

CHAPTER 10 PRIVATE PROPERTY DESIGN STANDARDS

Private Property Design Standards provide the guidance for building and site design on all the blocks within the downtown corridor.

The following conceptual Design Standards are intended to provide a framework for creating a detailed design standard in the future.

Building Design

Building Orientation

Intent: To provide a clearly-organized system of entrances, driveways and parking area integrated with pedestrian circulation. To provide clear, simple way-finding for everyone who approaches a building or complex. To animate the street with people entering and exiting from buildings.

Guidelines

1. Primary building entrances should be oriented directly toward the street and sidewalk, enhancing the pedestrian environment and encouraging pedestrian interaction.
2. Buildings with active street-front uses should reinforce the convenience of the pedestrian environment and encourage active pedestrian use by incorporating individual entrances for these uses, oriented to the street.
3. Parking entrances should be secondary to pedestrian entrances and pedestrian traffic.
4. Building design should facilitate



Building Setbacks

Intent: To shape the street spaces by placement of building frontages at or behind property lines. To provide space for active public uses. To strengthen the pedestrian environment and the urban experience.

Guidelines

1. Building setbacks should reinforce pedestrian activity and circulation along the street.
2. Building setbacks should reinforce the existing urban structure and pedestrian network.
3. Setbacks areas created behind the build-to line should be used for outdoor dining, building entries, small patios or other active outdoor uses.



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.

Guidelines

1. Building corner at street intersections should be enhanced through special corner treatment such as towers, special roof shapes and taller building sections.
2. Mitigate large scale building masses by providing a variety of rooflines and building façade articulation.
3. Human scaled architectural features are particularly important in areas where pedestrian activity is encouraged. A higher level of visual interest should occur near entries, pedestrian areas and streets.
4. Balconies and terraces should be integrated into vertical and horizontal shifts in building massing where possible.



5. When new development is larger in height and mass than the existing context, building mass should be varied through changes in wall plane and building height to moderate scale between developments.
6. Long, uninterrupted wall surfaces should be broken down into shorter segments of wall with offsets creating shadow lines and a more articulated building elevation.



Building Heights

Intent: To create an exciting, urban scale, comfortable, pedestrian-oriented Downtown center by scaling buildings accordingly.

Guidelines

1. Building heights should emphasize South Arizona Avenue as the most prominent street in the corridor with the tallest building occurring on Site 7.
2. Building heights should also accentuate the corner of the block, with towers or other features.
3. New development should blend in alongside established neighborhoods. Adjacent to established neighborhoods, building height should not exceed two to three stories.



360 Degree Architecture

Intent: To create an urban environment that is pleasing visually from all points of view.

Guidelines

1. All sides of buildings should have design characteristics that make them worthy to be the primary façade.
2. All sides of all buildings should be treated with the same architectural style, materials, and degree and type of detailing as the front or main entrance.
3. For in-line commercial buildings, front and rear design quality may differ, but rear of buildings should still be attractive façades, appropriate for shoppers approaching the rear entries.



Storefronts

Intent: To create individualized, attention-getting, well designed showcases for shops and restaurants as a draw and amenity to Downtown Chandler.

Guidelines

1. Storefronts and entrances should support and enhance the pedestrian-oriented environments while giving identity to buildings and uses therein.
2. Storefront entries shall be at the adjacent sidewalk pavement level to facilitate shopper and visitor access.
3. Storefronts should be comfortably scaled and well-detailed to help break down the large facades of the building into small units.
4. Building entries should be recessed into storefronts where the storefronts face the street.
5. 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.



Active Street Frontages

Intent: Street frontages should be of a high standard in terms of layout, design and visual appearance, contributing to the development of a high quality pedestrian environment within a mixed-use village center. Development should relate positively to the street, creating an attractive public / private interface.

Guidelines

1. South Arizona Avenue should be lined with a vibrant mix of retail and commercial uses as an accent to the predominantly high density residential development.
2. Buildings should be designed to create an "urban room" instead of just a street; generally a minimum of two stories in height along South Arizona Avenue.
3. The placement and design of buildings should ensure that there is a high degree of integration between buildings and the street. This can occur through buildings being built close to the street edge and through the use of substantial areas of doors, windows and display areas.
4. Storefronts should be continuous



5. Ground floors should have a predominance of windows, doors, and openings while upper floors should use windows, balconies and other

articulation to create active street frontages.

Awnings, Canopies, Arcades and Shading

Intent: To enhance the pedestrian environment aesthetically and create shade and pedestrian comfort on the sidewalks. To enhance the pedestrian experience and attractiveness of the area.

Guidelines

1. Buildings along Boston Street should match the existing arcade along the street.
2. Trellis structures might be enhanced with vines and other plant materials.
3. Awnings or canopies should be an integral part of the architectural design of the buildings to which they are attached and should be compatible with the buildings' overall architectural design in terms of material, detail, massing and form.
4. Awnings or canopies should be positioned so that signage is not obstructed and so that substantial shade is cast onto the sidewalk at critical times of the day.



5. Diversity in design of the awnings or canopies from one building to the next is encouraged to reinforce the concept of diversity, but shall be within limits of compatibility with the architecture and streetscape concept of the street.
6. Lettering or logos are permitted on

sides and edges of awnings, but not on the large sloped surface.

7. The vertical dimension of the awnings should not exceed the horizontal dimension.
8. Awnings shall not be lit from within or used as signs.

Building Materials

Intent: To enrich Downtown Chandler and the South Arizona Avenue in its visual and tactile qualities with materials finishes, detailing and techniques that are timeless, durable, satisfying and sustainable. To ensure the consistent use of high quality materials appropriate to Downtown Chandler:

Guidelines

1. Regionally appropriate materials should be used.
2. Consistent, carefully detailed combinations of material that contribute to the architectural scaling of the building should be used.
3. A consistent and high level of quality that is durable and appropriate to pedestrian contact at the street level should be established.

4. The materials should convey a high level of visual amenity that is commensurate with the urban character of Downtown Chandler:
5. Materials should take into consideration the sunny regional climate of Chandler:



Fenestration

Intent: To give buildings human scale and relationship to the public environment and to provide some ability to see the activity in the buildings by day and night. To reinforce the differences between residential and commercial structures and uses.

Guidelines

1. Transparent glass storefronts should be used in street level facades in order to insure the visibility of active uses, and to provide a lighter, more detailed and human-scale architectural expression along the sidewalk.
2. Transparency and reflectivity of glass should insure visibility from the sidewalk and minimize the glare produced by highly reflective glass.
3. Size and proportion of windows should use devices such as columns, piers, and mullions to reinforce architectural scaling elements.



Building Lighting

Intent: To provide illumination that complements the urban character of the South Arizona Avenue corridor; providing aesthetic appeal and safety, thereby promoting comfortable, safe pedestrian activity at night.

Guidelines

1. The impact of lighting on the night sky should be minimized by a variety of techniques, including cutoff fixtures, downward facing fixtures and minimizing light energy, especially directed upward.
2. The light fixtures on each building should be compatible in design, performance and appeal with those being used in the public right-of-way.
3. Building lighting should enhance the safety and security of the pedestrian.
4. Building facades should not be lit; instead, lighting should emphasize building entries or special features.



Building Signage

Intent: Provide clear identification of businesses and buildings. To add visual interest and delight to the South Arizona Avenue corridor and Downtown Chandler.

Guidelines

1. All signs should be consistent with the Chandler zoning code or with Design Standards developed subsequently to these.
2. Signage with lighting should be located to minimize glare onto adjoining property and unobtrusive in size and appearance. Internal illumination should be avoided. Protruding overhead lights or lamps should be avoided. Lighting devices should be hidden or softened by or integrated into architectural features or landscaping. Natural full-spectrum (soft halogen or incandescent) lighting is preferred over fluorescent light.
3. Signage should be constructed of high quality, durable materials appropriate to an urban setting.
4. Signs should make a positive contribution to the general appearance



of the street and/or the area in which they are located.

5. A sign should be proportional in size to the area where the sign is to be located.
6. For single-tenant buildings, multiple signs on the same façade should be avoided. For multi-tenant buildings, all signage on the same façade should be consistent in color, size and elevation.
7. Overly-cluttered signs or signs with too much information are discouraged.



Storage, Equipment and Loading

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

Guidelines

1. Loading docks, trash storage, service courts and rooftop and ground level mechanical equipment should not be visible from public rights-of-way.
2. Loading docks, trash storage, service courts and mechanical equipment should be screened or buffered by a combination of opaque fences, walls, louvers and/or other features which are integrated with the architecture of the buildings. Landscaping or landscaping in combination with walls, if it results in effective visual screening may provide screens at grade.
3. Walls and screens should be a minimum height of 6'-0".
4. Doors must be lockable and built from steel and/or wood components to minimize maintenance/repair problems.
5. Parapet profiles and rooftop enclosures should, at a minimum, equal the height of adjacent 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.
6. The locations and placement of utility structures or devices should be coordinated with public/private utility companies to maximize screening of such devices from public view. All utility distribution systems should be underground.
7. Opaque walls or fences or dense landscaping should screen all utilities and services to buildings.



Site Design

Landscape

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 cafes, window-shopping and other displays of goods.

Guidelines

1. Each development should recognize the unique climate and character of the site and employ landscape design, materials and methods that are appropriate to that environment.
2. Landscaping, including living plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.
3. Areas not covered by buildings, streets, paved areas or other improved areas should be planted with living plant material and mulches.
4. Street planting should accompany all public streets.
5. Landscaping should be used to attractively buffer parking lots, garages, exposed utilities and service areas.
6. Landscaping should visually frame buildings and enhance the site of arrival at appropriate site locations.
7. Water conserving practices including plant material selection and irrigation practices should be employed.
8. Existing mature trees should be preserved to the greatest extent possible.
9. Landscaping should provide a comfortable microclimate by using cool-temperature paving materials and a shade-providing tree canopy.



Site Buffers and Screening

Intent: To shield parking and other negatively visual uses from the public rights-of-way and from pedestrian walkways.

Guidelines

1. Utilize landscape buffers to provide transitions between different uses, provide compatibility between adjacent lots and to mitigate the impacts of large building faces and expansive paved areas.
2. Provide landscape screens to mitigate and/or soften the edges of parking lots and utility enclosures.
3. Provide landscape buffers adjacent to pedestrian ways, including walks, plazas, courtyard, or streetscapes.
4. Utilize landscape buffers to reinforce the orderly character of open space created to organize building groups.



Landscape Materials

Intent: To create a distinct, comfortable, high quality and visually coherent public/private environment that is consistent with the public framework of streets and sidewalks.

Guidelines

1. The landscape design should take advantage of special on-site conditions such as view corridors and visibility from block to block.
2. Provide high quality durable materials, including concrete, stone or concrete unit pavers that will withstand time and tolerate heavy pedestrian traffic.
3. When possible, use permeable paving systems to encourage groundwater recharge, improved water quality and reduced storm runoff.
4. The use of concrete scoring patterns should be designed to reduce the overall scale and enhance the appearance of large paved areas.
5. Landscape installations should utilize plant material that is compatible with the local climate and conditions; xeriscaping and drought-tolerant plants should be used.



6. Plant material should be installed with respect to adjacent properties and should not interfere with pedestrian and vehicular movement and sight lines.
7. Utilize a variety of plant materials to achieve a layered visual effect for pedestrian level experience.

Site Lighting

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

Guidelines

1. Utilize appropriate lighting elements that complement appropriate adjacent public framework light elements and reinforce individual block character.
2. The impact of lighting on the night sky should be minimized by a variety of techniques, including cutoff fixtures, downward facing fixtures and minimizing light energy, especially directed upward.
3. Site lighting should enhance the safety and security of the pedestrian.
4. Site lighting should reinforce architectural elements such as entries, shop windows, architectural elements, etc.
5. Ensure parking lot lighting does not glare onto the street and/or adjacent properties. Light sources from one property shall not be seen directly for the adjacent property or from the public rights-of-way.
6. Sidewalk light fixtures should be scaled to pedestrian-scaled fixture heights of twelve to fourteen feet tall.
7. Light fixture, levels and colors should be coordinated throughout the South Arizona Avenue corridor.



Site Signage

Intent: Provide clear identification of businesses and buildings. To add visual interest and delight to South Arizona Avenue.

Guidelines

1. Signage with lighting should be located to minimize glare onto adjoining property and unobtrusive in size and appearance.
2. Signage should be constructed of high quality, durable materials appropriate to an urban setting.
3. Signs should make a positive contribution to the general appearance of the street and/or the area in which they are located.
4. Single pole signs are discouraged; monument or structured ground signs are preferred. Freestanding signs should emphasize horizontal rather than vertical massing
5. Consistent landscaping should be planted around the base of freestanding signs.
6. Freestanding signage designed with a base elevation above the site's average finished grade should emphasize horizontal rather than vertical massing.



- Maximum size: 36 sq. ft.

Advertising the sale or rental of land, dwelling units or office space

- One temporary sign is permitted per property
- Must be unlighted
- Maximum size: 50 sq. ft. per face of sign (2 permitted)
- Maximum height: 10'

Projects under construction now or in future

- Permitted for one year prior to initiation of construction
- Maximum size: 100 sq. ft.
- Maximum height: 10'

Flags and banners

- Banners may be mounted only to the Base Course of a building.
- They may not interfere with safety or visibility for drivers or pedestrians.
- One temporary banner may be installed on any two walls for the sole intent of announcing the grand opening of the business. Such banners shall be removed no later than one month after the opening of the business.

Prohibited Sign Types

- Animated or flashing signs
- Electronic signs
- Wind-actuated signs or other similar attention getting devices
- Portable or moveable signs
- Signs painted on or affixed to benches, fences, utility poles, trees, or other similar structures
- Roof signs
- Signs in the right-of-way



- Inflatable signs (including blimps, balloons, and figures)
- Signs on parked vehicles

Maintenance

- Signs shall be maintained in good and safe repair, structurally and electrically, in "like new" appearance.
- Signs identifying businesses no longer at a location shall be removed within 15 days from the last day of business.

Materials and Construction

- Junction boxes, conduits, raceways, transformers, electrode boxes, disconnect switches, access hatches or wiring shall be hidden from view.
- Flat sign surfaces should not exhibit bulges, oil canning or other distortions.
- Can signs are not permitted.
- No light from an illuminated sign may cause glare or reflection on drives, public streets, access drives or sidewalk that will be a safety hazard.

Temporary Signs

Special Events

- Signs for special community events, grand openings or other special events can be displayed no earlier than 2 weeks before the event, and must be removed no more than 2 days after the event. Exceptions may be granted by the Design Review Committee.

Directional Signs

- Directing the public to model offices or residential, sales and leasing offices and community facilities:
- Permitted for up to one year
- Maximum size 100 sq. ft. per sign
- Maximum height: 10'

Sales or leasing office or model unit accessory signs

- One temporary sign is permitted per property
- May be lighted
- Only new residences and new office properties, while the office is being used for this purpose; may indicate name of project available for sale or lease.

Utilities

Intent: To minimize the negative visual effects associated with utilities and their related components.

Guidelines

1. All utility poles and wires should be located underground.
2. Visible features such as transformer boxes should be located where they can be screened from public view.
3. Utility boxes, transformers and other elements should be located away from intersections and views from public rights-of-way.
4. All utility boxes should be surrounded on at least three sides by visual screens, which may be wood or masonry structures or dense landscaping.



Parking

Surface Parking Lots

Intent: To design surface parking lots in a manner and configuration that allows buildings to be closer and more integrated with one another. To soften and mitigate the visual and environmental impacts of large paved areas.

Guidelines

1. Surface parking lots should be located so they do not increase the space between buildings or impede the pedestrian scale of the Town Center.
2. Surface parking lots should be separated from buildings and public sidewalks with a landscape buffer.
3. Lighting associated with surface parking lots should not impact adjacent properties.
4. The surface of large parking lots should be frequently broken up with trees and other landscaping.
5. Landscaping should be used to distinguish access points and define pedestrian access to surface parking lots.
6. Ecological methods of reducing and treating storm water runoff from parking lots should be explored.



Structured Parking

Intent: To enhance the image of the South Arizona Avenue corridor through high quality design of parking facilities. To make parking a positive experience for all Town Center visitors, employees and residents. To minimize the visual and noise impacts of parking structures on the streetscape and other uses of the South Arizona Avenue corridor. To minimize the footprint of parking in the South Arizona Avenue corridor.

Guidelines

1. Parking structure should continue the active street front uses by wrapping parking structures with retail, office and residential uses.
2. The design of parking structures should avoid large blank walls or parking next to the street level sidewalk.
3. Parking structures should utilize architecturally compatible materials and details with surrounding buildings.
4. The design of parking structures should minimize the impact of vehicle noise, headlights, lighting and mechanical systems associated with parking facilities.

