building.
11. Where utilities must be placed in public view, utilities should be guarded by some form of aesthetic screen.
12. Incorporate these areas into the overall landscape concept and design.
13. All screened, wall-mounted equipment should be painted and screened to match the exterior of the building.

Plant Screens

14. Utilities and service systems, not including trash bins, that are located within planter beds without concrete foundations, may utilize plant screens, or fenced screens surrounded by foliage.
15. Utilities with plant screens should be surrounded on all sides by foliage no less than three (3) feet in vertical height.
16. Utilities not including trash components placed outside planter beds or with concrete foundations must either be screened by a masonry enclosure or include a three (3) foot wide planter barrier with plants no less than the vertical height of the equipment.

Garbage Facility Screening

17. All exterior trash facilities should be fully enclosed on all sides by either some type of wall or opaque structure congruent with the massing and design of the principle building.
18. For stability, structures should be constructed with some form of masonry as approved by the City of Madera.
19. Accessibility of these trash dumpsters should be provided through decorative metal gates/doors that include gate pins and locks.
20. When possible, a separate door should be provided for employee access to trash containers.
21. Enclosures should provide special drainage for any liquids which may drain from trash bins that could potentially leak into parking lot/street/sidewalk or planter beds.
22. All enclosures must be at least five feet-eight inches (5'8") in height, and rise a minimum of six (6) inches above the height of any collector placed within structure.
23. Trash containers/enclosures should not be placed within the public right of way or driveways in such a way that they may potentially cause traffic hazards or endanger residents.
24. Plans for enclosure should be drawn to scale and submitted for review.

Utility Easements

25. Permanent structures including commercial buildings and trash enclosures should not be placed within easement areas.
26. Designated easements should be landscaped with a mixture of trees, shrubs, and low groundcover.
27. Landscaping placed within an easement area should be small in nature to avoid root intrusion into utilities placed below ground.
28. Monument signage with a foundation less than 24 inches in depth may be placed within the designated easement area.
29. Pedestrian Pathways may be placed within utility easement areas.
30. Utility easement areas should not contain any automobile parking surface unless exceptions are granted by the City of Madera Planning Department.
31. Where applicable, a two (2) foot overhang for automobile parking into the easement area may be allowed.

Landscaping

General Provisions

**For additional guidelines set forth by the City of Madera Parks and Recreation Department, please see Appendix A- Street Tree List.*

32. Landscape plans should be professionally prepared and installed by a licensed contractor and are subject to approval by the City of Madera Planning Department. At a minimum, landscape plans should clearly identify the size, spacing, and species of plant life and groundcover, as well as soil preparation techniques for all landscaped areas.

33. The provisions of the City's Approved Street Tree List for tree types and spacing should be followed for tree planting in parkstrips and perimeter landscape areas unless an alternate plan is approved by the Community Development Director. A list of recommended tree types is set out in *Appendix A- Recommended Tree List*.
34. All landscape areas should include only live plant material, with the exception of false lawn where specifically approved by the Planning Department.
35. Existing trees six (6) inches or more in diameter should not be removed without the consent of the City of Madera Planning Department.
36. Landscaping material should be located in such a way that it does not interfere with utilities, above or below ground.
37. Vegetative matter should cover 75 percent locally of any landscape area. This area is calculated based upon the plant canopy at six (6) inches from center at two years maturity.

Landscape Design

38. Landscaping should not be stridently different than landscaping of adjacent existing or planned sites.
39. Landscaped areas should include a mix of deciduous and evergreen trees to provide year-round aesthetic value.
40. The amount of turf used in median strips should be limited as much as possible. Where turf is used, a Total Weather Station monitoring system should be used to help ensure against over-watering, flooding, and waste.
41. Tree placement should provide maximum shading for public spaces, parking lots, and sidewalks.
42. Tree selection should take into account adjacent paved surface and provide sufficient space for root growth to avoid broken sidewalks that may be potentially hazardous to pedestrians.
43. The initial planting of relatively mature trees (24-inch box or larger) is encouraged to provide an immediate impact. This is particularly important where a visual screen is required.
44. Planters should be guarded from autos by raised curbs and wheel stops where needed.
45. All street and shade trees should be planted at a minimum fifteen (15) gallon size.
46. Accent trees should be planted at a minimum five (5) gallon size.
47. Shrubs should be a minimum one (1) gallon size. A mix of one (1) and five (5) gallon shrubs is encouraged.

Commercial Buildings

48. Landscaping should be provided along and against all building facades viewable from the public right of way to soften the structure.
49. Raised planters should be used against commercial buildings where pedestrian movement takes place and should accentuate the architecture of the principle building.
50. Signage locations should be coordinated with the placement of plant material.
51. Turf should be limited to activity areas, sitting areas, and areas between sidewalks and street curbs.
52. Corner lots that face intersections should contain intensified ornamental landscaping.

- 53. Visual surveillance of seating areas should not be significantly obscured by landscaping.
- 54. A landscape buffer should be used to help screen commercial uses from all residential areas.

Plant Palette

- 55. Plants should be chosen and located with consideration for their mature size.
- 56. At maturity, street trees should have a minimum branch height of eight (8) feet (See *Appendix A- Street Tree List*).
- 57. The plant palette should emphasize form and massing rather than individual trees or shrubs.
- 58. Plant selection should consider site geology and soil conditions to ensure the successful establishment of landscaping.
- 59. Fruiting trees should not be located in public spaces, parking lots, along sidewalks or streets.

Parking Lots/Site Entry

- 60. In any case, a minimum five (5) percent of total parking area should be landscaped, helping to break up potentially large expanses of paved surfaces.
- 61. The perimeter of all parking areas adjacent to streets and major drive aisles should include a continuous landscape screen at least three (3) feet in height and five (5) feet in depth to help screen parking lot from public right of way. Exceptions may be made for shallow lots.
- 62. Earthen berms bordering parking lots may be constructed with a maximum slope of 3:1 to help screen parking lot.
- 63. Commercial development entryways should be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers. Major site entries should include planters with a mix of annual and perennial foliage to provide seasonal interest.
- 64. Planting should be scaled as appropriate for the entry size and space.
- 65. Shade trees should be planted within the parking area to provide 50% shade coverage over parking bays at high noon, with full foliage within five years of planting. Canopy size can be determined as listed in the *Sunset Magazine Western Garden Book* or other authoritative source approved by the City of Madera Planning Department.
- 66. Parking areas should contain landscaped areas that provide shade and visual relief. At a minimum, parking areas should contain landscaped areas with trees every three (3) parking stalls on average per each parking strip.
- 67. Landscape islands six (6) feet in width and spanning the entire length of parking block should be provided at the ends of rows of parking. Islands should contain an 18-inch concrete curb along the inside of island, parallel to parking spots, allowing patrons to avoid treading over landscape.
- 68. The primary landscaping feature used in parking lots should be trees, which provide shade or are capable of providing shade at maturity.
- 69. Trees should be placed in-line with painted lines that designate parking stalls.

Maintenance/Irrigation

70. Each owner/occupant should be responsible for maintaining a functional and aesthetically suitable landscape consistent with any previously approved site plans or entitlements.
71. All landscaped areas should be automatically irrigated by underground irrigation systems that provide 100 percent irrigation coverage. Irrigation systems are to be properly maintained.
72. Whenever possible, drip irrigation should be used in place of sprinklers.
73. Plant material that has died or is visibly declining should be replaced.
74. Watering should take place at the most efficient watering times possible, such as between 10 P.M. and 6 A.M., to help reduce water consumption and potential pedestrian hazards.
75. Parking lots over two (2) acres in size should install one or more "Total Weather Station" devices to avoid over-watering and wasted water resources.

Statuary/Public Art

76. All commercial development projects should attempt to integrate public art/statuary into the design of public space elements and amenities (e.g., statuary, gardens, plazas, paving, street furniture, transit shelters, lighting, etc.).
77. Site and landscape plans should designate the location, height, and material of all proposed public art/signage, and is subject to approval by the City of Madera Planning Department.
78. Public art/statuary can be used as a means of enhancing community education of area history and its unique cultural assets, as well as appreciation for local artists.
79. Public art/statuary and murals should contain no signage, logos, branding or advertisement.
80. No murals shall be applied to walls of commercial buildings without first receiving specific approval from the City of Madera.
81. Painted or mosaic murals should only be used to enhance the architecture of a building/structure and should not be the most dominant building feature.
82. Public art/statuary is encouraged to be located where it can be enjoyed by a large number of people, such as along sidewalks or within plazas and gardens.
83. Functional art/statuary is encouraged. Examples include pieces such as benches, fountains with seating areas, or shade elements.
84. Public art/statuary should be of a permanent nature.
85. Public art/ statuary should be used as a means of enhancing the commercial site, and should not be a dominating feature of the development. The design and placement of public art/statuary should be of scale and material coherent with the site and its surroundings.
86. Placement of public art/statuary should not obstruct views into or out of the commercial site from the public right of way.

Sustainability

87. Surface water and pollutant runoff should be minimized through the usage of pervious surfaces and vegetative groundcover whenever possible.
88. Bioswales that collect stormwater are encouraged to help water filtration and replenishment of the watertable, as well as a means to reduce flooding.

89. Roof drainage and parking lot runoff should be routed through designated turf or landscaped surfaces to reduce flooding and water usage.
90. Use of recycled water is encouraged to help reduce water consumption.
91. When possible, low-precipitation rate heads should be utilized to help reduce water consumption.
92. Plants should be grouped according to water needs.
93. When placing paved surfaces such as walkways in landscaped areas, the use of permeable materials such as pavers or brick is encouraged.

Building Design and Materials

Design

94. Prior to the issuance of any building permit, a proper color and materials board should be submitted to the City of Madera Planning Department for review. Board should contain a full color rendering of at least One (1) building façade which fronts a public right of way
95. New building materials should be compatible with and complement adjacent buildings
96. Any proposed building, or part thereof, should be of quality design and distinct architectural style that serves to provide the City of Madera with increased aesthetic value within its commercial zones. Recommended architectural styles include those that are modern or post-modern in nature, as well as Early California revival. Such styles include:
 - i. Craftsman
 - ii. Art Deco/Arte Moderne
 - iii. International
 - iv. Neotraditional
 - v. Early California Revival
97. All facades which include windows and doorways should be recessed from the most prominent building edge between two (2) and ten (10) feet.
98. Buildings should include sufficient architectural detail such as lighting sconces, awnings, and architectural pop-outs that break-up expansive flat space and provide visual interest. Architectural details should not contain any logo or advertisement.
99. Commercial building should contain staggered frontages of complementary but varying colors and materials that add visual interest.

Materials

100. Building textures and their combinations should add continuity and not conflict or detract from each other.
101. Materials should be appropriate for the size and architectural style of the building.
102. Non-reflective finishes reduce glare and light reflection/pollution, and are preferred.
103. All primary buildings should be constructed or clad with materials that are durable, easily-maintained, and of a quality that will retain their appearance over time.
104. Where appropriate, substances which resist graffiti should be applied to building materials to reduce maintenance requirements.

105. Recommended materials include:
 - i. Natural or synthetic stone;
 - ii. Brick;
 - iii. Stucco;
 - iv. High-quality prestressed concrete systems;
 - v. Glass.
106. Natural wood or wood paneling should not be used as a principal exterior wall material, but durable synthetic materials with the appearance of wood may be used.
107. If stone or decorative block veneers are incorporated, the material should be used to highlight significant building features and massed elements.
108. Exterior building materials should not include the following:
 - i. Split shakes, rough-sawn or board and batten wood;
 - ii. Vinyl siding;
 - iii. Smooth-faced gray concrete masonry unit block, painted or stained concrete block, tilt-up concrete panels;
 - iv. Field-painted or pre-finished standard corrugated metal siding;
 - v. Mirrored glass surfaces.
109. Exterior building material should be continued down to within six (6) inches of finished grade on any elevation.
110. For significant older buildings, original building elements, materials, and features should be retained and repaired, as feasible. Building materials and elements from an earlier time which are not appropriate for the architecture of the building should not be added to create a false historical appearance.
111. Stone or masonry surfaces should be maintained and not be painted, unless severe deterioration of the brick or stone can be shown to require painting and other consolidation or stabilization methods cannot be shown to be appropriate. Buildings should not be painted in an attempt to produce a "faux-stone" aesthetic.
112. Innovative or "green" materials are encouraged provided they appear similar in quality, texture, finish and dimension to those used traditionally in the neighborhood.

Color

113. Buildings should not be distinguished by their color, but rather by quality architecture which is enhanced by colors that evoke a sense of richness, liveliness, and complement the overall character of the commercial district.
114. Color schemes should tie building elements together, relate separate (freestanding) buildings within the same development, and should be used to enhance the architectural form of a building. Individual buildings should not be painted the same exact color as an adjacent building, but rather another color within the same palette, to allow for variety and interest along the street.
115. The use of multiple colors may be appropriate on a building elevation. However, no more than three different colors should be used on one plane. Combinations of extremely dark colors or a monochromatic approach to painting should be avoided.
116. The color choice should be appropriate for the building material. Bright, vibrant colors are usually more appropriate as building accents or as accent colors on signs.
117. Color schemes should be based upon a natural tone color palette.
118. Intense, bright, black, or fluorescent colors should be used sparingly and only as accents, or when muted by softer natural colors.

119. Main and trim colors should not be similar in hue or tone intensity (i.e. 2 shades of colors that are closely related such as green and red or dark or light shades of the same color). A third accent color is to be used, it should serve to accentuate or highlight a particular feature of the building.
120. All building projections, including, but not limited to, chimneys, flues, vents, and gutters, should match or complement in color the permanent color of the surface from which they project.
121. Permitted sign areas should be excluded from this standard only within the logo area.

Sustainability

122. Look for zero-VOC or low-VOC paints, which are most often water-based.
123. Use materials with recycled content such that the sum of post-consumer recycled content plus one-half of the post-industrial content constitutes at least 5% to 10% or higher of the total value of the materials in the project. The value of the recycled content portion of a material or furnishing should be determined by dividing the weight of recycled content in the item by the total weight of all material in the item, then multiplying the resulting percentage by the total value of the item.
124. Mechanical and electrical components should not be included in this calculation. Recycled content materials should be defined in accordance with the Federal Trade Commission document, "Guides for the Use of Environmental Marketing Claims," available at www.ftc.gov/bcp/gnrule/guides980427.htm.
125. Use a minimum of 20% of building materials and products that are manufactured regionally within a radius of 500 miles.
126. Of the regionally manufactured materials documented, use a minimum of 50% of building materials and products that are extracted, harvested or recovered (as well as manufactured) within 500 miles of the project site.
127. Use rapidly renewable building materials and products (made from plants that are typically harvested within a ten-year cycle or shorter) for 5% of the total value of all building materials and products used in the project.
128. Use a minimum of 50% of wood-based materials and products, certified in accordance with the Forest Stewardship Council's Principles and Criteria, for wood building components including, but not limited to, structural framing and general dimensional framing, flooring, finishes, furnishings, and non-rented temporary construction applications such as bracing, concrete form work and pedestrian barriers.

Signage

**For additional on signage sizing, placement, and location, as well as information on temporary sign permits, please obtain a copy of the City of Madera Sign Ordinance from the City of Madera Planning Department.*

129. No signage should be constructed, displayed, or altered without the obtainment of a sign permit from the City of Madera Planning Department.
130. Sign Programs for shopping centers should be submitted at the time of site plan review, and are subject to approval by the City of Madera Planning Department.
131. Signs should be designed as a means to provide information and direction for patron, and not as advertisement. Signs that rotate and flash should not be used.

132. Commercial developments with multiple tenants or multiple pad sites within a single shopping center should contain a common and harmonious signage scheme which includes both identity signage and directional signage for the entire development.
133. Monument style signs are the generally preferred method of signage in most situations. Pole signs should be avoided, particularly when commercial center is removed from any freeway.
134. Freestanding monument or pole signs identifying multiple businesses should be limited to one (1) for per commercial center street front. Exceptions may be made for large shopping centers.
135. Monument or entry signs should be designed within the style and character of the main building design and architecture, and located within a landscaped area. The size and scale of signs should be compatible with the size and scale of the principle building and landscaping.
136. Freestanding signs should be visible from the public right of way and not obscured by trees, landscaping, or buildings.
137. Monument or entry signs should be in keeping with the character of the surrounding community and should not detract from surrounding neighborhoods or landscape.
138. Monument or entry signs should be constructed with some form of masonry to provide durability.
139. Monument or entry signs should maintain a five (5) foot landscape buffer along any sign face which directly abuts public right of ways.
140. Monument or entry signs should be setback no less than ten (10) feet from the public right of way
141. Projects should be provided directional signage at primary corners and entry locations to assist residents, visitors, and emergency vehicles in way finding. Vehicular and pedestrian routes should be clearly designated signage for residents, visitors, and emergency vehicles.
142. Directional signs should not contain any advertising copy, branding, or logo.
143. No advertisements should be permitted on fences or walls.
144. Mixed-use or commercial developments signage that abuts residential uses should be directed away from residential units or yards to avoid illumination spillover.
145. Individual hanging signs are encouraged for commercial centers containing multiple businesses. Hanging signs may contain logos and branding for individual businesses, but should be similar in size, shape, and material, and should be hung perpendicular to building fascia.
146. Signage placed on walls or within architectural features should not be painted, but installed with some form of illuminated, sturdy metal.
147. Hanging banner signs should not be attached to any building. Banner signs should only be used when a temporary sign permit has been applied for and issued.

Public Amenities

General Provisions

148. All new commercial developments should provide a minimum of 20 square feet of site amenities per each 10 parking spaces.
149. Site amenities may consist of any of the following:
 - i. Patios or plazas with covered seating area;
 - ii. Small grass patches with seating areas;
 - iii. Enhanced transit stations;

- iv. Water feature with sitting area;
- v. Functional public art;
- vi. Other similar areas designed for public gathering containing a focal feature that enhances the commercial development.

Open Space/Plazas

- 150. Open spaces/plazas should be paved with enhanced pavement materials to help designate the public gathering area.
- 151. Open spaces/plazas should be scaled with respect to the size and scale of the commercial center and should be of adequate size to meet the demands of the intended use. Usable public open spaces should measure a minimum of 15 feet in any direction.
- 152. Open spaces/plazas should contain a mixture of landscaping, deliberate shaded or sunny areas, as well as seating opportunities for customers and employees on break.
- 153. Where hardscape is present within the open space/plaza, trees planted in large, sturdy earthen pots may be deemed acceptable.
- 154. Outdoor dining areas are encouraged, but should not be counted as site amenities when considered to be serving one specific restaurant. Outdoor dining areas require a conditional use permit, and should be oriented away from off-site uses that are sensitive to noise or night-time activity, and should be setback a minimum of 50 feet from the public street.
- 155. Spaces oriented in the southern or western directions should incorporate shading measures such as trees, arbors, or large umbrellas.

Walkability

- 156. All commercial developments should provide a sidewalk along the public right of way no less than five (5) feet in width.
- 157. Plazas or other amenity areas should contain direct and distinct connections to public sidewalks. If connections are made through a parking lot or intersection within the development, crosswalks signifying the pedestrian passage should utilize enhanced paving to help designate the pedestrian right of way.
- 158. Walkways should be clearly distinguishable and illuminated at night.
- 159. Pedestrian pathways and paseos should serve as connections between the public right of way, public amenities within the commercial zone, and the commercial center itself.
- 160. Along pedestrian pathways, amenities such as trellises, trees, seating, lighting and landscaping should be incorporated.
- 161. Separate vehicular and pedestrian circulation systems should be provided within the site. Sites with more than two (2) acres of parking area should include a landscaped walkway at least ten (10) feet in width, placed perpendicularly to the principle building.

Transit

- 162. If project is to be located along a transit route, safe and convenient access to transit stops from the commercial project should be provided.
- 163. Transit shelters should be designed to provide protection from sun and rain. Transit shelters and other amenities should be designed so that both the architecture and

- the color of the shelter reflect the design of the surrounding commercial development.
164. Commercial centers with 50,000 or more square feet of retail space should provide an enhanced transit station with features such as enhanced landscaping, arbors to help shield transit users from weather, and adequate seating to provide for the large number of patrons accessing a commercial center of such size. Enhanced transit stations should be incorporated into the design and function of the commercial site, its plazas, and public amenities. When possible, transit stations should be removed from the street and placed in an area where pedestrians may safely and conveniently access both transit and retail services.
 165. All transit stops should contain route and schedule information, including major connecting services.
 166. Transit stops should contain no advertisements.

Street Furniture

167. As much formal and informal seating as possible should be provided to patrons, allowing more opportunities for people to socialize and spend time outdoors, as well as reduce the reliance on automobiles.
168. Street furniture should serve to enhance the architectural character of the commercial development. The mass and scale should suit the commercial development, and help give the place a sense of human scale. The design, material, and color of street furniture should be congruent throughout the project and should befit the commercial district, enhancing the development's sense of place.
169. Street furniture and other amenities should be located along store fronts and within amenity zones. Street furniture should not obstruct pedestrian pathways.
170. Street furniture design should be functional. Trash receptacle should be large enough and be easy to dump. Benches should be designed for comfortable seating and not for sleeping.
171. Trash receptacles should be designed solely for the purpose of trash and should be securely fastened to the ground. Chains should not be used to secure trash receptacles.

Parking

Parking Layout & Design

172. Parking areas should be well-defined with curbs and landscaped islands. Large unarticulated areas of pavement should be avoided.
173. Buffer parking areas from buildings through use of concrete walkway and landscaped strip. Under no circumstances should parking spaces directly abut structures.
174. Design parking areas in a manner that links buildings to the street sidewalk system as an extension of the pedestrian environment.
175. Design features such as walkways with enhanced paving, trellises, or special landscape treatments should be used to connect the pedestrian environment with commercial buildings. Stamped concrete should be viewed as an adequate means for designating pedestrian and handicap systems.

176. When opportunities exist for shared parking between different uses with staggered peak parking demand, make every effort to take advantage of this opportunity to reduce the total number of parking spaces within the larger development, especially in multi-tenant and mixed-use commercial centers.
177. Driveways should be removed from street intersections as far as possible to minimize conflicts. Additional access points should not be located where they may be potentially hazardous to the safety and operation of the street or pedestrian circulation systems.
178. Point of ingress and egress to and from the public right-of-way should be developed with driveway aisles separate from parking lot vehicular circulation routes. The driveway aisle should provide the ability to load vehicles waiting for ingress or egress to and from the commercial development.
179. There should be three classifications of parking space types: Primary, Secondary, and Handicap.
 - i. Primary parking spaces should provide for a minimum of 30% of the required number of spaces. The spaces should be located where there is the most direct or favorable access to buildings, with a minimum stall dimension of ten (10) feet in width by twenty (20) feet in depth.
 - ii. Secondary parking spaces may encompass the remaining 70% of the parking field, with a minimum stall dimension of nine (9) feet in width by nineteen (19) feet in depth.
 - iii. Handicap parking spaces must be provided in the quantity and dimensions as required by State Statutes.
180. Parking stalls may be placed either parallel to the flow of traffic or at a 45, 60, or 90 degree angles. Design dimensions for the aforementioned parking stall sizing and positioning should be as follows:
181. Wheel stops are discouraged except where needed to protect features such as trees, bushes, utilities and buildings. Where vehicles are constrained from movement by a curb in front of an area covered in low landscaping or in a walkway wider than six (6) feet, two (2) feet of that area may be counted as part of the required parking dimension. If walkway is at least eight (8) feet in width, two and one half feet within that dimension may be counted as part of the parking requirement.
182. Adjacent commercial properties should provide for cross access to reduce street congestion and should share drive approached whenever feasible.
183. Large parking areas should be broken up into smaller areas and screened from the public right-of-way and neighboring properties. Appropriate screening may include landscaping. See Section 4, "Landscaping."
184. Parking aisles should be oriented perpendicular to building entries so pedestrians walk parallel to moving cars, thus minimizing the need for pedestrians to cross parking aisles and landscape areas.
185. Design parking lots to avoid dead-end aisles and when possible, provide connections to adjacent parking aisles.
186. Where dead-end situations are unavoidable, adequate space for backup from the end stall should be provided.
187. Provide separate vehicular and pedestrian circulation systems within the site. Sites with more than two (2) acres of parking area should include a landscaped walkway at least ten (10) feet in width, placed perpendicularly to the principle building.
188. Bicycle parking should be located within thirty (30) feet of building entrances, avoiding conflicts with vehicular and pedestrian circulation.
189. Bicycle parking facilities should be sturdy and securely attached to the ground.

190. U-shaped, wave, bollard-style, or architecturally detailed bicycle racks should be used whenever possible. Grid-style aluminum bicycle racks should not be used.
191. As applicable, shopping cart return stations should be evenly distributed within and between separate parking blocks.
192. Applicants should develop and submit plans for keeping shopping carts within the commercial center.
193. Shopping cart corrals should be screened with landscape or architectural features. Pipe corrals should not be used.

Lot Location

194. As much parking area as possible should be located in an area other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)).
195. Avoid conflicts with adjacent parking lots by maintaining similar directions for travel and similar parking bay designs.

Service/Delivery/Emergency Vehicle Access

196. Vehicle circulation within the development should be designed to provide safe and efficient turning movements for all anticipated service and emergency vehicles.
197. Internal drive aisles should provide adequate space to accommodate the turning radius of emergency vehicles and delivery trucks. The outer radius of turns along the designated service/delivery/ emergency vehicle access routes should measure a minimum of 40 feet. Interior corner radius should measure a minimum of 14 feet.
198. Loading areas visible to the public should be screened from view.

Landscaping

**For guidelines regarding parking lot landscaping design and requirements, see Section 2.5: Parking Lot/Site Entry Landscaping.*

Lighting

199. Lighting should be provided for all parking areas. The use of floodlights or colored lights should not be permitted.
200. Lighting in parking areas should be directed away from adjacent residential areas.
201. Any lighting fixtures should be complementary to the principle building architecture.
202. Visible light fixtures should be of low intensity or have adequate diffusing lenses to minimize their brightness.
203. Lighting in parking areas should be focused downward, in order to respect adjacent properties and to effectively provide light for the safety of both the pedestrian and vehicular users of the parking area. It is important that the entrances and exits to parking areas are well lit.
204. Lighting poles should not exceed twenty (25) feet in height, and should be surrounded by low landscaping.
205. Concrete bases/pillars should not exceed three (3) feet above ground and should include a finished surface of a material capable of withstanding weathering.

Sustainability

- 206. Site development should minimize large expanses of impervious surface by including landscaping and pervious paving whenever possible.
- 207. Pervious/permeable paving materials should be used whenever possible for parking bays.
- 208. Drainage systems should be designed so that water is directed away from the areas with pedestrian movement and into landscaped areas where water can penetrate into the groundwater table.
- 209. Energy Star appliances and energy efficient lighting should be employed to the greatest extent feasible.

Drive-Through Facilities

Building Design and Location

- 210. The building should have a major entrance located along the main public boulevard, serving as a connection with the pedestrian sidewalk.
- 211. Buildings should connect with both the planned and existing architectural character of the larger site, with circulation patterns that allow the facility to function safely and efficiently.
- 212. Generally, buildings should be located adjacent to the property line with minimal setbacks to help define the street edge and promote pedestrian accessibility.
- 213. The building's architecture should provide connection to the public sidewalk along the main public boulevard.
- 214. Building connections with the street may be enhanced through the use of windows along the pedestrian boulevard.
- 215. Avoid stand alone buildings, but rather incorporate the facility into a larger, multi-use building.
- 216. All loading and unloading of drive-through facilities should be accomplished on-site. Drive-Through entrances, exits, and stacking lanes should be contained within the interior of the site. Vehicles should not enter or exit the drive-through directly from or to the public right of way. Curb cuts should be minimized to allow uninterrupted pedestrian movement.

Stacking Lanes and Driveways

- 217. Stacking lanes should not be located between building and the street.
- 218. If a setback is required, do not locate the stacking lane or driveways within the setback area between the building and the street.
- 219. Stacking lanes should be 12 feet wide in all instances.
- 220. Each stacking space should measure 10 feet in width and 20 feet in length.
- 221. When possible, locate the stacking lane and driveway out of public view, but rather in the rear or flank of the building. This ensures clear, safe, and attractive pedestrian access.
- 222. Uses, such as restaurants, that have peak hours or large volumes of patrons should provide stacking lanes with enough room to house 10 cars (10 stacking spaces).
- 223. Stacking lanes should house a minimum of 4 cars (4 stacking spaces) for low-volume service uses such as banking, pharmacies, etc. All loading and unloading of drive-through facilities should be accomplished on-site

224. When possible, stacking lanes should utilize permeable surfaces, such as permeable tiles, to enhance the attractiveness of the site as well as contribute to the sustainability of the site by increasing water penetration into the water table and reducing runoff.
225. Stacking lanes should not include any turns of angles less than 90 degrees. Any 90 degree turns should include curbs with a radius of no less than 5 feet to avoid tire clipping.
226. Restaurants with drive-throughs should utilize a minimum of two windows, with an additional ordering station (e.g. order station, payment window, pickup window) to reduce idling time during peak business hours. Exceptions may be made for businesses which cater solely to pre-order, pick-up only customers.
227. Sufficient signage should be provided to help direct vehicle traffic through drive-throughs. Signage should not be used as an element of advertisement, but rather should provide direction to the motoring public.

Pedestrian Safety and Circulation

228. Pedestrians should not be forced to cross stacked lanes in order to enter the main entrance of the building.
229. If pedestrians are to cross a stacked service lane to enter through a secondary entrance, the pedestrian path should be distinguished through either a raised sidewalk or special pavement that signifies the pedestrians' right of way.
230. Provide pedestrian amenities such as bike racks, phone booths, and exterior furniture.
231. Locate landscaping along pedestrian pathways.

Landscaping

232. Provide soft landscaping that is attractive, functional, and fits within the existing context.
233. Provide landscaped areas between building and street, and within the area of any required setbacks.
234. Provide landscape opportunities that help define the main entrance into a building for pedestrians.
235. Provide landscaping along stacking lanes no less than 5 feet in width to help define stacking lanes and shield stacking lanes from view.
236. Provide a no less than three (3) foot tall landscape feature (such as a hedge wall) between the stacking lanes and the public right-of-way in order to reduce headlight glare.

Signage/Menu Boards/Lighting

237. Building signage should be congruent with the massing and size of building.
238. Sufficient signage should be used to help direct the flow of traffic into and out of the stacking lane.
239. Directional signs should not contain any advertising copy, branding, or logo.
240. Directional signs should be one (1) foot by two (2) feet wide and three feet tall.
241. No directional signs should be located in conjunction with the entrance to the commercial site from the public right of way. Placement of individual directional signs should be reviewed by the Planning Department.

- 242. Drive-through menu / preview boards should be placed off the street, out of public view.
- 243. All drive-through facilities should include a maximum of one (1) menu board no larger than 20 square feet in size. All drive-through facilities should include a maximum of one (1) preview board no larger than 12 square feet in size.
- 244. Menu/preview boards placed within 10 feet of building should not measure more than 60 inches in width and 48 inches in height. Additionally, total sign height with base should not reach higher than 72 inches.
- 245. Menu/preview boards placed more than 10 feet from building should not measure more than 48 inches in width and 36 inches in height, and must not exceed 60 inches in total height.
- 246. The reverse sides of menu boards which are positioned in such a way in which they are viewable to the public should maintain a landscaped screen. Requirements for landscaped screens can be found in *Section 1.3*, above.
- 247. Provide sufficient lighting to promote the safety of the site at night.
- 248. Lighting should be directed toward the building and under eaves or low to the ground.