APPENDIX A: DOWNTOWN STREETSCAPE STANDARDS & DESIGN GUIDELINES A

These Streetscape Standards and Design Guidelines are an important companion to the Downtown Specific Plan. The goal is to ensure that new streetscape or private development projects support the quality and character of the vision spelled out in the Specific Plan. The standards and guidelines provide a framework for property owners, architects, and City staff to follow when planning development projects in Downtown. They will also be used by City staff and the Planning Commission to review new development and renovation projects in the Specific Plan Area.

A. Organization of Streetscape Standards and Design Guidelines

This document consists of two parts: Downtown Streetscape Standards for streetscape projects that are within the public right-of-way, generally funded and constructed by the City; and Design Guidelines for individual building and renovation projects on parcels, generally funded and constructed by landowners or private developers.

Downtown Streetscape Standards in Section C provide standards for how sidewalks, on-street parking, travel lanes, street trees, lighting, street furniture, and bicycle facilities and parking should be provided on all Downtown streets. The Streetscape Standards should be referenced and applied in future streetscape planning. They are intended to be adjusted to accommodate specific conditions during a detailed design development process. Future streetscape designs should comply with these standards wherever possible to ensure a safe, attractive and pedestrian-friendly environment, and an environment that is unique to Ceres.

Design Guidelines in Section D are intended to provide firm yet flexible guidance for future development projects within Downtown. They address site planning and building design by District, and landscape design, lighting and signage on a Downtown-wide basis. The Guidelines should be used as a guide for the review of all of these elements in Downtown development projects.

B. Guiding Principles

The following principles provide the context and background for the Streetscape Standards and Design Guidelines that follow.

Sustainability

Private development and public improvements in Downtown shall strive to minimize impact on the natural and built environment. Encouraging visitors and residents to walk or bicycle throughout Downtown will reduce the impact of driving in the form of traffic, air quality, and climate change. Buildings should be constructed to save energy and use green materials. Streets and projects should help manage stormwater, and be planted with drought tolerant landscape. Lighting should be energy efficient, and exterior lighting should be designed and specified with "dark sky" technology. "Dark sky" is a term used to describe a strategy to reduce the negative impact of too much nighttime lighting, which is increasingly limiting our view of the night sky.

Respect for Context

Downtown Ceres contains a number of significant historic buildings and open spaces, including the Whitmore House and Whitmore Park. New public improvements and private development should respect the scale and character of their neighbors by requiring appropriate setbacks and height limits and by limiting the general scale of development near them. Structures older than 50 years in age should be assessed to determine their architectural significance prior to any new development. Additionally, new development should consider adjacent residential uses to ensure that its physical characteristics and siting does not interfere with existing properties. The impact of lighting and other elements should be considered and mitigated in the design of future projects, particularly when projects are adjacent to residential uses.

Quality of Design, Materials and Construction

Streetscapes, buildings and open spaces should be constructed with the quality befitting the downtown of a significant city. Buildings should be well proportioned with generous windows and entries. They should be constructed from materials that are attractive and durable. Additional elements, including signage and lighting fixtures on buildings, should be designed in coordination with building materials and at an appropriate scale.

Building Orientation

The main faces of buildings should be oriented toward public space, which in Downtown Ceres means the street front. All building entries should be entered from the street or from paseos, rather than parking lots. Commercial buildings should be built close to the property line at the sidewalk. Buildings on corners should acknowledge the corner with a tower, special roof, entry or other special feature.

Building Scale and Massing

The massing of larger buildings should be broken up into smaller components that relate better to a human scale, and to the traditional parcel size in Downtown. For example, a ninety-foot long building should be vertically separated into three thirty-foot parts. This creates more interest and it rewards attention from visitors and pedestrians.

Pedestrian-Friendly Streets and Spaces

Streetscape design, site planning, building design and landscaping of private and public projects should all consider pedestrian needs. For Downtown Ceres this includes shade from trellises, awnings and trees; places to sit and chat; generous, well-detailed and maintained sidewalks and paseos; and lots of interesting storefronts, artwork and landscaping to walk past. Car parking should be broken up into smaller pools, and street traffic should be calmed. If pedestrians feel welcome they will attract other pedestrians, leading to a vibrant and friendly Downtown environment.

Crime Prevention Through Environmental Design (CPTED)

Streetscapes and private development should be designed to ensure safety and crime prevention by applying the principles of Crime Prevention Through Environmental Design (CPTED). CPTED is a crime prevention philosophy based on the theory that the proper design and effective use of the built environment can lead to a reduction in the public perception and incidence of crime. CPTED principles include natural surveillance or “eyes on the street” as well as territorial reinforcement, which means a clear sense of ownership of space, both public and private.

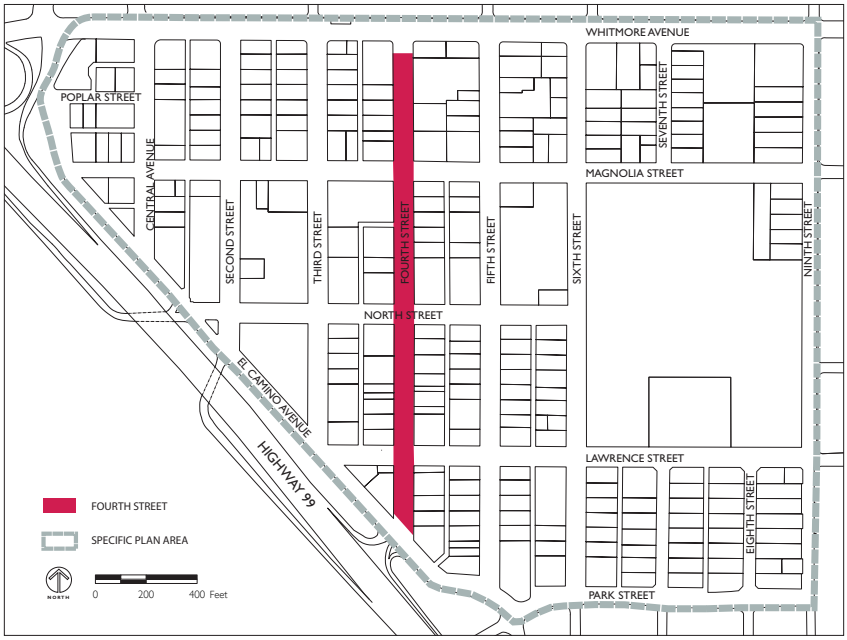
C. Downtown Streetscape Standards

The following standards focus on the design of the public right-of-way, including sidewalk areas, street landscaping, on-street parking areas and travel lanes. They are intended to facilitate a pedestrian-oriented and active street environment. Recommended street trees were selected from the City of Ceres Master Street Tree List. The standards in this section should be adjusted to accommodate existing special conditions in future detailed streetscape planning processes. Standards are provided for the following streets and public open space types:

- Fourth Street
- Civic Center/Office Streets
- SR 99 Gateway Commercial Streets (Central Avenue)
- Eastern Residential and East-West Connector Streets
- Park Street/Pine Street/El Camino Avenue
- Whitmore Avenue Overlay
- North Street Overlay
- Fifth Street Historic Overlay
- Open Space and Parks
- Alleys

Fourth Street

Fourth Street is the commercial core and activity center in Downtown. The guidelines below are intended to ensure that improvements within the Fourth Street right-of-way are consistent with the vision in the Specific Plan for this area. The guidelines are focused on providing a comfortable, pedestrian-oriented streetscape environment.

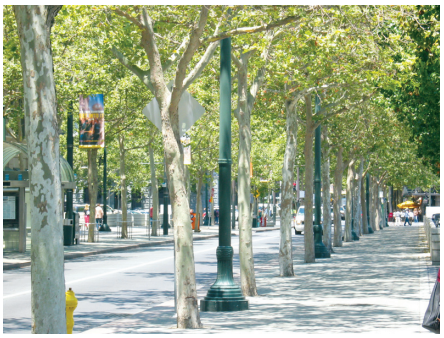


Sidewalk and Street Design

- Sidewalks should be widened to 10 feet and up to 16 feet where possible.
- Where visible, utility wires and poles should be undergrounded.
- Diagonal parking should be provided for the entire length of Fourth Street in Downtown.
- Travel lane widths should not exceed 11 feet along Fourth Street to provide additional room for pedestrian amenities and angled parking.
- Intersection bulbouts should be provided at all street intersections with Fourth Street, building on improvements in the southern portion of the street.
- Intersection bulbouts should incorporate significant landscaping and planting to provide shade and add to the aesthetic variety on Fourth Street.
- Mid-block crossings with special paving should be provided at points where paseos cross the street.

- Consider a special design, such as special paving, for the intersection of North and Fourth Street to highlight the importance of these two streets. Improvements should not impede vehicular flow through the intersection or pedestrian connections. Remove the existing traffic circle. Conceptual plans for the design of this intersection are provided in Chapter Four, Development Concepts.

Street Trees



- Climate-appropriate street trees should be provided along Fourth Street to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street.
- The plan recommends consideration of the Evergreen Ash as a street tree standard for Fourth Street.
- Street trees should be provided in a consistent manner for the entire length of Fourth Street.

Street Lights

- Street lighting should be provided for both pedestrians and vehicles. Street lighting should be provided at intervals of approximately 30 feet, alternating from one side of the street to the other. Street lighting distance standards are intended to promote a pedestrian-scale and ensure that ample lighting is provided on Fourth Street.
- Street lighting fixture style on Fourth Street should build off of existing street lighting fixtures.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

Street Furniture

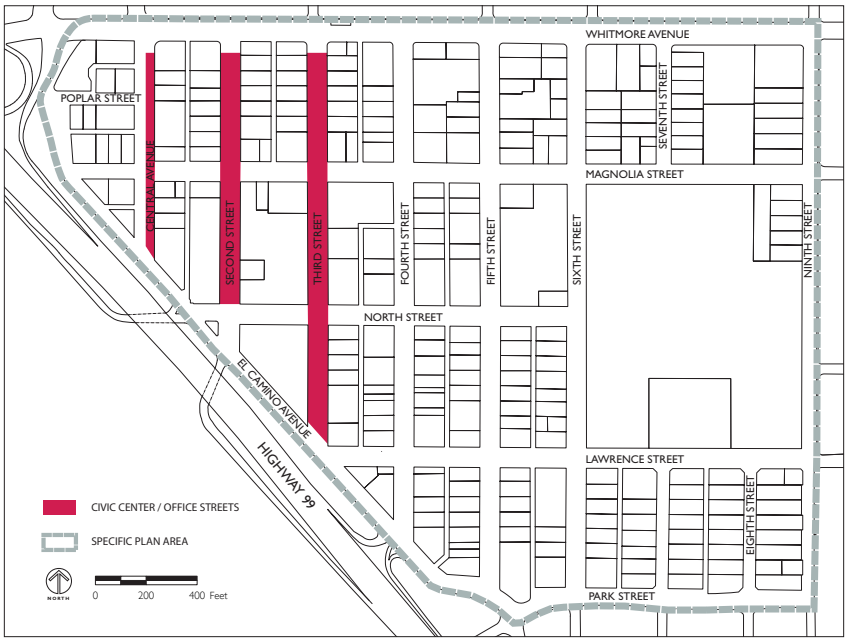
- Street furniture should be provided on Fourth Street, including newspaper racks, trash receptacles, benches, public art and other similar elements.
- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

Bicycle Amenities

- Bicycle parking facilities should be provided on and near Fourth Street, where possible. Parking facilities should be provided with racks. Larger racks should be provided within bulbouts where there is additional public space. Smaller racks should be placed near the curb on sidewalks where necessary and feasible.

Civic Center/Office Streets

The following guidelines are specific to the Civic Center/Office district.



Sidewalk and Street Design

- Sidewalks should be widened to a minimum of 6 feet, where possible.
- Streetscape improvements along Third Street should not impede entrance or exit from Fire Station #1.
- On-street parking should be provided as angled where possible, but it should be closely coordinated with the access requirements for emergency vehicles associated with the Police building and Fire Station #1.
- Travel lane widths should not exceed 12 feet to provide additional room for pedestrian amenities and angled parking. Travel lanes should still provide for safe circulation of emergency vehicles.
- Mid-block crossings with special paving should be provided at points where paseos cross the street.
- Third Street, between North and Magnolia, should be treated with special landscaping materials to respond to increased pedestrian activity from the civic buildings existing at this location.

Street Trees

- Climate-appropriate street trees should be provided along Civic Center/Office streets to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street.
- The plan recommends consideration of the Scarlet Oak as a street tree standard for Civic Center/Office streets.

Street Lights

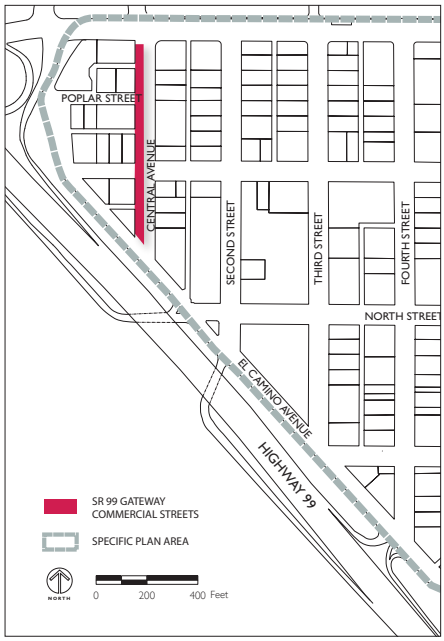
- Street lighting should be provided for pedestrians and vehicles.
- Street lighting should be provided on Second and Third Streets as needed and in coordination with new development and public improvements.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

Street Furniture

- Pedestrian amenities should be provided on Second and Third Streets, including trash receptacles, benches, public art and other similar elements. These amenities are particularly important around existing and proposed transit stops.
- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

Bicycle Amenities

- Bicycle parking facilities should be provided on and near Second and Third Streets as necessary to augment bicycle parking provided as a part of community buildings, office and other private development. Parking facilities should be provided with racks. Larger racks should be provided within bulbouts where there is additional public space. Smaller racks should be placed near the curb on sidewalks where necessary and feasible.



SR 99 Gateway Commercial Streets (West Side of Central Avenue)

If parcels are assembled to facilitate a large development in the SR 99 Gateway Commercial District, the following guidelines should be followed. The future of this area should remain flexible and follow the Civic Center/Office Streets guidelines as necessary.

Sidewalk and Street Design

- Sidewalks should be provided as part of development and at a width of at least 6 feet.
- Streetscape improvements on the west side of Central Avenue should be provided and defined by the private development, but still serve the public and pedestrians using the street for circulation.
- On-street parking should be provided where possible, but should be coordinated with entrances to large commercial parking areas and the traffic lane configuration at Central Avenue and Whitmore Avenue.
- Travel lane widths should not exceed 12 feet to provide additional room for pedestrian amenities and additional on-street public parking for Downtown.

Street Trees

- Climate-appropriate street trees should be provided along Central Avenue and internal streets to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street.
- The plan recommends consideration of the Evergreen Ash as a street tree standard for SR99 Gateway Commercial streets.

Street Lights

- Street lighting should be provided for pedestrians and vehicles.
- Street lighting should be provided on Central Avenue as needed and in coordination with new development.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

Street Furniture

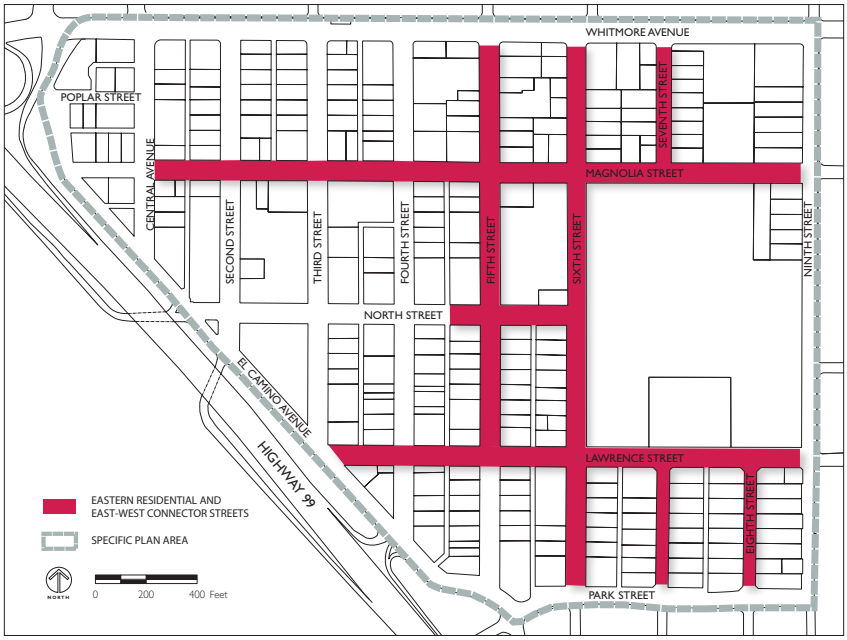
- Pedestrian amenities should be provided on Central Avenue, including trash receptacles, benches, public art and other similar elements.
- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

Bicycle Amenities

- Bicycle parking facilities should be provided on and near Central Avenue as necessary to augment bicycle parking provided as a part of private development. Parking facilities are most commonly provided with racks. Larger racks should be provided within bulbouts where there is additional public space. Smaller racks should be placed near the curb on sidewalks where necessary and feasible.
- Class III bicycle routes should be striped or signed along Central Avenue within the SR 99 Gateway Commercial district, as designated in the Ceres General Plan.

Eastern Residential and East-West Connector Streets

The following guidelines are specific to streets in the Eastern Residential district, as well as Lawrence and Magnolia Streets.



Sidewalk and Street Design

- Sidewalks should be provided along all Eastern Residential streets at a width of at least 6 feet.
- On-street parking should be provided where possible, but should be coordinated with entrances to residential parking areas.
- Travel lane widths should not exceed 11 feet to provide additional room for pedestrian amenities.
- Mid-block crossings with special paving should be provided at points where paseos cross the street.
- Striped crosswalks should be provided at all intersections where possible, and particularly at intersections that experience heavy student traffic.

Street Trees

- Climate-appropriate street trees should be provided along Fifth Street to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street.
- The plan recommends consideration of the Scarlet Oak as a street tree standard for Eastern Residential streets.
- Where possible, trees should be planted in between the sidewalk and street within a planting strip to buffer vehicles from pedestrians.

Street Lights

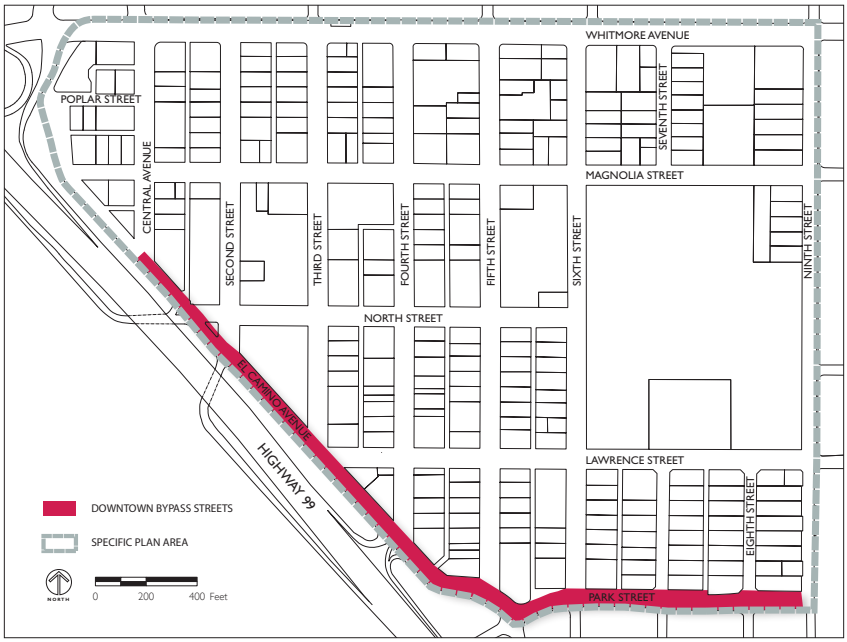
- Street lighting should be provided for pedestrians and vehicles.
- Street lighting should be provided on Eastern Residential streets as needed and in coordination with new development.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

Bicycle Amenities

- Class III bicycle routes should be striped or signed along Sixth and Ninth Streets within the Eastern Residential district.

Downtown "Bypass" Streets

The following guidelines are for the streets that border the edges of Downtown: Park Street, Pine Street and El Camino Avenue.



Sidewalk and Street Design

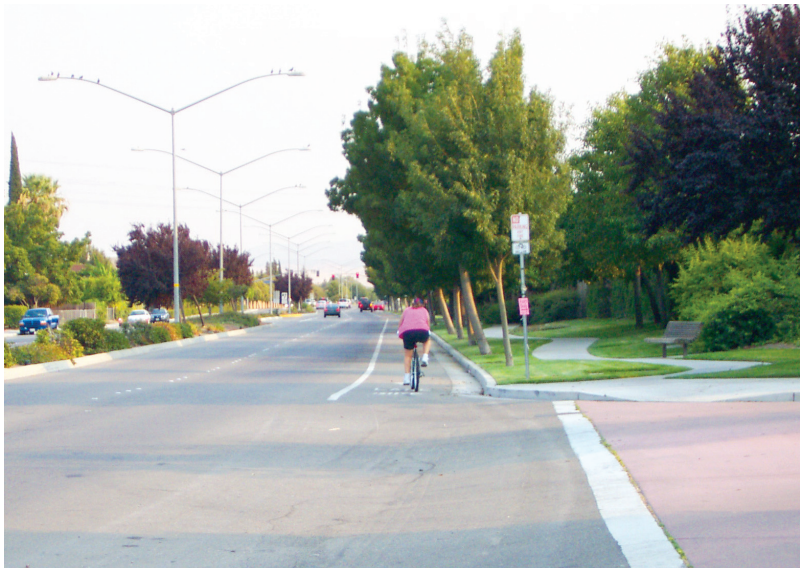
- These streets should be preserved as a vehicular corridor, but enhanced with bicycle improvements.
- Where possible, sidewalks should be provided at a minimum width of 6 feet.

Pedestrian Amenities

- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

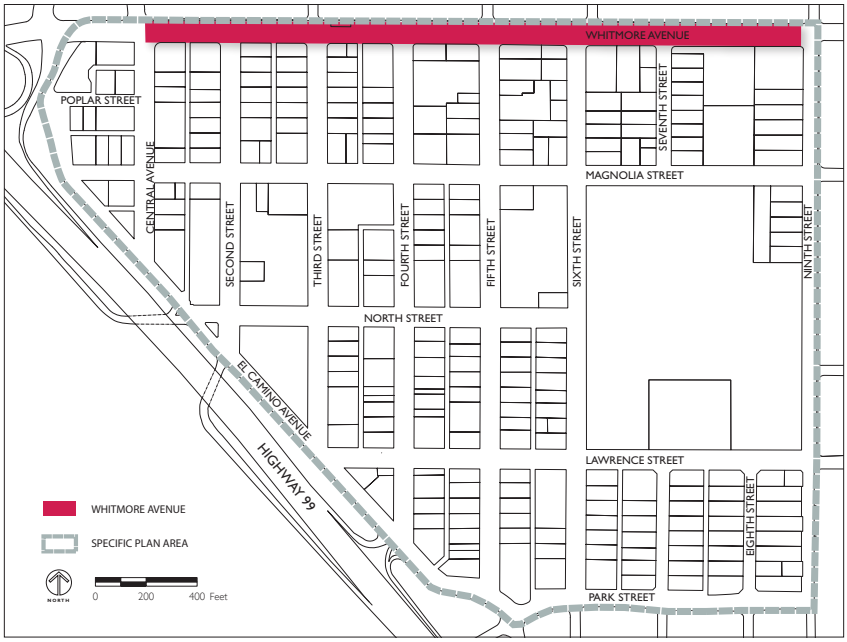
Bicycle Amenities

- Class III bicycle routes should be striped or signed along Downtown bypass streets, as designated in the Ceres General Plan.
- Bicycle parking facilities should be provided on and near Whitmore Park. Parking facilities should be provided with racks.



Whitmore Avenue

The following guidelines are specific to Whitmore Avenue.



Sidewalk and Street Design

- Sidewalks along Whitmore Avenue should be provided at a minimum width of 6 feet.
- Where visible and where feasible, utility wires and poles should be undergrounded.
- Whitmore Avenue should be reconfigured to include a median with turn pockets at Central Avenue and Third, Fourth and Fifth Streets.
- Travel lane widths should be minimized to provide additional room for pedestrian amenities and a central median. Inside lanes should not exceed 11 feet. Outside lanes should not exceed 12 feet.
- Gateways and wayfinding should be incorporated into medians to signify important entries to Downtown areas.
- Gateway and wayfinding signage should be externally lit to ensure visibility at night.

Street Trees

- Large (25'-35') canopy street trees should be provided along Whitmore Avenue, including within the median.
- Climate-appropriate street trees should be provided along Whitmore

Avenue to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street. The plan recommends consideration of the Raywood Ash as a street tree standard for Whitmore Avenue.

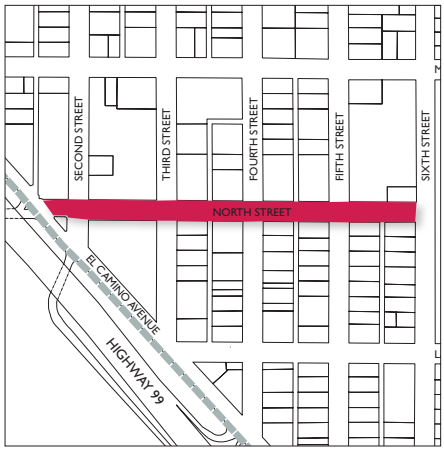
- Where possible, trees should be planted in between the sidewalk and street within a planting strip to buffer vehicles from pedestrians.

Street Lights

- Existing cobra head street lighting should be relocated in coordination with utility undergrounding, lane reconfiguration and other improvements to the street.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.
- To the extent feasible, additional pedestrian-scale lighting should be provided along sidewalks for increased pedestrian safety.

Bicycle Amenities

- Class II bike lanes should be provided on both sides of Whitmore Avenue within Downtown. Bike lanes should be constructed at a minimum width of 5 feet.



North Street

The following guidelines are specific to North Street.

Sidewalk and Street Design

- Sidewalks should be provided at a minimum width of 8 feet.
- Where visible, utility wires and poles should be undergrounded.
- Sidewalks should be separated from the street with engineered bioswales, where possible. Please see the next page for further details about bioswales and how they function within an urban setting.
- Bioswales should be a minimum width of 4 feet.
- Grasses and shrubs, such as California Grey Rush and Monkey Flower, and smaller trees should be provided within bioswales.
- Sidewalk construction should provide a 3 to 4 foot paved area between on-street parking and bioswales to allow people to exit vehicles safely.
- Paved areas allowing for vehicle exiting should be bridged over bioswales to connect to sidewalks at regular intervals.
- Travel lane widths should not exceed 12 feet to provide additional room for pedestrian amenities, landscaping and stormwater management infrastructure.

Street Trees

- Large (25'-35') canopy street trees should be provided along North Street to implement the North Street Green Connection concept described in Chapter Four of this Specific Plan.
- Climate-appropriate street trees should be provided along North Street to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street. The plan recommends consideration of the London Plane tree as a street tree standard for North Street, as it is an excellent large-canopy tree that can tolerate wet roots during stormwater retention.
- Where no bioswale is provided, trees should be planted in between the sidewalk and street within a planting strip to buffer vehicles from pedestrians.

Street Lights

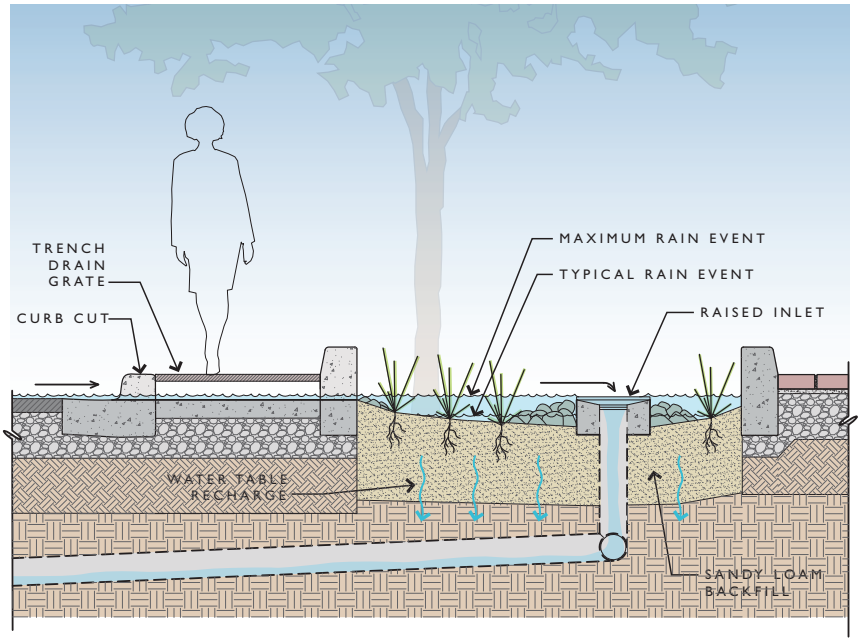
- Street lighting should be provided for pedestrians and vehicles. Street lighting should be provided at intervals of at least 30 feet, alternating from one side of the street to the other. Street lighting distance standards are intended to promote a pedestrian-scale environment and ensure that ample lighting is provided on North Street.
- Street lighting fixture style on North Street should build off of existing street lighting fixtures.

- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

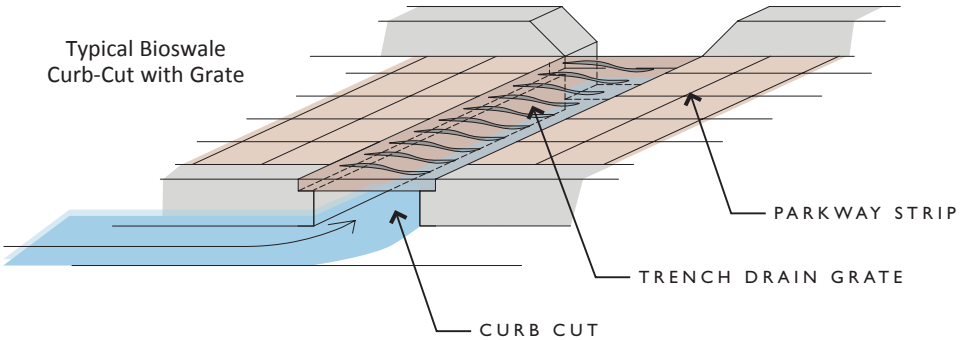
Street Furniture

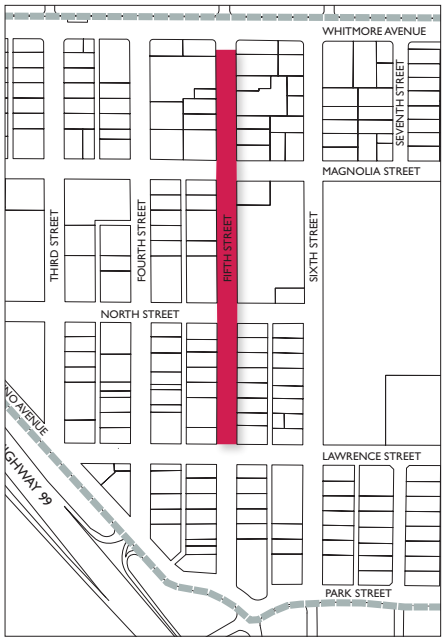
- Pedestrian amenities should be provided on North Street, including trash receptacles, benches, public art and other similar elements.
- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

Typical Bioswale



Typical Bioswale Curb-Cut with Grate





Fifth Street Historic Overlay

The following guidelines are specific to Fifth Street, between Lawrence Street and Whitmore Avenue.

Sidewalk and Street Design

- New sidewalks should be provided at a minimum width of 6 feet.
- Where visible, utility wires and poles should be undergrounded.
- Sidewalks should be separated from the street with engineered bioswales where possible.
- Bioswales should be a minimum width of 4 feet.
- Grasses and shrubs, such as California Grey Rush and Monkey Flower, and smaller trees should be provided within bioswales.
- Sidewalk construction should provide a 3 to 4 foot paved area between on-street parking and bioswales to allow people to exit vehicles safely.
- Paved areas allowing for vehicle exiting should be bridged over bioswales to connect to sidewalks at regular intervals.
- Travel lane widths should be minimized to provide additional room for pedestrian amenities.
- Sidewalks should be provided in an organic, curvilinear pattern consistent with the improvements identified for this street. Additional information about the potential reconfiguration of this section of Fifth Street is provided in Chapter 8, Circulation.
- Varying setbacks and pedestrian areas should be provided, building off of the existing variation in development setbacks in this area.

Street Trees

- Existing mature street trees should be incorporated into streetscape improvements wherever possible.
- New street trees should be provided along Fifth Street, both in bioswales and in landscaped portions of the right-of-way without bioswales.
- Climate-appropriate street trees should be provided along Fifth Street to provide shade for pedestrians, assist in stormwater management, buffer pedestrians from vehicular traffic, and provide visual interest on the street. The plan recommends consideration of the London Plane tree as a street tree standard for North Street, as it is an excellent large-canopy tree that can tolerate wet roots during stormwater retention.
- Where no bioswale is provided, trees should be planted in between the sidewalk and street within a planting strip to buffer vehicles from pedestrians.

Street Lights

- Street lighting should incorporate lighting for pedestrians and vehicles.
- Street lamps should be oriented toward the ground and designed with "dark sky" technology to help preserve views of the night sky.

Street Furniture

- Pedestrian amenities should be provided on Fifth Street, including benches, public art, historic markers and signage, extended landscaped areas, and other similar elements. New street furniture and pedestrian scale elements should be consistent with the residential and historic character of this street.
- Pedestrian amenities should be strategically placed to ensure ADA compliance and a clear path of travel for pedestrians, and should not distract or interfere with vehicular circulation.

Open Space and Parks

This section provides design guidance for the provision of public open space within Downtown. Open space areas include larger community parks, smaller neighborhood or pocket parks, plazas, and paseos. Provision of attractive and accessible open space is a primary goal of the Specific Plan and these guidelines are intended to help achieve that goal.

Community Parks

- Locate community parks where they are accessible from all parts of the Downtown and are accessible to visitors citywide.
- Activate community parks by locating complementary uses adjacent to them, such as housing that faces and engages the park.

Neighborhood and Pocket Parks

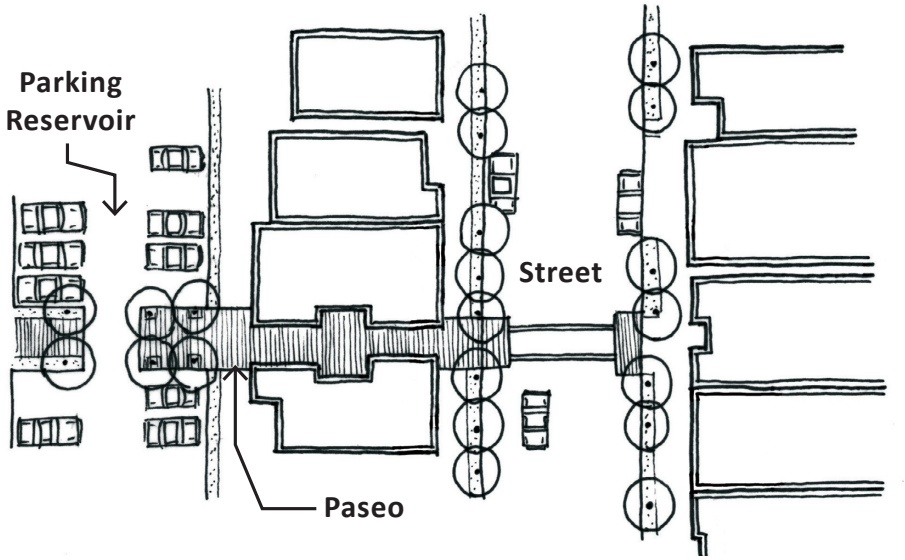
- Distribute neighborhood parks throughout Downtown, so that all neighborhoods within the area are served.
- For safety, design neighborhood parks to maximize visibility from the street and adjacent homes.
- Site smaller neighborhood parks in areas of Downtown that lack access to open space.
- Use neighborhood parks to provide small-scale amenities, such as playgrounds, where needed.
- Encourage the development and stewardship of neighborhood parks through public and private partnerships.
- Ensure that neighborhood parks are visible and accessible from public sidewalks, particularly in the eastern residential areas of Downtown.

Plazas

- Locate plazas in places that attract large amounts of foot traffic, so that they are active and well used.
- Limit the size of plazas to approximately 150 to 300 square feet per person, based on the typical number of people that will occupy the space when it is being used.
- Ensure that buildings open onto plazas and their uses expand into the open space.
- Provide a focal point for pedestrian gathering in the center of the plaza.
- Locate plazas where they are visible from the street.
- Provide clear transitions between plazas.
- Develop plazas to maximize circulation opportunities between adjacent buildings and to highlight important civic spaces.

Paseos

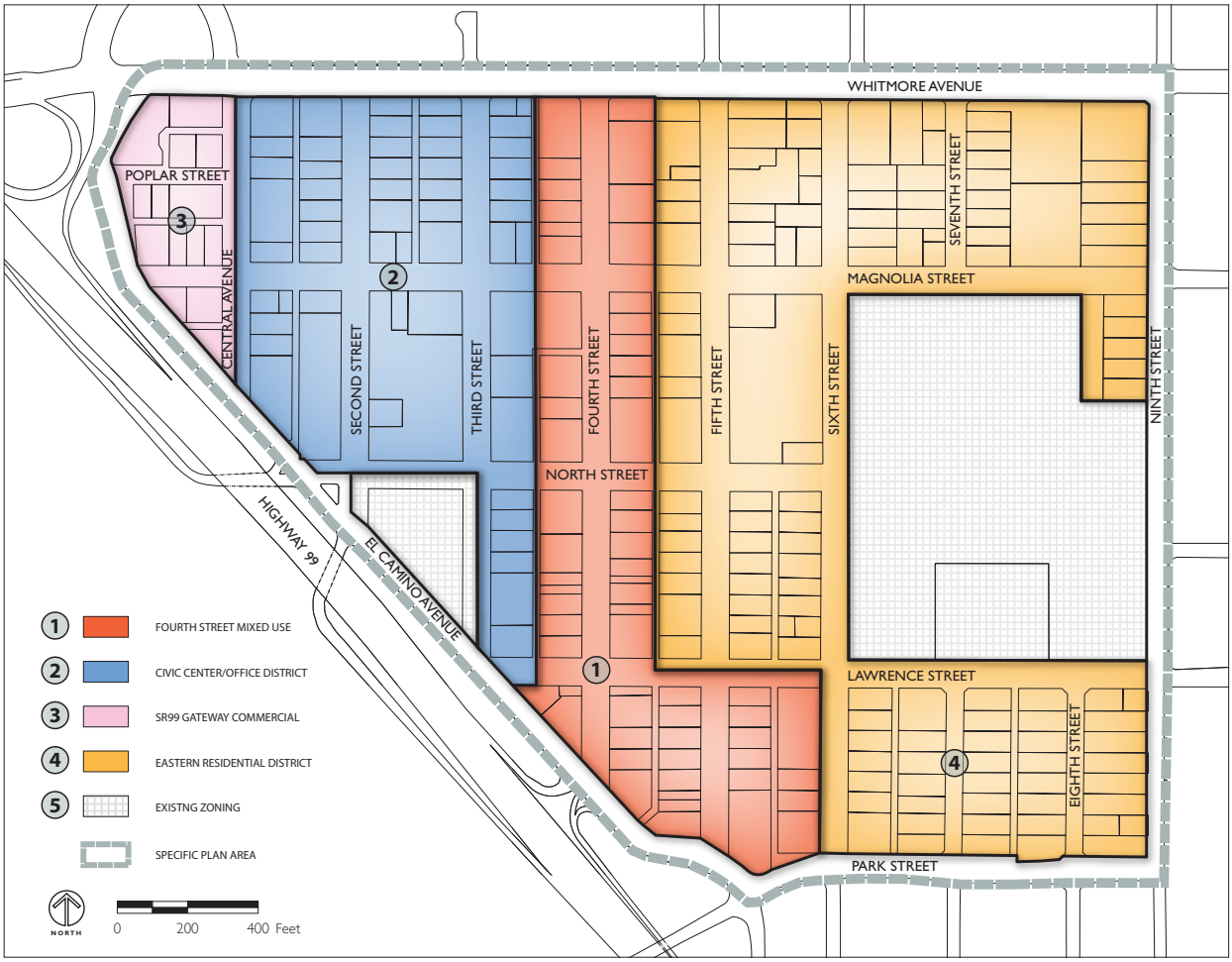
- Paseos should be provided at a minimum width of 15 feet.
- Paseos should be dynamic spaces that can be adapted to serve different activities.
- Wherever possible, paseos should be designed to be integrated with nearby development and open spaces.
- Paseos should provide significant pedestrian amenities, including trash receptacles, benches, public art and other similar elements.
- Shade trees should be provided within paseos.
- Paseos should be paved with special and recognizable paving, such as permeable concrete pavers, brick, decorative concrete, or some other pavement pattern, and be well connected throughout Downtown.
- Paseos should serve as public gathering spaces and pedestrian circulation connections, and should be designed as such.
- Awnings or canopies are encouraged for seasonal use so as to provide summer shade. These elements could be removed in the winter to extend service life. These elements should be of materials that are consistent with or complementary to paseo materials.



D. Design Guidelines

This section provides design guidance for private development. These guidelines will be used during the entitlement process by the Planning Commission and/or City Council for all new buildings or façade improvements. Guidelines are provided for each of the four designated districts to ensure appropriate development in Downtown: the Fourth Street Mixed Use District, the Civic Center/Office District, the SR 99 Gateway Commercial District, and the Eastern Residential District. Guidelines for landscape design, lighting and signage are consistent throughout Downtown, rather than districts based, and are included at the end of the Design Guidelines.

FIGURE A-1 District Boundaries



Fourth Street Mixed Use District

This Fourth Street Mixed Use District will be the commercial heart of Downtown. It is very important that all new development, including renovations of existing structures, present a cohesive and attractive frontage on Fourth Street.

Architectural Style and Character

New construction and façade improvements in the Fourth Street Mixed Use District should build on the existing "Main Street" character of Fourth Street. This character, also called 20th Century Commercial, consists of continuous street frontage (no side yards between buildings) with glazed store fronts on the ground floor and solid walls with individual window openings at upper stories. The existing Odd Fellows building is an example of this style. Materials should look substantial and can vary from brick to stone to stucco. Detailing can draw from any one of many styles including Neo-classical, Italianate, Craftsman, Art Deco or Contemporary. However, individual buildings should be consistent within one style and not mix styles.

Site Planning - These guidelines are intended to ensure development creates an attractive commercial environment that works well for merchants, visitors and residents.

Building Location and Orientation

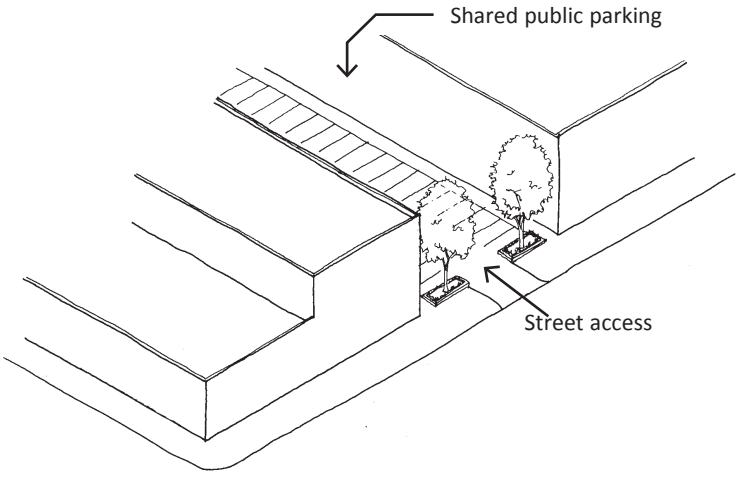
- Parking shall be provided at the rear of the building. This will create a continuous street frontage that is pleasant to walk along. If parking is provided at the side of the building, it shall include a "street edge" of landscaping, walls or trellises. The "street edge" is the general linear progression of building façades along a street, particularly when building frontages are built to the property line.
- Main façades with entrance doors and windows should front the primary street.
- The location of site uses should be coordinated with adjoining properties and consider factors such as noise, light intrusion, invasion of privacy and traffic.
- Owners of adjoining properties are strongly encouraged to develop shared facilities, such as driveways, parking areas, pedestrian plazas and walkways.

Gateway Parcels

- New development should provide a taller tower feature or vertical component at the corner parcels where Fourth Street intersects Whitmore and El Camino Avenues. Building features should be designed to help accentuate entries to Fourth Street and clearly differentiate Fourth Street from other streets in Downtown.

Corner Sites

- At street corners, new development should either be sited on the corner property lines, if no public utility easements exist, or set back from the corner only if a public open space is provided.
- Buildings located on corners should include special design and architectural features that help to anchor the intersection.



Development Along Alleys

- Shared public parking within alleys shall be provided for all development.
- Trash enclosures, service areas, utility meters, and mechanical and electrical equipment should be located in alleys and screened from public view with landscaping or well-designed enclosures.

Sustainable Site Development

- Existing buildings should be reused and incorporated into new development, if possible. If reuse or incorporation of existing buildings is not possible, then building materials should be recycled.
- Solar access should be considered when site planning. Buildings should be oriented to account for winter and summer sun to maximize energy efficiency and to reduce shading on neighboring properties and public spaces.
- Non-vehicular modes of transportation should be encouraged by providing no more than the minimum number of vehicle parking spaces, creating attractive pedestrian environments, and providing bicycle parking.
- Permeable paving materials should be used whenever possible. The primary purpose of permeable paving is to manage stormwater drainage on site and reduce the impact of new development on public storm drainage infrastructure.

Trees provide areas of shade for a corner plaza in the summer.

Deciduous trees allow for winter sun too penetrate into the plaza space.

Pedestrian Orientation

- All commercial mixed use area projects shall emphasize pedestrian orientation by creating attractive pedestrian spaces that utilize features such as plazas, interior walkways and paseos.
- Outdoor pedestrian space shall be landscaped and include appropriate street furniture to facilitate pedestrian activity.
- Attractive well-marked pedestrian links between parking and buildings shall be provided.

Open Space

- Open space, plazas, and paseos should be developed to maximize circulation opportunities between adjacent buildings. Seating areas should be provided and coordinated with shading, landscaping, and lighting.
- Private residential open space areas should be configured and designed to ensure privacy for residential uses while also providing linkages to the public open space components of the project.

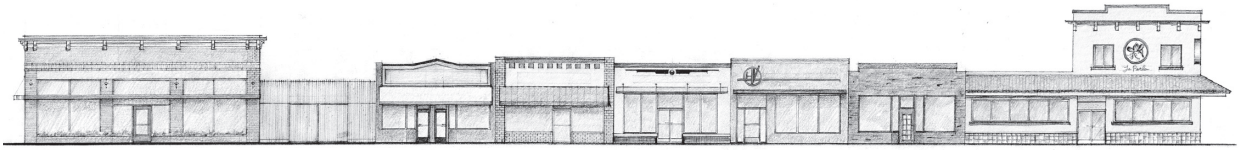
Parking Area Design

- Parking in the Fourth Street Mixed Use District shall be provided behind or within buildings. Shared public parking shall be provided at all alley frontages.
- If parking is provided at the side of buildings, these areas shall be buffered by landscaping, low walls and fencing. For security purposes, openings shall be incorporated into the design of buffers to provide views into the site.
- Landowners should be encouraged to enter into shared parking agreements that allow uses with different peak hours of operation to utilize off-street parking facilities provided by another building or use.
- All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and residential and commercial development.
- Access to parking from Fourth Street is strongly discouraged.
- All new projects should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation.

Building Design - Building design guidelines are intended to ensure that development of all sizes relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the character of the Fourth Street Mixed Use District.

Street Wall Design

- Buildings on larger lots shall be broken down in scale to create a small-scale street frontage rhythm, with building storefront widths of approximately 30 to 50 feet to match the existing pattern of older commercial development in Downtown. This rhythm shall be expressed by vertical divisions extending the height of the building.

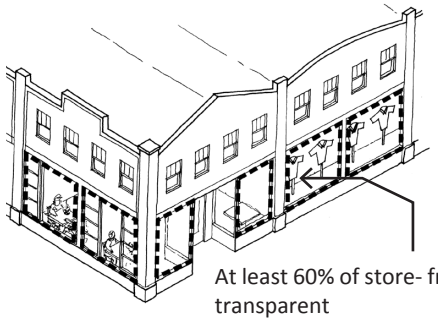


Examples of building frontage broken up every 30 to 50 feet.

- It is recommended that vertical divisions express the structural system of the building.
- All street walls shall emphasize three-dimensional detailing such as cornices, recessed windows, and reveals to cast shadows, create visual interest on the façade, and provide human scale.
- Façades without openings shall be avoided on Fourth Street.
- Entrances should incorporate one or more of the following treatments:
  1. A taller mass above, such as a tower or volume.
  2. A special architectural elements, such as columns, overhanging roofs, trellises and awnings.
  3. A recessed entry or recessed bay in the façade.

Ground Floor Frontages

- Ground-floor façades should be designed to give individual identity to each retail establishment.
- All ground floor frontages on Fourth Street shall have a minimum of 60 percent transparency. This should be achieved with glass storefronts, entries or display windows.
- Entries to ground-floor retail areas and main building entries or entries to upper story uses shall occur from primary streets.
- Main building entries or entries to upper story uses should be recessed into entry bays to create transitional spaces between the street and buildings.
- Where unique use or occupancy requirements preclude the addition of windows, such as theaters or parking structures, exterior walls shall be painted with murals designed to provide architectural relief, or shall be screened by landscaping and pedestrian amenities, such as trellises, benches, sculptures or shade structures.
- Awnings and canopies over building entries shall be integrated into the design of the building, including colors and detailing. They should be provided over each storefront for buildings with multiple storefronts, and should be located within individual structural bays.
- Backlighting of transparent or translucent awnings shall not be allowed.

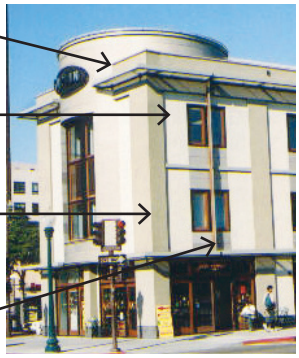


At least 60% of store- front is transparent

Windows

- Upper story windows shall be detailed with well-proportioned architectural elements, such as sills, recesses and lintels.
- Operable windows shall be used.
- Clear glass shall be used.
- Windows should maintain consistency in shape and location across the street wall.
- Non-reflective coatings, low-emissivity glass, and external shade devices should be used for heat and glare control.

Fourth Street Mixed Use District



Building Materials

- Materials should be chosen and detailed to respect the climate and traditions of the Central Valley of California. In the Fourth Street Mixed Use District the primary material should have a solid character. These may include brick, tile, stone or stucco. Whatever the material, the wall surfaces should communicate solidness by recessing windows and other openings a minimum of four inches. Accent materials (brackets, sills, corbels) may be wood or metal.
- Genuine materials should be utilized rather than simulated materials. Where simulated materials are used, they should keep with the character and properties of the material being simulated.
- Artwork should be incorporated into building design at the ground level.
- Lively exterior colors are appropriate for Fourth Street.

Roofs and Parapets

- All buildings shall provide roof cornices or parapets in order to delineate a strong cap to the street wall.
- The form, color and texture of parapets shall be an integral component of the building design.
- Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.
- All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design.
- Landscape design, lighting and signage guidelines are found at the end of these design guidelines.

Civic Center/Office District

The Civic Center/Office District will be the civic and office employment center of Downtown Ceres.

Architectural Style and Character

The existing architectural style of the Civic Center/Office District is eclectic. Some of the existing civic buildings are modest "modern" buildings from the 1960s and many other buildings in this district are houses from varying eras. New office development in this district will generally be free standing (with side yards) and should be in a simple contemporary style. The recent TID building facing Whitmore Park is a good example. Roofs may be sloping or flat with parapets. Quality of materials should be high and attention should be paid to landscaping. New civic buildings, such as a relocated library or city hall, should have a more monumental character with a substantial public entry as a focal point. The new Community Center on Fourth Street is an example of this.

Site Planning - These guidelines are intended to ensure civic, office and mixed use development creates an attractive environment that works well for employers, civic departments and activities, and residents.

Building Location and Orientation

- Parking shall be provided at the rear of the building. This will create a continuous street frontage that is pleasant to walk along. If parking is provided at the side of the building, it shall include a "street edge" of landscaping, walls or trellises.
- Main façades with entrance doors and windows should front the primary street.
- The location of site uses should be coordinated with adjoining properties and consider factors such as noise, light intrusion, invasion of privacy and traffic.
- Owners of adjoining properties are strongly encouraged to develop shared facilities, such as driveways, parking areas, pedestrian plazas and walkways.
- Any new Civic Center development should consider a shared-use public parking area or structure that can be used by employees during weekdays and by visitors to Downtown in the evening or on weekends.

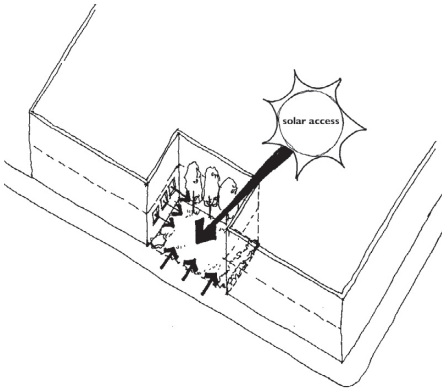
Corner Sites

- At street corners, new development should either be sited on the corner property lines, if no public utility easements exist, or set back from the corner only if a public open space is provided.
- Buildings located on corners should include special design and architectural features that help to anchor the intersection.
- Civic Center buildings such as a new city hall or library should be considered for prominent corner sites in Downtown.

Development Along Alleys

- Shared public parking within alleys should be provided for all development where feasible.
- Offices, entries, and outside break spaces facing alleys are encouraged, and will provide “eyes on the street” for security.
- Trash enclosures, service areas, utility meters, and mechanical and electrical equipment should be located on alleys and screened from public view.

Civic Center/Office District



Sustainable Site Development

- Existing buildings should be reused and incorporated into new development, if possible. If reuse or incorporation of existing buildings is not possible, then building materials should be recycled.
- Solar access should be considered when site planning. Buildings should be oriented to account for winter and summer sun to maximize energy efficiency and to reduce shading on neighboring properties and public spaces.
- Non-vehicular modes of transportation should be encouraged by providing no more than the minimum number of vehicle parking spaces, creating attractive pedestrian environments and providing bicycle parking.
- Permeable paving materials should be used whenever possible. The primary purpose of permeable paving is to manage stormwater drainage on site and reduce the impact of new development on public storm drainage infrastructure.

Pedestrian Orientation

- New civic and office projects shall emphasize pedestrian orientation by creating attractive pedestrian spaces that utilize features such as plazas, interior walkways and paseos.
- Outdoor pedestrian space shall be landscaped and include appropriate street furniture to facilitate pedestrian activity.
- Attractive well-marked pedestrian links between parking and buildings shall be provided.

Open Space

- Open space, plazas, and paseos should be developed to maximize circulation opportunities between adjacent buildings. Seating areas should be provided and coordinated with shading, landscaping, and lighting.

Parking Area Design

- Parking in the Civic Center/Office District shall be provided behind or within buildings, or on public lots. Shared public parking shall be provided at all alley frontages.
- If parking is provided at the side of buildings, these areas shall be buffered by landscaping, low walls and fencing. For security purposes, openings shall be incorporated into the design of buffers to provide views into the site.

Parking buffered by landscaping

- Landowners should be encouraged to enter into shared parking agreements that allow uses with different peak hours of operation to utilize off-street parking facilities provided by another building or use.
- All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and residential and commercial development.
- All new projects should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation.

Building Design - Building design guidelines are intended to ensure that development of all sizes relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the character of the Civic Center/Office District.

Street Wall Design

- Buildings on larger lots shall be broken down in scale to create a small-scale street frontage rhythm, with building storefront widths of approximately 30 to 50 feet to match the existing pattern of older commercial development in Downtown. This rhythm shall be expressed by vertical divisions extending the height of the building.
- It is recommended that vertical divisions express the structural system of the building.
- All street walls shall emphasize three-dimensional detailing such as cornices, recessed windows, and reveals to cast shadows, create visual interest on the façade, and provide human scale.
- Entrances should incorporate one or more of the following treatments:
    1. A taller mass above, such as a tower or volume.
    2. A special architectural elements, such as columns, overhanging roofs, trellises and awnings.
    3. A recessed entry or recessed bay in the façade.

Ground Floor Frontages

- Ground-floor façades should be designed to give interest to pedestrians and visitors.
- Main building entries or entries to upper story uses shall occur from primary streets, and should be recessed into entry bays to create transitional spaces between the street and buildings.
- Where unique use or occupancy requirements preclude the provision of ground floor windows, such as parking structures, exterior walls shall be painted with murals or other artwork designed to provide architectural relief, or shall be screened by landscaping and pedestrian amenities, such as trellises, benches, sculpture or shade structures.
- Awnings and canopies over building entries shall be integrated into the design of the building, including colors and detailing.
- Backlighting of transparent or translucent awnings shall not be allowed.

Windows

- Upper story windows shall be detailed with well-proportioned architectural elements, such as sills, recesses and lintels.
- Operable windows shall be used.
- Clear glass shall be used.
- Non-reflective coatings, low-emissivity glass, and external shade devices should be used for heat and glare control.

Building Materials

- Materials should be chosen and detailed to respect the climate and traditions of the Central Valley of California. These may include wood siding, sheet metal, well-detailed stucco, tile and stone.
- Genuine materials should be utilized rather than simulated materials. Where simulated materials are used, they should keep with the character and properties of the material being simulated.
- Artwork should be incorporated into building design at the ground level.

Roofs and Parapets

- Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.
- All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design.
- Notable civic buildings, such as a new city hall or library, should consider a signature roof element such as a contemporary tower or dome to signify the civic use.
- Landscape design, lighting and signage guidelines are found at the end of these design guidelines.

SR 99 Gateway Commercial District

This section provides design guidelines for regional commercial and office development, such as the type of development proposed for the SR 99 Gateway Commercial District.

Architectural Style and Character

The SR 99 Gateway Commercial District does not have an existing character to draw upon. Because this district is the farthest from the commercial and historic core of Downtown, and because of the fast pace of change in styles of roadside commercial architecture, the architectural style for new buildings in this district should be flexible. The overriding consideration for new buildings should be the following: from the State Route 99 side, they should communicate a quality and solid character commensurate with the historic Downtown Ceres; and from the Downtown side, they should have an appropriate scale that relates to the block sizes and building frontages of Downtown.

Site Planning - Site planning guidelines are intended to ensure regional commercial development contributes to an attractive Downtown that is comfortable for residents and visitors.

Building Location and Orientation

- In Downtown Ceres, even larger commercial/office projects that would be appropriate in the SR 99 Gateway Commercial District should be oriented to public streets, with buildings placed at or near the property line along public streets, if no public utility easements exist, and parking behind.
- The placement and orientation of the building on the site should facilitate access to major streets and thoroughfares.
- Loading docks, truck doors and service areas shall not be located between the primary building and the primary street. Any outdoor storage areas containing materials, supplies or equipment, including heavy trucks and trailers, should be screened from public view.

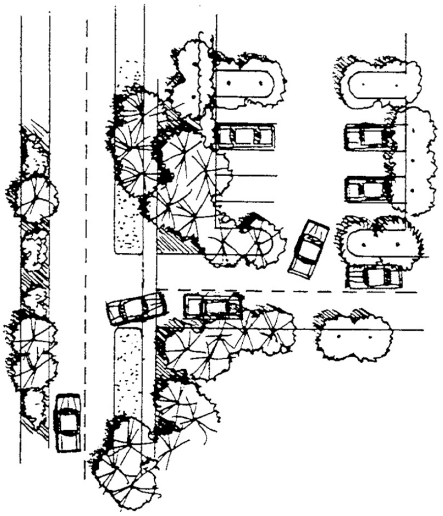
Open Space

- Publicly-accessible plazas and open spaces shall be landscaped and incorporate high quality paving materials, such as stone, concrete, tile, pavers or brick.
- Paving, planting and other landscape materials shall be coordinated with the design of the building and site.

Parking

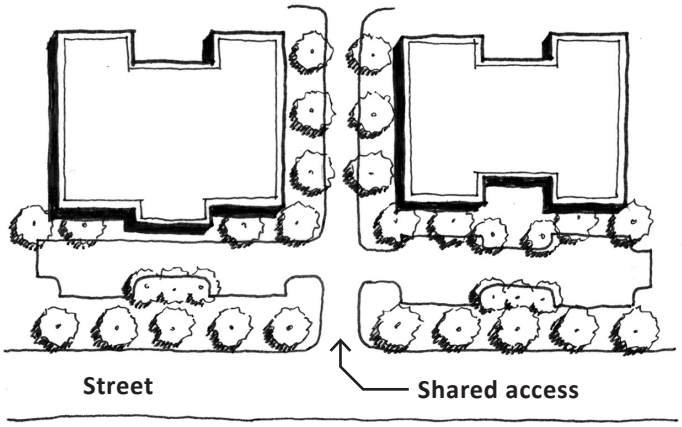
- In order to reduce public views of parking areas, a significant amount of a development's parking area should be located beside or behind the building to add to the pedestrian environment on Downtown streets. Parking areas may be provided adjacent to State Route 99 to facilitate pedestrian environments on Downtown streets and to serve as buffers between new development and the highway.
- All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and structures.
- Surface parking areas facing the public street shall be buffered by berming or landscaping.
- For security purposes, openings should be incorporated into the landscape design to provide clear views into the site.

Smaller parking area with landscaped buffer



Access Drives

- Access driveways shall be sufficient in number to provide safe and efficient movement of traffic to and from a site; they should, however, be kept to a minimum.
- Common access drives are encouraged for adjacent lots to reduce the number of access points onto the main roadway.
- Multiple-lot office development should provide access to individual lots from an internal street system rather than create additional driveways along public street frontages.



Internal Circulation

- On-site pathways should be provided for pedestrians and bicyclists and should provide connections between building entries and public sidewalks.
- Large parking areas associated with commercial development should include at least one separated pedestrian pathway through the parking area to the main entrance. Pedestrian pathways should be provided in parking areas that require pedestrians to walk more than 60 feet to a building entrance within a single development.
- Pedestrian walkways and spaces should include elements such as special paving materials, raised curbs, trellis structures, landscaping, pedestrian lighting, seating and trash receptacles.

Building Design - Building design guidelines are intended to ensure that development relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the character of Downtown. High-quality building design is integral to creating a pedestrian-friendly environment and a unique Downtown, and will help draw in new passers-by on State Route 99. It should be noted that larger building floorplates may be appropriate in this district, particularly to support large, single developments and to respond to traffic on State Route 99.

Building Design

- Larger commercial buildings shall be broken down in scale to create a smaller-scale rhythm. This rhythm shall be expressed by vertical divisions extending the height of the building.
- It is recommended that vertical divisions express the structural system of the building.
- All buildings shall emphasize three-dimensional detailing such as cornices, recessed windows, and reveals to cast shadows, create visual interest on the façade, and provide human scale.
- Entrances should incorporate one or more of the following treatments:
    1. A taller mass above, such as a tower or volume.
    2. A special architectural elements, such as columns, overhanging roofs, trellises and awnings.
    3. A recessed entry or recessed bay in the façade.

Ground Floor Frontages

- Ground-floor façades along streets should be designed to give interest to pedestrians and visitors.
- Main building entries or entries to upper story uses shall occur from primary streets, and should be recessed into entry bays to create transitional spaces between the street and buildings.
- Where unique use or occupancy requirements preclude the provision of ground floor windows, such as service areas or parking structures, exterior walls shall be painted with murals or other artwork, designed to provide architectural relief, or shall be screened by landscaping and pedestrian amenities, such as trellises, benches, sculpture or shade structures.

Windows

- Upper story windows shall be detailed with well-proportioned architectural elements, such as sills, recesses and lintels.
- Operable windows shall be used.
- Clear glass shall be used.
- Non-reflective coatings, low-emissivity glass, and external shade devices should be used for heat and glare control.

Building Materials

- Materials should be chosen and detailed to respect the climate and traditions of the Central Valley of California. These may include wood siding, sheet metal, well-detailed stucco, tile and stone.
- Use of quality materials should be used on all visible facades of the building, not just the front of the building.
- Genuine materials should be utilized, rather than simulated materials. Where simulated materials are used, they should keep with the character and properties of the material being simulated.
- Artwork should be incorporated into building design at the ground level.

Roofs and Parapets

- Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.
- All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design.
- Landscape design, lighting and signage guidelines are found at the end of these design guidelines.

Eastern Residential District

The Eastern Residential District will accommodate a variety of housing, including single-family homes, townhomes and apartments.

Architectural Style and Character

The existing architectural character in the Eastern Residential District dates from the late 1800s to relatively recent times. This district has several historic properties, most prominently the Whitmore House and Museum, and the Whitmore Mansion. For this reason, new development and renovations of existing buildings in this district should reflect the historic residential architectural styles of the late 19th and early 20th centuries. These styles include Farmhouse Victorian, Queen Anne, Eastlake, and Craftsman. They are characterized by the use of vertical massing, gabled roofs, decorative trim at roof eaves and windows, painted wood siding or unpainted wood wall shingles, and double-hung or casement window openings.

Site Planning - These guidelines are intended to ensure development creates an attractive residential environment for residents and visitors.

Building Location and Orientation

- Parking shall be provided at the rear of the building and accessed by alleys. This will create a continuous residential street frontage that is pleasant to walk along. If parking is provided at the side of the building, it shall include a "street edge" of landscaping, walls or trellises.
- Main façades with entrance doors and windows should front the primary street.
- Owners of adjoining properties are encouraged to develop shared facilities, such as driveways, parking areas, pedestrian plazas and walkways.

Corner Sites

- Buildings located on corners should include special design and architectural features that help to anchor the intersection.

Development Along Alleys

- Trash enclosures, service areas, utility meters, and mechanical and electrical equipment should be located on alleys and screened from public view.
- Public access into residential development, as well as residential units with windows looking into alleys, will put "eyes on the street" and help increase security.

Sustainable Site Development

- Existing buildings should be reused and incorporated into new development, if possible. If reuse or incorporation of existing buildings is not possible, then building materials should be recycled.
- Solar access should be considered when site planning. Buildings should be oriented to account for winter and summer sun to maximize energy efficiency and to reduce shading on neighboring properties and public spaces.
- Non-vehicular modes of transportation should be encouraged by providing no more than the minimum number of vehicle parking spaces, creating attractive pedestrian environments and providing bicycle parking.
- Permeable paving materials should be used whenever possible. The primary purpose of permeable paving is to manage stormwater drainage on site and reduce the impact of new development on public storm drainage infrastructure.

Pedestrian Orientation

- Outdoor pedestrian space shall be landscaped and include appropriate street furniture to facilitate pedestrian activity. These spaces should have visibility to the street to increase security.
- Attractive, well-marked pedestrian links between parking and buildings shall be provided.

Open Space

- Open space, plazas, and paseos should be developed to maximize circulation opportunities between adjacent buildings. Seating areas should be provided and coordinated with shading, landscaping, and lighting.
- Private residential open space areas should be configured and designed to ensure privacy for residential uses, while also providing linkages to the public open space components of the project.

Parking Area Design

- Wherever possible, parking entrances should be located behind residential structures, rather than along the primary frontage, to minimize the visual impact to the street.
- Where individual garages are incorporated into projects, private streets or alley-loaded access is encouraged. The design of these structures should relate to the primary building.

Parking Area Landscaping

- All parking areas shall provide interior landscaping for shade and aesthetic enhancement.

- If parking is provided at the side of buildings, these areas shall be buffered by landscaping, low walls and fencing. For security purposes, openings shall be incorporated into the design of buffers to provide views into the site.
- All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and residential and commercial development.
- All new projects should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation.

Building Design - Building design guidelines are intended to ensure that development of all sizes relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the character of the Eastern Residential district.

Massing

- The massing of larger residential buildings shall be broken down to give individuality to units.
- Building massing should be legible as individual residences or small groups of units and called out using one or more of the following methods:
  1. Separate building volumes
  2. Window bays or balconies
  3. Porches or entrance vestibules
  4. Individual roof volumes or other roof articulations
- Architectural details commonly used in the design and construction of single-family homes, such as porches, balconies, bays and dormers, should be employed in the design of multi-family projects.

Ground Floor Frontages

- Main building entries or entries to upper story uses shall occur from primary streets.
- Main entrances to residential buildings should be accentuated by incorporating one or more of the following treatments:
  1. A taller mass above, such as a tower or volume.
  2. A special architectural elements, such as columns, overhanging roofs, trellises and awnings.
  3. A recessed entry or recessed bay in the façade.
- Front setbacks shall be adequately landscaped and provide entry opportunities to the residential units directly from public streets.
- Where unique use or occupancy requirements preclude the addition of

windows or entries, for example garages or parking structures, exterior walls shall be designed to provide architectural relief, or shall be screened by landscaping and pedestrian amenities, such as trellises, benches, sculpture or shade structures.

Porches

- Front porches should be employed to facilitate activity in front yards and to provide a semi-public transition zone between the street and the residence.
- Porches should be of a sufficient size to provide functional outdoor space.

Windows

- Upper story windows shall be detailed with well-proportioned architectural elements, such as sills, recesses and lintels.
- Operable windows shall be used.
- Clear glass shall be used.
- Windows should maintain consistency in shape and location across the street wall.
- Non-reflective coatings, low-emissivity glass, and external shade devices should be used for heat and glare control.

Building Materials

- Materials should be chosen and detailed to respect the climate and traditions of the Central Valley of California. These may include wood siding, sheet metal, stucco, tile and stone.
- Materials and detailing should be used on all sides of the building, not just the front façade.
- Natural materials should be utilized, rather than simulated materials. Where simulated materials are used, they should keep with the character and properties of the material being simulated.
- Artwork should be considered for incorporation into building design.

Roofs and Parapets

- Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.
- All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design.
- Landscape design, lighting and signage guidelines are found at the end of these design guidelines.

Downtown Landscape Design, Lighting and Signage Guidelines

Landscape design guidelines are intended to ensure attractive public and private open spaces throughout the Downtown. Lighting guidelines are intended to ensure that the design of fixtures and the light provided contribute to the character of development, provide for pedestrian safety, and do not negatively impact adjacent development or the night sky. Signage guidelines are intended to ensure that all signs are designed and constructed to make a positive contribution to the overall character of the project and to the overall aesthetic character of Downtown. See the Ceres Municipal code for additional signage requirements.

Landscape Design

Function

- Landscaping should be used to provide an attractive setting for development, soften hard building contours, shade walkways, parking areas and other large expanses of pavement, and screen unsightly uses. Landscaping should also aid in stormwater management.
- Pedestrian entries into sites shall be enhanced with landscaping and decorative paving, trellis structures, pedestrian-scaled lighting and seating.
- Where pedestrian paths cross parking areas or driveways, the paths shall incorporate landscaping and decorative paving to define the pedestrian space.

Plants and Materials

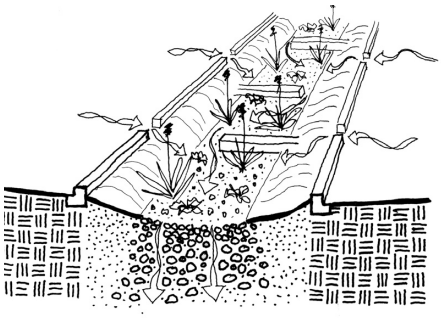
- Please see Figure A-2 for a list of suggested trees, shrubs and groundcover for private development in Downtown.
- Plant species should be generally hardy and not require extensive maintenance. Plants should be drought-tolerant, while remaining attractive. Species that are native or well-adapted to the climate in Ceres are recommended, as they will generally require less water and maintenance.
- Seasonal and year-round flowering shrubs and trees should be used where they can be most appreciated, such as adjacent to walks and recreational areas, or as frames for building entrances and stairs.
- Landscaped areas shall have automatic irrigation systems installed to ensure that plant materials survive. Irrigation systems should not overspray public walks, paved areas, buildings and fences.
- Landscaped areas, including trees, paving, walls and fences shall be regularly maintained.

FIGURE A-2 Suggested Planting List

SYMBOL	BOTANICAL NAME	COMMON NAME
LARGE TREES		
	Pistache chinensis	Chinese Pistache
	Prunus 'Krauter Vesuvius'	Flowering Plum
	Quercus suber	Cork Oak
SMALL TREES		
	Arctostaphylos manzanita	Manzanita
	Cercis occidentalis	Redbud
	Cotinus coggygria	Smoke Tree
LARGE SHRUBS		
	Xylosma 'Compacta'	NCN
	Nerium o. 'Petite Salmon'	Oleander
	Juniperus s. 'Skyrocket'	Juniper Column
	Cistus ladanifer	Crimson-spot Rockrose
	Salvia microphylla	Sage
	Arctostaphylos d. 'Howard McMinn'	Manzanita
SMALL SHRUBS & PERRENIALS		
	Epilobium californica	California Fuchsia
	Carex tumulicola	Berkeley Sedge
	Nandina 'Fire Power'	Heavenly Bamboo
	Nassella tenuissima	Mexican Feather Grass
	Erigeron glaucas	Beach Aster
GROUNDCOVER		
	Arctostaphylos 'Emerald Carpet'	Emerald Carpet
	Myoporum parvifolum	NCN
	Cotoneaster dammeri	Bearberry Cotoneaster

Landscaping in Plazas, Paseos and Open Space

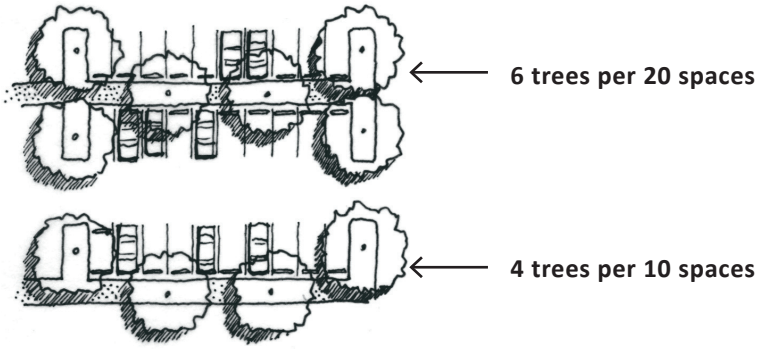
- Outdoor pedestrian spaces in private development shall include appropriate outdoor furniture, such as seating, walls, trash receptacles, bike racks and other elements.
- Publicly-accessible private plazas and open spaces shall be landscaped and incorporate high-quality paving materials, such as unit-pavers, stone, concrete or tile.
- Projects should develop a comprehensive open space network that uses plazas and other open space elements to connect uses.
- Paving in plazas and open spaces should be permeable whenever possible.
- Public art should be incorporated into open space projects whenever possible.



Vegetated swales can be used to detain and infiltrate stormwater runoff.

Parking Area Landscaping

- Surface parking areas shall provide landscaping for shade and aesthetic enhancement.
- Parking lots shall be landscaped with broad branching shade trees (15 foot canopy or more) at a minimum ratio of four trees per 20 parking stalls.
- Permeable surfaces for paving should be considered and used when possible.
- Drainage into swale areas is encouraged for stormwater collection and may be accommodated through design elements, such as flush curbs, perforated curbs and tree offsets.



Lighting Guidelines

Function and Location

- Exterior lighting shall be designed as an integral part of the building and landscape design. Site plans and architectural plans shall include the location of fixtures, their design, and the nature and level of the illumination they will provide.
- Lighting locations shall be concentrated at areas with security concerns, such as pedestrian paths, outdoor gathering spaces and building entries.
- The height of luminaries shall be in scale with the building and site design, and in no case shall they exceed 18 feet in height from grade.
- All outdoor lighting shall be oriented toward the ground and fully shielded to prevent light from spilling onto adjacent properties.
- Lighting should be energy efficient, and exterior lighting should be designed and specified to reduce the impact of artificial light on the night sky ("light pollution"). Fixtures should provide no more light than necessary, focus light downward rather than upward, and use "dark sky" features designed to shield the sky from excess lighting or light pollution.
- Along street frontages, lighting should cast illumination by lighting walls and architectural features on buildings rather than casting light outwards.
- Night lighting of building facades should articulate the building's architecture and façade and should be used sparingly and in key locations.
- Structural lighting should highlight points of visual interest.

Service Area Illumination

- Lighting of outdoor service, loading or storage areas should be contained within the specific yard space boundaries and enclosure walls. No light spillover should occur outside the service area and light sources should not be visible from the street or adjacent properties.

Signage Guidelines

Function

- The primary purpose of signs shall be to identify businesses and/or residences located at a specific site. If not specified in these Signage Guidelines, provisions of the Ceres Municipal Codes Section 18.42 shall govern.
- The sign's message should be limited to the business or residence name or the logo of the business or residence occupying the site.
- The information displayed on the sign shall be limited to development identification and shall not include advertising.

Architectural Context and Placement

- Sign design should conform to and be in harmony with the architectural character of the building.
- Standardized or corporate signs, which do not relate to the building architecture, should not be permitted.
- Where internally illuminated lighting is used, only individual letter signs shall be permitted.
- No "can" (box type) signs with translucent plastic sign panel front with applied or painted lettering shall be permitted except for tenant logos.

Wall or Window Signs

- Painted signs and letters shall present a neat and aligned appearance.
- Externally illuminated or halo lit signs are encouraged, and where used, shall have an opaque face.
- All exterior sign lights shall be downlit and shielded to direct light toward the sign and reduce glare and impacts to the night sky.
- Window signs shall not be placed in a manner which obscures primary views into and out of the storefront.
- For signs identifying hours of operation, menus, newspaper reviews and other customer information, it is recommended that these be framed, board-mounted or plastic laminated for a finished appearance.

Projecting Signs

- Projecting signs should be located near the front entry of a store.
- Structural supports for projecting signs should be designed so that their visual appearance is minimized, and/or coordinated with the overall design of the street wall.
- Sign fonts should be selected to provide both visual clarity and artistic expression.

Multiple-Tenant Complexes

- Multiple-tenant buildings and complexes shall develop a consistent sign program that minimizes the potential visual conflicts and competition among tenant signs yet ensures adequate identification for each tenant.
- Free-standing signs may include the names of major tenants.
- Monument signs should be no taller than 5 feet in height and located in the landscape, set back from the edge of right-of-way.

A DOWNTOWN STREETSCAPE STANDARDS & DESIGN GUIDELINES