# 9.0 Design Guidelines

## 9.1 RESIDENTIAL

### 9.1.1 Purpose

This section of the Design Guidelines describes the objectives, guidelines, and standards for residential projects proposed within the West Landing Specific Plan (WLSP) Area. The goal of the WLSP is to create a vibrant, livable community that will function as a series of neighborhoods and maintain the small town character of Ceres. These neighborhoods are made up of a variety of housing types and styles (single-family detached, single-family attached, and multi-family) available to a wide range of income levels, which are integrated seamlessly in walkable neighborhoods and villages.

### 9.1.2 Organization

The focus of this section is the design of residential dwellings on private property. The standards and guidelines provided in this section are divided into two segments: Site Design and Architecture. The Site Design and Architecture sections are organized into subcategories and each subcategory has a related design objective. This design objective states what the community intends to achieve. Photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

### 9.1.3 Applicability and Use Types

The design objectives and standards within this section apply to four types of residential development.

| | | |
|---|---|---|
| VLDR | *Very Low Density Residential* – Single-family residential homes characterized by stand-alone units on lots ranging from 8,500 square feet to one acre. | *4.5 du/ac max* |
| LDR | *Low Density Residential* – Single-family residential homes characterized by stand-alone units on lots typically 5,000 square feet and greater. | *4.5- 7 du/ac* |
| MDR | *Medium Density Residential* – Single-family detached or attached residential homes characterized by stand-alone units, duets, or townhomes on approximately 2,400-5,000 square foot lots. | *7-12 du/ac* |
| HDR I | *High Density Residential I* – Residential projects, either compact lot detached, single-family attached (townhome style), or multi-family for-sale condominiums. | *12-18 du/ac* |
| HDR II | *High Density Residential II* – Residential multi-family projects containing three or more dwelling units, including units that are located one over another, usually characterized as for rent apartments or for-sale condominiums. | *18-25 du/ac* |

#### 9.1.3.1 Very Low Density Residential (VLDR)

The Very Low Density Residential (VLDR) land use designation is characterized by single-family detached homes on lots ranging from 8,500 square feet to one acre in size. Single-family detached is defined as one primary dwelling unit being built on a single parcel of land. A second accessory dwelling unit may also be included on some single-family properties (i.e. detached garage or guest home). The VLDR land use primarily addresses the existing Carol Lane subdivision; as such it is not envisioned that additional VLDR areas be added to the plan, but rather that VLDR be included to provide options and guidelines for future potential subdivision and modifications of these lots.

#### 9.1.3.2 Low Density Residential (LDR)

The Low Density Residential (LDR) land use designation is characterized by single-family detached homes on lots typically 5,000 square feet and greater. For projects adjacent to MDR areas, the Commission may consider lotting plans transitioning density to lots a minimum of 4,000 square feet as long as the overall project density does not exceed 7 du/ac. Single-family detached is defined as one primary dwelling unit built on a single parcel of land. A second accessory dwelling unit may also be included on some single-family properties (i.e. detached garage or guest home). The majority of residential dwellings in the West Landing Specific Plan area are single-family

detached dwellings. This land use is located at the western edge of the project adjacent to the existing agricultural uses to the west of the WLSP. The LDR land use also serves as a buffer to the existing residential land uses to the north of the WLSP.

The purpose of design guidelines for the LDR housing type is to ensure that new housing is integrated into the community at large, provides diverse architecture, and contributes to functional, safe, and vibrant neighborhoods.

### 9.1.3.3 Medium Density Residential (MDR)

The Medium Density Residential (MDR) land use designation is characterized by single-family detached or attached homes on 2,400-5,000 square foot lots.

Single-family detached is defined as one primary dwelling unit built on a single parcel of land. Single-family attached is defined as two or more units sharing common side walls, such as, duets, triplexes, or townhomes. A single-family attached unit can be placed on its own parcel, with a common wall at the parcel boundary – typically called a townhome or row home unit. Single-family attached units can also share a single parcel. The MDR land use intends for individual ownership of all residential units, including single-family attached product types. Even though units are individually owned, the units share walls with other units, and some common ownership and maintenance of buildings and land typically occurs.

The MDR land use designation is located close to the core of the WLSP area, directly adjacent to the large central community park.

The purpose of design guidelines for the MDR housing type is to ensure that new housing is integrated into the community at large, provides diverse architecture, and contributes to functional, safe, and vibrant neighborhoods.

### 9.1.3.4 High Density Residential I (HDR I)

The High Density Residential I (HDR I) land use designation is characterized by compact lot detached, single-family attached, or multi-family for-sale condominium dwellings. The HDR I land use designation is located close to the core of the WLSP area, directly adjacent to the large central community park, or adjacent to the job generating land uses of Business Park, Office Mixed-Use and Commercial. The HDR I land use designation generally serves as a transition between the High Density Residential II, Business Park, Office Mixed-Use and Commercial land use designations and the medium and low-density residential areas of the community.

Compact lot detached dwellings often have reduced side yard setbacks (sometimes in a zero lot line configuration) and smaller outdoor space, sometimes in the form of a courtyard or front yard, rather than a traditional rear yard.

Single-family attached is defined as two or more units sharing common side walls, such as, duets, triplexes, or townhomes. A single-family attached unit can be placed on its own parcel, with a common wall at the parcel boundary – typically called a townhome or row home unit. Single-family attached units can also share a single parcel.

Single-family attached units share characteristics with both single-family detached and multi-family dwellings. The buildings can be smaller in scale, and individual outdoor spaces are often provided in addition to common open space. Like multi-family homes, attached single-family homes generally have higher densities and lots are usually smaller, with more of the lot being covered with building footprint. The HDR I land use intends for individual ownership of all residential units, including single-family attached product types (townhomes, condominiums). Even though units are individually owned, the units share walls with other units, and some common ownership and maintenance of buildings and land typically occurs.

Multi-family for-sale condominiums are residential projects containing three or more dwelling units, including units that are located one over another. In the HDR I land use, these units may be individually owned as condominium units. The buildings typically share common areas and are maintained by a management company, a community association, or some combination thereof.

These design guidelines are intended to ensure compatibility of compact lot detached and single-family attached units with surrounding properties, whether single-family, multi-family, mixed-use, commercial, or other land use. HDR I product types offer an opportunity for innovative design and transitional architectural styles. These units lend themselves readily to more abstracted or contemporary representations of the architectural styles outlined in Section 7.1.5.5 Architectural Style Palette, however, it is still important to respect and respond to the surrounding context of the land use.

### 9.1.3.5 High Density Residential II (HDR II)

The High Density Residential II (HDR II) land use designation is characterized by multi-family residential projects containing three or more dwelling units, including units that are located one over another. These units can be rented or individually owned as condominium units. Whether ownership or rental units, the buildings typically share common areas and are maintained by the property owner, a management company, a community association, or some combination thereof. The HDR II land use designation is located close to the core of the WLSP area, directly adjacent to the large central community park, and serves as a transition and buffer between the commercial, office, and business park areas of the plan and the lower density residential areas.

These design guidelines are intended to ensure compatibility of the HDR II product type with surrounding properties, whether single-family, mixed-use, commercial, or other land use. HDR II product types offer an opportunity for innovative design and transitional architectural styles. These units lend themselves readily to more abstracted or contemporary representations of the architectural styles outlined in Section 7.5.5.5 Architectural Style Palette, however, it is still important to respect and respond to the surrounding context of the land use.

### 9.1.4 Site Design

The standards and guidelines herein are intended to assist in the appropriate siting of homes in all residential areas of the West Landing Specific Plan. Residential site design should contribute to a strong sense of place, a desirable streetscape appearance, walkable neighborhoods, and convenient access to parks, commercial areas, and community facilities. These standards and guidelines are intended to promote quality design and cohesive neighborhoods for a wide variety of single-family (detached and attached) and multi-family developments.

The Site Design section features the following subcategories:

- Circulation and Connectivity
- Building Placement and Orientation | Streetscape Variety
- Building Placement and Orientation | Orientation of Homes on Lots
- Public Spaces and Pedestrian Amenities
- Parking
- Style and Design Details | Garage Placement and Design

### 9.1.4.1 Circulation

The design objective of this section is to develop an on-site circulation system for residential projects that provides for the safe and efficient movement of vehicles and reduces conflict with pedestrians and bicyclists.

A simple, efficient on-site circulation system is essential to help community residents and visitors navigate within the community and easily locate their destination. Internal circulation systems should connect all areas and include signage and other techniques for successful wayfinding. Vehicular facilities, such as internal streets, driveways, curb cuts, and garages should not dominate residential developments and should be designed to respect the needs of pedestrians and create pleasant visual environments.

The following circulation design guidelines apply to residential projects within the WLSP:

1 Special paving, landscaping, decorative walls, and other design elements should be used to alert vehicles to pedestrian areas and add visual interest.

2 Residential projects shall provide vehicular, bicycle, and pedestrian connection to adjacent residential and non-residential developments. These connections are critical to foster a truly connected community and facilitate ease of navigation throughout the plan area and should not be afterthoughts, but rather be designed with careful consideration for functionality and safe passage.

3 Multi-family developments with internal streets and driveways should be designed for easy navigation in a logical, common sense manner so that a resident or visitor can easily enter the site, park their car, and find a particular unit. Effective wayfinding solutions include: directory signage, color coded buildings, pedestrian signage, and landscape accents.

4 Multi-family projects should be integrated into public street and sidewalk systems, as follows:

- Provide direct connections from individual and common entries to the public sidewalk system.
- The fronts of individual units should face and access the public street.

- Continue the local street system into the multi-family development (private streets are discouraged). This ties the multi-family development into the surrounding neighborhood rather than creating an isolated compound.

### 9.1.4.2 Building Placement and Orientation | Streetscape Variety

The design objective of this section is to encourage innovative and diverse residential streetscapes that facilitate interaction between residents and include homes that are oriented to the street.

This section addresses the relationship of private residential property with the street. The single-family (LDR, MDR, HDR I) neighborhoods within the WLSP are encouraged to employ a mix of densities and lot sizes to create diversity of housing for an interesting streetscape. It is not intended that one residential street have several lot sizes adjacent to one another, but rather that there is a feathering of densities from the higher density neighborhoods to the lower density neighborhoods to create a distinctive variety in streetscapes and reduce the potential for a sea of sameness in the neighborhoods. For example, the MDR land use could have a neighborhood of 7 du/ac product as well as a neighborhood of 10 du/ac product. Streetscapes should be pedestrian friendly and convey a sense of belonging to the residents of the neighborhoods. Orienting the homes to the street as well as creating variety and interest in the home design can help foster this sense of belonging and encourage residents to walk and enjoy the neighborhood setting and nearby amenities (parks, schools, shopping, etc.).

The following streetscape variety design guidelines apply to residential projects within the WLSP:

1 Special standards to allow flexibility in the design of higher density single-family residential development include:

   - Duplexes on corner lots are permitted throughout single-family neighborhoods.

2 To achieve variation in single-family communities, the master home plan series (a master home plan series is defined as a builders' product offering for a community, for example Builder X might be offering three models, two single story and one two story ranging from 1200 to 1800 square feet) for each subdivision shall include a minimum number of floor plans and elevations based on the number of units within the subdivision:

- Less than 100 units – minimum of three (3) floor plans with three (3) elevations per floor plan.
- Between 101-200 units – minimum of four (4) floor plans with three (3) elevations per floor plan.
- More than 200 units – minimum of five (5) floor plans with four (4) elevations per floor plan.

3 The design of single-family structures shall be varied along a street to create variety and interest. Streetscape variety shall be accomplished through alteration in placement, massing, and composition of each adjacent model/floor plan within the master home plan series (see details provided under Architecture | Style and Design Details of this section).

4 Multi-family projects with two or more buildings shall be designed with different building setbacks or facade variations to avoid the creation of a monotonous streetscape.

### 9.1.4.3 Building Placement and Orientation | Orientation of Homes on Lots

The design objective of this section is to design and construct residential units that create safe, pleasant, and active neighborhoods.

Buildings should be sited and oriented to the street to create an inviting streetscape. Interesting streetscapes promote pedestrian activity in and around the site. Buildings at or near the street can help create a dialogue between adjacent uses.

The following design guidelines apply to the orientation of homes on lots in the residential projects within the WLSP:

1 Residential development adjacent to designated open space areas should maintain visual access to the open space from residential units, common buildings, and/or streets (buildings should not back up to open space areas creating areas hidden from public view).

2 To facilitate development of higher density single-family detached and attached homes, implementation of alleys should be considered for accessing garages, off-street parking, utilities, and trash facilities.

3 Multi-family buildings shall be designed with structural and spatial variety along the front facade and staggered roof planes to create an aesthetically pleasing "roof bounce," or skyline effect. The intent is to avoid a monotonous or institutional appearance. Building placement and setback variation for townhome projects shall be reviewed by city staff on a case-by-case basis.

4 Multi-family buildings should be placed along the street or at corners to help enliven the public street and provide "eyes on the street" for safety.

### 9.1.4.4 Public Spaces and Pedestrian Amenities

The design objective of this section is to create aesthetically pleasing and vibrant places to gather within residential projects and provide common open space areas and amenities for the use and enjoyment of residents within residential projects.

Public spaces and amenities add a sense of community and allow residents to gather. Projects should incorporate public spaces and pedestrian amenities that are centrally located, functional for a variety of uses, and aesthetically pleasing. Open space areas within higher density single-family and multi-family projects are particularly important to functionally and visually unify a development. Multi-family residential projects in particular must focus on providing quality open space areas to allow residents to recreate, relax, and enjoy the outdoors. Patios, porches, balconies, and courtyards should also be provided for private open space. Open space features should be carefully integrated into the design of multi-family projects to provide safe areas that can be easily surveyed from nearby dwellings or the street and complement the building architecture and project site design.

The following design guidelines apply to the public spaces and pedestrian amenities within higher density single-family and multi-family residential projects in the WLSP:

1 Common open spaces should be readily accessible from all residential units.

2 Common open space shall be incorporated into the site plan as a primary design feature and not just as remnant pieces of land used as open space. The open space should be centrally located and positioned within the view shed of the nearest units, such that the residents can watch over the area.

3 High density residential projects (HDR-I and HDR-II) shall provide at least one of the amenities for residents listed below. Amenities in common areas may be counted toward open space requirements:

- Tot lot or play structure
- Community garden
- Picnic tables and BBQ area with shade structure(s)
- Swimming pool
- Indoor recreation facility (may provide up to 20% of open space requirement)
- Sports courts (e.g. tennis, basketball, volleyball)
- Natural open space area with benches, viewing areas, and/or trails
- Other active or passive recreation areas that meets the intent of this guideline

### 9.1.4.5 Parking

The design objective of this section is to ensure that parking areas for residential projects do not dominate the views of residential development from public streets and sidewalks.

Off street parking is necessary for multi-family projects and often for higher density single-family developments as overflow or guest parking as well. Large parking areas can dominate the streetscape views. Parking should be sufficient for residents and be conveniently located near individual units, preferably in smaller parking pods, rather than as one lot or contiguous row.

For large multi-family projects, it is usually beneficial to have several smaller parking areas. Proper parking placement and screening allows parking areas to integrate into the overall project design seamlessly and create a more visually appealing site.

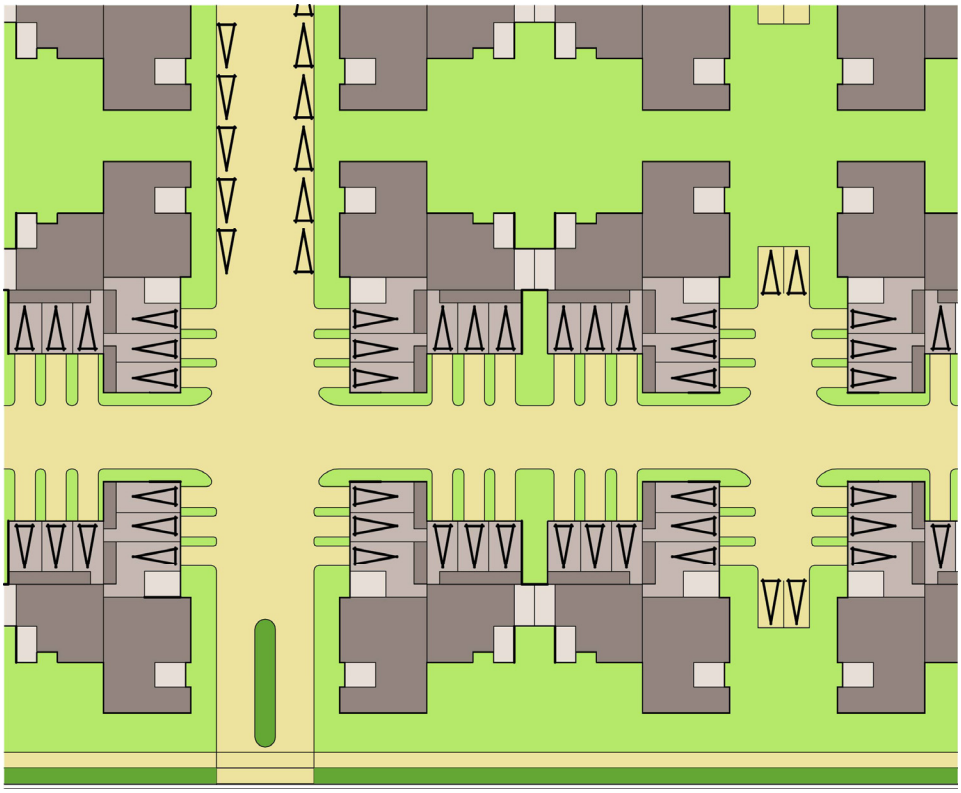
The following design guidelines apply to the parking areas within residential projects in the WLSP:

1 Design and locate parking areas in multi-family projects such that the walk from the designated parking areas to the dwellings is short and direct. All resident and visitor parking spaces shall be clearly identified.

2 Buffer multi-family residential units from parking areas by:

- Providing a landscaped screen with a minimum height of three feet (berm, hedge, wall, or other) where possible.
- Providing a minimum 10 foot width landscaped area between paved areas and residential units at non-garage sides of buildings.

3 Use a combination of on-street and off-street parking for multi-family projects. Parallel parking along local streets within residential projects is strongly encouraged to slow traffic and serve as a buffer between the street and sidewalk.



**Combination of on-street and off-street parking**

### 9.1.4.6 Style and Design Details | Garage Placement and Design

The design objective of this section is to design residential communities to mitigate the dominance of the garage on the streetscape through a variety of garage configurations, ensuring that the garage is secondary to the main home/living area in single-family detached and attached residential neighborhoods.

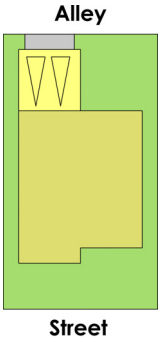
By placing the garages subordinate to the living area, a more aesthetically pleasing streetscape is developed. Pedestrians will also feel a sense of welcome and security by bringing the living areas of the home closer to the street as opposed to walking past a wall of garage doors.

The following design guidelines apply to garage placement and design within residential projects in the WLSP:

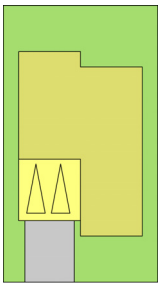
1 Within a master home plan series, there shall be a variety of garage placements to avoid dominating the streetscape with garage doors. To achieve this, the following is required:

- Only one in three of the master home plans are permitted to have a garage door facing the street that extends beyond the primary living area of the home. The garage door may extend a maximum of three feet (3') beyond the primary facade of the home.

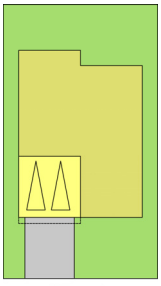
- For all garages, one or more of the following techniques shall be used to minimize the visual impact of the garage door:



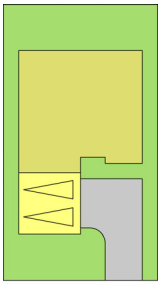

Place the garage at the rear of the lot accessed from a side street or an alley, attached or detached from the main dwelling.




Recess the garage behind the living area of the home (minimum 5') or behind the designated outdoor living area of the home (e.g. porch or patio).



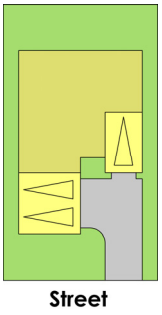

Cantilever the second story (or project a portion thereof) out over the garage (minimum 12").



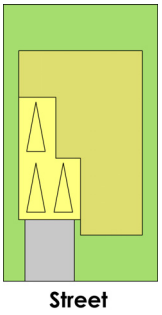

Place the garage perpendicular to the street (side entry garage) and include windows along the elevation facing the street.

- Articulate garage doors with windows, paneling, or other style-appropriate detailing, recess a minimum of one foot from the garage door frame, paint the door a darker contrasting color (to create a carriage door effect), and/or provide carriage style doors.

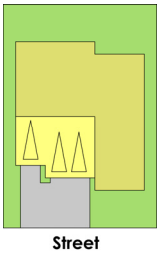
2 The appearance of three of more garage spaces facing the street should be avoided or minimized. To that end, all homes with three or more garage bays shall be designed using one of the following techniques:




Shift the orientation of the garage so that one or more of the garage doors do not face the street (e.g. side entry garage that is not perpendicular to the street). When a side entry garage is designed in conjunction with a garage facing the street (two-car garage/one-car garage split), the design shall include an announcement of entry to the livable portion of the home. Entry treatments may include a trellis, arbor, gate, landscape, and/or enhanced pavement. The street-facing elevation of the side entry garage must include windows.




Create tandem parking spaces (more than one car deep) so that a maximum two-car garage faces the street.




Utilize a single garage door that is offset and separated from the face of the two-car garage door or utilize three single garage doors. Additionally, garage doors shall be recessed a minimum of six inches (6”) from the garage door frame and garage doors shall be a darker material or be painted a darker contrasting color.

- Other creative design alternatives that serve the functional equivalent of minimizing the appearance of three garage doors facing the street are encouraged to be presented and shall be evaluated by city staff on a case-by-case basis.

3 The width of garage doors facing the street shall not exceed 50 percent of the width of the home. Subdivisions with lot widths less than 50 feet may increase this proportion to a maximum of 60 percent. Alley-loaded single-family detached, single-family attached, and

multi-family homes are allowed a two car garage door width even if this width exceeds 60 percent of the width of the home.

4 Where proposed in multi-family projects, carports and garages shall be designed to complement the project architecture in terms of design, materials, and colors.

### 9.1.5 Architecture

The intent of this section is to promote quality architectural design that enhances the character of the City of Ceres. Neighborhoods should incorporate a range of identifiable and compatible architectural design styles. Residential buildings should be designed to avoid large, featureless facades. Larger multi-family structures should be designed to be compatible with surrounding single-family neighborhoods.

The residential architecture section encompasses the following subcategories:

- Massing, Scale, and Form
- Style and Design Details
- Style and Design Details | Facades
- Style and Design Details | Entries

#### 9.1.5.1 Massing, Scale, and Form

The design objective of this section is to encourage residential design that is visually interesting, establishes streetscape variety, is pedestrian in scale, and compatible with surrounding neighborhoods and land uses.

The mass, scale, and form of residential buildings should enhance the public realm. Multi-family residential development should be designed to be compatible with adjacent development. All proposed buildings should contribute to the design of the neighborhood with regard to mass and scale, architectural style, and use of colors and materials.

The following design guidelines apply to the mass, scale, and form of residential projects in the WLSP:

1 The structural massing of larger residential buildings shall be broken down into smaller component parts representative of individual dwelling units or homes using the techniques listed below. Exceptions may be granted for multi-family dwellings designed to look like large single-family detached homes. Design techniques to reduce mass include:

- Articulation such as dormers, overhangs, balconies, wall projections, and porches.
- Varied roof form as appropriate to the style of the house, such as: hipped roofs, gabled roofs, varying roof pitches, and roof dormers.
- Material changes to create variations.
- Staggered and jogged unit plans.
- Color blocking.

2 When located adjacent single-family detached homes, the design of multi-unit structures along the project edge should be designed to transition in scale. This can be achieved by:

- Subdividing perimeter buildings into segments compatible with adjacent residential scale (e.g. upper story setbacks).
- Limiting the height of the portion of the multi-family structures within 100 feet of the common boundary to two stories. Beyond 100 feet, structures (and portions thereof) up to the height limit of the overall project are permitted.

3 Attached products should look like separate and distinct units by the use of clearly identified entries, style and design details, and differing roof forms to avoid an institutional appearance.

4 Each home within a master home plan series shall be designed to ensure substantial variety. Compliance with the following design provisions reduces the possibility of streetscape monotony.

- Design rooflines with changes in ridgeline direction and configuration to ensure variation in rooflines between structures. No more than two floor plans within a

master home plan series shall include the same roofline. Varying rooflines and plate heights creates an aesthetically pleasing "roof bounce" or skyline effect and animates the streetscape.

- A minimum of one of the homes plans in each master home plan series shall be single story. This requirement does not apply to medium density residential development (greater than 7 du/ac).

- All homes should be oriented to the street by utilizing floor plans the de-emphasize garage fronts and encourage living forward home designs to activate and engage the street.

- Most homes in a master home plan series shall typically have a designated outdoor living area (e.g. porch, courtyard, or patio) that is at least six feet (6') deep and eight feet (8') wide to accommodate seating.

5 Design of individual homes should provide interest and balance of mass and proportions. Design techniques include:

- Use of horizontal elements to soften vertical elements in an elevation.

- Minimize use of tall or two story high design elements with no architectural relief.

- Keep second floor exterior wall heights as low as possible.

- Simplify roof forms to reduce bulk (e.g. minimum number of hips and valleys).

### 9.1.5.2 Style and Design Details

The design objective of this section is to establish unique neighborhood identity through the architectural style of residential development, contributing to the enhanced character of Ceres.

The architectural style of a residential development creates the identity for the project and contributes to the character of the entire community. The intent of the following design guidelines is to establish a minimum set of parameters to ensure quality architectural design, regardless of the architectural style employed.

The following design guidelines apply to the style and design details of residential projects in the WLSP:

1 Architectural design themes are encouraged to establish a unique project identity.

2 No two identical floor plans and building elevations within a master home plan series shall be located directly adjacent or across the street from one another.

### 9.1.5.3 Style and Design Details | Facades

The design objective of this section is to ensure that the design of facades reflect the architectural style of the home/unit and are designed at a human scale that facilitates pedestrian activity of adjoining streets.

Residential building frontages provide the interface between public and private space and should create a sense of place and a feeling of belonging. Architectural details should provide visual interest to the pedestrian and complement the character of the development. Facades should also be designed to allow visibility of the adjacent street, sidewalk, and open space areas from inside the home. This provides "eyes on the street" which enhances security of residential areas.

The following design guidelines apply to the style and design details of facades within residential projects in the WLSP:

1 Architectural treatments on the front elevation and all elevations facing public right-of-ways and open space areas shall provide visual interest through the following methods:

- At least three primary architectural elements from the front elevation shall be repeated on the side and rear elevations to create 4-sided architecture. (e.g. shutters, window trim, etc.)
- Provide additional detail along the base of multi-story, multi-family buildings.
- Provide architectural features to articulated facades such as trim with substantial depth and detail, window boxes, brackets, overhangs, and/or trellises.

2 All homes throughout the WLSP shall be designed with the following elements:

- Facade materials shall wrap along the side yard elevation to the side yard fence.

- At least one primary architectural element from the front elevation shall be repeated on the side and rear elevations to create 4-sided architecture. (e.g. shutters, window trim, etc.)

3 Facades shall be designed to include entries, porches, and other architectural elements that relate to the human scale and provide a transition from public to private space with the following characteristics:

- There should be a clear entry sequence extending from the public sidewalk to the front door.

- Front porches, where provided, shall be functional with a minimum usable depth of five feet (5').

- Provide clearly defined site and building entries that are in scale with the proposed project and relate directly to the street frontage.

- Front door location and lighting should be designed with security in mind. For detached units fronting on a street, visibility is an important design feature to be considered. For medium density units, front doors may front on a street, courtyard, or other more active type area. Special attention should be paid to front door locations in high density project as well.

- Front doors should make use of distinctive architectural elements and materials to denote the entrance.

- Doors should complement the architectural style, both in design and color, and include corresponding door hardware.

4 Ensure that openings in the facade contribute to the overall design of the building and promote a relationship to the human scale through the following methods:

- Use window molding, shaped frames and sills, and other techniques to enhance openings with additional architectural relief.

- When used, window or door shutters shall be scaled appropriately so that they would cover the window or door if closed.

- When appropriate to the architectural style, frame all windows with a minimum of 4-inch trim and inset into facade to provide depth and shadow lines.

5 Where upper story units in multi-family buildings provide balconies or decks, they shall be sufficient to accommodate two chairs and a small table (minimum six feet (6') deep). Balconies are a generally preferred design element.

6 End units in multi-family buildings should have articulation such as windows and doors.

### 9.1.5.4 Style and Design Details | Entries

The design objective of this section is to create an inviting transition between public and private areas through well-designed residential entry thresholds.

Residential entries should provide a defined transition between the public and private realm. They should convey a sense of privacy while expressing a welcome entryway for those who approach. The design of the door should respond to the level of activity along the street.

The following design guidelines apply to the style and design details of residential entries within residential projects in the WLSP:

1 Some residential entries are encouraged to be separated from the street by semi-private transition areas, with one of the following characteristics:

- Where utilized, stoops should be raised above street grade at least three feet (3') (mid-level entry configuration).

- A private entryway recessed and separated from the sidewalk with a gate, fence, wall, or other method.

2 All primary entrances into residential multi-family buildings or individual units shall provide weather protection extending a minimum of four feet (4') from the building facade.

3 Residential entryways should have one or more of the following characteristics:

- Differentiated roof, awning, or portico at the entry.
- Multi-panel doors.
- Transom windows and/or sidelights.
- Durable, high quality metal door hardware.
- Doors that give the effect of wood solid core doors.

### 9.1.5.5 Architectural Style Palette

The residential communities within the West Landing Specific Plan area are conceived as traditional family-oriented neighborhoods. This vision builds on the rich small town heritage found in the established neighborhoods in and around the City of Ceres. This community will bring together traditional architectural styles rooted in a common time period. This philosophy of community building allows each neighborhood to have a unique identity while also having a common thread to bind the community together.

While diversity of architecture is encouraged, each home or building shall be designed with a single architectural style. The authentic implementation of appropriate architectural styles is encouraged (an excellent reference is A Field Guide to American Houses by Virginia and Lee McAlester).

In general, residential architectural styles included in the WLSP could be classified as authentically American, or as authentic American interpretations of classic architectural movements. The styles recommended in these guidelines were prevalent from the late 1800s through the mid 1900s and have been used in many of the most popular neighborhoods in the region.

In addition to those architectural styles identified and discussed in this section 9.1.5.5, additional architectural styles may be proposed for review and determination by the Planning Commission. If a different architectural style is proposed from those listed herein, the Architect proposing such a style shall provide the City evidence as to how the proposed architectural style meets the intent of the Design Guidelines (as identified in this Chapter 9.0 of the WLSP), and the overall WLSP vision. The approval of an alternative architectural style is within the sole discretion of the City as the WLSP provides eleven (11) acceptable architectural styles, which is generous in both number and character.

The following are the identified architectural styles for the WLSP:

- American Farmhouse
- Craftsman
- Folk Victorian
- Italianate
- Monterey
- National
- Queen Anne
- Shingle
- Spanish Colonial Revival
- Stick
- Western Ranch

While these styles are deeply rooted in history, there is room for some appropriate level of abstraction. Generally, the degree of abstraction will correlate with the population density of the

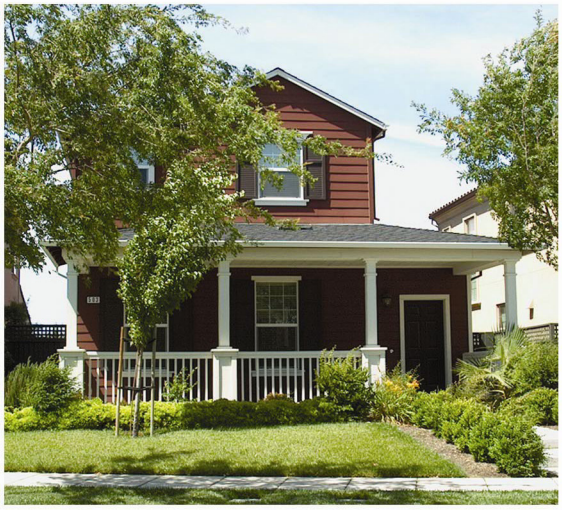
homes being designed. In other words, the most pure interpretations should occur in the lowest density areas; more dense areas may bear more abstract and contemporary interpretations.

Maintaining balance between an architectural style's historical integrity and truly abstract interpretation is critical. Optimal balance can be achieved by simply updating the style with use of modern materials. For example, a Craftsman style home traditionally has a front porch. A modern interpretation would respect that massing but may use a standing seam metal roof over the porch element. Massing would still read as a Craftsman style home, but selected materials offer a more modern edge. Residential architects are encouraged to explore all of these styles creatively and in their own way.

### 9.1.5.5.1 American Farmhouse

Early settlers developed the first Farmhouse styles in response to their lifestyle, available materials and their environment. The homes were influenced by Colonial, Stick and Cape Cod styles, evolving as the settlers moved westward. The style is simply organized and similar to ranch style. Finishes and detailing are more refined than ranch style homes and less rustic in nature.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Rectangular, typically two-story.<br>• Symmetrical or asymmetrical.<br>• Variety of porch sizes; at entry, full facade or wrap around. | • Two-story with opposing wings in larger homes.<br>• One- or two-story wings and covered porches.<br>• Covered porches along entire facade (50 percent minimum) or wrapping around corners. |
| Roof | • Roof pitch 6:12 to 10:12 with porches of lower profiles.<br>• Dominate gable roof forms with shed, hip and gambrel alternatives.<br>• Concrete shingles that are flat or resemble wood shake. | • Roof dormers, shed, hipped or gabled, symmetrically organized.<br>• Extended or tight wood fascias and rakes.<br>• Fascias and rakes may be box end soffit or open with exposed rafters and starter board.<br>• Eave mouldings. |
| Walls | • Combinations of exterior materials such as siding, board and batten, stucco, brick, stone, timber and beam.<br>• Small square or round porch columns.<br>• All material changes must occur on an inside corner. | • Picket railings at porches in various styles.<br>• Stone at foundation. |
| Windows and Doors | • Wood or composite window and door trims.<br>• Single hung windows with or without window grids. | • Decorative window shutters. |
| Details | • Verge rafters.<br>• Water table at siding areas. | • Roof ornamentation such as cupolas, weather vanes, or dovecote accents.<br>• Chimneys clad in stone, brick, stucco, or siding with basic rectilinear termination caps. |



### 9.1.5.5.2 California Bungalow

California Bungalow style homes are rooted in the Craftsman style and deeply respect the materials they are crafted from. The style itself is meant to recall an earlier and simpler time in history as well, with richly detailed wooden built-in cabinetry and furniture. Cottage type massing and Craftsman style details are common.

California Bungalows always have street-facing gables with composition or shingled roofs in organic colors. Eaves are broad and overhanging and chimneys are centrally located in the floor plan. Casement windows are featured along with deep front porches supported with broad Craftsman-style square columns.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Simple one or two-story boxed massing with vertical and horizontal breaks. | • Varied plan shapes. |
| Roof | • 4:12 to 5:12 roof pitch.<br>• 16” to 24” overhangs.<br>• Flat concrete tile with a shingle appearance.<br>• Basic gabled roof, side to side with cross gables. | • Varied porch roofs; shed or gabled.<br>• 18” to 36” overhangs.<br>• Extended and shaped barge rafters.<br>• Exposed roof structure (rafter tails), sometimes decorative. |
| Walls | • Horizontal or shingle siding; may be combined with stucco.<br>• All material changes must occur on an inside corner. | • Stone base accents on walls and/or porch, and board and batten.<br>• Shingle siding used as an accent treatment.<br>• Battered wall accents.<br>• Wrapped horizontal siding elements on sides and/or rear elevations. |
| Windows and Doors | • Single hung windows at front elevations.<br>• Multi-paned windows or inserts on side and rear elevations in high visibility, public areas.<br>• Use windows individually or in groups. | • Feature a ribbon of windows, three or more. |

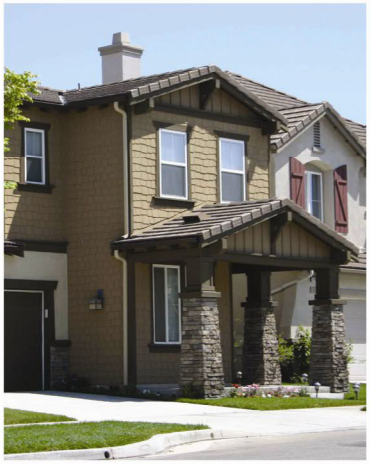
| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Details | • Entry porches with heavy square columns or posts on stone or brick piers.<br>• Shaped wood header trim at windows and doors; wood on siding, foam on stucco.<br>• Simple knee brace.<br>• Surface mounted fixtures on front elevations must complement architectural style. | • Full porches with heavy square columns or posts on stone piers.<br>• Classically styled columns or battered columns.<br>• Blended stone and brick chimney.<br>• Layered wood trims at doors and windows.<br>• Stone and brick base accents.<br>• Open eave overhangs with shaped roof under tails.<br>• Decorative ridge beams and purlins.<br>• Triangulated knee braces.<br>• Garage door patterns to complement style. |

### 9.1.5.5.3 Craftsman

Craftsman style homes were first developed in the early part of the twentieth century in Southern California. Many regional builders across the nation adopted the Craftsman style from house plan publications and mail order houses. The Craftsman style presents shallow pitched roofs with deep overhangs and deep, broad porches displaying rafters, brackets and columns. Groups of windows with a variety of upper muntin patterns are also common. Craftsman homes use a mixture of materials like stone at the foundation, shingles and siding. Asymmetrical door and window arrangements are common.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Traditionally simple massing of one to one-and-a-half stories.<br>• Large entry porch.<br>• Variety of wood column and beam detailing at porches with stone or brick pilaster base.<br>• Symmetrical massing and proportion. | • Varied plan shapes |
| Roof | • Low-pitched roofs with large over-hanging eaves, emphasizing horizontal planes.<br>• 4:12 to 6:12 roof pitch.<br>• 16” to 24” overhangs.<br>• Flat concrete tile with a shingle appearance.<br>• Basic gabled roof, side to side with cross gables. | • Varied porch roofs; shed or gabled.<br>• 18” to 36” overhangs.<br>• Extended and shaped barge rafters.<br>• Roof dormers. |
| Walls | • Exterior wall materials with combinations of wood shingles, siding board and batten, stucco and foundation or wainscot using stone or brick.<br>• While not appropriate as the dominant material, stucco or cement plaster may be combined with the dominant horizontal siding material on front elevations.<br>• All material changes must occur on an inside corner. | • Stone base accents on walls and/or porch, and board and batten.<br>• Shingle siding used as an accent treatment.<br>• Battered wall accents.<br>• Wrapped horizontal siding elements on sides and/or rear elevations. |

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Windows and Doors | • Single hung windows at front elevations.<br>• Multi-paned windows with wood trim,<br>• Use windows individually or in groups.<br>• Asymmetrical doors and windows with simplified wood window surrounds and a projected sill/apron. | • Feature a ribbon of windows, three or more. |
| Details | • Entry porches with heavy square columns or posts on stone or brick piers.<br>• Shaped wood header trim at windows and doors; wood on siding, foam on stucco.<br>• Wood brackets or knee braces.<br>• Surface mounted fixtures on front elevations must complement architectural style. | • Full porches with heavy square columns or posts on stone piers.<br>• Classically styled columns or battered columns.<br>• Blended stone and brick chimney.<br>• Layered wood trims at doors and windows.<br>• Stone and brick base accents.<br>• Open eave overhangs with shaped roof under tails.<br>• Decorative ridge beams and purlins.<br>• Triangulated knee braces.<br>• Garage door patterns to complement style. |



### 9.1.5.5.4 Folk Victorian

Thanks to the railroad boom of the 1850s, the Folk Victorian style spread across the United States in the form of readily available pre-cut detailing from distant sawmills. Lumberyards supplied spindlework detailing for porches or "gingerbread" jigsaw cut scrollwork; symmetrical facades are common.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Simple one or two-story forms with gable front and wing or cross-gabled. | • Porch elements tied at or below main roof.<br>• Wrapping porches. |
| Roof | • Moderately pitched main roofs (6:12 to 8:12) with low pitched (3.5:12 to 5:12) porches.<br>• 12"-16" eaves and rakes. | • Soffited or enclosed eaves. |
| Walls | • Typically horizontal siding with combinations of exposure sizes.<br>• All material changes must occur on an inside corner. | • Enhanced "scale" shingles at gables. |
| Windows and Doors | • Single hung windows with or without mullions. | • Panel or louvered shutters. |
| Details | • Decorative wood posts at porches. | • Decorative railings.<br>• Spindle work at porches. |

### 9.1.5.5.5 Italianate

The Italianate style emerged between 1840 and 1885 in the new developing towns of the Midwestern United States. Italianate homes were commonly seen in port cities like San Francisco and cities along the northeastern seaboard. Italianate style was born in England as part of the picturesque movement and draws its inspiration from the formal Italian renaissance townhouse.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Asymmetrical or symmetrical massing generally in two or three stories.<br>• Single story porches with slender square or round columns. | • L-shaped plan form with an engaged tower. |
| Roof | • Front gable projection combined with low pitch hip roofs at 4:12 or 5:12.<br>• Decorative cornice with brackets under wide overhanging eaves. | • Dormer elements with hip roofs.<br>• Soffited eaves with repetitious bracket details. |
| Walls | • Generally stucco or tightly spaced horizontal siding.<br>• Stucco as exterior finish with tightly spaced cement siding or brick as accent materials.<br>• All material changes must occur on an inside corner. | • Brick or masonry facade.<br>• Balcony projections on upper floors. |
| Windows and Doors | • Tall narrow windows.<br>• Single hung windows with elaborated window crowns in a simple inverted u-shape and are pedimented.<br>• Windows can be framed with wide trim.<br>• Paired or tripled windows are common.<br>• Windows may be rectangular, flattened arch, segmented or full arch. | • More elaborate built up window trims.<br>• Bay windows.<br>• Paired or single doors with glazing and elaborate trims or pediments. |
| Details | • Repeated corbels and brackets.<br>• Symmetrical arrangement of details. | • Large eave bracket arranged in pairs on a deep trim band elaborated with panels or moldings. |

### 9.1.5.5.6 Monterey

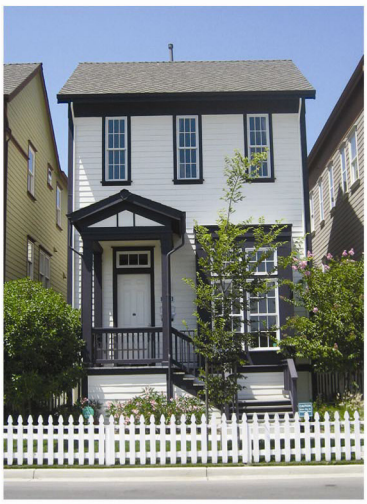
The Monterey style became popular in the early 1900s and is a free revival of the Anglo-influenced Spanish Colonial homes of northern California. Monterey style blends Spanish adobe-style construction with pitched roof massing brought to California from New England. Simple roof forms are embellished by cantilevered balconies.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Traditionally two-story, rectangular form.<br>• Second story balcony covered by principal roof.<br>• In single-story homes, a porch may be used in lieu of second-story balcony. | • Cantilevered second story balcony covered by principal roof. |
| Roof | • Low-pitched gabled roofs.<br>• Slate-look tile roof. | • S-tile roof. |
| Walls | • Examples include brick at first floor that may be painted.<br>• Stucco is the dominant exterior finish.<br>• All material changes must occur on an inside corner. | • Some examples may include horizontal wood siding.<br>• Thickened walls. |
| Windows and Doors | • Paired windows.<br>• Fixed panel or louvered wood shutters.<br>• 4x4 window grids. | • French doors accessing balconies. |
| Details | • Wood posts at balconies. | • Exposed decorative wood elements at balconies. |

### 9.1.5.5.7 National

The National style is derived from homes built in late 1800s throughout the United States. National Style is one of the first architectural styles to be recognized across the nation. Gable roof forms use a moderate pitch coupled with simple massing to form the basis of the style. Horizontal siding in key areas, panel shutters, and full window surrounds complete the style.

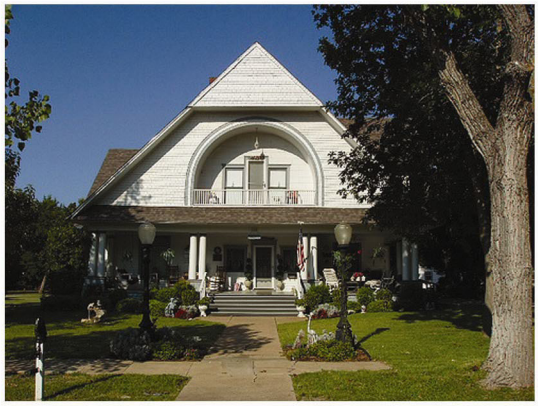
| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Rectangular massing with covered porches.<br>• Traditionally, a two-story home with low-pitched gable roof.<br>• Porches supported by rows of columns with simple decorative time at base and capital<br>• Picket railings.<br>• Square wood post or column supports. | • Wrap around porches at front and sides.<br>• Decorative or turned posts or columns. |
| Roof | • Flat tile or composition roofing. | • Cornice at eaves. |
| Walls | • Horizontal siding is the dominant exterior material.<br>• While not appropriate as the dominant material, stucco or cement plaster may be combined with the dominant horizontal siding material on front elevations.<br>• All material changes must occur on an inside corner. | • Quoins or engaged columns at building corners. |
| Windows and Doors | • Single hung windows.<br>• Windows recessed behind porches.<br>• Traditional wood window head, jamb and sill trims; head trim mimics decorative crown or cornice. | • Appropriately sized louvered wood shutters to cover entire window opening.<br>• Pedimented entry door and windows. |
| Details | • Verge rafters.<br>• Decorative gable windows. | • Walkout balcony over covered entry. |

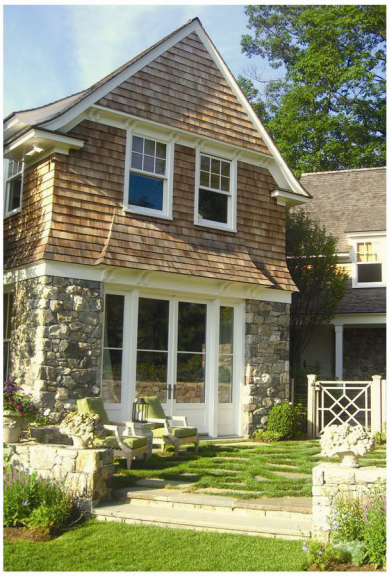


### 9.1.5.5.8 Shingle

Shingle style homes were primarily built between 1880 and 1900 and included adaptations from other aesthetic traditions. Wide porches, shingled surfaces, and asymmetrical forms were borrowed from the Queen Anne style. Palladian windows, gambrel roofs, and classical columns were adopted from Colonial Revival style. Many Shingle style homes contain towers that are more likely to appear as partial bulges or half towers.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Rectangular massing.<br>• Extensive porches.<br>• Multi-level eaves.<br>• Asymmetrical facade.<br>• Roof dormers in gable, hip, eyebrow and shed firms.<br>• Stone and/or shingled porch supports.<br>• Coved eaves. | • Extensive full front or L-wrap porch.<br>• Massive piers of stone or shingle cladding as porch supports.<br>• Squat half-towers. |
| Roof | • Side gable, front gable, or cross-gabled roof forms.<br>• Flat tile or composition. | • Hipped roof with cross gables.<br>• Gambrel roof, often with gambreled cross gables. A full second story is usually incorporated into the steeper, lower slope of the gambrel, giving a one-story appearance. |
| Walls | • While not appropriate as the dominant material, stucco or cement plaster may be combined with the dominant horizontal siding material on front elevations.<br>• Wall cladding of continuous wood shingles.<br>• All material changes must occur on an inside corner. | • Wavy wall surface<br>• Patterned shingles<br>• Rough hewn stone on lower stories |
| Windows and Doors | • Strips of three or more contiguous windows.<br>• One- or two-story bay windows. | • Walls curving into windows.<br>• Palladian windows may be used. |
| Details | • Most variants and details are designed to enhance either the irregularity of the shape or the uniformity of its surface.<br>• Decorative detailing, when present, is used sparingly. | • Massive Romanesque or Syrian arches may be used on porches or entrances.<br>• Stone arches over windows and porches. |





### 9.1.5.5.9 Spanish Colonial

Spanish Colonial, also known as Spanish Eclectic, is an adaptation of Mission Revival style enriched with additional Latin American details and elements. The style attained widespread popularity after its use at the Panama-California Exposition of 1915. Its distinct features include low-pitched broad roofs and sweeping half-round or parabolic arches with enhanced decorative window and balcony details. Further architectural distinction was established through the use of tile roofs, stucco walls, heavily textured wooden doors and highlighted ornamental ironwork.

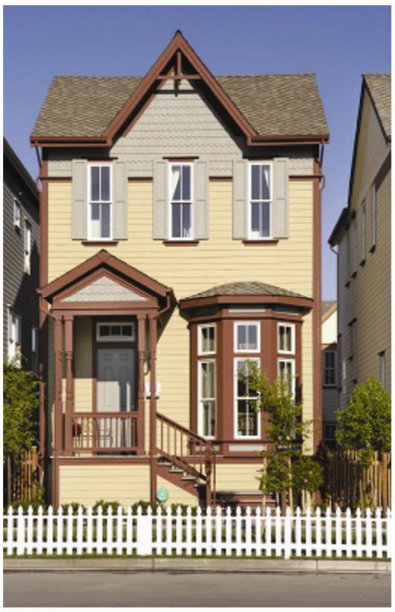
Key features of this style were adapted to California locales. Plans were informally organized around a courtyard with a very simply articulated/detailed front elevation. The charm of this style lies in its contrasting materials and textures, directness and adaptability.

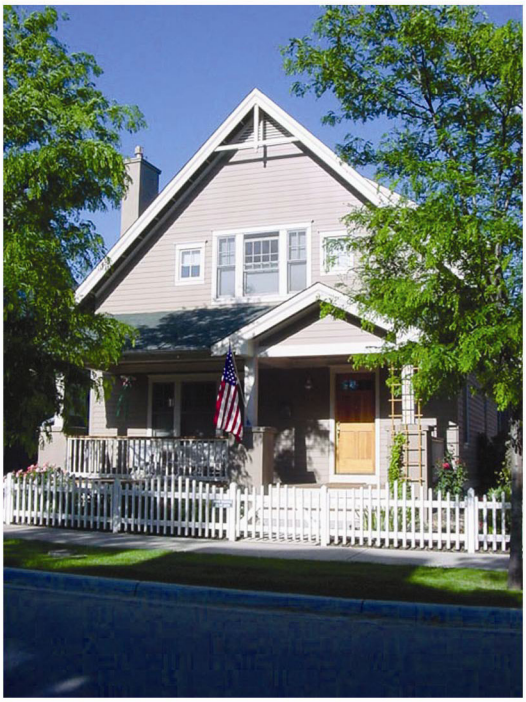
| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • One or two-story massing with strong one story element. | • Simply articulated two story boxed plan massing with not more than 50 percent of the one story element across the front elevation. |
| Roof | • 4:12 to 5:12 roof pitch.<br>• Up to 18" overhangs.<br>• Simple hip or gable roof with one intersecting gable roof.<br>• Flat concrete tiles. | • Shed roof over porch.<br>• Barrel or S-shaped concrete tiles. |
| Walls | • Stucco. | • Stucco with sand or smooth finish. |
| Windows and Doors | • Vertical multi-paned windows or inserts at front elevations.<br>• Simple "two by" window and door trim; wood or stucco on foam. | • Feature recessed arched window.<br>• Accent beveled glass recessed window.<br>• Single or grouped round top windows.<br>• Multi paned windows or inserts on side and rear elevations in high visibility public view areas. |
| Details | • Stucco over foam window and door trim.<br>• Surface mounted fixtures on front elevations must complements architectural style. | • Wrought iron balconies and accent details.<br>• Shaped rafter tails at feature areas.<br>• Entry door design to complement style.<br>• Garage door patterns to complement style.<br>• Arched stucco column porches. |

### 9.1.5.5.10 Stick

The Stick style is a truly American interpretation of the mid to late 1800s picturesque architectural movement. Stick style wall surfaces serve as a decorative element with detailing applied at doors, windows, or cornices. Stick style grew and flourished in the American house pattern books of the 1860s and 1870s. Unlike true half-timbering, visible stick work was merely applied decoration and had no structural relationship to the actual construction of the building.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Rectangular two-story form.<br>• Porch or veranda with diagonal or curving support braces. | • Tower element. |
| Roof | • Gabled roof, usually steeply pitched.<br>• Steeply pitched cross gables.<br>• Overhanging eaves, usually with exposed rafter ends.<br>• Diagonal or curving porch-support braces. | • Decorative trusses in gables.<br>• Late transitional examples may have hipped roofs with lower cross gables.<br>• Dormers. |
| Walls | • While not appropriate as the dominant material, stucco or cement plaster may be combined with the dominant horizontal siding material on front elevations.<br>• Stickwork in horizontal, vertical, or diagonal trim bands raised from wall surfaces.<br>• Shingle wall cladding.<br>• All material changes must occur on an inside corner. | • Decorative cornice at eaves. |
| Windows and Doors | • Trim often integral with stickwork bands. | • Squared bay with cornice and brackets. |
| Details | • Varied patterns of wood (or fiber cement) siding and shingles applied in the square and triangular spaces created by stickwork.<br>• Wood (or fiber cement) wall cladding as horizontal siding or shingle.<br>• Stucco may be used as the dominant material on elevations not visible from public ways. | • Knee brackets at gable.<br>• Decorative/pattern cut rake boards. |



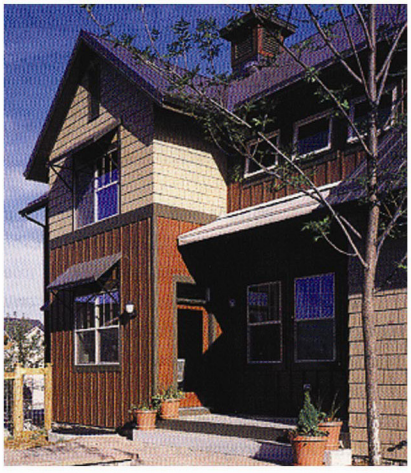


### 9.1.5.5.11 Western Ranch

Western Ranch architecture evokes a style of early ranch and mining towns. Its rustic utilitarian qualities represent the simplicity of construction techniques and materials typical of this style, developed in response to lifestyle and environment conditions. The Western Ranch style is influenced by colonial, stick, shingle, and Cape Cod traditional architecture.

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Form | • Long, rectangular massing.<br>• One-story covered porches, relating to front and rear views, amenities, and streets.<br>• Symmetrical with asymmetrical wings and extensions.<br>• Simple forms giving the appearance of being added on over time.<br>• Casual, comfortable scale. | • Two-story main structure with one-story ells or wings. |
| Roof | • Dominate gable roof forms with shed and hip accent features such as covered porches, dormers, etc.<br>• Roof pitch ranging from 3:12 to 10:12.<br>• Extended deep wood eave and rake overhangs.<br>• Gable roofs are the primary roof type. Multiple roofs create picturesque roofscapes.<br>• Covered porches with a shallow roof pitch breaking into the main roof plane.<br>• Asphalt singles, wood shake shingle, or flat concrete tile. | • Accent roofs of cortin steel or metal standing seam at porches, dormers, and other accent roof features.<br>• Rafter tails comprised of exposed, heavy wood timber framing. |
| Walls | • Combinations of exterior materials such as siding, board and batten, stucco, stone, timbers, and beams.<br>• Simple organization of exterior material application.<br>• All material changes must occur on an inside corner. | • Stone foundation elements.<br>• Stone massing elements. |

| Element | Minimum Requirements | Enhanced |
|---|---|---|
| Windows and Doors | • Simple 2x4 wood window and door trims.<br>• Symmetrically organized.<br>• Typical rectilinear windows symmetrically stacked.<br>• Single or ganged windows.<br>• Single entry doors, full light of glazing in upper panel.<br>• Patio doors ganged or flanked with tall windows. | • Divided light windows and doors.<br>• Patio doors ganged or flanked with tall windows. |
| Details | • Raised covered porches.<br>• Picket railings.<br>• Square wood post or column supports.<br>• Detailing represents a simple rustic quality.<br>• Limited use of shutters.<br>• Gable end vents.<br>• Chimneys clad in stone, stucco, or siding with basic rectilinear termination caps. | • Exposed wood or faux rafters, rakes, and structural members. |



## 9.2 COMMERCIAL

### 9.2.1 Purpose

The WLSP aims to provide a compatible mix of land uses for people to live, work, and play. The purpose of the design standards and guidelines contained within this section is to ensure that commercial and commercial mixed-use development is consistent with the Ceres General Plan and its objectives for development that is well designed, compatible with adjacent land uses, contributes to the character of the street, neighborhood, and larger community, and creates vibrant, pedestrian-friendly places.

The guidelines contained within this chapter apply to projects consisting of entirely commercial land uses as well as projects that contain a mix of uses that are predominately commercial. The WLSP encourages the integration of different land use types. Projects should not be designed as secluded enclaves, but rather within the context of the surrounding community.

The following Site Design and Architecture guidelines are intended to provide guidance to the Planning Commission for Site Review through a listing of considerations to the approval process for Commercial projects. The Commission will apply these guidelines on an individualized basis giving due consideration to the type of development proposed, the tenant requirements, and the WLSP vision and goal of increasing the level of development within the City of Ceres.

### 9.2.2 Organization

The standards and guidelines provided in this section are divided into two segments: Site Design and Architecture. The Site Design and Architecture sections are organized into subcategories and each section has one or more related design objective. This design objective states what the community wants to achieve. Photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

### 9.2.3 Applicability and Use Types

The design guidelines provided within this section are applicable to the following primary commercial project types, listed below and describes herein.

- Regional Commercial

- Community Commercial

The Regional Commercial and Community Commercial Land Use categories are intended to provide a "power center" type development at the southwest corner of Crows Landing Road and Whitmore Avenue. A typical power center consists of large-scale box type stores, smaller tenants in shop buildings, pad retail and other associated retail and service type uses. Big box and other typical power center stores have standard architectural, parking, siting and signing requirements. The purpose of these design guidelines is to recognize the tenant needs for a typical power center development, while providing some tools or guidelines for consideration in regulating the Site Design and Architecture associated with such a development.

The WLSP acknowledges that Regional Commercial and Community Commercial, by the nature of the customers they attract, are typically automobile oriented. At the same time, since these areas are adjacent to the residential components of the WLSP, they should be pedestrian and bicycle friendly, and not designed in a way that inhibits pedestrian flow to and within the site. As Crows Landing Road and Whitmore Avenue are major roadways, the expected amount of pedestrian traffic from these throughfares is likely to be minor, but internal pedestrian traffic, and foot traffic from within the WLSP, is expected to occur.

Neighborhood commercial provides the opportunity for a more traditional neighborhood serving retail development within the WLSP, and is therefore covered under a separate section, see Section 9.3 Neighborhood Commercial | Town Center.

### 9.2.3.1 Regional Commercial

The regional commercial district within the WLSP is envisioned to provide a location for large-scale retail development to serve the residents of the WLSP, the greater Ceres area, and the larger region. Although it is recognized that there are certain elements of signage and corporate identity that are inherent to most anchor tenants, building design should incorporate a variety of scale, massing, materials, and colors.

### 9.2.3.2 Community Commercial


The community commercial district within the WLSP is envisioned to provide a location for large-scale retail development and services for the residents of the WLSP and the greater Ceres area. The buildings should be designed to be compatible with the entire WLSP area and the adjacent Regional Commercial area. Varying color, scale, and material in adjacent storefronts is encouraged. The use of building forms with long, uninterrupted facades is discouraged, these should be relieved through means such as columns, pilasters, color/materials changes, and the like.

## 9.2.4 Site Design

The regional commercial and community commercial districts are intended to be vibrant projects that serve local, community-wide, and regional shopping, entertainment, and recreational needs; therefore, a mix of compatible uses is encouraged. Projects are encouraged to provide pedestrian-friendly development through means such as clear separation of vehicular and pedestrian travel. Development should be visually appealing from adjacent streets and surrounding neighborhoods with an emphasis on building placement and orientation as well as site landscape.

The Site Design section features the following subcategories:

- Circulation
- Building Placement and Orientation
- Public Spaces and Pedestrian Amenities

### 9.2.4.1 Circulation

The design objective of the Circulation section is to develop an on-site circulation system that promotes efficient movement of vehicles in a clear and well-defined manner and minimizes conflicts between pedestrians, bicycles, and automobiles.

The design of access and circulation on project sites should tie commercial development to the adjacent arterial roadways of Crows Landing Road and Whitmore Avenue and also to the overall WLSP neighborhood. In some instances where appropriate, the internal circulation may be a part of the overall WLSP circulation and street system.

Sidewalks should be continuous and free of barriers (e.g. utility poles, street signs, etc.), allowing pedestrians to have convenient access from building to building within the site, and to the public sidewalks that access the residential uses within the WLSP. It is important to avoid numerous pedestrian crossings of vehicular driveways without adequate protection.

Projects shall provide adequate pedestrian connections between buildings and adjoining commercial and residential sites. The project's sidewalk/walkway network shall connect to the public sidewalk system at a minimum of one point along each street frontage.

Additional modes of travel, such as bicycles and public transit, shall be accommodated as part of the project. Bicycle riders should be able to ride from their homes in the WLSP to the commercial districts in a direct manner, without having to circumnavigate walls or other barriers.

The following circulation design guidelines apply to commercial projects within the WLSP:

1 Commercial development shall be designed to facilitate the smooth flow of vehicular traffic and internal pedestrian activity. This can be achieved by:

- Providing main drive aisles with minimal parking (vehicular backing) conflicts.

- Providing parking fields that meet the tenant needs, while siting them in a way that clearly identifies a connection to the tenants, shop buildings or pads the parking is to serve.

- Providing a minimum of one delineated pedestrian connection to Whitmore Avenue, Crows Landing Road, and the new internal collector Street A. Pedestrian connection shall be provided to the nearest existing/planned transit stops.

- Providing internal paths of travel between shops or pad buildings and major tenants in a manner that avoids pedestrian and vehicular conflicts.

2 Automobile dependent land uses (e.g. gas stations, drive-up restaurants, and other drive-up facilities) should be designed to reduce conflicts with pedestrians, by the following means:

- Providing direct connections from parking areas to the buildings.

- If a drive-thru is required, locating it in a way to minimize pedestrian conflicts and providing a site design to ensure that queues do no obstruct pedestrian or vehicular circulation.

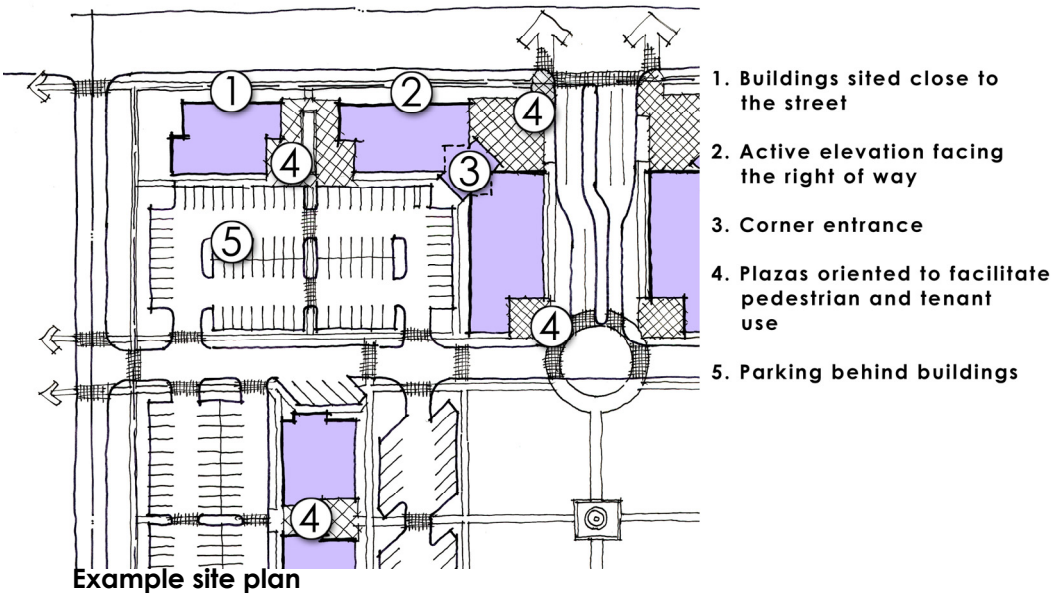
- Place the building in a way to facilitate the best connection to the most likely direction of pedestrian access. Depending on the location, this could be towards an adjacent on-site drive aisle, a public street and sidewalk, or to internal site pedestrian access or transit stop. This determination will be made as part of the review of the larger site plan for the retail development area.

3 Smaller commercial sub-areas, within the context of the larger commercial center, should be linked with pedestrian connections. This could include internal pedestrian circulation, connections to public streets and sidewalks to connect to neighboring residential development, and connections between uses. Pedestrian connections should be well lit and visible. To the extent feasible, pedestrian paths should not cross service areas

### 9.2.4.2 Building Placement and Orientation

The design objective of the Building Placement and Orientation section is to design and construct buildings to create safe, pleasant, and active environments.

Major tenants are expected to be located in a traditional manner, as stand alone stores, or adjacent to shop buildings. Pad buildings, which could be stand alone users, or small shop buildings, will most likely be sited and oriented close to the street with inviting and detailed elevations to strengthen the desired image for the larger center. Elevations facing the street are encouraged to be active elevations, and depending on the use and location, may include a public entrance onto the public sidewalk. The proper placement of buildings along a main roadway, such as Crows Landing Road, Whitmore Avenue, and Street A can make interesting and significant statements about the project, so special attention should be given when siting buildings at major corners.




**Example site plan**

An overall development made up of the larger tenants and smaller shops and pads should incorporate some type of outdoor space, gathering area, or other amenities for the pedestrian user. Buildings and pedestrian features should be placed and oriented to facilitate use by the tenants and their customers. The intent is to create pedestrian friendly connections within the development that are inviting and contribute to the overall sense of place.

Parking areas should not be designed in a way that precludes pedestrian circulation. While recognizing the need for visual access into the middle of the larger shopping center, perimeter pad buildings and parking areas should be designed so that the appearance is not one where parking dominates the main frontages of the project site. The project frontage should be generously landscaped. The City of Ceres Planning and Building Division Manager may grant exemptions to any site design guidelines when the intent of the guidelines is met by an alternative unique development feature or innovative planning or design solution.

The following design guidelines apply to the Building Placement and Orientation within commercial projects in the WLSP:

1 In an attempt to create a vibrant power center, buildings within commercial projects should be sited and designed to accommodate the automobile while recognizing the pedestrian user. Effective methods of building placement and orientation include:

- Front doors of commercial buildings should be oriented to internal or external streets or drive aisles and pedestrian-friendly paths of travel.
- Design and construct a primary building entrance for each building facade. If a building has frontage on more than one public street or internal drive aisle, special attention should be paid to the location of the building entrance in an effort to best serve both the automobile and pedestrian users. Building entrances should be located in the direction from which a majority of the customers are expected to access the site to avoid the need to walk around buildings for access.
- The area between the public right-of-way or an internal drive-way or drive aisle and the building can be used to create a plaza court, planter area, bicycle parking, or other amenity appropriate to the use of the building and its size and scale.
- Building frontages should be detailed with architectural elements oriented to the customers along the ground floor.

2 Loading and delivery service areas should be located and designed to minimize their visibility, circulation conflicts, and adverse noise and light impacts to the maximum

feasible extent. These areas should be screened with portions of the building, wing walls, freestanding walls, and/or landscaping. They shall not be located in required setback areas.

3 Corner and mid-block pad buildings may be oriented toward the public street and sidewalk or towards the internal project drive aisle and pedestrian system, and shall meet the following requirement:

- To the greatest extent possible, drive-thru windows and stacking lanes for drive-thru businesses should be separated from outdoor seating areas. Pedestrian paths of travel should avoid drive-thru lanes as well.

### 9.2.4.3 Public Spaces and Pedestrian Amenities

The design objective of the Public Spaces and Pedestrian Amenities section is to provide usable public spaces and gathering spaces oriented towards the pedestrian user as a component of the development. It is recognized that due to the regional and community nature of these land uses, the centers will first and foremost be accessed by vehicle. This section is offered to provide methods to accommodate customers once they reach the site and then move from use to use internally as pedestrians.

Commercial projects should, to the extent feasible, be pedestrian-friendly and include design components for pedestrians to connect with the main aspects of the site and surrounding uses. Public spaces, including gathering spaces, if appropriate, should be provided. Outdoor areas should be aesthetically pleasing, appropriately scaled, and promote greater activity in commercial areas.

A minimum of one public plaza or similar gathering place should be provided within the larger commercial project. Depending on the users, and ultimate site design, smaller outdoor gathering

areas associated with a specific user, or adjacent compatible users may also be appropriate. Scale and improvements for such public space should be appropriate to the site, building, and use, and utilize quality materials that complement the architecture and materials of the surrounding buildings.

Outdoor spaces used for dining or gathering should not be placed directly adjacent to loading, service bays, or storage areas. Also avoid seating areas that are hidden, secluded, or in dark, unsecure, or inactive areas of the project.

The following design guidelines apply to the provision of public spaces and pedestrian components within the larger regional and community commercial project in the WLSP:

1 The larger site should contain plazas, courtyards, greens or other properly scaled and located public places within the development where people can gather. Any public spaces should be integrated with or oriented to the surrounding commercial uses so that they are shared spaces to the extent feasible (some larger users may want their own public space, such as an outdoor dining area be exclusively used by their customers or for outdoor retail sales such as a sidewalk sale). Public spaces should be meaningful places that contribute to the overall sense of place and site identity and facilitate the pedestrian use of the development.

2 Uses such as restaurants are encouraged to provide outdoor space for seating and/or dining.

3 Landscaping of outdoor areas should be visually stimulating, with both softscape and hardscape that helps with site identification and creates an inviting environment. Street furniture, such as benches, lamps, and landscape planters should be integrated into the overall project and where appropriate in areas of pad and shop buildings where gathering places are provided.

4 Special attention should be paid to the design of the major corners. The main public street corner of Whitmore Avenue and Crows Landing Road is far too busy (and by extension noisy) to provide a setting conducive to public gathering and use. Other project entrance drives, and connections to Street A may provide opportunities for building entrances,

public plazas, or other amenities to make the corner a more active node within the project. Special attention should be given to the design of buildings adjacent to main project roadways as they provide an opportunity to create visual interest in the project, and where these locations are far enough removed from excessive traffic, can invite activity.

5 Hardscape should be designed to use different materials, colors, and patterns to offset the paving and to provide visual interest.

### 9.2.5 Architecture

This section intends to promote architectural design that establishes a project identity with a common architectural theme for buildings that enhances the character of the WLSP and the City of Ceres. It is also intended that various development types are allowed to be used with an overall effect of cohesiveness and a pleasant, welcoming, and vibrant built environment as a result. It is recognized that some retail users have typical architectural and signage designs which create the identity of the user, and it is the City's intention through these Guidelines to allow for logotype elements where they do not substantially conflict with the intent of the Plan. In general, these guidelines are provided as references for the City to use in the evaluation of projects. It is the City's intent to work with the developer and the tenants to make the project architecturally pleasing.

The Architecture section features the following subcategories:

- Massing, Scale, and Form
- Style and Design Details
- Building Materials and Colors
- Compatibility

#### 9.2.5.1 Massing, Scale, and Form

The design objective of the Massing, Scale, and Form section is to promote commercial structures that are designed to a human scale, help to create vibrant activity areas, and complement adjacent development.

Building height and massing should consider the context of surrounding development. Commercial projects should consider the human scale and there should be of varying forms for visual interest.

To create attractive building frontages that are readily visible to the public, the following provides a list of design guidelines the City can consider when evaluating the Massing, Scale, and Form of commercial projects proposed within the WLSP:

1 Overly long, straight and flat facades are not permitted, and projects should provide wall plane projections, recesses or other relief at appropriate intervals along the walls of the building. Any facade exceeding one hundred (100) horizontal feet should provide some type of architectural feature incorporating popouts, framing, color/material variations, columns, pilasters or other features as needed to break up the wall plane.

2 Facades that face public streets shall provide an adequate amount of arcades, display windows, entry areas, awnings, insets, canopies, wing walls, trellises or other such features along the horizontal length of the building facing the public street to create interest and avoid the appearance of flat and uninteresting architecture.

3 Roofs should provide for no less than two (2) of the following features or other acceptable feature requested by the project Architect and approved by the City :

- Parapets concealing flat roofs and rooftop equipments, such as HVAC units, from public view. The average height of such parapets shall not exceed fifteen (15) percent of the height of the supporting wall and such parapets shall not at any

point exceed one-third (1/3) of the height of the supporting wall. Such parapets shall feature three-dimensional cornice treatment.

- Overhanging eaves, extending no less than three (3) feet past the supporting walls.
- Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one (1) foot of vertical rise for every three (3) feet of horizontal run and less than or equal to one (1) foot of vertical rise for every one (1) foot of horizontal run.
- Three (3) or more roof slope planes.

### 9.2.5.2 Style and Design Details

The design objective of the Style and Design Details section is to design commercial development with an architectural style or theme that establishes a clear, interesting project identity that will contribute to an enhanced character for the WLSP. The architectural style shall be evident or complemented by the architectural elevations of all buildings within the larger center.

Architectural styling and detailing can add character to a site. Architecture integrates a project into the framework and fabric of the community and helps to create a sense of place and belonging for the development. While these guidelines are not advocating a single predominant architectural style be used in the commercial projects of the WLSP, the goal is to create a common architectural theme. The architecture of a project should be timeless and establish project identity.

The following design guidelines apply to the Style and Design Details of the architecture within commercial projects in the WLSP:

1 Design the building elevations with consistent architectural and facade elements such as those listed below, or other features to create interest and relief along walls and roof lines:

- Break up the roofline silhouette through the use of cornices, changes in parapet heights, or other techniques that create an aesthetically pleasing “roof bounce,” or skyline effect.
- Use awnings, reliefs, and fenestrations to add distinction to the facade of the structure.
- Roofing materials should be unique, cohesive, and add character and style to the building.

2 Visible building walls should include architectural patterns that provide no less than three (3) of the following features or other acceptable feature requested by the project Architect and approved by the City :

- Color change
- Texture change
- Material change
- An expression of architecture or structural bays through a change in plane no less than twelve (12) inches in width, such as an offset, reveal, or projecting rib.

3 Predominant exterior building materials shall be high quality materials including, but not limited to brick, native stone material (natural or engineered), and tinted/textured concrete masonry. Materials such as smooth-faced concrete and steel panels are appropriate if consistent with the architectural style and design.

4 Colors should be consistent or complementary throughout a development, while giving distinction and individuality to different buildings and tenants. A rich color palette is

encouraged, without being garish or obtrusive. Colors used should enhance commercial projects, bring together the materials used throughout the project, and complement the use of stone, concrete, wood, fabrics, and other materials.

5 Building trim and accent areas may feature brighter colors, including primary colors, but neon tubing is discouraged as a feature for building trim or accent areas. While discouraged, neon tubing building trim could be approved by the City if it is a distinct and identifiable feature of a proposed tenant.

### 9.2.5.3 Style and Design Details | Commercial Facades

The design objective of the Style and Design Details | Commercial Facades section is to design commercial facades that appear open, inviting, and engaging to the customer and passerby.

Building facades should be inviting, and promote a visually interesting environment. Facades should engage customers and pedestrians and help create interest and activity in front of shops. Commercial building frontages should provide a sense of continuity and connection to streets and/or internal drives, and be constructed at a human-scale. Buildings should be designed to provide visual interest, order, and clarity to building fronts. The visual quality of commercial structures can be enhanced with simple architectural and building details that add character and interest at a human scale.

The following design guidelines apply to the Style and Design Details of Commercial Facades within the WLSP:

1 Storefronts should promote a sense of arrival and shelter and welcome the customer into the structure by providing:

- Weather protection (shelter) on building facades adjacent to walkways with overhangs, canopies, awnings, and/or recesses.
- Transparent surfaces (windows) that allow views into and out of buildings with a preferred level of at least 80 percent light transmission (in terms of window tint). If a proposed tenant cannot meet this standard, the City may accept reduced light transmissivity.

2 Building entries should be designed to be clearly visible from the public or internal street system from which the building is accessed by customers and provide visual interest, as follows:

- Provide a building entrance for every commercial building elevation to identify the primary facade.
- Main building entries should be accented with strong architectural definition to attract pedestrians. They should be accentuated from the overall building facade by one or more of the following:
  - Differentiated roof form, awning, or portico.
  - Raised corniced parapets over the door.
  - Trim details to accentuate the opening.
  - Architectural details, such as tile work and moldings, which are integrated into the building structure and design.
  - Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.
  - Recess or project entries from their surrounding building facades.
  - Detailed doors and doorway with ornate hardware, transoms, sidelights, trim details, and/or framing.
  - Windows within entry doorways equivalent in size to 50 percent of door surface area.
  - Decorative nighttime lighting.
- Secondary entrances should have minor detailing that adds architectural distinction to that portion of the facade. Multiple entries in larger buildings should be spaced at appropriate intervals to serve the pedestrian.

3 Windows should be used and located to create an open and inviting atmosphere, as follows:

- Ground floor storefront glazing (windows or display windows) along the primary public facade should be maximized. While some tenants will require solid walls of extended length, and the architectural guidelines in section 9.2.5.1 can minimize the effect of long blank walls, maximizing the use of windows is a preferred architectural treatment, especially on multi-tenant shop buildings.

- Frame openings with trim around windows and doors or recess the window a minimum of four (4) inches from the building facade.

- If used, door and window shutters should be sized to cover the entire window or door if closed.

- Restaurants or other active uses should try to use sliding, overhead, or other operable windows when feasible.

## 9.3 NEIGHBORHOOD COMMERCIAL | TOWN CENTER

### 9.3.1 Purpose

Building on the objectives of the regional commercial and community commercial districts within the WLSP, the neighborhood commercial district presents a unique opportunity to provide a Town Center for the residents of the WLSP area as well as the greater Ceres community.

The purpose of the design standards and guidelines contained within this chapter is to ensure that commercial and commercial mixed-use development within the neighborhood commercial land use is well designed, compatible with adjacent land uses, contributes to the character of the street, neighborhood, and larger community, and creates vibrant, pedestrian-oriented places.

### 9.3.2 Key Urban Elements

Town Centers are distinguished by key urban elements that are noticed, often subconsciously, by those experiencing the Town Center. These elements include primary elevations, which are those elevations oriented toward major pedestrian thoroughfares; secondary elevations, which are those elevations

oriented toward major vehicular thoroughfares; significant corners, such as the entrance to the Town Center and the corner adjacent to the HDR II land use; gateways, which signify entry or passage from one use to another; and pedestrian Vias, which are walkways between uses within the Town Center and to surrounding areas.

#### 9.3.2.1 Primary Elevations

Primary Elevations are oriented toward major pedestrian thoroughfares and should, therefore, be of a pedestrian-friendly scale. These elevations should be more highly detailed at the street level through arcades, display windows, enhanced entry areas, awnings, or other special features that emphasize walkability. Blank building walls are not permitted; long horizontal facades should be divided into segments to create the appearance of individual storefronts through vertical divisions or style changes.

#### 9.3.2.2 Secondary Elevations

Secondary Elevations are oriented toward major vehicular thoroughfares and should be designed with the intention of drawing automobile traffic in to the Town Center. These elevations may be simplified and complementary expressions of the primary elevations using the same palette of quality materials with less coverage. Facades must have articulation in the form of color breaks, material changes, or architectural details.

Glass utilized on rear elevations must be transparent and functional (i.e. as a merchandise display window or storefront). Two-sided buildings with two points of entry addressing adjacent streets, Vias, and/or parking fields are encouraged.

#### 9.3.2.3 Significant Corners

Significant Corners are opportunities for distinctive architectural elements, such as towers or other vertical elements, enhanced window treatments, and enhanced retail or restaurant entrances.

#### 9.3.2.4 Gateways

Gateways can be as simple as freestanding street furniture or can be incorporated into the architectural expression of a building as an open corner element that pedestrians can pass through.

Gateways should have distinctive qualities (such as unique materials, special lighting, special paving areas, or courtyard/plaza elements) that distinguish them from other streetscape elements.

#### 9.3.2.5 Pedestrian Vias

Pedestrian Vias serve as safe passages and thresholds between areas within the Town Center so that a pedestrian can access one area from another without automobile interaction. Pedestrian Vias can be as simple as a break between two buildings to connect parking in the rear to the primary building frontage. To create a permeable and inviting atmosphere, the retail or restaurant spaces adjacent to pedestrian Vias should open to the Via with storefronts, glass, or seating for al fresco dining. Vias should exhibit enhanced paving, lighting, and landscape to invite pedestrians to linger and enjoy the experience, rather than rushing through to their destination. To promote wayfinding, each Via should have a distinct name and display Town Center directional signage to serve as a "welcome mat" to the Town Center experience.

### 9.3.3 Architectural Vocabulary

#### 9.3.3.1 Architecture Layer

The Architecture Layer is the base layer of a building; it is the layer on which everything else builds. Key elements of the Architecture Layer include:

- Create a chronological character (as if the project has been built over time, rather than all at once) by breaking up the horizontal massing.

- Vertical massing of multi-story buildings shall be broken into base storefront, middle, and top levels to create a human scale.

- Rooflines and pitches shall be varied to create an aesthetically pleasing "roof bounce," or skyline effect.

### 9.3.3.2 Shadow Layer

The Shadow Layer is the layer that adds authenticity to the Architecture Layer. Articulation of the architecture must be significant enough to create a true shadow.

- Facades greater than 100 feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least three (3) percent of the length of the facade and extending at least twenty (20) percent of the length of the facade. No uninterrupted length of any facade shall exceed one hundred (100) horizontal feet.

### 9.3.3.3 Color Layer

The Color Layer adds interest to the building through the use of a complementary color palette with a variety of color hues used to enhance the theme, bringing together the materials throughout Town Center. The use of a rich color palette is encouraged without being garish or obtrusive and homogeneous color schemes are discouraged.

### 9.3.3.4 Architectural Detail Layer

Architectural Details include elements such as cornices, balconies, shutters, and building materials such as stone or siding. The judicious use of architectural details authentic to the chosen architectural style is encouraged; however, elevations should not become overly detailed to the extent of appearing contrived. Key considerations of the Architectural Detail layer include:

- Architectural details such as balconies, railings, window boxes, mullions, and cornices, shall be appropriately and authentically scaled to the building.

- It is appropriate to include a higher level of detail and more concentration of authentic materials at the pedestrian level.

### 9.3.3.5 Storefront Layer

A detailed and welcoming Storefront Layer is inviting to pedestrians and appealing to retail tenants as well. Key elements of the Storefront Layer include:

- Individual storefronts should express the unique brand and character of the tenant to enhance the "Main Street" experience of the Town Center.

- Varied window patterns, door styles, and awnings are encouraged to reinforce the chronological character of the Town Center.

### 9.3.3.6 Pedestrian Layer

The Pedestrian Layer speaks to the experience of strolling through the Town Center.

- Sidewalks shall be scaled appropriately to be able to accommodate a variety of

uses including outdoor retail sales and al fresco dining. The clear path of travel must be 6' minimum width with an additional sidewalk width of at least 12' recommended for restaurant seating and/or retail sales.

- Vibrant streetscape elements such as table umbrellas, street furniture, fountains, and public art shall be interspersed throughout the Town Center.

#### 9.3.3.7 Landscape Layer

The Landscape Layer includes street trees, potted plants, and planters. This layer is critical, as it adds life, vibrancy, and movement to the streetscape and begins to distinguish the urban forest of the Town Center. Key Landscape Layer elements include:

- Street trees are required and should distinguish the Town Center from the surrounding community through species, color, order, scale, or shape. The selected street trees will serve as a form of wayfinding to make the Town Center a distinctive district within the overall community.

- Large potted plants in groupings are encouraged to be interspersed along walkways to add another level of detail and interest to the Landscape Layer.

- Careful consideration should be given to the placement of landscape elements to avoid obstructing visibility of street, building, and tenant signage.

### 9.3.4 Storefront Guidelines

#### 9.3.4.1 Character

Storefront character should convey an eclectic and unique streetscape through the use of varying materials, details, window patterns, and signage. Although it is recognized that

there are certain elements of signage and corporate identity that are inherent to many tenants, building design should incorporate a variety of massing, materials, and colors and should not be completely corporate in their design. The chronological character of the Town Center should be reinforced by distinguishing each storefront as an individual statement and expression of the tenant's unique identity.

### 9.3.4.2 Entries and Doors

Placement and design of entries should directly relate to the sidewalk and street experience and entice pedestrians into the space. Restaurants are encouraged to provide a visual through-view connection to exterior seating areas.

Each retail establishment shall have clearly defined, highly visible and distinctive customer entrances featuring no less than four (4) of the following:

- Canopies or porticos
- Overhangs
- Recesses/projections
- Arcades
- Raised corniced parapets over the door
- Gable roof forms
- Arches
- Outdoor patios
- Display windows
- Architectural details, such as tile work and moldings, which are integrated into the building structure and design.

- Integral planters or wing walls that incorporate landscaped areas and/or seating.
- Unique entry door

### 9.3.4.3 Materials

Diverse ranges of exterior building materials are recommended to promote the chronological character of the Town Center. Predominant exterior building materials shall be high quality materials that respect and preserve the architectural integrity of the buildings. Transparent glass is the major element of successful storefronts to provide views into the store from the sidewalk; however, glass should not be the sole storefront material. Opaque, smoked, and reflective glass should only be used as an accent.

Allowed Materials:

- Smooth or sand stucco finishes
- Style-appropriate stone
- Wood
- Style-appropriate metal accents
- Brick
- Glass
- Concrete
- Plaster
- Wrought iron

- Canvas awnings
- Wood trellises
- Tile roof elements
- Wood columns and beams in key locations
- Pre-cast stone trims, heads, and sills
- Metal roof elements
- Decorative sheet metal gutters, downspouts, and collectors, if and where appropriate
- Wood shutter elements
- Individually articulated window elements
- Tilt-up construction that utilizes imaginative forming techniques to add texture and shadow to otherwise unarticulated walls

Prohibited Materials:

- Heavy “knock-down” or “Spanish lace” stucco finishes
- Contrived stone veneers
- Unfinished tilt-up wall panels
- Exposed concrete block walls
- Exposed aggregate walls

### 9.3.4.4 Building Lighting

Building lighting animates and activates the streetscape and is a critical element of the Town Center.


- Lighting shall be appropriately scaled to the building.
- Lighting shall be spaced to provide an even wash of light on pedestrian corridors including recessed entries, sidewalks, gateways, Vias, and alleys.
- All sign lighting must be concealed or illuminated from above with down lighting to promote dark skies and avoid light pollution.
- Signs and storefront exteriors and interiors should be illuminated after hours to contribute to the evening pedestrian experience.

### 9.3.4.5 Awnings

Awnings add dimension, interest, and vibrancy to the streetscape. Distinctive awning forms and patterns are encouraged to add individuality to storefronts.


- Awning design and placement shall complement the scale of the facade to enhance, rather than overwhelm, the design.
- Awnings shall be placed at a height to allow comfortable pedestrian access and sightlines to the store.
- Awnings shall be of a quality material, such as canvas or wood; vinyl and internally lit awnings are not permissible.
- When several grouped storefronts employ the use of awnings, the awnings should complement each other without perfectly matching to create the sense of a uniform awning layout, while maintaining distinction for each storefront.

## 9.3.5 Streetscape Elements

### 9.3.5.1 Street Paving and Sidewalks

Street paving can serve as a wayfinding and placemaking element within the Town Center. Distinctive paving patterns and colors provide a sense of arrival to the Town Center and contribute to the pedestrian experience. Stamped and colored paving at crosswalks alerts and slows the automobile and contributes to the safety of the pedestrian.

Sidewalks are the canvas of the pedestrian experience. They present an opportunity for community branding with decorative materials and patterns, inlaid wayfinding elements, and retail entry signage inlaid into entry thresholds.

### 9.3.5.2 Streetscape Lighting

Streetscape lighting should complement the overall Town Center vision. Street lighting should be distinctive, consistent, and should complement the architecture and other streetscape elements of the Town Center.

Accent lighting may include string lighting in trees or crisscrossed over pedestrian Vias, courtyards, or plazas, tree up-lighting, lighting in fountains, or special lighting of significant buildings.

### 9.3.5.3 Street Furniture

An eclectic street furniture palette adds to the pedestrian-friendly nature of the Town Center. Street furniture should be cohesive and distinctive and each street furniture element should complement the rest in material, color, design, and scale. The street furniture vision shall be presented in a unified street furniture program.

Street furniture elements include, but are not limited to:

- Bicycle racks and bollards
- Phone booths
- Utility accessories and newspaper racks
- Tree grates, pots and planters
- Trash receptacles


### 9.3.5.4 Fountains

Incorporating passive and active water elements in the Town Center is encouraged. Water elements enhance the pedestrian experience visually and audibly and serve as a wonderful backdrop to al fresco dining and evening strolls. At an active level, interactive water features invite visitors to bring children to play in the water, adding vibrancy to the Town Center.

Where fountains are utilized, they should be a central focal and gathering element of the Town Center and should not appear as an afterthought, but rather as a significant design consideration.

Water elements shall be privately maintained by individual property owners with the understanding that the City of Ceres has no expectation or intention of ownership or responsibility for maintenance of such elements.

### 9.3.5.5 Public Art

Public art can be a cohesive organizing element when executed in a meaningful way. When public art is incorporated, it should be significant in one or more of the following aspects:

- Art pieces commissioned by one or more local artists
- Art pieces themed by local significant history
- Art pieces themed by local materials

### 9.3.5.6 Kiosks


Kiosks are an innovative solution to draw people in to public plazas or large pedestrian Vias. Kiosks can provide visitors with a variety of services and information. Maps, ATM's, and vendors are among the many uses for kiosks.

When used, kiosks shall be designed as individual distinctive freestanding buildings and shall be complementary to the architecture of the Town Center. Each kiosk shall have its own unique characteristics to delineate it from others and allow its use as a landmark in assisting pedestrian travel throughout the Town Center. Kiosks should borrow forms, colors, and materials from the main buildings and the basic design should provide shade and protection from the elements to encourage their year-round use. Kiosks can either invite pedestrians to shop from

the exterior, or, in some cases, it may be appropriate to have a larger scale kiosk that invites pedestrians inside.

Special consideration should be given to allow the introduction of temporary kiosks and stands (i.e. coffee carts or hot dog stands) within the Town Center. Vendors should have the flexibility to set up for special events or to serve a need that is mobile in nature.

### 9.3.6 Site Design

#### 9.3.6.1 Open Spaces and Plazas

Each retail establishment should contribute to the enhancement of community and public spaces by providing deliberately designed areas and/or focal features or amenities that enhance the pedestrian experience. The following gathering elements are recommended to be interspersed within the Town Center:

- Patio/seating areas
- Pedestrian plaza with benches
- Landscaped open space area
- Public art plaza
- Kiosk area
- Water feature
- Raised planter area with seat walls
- Interactive game area (i.e. large chess pieces, game tables)

- Wayfinding signage
- Interpretive signage
- History of Ceres (or other significant subject) plaque, display, or monument

Open space and plaza areas should have direct access to the public sidewalk network and should be constructed of materials that are of equal quality to the principal materials of the building and landscape.

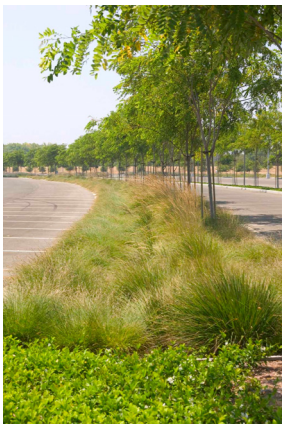
### 9.3.6.2 Edge Treatments

Edge areas are opportunities to create thresholds and a sense of arrival when travelling from one use, area, or district to another. Transition areas between two uses must be given careful consideration through special landscape treatments, pedestrian nodes, and wayfinding signage.

### 9.3.6.3 Parking Guidelines

Parking design is critical to the Town Center experience. On street parking (diagonal is preferred), structured parking, and surface parking fields are all allowable parking solutions. On street parking encourages use of the Town Center as a shopping destination, without the use of a typical parking field. When utilized, parking structures must complement the architectural palette of the Town Center.

Surface parking fields shall be to the rear or side of buildings only. Parking fields should be designed to minimize the intrusion of vehicles on the streetscape to the greatest extent possible. Pedestrians must be allowed a safe path of travel through the parking fields to the buildings within the Town Center. The following elements contribute to the safe pedestrian experience:



- Parking fields shall be screened adjacent to major thoroughfares or pedestrian Vias to minimize the view impact of parked cars.

- Trees interspersed throughout parking fields shall be selected to ensure that 50% of the paved parking lot surface will be shaded within 15 years of planting.

- Parking fields should facilitate pedestrian circulation incorporating walkways, narrowed crossways, banded or textured paving, protective lighting, connections to buildings and pedestrian Vias, and landscaping that ensures the visibility and separation of pedestrians from the street.

- Pedestrians should be able to walk parallel to moving vehicles and minimize crossing parking aisles.

- A shared parking plan is encouraged in the mixed-use environment.

## 9.4 OFFICE MIXED-USE

### 9.4.1 Purpose

The WLSP encourages new office development to provide employment opportunities in proximity to places where people live, shop, recreate, and pursue other daily activities. Office developments that are combined with residential, commercial, and other uses are encouraged, as well as stand-alone office projects. The purpose of the design standards and guidelines contained within this section is to ensure that office mixed-use projects are well designed, compatible with adjacent land uses, and contribute to the overall character of the community. Projects should not be designed as secluded enclaves, but rather integrated within the context of the surrounding community.

### 9.4.2 Organization

The Site and Architecture sections are organized into subcategories and each section has one or more related design objective. This design objective states what the community wants to achieve. Photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

### 9.4.3 Applicability and Use Types

Guidelines contained within this section apply to projects consisting of entirely office development as well as projects that contain a mix of uses in conjunction with the predominant office use.

This chapter is applicable to projects with all or a majority of the building square footage allocated for office uses. The remainder may include commercial (retail and/or service) and/or residential, integrated vertically or horizontally. An example of a vertically integrated building would be retail shops on the ground floor with office on the upper levels. Horizontal integration would be an office park adjacent to commercial and/or residential buildings. Property designated for office mixed-use designations may be developed entirely with business and professional offices, but an integration of supporting and compatible uses that contribute to a walkable, livable community is encouraged.

### 9.4.4 Site Design

The intent of the Site Design section is to create office development projects that integrate into the adjacent community and create vibrant, interesting places. Development should be visually appealing from adjacent streets and surrounding neighborhoods with an emphasis on building placement and orientation, site landscape and open space, and pedestrian-oriented plazas and circulation systems.

The Site Design section features design provisions in the following categories for office mixed-use projects:

- Circulation
- Building Placement and Orientation
- Public Spaces and Pedestrian Amenities
- Parking

#### 9.4.4.1 Circulation

The design objective of the Circulation section is to develop an on-site circulation system that ties office development into the community transportation network and promotes all forms of transportation, including vehicles, bicycles, pedestrians, and transit.

Office mixed-use development projects should facilitate all forms of transportation to the site to encourage a variety of commuting methods and to allow people to walk to and from adjacent properties. Walking, safety, and convenience should be ensured by designing a clear and comfortable separation between vehicles and pedestrians and convenient access from site building

to the public sidewalk system, open space, parking areas, and adjacent land use areas. On-site amenities should be provided for bicycle and transit users that promote their use of the site. Employees living locally should be able to ride a bicycle from their homes in the surrounding neighborhoods to their place of work in a direct manner, without having to circumnavigate walls or other barriers. Pedestrian circulation patterns should be designed to help guide users to and from transit stops and bike parking areas. Additionally, there should be integration and permeability between the adjacent Town Center and the office mixed-use district to allow people access to the Town Center without the use of a vehicle.

The following Circulation design guidelines apply to office mixed-use projects within the WLSP:

1 Where possible, place the primary entrance of office buildings at the building setback with an entry from the public sidewalk to help define the street edge and encourage pedestrian access.

2 Provide pedestrian amenities that increase safety and comfort as follows:

- Provide a direct connection between the public sidewalk and the front entrance to all site buildings.
- Illuminate walkways leading to parking areas.
- Identify pedestrian routes with grade-separated pathways, use of special pavers, scored surfaces, planter strings, and/or bollards.
- Provide additional sidewalk width at building entries. These areas are recommended to be enhanced with benches, special landscaping, groupings of potted plants, public art pieces, etc.
- Provide weather protection over sidewalks (awnings, building overhangs, free-standing shelters, canopy trees over walkways, etc.).
- Integrate transit stops into the development and provide direct access from the transit stop to the primary building entrance.

3 On-site bicycle parking and/or storage facilities shall be:

- Provided in well-lit, visible areas.
- In proximity to building entries.
- Integrated into the design of the projects.

### 9.4.4.2 Building Placement and Orientation

The design objective of the Building Placement and Orientation section is to design and construct buildings to create safe, pleasant, and active environments.

Buildings should be sited and oriented close to the street with inviting and detailed elevations to strengthen the desired vision for the area. Only active building elevations with public access should face the street. On corner sites, building entrances should face the intersection and create a dialogue with the neighboring properties.

The following design guidelines apply to the Building Placement and Orientation within the office mixed-use district of the WLSP:

1 Place office buildings to accommodate the pedestrian user, relate to the public street and provide connection to adjacent properties by:

- Orienting front doors of office buildings to public streets.
- Use the area between the right-of-way and building to create a plaza court, planter area, bicycle parking, or other amenity.
- Avoid excessive setbacks that create gaps or voids along the street's architectural edge.

- Frontages and entries should be detailed with architectural elements for improved wayfinding.

### 9.4.4.3 Public Spaces and Pedestrian Amenities

The design objective of the Public Spaces and Pedestrian Amenities section is to provide usable outdoor public gathering spaces oriented towards employees and visitors to the site.

Development should be pedestrian-oriented, featuring design components and pedestrian amenities. Outdoor public gathering spaces should be provided for visitors and employee break areas. Outdoor areas should be aesthetically pleasing and include street furniture and landscaping to enhance the gathering experience.

The following design guidelines apply to the public spaces and pedestrian amenities within office mixed-use projects in the WLSP:

1 Large office developments should feature plazas, central greens, and/or gardens which link office buildings together and provide a place for people to gather. Public spaces shall be meaningful places that contribute to the overall sense of place and site identity.

2 Landscape outdoor areas with visually appealing softscape and hardscape that helps to identify the site.

3 Office buildings should help define and enhance street corners and street edges with building placements, entrances, public plazas, or small parks that tie the building to the public street. Special attention should be given to the design of project and building corners as an opportunity to create visual interest and provide easy pedestrian access to adjacent properties.

### 9.4.4.4 Parking

The design objective of the Parking section is to create functional parking areas that minimize physical barriers for pedestrians.

Office development should be oriented toward the pedestrian user, rather than parking areas. Pedestrian pathways should connect the parking areas to the rest of the development and protect

the pedestrian from vehicular conflicts. Shared parking between several projects is encouraged, especially in parking structures.

The following design guidelines apply to the Parking for the office mixed-use district of the WLSP:

1 Parking lots should be designed to facilitate safe and efficient pedestrian movement between parking and buildings. Parking should not be the predominant aesthetic facing public streets or intersections. This objective can be accomplished through the following measures:


- Break up large parking areas into smaller areas and separated with landscaping, buildings, and driveways.
- Locate parking lots to the rear of buildings and avoid placing parking areas at street corners.
- Design primary driveways to function as streets with sidewalks, landscaping, building edges, lighting, and other streetscape elements to create a street grid through the project.
- Consider placing buildings at or close to the street right-of-way to maximize convenience of pedestrians and transit users.

### 9.4.5 Architecture

The intent of the Architecture section for the office mixed-use district is to promote architectural design that establishes project identity and enhances the character of the WLSP area. Various architectural styles are encouraged with an overall effect of cohesiveness and the goal of a pleasant and engaging built environment as a result.

The office mixed-use Architecture section encompasses the following subcategory:

- Style and Design Details

### 9.4.5.1 Style and Design Details

The design objective of the Style and Design Details section is to employ an architectural style or theme that establishes a clear, interesting project identity for office parks with multiple buildings as well as individual office structures. The architectural style should be evident on all elevations of all buildings.

Architectural styling and detailing add character to a site, integrates the project into the urban framework and helps to create a sense of place and belonging for the development. While these guidelines are not advocating a single predominant architectural style to be used throughout the WLSP office mixed-use district, the goal is to celebrate a variety of architectural styles while taking the built and natural context and surroundings into consideration.

The following design guidelines apply to the Style and Design Details for office mixed-use architecture within the WLSP:

1 Design all sides of the building with consistent architectural and facade elements:

- Break up the roofline silhouette through the use of large cornices, changes in parapet heights or other techniques.
- Use relief, fenestrations, structural articulation, building off-sets and other techniques to add distinction to the facade of the structure.

2 Design entries to be clearly visible from the street and provide visual interest, as follows:

- Main building entries shall be accented with strong architectural definition to attract pedestrians.
- Secondary entrances should have minor detailing that adds architectural distinction to that portion of the facade. Space entries in larger buildings at appropriate intervals for the pedestrian.

- Accentuate entries from the overall building facade with differentiated roof forms, awnings or porticos, trim details, recessed entries, doors and doorways with design details, decorative lighting, and/or other techniques.

## 9.5 BUSINESS PARK

### 9.5.1 Purpose

Business park development is distinct from commercial and office development in that there are typically a limited number of users and visitors. Thus site and building design provisions herein are focused on the visual aesthetic from public rights-of-way and compatibility with surrounding development. Business park development must balance operational needs with the desire for quality design that is aesthetically pleasing. Often, the best and most desirable solution for creating an aesthetically pleasing business park environment is through the use of enhanced landscaping and very simply detailed buildings with neutral color schemes tending toward earth tones to blend with the surroundings and make landscaping the focal point. The key element to emphasize in business park architecture is a defined statement of entry with enhanced detailing at the primary and secondary entrances.

### 9.5.2 Organization

The standards and guidelines provided in this section are divided into two sections: Site Design and Architecture. The Site and Architecture sections are organized into subcategories and each section has one or more related design objective. This design objective states what the community wants to achieve. Photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

### 9.5.3 Applicability and Use Types

The design objectives, standards, and guidelines within this section apply to business park development.

Business park development is generally characterized by office, engineering, or limited manufacturing activities that occur within an enclosed building. Typical business park activities include printing

plants, materials testing labs, power stations, warehousing, storage, office, accessory retail, limited auto service uses, manufacturing, assembly, and research and development. Business park uses do not typically create objectionable noise, smoke, odor, dust, or other nuisances. Developments within the business park may include a single building with one or more users or a complex of several buildings.

### 9.5.4 Site Design

The intent of the Site Design section is to provide the appropriate functional and aesthetic arrangement of buildings and site components for business park developments within the WLSP.

The Site Design section features design provisions in the following subcategories:

- Circulation
- Building Placement and Orientation
- Public Spaces and Pedestrian Amenities

#### 9.5.4.1 Circulation

The design objective of the Circulation section is to develop a system that provides for the ease of movement and safety for automobiles, pedestrians, and bicyclists.

Business park projects should minimize conflicts between vehicles and pedestrians, between employee/visitor traffic, and truck shipping/delivery.

The following design guidelines apply to the Circulation within business park projects in the WLSP:

1 Primary entry drives for automobiles, especially visitors, should be enhanced with ornamental landscaping, low-level decorative walls, monument type signs, and/or decorative paving to emphasize site access locations. The intent is to draw attention to the project ingress/egress and to enhance the project aesthetic and sense of identity.

2 Site access should promote safety, efficiency, and convenience and avoid conflicts between pedestrians, vehicles, and delivery trucks.

3 Loading areas should be located in the rear of the building whenever possible or be screened with landscaping.

### 9.5.4.2 Building Placement and Orientation


The design objective of the Building Placement and Orientation section is to design sites to incorporate significant existing natural features and take into consideration adjacent uses and structures.

Business park projects should present an attractive appearance to the public and minimize adverse impacts to adjacent properties.

The following design guidelines apply to the Building Placement and Orientation within business park projects in the WLSP:

1 Buildings should have a strong relationship to the street including a functional public entrance that is also a visual focus for the building. In place of a street-oriented public entrance, a strong pedestrian connection that establishes a sense of formal public entry may be substituted.

2 Business park sites shall be designed to minimize the visual impacts of parking lots, large industrial/mechanical equipment, and outdoor storage from public rights-of-way. Such undesirable visual impacts may be mitigated through proper placement and design of buildings, screen walls, and landscaping.

3 Business park development shall be screened and buffered from any adjacent non-business park uses through intensified landscaping, increased setbacks, and appropriate building location.

4 Buildings with bays and loading docks should be oriented so that the bays and loading docks do not directly face the primary street frontage.

### 9.5.4.3 Public Spaces and Pedestrian Amenities

The design objective of the Public Space/Pedestrian Amenities section is to provide open areas and public amenities where employees can take advantage of recreational uses. Such improvements should be appropriate for the intended users.

Outdoor public spaces and amenities used for sitting, eating, and gathering are an employee benefit and should be designed into the project rather than added as an afterthought.

The following design guidelines apply to the Public Space/Pedestrian Amenities within business park projects in the WLSP:

1 Buildings should feature one or more enhanced public space/pedestrian areas scaled according to size and demands of the particular user or facility. Examples of enhanced pedestrian areas include plazas, patios, courtyards, linear promenades, walking/jogging paths, terraces, or usable landscaped areas.

## 9.5.5 Architecture

The intent of the Architecture section for the Business Park district is to promote architectural design that establishes project identity and enhances the character of the WLSP area. Various architectural styles are encouraged with an overall effect of cohesiveness and the goal of a pleasant and engaging built environment as a result.

The Business Park Architecture section encompasses the following subcategory:

- Style and Design Details

### 9.5.5.1 Style and Design Details

The design objective of the Style and Design Details section is to create an orderly and aesthetically pleasing development for a variety of businesses.

Architectural styling and detailing add character to the overall project and integrates the business park into the community framework, helping to create a sense of place and belonging for the development. While these guidelines are not advocating a single predominant architectural style to

be used throughout the WLSP business park district, the goal is to celebrate a variety of architectural styles while taking the built and natural context and surroundings into consideration.

The following design guidelines apply to the Style and Design Details for business park architecture within the WLSP:

1 Design all sides of the building that are viewable from streets and/or public spaces with consistent architectural and facade elements:

- Break up the roofline silhouette through the use of large cornices, changes in parapet heights or other techniques.
- Use relief, fenestrations, structural articulation, building off-sets and other techniques to add distinction to the facade of the structure.

2 Design entries to be clearly visible from the street and provide visual interest, as follows:

- Main building entries shall be accented with strong architectural definition to attract pedestrians and serve as wayfinding elements. When the building entrance is clearly visible from the street and accented as an important element, it eliminates confusion and creates a sense of arrival.
- Secondary entrances should have minor detailing that adds architectural distinction to that portion of the facade. Space entries in larger buildings at appropriate intervals for the pedestrian.
- Accentuate entries from the overall building facade with differentiated roof forms, awnings or porticos, trim details, recessed entries, doors and doorways with design details, decorative lighting, and/or other techniques.

## 9.6 GENERAL INDUSTRIAL

### 9.6.1 Purpose

The General Industrial portion of the Plan is characterized by an area that is substantially developed prior to adoption of the plan. The site and building design provisions herein are focused on the visual aesthetic from public rights-of-way. Industrial development must balance operational needs with the desire for quality design that is aesthetically pleasing. Often, the best and most desirable solution for creating an aesthetically pleasing industrial environment is through the use of enhanced landscaping and very simply detailed buildings with neutral color schemes tending toward earth tones to blend with the surroundings and make landscaping the focal point.

### 9.6.2 Organization

The standards and guidelines provided in this section are divided into two sections: Site Design and Architecture. The Site and Architecture sections are organized into subcategories and each section has one or more related design objective. This design objective states what the community wants to achieve. Photos provide visual examples of projects with the desired elements. Supporting the design objective is a series of design standards and design guidelines.

### 9.6.3 Applicability and Use Types

The design objectives, standards, and guidelines within this section apply to industrial development.

Industrial development is generally characterized by office, engineering, or manufacturing activities. Developments within the GI area may include a single building with one or more users or a complex of several buildings.

### 9.6.4 Site Design

The intent of the Site Design section is to provide the appropriate functional and aesthetic arrangement of buildings and site components for industrial developments within the WLSP.

The Site Design section features design provisions in the following subcategories:

- Circulation

- Building Placement and Orientation
- Public Spaces and Pedestrian Amenities

### 9.6.4.1 Circulation

The design objective of the Circulation section is to develop a system that provides for the ease of movement and safety for automobiles, pedestrians, and bicyclists.

Industrial projects should minimize conflicts between vehicles and pedestrians, between employee/visitor traffic, and truck shipping/delivery.

The following design guidelines apply to the Circulation for industrial projects in the WLSP:

1 Primary entry drives for automobiles, especially visitors, should be enhanced with ornamental landscaping, low-level decorative walls, monument type signs, and/or decorative paving to emphasize site access locations. The intent is to draw attention to the project ingress/egress and to enhance the project aesthetic and sense of identity.

2 Site access should promote safety, efficiency, and convenience and avoid conflicts between pedestrians, vehicles, and delivery trucks.

3 Loading areas should not be oriented to or visible from arterial streets and should be located in the rear of the building whenever possible or be screened with landscaping.

### 9.6.4.2 Building Placement and Orientation

The design objective of the Building Placement and Orientation section is to design sites to incorporate significant existing natural features and take into consideration adjacent uses and structures.

Industrial projects should present an attractive appearance to the public and minimize adverse impacts to adjacent properties.

The following design guidelines apply to the Building Placement and Orientation for industrial projects in the WLSP:

1 Industrial sites shall be designed to minimize the visual impacts of parking lots, large industrial/mechanical equipment, and outdoor storage from public rights-of-way. Such undesirable visual impacts may be mitigated through proper placement and design of buildings, screen walls, and landscaping.

2 Industrial development shall be screened and buffered from any adjacent non-industrial uses through intensified landscaping, increased setbacks, and appropriate building location.

3 Buildings with bays and loading docks should be oriented so that the bays and loading docks do not directly face an arterial street frontage.

4 Large parking areas include tree coverage and are separated into a series of smaller parking areas with the use of landscaping and the location of buildings.

### 9.6.5 Architecture

The GI designation is applicable to an area that is currently developed with over 2,000,000 square feet of warehousing. This area can accommodate additional development, including office, commercial, and industrial uses. The design guidelines that apply will be those identified in Section 9.2 Commercial for commercial uses, and those set forth in Section 9.5 Business Park for office development.

Since a substantial portion of the existing site is already developed with industrial uses, it is anticipated that future expansion of these uses will follow the existing architectural pattern established at the site.

The intent of the Architecture section for the General Industrial district is to promote architectural design that establishes project identity and enhances the character of the WLSP area. Various architectural styles are encouraged with an overall effect of cohesiveness and the goal of a pleasant and engaging built environment as a result.

The Ceres General Plan also provides that the following concepts shall be encouraged in industrial developments:

1 Attractive building frontages where readily visible from the public street. Typical accents of wood or brick and use of variation in materials/texture.

2 Variation in roofline, such as multi-planed, pitched roofs.

3 Articulation of walls, including features such as insets, projections, canopies, wing walls, and trellises.

4 Landscaping is used to enhance the site by softening buildings and parking areas.

The City shall review future industrial expansion on the GI designated lands based on the above concepts, recognizing that an existing architectural theme has been established.

## 9.7 PARKING/PAVED AREAS

For all parking/paved areas in non-residential development, and for residential parking areas serving seven (7) or more cars, the following guidelines shall apply:

Provide shade (within 5 years) and/or use light-colored/high-albedo materials (reflectance of at least 0.3) and/or open grid pavement for at least 30% of the site's non-roof impervious surfaces, including parking lots, walkways, plazas, etc.; Or place a minimum of 50% of parking spaces underground or covered by structured parking; Or use an open-grid pavement system (less than 50% impervious) for a minimum of 50% of the parking lot area. Unshaded parking lot areas, driveways, fire lanes, and other paved areas have a minimum albedo of .3 or greater.