DESIGN GUIDELINES MANUAL

GOLDEN STATE CORRIDOR
ECONOMIC DEVELOPMENT
INFRASTRUCTURE IMPROVEMENTS

September 2011

Quad Knopf

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CHAPTER 1
BACKGROUND

1.1 INTRODUCTION AND PURPOSE

The Golden State Corridor Design Manual is designed for the benefit of the cities, their residents, their business communities and the region as a whole. The use of this Manual enhances the character and sense of place along the Corridor while reconnecting to its historic past. In order to maintain the Corridor as an important gateway, a commercial and employment destination point, and a tourism draw, the Fresno Council of Governments (Fresno COG) has identified the need for 14.2 miles of improvements and enhancements.

The Highway 99 Task Force (established in December 2004 in cooperation with the Great Valley Center, Scenic California, Scenic America, and Collaborative Economics organizations) stated "While State Route 99 has been the key economic and transportation corridor of the San Joaquin Valley, it also represents a common thread of history and culture to the people and communities of the region."

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The purpose of the Golden State Corridor Design Manual is to provide guidelines that promote quality design along the Golden State Corridor connecting the cities of Fowler, Selma, and Kingsburg, in Fresno County, California. The design Manual is intended to:

- encourage the design of new development that strengthens the physical character and image of the Corridor;

- support the value of property and quality of development, building design, landscaping, and signage without discouraging creativity and flexibility in design;
- promote the preservation of the Corridor's potentially historic features;
- encourage or require sustainable/green "design" approaches to new development because of the benefits from reduced energy consumption, emissions, use of natural resources, and waste as well as promoting a healthier environment and compliance with regulatory requirements;
- permit safe and convenient transportation access and circulation for motorized and non-motorized vehicles as well as for pedestrians; and,
- provide guidance and direction to future design and construction plans within the Corridor right of way.

By using the Design Manual, regulators and developers will create a sense of continuity and unify the entire Corridor from the northern to the southern boundaries and from both sides of Golden State Corridor to each City's respective downtown. However, the guidelines are flexible enough to allow each City along the Corridor to express their individual identities. When a visitor, resident or employee enters the Corridor from any gateway, they should realize they have entered a special place

with many activities and services. Good design and location of buildings, building facades, design details, plantings, walkways, plazas, parking, methods of screening unsightly views, and framing or preserving pleasant or historic ones, are all addressed in the guidelines.

Spaces must be pedestrian friendly before individuals will be enticed to leave their vehicles. Retail and commercial businesses and services should be close to one another where possible and people should feel comfortable while strolling around them. The cities along the Corridor already have many good examples of the type of development that encourages people to walk and spend time. The downtown areas of each community are pleasant, well-conceived, convenient, and walkable and the standards set forth in this Manual emphasize these amenities while stressing the Corridor's desirability as a destination point.

Ideal streetscape design includes building fronts facing the street, parking behind or to the side of buildings with adequate access, way finding, and screening and crosswalks textured either with brick pavers or stamped and colored concrete. Future development and redevelopment along key areas of the Corridor need to incorporate similar design features.

Not all areas are able to, need to, or should have the same level of pedestrian amenities. Industrial areas, large commercial developments, and open space and agricultural areas do not require the same or similar pedestrian amenities that are called for in the more urban environments of Whitson Street in Selma, Simpson Street in Kingsburg, and the realignment of Golden State Corridor to 8th Street in Fowler.

1.2 DESIGN MANUAL ORGANIZATION

This document is divided into five chapters and an Appendix:

Chapter 1: Background
Chapter 2: Context
Chapter 3: Guidelines for Adjacent Properties
Chapter 4: Guidelines for Corridor Right of Way
Chapter 5: Conclusion/Next Steps
Appendix

Chapter 1—Background provides the user with information for the purpose of this Design Guidelines Manual and identifies the organization of the Manual, including the contents of each chapter.

Chapter 2—Context This chapter includes the following information:

- The Corridor's significance in the region and in this area of Fresno County;
- A summary of the vision and goals and objectives of the precursor to this document – the 2003 "Community Vision for the Golden State Corridor";
- An updated list of goals and objectives that both builds on the Community Vision and considers recent improvements that have occurred in the Corridor cities as well as new state legislation adopted since 2003;
- An historic timeline of events related to the Corridor;
- A list of "character-defining features" that distinguish this section of roadway from other roadways in the state and the nation; and
- A description of the seven "sectors" into which the Corridor is divided.

Chapter 3—Guidelines for Adjacent Properties includes guidelines in written format with graphic illustrations and images for clarity, depicting preferred and prohibited examples.

The Design Manual establishes guidelines for each of the land use types along the Corridor: Urban Districts, Commercial Activity Nodes, Industrial Corridors, and Agricultural and Open Space Preserves.

The Urban Districts guidelines showcase each City's unique identity and character and serve as an extension to each downtown core's design theme. Guidelines for Commercial Activity Nodes and Industrial Corridors include a variety of standards applicable to all similarly designated prerequisites within the Corridor.

Chapter 3 also establishes guidelines for:

- Old or abandoned roadside businesses Vehicular, pedestrian, and bicycle access
- Landscaping
- Solid masonry screen walls
- Outdoor lighting and street furnishings
- Signage and Lighting
- Green design

Chapter 4— Guidelines for Corridor Right of Way provides guidance to future design and construction projects within the Golden State Corridor right of way. They are intended to inform designers who will continue the work started with the 30% design plans.

Chapter 5—Conclusion/Next Steps recommends the next steps in creating a trademark and historic identity for the Corridor that range beyond the scope of work of this Design Guidelines Manual. It also recommends locations of public transit and transit oriented development, the potential for 'Greenroads' certification, and procedures for each city to formally adopt these Guidelines.

The **Appendix** includes the following sections:

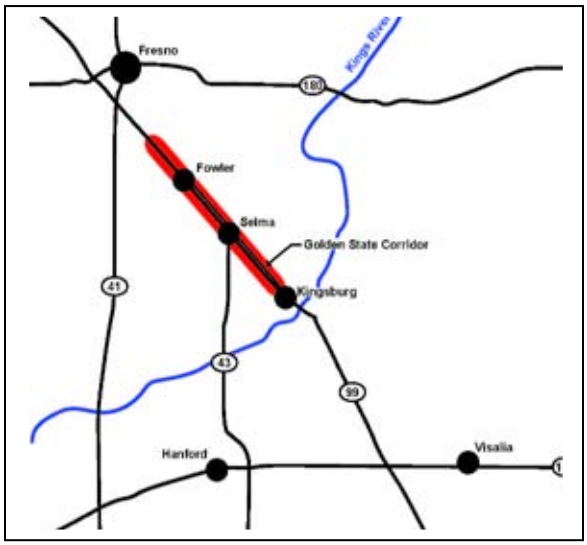
- Definitions (Glossary) for words contained in this document
- Other plans and policies that influence many of the decisions that went into determining guidelines that do not conflict with adopted standards
- A Recommended Plant Palette that consists of drought-tolerant landscaping and trees with low allergen potential and high carbon storage and pollution filtering potential
- A copy of the "SR 99 Highway Beautification Overlay District".

CHAPTER 2
CONTEXT

2.1 REGIONAL CONTEXT

The Golden State Corridor is located between the cities of Fresno and Kingsburg in Fresno County. Fresno County is in the heart of California's Central Valley, 120 miles north of Bakersfield, approximately 175 miles east of the Bay Area, and 175 miles south of Sacramento.

The northern gateway to the Corridor is located



approximately six miles southeast of downtown Fresno at American Avenue and the southern gateway is located approximately 1.3 miles from the Kings River at Mission Street in Kingsburg. The Corridor can be accessed from multiple points via SR 99, which provides access to many central California communities such as Bakersfield and Visalia to the south and Modesto and Merced to the north. Interstate 5 is located 50 miles west and provides freeway access from throughout the state. Kings Canyon and Sequoia National Parks are located fifty miles east of Fresno and receive more than 1.6 million visitors annually.

2.2 LOCAL CONTEXT

This area of Fresno County currently enjoys a number of seasonal events. Corridor improvements and enhancements "paired" with these events could help create expanded tourism opportunities, need for lodging and restaurants, growth of boutique style shops and similar businesses (i.e., antique shops, wineries, souvenirs, art galleries, coffee shops, additional produce markets, bike shops, and shops selling locally made goods). Seasonal tourism draws include the Blossom Trail, Fruit Trail, and the Citrus and Fall Foliage Trail for a year-round spectrum of events. The Design Manual proposes to tap into and supplement these celebrations.

Blossom Trail: The blossom season begins in February and runs through mid-March with a 62-mile, self-guided driving tour that displays the colors and fragrances of groves, orchards, vineyards and wildflowers of the towns of Fowler, Selma, and Kingsburg as well as the neighboring communities of Reedley, Orange Cove, Parlier, and Sanger.

Fruit Trail: During May to September, the County celebrates the fruit harvest with the Fresno County Fruit Trail, and visitors can purchase the fresh-from-the-tree-and-vine produce at farmers' markets and farmstands throughout the cities of Fowler, Selma, and Kingsburg and the neighboring communities of Reedley, Orange Cove, Parlier, and Sanger. The "Community Vision for the Golden State Corridor" prepared in April 2003 by Chabin Concepts identified over 200 companies that advertise plant tours, mostly related to the agriculture industry.

The Citrus & Fall Foliage Trail: The rich display of fall color begins in November and often continues through to January. Simultaneously, the fresh fall harvest of many citrus crops is sold at the farmers' markets and farm stands dotted along the Fresno County Fruit Trail.

2.3 GOLDEN STATE CORRIDOR VISION

2.3.1 Vision

The "Community Vision for the Golden State Corridor", adopted in 2003, is timeless. The vision for the Corridor continues to be: "*The Golden State Corridor is a safe and inviting place that provides employment opportunities for workers and residents of the Corridor communities. The Corridor is designed to complement our downtowns, protect our natural environment, and respect our agricultural heritage.*"

2.3.2 Goals and Objectives

A goal describes the future desired outcome that the improvements and enhancements to Golden State Corridor proposes to accomplish. A goal provides direction and focuses on ends rather than means. Objectives are clear, specific, measurable, and time-limited statements of action that when completed will move towards achievement of the goal. Following are the proposed goals and objectives for Golden State Corridor.

Goal 1: Establish the Golden State Corridor as special place and create a unique brand.

Objectives:

- Develop a common unifying design theme throughout the length of the Corridor.
- Utilize a consistent theme of street trees, shrubs, wildflowers and meadow plantings, street furniture, lighting, and hardscape throughout.
- Gather and record good examples from existing streetscapes within and around the Corridor so as to incorporate similarities into the design guidelines.
- Respect each city's own character and quality.
- Develop gateways that establish individuality and encourage visitors to enter and explore each city.
- Inventory existing signage within and around the Corridor and consider interesting, historic and quality signage as a potential for project identity.
- Establish guidelines for signage that would compliment historic signage as well as minimize the impact of new signage on the environment.
- Prohibit future billboards and identify incentives for billboard removal.
- Preserve historic structures and encourage adaptive reuse of vacant or underutilized buildings.
- Screen or encourage the removal of unsightly uses and buildings from the Corridor.
- Preserve and enhance each community's distinct "edge" as the Corridor transitions from agricultural land to city.
- Establish appropriate setbacks and other distance requirements for future development.
- Consider various forms of public art that would be consistent with overall design theme.

Example of public art in Chico, CA

Goal 2: Create a pedestrian- and bicycle- friendly environment.

Objectives:

- Reduce circulation conflicts between automobiles, pedestrians, and rail traffic.
- Minimize vehicular entry points and curb cuts.
- Link parking lots through shared driveways wherever possible.
- Utilize alleys where possible as entries into parking lots.
- Encourage site design to position parking lots to the rear of new development.
- Establish a pleasant 'walkable' environment through wide sidewalks, trails and landscaping.
- Identify areas where traffic calming techniques would improve pedestrian safety and 'walkability'.

- Where possible, seek and identify opportunities along the Corridor to relax, gather, and socialize.
- Analyze opportunities for safe bike routes and identify a preferred route.

Goal 3: Encourage an environmentally sustainable Corridor.

Objectives:
- Develop a plant palette of drought tolerant and native species to be used throughout the Corridor.
- Employ low impact development strategies for storm drainage.
- Require irrigation systems that emphasize water conservation.
- Encourage the use of recycled materials such as rubber and glass (i.e., Glassphalt) for walking and hiking trails.
- Reduce vehicle emissions by promoting, enhancing, and encouraging the use of improved transit service (such as enhanced bus service).
- Identify appropriate locations for nodes of mixed-use and transit-oriented development (TOD) patterns as required by AB 32 and SB 375.

Goal 4: Promote and facilitate the development of transit alternatives.

Objectives:
- Identify transportation nodes where development intensity is likely to be the greatest and most compact.
- Identify locations for transit stops.
- Identify safe and pedestrian-friendly connections from cities to transit stops.
- When planning for transit, consider connecting the downtowns of each city to the transit stops with other means of local transit.
- Consider incorporating signal bypass connections for transit vehicles.

Goal 5: Promote the Corridor as a tourist destination.

Objectives:
- Seek authorization from Caltrans to place "Historic US Highway 99" advisory signage at each State 99 Freeway exit along the Corridor.
- Determine a method to encourage motorists along SR 99 to drive through the Golden State Corridor at northern, southern, and intermittent entry points.
- Incorporate the multiple aspects of the Corridor's unique identity that separates it from other similar California corridors into a "tourist destination" approach such as the "Fruit Trail", "Old U. S. 99 nostalgia", railroad history, period highway-oriented architecture, historic structures, various cultures, etc.
- Link the various collectable car events that are already held in the area with the Historic US 99 period and corresponding local attractions.
- Encourage a program of adaptive reuse of old structures and buildings that enhance the character of the Corridor (i.e., old gas stations, motor courts, bowling alley, agricultural buildings, etc).
- Provide façade improvement and similar programs to restore early "motor hotels", drive-in restaurants, auto repair shops and other early highway oriented uses.
- Slow traffic where business activities are encouraged.
- Preserve views to unique landmarks characteristic of the Corridor (i.e., water towers, raisin industry trademark logos, old rail stations, other historic buildings, period highway-oriented commercial signage, etc).

Goal 6: Provide an environment that will attract and retain new businesses and create jobs.

Objectives:

- Prepare design guidelines that are user-friendly, flexible, and enforceable.
- Prepare design guidelines that will preserve the value of the Corridor over time.
  Provide street improvements that allow for safe and efficient movement of traffic for visitors, residents, business establishments, truck traffic, and other service vehicles.

Goal 7: Provide for the safe and efficient movement of motor vehicles.

Objectives:

- Slow traffic where business activities are encouraged.
- Reduce circulation conflicts between automobiles, pedestrians, and rail traffic.
- Establish appropriate signage for the various types of uses visiting motorists are likely to seek.
- Provide for improved accessibility of heavy trucks to industrial areas along the Corridor.

Postcard looking northbound on Golden State Corridor at McCall Street in Selma. Date unknown.

2.4 TIMELINE OF GOLDEN STATE CORRIDOR HISTORY

1851: The approximate location of the future Golden State Corridor route was used by miners for access to the San Joaquin River where gold was discovered at Rootville (later known as Millerton).

1853: Thomas Fowler and Thomas Davis purchase land east of Fowler for a cattle ranch.

1850-1875: Horse and stagecoach trail connects Los Angeles to San Francisco and a portion of it roughly parallels the future route of Golden State Corridor.

Early 1870's: A dirt wagon road is built in order to construct the Central Pacific Railroad Valley Line. Railroad construction proceeds southward from Stockton toward the Tehachapi Mountains.

1872: Josiah Draper first establishes the town of Draperville (later Kingsburg). The Central Pacific Railroad constructs a line through Fresno County that would connect San Francisco to Los Angeles four years later.

1872: In order to ship his cattle northward, Senator Thomas Fowler arranges for Central Pacific Railroad (CPRR) to begin operations at Fowler's Switch. Later that year, Kings River Switch opens in Draperville.

1872-1876: Draperville undergoes a series of name changes including Wheatville, Kingsbury, Kingsburgh, and finally Kingsburg.

1873: Francis Eisen, a Swedish immigrant, is the first to introduce grapes to the Valley.

1873-1874: The final stretch of the Central Pacific Railroad Valley Line is completed connecting Tehachapi to Fresno County. Workers who built the Transcontinental RR were hired to build this section.

1874: G.G. Briggs introduces raisin grapes imported from Spain to the Valley.

1874-1875: William S. Chapman, landowner of one million acres in the San Joaquin Valley, and Bernard Marks, a German immigrant, establish the Central California Colony--a 3,840-acre 'colony of farmers sharing a common water delivery system for their mutual benefit'--five miles west of Fowler. They sell 20-acre plots, and offer grapevines and water rights for irrigation. Moses Church builds three irrigation canals that flow through the Colony. Crops include strawberries, Egyptian corn, turkey, dairy cattle, pomegranates, oranges, lemons, almonds, olives, prunes, peaches, pears, figs, wheat, alfalfa, barley, and raisins. Some of the canals are still used to deliver irrigation water today.

1876: Central Pacific Railroad constructs a 2-story freight and passenger depot in the town of Kingsburg.

1876: William Thompson, a Scottish immigrant introduces 'Lady deCoverly' seedless grapes which would later become known as 'Thompson Seedless grapes'--thin-skinned, seedless, sweet and very flavorful. Today, 95% of the raisins produced in California are made from Thompson seedless grapes grown in the San Joaquin Valley.

1878: The first raisins are packaged and sold with such brand names as Austin, Raisina, Holton and Hogue, and Sesnon.

1880: Jacob E. Whitson lays out 160-aces along the CPRR which will become the town of Selma.

1880-1903: Following the success of the Central California Colony, 4,700-acres of similar colonies soon spring up around Fowler and Selma with names such as Marsden, Sierra Park, Briggs, Jameson, and Norris Colonies.

1885: Southern Pacific Railroad leases CPRR and begins using the name along the railroad route.

1887: Selma's Railroad Depot is built.

1890: During years of multiple harvests resulting from early rainy seasons, drying houses are introduced as a means to preserve raisins.

1894: William De La Grange drills the first deep water well in California thus allowing for an alternative to irrigation canals. Deep water wells soon become the primary source of irrigation for farms in the San Joaquin Valley.

1896: The town of Selma incorporates.

1903: Alex Lion establishes the Lion Raisin Company.

1908: Fowler and Kingsburg incorporate. Senator Thomas Fowler never lived in the town of Fowler, the city that now bears his name.

1909: The planned two-lane roadway connecting Los Angeles to Sacramento is designated Route 4. The road parallels the Southern Pacific Railroad tracks through the San Joaquin Valley.

1910: The first wineries arrive in Fresno County, 7 miles northeast of Fowler, along Route 4 at Calwa City—short for California Wineries Association—thus providing additional income to the area grape growers.

1912: A group of San Joaquin Valley raisin growers propose a new grower-owned cooperative -- the California Associated Raisin Company. It was nicknamed the "Million Dollar Company."

1916: The California Associated Raisin Company adopts the name Sun-Maid.

1920: Route 4 is completed from Sacramento to Los Angeles.

1920's: Corridor rest stops, lane striping, traffic islands, stop lights, and motorcourts are all California firsts.

1922: Del Monte purchases the 14.9-acre Kingsburg Growers Association cannery in Kingsburg. The plant processes zucchini and Yellow Cling peaches.

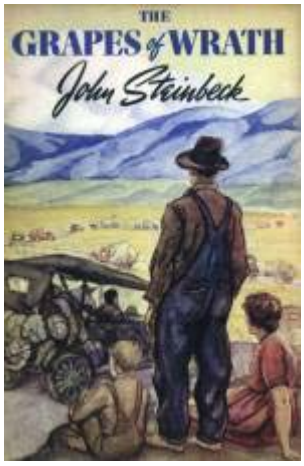
1926: As a response to the confusion created by the 250 or so named highways, the name "US 99" is commissioned by Federal Aid Highway Act of 1925 to be used instead of Route 4. The new US system uses uniform numbers and a standardized shield that would become universally recognized.

1927: A contest is held by the San Joaquin Valley Tourist and Travel Association to name US 99. The winning entrant is "Golden State Highway".

1930's: In the Plains States, numerous windstorms strip farmlands of millions of acres of fertile topsoil

thus creating the Dust Bowl during the era of the Great Depression. Considered the largest migration in American history, over 200,000 people flee their homes for work in California, and 2.5 million seek work elsewhere. Migrant workers would scurry northward along US 99 following the picking seasons. US 99 becomes a well-traveled corridor for nearly a decade during the Great Depression.

1934: US 99 is relocated through Selma from W. Front Street to Whitson Street. This section is the first 4-lane divided highway in California.



1939: US 99 is mentioned by John Steinbeck in his book, Grapes of Wrath, as the main road used by the Joad family and other Dust Bowl farmers seeking work on California farms during the Great Depression.

1940: Woody Guthrie writes "This Land Is Your Land" with the second verse referencing Golden State Highway: "As I was walking that ribbon of highway, I saw below me that endless skyway. I saw below me that golden valley. This land was made for you and me".

1949-1950's: The transplanted Dust bowl farmers bring their 'homegrown simple yet powerful brand' of music with them. Singing and making music takes place in the migrant farm worker camps. The "Bakersfield Sound"—the Central Valley's version of country music—eventually becomes popular throughout the United States. Many of these musicians, such as Cousin Herb (Henson) and the Trading Post Gang, perform at the Lincoln Park bandstand in downtown Selma.

1963: Selma adopts the slogan "Raisin Capital of the World". 90% of the world's raisins are produced within eight miles of the city.

1964: Legislative Route Renumbering begins. US 99 becomes CA 99. Sun-Maid's Kingsburg plant covering 73 acres opens after three years of construction.

1968-1970: US 99 is decommissioned due to the completion of Interstate 5. The new freeway bypasses Kingsburg, Fowler, and Selma.

1969: National Raisin Company is founded in Fowler.

1971: Passenger railway service for the streamliner known as "The San Joaquin Daylight" ends. The Daylight is the last passenger train to operate along the Southern Pacific line.

1996: Union Pacific RR purchases Southern Pacific RR lines.

1999: The California Legislature officially recognizes US 99 as an "honorific" historic route (ACR 92) thus allowing cities, towns, and local groups to have "historic route" signs.

2000: SR 99 Highway Beautification Master Plan is adopted.

2003: Golden State Corridor Community Vision Plan adopted.

2.5 CHARACTER-DEFINING FEATURES

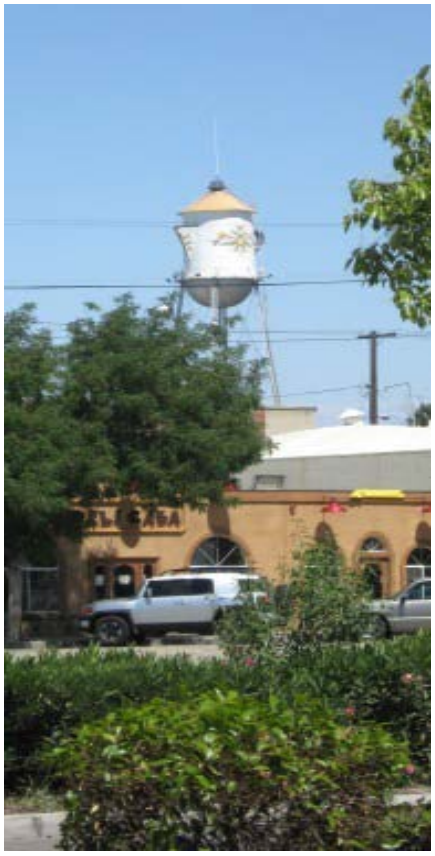
What are "character-defining features"?

Character-defining features are the distinctive features that contribute to a resident's or visitor's special experience when traveling along the Corridor. Character-defining features may include environmental, scenic and aesthetic, and historic or potentially historic resources. This document identifies those specific elements of the road and roadside which contribute to the Corridor's character-defining features. Of most importance are the resources from the early days of Fresno County agriculture, the railroad era, the Depression Era, and the 1940's-1960's "Heyday" period. This manual is to provide for development along the Corridor with an approach and a set of guidelines to preserve, maintain, and enhance the character-defining features of the Corridor.

What are the Corridor's character-defining features?

Though not a comprehensive list, the following features contribute to the Corridor's unique and potentially historic character:

1. History
    a. Roadside nostalgia
        i. Filling stations
        ii. Motorcourts
        iii. Signs
        iv. Landscape plantings
        v. Historic markers, Craftsman residences, and other buildings
    b. Agriculture
        i. Irrigation canals
        ii. Old farmhouse buildings
        iii. Warehouse buildings
        iv. Vineyards and fruit/nut orchards
    c. Railroad
        i. Kingsburg Depot
        ii. Site of Selma Train Station
2. Scenic views
    a. Orchards and vineyards
    b. Sierra Nevada Mountains
3. Landmark views
    a. Kingsburg water tower



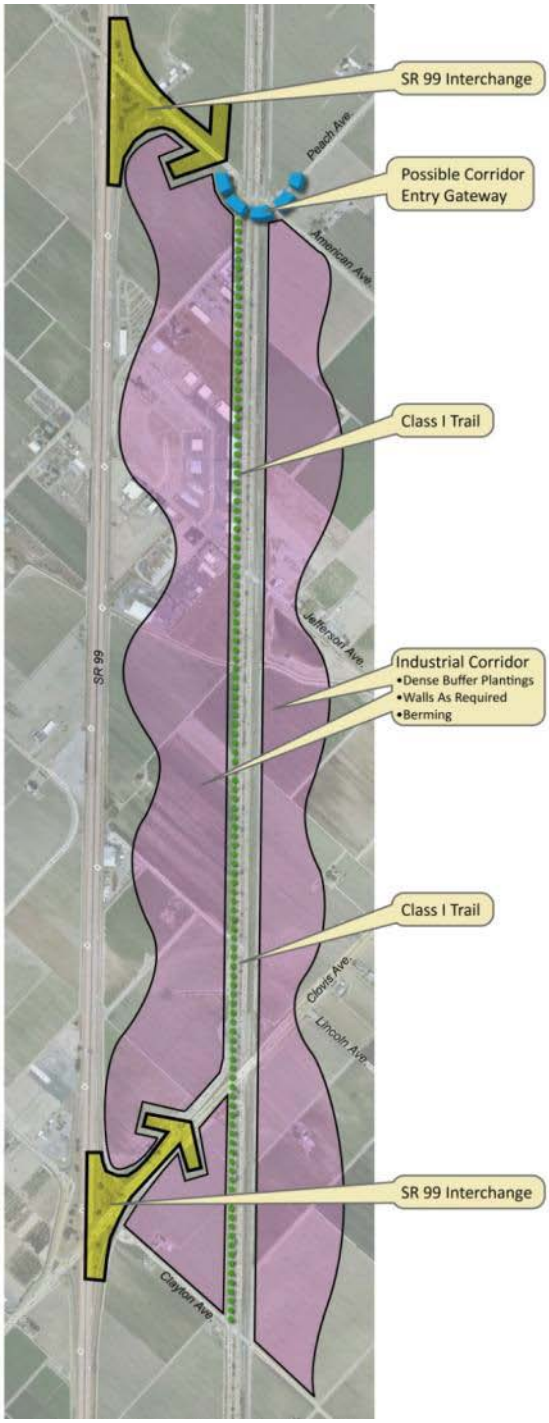
The Kingsburg water tower is a familiar visual landmark along the Boulevard.

2.6 CORRIDOR SECTORS

For the purpose of this Design Manual, the study area for the Golden State Corridor has been divided into seven sectors measuring approximately two to 2-1/2 miles for each segment. The following exhibits identify the proposed enhancements for the Corridor.

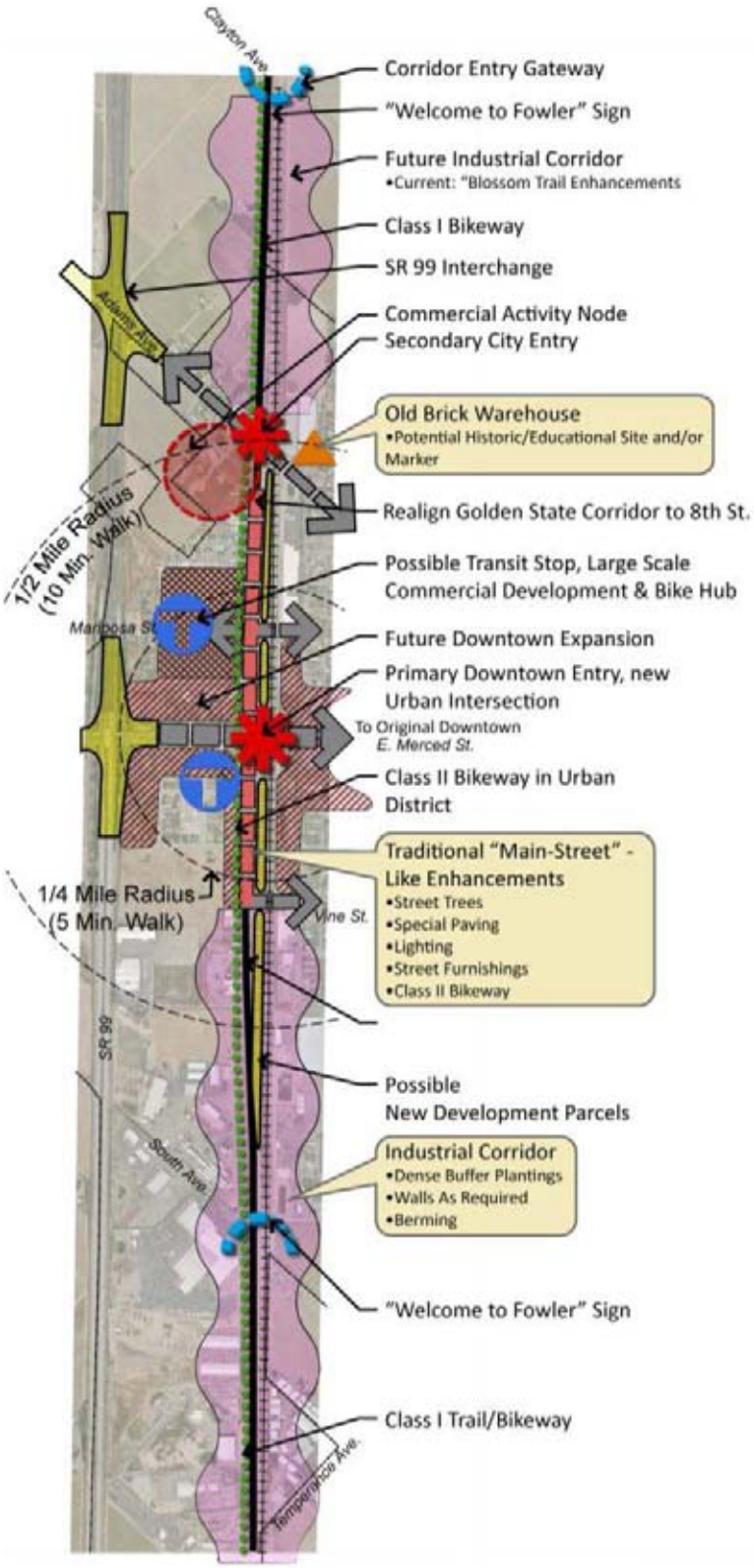
2.6.1 Fowler: North
American Avenue to Clayton Avenue

1. American Avenue: Possible Corridor gateway entry signage and landscaping.
2. Industrial Corridor: Potential future use; dense buffer plantings and walls where required by SR 99 Highway Beautification Overlay District standards.
3. Class I trail located on west side of Golden State Corridor.
4. City of Fowler may include Corridor gateway entry signage at Clovis Avenue for traffic entering Corridor from SR 99.



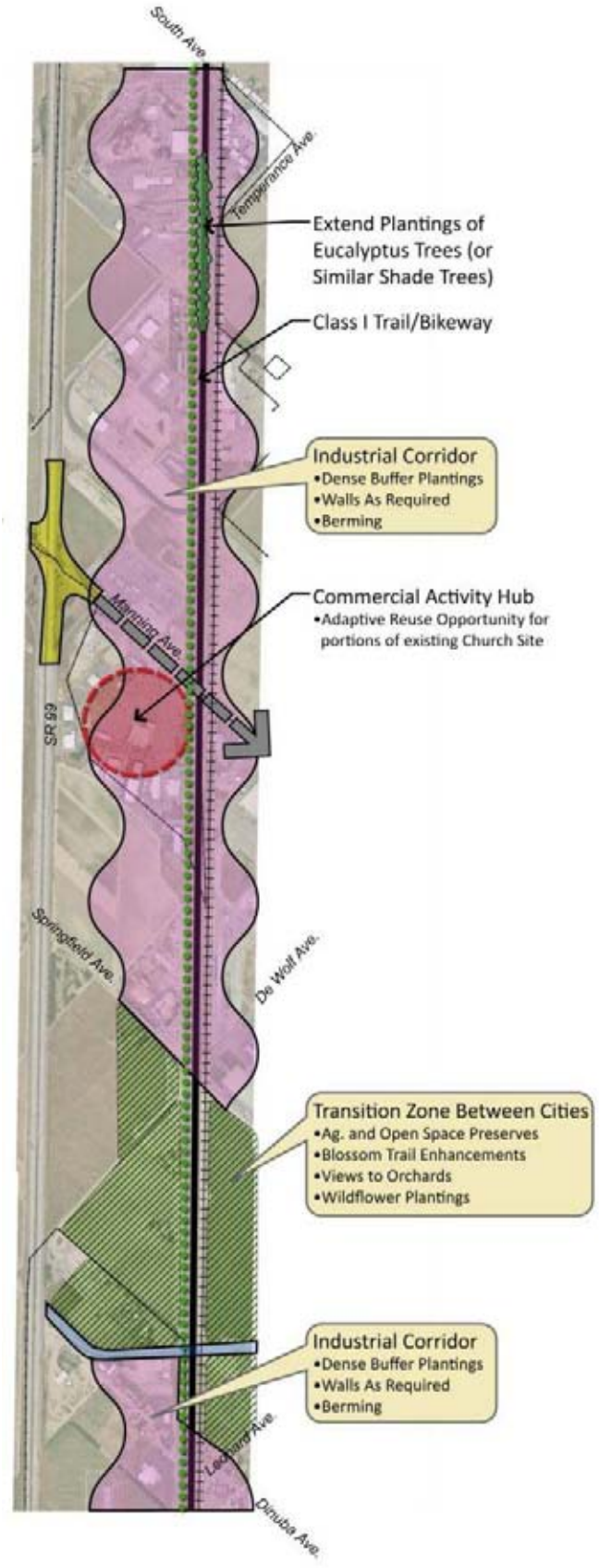
2.6.2 Fowler: Central
Clayton Avenue to South Avenue

1. Clayton Avenue: "Welcome to City of Fowler" entry signage and landscaping.
2. Clayton Avenue to Adams Avenue:
   a. Industrial corridor: Dense buffer plantings and walls where required by SR 99 Highway Beautification Overlay District standards.
   b. Farmers' and local growers' markets and other agriculture related businesses where permitted.
   c. Class I Trail on west side Golden State Corridor.
3. Adams Avenue:
   a. Commercial Activity Hub on southwest corner.
   b. Roundabout.
   c. City of Fowler may include Corridor gateway entry signage at Adams Avenue for traffic entering Corridor from SR 99.
4. Mariposa Street to Vine Street: Urban District
   a. Realign GSB to Eighth Street creating new development parcels.
   b. Special lighting, street furnishings, sidewalks, and landscaping.
   c. City of Fowler may include Corridor gateway entry signage at Merced Street for traffic entering Corridor from SR 99.
   d. Directional signage to downtown Fowler at Merced Avenue.
   e. Possible transit hubs at Mariposa and E. Merced Streets.
   f. Class II Bikeway both sides Golden State Corridor.
5. Vine Street to South Avenue
   a. Industrial Corridor: Dense buffer plantings and walls where required by SR 99 Highway Beautification Overlay District standards.
   b. Class I Trail on west side Golden State Corridor.
6. South Avenue:
   a. "Welcome to the City of Fowler" entry signage.
   b. Roundabout.



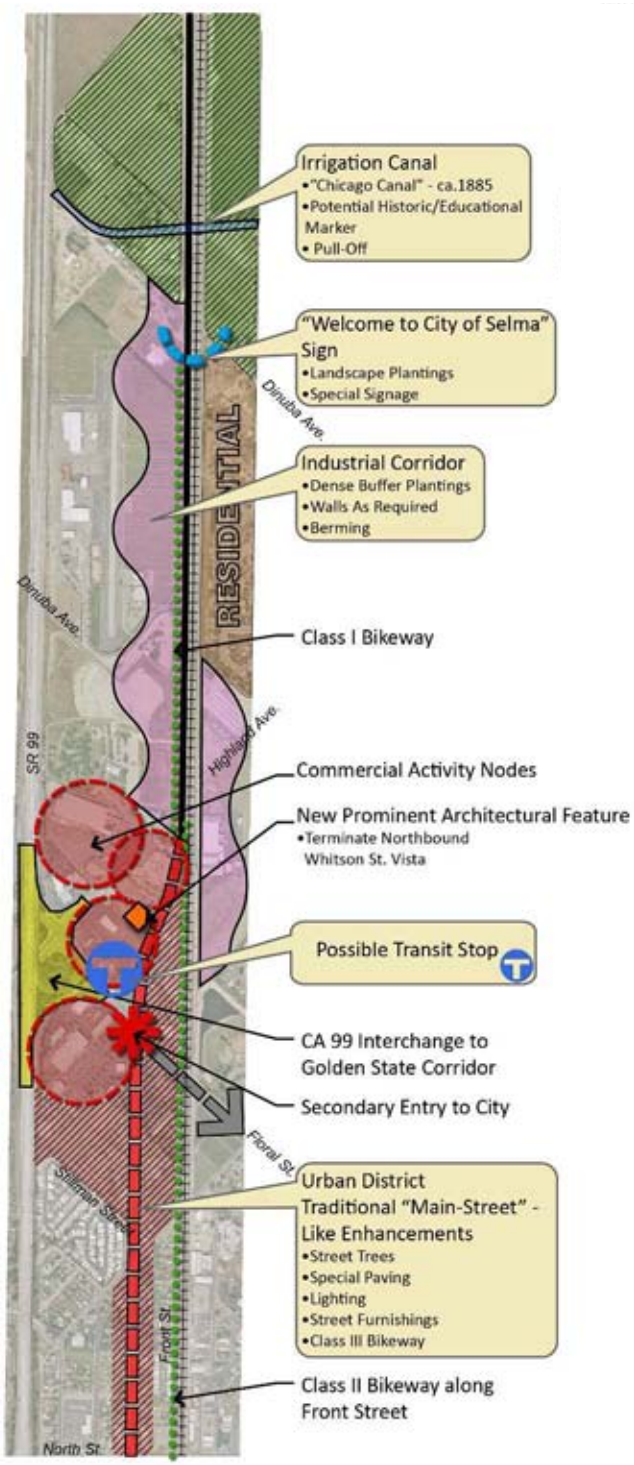
2.6.3 Fowler: South
South Avenue to Dinuba Avenue

1. South Avenue to Springfield Avenue/DeWolf Avenue:
   a. Industrial corridor: Dense buffer plantings and walls where required by SR 99 Highway Beautification Overlay District standards.
   b. Preserve and enhance Eucalyptus tree plantings or similar shade tree plantings in center the island for approximately 1,000 feet on both sides of Temperance Avenue.
   c. Manning Avenue:
      - Commercial Activity Node southwest corner: Adaptive reuse of portions of existing church site for retail development.
      - City of Fowler may include Corridor gateway entry signage at Manning Avenue for traffic entering Corridor from SR 99.
   d. Class I Trail west side of Golden State Corridor.
2. Springfield Avenue/DeWolf Avenue to Dinuba:
   a. Preserve agriculture and open space.
   b. Class I Trail west side Golden State Corridor.
   c. Potential location for educational/ historic marker at site of original "Chicago Irrigation Canal, ca. 1895.



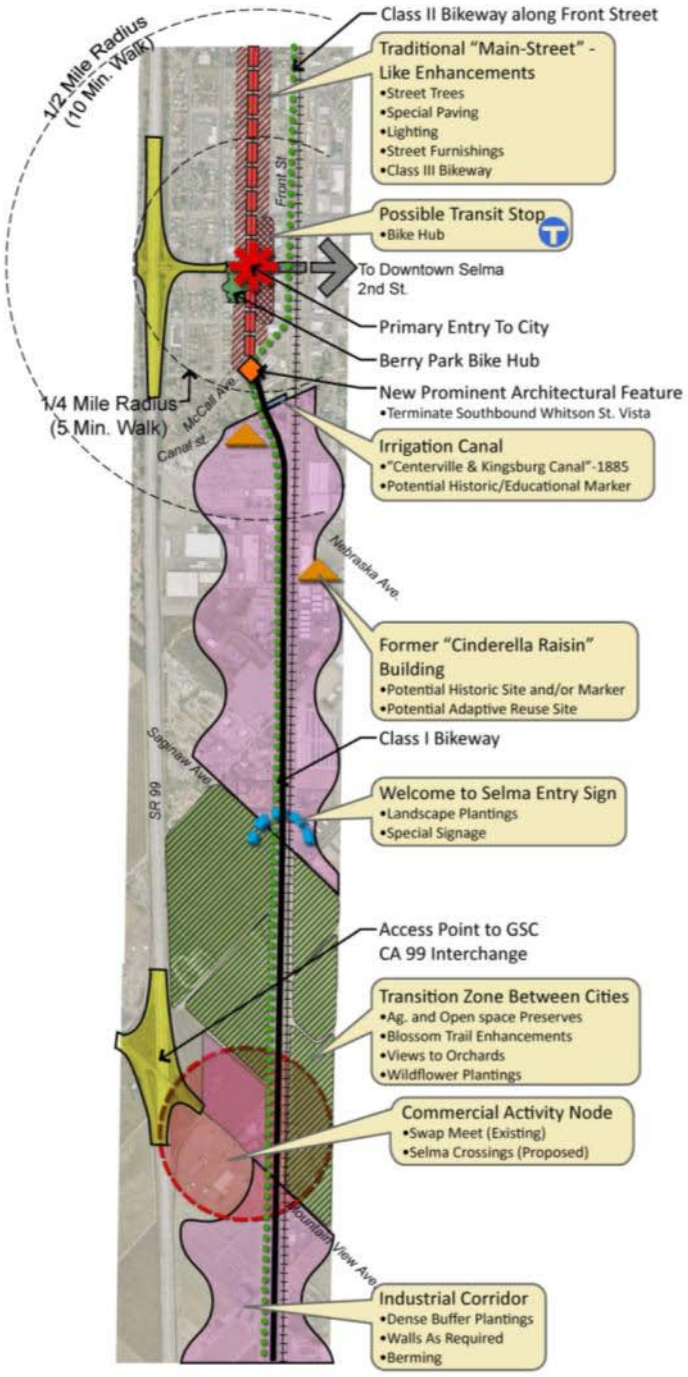
2.6.4 Selma: North
Dinuba Avenue to North Street

1. Dinuba Avenue to Highland Avenue:
   a. Industrial corridor: Dense buffer plantings and walls where required by SR 99 Highway Beautification Overlay District standards.
   b. "Welcome to the City of Selma" signage and landscaping at Dinuba Avenue.
   c. Class I Trail on west side of Golden State Corridor.
1. Highland Avenue to Stillman Street: Commercial Activity Nodes.
2. Highland Avenue to North Street:
   a. Urban District: Special lighting, street furnishings, sidewalks, and landscaping.
   b. Class II Bikeway both sides of Front Street.
3. Floral Street:
   a. Directional signage—secondary entry to city.
   b. Commercial Activity Hubs both sides of Floral Street.
   c. Terminate northbound Whitson Street vista with architectural feature 1,000 feet north of Floral Street.
   d. City of Selma may include Corridor gateway entry signage at Floral Street for traffic entering Corridor from SR 99.



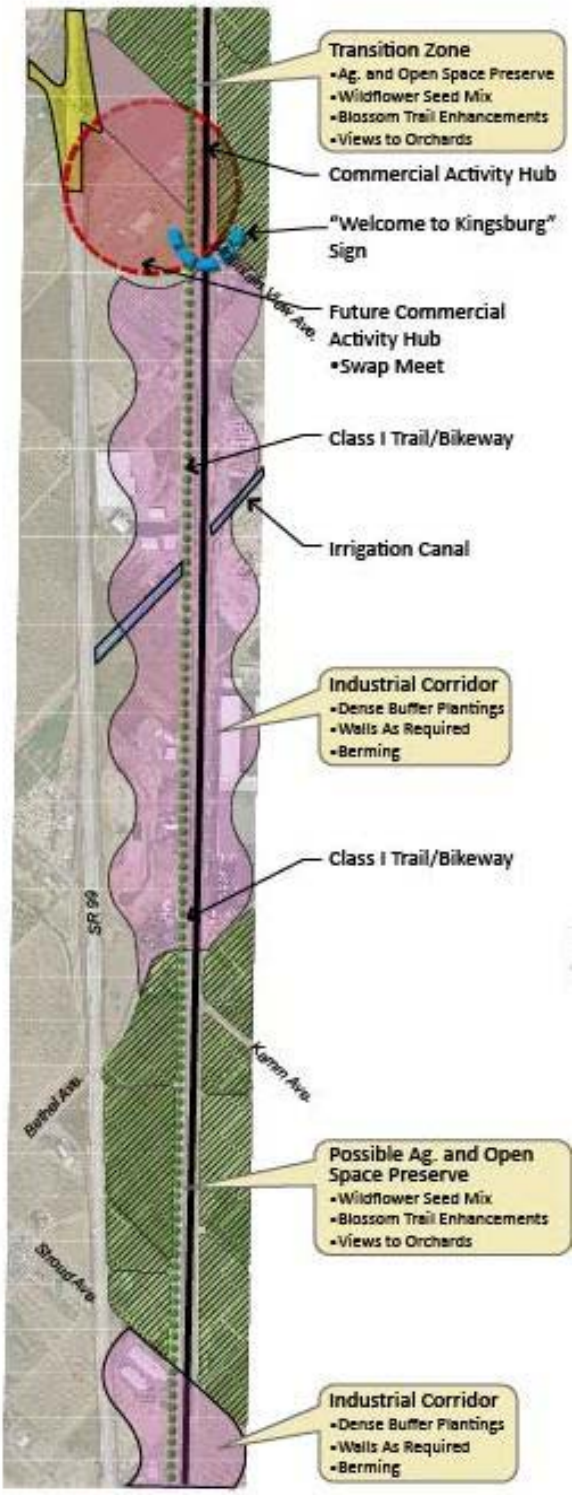
2.6.5 Selma: South
North Street to Mountain View Avenue

1. North Street to Todd Street:
   a. Urban District: Special lighting, street furnishings, sidewalks, and landscaping. Desired character—McCall Avenue in downtown Selma.
   b. 2nd Avenue:
      - Directional signage, main entry to downtown—Preserve existing Selma signage, additional promotional signage permitted.
      - Roundabout.
   c. Terminate southbound Whitson Street vista with architectural feature at McCall Avenue.
   d. Class II Bikeway both sides of Front Street.
2. Todd Street to Saginaw Avenue:
   a. Industrial corridor: Dense buffer plantings, berming, and solid masonry walls where required.
   b. Canal Street: Potential location for educational/ historic marker: Centerville & Kingsburg Canal, ca. 1895.
   c. Nebraska Avenue: Potential location for educational/ historic marker: International/Cinderella Raisin building.
   d. Class I Trail on west side of Golden State Corridor.
3. Saginaw Avenue: Southern gateway to Selma.
4. Saginaw Avenue to Mountain View Avenue:
   a. Preserve and enhance agricultural uses.
   b. Commercial Activity Node: GSB at Mountain View—Existing popular Swap Meet site.
   c. City of Selma may include Corridor gateway entry signage at Mountain View Ave for traffic entering Corridor from SR 99.
   d. Class I Trail on west side of Golden State Corridor.



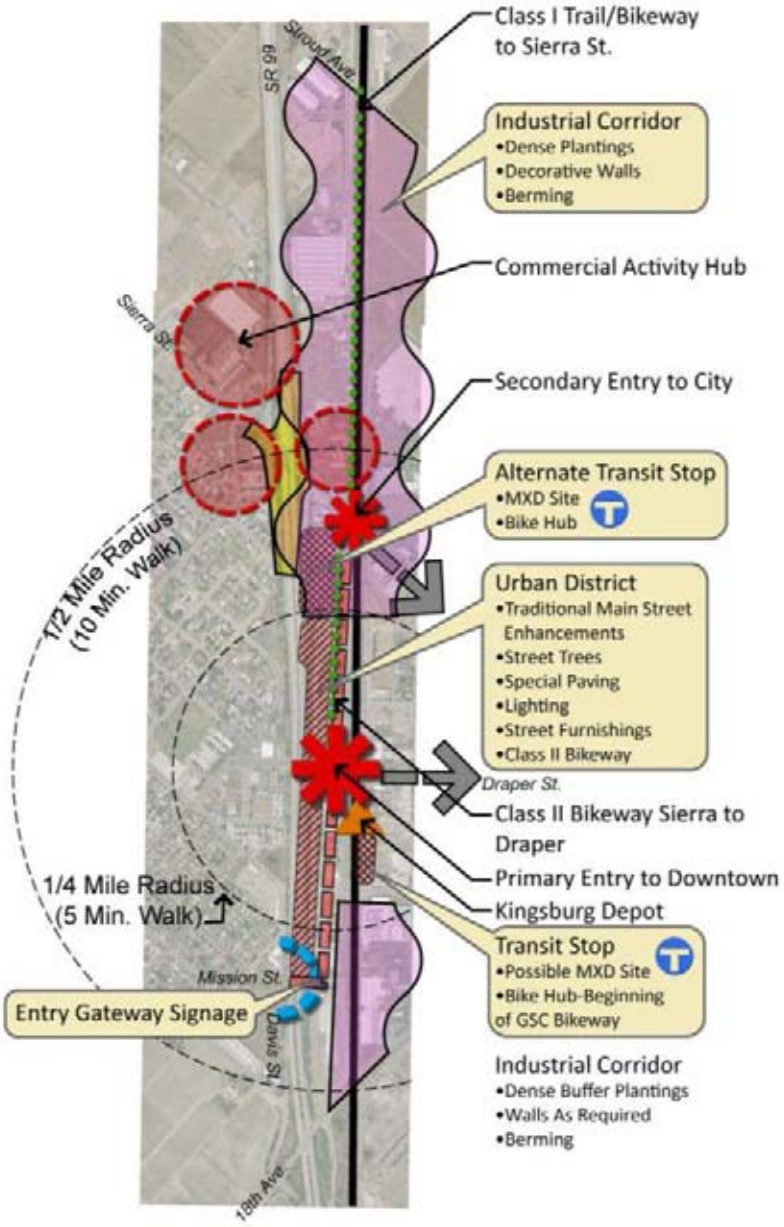
2.6.6 Kingsburg: North
Mountain View Avenue to Stroud Avenue

1. Mountain View Avenue: Welcome to the City of Kingsburg entry sign.
2. Mountain View Avenue to Kamm Avenue/Bethel Avenue: Industrial corridor. Dense buffer plantings and walls where required by SR99 Highway Beautification Overlay District standards.
3. Kamm Avenue/Bethel Avenue to Stroud Avenue: Preserve agricultural and open space uses.



2.6.7 Kingsburg: South
Stroud Avenue to 18th Avenue

1. Stroud Avenue to Union Street alignment:
   a. Industrial corridor to include dense buffer plantings, berming, and solid masonry walls as required.
   b. Modified Class I Bike and Pedestrian Trail west side of Golden State Corridor combined with Class II bike lanes this section.
2. Sierra Street:
   a. Directional signage to city.
   b. Commercial Activity Hubs.
   c. City of Kingsburg may include Corridor gateway entry signage at Sierra for traffic entering Corridor from SR 99.
3. Sierra Street to Mission Street:
   a. Urban District: Special lighting, street furnishings, sidewalks, and landscaping. Desired character—Simpson Street.
   a. Possible transit hubs at Sierra Street, Draper Street, or Kingsburg Depot.
   b. Kingsburg Depot: Potential site for Informational/ Historic Marker.
   c. City of Kingsburg may include Corridor gateway entry signage at Mission Street for traffic entering Corridor from SR 99.
   d. Class II Bikeway: Sierra Street to Draper Street.
   e. Class III Bikeway: Draper Street to Mission Street.
4. Draper Street:
   a. Directional signage to downtown Kingsburg.
   b. Desired character and quality—E. Draper Street in downtown core.
5. SR 99 exit at 18th Avenue/Davis Avenue:
   a. Caltrans highway directional signage identifying access to historic US 99 and/or Golden State Corridor.
   b. Mission Street: Possible entry gateway signage.



CHAPTER 3
GUIDELINES FOR ADJACENT PROPERTIES

3.1 INTENT AND ORGANIZATION

The Golden State Corridor Design Manual's guidelines promote quality design along the Corridor connecting the cities of Fowler, Selma, and Kingsburg. The Design Manual is intended to create a sense of continuity and unify the entire Corridor from the northern to the southern boundaries and from rural areas to the downtowns. Good design and arrangement of buildings, facades, design details, plantings, walkways, parking, and methods of screening unsightly views, are all addressed in the guidelines.

This Design Manual is organized for different users. City staff who review plans for new and/or expanded development along the Corridor are able to locate guidelines specific to their city—Fowler, Selma or Kingsburg. The Manual is further divided by guidelines in Chapter 4 for improvements within the right-of-way, as well as guidelines in Chapter 3 for properties adjacent to the right-of-way. In addition to these guidelines, developers should also refer to each jurisdiction's Zoning Ordinance and Kingsburg's Architectural Design Ordinance.

The Guidelines in this Manual related to adjacent development are intended to apply to all properties having frontage on Golden State Blvd between American Avenue and Mission Street, including where the Corridor is named Whitson Street and Simpson Street, as well as properties fronting on 8th Street in Fowler. During their adoption process (see Section 5.10) each jurisdiction may choose to expand the applicability of the Manual to include properties on intersecting side streets and/or properties on the east side of the UPRR tracks.

All future developers shall comply with the guidelines identified in this chapter. This chapter contains standards for 'Urban Districts', 'Commercial Activity Nodes', 'Industrial Corridors', and the 'Multi-family Residential Areas'.

'Urban Districts' are planned to serve as extensions of and complement each city's downtown cores.

'Commercial Activity Nodes' are sites along the Corridor designated for commercial retail and office uses. These uses are often the first image that residents and visitors see as they enter the corridor from SR 99. These guidelines are intended to create a positive image for each city's front door.

'Industrial Corridors' occupy more than two-thirds the length of the corridor. These guidelines are intended to seamlessly integrate this land use into the remainder of the corridor and each city by promoting an attractive environment that will be a magnet for new businesses and provide appealing surroundings for visitors and tourists to the area.

'Multi-family Residential' may be a component of an Urban District or other zone where multi-family residential uses are permitted.

In addition to this Design Guidelines Manual, the requirements contained in the State Route 99 Highway Beautification Overlay District shall apply to all property within 1,000 feet of the outside boundary of the State right-of-way. Where there is a conflict between the two documents, the more restrictive requirement shall apply. A copy of the Overlay District is located in the Appendix of this document.

3.2 URBAN DISTRICTS

Urban Districts are those areas along the Corridor that have been identified as areas in each city's General Plan for commercial land uses and/or planned to serve as extensions of the downtown core. Streets such as Whitson Street in Selma and Simpson Street in Kingsburg serve as urban streets with wide sidewalks, travel lanes, center islands and on-street parking. The proposed realignment of the Golden State Corridor to Eighth Street in Fowler shall also function as an Urban District.

The Urban Districts along the Golden State Corridor are generally located:

- In Fowler from Mariposa Avenue to Vine Street
- In Selma from Highland Avenue to Todd Street
- In Kingsburg from Sierra Street to Mission Street

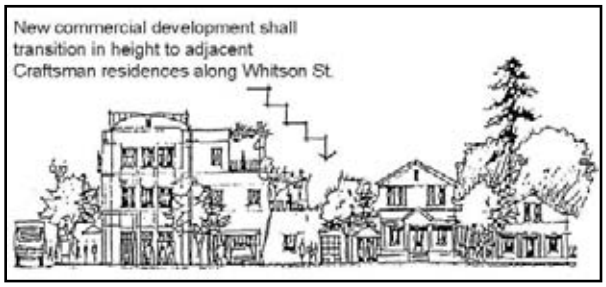
3.2.1 Guidelines Common to All Three Urban Districts

A. Parking and Building Arrangement

1) Parking lots shall be located behind or next to buildings in order to maintain a contiguous, active pedestrian street frontage and reduce pedestrian vehicular conflicts. Parking is between the building and a street is discouraged.
2) Shared driveway access from Golden State Corridor or an alley to parking lots is encouraged for all development.
3) Neighboring parcels shall provide vehicular access between parcels. Walls or fences between parcels are discouraged.
4) Delivery and service activities shall access the site from the least traveled street or alley adjacent to the property.
5) Bay doors, loading areas and trash enclosure openings shall be screened from Golden State Corridor or located behind buildings. Parking lots adjacent to alleys should be provided with a minimum five-foot width landscape strip incorporating an evergreen hedge.
6) Alleys shall be paved and maintained clear of vehicles, dumpsters, debris, outdoor storage, or other obstructions to allow safe access to parking lots and buildings.
7) Delivery and service activities shall access the site from the least traveled street or alley adjacent to the property. Signs shall be provided to direct trucks to delivery and services areas.
8) Where space is available, parking lots shall be screened from the Corridor by using any of the following methods:
   - Buildings located at or near the setback line.
   - Evergreen hedge.
   - Berm with evergreen hedge.
   - Low wall compatible with surrounding buildings

B. Building Height Transition Requirements

New buildings adjacent to existing residences and one-story buildings shall transition in height to be compatible with existing development. See illustration below.



C. Landscaping and Lighting

1) All Urban District street trees shall be a minimum of two-and-one-half inches caliper (30 gallons) when planted.
2) Parking that is visible from the street must be screened from view with landscaping, earth berms, low screen walls, or a combination thereof that is a minimum three feet high. When berms are used for parking lot screening, berms shall be planted with trees, shrubs, and groundcover to leave no bare earth. The berm shall not exceed three feet in height. Shrubs shall be a species that can be expected to materially screen the parking lot within five years of planting. No slope of a berm shall be steeper than one foot of rise for every three feet in plane.

3) Pedestrian-scale lighting, up to fifteen feet tall, shall be used to define urban sidewalks, pedestrian walkways and connections within parking lots and between buildings.
4) A permanent irrigation system is required to meet the State of California Water Efficient Landscape Ordinance AB 1881.
5) Use of root barriers, non-invasive root systems, and deep water planting systems are encouraged wherever appropriate.

D. Local Example

Clovis Avenue in Old Town Clovis is a fine example of the type of character desired for the Urban District wherever possible.

3.2.2 Fowler Urban District

Realigned Golden State Blvd from Mariposa Street to Vine Street

Though not an official adopted policy, the Central Fowler Revitalization Plan prepared in December 2007 identifies the rerouting of Golden State Boulevard onto the 8th Street right-of-way between Vine and Mariposa Streets. Rerouting of the Golden State Corridor in Fowler creates a new Urban District similar to the realignment of Whitson Street in Selma. The enhancement plan proposes to realign the Golden State Corridor from Mariposa Street to Vine Street thus allowing for new development sites between the Corridor and the railroad. This new Urban Districts intended to serve as an extension of the downtown core in Fowler.

The following guidelines are intended for the Fowler Urban District area:

A. Building and Parking Arrangement

1) Corner parcels are not permitted new driveway access to the realigned Golden State Corridor when alley access to the parcel is available. Corner parcels shall provide access to an alley or a side street.
2) Interior parcels (parcels that do not have access to a side street) are permitted driveway access to a rear parking lot. Driveways along the realigned Golden State Corridor shall be spaced no less than 200 feet apart unless parcel width dictates closer spacing.

B. Pedestrian and Bicycle Access

1) Sidewalks shall be provided between the property line and the street curb. The Corridor shall have a sidewalk not less than ten (10) feet in width. The sidewalk shall be constructed using a combination of brick or enhanced, embossed surface treatment and concrete similar to the design used in downtown Fowler.
2) The design of new construction shall not hinder, degrade, or make infeasible the planned bicycle trail/lanes identified in Chapter 4.

3) Patio areas with outdoor seating are encouraged for restaurants, coffee shops, and other eating places in areas adjacent to the Golden State Corridor.

C. Building Design

Brick, stucco, stone, pre-cast concrete, wood and similar materials shall be used to minimize the amount of visible metal surfaces on storefronts.

D. Landscaping and Lighting

1) Shade trees shall be provided in tree wells within the sidewalk and spaced approximately twenty-five (25) feet on center.
2) Parking lots shall be screened from public rights-of way and adjacent public areas with plants, evergreen hedges not exceeding three (3) feet in height, berming or small, decorative masonry walls, if space in the right-of-way allows.
3) The decorative lighting standard currently being used throughout the downtown core shall be utlized, in accordance with the City's engineering standards, along both sides of the corridor at the following locations:
   - Beginning at a point 600 feet north of Mariposa Street and ending at Vine Street.
   - Along both sides of Merced Street from Golden State Corridor to SR 99.

E. Transit Hubs

Two sites have been located as possible opportunities for a transit hub for buses, bikes, and future rail transit: Eighth Street at Merced Street and Eighth Street at Mariposa Street. These sites also provide opportunities for mixed use urban development.

3.2.3 Selma Urban District

Whitson Street from north of Floral Avenue to McCall Avenue

Whitson Street remains as part of the 1934 realignment of US 99 off of West Front Street. This was the first 4-lane divided highway in California.

The following guidelines are intended for the Selma Urban District area.

A. Building and Parking Arrangement

1) All new buildings and parking should be setback a minimum of ten (10) feet from the street right-of-way. The setback area may be constructed with a sidewalk, landscaping, or combination to promote outdoor dining and cafes and other pedestrian activities.
2) Corner parcels shall provide parking lot access from an alley or a side street. Parcels north of Branch Street along the east side of Whitson Street are excluded from this requirement.
3) Interior parcels and parcels that do not have access to a side street are permitted driveway access from Whitson Street to a rear (or side) parking lot. Driveways along Whitson Street should be spaced a minimum of 200 feet apart.
4) Parking lots shall be screened from Whitson Street using any of the following methods:
   - Buildings located at or near the setback line.
   - Evergreen hedge.
   - Berm with evergreen hedge.
   - Low wall compatible with surrounding buildings.
5) For conversions of residential use to commercial use, parking should be located on the alley, if present, in order to maintain the original character of the residence as it is viewed from the street.

B. Pedestrian and Bicycle Access

1) Whitson Street shall have a sidewalk of not less than seven (7) feet in width, seventeen (17) feet preferred where feasible, and shall include tree wells at approximately 25 feet on center. The sidewalk shall be constructed using a combination of brick and concrete similar to the design used in the Selma Redevelopment Area.
2) Patio areas with outdoor seating are encouraged for restaurants, coffee shops, and other eating places in areas adjacent to Whitson Street. The ten foot Whitson Street setback may utilized for patio areas with outdoor seating.

C. Building Design

1) According to Selma General Plan Policy 2.31, "trees, on-street parking, use of terminating vistas and traffic calming devices should be used

to limit vehicle speed"[1], the developer shall be required to incorporate an architectural feature for terminating vistas (i.e., dome, cupola, spire, steeple, tower, turret parapet, or other prominent architectural device) at the following locations along Whitson Street:

- approximately 1,000 feet northwest of Floral Street and
- approximately 300 feet to 600 feet southeast of McCall Avenue (see Sector Plans in Chapter 2 for location).

Examples of architectural structures that would terminate the Whitson Street vistas

D. Landscaping and Lighting

1) New street trees shall be installed adjacent to the street curb in minimum four-foot square sidewalk cut-outs or tree grates and spaced at approximately twenty-five foot intervals. Where space is a factor, trees may be planted within the ten-foot Whitson Street setback.
2) Screen existing parking lots from public rights-of way and adjacent public areas with plants, evergreen hedges not exceeding three (3) feet in height, berming or small, decorative masonry walls, if space in the right-of-way allows.
3) The decorative lighting standard currently being used throughout the downtown core shall be installed, in accordance with each of the City's engineering standards, along both sides of the corridor at the following locations:
   - Beginning at Highland Avenue and ending at Canal Street.
   - Along both sides of 2nd Street and Floral Avenue from Golden State Corridor to State Route 99.

E. Transit Hub

1) The intersection of Second Street and Whitson Street has been identified as a possible opportunity for a transit hub for buses, bikes, and future rail transit.
2) A bike hub facility should be established along the Golden State corridor at Berry Park and Shaver Park.

3.2.4 Kingsburg Urban District

Simpson Street from Sierra Street to Mission Street

The Urban District is intended to serve as an extension of the downtown core for Kingsburg. Well-maintained, decorative landscaping currently exists along Simpson Street in Kingsburg.

The following guidelines are intended for the Kingsburg Urban District area:

A. Building and Parking Arrangement

1) Corner parcels are not permitted new driveway access to Simpson Street. Corner parcels shall provide access from the frontage road/Tenth Street or a side street.
2) Interior parcels and parcels that do not have access to a side street are permitted driveway access to Simpson Street. Driveways along Simpson Street should be spaced a minimum of 200 feet apart.
3) Shared driveway access from Golden State Boulevard or the frontage road/Tenth Street is encouraged for all development.
4) Parking lots adjacent to the frontage road/Tenth Street shall be provided with a minimum five-foot width landscape strip incorporating an evergreen hedge.
5) Parking lots shall be screened from Simpson Street using any of the following methods:
   - Buildings located at or near the setback line.

[1] Selma General Plan Policy 2.31

- Evergreen hedge.
- Berm with evergreen hedge.
- Low wall compatible with surrounding buildings.

6) If access to the frontage road or Tenth Avenue is present, for conversions of residential use to commercial use, parking should be located on said streets in order to maintain the original character of the residence as it is viewed from the street. Entries to parking lots should be accessed from the frontage road or Tenth Avenue.

B. Landscaping and Lighting

1) The decorative lighting standard currently being used throughout the downtown cores (or the lighting standard identified in the City of Kingsburg Form Based Code when adopted) shall be installed, in accordance with each of the City's engineering standards, along both sides of the Corridor at the following locations:
   - Beginning at Sierra Street and ending at Mission Street.
   - Along both sides of Sierra Street and Draper Street from Simpson Street to State Route 99.
   - Along both sides of Mission Street west of Simpson Street.

C. Transit Hub

1) The intersection of Lewis and California Streets at the Kingsburg Depot has been identified as a possible opportunity for a transit hub for buses, bikes, and future rail transit. This site also provides an opportunity for mixed use development. An alternative transit hub site is located at the southwest corner of Sierra Street and Simpson Street.
2) A bike hub facility should be established at the Kingsburg Depot location at California Street and Lewis Street.

3.3 CORRIDOR COMMERCIAL ACTIVITY NODES

3.3.1 Intent

A city's identity is often associated with its commercial district, its neighborhood and community shopping centers, the convenience centers, and the stores and offices which line major access roads. The streets linking State Route 99 to the Golden State Corridor as well as the three downtown core areas are examples of these areas. These commercial activity nodes are often the first image that residents and visitors see as they approach each of the cities. They affect the way people feel about a community, and the attention paid to these areas reflects a city's pride and its economic vitality.

The use of standardized "corporate" architectural styles associated with chain-type facilities is acceptable provided the design complies fully with these guidelines and other requirements of the specific jurisdiction. The designer/architect is expected to employ variations in form, building details, and siting in order to create visual interest. In all cases, the chosen architectural style should be employed on all building elevations visible to the public. The focus is expected to be on the development of a high-quality commercial environment. The architecture should consider compatibility with surrounding character, including harmonious building style, form, size, color, material, and rooflines. New projects should meet or exceed the standards of quality which have been set by surrounding development.

The following guidelines are intended to create a positive image from Golden State Corridor and from side streets that provide access to the Corridor to and from SR 99. These guidelines promote an attractive, inviting, and functional arrangement of buildings and parking areas, and high-quality architectural and landscape design that provides for visibility, identity, and recognizes that access to commercial nodes is not only for vehicles, but includes pedestrians and bicyclists too.

The following guidelines are applicable to all Commercial Activity Nodes:

3.3.2 Parking and Building Arrangement

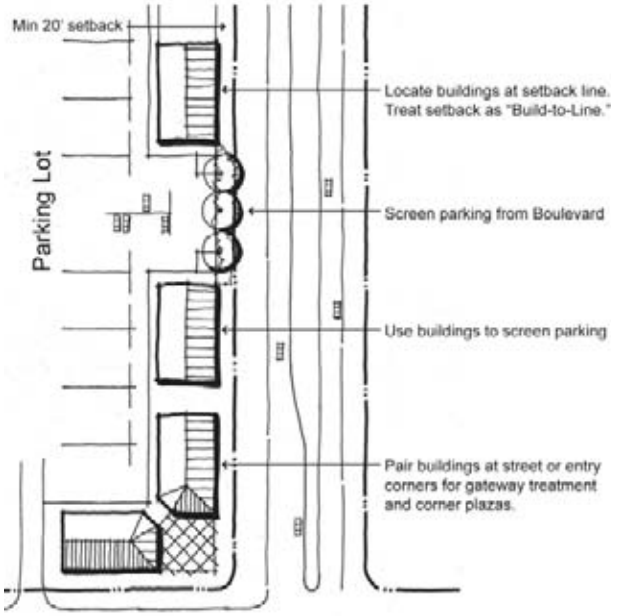
A. Shopping centers shall be planned as retail village destinations that promote pedestrian activity and foster social interaction rather than strip malls. Plazas, greens, wide sidewalks, or other public spaces shall be integrated into the overall development. Developments shall have shaded pedestrian walkways and pedestrian amenities.

The *Fig Garden Village Shopping Center and the Shops at River Park in Fresno are good examples of the types of retail villages desired for commercial activity hubs.*

B. Independent buildings/pad sites shall be placed at or near the setback lines of street rights-of-way to the extent possible.
C. Expansive parking lots shall be avoided. Parking lots shall be divided into smaller segments by means of linear planting islands, pedestrian pathways, and other similar techniques.
D. Parking lots shall be provided with a sufficient number of canopy trees to shade at least fifty percent of all vehicle parking spaces at maturity.
E. Whenever possible, buildings should be clustered to promote a retail village-like environment with spaces for plazas. Typical strip suburban corridor development shall be avoided. Whenever clustering is impractical, a visual and pedestrian link between structures shall be established. This link can be accomplished through the use of an arcade, trellis, arbor, or tree lined walkway.
F. The use of liner buildings along the Golden State Corridor and side streets is desirable to hold the corners of the development and mitigate the

view of large fields of parking from public streets.

G. Pads or independent buildings shall constitute no less than fifty percent of a project's street frontage. The backs of buildings are not permitted to front the Corridor. When the fifty percent street frontage requirement is not practicable, exceptions to this guideline may be approved for developments with "pedestrian amenities" linking the street to buildings. Pedestrian amenities include, but are not limited to: an arcade, trellis, arbor, or tree-lined walkway, and plazas and courtyards.



A minimum of fifty percent of the frontage of Golden State Blvd shall be lined with building facades. Backs of buildings are not permitted to face Golden State Boulevard.

H. In larger scale shopping centers, a "shopping street" along a double-loaded access aisle (two travel lanes and diagonal or parallel parking on both sides) is encouraged where feasible. A "shopping street" is interior to the site with twelve- to twenty-foot width sidewalks, parking, drive aisles, and pedestrian amenities.

Example of "shopping street" also known as a traditional village main street in Valencia, CA. A large format building is seen in the background.

I. The number of site access points shall be minimized and located as far as possible from street intersections. A rule-of-thumb is that for large shopping centers, driveways shall be spaced approximately 300- to 330-feet or a minimum of one driveway per parcel. For developments in Kingsburg, south of Mountain View Avenue, a spacing requirement of a half mile is required unless otherwise approved by the City.

J. The use of common or shared driveways that provide access to more than one site is encouraged and may in some cases be required.

K. All neighboring parcels shall provide vehicular and/or pedestrian access between parcels. Walls or fences between parcels are prohibited.

L. Landscape buffers between parcels are encouraged.

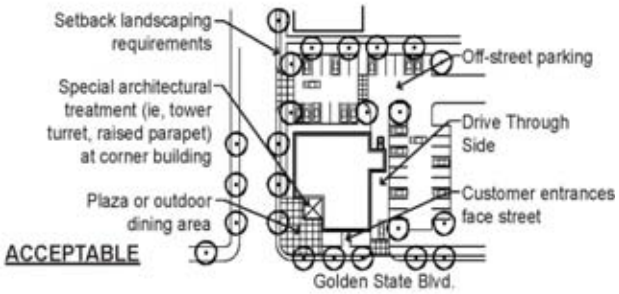
M. Decorative paving is encouraged to be used at pedestrian crossing points.

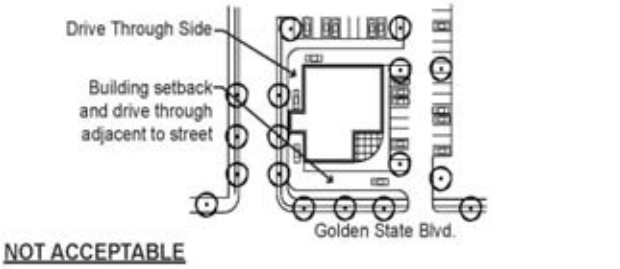
N. Whenever possible, locate site entry points on side streets in order to minimize pedestrian/ vehicular conflicts.

O. Driveway throats adequate to stack at least two vehicles behind the sidewalk should be provided at all access points. Larger projects and shopping villages shall require significantly more stacking area. Final determination shall be made by the applicable City Engineer.

P. Vision clearance shall be provided at street intersections and driveway areas. Trees, shrubs, walls and fences are not permitted to be located within thirty feet of the curb return at all street intersections. Street trees shall be located a minimum of five feet from the edge of a driveway.

Q. Drive-through lanes between the street and the building entrance should be avoided so that pedestrian access is unobstructed.





R. Smaller commercial buildings can be located in front of "big box" structures to disguise their overall bulk, while still allowing for clear identity and points of entry.

S. On-site, truck delivery and circulation routes should be separated from customer circulation. Delivery and service activities should access the site from the least traveled street or alley adjacent to the property.

3.3.3 Architecture

A. A unified architectural design theme should be incorporated into each commercial center or office complex. Franchise architecture is highly encouraged to be modified to reflect the overall architectural approach or theme.

B. The architectural design of freestanding pad buildings should be consistent with the design of the remainder of the shopping center. Where centers are to be updated, pad buildings should be remodeled in conjunction with an upgrade of the entire shopping center.

C. Varying the height of a building so that it appears to be divided into distinct massing elements, and/or articulating the building façade by horizontal and vertical offsets in wall planes can reduce building bulk and is strongly encouraged.

D. Building scale can also be addressed through the proper use of window patterns, roof overhangs, awnings, arcades and arbors, wall materials, colors, moldings, and architectural ornamentation, as well as through the use of increased setbacks and landscape planting.

E. Anchor or major tenant buildings should be used to create balance rather than overwhelm minor tenant buildings. Use massing, façade articulation, and architectural detailing to integrate the scale of all structures within the center.

F. Vertical architectural elements at building corners and/or building entries can be used as focal points to identify major tenants.

Example of an acceptable architectural treatment on a corner

G. Heights and setbacks within the same building should be varied, and wall planes should be staggered both horizontally and vertically in order to provide visual relief from monotonous, uninterrupted expanse of wall.

H. Building entries should be easily identifiable. Use recesses, projections, columns, and other distinctive architectural elements, as well as materials and colors, to articulate entries.

I. Uses abutting streets and sidewalks shall have windows, doors display windows or arcades that make up at least fifty percent of the building façades. Medical, dental, and other uses that need more privacy should place these uses away from the street or on upper floors, or should rely on blinds or raised sills, thereby maintaining visual access to the street and an adequate level of architectural detail.

J. Auto-serving uses shall have windows and doors that make up at least twenty-five percent of street-facing facades. Auto service bays shall face away from the street.

K. Nearly vertical and mansard roofs are not permitted. Pitched roofs applied at the structure's edge and integrated into the building's structural design are permitted. Flat roofs, when combined with sloping roofs, are permitted.

L. Roof forms with a relatively shallow pitch and overhangs characterize temperate areas like Fresno County. Roofs with a slope of less than 8:12 and greater than 4:12 are visually and functionally more appropriate unless steeper roof forms are more suitable to the historic character.

M. Roof materials to be avoided include highly reflective surfaces. Flat roofs shall have white or light colored surfaces to help reduce the building's energy usage. Corrugated metal roofing shall be avoided except when used to replicate the historic architectural character of a building.

N. New architectural design should be compatible with the character of the neighboring area. Design compatibility includes complementary building style, form, size, color and materials.

O. Diversity of architectural design is encouraged. Stylized buildings that are characteristic of the historic 1930's to 1960's heyday period of the Corridor are encouraged. New industrial Corridor buildings are not required to create a design theme reminiscent of the heyday period.

P. No more than three paint colors should be employed on individual buildings, excluding signage and awnings.

Q. Rear and side facades, if visible from public streets or neighboring properties, should be carefully designed with similar detailing and materials and should be compatible with the principal facades of the building.

R. Minimize long expanses of wall at a single height or in one plane. Long unbroken or unadorned wall planes are discouraged. Massing of a building should not extend beyond 50 – 75 feet without the facade being relieved with changes of wall plane that provide strong shadow or visual interest.

S. Buildings on corner lots should address both streets with windows, entryways, architectural detailing, and/or landscaping. If possible, corner projects should provide some architectural element to anchor the corner. This can be accomplished by using a building feature element and/or strong landscaping features.

T. Providing human scaled architectural features is particularly important in areas where pedestrian activity is occurring or encouraged. The highest level of detail shall occur close to pedestrian areas, near streets and entries and around the ground floor.

U. Vertical architectural features such as columns, piers and windows should be included in long expanses of building facades.

V. All roof-mounted mechanical equipment, including satellite dishes and antennas, HVAC equipment, and elevator housing, shall be screened by parapet walls, recessing equipment into hips, gables, or similar features, or an unobtrusive screening device that will appear as an integrated part of the overall architectural design.

W. If solar panels are used, they should be integrated into the roof design. Solar panels placed on sloped roofs should be parallel to and resting on the roof slope. Solar panel frames shall coordinate with roof colors.

3.3.4 Pedestrian and Bicycle Access

A. To be visible to pedestrians and cars on the street, the main entrance of a building shall face a street. Street-facing entrances may be difficult to achieve under some conditions such as when the parcel's depth precludes the building from facing the street. In these instances, main building entrances shall face a publicly accessible walkway that connects to the street.

B. Main entrances shall be a dominant and recognizable feature of the building. Smaller retail shops shall have individual entrances from the street or pedestrian way, even when these shops are part of a larger retail anchor.

C. Sidewalks in front of restaurants shall be wide enough to accommodate outdoor dining as well as pedestrian traffic.

3.3.5 Materials for Building Facades

A. The list of approved exterior building materials is as follows:

- Brick.
- Stone, natural and textured cast stone.
- Concrete masonry with integral color and texture (such as split rock faced concrete block) or with exterior surfaces that have been treated with a decorative applied, surface texture and color other than paint.
- Cast-in-place concrete or pre-cast concrete panels. If concrete wall panels are used, create a unified and high-quality appearance, minimizing the appearance of joint lines.
- Wood, provided the surfaces are finished for exterior use or wood of proven exterior durability if used, such as cedar, redwood, or cypress.
- Concrete composite board.
- Glass.
- Stucco.
- Exterior Insulated Finishing Systems (EIFS) where the EIFS system is manufactured to replicate the look of approved building materials.

B. Metal siding that is coated or anodized with a non-reflective glare free finish is permitted only where coordinated into the overall architectural design and provided that the metal siding does not constitute more than fifteen percent of the total exterior wall area.

3.3.6 Open Space and Amenities

A. Integrate plazas and other spaces of varying scales to provide places for gathering, rest, relaxation and outdoor dining opportunities for shoppers and other visitors. Spaces shall be conveniently positioned adjacent to walkways and buildings.

B. The use of public art, as appropriate in new developments and subject to each jurisdiction's ordinances and standards, is desirable.

3.3.7 Landscaping

A. All areas not covered by structures, drives, parking or paving shall be appropriately and professionally landscaped.

B. Landscaping shall be used to define specific areas by helping to focus on entrances to buildings and parking lots, provide transition between neighboring properties (buffering), and provide screening for parking, loading, and equipment areas.

C. Parking that is visible from the street must be screened from view with landscaping, earth berms, low screen walls, or a combination thereof. When berms are used for parking lot screening, berms shall be planted with trees, shrubs, and groundcover to leave no bare earth. The berm shall not exceed three (3) feet in height. Shrubs shall be a species that can be expected to screen the parking lot within five (5) years of planting. No slope of a berm shall be steeper than one (1) foot of rise for every three (3) feet in plane.

D. Trees shall be located throughout the parking lot and not simply at the ends of parking aisles. Landscape islands at the ends of parking aisles shall be a minimum of four (4) feet in width.

The ends of parking aisles shall be landscaped.

E. Trees shall be planted within the parking lot such that a minimum of fifty percent of the parking lot is shaded by tree canopies when fully grown.

F. The entire area between the sidewalk or street curb and the setback line shall be landscaped.

G. All parking lot landscape islands shall be planted with a minimum of one two-and-one-half inches caliper (30-gallon) deciduous tree for each 70 square feet of parking lot island. Parking lot islands shall be a minimum of 70 square feet in area.

H. Landscaping shall constitute no less than ten percent of the gross site area, and no less than five percent of the interior of all parking lots for commercial and industrial uses shall be landscaped (ten percent is required for the North Kingsburg Specific Plan area). Setback areas, as described above, shall not be counted towards the five percent landscape area requirement.

I. Landscaping in and around entry drives must be designed to maintain sight distances.

J. Landscaping shall be planned and maintained to avoid creating "hiding places" for possible criminal activity.

K. Irrigation: Permanent irrigation systems are required. They must meet the current standards of the State of California Water Efficient Landscape Ordinance AB 1881.

L. Use of root barriers, non-invasive root systems, and deep water planting systems are encouraged wherever appropriate.

3.3.8 Lighting

A. Building illumination and architectural lighting should be indirect and concealed from view. Indirect wall lighting, wall "washing" from concealed fixtures, and landscape lighting is encouraged particularly along Golden State Boulevard provided it is subtle and not overly bright.

B. All exterior lighting shall be directed to its intended surfaces and shielded to confine light within the site and prevent glare onto adjacent properties.

C. Provide ornamental pedestrian scale lighting sufficient to ensure secure walking conditions after dark, especially at sidewalks, plazas and pedestrian crossing areas.

3.4 INDUSTRIAL USES

Two-thirds of the Golden State Corridor is intended for industrial purposes. Industry must be fully integrated into the larger community, both functionally and aesthetically. The following guidelines are intended to create a positive image from the Golden State Corridor and side streets that provide access to the Corridor to and from SR 99. These guidelines are intended to promote an attractive, inviting, and functional arrangement of buildings, parking and loading areas, open spaces, and a high-quality architectural and landscape design that provides for functionality. Access to industrial sites should be designed not only for vehicles, but also for bicyclists and pedestrians to encourage commuter choices that have lower air quality impacts.

3.4.1 Parking and Building Arrangement

A. Building setbacks shall be proportionate to the scale of the structures and considerate of existing adjacent development. A minimum setback of forty feet from the street right-of-way is required for all industrial buildings unless existing applicable zoning permits otherwise.

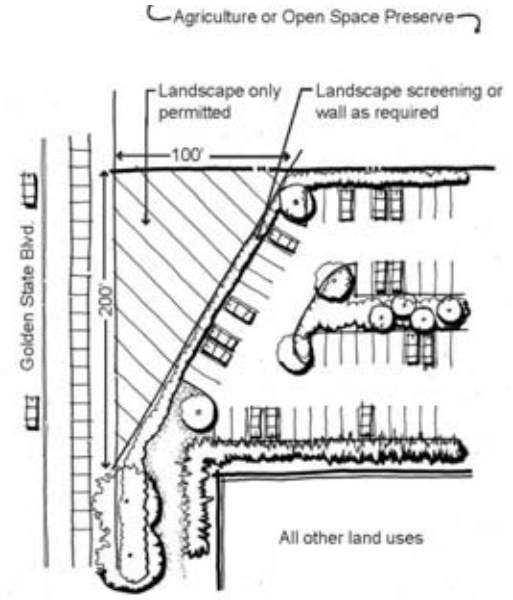
B. No buildings, parking, storage areas, trash and recycling areas, utility equipment over 3 feet tall, communications towers, or other structures may be located within applicable building setbacks or vision clearance areas.

C. To avoid an abrupt transition from developed land to agricultural and open space areas, a view transition zone is required. No building or parking area shall be located within the view transition zone. The view transition zone is a triangular setback area measured 100 feet perpendicular to and 200 feet parallel to the street right-of-way.

D. The number of vehicle access points shall be minimized and located as far as possible from street intersections. Access from a side street is preferred to access from Golden State Corridor. For a corner parcel, no more than one access point is permitted from Golden State Corridor.

E. Common or shared driveways that provide access to more than one site are encouraged.

F. Driveway throats adequate to stack vehicles behind the sidewalk or bicycle trail shall be provided at all access points. Final determination shall be made by the applicable City Engineer.

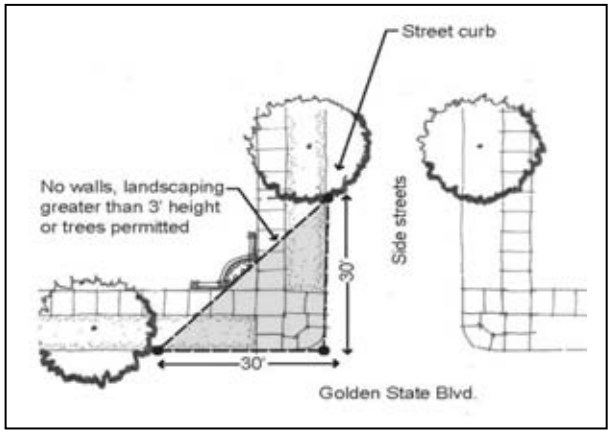


View Transition Zone (from new or expanded development to Agriculture and Open Space Zones).

G. Principal vehicular access into industrial projects should be through an entry drive rather than a parking aisle.

H. Project entry areas shall be enhanced and obvious to the employee and visitor. Landscaped medians, enriched paving, decorative landscaped entry walls, and gateway structures are encouraged.

I. Vision clearance shall be provided at street intersections and driveway areas. Trees, shrubs, walls and fences are not permitted to be located within thirty feet of the curb return at all street



Vision Clearance Requirement

intersections. Street trees shall be located a minimum of five feet from the edge of a driveway.

J. Building entries shall be linked to the street sidewalk or trail by a minimum 5 foot width walkway.

3.4.2 Loading and Service Areas

A. Loading and service areas should be located and designed to minimize visibility from public streets. Placement of loading docks facing Golden State Corridor is not permitted. Location at the rear or interior side of the site is preferred. Screen loading areas with portions of the building, architectural wing walls, freestanding walls and landscape planting.

B. Exterior storage should be confined to portions of the site least visible to public view.

C. Barbed wire, razor wire, concertina wire, and similar type fencing on walls are not allowed.

3.4.3 Solid Masonry Walls

A. Screening and security walls should be kept to a minimum and as low as possible while performing their screening and security functions. Where walls are used to conceal storage and equipment, they shall be designed to blend with the building's architecture. Solid masonry walls are required for screening and security purposes.

B. The following uses require construction of a solid masonry wall for screening purposes: Automobile wrecking yards; damaged automobile storage yards; dumps, transit storage facilities; electric distribution substations; electric transmission substations; garbage, offal, dead animal, or refuse incineration, reduction, or dumping; generating plants; junkyards; pallet yards, quarries; recycling plants; surface mining operations; waste-to-energy plants; or similar uses, a solid masonry wall shall be located at the rear of the landscape buffer.

C. The following materials are permitted:
- Architectural concrete masonry unit (CMU)
- CMU with stucco finish
- Precast concrete
- Cast-in-place concrete
- Stone
- Brick

3.4.4 Architecture

A. The long expanses of larger industrial buildings such as warehouses require wall planes visible from any public right-of-way shall be staggered both horizontally and vertically in order to create pockets of light and shadow and provide visual relief.

B. Metal buildings may be used but must be designed to appear as conventionally built structures in accordance with and subject to all the design guidelines for industrial buildings.

C. Materials for industrial projects should be durable and require low maintenance.

D. Subdued color combinations consisting of a limited number of colors are required. Large areas of intense white color and vibrant compositions are not permitted. Variations in shade or tone can be used to enhance form and heighten interest. The number of colors on a single structure shall be limited to three.
E. Colors should be used to articulate entries or other architectural features. The use of color or color combinations to transform the building into a sign such as corporate color striping is not permitted.

3.4.5 Exterior Materials

A. The combination of different types of materials on building facades is encouraged in the design of new projects.
B. Acceptable finishes and materials include stucco, brick, stone, corrugated metal, finished metal, concrete, and glass. Unacceptable materials include siding made out of any unsustainable materials such as plywood or particleboard (i.e. T-111).
C. Buildings with a stucco finish shall present a smooth, undulating trowel, float sand finish, or blown color coat. Rough textured stucco, such as skip trowel or Spanish lace, is considered unacceptable unless currently existing.
D. Buildings utilizing metal siding may use a variety of types of metal but shall be presented with a design that is architecturally and aesthetically pleasing.

3.4.6 Landscaping

A. A landscape buffer/setback of twenty feet from the Golden State Corridor right-of-way shall be provided, containing a minimum one tree per 25LF frontage plus lawn, groundcover, and/or shrubs. Groundcover and/or shrubs are preferred to lawn, although lawn is not prohibited.
B. Landscaping should be used to define areas by helping to focus on entrances to buildings, parking lots, loading areas, providing transitions between neighboring properties (buffering), and providing screening for parking, outdoor storage, loading, and equipment areas.
C. Landscaping shall be used around the base of buildings facing a street. A minimum of fifty percent of the base of a building facing public streets shall be landscaped. A minimum clear width of five feet is required in order to provide adequate planting area.
D. No less than five percent of the interior of all light vehicle parking lots for commercial and industrial uses shall be landscaped (ten percent is required for the North Kingsburg Specific Plan area). Setback areas, as described above, shall not be counted towards the five percent landscape area requirement.
E. All parking lot landscape islands shall be planted with a minimum of one deciduous tree for each 70 square feet of parking lot island. Parking lot islands shall be a minimum of 70 square feet in area.
F. Trees shall be located throughout light vehicle parking lots and not simply at the ends of parking aisles. The ends of parking aisles shall be a minimum of four feet in width.

The ends of parking aisles shall be landscaped.

G. Parking that is visible from the street must be screened from view with landscaping, earth berms, low screen walls, or a combination thereof that is a minimum three feet high. When berms are used for parking lot screening, berms shall be planted with trees, shrubs, and groundcover to leave no bare earth. The berm shall not exceed three feet in height. Shrubs shall be a species that can be expected to materially screen the parking lot within five years of planting. No slope of a berm shall be steeper than one foot of rise for every three feet in plane.
H. A permanent irrigation system is required to meet the State of California Water Efficient Landscape Ordinance AB 1881.

I. Use of root barriers, non-invasive root systems, and deep water planting systems are encouraged wherever appropriate.

3.4.7 Other

Development standards for Telecommunications Equipment and Storage, Service, and Loading Areas can be found in the Appendix—"Highway Beautification Overlay District".

3.5 MULTI-FAMILY RESIDENTIAL

The following guidelines are common to all areas where multi-family residential uses are located within view of the Golden State corridor.

3.5.1 Building and Parking Arrangement

A. Buildings are encouraged to be located adjacent to the landscaped setback along the street edge.
B. New carports and garages adjacent to the street are not permitted.
C. Parking shall not be visible from the street. Parking areas shall be adequately screened. Adequate screening includes a low wall, berm, evergreen hedge or combination thereof, at least three feet in height. Screening can also include the placement of buildings between the street and the parking lot.
D. The number of vehicle access points shall be minimized and located as far as possible from street intersections. Access from a side street is preferred to access from the Golden State corridor. For a corner parcel, no more than one access point is permitted from the corridor.
E. Project entry areas shall be enhanced and obvious to the resident and visitor. A minimum of two of the following entry enhancements shall be required: landscaped medians, enriched paving, decorative landscaped entry walls, and/or gateway structures.

3.5.2 Building Design

A. High-quality, innovative and imaginative architecture is encouraged. The focus is expected to be on the development of a high quality residential environment. The architecture should consider compatibility with surrounding character, including harmonious building style, form, size, color, material, and rooflines. New projects should meet or exceed the standards of quality which have been set by surrounding development. Developers should also consult the appropriate city regarding architectural guideline requirements that may not be in this Manual.
B. Lengthy, unbroken facades and box-like forms are not permitted. Separations, changes in planes and heights, and the inclusion of elements such as balconies, porches, arcades, dormers, and cross gables mitigate the "barracks-like" quality of flat walls and roofs of excessive length. Flat, hipped or gabled roofs covering the entire mass of a building are required. Mansard roofs or segments of pitched roof applied at the structure's edge are not permitted.

Blank unarticulated facades are not permitted.

C. Developments consisting of multiple buildings should share a common architectural theme and design characteristics to provide an architectural unity for the total project. Buildings shall vary in form, building details, and siting in order to create visual interest from the Golden State corridor.
D. Stairways shall be integrated into and complement the architectural massing and form of the structure. Simple, clean, bold projections are encouraged. Open metal, prefabricated stairs shall be avoided. Uncovered stairwells shall be precluded from streetscape view though the use of wing walls, landscaping, or other means.
E. Long, monotonous access balconies that provide access to units are not permitted.

Lengthy balconies that access multiple units are not permitted.

F. If solar panels are used, they should be integrated into the roof design. Solar panels placed on sloped roofs should be parallel to and resting on the roof slope. Solar panel frames shall coordinate with roof colors.

G. All mechanical equipment whether mounted on the roof, side of a structure, or on the ground, shall be screened from view from public right-of-way. Utility meters and equipment shall be placed in locations which are not exposed to view from the street or be suitably screened. All screening devices shall be compatible with the architecture, material, and color of adjacent residential buildings. Landscaping is acceptable for screening mechanical equipment installed on the ground.

H. The list of approved exterior building materials is as follows:

- Brick.
- Stone, natural and textured cast stone.
- Concrete masonry with integral color and texture (such as split rock faced concrete block) or with exterior surfaces that have been treated with a decorative applied, surface texture and color other than paint.
- Cast in place concrete or pre-cast concrete panels. If concrete wall panels are used, create a unified and high quality appearance, minimizing the appearance of joint lines.
- Wood, provided the surfaces are finished for exterior use or wood of proven exterior durability is used, such as cedar, redwood, or cypress.
- Concrete composite board.
- Glass.
- Stucco.
- Exterior Insulated Finishing Systems (EIFS) where the EIFS system is manufactured to replicate the look of approved building materials.
- Metal siding that is coated or anodized with a non-reflective glare free finish is permitted only where coordinated into the overall architectural design and provided that the metal siding does not constitute more than fifteen percent of the total exterior wall area.

3.5.3 Walls and Fences

A. Uncapped wood, mesh or chain link fencing, and precision-cut concrete block walls are not permitted. Wrought iron (also known as tubular steel) with landscaping is preferred.

B. Trash storage and recycling areas shall be fully enclosed by a solid masonry wall and shall be compatible in appearance to the walls of the residential buildings.

3.5.4 Landscaping

A. All areas not covered by structures, drives, parking, or hardscape shall be appropriately and professionally landscaped.

Main entries into multi-family residential developments shall be well-landscaped and include attractive monumentation.

B. Landscaping shall constitute no less than ten percent of the gross site area, and a minimum of five percent of parking areas. (A minimum of ten percent of parking areas in the North Kingsburg Specific Plan area shall be landscaped.)

C. Trees shall be located throughout the parking lot and not simply at the ends of parking aisles. The ends of parking aisles shall be a minimum of four-foot width planting islands.

D. Parking that is visible from the street must be screened from view with landscaping, earth berms, low screen walls, or a combination thereof that is a minimum three feet high. When berms are used for parking lot screening, berms shall be planted with trees, shrubs, and groundcover to leave no bare earth. The berm

shall not exceed three feet in height. Shrubs shall be a species that can be expected to materially screen the parking lot within five years of planting. No slope of a berm shall be steeper than one foot of rise for every three feet in plane.

E. A permanent irrigation system is required to meet the State of California Water Efficient Landscape Ordinance AB 1881.

F. Use of root barriers, non-invasive root systems, and deep water planting systems are encouraged wherever appropriate.

3.6 DETERIORATED OR ABANDONED ROADSIDE BUSINESSES

Evidence of many old filling stations, motor courts (motels with carports), diners, and other roadside businesses built from the 1930's to 1960's still exist along the Golden State corridor. Along other historical travelways like Route 66 and the Lincoln Highway, gas stations have been reborn as restaurants, coffee shops, retail stores, and antique shops. Old motor courts have a new life as apartments or office space. Ben Cohen and Jerry Greenfield (Ben & Jerry's Ice Cream) opened their first store in 1978 in a dilapidated gas station in Burlington, Vermont.

These unused buildings are encouraged to be restored and reused for new businesses along the Corridor. Existing Craftsman residences located along Whitson Street in Selma are a part of the historic fabric that makes up the Golden State Corridor. These properties are zoned for commercial uses and could be converted to quaint shops or small offices such as the images shown here.

The following standards apply for abandoned or operating roadside businesses that will be restored for a new user.

A. Older structures and/or potentially historic structures of merit should be preserved and maintained.
B. Any changes to the exterior finish shall be architecturally compatible with the existing building while promoting good design.
C. To the extent feasible, rehabilitation or alterations to old roadside buildings along the Corridor and to potentially historic buildings should not diminish or remove the significant character-defining features of that resource. The removal or alteration of any historic material (i.e., signage) or architectural features should be held to a minimum.
D. All roadside businesses shall meet the requirements of underlying applicable zoning.

Examples of Craftsman residences adapted for commercial use in Spring, Texas.

Examples of old service stations converted to retail and restaurant uses.

3.7 PEDESTRIAN AND BICYCLE MOBILITY

3.7.1 Pedestrian Access

Pedestrian-friendly development requires an approach to site planning that is different than the approach used to design auto-dependent communities.

The following standards apply to all new development along the Golden State Corridor:

A. Building entrances shall be oriented to street sidewalks.
B. Pedestrian walkways shall be provided:
   - Between a public right-of-way and building entrances when buildings are not located directly adjacent to a sidewalk.
   - Between parking lots and building entrances.
   - Between buildings entrances where there is more than one building in a development.
C. Pedestrian walkways shall be a minimum of five-foot wide. A six foot width is required when a walkway abuts a parking stall.
D. Textured or colored paving materials are encouraged to identify pedestrian circulation areas, especially within the parking lot.

3.7.2 Bicycle Access

Use of non-motorized vehicles along the Golden State Corridor reduces traffic and carbon emissions, provides a healthy alternative for mobility, and promotes the use of bikeways for tourists who would use the many retail establishments

A. Bicycle parking racks shall be provided at the following locations:

   - Public plaza spaces.
   - within 50' of major building entryways.
   - At high traffic areas with passive surveillance.

   Each jurisdiction shall approve the location and type of new bicycle parking racks. The following standards are encouraged:

   - The rack should support the bicycle in at least two places preventing it from tipping over.
   - The rack should allow locking of the frame and one or both wheels with a U-Lock.
   - Wave racks and toaster racks are not permitted.
   - The rack should be securely anchored to the ground.
   - The rack material should resist cutting, rusting, and bending or deformation.
   - The rack should be identified by a sign at the visitor entrance such as a D4-3 sign as depicted in the Manual on Uniform Traffic Control Devices.
   - Bicycle parking facilities should not be obscured by landscaping, fences, or other obstructions.
   - Racks should be lit at night to protect both the bicycle and the user.
   - Racks should be located in areas protected from the weather.

B. Shower and locker facilities for employees are encouraged in the design and construction of new or redeveloped industrial and large office complexes.

C. The following number off-street bicycle parking facilities shall be a required minimum for all new developments and all development expanding by more than fifty percent along the Golden State Corridor.

Type of Use	Required Number of Bicycle Parking Spaces
Multi-family Residential Health Care Facilities Offices Public Assembly Health Clubs Hotels Other uses not listed	1 bicycle parking space for every 10 vehicle parking spaces
Commercial Uses	1 bicycle parking space for every 20 parking spaces
Industrial Uses	1 bicycle parking space for every 10 light vehicle parking spaces
Senior Housing	1 bicycle space for every 20 dwelling units

3.8 SIGNAGE

3.8.1 Master Sign Program

All signage is subject to the regulations of the applicable zoning ordinances and standards for the cities of Fowler, Selma, Kingsburg, and Fresno County. Unless an alternative sign program is approved by the applicable jurisdiction, commercial developments with multiple tenants and/or multiple pad sites should submit a Common Signage Plan, including both identity and directional signage, that would be enforceable by the applicable jurisdiction as tenants come and go.

3.8.2 Wall Mounted Signs

The use of nostalgic signs as a form of public art has been used as a successful theme along many old highway corridors and commercial retail environments. One example is the use of Route 66 1950's signs along Foothill Corridor and the Victorian Gardens shopping and entertainment district in Rancho Cucamonga, California. "Streetwalls" within Victoria Gardens are decorated with faux painted advertising murals, and old neon signs from former businesses have been salvaged and mounted along corridor walls to create the feel of a 1950's main street, complete with streetlamps, benches, and even street signs for the pedestrian corridors.

As a result, motorists using the old Route 66 corridor (now renamed Foothill Corridor in Rancho Cucamonga) can now experience the use of nostalgic signs as public art integrated into the streetscape and streetwalls of the corridor. The use of similar "projecting signs" along building walls, particularly in the urbanized areas of Golden State Corridor such as Simpson Street, Whitson Street, and the proposed downtown expansion areas of Fowler between Adams Avenue and Vine Street.

The guidelines for wall-mounted signs are as follows:

A. Maximum area shall not exceed ten percent of the total area of the exterior wall or façade facing a street, but need not be less than forty square feet.
B. Signs shall not extend above the top of the exterior wall or façade.
C. Wall-mounted signs are limited to street-facing facades, facades with the primary customer entrance, or a public plaza.
D. Wall-mounted signs shall be designed as an integral part of the total building design.
E. Wall-mounted signs shall consist of individual letters, symbols or logos that are surface mounted.
F. Background areas for occupancy signs within a multi-tenant commercial development shall be uniform in design and promote a visual continuity and orderliness within the overall development.

Examples of permitted wall-mounted signs

G. Illumination of Signs: Unless otherwise prohibited, signs may be illuminated subject to approval by the appropriate agency. Surface-mounted individual channel letters, symbols, and logos may be internally illuminated. Lighting for externally-lit signs should be designed as an integral part of the sign design. Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely downward onto the sign without causing glare. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from adjacent public right-of-ways or residential properties.

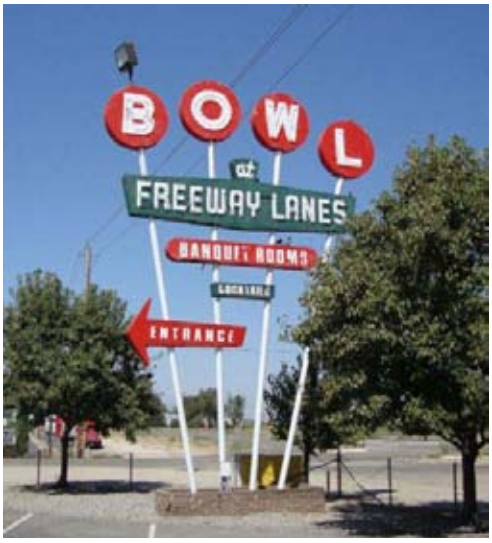
H. Retain existing historic signs or other signs that contribute positively to the commercial character of Historic US 99.

I. The use of nostalgic projecting signs that recall a bygone era such as the heyday period of the 1940s-1960s is encouraged, particularly when remodeling older buildings.
   - Signs must extend perpendicular from the building wall. Decorative sign brackets are permitted.
   - Signs may project over sidewalks in public rights-of-way up to a maximum of forty-two inches from building wall.
   - Maximum sign area shall not exceed sixteen square feet. Larger signs may be considered as long as they are older signs that have been restored.
   - No signs may project closer than two feet from the street curb. Signs may be read horizontally and/or vertically.
   - Projecting signs may extend higher than the building face.
   - The size of a projecting sign does not impact the total square footage permitted for a wall mounted sign.

Examples of nostalgic signs used as public art on commercial buildings

3.8.3 Ground Mounted and Free-Standing Signs

A. Each lot is allowed one monument sign within the front setback.
B. Ground-mounted signs: Six foot maximum height (sign and base combined).
C. Single- or double-sided signs are permitted.
D. Maximum sign face: Sixty square feet (excluding base).
E. New freestanding signs are not permitted along Golden State Corridor. Free standing signs are only permitted along State Route 99. Whenever a site shares its property lines with both Golden State Corridor and State Route 99, a freestanding sign must be located within the setback of SR 99. The requirements of the SR 99 Highway Beautification Overlay District shall apply.
F. Existing free-standing signs that reflect the nostalgia era of the 1930's-1960's are exempt from this requirement as long as they are well-maintained and/or restored.



Existing well-maintained and/or restored free-standing signs that reflect the nostalgic era of the 1930'-1960's are permitted.

3.8.4 Prohibited Signs

The following signs shall be prohibited:

A. New outdoor advertising signs and structures, commonly referred to as billboards, pertaining to products or services not produced or provided on the premises where the sign or structure is located. Where such signs exist they will be permitted to remain.
B. Red, green or amber lights or illuminated signs which are placed so that they reasonably could be expected to interfere or be confused with any official traffic control device, traffic signal or official directional sign.
C. Open letter signs that would read backwards when viewed from the reverse side.
D. Canvas, cloth, plastic, paper, or other types of banners or streamers suspended across private or public property, or from buildings and structures, except temporary banners announcing special civic events in the community. Banners that are a component of the cities' banner program are permitted on lights pole in the Golden State Corridor right-of-way.

Rooftops signs not permitted

Box signs like this not permitted

E. Rooftop signs.
F. Animated, flashing, or blinking signs.
G. Digital Advertising Display (DAD) Signs and LED Message Signs except to display date, time, temperature, or gasoline prices by the gallon only as a component of a sign.
H. Rotating signs.
I. Internally illuminated box or cabinet signs not permitted.
J. Painted signs except murals.

3.8.5 Murals

A. Mural signs are encouraged to depict actual events, products, or eras in the history of the Corridor. Blank walls visible to the public are encouraged to be decorated with murals.
B. Murals shall be submitted to the appropriate review authority for each city for approval.
C. Design Criteria. The following criteria shall be considered in the review of mural applications:
   - Visual Enhancement. The proposed mural has attributes that enhance visual enjoyment.
   - Artistic Excellence. The proposed mural exemplifies high artistic quality.
   - Public Safety. The proposed mural does not create a public safety issue, such as a distraction to drivers.
D. Lighting. Lighting of murals is permitted; however, murals shall only be lighted using gooseneck lamps from above or lighting concealed within an overhead reveal. Lighting from below is not permitted
E. Mural signs shall be coated with an anti-graffiti coating.

Example of mural depicting a filling station from the 1950's in Rancho Cucamonga, CA

Example of mural depicting orchards in Valencia, CA

3.9 OUTDOOR LIGHTING

3.9.1 Parking Lot Lighting

A. Parking and interior drives shall be lighted to provide functional, attractive, and a unified lighting system throughout the lot.
B. Fixtures shall be of flush lens design to minimize spill light and glare onto adjacent properties. Parking area lighting adjacent to residential development shall direct the light away from residential units and limit off-site light levels.
C. Parking lot lighting shall not exceed thirty feet in height except when adjacent to residential areas where such lighting is limited to twenty feet in height.
D. When adjacent to pedestrian circulation and gathering areas, parking area lighting shall not overpower the quality of pedestrian area lighting.
E. Poles shall be located in a manner that provides a unified, organized appearance throughout the parking area or development and provides even and uniform light distribution. The use of a greater number of low fixtures in a well-organized pattern is preferred over the use of a minimum number of tall fixtures.
F. At no point shall lighting levels in parking and service areas, including service stations, exceed 8-foot candles when measured at the ground.
G. LED or other energy efficient lighting is strongly encouraged.

3.9.2 Accent and Security Lighting

A. Architectural accent lighting shall be limited to indirect lighting of architectural features only. Bare bulb or exposed neon lighting may only be used to accentuate historical buildings when common to the Corridor's history. Colored accent lighting is not permitted. Holiday lighting displays are exempted from restrictions on bare bulbs and colored accents.
B. Accent fixtures providing direct illumination shall be in character with the architectural and landscape design character of the development.
C. Service area lighting shall be confined within the service yard boundaries and enclosure walls. No spill-over light shall shine outside the service or storage area.
D. The lighting source shall be shielded from the street and adjoining properties.
E. LED or other energy efficient lighting shall be used.

3.10 GREEN DESIGN

3.10.1 Air Quality and Land Use Handbook

The California Environmental Protection Agency California Air Resources Board (ARB) produced the "Air Quality and Land Use Handbook: A Community Health Perspective" in April, 2005. The handbook was produced with the primary goal of providing "information that will keep California's children and other vulnerable populations out of harm's way with respect to nearby sources of air pollution". Sections in the handbook refer to guidelines and suggestions regarding the siting of new sensitive land uses near air pollution sources. The handbook, located at the website, http://www.arb.ca.gov/ch/handbook.pdf, provides the following guidelines and suggestions that will be required for land uses adjacent to the Golden State Corridor:

New day care centers, schools, parks, playgrounds, and medical facilities should not be located any closer than:

- 500 feet from the Golden State Corridor right-of-way,
- 1,000 feet from a distribution facility that accommodates more than 100 trucks per day, more than 40 TRUs (Transport Refrigeration Units) per day, or where TRU unit operations exceed 300 hours per week.
- 300 feet from a gasoline dispensing facility.
- For other potential facility types that emit air pollutants of concern or potential sources of odor and dust complaints, refer to the website identified above.

3.10.2 San Joaquin Valley Air Pollution Control District On-Site Emission Reduction Mitigation Measures

The San Joaquin Valley Air Pollution Control District (District) prepared a list of on-site mitigation measures to help developers identify ways to reduce air impacts associated with development projects occurring within the San Joaquin Valley Air Basin such as new projects along the Golden State Corridor. Referred to as "On-Site Emission Reduction Mitigation Measures", the website, http://www.valleyair.org/ISR/ISROnSiteMeasures.htm, groups these mitigation measures by twelve categories that include alternative transit, public transportation, commercial developments, parking lots, energy efficiency, bicycle infrastructure, landscaping, and mixed use developments. Developers shall refer to the website for ways to reduce air pollution impacts on their developments.

3.10.3 San Joaquin Valley Air Pollution Control District Air Quality Guidelines for General Plans

The San Joaquin Valley Air Pollution Control District prepared a 225-page document in June 2005 that identifies goals, strategies, and policies for air quality, land use, and circulation elements.

The policies for air quality improvements identified existing federal, state, regional, and local regulations including "Ozone Plans" and PM10 Attainment Plans. The regulations identified criminal and civil penalties for violations.

The land use strategies and policies include, but are not limited to, identified community level programs such as:

- concentrating (compact) development within walking distances to shopping, transit, and employment;
- encouraging infill development; and,
- working towards a jobs-to-housing balance.

Neighborhood strategies identify, but are not limited to:

- mixed-use;
- interconnected streets (no dead ends);
- traditional neighborhood design; and,
- traffic calming.

Policies and strategies for circulation elements include, but are not limited to:

- multi-modal approach to transportation planning to improve air quality by reducing congestion;
- programs for improved public transit;
- employer-based transportation management plans;
- trip reduction methods;
- adopting pedestrian-oriented design guidelines;

- programs to control the amount of time vehicles idle; and,
- traffic flow improvement programs.

For additional information, the website is located at http://www.valleyair.org/transportation/Entire-AQGGP.pdf.

3.10.4 Recycled Water Usage

As part of the Golden State Corridor Project, Quad Knopf prepared a Technical Report to address the feasibility of using recycled water from the Selma-Kingsburg-Fowler County Sanitation District (SKF) Wastewater Treatment Plant for public open space irrigation purposes along the Corridor, as well as within the SR 99 right-of-way. The Corridor has existing and planned public open space, linear parkway, and center island facilities which will need to be irrigated to support the landscaping beautification requirements identified in this Design Manual. In addition, SR 99 landscaped embankments could be a receiver of recycled irrigation water to reduce the amount of potable water used. Within the surrounding areas, other potential customers include various agricultural and industrial facilities.

From a statewide perspective, a more aggressive plan to increase the use of recycled water has been in place since February 3, 2009, when the State Water Resources Control Board adopted its Recycled Water Policy. The new policy is intended to support the Water Board's strategic plan to increase sustainable local water supplies. The purpose of the new policy is to increase the beneficial use of recycled water from municipal wastewater sources in a manner that fully implements state and federal water quality laws.

The report describes State recycled water policy and regulatory requirements, the SKF plant, various cost savings alternatives for treatment and distribution, funding alternatives that could help pay for the planning and construction of a recycled water system and a summary of critical issues for consideration when implementing a Recycled Water Distribution System.

For more detailed information regarding the use of recycled water along the Golden State Corridor and SR 99, please refer to the report prepared by Quad Knopf titled "Golden State Corridor: Recycled Water Usage" dated April 15, 2011.

3.10.5 Building Design

A. Design for Climate: To retain a sense of the Corridor as a unique place, buildings shall be designed appropriate to the area's climate. Climate conditions afford the opportunity to take significant advantage of passive and active solar energy applications. Porticos, arcades, and overhangs are appropriate ways to provide shelter from the summer sun. Trellises and arbors can also provide shade to pedestrian areas.
B. Building design is highly encouraged to include construction techniques and technologies which incorporate energy and water conservation measures. The use of green building techniques shall include, but are not limited to, the following:
    - New buildings shall comply with the current standards for minimum energy efficiency of Title 24 of the California Building Code.
    - Energy-efficient construction or use of energy-efficient components such as, but not limited to, low-E windows, higher than normal R-values for insulation, highly-efficient heating ventilation and air conditioning systems (HVAC), efficient lighting systems, etc;
    - Passive solar design;
    - Solar hot water heating;
    - Photovoltaic solar panels.
C. Consideration should be given to using green building design and meeting Leadership in Energy and Environmental Design (LEED) standards.
D. Flat roofs shall use cool roof treatments. Cool roofs use lighter-colored roofing surfaces or special coatings to reflect more of the sun's heat, helping improve building efficiency by reducing cooling costs and offsetting carbon emissions.
E. Infrastructure construction or reconstruction shall utilize recycled materials (i.e., asphalt base, asphalt concrete) to the extent feasible.

3.10.6 Low Impact Design

A. Vegetated swales shall be located at key locations along the Golden State Corridor. They use grasses or other vegetation to reduce runoff velocity and allow filtration, while high volume flows are channeled away safely to a quantity management facility. Features like plantings and checkdams may be incorporated to further reduce water velocity and encourage filtration. Curb breaks shall be installed along the Corridor and within parking lots and driveways to allow storm water to flow from impervious surfaces to vegetated swales and bio-retention cells (see "bio-retention cells" below). Vegetated swales shall be incorporated into site design where feasible, permitted, and approved by each city.

B. Bio-retention cells typically consist of grass buffers, sand beds, a ponding area for excess runoff storage, organic layers, planting soil and vegetation. Their purpose is to provide a storage area, away from buildings and roadways, where storm water collects and filters into the soil. Bioretention areas (also called rain gardens) shall be landscaped with native plants and grasses, selected according to their moisture requirements and ability to tolerate pollutants. Annual maintenance of bioretention cells must be planned in order to replace mulching materials, remove accumulated silt, or revitalize soils as required. Bio-retention cells shall be incorporated into site design where feasible, permitted, and approved by each city.

C. Filter strips can be designed as landscape features within parking lots or other areas, to collect flow from large impervious surfaces. They may direct water into vegetated detention areas that capture pollutants and gradually discharge water over a period of time. Filter strips shall be incorporated into the design of parking lots and buffer areas where feasible, permitted, and approved by each city.

D. Permeable pavement surfaces can be constructed from a variety of materials, including traditional asphalt and concrete, gravel or pavers. Permeable parking areas and plazas allow water to flow through, replenishing soil areas directly beneath. In many cases, permeable surfaces can reduce or eliminate the need for traditional storm water structures. Permeable surfaces shall be incorporated into site design where feasible, permitted, and approved by each city.

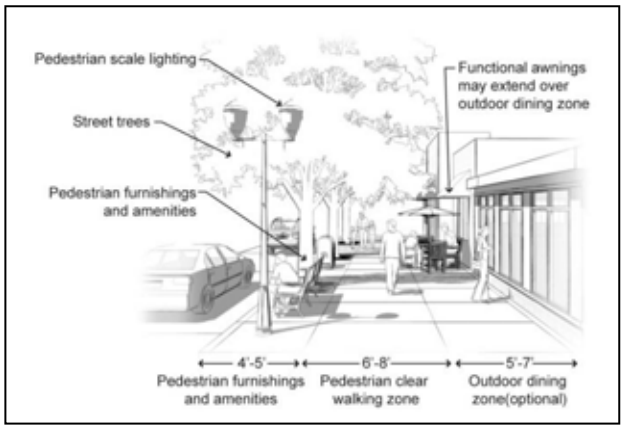
CHAPTER 4
GUIDELINES FOR CORRIDOR RIGHT OF WAY

This chapter provides direction regarding features within the Corridor right of way. This direction shall be reflected in future construction plans.

4.1 URBAN DISTRICTS

4.1.1 Pedestrian Facilities

A. Sidewalk design consistent with the illustration below and if space permits shall be provided in the Urban District. Appropriate pedestrian amenities include street tree well cut-outs or tree grates, space for outdoor seating or dining, bus waiting areas, trash cans, benches, newspaper vending machines, mailboxes, sidewalk displays, public art, street lighting, etc.



The preferred Urban District sidewalk dimensions wherever space is available.

B. Sidewalks shall be provided between the property line and the street curb. The Corridor shall have a sidewalk of not less than ten feet in width; seven foot minimum permitted along Whitson Street in Selma. The sidewalk shall be constructed using a combination of brick and concrete similar to the design used in the applicable downtown.

4.1.2 Street Trees

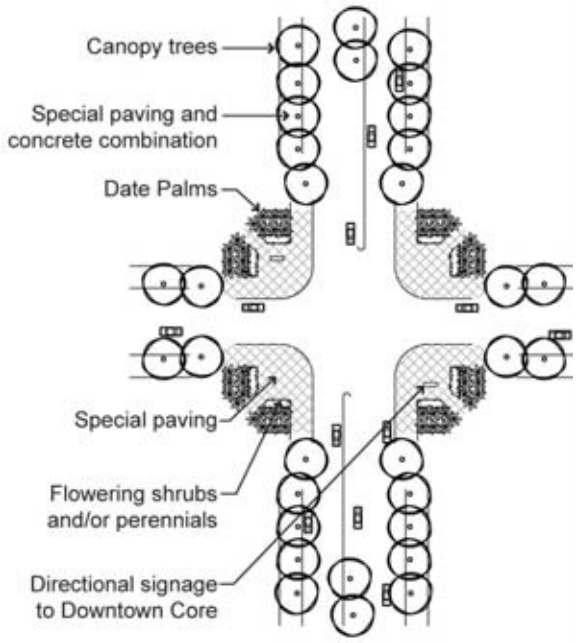
A. All required street trees and landscaping shall be irrigated according to the "Water Efficient Irrigation Standards" for the State of California.
B. Street trees shall be installed at the rate of approximately one tree per every twenty-five linear feet of street frontage, with the exception that trees may be installed a minimum of one tree for every forty feet between Draper Street and Mission Street in Kingsburg to match existing conditions.
C. Whenever street trees are located within sidewalk areas, a minimum four-foot by four-foot cut-out area shall be provided between the sidewalk and the street curb within the public right of way. Street trees along Whitson Street in Selma may be installed behind the sidewalk only when conditions do not permit installation within sidewalk areas.
D. Tree grates are encouraged to be provided in paved plazas and public sidewalks in the Urban District to protect the tree's roots from compaction. In addition, the tree grates provide special visual interest to the pedestrian space and they prevent the tree well from being a safety hazard.
E. The species of trees planted adjacent to the Class I bicycle trail shall provide shading of the trail from afternoon sun from late Spring to early Fall.

4.1.3 Other Landscaping

A. All new plantings visible from the street right of way shall be selected from the Recommended Plant List located in the Appendix.

4.1.4 Entryways

A. At primary and secondary entryways from State Route 99, landscaping along the Golden State Corridor shall be consistent with the use of trees, shrubs, groundcover, lighting, and street furnishings that are being used in the downtown area so that the entry may be viewed as an extension of the downtown core.
B. Stately date palms (*Phoenix dactylifera*) or a similar tree that makes a dramatic entry statement shall be planted at the primary entry into the downtown cores for each of the cities along the Corridor.
C. All other entries from State Route 99 into each of the cities shall be installed with plant materials identified in the Recommended Plant List.



D. Primary Entry to Downtown Fowler: The gateway intersections at Merced Street shall be planted with the following selection of trees:
   - Bay Laurel (Laurus nobilis)
   - Chinese Pistache (Pistacia chinensis)
   - California Sycamore (Planus racemosa)
   - Gingko *(Gingko biloba)*
   - Date Palms (*Phoenix dactylifera*)

E. Secondary Entry to Fowler: The gateway intersection at Adams Avenue shall be planted with the following selection of trees:
   - Bay Laurel (Laurus nobilis)
   - Chinese Pistache (Pistacia chinensis)
   - California Sycamore (Platanus acerifolia)
   - Gingko *(Gingko biloba)*

F. Primary Entry to Downtown Selma: The gateway intersection at Second Street shall be planted with the following selection of trees:
   - Chinese Elm (Ulmus parviflora)
   - California Sycamore (*Platanus acerifolia*)

G. Secondary Entry to Selma: The gateway intersection at Floral Street shall be planted with the following selection of trees:
   - Sweet gum (Liquidambar styraciflua)
   - Chinese pistache (Pistacia chinensis)
   - Gingko (Gingko biloba)

H. Primary Entry to Downtown Kingsburg: The gateway intersection at Draper Street shall be planted with the following trees:
   - Chinese Pistache (Pistacia chinensis)
   - Chinese elm (*Ulmus parviflora*)
   - Date Palms (*Phoenix dactylifera*)

I. Secondary Entry to Kingsburg: The gateway intersection at Sierra Street and shall be planted with the following trees:
   - Coast live oak (Quercus agrifolia)
   - Chinese pistache (Pistacia chinensis)
   - Chinese elm (Ulmus parviflora)
   - Sweet gum (Liquidambar styraciflua

J. Special stamped concrete intersection design should be installed at Second Street and Whitson Street in Selma and Golden State Boulevard and Merced Street in Selma (i.e., stamped concrete inset such as starburst, circle, or other artwork).

4.1.5 Lighting

A. Pedestrian-scale lighting, up to fifteen feet tall, shall be used to define urban sidewalks, pedestrian walkways and connections within parking lots and between buildings.
B. The decorative lighting standard currently being used throughout the applicable downtown core

shall be installed, in accordance with each of the City's standards, at the locations identified below:

- Along both sides of the realigned Golden State Corridor beginning at a point 600' north of Mariposa Street and ending at Vine Street.
- Along both sides of Merced Street from Golden State Corridor to State Route 99.
- Along both sides of Whitson Street from Thompson Street to McCall Street.
- Along both sides of Second Street from East Front Street to State Route 99.
- Along both sides of the Simpson Street between Sierra Street and Mission Street.
- Along both sides of Sierra Street from Simpson Street to State Route 99.
- Along both sides of Draper Street from Simpson Street to State Route 99.
- Along both sides of Mission Street west of Simpson Street.

4.2 BICYCLE FACILITIES

4.2.1 Classifications

The Golden State Corridor will have a bikeway running the length of the route within existing rights of way. The following Bikeway/Trail Classifications will be used along the Golden State Corridor:

- Class I Bike Trail: An 8-foot to 12-foot wide paved route with two-foot shoulders on each side separated from a street or roadway and expressly reserved for non-motorized traffic, with cross traffic minimized.
- Class II Bike Lanes: A 5-foot to 7-foot paved striped lane for one-way bicycle travel on a street or roadway.
- Class III Bike Route: A shared use street or roadway, identified by bicycle route signs.

4.2.2 Bike Trail, Lane and Route Alignments

A. Class I Bike Trails

A Class I Bike Trail will be located along the length of the Corridor with the exception of the urban districts. The Trail will have a paved surfaced that is between 8 and 12 feet wide. The varying width is due to the availability of right of way.

- A Class I Bike Trail will be located on the west side of Golden State Boulevard beginning 200' south of American Avenue to a point 600 feet north of Mariposa Street in Fowler.

  A Class I Bike Trail will be located on the west side of Golden State Boulevard north of Vine Street in Fowler to a point south of the intersection of Highland Avenue in Selma.
- A Class I Bike Trail will be located on the west side of Golden State Corridor from Todd Street in Selma to Sierra Street in Kingsburg.

B. Class II Bicycle Lane

Class II Bike Lanes will be located along the entire length of the Corridor with the exception of Simpson Street, south of Draper Street.

- Class II bicycle lanes will be located along the full length of Golden State Corridor from approximately 200 feet south of American Avenue to the north intersection with W. Front Street in Selma.
- Class II bicycle lanes will be located along the length of W. Front Street in Selma.
- Class II bicycle lanes will be located along the entire length of Golden State Corridor from the southern intersection with W. Front Street in Selma to Draper Street in Kingsburg.

C. Class III Bike Routes

- A Class III bicycle route will be located on Simpson Street from Draper Street to Mission Street in Kingsburg.

4.2.3 Bike Hub

To promote the regional bike trail that parallels the Golden State Corridor, and encourage bicyclists to stop, explore, and enjoy the three cities, bike hubs should be located at convenient locations along the Corridor. Bike hub facilities or bike hubs are encouraged to include the following:

- Public bike racks.
- Public tire pump.
- Coin-operated lockers.
- Public restrooms.
- Benches and shade trees.
- Cycling accessories for sale at rental concessions

A bike hub facility should be established in Fowler near Merced Street, in Selma near Second Street, and in Kingsburg at the Kingsburg Depot (California Street at Lewis Street).

4.3 STREET FURNISHINGS

4.3.1 Benches

A. Benches shall be provided at key locations along pedestrian ways, at transit stops and plazas. Benches should be provided at all sites with educational/historic markers, at approximately every 1,000 to 1,250 feet along the trail, and at approximately every 500 feet in Urban Districts.
B. Consideration shall be given to the location of benches with respect to the ability to provide shelter from summer sun and winds and be open to direct sunlight in the winter. Sites identified in 4.4.1-A shall be provided with shade and canopy trees.

4.3.2 Planters

Planters should be provided in plaza areas, building entry areas, and other paved open areas to give scale to the pedestrian ways.

4.3.3 Trash receptacles

Waste and recycling receptacles shall be provided at building entry ways, public plazas, transit stops and near sitting areas.

4.3.4 Bike Racks

Bicycle parking racks shall be provided at the following locations:

- All public plaza spaces.
- Less than 50' from major building entryways.
- At high traffic areas with passive surveillance.
- In areas protected from the weather.

In addition, bike racks must meet the following criteria:

- The rack must support the bicycle in at least two places preventing it from tipping over.
- The rack shall allow locking of the frame and one or both wheels with a U-Lock.
- The rack is securely anchored to the ground.
- The rack resists cutting, rusting, and bending or deformation
- Wave racks and toaster racks are not permitted.

4.3.5 Bus Shelters

Bus shelters shall be provided at all transit stops.

4.4 OPEN SPACE PRESERVES

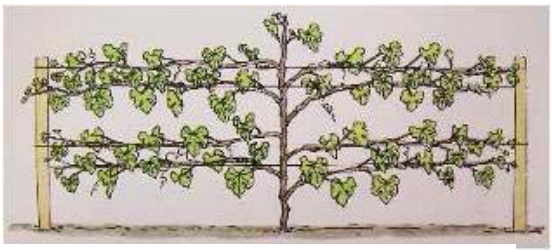
So that the Corridor is not perceived as a continuous chain of single development and to permit each city to have its own identity, areas have been identified where development ends and farmland and open space serve as the edge of each city. The guidelines for the right of way for these 'Agricultural and Open Space Preserves' are intended to complement the farmland and open space areas, natural vegetation, spring and fall colors, and views on both sides of Golden State Corridor.

In agricultural areas, the vocabulary of the hedge and fence rows, windbreaks, orchards, vineyards, and tree-lined sections of roadways shall influence the planting design concepts. Great care should be taken to ensure that open views are preserved. Wildflowers can and should be used to enhance the agricultural areas.

The Blossom Trail is an opportunity for tourists to visit the Corridor in February and March when many of the orchards are in bloom. These areas shall be landscaped with plant materials that complement the orchards during the blossom season. The agriculture and open space preserves are also visited during the Citrus & Fall Foliage Trail during the months of November and December and sometimes as late as January when the foliage changes color.

A. Install wildflower seed mix in parkways and median islands from recommended plant palette.

B. Install natural clusters of ornamental and shade trees (5-10 trees per cluster) from recommended plant palette. Space each cluster 150-200 feet apart to frame views to orchards and vineyards.
C. Preserve existing trees to the extent possible. *Remove all* invasive trees and shrubs.
D. Replicate vineyard-like plantings using stakes, wires, and drought tolerant vines such as California wild grape *(Vitis californica)* or similar.



Wild grapes may be located on stakes and wires and planted in the center island

4.5 CORRIDOR SIGNAGE

4.5.1 Corridor Entry Gateways

The Corridor Entry Gateways should announce to motorists that they are entering a special district that will help acquaint them with the intent that they are entering a historic, scenic, and special place. The gateway concept should focus on the entry to the Corridor. Many visitors will enter the Corridor from State Route 99 along east-west access streets into each of the cities and Corridor Entry Gateways at these streets are allowed. The Corridor entry gateways should make a bold statement. Several options are possible:

- Arch: An arched structure that spans both northbound and southbound travelways;
- Span: A single support structure located in the center median that spans a portion of both northbound and southbound travelways.
- Monument: One freestanding monument sign located within the center median for traffic entering at both the southern and northern entrances of the Corridor. The monument should make a bold statement and be larger than the City Entry Gateway Signs.

Example of an arch sign in El Cajon, CA (above) and Temecula, CA (below)

Example of a sign that spans a boulevard

Examples of monument signs

4.5.2 City Entry Gateway Signs

A city entry gateway sign (or 'Welcome to the City" sign) should be located on one side of the Corridor for traffic entering the city at both the southern and northern entrances to each of the cities. City entry gateway signs provide a sense of welcome to travelers entering one of the Corridor cities. The following requirements should be met:

- The signs should be simple and not compete with the larger scale of the Corridor Gateway Sign.
- Signs are permitted to display graphics or artwork that represent the city such as history, culture, agriculture and commerce, the railroad, or other characteristic of the city.
- Signs that depict the nostalgia of a bygone era, similar to the existing Fowler entry sign, are encouraged.
- City entry gateway signs should be placed at the north and south entrances to each city.

Examples of City Entry Gateway Signs

4.5.3 Tourist Oriented Directional Signs

Tourist Oriented Directional (TOD) signs are a California sign program that was authorized by the California State Legislature through the passage of State Assembly Bill 2339 in 1994. The purpose of the program is to guide "out-of-town" travelers to California's tourist attractions. The Bill requires that Caltrans establish and charge a fee to place and maintain these generic signs. Businesses such as wineries, gift shops, restaurants, arts and crafts shops, etc. can qualify if the eligibility requirements are met. Fresno County is encouraged to use these signs where appropriate. The following signs are not allowed:

- On freeways and expressways;
- On congested highways;
- Within any city limits;
- Within areas of population exceeding 50,000;
- If the business is adjacent to and visible from the highway; and,
- If business has on-premise or off-premise signing.

Example of Tourist Oriented Directional signs.

4.5.4 Informational Markers

The following sites should be considered for informational markers (also known as educational markers). Informational markers could be located in connection with a fixed improvement or geographical location of a potentially historic nature or for educational purposes. Several buildings such as the brick warehouses in Fowler or the old "Cinderella Raisins" building recall the history of agriculture along the Corridor. Some of the irrigation canals pre-date 1885 when portions of the valley were subdivided into twenty acre rural homesteads and sold as farms primarily for the production of grapes, orchards, and alfalfa. Markers adjacent to the irrigation canals could potentially identify the rural homesteads that were served by the irrigation canals. Examples of these farms include the Norris Colony, Sierra Park Vineyards Colony, and the Walters Colony near Fowler. A historic resources survey should be conducted to identify historic features along the Corridor.

4.5.5 Directional Signage from SR 99 to Golden State Corridor (Old US 99)

All directional signage along SR 99 pointing to the Golden State Corridor shall be approved by Caltrans. A southernmost location along SR 99 has been preliminarily suggested and approved either at the 18th Street exit or the Sierra Street exit (to be determined and approved by both the City of Kingsburg and Caltrans). If directional signage from 18th Street is preferred, the 100% plans should consider adding improvements to a portion of the frontage road and Mission Street to the project. Corridor gateway signage announcing the entry to Old US 99 (at Mission Street or Sierra Street near Simpson Street) should be considered in addition to the directional signage. Temporary signage will also be permitted at the northern entrance at American Avenue; however, this sign may eventually need to be relocated to Ventura Street as future improvements are made to the Corridor north of American Avenue. Additional directional signage on SR 99 can be negotiated and approved by Caltrans.

CHAPTER 5
CONCLUSION/ NEXT STEPS

5.1 CORRIDOR TRADEMARKING AND BRANDING

The Golden State Corridor, for its length and surrounding areas, would benefit from a cohesive identity and an effective common wayfinding system. The development of a trademark for the Corridor would provide long term benefits by establishing a recognizable brand and identity that could be used for marketing, promotions, and signage/graphics for major entries and edges; directional signage for vehicular, bicyclists, and pedestrian users; and, educational markers at various stops or pull-offs along the Corridor. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements. At the core of every brand identity is a brand mark, or logo. To guarantee success, one of the later steps that should be undertaken by each of the Corridor cities is to work with a professional branding/graphic design firm that can facilitate this effort and create designs for a new identity. Each city can maintain their own identity while unifying the Corridor's infrastructure overall.

Example of a coordinated system of wayfinding signage.

5.2 HISTORIC RESOURCES SURVEY

In general, historic roads are roads that, through design, experience, or association, have contributed to our culture in a meaningful way. Special designations or recognitions, whether at the local, state or federal level, can raise the awareness for an historic road and provide opportunities to pursue specialized grant funding.

An historic resources survey should be conducted as a component of the environmental documentation to identify specific features (sites, buildings, sections of roadway and roadway features, and landscape plantings) that define the Corridor's character.

5.3 NATIONAL REGISTER OF HISTORIC PLACES

The Fresno Council of Governments or individual cities may wish to consider federal historic designation of the Corridor, sections of the Corridor, or roadside sites. The National Register of Historic Places, maintained by the National Park Service, is the principal form of recognition for historic properties in the United States. Historic roads, bridges, buildings, structures and affiliated landscapes are all potentially eligible for listing in the National Register. For the National Register, resources are generally considered historic if fifty years old or older. Listing obligates the managing organization to "take into account" the effects of federally funded projects on an historic resource through Section 106 of the National Historic Preservation Act. Requests for listing must be submitted to the State Historic Preservation Office.

The National Register of Historic Places uses four criteria for evaluating the significance of a historic resource. The Golden State Corridor may meet Evaluation Criteria A which is "associated with events that have made a significant contribution to the broad patterns of our history". Historic Route 66, for example, met Criteria A due in large part for its association with migration during the Dust Bowl. Closer to home, State Route 204 (Golden State Street) in Kern County was also recently determined to be eligible for National Register inclusion.

5.4 PUBLIC TRANSIT STOPS

Bus transit stations should be integrated into key locations along the corridor. Transit stations could be connected to residential, commercial and downtown core areas with trails, sidewalks, and bike lanes. Following is a list of potential public transit stop locations and opportunity sites for mixed-use centers and public plazas within each of the communities.

- Fowler: 8th Street between Merced and Main Street
- Selma: Whitson Street between 1st and 3rd Avenues or Thompson Street between Whitson and Front Streets and the northwest corner of Floral Street.
- Kingsburg: Kingsburg Depot/California Street at Lewis Street.

Transit centers/stops should be established to encourage the interface between commercial centers, high density residential uses, and the transit system.

5.5 TRANSIT ORIENTED DEVELOPMENT

The Corridor is being planned to support future urban-style growth in the three Urban Districts that could include a transit stop and mixed use development--the beginnings of a transit-oriented development (TOD). In order to fully implement a TOD land use design in these areas, modifications and additions would need to be made to each city's zoning ordinances. In Kingsburg, a form-based code is currently being designed that could accomplish this. It is recommended that each city evaluate specifically what type of land use policies that they would like to update or revise to implement this vision.

5.6 HISTORIC US 99 ROUTE SIGNS

In 1999, the California Legislature officially recognized US 99 as an "honorific" historic route (ACR 92) thus allowing cities, towns, and local groups to have "historic route" signs. The California Manual on Uniform Traffic Control Devices (MUTCD) has adopted a Historic Route 99 sign for use on California roadways. It is recommended that the

local jurisdictions and/or Fresno COG coordinate with the Department of Transportation to have these signs installed. Cost of installation must be by non-state funds. See CA MUTCD Section 2H.103(CA) and Sign S25 (CA).

5.7 GREENROADS CERTIFICATION

Greenroads is a nationwide sustainability rating system for roadway design and construction. This program reviews the long-term sustainability of the construction practices implemented and the materials used for any road project. Upon project evaluation and certification, a Greenroads score serves as an indicator of roadway sustainability by considering both the roadway durability and the overall environmental impacts of the project.

The Greenroads rating system involves evaluation of a collection of sustainable roadway design and construction best practices. Each sustainable practice is assigned a point value according to its impact on roadway sustainability. The final Greenroads rating is based on 11 project requirements plus a number of additional voluntary credits.

After review of the sustainable practices that would be evaluated, it is apparent from the 30% design plans of the Golden State Corridor that the majority of the sustainability credits can be met during the 100% plans and construction phases. Since the Golden State Corridor Project is also intended to serve as a model project for innovative design and environmental consciousness in the Valley it is recommended that pursuit of Greenroads certification should be incorporated into the scope of work for the 100% design plans.

For more information on the program see www.greenroads.us.

5.8 CORRIDOR RIGHT OF WAY MAINTENANCE

5.8.1 Adopt-A-Corridor Program

When local businesses, organizations, and individuals adopt a section of highway, they demonstrate pride in their community while making the roads cleaner and more beautiful, and helping to prevent pollutants from entering waterways. Along State Route 99, community members cared for 204 miles as of 2004. Managed by the local Caltrans district offices, the program has adoption opportunities to remove litter, plant trees, shrubs or wildflowers, or remove graffiti as needed from highway structures. A similar program can be adopted by each of the Corridor cities. Participants are given needed materials for removing litter, but will generally provide their own materials for planting or graffiti removal. Adoptions generally last for two years, and are renewable if the organization satisfactorily meets the terms of their current adoption. Private citizens, civic groups, and businesses should be encouraged to "Adopt-A-Section-of-Boulevard" for maintenance of planting areas at community entrances, medians, street trees, and roadside pull-offs.

5.8.2 Community Clean-Up Days

Another option is to institute community clean-up days. There are many models from across the country, including some within the Central Valley. Such days can be elaborately-planned or modestly-organized efforts. They can be held in conjunction with Adopt-A-Boulevard efforts, or on their own.

5.9 INTEREST GROUP COORDINATION AND SUPPORT

The following community groups have shown interest in the Golden State Corridor project and may be helpful in meeting goals for the Golden State Corridor during the 100% construction plans process:

- Association for the Beautification of Highway 99
- Greater Area Fresno Chamber of Commerce
- Fowler Chamber of Commerce
- Fresno Bicycle Coalition
- Fresno County Economic Development Corp.
- Fresno County Farm Bureau
- Fresno Cycling Club
- Fresno Historical Society
- Friends of the Depot (Kingsburg)
- Kingsburg Beautification Committee
- Kingsburg Chamber of Commerce
- New Path Center (Kingsburg)
- Rotary Club of Selma
- Selma Chamber of Commerce
- Tree Fresno

5.10 ADOPTION AND AMENDMENT OF DESIGN GUIDELINES MANUAL

This document is intended to be utilized by Fresno Council of Governments and its future consultants and contractors for design and construction of improvements inside the Golden State Corridor right of way. It is also intended to be utilized by Fresno County and the cities of Fowler, Kingsburg, and Selma to guide requirements that are placed upon new development adjacent to the Corridor.

5.10.1 Adoption by Cities

After this document is accepted by Fresno Council of Governments, it is recommended that each of the four jurisdictions adopt this Design Guidelines Manual by resolution. Adoption by resolution will require that the jurisdiction adopt a resolution accepting the Design Guidelines Manual as development standards of that jurisdiction with a direction that City staff utilize the Guidelines when reviewing proposals for private property development. This will require adoption of a resolution by the Council/Board, and does not require a public hearing, although one is recommended to encourage public participation.

Adoption by resolution does not require the jurisdiction to strictly enforce the requirements in the document, but to utilize them more as a tool and a guideline. Typically, any interpretations of how to apply the document would be made by the jurisdiction's Community Development Director or his/her designee. Any amendments to the text of the document can be made by resolution, with or without a public hearing.

5.10.2 Conflicts with other Documents

It is recommended that the resolution identify how to handle conflicts between the Design Guidelines Manual and other plans, ordinances, and policies. The jurisdiction's general plan shall always take precedence over the Design Guidelines Manual. For other ordinances, policies, and standards, the jurisdiction should specify which would take precedence in the event of conflicting standards.

5.10.3 Modification to Text of Guidelines Manual

It is recommended that a jurisdiction inform the other three jurisdictions and Fresno COG of its intent to consider adoption of a modification of the text of the Design Guidelines Manual for their jurisdiction. Modification by one jurisdiction does not require modification by the other jurisdictions. Each jurisdiction shall be able to interpret and apply the Guidelines as they choose.