

MADISON POINTE
SPECIFIC PLAN
JUNE 2022



Prepared for:
THE CITY OF INDIO, CALIFORNIA
PLANNING DIVISION



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CHAPTER I: INTRODUCTION & SETTING

1.1 EXECUTIVE SUMMARY

The Madison Pointe Specific Plan (Specific Plan) is organized into five chapters, as described below.

Chapter 1, Introduction & Setting: This section provides an overview of the document, project setting, legislative authority for the Specific Plan, entitlement process and other contextual information.

Chapter 2, Master Plan: This section describes the primary master plan components required for orderly development of the property. These include land use, circulation, landscaped areas, water and sewer, grading and drainage, and phasing.

Chapter 3, Development Regulations: This section establishes the allowable uses and development standards applicable within the Specific Plan boundary.

Chapter 4, Design Guidelines: This section outlines architectural and landscape design approaches and themes intended to guide the visual appearance of future development.

Chapter 5, Plan Administration: This section describes the various processes and procedures used to administer and implement the adopted Specific Plan.

1.2 PURPOSE AND INTENT

The Madison Pointe Specific Plan is intended to guide future development of land within the project boundary, including the establishment of permitted land uses, design guidelines, setbacks, building heights and regulations. The Specific Plan is intended to ensure quality development consistent with the goals, objectives and policies of the City of Indio General Plan.

The SP has been prepared pursuant to the provisions of California Government Code Section 65350 et seq. Section 65359 authorizes cities and counties to prepare and adopt a plan of this nature for portions of their areas of jurisdiction as a means to implement the General Plan and requires that the plan be consistent with the General Plan.

Proposed development plans or agreements, tentative tract or parcel maps, and any other development approval must be in substantial conformance with the Specific Plan. Projects that are found consistent will also be deemed consistent with the City's General Plan. Upon adoption by ordinance, the Specific Plan shall serve as the official zoning and development plan for the project.

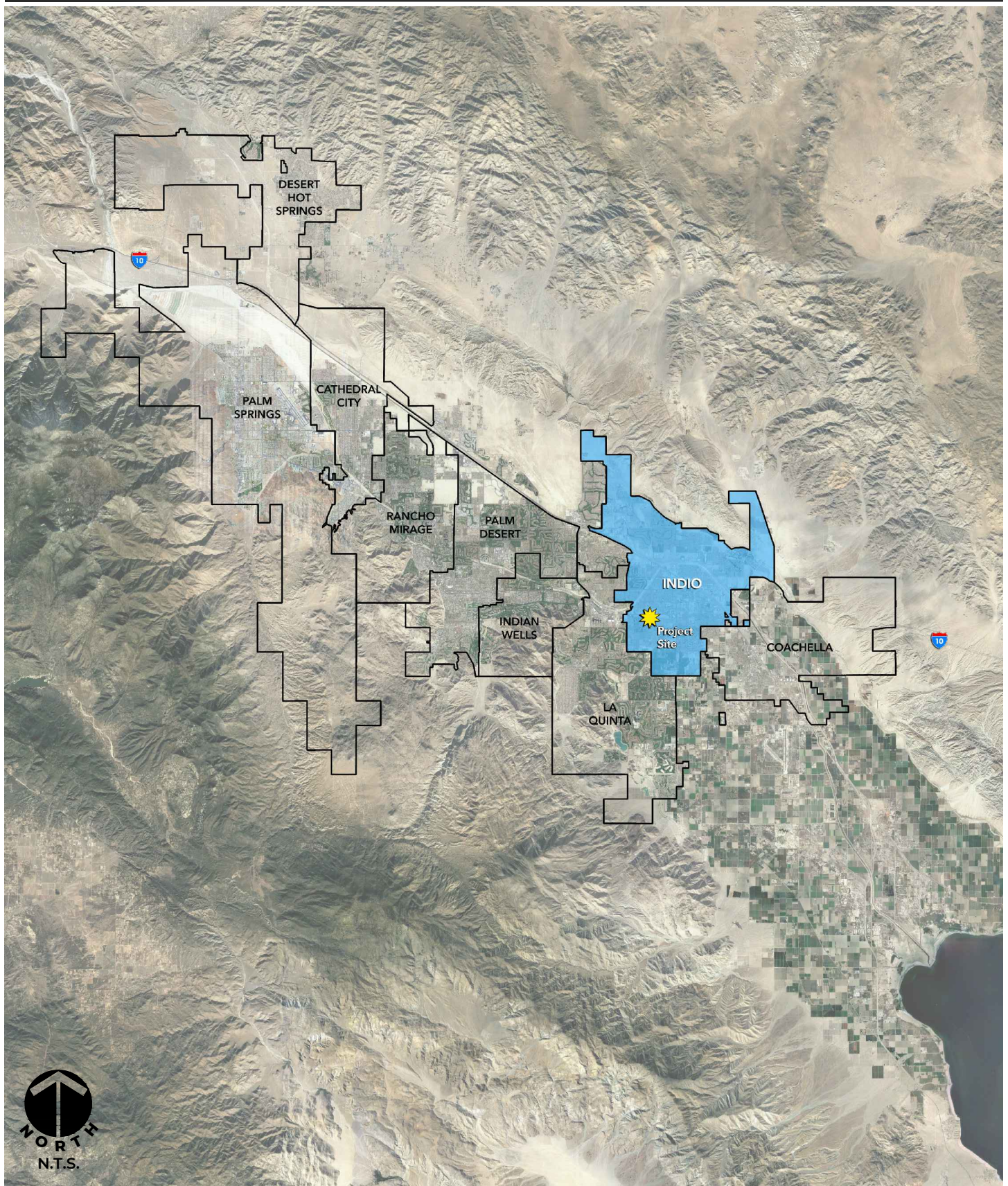
1.3 PROJECT LOCATION & SITE CHARACTERISTICS

The Madison Pointe Specific Plan is located on the southwest corner of Highway 111 and Madison St. within the City of Indio and consists of four parcels totaling approximately 20 acres (APN: 600-240-005, -016, -020, & -021). Figure 1, *Regional Location Map* and Figure 2, *Vicinity Map* depict the physical location of the project site. In its current condition the site consists entirely of undeveloped and relatively flat infill land as shown in Figure 3, *Existing Conditions*. Highway 111 and Madison Street serve as the primary vehicular access routes to the site. Street improvements, meandering sidewalks, and utility infrastructure currently exist along the entire project frontage adjoining Hwy 111 and Madison Street. The site is bounded to the north, south, and east mostly by undeveloped land, agricultural and commercial uses and to the south by single-family residences as summarized in Table 1.1 *Surrounding Uses*. The project site has current General Plan Land Use designations of Mixed-Use Neighborhood / Connected Neighborhood and is zoned MUSP-300 (Mixed-Use Specific Plan). The project site is also located within the West Gateway subarea of the General Plan.

TABLE 1.1 SURROUNDING USES

	Jurisdiction	General Plan	Zoning	Existing Use
Site	Indio	Mixed Use Neighborhood & Connected Neighborhood	MUSP-300	Undeveloped
North	Indio	Mixed-Use Neighborhood	MUSP 300 & Polo Square PMP	Hotel & commercial retail uses. Vacant land.
South	Indio	Suburban Neighborhood	Residential Low (RL)	Single-Family Residential Homes
East	Indio	Mixed Use Neighborhood & Connected Neighborhood	MUSP 300	Agriculture and Operations
West	Indio	Mixed Use Neighborhood & Connected Neighborhood	MUSP 300	Callahan office building, single-family residential home, vacant land.

MADISON POINTE SPECIFIC PLAN



Source: MSA Consulting, Inc.

Exhibit Date: November 5, 2021

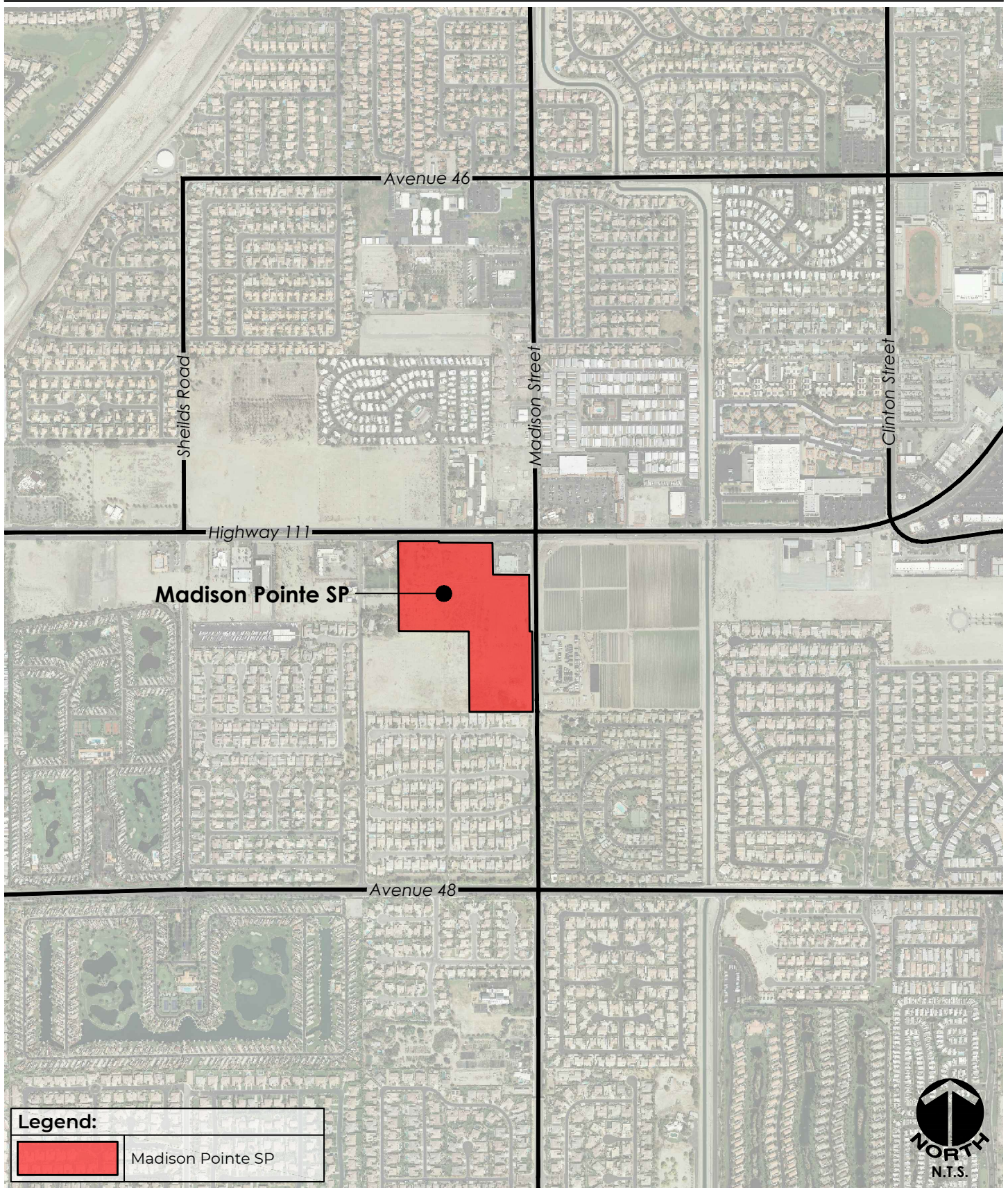


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REGIONAL LOCATION MAP

FIGURE 1
PAGE 3

MADISON POINTE SPECIFIC PLAN



Source: City of Indio

Exhibit Date: November 5, 2021

MADISON POINTE SPECIFIC PLAN



Source: MSA Consulting, Inc.

Exhibit Date: November 5, 2021

EXISTING CONDITIONS



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1.4 PROJECT HISTORY AND ENTITLEMENTS

The Project site was originally entitled as part the Mixed-Use Specific Plan (MUSP-300) in 1996. The MUSP-300 provided a schematic plan for future development along the Highway 111 corridor (between Jefferson St and Clinton St) including development standards, design guidelines, and overall guiding development vision. The MUSP-300 encouraged the processing of Project Master Plans to further implement MUSP-300 and the City's General Plan. Consequently, in 2009 the Madison Crossing Project Master Plan (PMP) was approved to facilitate commercial and retail development of the site. Together the MUSP-300 and Madison Crossing PMP had served as the implementing land use regulations for the project site.

Since the approval of the MUSP-300 and the Madison Crossing PMP, the City updated its General Plan in September of 2019 (General Plan 2040). This new General Plan no longer recognizes the PMP process as an implementing entitlement and therefore the City does not process Project Master Plans for new developments any longer.

The City is also currently developing a new specific plan for the Highway 111 corridor that would supersede the MUSP-300 SP. As this new corridor plan is still in the early stages of development, the Madison Pointe SP will proceed independently during the planning process.

As part of the Project's entitlement efforts, the Madison Pointe Specific Plan is intended to replace / terminate the Madison Crossing PMP and will remove the project site from the MUSP-300.

1.5 DEVELOPMENT CONCEPT

The Madison Pointe Specific Plan proposes to develop a mixed-use project on approximately 20 acres that would provide for a variety of residential housing options and commercial retail uses in a pedestrian friendly setting. Such uses allowed within the Specific Plan include but are not limited to:

- Hospitality Uses
 - up to 130 hotel keys
- Residential Uses
 - up to 400 units and 40 du/ac
 - includes multi-family and senior apartments
- Commercial Retail Uses
 - up to 15,500 sf of retail space
 - includes drive-through restaurants
- Office Uses
 - up to 30,000 sf
 - includes medical offices

As listed above, the Specific Plan is anticipated to allow for the development of up to 400 residential units, a 130-key hotel, 30,000 sf of medical / office space, and 15,500 sf of commercial retail uses. The Project would also incorporate open space, recreational, and outdoor gathering spaces as unifying project design features. Pedestrian access and integration between the uses is encouraged by this Specific Plan and the City's General Plan. Chapter 4 of this Specific Plan provides design guidelines and development standards to ensure quality project design that is compatible with the existing built environment and with the Goals and Policies of the City of Indio General Plan.

This Specific Plan intends to provide a degree of flexibility for future developers to design projects that respond to market demand. As discussed in Section 1.4, the Madison Pointe Specific Plan will replace the existing Madison Crossing Project Master Plan and remove the Project site from the MUSP-300 to allow for a fresh, contemporary development strategy for the entire property.

The site plan shown in Figure 4, *Illustrative Site Plan*, shows one possible mixed-use scenario for the property. This is not intended as the only site scenario but intended to help visualize how a mix of uses may be combined on site. Once the project's design, land use acreages, unit mix, and building locations become known, a final development plans will be submitted that reflects the particular buildings and uses proposed for development. Figure 9, *Conceptual Connectivity Plan*, illustrates the connectivity framework inherent in this layout.

MADISON POINTE SPECIFIC PLAN



Note:

This illustrative site plan is conceptual and subject to change as the project's design, land use acreages, unit mix, and building locations are finalized. A final development plan will ultimately depend on the retail and residential projects proposed for the site. The illustration included here is meant to demonstrate a hypothetical scenario of what such a development could look like.



Source: AO Architects

Exhibit Date: June 3, 2022



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ILLUSTRATIVE SITE PLAN

FIGURE 4
PAGE 8

1.6 PROJECT OBJECTIVES

The SP contains all components required by State law, as well as other components, design concepts, guidelines, and standards to implement the City of Indio General Plan. The objectives of this SP are as follows:

- Develop a mixed-use pedestrian orientated project to allow for a variety of uses which may include but are not limited to residential, commercial retail, office, and hotel uses.
- Allow for a range of housing options (up to 40 du/ac), such as multi-family, senior apartments, and other housing products;
- Provide water, sewer, and drainage systems to adequately service the project;
- Provide a safe and efficient circulation system;
- Accommodate phasing that provides for multi-year project development in an orderly and efficient manner;
- Provide flexible development regulations that allow future projects to be entitled quickly and easily in response to market demand.
- Establish design guidelines, development regulations, use standards and procedures that result in cohesive and attractive landscape and architectural treatments.
- Develop a project that is consistent with the Goals and Policies of the City of Indio General Plan.

1.7 GENERAL PLAN CONSISTENCY

The Indio General Plan 2040, adopted in September 2019, established the City's policy relative to the planned future pattern, intensity, density, and relationships of land uses in the City and the various infrastructure systems needed to effectively support those land uses. The project site lies within the "West Gateway Subarea" of the General Plan. Figure 5, *General Plan*, displays the existing General Plan Land Uses within and around the project site, consisting of "Connected Neighborhood" and "Mixed-Use Neighborhood". Figure 5 also shows the General Plan land uses as proposed in support of the Specific Plan. These will be amended over the southern portion of the project site such that the entire site will be designated as Mixed-Use Neighborhood.

The development policies of the Mixed-Use Neighborhood place type are restated below followed by an explanation of Specific Plan consistency with each.

Development Intensity: *Density of 40 du/acre, FAR of 0.5*

The Specific Plan provides for a residential density of up to 40 du/ac and a commercial Floor Area Ratio (FAR) of 0.5 consistent with the development intensities of the MUN Land Use place type.

Streetscape *"Streetscapes have an urban character with formal street tree patterns and are highly interconnected. The typical vehicular design speed is 25 mph."*

The Specific Plan provides a simple internal system of 2-way drive aisles that link the main entry on Highway 111 with Madison Street and properties to the west. These are accompanied by a walkway system to facilitate pedestrian interconnection between interior land uses without the need to exit the property. The vehicular design speed for these drive aisles will be less than 25 mph, consistent with the MUN Streetscape policy.

Connectivity *"Block perimeters should not exceed 1,600 feet, which are generally deeper and shorter than other Connected Neighborhood types to accommodate deeper buildings and/or more parking. Blocks up to 2,200 feet may be allowed if a pedestrian paseo or greenway is provided near the midpoint. Street intersection density should be at least 140 intersections per mile."*

The property frontages on Madison and on Hwy 111 are approximately 1,000' each in total length, so the placement of project entries along these frontages create block lengths much closer than 1,600', consistent with the MUN Connectivity policy.

Open Space *"Open space consists of the generous streetscapes and landscaped front yards and a variety of park types, particularly plazas and greens adjacent to mixed-use areas. Connected neighborhoods may have neighborhood parks, mini parks, greens, linear parks, greenways, trails, and other park types."*

The project includes design guidelines that encourage the provision of open space in the form of landscaped public street frontages with pedestrian walkways, pedestrian corridors, joint use park/retention areas, and the incorporation of outdoor gathering

spaces/plazas into mixed-use site designs consistent with the MUN Open Space policy.

Building Form and Character *“Buildings are set back from the sidewalk to provide moderately sized front yards with porches and terraces except in mixed-use areas. In mixed-use areas, buildings are set near or at the back of the sidewalk to support outdoor dining and easy view of shopfronts. Buildings may include a variety of housing types up to three-stories, with mixed-use buildings up to three-stories focused at key intersections, along main corridors, and/or adjacent to public open spaces.”*

As a mixed-use project, the Specific Plan allows for a variety of retail, restaurant (sit down and drive-through), office, medical office, hotels and multi-story attached residential uses. Retail and restaurant uses expected to develop along Highway 111 will orient toward the street. Residential densities of up to 40 du/acre are allowed, requiring the construction of multi-story buildings, consistent with the MUN Building Form and Character policy.

1.8 ZONING CONSISTENCY

As shown in Figure 6, *Zoning*, the Specific Plan is currently zoned “MUSP-300” as implemented by the “Madison Crossing PMP”. Figure 6 also shows the proposed Zoning in support of the Madison Pointe Specific Plan. In this regard, this Specific Plan would become the new effective zoning for the site, replacing the MUSP-300 and Madison Crossing PMP.

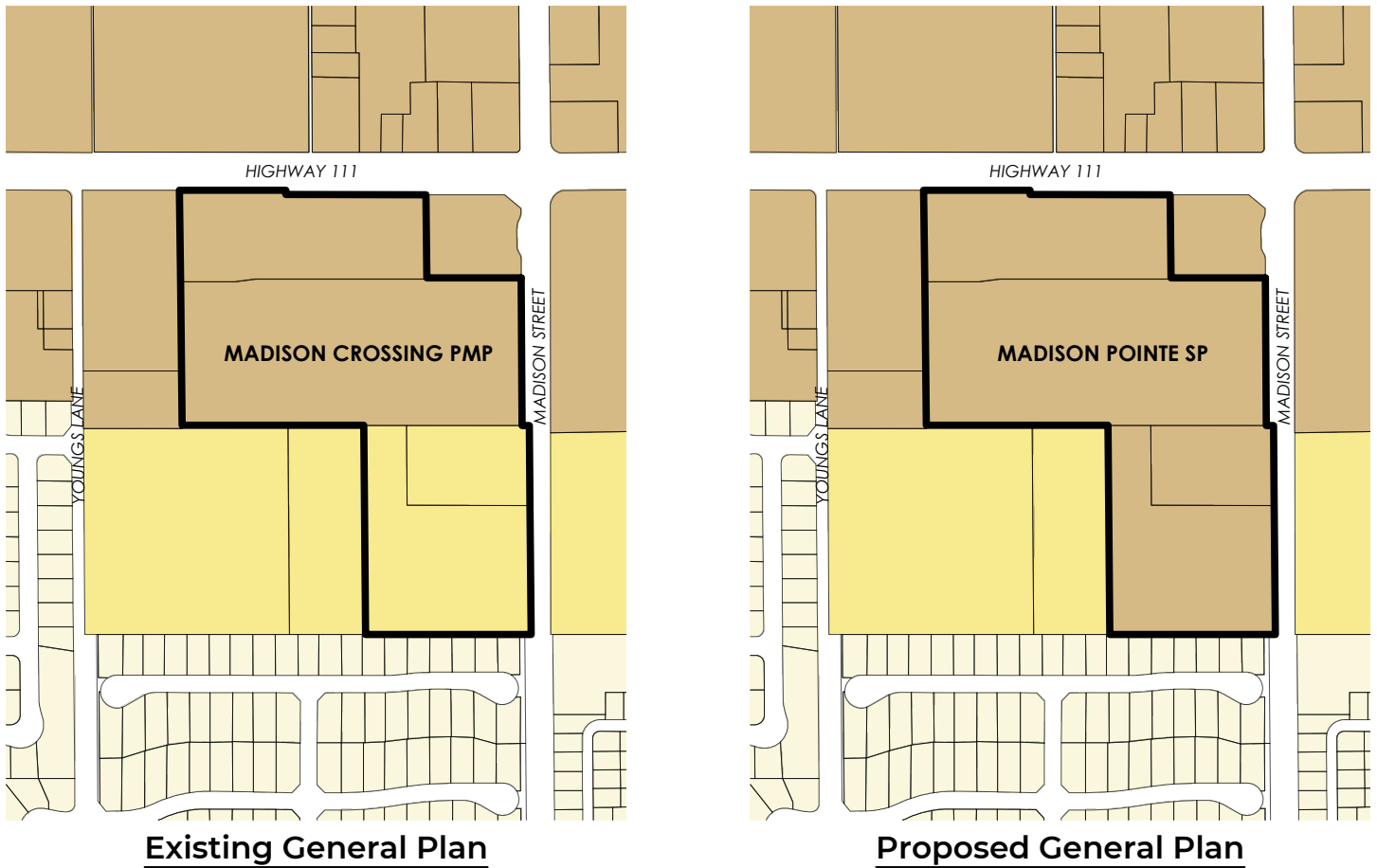
1.9 CEQA CONSISTENCY


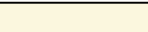


The project is subject to the requirements of the California Environmental Quality Act (CEQA). Pursuant to the CEQA Guidelines, an Initial Study has been prepared for the Specific Plan to analyze the environmental impacts of the project.

No adverse impacts were identified that could not be mitigated to a level of less than significant. Therefore, the City will prepare a Mitigated Negative Declaration (MND) containing an evaluation of potential environmental impacts associated with the project and appropriate mitigation measures for each potential impact. All mitigation measures identified in the Mitigated Negative Declaration shall be identified in a Mitigation Monitoring and Reporting Program (MMRP) to ensure that implementation occurs.

The MND will apply to all subsequent implementing entitlements proposed within the Specific Plan boundary. All future development projects for the project site will be reviewed with the Specific Plan and the MND to determine whether additional environmental documentation must be prepared pursuant to CEQA Guidelines.

MADISON POINTE SPECIFIC PLAN



General Plan Legend:	
	Madison Crossing PMP / Madison Pointe SP Boundary
	Suburban Neighborhood
	Connected Neighborhood
	Mixed Use Neighborhood

Source: City of Indio / MSA Consulting, Inc.

Exhibit Date: November 5, 2021

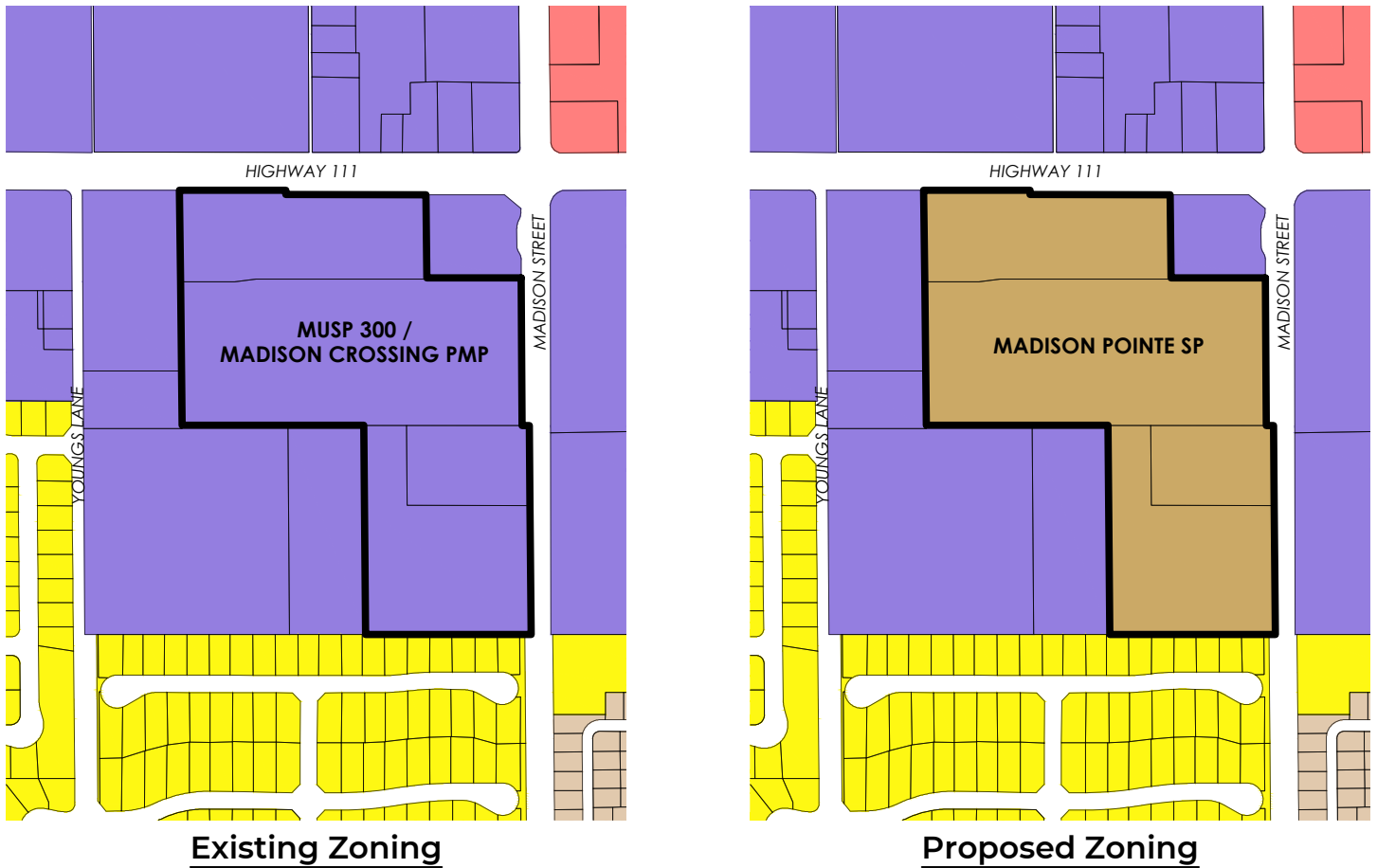








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GENERAL PLAN

FIGURE 5

MADISON POINTE SPECIFIC PLAN



Zoning Legend:	
	Madison Crossing PMP / Madison Pointe SP Boundary
	MUSP 300 Mixed Use Specific Plan 300
	MPSP Madison Pointe SP
	RL Residential Low
	RM-MHPD Residential Medium Mobile Home Park Developed
	CC Community Commercial



Source: City of Indio / MSA Consulting, Inc.

Exhibit Date: November 5, 2021



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ZONING

FIGURE 6
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1.10 ENTITLEMENT PROCESS

Approval of the following entitlements will implement this project:

General Plan Amendment (GPA) - The GPA will amend the current General Plan land use designation to designate the entire Specific Plan as Mixed-Use Neighborhood. The GPA requires public hearings before the Planning Commission and the City Council.

Specific Plan Amendment (SPA) – The Mixed-Use Specific Plan 300 (MUSP-300) will be amendment to remove the Madison Pointe project from MUSP-300. The SPA will require public hearings before the Planning Commission and the City Council.

Project Master Plan Recension (PMPR) – The Madison Crossing PMP will be rescinded so that it no longer applies to the property. The PMPR will require public hearings before the Planning Commission and the City Council.

Specific Plan (SP) – The Madison Pointe Specific Plan will provide new custom zoning and development standards for the property. The SP will require public hearings before the Planning Commission and the City Council.

Tentative Parcel Map (TPM)/Tentative Tract Map (TTM) – TPM/TTMs are intended to implement the project and subdivide the property into smaller parcels/lots for development or sale. TPM/TTMs may be filed with each phase of development as necessary. Each TPM/TTM will require review by the Commission.

Conditional Use Permit (CUP) – Uses that require a Conditional Use Permit per Chapter 3 of this SP shall obtain a CUP in compliance with Section 159.097 of the City of Indio Municipal Code. The CUP requires a public hearing before the Planning Commission (Commission) for approval.

Design Review (DR) – A Design Review application is required for uses specified in Chapter 3 of this Specific Plan showing the site and architectural plans in greater detail for the proposed project. The DR requires a public hearing before the Planning Commission (Commission) for approval.

Lot Line Adjustment (LLA) – If necessary, to adjust existing parcel lines as well as providing a flexibility to adjust parcel acreages to facilitate future development projects. The LLA will require approval by the City of Indio Public Works Department.

See Section 5 of this Specific Plan for more detailed information on the administrative and public hearing processes related to these implementing approvals.

CHAPTER 2: MASTER PLAN

2.1 LAND USE

Figure 7, *Land Use Plan* shows a land use designation of Mixed-Use Neighborhood for the entire project site. The Specific Plan would facilitate construction of up to 400 residential units (max density 40 du/ac), 30,000 sf of Office Space (including medical), 15,500 of commercial / retail (including drive-thrus), and a 130-key hotel on approximately 20 acres. Locations of these uses are undefined but depicted for illustrative purposes in Figure 4, *Illustrative Site Plan*. Implementing entitlement approvals may adjust the size, location and configuration of these uses as outlined in Section 1.10. Each Project component is described below and accompanied by a detailed discussion of permitted uses and relevant development standards in Chapter 3. Table 2.1 provides a summary tabulation of uses and square footages within the project.

TABLE 2.1 MASTER PLAN PROGRAM

LAND USE	Density	Minimum Yield	Maximum Yield
Hotel / Hospitality	-	-	Up to 150 Keys
Commercial Retail (including drive-thru)	-	14,000 sf	Up to 15,500 sf
Office (including Medical)	-	26,000	Up to 30,000 sf
Residential	Up to 40 Du/Ac.	320 Units	Up to 400 Units
TOTALS			

Notes:

1. These columns represent the minimum and maximum building square footage and unit counts allowed within the Specific Plan. The intent is to ensure that future entitlements reflect multiple uses integrated vertically or horizontally within the minimum and maximum limits.
2. Square footages are approximate and subject to refinement with implementing entitlements and final design plans.
3. Refer to Chapter 3: Development Standards for heights, allowable uses, and other development standards.

MADISON POINTE SPECIFIC PLAN



Source: MSA Consulting, Inc.

Exhibit Date: November 5, 2021



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CONCEPTUAL LAND USE PLAN

FIGURE 7

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2.2 CIRCULATION

Vehicular and pedestrian circulation systems are an important component of every development project. The Madison Pointe development has direct and convenient vehicular access to both Highway 111 and Madison Street. Vehicles will circulate through standard parking lots with drive aisles in compliance with City engineering and Fire Department design standards. The circulation system is illustrated in Figure 8, *Conceptual Access Plan*, Figure 9, *Conceptual Connectivity Plan*, and Figure 10, *Perimeter Street Cross Sections*. Key aspects of the circulation system include:

Perimeter Public Streets – Street improvements, meandering sidewalks, and utility infrastructure currently exist along the entire project frontage along Hwy 111 and Madison Street. Highway 111 and Madison Street have already been constructed to ultimate ROW width as illustrated in Figure 9 *Typical Cross Sections*.

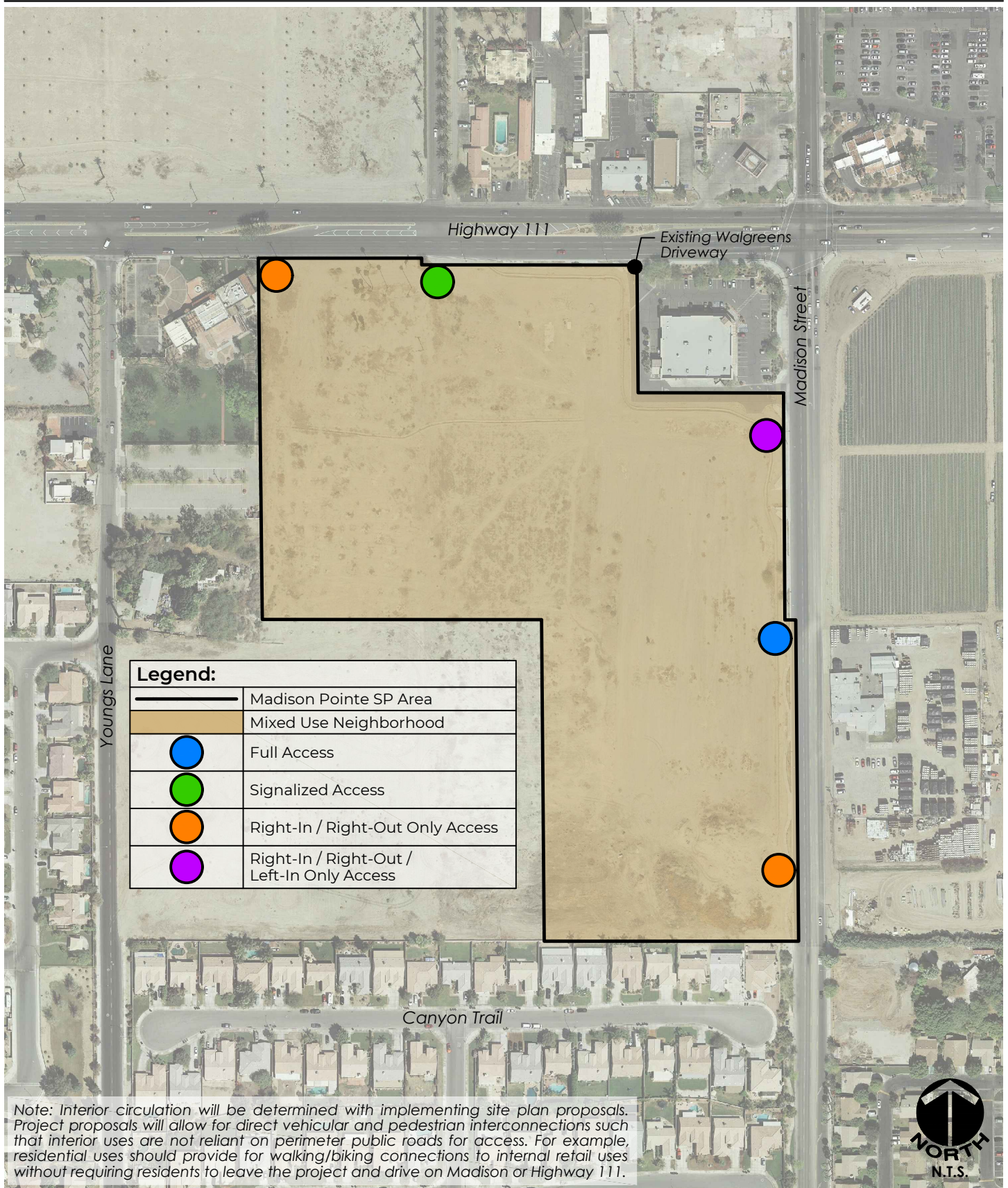
Entries – Vehicular access to the site is taken from Highway 111 and Madison via four entry points. Entries would include landscaping, entry signage and pedestrian walkway connections. Design guidelines for entry treatments have been provided in Chapter 4 of this Specific Plan.

Vehicular Circulation – The vehicular circulation system consists of interior drive aisles that provide access to the parking, loading, and service areas associated with each building.

Pedestrian Circulation – The pedestrian circulation is designed to connect existing public sidewalks along Highway 111 and Madison Street with a central internal corridor of tree-lined sidewalks. These act to link interior uses with each other and the system of public sidewalks. Each individual project will provide its own onsite pedestrian circulation that feeds into the central pedestrian corridor.

Parking – Sufficient off-street parking will be provided to serve each use. Parking standards for the Specific Plan are subject to City Review and to be consistent with City Code Sections 159.650 – 159.657 (Vehicular Parking, Loading and Maneuvering Areas).

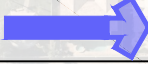




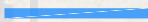

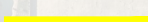
MADISON POINTE SPECIFIC PLAN

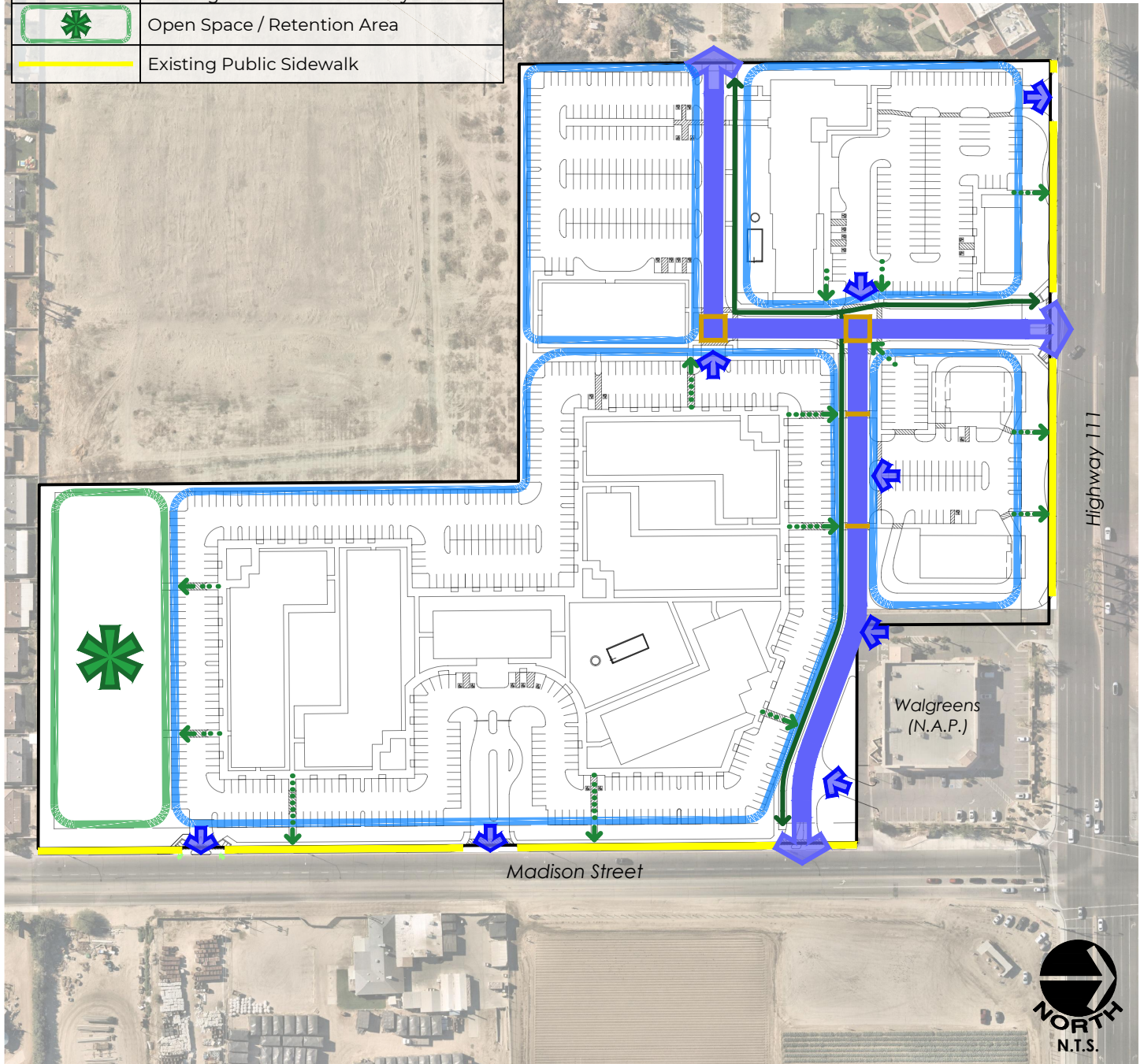
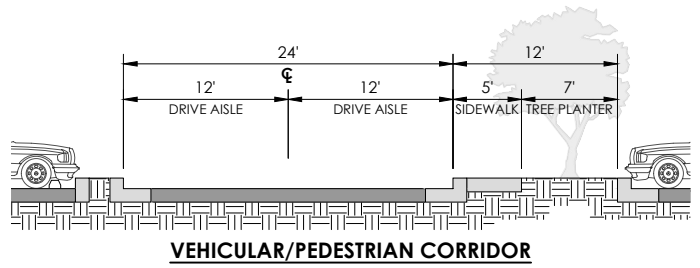


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MADISON POINTE SPECIFIC PLAN

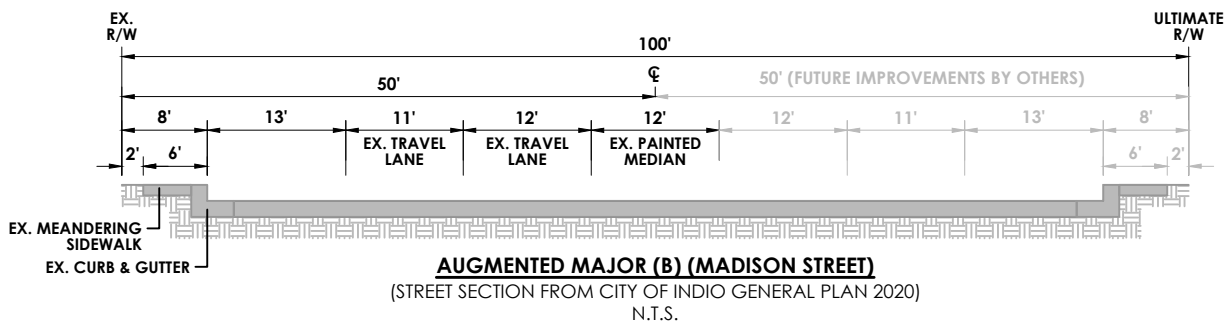
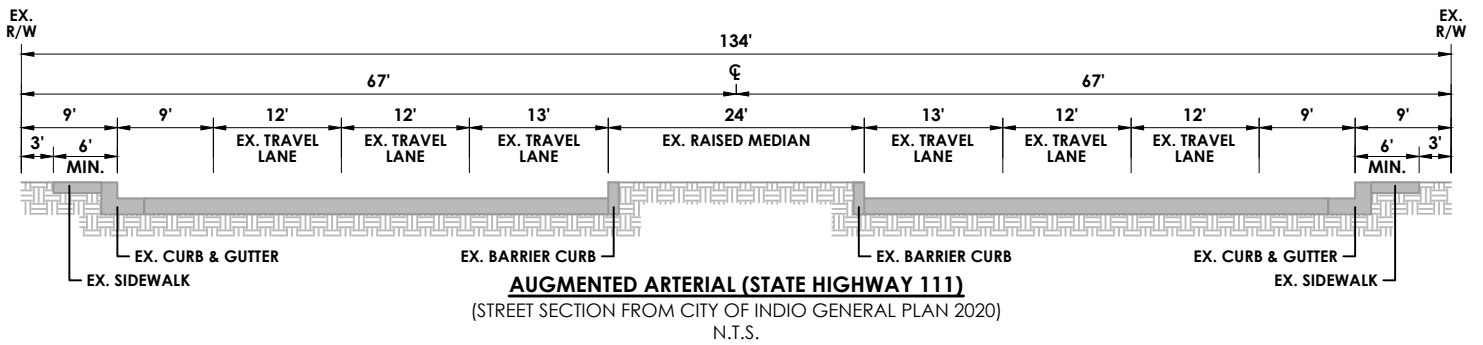
Legend:	
	Vehicular Circulation Route
	Pedestrian Circulation Route
	Pedestrian Connection
	Pedestrian Crossing
	Driveway Connection
	Project Level Pedestrian Network Utilizing Sidewalks & Walkways
	Open Space / Retention Area
	Existing Public Sidewalk



Source: AO Architects / MSA Consulting, Inc.

Exhibit Date: June 2, 2022

MADISON POINTE SPECIFIC PLAN



Source: City of Indio

Exhibit Date: November 5, 2021



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PERIMETER STREET CROSS SECTIONS

FIGURE 10
 PAGE 20

2.3 LANDSCAPED AREAS

Landscaping is an important component of quality development as it introduces greenery to soften and shade urban hardscape. Landscape Design Guidelines are found in Section 4.3. Key aspects of the landscape design include:

Public Streetscapes – Landscaping along the length of Highway 111 and Madison Street is intended to achieve a consistent, colorful and attractive presentation and soften the project when viewed from the public street while also allowing visibility of commercial buildings and signage. Detailed landscape sections are provided in Section 4.3.

Entries – Site entries will be attractively landscaped to provide a sense of identity and distinctiveness for the project. Entries will be well designed with integrated plant materials, vertical elements and signage that makes a defining statement as residents and customers enter the project. Typical entry landscape treatments are illustrated in detail in Section 4.3.

Parking Lots – Planter islands will be spaced throughout the parking areas to incorporate shade trees and reduce heat generation on paved surfaces consistent with City parking lot shading requirements. The Landscape Design Guidelines in Section 4.3 provide further direction and detail for parking lot shading requirements.

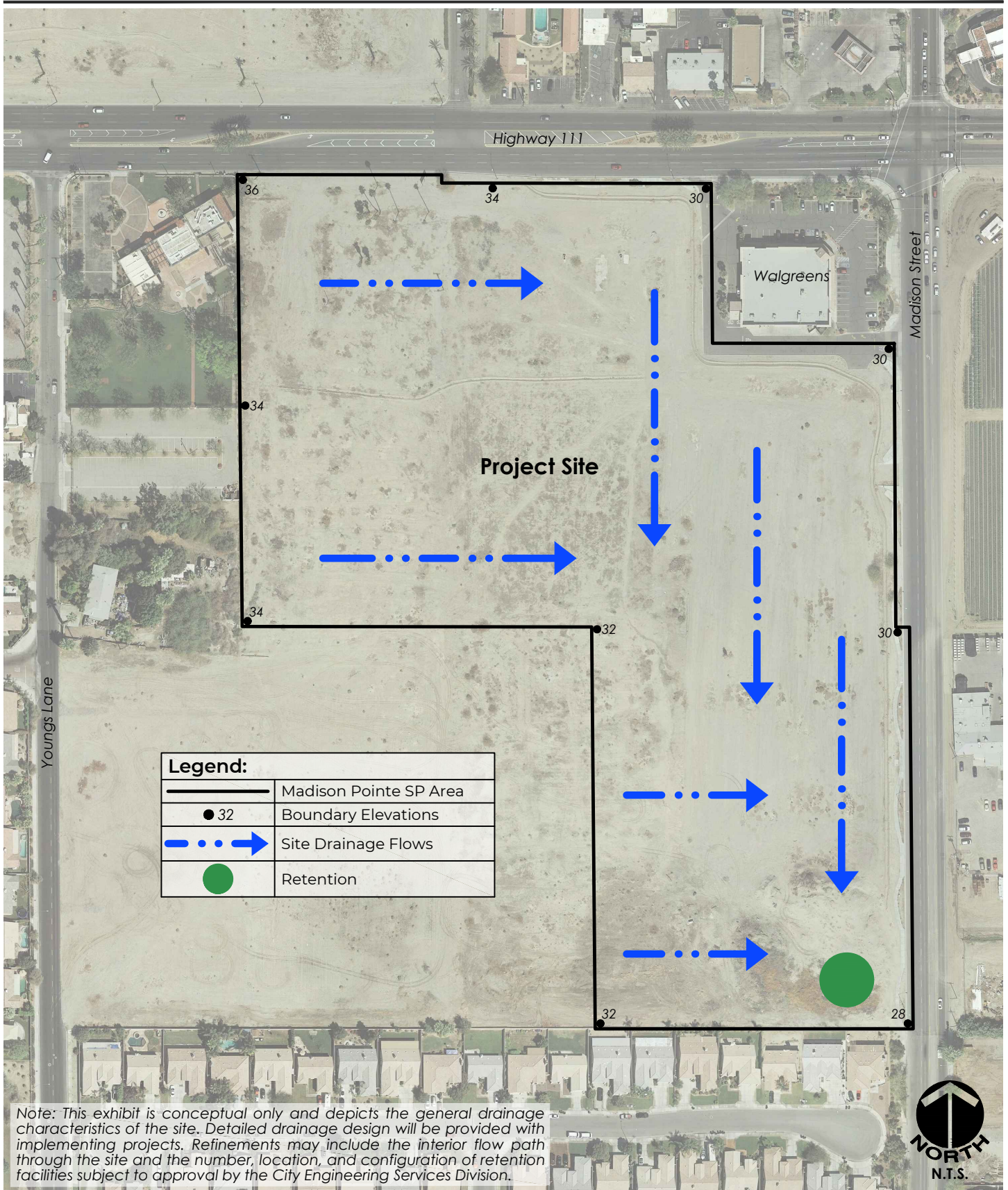
2.4 GRADING & DRAINAGE

Site topography slopes gently from west to east with higher elevations ranging from 32-34 along the west property boundary to a low elevation of 30 along Madison Street to the east. Because grading and drainage are closely interrelated, they are addressed jointly in this section.

Site grading will create building pads and parking areas while keeping the earthwork balanced on site. Because the site is relatively level, grading design will not deviate greatly from existing conditions and will be defined in greater detail as subsequent entitlement projects are proposed. Grading will achieve positive surface flows and protect all structures and physical improvements from the 100-year storm, surface runoff, soil erosion and sedimentation both during and after construction. The incremental increase in runoff created by new impervious surfaces (roofs, pavement) will be retained on site.

As shown in Figure 11, *Conceptual Drainage Plan*, “developed condition” surface drainage will generally be conveyed from northwest to southeast through the site via future surface parking and drive aisles and captured in retention facilities at the lower end of the property. The system shown depicts the general drainage structure but will be adapted and detailed with specific development proposals in the future. Adjustments may include the number, location, configuration and depth of basins and the specific flow path through the site as determined by future site plans. Retention basins will be sized appropriately for the project using standard engineering modelling methods as approved by the Engineering Services Division.

MADISON POINTE SPECIFIC PLAN



Note: This exhibit is conceptual only and depicts the general drainage characteristics of the site. Detailed drainage design will be provided with implementing projects. Refinements may include the interior flow path through the site and the number, location, and configuration of retention facilities subject to approval by the City Engineering Services Division.

Source: MSA Consulting, Inc.

Exhibit Date: November 5, 2021



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CONCEPTUAL DRAINAGE PLAN

FIGURE 11

2.5 PHASING

Development of the Madison Pointe Specific plan may occur as a single mixed-use project by a single developer or incrementally as multiple developers propose individual component projects. Phasing is allowed so long as each phase accommodates future phases with the orderly extension of circulation, parking, utilities, and infrastructure in accordance with the final conditions of approval for each project and the City Engineering Services Division.

Chapter 3: DEVELOPMENT STANDARDS

3.1 OVERVIEW

This chapter identifies the development standards applicable to projects developed under the Specific Plan, including a statement of development intent and a table of allowable uses and relevant development standards.

3.2 DEVELOPMENT STANDARDS

Statement of Intent – The Specific Plan is intended to allow the construction of up to 400 residential units (max density 40 du/ac), 30,000 sf of Office Space (including medical), 15,500 of commercial / retail (including drive-thrus), and a 130-key hotel with affiliated amenities and infrastructure systems on approximately 20 acres. Development standards and permitted uses for this SP are shown in Table 3.1A *SP Permitted Uses*, Table 3.1B *Conditionally Permitted Uses*, Table 3.1C *Development Standards*.

**TABLE 3.1A
SP PERMITTED USES**

SP PERMITTED USES	
	P= Permitted
<i>Residential Allowable Uses</i>	<i>Category</i>
Multi-Family Apartments	P
Multi-Family Condominiums	P
Senior Housing	P
Assisted Living Facilities	P
Accessory buildings, uses, or structures.	P
Home Occupations	P
Public parks or recreational facilities, including public or private golf courses with no night lighting;	P
Public or private schools or educational institutions	P
Foster homes.	P
<i>Commercial Retail Allowable Uses</i>	<i>Category</i>
Medical Offices or Clinics	P
Hotels or motels;	P
Vehicle drive-through and drive-up window(s).	P
Administrative, Business or Professional offices;	P
Personal service establishments including, but not limited to, beauty or barber shops, haberdasheries, locksmiths, photography studios, shoe repair, dry cleaners, laundromats, tailors, dressmaking shops, or pet grooming;	P
Retail stores including, but not limited to, grocery stores over 15,000 square feet, appliance or furniture stores, bookshops, drugstores, florist shops, hardware stores, clothing stores, variety stores, or shoe shops;	P
Delicatessens, bakeries, or walk-in restaurants with high or low turnover;	P
Banks financial institutions, or savings and loan institutions;	P
Amusement and recreation establishments including, but not limited to, theaters, billiard parlors, bowling alleys, or amusement arcades;	P
Full service shopping centers	P
Health clubs or spas;	P

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Bars or nightclubs;	P
Furniture upholstery shops;	P
Veterinary hospitals;	P
Check cashing;	P
Antique shops;	P
Landscape nurseries;	P
Day care centers	P
Public parks or recreational facilities;	P
Museums, art galleries, or botanical gardens;	P
Wholesaling, secondary and appurtenant to a retail outlet;	P
Places of worship;	P
Clubs, lodges or halls;	P
Household appliance repair including, but not limited to, refrigerators, washers, dryers, televisions or radios;	P
Small collection facility per recycling facility standards and criteria policy; and	P
Tattoo parlors.	P
Governmental administrative offices	P
Public or private schools or educational institutions	P
Community centers	P
Fire, police, or sheriff stations	P
Libraries	P
Public Utility Structures	P
Bus, rail or rapid transit depot or station. Switching stations.	P
Communications facilities;	P

Notes:

1. Multiple uses may be combined in a single building.
2. All uses not specified herein shall be prohibited, unless the Community Development Director determines, on a case by case basis that a particular use is similar in nature to those specified. See Chapter 5 for more details on implementation process.

**TABLE 3.1B
SP CONDITIONAL USES**

CUP= Conditional Use Permit	
Allowable Uses	Category
Hospitals, convalescent hospitals, skilled nursing facilities, congregate care facilities;	CUP
Auto related uses including, but not limited to, repair garages, gasoline/service stations, drive through restaurants or markets or car washes;	CUP
New or used vehicle sales with appurtenant auto repair;	CUP
Pawnbroker shops;	CUP
Thrift shops or secondhand dealerships;	CUP
Licensed “community care facilities” including: Residential; day treatment; social rehabilitation; community treatment.	CUP
Grocery stores under 15,000 square feet, or convenience markets.	CUP
<p><i>Notes:</i></p> <ol style="list-style-type: none"> <i>Multiple uses may be combined in a single building.</i> <i>All uses not specified herein shall be prohibited, unless the Community Development Director determines, on a case by case basis that a particular use is similar in nature to those specified. See Chapter 5 for more details on implementation process.</i> 	

**TABLE 3.1C
DEVELOPMENT STANDARDS**

Development Standard	
Minimum Lot Size	n/a
Minimum Lot Width / Depth	n/a
Minimum Density (for residential projects)	12 du/ac.
Maximum Density (for residential projects)	40 du/ac.
Maximum Site Coverage	Not to exceed 50%
Setbacks	
From Madison Street	25 Feet
From Highway 111	30 Feet
From Existing Single-Family Neighborhood	60 Feet
From All Other Uses Abutting SP Boundary	10 Feet
From Interior Property Lines	5 Feet
Distance Between Buildings	
Primary Buildings	Minimum Per Building Code
Accessory Buildings	Minimum Per Building Code
Maximum Building Height	
Primary Buildings	4 Stories / 50 feet
Accessory Buildings	Not to exceed primary building height
Parking	
Parking Spaces	Minimum Per Code

The following standards shall apply to all residential uses:

- (A) Minimum dwelling unit size, studio -550 square feet, one bedroom - 600 square feet, two bedrooms - 900 square feet, three bedrooms - 1,200 square feet, four or more bedrooms - 1,400 square feet; excluding garages and miscellaneous structures.
- (B) Maximum building height, 50 feet or four stories, whichever is less. Buildings over one story, or 18 feet, in height shall not be permitted within 60 feet of an adjacent residentially used property. Principal buildings may exceed the height limit by Conditional Use Permit.
- (C) Architectural features such as cornices, chimneys and bell towers may exceed the height limit;

- (D) Roof mounted equipment shall be screened from view
- (E) Private patios or balconies shall be required at the rate of at least one per unit. Ground level patios shall be a minimum of 100 square feet and shall be enclosed to a minimum height of five feet. Second story balconies shall be a minimum of 80 square feet and shall be enclosed to a minimum height of four feet.
- (F) Common useable open space shall be provided at a minimum rate of 350 square feet per unit. Driveways and parking areas are excluded from useable open space.
- (G) In lieu of parking garages, carports to be provided 1 per unit.

The following standards shall apply to all commercial development:

- (A) Minimum rear setback shall be ten feet, or 1/2 the height of the building, whichever is greater, where abutting a residentially zoned property.
- (B) Minimum side setback where abutting a residentially zoned property shall be ten feet or 1/2 the height of the building, whichever is greater. Otherwise, no setback is required;
- (C) All setbacks shall be landscaped;
- (D) Maximum building height, 50 feet or four stories, whichever is less. Buildings over one story, or 18 feet, in height shall not be permitted within 60 feet of an adjacent residentially zoned property.
- (F) Architectural features such as cornices, chimneys and bell towers may exceed the height limit;
- (G) Roof mounted equipment shall be screened from view by a parapet wall at least as high as the highest piece of equipment, around the entire perimeter of the building;
- (H) For sloped roofs, roof materials shall be of concrete or clay tile; The Director of Community Development may consider alternative materials of equal or higher quality.

CHAPTER 4: DESIGN GUIDELINES

4.1 OVERVIEW

The guidelines contained in this chapter identify unifying elements for design of permanent buildings and landscaping within the Madison Pointe project. These guidelines will ensure compatibility with the surrounding community and provide a quality project within the City.

The exhibits provided are intended as conceptual illustrations and do not depict final designs, nor should they limit the range of expression among the developer or their professional design team.

4.2 SITE PLANNING GUIDELINES

Integration of effective site planning techniques, incorporated with basic design elements will enhance the visual experience of the development.

Site Planning Guidelines

- Site design should be compatible with surrounding land uses and the Highway 111 and Madison Street frontages.
- Commercial buildings should be located and orientated to respect the need for privacy of adjoining low and medium density residential development.
- Develop a pedestrian-friendly site design with direct walking and bicycling links within the site and to surrounding uses. Pedestrian links such as interior pathways and crosswalks are required to connect future onsite uses.
- Uses that are developed should complement other uses onsite and be compatible with the overall vision of the Specific Plan and community.
- Entries shall be clear and identifiable. Parking entrances should be designed to ensure safe pedestrian access.
- Public gathering spaces such as outdoor plazas and patios shall be provided in commercial retail or restaurant buildings. Inviting outdoor spaces create an environment of relaxation and community interaction. Trees, planting, and comfortable site furnishings contribute to enhanced enjoyment of these spaces. Seasonal shading strategies for exterior occupied spaces such as plazas and seating areas shall be incorporated.
- Promote safe pedestrian movement through pathways and walkways. Pedestrian and plaza spaces shall be thoughtfully separated from parking lots and vehicular movement through creative landscaping and built structures.

4.3 ARCHITECTURAL DESIGN GUIDELINES

The goal for the Madison Pointe Architectural Design Guidelines is to ensure a visually unified master planned mixed-use development. The overall architectural theme of Madison Pointe is to create a contemporary mixed-use project that emphasizes the mixing of materials, use of awnings and trellises to create a unique and interesting building facade.



The architectural design features of all buildings shall demonstrate compliance to the design characteristics, themes, and concepts specified in these guidelines:

- All buildings shall incorporate pedestrian oriented architectural elements such as vegetated or architectural trellises and awnings to create a visually and aesthetically pleasing pedestrian environment and unique and interesting building facades. Architectural expression for buildings of various sizes and functions will maintain overall cohesive architectural character.
- Effective organization of buildings, circulation, parking, and service areas that enhances the identity and efficiency of the project and architectural compatibility. The project will be designed to allow safe access to and from the site for both vehicles and pedestrians.
- All sit-down and fast-food restaurants shall have outdoor seating areas/patios.
- Consider appropriate architectural variation to break up monotonous building elevations, such as graduated heights and recessed and extended building sections.
- The overall architectural theme of the Project is to create a contemporary mixed-use commercial center that will complement the neighboring developments. Dynamic and seasonal shading strategies for exterior occupied space, such as plazas and seating areas will be incorporated.

- All drive-through facilities shall be fully integrated into the architectural building design of the primary structure that said drive-through facility is intended to support. For purposes of future application, fully integrated shall mean that all areas designated for drive-through related uses shall be directly incorporated into the building architecture. Creative solutions for screening drive-throughs such as berms, multiple layers of landscaping, architectural screens, etc. shall be integrated and complement the building architecture.
- Loading areas shall be oriented or screened so as not visible from a public street to the extent possible. They will be screened from public view using a combination of building elements, architectural decorative wing-walls and/or landscaping. Screening devices shall be designed as an integral part of the building design and site layout and landscaping shall be incorporated to screen service and loading area from street visibility.



Architectural Themes and Concepts

The overall architectural theme of the Project is to create a contemporary mixed-use project that will complement the neighboring developments. The design guidelines emphasizes the mixing of materials and use of awnings and trellises to create unique and inviting building facades. Dynamic and seasonal shading strategies for exterior occupied spaces, such as plazas and seating areas will be incorporated as shown in the images below.



Internal walkways connecting the various districts will be provided that are separated from vehicular movement and clearly marked for pedestrian safety. Amenities and interactive plaza art are encouraged, such as water fountains with bench seating.

To encourage safe pedestrian movement throughout the entirety of the project and to promote pedestrian walkability, a complete on-site pedestrian network comprised of durable surfaces that shall also connect to on-site durable surface pedestrian plazas and patios that provide shading and other pedestrian amenities shall be designed into the project. Durable hard surfaces shall be a minimum of ten (10) foot wide for commercial uses and no less than 5 feet wide for multifamily residential uses.

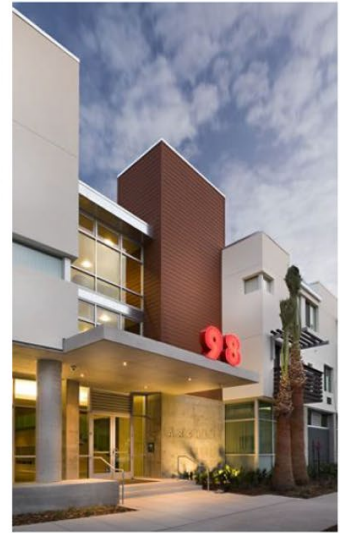
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All buildings will incorporate innovative and creative designs such as asymmetric facades and a mix of materials including stucco, stone, masonry, pre-cast concrete, metal, or wood paneling as determined through separate Design Review applications. Another important design feature is a series of pedestrian pathways and promenades that would conveniently connect residents to the various districts of the project.

A change of material, color, surface forms or parapet heights shall accentuate building entries and corners. Additional articulated contemporary elements are encouraged to provide an urban village architectural texture.

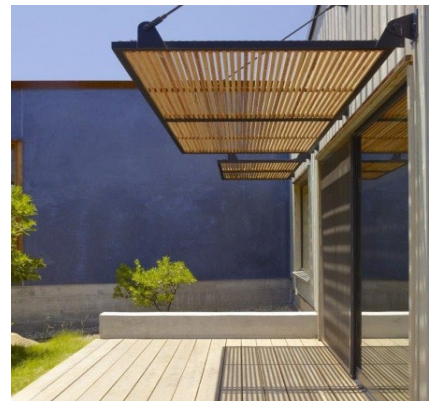
A variety of canopy forms are encouraged along pedestrian walkways to reinforce the architectural characteristics of the site. These forms include but are not limited to suspended canopies, trellises, shed roofs and extended flat roof forms directly supported by columns.



Sustainable Building and Energy Efficiency

Sustainability and energy efficiency are common themes throughout the Coachella Valley and encouraged throughout Madison Pointe project. Green building code shall be used for the construction and operation of all buildings and uses.

Passive solar design has been implemented in Indio and the Coachella Valley for a number of years through the use of shade structures and building orientation. Roof overhangs, supplemental shading, strategic glazing ratios, building orientation and daylighting shall be utilized for all buildings and/or planned outdoor spaces. Materials shall be chosen for resiliency as much as for aesthetics. As technology continues to expand and improve, solar energy can be harnessed to lower the energy demand of the Project. Active solar panel design should also be considered throughout the Project.



Building Heights, Massing and Finish Materials

Careful attention to appropriate building heights, scale and massing will be essential to creating a pedestrian-friendly space. Buildings will also be sensitively designed to the human scale with active, pedestrian friendly frontages and pathways.

Parapet heights shall be high enough to screen roof-mounted equipment from adjacent roadways.

All exterior wall elevations that are visible to the public have architectural treatments to alleviate flat, void surfaces in combination with pronounced faceting techniques. Building offsets shall also be varied, where appropriate, and the use of pop-out and recessed features should be used to avoid square, flat silhouettes.

Buildings facing main drive frontages are required to provide architectural treatments consistent with the overall project design vocabulary. Exposed service areas shall be screened from view from adjacent streets.



Madison Pointe’s architectural style is defined by a contemporary palette of complementary materials and finishes. While consistent with the broader theme, it is essential that materials, colors, and finishes are appropriate to the architectural style of individual buildings. For a contemporary look, building designs should incorporate a variety of materials, including stucco, stone, masonry, pre-cast concrete, metal, wood paneling, etc. All buildings visible to the public or facing the street frontage shall have enhanced architectural treatments including but not limited to pop-outs, height variations, parapets that cover all mechanical equipment, and creating human scaled structures. Parapet heights shall be high enough to screen roof-mounted equipment from adjacent roadways. Changes in parapet heights shall be encouraged to enhance tenant entries, provide tenant individualization and articulated building components such as parapets and building corners.



4.4 SIGNAGE GUIDELINES

To ensure a cohesive overall Project design, all districts will be subject to the same signage program standards and guidelines. Materials will be consistent with the overall Project material palette and in keeping with the contemporary theme established in these design guidelines.

All signage shall be located in a manner that provides optimal efficacy of the overall signage program balancing the need for identification and wayfinding. Care shall be exercised to minimize the overuse of signage and thus reduce visual clutter around the Project.

All Project signage will comply with the local building code and the Americans with Disabilities Act (ADA) and will be approved by the City of Indio in accordance with the City’s Zoning Code, Chapter 159.001 through 159.180 and building code.



Creative design in signage is encouraged. Variations to the standards and materials provided below can be permitted with approval of the Community Development Director. Corporate logos and typestyles are permitted within the parameters set forth below.

Project Identity and Monument Signage

Project Identity Monument Signage will be located each along Highway 111 and along Madison Street. Locations shall also be permitted in or immediately adjacent to the primary driveway and shall not exceed 15 feet in height. Three secondary monument signs, two along Highway 111 and one along Madison Street shall not exceed 32 square feet in sign area nor exceed five feet in height.



For a multifamily residential use, two (2) identification signs at the entrance driveways shall be allowed. This sign shall be a maximum of three (3) feet in height and fifteen (15) square feet in sign face area and shall be a non-illuminated channel letter design. A box cabinetry sign shall not be allowed. For the multi-family residential use, there shall be no secondary free-standing or wall-mounted signage allowed.

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In addition, per City Municipal Code, Chapter 150.087, shopping center identification/primary tenant signs shall be able to display the names of tenants in the following manner:

- A. Names shall be integrated into the overall sign design and be limited to three names at each driveway approach.
- B. The area of the sign shall be the sum of the total area of the can(s).
- C. Sign area and height shall be coordinated in the following manner:
 1. Signs 0 - 99 square feet shall be limited to 15 feet.
 2. Signs 100 - 149 square feet shall be limited to 25 feet.
 3. Signs 150 - 200 square feet shall be limited to 35 feet.



Each tenant is responsible for providing their own sign and obtaining all required sign and building permits from the City of Indio. Provisions of Chapters 150.015 through 150.022 of the Zoning Code shall be met unless otherwise amended herein. Any requested deviation from the approved sign program shall require approval of the Planning Commission.

4.5 LANDSCAPE DESIGN GUIDELINES

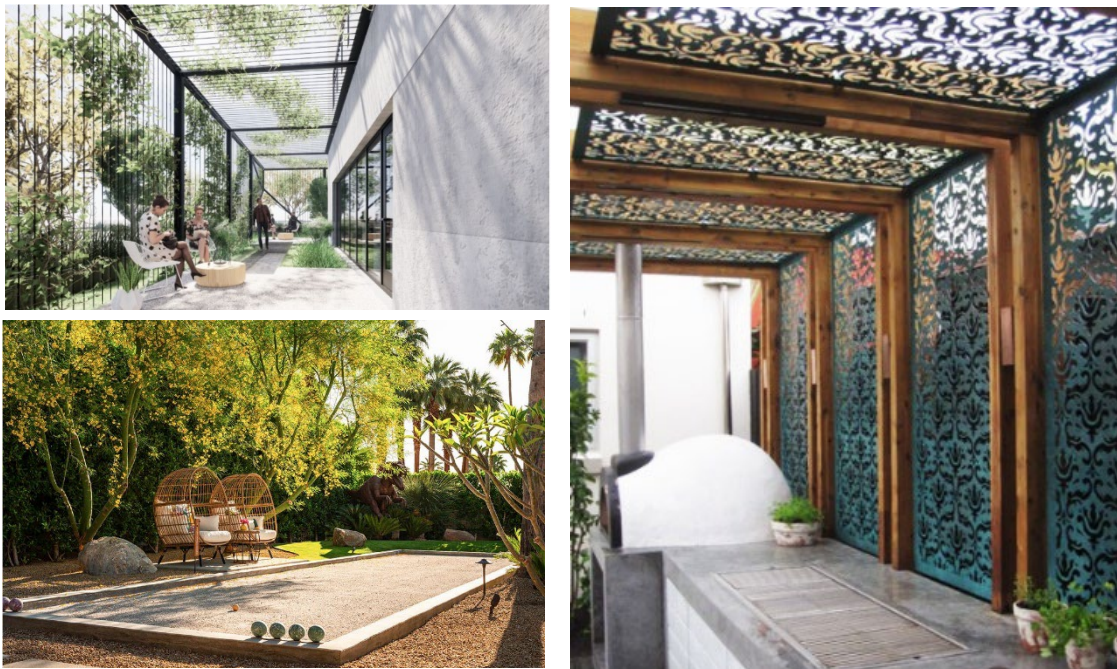
LANDSCAPE CHARACTER

The landscape at Madison Pointe will support the goals of the master plan through visually cohesive landscaped spaces. Landscape areas should provide a sense of arrival, offer clear and safe pathways for interconnectivity, and invite visitors to stay while providing a level of visual continuity.



PEDESTRIAN EXPERIENCE

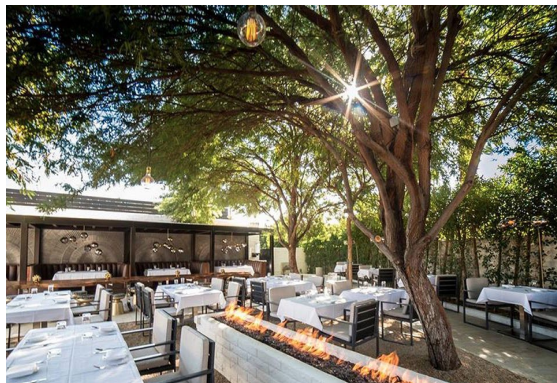
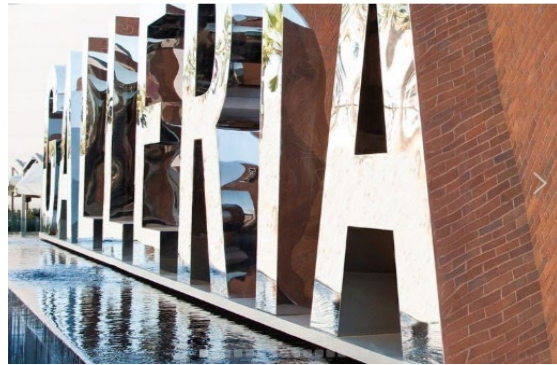
An emphasis will be placed on pedestrian-oriented experiences that incorporate a mix of materials, complementing the adjacent architecture. Water elements are encouraged near seating areas to enhance the visitor experience.



- Shade canopies and trellises shall be *used* to provide architectural interest in the landscape while providing visual interest and individuality to each district. Seasonal shading concepts shall be considered for plazas and seating areas that address the variation in seasonal temperatures.

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- Large specimen shade trees should be considered within plaza spaces to create inviting destinations and a sense of permanence. A thoughtful selection of trees, plant species and comfortable site furnishings will contribute to the enjoyment of these spaces.
- Conveniently placed bike racks near commercial corridors and visible from a variety of destinations will increase alternative modes of transportation.
- Select gathering areas are encouraged to be visible from Hwy 111 and Madison Street to energize the street presence and invite visitors.
- Creative solutions for screening undesirable views shall include berms, multiple layers of landscaping and architectural screens that complement the building architecture.



ENTRIES AND GATEWAYS

The landscape design for entries and gateways shall utilize a hierarchy that provides visually prominent planting for the purpose of inviting and guiding, and a more visually receding landscape for more functional spaces.

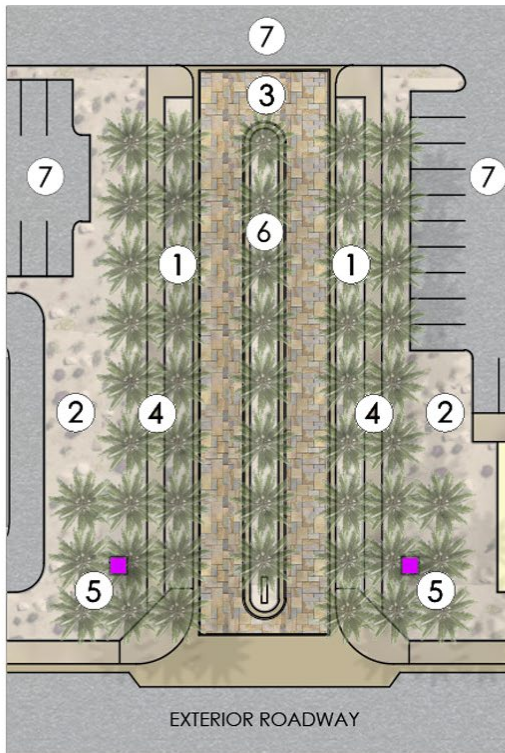


Some guiding principles:

- Resort-style palm trees at retail and hotel entries
- Desert shade trees at medical office entries and parking areas
- Formal use of planting at entries, gateways and transition areas
- Large evergreen shade trees and palms at plazas and seating areas

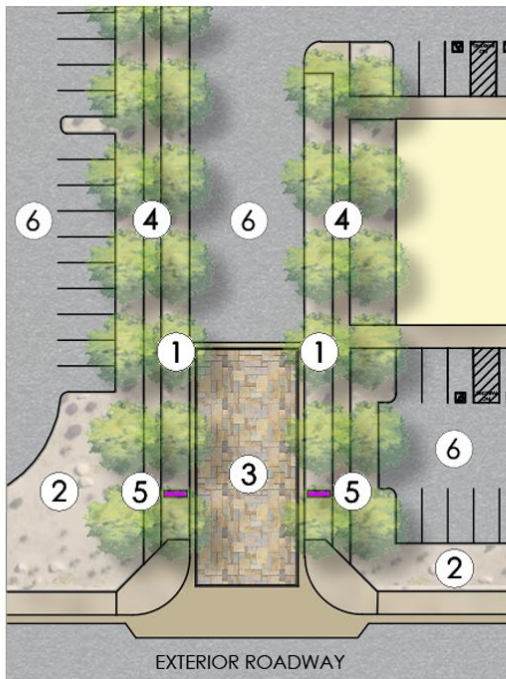
The following entry and gateway examples are intended to guide the hierarchy described above:

Entry and Gateway Examples



Hotel and Retail Entry

- 1. Date palm tree
- 2. Desert landscape areas
- 3. Enhanced pavement
- 4. 6' wide colored concrete walkway
- 5. Horizontal or vertical marker
- 6. 10' wide median island
- 7. Parking lot/Driveway

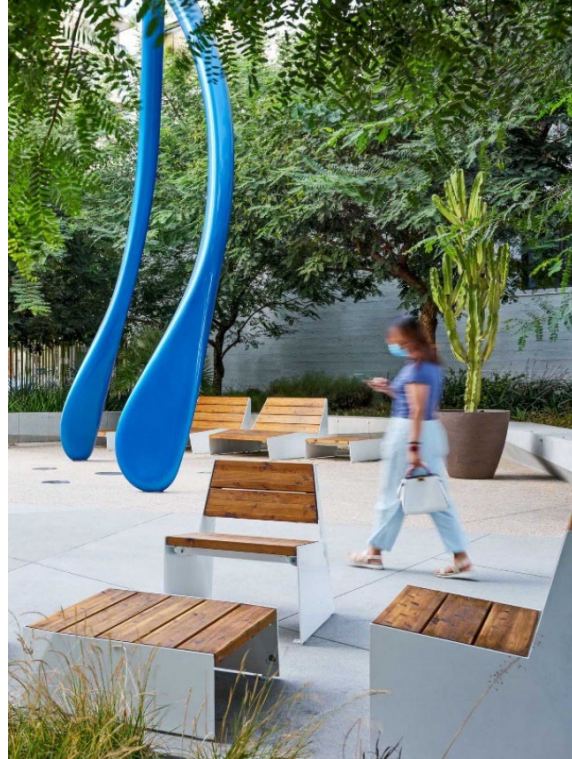


Residential and Office Entry

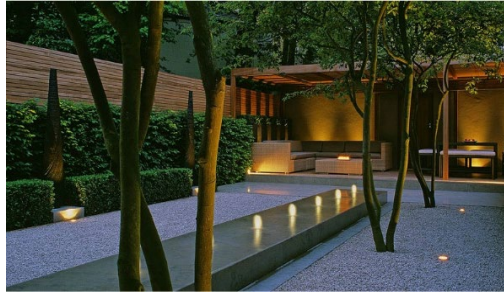
- 1. Desert canopy tree
- 2. Desert landscape areas
- 3. Enhanced pavement
- 4. 6' wide colored concrete walkway
- 5. Horizontal or vertical marker
- 6. Parking lot/Driveway

Landscape Architectural Concepts

The landscape concept at Madison Pointe will reinforce the contemporary mixed-use village while providing visual cues for visitors and inviting destinations. Contemporary landscape districts shall be incorporated into the design of the hospitality, retail, office and residential areas. Each area shall have a distinct “personality” that supports the adjacent uses while lending individuality to each district.



Signature District Style



Creating a signature style is encouraged for each district through a mix of both planting and hardscape materials. Hardscape materials may include stone, stucco, masonry, pre-cast concrete and wood. Planting areas can be architectural planting with symmetrical rows or eclectic designs with varied textures and forms.

Shading

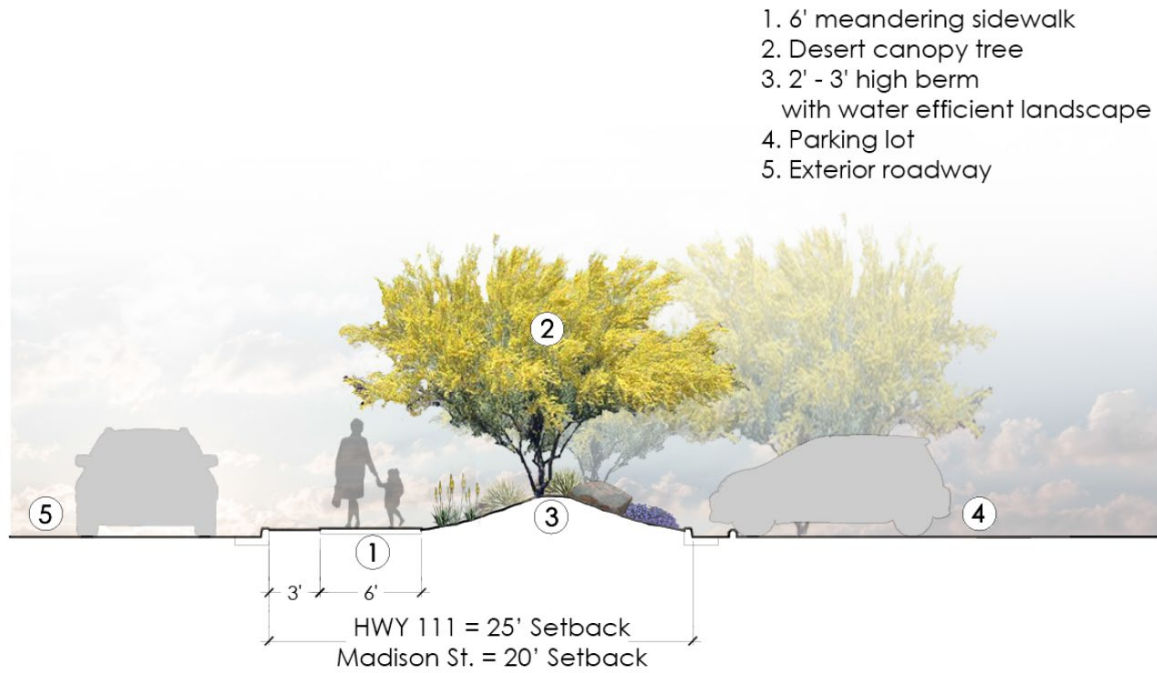
Providing shade for both pedestrians and vehicles is required in the local desert climate. Parking areas shall focus on effective shade through a consistent use of canopy trees that thrive in the desert environment. Shaded walkways will promote comfortable connections to each district. Utilizing a variety of evergreen and deciduous trees at seating areas will provide seasonally adapted shade.

Perimeter Streets and Edge Conditions

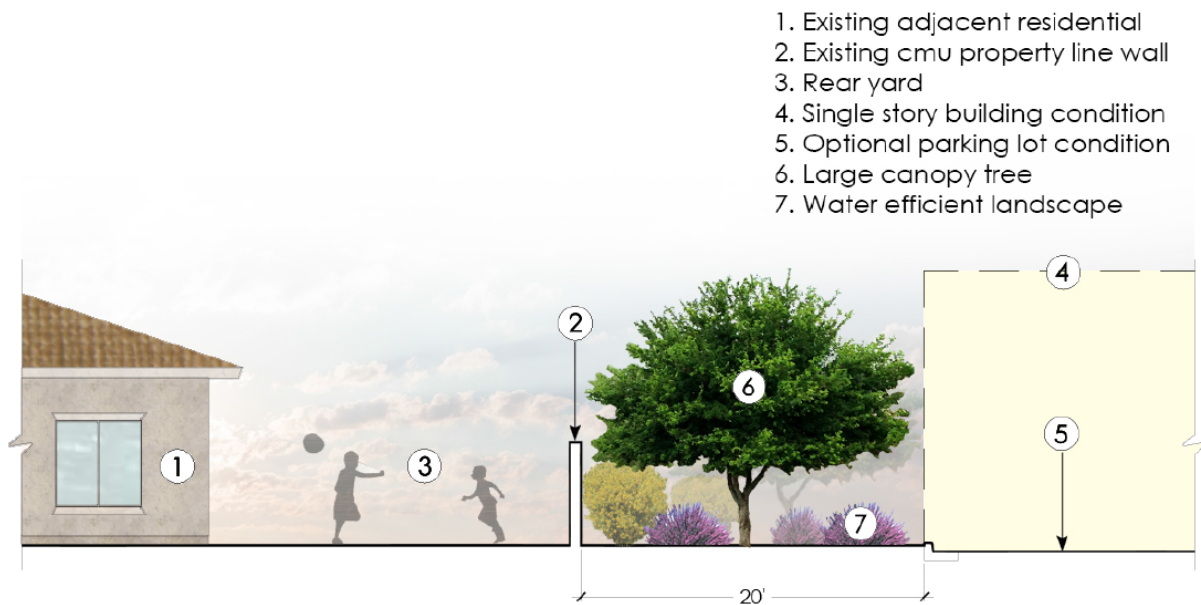
Screening and buffering adjacent conditions will be required for successfully integrating into the surrounding neighborhood. Some edge requirements include:

- Madison Street: 20' landscape area with 6' meandering sidewalk
- Highway 111: 25' landscape area with 6' meandering sidewalk
- Property edges adjacent to residential areas: landscape buffers with screen planting and wall treatments
- Drive thru retail: screening for vehicular queuing visible from neighboring roadways

Perimeter Streets and Edge Condition Typical Sections

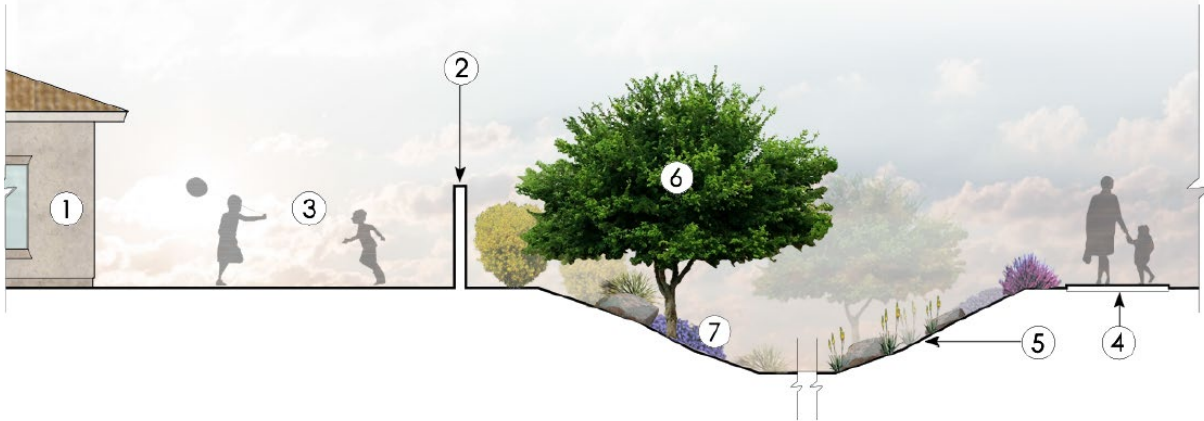


HWY 111 & Madison St. Edge Conditions - Section



Residential Edge Condition - Combination Section (Parking Lot/Building Edge)

1. Existing adjacent residential
2. Existing cmu property line wall
3. Rear yard
4. 4' sidewalk
5. Retention basin condition
6. Large canopy tree
7. Water efficient landscape



Residential Edge Condition - Section (Retention Basin Edge)

Retention Basins

Retention basins shall include desert riparian trees, desert cactus and succulents, and select groundcovers combined with rock outcroppings. Gathering areas with gabion structures are encouraged around the basins to activate these open spaces. Natural, undulating landforms are preferred over geometrically graded basins.



Landscape Sustainability and Energy Efficiency

The plant palette throughout the Specific Plan area shall utilize a low maintenance and low water palette. A table listing all permitted plant specimens is provided in Table 4.1, *Plant Palette*. Turf grasses will only be permitted in “use” areas that include open lawn for play/ recreation and for the infiltration portions of detention basins. Annual plant materials are allowed in accent landscaping areas but shall not be allowed in permanent planting areas of the Specific Plan.

The landscaping and irrigation plans and system shall comply with all City ordinances relating to water efficiency and shall be an automatic system with an irrigation timer and two drip or bubbler heads per tree to produce deep root irrigation. The water use calculations for this system will be prepared and submitted per Indio Water Authority’s irrigation design requirements.

Landscape lighting may include tree and shrub up lights, path lights, and step lights. All lighting will be low voltage and have low maintenance LED fixtures. The selective use of up lights will be limited to high-profile specimen tree and shrubs and will be shielded to reduce glare and hot spots. There shall be zero lumen foot candle for all exterior lighting at any property line of abutting properties and/or public right-of-way. Lighting for landscaping, pathways and stairways, monuments and signs shall be installed as needed for security and safety purposes.

Temporary Landscape Conditions

All vacant pads shall be stabilized with drought tolerant landscaping and/or decomposed granite if they remain inactive for a period of 6 months following completion of grading. This shall include all pads disturbed areas from development and shall include fencing where appropriate. All landscaping and fencing shall remain in place and shall be regularly irrigated and maintained until the property has received authorization from the City to begin initial construction. The final landscape plan for each development project shall contain detailed information for the planting, irrigation and maintenance of the vacant pad areas and/or undeveloped portions of the parcel.

Table 4.1 Plant Palette

TREES	BOTANICAL / COMMON NAME
	CERCIDIUM X 'DESERT MUSEUM' 'DESERT MUSEUM PALO VERDE'
	OLEA EUROPAEA 'MANZANILLO OLIVE'
	OLNEYA TESOTA 'DESERT IRONWOOD'
	PARKINSONIA FLORIDUM 'BLUE PALO VERDE'
	SOPHORA SECUNDIFLORA 'TEXAS MOUNTAIN LAUREL'
PALM TREES	BOTANICAL / COMMON NAME
	PHOENIX ROEBELENI 'PYGMY DATE PALM'
	WASHINGTONIA ROBUSTA 'MEXICAN FAN PALM'
SHRUBS	BOTANICAL / COMMON NAME
	BOUGAINVILLEA X 'LA JOLLA'
	CAESALPINIA GILLIESII 'YELLOW BIRD OF PARADISE'
	CALLISTEMON CITRINUS 'LITTLE JOHN' 'DWARF BOTTLE BRUSH'
	CARISSA MACROCARPA 'BOXWOOD BEAUTY' 'BEAUTY NATAL PLUM'
	CHRYSACTINIA MEXICANA DAMIANITA
	DASYLIRION WHEELERI 'GREY DESERT SPOON'
	EREMOPHILA MACULATA 'VALENTINE' SPOTTED EMU BUSH
	EUPHORBIA MILII 'JERRY'S CHOICE' 'CROWN OF THORNS'
	HESPERALOE FUNIFERA 'GIANT HESPERALOE'
	HESPERALOE PARVIFLORA 'DESERT FLAMENCO TM RED YUCCA'
	HESPERALOE X PINK PARADE PP#218728
	IXORA COCCINEA 'MAUI YELLOW' 'MAUI IXORA'
	LANTANA CAMARA 'DALLAS RED LANTANA'

SHRUBS	BOTANICAL / COMMON NAME
	LEUCOPHYLLUM FRUTESCENS 'COMPACTA' 'COMPACT TEXAS RANGER'
	MUHLENBERGIA CAPILLARIS 'LENCA' TM 'REGAL MIST PINK MUHLY GRASS'
	OLEA EUROPAEA 'MONTRA' 'LITTLE OLLIE DWARF OLIVE'
	RUSSELIA EQUISETIFORMIS 'CORAL FOUNTAIN'
	THEVETIA PERUVIANA 'YELLOW OLEANDER MULTI-TRUNK'
	XYLOSMA CONGESTUM 'SHINY XYLOSMA'
ACCENTS	BOTANICAL / COMMON NAME
	AGAVE AMERICANA 'CENTURY PLANT'
	AGAVE DESMETTIANA 'DWARF CENTURY PLANT'
	AGAVE HAVARDIANA 'HAVARD'S CENTURY PLANT'
	AGAVE OCAHUI 'CENTURY PLANT'
	AGAVE VICTORIAE-REGINAE 'QUEEN VICTORIA AGAVE'
	AGAVE X 'BLUE GLOW' 'BLUE GLOW AGAVE'
	ECHINOCACTUS GRUSONII 'GOLDEN BARREL CACTUS'
	EUPHORBIA RESINIFERA 'RESIN SPURGE'
	NOLINA SPECIES NOLINA
	YUCCA GLORIOSA 'SPANISH DAGGER'
	YUCCA PENDULA 'SOFT LEAF YUCCA'
	YUCCA ROSTRATA 'BEAKED YUCCA'
VINE / ESPALIER	BOTANICAL / COMMON NAME
	BOUGAINVILLEA X 'BARBARA KARST'
	PYROSTEGIA VENUSTA 'FLAME VINE'



CHAPTER 5: PLAN ADMINISTRATION

5.1 OVERVIEW

This chapter described the procedures for administration and implementation of the Specific Plan.

5.2 IMPLEMENTATION

An Implementation Program is hereby established to realize the goals of the project. The program contains a number of legal, procedural and administrative elements. The purpose of this section is to familiarize City agencies and decision-makers as well as interested citizens with the applicant's goals and intentions for the project and to summarize the methodologies and procedures that will apply to subsequent development activities. The implementation program will take effect upon adoption of the Specific Plan (SP) and its associated Mitigated Negative Declaration (MND).

The SP establishes the general intent and comprehensive framework for development of the site. However, prior to construction, implementing approvals with greater design detail are required. Buildings and subsequent development of the site may require further implementing entitlement approvals such a Design Review Permit or a Conditional Use Permit, based on whether the use is permitted or conditionally permitted (see Table 2, Allowable Uses). As noted below the following implementing approvals will be concurrently processed with this SP as part of the original project approval:

General Plan Amendment (GPA) - The GPA will amend the current General Plan land use designation from Mixed-Use Neighborhood / Connected Neighborhood to Mixed-Use Neighborhood for the entire Specific Plan area. The GPA requires public hearings before the Planning Commission and the City Council.

Specific Plan Amendment (SPA) – The Mixed-Use Specific Plan 300 (MUSP-300) will be amended to remove the Madison Pointe project from MUSP-300. The SPA will require public hearings before the Planning Commission and the City Council.

Project Master Plan Recension (PMPR) – The Madison Crossing PMP will be rescinded so that it no longer applies to the property. The PMPR will require public hearings before the Planning Commission and the City Council.

Specific Plan (SP) – The Madison Pointe Specific Plan will provide new custom zoning and development standards for the property. The SP will require public hearings before the Planning Commission and the City Council.

Tentative Parcel Map (TPM)/Tentative Tract Map (TTM) – TPM/TTMs are intended to implement the project and subdivide the property into smaller parcels/lots for development

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or sale. TPM/TTMs may be filed with each phase of development as necessary. Each TPM/TTM will require review by the Commission.

Conditional Use Permit (CUP) – Uses that require a Conditional Use Permit per Chapter 3 of this SP shall obtain a CUP in compliance with Section 159.097 of the City of Indio Municipal Code. The CUP requires a public hearing before the Planning Commission (Commission) for approval.

Design Review (DR) – A Design Review application is required for uses specified in Chapter 3 of this Specific Plan showing the site and architectural plans in greater detail for the proposed project. The DR requires a public hearing before the Planning Commission (Commission) for approval.

5.3 AMENDMENT

Administrative Changes - Minor modifications that are consistent with the purpose and intent of the Madison Pointe SP are allowed at the discretion of the Community Development Director or their designee. Therefore, it is intended that this Specific Plan will provide City Staff with the flexibility to interpret the details of project development as well as those items discussed in general terms in the SP without requiring an SP Amendment.

Requests for administrative changes shall be made in writing. If and when it is determined that changes or adjustments are necessary or appropriate, these shall be approved administratively by the Community Development Director or their designee for any component of this SP within a twenty percent (20%) change to the requirements of the SP. No public hearing shall be required for Administrative Approvals. After approval, any such administrative change shall be attached to the Specific Plan as an addendum and may be further changed and amended from time to time as necessary.

Representative examples of administrative changes may include, but are not limited to:

- The addition of new information to the Specific Plan maps or text that do not substantially change the effect of any regulation. The new information may include more detailed, site-specific information.
- Changes to community infrastructure such as drainage systems, phasing, roads, water and sewer systems, etc.
- Modification of architectural or landscape design criteria or details.
- Changes to the project design, improvements, or conditions of approval, if the change does not affect the overall concept or intensity of use of the approved project.

Formal Amendments - If the Community Development Director determines that the proposed change is not in substantial conformance with the intent of the current SP

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approval, the SP may be amended in accordance with the procedures set forth in the City of Indio Municipal Code.

5.4 INTERPRETATION

Uses Not Listed - All uses not specifically listed in this SP are prohibited. However, the Community Development Director may determine that a use not listed is included within or comparable to a listed use and, once so determined; it shall be treated in the same manner as a listed use.

Application of Standards - Where there is ambiguity between the SP and the Zoning Code, the SP shall govern. Where a development standard is not specifically addressed in the Specific Plan, the City Zoning Code shall apply.

5.5 FUNDING AND FINANCING

The Madison Pointe Specific Plan is intended to be developed using private funds. Other forms of financing may be considered.

5.6 ENFORCEMENT

The enforcement of the provisions of this SP shall be as follows:

- The City of Indio Community Development Department shall enforce the development standards and design guidelines set forth herein.
- Any administrative decision or interpretation of this Specific Plan may be appealed to the Planning Commission. Likewise, any decision by the Planning Commission may be appealed to the City Council per the provisions of Chapter 30 Section 30.89 of the City of Indio Municipal Code.
- The City of Indio shall administer the provisions of the Specific Plan in accordance with the State of California Government Code, Subdivision Map Act, the City of Indio General Plan, and the City of Indio Municipal Code.
- The SP development procedures, regulations, standards, and specifications shall supersede the relevant provisions of the City's Municipal Code, as they currently exist or may be amended in the future.
- All regulations, conditions, and programs contained herein shall be deemed separate distinct and independent provisions of this Specific Plan. In the event that any such provision is held invalid or unconstitutional, the validity of all the remaining provisions of this Specific Plan shall not be affected.
- Any development regulation and building requirement not addressed in this SP shall be subject to all relevant City of Indio ordinances, codes, and regulations.