



## Staff Report

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TO: Honorable Mayor and City Council

FROM: Karl Schoettler, City Planner, Collins and Schoettler

THROUGH: John Jansons, City Manager *J.J.*

DATE: July 25, 2016

RE: Review of Architectural Design for Rite Aid project and Review of the Farmersville Design Guidelines

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**RECOMMENDED ACTION:**

It is respectfully recommended that the City Council review the process used to arrive at the building design for the Rite Aid project and also give staff direction on any desired changes to the Farmersville Design Guidelines.

**BACKGROUND:**

Councilmember Benavides expressed concern about the architectural design/appearance of the Rite Aid store currently under construction. In light of his concern, Staff would like to receive feedback about any changes to the City's Design Guidelines that might be desired.

**ANALYSIS:**

On May 20, 2015 the Planning Commission approved a Conditional Use Permit for the new Rite Aid pharmacy, currently under construction at the northeast corner of Farmersville Boulevard and Walnut Avenue (Attachment 1- Planning Commission Staff Report).

While the Conditional Use Permit was required for the store's proposal to sell alcoholic beverages, the Commission also reviewed the site plan and architectural appearance of the building and site. In doing so, the project was reviewed against the City's zoning standards and also the City's Design Guidelines.

As noted above, concern has been expressed about the design of the building and why other nearby cities (Exeter and Woodlake) were able to have buildings for Rite Aid constructed of masonry and stucco, while Farmersville's building primarily uses metal siding.

There are no standards in the Zoning Ordinance or guidelines in the Design Guidelines that prohibit metal buildings in commercial zones (or any zone for that matter). The Zoning Ordinance is completely silent on the issue of building appearance, materials, colors, styles, etc.

However the Design Guidelines (Attachment 2) do address metal building design on page 7-4 wherein an illustration is provided and the text encourages the design of metal buildings to go beyond the appearance of a basic metal warehouse design. Specific recommendations in the design guidelines include:

1. Metal buildings are discouraged in downtown and neighborhood commercial areas.
2. Where metal buildings are used, they should receive heightened architectural treatment with standard box forms strongly discouraged. The use of insets, awnings, trellises and varying (but muted) color schemes should be considered.

When Staff began meeting with the representatives for the Rite Aid project those representatives indicated that Farmersville's socio-economics could not justify the expense of a stucco/masonry building and that they would cancel their application if required to do that type of structure. In light of that, Staff worked with the developer to improve the structure and site design as much as possible (see attached staff report). The developer did agree to the following features recommended by the City:

- Western false-front style design with covered front wrap-around porch cover and wood posts (see architectural drawings on page 5 of the staff report);
- Metal trellises attached to the side walls to add visual interest;
- Accent lighting on front and side walls;
- Ranch style "split rail" fencing along the site frontages
- Pedestrian entrance arbor at the street corner

Obviously in the early stages of construction the building's appearance may look plain, but as the building and site near completion Staff believes it will reflect positively on the City.

That said, Staff would like some feedback from Council on its desires regarding architectural appearance and how far the City should go in pursuing better design for projects. There is always a "balancing act" of addressing the city's desire for attractive development against the creation of new businesses – in a way that doesn't push business away.

#### Review of Design Guidelines

In light of the foregoing issue, Staff would like to obtain feedback on the content of the Farmersville Design Guidelines (see attached copy) and how they are applied. The Guidelines resulted from a policy in the 2025 Farmersville General Plan and were adopted by the City Council on May 27, 2012, and establish guidelines for good building design and site planning. Staff uses the guidelines with many types of development projects, including commercial, industrial, multi-family residential and neighborhood design. The Planning Commission acts as the design review board when projects are brought to them.

In terms of commercial design, the Guidelines do not require any particular type of architectural style, however "styles that are historic to Farmersville and the San Joaquin Valley are preferred over contemporary architectural styles". The Design Guidelines go on to list preferred styles for commercial development, including:

- Spanish
- Neoclassical
- Mediterranean
- Western false front

Staff emphasizes the use of these styles, but does not absolutely require them. As an example, the O'Reilly's Auto Parts store was built after the guidelines were adopted and it uses a generic contemporary style. However, that project did agree to staff's suggestions for improvements like wall trellises, accent lighting, cornices and awnings.

As noted above, Staff would like to engage the Council on how strict the guidelines should be applied or whether they should be amended in some fashion. The City can be very strict with the guidelines, but not to the point that it discourages business.

**CONSISTENCY WITH ADOPTED GOALS, PLANS, AND PROGRAMS:**

The establishment of the Farmersville Design Guidelines resulted from policies and action plans in the 2025 Farmersville General Plan.

**FISCAL IMPACT:**

If revisions to the Design Guidelines are requested there would be costs related to work by the City Planner. Revisions would also require public hearings with the Planning Commission and City Council for adoption.

**CONCLUSION:**

It is respectfully recommended that the City Council review the process used to arrive at the building design for the Rite Aid project and also give staff direction on any desired changes to the Farmersville Design Guidelines.

**Respectfully Submitted By:**

**Approved By:**

\_\_\_\_\_  
Karl Schoettler  
City Planning Consultant  
Collins & Schoettler

  
\_\_\_\_\_  
John Jansons  
City Manager

**ATTACHMENT(S): 2**

- 1) Staff Report to Planning Commission on Rite Aid project (May 20, 2015)
- 2) Farmersville Design Guidelines

## STAFF REPORT

### FARMERSVILLE PLANNING COMMISSION

Date: May 20, 2015  
To: Farmersville Planning Commission  
From: Karl Schoettler, Planning Consultant  
Subject: Conditional Use Permit 2015-03 (Halferty Development (Rite Aid))

#### Summary/Recommendation

The project is a request to construct and operate a new pharmacy (Rite Aid) on the northeast corner of Farmersville Blvd and Walnut Avenue. The project will include the sales of alcoholic beverages (for off-site consumption) as well as a drive-through for pharmacy pickup. It is recommended that the Planning Commission approve the project by adopting Resolution 2015-04 (attached).

#### Analysis

The applicant is requesting approval for construction and operation of a Rite Aid pharmacy/retail store (with sales of alcoholic beverages for off-site consumption) on a 1.3 acre site on the northeast corner of Farmersville Boulevard and Walnut Avenue (see Maps 1 and 2).

#### Site and Zoning

The subject site is vacant and is zoned CG (General Commercial). The CG zone allows for a variety of general commercial uses, including stores, offices and restaurants, among other uses. The project as designed meets zoning standards.

#### Site Plan

The proposed site plan (see Exhibit 1) shows a building containing 10,559 square feet (135' x 78'2") situated at the northeast corner of Farmersville and Walnut. A parking lot is situated between the building and the street and provides 55 parking spaces. For retail commercial uses the Zoning Ordinance requires one parking space per 300 square feet of floor area. At 10,559 square feet the proposed use requires 36 parking spaces, and therefore the site plan exceeds parking standards.

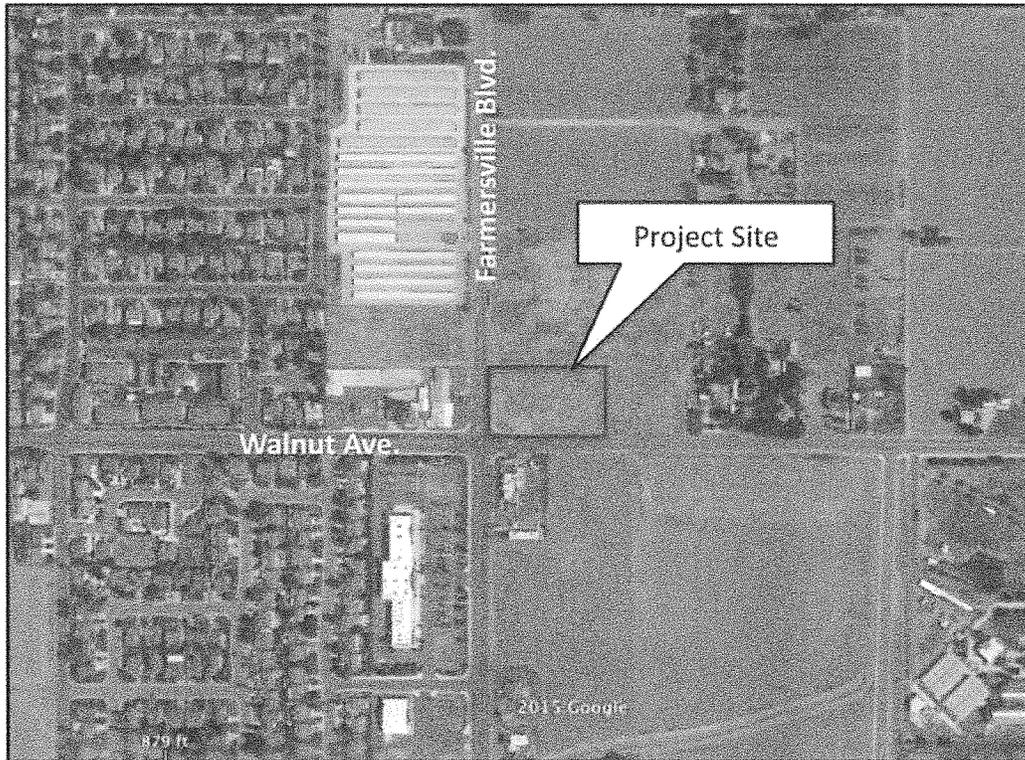
Driveways are provided from the site onto both Farmersville and Walnut at the extreme ends of the property. This strategy moves vehicles entering and exiting the site away from the actual corner – to improve vehicle safety. The driveway on Farmersville Boulevard will be available to northbound vehicles on the street.



**Project Location**  
Conditional Use Permit 2015-03  
(Halferty Development )

**Map No. 1**  
City of Farmersville

**Map 2: Aerial Photo**

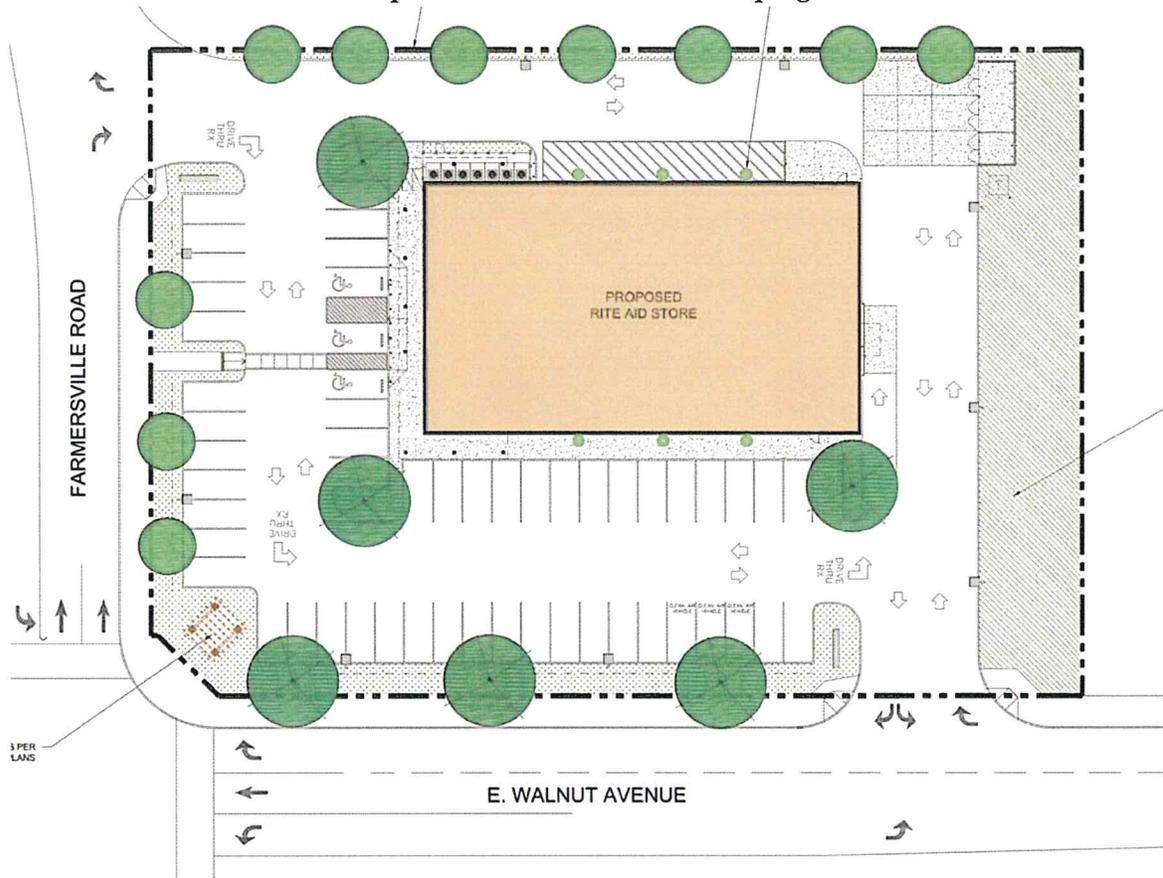


The driveway on Walnut will be available to traffic in both directions until some point in the future when Walnut is improved to its full design specifications identified in the Circulation Element of the General Plan, which calls for two travel lanes in each direction along with a landscaped median. At that point eastbound traffic on Walnut will be required to make a u-turn at some point further east (likely opposite the high school).

The east side of the building will include a drive-thru window for customers wishing to pick up prescriptions in their car. A loading dock for delivery trucks is designed on the north side of the building.

It is expected that future commercial development will occur around the site, to the north and the east. For this reason the project is conditioned to provide a drive "cut" to allow access from the parking lot directly to future development to the north. This will preclude motorists from having to exit the site onto Farmersville Boulevard if they simply wish to go to adjoining commercial development.

**Exhibit 1: Proposed Site Plan and Landscaping Scheme**



Space between the parking lot and streets will be landscaped. The applicant will be required to submit a landscaping and irrigation plan for review at the building permit stage. A preliminary landscape plan is shown in Exhibit 1. To conserve water it is recommended that other types of drought-tolerant groundcover be used in place of turf.

A trash enclosure is proposed in the northeast corner of the site. To improve aesthetics of the trash enclosure staff is recommending a condition that it be fitted with an overhead arbor.

The business will operate seven days per week with hours generally from 7 am to 10 pm. Approximately 8 regular employees will work in the store with more workers during peak times (such as during the holidays). Delivery trucks will likely visit the store several times per week.

Street improvements

The applicant will be required to widen streets along the frontage of the site and install curbs, gutters, parkways and sidewalks, as well as street lights. As the Planning Commission is aware, the City will be undertaking a project to widen and improve Farmersville Boulevard between and Highway 198. The city and applicant will need to coordinate on the timing of improvements along the project frontage as they relate to the overall Farmersville Boulevard improvement project. The City Engineer will be working with the applicant on this issue.

Architectural Appearance/Design Guidelines

The project has been reviewed for compliance with the Farmersville Design Guidelines. The proposed building is essentially a metal warehouse with steel frame construction (see Exhibit 2). Walls will be made of steel sheeting and accented with a faux-brick band along the base of the walls.

**Exhibit 2: Architectural Elevation Drawings**

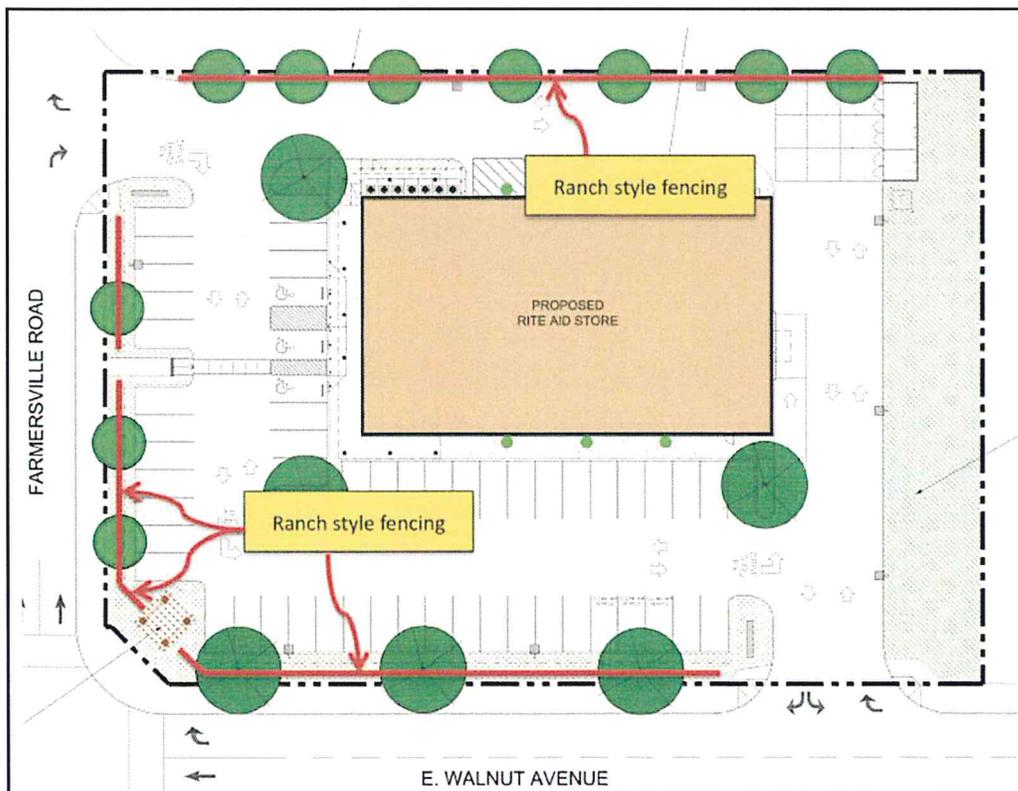


At staff's recommendation the applicant has improved the appearance, accenting the front (west side) with Western false front elements, with an overhang that wraps around the north and south sides. Other improvements include steel trellises for climbing vines along side walls and goose-neck style accent lighting along the walls.

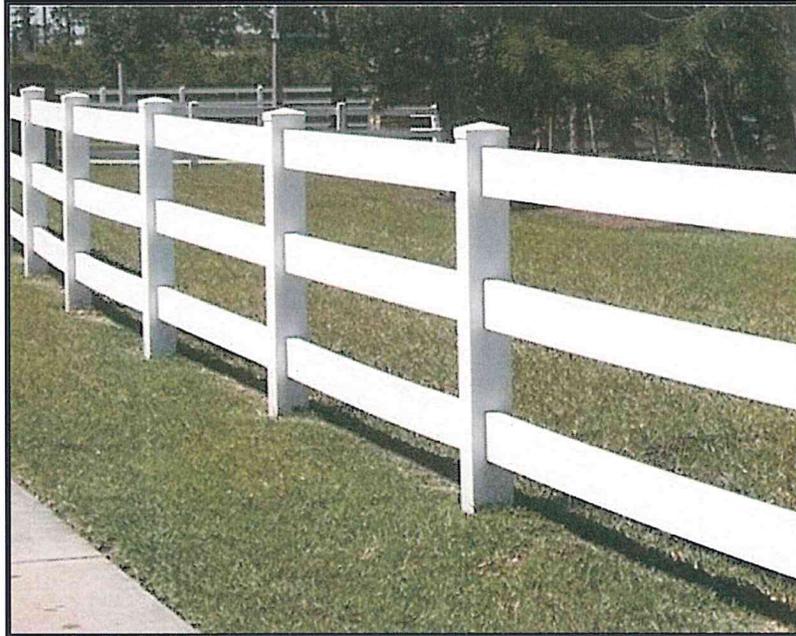
The applicant had previously indicated their willingness to cover the metals walls with a synthetic wood material that would give the appearance of wood siding. However when the project was officially submitted this feature dropped in favor of the metal panel siding. The Planning Commission should still give some consideration to requiring the simulated wood siding or something similar. It should be noted that the same developer is building Rite Aid stores in Exeter and Woodlake utilizing brick and stucco siding for their buildings – not metal.

The applicant will also provide a decorative arbor at the front corner of the site. To take the western-theme further, staff is recommending that white ranch-style fencing be placed in the landscaped area between the parking lot and sidewalks, along Farmersville and Walnut (see Exhibit 3 and Photo 1) and along the north side.

**Exhibit 3: *Location of Ranch Style Fencing***



**Photo 1: *Ranch Style Fencing***



#### Utilities

The project will connect to existing water and sewer lines that run under Farmersville and Walnut. The City Engineer indicates that there is adequate capacity in the water and sewer systems to accommodate the project. There is currently no storm drainage service or capacity in the area of the site. To accommodate this, the site plan proposes a storm drainage retention basin on the east side of the property. At such point in the future when the City is able to extend storm drainage service to this area the storm basin on the site could be filled and abandoned (to be utilized for another purpose).

#### Parcel Map

The applicant has indicated their intent to apply for a Parcel Map in the near future, to create a separate parcel for the site – detaching it from the larger 8.8-acre parcel that it is currently a part of. The applicant will be required to file a parcel map application which will undergo a future public hearing with the Planning Commission.

### Alcohol Sales

As noted previously the store proposes to sell alcoholic beverages for off-site consumption, and has applied for a Type 21 permit from the California Department of Alcoholic Beverage Control (ABC).

The Farmersville Zoning Ordinance requires that businesses selling liquor must first obtain a Conditional Use Permit (C.U.P.) from the City.

In considering a C.U.P. for a Type 21 license, the Commission needs to determine if the permit is warranted by “public convenience and necessity”. In doing so, it is important to consider input from ABC, as well as the local police department, neighborhood compatibility, and input from any concerned neighbors.

ABC regulates alcohol licenses by Census Tract. There are several census tracts that cover Farmersville City limits. The subject site is located with Tract 0014.00 – which covers the north part of the City (north of Walnut Avenue) and many square miles of rural territory west, south and east of Farmersville (including all the way to Lemon Cove). There are currently five existing “off-sale” licenses within this tract – the only other license in city limits is the Fast and Easy Mart located at 430 W. Noble (at the McDonalds/Shell facility).

According to ABC guidelines Tract 14 is “allowed” 5 off-sale alcohol licenses before it is considered “oversaturated”. There are currently five licenses in this tract, but only one is in Farmersville. The addition of the Rite Aid will bring the tract to six licenses. In order to approve this license the City Council will be required to consider approving a letter of necessity and convenience.

Staff at ABC indicated there is no information or circumstances they are aware of presently that would cause them to reject this request.

Input from the Farmersville Police Department was also solicited for this proposal. The department voiced no concerns over this request.

The Commission will also want to consider any input from the general public regarding this proposal. Because this application is a “public hearing” the City has mailed notification of the hearing to all property owners within 300 feet of the site, published a legal notice in the newspaper, and also posted the notice at City Hall and the Post Office. As of the date of preparation of this report, no phone calls or inquiries had been received from property owners.

In terms of neighborhood compatibility, the site is located in a developing commercial area of the City. There are existing single- and multi-family residential dwellings to the

east and west of the site though none are immediately adjacent. In addition, Farmersville High School and Freedom Elementary are located east of the site on Walnut Avenue. No concern has been expressed by the school district.

#### Additional Restrictions

The Commission may recall a previous request for a Conditional Use Permit for alcohol sales was for the Family Dollar Store at the southwest corner of Farmersville Boulevard and Ashley Street. In approving that permit the Commission required several additional restrictions on that store's operations – and the Commission may want to apply these restrictions to this particular request. These restrictions included:

- There shall be no sales of single containers of beer.
- Products must be sold in original manufacturers packaging (cases may not be “broken up” for sales of individual beverages).
- Posters or other devices advertising alcoholic beverages shall not be displayed on the exterior of the premises.
- Wine shall be sold in bottles not smaller than 750 milliliters.

These conditions are intended to improve compatibility of the business with the surrounding neighborhood, and to potentially reduce some of the perceived problems that arise from the sales of beer and wine. The Planning Commission may want to have a discussion about whether these conditions should be applied to this particular request. For the time being these conditions are included in the resolution for the permit.

Because the business is primarily a pharmacy and retail store (with sales of alcoholic beverages a secondary component) staff believes the proposed business is a good fit for the site and community.

#### Environmental Review

Staff believes the project can be exempted from review for environmental impacts under Section 15332 (Infill projects) of CEQA (California Environmental Quality Act). The project site is less than five acres, is mostly surrounded by urban development and the site is zoned for the use. Standard measures will be applied to mitigate/address environmental issues, including:

#### Air Quality:

The applicant will be required to obtain a permit to construct and operate from the San Joaquin Valley Air Pollution Control District, prior to construction. The applicant will also be required to pay the Air District's Indirect Source mitigation fee, which is used to promote air quality improvements throughout the valley air basin. Further, having a full service pharmacy in Farmersville will preclude residents from having to drive greater distances to pharmacies in other nearby communities – thereby reducing air emissions.

#### Water:

The applicant will be required to submit a landscaping plan that complies with the State's water efficient landscaping ordinance. To lower water consumption it is recommended that no turf be used in landscaping and that an emphasis be placed on low-water using plant species.

In order to address water pollution issues the construction contractor will be required to install erosion control barriers during construction. Further, all storm drainage will be channeled to an on-site detention basin on the east end of the property. The basin will be screened and must be maintained by the applicant to prevent overgrowth and mosquitoes.

#### Traffic

The applicant will be required to install street improvements along both frontages of the site, including widening, curbs, gutters, parkways and sidewalks as well as street lamps. The intersection of Farmersville and Walnut is already fully controlled with a traffic signal. The City is planning to widen and improve Farmersville Boulevard between Walnut and Highway 198 later this year, to increase capacity.

#### Noise

To reduce noise impacts of the project construction will be limited to daylight hours, Monday through Saturday.

#### Light

All outdoor light fixtures will be required to be hooded and adjusted to reduce glare and illumination of neighboring properties and streets.

#### Greenhouse Gas Emissions

The project applicant shall work with the San Joaquin Vally Air Pollution Control District to determine the applicable Best Management Practices (BMP) for the project. The project shall incorporate either the identified BMP or Approved Alternate Technology prior to construction.

#### Aesthetics

The project has been reviewed and as conditioned will comply with Farmersville's Design Guidelines. The applicant will also be required to submit a landscaping and irrigation plan for landscaping of the site.

#### Geology and Soils

The project (including building foundation) will be required to be designed consistent with Uniform Building Code standards concerning site soils and area seismic hazards.

#### Utilities

The project will connect to City utilities (water and sewer) and provide for on-site storm drainage. Further the project will be required to pay the City's utility impact fees (water, sewer and storm drainage). The City utilizes funds accrued to make capital improvements to these systems.

#### **Conclusion**

The project has been reviewed by City staff, including the city planner, city engineer, public works and police and fire departments. With the conditions included in the attached resolution, it is recommended that Planning Commission vote to approve the project.

#### **ATTACHMENTS**

- Resolution 2015-04
- Blueprint site plan and elevation drawings

**BACKGROUND INFORMATION**

- Applicant Halferty Development Co., LLC  
199 S. Los Robles Avenue #840  
Pasadena, CA 91101
- Property  
Owner: Lincoln Trust Co. FBO Anita Castaneda  
1739 University Street  
Visalia, CA 93277
- Location: The project site is located on the northeast corner of Farmersville Blvd and Walnut Avenue. The Assessor Parcel Number is 111-210-049.
- Request: The applicant is requesting approval of a Conditional Use Permit to build and operate a Rite Aid pharmacy in a building containing 10,559 square feet, on a site containing approximately 1.31 acres. The business will also sell alcoholic beverages for off-site consumption and will also operate a drive thru as part of the pharmacy.
- Zone: The subject property is zoned CG (General Commercial). Adjacent properties are zoned as follows:  
  
East: County Agricultural zoning  
South: CG zone  
West: CS (Service Commercial) zone  
North: CG zone
- Standards: The CG (General Commercial) zone district permits a wide variety of commercial uses. General development standards are as follows:  
  
Lot size: 6,000 square feet, minimum  
Setbacks  
Front: 4 feet, minimum for building; parking lot must be set back at least ten feet  
Side: No requirement, except parking lot must be set back 10 feet  
Rear: No requirement  
Space between buildings on same lot: 10 feet, minimum  
Height: 40 feet, maximum  
Parking: For retail commercial uses one parking space per 300 square feet of building space is required.

Gen. Plan: The subject site is designated “General Commercial” by the Land Use Map of the 2025 Farmersville General Plan. The CG zone is consistent with this designation.

Land Use: The site is currently vacant. Surrounding land uses are as follows:

North: Vacant land  
South: Commercial: Fast food restaurant  
East: Vacant land and single family dwellings  
West: Commercial: Auto parts/repair and vacant land

Circulation: The site is bordered by Farmersville Boulevard and Walnut Avenue. Farmersville Boulevard is designated as an “Arterial” roadway in the Circulation Element of the General Plan. South of Walnut Avenue this roadway features two travel lanes and a parking lane in each direction.

North of Walnut the roadway tapers to one travel lane and gravel shoulders in each direction. The City has a roadway improvement project programmed for this segment of Farmersville Boulevard (north of Walnut) that will expand the street to include two lanes in each direction along with a landscaped median, as well as curbs, gutters, parkways and sidewalks. This project is scheduled to begin later in 2015.

Walnut Avenue is designated as a “Collector” roadway in the Farmersville Circulation Element. West of Farmersville Boulevard this roadway is improved to its full width but only has one travel lane and a parking lane in each direction. Ultimate improvements will include a landscaped median and two travel lanes in each direction.

East of Farmersville Boulevard Walnut tapers to one travel lane and gravel shoulders in each direction until it widens again along Farmersville High School. Future development along the street will be required to widen the road and install improvements as development occurs. Ultimate improvements call for two travel lanes in each direction, a landscaped median, along with curbs, gutters, parkways and sidewalks.

The corner of Farmersville and Walnut is currently controlled by a traffic signal with controlled left turns in all directions.

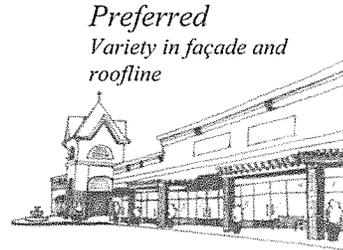
Infrast: In the vicinity of the site there is an existing 12-inch water main under Farmersville Boulevard and an 8-inch water line under Walnut Avenue. There is an existing 12 inch sewer main that runs past the site under Farmersville Boulevard. There are existing drop inlets for storm drainage

at three corners of Walnut and Farmersville Boulevard that channel storm drainage to a line that runs west under Walnut Avenue. Due to limited capacity in this line the applicant will be required to install an on-site storm drainage basin.

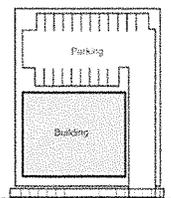
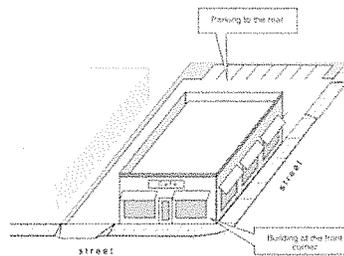
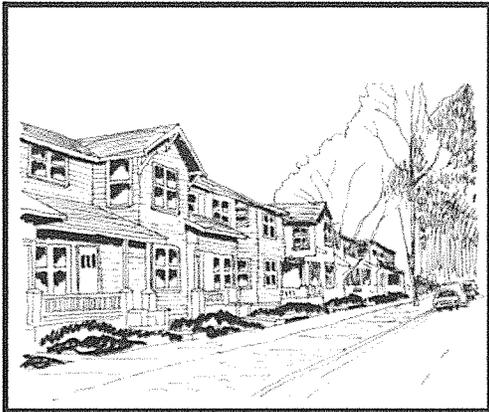
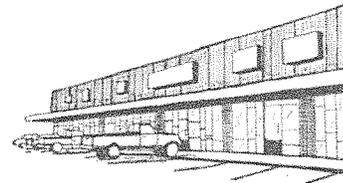
Services: Police and fire protection is provided by the City of Farmersville.

Environ.: The project has been reviewed and determined to be exempt from review for environmental impacts under Section 15332 (Infill Development Projects) which allows for an exemption from review for projects on sites that are zoned for the proposed use and are less than five acres that are substantially surrounded by non-agricultural (urban) development

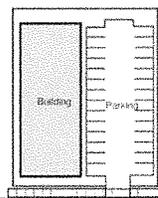
# Farmersville Design Guidelines



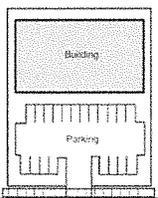
*Preferred  
Variety in façade and  
roofline*



Street  
**PREFERRED**  
Parking is screened to the rear of the building



Street  
**ACCEPTABLE**  
Parking is located at the side of the building



Street  
**DISCOURAGED**  
Parking dominates the site.

*Decorative pedestrian-oriented light fixtures are encouraged.*

City of Farmersville

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# 1.0 • Introduction

## 1.1 Overview

The *Farmersville Design Guidelines* are intended to provide guidance to designers of development projects to ensure that new development is constructed in a fashion that meets the community's expectations for high quality design. The guidelines make extensive use of graphics and drawings to illustrate various design examples - both "good" and "bad".

The Design Guidelines are general in nature and may be interpreted with flexibility in their application to specific projects. The guidelines are not intended to dictate a particular style or strategy with respect to individual projects. It is hoped that these guidelines will encourage the highest level of design quality while at the same time, providing the flexibility necessary to encourage creativity on the part of the project designer

Good design doesn't always constitute an increased cost of the project to the developer; however, it always increases the value of the project, both for the property's owners and occupants and for the community as a whole.

## 1.2 Basis for Design Guidelines

The Farmersville General Plan, adopted in 2002, provides the basis for the preparation of these design guidelines. The General Plan is the City's policy document to guide future growth and development of the community through the year 2025.

The Design Guidelines were prepared following a series of community workshops held in 2010 with the Farmersville Planning Commission and interested residents. The workshops were very "hands on" and involved the use of graphics and slide images of various types of developments. Participants were asked to view various images and "rate" those images based on their like or dislike for what they were seeing. Examples of these images and the results of the ratings are included in the Guidelines as a reference. From these exercises, the guidelines were prepared.



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*Good design doesn't always constitute an increased cost of the project to the developer; however, it always increases the value of the project, both for the property's owners and occupants and for the community as a whole.*

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### Organization of the Design Guidelines

The Design Guidelines are organized to pertain to various development types in Farmersville. In some cases design concepts from different categories may apply to the same project. Design categories in these guidelines are organized as follows:

- Neighborhood Land Use Planning
- Single Family Residential
- Multi-Family Residential
- Commercial
- Downtown Commercial
- Industrial
- Special Uses and Design Details

### 1.3 Application

The table to the right describes how the City will apply the Guidelines. Compliance with the Guidelines is mandatory for commercial, industrial and multi-family residential projects. The Guidelines' application to single family homes is advisory (with some exceptions for master-planned projects such as Planned Unit Developments or specific plans).

However, as previously noted, application of the "guidelines" is intended to be very flexible - the City's goal is to work with project applicants to achieve design strategies that are responsive to both the applicant and the city's goals.

#### **How to Use the Guidelines**

1. The applicant should consult with the City of Famersville planning staff early in the process, before any design work is initiated, to verify the requirements of the appropriate design requirements for the project.
2. Consult design concepts in the appropriate project category in this manual (e.g. "multi-family residential"). Also note other categories that may apply to the project such as parking, signs, etc.
3. Upon completion of a preliminary site plan and/or architectural plans and elevations that are based upon these guidelines, submit the application to the Planning Department. The City will normally combine design review with normal planning permit processing (such as Site Plan Review, Conditional Use Permit, etc).
4. City staff and Planning Commission will determine whether plans comply with the guidelines.

## 2.0 • Land Use and Neighborhood Planning

This portion of the Farmersville Design Guidelines pertains to the arrangement of various land uses, and is intended to ensure that future land uses are situated in a manner that is harmonious yet well-connected in a fashion that improves the feasibility of walking and cycling while reducing dependence on the automobile.

### 2.1 Guidelines

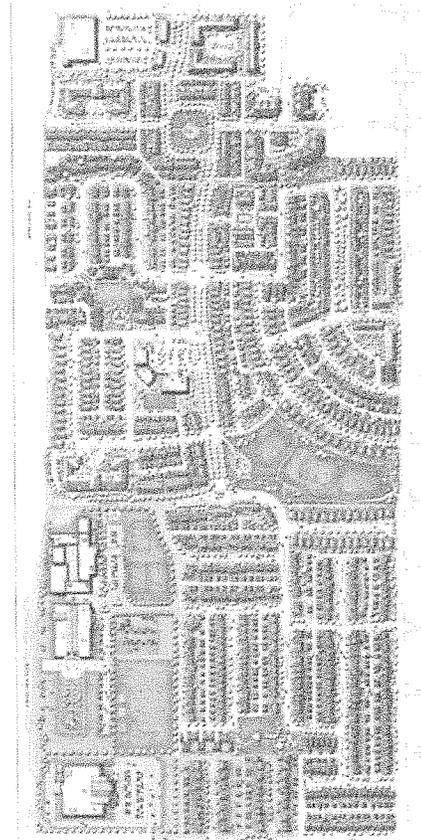
1. New residential development should be designed to facilitate easy walking and bicycling to and from neighborhood commercial areas and community facilities such as schools. It is optimal if residents can be within ¼ mile walking distance of daily destinations (schools, stores, etc.). A key part of this strategy is to design new subdivisions with a high degree of street connectivity. This topic is addressed further on the following pages.

*New neighborhoods should be designed to facilitate connectivity between various land uses, including residential, parks, schools and neighborhood commercial.*

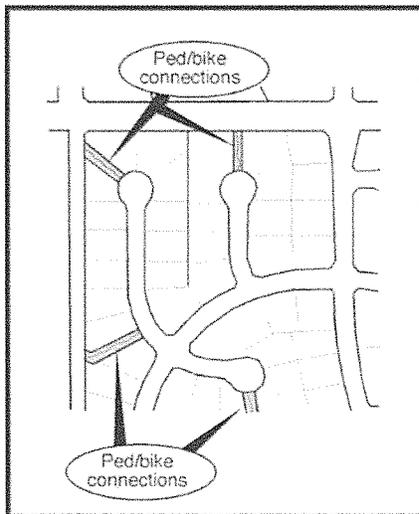
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*New residential development should be designed in easy walking and bicycling distance to neighborhood commercial areas and community facilities such as schools (a distance equal to approximately 1/4 mile).*

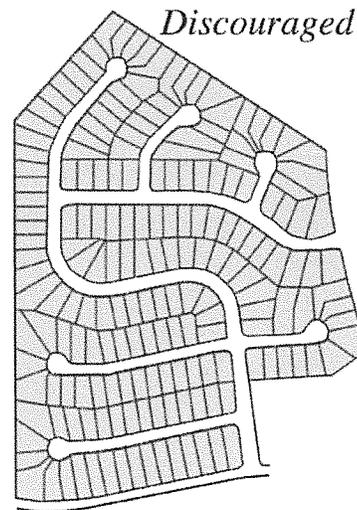
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2. New residential subdivisions should be laid out in grid or modified grid patterns - to create multiple routes to surrounding developments and land uses. Major streets should be oriented on an east/west axis, when possible, to capture views of the nearby Sierra Nevada and to improve solar energy opportunities (see also #10).
3. By precluding street connectivity, cul-de-sac streets increase vehicle trip lengths (resulting in increased fuel consumption and increased air pollution), and are therefore discouraged. Cul-de-sacs should be used only where needed to utilize otherwise "left-over" land or where direct access is not preferred (such as adjacent to a major roadway (such as a freeway or arterial) or a railroad). Where cul-de-sac or "elbows" are necessary, a pedestrian "paseo" should be provided to enable good pedestrian connections (see below).

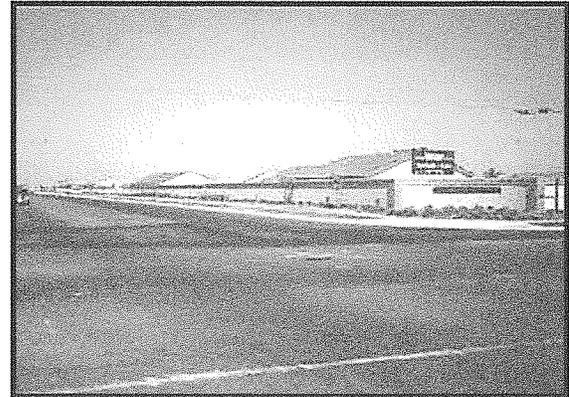


Where cul-de-sacs are necessary in new developments they should be provided with pedestrian connections to adjacent streets.

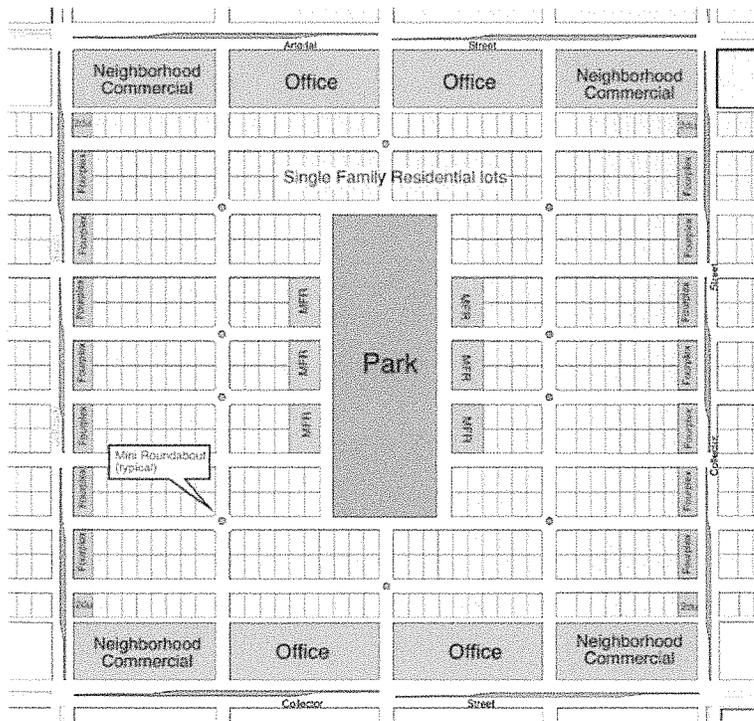


This illustration contrasts a subdivision with good street connectivity (top) and a subdivision with poor connectivity (bottom). The top subdivision offers multiple route choices while the lower subdivision requires longer, circuitous trips to reach many parcels. Good street connectivity reduces air pollution and fuel consumption by promoting walking and shorter trips. Emergency vehicle access is also improved. The top subdivision also integrates park and open space features in accessible, visible locations.

4. In general, walled subdivisions segment communities and reduce walkability, and are therefore discouraged. Consideration should be given to innovative designs that preclude the need for perimeter walls (see design below), which precludes the need for perimeter walls by siting neighborhood commercial offices and small-scale multi-family residential along major roadways.
5. New residential subdivisions should provide centrally-located parks/open spaces that are readily accessible to all residents of the neighborhood (see design below). Parks should be used to define the form and shape of the residential subdivision rather than be out-of-the-way “left over” parcels of land not available for development.

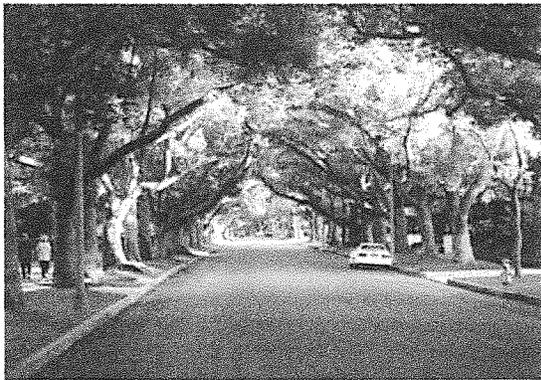


*To the extent practical, walled-in subdivisions should be avoided.*



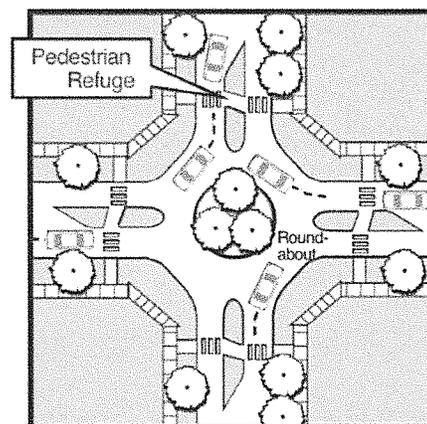
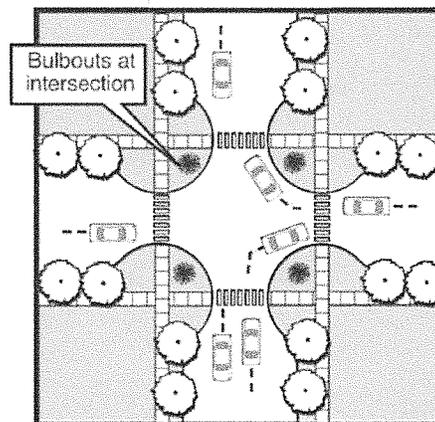
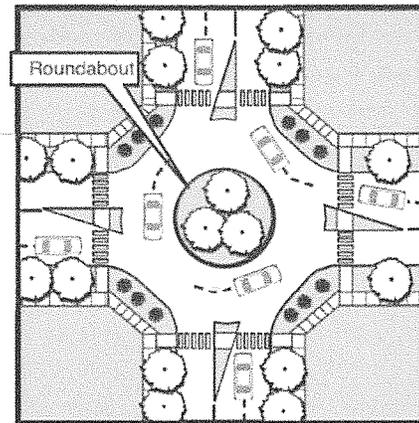
*This subdivision design achieves a high degree of street connectivity. It also avoids the use of perimeter walls by placing small-scale neighborhood commercial, offices and multi-family residential facing the major streets that surround the site. Finally, a centrally-located park is easily accessible to residents of the neighborhood. Traffic is managed through a variety of techniques – short block lengths, tree-lined streets, roundabouts and bulb-outs, among other mechanisms.*

6. In designing new streets, consideration should be given to the use of traffic calming mechanisms, such as bulb-outs at intersections, strategically placed roundabouts, pedestrian refuges, and textured cross walks, among other mechanisms.
7. Each subdivision should give strong consideration to providing a mix of housing densities, lot sizes and unit types and vary lot sizes, building footprints, setbacks and orientations to the street.
8. Setbacks from the public street should be minimized to bring structures close to the street to encourage neighbor interaction.
9. Street trees shall be provided at approximate 25-foot intervals along parkways; a minimum of two street trees shall be provided for each lot along parkways. Existing mature trees should be incorporated into new development.



*The vision for future residential streets in Famersville - shady and cool, as well as narrower – to slow traffic.*

### Traffic Calming Mechanisms at Street Intersections



10. Street orientation must be considered for optimum energy efficiency, with respect to solar access. As many homes as possible should be oriented so that large areas of the roof receive solar radiation from the south – see graphic to the right.

11. Gated subdivisions are discouraged. Rather, site planning techniques that build in passive security, such as design that facilitates “eyes on the street” is preferred. These techniques include:

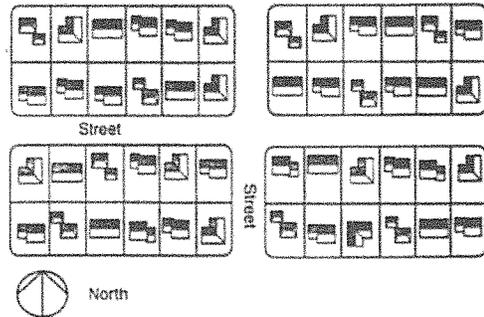
- a. Locate the front doors of homes so they are clearly visible from the street and other homes.
- b. Design homes that feature large, useable front porches.
- c. Set the garage behind the front plane of the house, thereby improving visibility from the home to the street.
- d. Provide a well-lighted pedestrian circulation system.

12. Utility service boxes should be located underground.

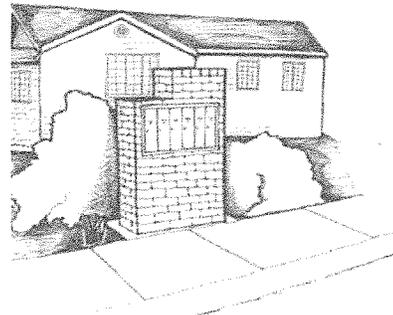
13. Common mail boxes shall be placed in locations that maximizes interaction among neighbors. Consideration should be given to improving common mail boxes with architectural treatments to blend well with their surroundings. Materials such as brick or stucco should be considered to enhance the appearance of common mail boxes – see right.

14. In general, developers should utilize antique style street lamps, as directed by the City Engineer.

### Subdivision Design for Solar Access



*This subdivision is designed for maximum solar access. Streets are oriented east-west – thereby individual lots – and homes are similarly oriented. This ensures maximum solar exposure to the south.*



*Common mail boxes should be architecturally treated to blend well with their surroundings.*



*Typical antique street lamp brings character and helps to improve pedestrian qualities of neighborhoods.*

### 3.0 • Single Family Residential

As noted in Chapter 1, design guidelines for single family residential development are considered to be advisory.

#### 3.1 Relationship of the Dwelling to the Street

Emphasis should be placed on “humanizing” the streetscape in new residential neighborhoods in Farmersville

Streets with long expanses of blank garage doors should be avoided. Design strategies to encourage good streetscapes include:

1. Dwellings should feature a useable front porch that dominates the façade of the home (see illustration below). The minimum porch depth should be 6 feet deep and 8 feet wide. The City will consider allowing reduced front yard setbacks for houses that feature a useable front porch.
2. Garages should be set back behind the front plane of the dwelling or should be set back and detached entirely (see illustration below and following page). Garage doors should not cover more than half of the frontage of a dwelling.
3. Front doors should be situated so that they are prominently visible from the street.



Encouraged

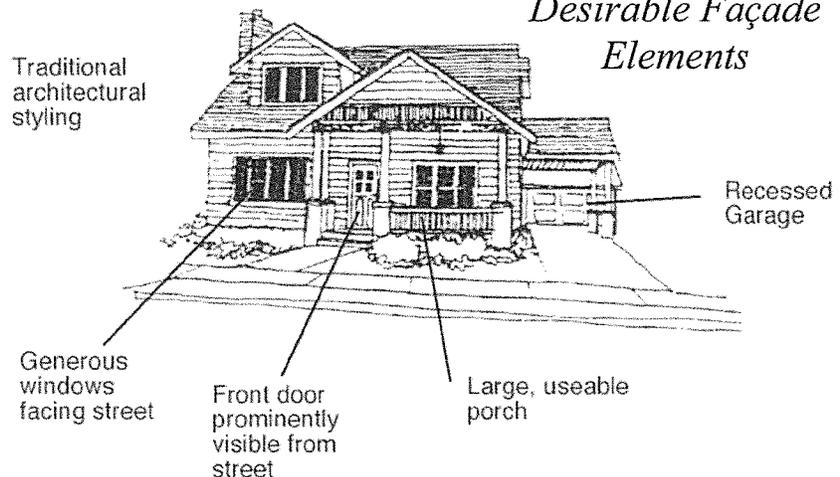
*This graphic shows the pleasing effects of a dwelling with a large, useable front porch, with the garage set back well behind the front plane of the dwelling. Doors and windows prominently face the street.*



Discouraged

*Streets with long expanses of blank garage doors are to be avoided.*

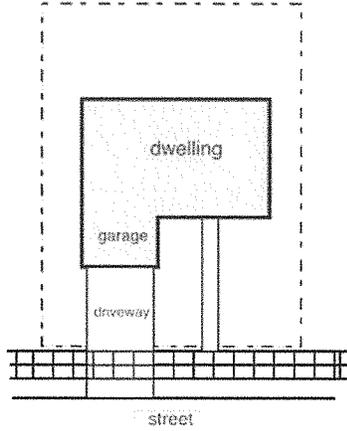
#### Desirable Façade Elements



*Relationship of Garage to Dwelling to Street*

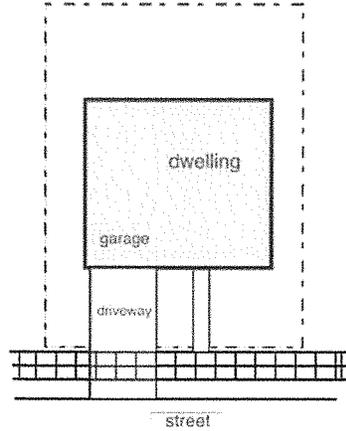
**Discouraged**

The garage projects far in front of house. Also known as a "snout house".



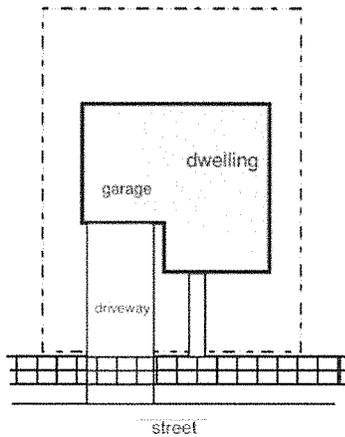
**Encouraged**

The garage is even with the front wall of the house.



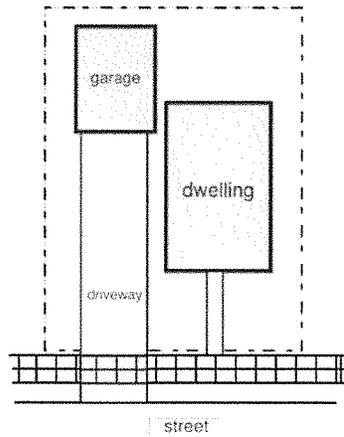
**Preferred**

Garage is set back behind the front wall of the house.

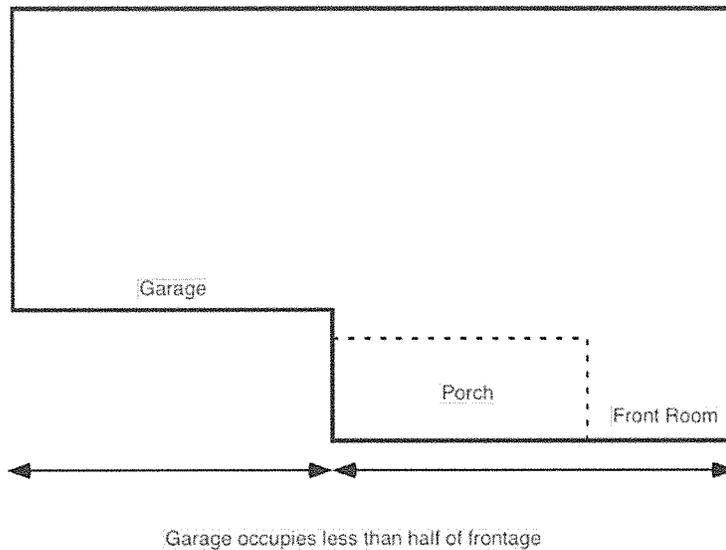


**Preferred**

Garage is detached and set toward the rear of the lot.

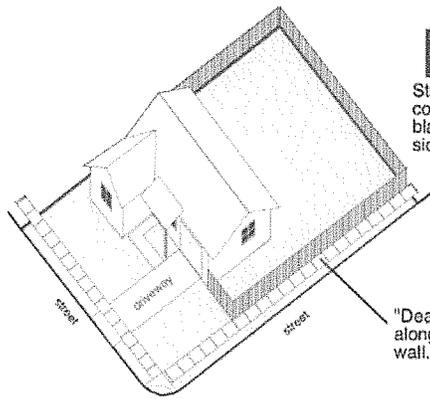


*Garage doors should not occupy more than one half of the frontage of a dwelling*



4. Corner lots present a special design challenge. To ensure that the street side-yard does not become a “dead” space that is an unmaintained and out-of-view area, homes on corner lots should be designed with two “frontages” (see illustrations below). Ideally, one street frontage will feature the front door, while the other street frontage will feature the garage and driveway. This precludes a “dead” yard along the street-side yard frontage.

Corner Lot Design Strategies



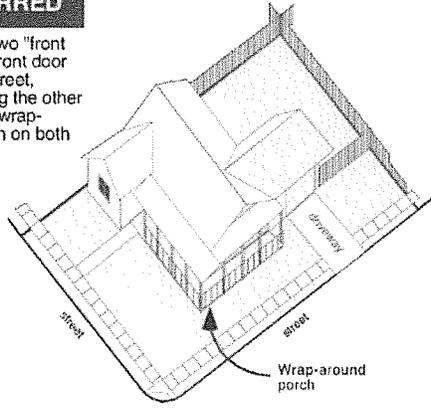
**DON'T**

Street side yard is completely fenced off - blank fence is up against sidewalk

"Dead" space along side wall.

**PREFERRED**

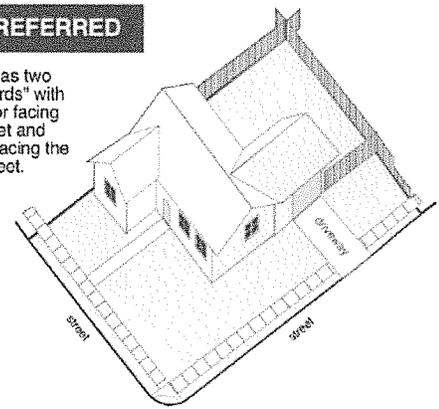
House has two "front yards" with front door facing one street, garage facing the other street, and a wrap-around porch on both frontages.



Wrap-around porch

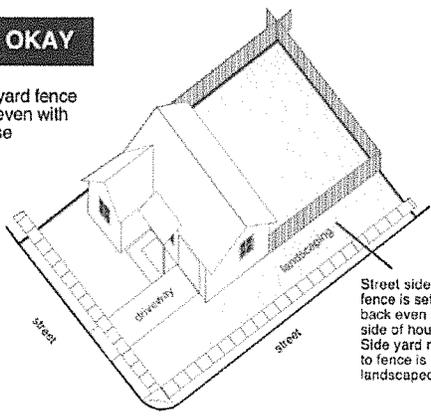
**PREFERRED**

House has two "front yards" with front door facing one street and garage facing the other street.



**OKAY**

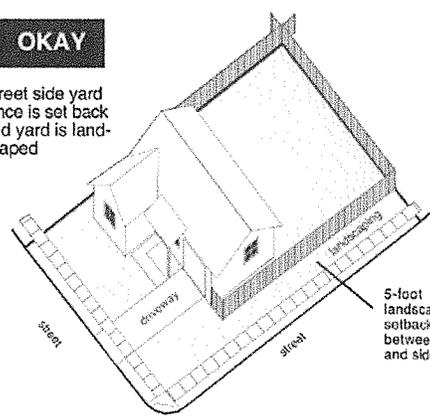
Street side yard fence is set back even with side of house



Street side yard fence is set back even with side of house. Side yard next to fence is landscaped

**OKAY**

Street side yard fence is set back and yard is landscaped



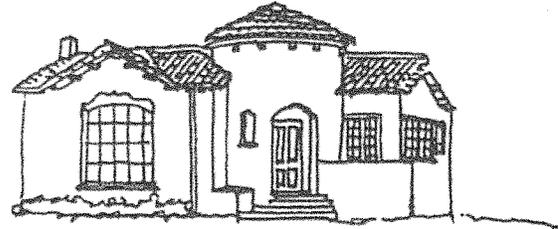
5-foot landscaped setback area between fence and sidewalk

### 3.2 Architectural styles

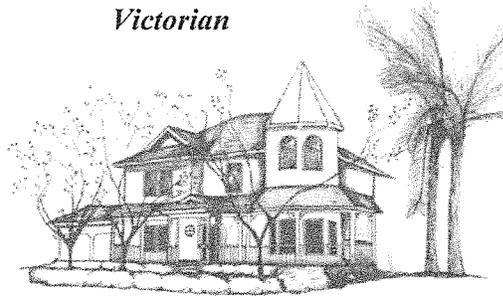
Architectural styles for single family homes are not strictly dictated by these design guidelines, however, visual preference surveys conducted during workshops showed that participants strongly preferred traditional and historic architectural styles for residential and commercial development. For single family dwellings, styles that reflect the architectural traditions and history of the San Joaquin Valley are encouraged. These preferred styles include:

- Craftsman bungalow
- Spanish
- Monterey
- Colonial
- Tudor
- Victorian

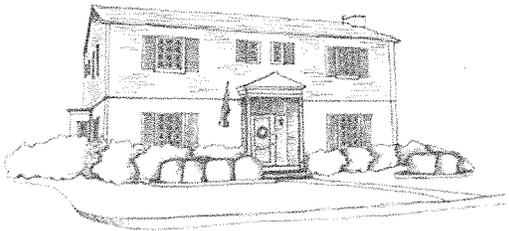
*Spanish*



*Victorian*

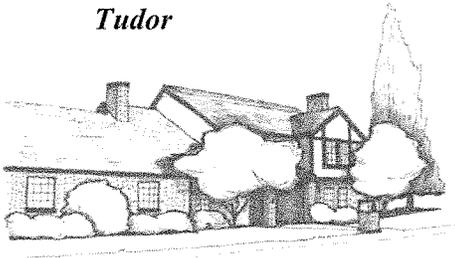


*Colonial*



*Monterey*

*Tudor*

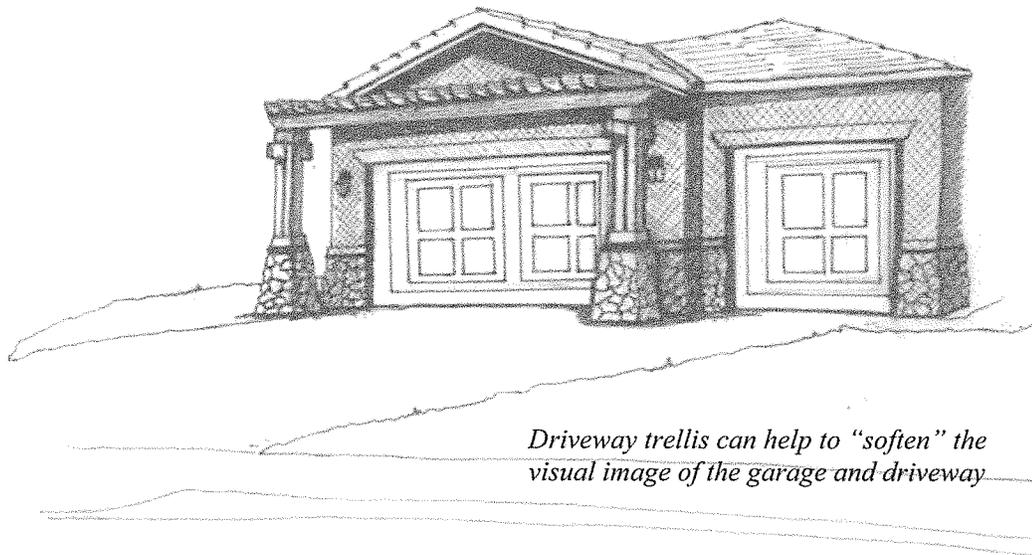


*Craftsman Bungalow*



Other Design Mechanisms

1. Consideration should be given to “softening” the garage and driveway area with a carport trellis (see illustration below)
2. Side and rear building facades should be designed with attention to architectural detail comparable to the front façade, particularly if visible from streets or adjacent properties. This is especially true for corner lots



*Driveway trellis can help to “soften” the visual image of the garage and driveway.*

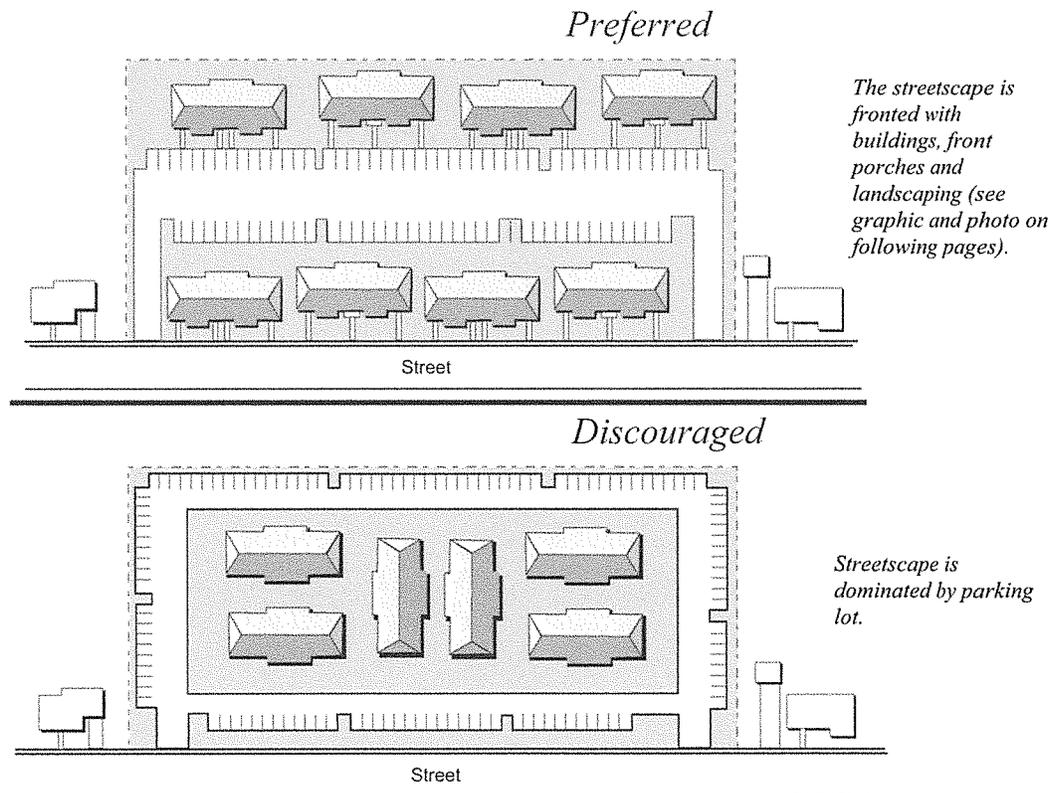
## 4.0 • Multiple Family Residential

### 4.1 Site Planning

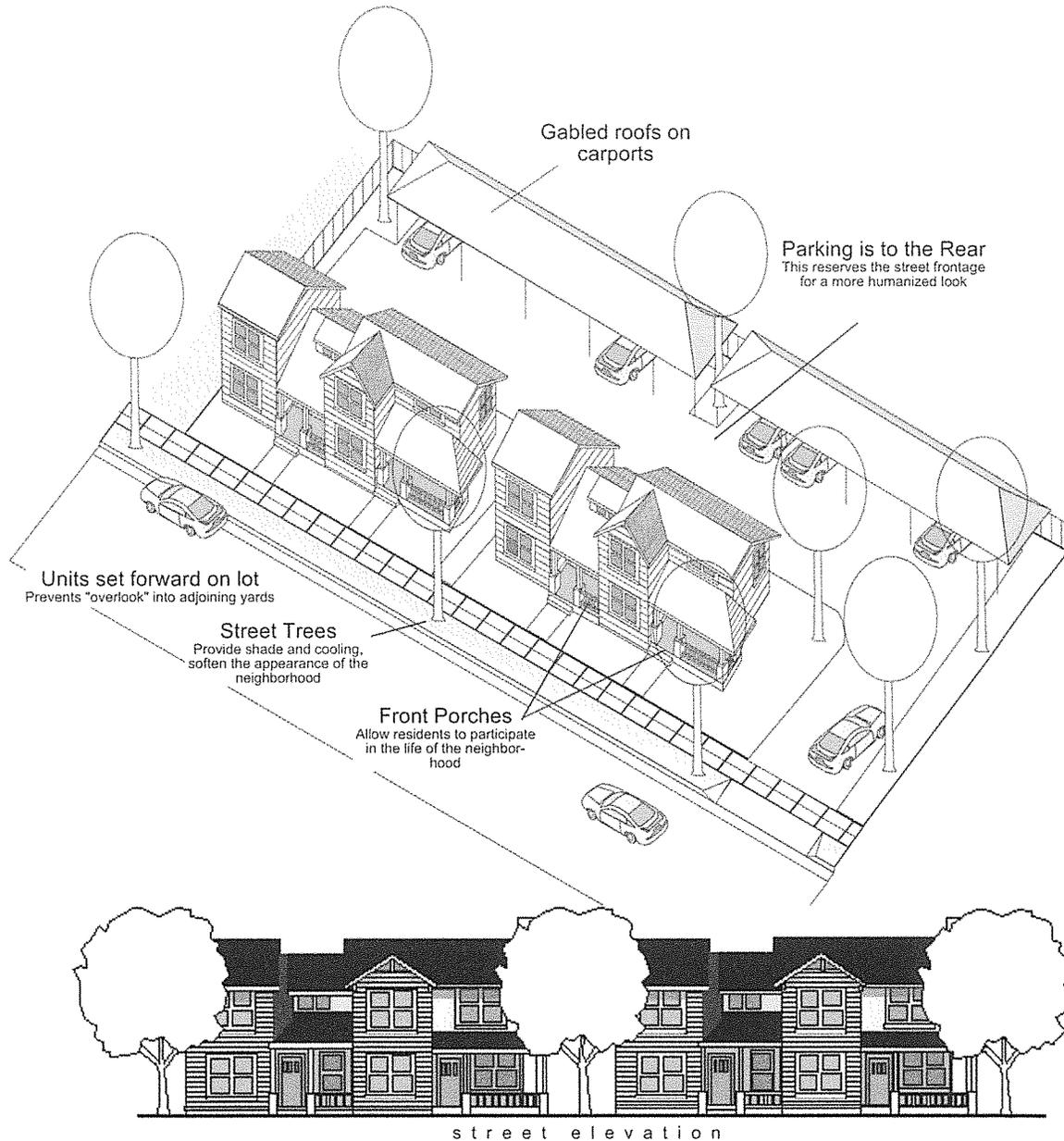
Regardless of size or number of units, multi-family projects should be designed to integrate into the surrounding neighborhood. Design techniques include:

1. Buildings should be “pulled forward” on the lot, towards the street, with parking to the rear. This helps multi-family projects better harmonize with the existing streetscape and surrounding neighborhood.

### Site Planning Concepts



2. Units fronting the street should include a front door facing the street.
3. Units with doors facing streets should include a useable front porch at least six feet in depth and eight feet in width.

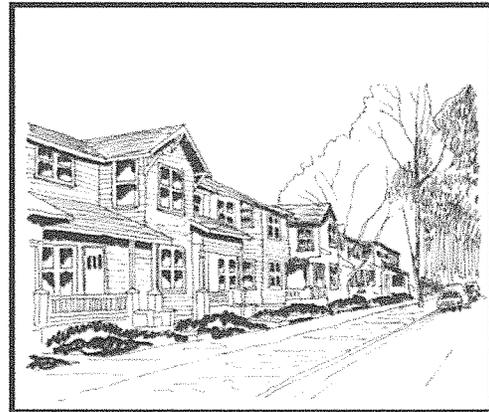


Units feature useable front porches  
Parking is to the rear.

4.2 Architectural Character

1. Multi-family residential development should utilize architectural styles that are native and traditional to Famersville and the San Joaquin Valley. These styles are addressed in the Single Family Residential design guidelines (on page 3-5) and include:

- Craftsman
- Spanish
- Mission
- Monterey
- Victorian
- Tudor



*This multi-family example displays many positive design features, including useable front porches, as well as trim detailing around windows and eaves. Parking is out of sight, behind the buildings.*

2. Multi-family buildings should visually harmonize adjacent residential neighborhoods by use of the following techniques:

- a. Integrate architectural elements and building articulation that is similar to the surrounding neighborhood.
- b. Use similar colors, details, and finish materials as those in the adjacent neighborhood.
- c. Use shape and massing that conforms to existing neighborhood scale.

Building Form and Massing



*Preferred*



*Discouraged*

3. All multi-family residential development should incorporate the following elements:

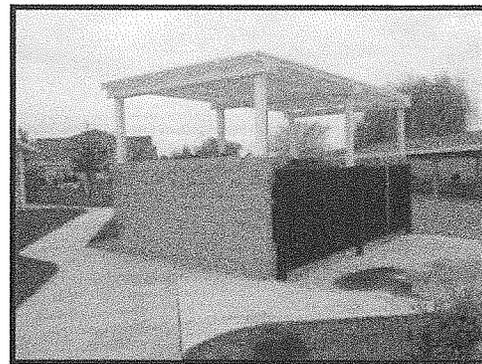
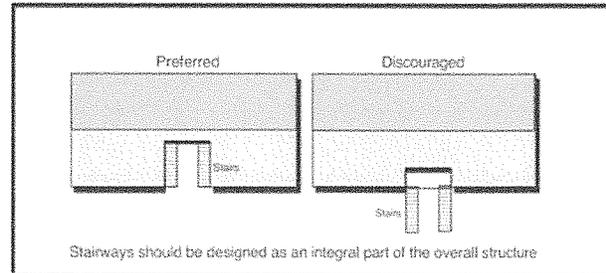
- a. Varied front setbacks within the same structure with staggered unit plans;
- b. Varied rooflines (especially where the building exceeds 20 feet in height). Roof lines of

*Form and massing: Example at top has roof line similar to that of adjacent unit. Example at bottom is rectangular and "blocky" and does not relate to surrounding neighborhood.*

large buildings should be varied to reduce apparent scale and mass. Use of overhanging eaves, parapet wall details and three dimensional cornice treatments can enhance character of the roof line area.

- c. Use of reverse building plans to add variety; and
  - d. Variation in exterior color of adjacent units, groupings of units or buildings.
4. Stairways should be designed as an integral part of the overall structure and should incorporate materials used in the main building. Exposed “motel-style” prefabricated stairways composed of concrete and open wrought-iron railing is discouraged (see right, above).
  5. Accessory structures such as club houses, equipment buildings, trash enclosures (see right), etc. should be architecturally treated to be consistent with main buildings.
  6. Carports should be designed to complement the aesthetic character of the buildings. Towards this end, carports with gabled roofs are preferred over flat-top carports (see right).
  7. Large roof mounted equipment (AC units, etc.) is discouraged (such equipment should be ground-mounted). Where necessary, such roof-mounted equipment should be screened from view through the use of parapets or similar devices that complement the architectural character of the building.

### Stairway Treatment



*Trash enclosures should be designed to blend with the character of the site and should be screened with landscaping and include an overhead arbor.*



*Carports should be designed to compliment the architectural style of the buildings. Gable-roofed carports are preferred over flat top designs.*

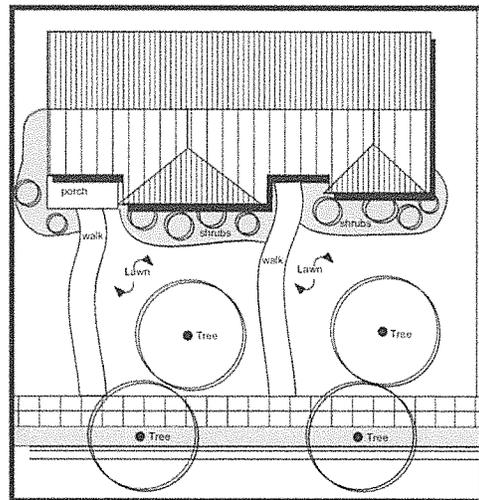
8. Exterior lighting should be designed to complement the overall architectural character of the site. Utilitarian light fixtures are discouraged.



*Exterior lighting should be designed to compliment the overall architectural character of the project.*

#### 4.3 Landscaping

1. Multi-family developments should have a highly landscaped appearance, ideally incorporating an attractive combination of turf, shrubs and shade trees.
2. Utilize landscaping to enhance a sense of security and maintain street visibility of doors and windows and visibility from within the development.
3. Consider planting native varieties of spiny or thorny plants below ground-floor windows to discourage unwanted access.
4. Parking areas that face the street should be screened with a low hedge.



*Landscaping should feature an appropriate combination of turf, shrubs and trees.*

## 5.0 • Commercial Design

Design guidelines are established in this chapter for the following topics:

- Site Design for Large projects and sites
- Parking Lot Strategies
- Corner Lot Design
- “Big Box” Façade Design Strategies
- Mixed Use Projects
- Small Commercial Sites
- Architectural Strategies
- Signs
- Landscaping (including parking lot landscaping)

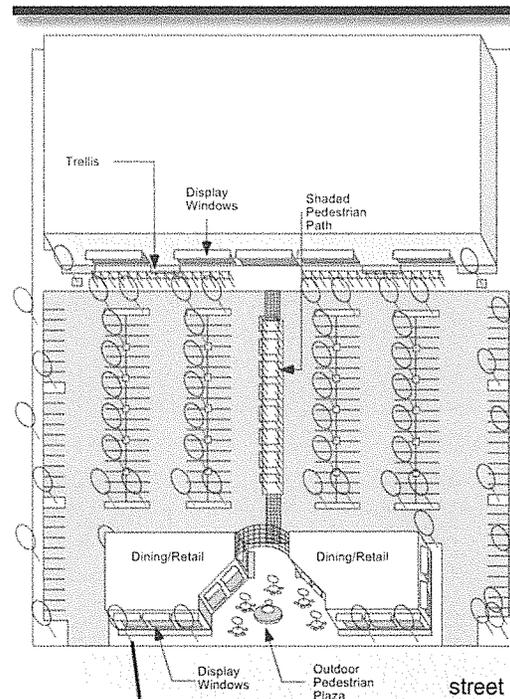
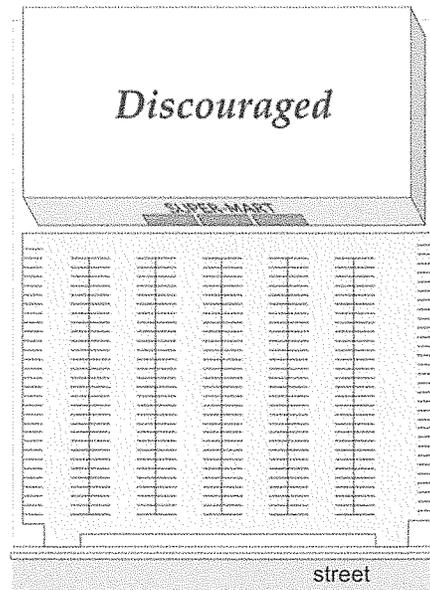
Project designers should also see Chapter 6 for downtown commercial projects, as well as Chapter 7 for special project types and design details.

### 5.1 Large Project Site Design

1. Large sites (such as shopping centers) should be designed to be pedestrian friendly, reduce the visual dominance of parking lots, and highlight the appearance of the building facade. The following general principles should be followed:
  - a. Avoid large expanses of parking lot. Parking areas should be screened with smaller buildings set forward toward the street (see diagram to the right)
  - b. Pedestrian plazas and walkways should be provided in the site design
  - c. Arbors and shade trees should be established (see “Parking Lot Strategies”, on the next page).
  - d. Effort should be made to establish pedestrian connections with adjacent commercial areas and surrounding residential neighborhoods.
  - e. Where feasible, mixed use elements should be provided, including residential units (see page 5-5 for design strategies).

See also “Big Box Façade Design (p. 5-4) and “Architectural Strategies” (p. 5-7)

#### Site Design for Large Projects

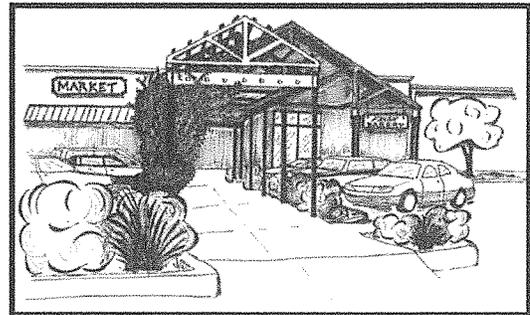


Additional buildings are placed at the street edge to visually screen an otherwise expansive parking lot. An outdoor plaza leads to a pedestrian arbor through the parking lot to the main building.

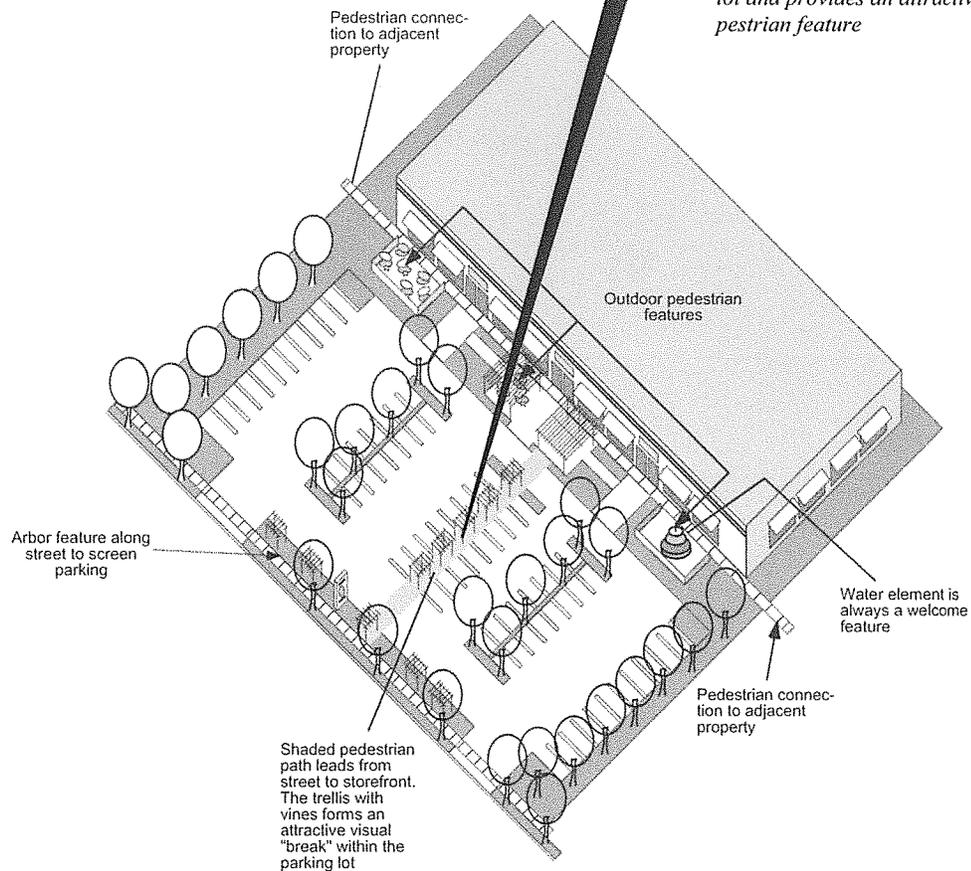
## 5.2 Parking Lot Strategies

Where screening of the parking lot as previously illustrated is not possible, as many pedestrian amenities should be included in the parking lot and building exterior as possible. The graphic below illustrates various elements that should be considered, including:

1. Shade trees and landscaping.
2. Parking lot pathways, shaded with arbors (see illustration to the right).
3. Store front pedestrian areas with seating
4. Fountains and statuary
5. Effective pedestrian connections with adjoining properties.
6. Low level screening walls
7. Earthen berms



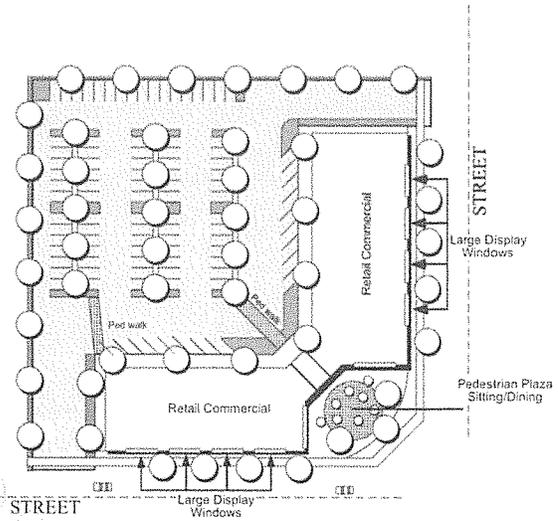
*Parking Lot Trellis over pedestrian walkway. This feature visually "breaks up" the expanse of parking lot and provides an attractive pedestrian feature*



### 5.3 Corner Lot Design

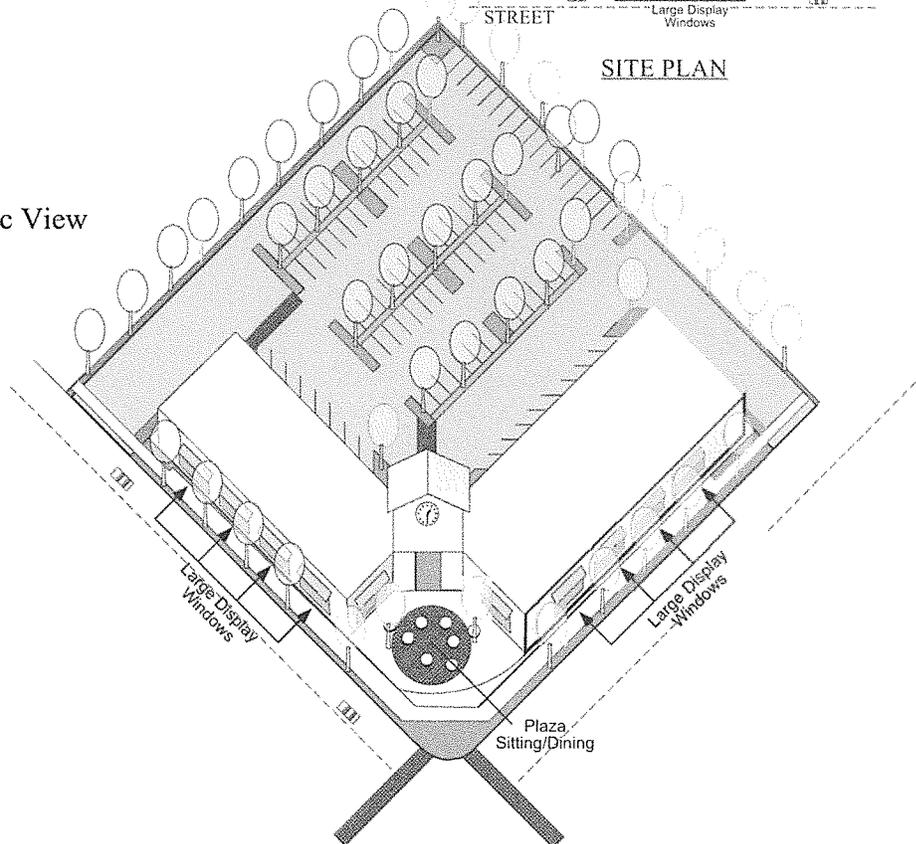
Corner lots present special opportunities for good project design. The diagrams below and to the right illustrate a preferred design strategy for a commercial corner-lot location. Desirable design strategies include:

1. Situate buildings against the street corner with parking to the rear.
2. To the extent practical, buildings should feature large display windows and entrances along the street sidewalk.
3. Provide a pedestrian plaza at the corner.
4. Establish pedestrian connections from the parking lot to the street.
5. Pedestrian walkways through parking lots should be maximized.



SITE PLAN

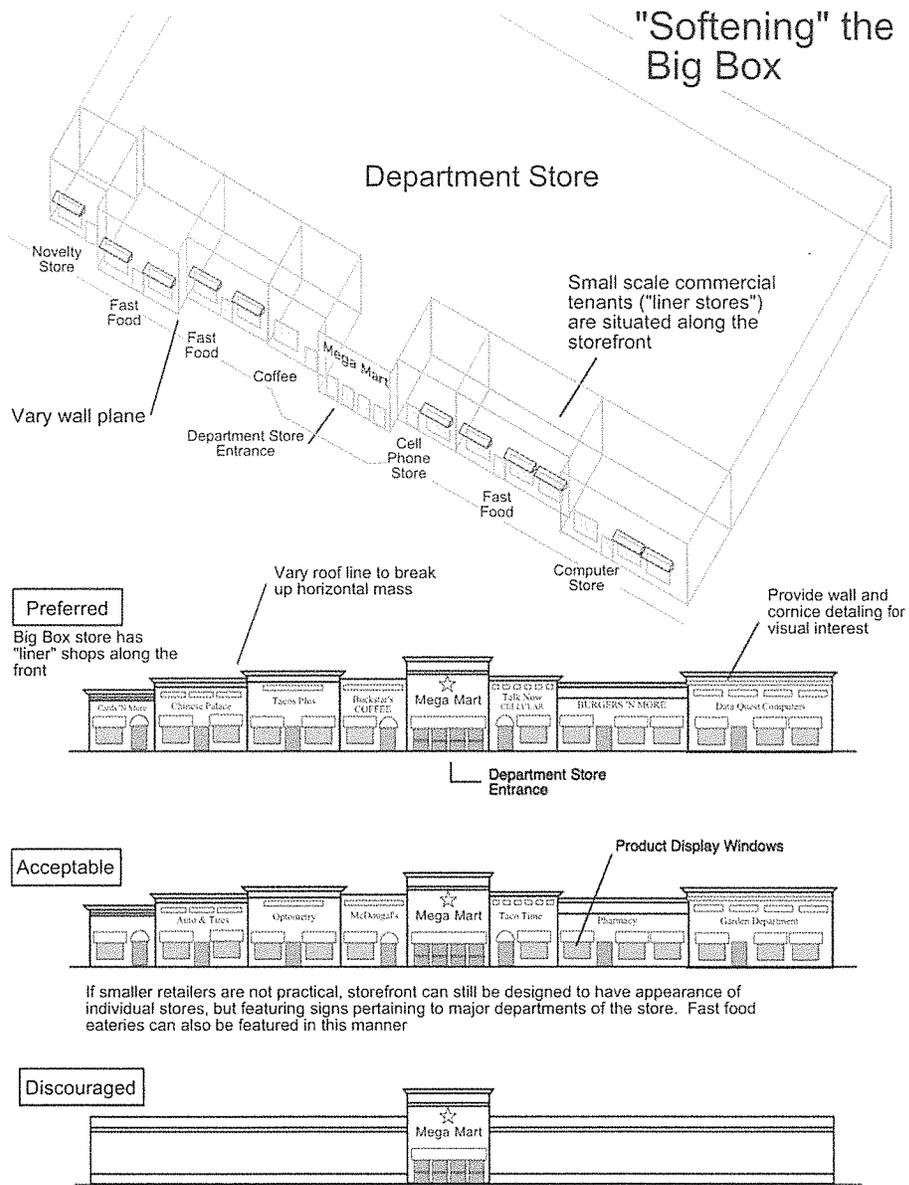
Axonometric View



**5.4 “Big Box” Façade Design Strategies**

Large stand-alone commercial stores should be designed to avoid the appearance of a large box-like structure. Architectural detailing on exterior walls, such as insets, varied wall planes, alternating colors and the use of “liner shops” is recommended. Other site and parking design guidelines from this chapter should also be utilized.

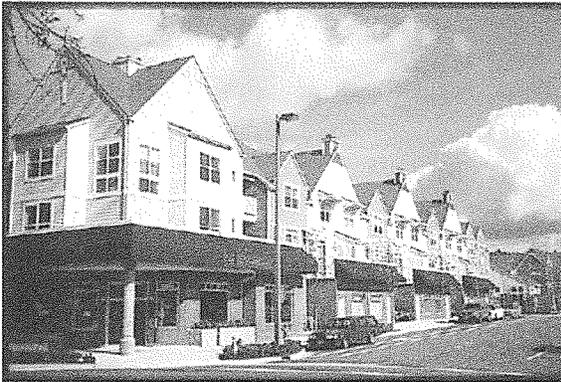
*See also “Architectural Strategies” on page 5-7”*



### 5.5 Mixed Use

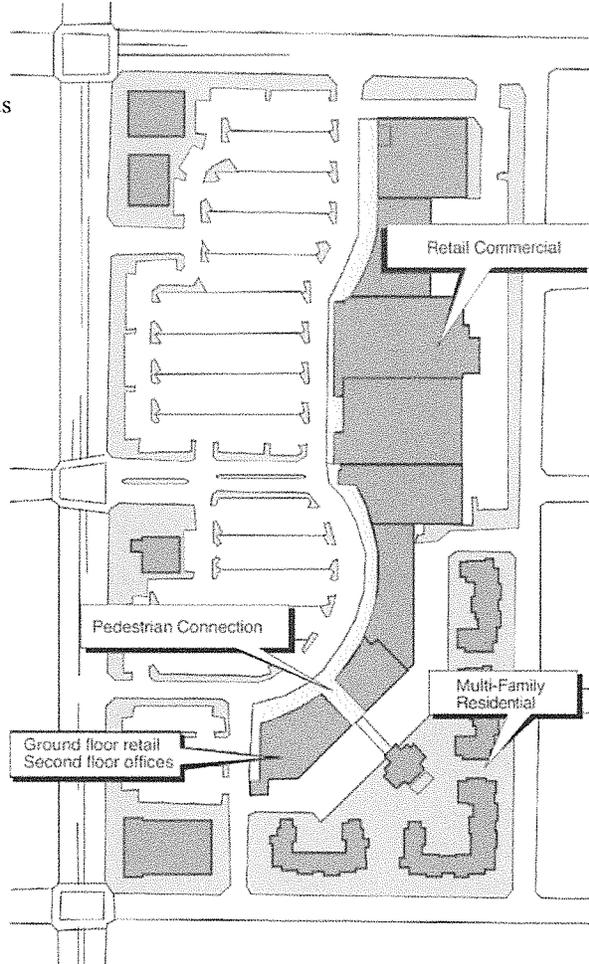
Farmersville encourages developers to consider projects that combine commercial and residential uses on one site. Mixed-use projects can either be horizontal (with commercial and residential on separate portions of a site, as illustrated to the right), or vertical (typically with commercial/office on the ground floor and residential on upper floors, illustrated below).

#### *Vertical Mixed Use*



*Vertical mixed use project has retail commercial and offices on the ground floor, with dwelling units above.*

#### *Horizontal Mixed Use*

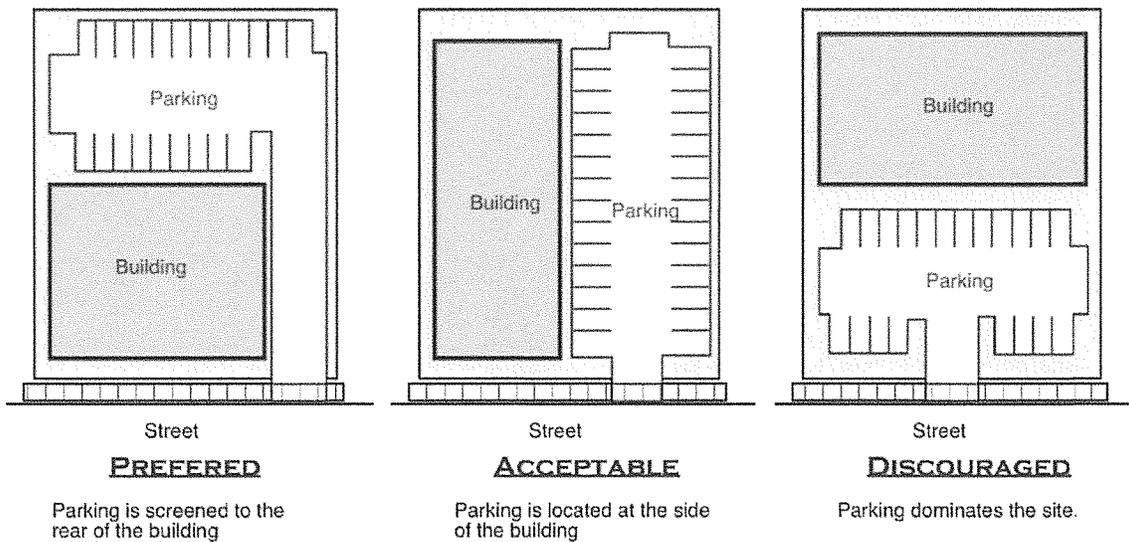


*Example of a horizontal mixed use project – a shopping center with a multi-family project tucked into one corner. A pedestrian paseo allows residents to walk directly into the shopping center.*

### 5.6 Small Commercial Sites

Small commercial sites (generally smaller than one acre) present special design opportunities. A streetscape should not be dominated by parking lots. Toward this end, sites should be designed with parking to the rear or to the side of the building. If parking must be placed between the building and the street, additional amenities (as listed above under “Parking Lot Strategies” (p. 5-2)) should be included.

#### *Small Sites Design Strategies*



*With small development sites, care should be taken that parking does not dominate the site. Sites should be designed with parking to the rear or the side of buildings.*

### 5.7 Architectural Strategies

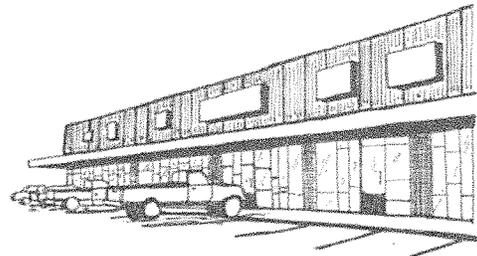
Commercial buildings should be pedestrian in scale, utilizing the following design techniques and mechanisms:

1. Architectural styles that reflect the traditions and history of Farmersville and the San Joaquin Valley are preferred over “modern” “contemporary” and franchise design styles that are repeated in every other community. Preferred commercial styles include Spanish, neoclassical, Mediterranean and Western false front. The City maintains a photo library of good examples of these styles.
2. Buildings should be articulated in a fashion similar to the pedestrian-oriented buildings found in downtowns. Use of insets, overhangs or arcades (roofed passageways), cupolas or clock towers, arbors and other design elements are encouraged. Building facades should avoid blank walls greater than 30 feet in length at street level.
3. Use three-dimensional cornice treatments, parapet wall details, overhanging eaves, etc. to enhance the architectural character of the roof, and conceal roof equipment. For large buildings, roof lines should be varied to reduce mass and building scale.
4. Buildings should feature large show-windows along sidewalks and along street frontages.
5. Roof-mounted equipment should be screened from view with parapet walls or similar screening devices.

*(continued on next page)*

*Preferred*

*Variety in façade and roofline*



*Discouraged*



*No blank walls! This building has generous windows (shaded with awnings) along the street. It could have just as easily been a blank wall.*

6. As noted above, walls should be avoided along parking lots, public streets and other areas visible to the public. The use of show-windows is preferred, but where this is not practical, other methods should be used such as trellises for climbing vines or architectural detail like columns and tile insets, for example.

*Also see “Franchise Architecture Strategies”  
in Chapter 7*

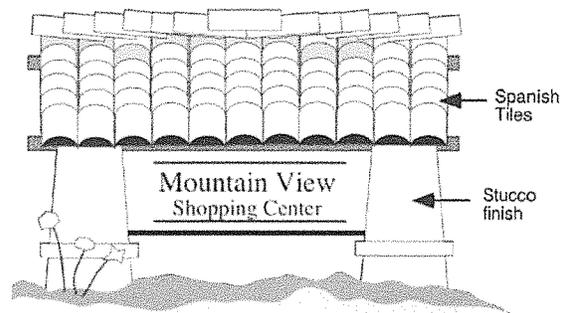


*Walls that would otherwise be “blank”  
should receive some type of architectural  
treatment, such as trellises, as illustrated  
above.*

## 5.8 Signs

Sign regulations found in the sign ordinance must be observed, however the following general design guidelines should be utilized.

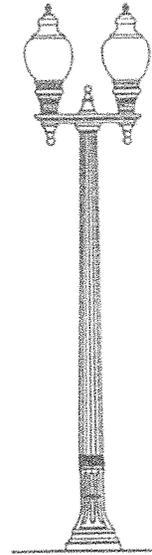
1. Signs should be compatible with the design of the building and its architectural style.
2. Stark color contrasts in signs should be avoided. Sign colors should be muted – use of significant quantities of primary colors should be avoided.
3. Free-standing signs shall be monument-style signs as opposed to pole signs.
4. The design of freestanding signs should feature architectural elements that relate the sign to the buildings they advertise (see example to the right).
5. For multi-tenant buildings or shopping centers, a coordinated sign design scheme is required.



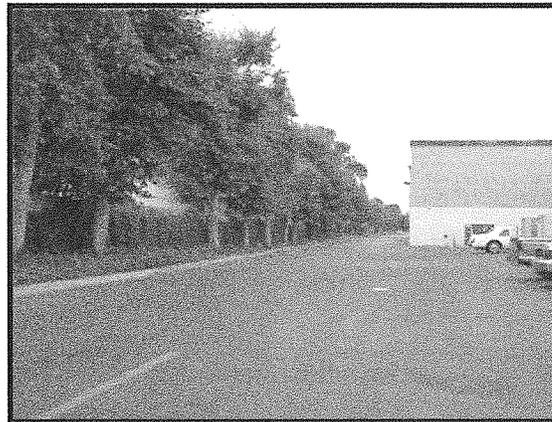
*Free standing monument-style signs should  
receive architectural treatment that relates to  
the overall site.*

### 5.9 Landscaping

1. Landscaping should incorporate an appropriate combination of shrubs, turf, trees and flowers. Where increased maintenance allows, additional elements such as trellises, arbors, benches and fountains should be included. Landscaping should be designed to accentuate positive design elements and screen negative views as well as ensure safety and visibility.
2. For beauty as well as graffiti prevention, climbing vines should be used to screen masonry walls, including perimeter walls trash enclosures and other appropriate locations.
3. Pedestrian-scaled ornamental lighting should be provided along with walkways for commercial projects. Lighting fixtures should be of a design that complements the style of architecture of the project. Standard cobra-head light fixtures should be avoided.
4. Service areas for refuse collection and deliveries should be located away from customer entries and should be screened from view.



*Decorative pedestrian-oriented light fixtures are encouraged.*



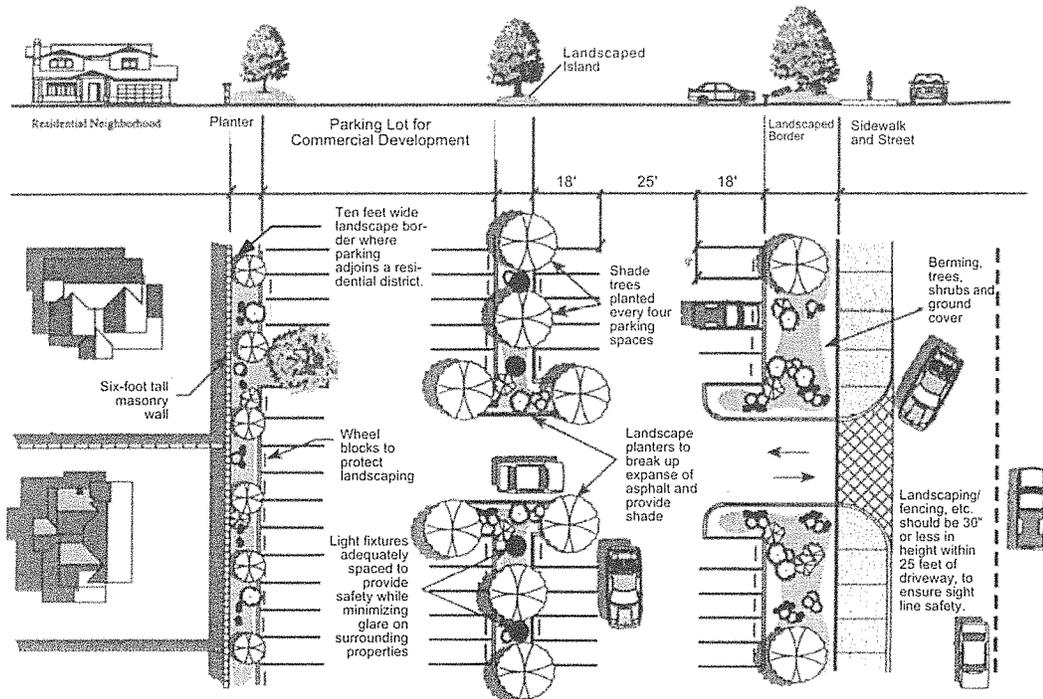
*Walls should be planted with climbing vines and buffered with shade trees and shrubs.*

### 5.10 Parking Lot Landscaping

Parking lots shall feature landscaping to promote an attractive visual environment and reduce summer heat buildup. The following techniques are recommended:

1. Landscaping or mounding shall be provided in the area between a parking lot and the street right of way. Alternately, a low screening hedge or wall with climbing vegetation shall be provided.
2. For each four spaces, one shade tree shall be provided within a planter not less than four feet by four feet wide, surrounded by protective curbing. In general, shade trees shall be provided to obtain shading of 50% of the parking lot within fifteen years.

*Parking Lot Landscaping Strategies*



3. Landscaping should be situated so that it does not interfere with vehicle sight-lines, nor with the front end of parked vehicles.
4. Landscape planters should be provided along masonry walls and along building walls. Climbing vines should be established to screen masonry walls and prevent graffiti.

## 6.0 • Downtown Commercial

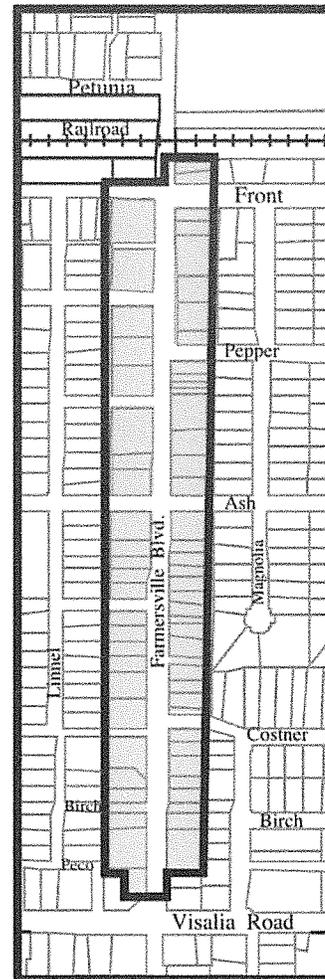
Farmersville’s downtown is a unique part of the community characterized by pedestrian-oriented shopping. Buildings tend to front immediately onto the sidewalk, and feature large display windows. Parking lots are mostly located to the rear or side of buildings. In order to strengthen the character of this special area, the City has previously adopted the “CC” (Central Commercial) zone district – which includes special zoning standards to reinforce the downtown “feel” in this part of the City. This section of the design guidelines provides strategies to help strengthen Farmersville’s downtown as a special place.

### General Concepts

New development in the downtown should reinforce the area’s pedestrian-oriented shopping environment. Positive design elements that exist in the downtown area include:

- Storefronts located immediately behind the sidewalk;
- Stores with large windows that permit window shopping;
- Awnings and arcades that provide shade for pedestrians;
- A variety of stores in a small area – facilitating pedestrian shopping;
- Off-street parking is located to the rear or to the side of buildings;
- Architectural styles that reflect Farmersville’s history and that of the San Joaquin Valley.

### Downtown Farmersville

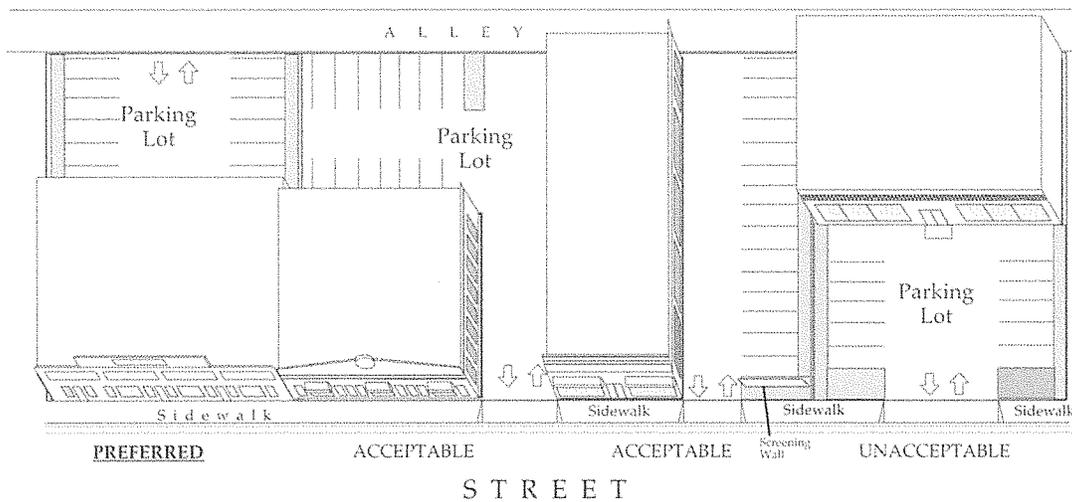


*Downtown Farmersville design area.*

6.1 Site Planning Concepts

1. Consistent with standards of the CC zone, new buildings in the downtown must be located along the front property line, at the back of the sidewalk. On-site parking must be located to the rear or to the side of buildings. This concept is illustrated below.

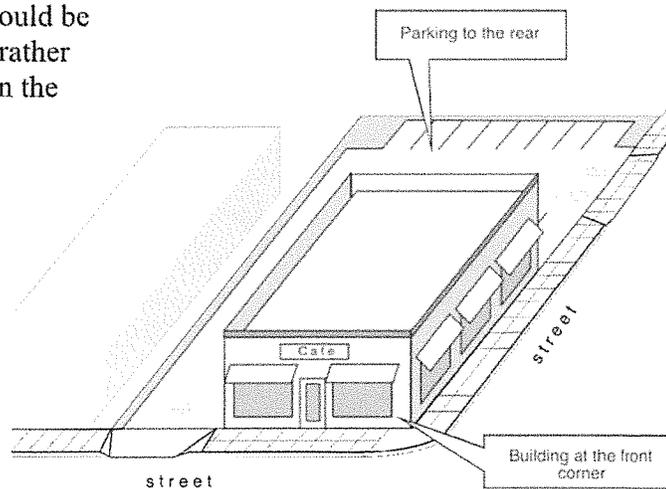
*Relationship of Buildings to the Street*



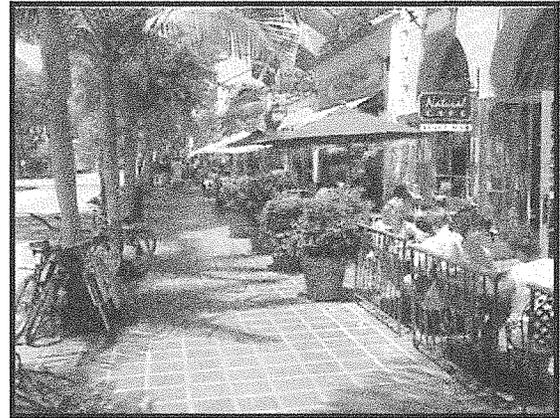
*New buildings in the downtown must be situated forward on the lot (at the back of the sidewalk). This helps to reinforce Downtown Farmersville's unique pedestrian atmosphere.*

2. New development on corner lots should be situated immediately at the corner (rather than the parking lot being located on the corner).

Corner Lot Site Planning



3. Useable open spaces such as courtyards and plazas with outdoor seating, landscaping, water features, etc. are encouraged. Pedestrian corridor access (paseos) should be provided to link rear parking lots to the street. Sidewalk dining is also encouraged, as long as a sufficient distance from the curb is maintained (usually eight feet, minimum).
4. Side and rear setbacks should be determined on a case-by-case basis. In most cases it is preferred that downtown buildings be designed to cover the entire lot, with no side yard setbacks.

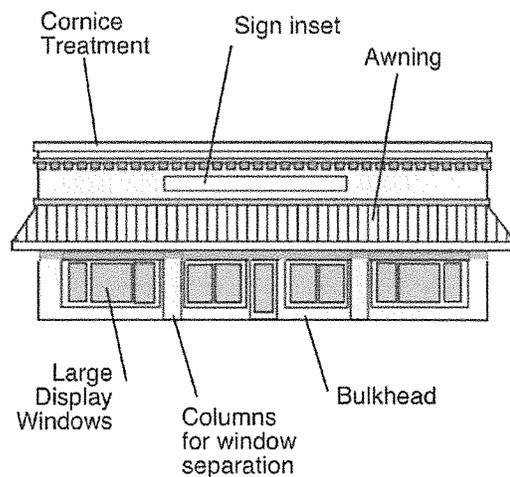


*Sidewalk dining helps to add life to the downtown streetscape.*

## 6.2 Architectural Design

1. The following urban design elements are considered most desirable for new downtown development or redevelopment:
  - a. Significant wall articulation (e.g. insets, alternating with columns, etc);
  - b. A variety of surface textures, provided that they are appropriate to the particular architectural style of the building;
  - c. Large display windows at street level for the display of merchandise and to allow shoppers to see inside the store. Windows must extend across the majority of the wall and a significant vertical distance;
  - d. Overhangs and arcades or awnings;
  - e. Regular window placement;

### Desirable Façade Elements for Downtown Buildings



- f. Pedestrian-scale signs that compliment the style and character of the individual building.

*This graphic displays some of the most desirable elements of good downtown building design*

The following design elements are considered *undesirable* and should be avoided for new downtown development or redevelopment:

- a. Large, blank unarticulated walls;
- b. Highly reflective surfaces of buildings;
- c. Reflective window tinting;
- d. A mix of unrelated styles (e.g., rustic wood shingles with polished chrome) on the same building;
- e. Highly visible outdoor storage, equipment and loading areas;
- f. Large, flashy signs that are out of scale and character with the building.
- g. Contemporary “ultra-modern” styles and materials.



*Large display windows help to make the downtown a more inviting place. Windows should extend a significant width and height of the wall.*

### 6.3 Building Mass and Scale

1. The height and scale of new development should be compatible with the scale of surrounding development. Scale is the relationship between the size of the structure and the size of adjoining structures. Scale is also the manner in which the proposed building’s size relates to the size of a human being. Large scale building elements can appear overwhelming if situated in a visual environment that is predominantly smaller in scale.
2. The scale of a large building should be “broken up or reduced by creating horizontal emphasis of the building. This can be accomplished through the proper use of

#### Building Height and Scale



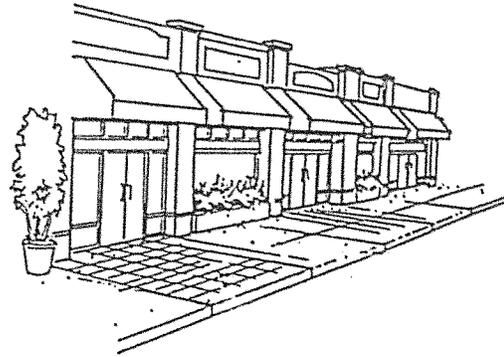
*The height and scale of new development should be compatible with the scale of surrounding development.*

window patterns, roof overhangs, the use of trim moldings, awnings, eaves, or other ornamentation, by using a combination of complimentary colors, and through the use of landscaping.

3. Blank solid walls of buildings visible from public view, including bland areas above cantilevered canopies should be avoided. If such walls are necessary for interior or structural reasons, the structure wall shall be treated with some form of articulation such as larger awnings, cornice bands, dentils or similar materials.
4. The facades of adjacent structures should be considered in the design of new buildings to avoid clashes in architectural style and materials.
5. Buildings with flat or oversimplified facades (e.g. straight roof-lines without definition) should utilize parapet walls and/or cornice detailing to give greater stature to the building as well as the entire block on which the structure is located.
6. Canopies and awnings are desirable elements in the downtown and are encouraged to shelter the openings of each building from sun and rain. New canopies and awnings should be respectful of the style and character of the structure on which they are attached, particularly in terms of materials and colors.

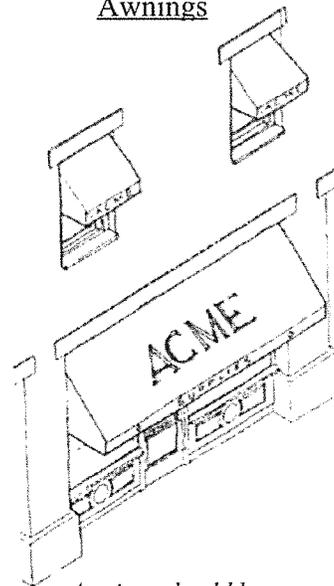
The highest point of a canopy or its support structure shall not be higher than the mid-point of the space between the second story window sills and the top of the first floor store front window, awning, canopy or

### Building Compatibility



*Facades of adjacent structures should be considered in the design of new buildings.*

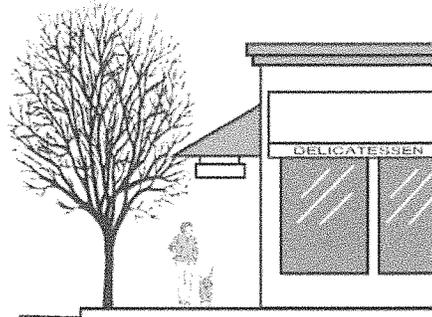
### Awnings



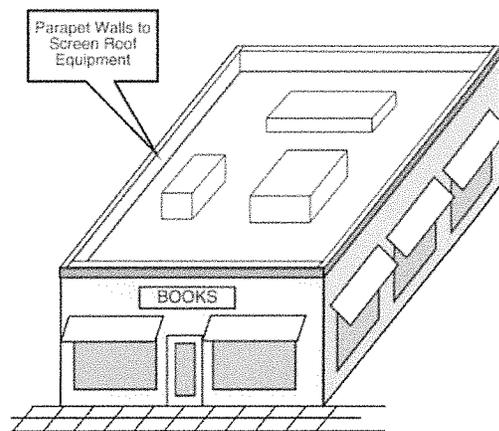
*Awnings should be appropriate in size and scale to the windows they shade.*

transom. Awnings should also be set inside vertical elements on the building such as columns, pilasters or storefronts that are indented.

7. Awnings, trellises and other accessory structures that do not restrict pedestrian or vehicular movement may project into the public right-of-way, subject to clearance requirements specified in the Zoning Ordinance. In general, awnings should be no less than 8 feet above the sidewalk.
8. Existing historically significant buildings should be maintained. Any physical changes shall be done in a manner that is consistent with the original architectural style.
9. For safety, identification and convenience, entrances of buildings and parking areas shall be well illuminated.
10. Mechanical equipment (e.g. air conditioning units) should be screened from view from the public right of way through the use of parapets, cornices or other treatments. Mechanical equipment should not be mounted on street arcades, in front windows or other visible locations.



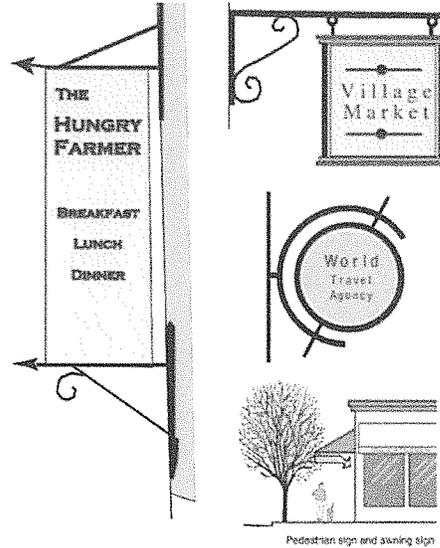
Screening Roof Equipment



### 6.3 Signage

1. Every building should be designed with a precise concept for signage. Provisions for the placement of signs, the scale of signage in relation to the building, and sign readability should be considered in developing the sign concept. All signage should be compatible with the building and site design relative to color, materials, and placement.
2. Avoid large, excessively illuminated, flashing, or moving signs to create visual clutter.
3. For awnings, one line of copy is allowed on the verticle (hanging) portion of the awning. The size and color of lettering should be appropriate to the size and color of the awning.
4. Pedestrian-oriented “projecting” signs are encouraged. This type of sign should be at least eight feet above the sidewalk. Projecting signs should be used in lieu of a flush-mounted wall sign.

#### Pedestrian-Oriented Signs



Pedestrian sign and awning sign

*Pedestrian-oriented “projecting” signs are encouraged.*

### 6.4 Landscaping

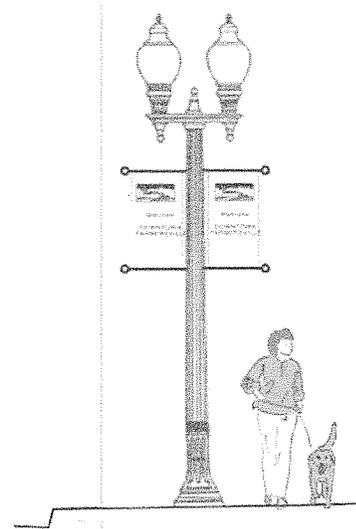
1. Where appropriate, vines and climbing plants integrated upon buildings, trellises and perimeter garden walls are encouraged. Some plants that are encouraged include bouganvillea, grape ivy, and wisteria vines. Care should be taken that vines that might damage masonry walls are not used.

## 6.5 Right-of-Way Improvements

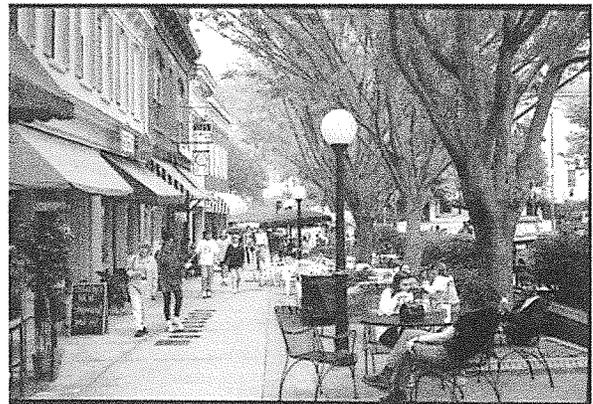
A significant part of the downtown lies within the right-of-way of Farmersville and has an effect on the feel and quality of this area. New development project will be expected to install certain improvements to further enhance the downtown.

1. New street trees should be established along Farmersville Boulevard and cross streets, as new development occurs. Street trees should have a large canopy to create shade and cool pavement. Street trees should exhibit some or all of the following characteristics:
  - a. High canopy, minimum seven feet above the ground.
  - b. Good shading qualities.
  - c. Drought-tolerant and low maintenance.
  - d. “Clean” with minimal fruit and sap.
  - e. Longevity.
  - f. Seasonal foliage and flowers.
  - g. Wind resistant.
2. New street lamps with antique-styling. Street lamps may be accented with banners, when appropriate.
3. Other street lamps and sign poles should be treated with gloss black or dark green finish, as appropriate.

Street Lamps



Street Trees in Downtown



## 7.0 • Special Uses and Design Details

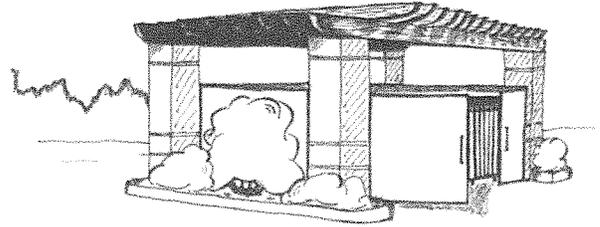
This chapter presents design strategies for certain uses that often present special design challenges. The chapter also includes guidelines for certain design details common to many projects – primarily commercial and industrial, but also residential.

Design guidelines for special uses that are addressed in this chapter include:

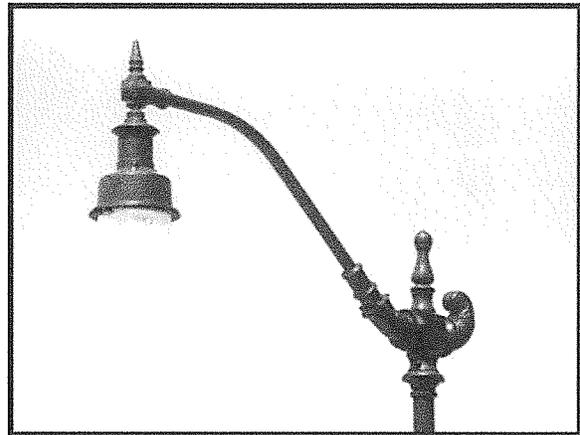
- Auto repair garages
- Service stations
- Fast food/franchise developments
- Metal buildings

Design details that are addressed include:

- Trash enclosures
- Roof-mounted equipment
- Backflow devices and utilities
- Lighting
- Fencing



*Trash enclosures should be designed to complement the overall project with architectural detailing and landscaping.*



7.1 Special Uses

A. Auto Repair/Tire Shops, etc.

1. Auto repair businesses should utilize architecture that blends well with the surrounding neighborhood.
2. Where space permits it is preferred that the building be oriented so that service bay doors do not open directly onto the street.



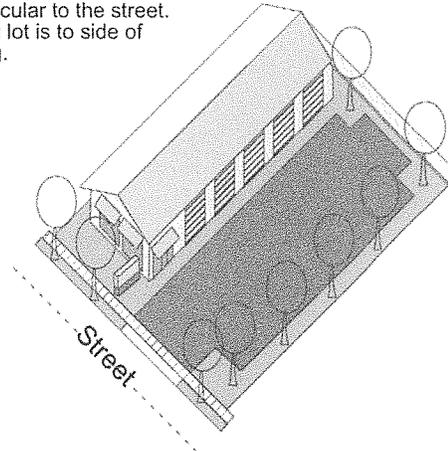
*The example above orients service bay doors perpendicular to the street, while the example below opens the bays onto the street.*



Site Planning for Auto Repair

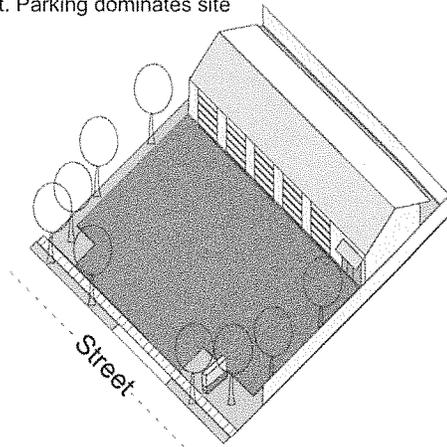
Preferred

Bay doors are oriented perpendicular to the street. Parking lot is to side of building.



Discouraged

Bay doors are oriented parallel to the street. Parking dominates site frontage



**B. Service stations**

1. Service stations should utilize architectural styles that blend well with adjacent neighborhoods and other commercial development.
2. Where a service station is part of a shopping center, the architectural style should be consistent with that of the shopping center.
3. Pump shelters should be consistent with the architecture of the service station building/convenience store. A gabled pump canopy is preferred over a “flat top” canopy. Flat top canopies should utilize other elements such as molding or trim.

**Service Station Fuel Island Canopies**

*Preferred (gabled roof)*



*Gabled pump canopy relates to the design of the service station's main building.*

*Discouraged*



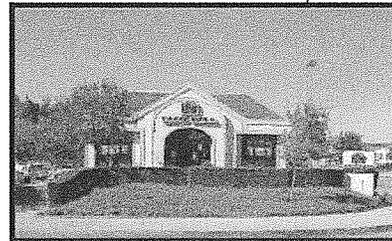
*“Flat top” pump is discouraged.*

**C. Fast Food/Franchise Businesses**

1. Fast food and other franchise businesses should utilize architectural styles that are appropriate to Farmersville and the surrounding neighborhood, rather than standard franchise styles that are replicated in every community.

**Franchise Architecture**

*Preferred*



*Discouraged*



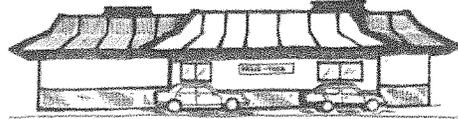
*For franchise businesses, such as fast food restaurants, standard corporate architectural styles should be avoided in favor of design that respects the local area and surrounding neighborhood*

**D. Drive Thrus**

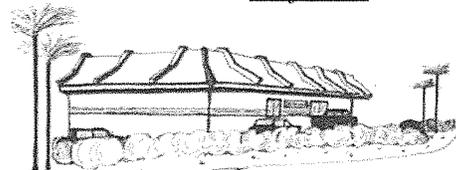
1. Drive thru lanes should be screened from view of the public right of way with the use of landscaping, berming, etc.
2. Additional methods, such as the use of an arbor (see below) should be consider to soften and improve the appearance of drive thru lanes.

**Drive Thru Screening**

*Discouraged*

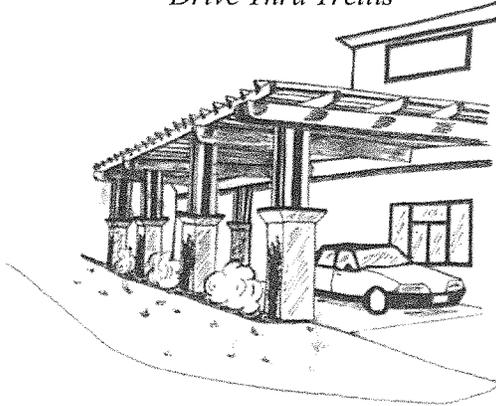


*Preferred*



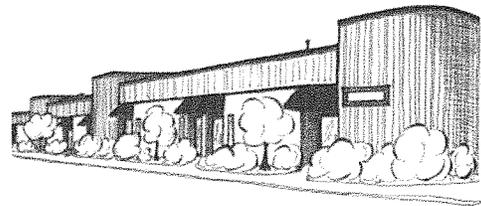
*Drive-Thrus should be screened from view of the public right of way*

*Drive Thru Trellis*



**E. Metal Buildings**

1. Metal buildings are discouraged in downtown and neighborhood commercial areas.
2. Where metal buildings are used, they should receive heightened architectural treatment – standard box forms are strongly discouraged. The use of insets, awnings, trellises and varying (but muted) color schemes should be considered.

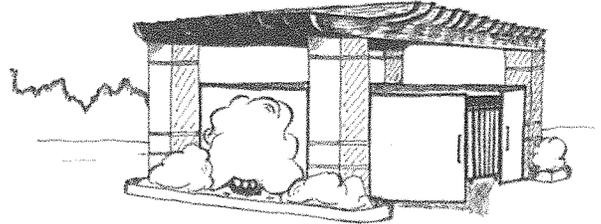


*Where used, metal buildings should include heightened architectural detailing such as varied wall and roof planes, colors and awnings.*

## 7.2 Design Details

### A. **Trash Enclosures**

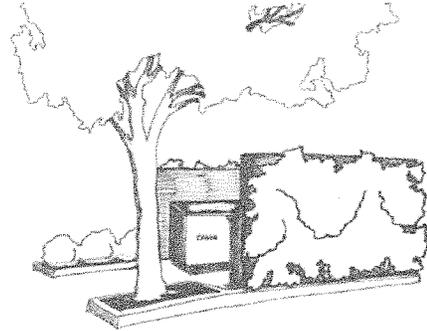
1. Trash enclosures should be considered as an architectural element of the overall project.
2. Walls should receive architectural detailing; climbing vines and shrubbery can be used to screen.
3. Additional details such as a trellis can be used to improve the attractiveness of a trash enclosure.
4. Trash enclosures should be designed with a separate pedestrian entrance – to preclude front doors from being left open.



*Trash enclosures should be designed to complement the overall project with architectural detailing and landscaping.*

### B. **Roof-mounted equipment**

1. Roof mounted equipment, such as air conditioning units, should be screened from view.



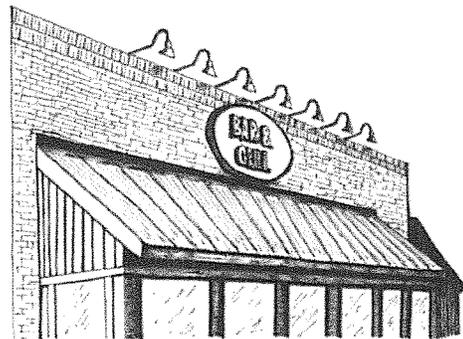
### C. **Backflow devices and utilities**

1. Backflow devices and other utility equipment should be screened from view, through landscaping, finished in a subdued color or a combination of these techniques (see below).



### D. **Lighting**

1. Lighting should be an integral part of the architectural style of a project. Cobra-head style lights or other basic utility styles should be avoided.



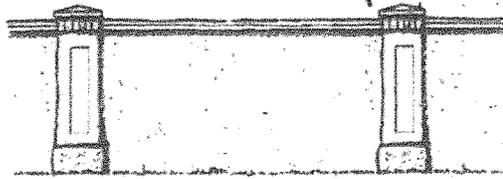
*Lighting should be architecturally appropriate to the overall project. Decorative lighting is preferred over standard utilitarian light fixtures.*

**E. Fencing**

1. Fencing should be considered an integral part of the architectural character of a project. Additional details such as stucco finish, brick or stucco pilasters should be considered.
2. Screening through the use of climbing vines or shrubbery should be used. This can also help prevent graffiti
3. Where chain link fencing is used, the fence should be finished in gloss vinyl black or green – as opposed to unfinished galvanized metal.

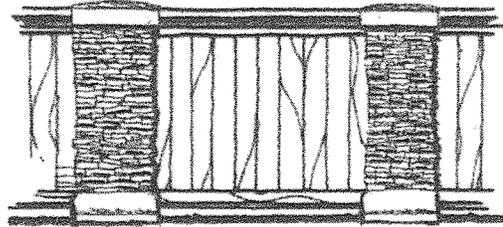
**Decorative Block Wall**

*Along subdivision perimeter. Six feet tall, maximum.*



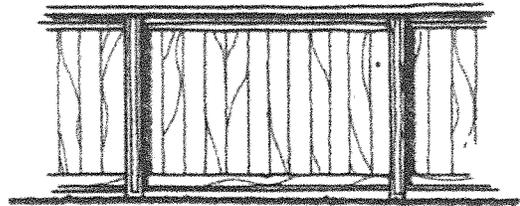
**Wood Fence with Stone Pilaster**

*Along rear and side yards. Six feet tall, maximum.*



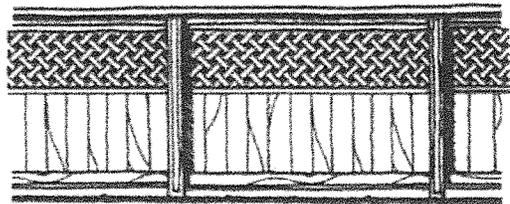
**Wood Fence**

*Along rear and side yards. Six feet tall, maximum.*



**Good Neighbor Fence**

*Along selected visible rear and side yard locations. Six feet tall, maximum*



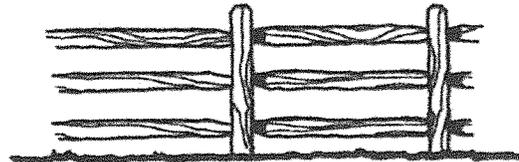
**Picket Fence**

*To be used in front yards. Three feet tall, maximum.*



**Split Rail Fence**

*To be used in selected front yards, open-ended cul de sacs and in open space locations. Three feet tall, maximum in front yards. Up to six feet in other locations.*



## 8.0 • Industrial Design

Aesthetics and visual quality may not be quite as critical for industrial development as they are for residential and commercial projects, however the City still wants to set a positive tone – especially for those projects that are highly visible from major streets and highways, or which might border nearby residential neighborhoods or other sensitive land uses (such as schools).

Design guidelines are established in this chapter for the following topics:

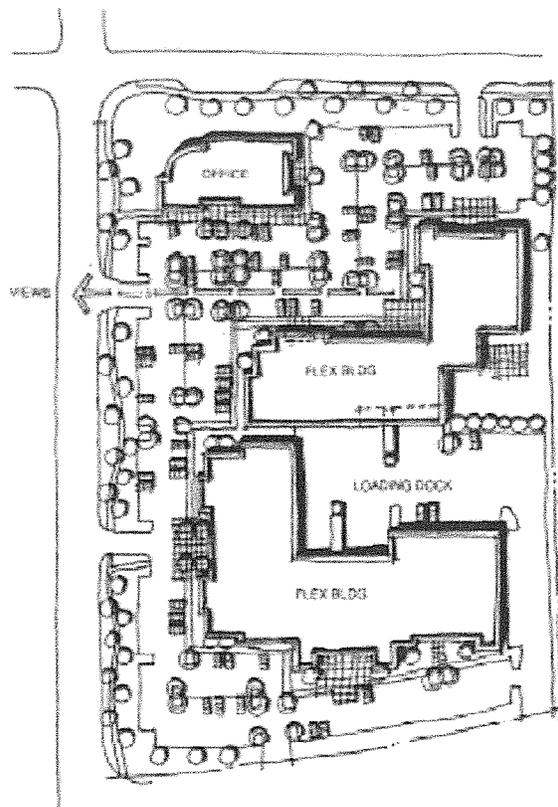
- Site Design
- Landscaping and Buffers
- Screening
- Service, Delivery and Storage Areas
- Parking
- Signs

Project designers should also see Chapter 7 for special project types and design details.

### 8.1 Site Design

1. Industrial development should be designed in a way that fits in with the surrounding development pattern. This refers to:
  - a. The size and form of new structures in relationship to existing development. For example, where new buildings and uses are similar to those on adjoining sites, the design should reflect similar setbacks, building heights and form, scale and mass, materials, compatible colors and landscape treatments. The intent is not uniformity, but compatibility.
  - b. The spatial relationship between structures and street right-of-way;
  - c. circulation patterns;
  - d. architectural elements in surrounding development.

### Site Design



2. New buildings should be oriented toward the adjoining public streets, so that public entrances are a focal point on the building and site layout.
3. The main public entrance to buildings should feature heightened architectural treatment. For example, if the bulk of an industrial structure is a metal warehouse, the main entrance/office area should feature special architectural design consideration – such as:
  - a. Varied setbacks – insets and projections, as appropriate.
  - b. Siding that is different from the rest of the building (e.g. stucco, brick or at least different colors).
  - c. Windows should be framed and/or finished with awnings or similar mechanisms.
  - d. Other appropriate design techniques.

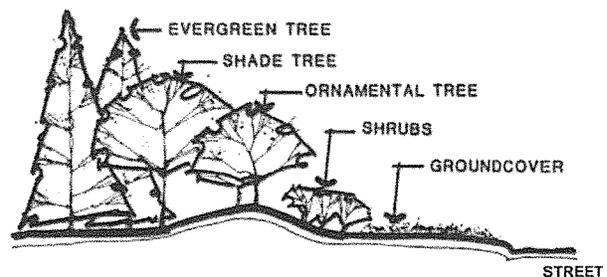


*The front of this industrial site looks like an office and has generous landscaping. Equipment storage and industrial activities are primarily on the back side of the building.*

## 8.2 Landscaping and Buffers

1. Care shall be taken to design industrial sites with adequate landscaping and screening, as well as buffering from sensitive nearby/adjacent uses. Methods to buffer projects should include a combination of increased setbacks, walls, landscaping, berms, etc.
2. Projects should present an attractive landscaped frontage along public streets, with significant landscaped setback areas that include attractive combinations of turf, groundcovers, shrubs and trees.
3. Landscaping should include an appropriate combination of turf, shrubs and shade trees, with an emphasis on low-water use vegetation. Shade trees should be emphasized in paved areas where shading can reduce heat buildup.
4. For beauty as well as graffiti prevention, climbing vines should be used to screen masonry walls, including perimeter walls of trash enclosures and other appropriate locations.

## Landscape Design

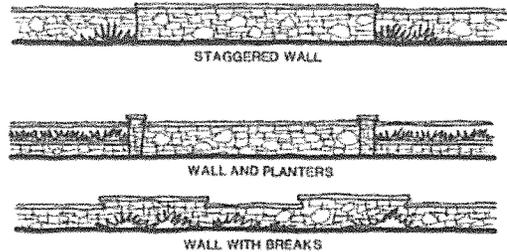


*Typical landscaping cross-section*

### 8.3 Screening

1. Buildings, walls and landscaping should be arranged to screen loading and service bays, equipment storage areas, trash enclosures and mechanical equipment.
2. Stored materials may not be stacked or be visible above the height of screening walls.
3. Long expanses of fences or walls should be broken up with with periodic columns, insets, landscape pockets or changes in materials. Toward this end, fence or wall runs greater than 50 linear feet shall be articulated with architectural offsets and incorporate landscape pockets.
4. Concrete walls are permitted if faced with masonry or stone, or if the surface is scored or textured.

### Fencing

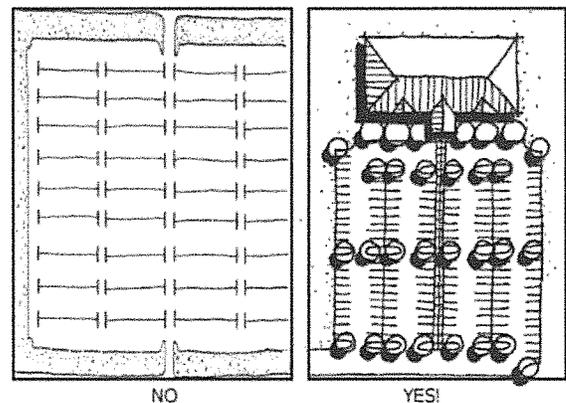


*Long expanses of screening walls (particularly along public streets) should feature varied setbacks and textures.*

### 8.4 Parking

1. Parking areas should not be the dominant visual element of a site. It is generally preferable to locate parking lots along the side or to the rear of buildings. Where this is not possible, parking should be buffered with significant landscaping areas.
2. Parking areas shall be landscaped consistent with Zoning standards and guidelines for parking lot landscaping shown in Chapter 5: Commercial Design Guidelines.

### Parking Design



*Parking lots should feature significant landscaping*

### 8.5 Service, Delivery and Storage Areas

1. Locate loading docks, outside storage, and service areas in areas of low visibility such as at the side or at the rear (non-street side) of buildings. The features must be screened from view from public streets, by walls, landscaping, or a combination thereof.
2. With the exception of outside storage areas, when it is not possible to locate loading facilities and service areas on a non-street side of a building, loading docks and doors shall not dominate the building frontage and must be screened from all adjoining public

streets.

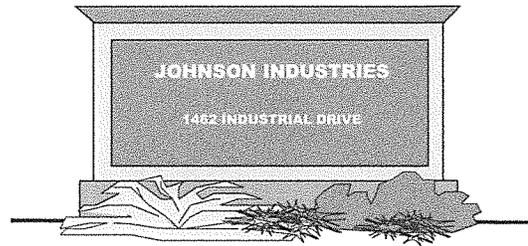
3. In no case may outside storage areas be located in the front of a building.

## 8.6 Signs

Sign regulations found in the sign ordinance must be observed, however the following general design guidelines should be utilized.

1. Signs should be compatible with the design of the building(s) and its architectural style. The design of freestanding signs should feature architectural elements that relate the sign to the buildings they advertise.
2. Stark color contrasts in signs should be avoided. Sign colors should be muted – use of significant quantities of primary colors should be avoided.
3. Free-standing signs shall be monument-style signs as opposed to pole signs.
4. For multi-tenant buildings or complexes, a coordinated sign design scheme is required.

## Sign Design



*Free standing monument-style signs should receive architectural treatment and landscaping that relates to the overall site.*

## 9.0 • Checklist

### 9.1 Overview

The following checklist is provided to assist designers and developers in complying with the Design Guidelines.

As indicated in Chapter 1, The Design Guidelines are general in nature and may be interpreted with flexibility in their application to specific projects. The guidelines are not intended to dictate a particular style or strategy with respect to individual projects. It is hoped that these guidelines will encourage the highest level of design quality while at the same time, providing the flexibility necessary to encourage creativity on the part of the project designer.

### Chapter 2: Land Use and Neighborhood Planning

Many of these guidelines pertain to new residential development, in particular, new subdivisions.

1. Is the development layed out in a fashion that is walkable?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

2. If the project is a residential subdivision is it designed in a grid or modified grid pattern with strong street connectivity?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

3. Where cul-de-sacs are necessary, do they have a pedestrian connection with the adjoining street?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



*Sample graphics from chapters 2 – 8 are shown in this chapter. The reader should review the actual chapter to see the graphics in their proper context.*



4. Have alternatives been provided to walled-in subdivisions and developments?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

5. Is there a park or open-space facility centrally-located within the subdivision?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

6. Have any traffic-calming devices been included in the project, such as roundabouts, bulb-outs, textured cross-walks, etc.?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

7 & 8. Does the subdivision include a mix of housing types, lot sizes, varied setbacks, etc?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

9. Does the project include parkways and street trees along streets?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

10. Is the project designed predominantly with east-west streets to improve the feasibility of solar energy?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

11. Gated subdivisions are discouraged. Have other options to gating streets been explored?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



12. Are utility boxes being installed underground?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
13. Are common mailboxes being located in a centralized location? Have mailboxes been treated architecturally?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
14. Does the project include antique-style street lamps?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

**3. Single Family Residential**

**3.1 Relationship of Dwelling to the Street**

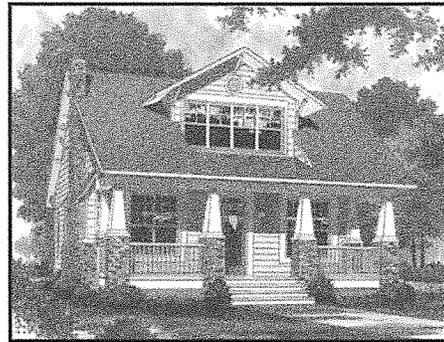
1. Do new single family homes include a useable front porch that dominates the façade of the dwelling?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
2. Are the garages on new dwellings set back at or behind the front plane of the house? Do garage doors cover less than half the width of the front façade?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
3. Are front doors on homes prominently visible from the street?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



4. Are homes on corner lots designed with two frontages – e.g. the front door facing one street and the garage facing the other street?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3.2 **Architectural Style**

1. Do single family homes utilize architectural styles that are historic and traditional to the San Joaquin Valley?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



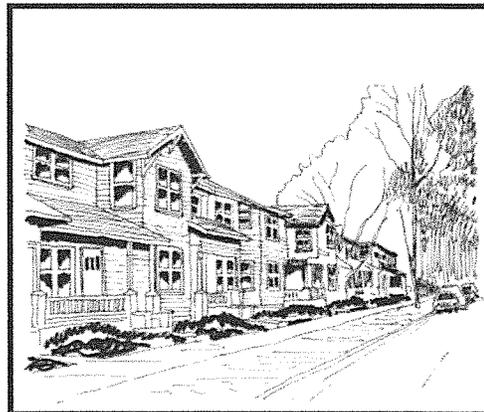
2. Has consideration been given to garage trellises on homes?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Are side facades treated architecturally with similar treatment to the front dwelling?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

4. **Multiple Family Residential**

4.1 **Site Planning**

1. Are buildings set forward on the lot with parking located to the rear.  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



2. Do units along the street include front doors facing the street?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Do ground floor units along the street include a usable front porch that measures at least six feet deep and eight feet wide?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

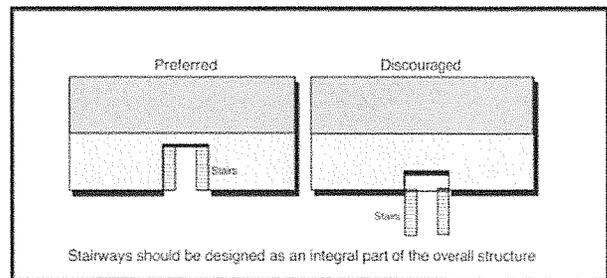
4.2 **Architectural Character**

1. Are buildings in the project designed using an architectural style that is historic to the San Joaquin Valley, such as:
- Craftsman
  - Spanish
  - Mission
  - Monterey
  - Victorian
  - Tudor
- YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Are the buildings designed to harmonize with the surrounding neighborhood, including building size, shape, colors and finish?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Is variety provided in the building design, such as varied setbacks and rooflines, use of reverse building plans and color, etc?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

4. Are exterior stairways designed within the interior space of the building?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



5. Are accessory structures (such as club houses, laundry rooms, etc.) designed consistent within the overall architectural theme?  
 YES  NO  
 Comments: \_\_\_\_\_

6. Are carports designed as an architectural element of the project? Do carports utilize gabled roofs (rather than flat-top roofs)?  
 YES  NO  
 Comments: \_\_\_\_\_

7. Is roof-mounted equipment properly screened?  
 YES  NO  
 Comments: \_\_\_\_\_

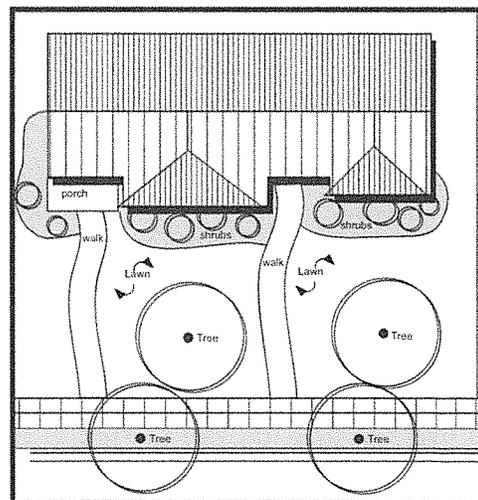
8. Is outdoor lighting designed to blend architecturally with the project and surroundings?  
 YES  NO  
 Comments: \_\_\_\_\_

**4.3 Landscaping**

1. Does the site feature an attractive landscape design with an appropriate combination of turf, shrubs and trees?  
 YES  NO  
 Comments: \_\_\_\_\_

2 & 3. Does the landscape design enhance security?  
 YES  NO  
 Comments: \_\_\_\_\_

4. Is parking along streets screened with a low hedge or wall?  
 YES  NO  
 Comments: \_\_\_\_\_



**5.0 Commercial Design**

**5.1 Large Project Site Design**

1. Is the project designed to be pedestrian friendly, including the following:

a. Large parking lots are screened with smaller buildings set at the street?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

b. Pedestrian plazas and walkways are provided in the site design?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

c. Arbors and shade trees are provided?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

d. Pedestrian connections are provided to adjoining parcels and the surrounding neighborhood?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

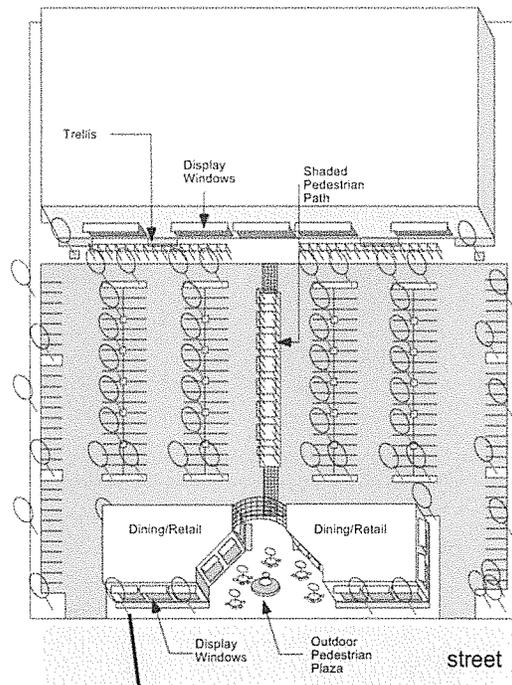
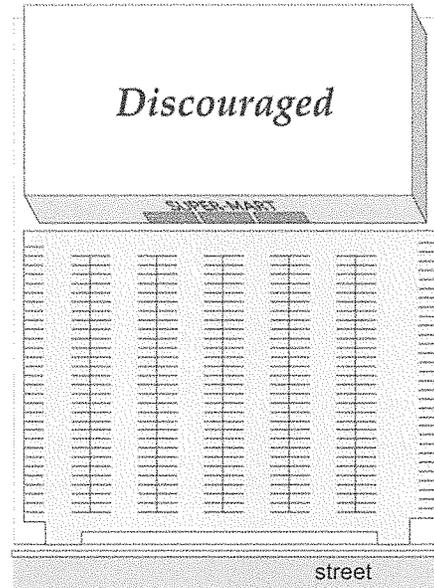
e. Consideration has been given to including mixed use elements (residential units) in the project?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

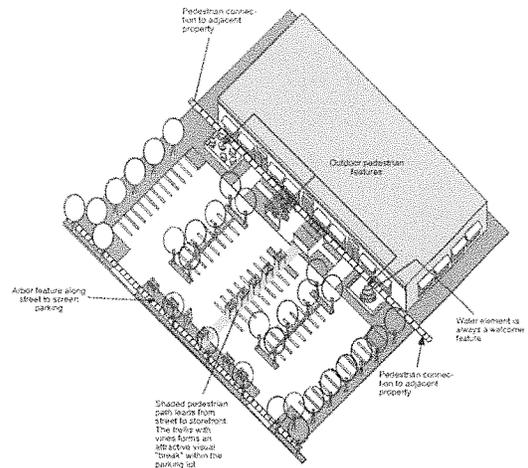


*Additional buildings are placed at the street edge to visually screen an otherwise expansive parking lot. An outdoor plaza leads to a pedestrian arbor through the parking lot to the main building.*

**5.2 Parking Lot Strategies.**

Where screening of the parking lot from the street with smaller buildings is not feasible, the following design mechanisms have been included:

1. Shade trees and landscaping are provided?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
  
2. Parking lot pathways with shade arbors are provided?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
  
3. Pedestrian areas with seating is provided along store fronts?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
  
4. Have additional features like fountains or decorative sculpture been considered?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
  
5. Does the site have effective pedestrian connections with adjoining parcels and surrounding areas?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
  
- 6 & 7. Is the parking screened from the street with low hedges, berms or walls?  
 YES  NO  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_



**5.3 Corner Lot Design**

Special design strategies should be considered for commercial development on corner lots:

1. Has consideration been given to setting the buildings at the street corner, with parking to the rear?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

2. Have large display windows been included on building facades that face the street?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

3. Has a pedestrian plaza been considered (preferably at the street corner)?

YES  NO

Comments: \_\_\_\_\_

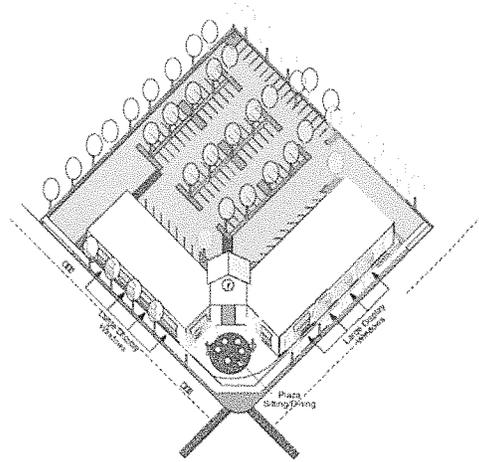
\_\_\_\_\_

- 4 & 5. Does the site have pedestrian connections through to the street, and pedestrian walkways provided through the parking lot?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



**5.4 “Big Box” Façade Design Strategies**

1. Has consideration been given to avoiding the appearance of a large, blank, box-like structure, by breaking up the façade with architectural detailing on exterior walls, with insets, varied wall planes, alternating colors and the use of “liner” shops?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

**5.5 Mixed Use Development**

1. Has consideration been given to combining residential and commercial development on the site?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

**5.6 Small Commercial Site Design**

1. Has the small commercial site been designed utilizing strategies shown in Section 5.6 of the design guidelines? In general, buildings on small sites should be set forward on the site, with parking to the rear or to the side.

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

**5.7 Architectural Character**

1. Do buildings feature architectural styles that are historic to the San Joaquin Valley, such as Spanish, neoclassical, Mediterranean and Western False Front?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

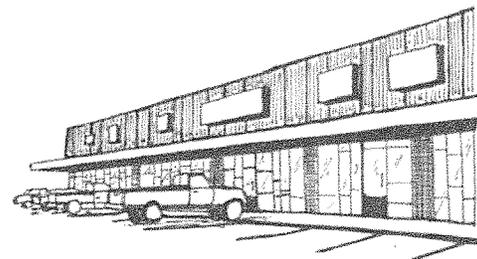
2. Are buildings design to be pedestrian friendly and visually interesting, with large display windows, awnings and overhangs, cupolas, etc. Building facades should avoid blank lengths longer than 30 feet.

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

*Preferred*



*Discouraged*

3. Are buildings designed with upper wall treatments to heighten visual interest and screen roof-top equipment, including devices such as cornices, parapets, eaves, etc? Are roof lines varied to reduce mass and building scale?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

4. Do buildings have large display windows along street frontages and walkways?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

5. Is roof-mounted equipment screened from view?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

6. Do blank building walls have treatments such as trellises or columns to generate visual interest and break up otherwise blank walls?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

### 5.8 Signs

1. Is signage compatible with the architectural character of the site?

YES  NO

Comments: \_\_\_\_\_

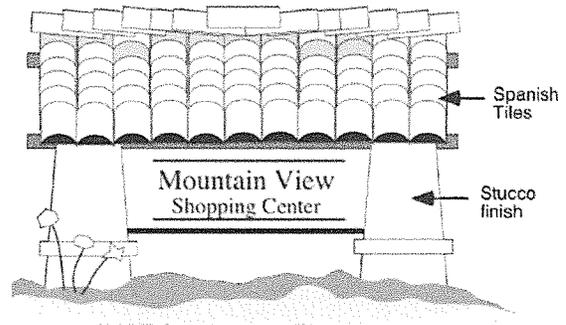
\_\_\_\_\_

2. Are stark color contrasts on signs avoided?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



3. Are free-standing signs designed as monument signs (as opposed to pole signs)?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

4. Do freestanding signs utilize architectural details that relate to the buildings?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

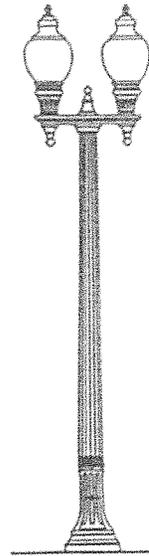
5. For multi-tenant sites, has a coordinated sign program been established?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

**5.9 Landscaping**

1. Does the landscaping plan incorporate an attractive combination of elements, including shade trees, shrubs, turf and flowers, along with elements such as trellises, arbors, benches and foundtains, where appropriate? Does landscaping help to screen negative elements?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Are walls provided with climbing vines for screening and graffiti prevention?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Has decorative pedestrian-scale lighting been included in the project design?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



*Decorative pedestrian-oriented light fixtures are encouraged.*



**6.0 Downtown Commercial?**

**6.1 Site Planning Concepts**

1. Are buildings set at the rear of the sidewalk with parking to the rear or the side?  
 YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

2. Are buildings on corner lots set directly at the corner, with parking to the rear or sides?  
 YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

3. Has consideration been given to including pedestrian features in intervening areas, like courtyards, paseos along with landscaping, outdoor seating and other features?  
 YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

4. Does the building extend to at least one of the side property lines (full side to side lot coverage is preferred)?  
 YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

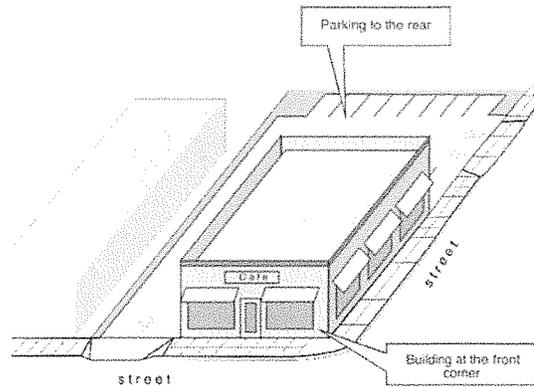
**6.2 Architectural Design**

1. Do the front facades of the building feature:  
a. Significant wall articulation (insets, alternating with columns, etc.)?  
 YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



- b. A variety of surface textures that are appropriate to the architectural style of the building?  
 YES  NO  
 Comments:

\_\_\_\_\_

\_\_\_\_\_

- c. Large display windows at street level?  
 Display windows must cover at least half the length of the façade.  
 YES  NO  
 Comments:

\_\_\_\_\_

\_\_\_\_\_

- d. Overhangs and arcades or awnings?  
 YES  NO  
 Comments:

\_\_\_\_\_

\_\_\_\_\_

- e. Regular window placement?  
 YES  NO  
 Comments:

\_\_\_\_\_

\_\_\_\_\_

2. Are the following design elements avoided?

- a. Large, blank unarticulated walls?  
 YES  NO  
 Comments:

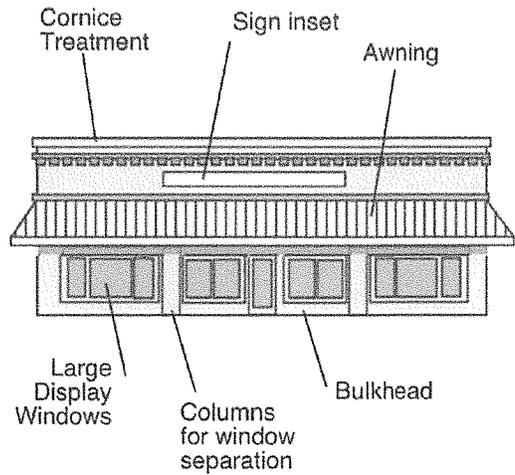
\_\_\_\_\_

\_\_\_\_\_

- b. Highly reflective surfaces?  
 YES  NO  
 Comments:

\_\_\_\_\_

\_\_\_\_\_



c. Reflective window tinting?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

d. A mix of unrelated styles?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

e. Unscreened outdoor storage, equipment and loading areas?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

f. Large signs out of scale and character with the building?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

g. Contemporary "ultra-modern" styles and materials?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

**6.3 Building Mass and Scale**

1. Is the mass and scale of the new building compatible with surrounding buildings?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



*The height and scale of new development should be compatible with the scale of surrounding development.*

2. For larger buildings, has consideration been given to breaking up or reducing scale of the building by using horizontal emphasis through window patterns, roof overhangs, trim moldings, awnings, eaves or similar?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

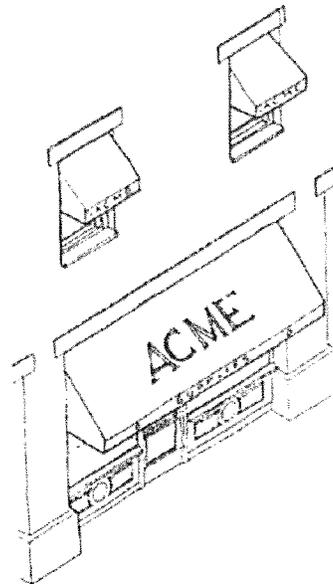
3. Are blank solid walls above windows avoided through use of mechanisms like awnings, arcades, cornice bands, dentils or similar?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

4. Have the facades of adjacent existing structures been considered in the design of new buildings?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

5. For buildings with flat or oversimplified facades, have mechanisms like parapet walls and/or cornice detailing been utilized to provide visual interest?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

6. Have awnings or canopies been used over windows, where appropriate? Are awnings and canopies in scale with window openings, and properly positioned?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

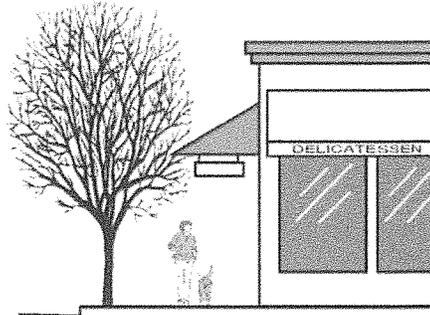
7. If awnings are included on a façade are they at least 8 feet above the sidewalk?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



8. Are additions or modifications to historically significant buildings in character with the existing architectural style?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

9. Are entrances to buildings well-lighted for safety and security?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

10. Is rooftop mechanical equipment (air conditioning units, vents, etc.) properly screened from view from street level through the use of parapets, cornices or other appropriate treatments?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



**6.7 Signage**

1. Are proposed signs compatible with the building and site in terms of color, materials and placement?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Does signage avoid large, excessively illuminated, flashing or moving elements?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Are signs on awnings limited to one line of copy (text) which is appropriate to the size and color of the awning?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

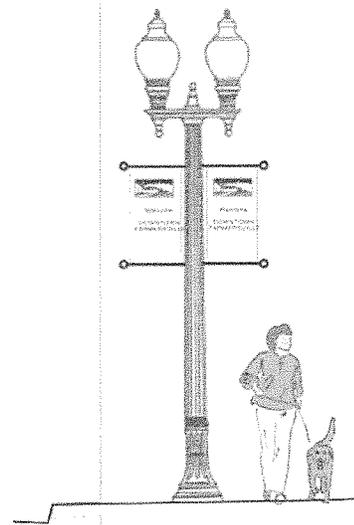
4. For each business are appropriately-designed and scaled pedestrian-oriented signs provided, that are at least 8 feet above the sidewalk?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

6.4 **Landscaping**

1. If space permits, have appropriate have landscaping elements such as vines and climbing plants been included in the project?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

6.5 **Right of Way Improvements**

1. Does the project include shade trees along the sidewalk?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
2. Does the project include pedestrian-oriented antique-style street lamps?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_
3. Are street lamps and sign posts treated with a gloss black or dark green decorative finish?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



**7.0 Special Uses and Design Details**

**7.1 Special Uses**

**A. Auto Repair/Tire Shops, Etc.**

- 1. Has the building(s) been designed utilizing architecture that blends well with the surrounding neighborhood?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

- 2. Is the site plan prepared so that service bay doors do not open directly to the street?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

**B. Service Stations**

- 1. Has the building been designed utilizing architecture that blends well with the surrounding neighborhood?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

- 2. If part of a shopping center, has the service station been designed so the architectural style is consistent with that of the remainder of the center?

YES  NO

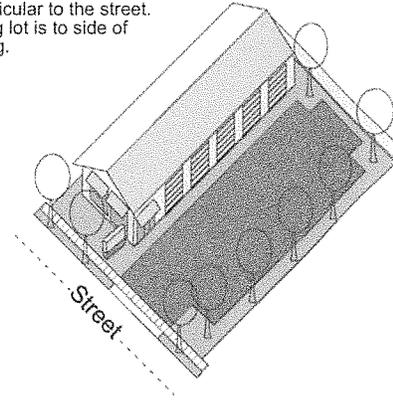
Comments:

\_\_\_\_\_  
\_\_\_\_\_

**Site Planning for Auto Repair**

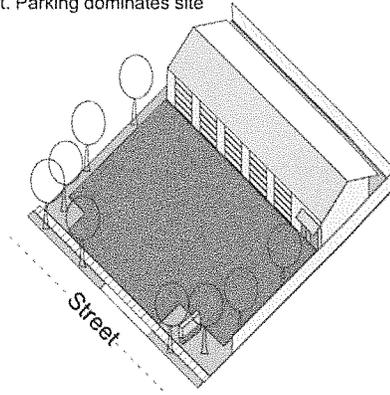
Preferred

Bay doors are oriented perpendicular to the street. Parking lot is to side of building.



Discouraged

Bay doors are oriented parallel to the street. Parking dominates site frontage



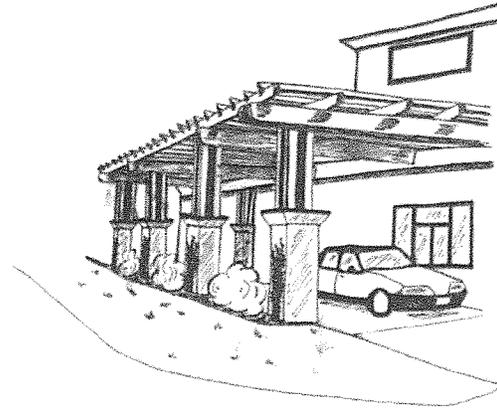
3. Have the pump shelters been designed with architectural treatment that blends with the building, (such as a gabled roof)? If a flat-top roof is used, does it include accent molding or trim?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

C. Fast Food and Franchise Businesses

1. Franchise architectural styles that are repeated in every community are discouraged. Has consideration been given to using architectural styling that is appropriate to Famersville and the surrounding neighborhood?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_



D. Drive Thrus

1. Are drive-thru lanes screened from view from the public right-of-way with the use of landscaping, berms, low screening walls, etc?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

2. Has consideration been given to using additional architectural methods to improve the appearance of drive thru lanes, such as an overhead arbor?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

E. Metal Buildings

1. In the downtown and neighborhood commercial areas, metal buildings are discouraged.

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

2. Has the building received heightened architectural treatment (standard box forms are discouraged), including the use of insets, awnings, trellises and varying color schemes?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

7.2 Design Details

A. Trash Enclosures

1. Are trash enclosures designed using architectural elements that relate to the overall site design?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_

2. Are walls planted with climbing vines for screening and graffiti prevention?

YES  NO

Comments:

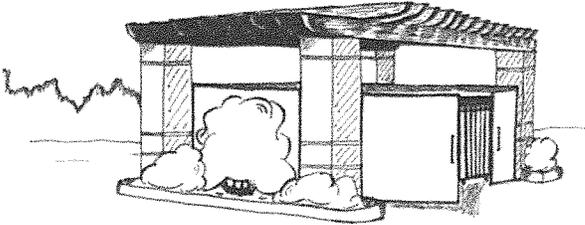
\_\_\_\_\_  
\_\_\_\_\_

3. Have any additional measures been considered to improve the appearance of the trash enclosure?

YES  NO

Comments:

\_\_\_\_\_  
\_\_\_\_\_



4. Does the trash enclosure include a separate pedestrian entrance (this precludes the main doors from being left open permanently)?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

B. Roof Mounted Equipment

1. Has roof mounted equipment (air conditioners, vents, etc.) been screened from view?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

C. Backflow Devices and Utilities

1. Have backflow devices been screened via landscaping and/or paint color?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

D. Lighting

1. Are outdoor light fixtures consistent with the architectural character of the project?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_

E. Fencing

1. Is the design of fencing part of the overall architectural design and appearance for the project?  
 YES  NO  
Comments:

\_\_\_\_\_  
\_\_\_\_\_



*Lighting should be architecturally appropriate to the overall project. Decorative lighting is preferred over standard utilitarian light fixtures.*

2. Have fences been screened with landscaping such as climbing vines, for graffiti prevention?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

3. Where chain link fencing is used in locations that are visible to the public right-of-way, is the fencing treated with black or dark green finish?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

## 8. Industrial Design

### 8.1 Site Design

1. Is the industrial development designed in a way that fits with the surrounding development pattern in terms of:

- a. Setbacks, building height and form, scale and mass, materials and landscape treatment?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

- b. Efficient and effective traffic circulation patterns?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_

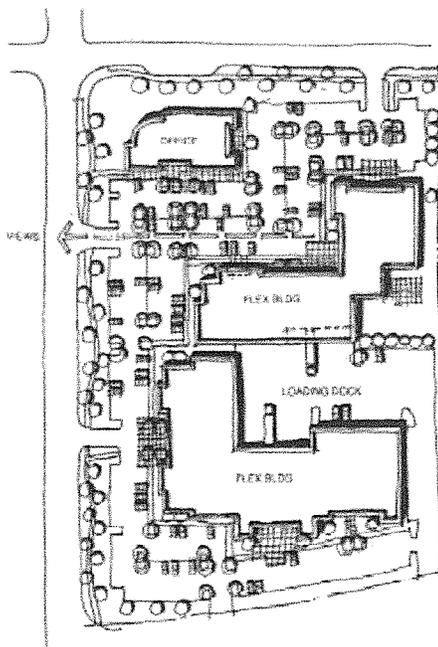
- c. Architectural appearance of nearby development?

YES  NO

Comments:

\_\_\_\_\_

\_\_\_\_\_



2. Are new buildings oriented toward adjoining public streets, so that public entrances are a focal point on the building and site layout?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

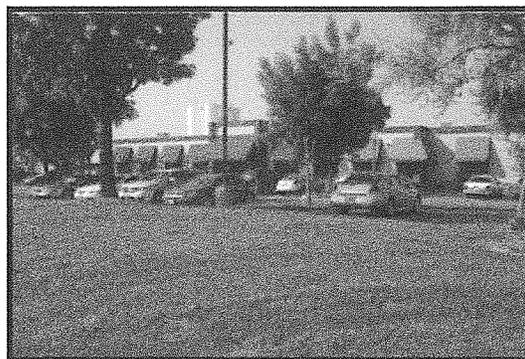
3. Is the portion of the building adjoining the street (where the public typically enters) designed with a heightened architectural treatment, including:

- a. Varied setbacks, insets and projections?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

- b. Siding that is different from the rest of the building?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

- c. Windows that are framed or finished with awnings, as appropriate?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

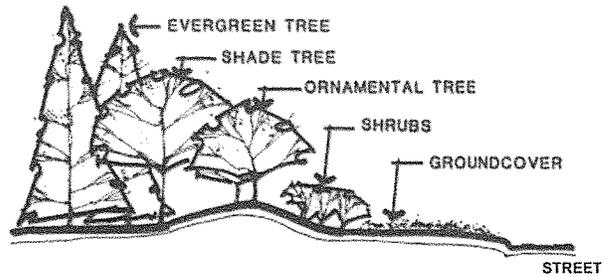
- d. Other appropriate design techniques?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



**8.2 Landscaping and Buffers**

1. Is the project provided with an attractive landscaping design, that buffers and screens the site from nearby uses?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Are there significant landscape setbacks along streets, which include an attractive combination of turf, groundcovers, shrubs and trees?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_



3. Are shade trees provided in paved areas to reduce heat-buildup?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

4. Are walls (including trash enclosure walls) planted with climbing vines to screen and prevent graffiti?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

**8.3 Screening**

1. Are building walls and landscaping arranged to screen loading and service bays, equipment storage areas, trash enclosures and mechanical equipment?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Will stored materials be kept below the top of screening walls?  
 YES  NO  
Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Are long expanses of walls and fences (along streets and other areas visible to the public) broken up with periodic columns, insets, landscape pockets or changes in materials? In general fence or wall runs greater than 50 linear feet should be articulated with architectural offsets and incorporate landscape pockets.

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

4. Are concrete walls accented with masonry or stone facing, or is the surface scored or textured to provide variety?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

**8.4 Parking**

1. Is the site designed so that parking is not the dominant visual element as viewed from public streets. Is parking buffered from streets by landscaping?

YES  NO

Comments: \_\_\_\_\_

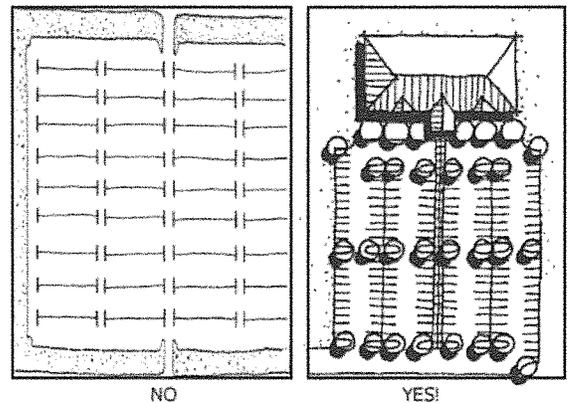
\_\_\_\_\_

2. Are parking areas fully landscaped consistent with landscape guidelines shown in Chapter 5?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



**8.5 Service, Delivery and Storage Areas**

1. Are loading docks, outside storage and service areas located in areas of low visibility, such as at the rear or side of buildings? Are these features screened from view from public streets by walls, landscaping or a combination of these?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

2. In case it is not possible to locate a loading or storage area at the rear or side of a building, are these features designed in a manner so they do not dominate the building frontage and are screened from view from streets?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

3. Is the site designed so that loading and storage areas are not located on the front of the building?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

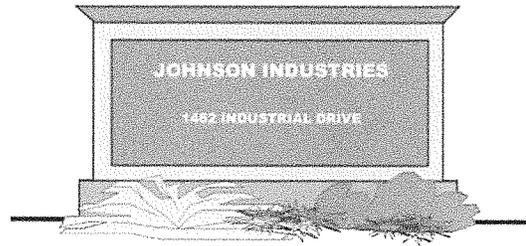
**8.6 Signs**

1. Are signs designed to be compatible in appearance with the architecture of the buildings? Do freestanding signs include architectural elements that relate to the buildings?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_



2. Are stark color contrasts in signs avoided?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

3. Are free-standing signs monument-style (not pole signs)?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_

4. For multi-tenant sites, has a coordinated sign program been established?

YES  NO

Comments: \_\_\_\_\_

\_\_\_\_\_