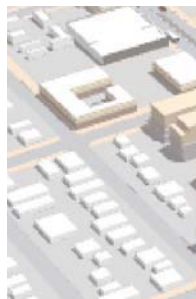




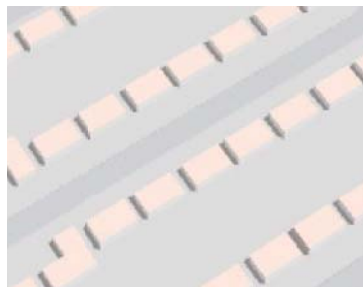
# SOUTH ARIZONA AVENUE DESIGN GUIDELINES



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January 14, 2010



## RESOLUTION NO. 4333

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, ADOPTING THE DOCUMENT KNOWN AS "SOUTH ARIZONA AVENUE DESIGN GUIDELINES" AS A DEVELOPMENT POLICY FOR DEVELOPMENTS SEEKING PLANNED AREA DEVELOPMENT (PAD) ZONING DESIGNATION WITHIN THE LIMITS OF THE SOUTH ARIZONA AVENUE CORRIDOR AREA PLAN.

WHEREAS, on September 28, 2006, the Chandler City Council approved and accepted the South Arizona Avenue Entry Corridor Study (the "Study"), and directed Staff to implement the recommendations outlined in the document, including the preparation of design standards to evaluate proposed site plans, landscaping, signs and architecture along the corridor; and

WHEREAS, on January 17, 2008, the Chandler City Council adopted the Study as a specific plan known as the South Arizona Avenue Corridor Area Plan for the area bounded by Chandler Boulevard, Union Pacific Railroad, Pecos Road and Palm Lane (the "Area Plan"); and

WHEREAS, it is the Chandler City Council's desire to adopt development design guidelines to assure quality growth that will support the corridor's vision as an urban and pedestrian-oriented environment as established by the Area Plan; and

WHEREAS, such written design guidelines have been proposed by planning staff and have been presented herewith to the Chandler City Council in order to establish criteria to guide developers when making design decisions and to provide a framework for the City to evaluate and consider development requests; and

WHEREAS, the Chandler Planning and Zoning Commission has considered the proposed written design guidelines and has recommended approval thereof together with certain amendments, which are set out in the additional document presented to the Chandler City Council entitled "Addendum to the September 2009 Draft South Arizona Avenue Design Guidelines" (the "Addendum");

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona, as follows:


SECTION ONE. There is hereby adopted a written development policy entitled "South Arizona Avenue Design Guidelines", which: (a) is adopted for the purpose of guiding requests and decisions concerning Planned Area Development zoning designations in the area encompassed within the South Arizona Avenue Corridor Area Plan in order to achieve the objectives of the Chandler General Plan as further delineated by the Area Plan; and (b) consists of the written design guidelines proposed and submitted by planning staff together with the amendments thereto set out in the aforementioned Addendum.


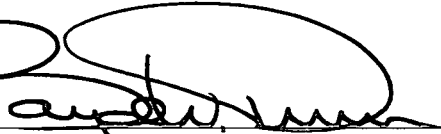
SECTION TWO. Planning staff is directed to prepare a final version of the South Arizona Avenue Design Guidelines, which: (a) includes all amendments made by the Addendum; and (b) shall be dated January 14, 2010.

SECTION THREE. Three (3) copies of the final version of the South Arizona Avenue Design Guidelines shall be filed in the office of the Chandler City Clerk and kept available for public use and inspection.

PASSED AND ADOPTED by the Mayor and City Council of the City of Chandler, Arizona, this 14<sup>th</sup> day of January 2010.

ATTEST:

  
CITY CLERK

   
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4333 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 14<sup>th</sup> day of January 2010, and that a quorum was present thereat.

  
CITY CLERK

APPROVED AS TO FORM:

  
CITY ATTORNEY

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# INTRODUCTION





## The Corridor Plan

The City of Chandler developed the South Arizona Avenue Entry Corridor Study in 2006, setting forth a vision for the development of the corridor between Dr. A.J. Chandler Park and the new SanTan Freeway, ¾ mile to the south. Between downtown and the freeway is the corridor that the City intends to see redeveloped, with mixed residential and commercial uses to create a dynamic new “front door” for Chandler. As the first commitment to this redevelopment, in 2007 the voters authorized the Mayor and Council to sell bonds, at their discretion, to subsequently fund re-design and re-construction of the avenue and streetscape on other streets in the immediate area. Public investments such as the Chandler City Hall, located on the east side of South Arizona Avenue south of Boston St., the Chandler Museum and the City’s Fire Administration building, demonstrate the City’s commitment to the future of South Arizona Avenue. Altogether, the goal of these improvements is to attract new development to transform downtown Chandler’s new front door.

## The Spirit and Vision of South Arizona Avenue

The spirit of South Arizona Avenue is to create a pedestrian-friendly avenue with a walkable, attractive and comfortable environment. The goals are:

- To create a pedestrian-oriented street environment, including narrower traffic lanes, wider sidewalks, shaded walkways, street furniture, ground-floor uses that promote pedestrian activity and visibility for ground-floor uses.
- To create an urban downtown street environment as opposed to a suburban street environment.
- To develop high-density residential along South Arizona Avenue to support commercial uses and create pedestrian activity on a 24/7 basis.
- To develop mixed uses that create activity on the street level.
- To create an attractive entryway to downtown Chandler from the 202 freeway.
- To encourage a unique mix of architecture that complements but does not replicate the historic downtown square.

## Purpose of the Design Guidelines

As stated in Section 1700 of the Zoning Code, the Planned Area Development (PAD) zoning designation is intended to accommodate, encourage and promote innovative designs in development by replacing rigid zoning regulations with performance considerations that fulfill the objectives of the Chandler General Plan. To that end, the purpose of these design guidelines is to guide PAD zoning requests within the South Arizona Avenue Corridor to achieve the objectives of the Chandler General Plan. The overall goal of these objectives is to implement the vision for South Arizona Avenue.

The guidelines address the major design aspects of new office, retail and residential buildings in the corridor. Design Guidelines are not building or streetscape designs; they provide design direction so that each project’s architectural design will reinforce the City’s strategic intentions as this important area of the city responds to its new role as Chandler’s “front door.”

These guidelines also identify streetscape design principles for South Arizona Avenue with the objective of coordinating public and private design in the Corridor.

## Organization of the Corridor

Seven districts define the corridor, as shown in Figure 1. The districts include Chandler North Gateway, historic Chandler Downtown, Civic Campus, Culture & Entertainment area, Typical South Arizona Avenue Blocks, Steel Yard and Chandler Southern Gateway.

At the north end is the historic Chandler downtown, around the Dr. A.J. Chandler Park—the Chandler North Gateway. Immediately south of downtown is the Civic Campus including city and county buildings, and the home of the new Chandler City Hall, organized around a pedestrian open space network. The Culture & Entertainment area is located west of the Civic Campus which will accommodate a variety of uses. The Steel Yard district is a new medium-high density residential development district. South of Frye Road are the typical South Arizona Avenue redevelopment blocks, continuing to Pecos Road. South of Pecos Road, large-scale regional shopping and offices create the southern gateway to Chandler.

## Strategy for Development

In order to assist in the redevelopment of properties along Arizona Avenue, the City of Chandler will construct off-site improvements including street extensions, traffic calming, landscaping, and water and sewer upgrades. Private sector developers will be responsible for assembling parcels along the corridor and submitting PAD zoning requests together with Preliminary Development Plans (PDP) to the City of Chandler for approval. The PAD and PDP requests will benefit from the unique urban and pedestrian-oriented development standards that are encouraged in these Design Guidelines which are otherwise not allowed in a traditionally hard zoned district. City projects including the new Chandler City Hall, Chandler Museum, and Fire Administration building located east of Arizona Avenue and north of Frye Road demonstrate the City’s commitment to the future of the South Arizona Avenue Corridor. The City is also committed to improving the corridor through the redevelopment of Site 6, located on the west side of Arizona Avenue, north of Frye Road.

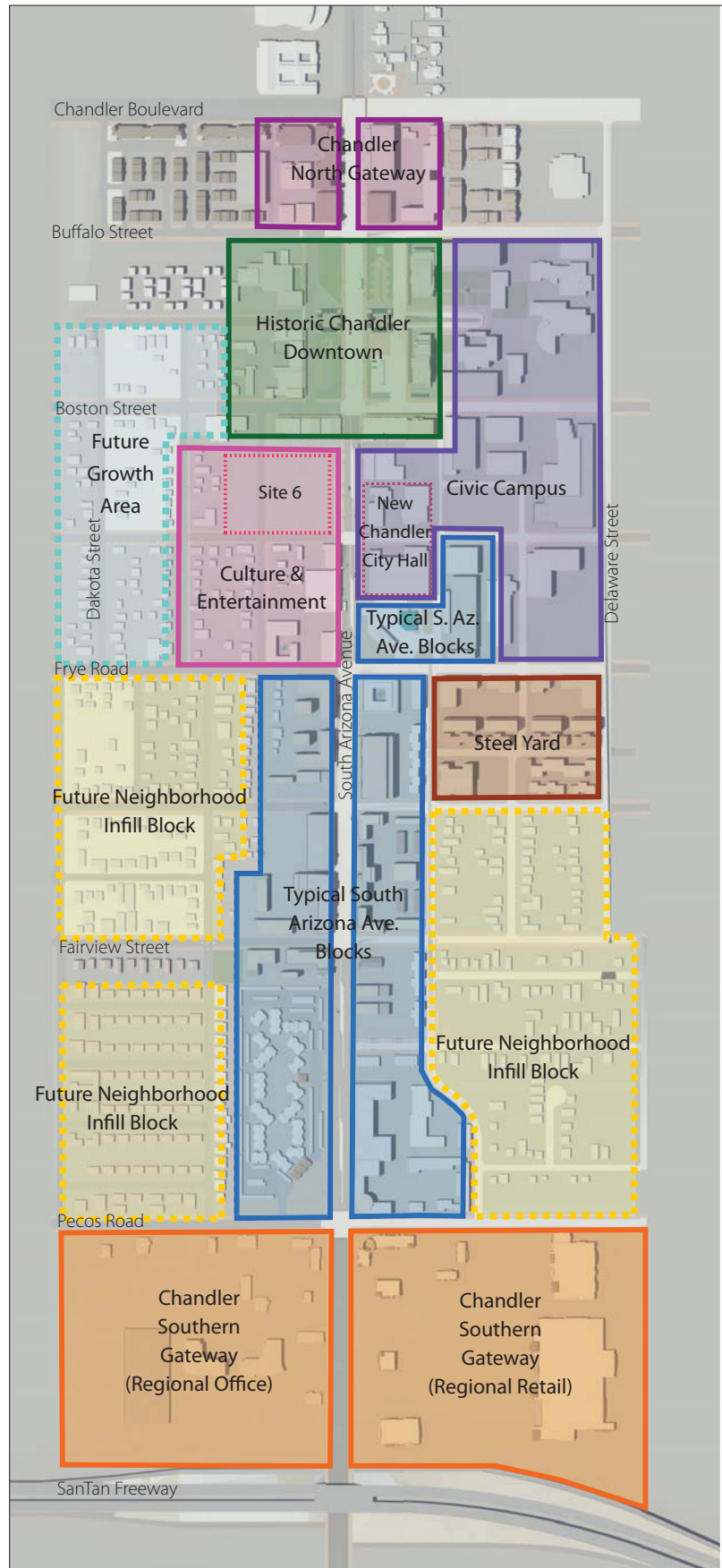


Figure 1. Organization of the Corridor



## Areas of Application

The areas of application of the Design Guidelines are highlighted in red on Figure 2. The guidelines govern new construction, not including renovations and additions. The guidelines are not intended for the Future Neighborhood Infill Blocks identified in Figure 2, however, they may be applied to proposed developments along the north and south sides of Frye Road west of Arizona Avenue to Palm Lane. The guidelines apply to the following areas:

**Chandler North Gateway:** Two blocks at the corner of Chandler and South Arizona Avenue.

**Civic Campus:** This area is generally located between Buffalo Street and Frye Road and between Arizona Avenue and Delaware Street.

**Steel Yard:** Four blocks on south side of Frye Road anticipated to be developed by a single developer.

**Typical South Arizona Avenue Blocks:** These are blocks on both sides of South Arizona Avenue, to a depth of one block. Developers of new projects will typically develop a minimum of half or all of a typical block.

**Cultural and Entertainment:** This area is located north and west of Frye Road and is anticipated to accommodate a variety of uses.

## Density and Urban Form

As stated in the South Arizona Avenue Corridor plan, High Density Residential projects can include between 18 and 40 dwelling units per acre, in addition to the density of the non-residential mixed uses. This will be consistent along the corridor, and will also be responsive to market conditions. The built form of the corridor is described as follows:

**Chandler North Gateway:** The remaining undeveloped properties in this area will primarily consist of commercial, office, and residential to complement the adjoining residential developments. These developments will contain signature

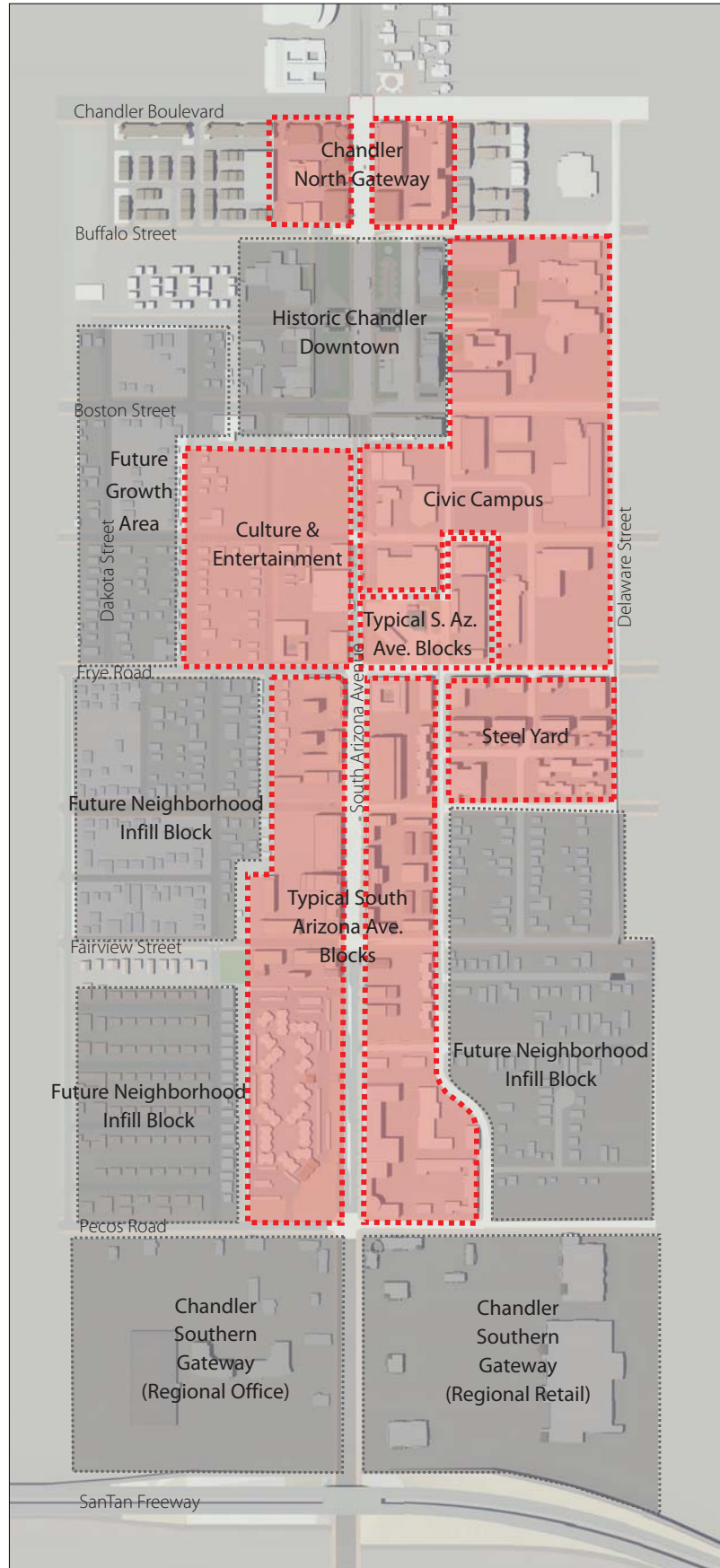


Figure 2. Areas of Application

elements to mark the north gateway into downtown Chandler. Signature elements may be achieved through a variety of methods including building height, massing, architectural elements such as towers, exceptional architecture, or any other method deemed appropriate for the North Gateway by the City Council.

**Civic Campus:** Larger scale municipal and county buildings, and some private office developments forming a campus east of South Arizona Avenue. This area is generally located between Buffalo Street and Frye Road and between South Arizona Avenue and Delaware Street.

**Steel Yard:** Multi-family residential in a planned development site. The redevelopment of the Steel Yard will likely have a substantial positive impact in the area, which in turn will help advance other private redevelopment efforts.

**Typical South Arizona Avenue Blocks:** Mixed-use buildings, typically four to six stories high, consisting of: ground floor retail, office, and residential units above. Building mass is higher near the South Arizona Avenue property line and lower scaled on the sides facing the neighborhoods.

**Cultural/Entertainment:** This area, located north and west of Frye Road and Arizona Avenue, is primarily intended to accommodate a variety of cultural and commercial uses as well as a compatible mix of high density residential development.

## Principle Standards

The standards in this document are not Zoning Code requirements. They are guidelines that establish an expectation for how developments requesting PAD zoning along South Arizona Avenue should be designed. All new developments are required to comply with current site development standards in the Zoning Code unless standards have been negotiated through the PAD zoning process. Hence, the guidelines in this document provide a design benchmark for PAD zoning negotiations for projects along South Arizona Avenue and should be taken

into consideration together with the development policies in the General Plan and the Downtown-South Arizona Avenue Corridor Area Plan. With this understanding in mind, the guidelines in this document have been categorized as **Required, Recommended, Acceptable, or Prohibited**. Required standards identify high priority design guidelines for the Corridor and are accompanied by the language of “shall do” rather than “should” or “it is encouraged”. Recommended standards are suggested guidelines, termed as “should do” or “is encouraged”. Some sections include “acceptable” standards which are permitted under the design guidelines but not required or recommended. Prohibited items are strongly discouraged if they are not currently prohibited by City Code.

## Administration

**Rezoning:** The PAD zoning designation, which may be tailored to meet the specific development representations of an application, is a successful zoning tool that has been utilized to accommodate mixed-use developments, projects with urban characteristics, and innovative designs that fulfill the objectives of the General Plan. Such developments would otherwise not be allowed by the current suburban-oriented development standards in the Zoning Code. Hence, these design guidelines, which further the objectives of the General Plan for the Downtown – South Arizona Avenue Corridor Area Plan, have been adopted to guide PAD zoning requests in the South Arizona Avenue Corridor.

PAD/PDP approval requires a public hearing process that includes neighborhood meeting(s), a Planning and Zoning Commission recommendation and approval by the City Council. Preliminary Development Plan applications for proposed developments in the South Arizona Avenue Corridor should show the edges of adjacent buildings so that they can be analyzed in within the context of the corridor. For more detailed information regarding the PAD/PDP Process, contact a City Planner.

## How to Use this Document

The first two sections of 1.0 Planning Concepts and 2.0 Public Streetscape Design and Pedestrian Network are intended to provide context and identify the main themes or policy direction behind the design guidelines. Section 3.0 Site and Building Design consists of the design guidelines and Section 4.0 Block Design Guidelines provides a conceptual illustration of how some of the design guidelines may apply to a typical South Arizona Avenue block.

# 1.0 PLANNING CONCEPTS





The redevelopment of the corridor provides opportunities for residential, retail and commercial uses, sometimes mixed with each other.

The Planning Concepts discussed in the following section aim to maximize the potentials of the site through effective use of mixed-use projects and multi-family residential development by supporting these uses with cultural, retail, commercial, and entertainment. The South Arizona Avenue will become a vibrant, 24/7 district.

Chandler has the opportunity to prepare for the revival of the housing market and fine tune its redevelopment objectives and plans for the South Arizona Avenue Corridor.

Given this, there are a variety of residential and non-residential uses which can be compatible in the South Arizona Avenue Corridor. The uses that are most compatible with residential uses, either for sale or rental units are:

- Professional offices
- Specialty retail
- Personal services
- Restaurants
- Convenience goods in a small scale format (as opposed to a large grocery store or shopping center).

Some of the uses listed above are similar to some of the uses that currently exist in the Corridor. With the new design guidelines and urban design concepts for South Arizona Avenue, consolidation of properties and phase-out of the auto-oriented uses, new projects will assist in serving the greater neighborhood as well as future residents who may occupy some of the higher density residential products proposed within the corridor.



Photo 1.1 Multi-family Residential



Photo 1.2 Mixed-use District



Photo 1.3 Vibrant Pedestrian-friendly Space

### 1.1 Land Use

The strategy for improving South Arizona Avenue is a multi-faceted approach that begins with a vision of the Corridor’s future. Central to the vision is land use, which is articulated by the South Arizona Avenue Corridor Area Plan through policies in the text and the land use designations on the Future Land Use map as shown in Figure 1.1.1. To place the design guidelines into context, the Area Plan’s land use recommendations are summarized below.

**• Residential**

The primary strategy for reinvigorating South Arizona Avenue is to bring more high-density residential developments. People create retail sales and pedestrian activity. For this reason, it is essential to have more people living in the downtown area for a successful redevelopment effort.

**• Mixed-uses**

Developments in the Typical South Arizona Avenue Blocks are envisioned as multi-story buildings with commercial or office on the ground floor, potentially additional office immediately above, and residential on the remaining top floors. It is recommended that retail uses should only comprise a modest portion of a residential complex during the initial redevelopment phases of South Arizona Avenue. However, in the long term these mixed-uses will strengthen downtown by encouraging pedestrian activity at the street level.

**• Commercial**

Commercial uses that are most compatible with residential units in a mixed-use development are specialty retail, personal services, restaurants, cafés, professional offices, and small-scale convenience goods. A higher ratio of commercial space may be provided in mixed-use settings within the Cultural & Entertainment area and within Urban Commercial designations.

**• Office**











Larger offices (such as corporate or regional headquarters) and general office uses may be considered within the Office, Cultural & Entertainment, and High-Density Residential with Mixed-Use categories.



Figure 1.1.1 Future Land Use

Source: City of Chandler

**LEGEND**

	Low-Density Residential		High-Density Residential with Mixed Commercial or Office
	Medium-Density Residential		Civic Uses
	High-Density Residential		Office
	Urban Commercial		Open Space / Park
	Cultural & Entertainment		Transit / Light Rail



**• Cultural & Entertainment**

The intent of the Cultural & Entertainment and future growth area is to create a vibrant urban environment that is linked to the historic downtown square. Examples of appropriate uses within these categories include cultural establishments (museums, art galleries, theaters), hotels, conference center, entertainment uses (dance clubs, amusement arcades, cinemas), commercial (retail, restaurants), offices, and residential.

**• Civic**

This category is designated for government offices, and can also accommodate private offices and ancillary retail.

**1.2 Planned Street Improvements**

Vehicular circulation in the corridor influences development potentials on the adjacent blocks. South Arizona Avenue will remain the primary through route in the corridor. Washington Street will be extended from Fairview Street to Kesler Lane and south to Pecos Road. This extension will establish redevelopment limits on the east side of South Arizona Avenue, buffer the existing neighborhood from redevelopment projects, and improve neighborhood access. Development sites along the east side of South Arizona Avenue will have access to parking from the east-west streets on either end of the typical development blocks. Blocks on the west side of South Arizona Avenue will have parking access from Oregon Street, the alley west of Oregon Street, or California Street.

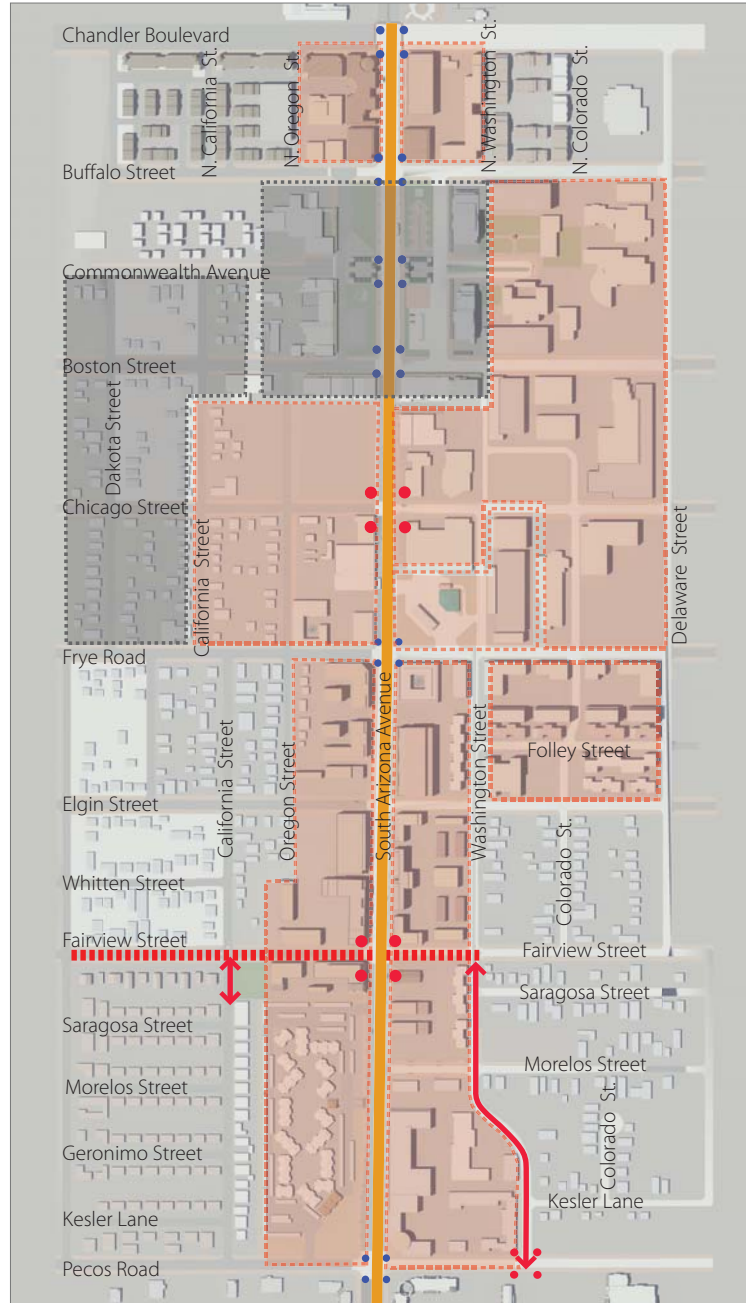


Figure 1.2.1 Planned Circulation Improvements

**LEGEND**

- Revise Cross Sections
- ↔ New Street Connection
- - - Widen Street
- New Traffic Signal
- Existing Traffic Signal
- Design Guideline Areas

### 1.3 Environmental Qualities of the Corridor

The environmental characteristics of the corridor that the Design Guidelines promote are:

- Shade and comfort for the pedestrian, especially in the hot months. (Photo 1.3.1, 1.3.5)
- Street appeal and drive-by attractiveness, appealing to a wide range of visitors through architectural treatment, lighting landscape and signage. (Photo 1.3.2, 1.3.3)
- Protection of the adjacent residential neighborhoods from excessive traffic and impacts of South Arizona Avenue development and access patterns. (Photo 1.3.6, 1.3.7, 1.3.8)
- Enhancement of the adjacent neighborhoods by residential infill and renovation including redevelopment of sites which now have non-conforming uses. (Photo 1.3.4)
- Sustainability included in the individual design guidelines.
- Urban space of South Arizona Avenue defined by the buildings and streetscape on either side of the street.
- Low water/desert landscaping.
- Design for alternative modes of transportation.



Photo 1.3.1



Photo 1.3.5



Photo 1.3.2



Photo 1.3.6



Photo 1.3.3



Photo 1.3.7



Photo 1.3.4



Photo 1.3.8



## 1.4 Integrating Sustainability in the Guidelines

### 1.4.1 Sustainable Design

The object of sustainable building and site design is to promote the fundamental concepts associated with sustainable design by encouraging design solutions for minimal environmental impacts, resource conservation, energy conservation, waste reduction and use of recycled material. Sustainable design techniques should be considered when designing each site and building in the project, promoting integrated design practices that sustain the project economically, environmentally and culturally.

Throughout the guidelines, sustainable design techniques/features listed below are highlighted by the symbol 🌱 for easier recognition.

### 1.4.2 Benefits of Sustainable Design

Sustainable design provides the benefits of quality architectural and site design with the potential for added value in the form of:

- Reduced Operating Costs
- Lower Vacancy Rates
- Reduced Greenhouse Gas Emissions
- Increased Market Demand/ Building Value
- Improved Indoor Air Quality
- Increased Productivity
- Optimized Operations and Maintenance
- Enhanced Community Perception
- Conserved Natural Resources
- Reduced Waste
- Use of Local Materials and Methods
- Increased User Satisfaction

### 1.4.3 Green Building Program

The City of Chandler will consider the environmental sustainability of each project that is reviewed in the South Arizona Avenue Corridor. The City has established the voluntary “Green Building Program” to encourage sustainability in private development throughout the city. The Green Building Program offers a variety of incentives for projects earning green building certification. Contact Planning Staff for more details



Photo 1.4.1 High Albedo Materials



Photo 1.4.2 Green Roof/ Photovoltaic Panels



Photo 1.4.3 Bicycle Parking



Photo 1.4.4 Shading Structure

### 1.4.4 Sustainable Design Techniques

These Design Guidelines contain sustainable techniques/features that are an integral part of project design; they are integrated into the required, recommended and optional design guidelines. The sustainable design techniques/features provided in these design guidelines are:

- Optimal Solar Orientation/Access
- Building Articulation/Fenestration for minimizing Solar Heat Gain and Shading
- Shading: Shade Trees & Shading Structures in the form of Arcades, Awnings & Canopies (Photo 1.4.4)
- Regional Materials
- Rapidly Renewable Materials
- Water Efficient Landscaping and Irrigation Practices
- High-Albedo Paving (solar radiation reflectivity) coordinated with public streetscape (Photo 1.4.1)
- Amenity Decks/Green Roofs (Photo 1.4.2)
- Photovoltaic Panels on Roofs and Parking Decks (Photo 1.4.2)
- Light Pollution Control
- Cool Roofs
- Bicycle Parking and Amenities (Photo 1.4.3)

## 1.5 Creating Successful Pedestrian Places

Driven by the vision for South Arizona Avenue as a pedestrian-oriented environment, the guidelines give special attention to designs that attract and allow for pedestrian activity, and make pedestrians feel welcome, comfortable and safe. As such, the following principles are essential to the success of South Arizona Avenue Corridor and are incorporated throughout the design guidelines:

### 1.5.1 Shade.

As noted repeatedly, shade is a top priority that will produce environmental, social, and economic benefits. Shade should be placed in outdoor pedestrian areas to encourage pedestrian activity. More specifically:

- Along sidewalks and outside shops (Photo 1.5.1)
- With special attention to a building's south and west sides

### 1.5.2 Buildings

Building architecture, orientation and the public spaces that they create are vital components to a successful street life. Buildings should be designed to catch people's attention and invite them to spend time in or around the building. They should slow down pedestrians, and provide a comfortable human scale.

The architectural themes of different buildings should vary. Buildings should move in and out, up and down, change colors and materials.

Buildings should have relatively small shop/café frontages so that there are many doors and experiences to choose from.

Entrances should be easy to locate and architecturally distinguished by color, a unique door, an entry alcove, or even by an open entryway that blurs the line between street and shop.

Buildings should have eye-level architectural details to engage pedestrians' eyes as they walk along.

The architectural elements, materials, and detailing in lower levels should be different

from upper ones in order to help ground the building and create a comfortable human-scaled base.

Buildings should have many windows, individually framed, not continuous sheets of glass.

### 1.5.3 Connecting Spaces

Pedestrian spaces (plazas, courtyards, patios, pedestrian paseo, open space, etc.) should be connected together and provide a variety of experiences for pedestrians. Each space should give pedestrians a number of activities to choose from. (Photo 1.5.2)

### 1.5.4 Water and Grass

Water and grass should be used strategically to attract pedestrian activity in areas where pedestrians are likely to interact with and benefit from them. Water features or grass should never be used as drive-by ornaments. (Photo 1.5.3)

### 1.5.5 Create Activity

Successful pedestrian places require early planning and design considerations including:

Designing interesting places and spaces that allow for activities.

Creating street-side patios, pedestrian plazas, and courtyards for outdoor seating, event activities, public art and other pedestrian attractions.

Landscaping and hardscape design in these areas should be aesthetically pleasing, make pedestrians feel comfortable, and not inhibit spaces for pedestrian activity and circulation.

Buildings should be oriented towards these active pedestrian areas and encourage interaction of activities that occur between outdoor pedestrian spaces and indoors. Ground floor shops should provide a clear view inside. (Photo 1.5.4)

Sufficient space should be provided to allow for food vendors or street performers.

Providing electrical outlets and access to water throughout outdoor pedestrian spaces for street vendors, entertainment and other activities.



Photo 1.5.1



Photo 1.5.2



Photo 1.5.3



Photo 1.5.4



Providing active amenities such as splash pads, kids play area/sand box, games such as giant chess or puzzles, climbable sculptures. (Photo 1.5.5)

Program events to take place in these pedestrian areas.

### 1.5.6 Create Comfort

Allow sufficient space for pedestrian activity.

Provide comfortable movable chairs to allow people to form groups of varying sizes or follow the shade throughout the day.

Provide double-sided or backless benches in areas where flexibility is appropriate. (Photo 1.5.6)

Provide shade and misters to help alleviate high summer temperatures.

Provide ADA compliant drinking fountains and doggie watering stations.

Provide clean and tidy trash cans located at frequent intervals in convenient places.

Materials should be selected for comfort as well as durability. Special consideration should be given to materials that are cool and usable during hot summer months.

### 1.5.7 Public Art

Public art can inform pedestrians where they are and contribute strongly to the uniqueness and authenticity of a place. Successful public art:

- Allows people to get up close and personal. The City should explore ways to satisfy legal concerns (liability) and allow interaction with public art installations.
- Creates activity or encourages/invites interaction with pedestrians. (Photo 1.5.7)
- Contributes to creating a special space.

### 1.5.8 Signage

Signs that clearly identify the business or place and are easy to see are important for visitors and businesses alike. (Photo 1.5.8)

Such signs should be of a design that:

- Contributes to street character.
- Is pedestrian oriented.
- Is consistent with the architecture of the buildings.
- Coordinates with the overall downtown theme, or with the character of a downtown district.



Photo 1.5.5



Photo 1.5.6



Photo 1.5.7



Photo 1.5.8



## 2.0 PUBLIC STREETSCAPE DESIGN AND PEDESTRIAN NETWORK



The streetscape design within the public right-of-way is an integral component of the overall South Arizona Avenue Corridor, which should aim to achieve a pedestrian-friendly urban environment that is convenient, safe, attractive, interesting and engaging. Streetscape elements include street furniture, signs, lighting, paving materials, and landscaping. Together, the streetscape design and the abutting developments will ultimately determine the character of downtown Chandler. In order to create

a seamless transition between public right-of-way and private property, it is important that developments coordinate with public streetscape design. The following streetscape design principles are provided to help facilitate the coordination and provide a broader, more complete picture of South Arizona Avenue. For detailed streetscape design standards see the South Arizona Avenue Corridor Streetscape Design Standards, available in the Public Works Department.

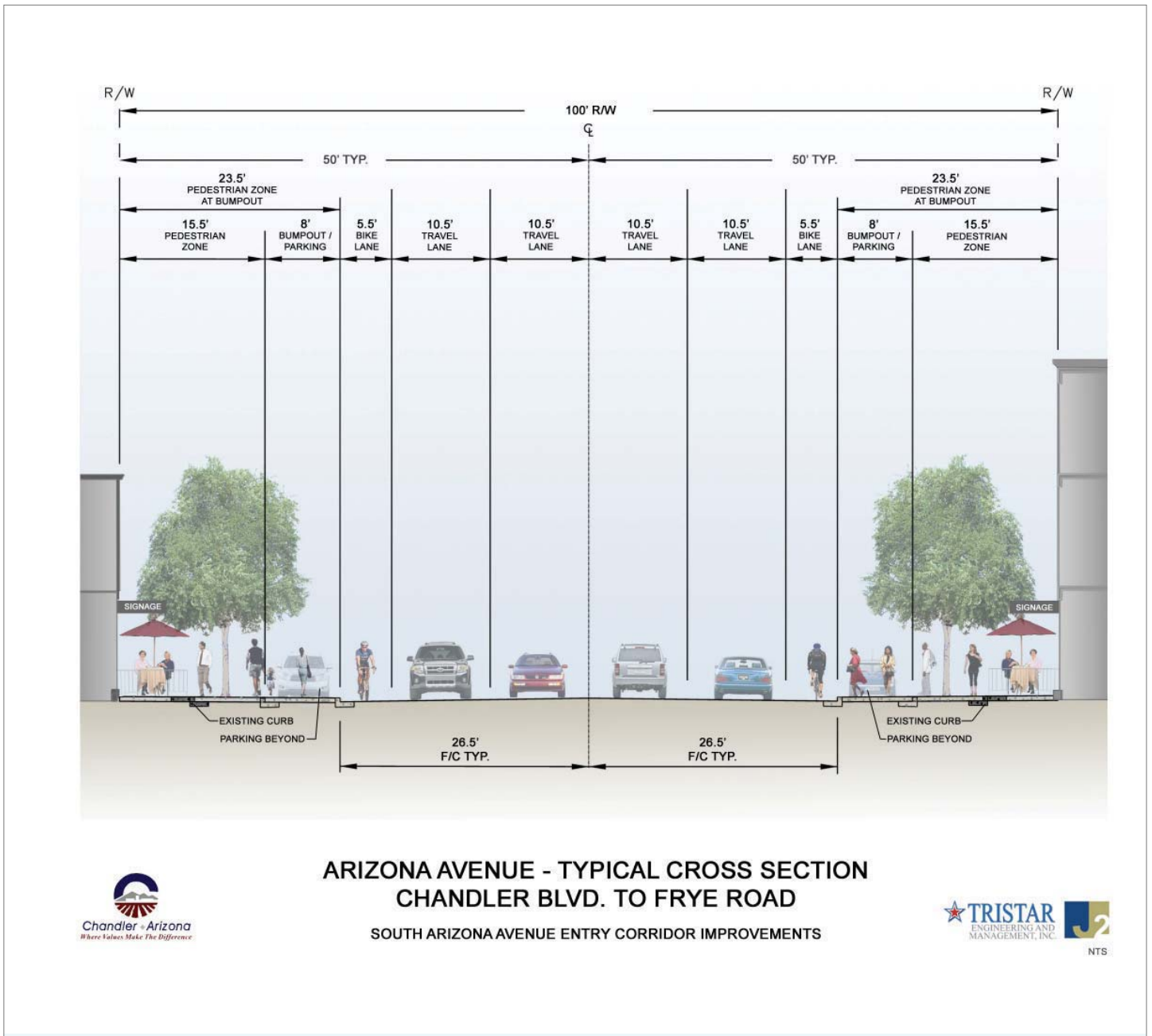


Figure 2.1 Typical Cross-Section for South Arizona Avenue

Source: J2 Engineering & Environmental Design



## 2.1 Typical Cross Section for South Arizona Avenue

Figure 2.1 illustrates the conceptual 4-lane cross-section authorized by City Council on June 22, 2009 for the segment of Arizona Avenue located between Chandler Boulevard and Frye Road. Specific cross-section designs for any given point will vary based on location of dedicated turn lanes, on-street parking, sidewalk bulb-outs, pedestrian crossings, etc. and should be verified with Public Works Department.

The Arizona Avenue cross-section south of Frye Road should be expected to be substantially similar to the stretch north of Frye Road, with some minor variations including a minimum pedestrian zone width of 20 feet. Developments located along Arizona Avenue south of Frye Road must receive street design approval from the Public Works Department.

## 2.2 Streetscape Design

The streetscape design should achieve a high degree of pedestrian comfort and intimate scale using plant and hardscape materials, color, form, texture and other means to communicate a unique identity for the South Arizona Avenue Corridor. Streetscape elements including street trees and plantings, benches, planting pots and raised planters, roadway and pedestrian light fixtures, signage, litter receptacles, enhanced paving, and possibly seatwalls, art features, and water features will help to establish the identity of Arizona Avenue and emphasize the pedestrian environment. These are unifying elements that, along with the architectural expression, will create a unique place that is visually attractive and compelling to visitors, residents and employees.

### 2.2.1 Streetscape Elements

Streetscape elements should be pedestrian friendly and may include but shall not be limited to the following: street trees and plantings, benches, planting pots and raised planters, roadway and pedestrian light fixtures, signage, litter receptacles, bicycle racks, enhanced paving and possibly seatwalls, art features, and water

features. Streetscape elements should be of high quality, durable materials and shall be constructed of recycled materials when possible.

Appropriate locations for streetscape elements are the pedestrian zones and primary pedestrian gathering spaces including building entrances, plazas, open space, bulb-outs, and intersections, provided that such elements do not obstruct the main pathway.

### 2.2.2 Paving

Enhanced pavement should be used at pedestrian crossings, bulb-outs, signalized intersections, mid-block crossings, and in the pedestrian zone/sidewalk area where possible to enhance the aesthetic value of the pedestrian experience and to discourage speeding vehicles on the street. Hardscape paving materials shall be desert-appropriate materials, including suitable colors and finishes that utilize local materials and recycled materials when possible. (Photo 2.2.1)

Concrete pavers, brick, and concrete are all appropriate materials for the pedestrian zones. (Photo 2.2.2) Concrete pavers and concrete are both appropriate materials for on-street parking areas, enhanced paving at intersections and pedestrian crosswalks. (Photo 2.2.3)

Selected streetscape paving materials shall require minimal long-term maintenance, and shall follow the aesthetic design of the South Arizona Avenue Entry Corridor Project, Chandler to Frye Road.

### 2.2.3 Sidewalk Width

Sidewalks should be wide enough to comfortably accommodate pedestrian movement and activities, including on-street dining, sidewalk cafés, retail merchandise displays, and seating. The minimum width of the pedestrian zone (also referred to as “wide sidewalks”) along Arizona Avenue south of Frye Road and mixed-use side streets shall be 20 feet for new developments, measured from the face of curb to the building front. This pedestrian zone width should be achieved through right-of-way dedications in areas where the minimum width cannot be provided in the existing right-of-way. (Photo 2.2.4)



Photo 2.2.1



Photo 2.2.2



Photo 2.2.3



Photo 2.2.4

### 2.2.4 Shade

Sidewalks and pathways should have adequate tree shade to improve comfort for pedestrians. Shade awnings and canopies on buildings are encouraged to provide shade for the pedestrian zones, and with encroachment permit approval, should be permitted to extend into the public right-of-way to shade sidewalks. (See Section 3.15 Awnings, Canopies, and Shading)

### 2.2.5 Street Trees and Plantings

Street trees, shrubs, accents and ground covers should be compatible with the local climate and conditions and should be drought tolerant but should provide significant shade value for pedestrians. All plantings should be spaced accordingly as to allow species to reach mature size without extensive pruning and should require minimal maintenance. Street trees along South Arizona Avenue should have iron tree grates, planters or pots where appropriate, to make good use of any additional pedestrian space around trees and prevent the spread of mulch and ground covers. (Photo 2.2.5)

For public parking garages in the corridor area, living trellis and green screen materials should be utilized to achieve plant material coverage on garage walls. This treatment will reduce glare and reflected heat from parking garage walls.

### 2.2.6 Street Furniture

Street furniture including benches, trash receptacles, bollards, planting pots, seatwalls, and bike racks should contribute to the pedestrian-friendly environment by encouraging activity and interaction among pedestrians and promoting a positive downtown corridor identity.

### 2.2.7 Street Lighting

Lighting should create a safe, welcoming environment at all hours of the evening and create a nighttime ambiance of color, texture, and mood that will draw people to the area and encourage them to spend time there. (Photo 2.2.6) Lighting within the public right-of-way should not cast light onto neighboring properties

and should minimize the impact on the night sky through a variety of techniques including cut-off fixtures, downward facing fixtures and minimizing light energy. (Photo 2.2.7)

### 2.2.8 Pedestrian and Bicycle Wayfinding

Wayfinding signs should be a clear and concise functional system that provides directional information and supports the Downtown Chandler brand and Master Signage themes to help create a sense of place for the downtown environment. Signage should be incorporated into the furnishing area of pedestrian zones within the right-of-way and can be in the form of either directional, mapped or a hybrid of the two. Wayfinding and signage elements may be placed within the pedestrian zone but shall not obstruct the main pathway.



Photo 2.2.5



Photo 2.2.6



Photo 2.2.7



## 2.3 Pedestrian Network and Circulation

The overall pedestrian network should be a means of circulation that strengthens the South Arizona Avenue Corridor and establishes links to the adjacent neighborhoods and amenities. The intent is to create a downtown environment that is pedestrian-friendly and encourages people to walk and utilize bus rapid transit in addition to the automobile.

The vision for the South Arizona Avenue Corridor is a mixed-use destination area that will provide a place to live, work, shop, dine, and play. Therefore, sidewalks, roadways, and open space trails should be coordinated into a comprehensive system that assures the safe continuity of circulation - especially for pedestrians and bicycles. The primary goal of the pedestrian network is to make it safer, easier and more enjoyable for pedestrians to walk in the downtown area. A secondary goal is to provide adequate pedestrian space along the commercial and retail frontages for functions such as on-street dining, seating, and signage/wayfinding. This pedestrian space has often been referred to on this project as a "wide sidewalk" or "pedestrian zone".

The intent of the pedestrian network is to create a well-designed and maintained system of pedestrian facilities that includes sidewalks and pathways of adequate width to successfully accommodate pedestrian circulation, well-marked crosswalks and raised speed tables, bulb-outs to minimize crosswalk lengths, and open space paths and trails for connectivity and recreation. (Photo 2.3.1, 2.3.2, 2.3.3)

### 2.3.1 Connecting Places

Sidewalks and pathways should form a connected pedestrian network that provides access to destinations that attract pedestrian travel such as the shops in the historic downtown square, City Hall, the San Marcos Hotel and Golf Resort, parks and open spaces, parking structures, neighborhoods, transit stops, the post office and other facilities. Private

developments should continue pedestrian circulation routes established by existing and future mid-block streetscape crossings.

### 2.3.2 Mid-block Pedestrian Paths

One east-west mid-block pedestrian path should be provided within private development areas in each block. These paths should be designed as an integral portion of the public pedestrian network to further facilitate pedestrian movement. At the mid-block path, a bulb-out should occur at the pedestrian zone to allow for a pedestrian node, or gathering space, on either side of the road. This bulb-out reduces the crossing distance for the pedestrian to cross the street. These pedestrian nodes may include signage and wayfinding, seating, site furnishings, shade, and possibly art, cultural, and/or environmental interpretation.



Photo 2.3.1



Photo 2.3.2



Photo 2.3.3





### 3.0 SITE & BUILDING DESIGN



### 3.1 Solar Access and Shading

#### INTENT

To provide a comfortable and safe indoor and outdoor environment as a top priority by creating summer shade through a variety of methods (e.g. canopies, awnings and landscaping).

To create comfortable site conditions for everyone using outdoor spaces.

#### REQUIRED

##### 3.1.1 Providing Microclimates 🍃

Building heights and orientation shall take advantage of solar orientation to create comfortable microclimates at the street level and other outdoor pedestrian spaces that protect from prevailing winds, afford summer shade and winter sunshine. Buildings should be tall enough to block hot afternoon summer sun. (Figure 3.1.1)

##### 3.1.2 Shading Pedestrians 🍃

Building designs shall include protected spaces and pathways to enable comfortable year-round use by visitors and residents. Summer shade is required in all outdoor spaces and can be achieved through a variety of methods including awnings, canopies and trees. (See Section 3.15 Awnings, Canopies and Shading)

Buildings and pedestrian ways on each side of streets shall be protected by awnings and/or colonnades along a minimum of 75% of the length of the sidewalk on each side of a building which faces a sidewalk to provide options for walking in the shade. (Photo 3.1.1, 3.1.2)

##### 3.1.3 Heat Reflective/Absorbent Materials 🍃

Buildings shall not use highly reflective or mirrored glass or other highly reflective materials, which reflect excessive solar heat and light onto the site or the public right-of-way.

High-albedo materials (reflectance of at least 0.3) shall be used for on-site non-roof impervious surfaces, including parking lots, walkways, plazas, etc. Low-albedo materials other than glazing on the

ground floor are prohibited on buildings in the South Arizona Avenue Corridor because of their contribution to the heat island effect.

#### 3.1.4 Protection Building Entries

All building entries shall be sun-protected.

#### RECOMMENDED

##### 3.1.5 Facade Treatment

The façade treatment should be unique to the solar orientation; the south and west facades should be more opaque with a punched window expression (or louvered and screened), and the east and north facades may have more lightness and greater expanses of glass. Windows except north-facing ones should have sun protection. (See Section 3.13 Building Fenestration)

##### 3.1.6 Facade / Building Articulation

A high degree of building articulation will provide more opportunities for shading external building spaces (such as rooftop courtyards) with external building features. (Photo 3.1.3)



Photo 3.1.1



Photo 3.1.2



Photo 3.1.3



Buildings located on the west side of South Arizona Avenue to block hot afternoon summer sun.

Figure 3.1.1



## 3.2 On-site Circulation

### INTENT

To provide safe, comfortable and pedestrian-friendly space on site, to ensure efficient circulation, safety, and visual quality.

To minimize auto/pedestrian conflicts and maximize convenient access between buildings.

To improve the appearance of parking and service areas.

### REQUIRED

#### 3.2.1 Pedestrian Circulation

Sites shall be designed to encourage major pedestrian movement along South Arizona Avenue. (Photo 3.2.1)

For mixed-use developments, separate entrances shall be considered for the resident/employee/customer.

Side and rear entrances shall be designed as attractive alternative entries to businesses. (Photo 3.2.3)

Parking layouts and connecting pedestrian paths shall accommodate pedestrian movement to primary building entrances facing the street. (Photo 3.2.4)

#### 3.2.2 Pedestrian Paseos

An east-west pedestrian paseo shall be incorporated midway between the north and south ends of each block along South Arizona Avenue.

Pedestrian paseos shall be wide enough to accommodate a comfortable and safe pedestrian passage and shall have a minimum 6 feet wide clearance. These mid-block pedestrian paths can be provided in any of the following forms: an outdoor pedestrian path through a single development, an outdoor pedestrian path in-between two separate developments, or an open and accessible pedestrian pathway through a building such as a breezeway or atrium. (Photo 3.2.2, Figure 3.2.1)

When an outdoor pedestrian paseo is provided, two separate buildings on each

side of the pedestrian path may connect or bridge over the pathway.

Sight lines through the parcel in mid-blocks shall be maintained to enhance safety and to facilitate wayfinding. Pedestrian paseos shall provide amenities such as benches, lighting, decorative paving and landscaping.

#### 3.2.3 Vehicular Access Location

Vehicular entrances and exits along South Arizona Avenue shall be minimized to reduce traffic congestion and avoid conflicts with transit stops.

Access to parking for retail/restaurant uses shall be designed to minimize conflict with the adjacent residential neighborhoods. Examples include locating the access on east-west streets and providing for significant vehicle stacking within the parking garage entrance.

Consideration shall be given to the separation of resident/employee/customer parking and commercial vehicle operations including trucking and delivery.

#### 3.2.4 Corner Clearance

Corner clearances shall be provided to avoid potential conflicts between vehicular access locations and street intersection operations and provide drivers with adequate perception-reaction time. On corner lots, the access location shall be on the street of lowest functional classification.

#### 3.2.5 Loading Area Circulation

Circulation and parking for service areas shall not disrupt the normal flow of on-street traffic. Off-street loading areas shall be designed to include adequate space for ingress, egress and maneuvering.

#### 3.2.6 Parking Access

Vehicular access to parking areas shall be via side and rear streets, rather than South Arizona Avenue. (Photo 3.2.4)

### RECOMMENDED

#### 3.2.7 Alley Design and Access

Alleys should provide at least 20 feet of clear right-of-way to allow for emergency access and garbage service. Where no emergency access is required, a minimum width of a one-way alley can be 12 feet in width.



Photo 3.2.1



Photo 3.2.2



Photo 3.2.3



Photo 3.2.4



Figure 3.2.1 Pedestrian Paseo



### 3.3 Building-Parking Relationships

#### INTENT

To create positive relationships between parking structures and the spaces or buildings they abut.

To enhance the value of adjacent buildings and to create more efficient sites, maximizing parking and other uses.

#### REQUIRED

##### 3.3.1 Parking Noise and Vibration Mitigation

**Structures Abutting Other Buildings:** When structures directly abut residential buildings, in addition to the building code requirements for separation of uses, due care shall be taken to minimize transmission of noise and vibration from the parking structure to the other buildings, by acoustically isolating the structures from each other.

##### 3.3.2 Parking Exposure to Open Space

**Structures Adjacent to Open Spaces:** Where structures are adjacent to interior open spaces, visibility of the structures shall be a factor in design of the structures. The finishes and materials must meet the quality of the streetscape and landscape in the open spaces, walkways or courtyards.

##### 3.3.3 Ventilation

Ventilation exhaust of parking structures shall not be directly into these open spaces, and the noise from fans and blowers shall be insulated from these spaces.

#### 3.3.4 Amenity Decks

Amenity decks and/or other shading devices shall be developed on the top levels of all parking structures adjacent to taller buildings.

#### 3.3.5 Lighting

Parking structure lighting sources shall be shielded from visibility from the ground-floor level of these structures, and from buildings directly across from the parking structures.

#### RECOMMENDED

##### 3.3.6 Roof Design

Portions of decks may be developed as usable outdoor areas and portions may be developed as open roofs. All the top-level parking should be covered by shade structure or amenity deck if it is visible from adjacent buildings.

#### ACCEPTABLE

##### 3.3.7 Alternative Relationships of Parking Structures and Buildings

Typical blocks on South Arizona Avenue have parking structures surrounded by office and residential buildings, usually with retail space on the ground floor. There are several different ways to approach the relationships of these use types in addition to those illustrated.

Each of them achieves the goal of having active ground floor uses, a multi-level parking structure and an office or retail building above. These alternatives are shown here. (Figures 3.3.1-3.3.6):

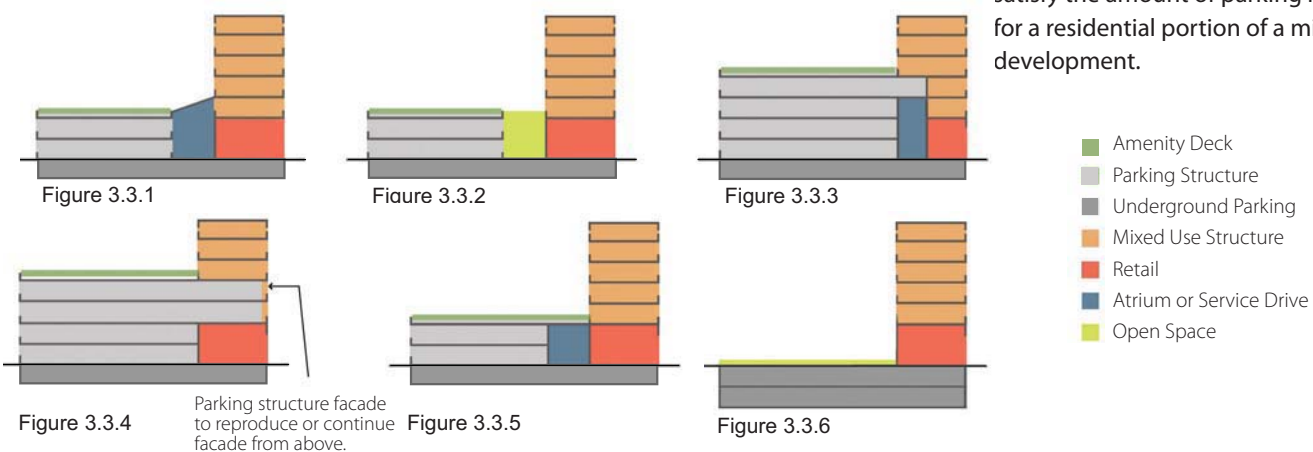
- Building separated from parking structure by 30-40 feet wide (variable) covered or enclosed atrium. Lower level

building windows face into the atrium between the building and the parking structure. Retail uses can open to the atrium as well as the street. (Figure 3.3.1)

- Building separated from parking structure by 30-40 feet wide (variable) open space. Lower level building windows face onto the open space between the building and the parking structure. Retail uses can open both ways. (Figure 3.3.2)
- Building built partially over the parking structure, with the lower building levels as half-floors, facing the street. An atrium or pedestrian passage separates the retail space from the parking structure. (Figure 3.3.3)
- Building built over the parking structure, with an elevator/service core connected to the ground level. Retail space is tucked into the parking structure at the ground floor. The facade of a parking structure shall be treated as an occupied building space above ground level retail space. (Figure 3.3.4)
- Building built immediately adjacent to the parking structure, with a pedestrian passage right behind the ground floor retail space. The lower floors of the building have fire separation from the parking structure, and no windows on that side until the building rises above the parking structure. (Figure 3.3.5)
- Building built on the top of the underground parking structure, leaving the top of the parking structure as the open space for retails. (Figure 3.3.6)

##### 3.3.8 Tandem Parking

Tandem parking may be considered to satisfy the amount of parking required for a residential portion of a mixed-use development.



### 3.4 On-site Landscape and Open Space

#### INTENT

To provide attractive and architecturally-compatible landscape and/or hard surface design in all areas of each site.

To provide landscaping and/or hard surface design that reinforces pedestrian activity such as sidewalk cafés, window-shopping and other displays of goods.

To create sustainable, water-efficient landscaped and streetscaped areas.

#### REQUIRED

##### 3.4.1 Landscape Design

Each development shall recognize the unique climate and character of the site and employ landscape design, materials and methods that are appropriate to that environment.

Landscaping, including living plant material, hardscape design, trellises, screen walls, planters, pots, site furniture and similar features shall be appropriately incorporated into the design to create interesting places and spaces that invite outdoor activity. Landscape designs shall provide sufficient area for outdoor seating, public art, and spaces to accommodate outdoor events such as food vendors and entertainment. These spaces shall be designed to allow the flow of pedestrian activity to and from the adjacent public right-of-way or mid-block pedestrian path. (Photo 3.4.1)

##### 3.4.2 Plant Materials

A variety of plant material palettes shall be utilized to provide color, visual relief, shade and comfort for pedestrians throughout the year.

Plant materials shall be installed with respect to adjacent properties and shall not interfere with pedestrian and vehicular movement and sight lines. (Photo 3.4.1, 3.4.2)

Plant materials shall be desert or low water use species.

##### 3.4.3 Landscape Buffers and Screening

Landscaping shall be used to attractively buffer parking lots, garages, exposed utilities and service areas.

Landscaping shall visually frame buildings and enhance the location of arrival at appropriate site locations.

##### 3.4.4 Water-Efficient Landscapes 🌿

Landscape development for all streetscapes and open spaces shall utilize water-conserving drought-tolerant plantings and high-efficiency irrigation products and systems such as weather-based sensors. (Photo 3.4.3)

#### RECOMMENDED

##### 3.4.5 Minimize Turf Grass 🌿

Planting designs for all streetscapes should minimize the use of turf in order to reduce excess water consumption. In open space, irrigated turf should be limited to no more than 50% of the developed open space area and should be located in active pedestrian areas. Grass species with lower watering needs should be utilized. (Photo 3.4.2, 3.4.3)

##### 3.4.6 Clean Storm Water

Surface landscape areas and tree trenches should be designed to harvest and clean storm water for reuse in gray water irrigation systems.

##### 3.4.7 Water Features

Water features should be placed in active pedestrian areas where pedestrians are likely to interact with and benefit from them. Water features, whether they are stand-alone or part of a building should be designed as an integral component of the site and building.

##### 3.4.8 Green Walls 🌿

Green/living walls are encouraged to incorporate nature into building architecture and soften outdoor pedestrian spaces.

##### 3.4.9 Site Furniture

Chairs and tables should be comfortable and movable to allow people to form groups of varying sizes or follow the shade throughout the day. Benches should be double-sided or backless to allow

flexibility. Trash cans should be located at convenient locations.

##### 3.4.10 Designing for Pedestrian Activity

Consideration should be given to providing the following to support pedestrian activity: ADA compliant drinking fountains and doggie watering stations; electrical outlets and access to water throughout outdoor pedestrian spaces for street vendors, entertainment and maintenance; misters to help alleviate high summer temperatures.



Photo 3.4.1



Photo 3.4.2



Photo 3.4.3



### 3.5 Building Architecture

#### INTENT

To guide the character of architecture within the district and to create a direction for future building and block design.

To establish architectural parameters so that the district maintains a cohesive nature throughout, and concurrently allow for creative and diverse architecture.

To identify building elements that support successful pedestrian spaces and accommodate an enhanced pedestrian streetscape.

#### REQUIRED

##### 3.5.1 Architectural Massing

Architectural massing and building volumes shall be compatible with, but not necessarily the same as, adjacent structures. (Photo 3.5.1) This includes wall opening sizes, solid-to-void ratios, glazing amounts, and setback distances from curb.

##### 3.5.2 Heights

Floor-to-floor heights for new construction shall be compatible with adjacent structures. Upper-level floor heights may vary from upper-level floor heights of adjacent structures. (Also see Section 3.7 Building Heights)

##### 3.5.3 Facade Design

Facade designs shall have visual openings and entrances that are easy to locate on the ground-floor level consistent with pedestrian activity and use on that street.

##### 3.5.4 Building Design

Buildings shall be designed utilizing “360 Degree Architecture”. See Section 3.10 on 360 Degree Architecture in this guideline for further definition.

##### 3.5.5 Building Scale

Building architecture shall rely on proportion, scale and urban design principals to a greater extent than architectural style to determine character. Special attention shall be given to providing human-scale architectural detail on the lower levels. (See Sections 3.9.2)

##### 3.5.6 Primary Facade

Facades facing the primary street shall consist of more than one complimentary building material. Materials shall be utilized in such a way as to avoid large expanses of uninterrupted solid wall surfaces. (Photo 3.5.3)

#### RECOMMENDED

##### 3.5.7 Building Variation

The architectural style or theme should vary within each block and between blocks to create the appearance of multiple distinct developments.

##### 3.5.8 Engaging Architecture

Buildings should emphasize balconies and shaded, accessible exterior areas on upper levels of buildings as a method of creating additional activity and passive surveillance to the street below. (Photo 3.5.2)

##### 3.5.9 Building Materials

Exterior material selections should be of durable, long-lasting materials suitable for the southwestern United States. Materials should not be required to match adjacent construction. (Photo 3.5.4 & See Section 3.16)



Photo 3.5.1



Photo 3.5.2



Photo 3.5.3



Photo 3.5.4



### 3.6 Building Orientation

#### INTENT

To shape the physical public spaces by orienting and placing buildings and entries in a manner that promotes a walkable pedestrian-oriented environment and encourages interaction of activities that occur between outdoor and indoor pedestrian spaces.

To provide a clearly organized system of entrances, driveways and parking area integrated with pedestrian circulation.

To provide clear and simple way-finding for everyone who approaches a building or complex.

#### REQUIRED

##### 3.6.1 Primary Building Entrances

Primary building entrances shall be oriented directly toward the street and sidewalk, enhancing the pedestrian environment and encouraging pedestrian interaction. (Photo 3.6.1, 3.6.2)

##### 3.6.2 Attractive Edges

Ground floor levels facing Arizona Avenue shall be designed for active pedestrian uses such as retail, restaurants, neighborhood services, offices, pedestrian plazas and other uses that attract pedestrian activity. Buildings shall reinforce the convenience of the pedestrian environment and encourage active pedestrian use by incorporating individual entrances for these uses, oriented to the street. (Photo 3.6.3, 3.6.4, 3.6.5)

##### 3.6.3 Multiple Street Frontage

Large buildings that front multiple streets shall provide principal entrances on each street and address each street as if it were the main entrance.

##### 3.6.4 Pedestrian Connections

Building designs shall facilitate the movement of pedestrians from the street to parking facilities through pleasant, easily accessible public connections. (Photo 3.6.6)



Photo 3.6.1



Photo 3.6.4



Photo 3.6.2



Photo 3.6.5



Photo 3.6.3



Photo 3.6.6

#### RECOMMENDED

##### 3.6.5 Parking Entrances

Parking entrances should not interfere with pedestrian entrances and pedestrian traffic.

##### 3.6.6 Interactive Edges

Buildings with active uses that front a street or pedestrian plaza should provide order/take-out windows, roll-up doors, or folding storefront doors that blur the line between indoors and outdoors when open.

### 3.7 Building Heights

#### INTENT

To create an exciting, urban scale, comfortable, pedestrian-oriented South Arizona Avenue by scaling buildings accordingly.

To protect residential neighborhoods from overshadowing by buildings with incompatible heights or setbacks.

#### REQUIRED

##### 3.7.1 South Arizona Avenue Image

Building heights shall emphasize South Arizona Avenue as the most prominent street in the development with the tallest buildings, generally three or more stories high, occurring along Arizona Avenue and becoming lower eastward and westward toward the existing low-density neighborhoods. (Figure 3.7.1)

##### 3.7.2 First Floor Heights

Building faces on South Arizona Avenue shall have a minimum height of 12 feet on the first floor to accommodate retail and restaurant uses. On other street frontages, the first floor height may be reduced to accommodate residential uses. (Photo 3.7.1, 3.7.3)

##### 3.7.3 Neighborhood Relationship

New development height shall transition to be compatible with the adjacent neighborhoods that are designated as Low-Density Residential in the approved Future Land Use map as shown in Figure 1.1.1. When adjacent to or across the street from properties designated as Low-Density Residential, building height shall not exceed three stories. In addition to reduced building heights, transitions to Low-Density Residential may also include one or more of the following techniques: landscaping, building setbacks, and other site or building design solutions. This transition is not required for developments located next to or across the street from properties designated as Low-Density Residential with a Future Growth Area overlay. (Figure 3.7.1)



Photo 3.7.1



Photo 3.7.3



Photo 3.7.2



Photo 3.7.4

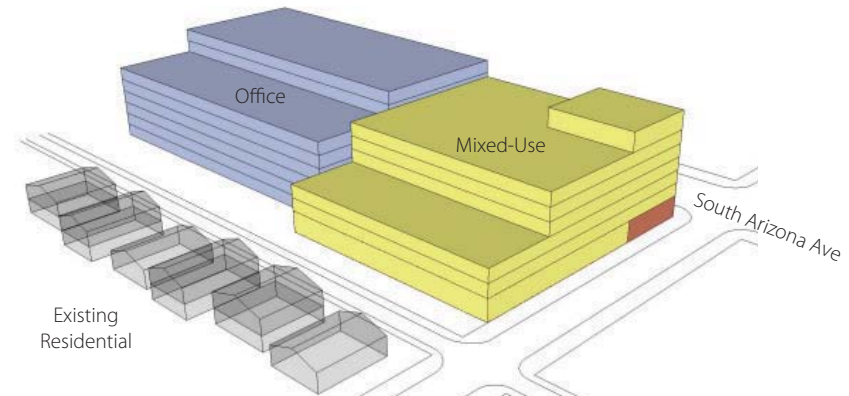


Figure 3.7.1

##### 3.7.4 Building Heights

As set forth in the City of Chandler’s Mid-Rise Development Policy, the Downtown - South Arizona Avenue Corridor Area is eligible for building heights greater than 45 feet when considered as part of a PAD zoning application. The ultimate building height shall be considered in accordance with the Design Considerations and other provisions of the Mid-Rise Development Policy. (Refer to City of Chandler’s Mid-Rise Development Policy)

#### RECOMMENDED

##### 3.7.5 Corners of blocks

Building corners at street intersections should be enhanced through special corner treatments such as towers, special roof shapes and taller building sections. (Photo 3.7.2, 3.7.4)



### 3.8 Building Setbacks

#### INTENT

To shape the street spaces by placement of building frontages at or behind property lines.

To provide spaces for active public uses.

To strengthen the pedestrian environment and the urban experience.

designed to engage pedestrian activity along the street. Landscape setbacks, not greater than 10 feet, may also be considered along streets that separate new development from low-density residential neighborhoods designated in the South Arizona Avenue Corridor Area Plan.



Photo 3.8.1

#### REQUIRED

##### 3.8.1 Street Life

Consistent with Section 1.5, Creating Successful Pedestrian Places, building setbacks shall allow, encourage, and reinforce pedestrian activity and circulation along the street.

##### 3.8.2 Build-to Line

The building face shall be placed on the build-to line along South Arizona Avenue, cross streets and other major pedestrian corridors.

Minor offsets behind the build-to line may be considered to allow facade variations such as columns and other architectural elements. Larger setbacks, no more than 12 feet, may be considered in order to create active pedestrian spaces such as outdoor dining areas and outdoor foyers. (Figure 3.8.1)

Setbacks greater than 12 feet may be considered for larger pedestrian spaces such as plazas, courtyards and pocket parks. Setbacks may also be considered on levels located above the ground floor to allow more depth in the building facade through balconies and other architectural elements that are not allowed to project beyond the right-of-way line.

North of Frye Road, setbacks are encouraged to create a 20 feet wide pedestrian zone along the length of the building frontage in addition to providing larger setbacks at certain locations for active pedestrian spaces. In all events, any setback area along the building frontage facing Arizona Avenue shall be



Figure 3.8.1 Build-to Line



### 3.8.3 Active Outdoor Uses

Setback areas created behind the property line shall be used for outdoor dining, building entries, small patios or other active uses. (Photo 3.8.1, 3.8.2)

## RECOMMENDED

### 3.8.4 Urban Structure

Building setbacks should reinforce the grid pattern of streets and the existing urban structure.

## PROHIBITED

### 3.8.5 Arcade

Arcades are prohibited when located along the entire length of a building frontage and are located adjacent to and parallel to the public sidewalk. An arcade is defined as a covered pedestrian passageway that is created by recessing the exterior wall of the ground floor behind the build-to line and is covered by the floors above. The exterior wall at the ground-floor level may be setback underneath the top floors in order to accommodate active pedestrian areas such as dining, provided that the setback area only comprises a portion of the building frontage, or it does not create an additional pedestrian pathway that is parallel to and adjacent to the public sidewalk along the length of the building frontage.

### 3.8.6 Parking Setbacks

Setback areas along Arizona Avenue shall not be used for surface parking or other non-pedestrian-oriented uses.

## Definition

**Build-to Line:** The build-to line along all streets is the ultimate right-of-way line. The ultimate right-of-way line along Arizona Avenue north of Frye Road is the existing right-of-way line. South of Frye Road, the ultimate right-of-way line along Arizona Avenue shall follow the Typical South Arizona Avenue Cross-Section with an expanded 20 feet wide pedestrian zone, measured from the face of curb to the right-of-way line. The 20 feet wide pedestrian zone width will be accomplished through right-of-way dedication at the time of zoning approval. Except for planned street extensions and widening, the ultimate right-of-way line along all other streets is the existing right-of-way line.

**Setback:** The distance by which a building face must be placed behind the property line or R. O. W., typically defined and regulated as a minimum.



Photo 3.8.2

### 3.9 Massing and Articulation

#### INTENT

To spatially define the street spaces with building form and massing.

To modulate building massing as appropriate to the neighborhood sub-area and immediate environment.

To provide interesting and comfortable human scale relationships of buildings through modulation of building massing both surfaces and forms—contrasts in form, color and materials.

#### REQUIRED

##### 3.9.1 Street Wall Requirements

Building walls facing a street shall include a variation in wall plane per 100 linear feet of street frontage. (Photo 3.9.1)

##### 3.9.2 Building Scale and Articulation

The scale of buildings shall be broken down by mixing materials, colors, textures and details in addition to the above variations. Variation in building scale shall relate to the scale and function of pedestrian-oriented uses along the street, and shall be integral with the building form and construction. Architectural details shall be provided at eye level to help ground the building, create a comfortable human-scale and engage pedestrians' interest as they walk by. (Photo 3.9.2)

#### RECOMMENDED

##### 3.9.3 Facade Variation

Facade variations should relate to the dimensions of room sizes, residential units and/or structural modules. (Photo 3.9.3)

Variations should emphasize primary building entries, important corners or significant architectural features. Balcony or roof protrusions may not extend beyond the property line. (Photo 3.9.2, 3.9.3)

Balconies shall be incorporated into vertical and horizontal shifts in building massing where possible. Balconies above the first floor and the roofs of the buildings may extend beyond the building face line up

to 12 feet but may not extend past the property line. (Figure 3.9.1a,b)

##### 3.9.4 Structural Elements

Building structural elements such as floors and columns, and fenestration should be articulated through changes in plane, use of decorative and functional elements such as sills, lintels, muntins, pilasters, piers, and other elements.



Photo 3.9.1

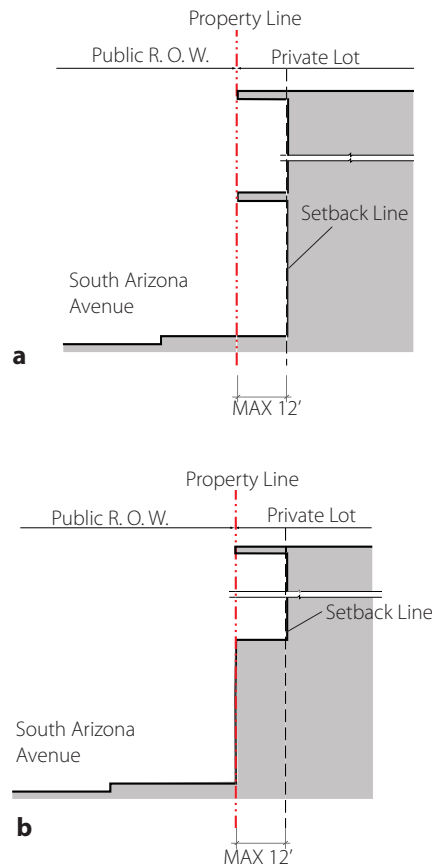


Figure 3.9.1



Photo 3.9.2



Photo 3.9.3

### 3.10 360 Degree Architecture

#### INTENT

To create an urban environment that is pleasing visually from all points of view, creating value for adjacent properties and for South Arizona Avenue as a whole.

#### REQUIRED

##### 3.10.1 360 Degree Design

All sides of a structure shall exhibit design continuity. There shall be no unimproved side to a structure, except where a building is to be built immediately adjacent, such as at a party wall. (Figure 3.10.1, 3.10.2)

##### 3.10.2 Primary Facade Design

Buildings shall relate to all orientations with high quality materials and details as described elsewhere in this section. All sides of a building shall have a design approach that makes them worthy to be a primary façade. (Photo 3.10.1, 3.10.2)

Facades that do not face the primary street may be designed with only one major finish material, not including materials required for door and window openings.

#### RECOMMENDED

##### 3.10.3 Solar Consideration

Differing architectural design strategies should be incorporated for different solar and climatic orientation, and views. (See Section 3.1 on Solar Access and Shading)

#### ACCEPTABLE

##### 3.10.4 360 Degree Exceptions

Early phase buildings which will have later phase buildings abutting them may have building faces that are without fenestration or other primary façade design features. However, these building faces should incorporate some design features which will provide visual interest until such abutting building is built.

##### 3.10.5 Parking / Building Relationships

Sides of a structure that directly abut a parking structure are exempt from this

standard, at the places where the building and parking structure abut each other. Above the parking structure, the standards above apply.

##### 3.10.6 Party Walls

A good quality architecture finish must be used in all exposed party walls.

#### Definition

**Party Wall:** Refers to the wall created on the property line between two properties and which serves as a common structure between the two premises owned by different parties. The wall may be partly on each property or fully on one property but is still a common structure. It is the duty of each property owner to maintain the wall.

(From: [www.legal-explanations.com/definitions/party-wall.htm](http://www.legal-explanations.com/definitions/party-wall.htm))



Figure 3.10.1 (Front)



Figure 3.10.2 (Rear)



Photo 3.10.1



Photo 3.10.2



### 3.11 Parking Structure Design and Concealment

#### INTENT

To enhance the image and identity of South Arizona Avenue through design of high quality parking facilities.

To make parking a positive experience for all South Arizona Avenue visitors, employees and residents.

To enhance the quality and pedestrian experience of South Arizona Avenue.

To continue the active street-front uses and minimize the visual and functional impact of parking, through wrapping active uses around parking structures.

#### REQUIRED

##### 3.11.1 Sloping Floors

Sloping floors and facades of parking structure ramps shall not be exposed to public view from outside the structure.

##### 3.11.2 Parking Impacts

Minimize the impact of vehicle noise, headlights, lighting and mechanical systems associated with parking facilities. These impacts shall be reduced by:

- Keeping parking structures to the interior of the blocks wherever possible, hidden from view of the public right-of-way from South Arizona Avenue. (Figure 3.11.1)
- Using cut-off light fixtures to avoid direct light source views from public right-of-way and adjacent buildings. Exteriors of parking structures shall not be lit except entrances, exits and signage, consistent to the security requirement.
- Screening mechanical systems from sight lines from public rights-of-way and adjacent buildings.
- Screening headlights of cars from public rights-of-way and adjacent buildings.

##### 3.11.3 Parking Structure Facades

Where parking structure facades are exposed to South Arizona Avenue, an architectural treatment shall be applied either expressing individual building fenestration, or a very contemporary architectural expression. Facades may also be screened by a variety of translucent architectural screen materials, or landscape

green screens with vines trained to grow up on trellis. Where parking structures separate towers and street level development the facade of the parking garage shall be treated as an occupied building space extending the architectural treatments from the tower or podium down to street level. (Photo 3.11.1, 3.11.2)

##### 3.11.4 Wrapping Parking

Space and interest to the street shall be created by wrapping parking with retail, office and residential uses, and avoiding large blank walls or parking next to the street-level sidewalk. (Photo 3.11.3)

##### 3.11.5 Garage Mass

Articulation in the wrapping facades shall occur both vertically and horizontally to break up mass and conceal parked cars from view from adjoining public space.

##### 3.11.6 Visual Impacts

Use architecturally-compatible finish materials and details with surrounding buildings and uses to minimize the negative visual impacts of parking lots and parking structures. (Photo 3.11.3)

##### 3.11.7 Solar Reflectance Index

A solar reflectance index (SRI) of a minimum of 29 for roofs (or shading) associated with parking is required except roof space for solar panels and mechanical equipment.

##### 3.11.8 Ground Floors

Create a walkable pedestrian-scaled neighborhood. Provide active pedestrian-oriented public uses integrated with retail, restaurants and office on street-facing ground-floors of parking structures where required by these criteria along South Arizona Avenue.

#### RECOMMENDED

##### 3.11.9 Sight Lines

Parking should be screened or disguised with walls that emulate fenestration, or other architectural treatment to minimize the visual impact of the parking spaces or where parking spaces may be visible from the street from some angles.

##### 3.11.10 Photovoltaic Panels

Photovoltaic panels are encouraged on the roofs of parking structures to increase energy efficiency.



Photo 3.11.1



Photo 3.11.2



Photo 3.11.3

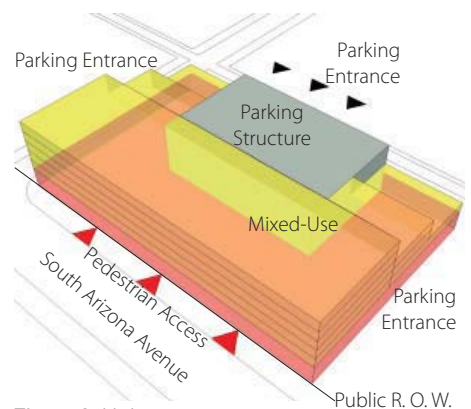


Figure 3.11.1

## 3.12 Roof Shapes

### INTENT

To make a positive contribution to the corridor skyline by visually terminating buildings with articulation which will help in reinforcing the spirit of South Arizona Avenue.

To create opportunities for rooftop open space, minimizing the heat island effect.

### REQUIRED

#### 3.12.1 Rooftop Systems

All rooftop building systems shall be incorporated into the building form in a manner integral to the building architectural form and material to screen equipment from top view so residents living above do not have to look down on equipment. (Photo 3.12.1)

All rooftop systems, including mechanical, electrical and telecommunications systems except solar panels, shall be completely screened from view from South Arizona Avenue with elements equal to or greater than the height of the equipment unless they can be blended within buildings. (Photo 3.12.2)

### RECOMMENDED

#### 3.12.2 Flat Roofs

Flat roofs and unarticulated building tops should be avoided, except for required helipad or other code-required flat surfaces, rooftop open space and the space for solar panels. Roofs should be expressive of the spirit of South Arizona Avenue, celebrative and honest expressions of the building's architecture.

Flat roofs should be developed as cool roofs or green roofs where possible.

#### 3.12.3 Roof Form

Building roof forms should respect the context in which they are viewed, in terms of height, proportions, and views of the building from other buildings, especially the views from higher buildings. (Photo 3.12.3, 3.12.4)

Three-dimensional parapets extending back into the building are recommended.

#### 3.12.4 Roof Fixtures

Roofs should be designed with integral solar panel mounting brackets to facilitate solar panel installations after the building is constructed.

### ACCEPTABLE

#### 3.12.5

Surveillance cameras and other necessary equipment are allowed to be visible from South Arizona Avenue but if they are visible, they must be incorporated into the building architecture to the greatest extent possible.



Photo 3.12.1



Photo 3.12.2



Photo 3.12.3



Photo 3.12.4



### 3.13 Building Fenestration

#### INTENT

To give buildings human scale and relationship to the public environment.

To provide ability to see the activity in the buildings by day and night.

To reinforce the compatibility between the fenestrations on mixed-use buildings.

#### REQUIRED

##### 3.13.1 Street-Level Fenestration

Transparent glass storefronts shall be used in street level facades in order to ensure the visibility of active uses, and to provide a lighter, more detailed and human-scale architectural expression along the sidewalk.

Storefront glazing shall not be in the form of continuous sheets of glass. (See Sections 3.9.2, 3.14.6–8)

##### 3.13.2 Glass Reflectivity

Transparency and reflectivity of glass shall ensure the visibility from the sidewalk and minimize the glare produced by highly reflective glass, providing outside connections for building occupants. Clear, low E or slightly-tinted glazing should be used. Clear glass shall have a reflectance rating not to exceed .20. No glass coatings shall be permitted on the first floor. (Photo 3.13.1, 3.13.2)

##### 3.13.3 All-Glass Building

All-glass buildings (on all sides) shall not be presented, except as part of a sustainable design strategy which results in improved building environmental performance. In such cases, glass buildings shall incorporate a variety of materials, patterns or other architectural elements on the first floor, consistent with the requirements in Sections 3.9 and 3.14.

##### 3.13.4 Size and Proportion

Size and proportion of windows shall use devices such as columns, piers and mullions to reinforce architectural scaling elements. (Photo 3.13.1, 3.13.2)

##### 3.13.5 Window/Door Design

Window and door arrangements shall be flexible, consistent with the architectural design approach. Consideration shall be given to site views, solar gain, shading and other environmental factors. Detailing of window treatments, such as with projected or inset windows is encouraged. (Photo 3.13.4)

##### 3.13.6 Residential Facades

The four facades of the residential buildings shall be designed to reflect their solar exposure and performance. Different forms of windows and different percentages and proportions of openings shall be applied accordingly.

#### RECOMMENDED

##### 3.13.7 Solar Heat Gain Coefficiency

All windows should be low SHGC (Solar Heat Gain Coefficient) rating to avoid summer solar heat gain.

##### 3.13.8 Window Shades

Window shades should be designed to reduce summer solar heat gain.



Photo 3.13.1



Photo 3.13.2



Photo 3.13.3



Photo 3.13.4



### 3.14 Storefront Design

#### INTENT

To create individualized, attention-getting, well-designed showcases for shops and restaurants as a draw and amenity to South Arizona Avenue.

To stimulate a high level of retail activity on South Arizona Avenue.

#### REQUIRED

##### 3.14.1 Storefront Design

Storefronts and entrances shall support and enhance the pedestrian-oriented environment while giving identity to buildings and uses therein. (Photo 3.14.1)

Window signs and window advertisements are limited to 25% of the total window area. (See Section 3.18,5,C)

##### 3.14.2 Storefront Entries

Storefront entry thresholds shall be at the adjacent sidewalk pavement level to facilitate shopper and visitor access. Entry spacing should be no more than 100 feet between two entries for small users. Storefronts shall be continuous to encourage continuous shopper and pedestrian movement. (Photo 3.14.2)

##### 3.14.3 Storefront Special Doors

Folding storefront doors, security devices and overhead rolling grilles shall be fully integrated into the storefront architecture and shall be hidden behind glazing and wall surfaces.

##### 3.14.4 Storefront Alignment

In no case shall the storefront extend into the sidewalk right-of way, except for overhead signage, awnings, and canopies with applicable city permits. (Photo 3.14.4) (Other shade structures refer to 3.15 Awnings, Canopies and Shading)

##### 3.14.5 Storefront Scaling

Storefronts should be comfortably scaled and well-detailed to help break down the large façade of the building into smaller units. Large, unbroken surfaces are not recommended unless that is a design feature. Surfaces should be divided by mullions, awnings, signage, decorative

elements and other devices such as shade structures. (Photo 3.14.3)

##### 3.14.6 Storefront Facades

Facades should present a pattern of architectural variety through modulation of the wall plane, detailing, color, texture and materials.

##### 3.14.7 Storefront Variety

A variety of storefront designs should predominate over a uniform series of storefronts. The objective is to create a visually interesting and compelling environment that is expressive of the individual businesses along the street. Many small storefront units are preferable to a few long storefront units.

#### RECOMMENDED

##### 3.14.8 Building Entries

Building entries should be recessed into storefronts where the storefronts face the street (typical condition). (Photo 3.14.3)

##### 3.14.9 Opening to Sidewalk

Accommodating the Arizona climate, storefronts and restaurant fronts should incorporate systems such as folding doors, folding glazing units, overhead doors and other devices to open the interiors more completely to the sidewalk. This is especially important on South Arizona Avenue.



Photo 3.14.1



Photo 3.14.2



Photo 3.14.3



Photo 3.14.4

### 3.15 Awnings, Canopies and Shading

#### INTENT

To enhance the pedestrian environment aesthetically and create shade and comfort on the sidewalks.

To enhance the pedestrian experience and attractiveness of the area.

To create a pedestrian environment with visual interest.

#### REQUIRED

##### 3.15.1 Awning and Canopy Compatibility

Awnings or canopies shall be an integral part of the architectural design of the buildings to which they are attached and should be compatible with the building.

##### 3.15.2 Awning and Canopy Positioning

Awnings or canopies shall be positioned so that signage and views to businesses are not obstructed and so that substantial shade is cast onto the sidewalk at critical times of daytime sun exposure. Fire Department access to upper stories of buildings must be considered in size and placement of awnings, canopies and shading devices. (Figure 3.15.1, 3.15.2)

##### 3.15.3 Awning, Canopy Projection, and Clearance

Awning or canopy projections shall extend a minimum of 6 feet and not project beyond the back of curb. Awnings shall maintain a minimum 9-foot height clearance and canopies shall maintain a minimum 12 feet height clearance. Generally, the top of the awning or canopy shall be positioned no higher than the top of the ground floor to maintain a pedestrian scale along the street frontage. (Figure 3.15.1, 3.15.2).

##### 3.15.4 Awning Materials

Awnings or canopies shall be permanent fixed structures on street faces of buildings. Awnings may be movable (adjustable) on patio or mid-block pedestrian way-facing building frontages. In the case of fixed awnings, durable, high

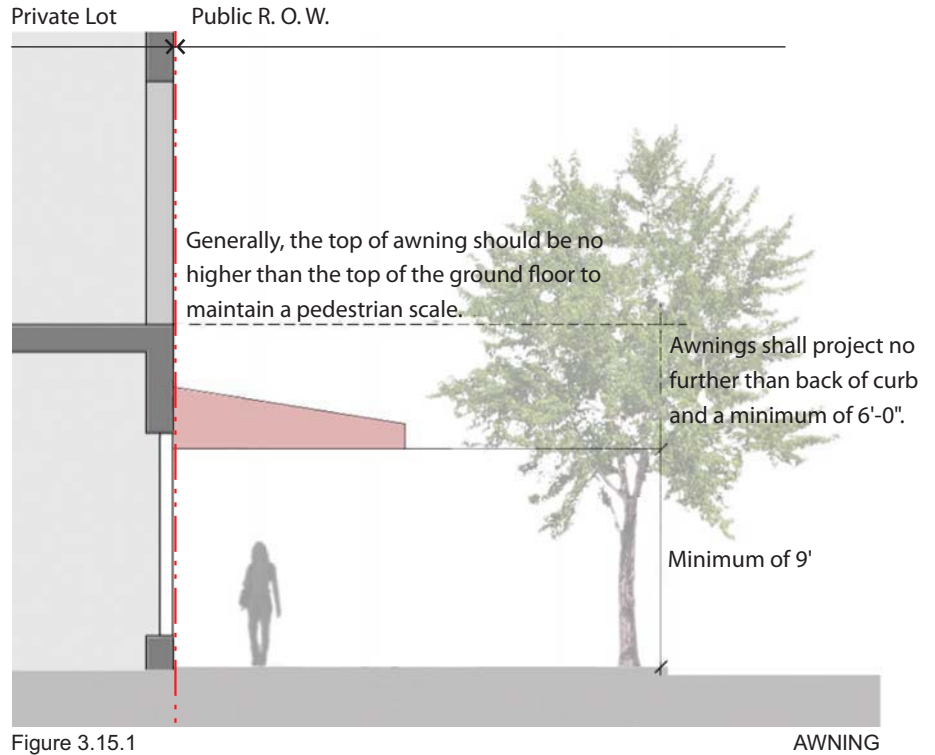


Figure 3.15.1

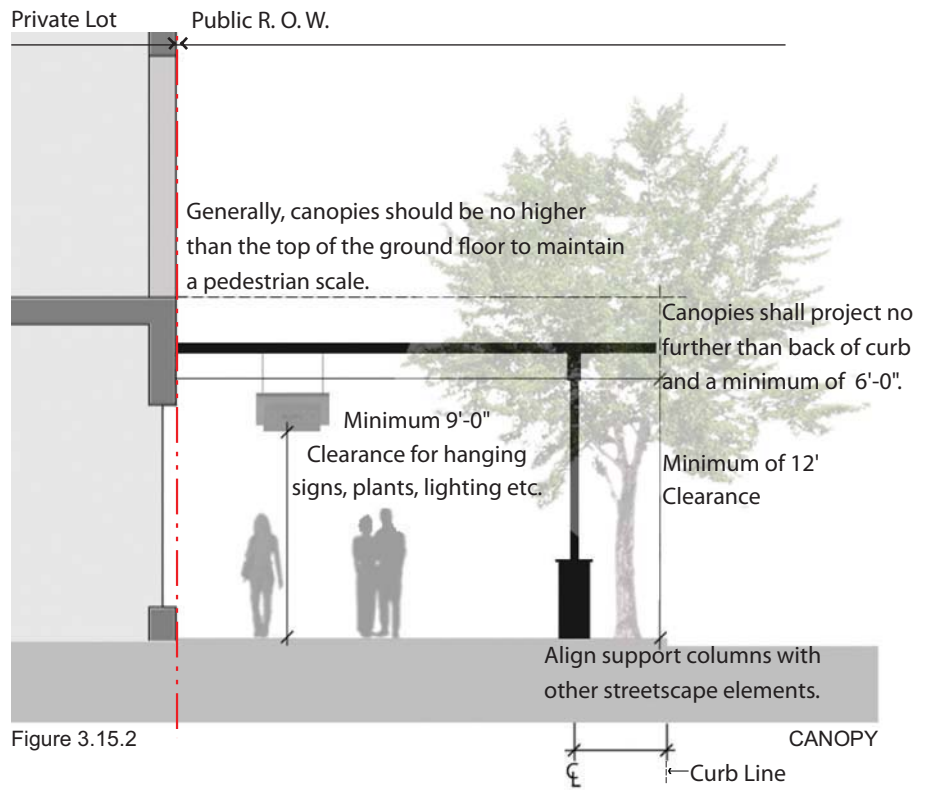


Figure 3.15.2

quality permanent materials shall be used. In the case of movable awnings, durable and flexible materials shall be used.

### 3.15.5 Canopy Columns

Canopy columns, excluding the capital and base, shall be a maximum of 6 inches wide. The capital and base of the columns shall not be more than 1.5 feet wide and 2.5 feet high to maximize storefront visibility. Exceptions may be considered for columns that feature vines or other vegetation along the length of the column supports provided that ample storefront visibility is maintained.

### 3.15.6 Signage on Awnings

Signage, lettering, logos or other graphics shall not be placed on awnings, except for tenant identification on the front vertical strip as shown in Photo 3.15.1 (See Section 3.18 Signage).

### 3.15.7 Placement of Awning and Canopy Supports

Awnings or canopies may be supported on the sidewalk in a design that is compatible with the main building. If supported on the sidewalk, the column shall be located to allow pedestrian movement and to avoid conflicts with streetscape elements. (Photo 3.15.2)

## RECOMMENDED

### 3.15.8 Awning and Canopy Color

Awnings should be solid color. If not a solid color, awning colors and patterns should be complementary to the overall character of the buildings and the district. No fluorescent colors are allowed. (See Section 3.17 Colors)

### 3.15.9 Awning and Canopy Diversity

Diversity in design of the awnings or canopies from building and block to the next is encouraged to reinforce a rich urban environment, but should be within limits of compatibility with the architecture and the streetscape concept of the street. (Photo 3.15.4)

## Definition

**Awning:** A roof-like cover extending out from the facade of a building to the public sidewalk, usually made by replaceable materials to create shade on the sidewalk.

**Canopy:** An ornamental roof-like structure extending out from the building to the public sidewalk, usually made by permanent materials and sometimes having supports on the sidewalk.



Photo 3.15.1



Photo 3.15.2



Photo 3.15.3



Photo 3.15.4



### 3.16 Exterior Building Materials and Finishes

#### INTENT

To enrich the avenue in its visual and tactile qualities with materials, finishes, detailing and techniques that are timeless, durable, satisfying and sustainable.

To brand South Arizona Avenue as a sophisticated urban environment which reflects its desert environment and climate with high quality exterior expression.

To reduce summer solar heat gain to avoid heat island effect.

#### REQUIRED

##### 3.16.1 Material Compatibility

Regionally-appropriate and compatible materials shall be used. Materials and colors shall be compatible with the desert environment, with the intents of reducing reflected heat and glare into exterior public areas and reducing the amount of absorbed heat. (Photo 3.16.1)

##### 3.16.2 Material Visual Amenity

The materials shall convey a high level of visual amenity that is commensurate with the urban character of South Arizona Avenue which is a pedestrian-friendly environment with high-quality materials in human scale. (Photo 3.16.2)

##### 3.16.3 Material Quality

Establish a consistent and high level of quality that is durable and appropriate to pedestrian contact at the street level. (Photo 3.16.3) Examples of durable and high quality materials are granite, stainless steel and glass.

##### 3.16.4 Material Combinations and Scaling

Consistent, carefully detailed combinations of material that contribute to the appropriate architectural scaling of the buildings should be used. (Photo 3.16.4)

#### RECOMMENDED

##### 3.16.5 Regional Materials/Recycled Materials

Local Resources, rapidly renewable materials or recycled materials are encouraged.

#### UNACCEPTABLE

##### 3.16.6 Unacceptable Materials

- E.I.F.S.(Exterior Insulated Finish System) or stucco at the retail level or street level. E.I.F.S. or stucco are acceptable above the retail level of the base or higher, as approved by the City of Chandler.
- Untreated wood siding
- Typical smooth-faced concrete masonry units.

The City will review all materials and may find other materials or design styles inappropriate.



Photo 3.16.1



Photo 3.16.2



Photo 3.16.3



Photo 3.16.4

## 3.17 Colors

### INTENT

To create a high-quality visual environment that is harmonious, compatible and aesthetically pleasing.

To encourage a varied but complementary use of color beyond use of a desert tan color range.

### REQUIRED

#### 3.17.1 Color Variety

A diverse range of color schemes shall be encouraged ranging from warm earth tones to bright modern colors with accent colors on architectural details, such as window trims and entries. (Photo 3.17.1, 3.17.2)

Colors shall be complementary to each other and the overall character of the buildings and district.

Color schemes shall be individual to each project, but contain some unified elements for the block.

#### 3.17.2 Unacceptable Colors

High-intensity colors, metallic colors, very dark colors, or fluorescent colors shall not be used on any major portion of the building. City Council may consider exceptions on a case-by-case basis, through a PAD zoning request, upon making a determination that the proposed colors contribute to the uniqueness of the project and to South Arizona Avenue in a positive manner.

#### 3.17.3 Neutral Colors

Beige, buff, sand and other neutral colors are allowed in combination with accent colors, but not alone. (Photo 3.17.3)

### RECOMMENDED

#### 3.17.4 Accent Colors

Bright, saturated colors should be encouraged to add more interest and accentuate the building's significant features and locations such as the entries. (Photo 3.19.2)

The accent colors should complement the main colors.



Photo 3.17.1



Photo 3.17.2



Photo 3.17.3

### 3.18 Signage

#### INTENT

To provide clear identification of businesses and buildings.

To add visual interest and delight to the South Arizona Avenue corridor and Downtown Chandler.

To maintain a pleasing visual contribution to the streetscape and a balance between identification and the architecture of buildings and blocks.

#### REQUIRED

All Signs in a PAD Zoning District located within the South Arizona Avenue Corridor boundaries shall be subject to Chapter 39 (Sign Code) of the Chandler City Code, except as provided herein.

##### 3.18.1 Sign Permits

A separate permit shall be required for a sign or signs for each business entity, and/or separate permit shall be required for each group of signs on a single supporting structure. Signs less than 6 sq. ft. in area, shall not require a permit. However, such signs shall be subject to all applicable provisions of the Sign Code and require review and approval by the City.

##### 3.18.2 Electrical Permits

Where signs are illuminated electrically, a separate electrical permit shall be obtained as required by the Electrical Code of the City.

##### 3.18.3 Encroachment Permits

Any sign proposed to overhang, project into or be erected over any portion of the public right-of-way requires an encroachment permit in accordance with Chapter 46 of the City Code.

##### 3.18.4 General Requirements

- All internally illuminated signs shall be manufactured as individual pan channel letters or reverse pan channel letters. Non-internally illuminated signs shall be manufactured as individual letters or a sign board (as defined by section 39-9.18.A.11 of the Sign Code) which may then be mounted onto the building

or structure. No signage shall be painted directly onto the exterior wall surface of any building, except for window graphics and tenant identification signs that are professionally printed on awnings as provided in section 3.18.5.D.

- All signs shall be fully integrated with the design of the building and site development, reflecting the architecture, building materials, and landscape elements of the project.
- Sign copy and borders may be any color compatible with the body of the sign and the building facade; background colors shall either match, or otherwise complement, the building color. (Photo 3.18.2, 3.18.3)
- A corporate logo is permitted for any sign type, provided however, such logo does not occupy more than 25% of the maximum allowable sign area.
- Junction boxes, conduits, raceways, transformers, electrode boxes, disconnect switches, access hatches or wiring shall be hidden from view.
- Building Identification and Tenant Identification signs shall be limited to business name and/or business logo only and shall not include identification of services, products, or business slogans.
- Wall-mounted signs shall be no closer than half the sign height from the top or edge of a building wall or from the edge of a window line.
- Illuminated signs shall not face low-density residential areas.

##### 3.18.5 Sign Type Requirements: A. BUILDING IDENTIFICATION

- One building name or business name identifying the owner of the building or a major tenant is allowed on the top third of a building façade facing a public street. (Photo 3.18.2, 3.18.3)
- Signs shall be wall- or window-mounted, and shall not project more than 2 feet from the building or structure to which it is attached.
- Signs shall not exceed 2 sq. ft. of area per linear foot of building frontage, up to a maximum of 250 sq. ft.



Photo 3.18.1

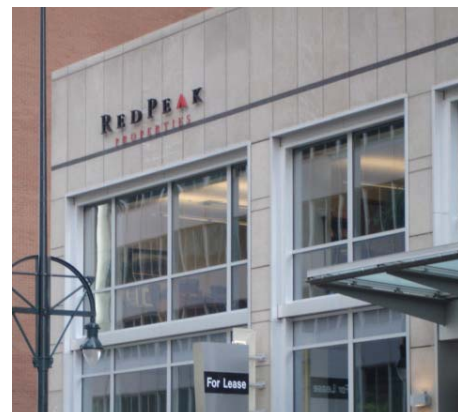


Photo 3.18.2



Photo 3.18.3



Photo 3.18.4



- For signs comprising 1 line of copy, no letter or logo shall exceed 36 inches of height. For signs comprising the maximum allowable 2 lines of copy, the combined height of both lines of copy together with the space between lines, shall not exceed 42 inches of height. Sign length shall not exceed 80% of the length of the building.

**B. TENANT IDENTIFICATION**

- Each tenant is allowed two tenant identification signs; one wall-mounted or shade structure-mounted sign and one non-internally illuminated pedestrian sign.
- Each tenant may be permitted a maximum of two tenant identification signs as provided herein, except where a single tenant has a public entrance on more than one street frontage, in which case, another two signs may be allowed (two on each street frontage).

**Wall or Shade Structure Mounted Signs**

- Wall-mounted signs shall not project more than 2 feet from the building wall to which it is attached. Where possible, wall-mounted signs shall be centered horizontally over the storefront.
- Signs mounted on shade structures shall be subject to standards provided in subsection D. Awning and Canopy Signs.
- Signs shall not exceed 2 sq. ft. in area for each linear foot of business frontage, up to a maximum of 200 sq. ft. in area.
- For signs comprising 1 line of copy, no letter or logo shall exceed 24 inches of height. For signs comprising the maximum allowable 2 lines of copy, the combined height of both lines of copy together with the space between lines, shall not exceed 36 inches of height. The length of said signs shall not exceed 80% of the storefront width. (Figure 3.18.1)

**Pedestrian Signs**

- Non-internally illuminated pedestrian signs may be suspended from an overhang, arcade, placed in a front window, or affixed perpendicular to the

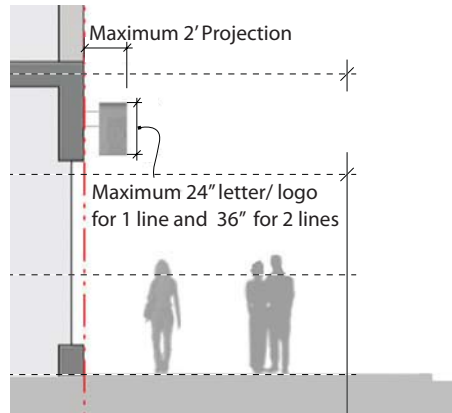


Figure 3.18.1

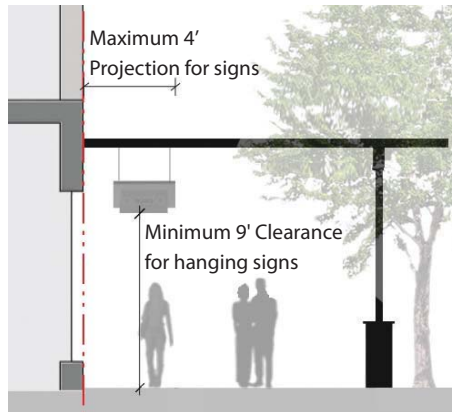


Figure 3.18.2



Photo 3.18.5



Photo 3.18.6

exterior face of the building wall. Such signs shall not extend more than 4-feet from the exterior face of the building wall, with not less than 9 feet vertical clearance measured from the bottom of the sign to the finished sidewalk grade. Maximum sign area for such signs shall be 7 sq. ft. (Figure 3.18.2, Photo 3.18.4 Photo 3.18.5)

**C. WINDOW AND DOOR SIGNS**

- Maximum sign face area, as measured by an enclosed rectangular perimeter around the sign, shall not exceed 25% of the window or door surface, excluding transoms.
- Signs may be painted on, adhered to, or suspended behind the glass door or window surface. No signs shall be placed on, or mounted in front of any transom window(s).
- Signs may be illuminated by the tenant inside the glass door or window, including the use of neon; provided, however, that neon shall not be used to outline any window.
- Signs permitted and included in the total area allowed may include business identification, including logo and hours of business, as well as the products and services offered therein.

**D. AWNING AND CANOPY SIGNS**

- A tenant identification sign permitted in subsection B may be placed on an awning that is located and centered over a business entrance. Such a sign shall not be placed on any portion of the awning except for the vertical element of the awning that is facing the street.
- Tenant identification signs permitted in subsection B may be attached to a shade canopy that is located over a business entrance or on a building corner that faces the intersection of two public streets. (Photo 3.18.6)
- Addresses are also permitted on canopies or shade structures.

**E. INFORMATION SIGNS**

The following signs shall not be included in sign area calculations:

- Signs used to give directions to pedestrians such as directories are permitted, provided that the signs do not obstruct traffic visibility and are designed to complement the South Arizona Avenue Corridor.
- Directional signs, provided they are no higher than 3 feet and no larger than 6 sq. ft. in area. The sign may be internally illuminated or non-illuminated.
- Parking entrance and exit signs are permitted and may be attached to the vertical wall surface immediately above, beside or hanging under the opening of the feature so described.
- Every building or group of buildings must be identified by a street address number.

#### **F. SPECIAL SIGNS**

- Signs of unusual character, design, color, or placement that are otherwise not provided for herein may be presented to the City of Chandler for consideration. Such signs should be located in active commercial or pedestrian areas and positively contribute to the vision of South Arizona Avenue Corridor.
- Council may utilize their legislative discretion under the consideration of a PAD zoning application to determine if a proposed project, either through exceptional architectural design, significant contributions to creating public places, or other exceptional means of contributing to the vision of the South Arizona Avenue Corridor, merits approval of exceptions to the sign guidelines provided herein.

#### **G. MARQUEE SIGNS**

- Marquee signs for movie theater uses are permitted.

#### **H. TEMPORARY SIGNS**

- All temporary signs including signs for special events, grand openings, contractor signs, development signs, directional signs, model home sales or leasing office signs, open house signs, political signs, and real estate signs shall be subject to Section 39-10 of the Sign Code.

#### **3.18.6 Prohibitions**

- Stand-alone, freestanding, detached, or monument signs, except for permitted information signs.
- Billboards.
- Action signs: No flashing, blinking, revolving beacon or rotating lights shall be permitted, nor shall there be any movement of the sign body or any segment thereof, except for signs containing time or temperature.
- No exposed incandescent bulbs.
- No sign shall contain audible sound or odor.
- Any sign that obstructs the vision of motorists, hinders the visibility of traffic control devices or directional signs.
- Awnings designed as signs however, tenant identification signs are allowed on the vertical element of an awning facing the street as provided in section 3.18.5, D Awning and Canopy Signs.
- Any sign attached to trees, benches, public utility improvements and light poles, except special event banners or other signs permitted by the City.
- Cabinet signs and can signs, other than corporate logos.

#### **3.18.7 Maintenance**

- All signs shall be maintained in good and safe repair, structurally and electrically, and in a "like new" condition.
- Flat sign surfaces should not exhibit bulges, oil canning or other distortions.

### 3.19 Amenity Decks

#### INTENT

To provide residential blocks with private, accessible and usable outdoor open space on the top levels of parking structures and other buildings.

#### RECOMMENDED

##### 3.19.1 Amenity Deck Facilities

Amenity decks may be developed with at least one of several spaces or structures useful to the residents of the block: tennis or other sports courts, swimming pools, changing rooms and ancillary facilities, landscaped areas, seating with shade and other similar facilities. (Photo 3.19.1, 3.19.2, 3.19.3, 3.19.5)

##### 3.19.2 Amenity Deck Microclimates

Amenity decks should be developed to increase energy efficiency (from cooling in the summer and added insulation in the winter), longer roof membrane life span, and sound insulation. (Photo 3.19.4, Figure 3.19.1)

Amenity decks should also provide at least partial shade every day during the hot portion of the year. (Photo 3.19.3, 3.19.5)

##### 3.19.3 Views From Decks

Amenity decks should be designed with views of and from surrounding buildings in mind, as a branding and identity feature. Consideration should be given to paving pattern design to improve view of the amenity deck from above.

##### 3.19.4 Size and Location

The developer should provide landscaped decks and/or other shade solutions on parking structures over at least half of the area of a parking structure. This deck shall hide parking to the extent possible, while creating shade for parked vehicles. The location of amenity decks will depend to some extent on the locations of towers and other structures.



Photo 3.19.1



Photo 3.19.4



Photo 3.19.2



Photo 3.19.5



Photo 3.19.3

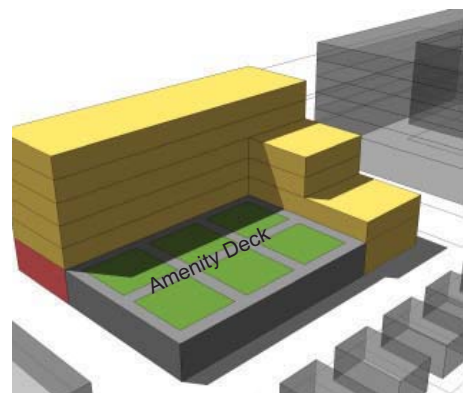


Figure 3.19.1



### 3.20 Public Art

#### INTENT

To enrich the resident and visitor experience by providing stimulating, interesting visual and tactile experiences in on-site public areas of South Arizona Avenue.

To develop a character and identity for South Arizona Avenue that is about the enduring qualities of intellectual and emotional life, befitting a world class city.

To celebrate the city, its history, culture and achievements through the expression of the arts community

#### OPPORTUNITIES

The types of opportunities for art in South Arizona Avenue include:

- A. Art as an integral, permanent part of individual buildings. Examples include the use of unique building materials or other permanent parts of a building that are visible from the street and/or adjacent outdoor pedestrian spaces. (Photo 3.20.1)
- B. Art as an integral part of on-site landscape design, seating, lighting, paving, plant materials and other streetscape elements. (Photo 3.20.3, 3.20.4)
- C. Commercial art venues, such as art galleries and exhibit spaces.
- D. Spaces for temporary exhibit of public art as part of a public art program.
- E. Arts organizations and space for publicly-accessible arts activities such as studios and display space.
- F. Funding for art pieces, arts programming.
- G. Interactive art such as sculptures that children can climb, art that includes a water element that people can touch or play in, or art that changes or moves based on interaction with pedestrians. (Photo 3.20.2)

#### REQUIRED

##### 3.20.1 Minimum Public Art Requirements

Each project in South Arizona Avenue shall demonstrate that it contains at least two

of the listed opportunities for art-related spaces, design or programmatic features, as part of the Preliminary Development Plan review process.

##### 3.20.2 Public Art Accessibility

Each project's art-related features that meet the criteria above shall be accessible to the public and accessible to public view during the daytime and evening hours. Such facilities may, because of their special nature, be protected from public access during the late evening and early morning hours.

##### 3.20.3 Public Art Design Review

Public art, including those selected or commissioned for display shall be considered in conjunction with the building and site design as part of the Preliminary Development Plan review process for each development.

#### Definition

**Art:** Art is a one of a kind building feature or enhancement that is an integral aspect of a structure or site design. Examples include but are not limited to: fountains, gates, benches, murals, mosaic, statues, stained glass, original decorative glass, shade canopies, artistic door pulls, light fixtures, original door designs, interpretive panels, sculptures, and interactive water features. Art is not a feature that closely resembles a business logo or sign, reproductions or unlimited copies of original artwork, or mass produced products.



Photo 3.20.1



Photo 3.20.2

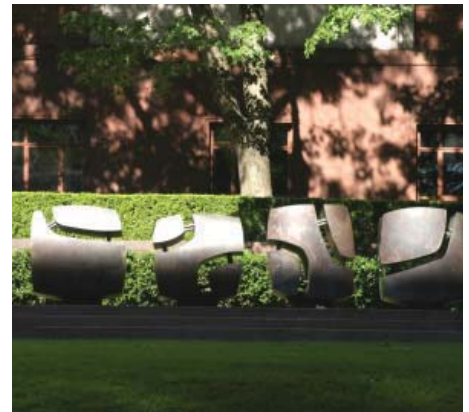


Photo 3.20.3



Photo 3.20.4

### 3.21 Lighting

#### INTENT

To create a safe, welcoming environment at all hours of the evening and night, by provisions of adequate levels of light to encourage a feeling of personal safety.

To enhance the quality of the environment in the corridor, attracting foot traffic and increasing the viability of corridor businesses.

To minimize light pollution and reduce unnecessary power consumption.

Lighting related to signage is addressed in Section, 3.18 Signage.

#### REQUIRED

##### 3.21.1 Light Pollution Control/ Night Sky Preservation 🍃

Light pollution shall be minimized through the use of low lighting profiles, recessed luminaires and minimal luminance levels, where street light is cast downward. (Photo 3.21.1)

Note that ambient light emanating from retail storefronts may not be included.

The impact of lighting on the night sky shall be minimized by a variety of techniques including cut-off fixtures, downward facing fixtures and minimizing light energy, especially directed upward. All lighting shall be coordinated with lighting provided in the public right-of-way in order to reduce redundancy and energy waste.

##### 3.21.2 Lighting and Security

Mid-block Pedestrian Paseos and other outdoor pedestrian areas must be lit to meet security needs.

#### RECOMMENDED

##### 3.21.3 Internal Building Lighting

Exterior lighting should be subdued and be secondary to the interior lighting of buildings which should provide definition of building blocks with light seen through windows. (Photo 3.21.2)

##### 3.21.4 Light Color

Light fixture, level and colors should be coordinated with the public R.O.W. design throughout the South Arizona Avenue Corridor.

##### 3.21.5 Lighting Effect

The objective of building lighting is to enhance the safety and security of the pedestrian and emphasize building entries or special features. Building lighting should not wash the building façade with light. (Photo 3.21.3)

##### 3.21.6 Lighting Power Consumption 🍃

All external lighting should be designed and located to reduce power consumption to its lowest practical level. Among the techniques to achieve this include: automatic shutoff after certain times of the early morning and daylight hours, switching localized for individual control, and avoidance of over-illumination on buildings.

#### ACCEPTABLE

##### 3.21.7 Accent Lighting

Accent lighting of building entries or features is permitted.

#### PROHIBITED

##### 3.21.8 Prohibited Lighting Types

Blinking, flashing or changing intensity lighting is not permitted.

Any fixed light that produces incident or reflected light that is disturbing to the operator of a motor vehicle.

Any light that may be confused with a traffic control device.



Photo 3.21.1



Photo 3.21.2



Photo 3.21.3



## 3.22 Paving Materials

### INTENT

To create a distinct, comfortable, high-quality and visually-coherent public/private environment for the streets, plazas and open spaces that reinforces the image of Downtown Chandler.

To create a seamless transition between the public R. O. W. and private property along South Arizona Avenue, as well as other streets.

### REQUIRED

#### 3.22.1 Paving Materials

Materials shall be chosen for their quality, durability and ease of maintenance.

Materials shall include, but are not limited to concrete, stone or concrete unit pavers.

Paving materials shall complement materials utilized in the public right-of-way.

#### 3.22.2 Permeable Surfaces

When possible use permeable paving systems to encourage groundwater recharge, improved water quality and reduced stormwater runoff. (Photo 3.22.1)

Permeable paving materials or other alternative paving materials are subject to approval by the City Engineer.

#### 3.22.3 Paving Patterns

Fine-grained patterns of unit pavers or concrete scoring and color shall be used in large contiguous areas to define the scale and visual interest of the pedestrian streetscape. (Photo 3.22.2)

The use of concrete scoring patterns shall be designed to reduce the overall scale and enhance the appearance of large paved areas. (Photo 3.22.3)

Appropriate paving colors and textures shall be utilized to reinforce the character of downtown and the corridor. Surface materials shall help determine the urban character and feel of the street.

In building setback areas where paving extends from the pedestrian zone in the right-of-way onto private property, a concrete header or other permanent

visible line shall be used to identify the right-of-way line.

#### 3.22.4 High-Albedo Paving

All pedestrian areas shall be constructed of light-colored, high-albedo (radiation reflectivity) paving materials, except for accent colors, in order to mitigate heat build-up. (Photo 3.22.1, 3.22.2, 3.22.3)

#### 3.22.5 Pavement Loading

All streetscape pavements accessible by vehicles shall be designed to withstand vehicular loading, anticipating potential use by service and emergency vehicles.

### ACCEPTABLE

#### 3.22.6 Alternative Paving

Alternative paving materials are acceptable provided that they can be integrated into the hardscape design theme and are approved by the City Engineer.



Photo 3.22.1



Photo 3.22.2



Photo 3.22.3



### 3.23 Storage, Equipment, Loading and Screening

#### INTENT

To minimize the negative visual and noise impacts of service and loading areas, trash storage and mechanical equipment on adjoining streets, public spaces and property.

#### REQUIRED

##### 3.23.1 Storage, Equipment and Loading Visibility

Solid waste and recyclable materials collection shall occur on-site or within an alley. Such collection areas as well as loading docks, outdoor storage, service courts and mechanical equipment shall not be visible from public streets. Solid waste and recycling containers shall not be placed along public streets for collection. (Photo 3.23.1)

##### 3.23.2 Screening and Buffering

Loading docks, trash storage, service courts and mechanical equipment shall be screened and/or buffered by a combination of walls, screens, louvers and/or other features which are integrated with the architecture of the buildings. These shall be screened from views of building occupants on upper floors. (Photo 3.23.1, 3.23.2)

##### 3.23.3 Parapet Profiles

Parapet profiles shall, at a minimum, equal the height of rooftop equipment and all mechanical and utility equipment. (e.g. ducts, vents, fans, condensers, etc.) The inside of the parapet should be painted in colors compatible with the color of the roof.

#### RECOMMENDED

##### 3.23.4 Enclosure / Screening

All permitted uses and their resulting products which are not required to be contained entirely within a fully-enclosed structure should be screened from view from streets and neighboring properties.

##### 3.23.5 Roof Utility Screening

All mechanical, electrical and communications equipment on roof except solar equipment shall be screened 360 degrees from view from surrounding streets, highways and other buildings. (Figure 3.23.1)

#### ACCEPTABLE

##### 3.23.6 Ground Level Screening

Ground level screening may be provided by landscaping or landscaping in combination with walls, if it results in complete year-round visual screening. (Photo 3.23.3)

##### 3.23.7 Sharing

Adjoining buildings may share storage and loading areas.



Photo 3.23.1



Photo 3.23.2



Photo 3.23.3

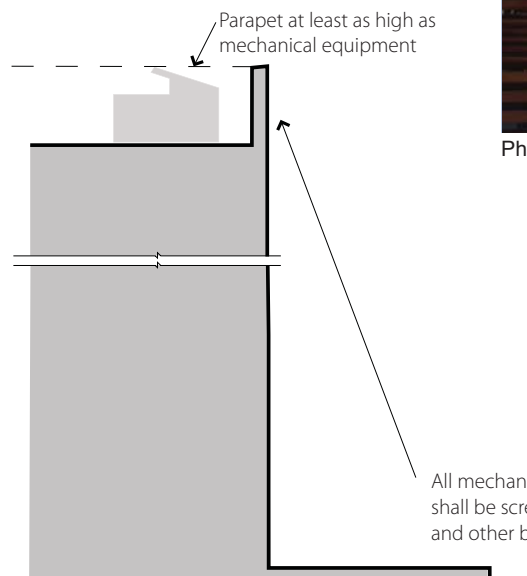


Figure 3.23.1

### 3.24 Utilities

#### INTENT

To provide convenient, efficient utility installation, replacement and maintenance while creating a high quality visual environment free of visual clutter, all elements coordinated with streetscape.

#### REQUIRED

##### 3.24.1 Utility Locations

All utility poles and wires shall be located underground.

Placement of utility boxes, transformers and other elements shall be placed located away from intersections and views from public rights-of-way.

##### 3.24.2 Utility Coordination

Utilities shall be coordinated in common ducts and chases so that later disturbance of pavement and planting for maintenance and replacement is minimized.

All visible elements of infrastructure shall be coordinated with streetscape elements such as trees, benches, light poles, pavement scoring and material joints so as to appear as part of the streetscape design. (Photo 3.24.3, 3.24.4)

All utility boxes shall be surrounded on at least three sides by visual screens, which may be masonry structures or dense landscaping. (Photo 3.24.1)

##### 3.24.3 Utility Rooms

Utility meters, electrical service equipment, backflow preventers, and fire risers shall be completely enclosed within one or more utility/meter rooms that are designed and incorporated as an integral part of the building architecture. (Photo 3.24.2)

#### RECOMMENDED

##### 3.24.4 Grease Trap Systems

Buildings should be designed to accommodate communal grease interceptors to facilitate the occupancy of restaurants on the ground floor. Such systems should be designed as part of the on-site infrastructure and will not be allowed in the public right-of-way.



Photo 3.24.1



Photo 3.24.2



Photo 3.24.3



Photo 3.24.4

## 3.25 Security

### INTENT

To assist in protecting the occupants of buildings from death and injury and to limit damage to buildings and their contents from hostile acts, while maintaining a desirable aesthetic for both buildings and sites (transparent design).

### REQUIRED

#### 3.25.1 Site Security

- Provide emergency communication required by the City of Chandler ordinance and CCTV surveillance of key areas, with communication link to metro.
- Protect vulnerable areas with security measures such as alarms, card readers and cameras. (Photo 3.25.1, 3.25.2)
- Introduce appropriate levels of lighting to create a safe, comfortable environment without over-lighting.
- Maintain lines of sight to parking lots, public areas and structures from adjacent buildings.
- Limit entrances into publicly-accessible buildings, especially after hours.
- Provide redundant utility systems to support life safety and rescue functions.

### RECOMMENDED

#### 3.25.2 Airborne Contaminants

- Locate outside air intakes above ground level to prevent public access.
- Prevent building occupant access to building roofs, except for amenity decks, and to secure mechanical equipment areas on roofs.
- Secure return air grilles to prevent public access.
- Install HVAC control options with energy management and control to regulate airflow and pressures within the buildings.
- Isolate lobbies, mail rooms, loading docks and storage areas where quantities of contaminants may enter.

- Install air quality monitors to detect chemical, biological or radioactive substances and control air distribution.
- Install high efficiency building filtration systems to reduce consequences of release of toxic airborne material.



Photo 3.25.1



Photo 3.25.2



### 3.26 Right-of-Way Encroachments

#### INTENT

To provide for necessary encroachments into the public right-of-way.

To assure that a safe and comfortable pedestrian clearance space is maintained.

To create a more active and more interesting street front by enabling outdoor dining in the right-of-way.

To assure that right-of-way encroachments are aesthetically pleasing and architecturally compatible with buildings.

#### REQUIRED

##### 3.26.1 Encroachment Permit Required

All right-of-way encroachments require encroachment permit approval and shall meet at minimum the criteria set forth by City Code, Chapter 46.

Specific requirements regarding the types of accessories permitted on such structures (e.g. speakers, misters, fans, lighting, etc.) will be established through the encroachment permit process.

##### 3.26.2 Use Permit Required

In accordance with City Code, any outdoor dining area that serves liquor is required to obtain a Use Permit.

Outdoor dining areas that do not serve liquor do not require a Use Permit but still require an encroachment permit for sidewalk furniture.

##### 3.26.3 Minimum Pedestrian Clearance

Any encroachment into the right-of-way shall maintain a minimum 8 feet wide pedestrian clearance (Figure 3.26.1).

#### ACCEPTABLE

##### 3.26.4 Shade Structures

Awnings and canopies are permitted subject to the requirements in Section 3.15.

##### 3.26.5 Sidewalk Furniture

Sidewalk furniture such as tables, umbrellas, chairs, benches, and planters, are encouraged to attract pedestrian activity, including outdoor dining. (Photo 3.26.3, 3.26.4)

##### 3.26.6 Fences

Except for special events, fences or other forms of barriers are only permitted for outdoor dining areas when they are required for the purpose of liquor sales and consumption.

Fences shall be constructed of high-quality materials and be designed to be architecturally compatible with the building to which it connects.

##### 3.26.7 Building Entries

Stairs providing access into buildings may be permitted to encroach into the right-of-way. (Photo 3.26.1, 3.26.2) Ramping systems providing access to building entries shall not be located in the right-of-way.

Such entries are considered to be more appropriate along cross streets and neighborhood streets where residential may be located on the ground floor, and should be infrequent along Arizona Avenue. Stairs should not be wider than necessary to accommodate the projected amount of pedestrian traffic and must be clearly defined so as not to become a hazard.

##### 3.26.8 Art

Public art such as sculptures and other interactive features may be located within the right-of-way. (Photo 3.26.5)

##### 3.26.9 Other

Other encroachments as allowed by Chapter 46 of the City Code may be permitted.

#### PROHIBITED

##### 3.26.10 Grease Traps

Grease traps or interceptors shall not be located in the right-of-way.

##### 3.26.11 Other

Other encroachments prohibited by Chapter 46 of the City Code.



Photo 3.26.1



Photo 3.26.2



Photo 3.26.3

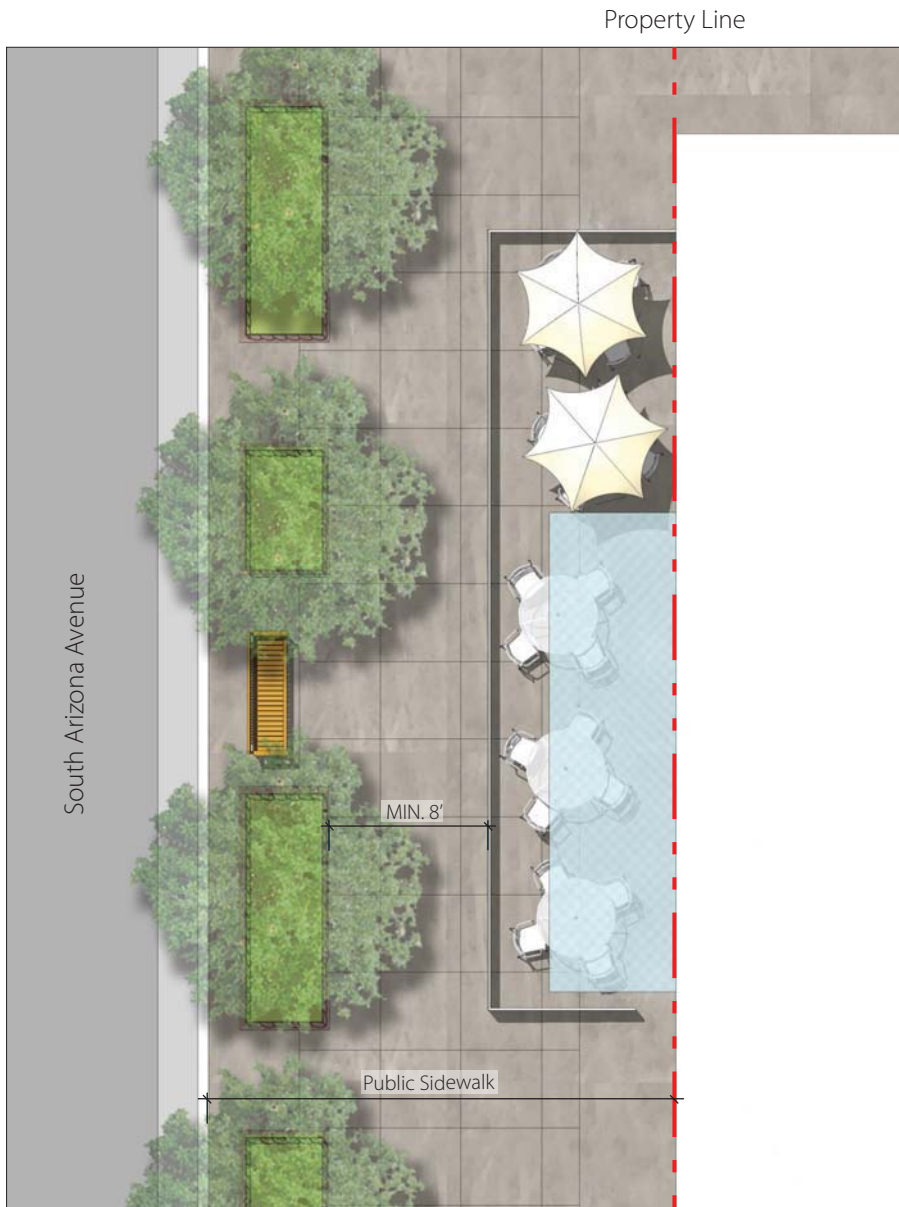


Figure 3.26.1 Right-of-Way Encroachment



Photo 3.26.4



Photo 3.26.5





## 4.0 BLOCK DESIGN GUIDELINES



## 4.1 Typical South Arizona Avenue Blocks

### INTENT

To provide a conceptual layout for Typical South Arizona Avenue Blocks that illustrates potential massing, orientation, and other design elements as directed by the design guidelines for South Arizona Avenue. Other alternative planning and design approaches may be acceptable as well, given that such alternatives meet the design guidelines contained in this document.

These blocks are mixed use developments oriented toward South Arizona Avenue and Frye Road. Retail and other active uses should form the street frontage along South Arizona Avenue at ground level with residential and/or commercial developed above and behind it. Mixed use residential or commercial developments on both sides of South Arizona Avenue should transition into adjacent neighborhoods to the east and west along Washington and Oregon Streets and parking is provided on the interior of the block. Pedestrian access is encouraged through the blocks connecting the adjacent residential neighborhood with South Arizona Avenue.

#### 4.1.1 Program Options

The program of buildings along South Arizona Avenue should reflect high pedestrian activity associated with the proposed uses, which emphasize retail, commercial, high-density mixed-usage residential, live-work residential and office. Programs should utilize shared street parking and urban parking models.

#### 4.1.2 Access & Parking

Parking is to be accessible off South Arizona Avenue as well as side streets. On-site parking shall not occur along South Arizona Avenue.

#### 4.1.3 Height, Bulk & Massing

Building height and massing should be supportive of a pedestrian and multi-modal transportation environment, and should be proportional to right-of-way

widths. The street wall should step back at least 6 feet above 30 feet in height to allow for air movement and balcony amenities along South Arizona Avenue. Canopies and shading devices should be encouraged at street level.

#### 4.1.4 Active Frontages

Active street frontages should be developed all along South Arizona Avenue, potentially wrapping around the corners. Particular attention should be paid to activity north of Frye Road on both the east and west sides of South Arizona Avenue.

#### 4.1.5 Pedestrian Circulation

Primary pedestrian circulation into buildings should be directly off South Arizona Avenue regardless of building use. Mid-block connectors to Washington and California Streets should be encouraged in all major development parcels to facilitate pedestrian connections to South Arizona Avenue.

#### 4.1.6 Build-To Lines and Setbacks

Building walls along South Arizona Avenue may be setback to create active pedestrian spaces such as pocket parks, pedestrian plazas and outdoor dining areas.

#### 4.1.7 Shading and Canopies

Shade devices and canopies shall be encouraged along South Arizona Avenue at street level. Canopies may extend over the public right-of-way, but shall not infringe upon streetside landscaping and tree canopies. Furthermore, colonnade post locations shall be coordinated with street furniture, lighting, etc.

#### 4.1.8 Concealed and Exposed Parking

All structured parking along Arizona Avenue shall be concealed or wrapped with retail, commercial, office or residential uses. There shall be no exposed parking structures or surface parking along South

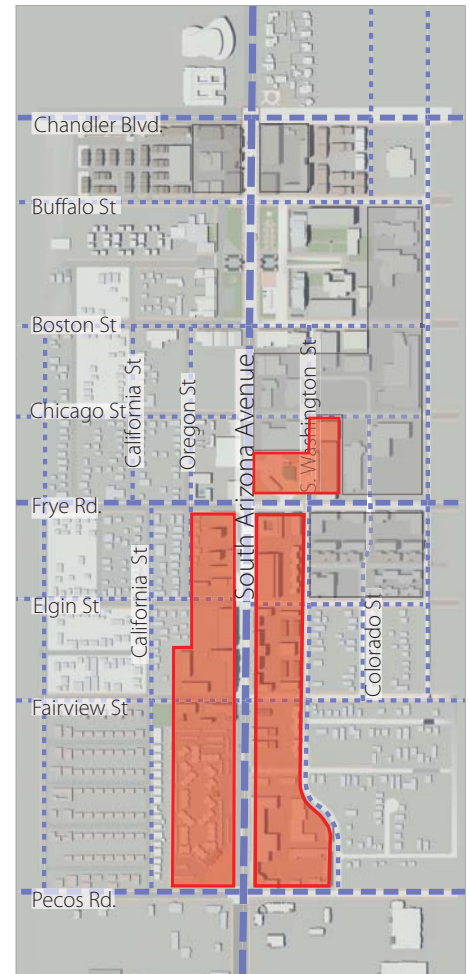






Figure 4.1.1 Location Plan

Arizona Avenue or for a minimum of one block to the east or west.





#### 4.1.9 Signage

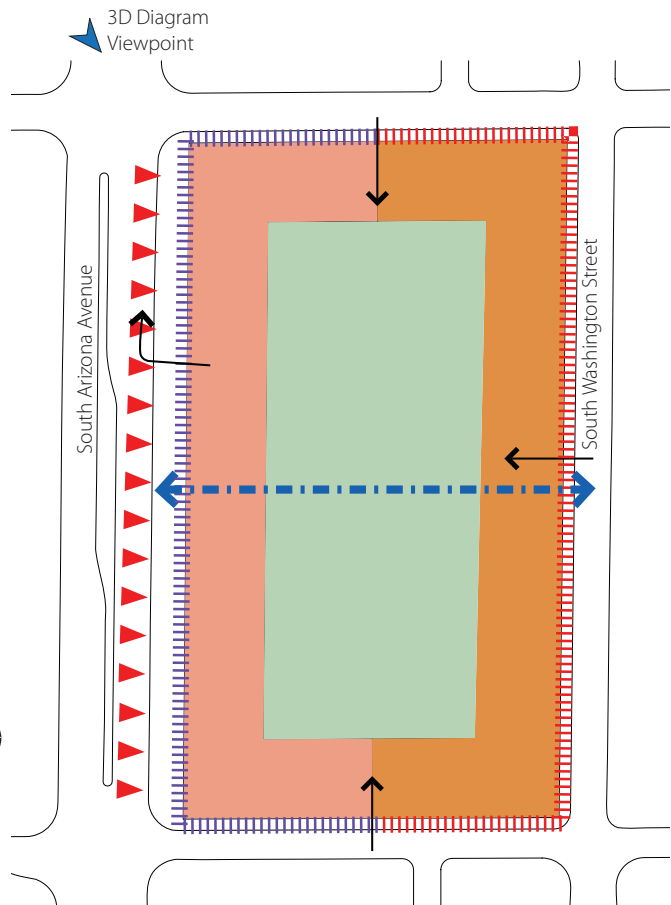
Signage shall comply with City of Chandler standards and these Design Guidelines but should be of a size, scale and location more suited to pedestrian traffic and speed, than to vehicular.

**Legend**

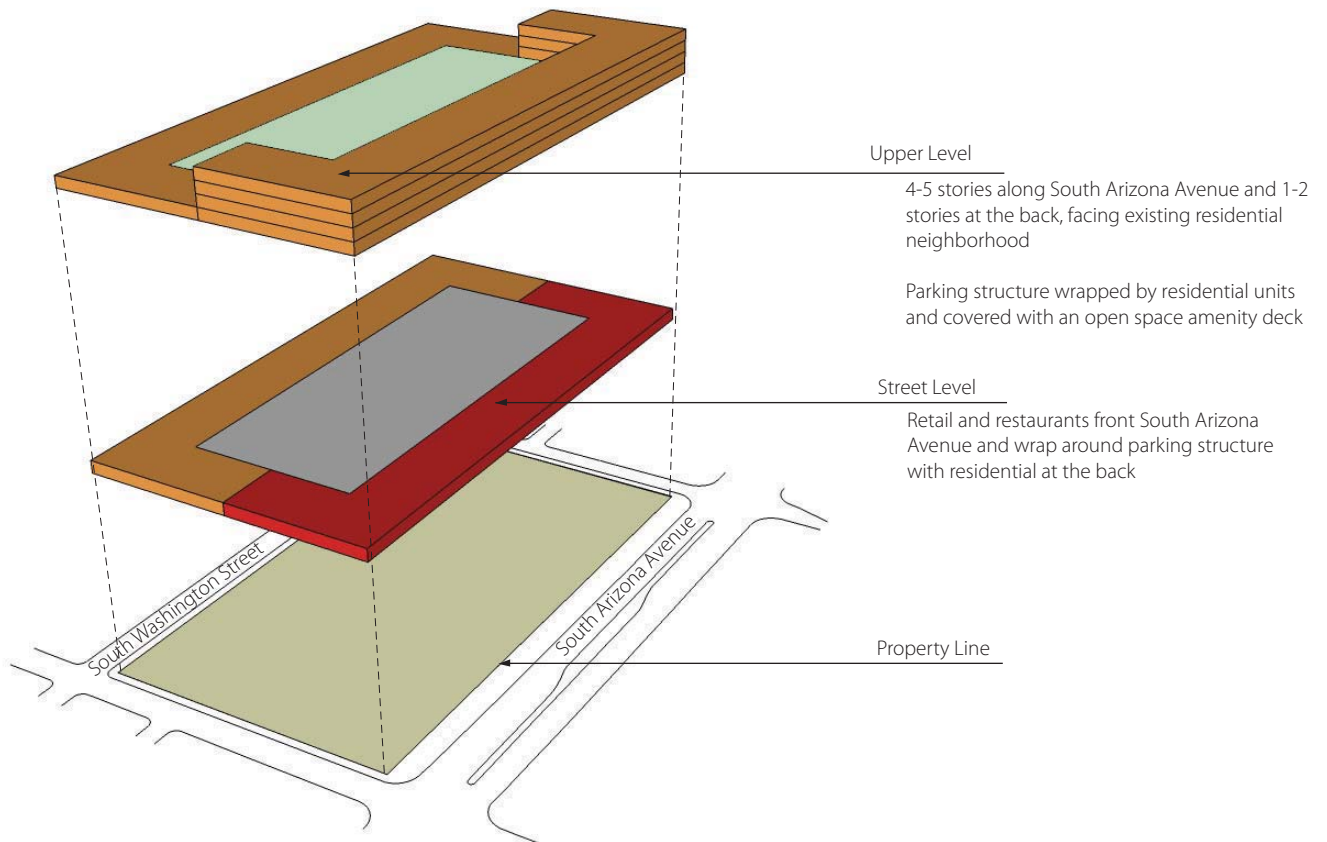
-  Maximum 12 ft. Setback on up to 25% of frontage (See section 3.7.4)
-  Parking Access to Block (See section 3.15.3 Vehicular Access Location)
-  Active Street Front Uses (See section 3.5.2)
-  Pedestrian Connection (See section 3.15.2 Pedestrian Paseo)

**Land Uses**

-  Mixed Uses (Office & Retail)
-  Med Density Residential (6-17 du/acre)
-  Structured Parking with Amenity Deck
-  Retail



Plan Diagram



3D Diagram





## 5.0 APPENDIX



## 5.1 Definitions

### **Active Uses: Active Street Frontages**

Ground floor businesses that serve and engage the public and generate pedestrian traffic through retail and restaurant activity rather than closed spaces such as offices, parking and residential uses.

### **Arcade:**

A linear, shaded building setback at street level which has storefronts along its back edge. It is shaded by the building mass above, which usually is located at the property line, supported on columns which are located at the property line.

### **Architectural Features:**

Any elements that are added to the building for aesthetic purposes. These need not be functional, and may serve a symbolic or expressive purpose.

### **Awnings and Canopies:**

Overhead extensions from the front of a building, over the sidewalk, for the purpose of shading the sidewalk from the weather. They may be fixed or movable, as defined in the guidelines.

### **Build-to Line:**

A required location for the building face. The building may only be set back behind this line to provide active pedestrian spaces along Arizona Avenue as provided for in the Build-to Line guidelines.

### **Block Face:**

The street edge of a block bounded by building facades.

### **Amenity Deck:**

The uppermost level of an elevated platform that includes amenities such as plazas, landscaping, shade structures and recreational facilities.

### **Building Setback:**

The distance behind the property line that the building face is located.

### **Solar Orientation:**

The relationship of a building's facades, massing, windows and openings to the movement of and exposure to the sun.

### **Sustainability:**

An economic state where the demands placed on the environment by people and commerce can be met without reducing the capacity of the environment to provide for future generations.

### **Face of Building:**

The outside wall or curtain wall of a building, exclusive of awnings, balconies or porches.

### **Fenestration:**

The windows and arrangements of windows of a building façade.

### **High-Albedo:**

A property of a surface that describes its ability to reflect and reject heat. High albedo surfaces have both a light color (high solar reflectance) and a high emittance (can reject heat back to the environment).

### **Mixed-Use:**

Different activities housed in the same building or adjacent to each other within the same development. Typical mixed-use developments along South Arizona Avenue are envisioned to consist of high-density residential, with office and retail or restaurant on the ground-floor facing Arizona Avenue.

### **Massing:**

An element of architectural design which places the spatial volumes of the building in relation to each other.

### **Right-of-Way (R.O.W.):**

The width of a public street or other public way, defined by the property lines of building parcels on either side. It is measured from back of sidewalk to back of sidewalk and includes gutter and vehicle travel lanes, parking lanes, and median.

### **Pedestrian Zone:**

The width of sidewalk area measured from the face of curb to the right-of-way line. Items typically found in the pedestrian zone include, but are not limited to: lighting, street trees and other landscaping, pedestrian signs, benches, trash receptacles and other public sidewalk furniture, bicycle racks, outdoor

dining, awnings or canopies projecting from the adjacent building and a clearance area for pedestrian traffic.

### **Pedestrian Paseo:**

An east-west pedestrian path located midway between the north and south ends of each block along South Arizona Avenue that is required to facilitate pedestrian circulation.



## 5.2 Acknowledgements

### **CITY COUNCIL**

Mayor Boyd W. Dunn  
 Vice Mayor Bob Caccamo  
 Council member Trinity Donovan  
 Council member Rick Heumann  
 Council member Matt Orlando  
 Council member Jack Sellers  
 Council member Jeff Weninger

### **PLANNING AND ZONING COMMISSION**

Chairman Michael Flanders  
 Vice Chairman Mike Cason  
 Commissioner Kevin Hartke  
 Commissioner Kristian Kelley  
 Commissioner Christy McClendon  
 Commissioner Leigh Rivers  
 Commissioner Stephen Veitch

### **CITY STAFF**

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 Sheina Hughes – Assistant Public Works Director / City Engineer  
 Joshua Plumb – Engineering Project Manager  
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