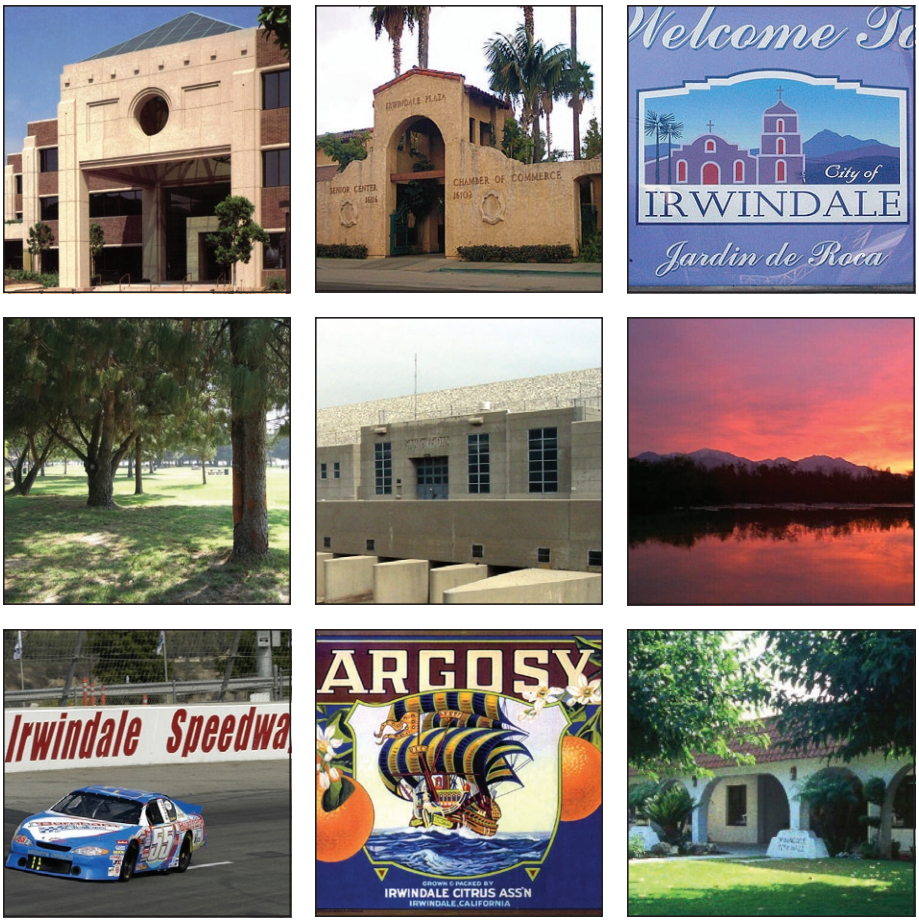

approved january 14, 2009

City of IRWINDALE

city of irwindale commercial and industrial design guidelines

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prepared for the city of irwindale

prepared by downtown solutions
a division of civic solutions, inc.

approved
january 14, 2009

table of contents

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1.0 introduction

1.1 purpose

The purpose of these guidelines is to ensure the successful integration of commercial and industrial projects -- both new construction and remodels. The goal is a more aesthetically and functionally cohesive community.

1.2 tradition and opportunity

Irwindale has reached a turning point in its history. In its early years Irwindale was dominated by major sand and gravel quarries, reflecting its foothill location upon millennia of alluvial deposits. The lifespans of some of these businesses are now coming to a close and the City is presented with the opportunity for new commercial and industrial development.

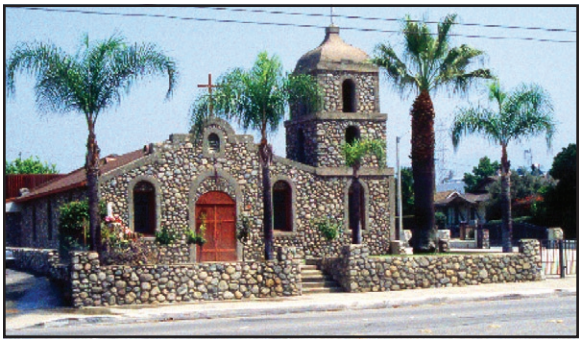
The quarries and the large extent of industrial uses have given Irwindale a more expansive character than other Southern California communities. That is a positive quality, as are the San Gabriel Mountain views, the river rock tradition, and the Hispanic heritage as evidenced by many of Irwindale's buildings.

Aerial image of The City of Irwindale

Irwindale City Hall

1.3 historical and cultural context

An alluvial fan of streams, flowing from the San Gabriel Mountains became the resource for the mining industry



The historic Church on Arrow Highway was built with indigenous river cobblestones and shows how the rock was incorporated into the early architecture within the City

Mission in Salvatierra, Mexico

The use of The City of Irwindale Commercial and Industrial Design Guidelines to direct this new development will ensure that many aspects of the rich natural and cultural history of the City of Irwindale are incorporated into new development, helping to form a more aesthetically and functionally cohesive community.

In order to preserve and protect the City's Hispanic heritage, while promoting and enriching the community's quality of life, these commercial and industrial guidelines have been established to direct all such development. These guidelines will insure that the built environment is responsive to the community's cultural values and historical identity.

Irwindale was built on top of an alluvial fan of streams, flowing across the San Gabriel Valley carrying large quantities of sediment down from the mountains. These historic sediment deposits created the opportunity to begin several major sand and gravel mining operations. These design guidelines reflect the spirit of the city's geographical and geological history by encouraging the incorporation of sand, rock and cobble materials into buildings, site elements, and the landscaping. An Irwindale icon, the Church on Arrow Highway, provides an excellent local example of this historical character through the use of indigenous river cobblestones in its architecture.

The City of Irwindale is proud of the strong Hispanic heritage claimed by the majority of its longstanding residents. To support and promote this pride, as well as to pay homage to those missionaries who settled in the San Gabriel Valley during the 18th century, architectural styles that

have roots in the early California Mission Style are appropriate for the community.

Irwindale's sister city, Salvatierra, Mexico, contains many historic examples of traditional Mexican and Spanish Colonial architecture, and can provide guidance for Irwindale's new development.

These guidelines give specific direction as to architectural design principles.

These guidelines shall form the basis and criteria for the evaluation of plans and specifications submitted for review and approval to the City of Irwindale. Developers are required to follow all provisions of these guidelines as applicable to their specific project. All development plans, landscape plans, and graphic designs shall comply with these guidelines. In addition to the provisions of these guidelines, all regulations, requirements, standards, specifications, of the city of Irwindale shall also apply and take precedence over the guidelines.

1.4 organization

For ease of use, the Design Guidelines are presented in four chapters:

1. introduction - This section introduces the purpose, tradition, opportunity and organization of the guidelines.

2. design principles - Basic site and building design principles are discussed with an emphasis on appreciation of the principles themselves rather than on a particular architectural style. Some of the principles addressed include continuity, focus, transition, balance, rhythm, and integrity.

3. detailed design guidelines - This is the "nuts and bolts" portion of the Design Guidelines. This section contains the specific guidelines that will address site design, materials, landscaping and architecture.

4. design review process - explains the procedure required for submitting a proposed development project for approval.

A. appendix - The Appendix includes a Glossary of terms used in this document with definitions to provide clarity for the reader.

The Irwindale Senior Center and Chamber of Commerce building is a good example of architecture and landscaping to be preserved and emulated by new projects proposed within the City

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2.0 design principles

2.1 organization

These principles are intended to establish general design characteristics and a broad framework for the physical form and use of commercial and industrial buildings. The primary emphasis of the Site Design Principles is the interrelationships of buildings and public spaces, while specific design characteristics of individual structures are addressed in the following Building Design Principles.

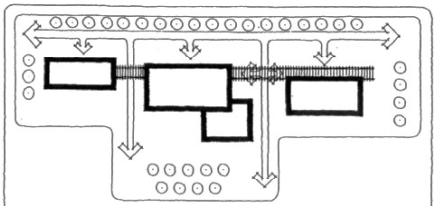
2.2 site design

a. site design

Continuity should be maintained through the use of unified or complementary pedestrian amenities, landscaping, and similar design features.

New buildings should provide connections with existing pedestrian circulation systems

Pedestrian walkways can extend the public realm from one street to another



b. streetscape

Buildings located adjacent to major streets should border the street edge to encourage pedestrian activity and to complement historic downtown patterns of development. This contains and defines the street as a space by providing it with "streetwalls".

A durable, safe, and attractive streetscape will withstand the test of time and reinforce a sense of place and economic vitality

c. focus

Freestanding buildings should be grouped around a common focal point or design feature.

A fountain adds ambiance and charm to a public area as a central figure in an interior court yard or a focal entry feature.

d. pedestrian vitality

Site plans should be designed to maximize access to, and view of, activity and outdoor uses along pedestrian paths.

Plaza seating and plantings add dynamics to the street environment

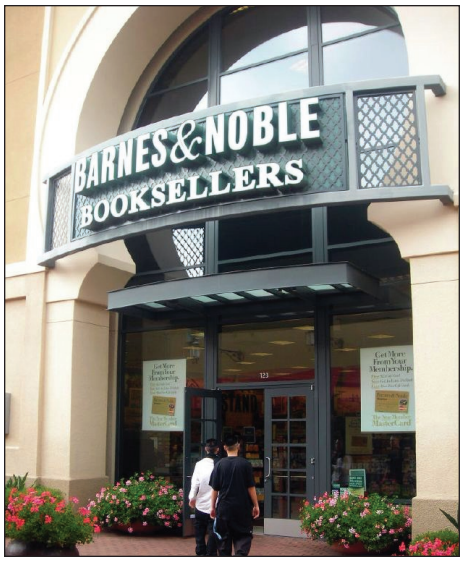
Retail areas should offer something for all ages, all tastes and lifestyles, at all times of the day and year.

2.3 building design

a. shelter

At the most basic level, a sloped roof is the most powerful visual clue to a house. Commercial and industrial buildings usually have flat roofs, with sloped roofs often serving only as accents. Even on a flat-roofed commercial building, the message of shelter is important; it can in some cases be conveyed with as little as a recess or canopy at the entry.

Sloped roofs, entry canopies and entry alcoves, should generally be used to express the welcoming shelter of any building.



Predominant components of architectural style, alcoves provide emphasis and relief from the elements

Landscaping and architectural details add to the welcoming feeling this entry provides for visitors

b. transition

Building and landscaping elements achieve strong building entries, as well as inviting transitions between indoor and outdoor areas, and among outdoor spaces. Elements include substantial entry alcoves, garden structures, overhangs, layered facades, well-related glazing, screen planting, focal planting, and procession planting.

- Building and landscaping elements should maximize opportunities for layering, entry expression, and other transitional elements.

Outdoor living spaces transition to the public realm and add life and energy to an area

Entry landscaping creates a processional statement leading one into the commercial center or parking area

c. balance

Balance can be literal, involving similar masses or features. Subtle balance, involving dissimilar but well-proportioned masses or features, is encouraged. For example, balance can be achieved between an intense detail feature and a long rhythmic building mass, or by offsetting a horizontal mass with a vertical accent.

Building massing and site design should reinforce a sense of balance, scale, and proportion within the project and within the immediate neighborhood context.

Asymmetrical overall massing and open space design support an informal village setting and help a commercial building fit within the context of a block. Self-contained buildings ("islands") and inappropriate monumentality are thus avoided. However, symmetry limited to small buildings or small areas of larger buildings is not disruptive, and subtle asymmetry can be introduced within that symmetrical framework.

- Complete symmetry should generally be avoided for a building with a linear front facade of more than 30 feet. Within overall symmetry, static appearance can be avoided through different treatment of minor features on each side of the building.

d. rhythm

The repetition of building bays or other major building elements is valuable for the achievement of rhythm and sense of place. However, the perception of repeated elements changes from pleasant order to monotony if the sequence is too long.

- Repetition of major facade elements such as building bays should establish a rhythm, and should generally not exceed seven in number in order to avoid monotony.

Detail in architectural design elements such as accent railings and embellished arches contribute to the rhythm and express individuality in style

e. integrity

"As is the small, so is the great."

Integrity is the reflection of the small elements in the overall design, and vice versa. A project is tied together through integrity, including appropriate completeness of detail on all elevations. Keeping the project's integrity also relies on using materials and finishes that will not require a high level of upkeep.

- Integrity of building design should allow durable design features to resonate, and to be carried forward to all views as appropriate.

Historical buildings have a high degree of design integrity evident in each minute detail

Integrity in the specification and procurement of architectural products helps set standards and protects original design.

f. substance

While the use of steel and reinforced concrete has allowed a great reduction of structural dimensions, it has not changed the viewer's need for a structure to appear substantial. This can be an issue where traditional designs are used in conjunction with modern structural systems.

- Dimensions shall be given to design elements -- to give a building the appearance of structural substance as appropriate to the setting.

Design elements anchor each building while also giving them structural substance appropriate to each visual and locational setting

g. detail

Detailed façade elements are essential to relating the building to human scale. Exaggeration of details and/or use of generic, applied details, create a cartoon-like appearance that is generally not acceptable in Irwindale. Vertical graduation of details, in which their expression becomes finer and/or more open at the top of the building, can help reduce the building's vertical scale and celebrate its transition to the sky.

Detail and vertical graduation shall be used as appropriate to the scale and character of the project and surroundings, and integrally designed to avoid a generic, applied, appearance.

h. character

Character is the sum of the parts. The first seven principles determine much of a project's character. It determines whether a project will continue the tradition of its context, improve it, or degrade it.

Respect for the project's setting is the most fundamental aspect of sensitive building and landscape design. This need not result in direct copying or referencing of design components, and contrast can be as valid an approach if compatibly achieved.

Aside from the seven preceding principles, style is a major factor in a project's character. At this point in the early 21st century, remnants of many architectural trends of past decades are found in new designs. Strict adherence to style according to academically correct criteria is rare. An eclectic approach - within a neighborhood and within a single building - is acceptable if executed in a sensitive manner. Careful consideration of the design principles can help in that effort.

It is hoped that the principles and examples will reinforce the designer's creative desires and skills.

- Through composition using the other principles as appropriate, and observing the best aspects of Irwindale's heritage, the project's character shall improve its context.

Site, design, landscaping and all components of architectural design together create the character of a project

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3.0 detailed design guidelines

This section provides general design guidelines and concepts that are applicable to commercial and Industrial development projects in Irwindale, including individual retail, service, office and manufacturing uses as well as commercial centers, to promote the creation of good community design and quality development. It is divided into five sections:

3.1 The matrix - gives an at-a-glance overview of the concepts and guidelines in the following sections.

3.2 Site Design – the overall objectives and guidelines for laying out all aspects of the site such as circulation, parking, and building placement.

3.3 Site Materials and Landscaping – Detailed guidelines address landscaping, site materials, planting, streetscape and street furniture.

3.4 Building Design – includes specific guidelines to address the architectural elements of the structures.

3.5 Signs – the signage guidelines address permitted signs and guidelines for their design and placement.

The Stone Building at the Santa Fe Dam/Nature Center is a local icon representing the historic use of incorporating sand, rock, and cobble material into buildings (photos by: photographer Teresa Young/SGMRC)

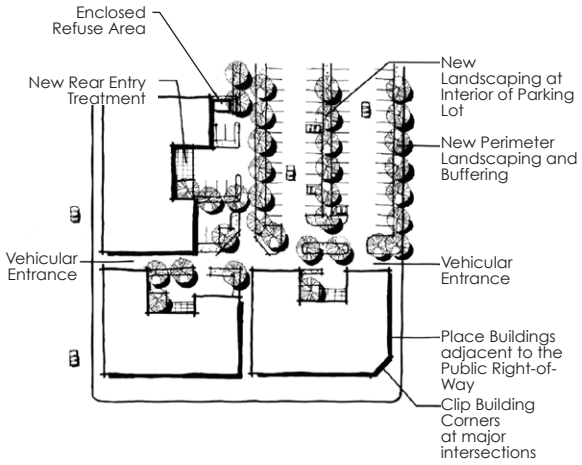
3.1 matrix

a. site design & landscaping

	ENCOURAGED	DISCOURAGED
Design Objectives and Siting	▪ Majority of frontage at public sidewalk ▪ Historical structures and land forms incorporated ▪ Cluster buildings, incorporate plazas and walkways on larger sites	▪ Parking in front ▪ Building set back entirely from sidewalk with no mitigating landscaping or garden structure ▪ Large self contained building
Parking/Access	▪ Reciprocal access ▪ Parking to rear if secure; to side as alternate ▪ Vehicle and pedestrian connections between adjacent uses ▪ Links to other projects and existing systems ▪ Safe and well designated pedestrian path of travel	▪ Curb cuts in arterial streets ▪ Front parking more than 60 feet deep ▪ Poorly designated pedestrian walkways
Open Space	▪ Courtyards, visible from buildings or street ▪ Public spaces for relaxation and rest ▪ Outdoor dining with permit ▪ Shading of open spaces & parking lots	▪ Termination of existing linkage ▪ Unshaded parking lot ▪ Unshaded public open space areas
Screening	▪ Parking lot screening at street periphery ▪ Berming with landscaping preferred ▪ Solid walls with landscaping for trash and storage facilities ▪ Proper slope planting techniques to provide screening ▪ Sound attenuation walls, buffer zone and landscape screening at commercial /residential interface	▪ Ground covers and flowering perennials alone
Landscaping	▪ Minimum 10% of total gross site landscaped ▪ Minimum 10% of parking area landscaped ▪ Define the road edge, entrances & exits with landscaping ▪ Consistency & compatibility in style/design of paving & site amenities ▪ Lighting for safety and accent ▪ Incorporation of local quarried stone	▪ Overused, generic plants ▪ High water-use plants ▪ Inconsistent design style of paving & site amenities ▪ Inconsistent style and/or compatibility of plants
Planting	▪ Enhanced project entries ▪ Native plants ▪ Drought tolerant / low water usage plants ▪ Appropriate groupings of plant materials ▪ Vine pockets on walls & buildings ▪ Theme trees, Mexican Fan Palm preferred	▪ High water usage plants ▪ Large areas of sod that require intense maintenance ▪ Irrigation overspray and waste

b. building design & signs

	ENCOURAGED	DISCOURAGED
Design Principles	▪ Balance, rhythm, symmetry ▪ Layering / detail / depth ▪ Vertical / horizontal balance ▪ Enhanced street corners ▪ Pedestrian vitality	▪ Applied ornament as substitute for integrity and interest of massing
Style	▪ Authentic period styles compatible with City context ▪ New buildings that draw upon the fundamental characteristics of existing buildings in Irwindale ▪ Facades with depth of planes ▪ Develop contemporary interpretations of the traditional context	▪ Mimicry of mission bells, etc. ▪ Historic-look-alike buildings ▪ Novelty ▪ Parabolic arches ▪ Stock building plans or typical corporate or franchise operation designs
Architectural Detailing **- Facade Elements**	▪ Recessed heavy wooden doors ▪ Deeply recessed windows with planter boxes ▪ Arcades, columns for scale, balance & rhythm ▪ Base & cornice expression ▪ Detailed balconies ▪ Simple awning / canopy shapes ▪ Custom ornamentation ▪ Continue façade variations on all sides, including roof line	▪ Long, unbroken façade ▪ Flush windows ▪ Oversized, novelty, or generic ornament ▪ Permanent, non-retractable or exterior security grate/bars ▪ Neon window perimeter strips
- Roofs & Parapets	▪ Varied rooflines- low pitch ▪ Flat roof behind detailed parapet ▪ Large eave overhangs ▪ Rails expressing roof deck	▪ Varying roof pitches ▪ Visibly thin parapets ▪ Prominent generic arch or gable ▪ Unbroken ridge lines
- Materials & Colors	▪ Smooth or lightly troweled stucco ▪ Metal, glass, wood, brick, stone, appropriate to context & style ▪ Light harmonious colors with accent color for trim ▪ Mission clay tile, Spanish S tiles or clay shingle	▪ Excessive color saturation + brightness ▪ Unfaced concrete, concrete block or cultured stone ▪ Modular units (tiles, blocks, etc.) too large for building scale
Signs	▪ Monument, Wall, Projecting, Window & Awning Signs ▪ Integrate with architecture ▪ Simple, legible, & durable ▪ High quality materials	▪ Internally illuminated, can signs, flags, banners, moveable letter, off-premises, electronic, roof-mounted & billboards ▪ Neon window strips



Proper site planning incorporates building placement, circulation and landscaping

Existing boulders and earth forms can be successfully incorporated into the site plan

This center incorporates organization, building design, and landscaping, all the elements of good site design effectively creating compatibility in building form, architectural treatment and overall function.

3.2 site design

a. design objectives

In designing the site, consider the area's scale and character and demonstrate sensitivity to the contextual influences of the surrounding area highlighting the following techniques:

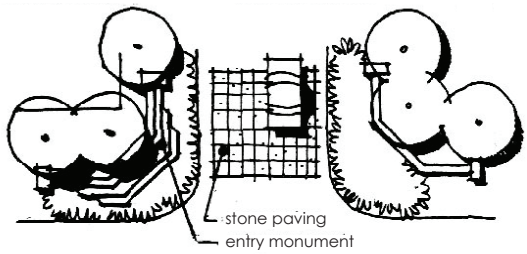
- Building forms and elevations shall be articulated in a manner that will enhance the surrounding area and create interesting rooflines, building shapes, and patterns of shade and shadow.
- Spaces for outside equipment, trash receptacles, storage, and loading areas shall be designed as an integral part of the structure or positioned in the least conspicuous part of the site.
- Landscaping utilized to provide project amenities and to screen parking and equipment areas will provide added interest and enhance the overall project site design.
- Any structures or natural forms that are distinctive due to age, cultural significance or unique architectural style should be preserved and incorporated into the site design.
- Large sites, over 5 acres, shall cluster buildings, incorporate plazas, patios and pedestrian walkways and establish a visual and physical link between buildings to create a village or campus feel. Space shall be usable and create "outdoor rooms".

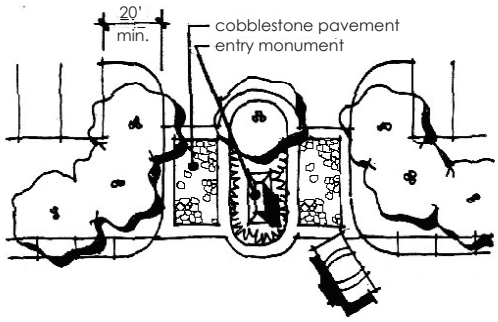
b. parking and vehicular access

1. Entry and Circulation

Properly functioning parking areas and circulation systems are beneficial to property owners, tenants, and customers and contribute to the overall success of a commercial development.

- Entries, exits, parking lots, and pedestrian pathways shall allow customers and delivery vehicles to navigate through the site easily and safely.
- The project entry shall provide a focal point and / or decorative paving to both welcome and guide entry to visitors and employees with sensitivity to pedestrian scale as shown in the diagrams below.



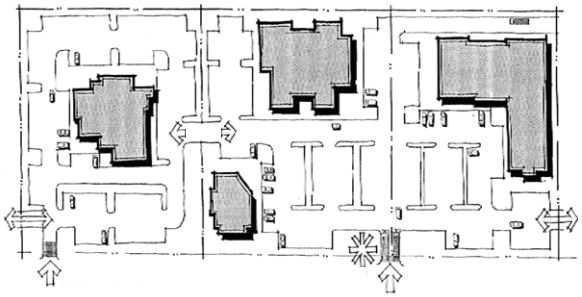


- Provide for plaza spaces designed in concert with adjacent building entries.
- The circulation system should be clear,

Focal entrance features work with landscaping to provide a sense of arrival

An example of a parking lot design that promotes ease of movement

A local business complex exhibits a well defined parking lot circulation system

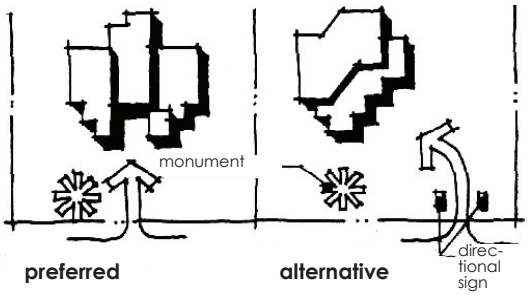


Master Planned Development with shared parking and access provide a well defined circulation system

Clear circulation patterns can be made at entry driveways into a commercial center through the use of pavers, center medians, and landscaping.

Parking aisles are placed perpendicular to the main entry aisle for ease of movement

direct, and simple, with a primary focus on the building itself as illustrated below.



- Vehicle and pedestrian connections shall be provided between commercial buildings, centers and adjacent commercial uses in a safe and well-defined pattern.
- Delivery and loading operation design shall mitigate circulation impacts to internal traffic flow and not conflict with vehicular traffic in the street.

2. Parking

Parking space, aisle dimensions and landscaping shall conform to City development standards.

- Parking lots shall be designed with a clear hierarchy of circulation:
  - major access drives with no parking;
  - major circulation drives with little or no parking;
  - parking aisles for direct access to parking spaces.
  - Side street access is encouraged to maintain efficient traffic flow on major roadways.
- Parking areas shall be designed for pedestrian safety with walkways parallel to

parking aisles, minimizing the need to cross parking aisles and landscape islands to reach building entries.

- Pedestrian crossings shall be emphasized at driveways and major circulation aisles by using a different material such as decorative concrete or unit pavers.
- Project design shall connect the onsite pedestrian circulation system to offsite public sidewalks.

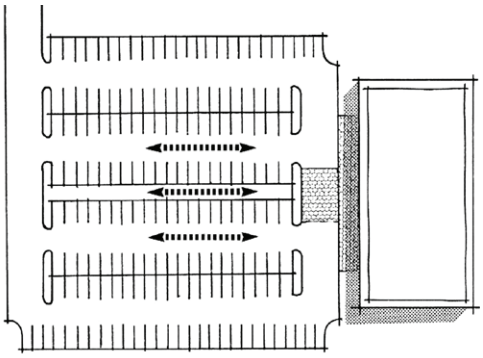
3. Private Drives

- Private roads shall be treated as extensions of existing streets within the City of Irwindale.
- The design of private roadways and drives around buildings is the responsibility of individual developers.
- Private roads connecting to service yards at the rear of buildings shall also be landscaped and integrated into the project setting and character.

c. open space

1. Public Open Space

- Open space shall be provided to allow an opportunity for relaxation and to promote a healthy lifestyle.
- Open space shall be visible from the buildings or the street for safety and surveillance purposes.
- The placement of open space areas shall maximize access and exposure to common facilities with a clearly defined path of travel.
- Landscaping shall be used to define activity/ use areas, and to frame and reinforce views.

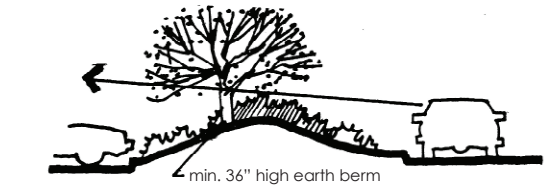


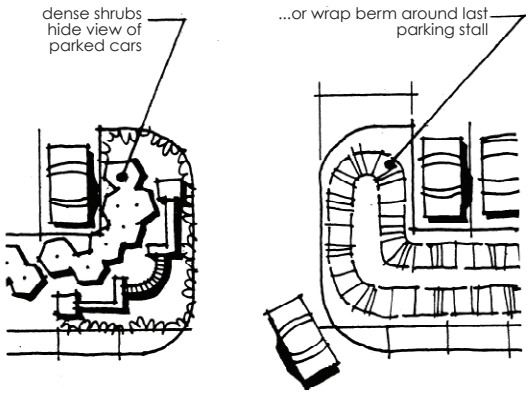
Preferred Parking Lot Layout

Open space used for landscaped plazas creates a "2nd place"

Outdoor spaces with dining areas and patios help create a vibrant pedestrian environment

In this photo, perimeter landscaping helps screen cars from public view along the pedestrian thoroughfare





The above are good examples of how landscaping and berming can be used to screen parking lots from public view

Gentle berming planted with trees softens the streetscape and screens the parking lot

- Existing natural features shall be enhanced with native vegetation when possible.

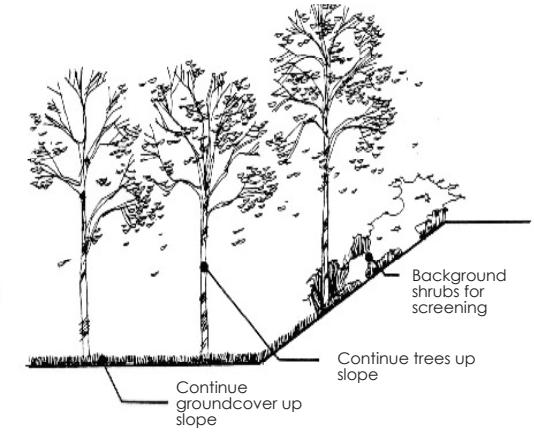
2. Landscape Screening Methods

- Views of parking areas from the street are discouraged.
- All parking lots shall incorporate screening at the street periphery. Landscaping, low walls and shrubs, and berming shall be utilized to screen parking areas.
- Screen walls or landscaping shall not be located in the line of sight for drivers entering, leaving or driving through the site. Screening shall maintain a clear visual zone between 32 inches and 5 feet above grade.
- Wherever possible, screening shall be accomplished by contoured grading, dense evergreen shrub massing, or a combination of these two techniques. Trees and shrubs shall be massed and perhaps combined with gentle mounding to screen adjacent views.
- Certain facilities will require solid fencing for screening, such as trash areas and storage yards. The site planner is directed to consult the current City of Irwindale Zoning Ordinance requirements for placement and maximum size of these facilities.
- Generally speaking, the use of property line fencing for screening purposes is discouraged and will be approved by the Director of Planning and Community Development only in cases where the need for complete security of the premises is clearly demonstrated by the owner.

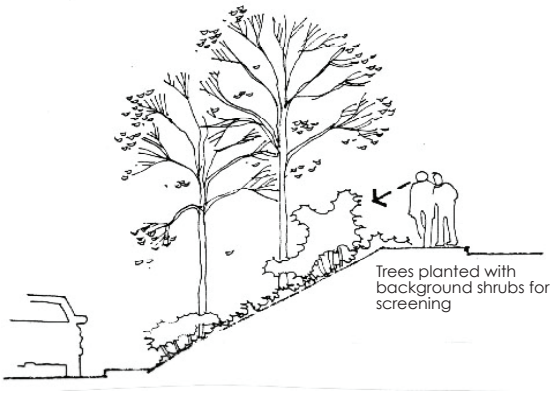
3. Slope Planting

Tree, shrub, and ground cover planting on slopes shall be designed to complement planting themes in adjacent areas. The use of native plants and other drought tolerant plants is required due to the extreme exposure and reduced water supplies expected for the slopes.

- Foreground slope plantings can be used to extend a planting theme.



- On downslopes, to screen views below, trees, and large shrubs shall be massed at the top of the slope.



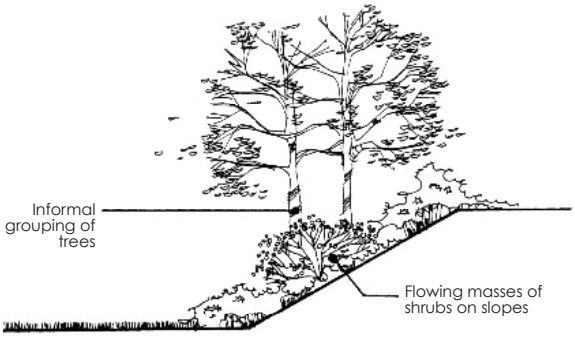
Natural planting of trees, shrubs, etc, make the streets more inviting and user friendly

Well placed trees and shrubs within slope planting naturally reduce the visual impacts of parking lots

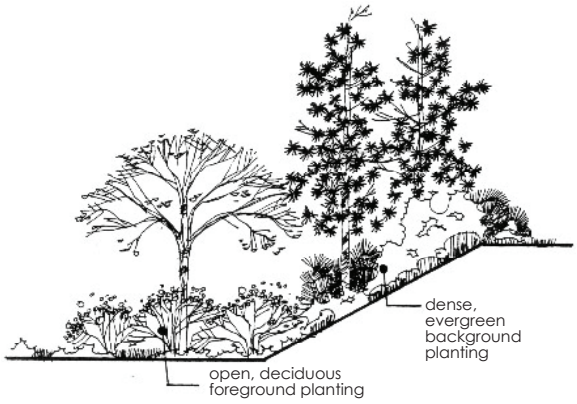
Drought tolerant plants create water wise landscape themes

Slope plantings act as an accent to the building design and landscaping

- On upslopes, to screen views above, large shrubs shall be massed at the top of the slope with high branching trees located at the lower end of the slope.



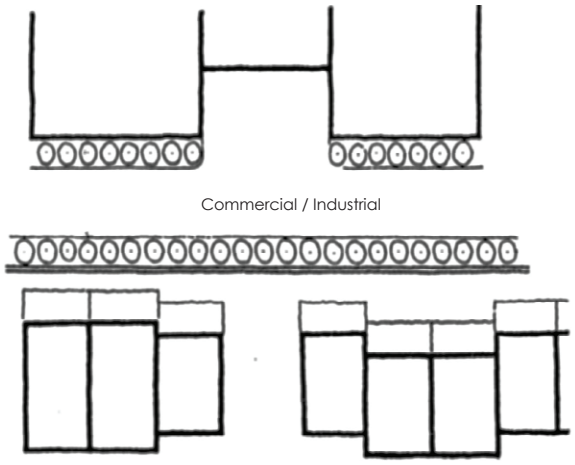
- Slope plantings can also be designed to act as background planting for adjacent areas.



4. Land Use Buffering

- Non-residential uses shall be separated from residential uses as necessary to maintain a pleasant living environment for residents. This may be achieved with decorative masonry walls, landscaping, berms, buildings that are oriented away from residential uses, and limitations on commercial activities.
- Adequate buffers shall be provided between residential areas and adjacent commercial or industrial development
- When situated adjacent to a residential area, loading areas, driveways, trash and storage areas, and rooftop equipment shall be located as far as possible from adjacent residences and properly screened from view
- When adjacent commercial or industrial and residential uses can mutually benefit from enhanced physical connections between these uses, appropriate linkages (e.g. walkways, common landscape areas, building orientation, and unfenced property lines) are recommended.
- Building orientation and landscape buffers shall be used to minimize any direct line of sight from buildings into adjacent private residential open space.
- When buildings abut to open space or residential projects, the rear setback area shall be landscaped to be functionally and/or visually combined with the residential open space where possible.
- A 30 foot landscape buffer shall be provided adjacent to any freeway right of way and shall contain, at a minimum, one

Landscaped sound walls should be used where noise attenuation is an issue



Commercial / Residential interface buffer zones minimize the impacts of their proximity

Landscaping, walls and fences buffer residential uses from the impacts of adjacent commercial/industrial uses, including noise, odor, vibration, dust, and glare.

36 inch box tree and one 15 gallon tree for every 30 feet of freeway adjacent lot line.

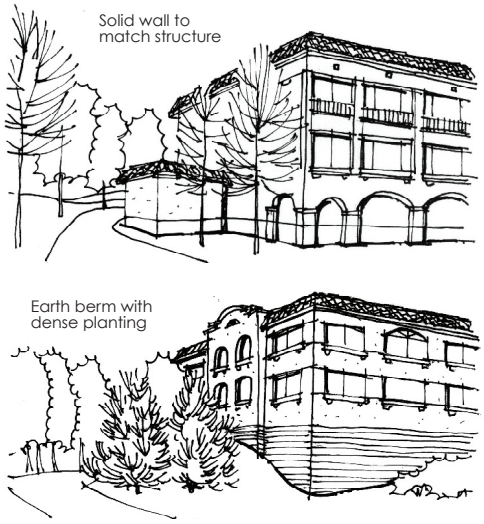
d. equipment screening

1. Loading Area Screening

- All loading areas shall be oriented away from the front primary elevations (street or side with street frontage). In no case shall these facilities be visible from any off-site location.
- Screening may be accomplished with solid walls or with landform grading and dense shrub massing if setback distance permits this measure to be effective.

Well located loading areas are located on the least visible, non-street side of the building and screened from surrounding view in every instance

The above two loading areas are well placed to the rear and architecturally integrated into the building design



The above are two desirable examples of how loading areas can be screened

2. Building Equipment and Utility Screening

i. Ground Mounted Equipment

- Ground Mounted Equipment shall be located away from building entries and screened with six-foot-tall masonry or concrete walls, integrally colored to match or harmonize with the building or landscaping where possible.

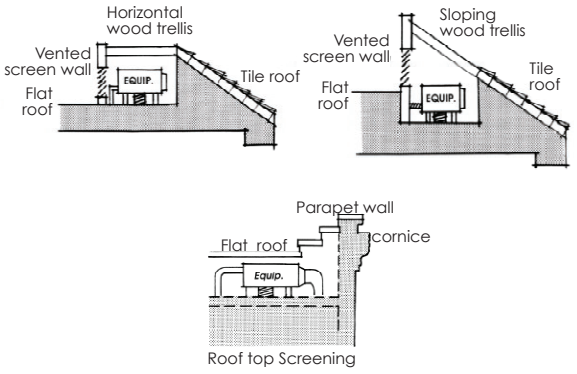
- Walls shall be landscaped and berming is encouraged.
- Electrical equipment rooms shall be contained within the building envelope. Pop-outs or shed-like additions should be avoided. Electrical rooms should be planned in an inconspicuous location with smooth access doors painted to match the building field color. Underground service must be provided.
- Utility and mechanical equipment (e.g. electric and gas meters, electrical panels, and junction boxes) shall be screened from public view and neighboring properties.
- Mechanical equipment shall be concealed by building elements that are designed as an integral part of the building design, unless local utilities prohibit this practice.
- Mechanical equipment shall not subject adjacent occupants and activities to noise that is disturbing in volume or nature.

ii. Rooftop Equipment

- Roof top mounted equipment shall be screened from the street and other buildings on all four sides by a structural feature that is an integral part of the building's architectural design.
- Rooftop vents and other equipment that generates noise or odors shall be located away from neighboring residences or pedestrians and shall comply with the Irwindale Municipal Code.

The equipment is screened by a wall that matches the architecture and is integrated into the building design

A well landscaped screening wall consists of the same materials as the main structure



Roof screening should screen on all four sides

A well landscaped trash enclosure is less obtrusive and secures the trash from the elements

The best designs include trash enclosures as an integral part of the site design

Equipment properly screened and hidden by a good landscape design

iii. Trash Enclosures

- Trash enclosures shall be constructed of masonry or concrete, be designed as an integral part of the building design whenever possible. The color and architectural style shall match or harmonize with the building and landscaping.
- The enclosure shall be incorporated into the design of the structure or located in an inconspicuous area.
- Trash structures must be six feet high with a solid latching gate and covered.
- Trash enclosures shall not be located in view corridors unless completely screened by landscaping.
- All enclosures shall be landscaped / screened on 3 sides and berming is encouraged.

iv. Miscellaneous equipment

- Fire Department hook ups, alarm systems, sprinkler controls and similar equipment shall be located away from building entries and outside of view corridors whenever possible, and screened to the extent allowed by the Fire Department.
- Approval by the Fire Department is required prior to Planning approval.

3.3 site materials and landscaping

a. minimum landscape requirement

Additional landscaping requirements can be found in the city zoning code; 17.68.120 Landscaping requirements. The following are minimum requirements:

- A minimum of 10% of the total gross site areas shall be landscaped. All landscaping shall be in accordance with these guidelines.
- A minimum of 10% of the total area covered by parking lots shall be landscaped islands or landscaped peninsulas.
- Perimeter landscaping adjacent to parking lots may not be applied to achieve the parking lot minimum 10% requirement.
- A minimum of one 36" (minimum size) box tree shall be installed within this landscaped area for every ten parking stalls provided. Tree canopy must provide 50% lot coverage at maturity.

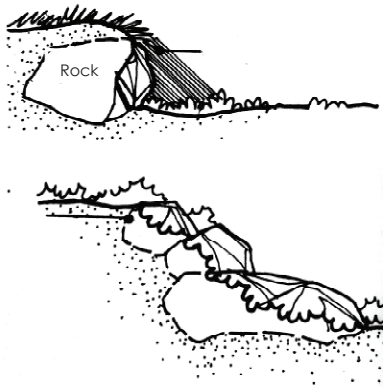
b. site materials

Site materials should maintain a unified landscape theme that creates visual and physical connections to the residential neighborhoods in Irwindale. The landscape shall reflect the natural Californian landscape through the use of native and drought tolerant plantings with similar color, texture, and scale; and use materials that express the historic sand and gravel industry of Irwindale:

- Boulders of quarried, metamorphic stone variety or cobblestone shall be used conspicuously in the landscaping.

Newly planted parking lot trees will provide full canopy coverage at maturity

This boulder adds a local element of design interest



Boulders and other natural elements should be incorporated into the landscape design

Cobblestone is used as a landscape element by imitating a natural edge treatment

Thematic landscape elements in parkways create visual interest and provide continuity

Good design integrates landscaped entries and parking areas with building architecture

Minimum boulder size shall be 24 cubic feet (for example, 2' x 3' x 4'). Boulders shall be grouped to simulate naturally occurring formations and shall be buried with 1/3 of their mass below ground when finished grades are established. Varying size is encouraged.

- Boulders should be placed at the sides or bottom of slopes or moundings, the edges of shrubs/lawn interfaces, adjacent to walkway intersections, and in drainage swales—where they would appear naturally from the forces of erosion.
- The use of appropriately scaled sculptural elements is encouraged within the landscaped environment.
- Rather than specifying a required plant list, the City requires that a California-licensed landscape architect prepare the landscape plans following these design guidelines. The proposed plant materials shall be drought-tolerant. Water conservation shall be an important criterion for plant material selection. Large areas of turf shall be avoided.

c. general planting structure

- The streetscape shall follow a consistent design theme throughout the project. This theme can be either formal rows of trees and landscape elements or meandering groves in informal patterns. Maximum spacing for large growing canopy trees shall be 30 feet on center.
- For informally spaced trees, a minimum of five trees per 100 linear feet of street frontage shall be planted in the setback zone with a minimum and maximum spacing of 20 feet and 40 feet respectively. If a lot has street frontage

on a side property line, these minimum requirements shall apply to that setback as well.

- Landscape areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Landscaping shall compliment or be compatible with the landscaping of the surrounding area.
- Landscaping shall be incorporated into the site design to enhance the project and reinforce the architectural character and design of the structure.
- Landscaping around the entire base of buildings, particularly at entrances, is encouraged to soften the edge between the parking lot and the structure. Pots and planters are encouraged for this purpose.
- New development should appear "established" as quickly as possible by planting mature trees.
- Landscaping should be used in combination with walls to soften the otherwise blank surfaces. Vines planted on walls are strongly encouraged to hide flat wall surfaces and to help reduce graffiti.

d. site entry

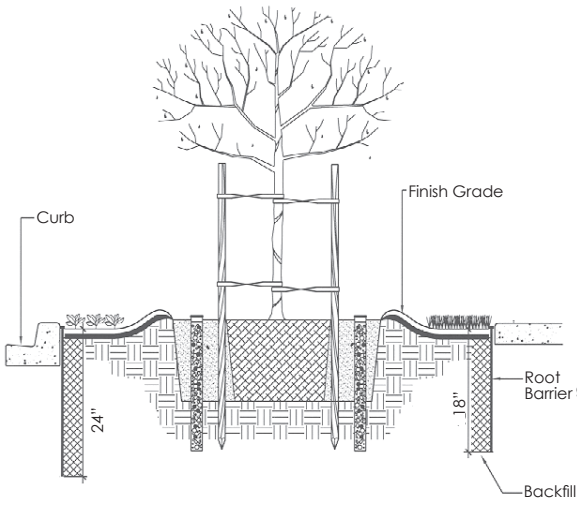
- Project entrances must be enhanced by non-deciduous and/or flowering trees and low evergreen accent planting. Low water, ease of maintenance and plantings that provide year-round visual stimulation should be chosen.
- Low planting of ground cover, turf, or annual color shall be used in combination

Foundation planting softens building mass and adjacent hardscape

Decorative walls enhanced with landscaping add visual interest and deter graffiti

Entry landscape is integrated with and complements the visual character of the structure and invites the pedestrian in

Enriched paving creates a safe, secure pedestrian and bicycle pathway



This diagram details proper tree planting techniques

in the foreground. When turf is used with other plantings it shall be separated with a mow strip of concrete or other substantial material. Use of turf shall be minimized.

- Low walls, complementary hardscape and water features should be used to enhance the entry design.
- Decorative paving treatments should be incorporated into parking lot design, driveway entries, and pedestrian walkways.
- The design, materials, and colors of paved pedestrian areas shall complement the architectural style of the primary buildings and make a positive contribution to the aesthetic and function of the site.
- Stone, brick or granite pavers, exposed aggregate, or color mixed stamped concrete may be used as a traffic-calming device to promote pedestrian safety and minimize the negative impact of large expanses of black asphalt pavement on parking lots.

e. tree planting patterns

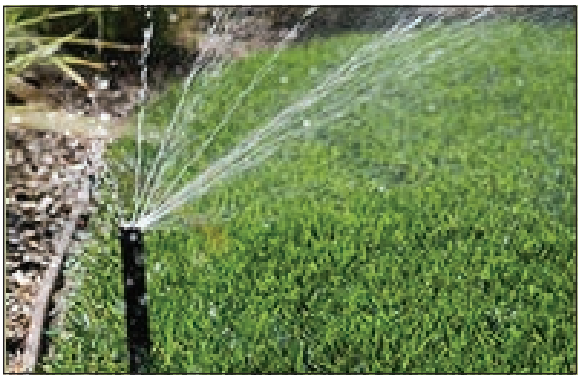
- Individual projects shall also develop tree planting themes that correspond to the design guidelines.
- Only one tree species shall be used for each category, i.e. parking lot, accent, entries, background, etc. Palm trees, especially the Mexican fan palm, shall be used along street frontages.
- Minimum spacing for all tree species shall be 20'. Maximum spacing shall be 40 feet depending on species; broad canopy trees require more room than upright species.

f. irrigation

- Permanent and automatic landscape irrigation systems shall be provided for all landscape material, including revegetation on permanent slopes. The system shall be designed to prevent run-off and overspray.
- Emphasis shall be placed on the use of low precipitation rate heads, especially in slope areas, to allow maximum water efficiency. Precipitation rates of less than .25 inches per hour (on slopes) based on triangular spacing are desirable, due to heavy soil conditions.
- Where applicable, bubblers, flood or drip irrigation heads shall be used rather than small diameter spray heads. Heads shall be installed in triangular spacing whenever possible.
- Anti-drain valves shall be used between heads of different elevations to minimize water runoff after valve closure. Approved back flow prevention devices shall be installed to service all sprinkler irrigation systems. In cases of extreme water pressure, pressure reducers shall be installed.
- Zones with differing maintenance needs shall be place on separate controllers and/or separate control valves. Controllers shall be programmed to water each zone for the appropriate length and frequency. Tensiometers shall be strategically placed to override controllers should a zone become too wet.
- To minimize negative visual impact, all automatic valves shall be installed in valve boxes, and the pop-up variety of head shall be used whenever application allows.

Low precipitation rate heads are used for this landscape plan including the drought tolerant slope coverage

Mexican fan palms are a good choice for a streetscape theme tree in Irwindale



Pop-up spray heads with rotary nozzles use less water because they operate with lower precipitation rates, greater uniformity of distribution and coverage

Streetscapes are a vital part of the City, providing access to places for working, shopping, living, and recreation

The use of landscaped medians and enriched paving at major entries is encouraged

Accent fountains and landscaping work with complementary street furnishings to add visual interest and beauty to the public space

- Deep root irrigation is required for all trees whose top of root crown is higher than any adjacent paved areas. This includes street trees planted in tree wells. A separate bubbler head for each tree is required.

g. streetscape and furniture guidelines

The provision of unique and uniform streetscape improvements throughout a designated area creates an identifiable image. The streetscape is the relationship of all elements visible to the pedestrian and motorist within the urban environment. Public and private streetscape improvements are the elements that tie together all private development. Compatibility with the public realm is required.

The site shall be organized to encourage pedestrian circulation. Walkways should be attractive and embellished with landscaping, ornamental light fixtures, furniture, trellises, and/or other decorative features.

1. Streetscape Furniture and Elements:

- Minor, freestanding streetscape elements should consist of simple design elements. Materials, shapes, and colors should be compatible with the design of adjacent structures.
- Outdoor furniture, and site fixtures shall conform to the architectural theme.
- Where possible, these streetscape elements should be combined into a contiguous composition, which, as a whole, reflects the design guidelines.
- Seating is an important amenity that should be provided in both the industrial and commercial areas. Seating in the public right-of-way should coordinate with other streetscape furnishings.

2. Kiosks, Clock Towers, and Fountains

- Kiosks, clock towers and fountains are important visual elements in the streetscape and may be decorative as well as functional objects.
- In all cases, kiosks, clock towers, and fountains shall be designed to complement surrounding buildings and structures in terms of size, scale, building materials, and color.

3. Streetscape Elements

- Removable bollards are encouraged in locations where emergency access may be necessary. Bollards should be used to separate pedestrians from vehicular traffic areas and to light sidewalk surfaces. Bollard design should coordinate with other streetscape furnishings.
- Pots and planters shall be durable and have natural color tones that complement the adjacent structures and be located where pedestrian flow will not be obstructed.
- Bicycle racks should be conveniently located in parking areas and throughout the site.
- Bicycle racks should be selected that are durable, visually subdued and coordinate with other streetscape furnishings.

4. Bus Shelters

- To help establish a unique theme for the downtown area, bus shelter designs shall be consistent with the Design Guidelines. (See photo, bottom right)

This fountain creates an enjoyable street scene for the passerby as well as the restaurant guests

Planters accent the structure and act to separate the seating from the public right-of-way

Bike racks should be located to be safe and easily accessible

Rock structures such as this bus shelter are In keeping with the use of high quality materials suggested by the City


Custom Lighting fixtures may be used for specific project theming if complementary to the city's Spanish theme

Standard street lights provide additional lighting where necessary in concert with theme lighting

Art and street elements add interest to public open space where pedestrians stop to relax

5. Lighting

- Lighting in public areas must conform to the Irwindale Municipal Code.
- A cast iron pole and traditional Spanish lantern style is recommended as an appropriate ambient fixture for commercial and industrial areas.
- A matching ambient lighting fixture may be placed on a taller mount and the illumination adjusted to provide lighting for public parking lots.
- Black or dark brown colors are suitable when cast iron or anodized aluminum poles are used.
- Streetlights that are standard and simple in design may be more appropriate if supplementary ambient lighting is also used. A simple general illumination fixture will not detract from the specialty lighting.
- Lighting systems should be designed for normal levels during operating hours and reduced intensity levels throughout late, non-operational hours (for security purposes).
- The type and location of parking area lighting shall prevent spillover onto adjoining property, streets, or skyward.

7. Art Amenities

- Fine art amenities such as decorative fountains, sculptures, tile mosaics and specialized wall treatments shall be required and shall complement the architectural design of the structure.
- Project builders shall submit drawings and material samples for art amenities to the Planning Commission for approval.

3.4 building design

a. style elements

Design of new or remodeled commercial and industrial buildings in Irwindale should draw from the elements of existing styles that allow those styles to support the design principles of these guidelines. The primary architectural heritage is Spanish, including Mission and the Spanish Colonial Revival style that exists in Irwindale's sister city of Salvatierra, Mexico.

- Spanish styles have several characteristics that allow buildings, even at industrial scale, to achieve the proportions, integrity, detail, rhythm, and character encouraged in Irwindale:
  - A common bond of form, scale and massing, with variety of details and features;
  - Gable and hip roofs combined with simple, well-proportioned architectural forms;
  - Exposed beam ends, adding detail, rhythm, and a sense of shelter;
  - Primary colors that tend to light creams, beiges and tans;
  - Strong shadow patterns developed by offset building forms, deep set openings, roof overhangs and trellis work;
  - Horizontal proportions achieved by buildings that step back from one to two stories;
  - Roof colors that vary from light buffs to terracotta;
  - Use of arched colonnades and loggias

Traditional Spanish architecture has a dramatic interplay of horizontal and vertical lines

Buildings with strong massing should be used to anchor or punctuate a street or area

Towers and well proportioned building elements are often used to balance a building and anchor the streetscape

Decorative details, such as arched openings, iron work, balustrades, posts, or columns help define a historic structure

Buildings, such as the Senior Center, build upon the rich, historical heritage of the area

This recent Irwindale project site plan incorporates good design details that will help define the dominant character of the City

with exposed wood beams, textured walls;

- Columns and tile paving to emphasize pedestrian activity, especially along street frontages;
- Vertical and horizontal variation should be appropriately implemented in order to add richness and variety to the overall mass of the building;
- Each building should have a well-defined entry with careful roof and facade articulation to create visual interest and scale.

b. architectural detailing

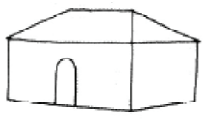
In general inspiration should be drawn from the forms, colors and textures of the surrounding natural environment as well as the historical heritage, generating a harmonious architectural character that reinforces Irwindale's unique sense of place. Ideally, it draws upon the rich Spanish heritage of the City and builds upon the desired identity of the community in a harmonious theme.

Over time, the projects and buildings begin to define the dominant character of an area. But not all buildings in the surrounding area contribute equally to area character, and each new building or project should fit within and contribute to the established or planned architectural character, form and context of the City.

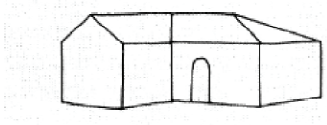
1. Roof Form

Roof forms should be used to distinguish various building forms and to help to break up the massing of the building.

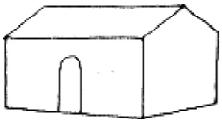
- The use of shed, gable, hip, and mansard roof forms is encouraged.
- A mansard roof should be carried across all elevations or framed by substantially massed walls.
- Roofs should be of a low pitch.
- Roof design should integrally screen any roof-mounted mechanical equipment.
- Variations in rooflines should be used to add interest to, and reduce the massive scale of large buildings.
- Tasteful roof variations can add considerable variety & interest.



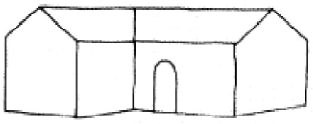
Hipped Roof



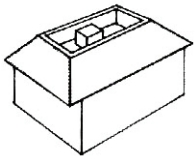
Combined Hipped-and-Gabled Roofs



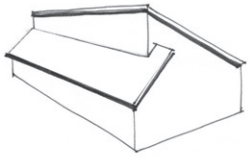
Side-Gabled Roof



Cross Gabled Roof



Mansard Roof



Shed Roof

Low pitched hipped roof with gable accent

A side gable roof integrates a circular tower roof into the design

A variety of complementary roof forms provides visual interest and rhythm

Deeply inset windows are true to the architectural styles influenced by the Spanish period and revivals

2. Windows

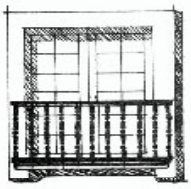
Windows may either be highly ornamental or simple but should be developed with balanced proportions. Window openings may be accented with the use of:

- Projecting bay windows;
- Wood shutter and casements;
- Tile, stucco, or stone surrounding;
- Awnings, balconies;
- Shallow balconies and French doors;
- Deeply recessed windows with over-hanging moldings and sills;
- Iron grills or wood grills on upper floor levels supported by pediment windows on lower levels;
- Planter boxes and pot shelves.

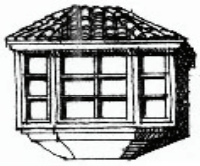
Iron Grill

Tile or stucco surround

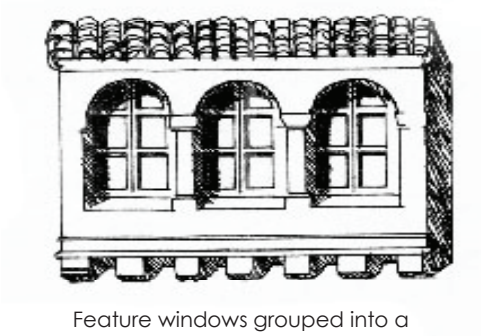
Wood grill supported by pedimented window



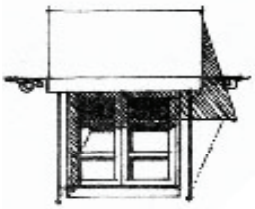
Shallow balcony and French doors



Large projecting bay

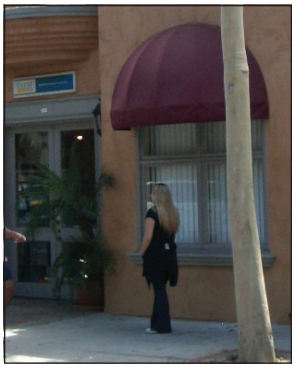


Feature windows grouped into a projecting bay

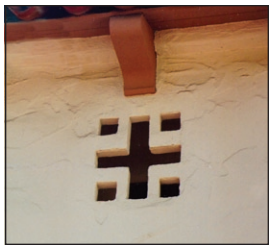


Awnings supported by iron rods

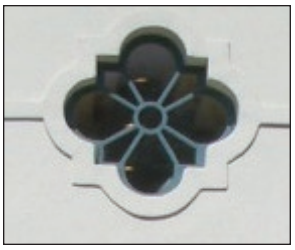
Dome awning over arched window



Stucco Grill



Quatrefoil window

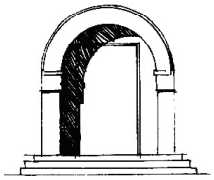


Great old, rustic, heavy wooden doors add style and charm

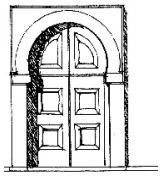
3. Doorways

Treatment of the doorway is important in the basic function of marking the entry, and the following are encouraged:

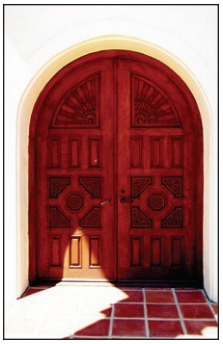
- Protective overhangs;
- Half columns and stucco arches;
- Pedimented entry door;
- Shallow balcony and French doors;
- Simple recesses strengthened by a frame;
- Use of awnings;
- Recessed doors behind an open arcade;
- Heavy wooden doors.

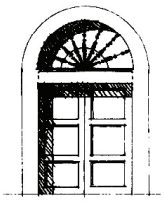


Stucco arched surround and wood door

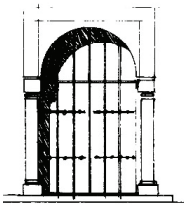


Horseshoe arch and double door

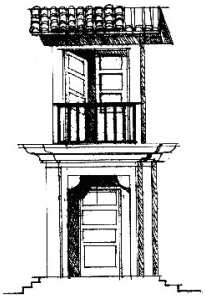




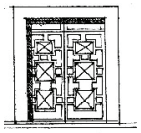
Double wood door



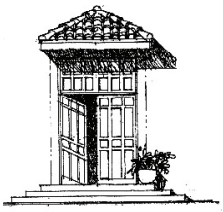
Half Column and Arched surround



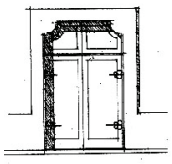
Second floor balcony and pedimented entry door



Stucco surround and wood paneled door



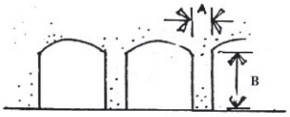
Tile hood over double wood doors



Stucco surround as continuation of dado

The curvature of the opening should not extend to the floor, thus avoiding undesirable angles

Proportions



Desirable

Undesirable

Column designs that takes shade patterns into account

4. Arcades, Columns and Buttresses

Arcades, columns and buttresses are essential as a transition from large mass to comfortable scale, and provide detail, rhythm, and substance as well. They are also key features of Spanish styles, providing comfort as well as beauty.

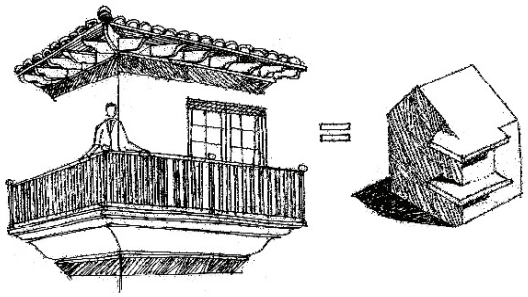
Buttresses and columns or colonnades provide the visual benefit of creating important shadow patterns and architectural relief along long expanses of mission walls. The following guidelines apply:

- Columns used should be as square as possible and of adequate thickness. The height "B" should be approximately 4 to 5 times the width of "A" as shown in the example on the left.
- Arcades are typically semi-circular arches supported with pilasters or columns.
- The use of columns under a straight, overhanging eave can be used as a variation to the traditional arcade.
- The use of rough textured stucco, brick, or stone is appropriate for both commercial and industrial buildings in Irwindale.
- Indigenous Irwindale cobblestone is an ideal building material, especially for the base of buttresses and columns.
- The use of parabolic arches is inappropriate.

5. Balconies

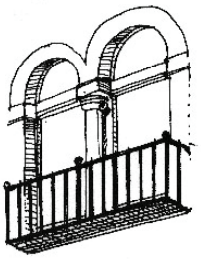
Balconies are a major feature of the California Mission architectural style, and have practical as well as ornamental value. They are commonly used in outdoor living areas and elevated miniature gardens, providing both light and air. In addition, they add value breaking up large masses of stucco, and help establish identity and character.

Balcony as deep inset

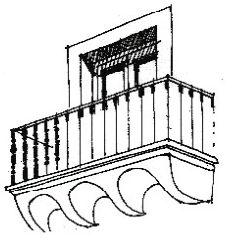


Balcony as projection at the corner of a building

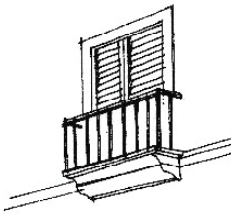
This balcony projection incorporates several other design detail elements to add to the building's charm and accent the corner



A loggia balcony with double arches and simple wrought iron railing flush with the wall



Iron railed platform supported on plaster corbels or brackets. Railings are light and platforms may be heavy or light



Finished edge of platforms with molding continuing around the building as a belt mold

The frames of the openings and the soffits of the platform are decorated with tile

The above examples of proper use of architectural details are used as subtle character influences to either soften or punctuate an area

6. Architectural Details

The use of architectural details will enhance the overall quality of a building and add interest to the overall project design. Appropriate architectural details include:

- Mission or scalloped gable roof lines;
- Quatrefoil windows;
- Bell towers or turrets;
- Capitals or molding on arches or columns;
- Projecting roof beams (vigas) and tile rain gutters (canales);
- Ceramic tiles;
- Plaster cap on flat roof parapets; and
- Arched windows.

The Santa Barbara Courthouse, designed by William Mooser III, is a showplace of the new Spanish design with exquisite detailing including a clock tower, ceramic tiles, vigas, arched windows, quatrefoil windows and much more

7. Materials and Colors

i. Primary Materials

The use of the following primary materials is encouraged:

- Stucco - sand finished or lightly troweled; and
- Masonry - slump stone or brick.

The use of the following materials is inappropriate:

- Reflective glass;
- Aluminum or plastic siding;
- Plant-on wood facades and plywood sidings; and
- Simulated wood and masonry.

ii. Accent Materials

Appropriate accent materials include:

- Metals;
- Glass;
- Wood (stained, roughhewn);
- Brick;
- Stone; and
- Concrete (textured, exposed aggregate).

Primary Materials

Stucco - sand finished

Stucco - lightly troweled

Slumpstone

Brick

Accent Materials

Entry area combines metal, concrete, tile and stone accents

Window uses both wood and glass

Entry area combines metal, tile, brick, concrete and stone accents

Brick work on columns coordinates with the walkway materials

Recommended wall colors contribute to a harmonious color scheme

Encouraged roof materials (clockwise from top left): Mission Clay tile, Clay shingle and Spanish S tile

iii. Building Color

A unified and harmonious scheme of colors can greatly enhance the imagery of the City. The following standards for color are recommended:

- Solid Stucco Building Walls - white, light buff, beige, salmon, warm grays;
- Heavy Wood Timber - dark brown stain;
- Doors - no restrictions if door is recessed. If flush with façade, dark brown or rust-colored paint or stain, or natural wood finish.
- Door and Window Trim - if wood, dark brown stain or natural wood finish. If metal, use paint to match stain or dark bronze anodized aluminum.
- Alternative colors for trim, accent materials, door, awnings and wrought iron, which are consistent with and complementary to the overall design and primary building colors, are also acceptable.

iv. Roof Material and Color:

The use of the following roof material is encouraged:

- Mission Clay tile in shades of red, brown, and terracotta;
- Clay shingle tile in shades of red, brown, or terracotta; and
- Spanish S tile in shades of red, brown or terracotta.

3.5 signs

a. introduction

The guidelines that follow are intended to help business owners provide quality signs that add to and support the character of Irwindale. Signs must comply with the regulations contained in the Irwindale Municipal Code. These guidelines will be used in the review of Sign Permit applications for individual signs or sign programs.

Signage can be one of the most powerful elements of the public realm. Signs are an important design element that can improve the visual quality of the City, bring human scale to the street environment, and create a sense of interest and activity. At the same time, signage shall not overwhelm the street environment. Thus, distinct signage will help establish and reinforce Irwindale's commitment to creating unique and memorable places.

The following signage guidelines establish more detailed design criteria for the City. They further clarify the City's expectations for well-designed, consistent signage that is pleasing in appearance and promotes a high-quality environment.

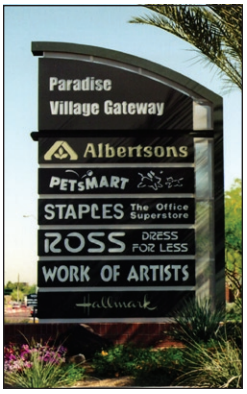
b. permitted and exemptions

1. Permitted

Permitted sign types will be limited to monument, wall, projecting, pylon, window, awning signs and directories.

All other sign types are prohibited, including but not limited to, internally illuminated plastic can signs, flags, permanent banners, moving signs, moveable letter signs (except for theater marquees), electronic signs, roof-mounted signs, and billboards.

The "Welcome to Irwindale" sign uses indigenous rock as its base consistent with the Irwindale architectural theme



Signage needs are different in automobile-oriented (left) and pedestrian-oriented (right) areas

Wall signs add to the architectural detailing and character of design

1. Exemptions

The following types of signage are exempt from regulations and not counted toward the maximum square footage of signage allowed for commercial properties as outlined in Chapter 17 of the City of Irwindale Municipal Code:

A. Interior signs. Signs located in the interior of a building and/or not visible from any public right-of-way.

B. Public notices and warnings. Notices posted by a public officer in the performance of a public duty, or by any person for the purpose of giving legal notice, and warning and informational signs required or authorized by governmental regulations and required to be visible to the public right-of-way.

C. Miscellaneous informational signs. Informational signs not advertising the business, such as credit card signs, community membership and business affiliation signs, and help wanted signs.

D. Seasonal decorations. Holiday decorations, banners and displays, excluding any advertising signs that are incorporated in seasonal decorations. Season decorations shall be installed no more than 45 days before the event, and removed no more than 14 days after the event.

E. Electronic signs with moveable text or any videotronic sign may be exempt by sign type at the discretion of the Director of Planning and Community Development (or Planning Commission) subject to submittal for design review and to the following findings:

- Signs should be installed in locations that do not distract or create a hazard for pedestrians or vehicles;
- Sign content must be clear and readable at high speeds and may not require motorists to slow down to read them, which could potentially be a safety hazard;
- Sign lighting shall not have a negative or detrimental effect on adjoining businesses or neighboring residential property;
- Signs should be located so as not to block the view of another business or business sign; and
- Sign shall not be confusing to the public in respect to the location or nature of business of an adjacent property.

Good signage identifies the location in large, clear numbers

c. design objectives

- Encourage creative and well-designed signs that contribute positively to Irwindale's visual environment, expression of local character, and development of a distinctive image.
- Signs shall be compatible and integrated with the building's architectural design and with other signs on the property.
- Recognize that businesses often depend on signs to attract customers.

c. general guidelines

These guidelines are intended to provide basic information regarding Irwindale's expectations for signage throughout the City. Considerations, such as size, utility, lettering style, color, and illumination, are very important in designing an attractive, functional sign.

1. Sign Legibility

An effective sign does more than attract attention; it clearly communicates its message. The most significant influence is legibility of lettering.

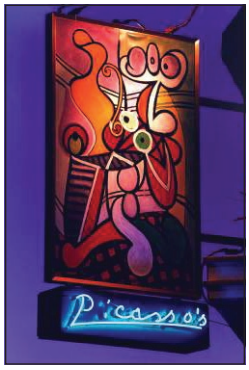
- Signs shall contain only the name or nature of the business and/or a highly recognizable logo.
- Intricate typefaces should be avoided. Simple typefaces communicate the message most clearly.
- Crowding letters, words, or lines shall be avoided.
- The number of lettering styles shall be limited to increase legibility. No more than two lettering styles for small signs are recommended.

Simple typefaces can better communicate to the public realm

One lettering style and large typeface contribute to excellent legibility

Two sizes of the same typefaces are large enough to insure readability

Patio umbrellas are coordinated with the color characteristics of the facade



Bold color combinations can be eye-catching and tasteful

Sign colors blend well with the building colors

- Freestanding signs shall be easily read by opposing traffic and shall be placed perpendicular to the roadway.
- Patio umbrellas may not be used for advertising but may contain a business logo or initials.

2. Color and Contrast

Color and contrast are the most important aspects of visual communication. they can be used to catch the eye or communicate ideas or feelings.

- Sign colors shall blend with the building and storefront colors by selecting from complementary color ranges.
- Corporate branding colors will be considered, but must complement the building and the surrounding environment. The use of muted colors in the same hue family may be required in place of brighter standard corporate colors.
- The number of colors on any sign shall be limited. Small accents of several colors may be used to make a sign unique and attractive if they do not decrease the legibility of the sign.
- Color or color combinations that interfere with the legibility of the sign copy shall be avoided. Light colors on a dark background or dark colors on a light background are most legible.
- Neon signs are allowed but shall be well designed. City staff will carefully review neon signs.
- Bright fluorescent colors are strongly discouraged. They are distracting and do not blend well with other background colors.

3. Illumination

There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign.

- External or halo lighting is encouraged.
- Signs shall be lighted with constant light sources. (not flashing)
- The use of backlit (halo), individually cut reverse channel letter signs, or stenciled panels with three-dimensional push-through graphics is strongly encouraged.
- Incandescent lights shall be selected over fluorescent lights whenever possible.
- The light source selected shall emit warm light, similar to daylight. Spot, track, overhang, or wall lamps are all acceptable light sources. Light shall not shine directly in the eyes of pedestrians and shall be shielded to prevent spillover into adjacent residential properties.
- The use of internally illuminated cabinet-type signs with translucent or reflective surface panels, including but not limited to acrylic fiberglass, plastic, or metal are not allowed.

4. Materials

Signs should consist of materials that serve to unify the City and convey a message of quality.

- Sign materials shall be compatible with the building facade upon which they are placed.
- Sign materials shall contribute to the legibility of the sign. For example, glossy

Backlit signs are strongly encouraged

The lighting source is directed at the sign to eliminate glare and spillover

Quality materials and colors complement the building architecture

Signage shall be comprised of high quality materials

Well constructed signs make a positive contribution to the general appearance of the street and commercial area in which they are located

Stone is an appropriate exterior material for a sign base

finishes are often difficult to read because of glare and reflections.

- Sign materials shall be durable.
- Painted wood and metal are appropriate materials for signs. Weathered metals and wood are also encouraged.
- HIgh quality materials such as flagstone, rock, stone, river rock, brick, woods and siding, and limited areas of plaster are appropriate materials for the sign base.
- Concrete or fiberglass may be used in place of wood when structural integrity is in question, but the element shall be made to appear like wood to the fullest extent possible.

5. Sign Visibility

Signs shall be clearly visible and easily read to provide business identity and for safe passage of pedestrians and vehicles.

- Signs shall be sized for sufficient visibility and business identification without becoming a dominant part of the landscape or interfering with vehicular movement along public streets.
- Signs shall be free of obstructions (i.e., landscaping) when viewed from different angles.
- Signs shall not obstruct the clear vision zone as defined in the zoning code.

d. allowable sign types

1. Monument Signs

Monument signs (or freestanding signs) are freestanding, low-profile signs where the sign width is mounted to the ground as a solid architectural element. The following are guidelines for monument signs.

- Sign materials and colors shall match or be compatible with the materials and colors found on the primary building.
- A monument sign shall have a solid architectural base that supports the sign and is comprised of a concrete base covered with authentic, high quality materials (e.g., stucco, stone, brick, etc.).
- Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign panel.
- Signs shall be in proportion to the size of the area where they are located. In areas where the restricted sidewalk/landscape easement is narrow, smaller signs are appropriate.
- Design elements of the sign (e.g., base, sign panel area, and roof-like features) shall be in proportion with one another.
- Freestanding signage shall identify and accentuate building entries.
- Monument signs shall not be placed in the public right-of-way.
- Monument signs shall be large enough to be viewed when landscaping reaches full growth.

A well landscaped monument sign is integral to establishing a sense of place for the neighborhood identity

Smaller signs are appropriate for landscape areas internal to a center or complex

A wall sign identifies a business and adds architectural flair

A properly mounted wall sign respects the building design

Old signs painted on building walls are often referred to as ghost signs

- Where possible, landscape up-lighting shall be used to illuminate entry signs avoiding glare and spillover onto adjacent areas.
- Electrical transformer boxes, raceways, and conduits shall be concealed from view.

2. Wall Signs

Wall signs are attached parallel to or painted upon a wall surface. The following guidelines apply to wall signs.

- Text for a wall sign shall be limited to the business name and logo.
- Wall signs (including ghost signs) will be mounted flat against and parallel to a building wall or roof fascia and affixed to a prominent location on the building.
- Materials shall project slightly from the face of the building. Individually applied letters on the face of the wall, or sign letters applied to a board or panel mounted on the face of the wall is allowed.
- Externally illuminated signs with shielded spotlights are allowed for wall signs as long as the light is contained to the sign.
- Sign copy and graphics (i.e., logos) applied to a panel or board may consist of individual letters and graphics made of wood, metal, or similar materials; individual letters and graphics carved into the surface of the wood panel, or letters; and/or graphics applied directly onto the panel surface (i.e., painted).
- Electronic raceways and other conduits and connections shall be concealed from view.

3. Projecting Signs

A projecting sign protrudes horizontally from a building facade. The following guidelines apply to projecting signs:

- The projecting sign design shall support the character of the building and shall be affixed in a way complementary to the building's architectural details.
- High quality materials, such as wood, metal, or non-glossy fabrics shall be used, while plastics shall be avoided.
- There shall be only one projecting sign per business frontage. The size of a projecting sign shall be limited to 9 square feet and project no less than 6 inches and no more than 36 inches from the building face.
- Projecting signs shall be attached at a 90-degree angle from the face of the building.
- Signs shall be located below the first floor ceiling line or no more than 14 feet above the sidewalk, whichever is less. At least 8 feet from the bottom of projecting signs to the ground in pedestrian areas and 14 feet in areas with vehicular traffic shall be provided.
- Sign lighting shall be shielded spotlights utilizing high quality fixtures including but not limited to cylinder spots or decorative fixtures.

4. Pylon Signs

A Pylon sign is a freestanding sign with visible support structures or with a support structure with a pole cover or pylon cover. Pylon signs feature business names and logos as an effective way to provide advance notice for the location of

Simple, strong graphic character gives a projecting sign clarity

A projecting sign shall be at least 8 feet high and below first floor ceiling line

One well designed projecting sign may feature several tenants in a clear, concise manner

The La Mirada shopping Center sign is an upscale example of a well landscaped and well positioned pylon sign.

Window signs may state the store name and the nature of the business

a business. Freestanding monument-type signs (on ground) are encouraged over pylon signs. However, pylon signs may be appropriate where the property's street frontage is a minimum of 50 feet wide, the business is setback from the street, and traffic volumes and speeds are high.

- Pylon signs should be placed perpendicular to the street.
- Pylon signs that are externally illuminated, either with light cast directly onto the sign or with individual backlit letters are encouraged over internally illuminated signs.
- Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign panel.
- Signs shall be in proportion to the size of the area where they are located. In areas where the restricted sidewalk/landscape easement is narrow, smaller signs are appropriate.
- Design elements of the sign (e.g., base, sign panel area, and roof-like features) shall be in proportion with one another.
- Pylon signs are required to be landscaped along their base extending a minimum of 4 feet from the sign in each direction.

5. Window Signs

Window signs are those signs located within a window/storefront of a business. Window signs are either permanent materials affixed to a

window or text and graphics etched or painted directly on the window surface. The following guidelines apply to window signs:

- Window sign text shall be limited to the store name, operating hours, or other promotional product event using a sign displayed on the inside of the glass or in close proximity to the window and intended to be viewed by persons outside of the building.
- Window signs shall only cover 10% of a window surface in a commercial center.
- The maximum height of letters shall be 10 inches. Exceptions may be granted for the leading capital letters of text.
- Graphic logos and images along with special text formats shall be used to add personality and interest.
- High quality materials and application methods shall be used such as paint or vinyl film applied to the inside face of the window, or wood or metal panels with applied lettering.
- Permanent paper signs placed in windows are not allowed.

6. Awning Signs

An awning sign is on or attached to an awning that is supported from the exterior wall of a building. Awning signs will often be viewed from passing vehicles, and the amount of information that can be effectively conveyed is limited. The following guidelines apply to awning signs.

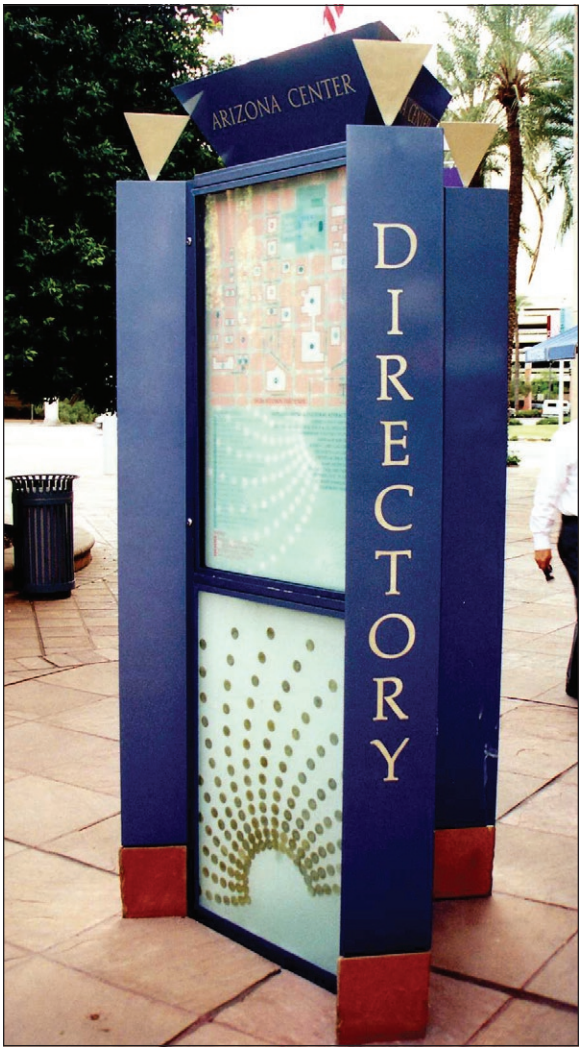
- Signs shall be placed on awning front valances (the flat vertical surface of awnings) for easy visibility.

A simple window sign stating store name and logo

Window lettering that is simple yet bold is most legible

Awning design complements the building architecture and identifies the business within

A wall mounted directional sign



Kiosks shall be located at vehicular and pedestrian entrances

- Awning sign text shall be limited to the business name, business logo, and/or the business address number. Limit the size of logos or text.
- If illumination is needed, shielded and attractive directional spotlights shall be used on the awning's sloped face.
- Backlit awnings that make the entire awning a large sign are not allowed.

7. Directional Signs

Directional signage plays a critical role in helping people move easily through a mall or shopping center.

- Kiosks and directories shall be provided near the vehicular and pedestrian entrances to assist visitors in orienting themselves.
- Signs shall be located so as not to block the pedestrian realm.
- Kiosks and directories shall complement the architecture style of the surrounding buildings and shall be consistent with other streetscape furnishings.
- Directional signage on private properties shall be conspicuous, easy to read, and convey clear messages.
- Overly intricate typefaces and symbols shall be avoided. Symbols and logos in the place of words should be used, wherever appropriate. Pictographic images usually register more quickly in the viewer's mind than a written message.
- Maps shall correspond to the building layout, provide markers to indicate where the person is currently located and identify areas using color and memorable graphics.

- Directional signs should be easily read during the day and evening. Illumination may be necessary at night.

e. placement

1. Under Canopy Signs

An under canopy sign is any sign attached to the underside of a projecting canopy. The following guidelines apply to under canopy signs.

- High quality materials, such as wood or metal shall be used, shiny plastic or fabric shall be avoided. Exposed edges shall be finished. Signs shall be suspended with metal rods, small-scale cable or hooks.
- There shall be no more than one hanging sign per business. The maximum sign size is 5 square feet. A minimum of 8 feet clearance is required between the sign and the sidewalk.
- Hanging signs shall be oriented to pedestrian traffic by mounting them under awnings, bay windows or other projections with their orientation perpendicular to the building face so that they will be visible to pedestrians on the sidewalk.
- If multiple hanging signs are placed along a multi-business frontage, they shall be mounted with their bottom edge the same distance above the sidewalk, and shall be of similar size and shape.
- Canopy lighting shall be flush mounted.

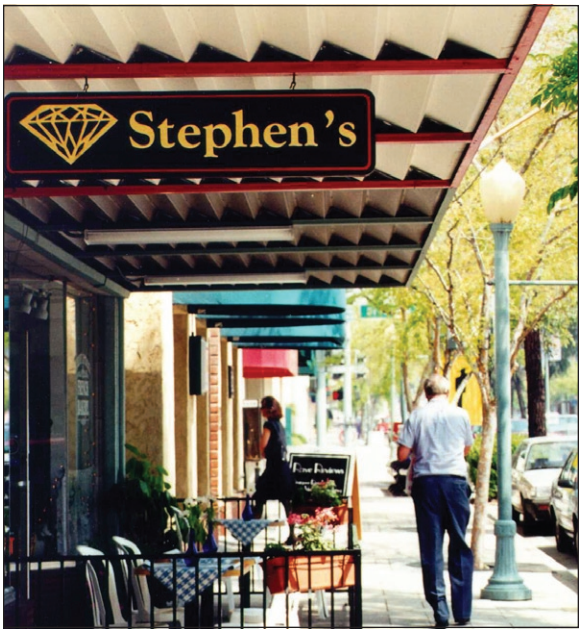
2. Freeway-Adjacent Signs

The following guidelines apply to any signs intended for view by freeway motorists.

- The construction materials and colors

An under-canopy sign made of wood

Consistency in sign size and materials creates a unified appearance in an arcade



Projecting signs make tenant identification easy under a canopy

Minimal content and large letters are easy to read by passing vehicle traffic

Freeway-adjacent signs should be well proportioned and easy to see and read from moving vehicles

of the sign shall be consistent with and complement the style, design, materials, and colors of adjacent structures and the character of the neighborhood.

- The sign shall be supported by a solid architectural base comprised of authentic, high quality materials (e.g., stone, brick, etc.).
- Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall be provided on the sides and top to frame the sign panel and add design interest.
- Signs shall be in proportion to the size of the area where they are located.
- The various design elements of the sign (e.g., base, side supports, sign panel area, and roof-like features) shall be in proportion with one another.
- Lighting shall be focused, directed and arranged to minimize glare and light spillover.
- Electrical transformer boxes, raceways, and conduits shall be concealed from view.
- Signs may be double sided or the backs of all signs shall be suitably finished and maintained.
- For multiple tenant buildings, the maximum surface area for an individual tenant's sign shall be 6 square feet on each side of the sign.
- All signs shall be designed free of bracing, angle iron, guy wires, or similar means.
- All signs shall be maintained in good repair and appearance, including the display support structure.

3. Gas Station Signage

These guidelines provide guidance for the development, review, and consideration of gas station signage. They are structured to respond to the varying conditions and constraints of individual site and contextual settings.

- Signage shall be architecturally integrated with the building and surrounding neighborhood in size, shape and lighting so that they become a natural part of the building facade and do not visually compete with the architecture of the building and design of the sight.
- The business identity shall not be the dominant architectural feature, either by awnings, accent bands, paint or other applied color schemes, signage, parapet details, or materials.
- Signage shall maintain and strengthen a recognizable identity and character.
- Signage design shall provide flexibility to respond to unique conditions and constraints inherent to specific areas within the community.
- Signage shall minimize negative impacts on adjacent uses.
- Ground mounted monument signs are encouraged over canopy fascia signs.
- Signage at the pump islands visible to the street shall be limited to oil company name/logo. Safety, operational, and product labeling signs shall be scaled for the visibility of the immediate user only.
- Temporary, portable signs, billboards, revolving signs and roof signs are prohibited.

Signs can be designed to blend with the neighborhood character and be located so that they have little impact on adjacent residential neighborhoods

Flexible sign design allows multiple signs to be incorporated on a marquee

Signs should be designed so that they are integrated with the design of the structures

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4.0 design review process

4.1 overview

The Planning Department staff shall initially review all proposals for comportment and consistency with the design guidelines and make appropriate recommendations to the applicant as noted below:

- Review to accept or not accept the plan submittal
- Review to accept the proposal subject to certain conditions
- Request the applicant resubmit the proposal with specific, designated changes.

The applicant's proposal will be reviewed in three stages – staff review, Planning Commission review and final review by the City Council. Preliminary review approval must be obtained from staff before the review process continues to the Planning Commission stage and final review stage and approval by the City Council.

The Planning Commission will consider staff recommendations and recommend that the City Council approve or deny the proposal.

1. Permit Application Submittal

The submittal must include documentation describing the opportunities and constraints of the site, the conceptual architectural and landscape design, and the location and description of the utilities, drainage, and access. A description of how the project aesthetically and functionally interrelates with the surrounding community must also be included.

The submittal package must also include complete architectural, civil engineering, landscape architectural, and signage drawings, as well as material and color specifications.

4.2 exemptions

Unless otherwise specified in this section, no person shall construct any building or structure or make structural and physical improvements, additions, extensions and/or exterior alterations, and no permit shall be issued for such construction until the site plan and design has been submitted to, reviewed by, and approved in accordance with this chapter. The property may only be developed, used and maintained in accordance with the approved site plan and design review.

When in compliance with all other City ordinances, the following projects are exempt from design review, subject to the discretion of the Planning Commission or, on appeal, City Council:

1. Any alteration or addition of floor area less than 30 percent of existing floor area. Such an exemption may only be used once over a ten year period. In return for the exemption, the Planning Commission may require one or more of the following conditions:

a. Architectural improvements to portions of the existing building that are visible from major arterials and secondary highways (as defined in the General Plan) or any residential property.

b. Architectural improvements to other buildings owned by the property owner that are visible from major arterials, secondary highways, or any residential property.

c. Improvements to portions of the property that are visible from major arterials, secondary highways, or any residential property, such as additional landscaping, a fountain, public art or similar improvement.

d. Implementation of improvements identified by the Planning Commission over a specified time period.

Any improvements implemented pursuant to the above 4 conditions shall be consistent with the Commercial and Industrial Design Guidelines.

2. New buildings comprising less than thirty percent (30%) of the total existing floor area within an existing business park, corporate campus, commercial shopping center, or similar development, even if located on a public street, as long as the new building is similar in style to existing structures. Business parks, corporate campuses, and commercial shopping centers or similar development are those that are planned, organized, and managed to function as a unified whole and featuring all of the following: common driveways, common parking, common signage plan, and common landscaping plan.

When in compliance with all other City ordinances, the following projects are exempt from design review, subject to the discretion of the Director of Planning and Community Development or, on appeal, the Planning Commission:

1. Mining and landfill activities and businesses located under utility easements that prohibit permanent structures. Modular and mobile buildings are only allowed for these uses.

a. Construction underground, which will not leave any significant, permanent structure at or above grade level upon completion. Utility boxes, pipes, and poles shall be considered a "significant permanent structure"

b. Roof maintenance and repair, but roof reconstruction or use of different materials may be subject to design review."

appendix

glossary

The following terms are used within this guideline manual. For terms not defined in this glossary, please refer to the City of Irwindale Municipal Code.

Access: The place or way by which pedestrians or vehicles have safe, adequate, and usable ingress and egress to a property or use.

Addition: Any construction that increases the size of a building, dwelling, or facility in terms of site coverage, height, length, width, or gross floor area, occurring after the completion of the original.

Alignment (Architectural): The visual alignment and subsequent placement of architectural elements such as windows, cornice elements, soffits, and awnings to promote architectural continuity on adjacent structures.

Arcade (Architectural): A series of arches supported on piers or columns. An arcade is typically covered.

Arch: A curved structure for spanning an opening such as a door or window.

Articulation: The degree or manner in which a building wall or roofline is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors or textures.

Awning: A rigid or movable shelter supported entirely from the exterior wall of a building and of a type which may be retracted or folded against the face of the supporting building.

Balcony: A platform that projects from the wall of a building, typically above the ground level, and is surrounded by a rail, balustrade or parapet.

Bay (Structural): A vertical division of a building defined by columns, piers or bearing walls.

Bay Window: A window that projects out from an exterior wall.

Buttress: A support -- usually brick or stone -- built against a wall to support or reinforce it.

Canopy: A projection over a niche or doorway; often decorative or decorated.

Capitol: The ornamental uppermost part of a column or pilaster. In Classical orders, the Doric, Ionic, Corinthian or Composite Capital.

City: The City of Irwindale.

Colonnade: A series of regularly shaped columns supporting a roof structure.

Column: A vertical support, usually cylindrical, consisting of a base, shaft, and capital, either monolithic or built up of drums the full diameter of the shaft.

Cornice: A continuous molded projection that crowns a wall or other construction or divides the wall horizontally for compositional purposes.

Corridor: The passageway providing the principal or occasional means of vehicle and pedestrian movement in the community, interconnecting land uses and activities.

Eaves: The overhang at the lower edge of the roof that usually projects out over the exterior walls of the structure.

Facade: The front of a building or any of side facing the public way or spaces that are frequently distinguished by architectural

treatment.

Focal Point: A building, object or natural element that serves as a point of attraction, attention or activity.

Gable: The triangular portion of a wall enclosing the end of a pitched roof from cornice or eaves to ridge.

Gable (or Gabled) Roof: A two sided roof having a gable at both ends.

Hardscape: Any type of a decorative paving material such as interlocking pavers, stamped concrete, natural stone, tiles, etc. that are integrated within the landscape concept of a development proposal.

Hip (or Hipped) Roof: A roof that slopes upward from all the sides of a building

Intensity: The degree to which land is used. Intensity typically refers to the levels of concentration or activity of land uses.

Landscaping: An area that is devoted to or developed and maintained with native or exotic planting, lawn, ground cover, gardens, trees, shrubs, and other plant materials, decorative outdoor landscape elements, pools, fountains, water feature, paved or decorated surfaces of rock, stone, brick, block, or similar material (excluding driveways, parking, loading, or storage areas), and sculpture elements. Plants on rooftops, porches, or in boxes attached to buildings are not considered landscaping.

Loggia: A covered open-sided walkway, often with arches, along one side of a building.

Lot: A site or parcel of land under single or joint ownership that has been legally subdivided, resubdivided, or combined or as otherwise permitted by law to be used, developed or built upon as a unit.

Mansard: A roof that combines a steep pitched lower roof and a shallow pitched upper roof around the building perimeter. In contemporary commercial development, the upper portion of the roof is replaced with a flat roof or equipment well.

Masonry: Construction with units of various natural or manufactured products as stone, brick and decorative concrete block.

Mass: The physical volume or bulk of a solid body. Mass describes three-dimensional forms, the simplest of which are cubes, boxes (or "rectangular solids"), cylinders, pyramids and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types of assets. This composition is generally described as the "massing" of forms in a building.

During the design process, massing is one of many aspects of form considered by an architect or designer and can be the result of both exterior and interior design considerations. Building massing can identify an entry, denote a stairway or simply create a desirable form. Landscape architects utilize the concept of massing in the design of open space areas, parks and plazas. Plant masses are often used to fill a space, define the boundary of an open area, or extend the perceived form of an architectural element.

Off-Street Parking: A site or portion of a site devoted to the off-street parking of motor vehicles, including parking spaces, aisles, access drives, and landscaped areas.

Open space: A parcel or parcels of land or an area of water or a combination of land and

water designated and intended for the private or public recreational use of the space and which may include such appurtenant structures that are necessary to enhance the enjoyment of the space.

Ornamentation: Accessories, articles or details added to a structure solely for decorative reasons (i.e. to add shape, texture or color to an architectural composition).

Parapet: A low protective wall at the edge of a terrace, balcony, or roof, especially that part of an exterior wall, firewall, or party wall that rises above the roof surface.

Pattern: The use of construction materials to add texture, character, scale, and balance to a building.

Pediment: The crown part of a gable, which may be triangular and pointed, round or broken, typically with horizontal and raking cornices. It may surmount a major division of a façade, or at a smaller scale may be part of a decorative scheme over a door or window.

Pergola: A structure consisting of parallel colonnade supporting an open roof of cross rafters.

Pier: A vertical supporting structure, column, or pillar.

Pilaster: A column attached to a wall or pier. A vertical feature projecting from a wall, architecturally treated as a column.

Pitch: The slope of a roof commonly expressed in terms of inches of vertical rise per foot of horizontal run.

Porch: An opened or covered platform, usually having a separate roof, at an entrance to a dwelling, or an open or enclosed gallery or room, which is not heated or cooled, that is attached to the outside of a building.

Project: Any proposal for new or changed use, or for new construction, alteration, or enlargement of any structure, that is subject to the provisions of these design guidelines.

Private Property: Property owned in fee by an individual, corporation, partnership, or a group of individuals as opposed to public property.

Proportion: The comparative, proper, or harmonious relation of one part to another or to the whole with respect to magnitude quantity or degree.

Public Art: Any form of art located in a public space or private space open to public view.

Public realm: The streets, lanes, parks and open spaces that are free and available to anyone to use.

Remodel: The upgrade of the interior or exterior portions of a building or structure without altering its structural integrity to any degree.

Relief: A projection of a figure or form from the flat background plane on which it is formed.

Restoration: The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.

Rhythm (Horizontal, Vertical): The regular or harmonious recurrence of lines, shapes, forms,

elements or colors, usually within a proportional system.

Ridgeline (roof): A horizontal line of intersection at the top between two sloping planes of a roof.

Scale (Human or Pedestrian): The size or proportion of a building element or space relative to the structural or functional dimension of the human body.

Setback: The horizontal distance from the outside edge of a yard to a structure. If measured from a public street from the lot or property line.

Shed roof: A sloping, single planed roof as seen on a lean-to.

Siding: A material such as shingles or boards used for surfacing the exterior of a frame building (with the exception of masonry). The term cladding is often used to describe any exterior wall covering, including masonry.

Sill: The horizontal framing member that forms the lower side of an opening.

Site: A lot, or group of contiguous lots that are proposed for development.

Storefront: The traditional "main street" façade bounded by a structural pier on either side, the sidewalk at the bottom and the lower edge of the upper facade on top.

Story: The portion of a building included between the surface of any floor and the surface of the floor or finished undersurface of the roof directly above it.

Streetscape: The overall character and appearance of a street formed by buildings and landscape features that frame the public street. Includes facades of buildings, street trees and plants, lighting, street furniture, paving, etc.

Stucco: An exterior finish, usually textured, composed of cement, lime, and sand mixed with water.

Texture: The visual and especially tactile quality of a surface apart from its color and form. A building texture refers to variations in the exterior facade and may be described in terms of roughness of the surface material, the patterns inherent in the material, or the patterns in which the material is placed. Texture and lack of texture influence the mass, scale, and rhythm of a building. Texture can add intimate scale to large buildings by the use of small detailed patterns (e.g. brick masonry patterns).

Tower: A building or structure typically higher than its diameter.

Trellis: A frame supporting open lattice work used as a screen or a support for growing vines or plants.

Turret: A little tower often at the corner of a building.

Trim: The decorative finished woodwork or similar material used to decorate borders, or protect the edges of openings or surfaces.

Yard: An area other than a court on the same lot as a building, which is unoccupied and unobstructed from the ground upward, such as a front yard, side yard, corner side yard or rear yard.

approved project imagery

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