



Design Guidelines

City of Turlock

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Low Density Residential Design Guidelines.

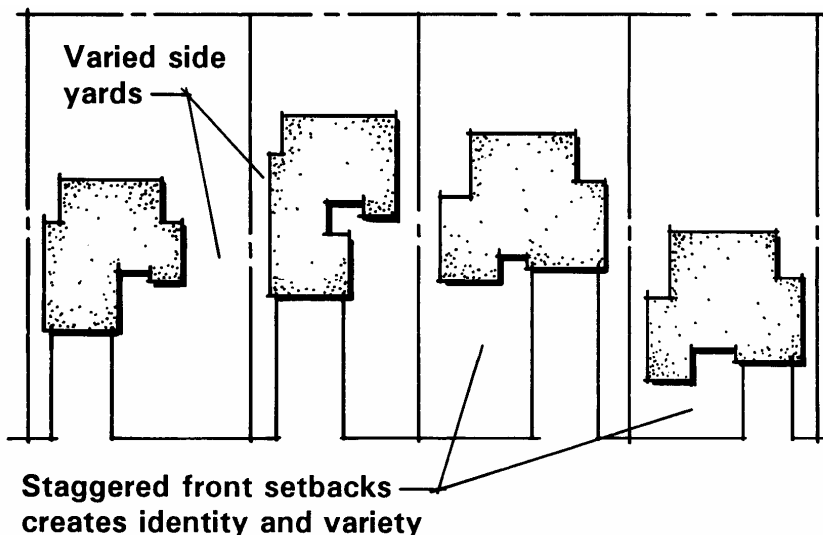
Purpose. These design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for high quality residential development. These guidelines complement the mandatory property development regulations contained in this Division by providing good examples of potential design solutions and by providing design interpretations of the various mandatory regulations.

Applicability. These guidelines are advisory for permitted uses but should be used in conjunction with uses subject to a Minor Administrative Permit, Minor Discretionary Permit, Conditional Use Permit or planned development proposal, to encourage the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

Site planning. An important goal of the single-family site planning guidelines is to create variety along local streets. It is the intent of these guidelines to discourage development where identical homes line long, uninterrupted straight streets, with no variation in building placement or the street scene.

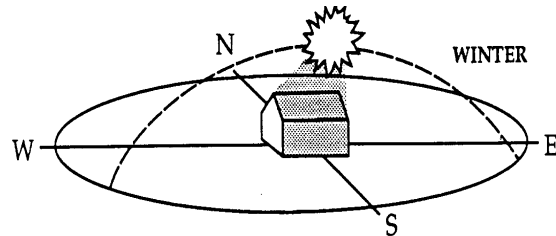
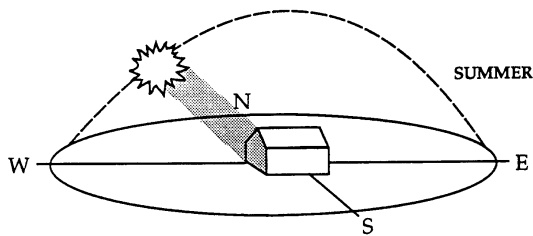
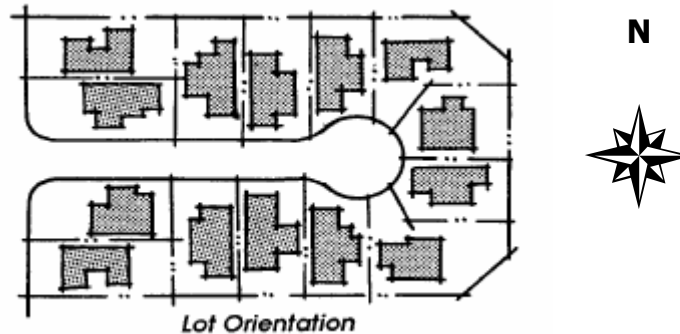
Varied setbacks. Placement of homes and garages close to or back from the street creates different patterns of visible open space. The structures themselves, when close to the street, also add diversity

to the view. Varying the distance between adjoining homes, or between homes and fences, results in different types of yards and private patio areas.

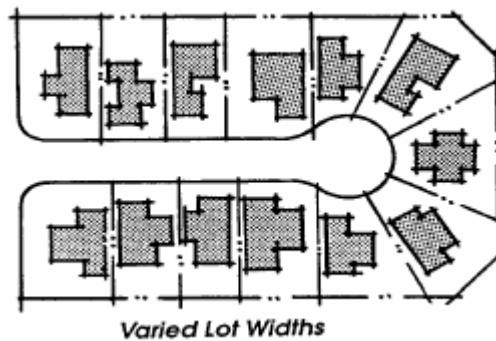




Lot orientation. The on-site street pattern of residential development should provide for the optimal lot patterns and building siting for proper solar orientation.



Varied lot widths. Making some lots wider and some narrower than the average can provide different amounts of open areas between structures. It also allows placement of different shapes and sizes of homes. On narrow lots, a variation of only 3 or 4 feet can make a perceptible difference.



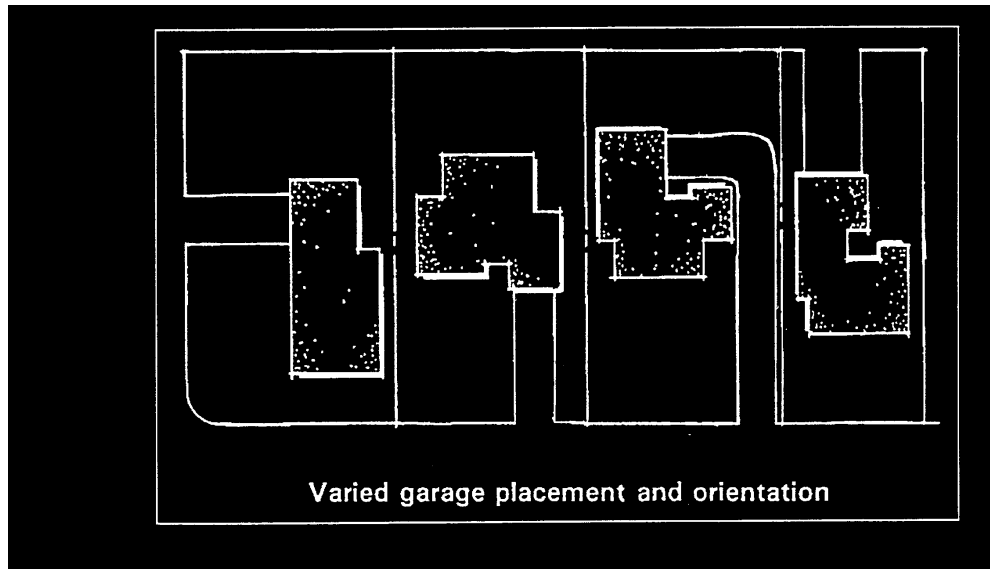
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Varied garage placement and orientation. When lot size permits, garages can be on the side of the house and can be entered from the side. They can also vary in size. Garages can be attached, detached or connected to the home by breezeways.

Garages.

- (1) Garage door setbacks must allow driveway parking that keeps the sidewalk clear of vehicles.
- (2) Varied garage placements are encouraged to break up the monotony of all garage doors being parallel to the street.
- (3) Garage width openings facing public streets will normally be limited to 20 feet or one-third the lot width. Recessed garages can be wider so long as the visible width fronting the street does not exceed the maximum.



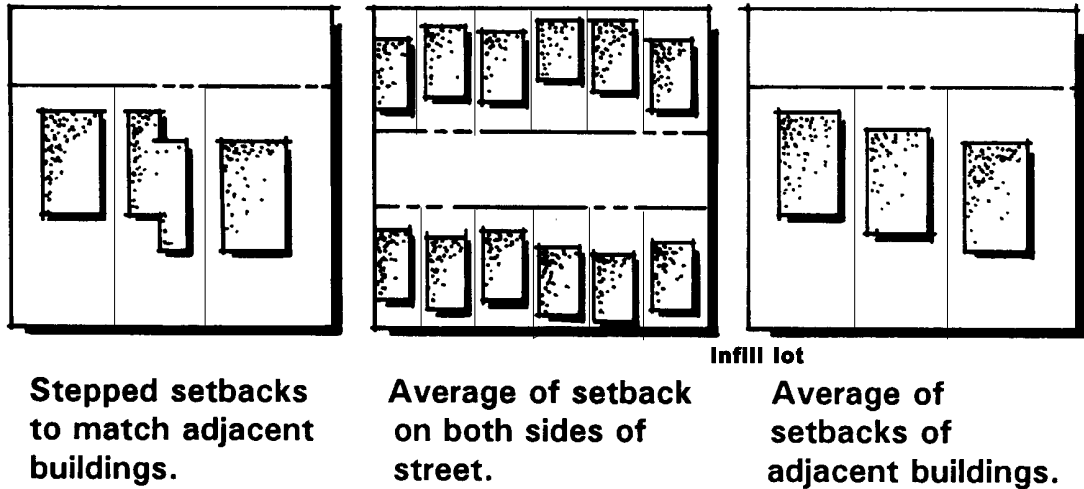
Infill in existing neighborhoods.

- (1) To the extent possible, new single-family development in existing neighborhoods should be integrated with the housing units in the adjacent area. Site setbacks of residential projects should be equal to the average of the 2 immediately adjacent residences.



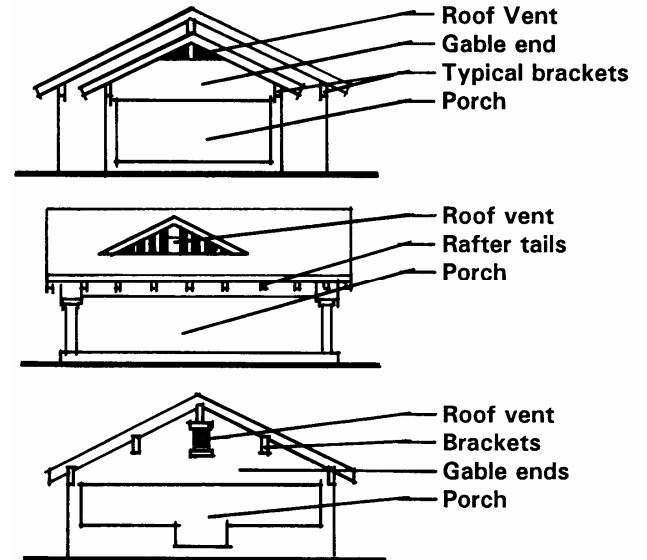
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In cases where averaging between 2 adjacent existing residences is chosen, the new residence may be averaged in a stepping pattern between the front yards of the adjacent residences, or the new residences entire frontage may be built on the average setback line.



(2) New development in existing neighborhoods should incorporate distinctive architectural characteristics of surrounding development, for example: window and door detailing, decoration, materials, roof style and pitch, finished-floor height, porches and bay windows.

(3) New development should continue the functional, on-site relationships of the surrounding neighborhood. For example, in many older neighborhoods common patterns that should be continued are entries facing the street, front porches, and parking at the rear.



Single-family architectural style. There is no particular architectural "style" required for residential structures but the focus should be on the development of a high quality residential environment. In general, the architecture should consider compatibility with the surrounding area. Individual dwelling units should be distinguishable from one another.

Facade and roof articulation. The articulation of facades and the massing of structures give them richness and scale. Long uninterrupted exterior walls should be avoided on all structures. All structure walls should have "relief" to create an interesting blend with landscaping, structures, and the casting of shadows. The integration of varied texture, relief, and design accents on building walls can

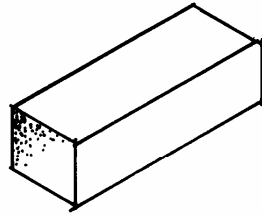
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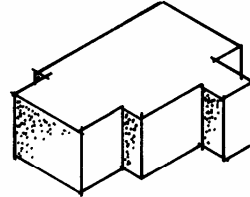
soften the architecture.



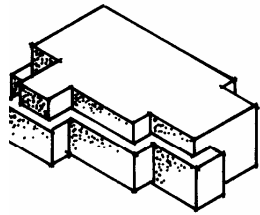
For sloped roofs, both vertical and horizontal articulation is encouraged. Roof lines should be representative of the design and scale of surrounding dwellings. Roof articulation may be achieved by changes in plane of no less than 2.5 feet and/or the use of traditional roof forms such as gables, hips, and dormers. Flat roofs and A-frame type roofs are discouraged unless appropriate to the architectural style.



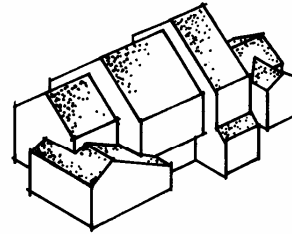
Undesirable architectural treatment



Vertical articulation added



Horizontal articulation added



Multi planed roofs and awnings add desirable articulation

Varied structure design. Design of structures should be varied in tract developments to create variety and interest. A significant difference in the massing and composition (not just finish materials) of each adjacent house should be accomplished. One design should not be repeated more frequently than each fourth house.

Scale. Form and scale should relate to the use of the structure as a single-family residence. Also, the scale of structures should be within a human scale so as not to overwhelm or dominate its surroundings.

Materials. The choice and mix of materials on the facades of structures and garage doors is important in providing an attractive living environment. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided. All structure elevations should be architecturally treated.

Vents and downspouts. Roof flashing, rain gutters, downspouts, vents, and other roof protrusions should be finished to match the adjacent materials and/or colors.

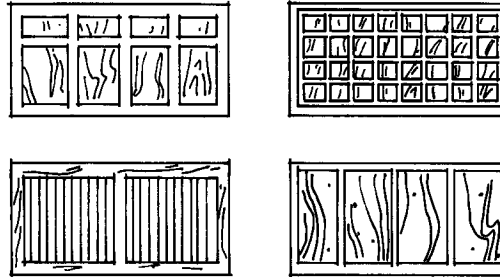
Equipment screening. Any equipment, whether on the roof, side of structure, or ground, must be screened. The method of screening must be architecturally compatible in terms of materials, color, shape, and size. The screening design should blend with the building design. Where individual equipment is provided, a continuous screen is desirable.



DESIGN GUIDELINES Low Density Residential Guidelines

Accessory structures. The design of accessory structures should be architecturally compatible with the main structure, particularly where visible from the street, through the use of walls/roofs/trellises, fence/wall connections, and/or landscaping.

Garage doors. Garage doors should appear to be set into the walls rather than flush with the exterior wall. Garage door design is a major visual element of a home. A variety of compatible designs should be used throughout a project to insure variety and the design of the garage door should relate to the particular architectural style selected. Two single doors are preferred over one double door.



Garage Door Trim

Medium and High Density Residential Design Guidelines.

Purpose. These design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for high quality, high density residential development. These guidelines complement the mandatory property development regulations contained in this Division by providing good examples of potential design solutions and by providing design interpretations of the various mandatory regulations.

Applicability. These guidelines are advisory for permitted uses but shall be used in conjunction with uses subject to a Minor Administrative Permit, Minor Discretionary Permit, Conditional Use Permit or planned development proposal, to encourage the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

Multifamily site planning. Multifamily housing, because of its higher densities, tends to generate large parking areas and decreases private open space. If not properly designed, parking facilities can dominate the site and open spaces may be relegated to leftover areas, not related to the structures or the people who live there. Residential developments surrounded by high walls, parking lots, and rows of carports along public streets are examples of practices to be avoided.

Building articulation. Long, unbroken facades and box-like forms should be avoided. Building facades should be broken up to give the appearance of a collection of smaller structures. To the extent possible, each of the units should be individually recognizable. This can be accomplished with the use of balconies, setbacks and projections which help articulate individual dwelling units or collections of units, and by the pattern and rhythm of windows and doors.



**ARTICULATED FACADE GIVES APPEARANCE OF A
COLLECTION OF SMALLER STRUCTURES**

Medium and High Density Residential Guidelines

Clustering of units. Clustering of multifamily units should be a consistent site planning element. Structures composed of a series of simple yet varied planes assure compatibility and variety in overall building form.

The following design techniques should be considered and implemented whenever possible:

- (1) Varying front setbacks within the same structure;
- (2) Staggered and jogged unit planes;
- (3) Use of reverse building plans to add variety;
- (4) Maximum of 2 adjacent units with identical wall and rooflines; and
- (5) Variety of orientations to avoid the monotony of garage door corridors.

Project entries. Project entry areas provide the resident and visitor with an overview to the project. They should provide an open window with landscaping, recreational facilities, and project directories. Special attention should be given to hardscape and landscape treatments to enhance the overall project image.

Entry drives. The principal vehicular access into a multifamily housing project should be through an entry drive rather than a parking drive. Colored, textured paving treatment at entry drives is encouraged.

On-site parking and drives.

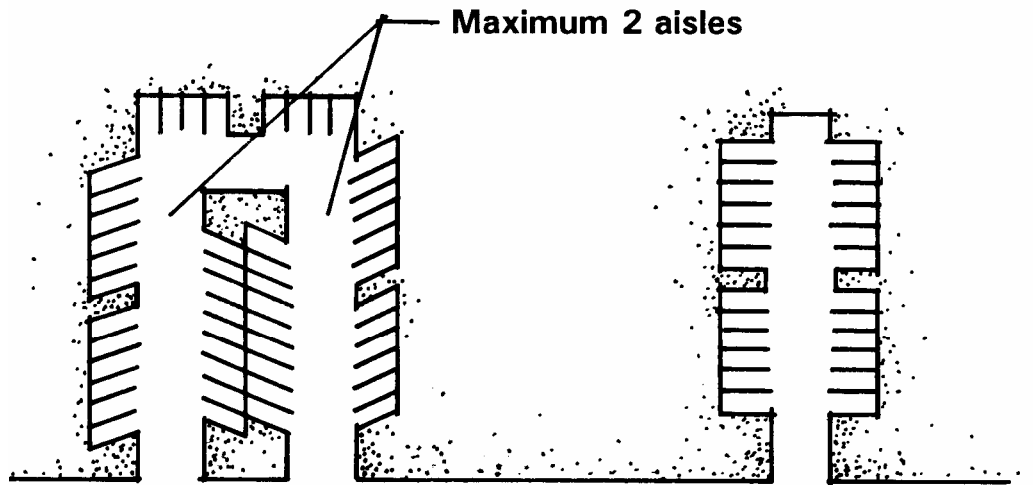
- (1) In higher-density projects, large monotonous parking lots or undivided parking lots are not desired. When cost considerations preclude parking within residential structures, dispersed parking courts are the desired alternative.
- (2) Parking drives, when located on the periphery of a project, isolate the development from its surroundings. Unless the adjacent uses are considered incompatible, the extent of perimeter parking drives should be minimized.
- (3) Parking areas should be visible from the residential units which use them.

Parking courts.

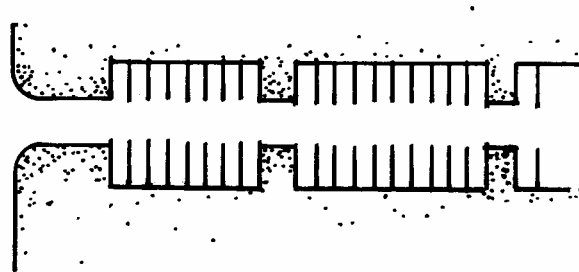
- (1) A parking court of any length should not consist of more than 2 double-loaded parking aisles (bays) adjacent to each other.
- (2) Parking courts should be separated from each other by dwelling units or by a landscaped buffer.

Parking drives.

- (1) There should be no more than an average of 10 spaces of uninterrupted parking, whether in garages, carports, or open parking areas.
- (2) Each average of 10 spaces of parking should be separated from additional spaces by a landscaped peninsula. Architectural elements, such as trellises, porches, or stairways, may extend into these landscaped peninsulas.



Maximum of 2 aisles in parking court. Minimize number of spaces per parking court bay.



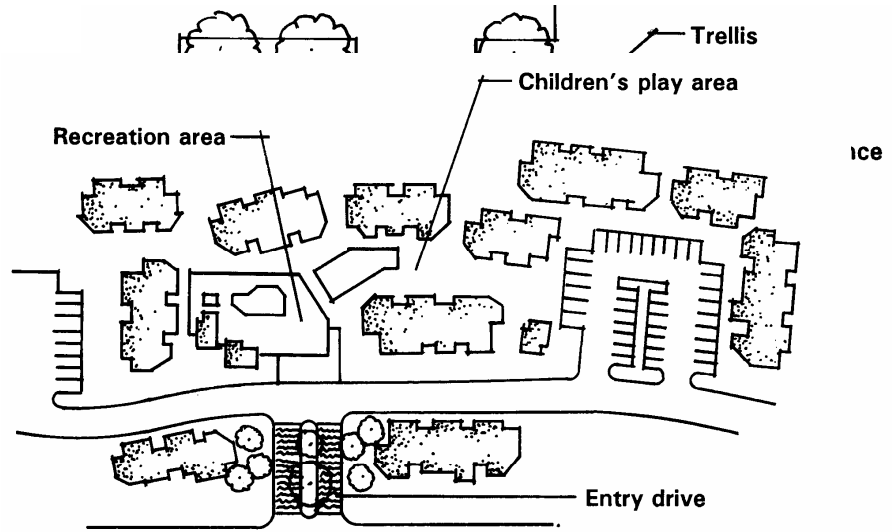
Use landscape bulbs to break up continuous parking rows.

Carports. Where carports are utilized, they must follow the same criteria for spatial arrangement as parking courts. Carports may be incorporated with patio walls or used to define public and private open space, incorporating carports into exterior project walls adjacent to streets is strongly discouraged.



DESIGN GUIDELINES Medium and High Density Residential Guidelines

Pedestrian access from parking. Landscape bulbs should, wherever possible, align with major building entrances to provide pedestrian access to the building entrance from a parking court or drive. Bulbs that align with entrances should be at least 2 car spaces wide and should include a pathway as well as a vertical landscape or architectural element such as a trellis.



Open space. Residents of housing projects should have safe and efficient access to usable open space, whether public or private, for recreation and social activities. The design and orientation of these areas should take advantage of available sunlight and should be sheltered from the wind, noise and traffic of adjacent streets.

Orient project entry toward open space/recreation area.

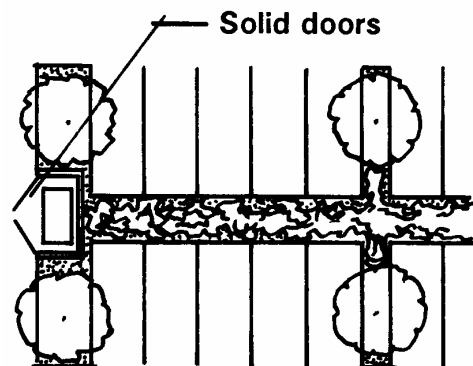
Open parking and carports should be clustered into parking courts.

Required common open spaces should be conveniently located for the majority of units. Private open spaces should be contiguous to the units they serve, have direct access from the unit and be screened from public view. Projects should have secure open spaces and children's play areas that are visible from the units.

Planted areas. All areas not covered by structures, drives, parking or hardscape should be appropriately landscaped. Trees and tall shrubs are needed in addition to grass and groundcover. Trees can also be used to provide shading and climatic cooling of nearby units and moderate prevailing winds.

Recycling and solid waste disposal. Recycling and solid waste disposal areas must be fully enclosed. These enclosures should be screened with landscaping. Recommended locations include inside parking courts or at the end of parking bays. Locations should be conveniently accessible for trash collection and maintenance and should not block access drives during loading operations.

Support facilities. Support structures such as laundry facilities, recreation buildings and sale/lease offices should be consistent in architectural design and form with the rest of the complex.



**TRASH ENCLOSURE
AT END OF PARKING ROW**

DESIGN GUIDELINES

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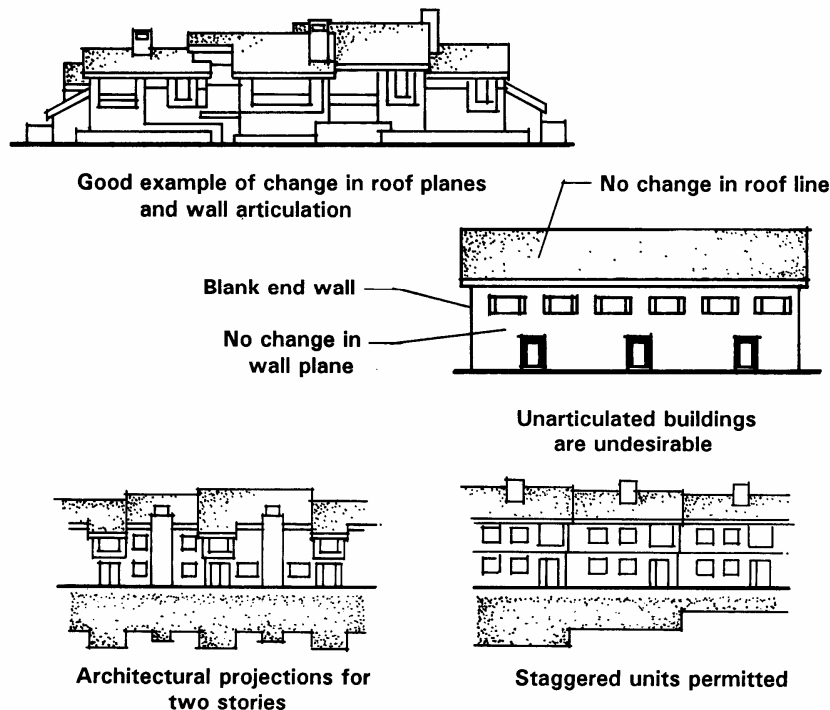


Security. Multifamily projects should be designed to provide the maximum amount of security for residents and visitors. Parking areas should be well lit and visible from residential units. Landscaping should be planned and maintained to provide views into open space areas.

Multifamily architectural style. There is no particular architectural "style" proposed for multifamily residential structures. The primary focus should be on constructing a high quality residential environment. The criteria presented here strives for this "quality" through descriptions and examples of appropriate building materials and architectural expression. In general, the design of multifamily developments should consider compatibility with the surrounding neighborhood. Often, such projects are developed adjacent to single family neighborhoods and measures should be taken to insure that the height and bulk of higher density projects do not impact these lower density residential areas.

Many of the same architectural principles and techniques discussed under the single family category of these guidelines are also applicable to multifamily projects and these should be reviewed by the designer.

Facade and roof articulation. Separations, changes in plane and height, and the inclusion of elements such as balconies, porches, arcades, dormers, and cross gables mitigate the barrack-like appearance of flat walls and roofs of excessive length. Secondary hipped or gabled roofs covering the entire mass of a building are preferable to mansard roofs or segments of pitched roof applied at the structure's edge.



Materials. Materials selected for multifamily projects should be very durable and require low maintenance. Piecemeal embellishment and frequent changes in materials should be avoided.

Balconies, porches, and patios. The incorporation of balconies, porches, and patios within multifamily structures, is encouraged for both practical and aesthetic value.



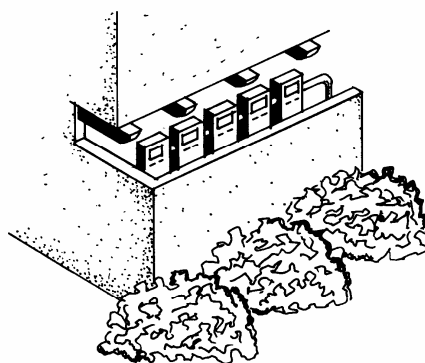
DESIGN GUIDELINES Medium and High Density Residential Guidelines

Dwelling unit access. The use of long, monotonous access balconies and corridors which provide access to 5 or more units should be avoided. Instead, access points to units should be clustered in groups of 4 or less. To the extent possible, the entrances to individual units should be plainly visible from nearby parking areas. The use of distinctive architectural elements and materials to denote prominent entrances is encouraged.

Exterior stairs. Simple, clean, bold projections of stairways are encouraged to complement the architectural massing and form of the multifamily structure. Thin-looking, open metal, prefabricated stairs are discouraged.

Solar panels. Solar panels should be integrated into the roof design, flush with the roof slope. Frames should be colored to match roof colors. Natural aluminum finish is strongly discouraged.

Mechanical and utility equipment. All mechanical equipment whether mounted on the roof or ground must be screened from view. Utility meters and equipment must be placed in locations which are not exposed to view from the street or they must be suitably screened. All screening devices are to be compatible with the architecture and color of the adjacent structures.



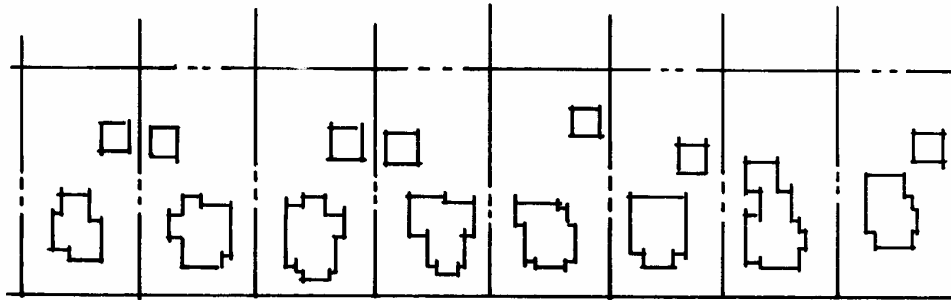
Utility meters and other outdoor equipment should be screened from view. Screening devices should be compatible with adjacent structures.

DESIGN GUIDELINES
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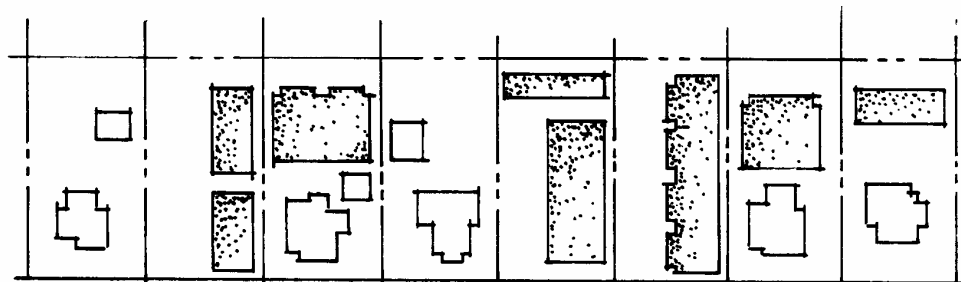


Multifamily in existing neighborhoods. Efforts should be made to integrate new multifamily projects into existing neighborhoods so that they are compatible with adjacent structures and fit within the context of the existing neighborhood.

- (1) Front yard setbacks. Front yard setbacks for new multifamily projects should be equal to or greater than the average setbacks for the 2 adjacent properties. If 1 or both of the adjacent properties are vacant then the average shall be calculated on the next adjacent occupied property.
- (2) Architectural compatibility. New multifamily development in existing neighborhoods should incorporate architectural characteristics and maintain the scale of existing structures on the property and surrounding development, for example: window and door detailing, facade decoration, materials, color, roof style and pitch and porches.

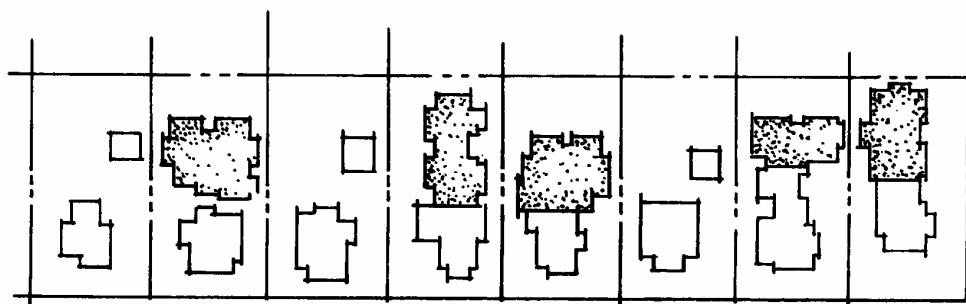


TYPICAL EXISTING SINGLE FAMILY DWELLINGS



UNACCEPTABLE INFILL OF MULTIFAMILY DWELLINGS

Unacceptable infill of multifamily dwellings does not conform to building design and scale of adjacent single family dwellings



ACCEPTABLE INFILL OF MULTIFAMILY DWELLINGS

Appropriate infill of multifamily dwellings transitions and conforms to adjacent single family dwellings

Commercial Design Guidelines.

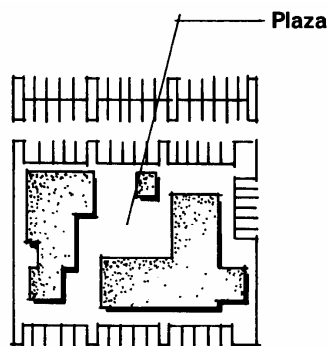
Purpose. These design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for high quality commercial development. These guidelines complement the mandatory property development regulations contained in this Division by providing good examples of potential design solutions and by providing design interpretations of the various mandatory regulations.

Applicability. Although most applicable to the Commercial Zoning District, these guidelines should also apply to the General Industrial Zoning District but primarily for those industrial uses visible from arterial streets and Highway 99.

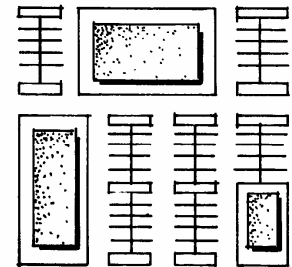
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Site planning principles. Placement of structures should consider the location of incompatible land uses, the location of major traffic generators, as well as an analysis of a site's characteristics and particular influences.

- (1) Structures should be sited in a manner that will compliment the adjacent structures. Sites should be developed in a coordinated manner to provide order and diversity and avoid a jumbled, confused development.



Cluster buildings on the site to create pedestrian areas



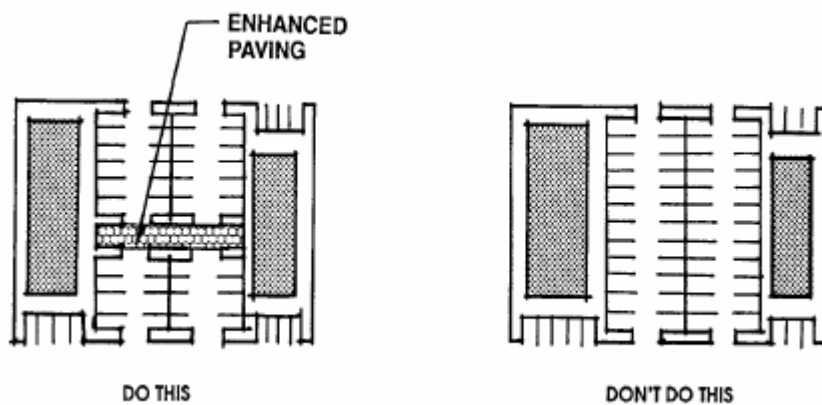
Do not separate buildings with parking lots

- (2) Whenever possible, new structures should be clustered. This creates plazas or pedestrian malls and prevents long "barracks-like" rows of structures. When clustering is impractical, a visual link between separate structures should be established. This link can be accomplished through the use of an arcade system, trellis, or other open structure.
- (3) Locate structures and on-site circulation systems to minimize pedestrian/vehicle conflicts. Link structures to the public sidewalk with textured paving, landscaping, and trellises.
- (4) Outdoor spaces should have clear, recognizable shapes that reflect careful planning and are not simply "left over" areas between structures. Such spaces should provide pedestrian amenities such as shade, benches, fountains, etc.

- (5) Freestanding, singular commercial structures should be oriented with their major entry toward the street where access is provided, as well as having their major facade parallel to the street.
- (6) When it is not possible to locate loading facilities at the rear of the building, loading docks and doors should not dominate the frontage and must be screened from the street. Loading facilities should be offset from driveway openings.
- (7) Open space areas should be clustered into larger, landscaped areas rather than equally distributing them into areas of low impact such as at building peripheries, behind a structure or areas of little impact to the public view that are not required as a land use buffer or as a required yard setback.

Parking and circulation. Parking lot design can be a critical factor in the success or failure of a commercial use. In considering the possibilities for developing a new parking area, a developer should analyze the following factors: ingress and egress with consideration to possible conflicts with street traffic; pedestrian and vehicular conflicts; on-site circulation and service vehicle zones; and the overall configuration and appearance of the parking area.

- (1) Separate vehicular and pedestrian circulation systems should be provided. Pedestrian linkages between uses in commercial developments should be emphasized, including distinct pedestrian access from parking areas in large commercial developments, such as shopping centers.



2)

Parking aisles should be separated from vehicle circulation routes whenever possible.

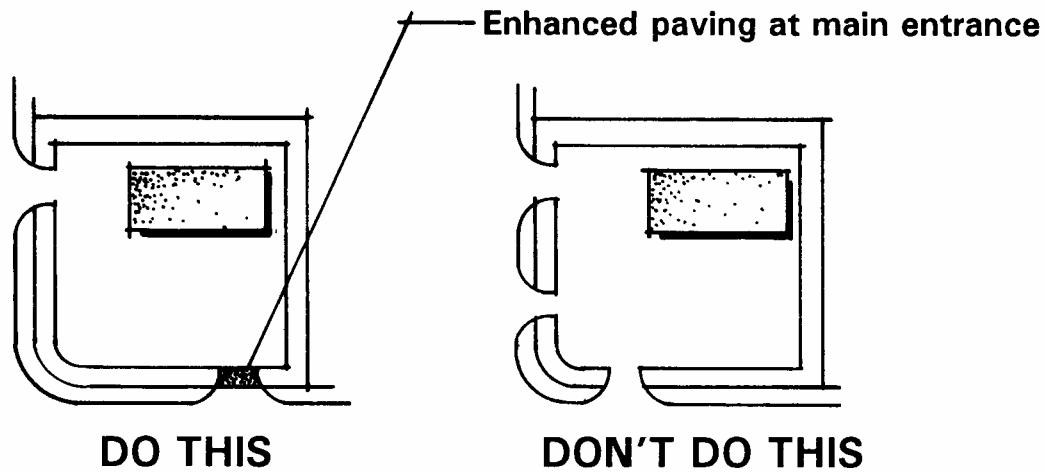
- (3) Common driveways which provide vehicular access to more than 1 site are encouraged.
- (4) Shared parking between adjacent businesses and/or developments is required whenever practical.
- (5) Parking areas should be separated from structures by either a raised concrete walkway or landscaped strip, preferably both. Situations where parking spaces directly abut structures should be avoided.

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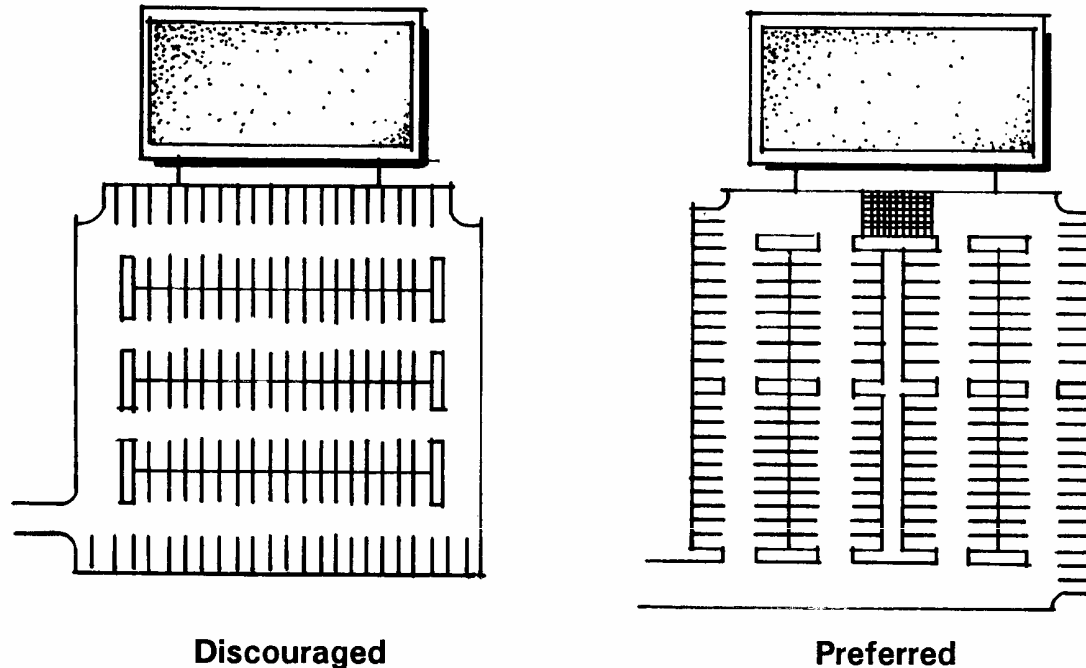
Commercial Guidelines



- (6) Parking areas must be landscaped, receiving interior as well as perimeter treatment.
- (7) Where parking areas are connected, direction of travel and parking bays should be similar to reduce conflict at points of connection.
- (8) Parking access points, whether located on front or side streets must be located as far as possible from street intersections so that adequate stacking room is provided. The number of access points should be limited to the minimum amount necessary to provide adequate circulation.



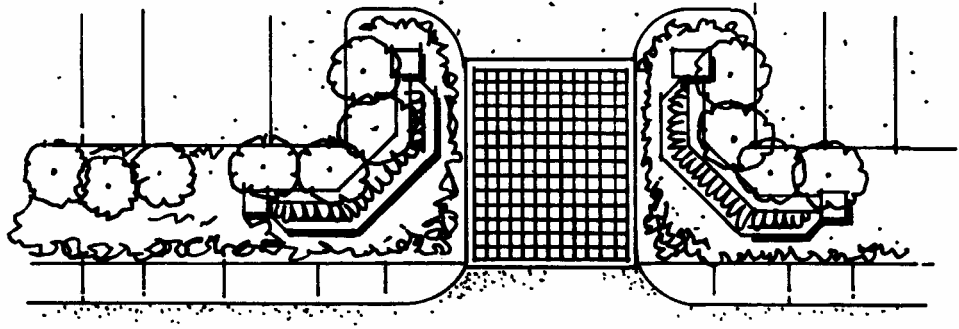
- (9) Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for the pedestrian to cross parking aisles and landscape areas.



PARKING AISLE ARRANGEMENT

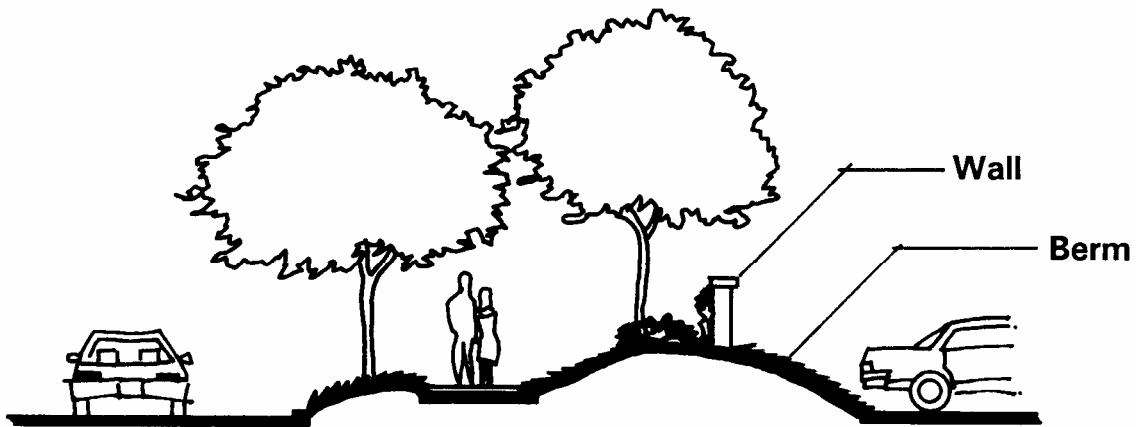
- (10) Pedestrian walkways located in parking areas should be visible from structures. This can be accomplished by using design features such as walkways with enhanced paving, trellis structures, or a special landscaping treatment.
- (11) Linkages from the structures should be provided for pedestrian access to public sidewalks.
- (12) Parking areas which accommodate a significant number of vehicles should be divided into a series of connected smaller lots.
- (13) The parking stalls which are perpendicular to a driveway or first aisle juncture, should be set back a sufficient distance from the curb to avoid traffic obstruction. With larger centers, significantly more setback area may be required.

Stone paving



Entry monument

- (14) Drive aisle throats should be of sufficient depth to avoid vehicle stacking into the street.
- (15) Utilize an opaque wall or landscaping to screen any parking at the street periphery. A combination of walls, berms, and landscape material is recommended. Changing the grade of the parking lot from existing street elevations may aid in obscuring views of automobiles while promoting views of architectural elements of the structures beyond.



LANDSCAPE SCREEN

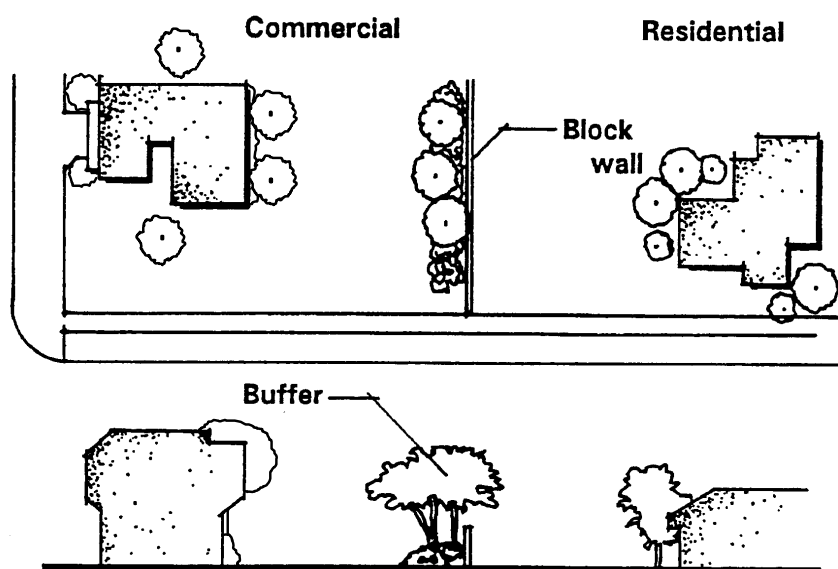
Landscaping.

- (1) Landscaping for commercial uses should define entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for loading and equipment areas.
- (2) Landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.

- (3) Landscaping around the entire base of structures is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.
- (4) Trees should be located throughout the parking lot and not simply at the ends of parking aisles.
- (5) Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.
- (6) The use of vines and climbing plants on buildings, trellises, and perimeter garden walls is strongly encouraged.
- (7) Plants in boxed, clay or wood containers should be used for enhancement of sidewalk shops, plazas, and courtyards.
- (8) At maturity, trees should provide a shade canopy for all parking areas.
- (9) Landscaping should not obstruct visibility at drive aisle interesections.

Walls and fences.

- (1) If not required for a specific screening, security or separation of incompatible land uses, walls should not be utilized within commercial areas.
- (2) When used, walls should be designed to blend with the site's architecture. Both sides of all perimeter walls or fences should be architecturally treated. Landscaping should be used in combination with all walls.



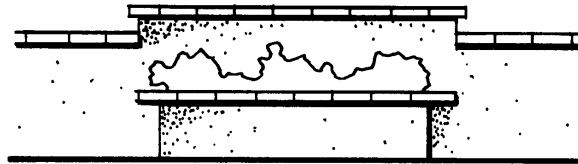
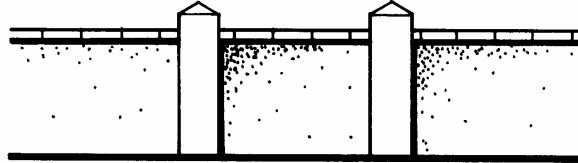
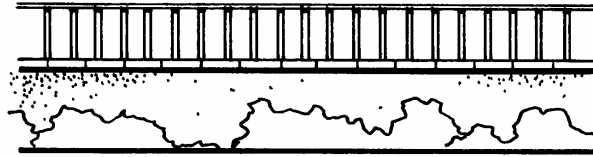
Buffer separation between two different use

DESIGN GUIDELINES

Commercial Guidelines



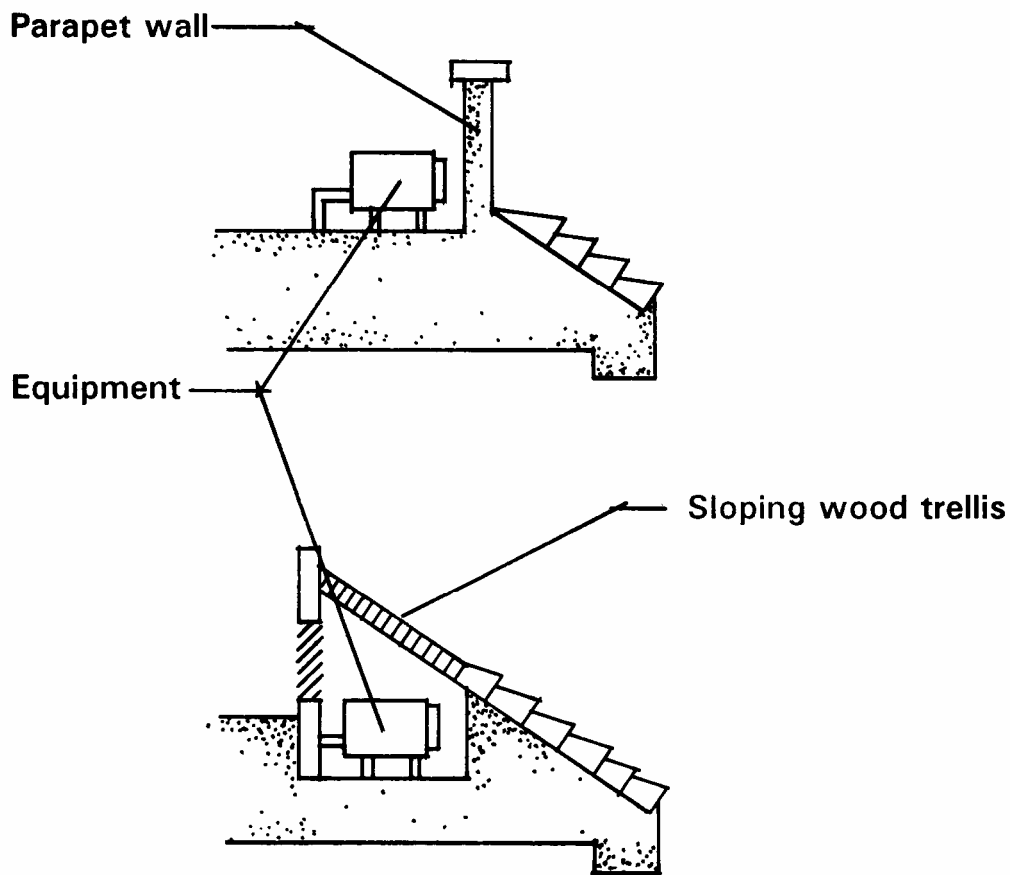
- (3) Security fencing and long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.



DESIRABLE WALL TREATMENTS

Screening.

- (1) When allowed, exterior storage should be confined to portions of the site least visible to public view. Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping. Chainlink fencing with wood or metal slatting is not permitted when visible from the public right-of-way.
- (2) Any outdoor equipment, whether on a roof, side of a structure, or on the ground, must be appropriately screened from view. The method of screening must be architecturally integrated with the adjacent structure in terms of materials, color, shape, and size. Where individual equipment is provided, a continuous screen is desirable.



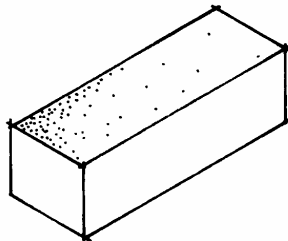
Architectural design guidelines.

- (1) Heights of structures should relate to adjacent open spaces to allow maximum natural light and ventilation, protection from prevailing winds, enhance public views and minimize obstruction of view from adjoining structures.
- (2) Height and scale of new development should be compatible with that of surrounding development. The development should "transition" from the height of adjacent development to the maximum height of the proposed structure.
- (3) Large "box-like" structures are generally unattractive and detract from the overall scale of most buildings. The following are ways to reduce the appearance of large scale, bulky structures.
 - (a) Vary the planes of the exterior walls in depth and/or direction. Wall planes should not run in a continuous direction for more than 50 feet without an offset.
 - (b) Vary the height of the buildings so that it appears to be divided into distinct massing elements.
 - (c) Articulate the different parts of a building's facade by use of color, arrangement of facade elements, or a change in materials.
 - (d) Avoid blank walls at the ground floor levels. Utilize windows, trellises, wall articulation, arcades, change in materials, landscaping or other features to lessen the impact of an otherwise bulky building.
 - (e) The rear and side elevations should incorporate some of the architectural features of the main facade.

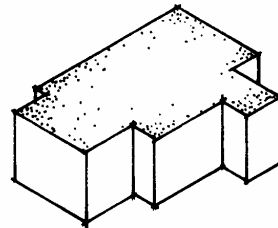
Varying roof planes, setbacks and articulated front facades add a pedestrian scale.



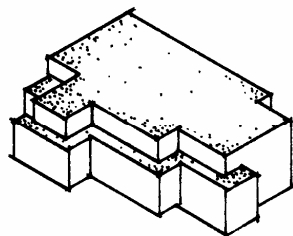
Awnings of the same form and location are repeated, with the signage on the awning's valance.



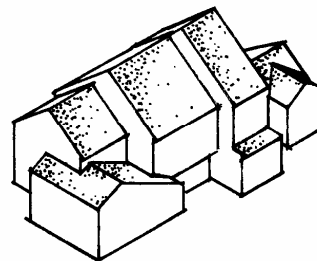
Undesirable architectural treatment



Vertical articulation added



Horizontal articulation added



Multi planed roofs and awnings add desirable articulation

DESIGN GUIDELINES

Commercial Guidelines



(4) Scale.

Scale is the relationship between the size of the new structure and the size of adjoining permanent structures. Large scale building elements will appear imposing if they are situated in a visual environment which is predominantly smaller in scale.

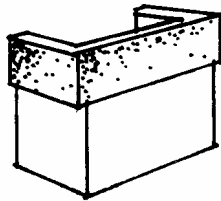
- (a) Building scale can be reduced through the proper use of window patterns, structural bays, roof overhangs, siding, awnings, moldings, fixtures, and other details.
- (b) The scale of buildings should be carefully related to adjacent pedestrian areas (e.g. courtyards) and other structures.
- (c) Large dominating structures should be broken up by: 1) creating horizontal emphasis through the use of trim; 2) adding awnings, eaves, windows, or architectural ornamentation; 3) use of combinations of complementary colors; and 4) landscape materials.

(5) Color.

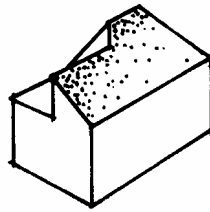
- (a) Large areas of intense white color should be avoided. While subdued colors usually work best as a dominant overall color, a bright trim color can be appropriate.
- (b) The color palette chosen for new structures should be compatible with the colors of adjacent structures. An exception is where the colors of adjacent structures strongly diverge from these design guidelines.
- (c) Primary colors should only be used to accent elements, such as door and window frames and architectural details.
- (d) Architectural detailing should be painted to complement the facade and tie in with adjacent structures.

Roofs.

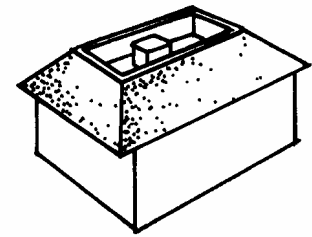
- (1) The roofline at the top of the structure should incorporate offsets and jogs to reduce the monotony of an uninterrupted roof plane.
- (2) All roof top equipment must be screened from public view by materials of the same nature as the main structure. Mechanical equipment should be located below the highest vertical element of the building.



Partial mansard roof discouraged



Clipped roof to hide rooftop equipment



Full mansard roof will hide rooftop equipment

- (3) Corrugated metal or highly reflected roofing materials should not be used (standing rib metal roofs are permitted);

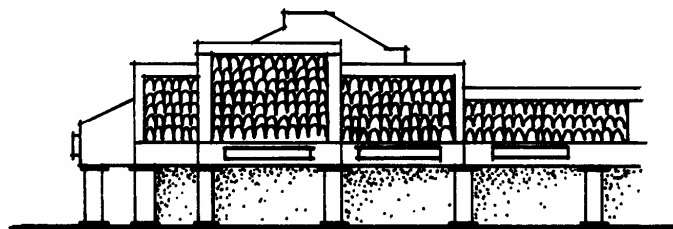
Awnings.

- (1) When more than one awning is used on a single structure, they should be of the same form and color. Awnings should compliment the architectural style of the building. A minimum 8 foot vertical clearance must be maintained.

Signs.

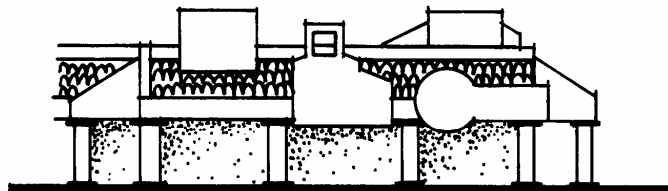
- (1) Every structure and commercial complex should be designed with a precise concept for adequate signing. Provisions for sign placement, sign scale in relationship with the building, and sign readability should be considered in developing the signing concept. All signing should be highly compatible with the building and site design relative to color, material, and placement.

DO THIS



Employ a consistent sign pattern.

DON'T DO THIS



Inconsistent sign patterns create confusion. Signs within or above roof area are prohibited.

- (2) Monument-type signs are the preferred alternative for business identification whenever possible. Where several tenants occupy the same site, individual wall mounted signs are appropriate in combination with a monument sign identifying the development and address.

DESIGN GUIDELINES

Commercial Guidelines



- (3) The use of backlit individually cut letter signs is encouraged. Exposed raceways should not be used.
- (4) Each site should be appropriately signed to give directions to loading and receiving areas, visitor parking and other special areas

Lighting.

- (1) Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, shipping, and receiving, pathways, and working areas.
- (2) The design of light fixtures and their structural support should be architecturally compatible with the main structures on-site. Light fixtures should be integrated within the architectural design of the structures.
- (3) All building entrances should be well lighted.
- (4) All lighting fixtures must be shielded to confine light spread within the site boundaries.



Industrial Design Guidelines.

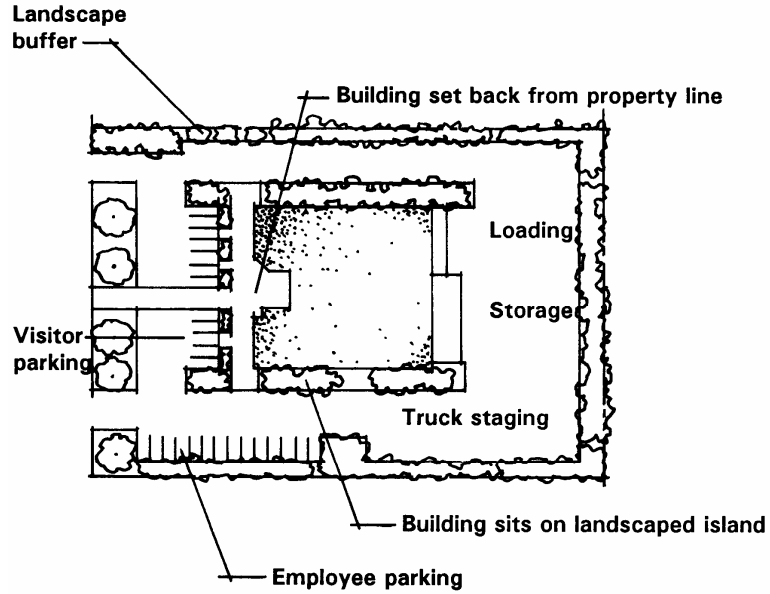
Purpose. These design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for high quality industrial development. These guidelines complement the mandatory property development regulations contained in this Division by providing good examples of potential design solutions and by providing design interpretations of the various mandatory regulations.

Applicability. Although most applicable to the Industrial Business Park Zoning District, these guidelines should also apply to the General Industrial Zoning District but primarily for those industrial uses visible from arterial streets and Highway 99.

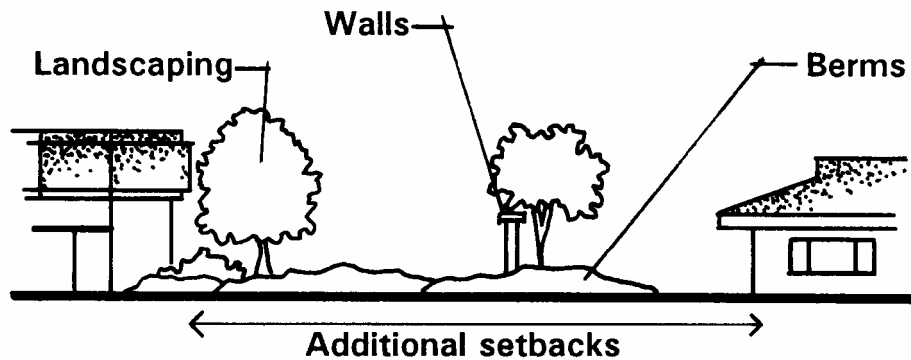
These guidelines are advisory for permitted uses but should be used in conjunction with uses subject to a Minor Administrative Permit, Minor Discretionary Permit, Conditional Use Permit or planned development proposal, to encourage the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

Site planning principles.

- (1) The main elements of sound industrial site design include the following:
 - (a) Controlled site access;
 - (b) Service areas located at the sides and rear of buildings;
 - (c) Convenient access, visitor parking and on-site circulation;
 - (d) Screening of outdoor storage, work areas, and equipment; and
 - (e) Landscaped open space.
- (2) A variety of building and parking setbacks should be provided in order to avoid long monotonous building facades and to create diversity.
- (3) Structures should be located on "landscape islands", where the office portion of the building does not directly abut paved parking areas. A minimum 5 to 7 foot landscape strip should be provided between parking areas and the office portion of a structure.



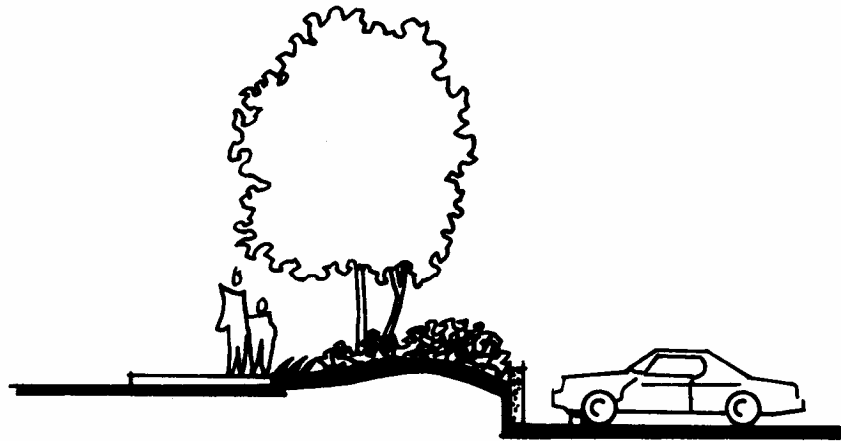
- (4) Building setbacks should be provided proportionate to the scale of the structure and in consideration of existing development adjacent to it. Larger structures require more setback area for a balance of scale.
- (5) Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, and landscaping need to be provided to mitigate any negative effects of industrial operations.



Use a variety of techniques to separate industrial and non-industrial uses.


Parking and circulation.

- (1) The parking lot and cars should not be the dominant visual elements of the site. Large expansive paved areas located between the street and the building are to be

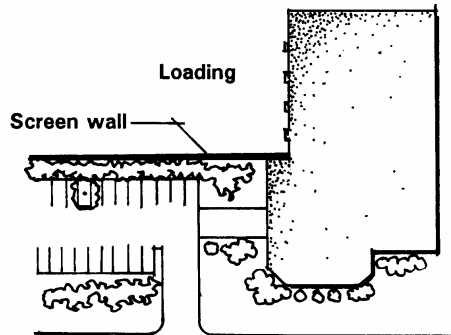


Lowering the site elevation is an effective way to screen parking.

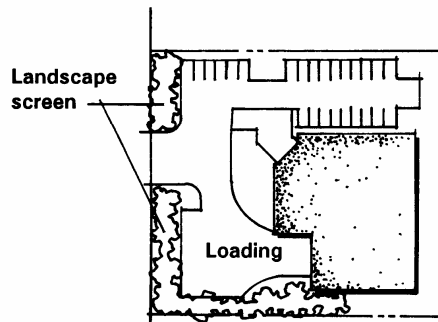
- avoided in favor of smaller multiple lots separated by landscaping and buildings. Angled parking is highly encouraged for larger parking lots which can accommodate one way aisles.
- (2) Site access and internal circulation should be designed in a straight forward manner which emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, provide adequate maneuvering and stacking areas and consideration for emergency vehicle access. Circulation routes and parking areas should be separated.
- (3) Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
- (4) Vehicles should not be required to enter the street in order to move from one area to another on the same site.
- (5) Parking lots adjacent to and visible from public streets must be adequately screened from view through the use of rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.
- (6) The industrial site should be a self-contained development capable of accommodating its own parking needs. The use of the public street for parking and staging of trucks is not allowed.
- (7) All parking spaces should be visible from the interior of the structures, where feasible, especially entrances.

Loading facilities.

- (1) To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear of the site where special screening may not be required.
- (2) When it is not possible to locate loading facilities at the rear of the building, loading docks and doors should not dominate the frontage and must be screened from the street. Loading facilities should be offset from driveway openings.
- (3) Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and should not be utilized.

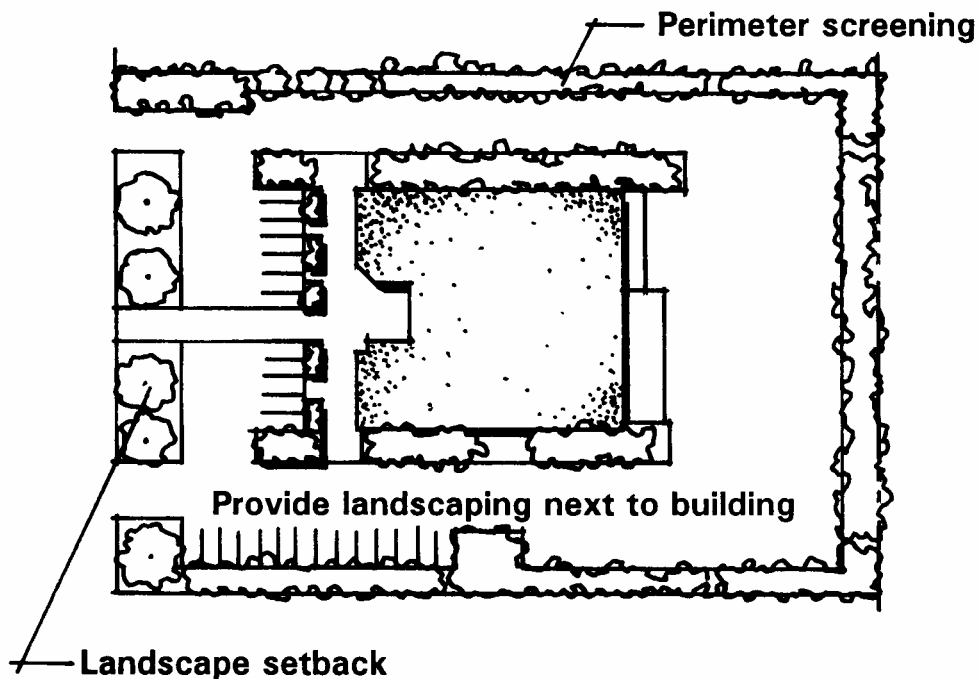


Use decorative solid masonry wall to screen loading areas.



Offset loading areas from driveway openings.

- (1) For industrial uses landscaping should be used to define areas by helping to focus on entrances to buildings, parking lots, defining the edges of various land use, providing transition between neighboring properties (buffering), and providing screening for outdoor storage, loading, and equipment areas.
- (2) Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- (3) Use of vines on walls is appropriate in industrial areas because such walls often tend to be large, blank and potentially subjected to graffiti.
- (4) Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. This should be accentuated at entrances to



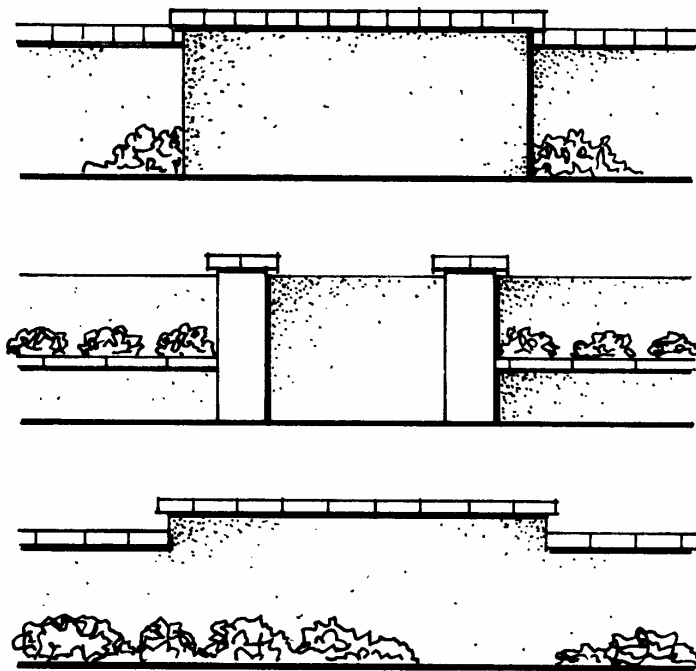
provide focus.

- (5) Trees should be located throughout the parking lot and not simply at the ends of parking aisles.
- (6) Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.

DESIGN GUIDELINES
Industrial Guidelines
Walls and fences.

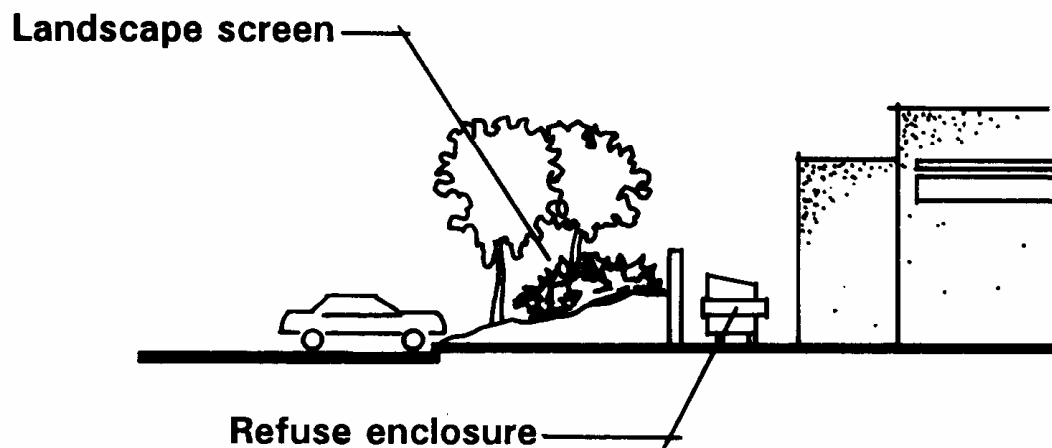
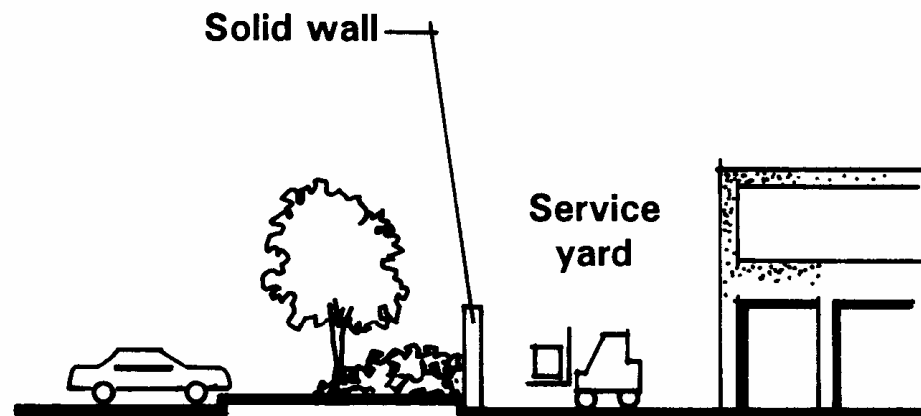


- (1) Walls will serve a major function in the industrial landscape and will be used to screen automobiles, loading and storage areas, and utility structures. However, if not required for a specific screening or security purpose they should not be utilized. The intent is to keep the walls as low as possible while performing their screening and security functions.
- (2) Where walls are used at property frontages, or screenwalls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture. Both sides of all perimeter walls should be architecturally treated. Plant materials should be used in combination with such walls.
- (3) When security fencing is required, it should be a combination of solid pillars or short solid wall segments and wrought iron grill work.
- (4) Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony.

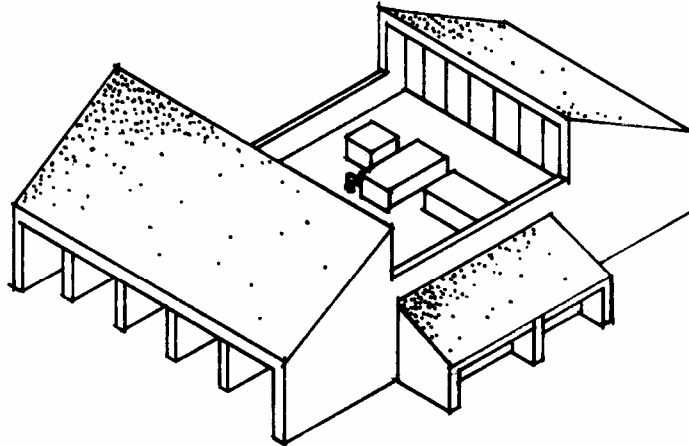


DESIRABLE WALL TREATMENTS

- (1) Screening for outdoor storage should be determined by the height of the material being screened. Chain link fencing with appropriate slatting is an acceptable screening material for areas of any lot not visible from the street. Exterior storage should be confined to portions of the site least visible to public view, particularly arterial streets, Golden State Blvd. and Highway 99.
- (2) Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping. Chain link fencing with wood or metal slatting is an acceptable screening material only for areas of a lot not visible from an arterial street, Golden State Blvd. or Highway 99.



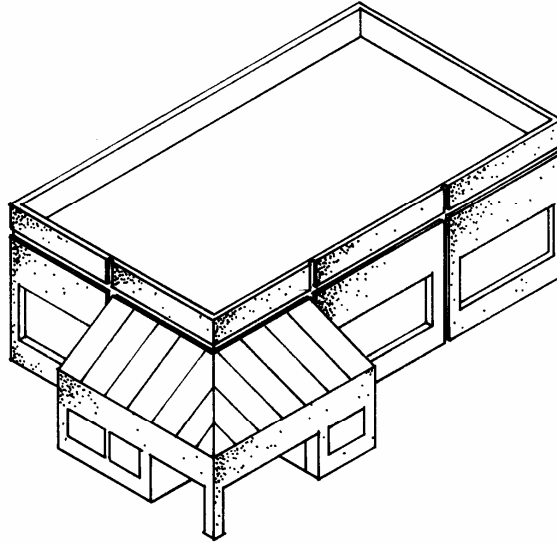
- (3) Any equipment, whether on the roof, side of building, or ground, should be screened. The method of screening should be architecturally integrated with the building design in terms of materials, color, shape, and size. Where individual equipment is provided, a continuous screen is desirable.



SCREENING OF ROOFTOP EQUIPMENT

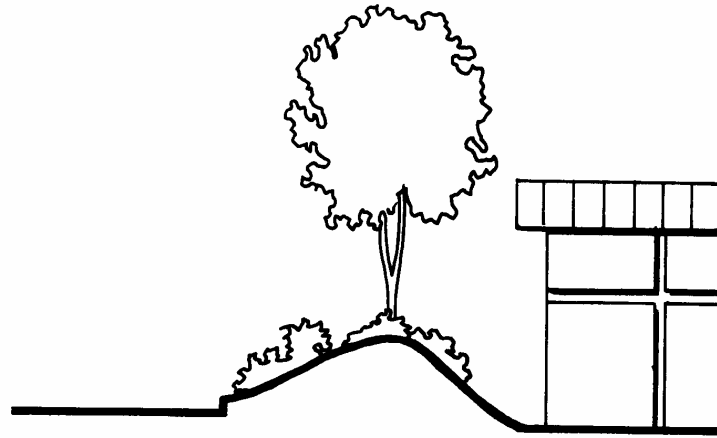
Architectural design.

- (1) Industrial structures often present unattractive and monotonous facades. There are a variety of design techniques which can be utilized to help overcome this situation.
 - (a) Avoid long, "unarticulated" facades. Facades with varied front setbacks are strongly encouraged. Wall planes should not run in one continuous direction for more than 50 feet without an offset.
 - (b) Avoid blank front and side wall elevations on street frontages.
 - (c) Entries to industrial structures should be clearly defined within the architecture of the building.
 - (e) Architectural elements used in the front of the building should be incorporated into all rear and side elevations.



ARCHITECTURAL TREATMENT OF ELEVATIONS

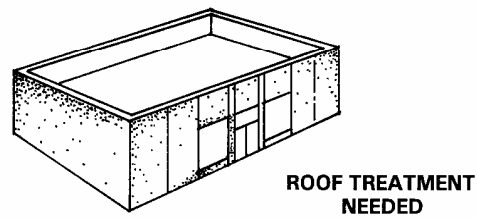
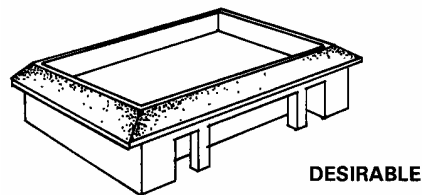
- (f) Windows and doors are key elements of any structure's form, and should relate to the scale of the elevation on which they appear. Windows and doors can establish character by their rhythm and variety. Recessed openings help to provide depth and contrast on elevation planes.
- (2) Design elements which should be avoided include:
 - (a) Highly reflective surfaces at the ground story;
 - (b) Large blank, unarticulated wall surfaces;
 - (c) Exposed, untreated block walls;
 - (d) Chain link fence, barbed wire;
 - (e) "Stuck on" mansard roofs on small portions of the roofline;
 - (f) Materials with high maintenance such as stained wood, shingles or metal siding.
- (3) Wall materials that will withstand abuse by vandals or accidental damage from machinery and vehicles should be chosen.
- (4) All metal buildings should be architecturally designed providing variety and visual interest to the streetscape.
- (5) Berming in conjunction with landscaping can be used at the building edge to reduce structure mass and height along facades.



Use of berming and landscaping close to building.

Roofs.

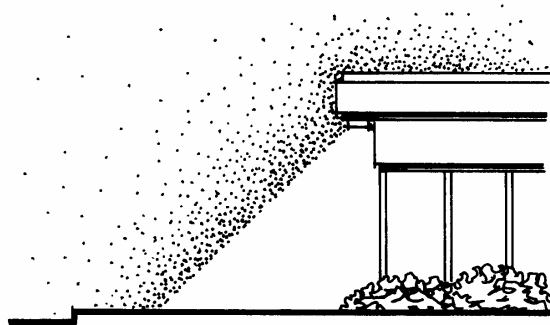
- (1) Piecemeal mansard roofs (used on a portion of the building perimeter only) should not be utilized. Mansard roofs should wrap around the entire perimeter of the structure.
- (2) The following roof materials should not be used:
 - (a) Corrugated metal (standing rib metal roofs are permitted);
 - (b) Highly reflective surfaces; and
 - (c) Illuminated roofing.
- (3) The roof design should be considered as a component of the overall architectural design theme.





Lighting.

- (1) Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, shipping, and receiving, pathways, and working areas.
- (2) The design of light fixtures and their structural support should be architecturally compatible with main buildings on-site. Illuminators should be integrated within the architectural design for the buildings.
- (3) As a security device, lighting should be adequate but not overly bright. All building entrances should be well lighted.
- (4) All lighting should be shielded to confine light spread within the site boundaries.



**Confine light spread to within
site boundaries.**

General Landscape Guidelines.

Landscaping.

- (1) Landscaping and open spaces should be designed as an integral part of the overall site plan design. Landscaping and open spaces should enhance the building design, enhance public views and spaces, provide buffers and transitions, provide for a balance of solar uses, and provide screening.
- (2) Landscape design should accent the overall design theme through the use of structures such as arbors and trellises which are appropriate to the particular architectural style of adjacent structures.
- (3) Landscape areas shall utilize xeriscape concepts which: minimize the amount of turf area, uses plant material that has a low water demand and uses a segmented irrigation system calibrated to the specific water demands of various turf, plant and tree groups.
- (4) The following are common planting design concepts that should be used whenever possible:
 - (a) Specimen trees used in informal grouping and rows at major focal points;
 - (b) A wide variety of plant species is encouraged;
 - (c) Extensive use of flowering vines both on walls and arbors;
 - (d) Pots, vases, wall or raised planters;
 - (e) The use of planting to create shadow and patterns against walls;
 - (f) Trees to create canopy and shade, especially in parking areas;
 - (g) The use of flowering trees in informal groups to provide color;
 - (h) Informal massing of colorful plantings;
 - (i) Use of distinctive plants as focal points; and
 - (j) Berms, plantings, and low walls to screen parking areas from view of public rights-of-way while allowing filtered views of larger buildings beyond.
- (5) Planting areas between walls and streets should be landscaped with a hierarchy of plants in natural formations and groupings. Solid walls over 3 feet high should receive vines when adjacent to public streets.
- (6) A colorful landscape edge should be established at the base of buildings. Avoid asphalt edges at the base of structures as much as possible. Plant materials located in containers are appropriate.
- (7) Planting masses on-site should assume a simple, non-uniform arrangement. The



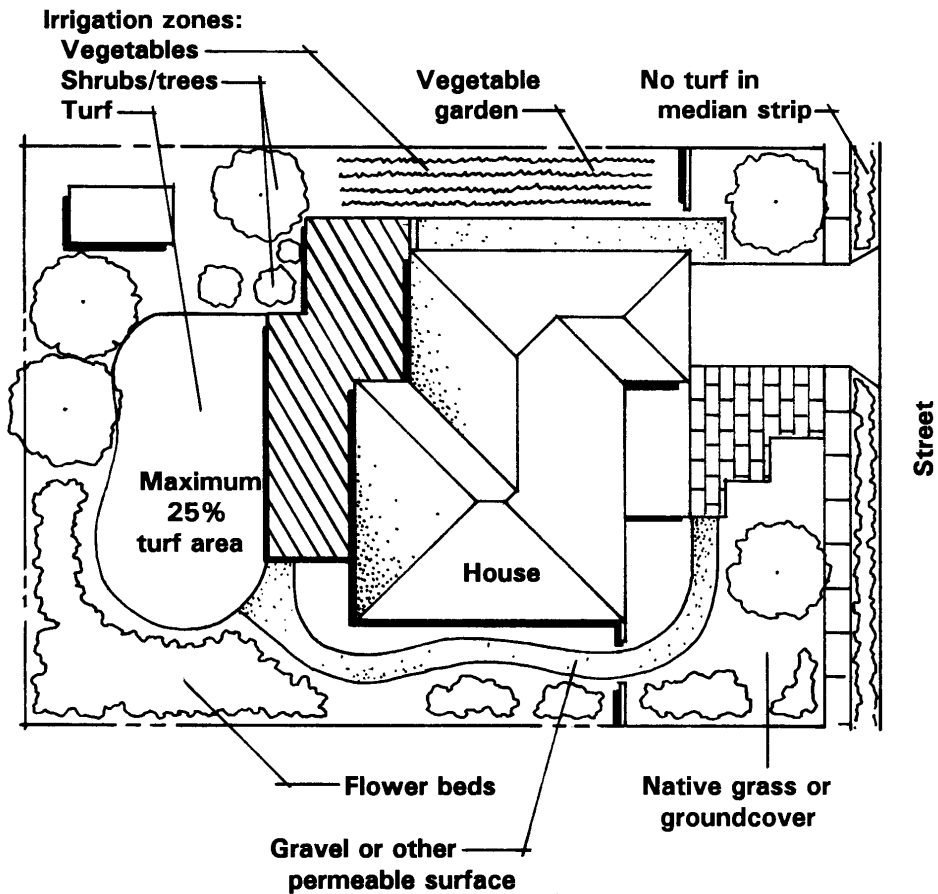
DESIGN GUIDELINES General Landscaping Guidelines

diversity of massing types should be great enough to provide interest, but kept to a level which evokes a relaxed natural feeling.

- (8) All required building setbacks should be incorporated into the landscape design, unless such areas are utilized in driveways and the like.

Xeriscape guidelines.

- (1) All landscaping shall employ features and techniques that in the aggregate reduce the demand for and consumption of water, including appropriate low water using plants, non-living ground cover, a low percentage of lawn coverage, a high degree of paving permeability and water conserving irrigation techniques and systems.
- (2) The use of turf should be minimized or substituted altogether with groundcovers. Turf should be excluded from median or sidewalk strips and other areas which are difficult to irrigate and maintain. Low-water-using grass varieties are encouraged.
- (3) Water efficient irrigation systems, such as drip, low output sprinkler heads, zonal systems and automatic timers, should be provided. Planting should be according to water needs, and the irrigation system matched to these needs.
- (4) Plant varieties should be low water consuming, suited to the local soil and climate and grouped according to their water requirements. For instance, sprinklers for turf areas should be installed with a separate irrigation valve from irrigation valves used for other vegetation.
- (5) Mulches should be used generously and reapplied as part of a regular maintenance program to reduce evaporation, soil compaction and weeds.



XERISCAPE GUIDELINES



Sign Guidelines.

Compliance with adopted sign design guidelines. All signs permitted in the City of Turlock shall comply with the adopted sign design guidelines, where such compliance will not conflict with the provisions set forth in this chapter and title, or other provisions of this code, as may be amended from time to time.

Purpose of guidelines. The design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for sign design. These guidelines complement the mandatory sign standards contained in this Chapter by providing design solutions and by providing design interpretations of various regulations.

The design guidelines are general in nature and may be interpreted with some flexibility in their application, except where specifically identified as a design requirement. The guidelines will be utilized in conjunction with other regulations to encourage the highest level of design quality, while at the same time providing flexibility necessary to encourage creativity on the part of sign designers.

General Principles

- (1) **Content.** Signs and sign copy should be composed of individual channel letters. Only the business name or address should be displayed on the sign. Standardized, or corporate signing not related to the building architecture is discouraged.
- (2) **Location.** Signs cannot be located where they will obstruct the vision of pedestrians or motorist, or create other public safety hazards. The location of each sign shall be in compliance with the Building, Electrical, Sign, and Fire Codes and the Zoning Regulations and other laws of the City and State, where applicable.
- (3) **Illumination.** Internally and externally illuminated individual copy letters are preferred. When external illumination is chosen, it must be screened and not be a source of glare. Any sign containing electrical wiring shall be inspected by a City building official.

Design Elements. Information is most effectively transmitted when kept in its simplest possible form. Therefore, signs should be simple and easy to read. The buildings, and not the signage, should dominate the streetscape. Two primary factors determine the character of a sign:

- (1) Location and placement within the context of the building.
- (2) Style and materials used in the sign's construction.

The successful combination of these two elements will produce signage which is complimentary to the building and business being represented.

Sign Appearance. Signs are an essential communications tool for business and the public. The primary role of signs should be to identify, not advertise. Compliance with the design guidelines will result in signage that effectively communicates a message, speeds the review process, and contributes to the visual quality of the community.

DESIGN GUIDELINES

General Sign Guidelines

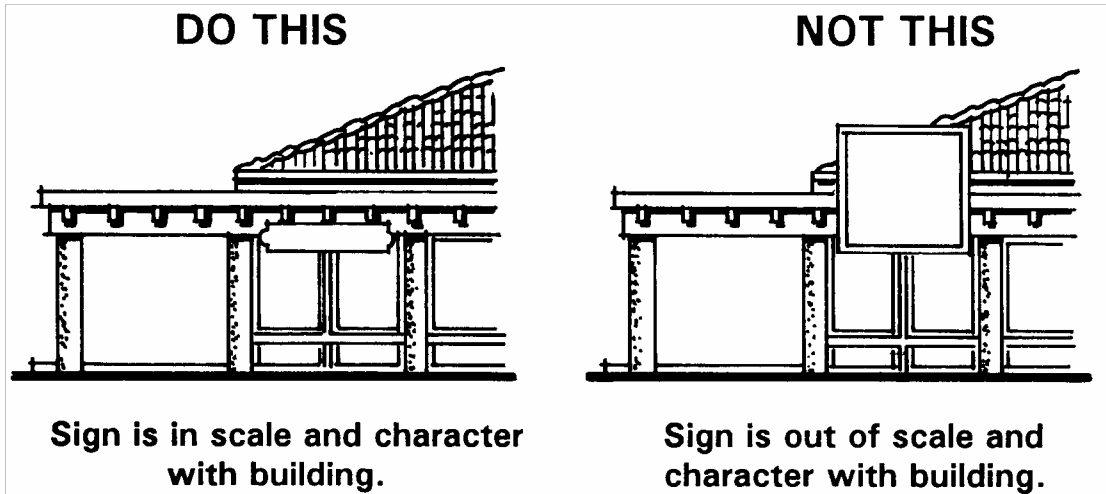
Sign Size and Shape. The size of a sign should be compatible with the size and lineal frontage of the building it is designed to serve. To avoid wasteful competition, sign area should be limited to the minimum amount necessary to identify the use. The use of a number of smaller signs rather than one large sign is encouraged when it would not contribute to visual clutter and would clearly identify the business.

The size of a sign is usually determined by the message the sign is attempting to convey. This should be limited to the minimum information only - the dominant message of the sign should be the business name. Subordinate information, such as product information, should be avoided. Signs with strange shapes should be avoided. Signs which are unnecessarily narrow or oddly shaped can restrict the legibility of the message.

Sign Height. The maximum height of a sign is governed by the Zoning District in which it will be located, and other provisions of this Chapter. Sign height should always be limited to the minimum height necessary to make the sign clearly visible. A freestanding sign, for example, need only be 4 feet above the ground to be visible to a passing motorist. Favoring low profile monument signs will facilitate the overall reduction of sign height in Turlock, without reducing the effectiveness of signs.

Design Guidelines for Building Signs. Building signs are signs that are physically connected to a building, canopy or other structure integral to a building. Building signs should be designed consistent with the following design guidelines,

- (1) Sign design and placement should complement the building design. The sign should be incorporated into the building design and not conceal the building's architectural elements.
- (2) The size of the sign must be proportional to the wall surface or facade to which it is attached.
- (3) The colors, textures, finishes and materials of the sign should complement those of the building.
- (4) The use of individual letters for all signing is encouraged over cabinet signs. Where cabinet signs are used, the cabinet should be an integral design element of the building and/or structure. The cabinet should be incorporated into the structural elements of the building when possible.
- (5) Copy design should be compatible with the buildings architectural theme.
- (6) Logo size and placement should be proportional and complimentary to the sign.



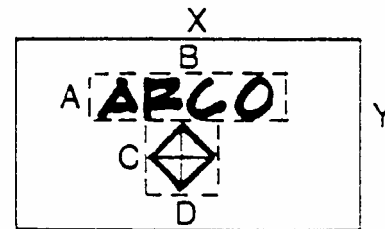
This illustration depicts the type of sign design that will inform the customer and maintain the integrity of your building.

- (7) Cabinet signs should have no more than 60% of the total sign area in copy. Sign copy includes all letters, symbols, numbers, characters which are part of the sign. [This guideline does not apply to signs which consist of individual letters, characters or other symbols and which have no perimeter or border.]

$$\text{Sign Copy} = (A * B) + (C * D)$$

$$\text{Sign Copy} < .60 (X * Y)$$

$$\text{Sign Area} = X * Y$$



measuring sign copy within a cabinet sign

Design Guidelines for Freestanding Signs. Freestanding signs are one of the most often used type of signing. Freestanding signs can be informative. However they can also confuse, as well as create potential safety problems. Freestanding signs should be considered for use only under the following circumstances:

- (1) For the identification of a building group, commercial or otherwise, such as a shopping center, professional office group, industrial complex, or community center, in instances where more than one use or business is to be identified by a single sign.
- (2) Where there is an open land use and no building is involved.
- (3) When attached building signs would be ineffective due to:
 - (a) location of the building on the site;
 - (b) design of the building;
 - (c) location of other buildings on, or adjacent to, the site;

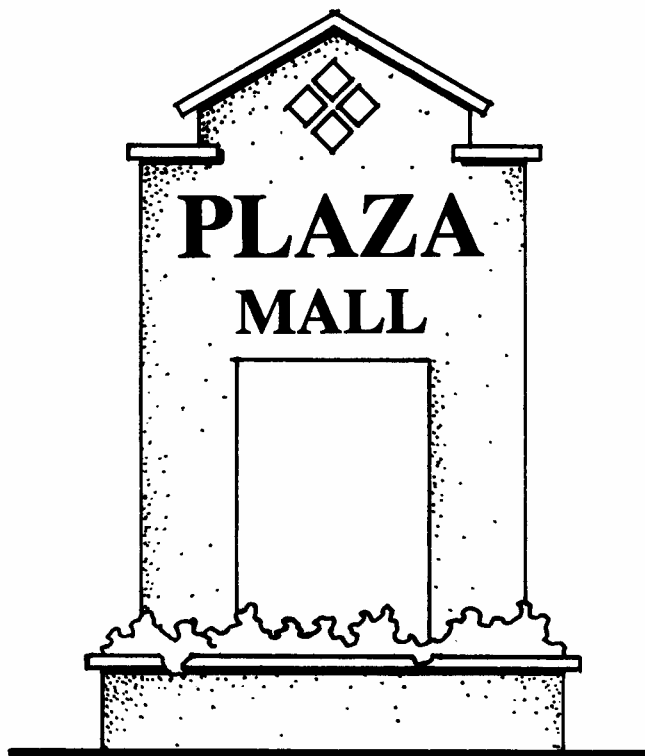
DESIGN GUIDELINES

General Sign Guidelines

- (d) tree locations topography or other natural features;
- (e) when advance notice is imperative, due to the speed of traffic on the fronting street.

Sign design should generally conform to the architectural character of the building. To be eligible for staff level review, a freestanding sign should comply with the following design guidelines:

- (4) The sign should incorporate the architectural features, details and colors of the building.
- (5) The sign should be constructed of the same materials, textures, and finishes as the main structure.
- (6) Design policy statements relating to the building should be applied to the sign.
- (7) The sign should be incorporated into the landscaping of the site.
- (8) Monument signs should be placed in a landscaped area or a raised planter. (See illustration).



**PLACE FREESTANDING SIGNS IN
RAISED PLANTERS**



DESIGN GUIDELINES

General Sign Guidelines

- (9) Low profile monument signs are encouraged, pole signs are discouraged.
- (10) Freestanding signs should be placed perpendicular to approaching vehicular traffic.
- (11) Freestanding signs are intended to provide street addresses, and identification for the freestanding building or commercial center development as a whole (see illustration).
- (12) Freestanding signs which exceed the standards for size, height, location, or design contained in this chapter and title, will require a variance and/or a conditional use permit from the Turlock Planning Commission.