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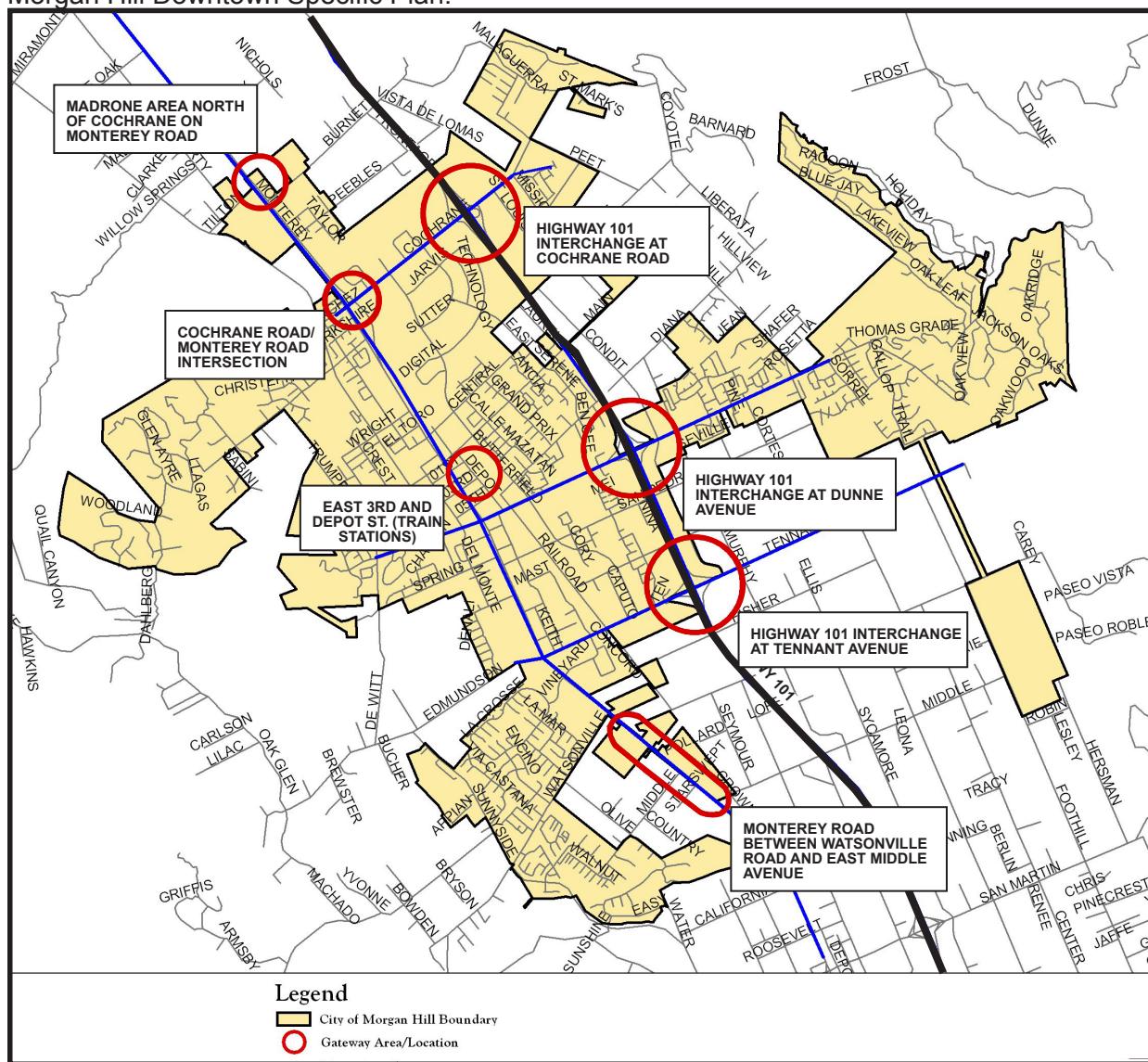
Objectives

Gateways

Gateways identify primary entrances to the City of Morgan Hill, convey a sense of arrival, and provide initial and lasting impressions; therefore, they warrant a higher level of design and attention to detail. Seven key areas have been identified as Morgan Hill's primary gateways:

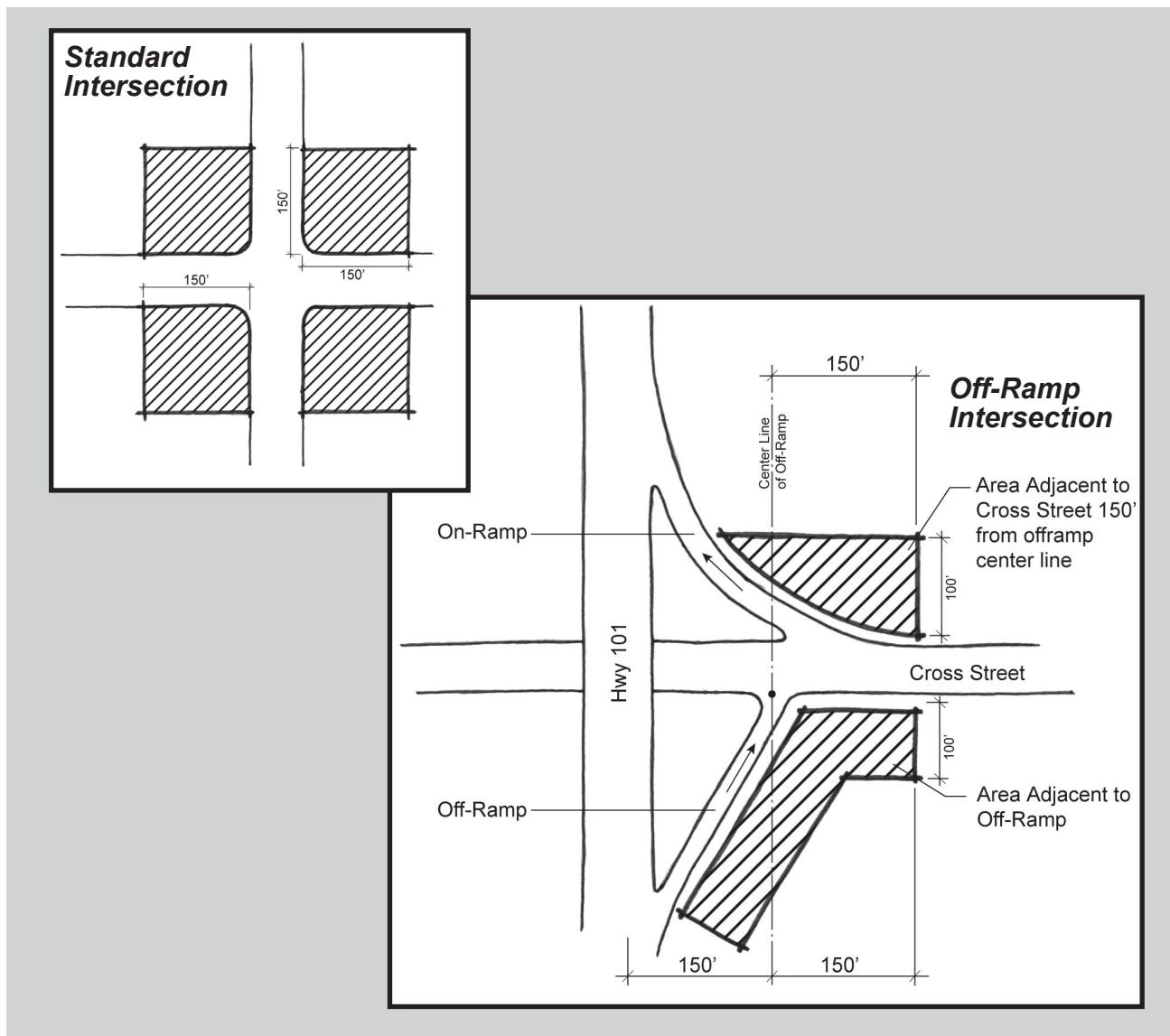
- Madrone area north of Cochrane on Monterey Road
- Cochrane Road/Monterey Road intersection
- Monterey Road between Watsonville Road and East Middle Avenue
- Highway 101 interchange at Cochrane Road
- Highway 101 interchange at Dunne Avenue
- Highway 101 interchange at Tennant Avenue
- East 3rd and Depot Street (Train Station)

Properties that face onto these gateway intersections and corridors must comply with all preceding design guidelines as well as the following gateway guidelines. The provisions of this section apply to any addition, exterior remodeling, relocation or construction, requiring a design permit within the city. Guidelines for the train station gateway can be found in the Morgan Hill Downtown Specific Plan.



Gateway Intersection Definitions:

- **Standard Intersection Property:** Developments (buildings, improvements, drive-throughs) that are within 150 feet in either direction measured from cross street corner (see diagram).
- **Off-Ramp Intersections:** Properties highly visible as one enters Morgan Hill, including properties directly adjacent to and within 150 feet of off-ramp, as well as, intersection of off-ramp and cross street. The 150 feet is measured from centerline of off-ramp street.
- Note: If any portion of building footprint or drive-through aisle is within the 150' area, the building or drive-through shall follow these Gateway Standards and Guidelines.



A. Lot Layout

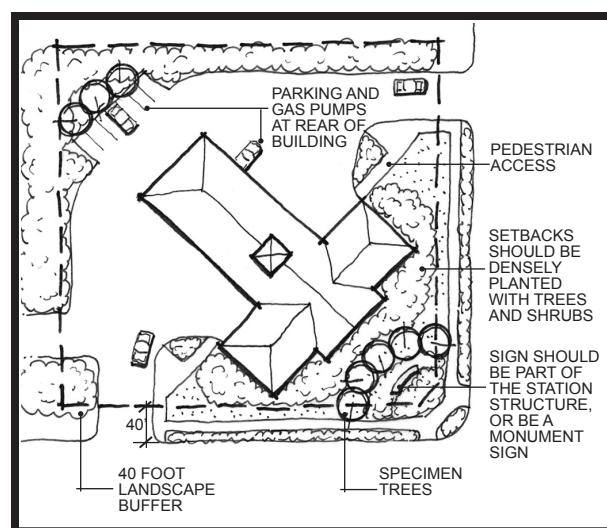
Intent: Create attractive gateway properties with ample landscaping and minimal impacts from parking areas.

- Gateway buildings shall be located to be the predominant visual element at intersections, not parking lots or drive-through lanes.
- A 30' deep landscape buffer should be located at gateway intersections between the street and building. Parking lots and drive aisles are not permitted within the buffer.
- A 25' landscape buffer should be provided along gateway corridors between the street and building. Parking lots and drive aisles are not permitted within the 25' buffer.
- Service station buildings should be positioned to screen gas pumps, canopies, and parking lots from primary right-of-way.



This graphic illustrates many of the desirable features identified by the guidelines of the drawing below.

- Fast food establishment and service station driveway cuts should be limited to two cuts per site.
- Drive-through aisles should be located to the rear of the building, away from the street frontage.
- Service and carwash bays should not face an intersection or primary street. The visibility of service bays and car wash openings should be minimized.



B. Signage

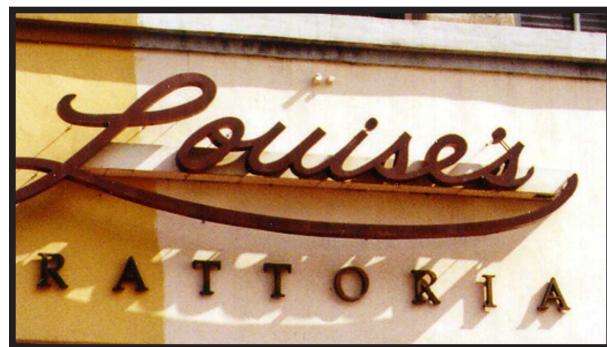
Intent: Promote quality signage that complements gateway development.

- Monument signs located at an intersection shall be a maximum of 8' high.
- Monument signs shall incorporate complementary colors, materials, and lettering fonts used on the buildings.
- Monument signs shall be accented with landscaping.
- Monument signs shall not be internally illuminated.
- Pole signs are not permitted.
- Building signage area shall be minimized. Maximum sign area shall be 1 square foot per linear foot of building frontage.
- Corporate signage and color banding shall not dominate the building façade.



Monument signs are to incorporate complementary materials and landscaping.

- Internally illuminated channel letter signs are strongly discouraged. Externally illuminated lettering or awning signage are recommended as suitable alternatives.
- Cabinet and can signs are prohibited.
- More than one material is recommended on a monument sign.



This sign design relied on two methods of attachment to the building, which are integrated into the overall design chosen.

A. Building Design

Intent: Ensure high quality architecture and attractive buildings at gateways

- Corporate, franchise, or “chain” architecture is not allowed.
- Drive-thrus are prohibited on corner sites. Where drive-thrus are allowed, a canopy should be provided at the drive-thru pick-up window area.
- Play structures associated with commercial uses should be enclosed and integrated within the building design.
- Gas pump canopies should be designed to be architecturally compatible with the building and signage contained thereon shall not be illuminated. Light fixtures should be recessed into the underside of the canopy.



Columns that support trellises in each of these photos are thick and convey strength and proportion.



This “chain” food outlet utilizes a unique architecture.

- A heightened quality of architecture is warranted at gateways. This includes articulated facades and roofs, varied wall planes and roof forms, and quality materials.
- Gateway buildings should accentuate their importance with stately entries, planters, columns, architectural details, building height, towers, and arcades on street facing facades.

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D. Landscaping

Intent: Encourage ample landscaping at gateway intersections.

- At intersections, focal points should be incorporated within the 30' deep landscape buffer. Features should include accent trees, plaza, fountain, boulders, public art, decorative lighting, and/or monument signs.
- Minimum 36" box specimen or accent trees should be used at corners, placed in a stately manner to accentuate the importance of these intersections.
- Oak trees and fieldstones should be used to emphasize gateways into Morgan Hill.



A deep landscape buffer screens parking areas and drive aisles of this development.



Above, a fountain provides focal point in the street buffer. Below, an example of enhanced planting of a median.

- Enhanced median treatments including specimen/accent trees, boulders, and intensified landscaping, should be used to accentuate gateways.
- The city should work with Caltrans to enhance off-ramp and on-ramp landscaping.
- Parking areas should incorporate intensified landscaping (i.e. landscaped planter fingers and trees) and be segmented into smaller components, where feasible.



1. Build it Green, Green Building Guidelines are available at buildsagreen.org/BuildSAGreen/checklists
2. Building Security Chapter 15.40 of the Morgan Hill Municipal Code is available at morganhill.ca.gov
3. Community Design & Transportation Best Practices by the Valley Transportation Authority (VTA): Contact VTA at 3331 North First St., San Jose CA, 95134 or customerservice@VTA.Org
4. Cultural Resources Preservation Chapter 18.75 of the Morgan Hill Municipal Code is available at morganhill.ca.gov
5. Guidelines and Standard for Land Use Near Streams is available at the Santa Clara Valley Water District at valleywater.org
6. Morgan Hill Downtown Plan is available at morganhill.ca.gov under the Community Development, Planning Division.
7. Off-Street Parking and Paving Standards Chapter 18.50 of the Morgan Hill Municipal Code is available at morganhill.ca.gov
8. Pacific Gas & Electric, New Homes Program is available at pge.com/comfort
9. Parks and Recreation Master Plan is available at morganhill.ca.gov under the Recreation Department, Parks and Recreation Commission.
10. Residential Development Control System Chapter 18.78 of the Morgan Hill Municipal Code is available at morganhill.ca.gov
11. Storm Water Management Plan and the State NPDES permit information is available at morganhill.ca.gov under the Public Works Department Engineering Division.
12. Sunset Western Garden Book, The Unthirsty 100 by Sunset Magazine is available at bookstores or Santa Clara County Libraries.
13. Trees and Shrubs for Dry California Landscapes by Bob Perry is available at bookstores or Santa Clara County Libraries.
14. Water Conserving Landscapes Chapter 18.73 of the Morgan Hill Municipal Code is available at morganhill.ca.gov
15. Water Conserving Plant and Landscapes for the Bay Area is available at East Bay Municipal Utilities District, ebmud.com/conserving_&_recycling/water_smart_tips