DESIGN GUIDELINES

CITY OF CATHEDRAL CITY
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Prepared for:

CITY OF CATHEDRAL CITY
35-325 Date Palm Drive
Cathedral City, CA

September 1, 1989

Amended May 19, 1997

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E. Douglas Wilson

CITY STAFF

Ralph Plender, Director of Community Development
Mr. Pat Russell, Senior Planner

PROJECT TEAM

INTERACTIVE DESIGN CORPORATION

Reuel A. Young, A.I.A.
Kristi W. Hanson
Diane Hall

CONSULTANTS

Michael Buccino, ASLA
Susan Fox, Urban Designer
April Moore, Editor

RESOLUTION NO. 89-95

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CATHEDRAL CITY, CALIFORNIA ADOPTING AND DIRECTING THE IMPLEMENTATION OF CITY WIDE DESIGN GUIDELINES.

WHEREAS, the City Council for the City of Cathedral City adopted the City of C City General Plan; and

WHEREAS, the Urban Design Component of said General Plan (Chapter 11, A, Community Structure, Section 5) directs creating a design framework for the City which will lead to a desirable community image and character; and

WHEREAS, said component directs standards in areas where continuity is desired while providing flexibility and freedom of expression to ensure community identity; and

WHEREAS, the City of Cathedral City Municipal Code, Zoning Ordinance, Specific Plans, and related development policies establish minimum standards designed to implement the General Plan and said standards provide broad design direction, requiring a refinement of policy intent when individual development applications and public improvements are considered; and

WHEREAS, adopted policy can most appropriately be implemented through development guidelines in a comprehensive, consistent and equitable manner through the various application stages and levels of review while protecting the community's health, safety and welfare; maintaining the City's economic advantage; stabilizing, protecting and maintaining property values; encouraging permanency of residential areas, tourism, and commerce; and assuring a continued sound economic growth of the City and well being of its economy and its people; and

WHEREAS, the city's Design Review procedures require a comprehensive consideration of a wide range of design matters and design guidelines would further the implementation of City policy;

WHEREAS, the Planning Commission, Architectural Review Committee and Building Board of Appeals have reviewed the Guidelines and recommended their adoption.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Cathedral City:

SECTION 1:

The "City of Cathedral City Design Guidelines" dated September 1, 1989 attached hereto, and as may be further amended and incorporated herein as directed by the City Council is hereby adopted.

SECTION 2:

The Planning Commission, Architectural Review Board, and other related boards, committees and commissions are hereby directed to evaluate development proposals utilizing said "Guidelines" to ensure implementation of City policy. Further, the Director of Community Development and the Development Services Committee shall review development applications and formulate recommendations for action based upon the "Guidelines" wherein City policy would be most appropriately implemented.

APPROVED and ADOPTED this 9th day of September, 1989.

GEORGE HARDIE__
MAYOR

ATTEST:

GAYLE PEREZ_____
ACTING CITY CLERK

APPROVED AS TO FORM:

ALLEN BRIGGS_____
CITY ATTORNEY

APPROVED AS TO CONTENT:

JOE PAINTER_____
CITY MANAGER

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CHAPTER 1

OVERVIEW

I. THE PURPOSE OF DESIGN GUIDELINES

The Design Guidelines that follow are a part of an on-going effort to improve the quality of development and the visual environment in Cathedral City. By upgrading development standards, the already considerable investment in Cathedral City real estate and public improvements will be enhanced. The objectives expressed herein are derived from the General Plan and other planning documents. The Guidelines are intended to express a common vision for Cathedral City, and a level of performance expected of Planners, Architects, Landscape Architects and Developers.

By articulating general and specific standards by which the staff, Architectural Review Committee, Planning Commission and City Council will review proposed projects, the entire development team can begin to work with a more solid understanding of the community's goals.

These Guidelines are organized from large to small scale issues. The first chapter gives an overview. Chapter Two discusses Urban Design issues which deal with the overall "readability" of the City. The character of the main traffic corridors, the main intersections, and problem land uses are discussed.

Chapter Three addresses issues related to specific project type: Commercial, Industrial and Residential. Site design issues such as site organization, circulation, exposure to the street and relationships between projects are discussed. In addition, parking lot design is the subject of its own section.

Chapter Four covers guidelines which may apply to a variety of different projects. The chapter is divided into the following sections: Architectural Guidelines, Landscape Guidelines and Special Guidelines (such as Trash Enclosures, Loading Docks, etc.).

In their entirety, these Guidelines are intended to focus the attention of the developer, the Design Professional, and City Staff on the design elements which shape the City. The goal is to work in cooperation to create a physical environment which is harmonious, coherent and livable, thus enhancing the value of public and private development.

II. A SHARED VISION

The process of developing Design Guidelines focuses attention of the City (City Council, Planning Commission, Architectural Review Committee) on issues which shape the City and create a livable, unified and coherent environment. These Design Guidelines are the means through which the City can communicate to builders and Architects what the "shared vision" of the community is. In most cases this will be welcomed by the builder and Architect because they, too, want to make a positive contribution to the City.

These Design Guidelines contain in words and sketches a "shared vision" of what is appropriate for making Cathedral City a more livable community. Through the words and pictures an approach is expressed so that new buildings can fit into the existing context and a livable whole is created.

The physical development of a City is shaped by many accepted standards which have been refined over time. Engineering Standards set requirements for things such as how wide a street or sidewalk should be. These standards are literally cast in concrete. Zoning ordinances tell one what kind of use can go on a specific parcel. In addition, the height and setbacks from property lines are set by the zoning ordinance. For individual buildings, the City's Construction Codes set standards for safety and health.

All these codes shape our buildings and cities, and the development team has learned to work with them. But even when all these codes are applied to buildings, the end result is not necessarily livable and delightful.

Of course, the idea of a "livable" city is more difficult to define than a safe building. Yet, it is the end toward which we all work. The role of this booklet is 1) to express the intent to make Cathedral City a livable and vibrant community; 2) to articulate the assumptions and rationale upon which designs can be made that will result in a more livable environment; and 3) to offer illustrative solutions to common problems.

This Design Guidelines document is not intended to dictate solutions or to limit creativity. It is intended to inspire the entire design and development team to think of the process of community building from a comprehensive viewpoint.

III. THE DESIGN REVIEW PROCESS

The Architectural Review Committee (ARC) provides design recommendation to the Planning Commission on architecture and site plan design on development projects within Cathedral City. The following is a guide of the Design Review permit process.

1. The Design Review (DR) application requires 7 sets of development plans which include site plan, landscape plan and roof and building elevations. One of each is to be colored. Also the application is to include an 81/2" x 11" reduction of the plan drawings, a materials board and the application fee.

2. After the application has been determined to be complete, staff distributes the reduced plans to the local public agencies and to the City staff-manned Development Services Committee for comment. (This usually takes two weeks).

NOTE: At this time, determination will be made as to whether or not an environmental impact report or a negative declaration is required for the project, including mitigation measures and monitoring requirements.

3. After all necessary input has been received, (and environmental review is completed) the project proposal is forwarded to the ARC. Staff provides a report which analyzes the project and makes a recommendation.

4. The ARC will either recommend approval to the Planning Commission, request modification or recommend restudy. If approved, the project is forwarded to the Planning Commission. If charges are recommended, the applicant may rework the project, and reschedule for another ARC meeting or appeal the ARC decision to the Planning Commission.

5. The Planning Commission makes the final decision of Design Review permits unless appealed to the City Council. In making their decision, the Planning Commission takes the ARC recommendation as advisement. (This usually takes two to three weeks after ARC review).

6. After Planning Commission approval, the applicant has two years to submit plans to the Building Department for construction permits. ARC review of working drawings may occur to verify consistency with approved preliminary plans.

CHAPTER 2

URBAN DESIGN GUIDELINES: SHAPING THE CITY

A city takes its shape from the way streets are laid out, what buildings are built, and what kinds of trees and plants are installed. These elements, and many more, are determined in any given city by the General Plan, the Zoning Ordinance, and by marketing strategies. In addition, individual developers and design professionals interpret these regulations in ways which are beneficial to their goals for specific locations.

Rarely, however, do design professionals step back to view their projects from a citywide or regional perspective. Rarely do they see how their project will contribute to the overall fabric of the city. Yet the road edge throughout the city is defined by the types of trees and shrubs that are planted and how closely they are spaced in all the projects along the street. The vitality and activity of streets and whole districts are determined by how close buildings are to the street, whether blank walls or storefronts face the street, and whether pedestrians use the sidewalks. All these elements are the result of individual decisions.

Each new project strengthens or weakens the sense of order along the corridors, strengthens or weakens the importance of intersections, and strengthens or weakens the sense of neighborhood. When engineers, planners, architects and landscape architects neglect the interconnectedness of many small decisions, our cities do not hold together--"there's no there." This entire Design Guidelines document and especially the following Urban Design Guidelines, are intended to heighten the design professional's ability to make meaningful connections. The cumulative result will be to enhance the specialness of neighborhoods, of major intersections, and of roads. Unlike the architectural design of dazzling, stand-alone buildings, Urban Design is concerned with making the overall city coherent and livable. The goal is a wholeness which is composed of many rich and distinct "places." The city is a series of "settings" where the drama of our lives unfolds. The following Guidelines are meant to awaken the developer, design professional and City Staff to the potential for humane and beautiful places inherent in every project so that the cumulative effort, over the next generation, is a rich, attractive, livable, city.

I. CORRIDORS

The primary man-made form-givers in a city are its major traffic corridors. These thoroughfares are designed to carry a high volume of traffic efficiently and safely. They serve through traffic between nearby cities as well as local traffic. Because of all the traffic, they are also prime commercial areas. But there is an inherent conflict between through traffic and the desire for convenient access to shops and offices. To resolve that conflict in ways that are pleasant as well as efficient requires cooperation among the players. Traffic engineers must make the roads safe, landscape architects must define the road edge and unify the street, and architects must situate buildings and layout parking so that the needs of people are not overwhelmed by the needs of cars.

Each of the major corridors in Cathedral City has its own character and setting. The

following sections identify the specialness of each and, where appropriate, recommend guidelines to correct liabilities and enhance assets.

A. EAST PALM CANYON DRIVE

East Palm Canyon Drive cuts through downtown Cathedral City, separating the Cove area from the rest of the City. Its older section was developed as a "Mainstreet" with buildings fronting directly on the street. But the current traffic volume and inadequate, inconvenient parking have worked against this area as a commercial center. More recent community and neighborhood shopping center development west of Downtown has further diminished Downtown as a commercial center.

The East Palm Canyon Drive Corridor and Downtown are the subjects of continuing study. In 1987 a "East Palm Canyon Drive Corridor" study was conducted by the planning firm of Florian, Martinez and Associates. As part of that study, Design Guidelines for that area were articulated and are included in the Appendix of this document.

B. RAMON ROAD

1. Setting and Context

Ramon Road is the high volume, high speed, east-west commuter traffic corridor through Cathedral City. Its accommodations for pedestrians are minimal. The dominant land use pattern begins at the southern edge of the Palm Springs Regional Airport and continues eastward to 1-10 in Thousand Palms. The Cathedral City portion extends from San Luis Rey to DaVall Road. The westerly district (from San Luis Rey to Date Palm) has a high proportion of automobile service businesses, some scattered retail and a few convenience stores. Easterly from Date Palm and the use changes to gated resort/residential and institutional uses (Desert Shadows, Outdoor Resorts, Braille Institute and Canyon Springs Hospital). Visually, the easterly portion of the corridor is more parklike, with dense landscaping and garden walls

In the westerly district the land parcels are small, shallow and often narrow. The resulting development pattern for retail buildings is to place a double loaded aisle of parking in front of the building with little landscape screening. Auto service buildings are narrow and deep with parking and the service bays along the side. The design of retail typically follows the commercialized adaption of the Spanish

revival, while the auto service buildings are more straightforward masonry or concrete boxes with some embellishments.

2. Goal

The desired character of Ramon Road is a safe, orderly thoroughfare, lined with canopy trees, and bordered by more or less continuous storefronts.

3. Guidelines

a. Corridor Landscaping

1. Create a tree canopy unifying the entire corridor. Every project shall adhere to the Ramon Road street tree program.

2. The sidewalk along Ramon should provide some protection for pedestrians from the high speed traffic. A person feels extremely vulnerable when walking on a sidewalk right next to the curb on a street where cars travel at 45 mph.

Often parked cars provide a sense of separation, but Ramon Road has no curbside parking.

b. Site Development: Maintain a more or less consistent setback from street curb.

1. Because the traffic volume is so high along Ramon Road, some variety to building setback is desirable. However, care must be taken so that building setbacks do not jog back and forth arbitrarily. Architects should review the existing street frontage near his/her building and situate the new project so it enhances the street as a whole.

c. Architectural Compatibility: Auto Service

1. Auto service facilities should be of sturdy material such as textured masonry or concrete.

2. Arcades, trellises and overhangs should be designed to extend the building, reduce its bulk and create more architectural interest.

3. Adjacent properties should be designed to complement each other by respecting height, overhangs, setbacks and roof form.

4. Service bays along the side of the auto service buildings which are visible from Ramon Road should be screened from view by landscaping, walls or trellises. Service bays should not face Ramon Road.

5. Residential properties behind commercial or auto service facilities should be protected from noise and unsightliness. Screen walls and landscaping should be designed for the rear property line.

d. Architectural Compatibility: Retail

1. Retail projects may be designed with the building set back to allow parking in front; however, reciprocal access to adjacent properties must be maintained.

2. Buildings situated so that long, blank sidewalls are exposed to Ramon Road should either be landscaped or designed with some restrained decoration.

C. DATE PALM DRIVE

1. Setting

Date Palm Drive is the primary entrance to the City from Interstate 10. It serves both commuter (through) and local traffic. It is becoming a corridor lined with large commercial developments and soon will rival East Palm Canyon Drive as the prime location for retail.

2. Goal and Obstacles

Because Date Palm Drive is controlled by Cathedral City from East Palm Canyon Drive to Edom Hill, it offers a rich opportunity to the community to shape its primary tourist entrance as a vibrant,

welcoming, people-oriented commercial area. To help fulfill this potential, a street tree program and increased setbacks are already required by the Planning Department. To fulfill its potential, Date Palm Drive requires a number of specific guidelines.

3. Guidelines

a. Enhance Mountain View Corridor

The General Plan cites the remarkable mountain views available from nearly every location in Cathedral City. The vista due south as one descends from the I-10 overpass is especially striking. This view corridor is precious and should be enhanced. Every development should he requirements of the Street Tree Program so that Date Palm Drive creates the same impact as other great streets throughout Coachella Valley.

frame the view with trees

b. Lay out commercial centers so some buildings are close to the street

The configuration of commercial centers is primarily determined by the desire for convenient parking and exposure to passing traffic. This tends to push the buildings back on the lot; thus the streets lose their sense of vitality. To counter this tendency, the layout should bring some of the buildings close to the street. The "in-line" stores should not be set so far back from the street that the development has no "street presence." The "right" distance is difficult to define, but a

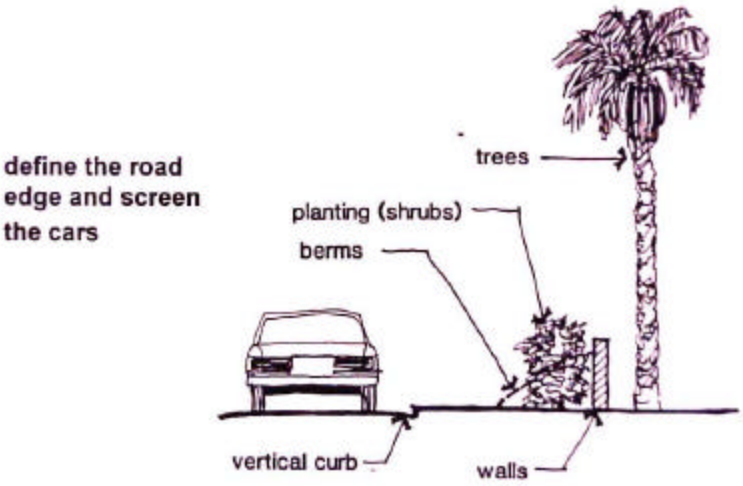
good criterion might be that stores be set back far enough so that a conversation between two shoppers will not be drowned out by traffic noise, and on the other hand, the building should not be so far away from the street that only the signs are visible.

c. Emphasize the Entry

For clarity and safety, the main entry into a center should be landscaped in a way that interrupts, yet also complements the Street Tree Program and unmistakably identifies the "gateway."

d. Screen the cars

While convenient parking is absolutely essential for the economic success of a center, the parked cars should be screened from view. Landscape material, masonry walls and berms all serve to screen the cars while allowing the driver to see the building. The site plan should not convey a feeling that the project is a sea of cars with the buildings on the distant horizon.



e. Make it pleasant for the pedestrian

Pedestrian access to the center should not be an afterthought. We are all pedestrians at different times, and are reminded how vulnerable we are in a car-dominated world whenever

we have to cross a major thoroughfare or a vast parking lot. Design professionals should make the pedestrian entries as pronounced as vehicular entries. A marquee canopy at a hotel is both functional and symbolic. Architects should create an analogous structure/symbol for commercial centers.

D. CATHEDRAL CANYON DRIVE

1. Setting and Context

Cathedral Canyon Drive from Ramon Road to Perez Road has developed as a landscaped "country club" boulevard. It was nearly built out at the time this document was prepared. Therefore, only a few guidelines apply to maintenance and repair projects.

2. Guidelines

a. Enhance the landscaping

1. Enrich the existing landscaping at the clubs and apartments with trees and shrubs consistent with the Street Tree Program.

2. Where individual residences front on Cathedral Canyon, provide landscape or screen wall to create a feeling of separation from the high speed traffic.

b. Maintain visual connection with the boulevard

Do not allow plant material to completely obscure the openings in the perimeter walls of gated communities. These "windows" connect public and private; they allow glimpses of the outer world from inside, and the inner world from outside.

E. PEREZ ROAD

1. Setting and Context

Perez Road is well established as a light industrial/business park street. Though little open land remains, some redevelopment and some new development will occur west of Cathedral Canyon Drive.

2. Guidelines

The following guidelines should apply to new projects, to repairs and to remodeling projects.

a. Enhanced landscaping

1. The main pattern of landscaping along the streets should be enhanced, and the entries to parking lots should provide emphasis and screening.

2. Landscaping (shrubs and shade trees) should be installed inside the development - where cars and trucks park and where people work. Obviously, landscaping may be incompatible in some locations, but in every project there are "back doors" and "alcoves" where people linger or eat their lunch. These areas should be identified by the design professional and made pleasant.

b. Pedestrian amenities

1. A network of pedestrian routes between adjacent projects should be developed so that people can walk to the cafes, offices, and service establishments within these developments. This will provide a means other than car traffic for people to run errands within their commercial neighborhood.

2. Outdoor eating areas shall be provided where a few shade trees and a picnic table allow the employees to take a break or eat their lunches during our beautiful winter months.

II. CROSSROADS

The major intersections in a City are its meeting places. If you tell a friend, "I'll meet you at the comer of Hollywood and Vine," no other directions are needed. To a lesser degree, every crossroads is unique. In Cathedral City the main intersections are still being filled in with new buildings, but nearly all the main crossroads are thoroughly car dominated. The opportunity exists to reinforce those places--to make the real "crossroads."

A. Vista Chino Road/I- I 0/Date Palm Drive

This is a true gateway. One gets an overview of the entire City and the mountains beyond from the Date Palm Drive overpass heading south. Therefore, any new development should be designed and sited with special care to accent the feeling of "entry." The landscape program should enhance the view corridor along Date Palm Drive. An entry monument ("welcoming sign") should be installed south of Vista Chino Road on Date Palm Drive to create a true "gateway."

B. Ramon Road/Date Palm Drive

More cars cross this intersection than almost any other in the Valley. Its specialness derives from volume of traffic, not a sense of place. Handsome gas stations occupy two comers and strip centers will finish the square, but no building or structure boldly declares "this is the place." Only the street sign itself tells you where you are. Still, enhanced landscaping can be used to give the intersection character.

C. Dinah Shore Drive/Date Palm Drive

Over time this may develop as an important crossroads because the high school and possibly the Civic Center may be located in the northeast section of the intersection. Existing commercial development on the southeast comer has set up a precedent by building right up to the street, but this is not a "pedestrian scaled" crossroads. Some people will arrive by bus or walk between the developments. An effort should be made to accommodate pedestrians even at these busy, high traffic volume intersections. Therefore, the design of these projects should incorporate arcades, bus stop waiting areas, and perhaps a drinking fountain.

D. Gerald Ford Drive/Date Palm Drive

This is the most fully developed "crossroads." While pedestrians are not common, some seniors and teenagers walk between the existing shopping centers. The two-story bank building on the northwest comer is the suggestion of a landmark. When the two parcels south of Gerald Ford are developed, two-story buildings should be sited on the comers. Then enough activity would be concentrated at the crossroads

that it would become "the crossroads" in Cathedral City.

Another feature of this crossroads gives it special importance: its close proximity of the Whitewater Wash and East Palm Canyon Drive. These urban scale elements are close enough together that significant foot traffic could develop over time in this area. Therefore, a strong design determinant for new development should be the development of a promenade and bicycle path both along Date Palm over the bridge to East Palm Canyon Drive and along the wash. Eventually with careful siting and enhanced pedestrian amenities the Whitewater Wash could become a wonderful pedestrian/bicycle link connecting downtown with this crossroads.

III. LANDMARKS, FRANCHISES AND PROBLEM USES

The city is made up thousands of buildings serving different functions. Until the 19th century, religious and government structures were the manmade landmarks that oriented citizens in their cities. Today private buildings financed by corporations are the dominant structures in urban design. For small cities and suburbs, landmarks are often the local outlet for national franchises.

The motivation to "stand out" stems from economic forces and marketing. But cities suffer when each new building tries to outdo its neighbor. Visual clutter and chaos can overwhelm the citizen. Therefore, architects and developers are urged to recognize and respect the overall pattern of the city, and to design their building to complement and complete the whole. We ask that the desire to dominate and upstage be restrained in favor of harmony and cohesiveness.

A. Franchise Architecture

The success of franchise outlets is dependent upon close identification with nationally advertised logos, graphics and even buildings. But this highly recognizable "franchise" architecture undermines the uniqueness of small communities. When we are visiting another city, we may appreciate the convenience of knowing where the fast food outlet is, but when we are at home, we feel it's an affront to the character of our "home town."

Therefore, the developer of a franchise operation should be sensitive to the overall setting into which it fits. The architect and developer should work to design a handsome building whose significance emanates from the sensitivity and quality of design not simply from association with mass advertising campaigns. Therefore:

1. Fast food restaurants in shopping centers should be sited so that the "front" door faces the main shops of the center. While the land ownership of such pads may be independent of the center, these restaurants should appear to be connected to the center. The location of the "pad" building should be within close walking distance of the main building in the center.

2. For fast food restaurants not connected to a shopping center, the "front" door should face the street. An enhanced pedestrian path from sidewalk to front door should be provided.

3. The main traffic circulation within the shopping center should not be disrupted by the drive-thru que.

4. The architectural design should reflect the image, climate and context of its site. It should not be a "corporate" icon--a cookie cutter approach to design.

5. The service entry, trash enclosure and drive-thru should be screened from street view.

6. Shaded outdoor eating should be incorporated into the design.

7. The landscape design should be consistent with the franchise's neighbors and should screen its undesirable elements. Garden walls should be designed as an extension of the architectural style.

8. The sign program for stand-alone buildings should be consistent with the center.

NOTE: The architectural design of the "Wendy's" and "Burger King" buildings on East Palm Canyon Drive at Eagle Canyon, built in the mid-1980's, are examples of designs sensitive to the issues raised in these Guidelines. We invite improvements.

B. Problem Uses

In every city the aesthetics of necessary services and facilities are overlooked. Storage yards, electric transformer stations, car washes, auto service establishments, and used car lots are essential but too often are unsightly.

The City respects the importance of these services, and at the same time wishes to upgrade their appearance. Therefore:

1. Outdoor Storage and Utility Yards

   a. Solid fencing or "living fence" landscaping should be used to screen these areas from view.

   b. Night lighting should not create glare on the street or adjacent properties.

2. Car Washes and Auto Service Establishments

   a. The service bay or car wash line should not be visible from the street.

   b. The building should be architecturally compatible with its neighbors.

c. A shaded waiting area for customers should be incorporated into the building design.

NOTE: A well-designed car wash was built along East Palm Canyon Drive at Eagle Canyon in the late 1980's. This example should not be slavishly copied, but improved upon.

3. New and Used Car Sales

The merchandising philosophy behind car dealerships is to display the full range of models (variety) to show the limitless choice (abundance), and to make the cars sparkle (sizzle). This approach serves the dealership well. However, it also breaks up the sense of order and the unity along the street frontage. Therefore, the design and displays of dealerships should be guided by the following.

a. A landscape program including shrubs, trees and walls should be designed to screen the view of the full lot and create a "feature row" display with a limited number of cars. This display should incorporate the landscaping as a backdrop to the cars.

b. Night lighting sources should not be visible from the street (no glare).

c. The architectural style may be contemporary, in keeping with the sleek design of cars. However, elements such as landscape walls, roof heights, proportions, etc. should be used to provide continuity with adjacent properties that have different architectural styles.

CHAPTER 3

PROJECT GUIDELINES

I. COMMERCIAL AND INDUSTRIAL DEVELOPMENT

A. Site Design Issues

Cathedral City views development of commercially zoned property as very desirable. However, in order to assure the lasting quality of life, questions and concerns that have surfaced in existing projects should be addressed in new developments. We should learn from experience.

Every project that is conceived, designed and built should have a central organizing concept upon which design and planning decisions are based. This concept derives from the recognition that each new part of the City adds to a vital, harmonious whole, based upon respect for the existing patterns, the desert climate and scenic views. Every project should have a design integrity in which the owner and architect take pride; and every commercial project should be designed to be customer oriented.

The following guidelines apply to commercial and industrial projects. These guidelines are intended to enhance the immediate shopping or business environment within the project, improve the efficiency and safety of site planning and parking lots, and contribute to the organization and vitality of the neighborhood in which a development sites.

1. Climate and geography

The extraordinary climate and desert setting of the Coachella Valley should influence the design of every project. Capitalizing on views is as important as protection from the searing sun during the summer. Therefore, wherever possible:

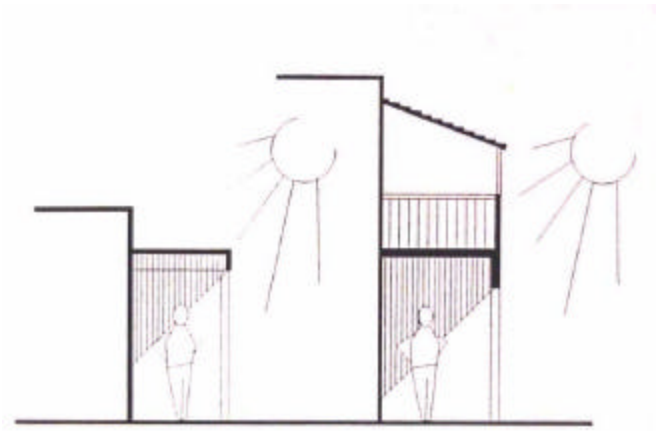
a. orient outdoor space to views of the mountains.

b. orient seating areas and courtyards to the south to take advantage of the winter sun's warming effect.

c. orient front doors away from the prevailing wind.

d. maximize planting near pedestrian walkways to reduce the intense heat build up in parking lots and sidewalks.

e. design planters to allow surface water percolation.



DEEP OVERHANG

f. provide deep overhangs to provide shade over walkways and to protect merchandise in show windows from fading.

2. Site Access

Traffic safety, on-site circulation and the configuration of adjacent developments all influence the site design of new projects. Therefore,

a. where possible, site access should be from side streets rather than from major thoroughfares.

b. entry drives should align with drives across the street or provide sufficient offset to allow adequate vehicle turning and queuing.

c. adjacent properties should be designed so shared parking access is possible.

3. Shopping Centers and the Sense of Community

Shopping centers along thoroughfares are designed to maximize street exposure for tenants and to maximize convenience of parking. These priorities often result in long straight buildings facing vast parking lots. The resulting shopping environment does not support "window shopping" or social interaction because customers tend to be focused on the immediate shopping task at hand. The limited variety of stores does not encourage a customer to wander down the sidewalk out of curiosity. In addition, the walk in front of the stores, even when covered, does not encourage change encounters which lead to a brief chat. Everybody's in a hurry between their car and the store.

To succeed over the long run, commercial developments must provide public

social spaces which allow people to pause and chat or simply perch on a bench and "People watch." People want to feel welcome to linger. If a shopping center can provide such places, customers will feel some loyalty to the center and its merchants. In addition, such public social places are neutral turf where the wide diversity of people--toddlers, teenagers, seniors and business people coexist. Such meeting grounds are the social forums of a society; a sense of tolerance and community is nurtured there.

Site design of commercial projects should address these subtle social dynamics, as well as the more obvious demands for parking and gross leasable space. Therefore to create a better shopping environment:

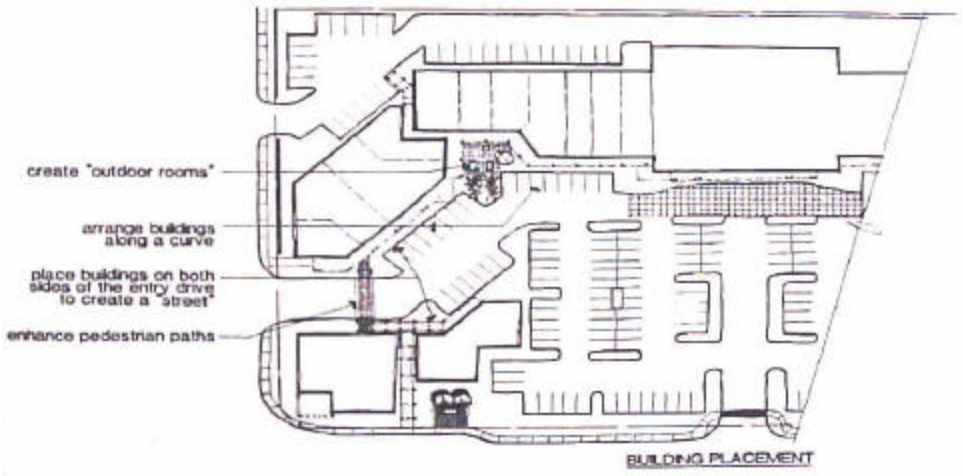
a. lay out the buildings on a curve, so that as a person walks from his car, or along the shop front, he/she can see the variety of stores available in the center. He/she is more likely to walk to an unfamiliar store if it is within sight.

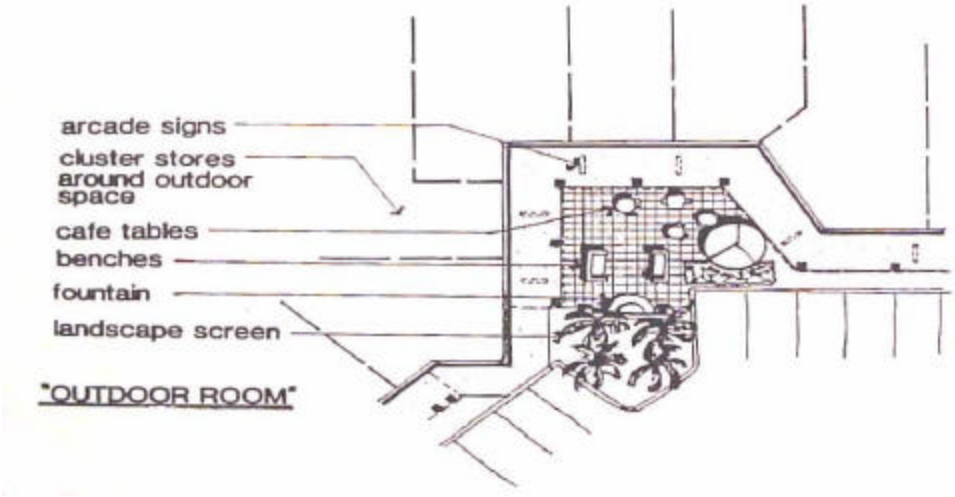
b. use small "arcade" signs hung under the arcade so shoppers are led from one shop to the next.

c. group stores around small human scaled outdoor spaces. Provide seating, shade, trash receptacles and fountain. This helps create an "outdoor room." Arrange the tenant spaces so a cafe can use some of the space for outdoor eating. Provide a landscape barrier such as a hedge of shrubs between the "outdoor room" and the parking lot. This will reduce glare and reflection off cars and create a sense of enclosure. A large canopy tree helps create a -"place."

d. the paths that pedestrians use should be enhanced to provide shade, protection and differentiation form areas where cars dominate.

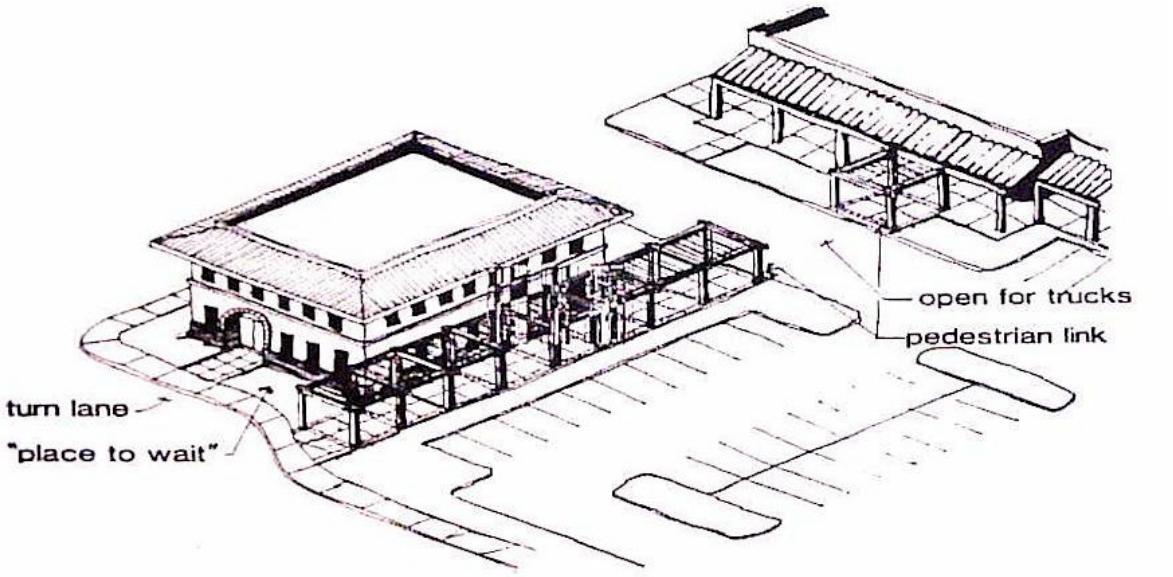
e. arrange the buildings and entry drives so that an internal "street" is created. Place buildings on both sides of the "street;" provide parking along the "street;" if possible, curve the street so a sense of mystery is created. When stores are arranged along and across a street, the merchants begin to feel as if they belong to a community and the customer feels a sense of "place." In addition, drivers are more cautious and polite because they recognize that this area belongs to people, not just to cars.





4. Developments at Intersections

Major intersections are crossroads of a community and serve to help orient residents and visitors alike. Well-designed comer buildings and attractive landscaping help make the crossroads a "place."



Developments at these locations should reinforce the sense of specialness at these crossroads. Therefore,

a. place buildings Of importance at the comer. If possible, make them two-story.

b. provide direct pedestrian access from the sidewalk and create an "important" front door entry.

c. link the sidewalk with the rest of the development by providing a trellis or arcade that links the comer building with those further back.

d. keep the separation between the comer building and the rest of the development to a minimum. (See "internal streets" above.)

e. provide site furnishings such as benches, drinking fountains, etc. (See "outdoor room" above.)

B. Employee Amenities

The design of commercial and industrial developments is typically driven by the large scale issues of parking, truck access and simple large buildings. Some thought is also given to landscaping and screening along the public rights-of-way. However, the day-to-day needs of the employees are rarely considered. Therefore, to provide comprehensive planning for business and industrial parks, the needs of the employees must also be considered.

1. Pedestrian Network

   Provide pedestrian links between adjacent developments so workers in one a area can walk to the cafe, barber shop or newsstand.

2. Outdoor seating

   Provide outdoor eating areas including shade trees and picnic tables.

3. Recreation

   Provide recreation facilities - a volleyball net or basketball backboard, so employees can get a little exercise on their break or even after work.

4. Day Care

   Provide outdoor space for day care facilities, so that parents can be closer to their infant children during the day.

II. RESIDENTIAL DEVELOPMENT

More than anything else, the place we call home, and the street we live on shape our feeling about our community. Residential developers have a powerful role in creating a "hometown" that residents feel proud of, maintain well and continue to invest in.

A. Subdivisions

The layout of land parcels within a subdivision can influence greatly the financial success, the traffic safety, and the livability of a project. Normally, lot count, traffic safety, fire truck maneuvering room and utility runs are primary concerns of the land planning process.

In addition, the design professional should consider how the organization of streets and lots will influence social patters, i.e., the sense of neighborhood, aesthetics and the connection between adjacent developments.

1. Parks

Neighborhood parks should be placed at the center of a neighborhood with main roads passing by, allowing parents to easily leave or meet their children. This provides a constant reminder that the park is at the heart of the neighborhood and provides relief to the hardness of the streetscape. Arrange the homes that face the park somewhat formally so a real public space is created.

2. Roads

Roads should be laid out so visitors and residents can easily remember or visualize the organization of their neighborhood. One should not feel lost in a maze of winding roads and dead end streets.

2. Street Trees

A resident street tree program can unify the entire neighborhood, and transform a stark street defined solely by manmade elements into a street arched by a rich tree canopy.

B. Site Design Issues

When analyzing a site and configuring buildings for a residential development, single family or multiple family, the following Guidelines should be followed:

1. Climate

For year-round residents the paradise-like winter weather, and the debilitating summer heat are equally real. The architect should base his/her design upon a respect for the extremes. Therefore,

a. orient buildings to minimize east-west exposure.

b. windows facing east or west should be protected from the intense sun by deep overhangs, awnings, or deep recesses.

c. whenever possible, units should be designed so that cross or through ventilation is possible.

d. notwithstanding protection from sun, views would be maximized from all residential units.

e. whenever possible, living spaces should orient to the south with sliding glass doors opening to private outdoor space. This will maximize the available winter sun. However, shading devices should also be provided based upon sun angles.

2. Views

Residential developments should seek to maximize views from within units and from the shared outdoor spaces.

3. Terrain

The City's Cove area, Flat Top and Edom Hill areas offer extraordinary views of the entire Valley. However, sloping terrain requires special attention to grading and architectural design so that views from adjacent properties are not adversely affected. To respect those who already enjoy these views, as well as future residents, the following guidelines should apply:

a. excessive grading that creates oversize building pads or severe drops between lots should be avoided.

b. stepped or terraced pads and multiple or split level structures encouraged.

c. The architectural design and scale should be compatible with adjacent residential styles and patterns.

d. the privacy of existing outdoor spaces should be maintained; windows should not overlook adjacent outdoor private spaces.

e. existing sight lines from structures, outdoor privacy areas, finish floor elevations and roof heights should be documented to show that these aspects are adequately addressed by the design of proposed new construction.

f. in all cases building placements should allow water drainage to the street without excessively high building pads. All comer lots should be designed to drain around structures and to the lowest point of the street.

C. Gated Communities

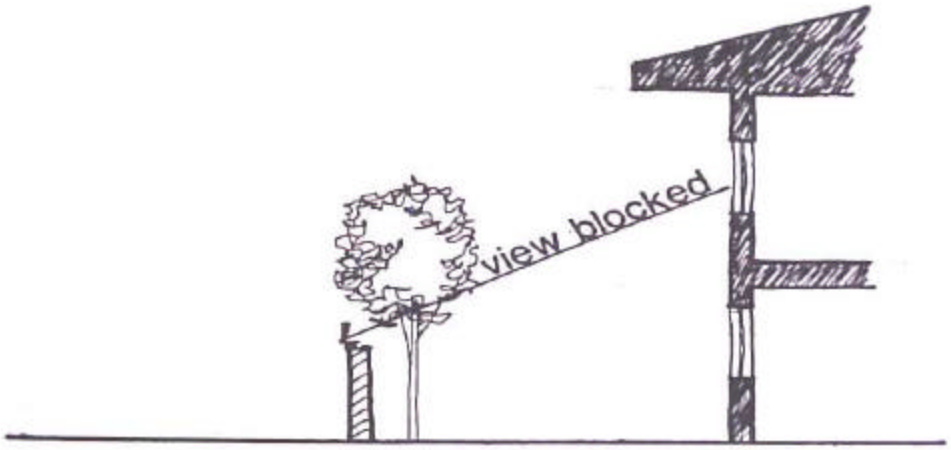
Gated communities often present a solid barrier to the rest of the City. This turns the City into separate, isolated enclaves. Therefore, without sacrificing security, openings in the screen walls and landscape barriers can be used to allow visual continuity between the public street and the private club. This helps create a feeling of belonging to the City as a whole.

D. Multiple Family Developments

In higher density developments, the design of the project must be subtle and sensitive because the luxury of space is absent.

1. Privacy

As more people live in close proximity to each other, privacy is increasingly difficult. Therefore, higher density residential developments should provide private outdoor space for each unit.



privacy by landscaping

a. this space should be oriented to the south to take advantage of the winter sun. Deciduous trees may be planted to provide shade in summer, and full sun in the winter.

b. windows should not overlook the private space of other units.

c. shared outdoor space should be usable during all seasons. Provide shade structures and other amenities. Arrange these amenities to encourage use by all residents.

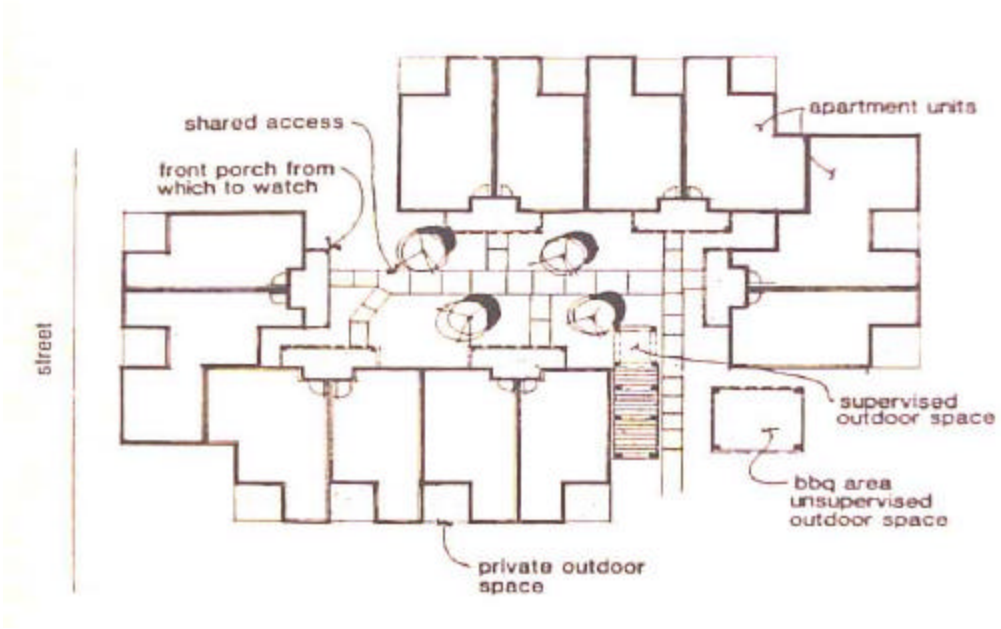
d. windows overlooking a courtyard should be placed so there is no direct view from one unit into another.

2. Courtyards and the Sense of Community

In high density residential projects the demands for adequate parking, efficient building layout and maximum number of units, leave little time or room for the architect to consider creating a "sense of community." But these apartment projects can deteriorate quickly when residents' needs for security, privacy and open space are neglected.

Therefore, the architect and developer should consider those elements and qualities which will generate a sense of community and thus a desire to care for one's "home."

a. buildings in higher density developments should be sited so that Courtyards are created. The front doors to units should open off the courtyards and whenever possible, kitchen or living



room windows should overlook this space. This shared courtyard, visible from the units, engenders a sense of neighborhood and security.

b. place benches and shade trees in the courtyard. Face them to views or to the south so they are warmed by the winter sun.

c. the shared outdoor amenities should be designed so that some of the "outdoor room" is in the "courtyard" and some of it is just outside the courtyard. This will create two zones - one under closer supervision, one with looser supervision. Two different age groups might use them at the same time.

3. Amenities

The absence of adequate recreational amenities in residential developments can contribute to the rapid deterioration of residential developments. Therefore, to maintain the economic health of these developments, and provide for the recreational needs of residents, including children, the following should be followed:

a. swimming pools should be provided in all apartment developments. The size should be determined based upon peak period use. Shaded seating areas should be provided to encourage summer use.

b. tennis courts, paddle ball, volleyball and/or basketball courts should be provided in apartment developments.

c. a common recreation room should be provided in larger projects. Facilities such as a BBQ, informal play areas, and tot lots should be clustered to allow social interaction and family gatherings.

d. a laundry area nearby the recreation center allows parents to oversee children while doing laundry.

4. Building Design Issues

When the architect begins the design of multiple unit developments, he/she should consider the social needs of the prospective residents.

a. the designer should consider carefully the front door. It is the in between realm where public and private meet. Many subtle social activities must be accommodated.

The front door should have a roof over it to protect a person from the elements, and the door should be in a shallow recess to create a spot to linger and socialize. A front porch or small patio area with room enough for a few chairs would be ideal. Such areas should be partially screened, yet allow interaction between people on the sidewalk and those sitting on their porch. This will reinfo rce the sense of neighborliness.

b. in general, higher density developments lack a feeling of "home." The buildings are usually bland in design and poorly proportioned. Care should be taken to compose the buildings so they convey a residential feeling. The building ought to feel "homey," not slick, bizarre, cold or industrial. However, breaking up a large building simply by endlessly repeating the same small units does not convey either good design, proportion or a sense of "home."

c. the guiding principle should be that the building be dignified, orderly, well proportioned, human scaled and designed for the harsh desert climate.

d. special attention to the orientation of windows is critical. Overhangs to protect east and west windows and walls should be an integral part of the building design.

e. noise transmission between units should be minimal. The architect should design the units so living areas of one unit are not adjacent to sleeping areas of the next. Furthermore, common walls and floors

should be detailed to attenuate airborne and structure borne transmission.

5. Parking

In addition to the Guidelines for Parking Lots (see next section), residential parking lots should also:

a. be sited away from windows and front doors.

b. include walls, shrubs, berms or other barrier to prevent headlights from shining into units.

c. provide carports for shaded parking. This will also reduce deterioration of the paving surface.

d. include lockable storage areas in covered parking areas.

e. be designed so that parking is screened from the street.

III. PARKING LOTS

The design of nearly every project starts with the layout of the parking lot. Parking lot design follows very rigid rules because unlike people, cars are not flexible and adaptable. Thus, the developer and architect are forced to arrange the site primarily from the car's point of view. Yet ultimately, it is you and I who actually experience these environments.

Besides the technical demands of stall size, aisle width, and turning radii, the designer must also consider the aesthetic impact of these vast paved areas which make up 60-70% of the site. Therefore, the following guidelines should apply:

A. Landscaping/Shade

1. Landscaping

Every parking lot shall follow, as a minimum, the landscaping requirements stated in the Zoning Ordinance and in the "Landscape Guidelines" of this Design Manual. Landscaping should not be an afterthought. Plants and trees look better over the years; therefore, they are very valuable for the following reasons:

- canopy trees provide shade which reduces the overall heat sink effect of the black pavement.
- the trees provide visual interest in an otherwise uninterrupted flat, harsh environment.
- trees and shrubs reduce glare.
- trees planted strategically can help to distinguish the main circulation path from secondary aisles.
- shrubs can partially screen cars and aisles, transforming vast parking lots into a series of smaller alcoves.
- through transpiration the microclimate is slightly cooled during the extreme summer heat.
- utility easements and improvements affect the placement of trees particularly required street trees due to both underground and overhead lines, poles, transformers, and other appurtenances (and even easement restrictions in some cases). Preliminary plans shall depict (with dimension) all exact locations of existing/planned

overhead and underground lines, poles, and other appurtenances along with preliminary locations of required trees and planting areas.

- Southern California Edison will normally review all plans for safety and long term maintenance. They have recommended that the OUTERMOST edge of the projected MATURE tree canopy not encroach within 15 feet of any OUTERMOST overhead electrical lines. Therefore, the site must be surveyed to locate the type of support structure, height and location of all power lines, telephone lines, etc. to avoid conflict. Where tree placement and power lines conflict, the City in cooperation with the utility company will require further examination of alternative site design concepts including building and parking lot locations/configuration - hence the incentive to the developer to plan for utility needs early.

2. Shade

Cathedral City supports a year round population; therefore, parking lot design should take into consideration the desert summer sun. Fifty percent of all car spaces should be shaded by trees or carport/trellis structures. The size of new trees should be such that within five years they have grown to 3/4 of the full size.

B. Room to Grow

Clearances between parking areas and other elements of the site (buildings, screen walls, landscaping) are often overlooked during site design.

1. Parking next to property lines:

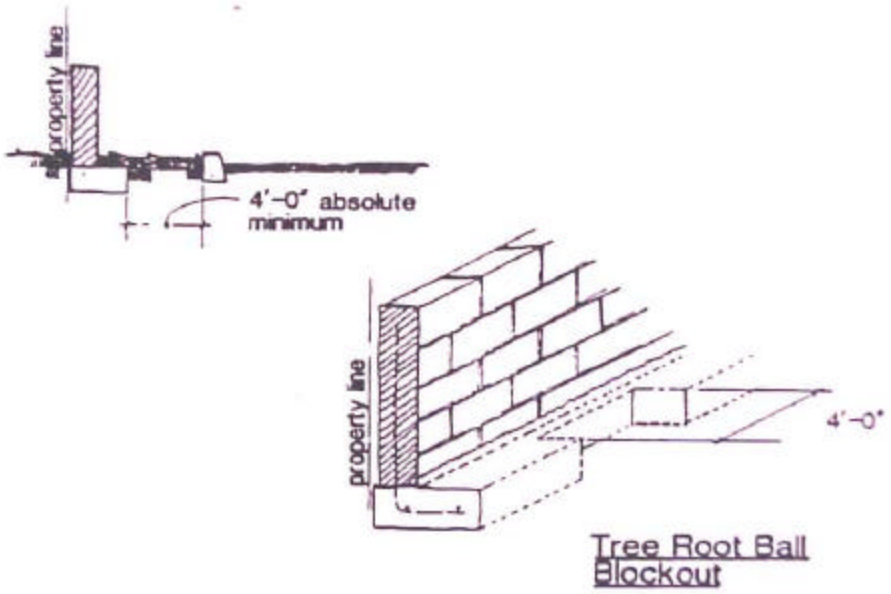
The visual screening walls required along the front (street) and side property lines often have large footings which prevent trees and shrubs from developing adequate root balls. Therefore:

a. allow a minimum of 4'clearance between the back side of parking lot curbs and any structure above or below grade.

b. provide and engineer for block-outs at footings to accommodate tree root balls.

c. allow 13'minimum setback at front yard along major thoroughfares. However, greater setbacks may be necessary on large projects to keep landscaping in scale with parking lots and buildings.

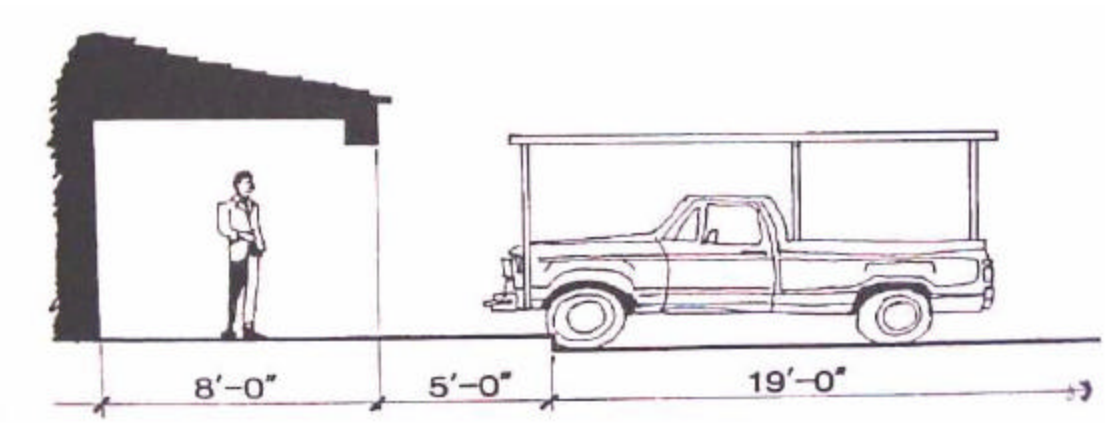
d. where underground or overhead utilities exist, their actual or planned location should be clearly mapped on the site plan and landscape plan to assure that placement of street trees or other plantings will be feasible. Mapping should include verification of actual underground and overhead line locations and placement of other appurtenances such as poles, substructures, transformers, ventilation systems and restricting easements. Refer to the City's Street Tree Policy for determination of separation of mature canopies/root growth from utility lines and structures.



2. Parking next to buildings

Parking areas directly in front of buildings must allow room so the front overhang of an overage car and the overhead rack on a truck do not damage the building or roof overhang. Space should also be allowed for planting and/or a sidewalk sufficiently wide that pedestrians and the handicapped feel safe.

Concrete curbs are the best means of stopping cars. Wheel stops placed on asphalt quickly deteriorate.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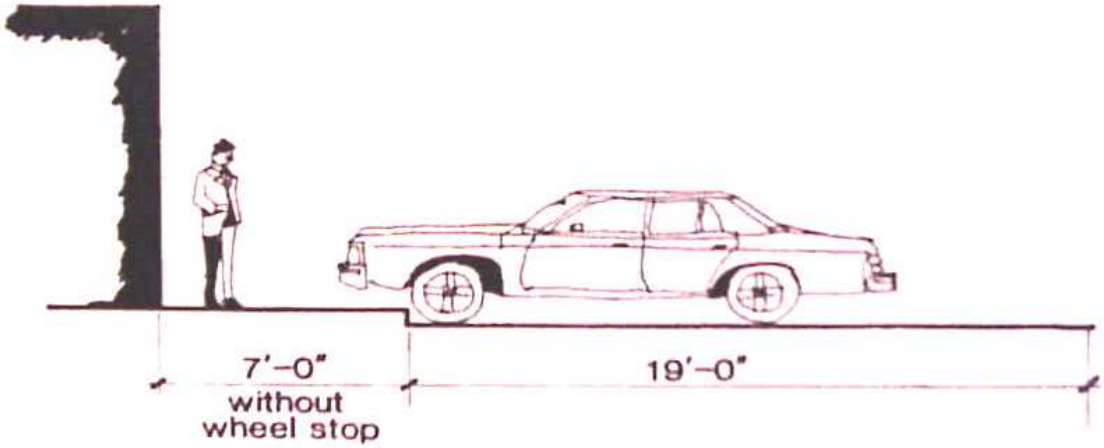
7'–0"
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wheel stop
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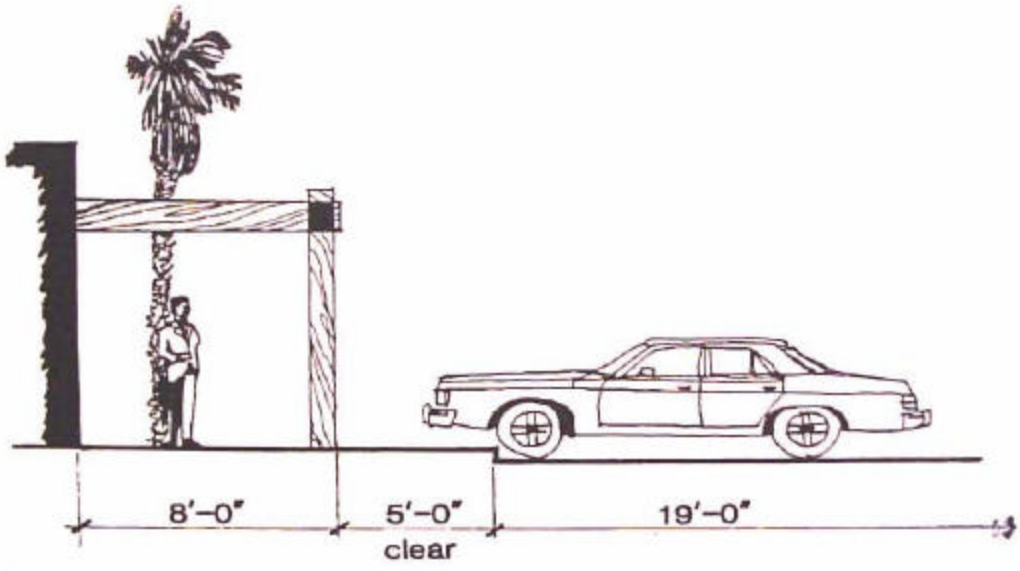

8'–0"
5'–0"
clear
19'–0"

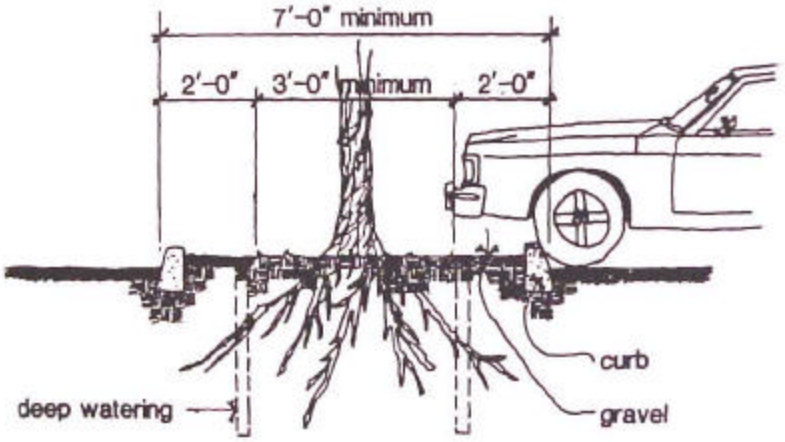
3. Planters in parking lots

Planters in parking lots often do not provide the kind of landscape growth anticipated because plants die from drippings of engine oil, hot gasses and contact with hot engine undercarriage. In addition, the planter width often does not accommodate tree root balls as they grow. Owners may be forced to remove trees when their expanding roots cause curbs and pavement to buckle. Therefore,

a. end planter islands and planters in parking rows should be a minimum 7' wide.

b. tree wells at head to head planters should be a minimum of 7' deep.

c. the area where cars overhang should be gravel or abuse-tolerant planting.



C. Parking lot entries

Whenever possible, parking lot entries should be from the side streets. This is not always practical, however, and the traffic at entry drives off major thoroughfares often gets congested as cars stack up on-site trying to get out, while others are trying to get-in.

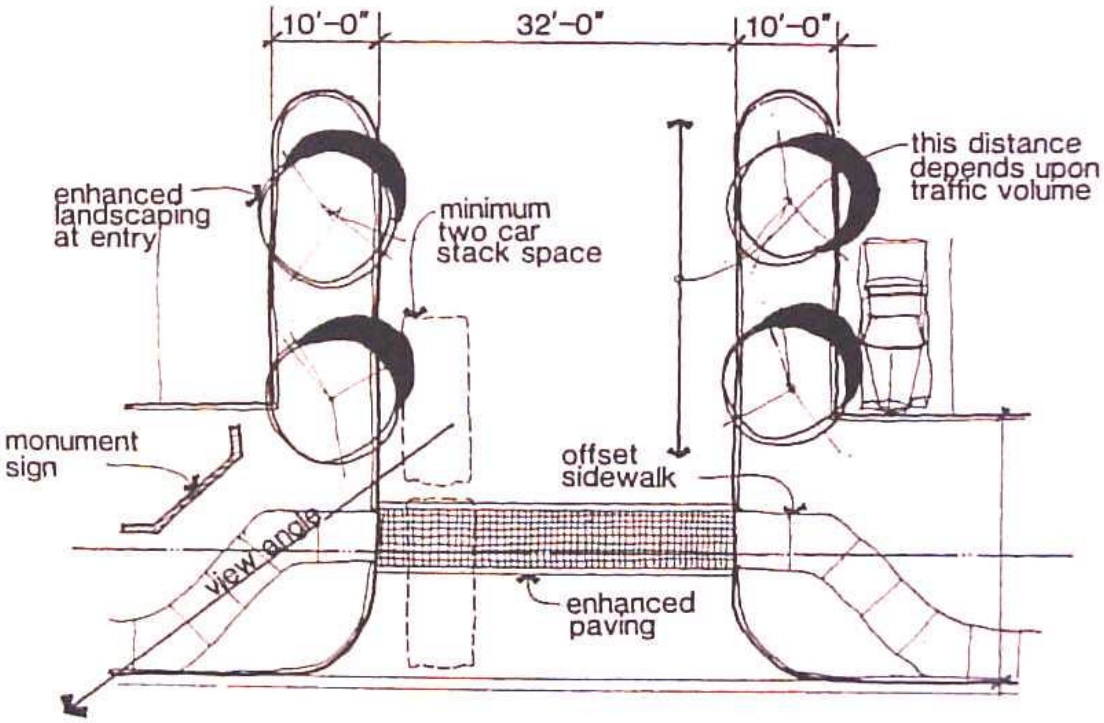
Furthermore, cars decelerating from these thoroughfares make wider turns than can be accommodated by the standard 24' wide driveway.

1. Main entries off major streets should be wider than the standard.

2. Entries should be engineered with a gradual grade transition to avoid the car bottom scraping.

3. Adequate stacking room based upon traffic volume should be provided at the entry on site. As a minimum, room should be provided for two cars.

4. The sidewalk crossing should be enhanced paving to alert drivers and pedestrians to the potential danger.



5. The sidewalk should be set back so that drivers entering the project have room to stop before reaching the sidewalk crossing.

D. Circulation hierarchy

Within large developments, there are several types of vehicular circulation. These should be kept distinct by designing a hierarchy of circulation paths.

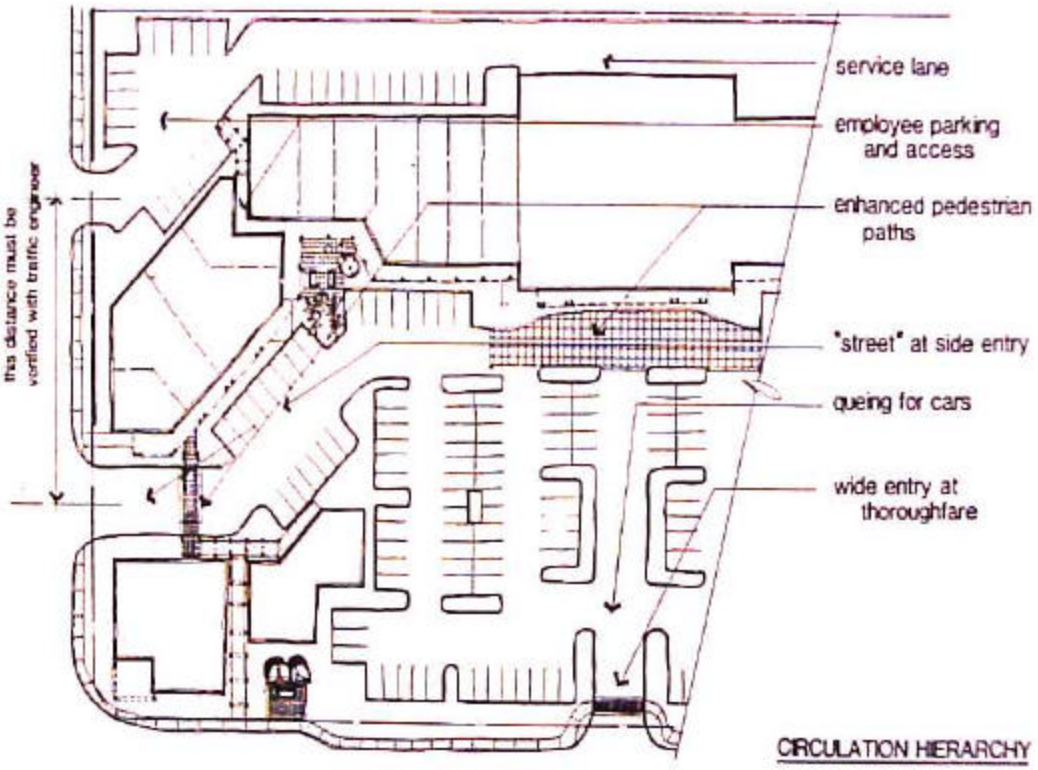
1. Service vehicles should not use the customer parking lots.

2. When the fire lane is adjacent to the front of the buildings, parking should be kept to a minimum and the aisle should be at least 30' wide.

3. The primary entry drive should be identified and enhanced by landscape and hardscape.

4. Parking aisles should be arranged so that pedestrians walk parallel to the aisle, rather than across the path of cars.

5. Because Cathedral City has a high percentage of young families (baby strollers) and elderly residents (walkers), special attention should be given to pedestrian traffic within the parking lot.

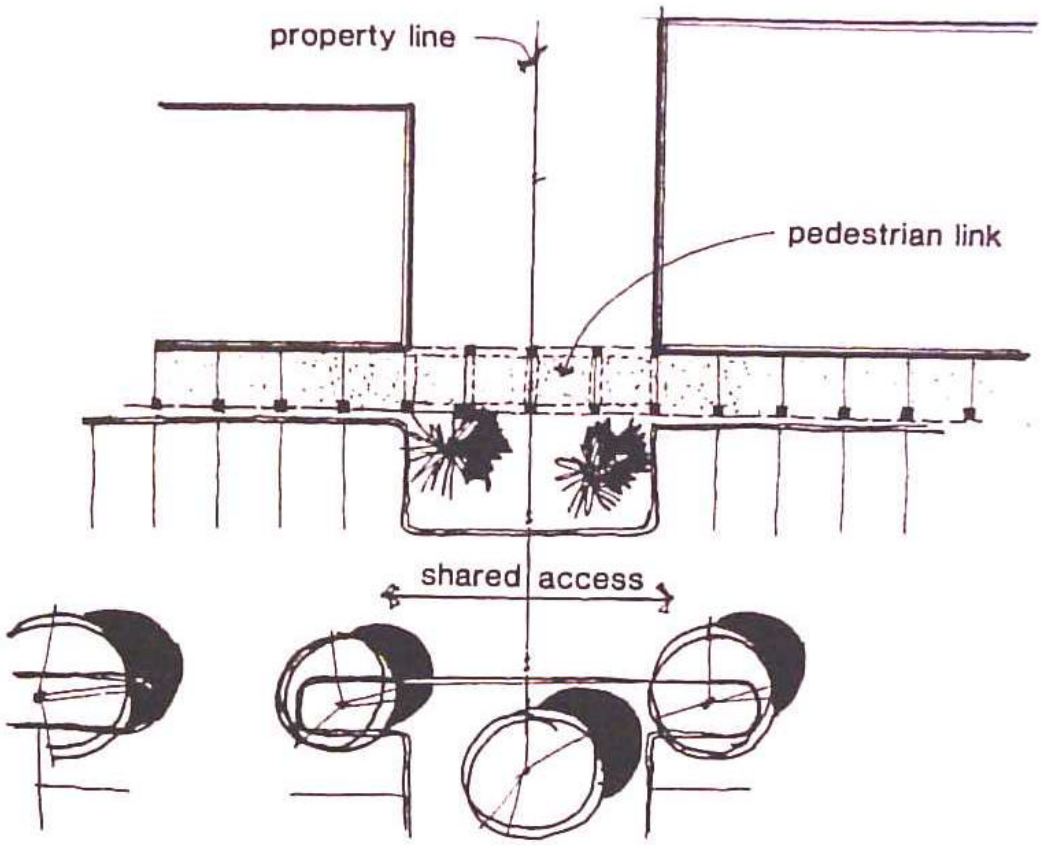


Designated walkways with trellis, enhanced paving and raised walkway should be considered.

E. Shared parking access

When a development is designed, every effort should be made to allow reciprocal access between parking lots of adjacent projects.

Though most people use cars to drive between developments, pedestrians should be taken into account also.



1. Provide a raised walk or enhanced paving connection.

2. Provide a trellis or arcade for shade and a sense of protection from traffic.

F. Employee parking

To reduce the vastness of parking lots, wherever possible design the site so employee parking is at the side or rear of the building. If possible, surge (peak season) parking can also be located at the side or rear.

Provide the same landscape amenities in these areas. Shade trees or shade structures are especially important since an employee's car bakes in the sun all day long.

G. Drainage

Surface drainage in parking lots, even in a moderate storm, generates significant water in the gutters and swales. Design the drainage systems so that water is directed away from the areas where people walk. See "Hardscape" for alternative planter treatment.

H. Layout and Dimensions

The following design dimensions are based upon safety, convenience and aesthetics. Please see "Parking Lot Layout and Dimensions."

1. Entry drives off major thoroughfares should be built with vertical curbs and to City street standards of construction.

2&3. Two-way travel aisles and driveways to side streets or shared access should be 24' wide.

4. Stall width and depth and one-way aisles shall be as follows:

Angle of Parking (In Degrees)	Stall Width (W) (In Feet)	Stall Depth (D) (In Feet)	One-way Aisle (A) (A) (In Feet)
0	10.0	24.0	12.0
30	9.0	17.5	12.0
45	9.0	20.0	12.0
60	9.0	21.0	15.0
90	9.0	19.0	25.0*
90	10.0	19.0	23.0*
90	10.6	19.0	21.0*

*Two-way aisle width

5. End stalls should be two feet wider than normal stalls, or a two feet wide concrete walk should be installed adjacent to the end stall.

6. A minimum 3' landscaped set back from side street property line shall be provided between all parking lot and property lines.

7. Planter islands should be seven feet from curb faces.

8. Clearance between parking and any building/structure shall be 5', unless the space is utilized for a walkway. A minimum unobstructed walkway clearance of 5' is required.

9. Parking along major thoroughfares should be set back 13' from the property line.

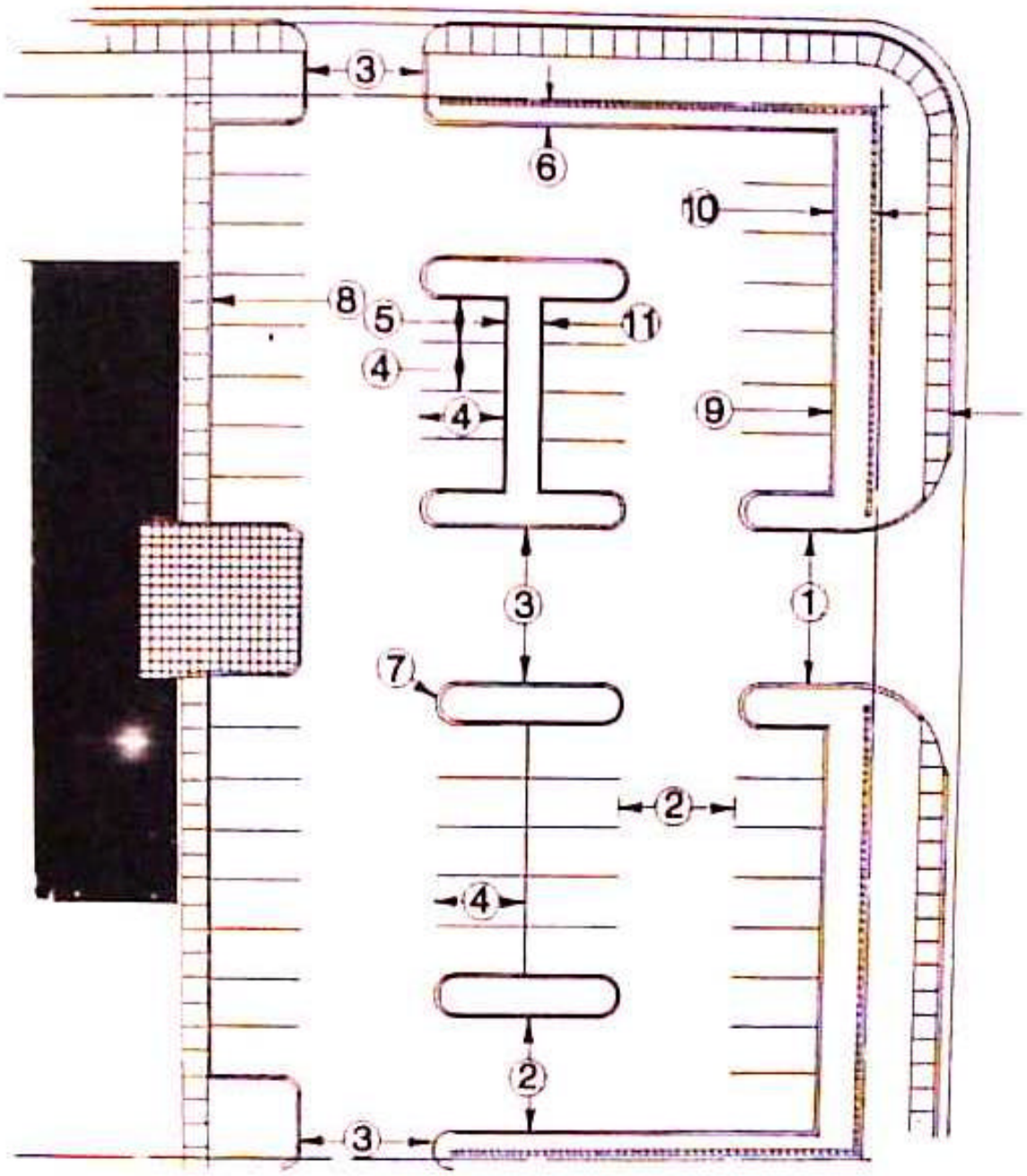
10. Clearance between side and rear property lines and parking shall be such that any planting area clears all obstructions--those above grade as well as those below--by at least four feet.

1. Handicapped Accessibility

During the preliminary planning of the site and building design, Federal and State mandated handicapped accessibility requirements should be incorporated to assure that compliance is feasible during final plan preparation. Initial site design concepts should take into consideration access needs from streets and parking spaces to building walks and entries.

Typical design factors include walks, cross slopes, grades surface materials and drainage. Refer to Part B, title 24 of the California Administrative Code and the City's local Zoning Ordinance and building codes. Preliminary site grading concepts may need to be developed on sloping sites to assure feasible and aesthetic design solutions. Special parking standards are applied to accommodate the required location and number of handicapped spaces.

Required ramping improvements can generally be combined with the project's pedestrian circulation to reduce duplication. Walks between buildings and individual storefronts via arcades and sidewalks should consider both the experiential needs of the pedestrian and the handicapped individual.



PARKING LOT LAYOUT and DIMENSIONS

CHAPTER 4

GENERAL GUIDELINES

I. ARCHITECTURAL GUIDELINES

A key aspect of a City's health is the balance between order and diversity. While these guidelines are intended to strengthen visual order within the City, they are not intended to preclude variety or diversity.

However, any new design should incorporate respect for the desert climate, a sensitivity to the context into which the building fits, and the needs of the people who will use the facility.

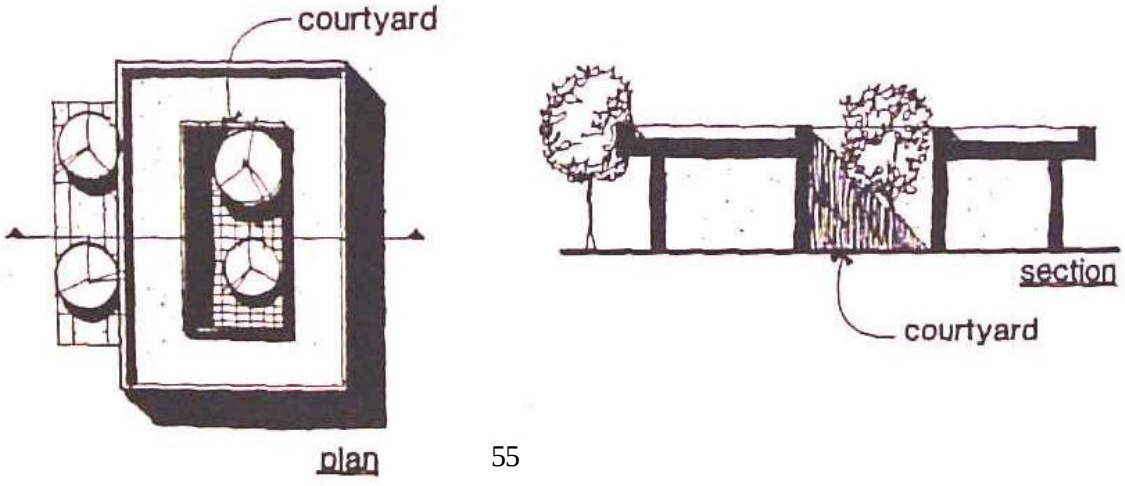
Before the invention of refrigerated air conditioning, architectural design was constrained by the limits imposed by the desert climate. Since the middle of this century, however, architects have felt free to design whatever whimsical stylistic flavor they desired. These guidelines assume that the architect will start form a basis of respect for the harshness as well as the beauty of our desert climate.

A. Respect for Climate

1. Colors should be muted, derived from the colors naturally occurring in the desert: blow sand beige, sand dune ochres and tans, vegetation grey-green, atmospheric blues and peaches, sunset/sunrise red and orange and mountain mauve and grey-purple.

2. Buildings should be designed with openable windows for natural ventilation. During at least eight months a year some part of each day is glorious. Even if energy is not conserved by natural ventilation, psychologically people are uplifted by a "breath of fresh air."

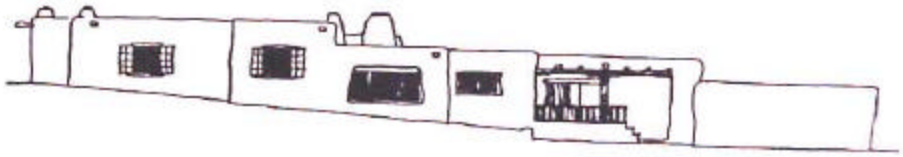
3. Building design should include landscaped courtyards, atria and plazas. The landscaping in these partially enclosed outdoor areas cool the microenvironment as well as provide visual relief.



B. Stylistic Influences

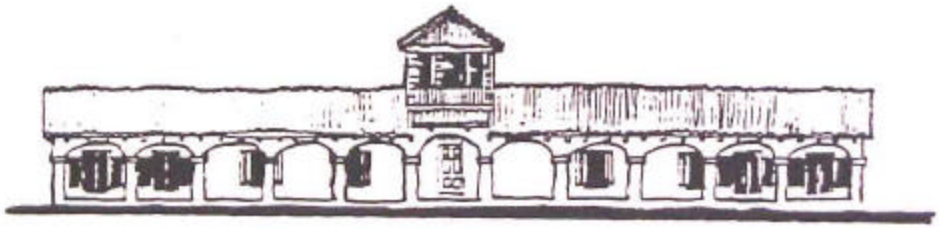
Furthermore, throughout Southern California, adaptations of several design traditions have been integrated into the accepted architectural fabric. This blend of "California Desert" architecture is derived from the following:

1. **Santa Fe Pueblo** architecture characterized by flat roofs, wood beams, simple flat stucco walls with small window openings.

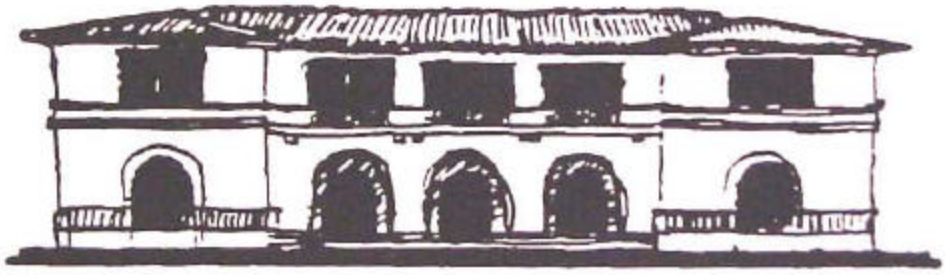


SANTA FE

2. **Mission Revival** architecture characterized by low sloped tile roofs, simple forms, arched openings, exposed wood beams and small openings.

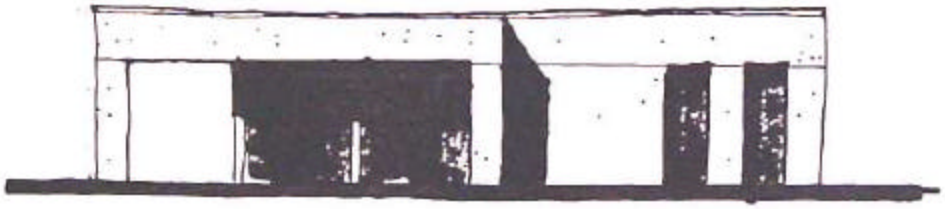


3. **Mediterranean** style characterized by more ornate detailing at cornices, higher pitched roofs, larger openings and arches.



4. **International** style which seeks simplicity of form, uses a limited number of materials without ornamentation and may leave the structural system exposed.

5. Contemporary Desert characterized by simple materials, large wall surfaces, substantial columns and windows in deep recesses.



6. Some stylistic choices are not appropriate to the desert and Cathedral City. Architectural styles which have evolved in cultural, geographic and climatic regions different from ours do not transplant here well. For example, Cape Code, French Country, English Tudor, Victorian and Georgian designs do not "fit" our desert. They do not integrate well with the raw desert climate and setting.

TUDOR

7. A current style, especially favored by Southern California architects of office buildings, is one characterized by a sleek, mirrored glass skin. These buildings, whether tall or low, are crisp, pristine and exquisitely detailed and proportioned, yet they are cold and lifeless. In no sense, do they "fit in;" they are "on display." They contribute nothing to the interrelated texture which helps shape a community. The styles described above can roughly be described as "California" architecture. In general, these are "safe" designs, which more often than not create adequate buildings-neither brilliantly designed structures nor glaring atrocities or misfits.

   With so many possibilities, the City can become a mish-mash of individual styles. In addition, the characteristic treatments of one style tend to appear in other styles and all integrity is lost. The architects is urged to adhere to the stylistic conventions of one particular style rather than to blend several. Furthermore, the architect should consciously design his/her buildings to respect the pattern of other buildings along the street.

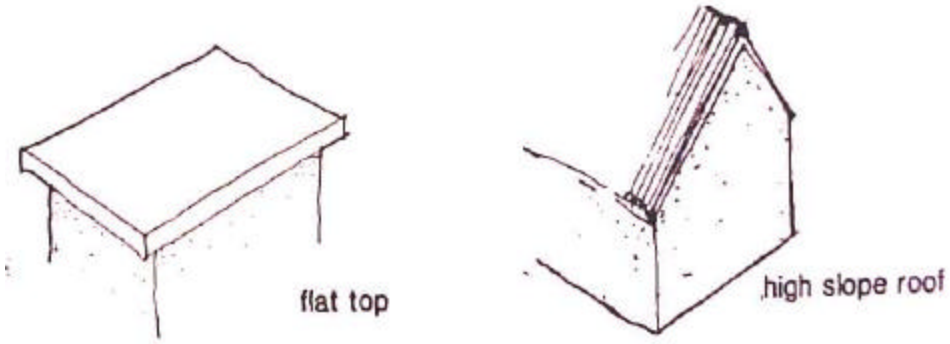
C. Common Building Elements

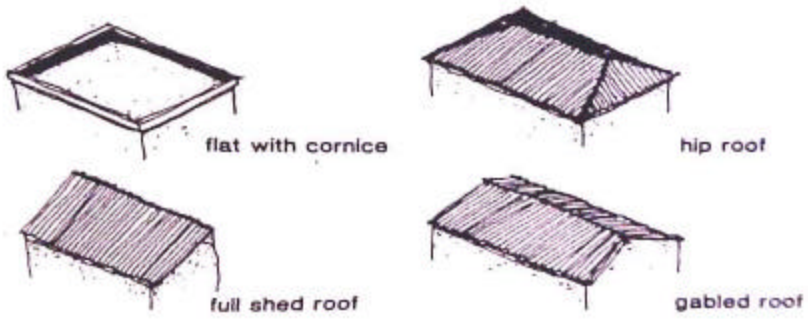
Each architectural style is identifiable by the way different elements of the building (doors, windows, columns, beams, roof, etc.) are treated. In the free-wheeling "California" styles, there is a tendency to mix and match without regard to historic or design integrity. In may cases common sense identifies the more obvious misapplication of stylistic elements.

1. Roofs - For one and two story buildings, the roof is the dominant form giver. The roof should be integral with the building form and style. It should not be tacked on as an afterthought. Therefore,

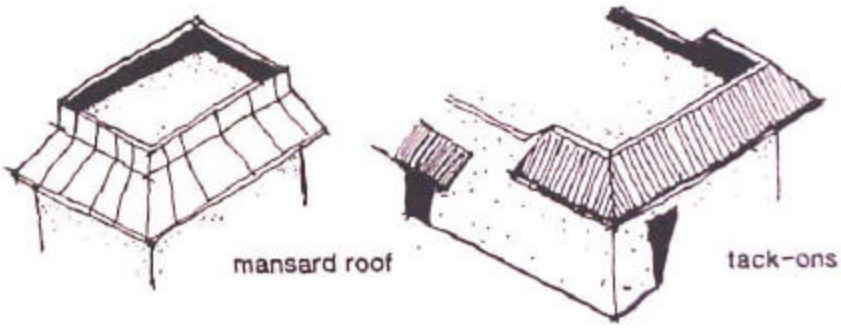
   a. avoid exaggerated roof shapes.

   b. avoid the basic box with flat roof and overhangs.





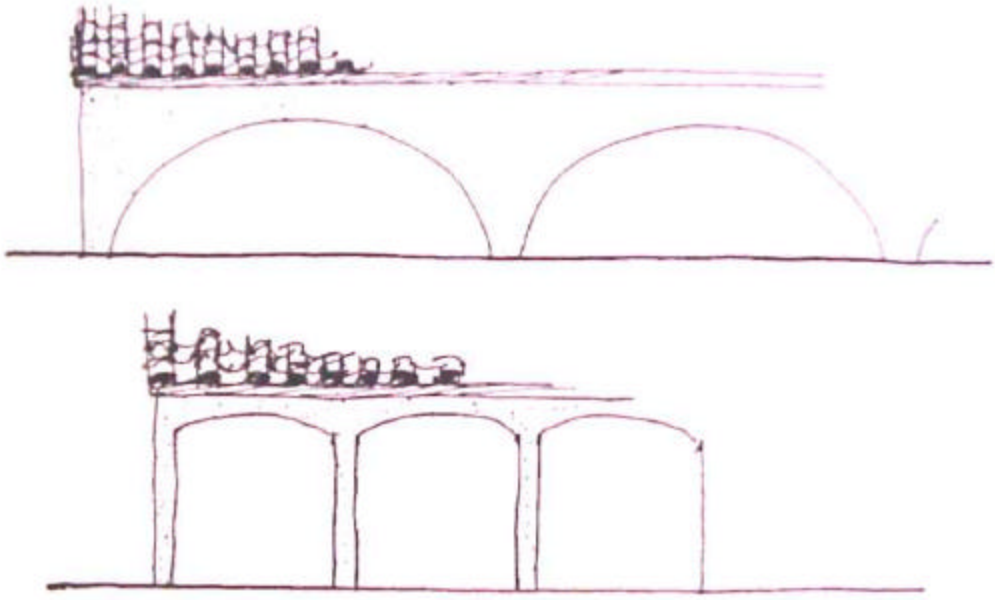
c. design pitched roofs as gable, hip or shed roof configurations as part of the building.



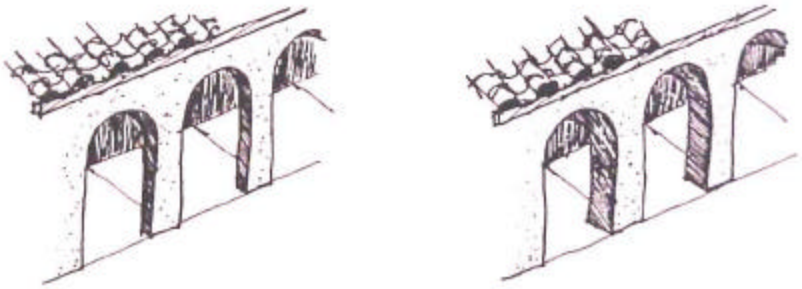
d. sometimes, to hide equipment mounted on the roof or to add a little flair to a basic box, an Architect tacks on a mansard or lean-to roof. Avoid this "tack on" approach

2. Arches - Architects use arches to suggest Mediterranean or Mexican influence, but sometimes they are used in defiance of their original purpose. The arch is actually a means to span openings in masonry buildings and while wood frame buildings are not limited by such structural considerations, traditional shapes should be used. Therefore,

a. avoid "Parabolic" and wide span arches whose rise is inadequate for the span.



b. avoid arches with skinny columns which don't look like they can carry the load.

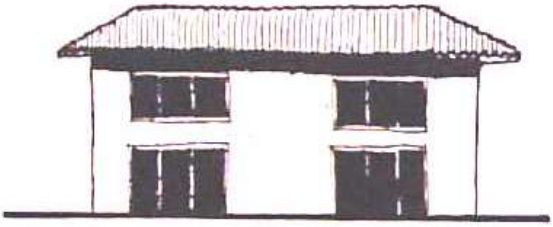


not this--too thin

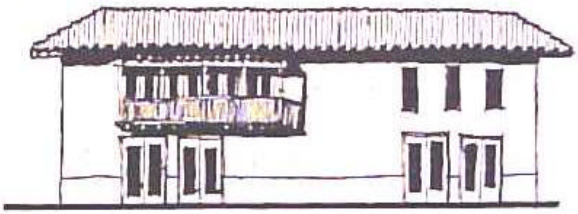
this

c. avoid wall that are too flimsy - they look like "cut out" architecture. Thicken the walls so they look substantial.

3. Walls, Windows and Doors - The desert climate is not conducive to the "glass box" type of architecture that is common elsewhere in Southern California. Solid walls punctuated by small openings is the vernacular desert pattern. This seems appropriate except in storefront design or in the Contemporary Desert style. Therefore,



avoid



recommended

a. keep windows small in relation to the wall except as storefronts.

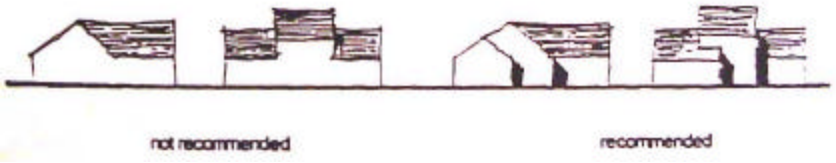
b. for Mexican or Mediterranean buildings use shapes and proportions compatible with the vernacular. Avoid nail-on aluminum "tract house" windows that are wider than they are high.

c. doors are mostly forgotten in buildings today. The traditional "front door" has disappeared especially in commercial buildings, because in storefronts the door is just another replaceable panel. For commercial buildings in centers, the sign band is more important than the door. Where possible, articulate the door; give it importance to the customer.

d. for storefronts, allow a panel between one store and the next. This "neutral column" gives a break between display windows.

4. Simplicity and Variety - Often an architect uses a variety of materials and textures, shadows and details to liven up his/her buildings. But restraint has its place; all the do-dahs imaginable may not cover up bad proportions or chaotic organization. Therefore,

a. use limited palette of materials and textures. As with color, there should be a base material or texture, with accents. Too many materials or textures will make the building confusing and fragmented.



not recommended

recommended

b. shadows cast by reveals, recesses and overhangs add interest to the facade. However, the basic organization and hierarchy should not be destroyed by too much articulation.

c. articulation is used to make a large building appear smaller or to create a hierarchy that emphasizes something important. Portions of buildings should be set back or pulled out to help make them "read" as identifiable elements which together compose the whole.

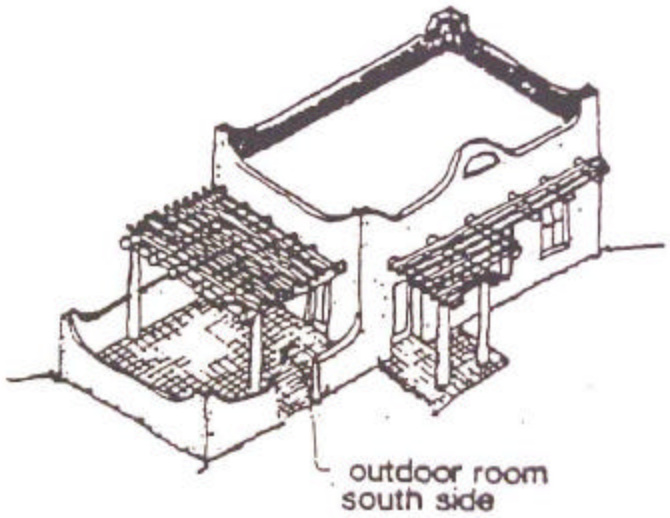
d. rhythm establishes the basic organization of a building. This may be established by window patter, doors, columns or other components. The key is to establish a recognizable pattern from which other secondary patterns create a counterpoint.

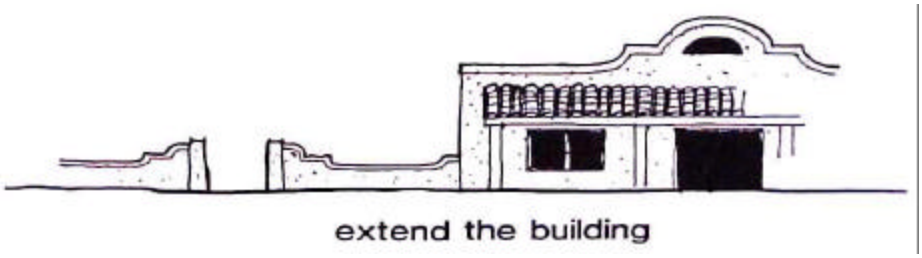
5. Outdoor spaces - These should be designed as an extension of the building. Therefore,

a. use walls to enclose, a roof/trellis to protect and enhanced paving to carpet an "outdoor room."

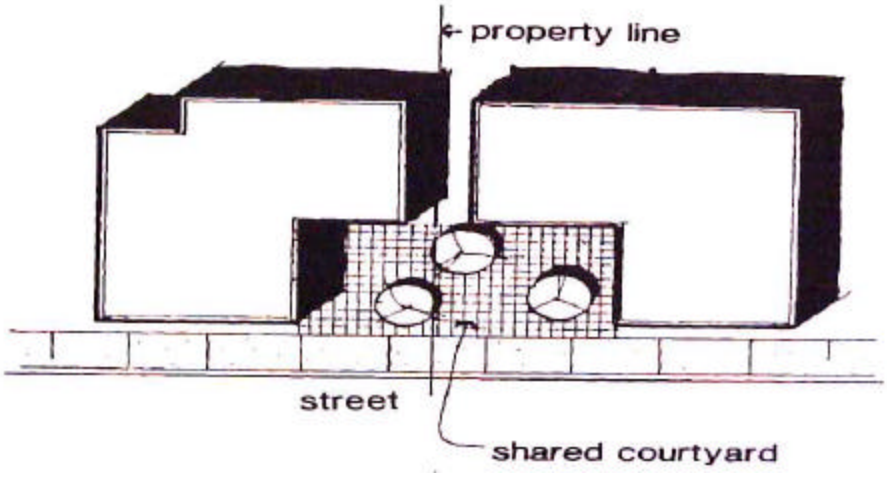
b. orient the "room to the south to capture the warm winter sun.

c. design screen and garden walls as extensions of buildings. Use stylistic details, materials and colors that are complementary to the architectural design of the building.





d. configure new buildings so they complement outdoor spaces of existing buildings. Stores and offices that open onto courtyards create a sense of community and support social interaction



6. Trellises and Shade Structures - These are used to reduce the bulk of large buildings, but often they are an anemic, tacked-on afterthought. Therefore,

a. Size and spacing of members are often problematic because members are too small and flimsy and the spacing between them is so great that the trellis looks unfinished. Therefore,

- the minimum size for wood posts supporting a trellis, loggia or arcade 8' tall should be at least 6 x 6, and preferably larger. For a trellis 8' 10' height the minimum size should be 8 x 8. If it is 10' - 12' height, the minimum should be 10 x 10.

- beams should be sized proportionately.

- spacing between posts shall be guided by visual proportion as well as by specific code or structural requirements.

- the smaller cross members for trellises and pergolas are often spaced too far apart. Therefore, they should be spaced in proportion to their size. As a guideline, center to center spacing should be no more than .25 times the sum of the depth plus width of the members. For example, for 3 x 4 trellis members, the recommended spacing is 7.5" (2.5" + 3.5" x 1.25 = 7.5"); for 4 x 6 trellis members, the recommended spacing is 11.25" (3.5" + 5.5" x 1.25 = 11.25"). Unless vertical gain lumber is used or a manufactured doweled grille system is used, no members smaller than 3 x 4 should be used.

b. in the extreme heat of the desert wood tends to warp, twist, cup and split. Furthermore nailed connections do not last because the nails loosen as wood dries. Therefore,

- connections between posts and beams should be bolted, using ornamental iron connectors.

- trellis cross members should be solid blocked every six feet to limit the bowing and twisting caused by desert heat.

- large members are preferable to smaller.

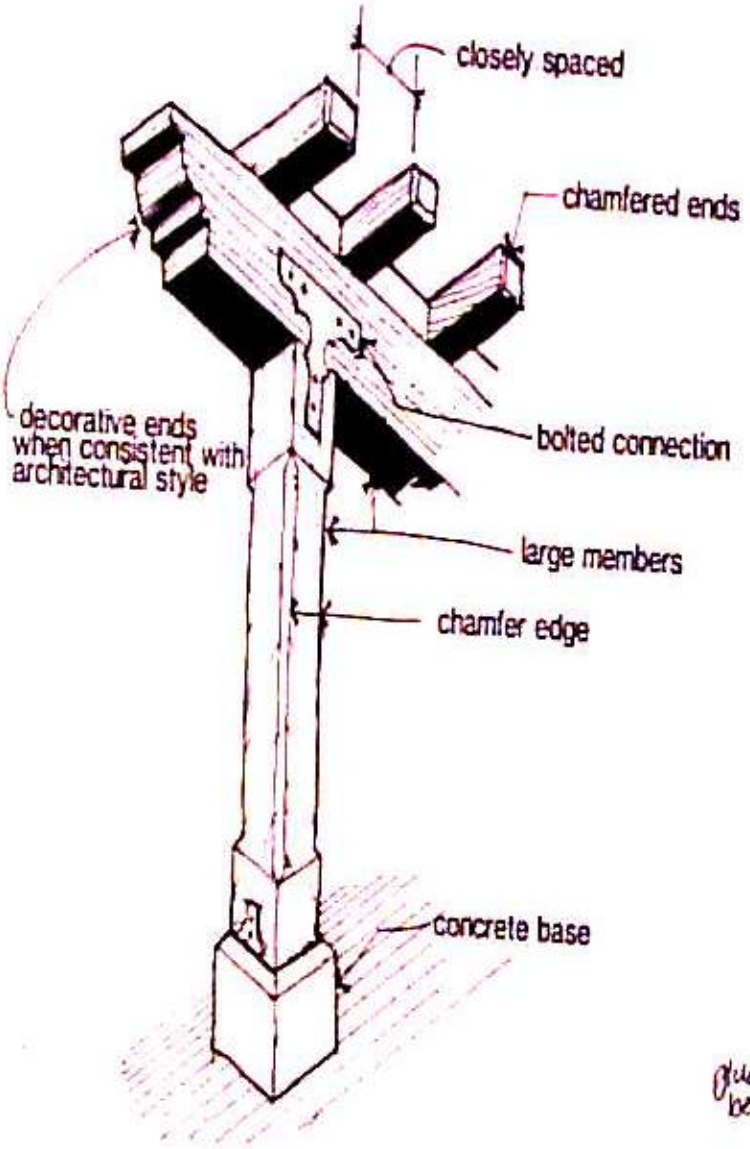
- "free of heart center" lumber should be specified.

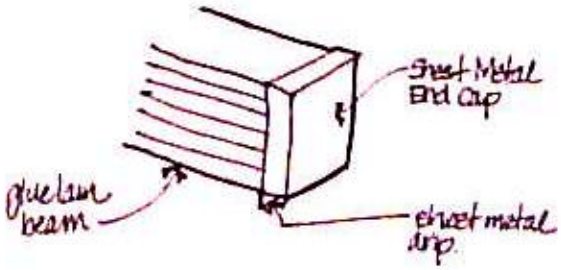
c. often the design of a trellis or shade structure is the only fine scaled element in a project, yet no attention is given to details. Therefore,

- the ends of beams should be decorative, either scroll cut or chamfered

- columns should be dressed up with, for example, chamfers along the edges, corbels at the top or pedestal bases.

d. it is rare to get good quality lumber today that won't twist and bow excessively. Therefore, architects and builders often use glue-laminated members for large beams and columns. This practice is strongly encouraged; however, since the ends of exposed glue-lam beams tend to de-laminate, a sheet metal cap is recommended to prevent the migration of water into the end grain.


closely spaced
chamfered ends
decorative ends when consistent with architectural style
bolted connection
large members
chamfer edge
concrete base


Sheet Metal End Cap
glulam beam
sheet metal drip

7. Signage

Business identification must be addressed early in the building design planning stage to assure reasonable alternatives will be available for signage application. Signage must be balanced with the architectural theme. For general sign policy information, see Special Guidelines Section in this chapter. When designing building frontages, the following must be considered.

Storefronts and arcades should contain wall area specifically sized for signage which should be reasonable visible from the street, as well as being in scale with building architecture and a pedestrian ambiance.

In shopping centers, sign programs should be established to assure integrity and compatibility among all stores, particularly "in-line" stores. Anchor tenants, however, generally occupying the majority of the center's square footage, normally are permitted larger signs - but are also expected to maintain restraint and provide architecturally enhanced signage.

The sign theme (wherein multiple tenants are anticipated) should establish:

- Sign locations.
- Materials and sign type.
- Primary and secondary colors.
- Type of illuminations and intensity.
- Use of logos and corporate signage. Letter style, size and scale.
- Location of signage.
- Secondary signage (informational).
- Sign content/information (designed toward limited characters and avoidance of double lines of information).

The signage should not dominate the architectural theme creating a "billboard" effect. Signage should not be designed to be placed at tops of walls and parapets, above canopies and mansards. These design elements should not be exaggerated to provide signage backdrops.

If signage is planned on a fascia, special architectural details should be incorporated to direct the sign placement and aesthetically differentiate the sign area from the building fascia detail.

Sign concept and placement should relate to the rhythm of architectural

elements. For example, signage may be placed between repeating building elements such as columns or be a part of the repeating element.

Generally, channel lettering is encouraged and cabinet signs discouraged (unless properly integrated into the architecture). Specialty signage such as neon or similar signage (or architectural highlighting) which exposes the light source must be carefully evaluated to avoid gaudy, garish or glaring effects.

8. Canopies

Canopies are permitted but must be approved by the Architectural Review Committee. Canopies should embellish, enhance or extend the architecture of a building and contribute toward a pedestrian environment by providing shade and protection from the elements. They can provide an important transition between a busy car-dominated street and parking lot scene and an internal human-scale space.

Canopies must be architecturally compatible and consist of high quality, durable and relatively maintenance free materials. Colors and design styles should be a logical extension of the building architecture, not attention-getters. They should not dominate the architectural mass.

9. Building Colors

When color(s) proposed for exterior use on any building, wall or other structure is evaluated as a part of city review, the following criteria shall be used to assist in determining the color(s) and/or materials acceptability. Staff and/or any committee or commission charged with the review of exterior color may approve the use of the color(s) if it is found that each of the criteria below can be affirmatively answered. These criteria shall not be construed to preempt the discretion of the city in reviewing building color. In addition, the Planning Commission may deem a project exempt from the criteria herein if it is found that the nature of the development is such that unique colors are acceptable and impact to the neighborhood is minimal.

a. The color(s) is complimentary to and compatible with colors found naturally in the desert region and/or with colors commonly used in the region.

b. The color(s) is complimentary to and compatible with the buildings in the surrounding neighborhood or future development anticipated in the area.

c. The color(s) is complimentary to the building architecture and serves to enhance the architectural theme of the building.

d. Color combinations are complementary, including combinations of building color(s) and exterior building materials (for example, roof tile, masonry).

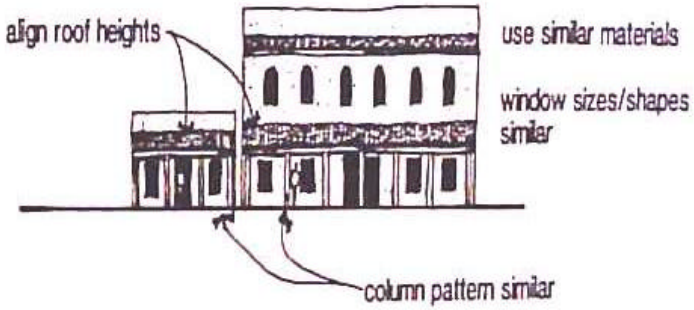
e. The color is appropriate as it relates to the use and/or theme of the development.

D. Compatibility and Continuity.

As a city develops over time, architectural styles change, market demands evolve and city requirements change. Thus, it is natural that new construction differs from existing buildings. However, for a city's architecture to be coherent, there must be continuity and compatibility between new and old. Some elements common to all buildings may serve as basis for continuity.

1. **Scale:** New buildings should respect the size and scale of adjacent existing buildings. The roof lines should align, the parapet heights should align, window patter should be similar and columns and arcades should be compatible.

avoid this



2. **Form:** Where possible, the form, shape and configuration of existing

3. **Solid to void pattern:** (wall to window opening) is a critical means of composing the facade of a building. Before the invention of high strength steel and reinforced concrete, buildings were made with load bearing walls; windows were holes punched in the walls. With today's technology, buildings can be transparent glass prisms like the Crystal Cathedral. The architect must select the pattern of fenestration and openings to be consistent with his/her stylistic choice. In addition, the patterns of adjacent buildings should be considered.

II. LANDSCAPE GUIDELINES

The guiding principle for all landscape design in the City should be a deep respect for the desert climate - all plant materials should be compatible with the desert, and all irrigation plans should be designed to control precise water delivery. Coachella Valley Water District has published a bulletin on landscape design and irrigation and has a full time water management specialist. Landscape architects should read that document carefully.

The purpose of all landscape design, including waterscape, hardscape and plant material, should be to complement the architecture, to help define the uses of outdoor space and to enhance individual's experience of the outdoors. It is the landscape architect's gift to define, shape and make enjoyable the open space that frequently is simply "left over" after the car, the leasable space and the fire department needs are met.

On the scale of the City as a whole, landscaping can unify and harmonize the public space streets, major corridors, large projects, civic buildings and parks. The most vivid and lasting impression of a City frequently is its Street Tree Program. Therefore, to make Cathedral City more livable, the following guidelines should apply:

A. Design Issues

1. General Landscape

a. Every project shall adhere to the City's adopted Street Tree Policy.

b. Every comer project shall adhere to the Intersection Enhancement Detail of the Street Tree Policy.

c. Every project should follow the requirements and recommendations contained in Coachella Valley Water District's brochure.

d. All landscape plans shall be suited to the Desert Climate.

e. The landscape architect should consider the existing landscape pattern on adjacent properties when designing the project.

f. Trees and plant material should be sized so they fit the space and the building they are meant to complement. Don't use skimpy trees to fill a big space or to adorn a large wall.

g. Even when the design concept and planter materials are well thought out, the size of trees and plant material installed at a project often

appears grossly inadequate. Therefore, the overall planting mass should attain 60% of its fully matured size within five years.

h. All landscape plans should complement the functional requirements of pedestrians and vehicles on the site.

i. Simplicity in design helps unify the theme and simplify maintenance. Use a limited palette of materials and group plants in masses of the same variety. Group plants with the same sun, shade, soil, water and fertilization requirements.

j. Lawns should be delineated by concrete mow strip, curb, walk or header.

k. Trimming of shrubs and trees should enhance the natural form and beauty of the species. Artificial topiary shapes should be avoided.

1. All planted areas must be a minimum of 1-inch below adjacent hardscape to reduce runoff and overflow.

m. Avoid trees planted in lawn areas.

n. Turf areas should be found in areas of maximum human contact, such as in recreation and sports areas. Large nonfunctional turf areas should be minimized and reviewed to see if the same effect can be obtained with other plant material.

o. Avoid designing long, narrow or irregular shaped turf areas because they're hard to irrigate without overspray onto hardscape.

2. Parking lots

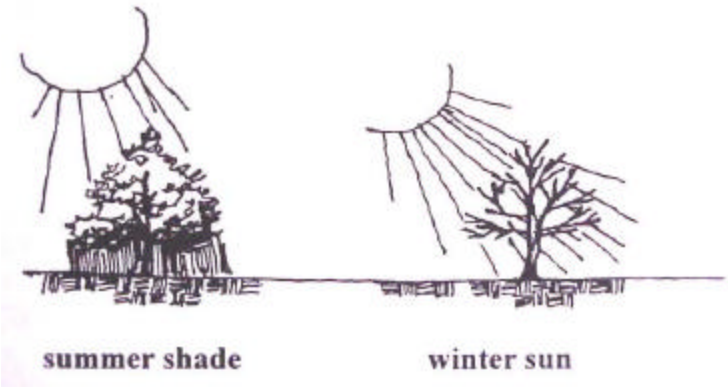
a. Landscaping should adhere to the "Screening and Landscaping requirements of the Zoning Ordinance and shall be guided by these principals.

b. Cars should be screened from street view.

c. Large parking lots should be broken up by shrubs and trees.

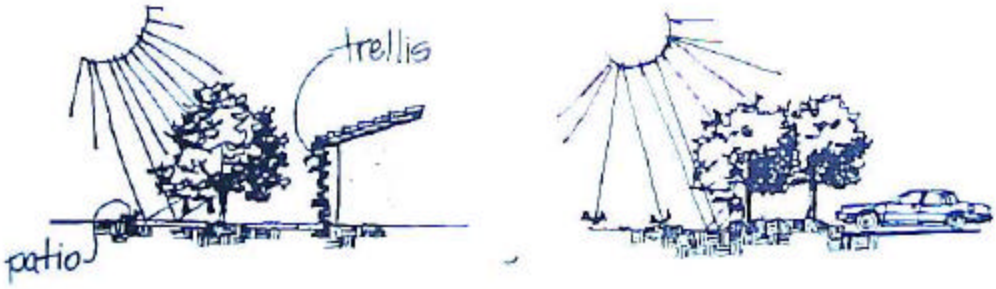
d. The landscape architect should consider carefully the heights and forms of plant and tree groups to define entrances, the traffic flow and pedestrian access.

e. Pedestrian "safe" areas, "outdoor rooms," and "seating areas" should be incorporated into the parking lots or walkways.



3. Climate Control

a. Plant deciduous trees or high crowned evergreen trees on the south and west sides of buildings and in outdoor gathering areas to provide summer shade and winter sun. Take care not to block the sun's access to solar collectors.



b. Use plants to break, guide and deflect wind and to filter out dust and dirt.

c. Control micro environments by planting high shrub masses on the windward side of places where people gather, recreate or work.

d. Avoid breaks in windscreen planting which cause the wind to funnel and blow harder. Plants used as windbreaks should be dense and should branch all the way to the ground.

e. Break up paved areas with shade trees to reduce ambient air temperatures and to stabilize surface temperature. Plant vines on trellises adjacent to the south and west sides of buildings.

f. To control erosion, take care not to disturb native surfaces. These are sealed through mineral and water action with a "cement" that protects them from erosion. Where soils have been or must be disturbed, use trailing ground covers and rock to minimize erosion and dust.

B. Irrigation

1. Plants with same irrigation requirements should be grouped together and served by the same irrigation zone.

2. No overspray should be allowed on walls, buildings, glass or streets.

3. No above ground risers should be used near curbs and walks. These risers are unsightly, easily damaged and hazardous to pedestrians.

4. Design irrigation control to accommodate a variety of needs and zones in a

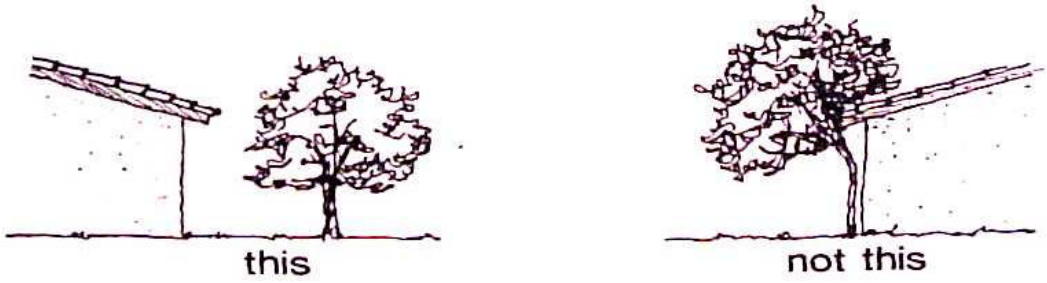
project. The amount, duration and interval between waterings vary for different plant materials. The irrigation system should be flexible enough to accommodate the variety.

5. Where possible, design the entire irrigation system to be directed by moisture sensing devices (tensiometry).

6. All trees in parking lot planters should be deep watered to a minimum depth of 4 feet. Each tree should have three deep watering devices. Each tree should be separately valved.

7. Trees should have low flow bubblers and basins to retain water.

8. All development should include a maintenance program to replace heads and clean lines regularly.



9. Refer to "General Landscaping Guidelines and Irrigation System Design Criteria," published by Coachella Valley Water District. Obtain approval by CVWD and/or Desert Water Agency prior to City Planning approval.

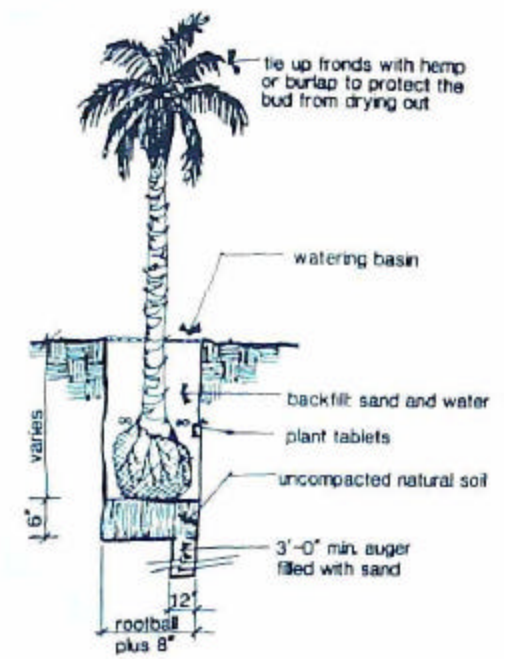
C. Installation

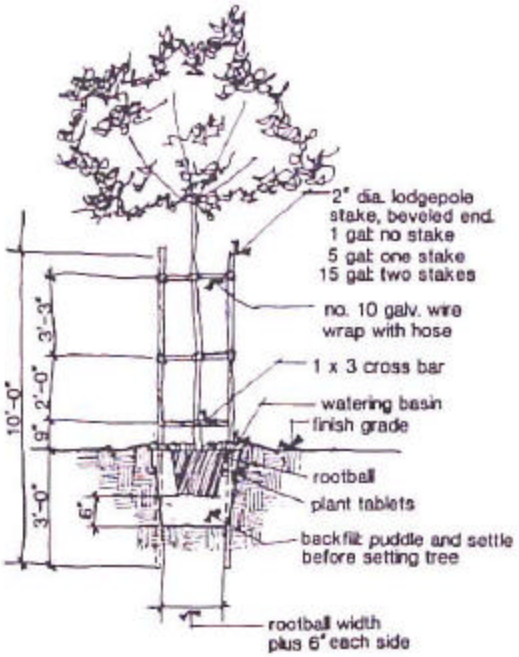
1. Stake or guy all new trees to protect from wind and lawn mowers.

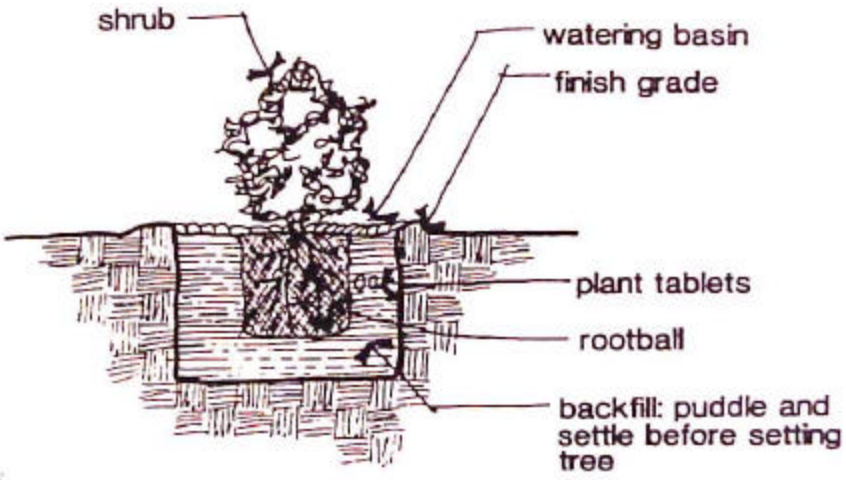
2. Replant palm trees with the appropriate drainage and fertilizers.

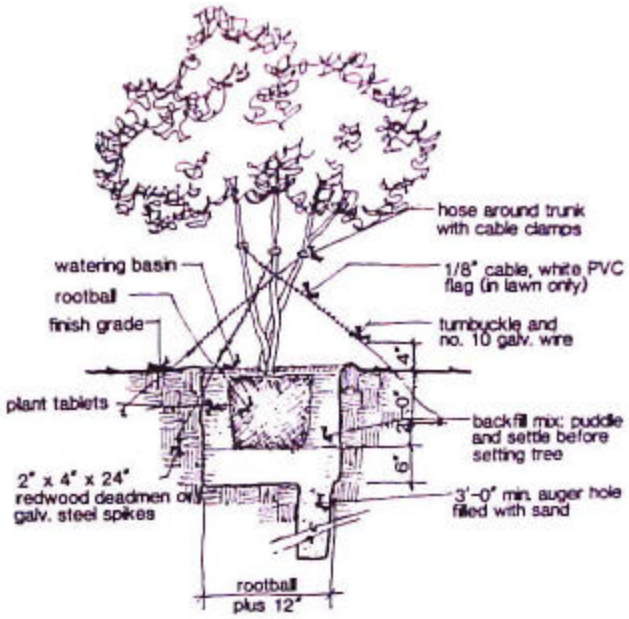
3. Plant new shrubs with the appropriate soil mix and fertilizer.

4. Position trees with room to grow.


tie up fronds with hemp or burlap to protect the bud from drying out
watering basin
backfill: sand and water
plant tablets
uncompacted natural soil
3'-0" min. auger filled with sand
varies
6"
12"
rootball plus 8"


2" dia. lodgepole stake, beveled end.
1 gal: no stake
5 gal: one stake
15 gal: two stakes
no. 10 galv. wire wrap with hose
1 x 3 cross bar
watering basin
finish grade
rootball
plant tablets
backfill: puddle and settle before setting tree
rootball width plus 6" each side
10'-0"
3'-3"
2'-0"
3'-0"
6"


shrub
watering basin
finish grade
plant tablets
rootball
backfill: puddle and settle before setting tree



D. Lighting

1. Light placement should be coordinated with tree and plant placement. Do not place fixtures where they may shine into pedestrian's or driver's eyes.

2. Above grade light fixtures should be mounted on solid concrete bases. Do not use the normal conduit and J-Box installation

E. Hardscape

The materials and textures selected for walkways, planters, mow strips, steps, etc. are important to add beauty and convey information as well as adding beauty to a project. By changing pavement patterns, a driver can be alerted to where pedestrians cross driveways.

1. Take the same care as with interior design to create a useable and enjoyable outdoor environment. All aspects should be integrated into an overall design theme.

2. The pallet of hardscape materials is extremely rich. A landscape architect can use an expensive material in a carefully selected limited area and create the feeling of richness.

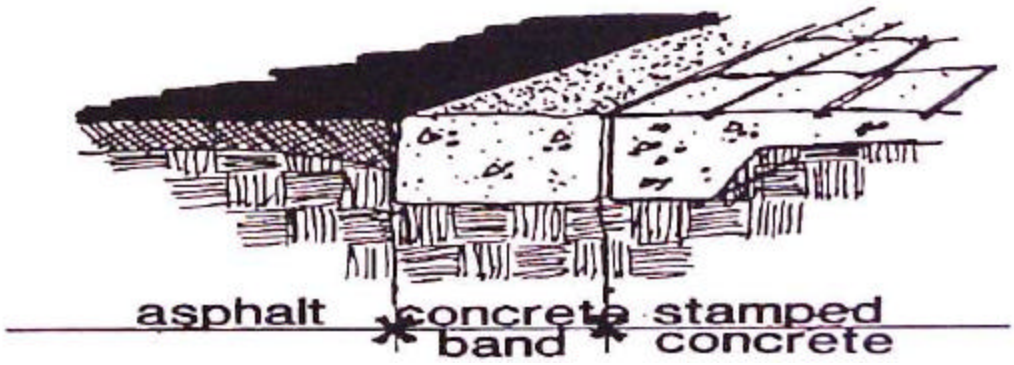
   a. Select from a rich pallet of stones--arroyo rocks, decomposed granite, crushed granite, gravel, pea gravel, flat river rock and boulders.

   b. Use colored and textured concrete.

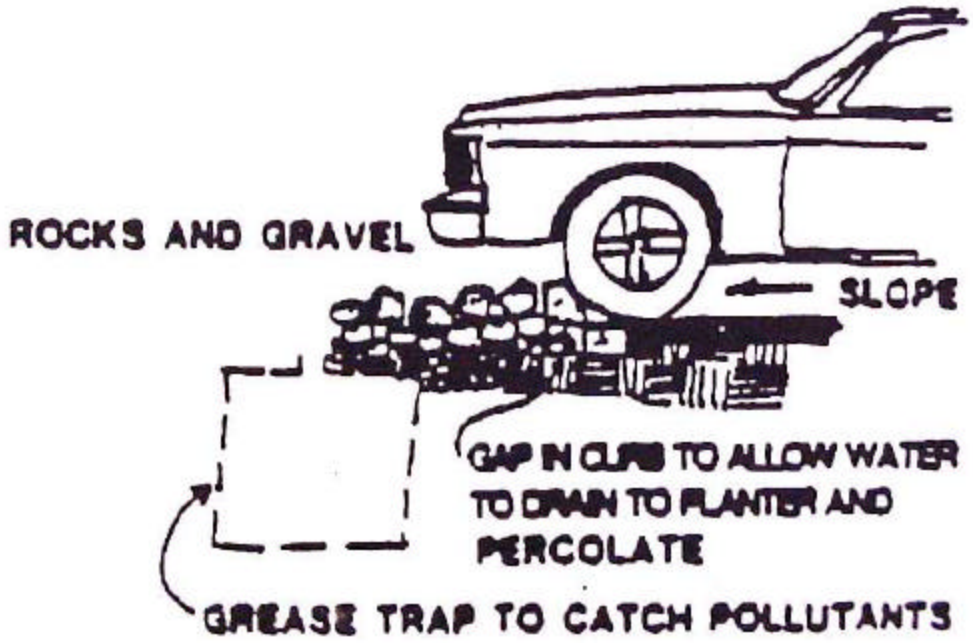
   c. Select interlocking pavers for pedestrian crossings.

3. Outdoor spaces where people congregate, pause, wait or recreate should be designed as an "outdoor room." The edges should be defined and ground plane enhanced. A shading structure should be designed to complement the building and landscape material should be added to soften and please.

4. Enhanced paving should be used to accent important "places" outdoors: at entries as a welcome mat, in "outdoor rooms," and as a method of alerting pedestrians and drivers where their paths cross. Where enhanced paving is used, the pattern sometimes directly abuts the asphalt. This edge breaks and ruins the feeling of quality; therefore, add a band of natural concrete as a protective edging between the asphalt and the decorative paving.



5. Use planters with hardscape to accept surface drainage and allow it to percolate. In the near future grease traps will be required in parking lots.



III. SPECIAL GUIDELINES

The project architect should review all the incidental elements which make up the site development. Often a fine project is spoiled by the overlooked trash enclosure, utility box, site lighting, etc. Attention must also be paid to public improvements, loading docks and signage. Therefore,

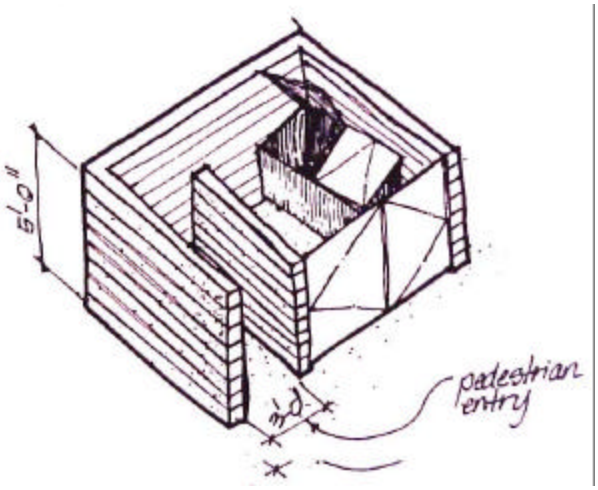
A. Trash Enclosures

1. dumpsters and trash cans should be concealed from view.

2. where possible, use the same detailing on the building on the trash enclosure.

3. enclosures, their walls and gates, should be designed to withstand severe abuse.

4. The layout and location of trash enclosures should permit easy access for the trash trucks. Locations requiring trucks to back out should be avoided. Gates, when open, should not project into traffic lanes, alleys or parking stalls.



B. Utility Equipment

Mechanical and electrical equipment should be concealed from view. Air conditioning units, electrical meter banks and gas meters often are left completely unaddressed by the architect. They spoil otherwise acceptable buildings. Therefore,

1. all mechanical equipment should be hidden by parapets or screens that are integrated with the building's architecture.

2. electric meters and switch gear would be concealed from public view either by providing an equipment room or by integrating screen walls into the architecture.

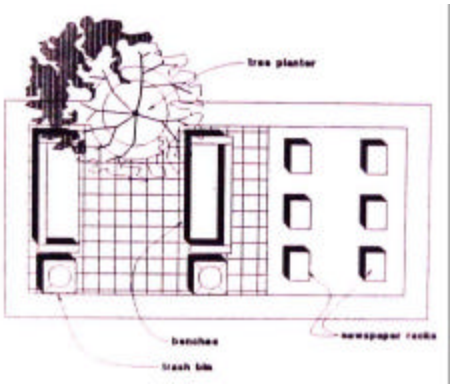
3. the designer should coordinate with the electrical and mechanical engineers and the utility companies to insure that all utility service boxes, transformers, etc. are integrated onto the site plan of the project. Placement of these necessary boxes should be considered from the aesthetic as well as functional viewpoint.

4. the landscape architect should integrate utility service equipment into his/her design.

C. Site Furnishings

1. Benches, bicycle racks, newspaper racks, signs, etc. wherever located should be clustered and arranged to create order and a sense of place.

2. These furnishings should be located so as to provide a view of activity and perhaps the mountains. The furnishings should look inviting so that they will be used. Shade would be good.



D. Public Improvements

1. The City should adopt a citywide series of street furnishings for all public improvements. The design of these benches, urns, etc. can be individualized to a design unique to Cathedral City.

Over time (15-50 years) these minor items, designed with care and built with quality, will add character throughout the City. The citizens will be reminded of the potential for turning something ordinary into a thing of beauty. Such things help make cities beautiful and livable.

2. At intersections, handicap ramps may take up a great deal of room. Attention should be paid so that the layout is functional, safe, efficient and pleasing.

3. Drinking fountains and public restrooms should be provided near where people congregate or cluster. Public/private participation for construction and maintenance should be encouraged.

E. Site Lighting

1. Security lighting should be designed to limit light pollution and glare. Use high pressure sodium wherever possible. Avoid mercury vapor.

2. Parking lot lighting should not spill over to adjacent properties. No glare should be visible from residential projects.

3. A decorative and functional parking light standard should be used throughout the City.

F. Loading Docks and Spaces

1. Loading docks should be hidden from street view and from adjacent properties.

2. Roll-up service doors and storage areas should be concealed from view.

3. The noise generated by service trucks should be considered if adjacent properties are residential.

4. Design the loading space required in the Zoning Ordinance as an integral part of the site plan. Easy access and maneuvering room must be provided.

G. Signage

The art of signage is to communicate a meaningful message to the intended receiver. Signs in the city will be located in heavily traveled commercial corridors which are oriented to automobile circulation and convenience. Signage is only one element of the city's commercial corridor and must compete for the driver's attention with highway traffic, street signage, utilities and other design elements of commercial development. Although signage is important, the priority is public safety.

1. Review Procedure

The City's Zoning Ordinance establishes minimum and maximum standards from which sign applications are evaluated. All signs accompanying new projects require approval through Design Review, concurrently with other design components of the project. The Architectural Review Committee determines appropriate design upon staff recommendation (staff also verifies code compliance and an applicable special standards). During the initial project review with the Committee, sign concepts for buildings must be illustrated to assure architectural compatibility (see chapter on Architectural Guidelines).

The City's sign regulations provide that the developer may not necessarily be encouraged nor be allowed to maximize the code allowances. The extent of sign allowance will be determined during Design Review based upon design factors established by the Ordinance. The Committee plays a key role in this determination.

Upon approval, the sign program must be followed for all permits, including copy changes and sign modifications. Any significant deviations would normally require further review by the Committee.

The sign program considered by the Architectural Review Committee will involve many factors, many of a subjective nature. The end result is to meet the City's desire of high quality signs and graphics complimenting the architectural features and site improvements for the project.

2. Design Factors

During formulation of a sign program, signage concepts will be shaped by:

- highway speeds and traffic conditions;
- surrounding land use patterns;

- site frontage, size and configuration;
- vehicle access and site design;
- building placement and exposures;
- building design;
- and other on-site/off-amenities.

The majority of regulations are contained within the City's Zoning Ordinance, but for some areas of the City a Specific Plan may supplements or supersede the zoning standards. In addition, special recommendations have been outlined for the downtown area (as noted in the Appendix).

3. Freestanding Signs

Freestanding signs need to be situated so that they "comfortably" fit into the site plan. The should not be "squeezed" into place. Therefore, during preliminary site plan preparation arrangements for placement of the sign should be completed. Generally, it may require an area set aside near the street entry area within a generously landscaped setting (see entry statement discussions).

Generally, there are two types of freestanding signs allowed in development. There are monument signs and shopping center signs. Monument signs are required of most developments unless the project can qualify as a shopping center. Monument signs are low profile signs (maximum height is seven feet from ground level to the top of the sign), incorporating the design and materials accenting the project's architecture.

Shopping center signs may be as high as 20 feet and not exceed and area of 50 square feet. They advertise the shopping center.

The ordinance does not regulate what is advertised but requires individual letter heights of at least 18 inches for shopping center signs and 12 inches for letters in monument signs. Therefore, simple messages or identification are best to keep within the sign area limits and have effective graphics. Individual tenant listings that can meet the letter height standards are generally permitted. However, with limited sign area the developer will have to consider how to establish effective signage in view of the Center identification and major tenant exposure. Style of lettering will become one of the most important considerations to assure the need for driver readability on the City's busy streets.

Therefore, signage must strategically "set off ' at the main entry drive. Entry statements of hardscape patterns, trees, backdrop walls, landscaping with

seasonal color, uplighting, etc. will greatly enhance the message a monument or freestanding sign will convey. Such treatment will also help the driver distinguish the access into the site on a busy highway. The patron's entry sequence should be thought out for maximum expression.

4. Building Signage

Building signage should not clutter or dominate the architecture or become the architecture like a billboard. Signs should be located to be viewed from the street and on-site, but should not be designed to be noticeable form great distances. The City's ordinance allow generous sign area for walls, enabling attractive and easily readable signs to be incorporated into the architecture. For example, the wall sign area is based upon the storefront one square foot of sign area for each lineal foot of storefront. Building design elements (fascias, canopies, parapets, towers, etc.) should not be interrupted by signage where possible so as to assure an architectural statement. The Committee will discourage simple building design attempting to create mundane fascias, mansards, canopies or parapets for the express purpose of creating a sign backdrop.

5. Sign Design

Generally, signs should contain architectural treatment tied to the building design including similar materials, textures, lighting, colors and design motif. The City does not restrict the type of sign (ie., channel letter, box cabinets, neon, etc.), provided the type of sign and its design is compatible with the architectural theme of the project. The following illustrations are examples of architecturally compatible signage. Particular attention should be given toward design of the sign base and support structures. Style, scale and proportions should relate to the project architecture. Cabinet signage should be simple and limited in its message. The background/lighting should be neutral or subdued, utilizing opaque and deep shades or hues of the primary color. The graphic backgrounds should be limited to one color to minimize clutter. Channel lettering without lighted or plastic background panels is highly recommended. When colored plastic background materials are proposed which will be back-lit, they should not drastically contrast with the message to the extent they become dominating. Although the use of the primary colors like red, yellow, white, etc. are permitted they should consist of opaque materials and the primary/intensities should be toned down for a more subtle effect.

Decorative company graphics, logos, trade marks, etc., are also encouraged and are sometimes more effective and recognizable than words when driver

reaction time is limited.

6. Messages/Color

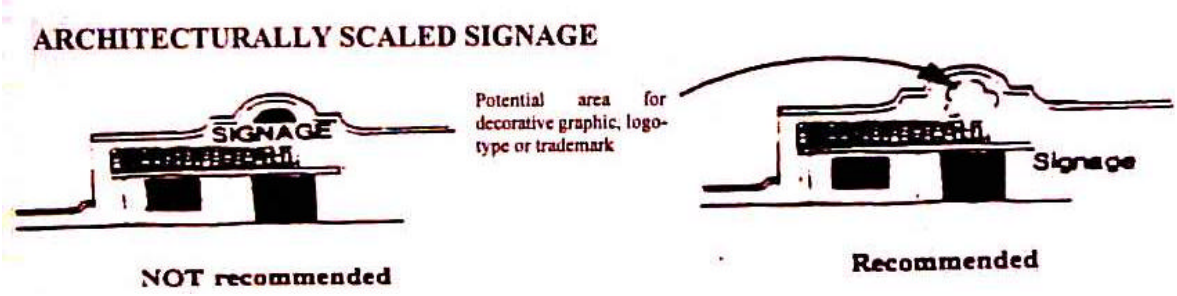
Developers with multiple businesses and tenants within a planned center are requested to establish master sign programs for the long range maintenance of the center. The Committee will insist on uniform treatment for all tenants, hence the need for a consistent program to establish selection of color, styles, sizing, sign type, illumination, construction material and message parameters.

Generally, the message should be limited to one word to allow for larger lettering and better visibility from the street. Logos are encouraged and can often provide more effective information inside the design with the use of much smaller lettering for secondary information.

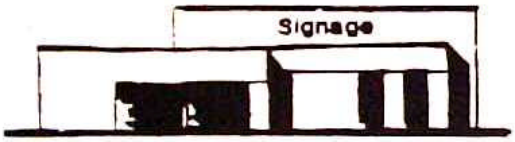
Double rows of information/messages is general discouraged as it usually results in too much information and small letters.

Some exceptions to the sign guidelines are granted to major stores because of their significant commercial draw. Major anchor tenants are usually a major store in a regional mall or they are businesses of national and regional recognition, which occupy the majority of floor area within a center attracting customers. These major stores draw added business to the satellite store improving business opportunities. However, every exception made should be carefully weighted in consideration of the desires and feelings of the smaller tenant who will feel they deserve the same treatment.

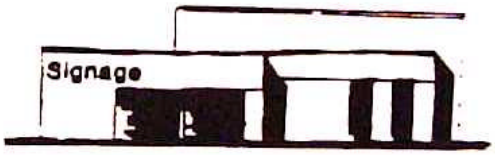
Use of color will depend upon the project theme but, normally within centers, only a few colors should be used. However, trim colors used for embellishment can vary within acceptable color combinations. Background colors should be more neutral whereas lettering can utilize more intensive colors without being objectional, particularly channel lettering.



LOCATION OF BUILDING SIGNS



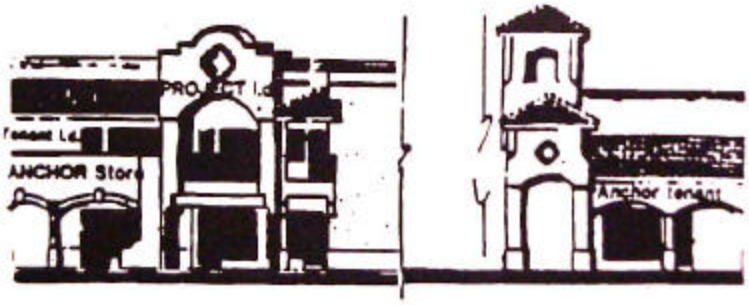
Discouraged



Encouraged

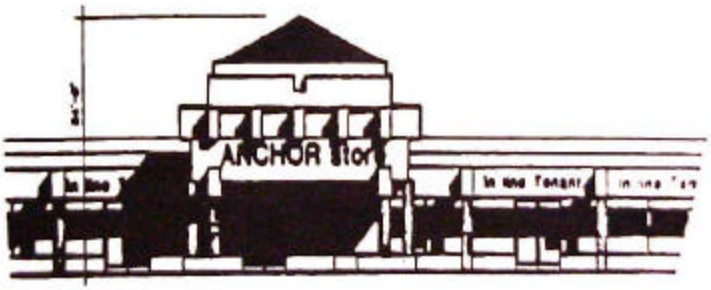
IN COMMERCIAL COMPLEXES

Signage should be directed toward lower faciae and building line, particularly for in-line tenants.



ANCHOR store should contain focal signage. THESE ARE EXAMPLES:

Architecturally compatible SIGNS



SHOPPING CENTER SIGNS

DESIGN RELATES TO BUILDING BY:

- Architecture
- Materials
- Textures
- Color
- Trim

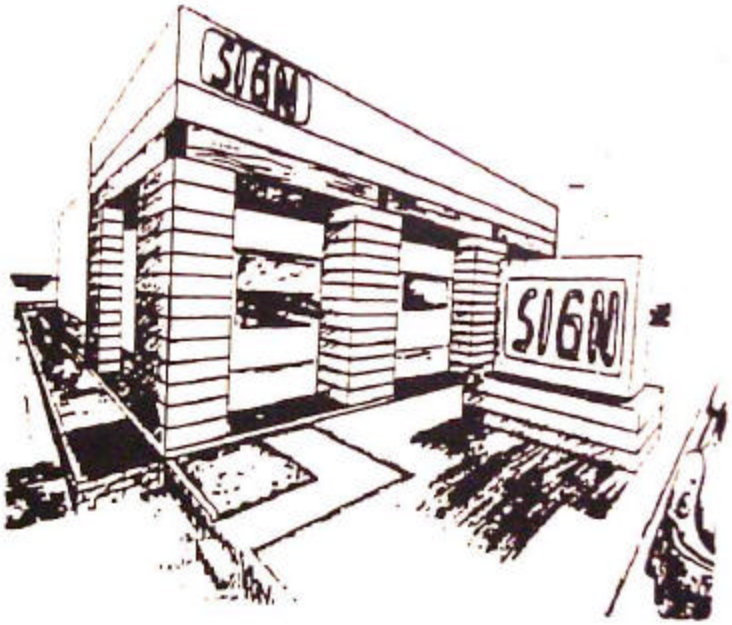
Maximum Height = 20'
Maximum Area = 50 sq. ft.

MONUMENT SIGNS

DESIGN RELATES TO BUILDING BY:

- Architecture
- Materials
- Textures
- Color
- Trim

Maximum Height = 7'
Maximum Area = 32 sq. ft.

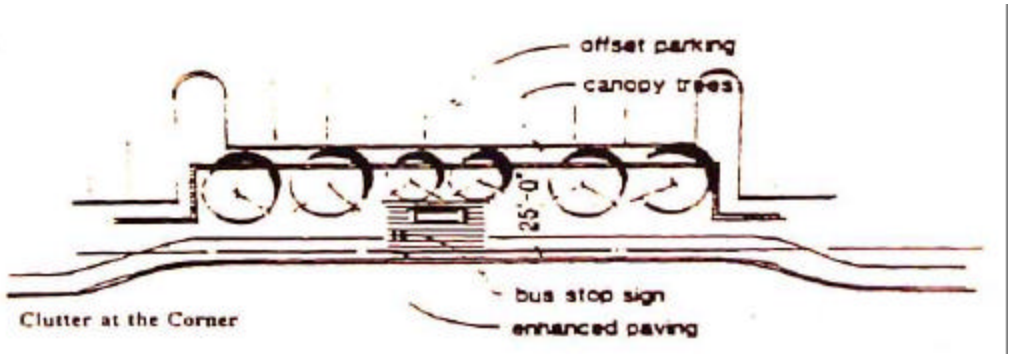


H. Bus Stops

The person waiting for a bus should be able to enjoy a basic level of comfort, protection and dignity. Therefore, at bus stops in front of large developments

a. provide an area of enhanced paving on which the shelter sits. Extend this paving all the way to the curb.

b. provide enough room behind the bus stop to allow for trees and landscaping. This may require a modification of the parking lot layout.



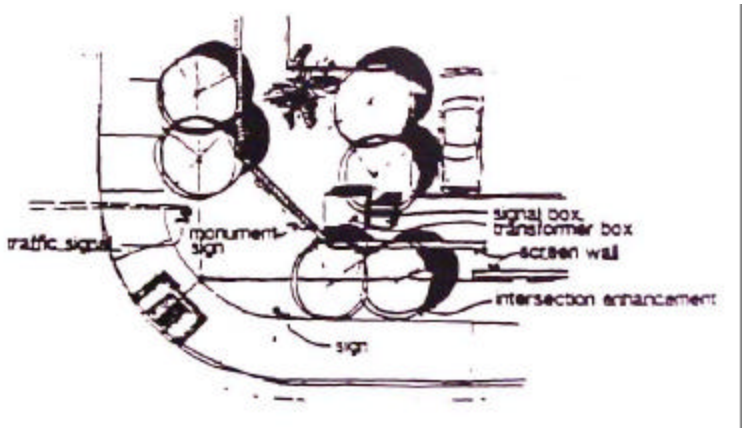
I. Clutter at the Comer

At signalized intersections the parkway gets crowded with all the paraphernalia for traffic control - transformers and signal boxes, traffic light pole, traffic directional signs; etc. In addition, the trees for intersection enhancement and sometimes the developers monument sign all fight for limited space. Therefore, whenever possible

a. locate the utility boxes behind the signal. If necessary, grant an easement to provide space.

b. cluster the signs.

c. integrate the monument sign at intersection with landscape material and tree placement.



J. Graffiti

As in many communities, graffiti has become a particular problem that is unsightly and costly to control for both property owners and local agencies. Graffiti adversely affects a business's image and increases maintenance costs. Uncontrolled graffiti can create doubts in financial sectors of the worthiness of investing in certain areas. A developer may be reluctant to incorporate quality elements or upgrades into a project where an area is perceived to have less potential for returns on their investment. Such under investing and uncontrolled graffiti affects the adjoining neighborhood. The general public may perceive an impacted area as fostering criminal activities, c reating concern and fear.

Although governmental agencies are attempting to control graffiti through social programs and code enforcement, project design can reduce opportunities offered by highly visible and large expansive walls. Through site planning and building design prominent, monotonous and expansive surface areas can be minimized. Mass should be reduced to a pedestrian/human scale, be articulated and contain a variety of smaller and meaningful design elements. For example, accessory walls could be significantly articulated and contain a variety of planes and materials. When large exposed areas are unavoidable, planting areas should be planned and sized for

placement of trees and shrubs next to walls. Climbing vines should be encouraged on walls to reduce tagging areas. The architect should also consider the building design and use of materials. Building materials should contain easy to clean surfaces (applications of anti-graffiti coatings) or be conducive to repainting. If untreated, naturally exposed walls or decorative masonry such as exposed aggregate, split face block and slumpstone block are planned then anti-graffiti treatments and/or landscape treatments are necessary design considerations.

APPENDICES

STREET TREE POLICY

APPENDIX A

Street Tree Policy

Guidelines and Specifications

EXHIBIT A

City Council Resolution 89-49 dated 06/02/89

(Amending 88-95 date 9/16/88)

City of Cathedral City, California

Section I Location:

This City Street Policy shall apply to the entire length of right-of-way of all existing and planned extensions of designated city streets or other established thoroughfares.

Section 2 Applicability/Timing of Improvement/Plan Preparation:

All proposed development adjacent to designated streets specified in Section 12, "Designated Street Trees," shall conform with the street tree planting, irrigation and maintenance standards contained therein. At the time of street improvements every owner of said adjacent development shall assure the installation of street trees and intersection enhancement (where applicable) as a condition of development approval. Where in the opinion of the City Engineer the installation of street trees is not feasible due to lack of ultimate improvements, right-of-way or proper grade, existing drainage or soil conditions, utility constraints or public safety, said owner shall deposit cash funds sufficient to cover the costs of installment of required improvement specified by this policy at a future date. Said deposit shall be made prior to development permits. Street tree plans shall be submitted in a form and manner satisfactory to the City Engineer. They may be a part of street improvement plans or plans for a concurrent development project. Street tree installation guarantees shall be submitted concurrently with public improvement guarantees.

Section 3 Tree Selection, Intersection Enhancement Areas:

The designated street tree for each affected street shall be specified in Section 12, except that in the case of designated "Intersection Enhancement Areas" a modified planting plan shall be implemented at time of development at the designated locations and designated cross streets as specified in Section 14.

Section 4 Tree Location:

A. General Criteria

Required designated street trees shall be planted in a manner specified in Section 12 commencing 100 feet from the center line intersection of said designated street and any site street and within three feet of the ultimate rightof-way line as designated by the City's General Plan (or adopted Specific Plan) except within the "Intersection Enhancement Area" pursuant to Section 14. Spacing of said designated street trees shall commence 30 feet from said enhancement area.

B. Exceptions

Deviations from the above spacing standard shall be permitted to accommodate driveways, utility appurtenances, sight distance requirements, public safety or other similar streets right-of-way constraints as deemed necessary by the City Engineer.

C. Trees/Meandering Walks

Where street trees are required adjacent to larger development sites and deviation of sidewalk alignments or configurations is directed, designated street trees should be located near the street curb provided adequate planting area and planting conditions are established to meet the growth requirements of said street tree.

D. Space to Establish Street Tree/Root Development

Where sidewalks are required adjacent to the street curb, on-site and site development plans shall be designed in such a manner as to assure that the street trees have adequate planting area (combined with the available public right-of-way parkway) to assure proper tree root development taking into consideration underground utility alignments. In certain cases, the City Engineer may require tree root guards to assure proper root development. Those trees specified as "medium" and "large" trees in Section 13 shall be installed with such root guard type devices where available planter areas are less than six feet in width.

E. Clearance from Utility/Appurtenances/Easements

Where existing /planned overhead power lines, utility lines, support structures, poles, easements of records and related appurtenances will

interfere with the designated location of required street trees in the opinion of the director of Community Development, the Director shall determine if and where a designated street tree shall be located. The determination shall be based upon the following criteria:

1. the street tree may be situated under or in close proximity to overhead lines if the Director determines that the tree's mature growth habit will not result in the tree's crown interfering with overhead lines upon maturity. The ideal separation between the mature limits of the tree's crown and the utility line will be 15 feet where feasible.

2. Where the mature height of the street tree and it's mature canopy will ultimately be within 15 feet of the overhead utility lines, support structures or related appurtenances then the designated street trees shall be situated on the adjoining property. The exact location shall be based upon the mature height and spread of the tree canopy growth habit whereby the ultimate limits of the canopy will not be within 15 feet of said lines/structures/appurtenances.

Section 5 Plant Material/Planting Specifications/Inspection

A. Plant Material specifications

All plants shall meet the minimum standards of the American Nurserymen Association, California State Department of Agriculture Regulations and be uniform in growth habit and be either local container growth or field grown material. The minimum tree size at time of planting shall be a 24 inch box tree. Washingtonia filifera (California Fan Palm) when required, shall contain a minimum eight foot tree trunk height; for Washingtonia robust

(Mexican Fan Palm) a minimum ten foot tree trunk height; and for Phoenix dactylifera (Date Palm) a minimum ten foot tree trunk height.

B. Use of Mature Plant Material

Generally, the use of older, aging, mature specimen plant material or native plants shall not be permitted unless the developer can provide assurances/guarantees that such transplanted material will survive. Therefore, prior to City approval for use of native plant material; plant material in 48 inch box containers or larger; bare root plant material; Palm Tree species (measuring greater than 15 feet from base of tree to the beginning of the tree crown); or Palm Tree species (including Date Palms) estimated to be older than 20 years each; individual specimen plants shall be certified by a licensed landscape architect or professional

arborist/horticulturist that said plant is vigorous and in a healthy growing condition capable or being successfully transplanted to the proposed site and likely to survive such transplanting. Further, the developer shall deposit a refundable cash guarantee with the City for a minimum period of two years to guarantee replacement of said specimen plant material (in the event that it dies, declines or fails to grow) to the satisfaction of the City Engineer.

C. Planting/Installation Specifications/Inspections

All trees shall be planted in accordance with the design standards established in Sections 12, 13, 14 herein.

Further, all plant material shall be installed in accordance with established planting standards administered by the City and in accordance with the approved plans and project specifications.

All work shall be inspected upon completion by the City Engineer or his/her designee prior to City acceptance/approval of work done. Work requiring correction shall be reinspected.

The City Engineer may also require, at the developer's expense, that the work be inspected and approved by an independent licensed landscape architect or professional arborist horticultural specialist. The scope of inspection may include the examination of the plant material at the source of its origin and preparation of said materials for shipping and transporting and any interim storage arrangements.

Section 6. Irrigation

Each tree shall be irrigated individually with a low flow, automatically timed irrigation system designed for water conservation utilizing such features as drip lines or bubbler heads, including the preparation of a watering well where required by the City Engineer to assure deep root development. Said irrigation system shall be designed to accommodate minimum modification in the event the City elects to accept irrigation and maintenance responsibilities.

Section 7. Uplighting

Uplighting shall be installed for each individual tree where required in Section 12 to the satisfaction of the City Engineer and shall be installed in a manner to accommodate minor modification in the event the City elects to accept said lighting system. Said system shall contain an independent automatic timer for the street trees. Said lighting fixtures shall be installed flush with the final parkway grade. Each

fixture shall contain a 150 watt incandescent lamp or energy efficient fixtures achieving equivalent lumens.

Section 8. Encroachment Permit

Encroachment permits shall be obtained for all installations associated with this policy to the satisfaction of the City Engineer prior to the commencement of any installation work.

Section 9. Maintenance Responsibilities

All trees and related improvements shall be maintained by the abutting property owner. All trees shall be properly watered and fertilized to assure a healthy and normal growth pattern. All street trees shall be trained, trimmed or pruned to encourage its natural growth habit. Any other specific pruning of shaping request must be first authorized in writing the by City Engineer. However, a minimum 8 foot branch clearance (measured vertically) shall be maintained along sidewalks. Branches/canopy structures above all vehicular travelways shall be maintained to achieve a minimum vertical 15 foot clearance. However, emergency trimming or removal will be authorized in event of an emergency affecting public health and safety.

Section 10. Parkway Ground Cover

In addition to street trees, the City encourages the establishment and maintenance of an attractive parkway to include shrubs, ground cover or other architectural/landscape elements as may be approved through site plan review. Said plantings and improvements shall be in conformance with any official design guidelines as may be adopted by the Planning Commission or City Council.

Section 11. Tree Removal

No street tree shall be removed without the City Engineer's consent. The adjacent property owner shall be responsible for the maintenance of each tree, consistent with the City Engineer's Street Tree Maintenance Program. All destroyed or dying trees shall be replaced by the property owner, sizing of said tree to meet the minimum standards of this policy. Annual maintenance arrangements between utility entities and the City Engineer's Office may be established to permit a routine tree trimming maintenance program within designated utility corridors to maintain utilities free and clear of obstructions.

Section 12. Designated Street Trees

All development adjacent to the following streets shall incorporate within the development plan designated street tree/parkway theme as follows:

SCENIC ARTERIALS (Per City's General Plan)

East Palm Canyon Drive:	California Fan Palm formal spacing at 30-50 feet on center with uplighting. Date Palms shall be incorporated at major project entry drives.
Date Palm Drive:	California Fan Palm formal spacing at 30-50 feet on center with uplighting. Date Palms shall be incorporated at significant project entry drives. Mexican Fan Palms may be utilized within front yard planting areas outside right-of-way as secondary highlight plantings to accentuate buildings or other site enhancements. Placement of Mexican Fan Palms and Date Palms shall be outside the location of overhead power transmission lines planned to remain.
DaVall Drive:	Jacaranda, regular spacing at 30-40 feet on center as overall planting program provided that occasional Jacaranda clusters are permitted. Date Palms shall be incorporated at major project entry drives. Clustering of Mexican Fan Palm clusters are permitted adjacent to the right-of-way to accentuate buildings or other sight enhancements.
Gerald Ford Drive:	Mexican Fan Palm shall be predominant species located in clusters spaced approximately 100 feet apart. On major residential or commercial projects, formal double rows of Date Palms spaced 30 feet on center shall be utilized as street side planting supplemented by on-site canopy trees for backdrop purposes such as Ficus, Jacaranda, Carob, Pines and other similar canopy trees utilized by other projects in the area.
Cathedral Canyon Drive:	Mexican Fan Palm to be spaced either on a regular basis (30-40 feet on center) or in clustered effect. Plantings can be mixed with Ficus, Pines, African sumac or California Pepper Tree as secondary tree

	plantings.
Dinah Shore Drive:	Ficus (F. tetusa nitida - Indian Laurel Fig) with average spacing of 40 feet on center. Pruning to maintain 10-15 feet clearance from overhead power transmission lines permitted, but restricted to maintaining natural-like shape and mature form and canopy structure.
Ramon Road:	The principal street tree shall be Jacaranda, with spacing of 35-45 feet on center with lighting. In addition, clusters of either Mexican Fan Palm, California Fan Palm or Date Palms utilized for highlighting project entries or architectural features are encouraged. In addition, Crepe Myrtle, Bottlebrush, Brazilian Pepper Tree, Pine or contrasting or seasonable flowering trees are encouraged on-site as accent backdrop trees immediately behind the parkway.
Vista Chino Road:	The predominant street tree shall be Mexican Fan Palm, either regular spacing (30-40 feet apart) or clusters provided that other contrasting canopy trees are utilized to provide variety including use of African Sumac, California Pepper Tree, Eucalyptus (provided variety has light canopy structure to reduce potential wind damage) and Palo Verde. On major projects with frontages in excess of 1/4mile, other landscaping themes can be established provided major use of Mexican Fan Palm is utilized.
Palm Drive:	Date Palms spaced 35-50 feet on center with uplighting. Major project entries may include contrasting Palm species for highlight and focus. Secondary on-site use of canopy trees including Ficus, African Sumac, California Pepper within parking areas and front yard are encouraged.
Varner Road:	Date Palms space 35-40 feet on center. Contrasting use of California Fan Palm at street comers and major project entries required. At street corners, California Fan Palm to be planted in clusters averaging 25 feet on center for first 100 feet from center line of said side street intersection.

Interstate 10:	Clusters of Date Palms and California Fan Palms are encouraged to create informal grove effect enhancing presence of intersection with Date Palm Drive and Palm Drive. Use of Palo Verde trees recommended in fringe areas or transition areas blending into native desert setting.

OTHER CITY ARTERIALS

Landau Boulevard:	African Sumac spaced informally on an average center of 30-45 feet. Clustering also permitted. Secondary trees for accent or variety permitted including use of Palms (if placed outside of overhead transmission lines), California Pepper Tree, Brazilian Pepper Tree and Eucalyptus (if light canopy structure and outside of overhead transmission lines). Canopy trees encouraged for backdrop immediately adjacent right-of-way.
Perez Road:	Principal tree to be Mexican Fan Palm in clusters, 80-feet on center. Secondary trees to include African Sumac, Silk Tree and Ficus.
30th Avenue:	Date Palms, 35-40 feet on center (minimum one tree per single family lot).
Santoro:	Ficus nitida retusa spaced 35-40 feet on center.
Mountain View:	Date Palm, spaced 35-40 feet on center.
Tamarisk Road: (to parallel north side of I- 10)	Date Palms, spaced 35-40 feet on center.
D Street:	Ficus nitida retusa spaced 35-40 feet on center.
Edom Hill Road:	Bottle Tree spaced 30-40 feet on center, clustering permitted provided overall average spacing maintained.
Los Gatos Road: (east of Date Palm Drive)	Date Palms spaced 35-45 feet on center.

Terrace Road:	Informal plant palette with principal trees of California Fan Palm, Pine, Palo Verde and African Sumac average two trees per residential lot. California Fan Palm and Pine not to be placed under local power distribution lines.
Van Fleet Avenue:	Date Palms 30-40 feet on center with uplighting.

Section 13. Street Trees for Non-Designated Streets

Required landscaping for developments or uses not located adjacent to a designated street specified in Section 12, "Designated Street Trees," or Section 14, "Intersection Enhancement Areas," shall incorporate street trees based upon the following list of acceptable trees. The City Engineer may allow deviations from the list where it can be found that such tree will not adversely affect the public right-of-way:

SMALL TREES

15-25 feet
Planting radius from tree trunk: 3 feet
Sidewalk height clearance: 8 feet

The following trees are permitted within the public right-of-way provided they are spaced at least 15-25 feet on center, are planted within a planting area which contains at least a 3 foot minimum radius area around the tree trunk and are trained and pruned to achieve and maintain a minimum 8 foot vertical clearance between the sidewalk grade and the tree branch structure above the sidewalk grade:

Lemon Bottlebrush - California lancealatus
Weeping Bottlebrush - Callistemon viminalis
Palo Verde - Cercidium. Floridurn
Smoke Tree - Dalea spinasa
Russian Olive - Eleagnus angustifolia
Crape Myrtle - Lagerstroemia indica
Oleander - Nerium oleander - trained as a tree (not permitted at street comer)
Jerusalem Thom - Parkinsonia aculeata
*African Sumac - Rhus lancea
Desert Willow - Chilopsis linearis
Chinese Jujube - Zizyphus jujuba
Sweet Acacia - Acacia farnesiana
Queen Palm - Cocos plumosa
Mexican Blue Palm - Brahea armata

Brazil Butia Palm - Butia capitata
Saguaro - Canegiea gigantea
Featherbrush -Lysiloma thornberi
Mesquite - Prosopis chilensis
Evergreen Pear - Pyrus kawakamii
Windmill Palm - Trachycarpus fortunei
Chaste Tree - Vitex agnus castus
Orchard Tree - Bauhinia variegata.

MEDIUM TREES

25-40 feet
Planting radius from tree trunk: 4 feet
Sidewalk/Street height clearance: 8-15 feet

The following trees are permitted within the public right-of-way provided they are spaced at least 25-35 feet on center, are to be planted within a planting area which contains at least a 4 foot minimum radius area around the tree trunk and are trained and pruned to achieve and maintain a minimum 8 foot vertical clearance between the sidewalk grade and the tree branch structure above the sidewalk grade and a minimum clearance within the street travelway of 14 feet between the street travelway grade and the tree branch structure:

*Baily Acacia - Acacia baileyana
Silk Tree -Albissia julibrissen
Bottle Tree - Brachychiton populneus
Weeping Bottlebrush - Calisteman viminalis
Blue Palo Verde - Cercidium floridum
Leyland Cypress - Cupressocyparis leylandii
Arizona Cypress - Cupressus glabra
Italian Cypress -Cupressus sempervirens
Silver Mountain Gum -Eucalyptus pulverulenta
Desert Gum - Eucalyptus rudis
Red Ironbark - Eucalpytus sideroxylon
Gum -Eucalyptus microtheca
Gum - Eucalyptus cinera
Red Cap Gum - Eucalyptus erythrocorys
Lemon Scented Gum - Eucalyptus citriodora
Flaxleaf Paperbark - Melaleuca linarifolia
Cajeput Tree -Melaleuca quinque nervia
Jerusalem Thom -Parkinsonia aculeata
Carolina Laurel - Prunus carolineana
Holly Oak - Quercus ilex

Brazilian Pepper Tree - Schinus terebinthifolius
Western Catalpa - catalpa speciosa
Honey Locust - Gleditsia triacanthos variety
Southern Magnolia - Magnolia grandifolia
*Date Palm - Phoenix dactylifera
Mt. Atlas Pistache - Pistacia atlantica
Chinese Pistacia - Pistacia chinesis
Chinese Evergreen Elm - Ulmus parvifolia
California Fan Palm - Washingtonia filifera
Mexican Fan Palm - Washingtonia robusta

LARGE TREES

40 feet and higher

Planting radius from tree trunk:	6 feet
Sidewalk/Street height clearance:	8-15 feet

The following trees are permitted within the public right-of-way provided they are spaced at least 30-40 feet on center, are to be planted within a planting area which contains at least a 6 foot minimum radius area around the tree trunk and are trained and pruned to achieve and maintain a minimum 8 foot vertical clearance between the sidewalk grade and the tree branch structure above the sidewalk grade and a minimum clearance within the street travelway of 15 feet between the street travelway grade and the tree branch structure:

*Blackwood Acacia - Acacia melanoxylan
Australian Pine - Casuarina cunninghamiana
Horsetail Tree -Casuarina equisetifolia
Atlas Cedar - Cedrus atlantica
Carob Tree - Ceratonia siliqua
Leyland Cypress -Cypressocyparis leylandii
Arizona Cypress - Cupressus, glabra
Italian Cypress - Cupressus sempervirens
Indian Laurel Fig - Figus retusa nitida
Red Gum - Eucalyptus camaldulensis
Dwarf Blue Gum - Eucalyptus globuls "Compacta"
White Ironbark - Eucalyptus leucoxylon
Silver Dollar Gum - Eucalyptus polyanthernos
Desert Gum - Eucalyptus rudis
Manna Gum - Eucalyptus viminalis
Peppermint Gum - Eucalyptus nicholii
Silver Oak - Grevillea robusta
*European Olive - Olea europaea "Fruitless"

Aleppo Pine - Pinus pinea
Italian Stone Pine - Pinus pinea
Mondel Pine - Pinus brutia eldarica
Holly Oak - Quercus ilex
California Pepper Tree - Schinus molle
Peruvian Pepper Tree - Schinus polygamous
Sawleaf Zelkova - Zelkova serrata
London Planetree - Platanus acerifolia (Citrus variety)
Jacaranda - Jacaranda mimosifolia

*Trees are recommended to be depollenized yearly to reduce pollen count and fruit production.

Section 14. Area Specifications, Intersection Enhancement

The following areas and cross streets shall contain intersection enhancement improvements at the time of development of abutting properties.

A. Date Palm Drive and:
Varner Road
Vista Chino Road
30th Avenue
McCallum Way
Ramon Road
Cathedral City Community Park Entrance (planned in the vicinity of Ortega Road)
Dinah Shore Drive
Gerald Ford Drive
Perez Road
East Palm Canyon Drive

B. Ramon Road and:
Landau Boulevard
Cathedral Canyon Drive
Santoro Drive (extended)
DaVall Drive

C. Vista Chino Road and:
West City limits
Landau Boulevard
East City limits

D. Dinah Shore Drive an

West City limits
Cathedral Canyon Drive
Plumley Road

East City limits

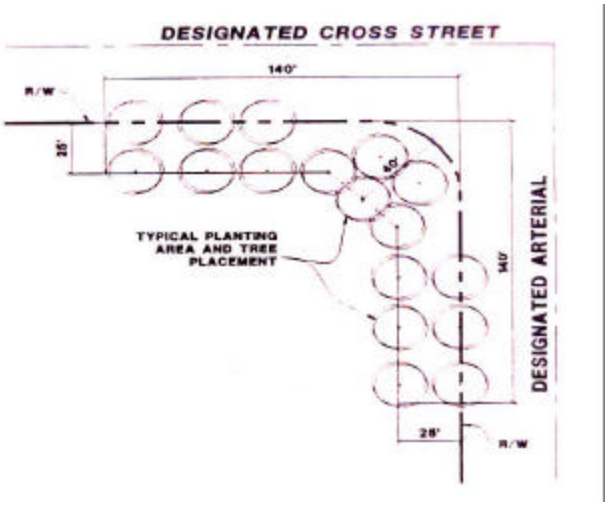
E. Gerald Ford Drive an
DaVall Drive

F. Perez Road and:
East Palm Canyon Drive

G. East Palm Cmyon Drive and:
West City limits
Cathedral Canyon Drive
Van Fleet Avenue
East City limits

H. Varner Road and:
Edom Hill Road
Mountain View Road

With said "Intersection Enhancement Areas," appropriate landscaped planting areas shall be set aside for permanent use as an enhanced landscape area. Phoenix damlife (Date Palm) shall be utilized as the principle street tree within said "Intersection Enhancement Areas." Said tree shall also be utilized within said landscaped parkway on th~ development site. A minimum of 17 Phoenidaciylifer (Date Palm) shall be planted as generally depicted in following illustration," with tree spacing approximately 25 feet on center. The City Engineer shall determine final placement of trees, grade and planting theme. Where existing site configurations do not permit full development of an "Enhanced Intersection Area," the City Engineer may allow deviation in the number, spacing and configuration of said Date Palms.



APPENDIX B

EAST PALM CANYON DRIVE CORRIDOR STUDY

The goal of the East Palm Canyon Drive Corridor Development Report is to create a balanced and unified desert business community or the Downtown Area. This is achieved through implementation of the Land Use/Circulation Plan and application of the Design Policies. Although the components of the balanced community will be established by the Land Use and Circulation Plan, the image and visual quality of the Downtown Area will be developed through the Design Policies. The following design components will be the basis of consistent and unified image of the desert business community.

Architectural Sjyle

All buildings within the Downtown Area will be consistent with the desert architectural style and reviewed by the Design Review Board. This style will enhance the City's desert community theme and will help to bring about the village characteristics of the Downtown Area. The characteristics that will achieve this style are as follows:

- Desert color schemes that shall unify the architecture of the Downtown Area, i.e., all basic building areas to be preselected off white or light beige, with bold use of accent color walls, playful, yet sophisticated.

- Emphasis on low horizontal earth hugging structures punctuated by vertical accents when necessary.

- Emphasis on the use of shade and shadows for composition. Overlapping of building masses with various heights to provide relief and shadow play on wall surfaces.

- Use of low screen walls encouraged to help with the layering of building names.

- Use of deep overhangs, thick walls, recessed windows.

- Use of textured and attractive roofscapes while discouraging surface applied mansard roof elements.

- Use of heavy trellis elements to create shade and relief.

- Use of theme structures and public improvements to reinforce architectural theme in Downtown Core.

- Signage when appropriate shall be integrated into architectural elements.

- Use of ceramic tile accents.

- Solid color awnings will be used to shade windows where existing structures do not permit deep overhangs.

Colors and Materials

The colors and materials are to complement the architectural style and enhance the desired image of the Downtown Area. The following are selected for overall effect, continuity and sophistication. Colors or materials used for extraneous design themes such as "English Tudor," "Cape Cod," "Barnyard," will not be allowed. Theme designs allowed with approval are "Desert ... .. Authentic Spanish," or "Santa Fe."

- Building materials shall be predominantly desert related such as stucco, textured concrete, adobe bricks, local desert rock and heavy timber.

- Ceramic tile accents in solid colors, not patterns, shall be discouraged.

- Exposed roofing materials shall be limited to natural desert type materials such as terra cotta clay tiles or concrete shakes in earth colors only. Glazed or painted roof tiles and wood will not be allowed.

- Approved plaster textures include medium dash, smooth steel trowel finish and any other textures with approval. *Textures such as "Spanish Lace " will not be approved*

- Reflective glass is discouraged. Glass block is encouraged.

- Metal siding as a predominant building material is not allowed.

- Limit use of materials on new or remodeling projects to combinations of glazing with solid vertical or horizontal elements, exterior plaster over light frame construction, masonry and concrete (poured-in-place panels or tilt-up). The type of materials selected should reflect functional as well as aesthetic requirements, construction economies and thermal qualities.

- Materials should be used consistently on all facades of a building. Different colors or textures should be considered to break up large wall areas.

- Consistent use of desert colors to unify architecture, adding character. Predominant use of off whites, beiges and light peaches as basic building colors.

- Use of bold accent colors such as dark peaches, pinks, blues, blue greens, terra cotta,

- greens, etc. to accentuate building design in smaller amounts is encouraged. Avoid busy ornamentation with color.

Building Criteria

- The buildings shall be oriented toward pedestrian activity areas such as plazas and courtyards to enhance the village commercial atmosphere. The entries should be easily identifiable and courtyards and plazas will serve to meet this requirement. Buildings shall be oriented to avoid visually unpleasing areas.

- For new construction or remodeling, all building heights, mass and form shall be compatible with existing or similar uses.

- All buildings shall be developed according to the setback criteria outlined in the Cathedral City Zoning Ordinance.

- All buildings in the Downtown Core shall be consistent with the surrounding area in materials, colors, style and general architectural expression to promote continuity.

- Architectural projections and mechanical equipment shall be screened or be integrated into the building through similar architectural treatments.

Landscape

Landscaping shall be encouraged as a means of enhancing the image of the Downtown Core while offering relief from the affects of the desert climate. The use of shade trees, plantings and pedestrian spaces shall be integrated with building design criteria. Planting and berming shall be used to reinforce the circulation network and screen unsightly features open to views from the road as well as separate incompatible land uses from visual pollution and traffic noise.

- Plaza areas shall be created for the use and enjoyment of business customers, employees and pedestrians while enhancing the village atmosphere.

- Seating areas shall be provided to accommodate a number of people.

- Plaza area design and site planning shall minimize security and maintenance difficulties.

- Landscape features within plaza shall identify the plaza area and shall integrate with adjacent plantings and structures.

- Owners/Developers should assess any existing any existing conforming landscape adjacent to their property and whenever possible, reinforce and complement that

character.

- Detailed landscape plans are to be prepared by a licensed landscape architect for each individual project.

- Owners/Developers must submit landscape plans to the Design Review Board for review/approval prior to installation.

- Every site improved with a building or other substantial structure shall be landscaped.

- Landscape plans submitted shall show the type, spacing and size of plant material.

- Plant materials utilized shall be of a type as to not create a nuisance and maintenance burden.

- Areas adjacent to public rights-of-way wall be landscaped through the use of planters and/or in ground methods as appropriate.

- Landscape areas should not block views at intersections.

- Grade changes shall be utilized where appropriate to create interest, separate uses and screen service elements,

- Walls and fences shall be similar in material and color to adjacent structures. No chain-link fencing shall be permitted.

- All areas requiring landscaping shall require the installation of a permanent automatic irrigation system to ensure proper plant growth.

- The responsibility for maintenance of landscaped areas shall be stated on the landscape plans submitted to the Design Review Board.

- The method of maintenance proposed shall be a condition of approval for the project submitted.

Streetscape

All street furnishings proposed must be approved by the Design Review Board to ensure compatibility with the Downtown design image.

In the Downtown Area, the introduction of streetscape elements should be part of a coordinated system that consolidates and simplifies the number of different elements while providing consistency and continuity.

- Seating shall be located in areas requiring waiting and resting. Typical examples are near major walkway intersections, at bus and tram stops and in plaza areas where possible viewing or relaxing activities can occur.

- The location and placement of signs shall relate to the architecture of a building or to pedestrian and vehicular movement. Directional and informational signs shall be positioned for high visibility and installed in a consistent relationship to the roadway, walkway or building they serve.

- Building signs are necessary for the fimetional purpose of business identification or advertising. Signage on business establishments shall be restricted in size, shape, style, color and location so that an orderly appearance results rather than the confusion of loud, competitive signs.

- Signage shall be tastefully designed; good use of representational graphics, logos, colors and typeface should make up for the lace of immense size. Sign cans shall be discouraged.

- Public signs indicate the location of major destinations within the study area, direct motorists as well as pedestrians to activity areas and help identify entry key points. The majority of these elements shall be located in the public right-of-way and will be installed and maintained by the City.

- Entry Point Identity signs shall be used at key intersections that make entrances or "gateways" into the Downtown Core or the city.

- Outdoor advertising signs, billboards, roof signs, roof bulletins and wall bulletins shall not be permitted.

- Signage adjacent to residential areas shall be discouraged.

- A plan of all signs shall be reviewed by the Design Review Board.

Lighting

Exterior lighting performs a number of functional uses that relate to the nighttime safety and path finding. The design of outdoor lighting reflects the appropriate image, character and scale of an area. While lighting should be efficient and economical, it should contribute to sense of orientation and security.

- Lighting fixtures shall be compatible with the surrounding area.

- Lighting shall be used to enhance aesthetic quality as well as safety.

- Avoid placement of light fixtures that will directly light into adjacent structures or cause glares that may inhibit drivers.

Parking Areas

Parking is one of the most dominating and visually disruptive elements within the Downtown Area. While provision of convenient parking facilities is essential, appropriate site planning and design treatments should reduce the negative impact of parking on the retail and pedestrian environment as well as minimize parking requirements and land coverage where possible.

- Locate off-street parking convenient to building entrances. Where appropriate, consider important views or desired street orientation in planning parking location.

- Avoid "dead end" parking lots and use screening elements such as landscaped berms to reduce negative visual impact of parking lots.

- Wherever possible, prove maximum circulation by using parking layouts with 90 degree spaces and two-way traffic.

- To minimize conflicts with street traffic, keep entrances and exits to a parking lot at a minimum and at least 50 feet from street intersections.

- Provide trees and berms to enhance the visual quality of parking areas.

- Avoid parking directly adjacent to buildings; maintain landscaped or pedestrian separation of at least 20 feet whenever possible.

- Group compact parking spaces to create planter areas for trees and landscaping. This type of approach in existing lots will help maintain needed parking yet visually enhance parking areas.

- Parking lot lighting should be provided for nighttime illumination. Poles should be located out of the way of traffic aisles and parking stalls and in the center or side of islands protected by curbs.

DISPOSITION TABLE

CASE #	DATE	DESCRIPTION
89-1	11/01/89	Amending guidelines pertaining to signage.
90-2	11/01/90	Amending guidelines pertaining to information in signage.
91-3	04/15/91	Amending guidelines pertaining to Police Department review and shopping center signs.
92-4	09/18/92	Amending guidelines pertaining to powerlines, street trees, graffiti and handicapped access.
93-5	06/01/93	Amending guidelines pertaining to building colors.