



Success in processing applications for new development is more likely to occur and the process will be faster if your plans and submissions address all the issues that the City's staff must address in reviewing a project. Below is an outline of the major topics that are usually reviewed, with links to more detailed discussions on each of the topics. Be sure that all the information necessary for your type of project is submitted in your application.

Physical Issues:

Parking facilities must meet the City's requirements for dimensions and quantities. They need to be located consistent with the City's General Plan policies, have functional circulation, appropriate landscaping and facilities.

Infrastructure for public services of Sewer, Water, and Storm Drainage may not be in place and may have to be extended to the site; and/or the project may be responsible to pay for their share of the existing facilities that serve the site.

Driveway encroachments and parcel access must be considered in context with the City's policies regarding the spacing of drive encroachments, which may require sharing of street access points and allowing for cross access circulation between parcels. The type of driveway and the length of a protected drive isle off of the street is dependant on the type of street and the traffic generation of the uses on the site. The ability to have a left turn movement into a site may not be available even if it is currently not prohibited by street improvements.

Private utilities and easements must be identified and considered in the final solution of a project's design. Existing overhead utilities may need to be under-grounded or addressed through a deferral agreement.

Design Issues:

Building aesthetics is a very important consideration. The City's General Plan calls for development to be of the highest possible quality. The City's Design and Development Guidelines can assist you in understanding issues that are relevant to the quality of design.

Landscaping must meet the City's requirements, as well as follow the State's regulations on landscape water usage.

Signage should be considered early in the design process as it is of vital interest to most commercial developments. The City's Sign Code provides for ample opportunities to promote commerce. Consideration early in the design phase of how signage will be placed in a new development will allow for it to be placed most effectively and not conflict with other improvements.

Public spaces should be designed to encourage the community to gather and interact. The City's General Plan policies encourage the development of public spaces and public art in new development. Projects should also promote pedestrian usage.

Use Compatibility:

The existing context of the surrounding area must be considered, along with the City's zoning and plans for the area. Many areas have unique requirements that are in place due to a specific plan or precise plan. All development should be consistent with the Madera Vision 2025 Plan. Projects may need to adapt their design and operations to accommodate the environment in which they are proposed to be built in.

Environmental Impacts:

Traffic congestion and related circulation issues must be addressed. Larger projects may require formal traffic studies and mitigation measures. Undeveloped sites must also consider any potential plant and/or animal habitat issues. Non-exempted projects may require environmental assessments and/or studies as part of compliance with State and Federal environmental regulations.

Air quality is of common concern on all projects. In addition to requirements to construct projects utilizing best air quality control practices, early in the approval process, project developers should work with San Joaquin Valley Air Pollution Control District to comply with the District's "Individual Source Reduction" requirements.