

CITY COUNCIL

CITY COUNCIL CHAMBERS ♦ 11465 WEST CIVIC CENTER DRIVE ♦ AVONDALE, AZ 85323

AGENDA

SPECIAL JOINT MEETING
March 27, 2006
4:00 P.M.

SPECIAL JOINT MEETING WITH THE PLANNING COMMISSION

**THIS MEETING WILL BE HELD AT THE
PUBLIC SAFETY BUILDING
1825 N 107TH AVENUE**

CALL TO ORDER BY MAYOR ROGERS

1) **DESIGN GUIDELINES**

Staff will present information related to the purpose of design review and the City's design review process. For Council discussion and direction.

2) **ADJOURNMENT**

Respectfully submitted,
Linda M. Farris, CMC
City Clerk

Any individual with a qualified disability may request a reasonable accommodation by contacting the City Clerk at 623-478-3030 at least 48 hours prior to the council meeting.

SUBJECT: Discussion on the City's Design Review Process

MEETING DATE: March 27, 2006

CITY COUNCIL REPORT

TO: Mayor and City Council

Planning Commission

FROM: Dean Svoboda, Planning and Building Services Director (623) 478-3330

THRU: Charlie McClendon, City Manager

PURPOSE AND ACTION REQUESTED:

The City Council and the Planning Commission will hold a joint meeting to discuss the City's design review process. Staff will present an overview of the purpose of design review, the current review process, the City's adopted design guidelines, and various alternatives. No formal action is requested, but the City Council may provide direction.

BACKGROUND:

Section 106 of the Zoning Ordinance requires site plan approval for multi-family, commercial, and industrial land uses prior to the review of construction plans and the issuance of building permits. This applies to new development as well as building additions, site expansions, and redevelopment. The site plan addresses the location and design of buildings, parking areas, landscaping, and other exterior site improvements. Vehicle and pedestrian access and onsite circulation are also evaluated. (Exhibit A)

Section 106 of the Zoning Ordinance allows site plans to be approved administratively with the right of appeal to the City Council via the Planning Commission. This applies in all zoning districts except the PAD (Planned Area Development) district. Section 603 of the Zoning Ordinance requires the Planning Commission and City Council to review and approve all final development plans (site plans) within the PAD district. (Exhibit B)

DISCUSSION:

Some City Council members have questioned the need for Council involvement in the details of site plan review. Others have expressed concern about the lack of variety in the character of new development. The purpose of this discussion is to explore these and other related issues and alternatives.

Design Review Process

Most of the cities in the Phoenix metropolitan area include some form of design review in their development review process. The basic steps for design review are similar in each city up to the point of approval. These steps include: 1) one or more pre-application meetings with staff; 2) initial site plan submittal; 3) staff review and comment; 4) revised site plan submittal; 5) staff review and conditions; and 6) final approval.

The final authority for site plan approval differs from city to city. Site plans may be approved by the City Council with or without a recommendation from the Planning Commission. In some cities, the Council delegates its authority to a separate Design Review Board whose decision can be appealed to the City Council. In other cities, the Council delegates the authority for approval to staff with the right of appeal to the City Council.

The design review process takes some time and requires ongoing communication, cooperation, collaboration, and negotiation to be effective. With a little creativity and flexibility it is usually possible to achieve both public and private objectives. The key is to identify the opportunities and constraints associated with a given site early in the design process before the developer makes costly and sometimes irreversible decisions.

Design Guidelines

Design review is an extension of the City's zoning authority and should not be conducted in an arbitrary manner. Unlimited discretion can result in decisions based on personal preference or other subjective considerations. Clear criteria are needed to guide the parties involved and ensure a fair, consistent, and effective review process.

The Zoning Ordinance includes a number of basic development standards related to building height, building setbacks, open space, buffers and screening, onsite parking, and signs. Various construction codes and engineering standards also affect site design. These basic regulations are important, but will not ensure that the City's design objectives are met.

The Zoning Ordinance also provides some general design guidelines that apply citywide. Other guidelines applying to specific areas of the city are incorporated into the North Avondale, Tres Rios, and Freeway Corridor specific area plans. A separate set of design guidelines have been adopted for the Old Town Avondale Business District. Guidelines have also been incorporated into the PAD zoning and master site plan approvals for individual properties.

Questions to Consider

1. Is the City's design review process producing the desired end result?
2. Are the City's design objectives clearly stated and appropriate?
3. What is California Mission, Santa Fe, and Southwestern architecture?
4. Is corporate architecture consistent with the vision for the community?
5. Do the City's current design guidelines provide sufficient direction for decision-making?

6. What level of decision-making should be required for design review approval?

RECOMMENDATION:

This item is being presented for discussion and direction.

ATTACHMENTS:

Exhibit A: Section 106: Site Plan Review

Exhibit B: Section 603: PAD Procedures

Exhibit C: Section 203: Development Standards for Multi-Family Residential

Exhibit D: Section 500: Development Standards for Commercial and Industrial

Exhibit E: Section 609: PAD Design Review Criteria for Commercial

Exhibit F: Freeway Corridor Specific Area Plan

Exhibit G: Old Town Avondale Business District Design Guidelines

CITY OF AVONDALE
ZONING ORDINANCE EXCERPT

SECTION 1 ADMINISTRATION AND PROCEDURES

105 Development review procedures.

- A. Building permit required. No building or other structure, unless excepted by the Uniform Building Code, shall be erected, moved, added to, or structurally altered without a building permit issued by the city. No building permit shall be issued except in conformity with the provisions of this ordinance, which may require approval of an appeal or variance, a text or map amendment, conditional use permit, or site plan.
- B. Pre-application conference. Prior to submittal of an application for any of the development review procedures outlined herein, a preapplication conference with the Building and/or Planning Department is required to become familiar with the requirements of this ordinance and city procedures.

106 Site plan review.

- A. Applicability. Prior to or concurrent with the application for a building permit for any building or use in any multifamily, commercial, or industrial district or a planned area development, a site plan shall be submitted for review and approval by the Planning Department. This requirement shall apply to:
 - 1. All new buildings and uses of land constructed or developed after the effective date of this ordinance.
 - 2. Existing properties when a change in the distinguishing characteristics or primary features of the use of a building or land occurs after the effective date of this ordinance. Such changes may include an increase in the size of the building or use or remodeling of an existing building. Criteria used to establish applicability may include, but is not limited to, an increase in parking requirements, a change in occupancy designation, a change in outside storage, or other similar factors.
- B. Application. The site plan shall show the proposed location of buildings, parking areas, loading and refuse areas, landscaping, drives, dimensions of improvements, drainage, typical elevations of buildings, and all other improvements. The site plan shall be submitted in accordance with procedures and requirements established by the Planning Department. The department may request additional information concerning the property or waive items not necessary for the project.
- C. Procedures.
 - 1. The Planning Department shall refer the site plan to the site plan committee to determine compliance with this ordinance. The committee shall be comprised of the building

official, city planner, public works director, fire chief and any other personnel designated by the city manager. The city planner shall serve as secretary to the committee.

2. The site plan review committee shall have the authority to request modifications to the site plan and may approve conditions consistent with this ordinance deemed necessary to protect the public health, safety, and welfare. A building permit shall only be issued for the project after approval of the site plan by the committee.
 3. All buildings, parking areas, landscaping and other improvements shall be constructed and installed in accordance with the approved site plan prior to issuance of a certificate of occupancy for the building or use.
 4. An approved site plan shall be valid for a period of one (1) year.
- D. Appeals. An appeal of the site plan review committee's decision may be made within fifteen (15) days of the said decision. The appeal shall be submitted to the Planning Commission and City Council at regularly scheduled meetings. The commission shall review the site plan and make recommendation to council to approve, approve with modifications, or deny the appeal. A majority vote of council shall be necessary to make a finding on the appeal.
- E. Notification of site plan review. The applicant shall furnish the names and addresses and addressed, stamped envelopes for all property owners within five hundred (500) feet of the property. The development services director or authorized designee shall be responsible for mailing a notice of site plan review within five (5) days of the receipt of the application including the addressed, stamped envelopes, by the planning division to each owner of property situated wholly or partly within five hundred (500)feet of the property to which the site plan relates.

107 Reserved.

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ZONING ORDINANCE EXCERPT

SECTION 6 PLANNED AREA DEVELOPMENT DISTRICT

603 PAD Procedures.

- A. Introduction. The review and approval of a PAD District shall consist of a two-step process composed of (1) a General Development Plan and Program and (2) a final development plan(s). The General Development Plan and Program is intended to provide the city with enough information about the character of the PAD to permit an amendment to the zoning map. Once the General Development Plan and Program is approved, final development plans may then be processed for all or part of the PAD. The final development plan requires more detailed information consistent with the requirements of the city's subdivision ordinance or the site plan review section (section 106) of this ordinance, depending on the type of uses or size of the development unit.

- D. Processing of final development plans. Upon approval of the General Development Plan and Program, final development plans for all or part of the PAD District may be filed. Final development plans shall be submitted in accordance with section 106, site plan review in the case of multi-family, commercial, or industrial development units, or in accordance with the city subdivision ordinance in the case of large-scale development units or single-family uses. The Planning Commission and City Council shall review and approve all final development plans within PAD Districts. All final development plans shall be in conformity with the approved General Development Plan and Program.

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ZONING ORDINANCE EXCERPT

SECTION 2 RESIDENTIAL DISTRICTS

F. Development standards for Multi-Family Residential District.

1. Applicability.
 - a. In the event a lot within the R-2, R-3, or R-4 Districts is developed into single-family attached or detached units, the development standards of subsections 202.G. and H. shall apply.
 - b. Except as noted in subsection F.1.a. above, the development standards cited herein shall apply in all Multi-Family Districts.
2. Purpose. The intent of these standards is to promote sound design principles and high quality residential environments for residents of multi-family projects. The standards promote privacy for residents and strengthen property values while reducing the impact of high-density development on adjacent land uses.
3. Open space.
 - a. "Common open space" is defined as that portion of a parcel not covered by buildings (including patios, parking areas, or driveways). Such areas shall be devoted to the purpose of outdoor living space for the residents and may include lawn areas, walkways, sitting areas, courtyards, and outdoor recreation facilities. Buildings, structures, or other impervious surfaces devoted to meaningful recreation or open space uses shall be considered as open space.
 - b. "Floor area" includes all areas for residential use measured from the outside faces of exterior walls including balconies, entryways, stairwells, offices, lobbies, patios, and any other space used for habitation.
 - c. "Private outdoor space" is that portion of the unit or lot devoted to outdoor recreational use of the individual resident(s) of the unit or lot.
 - d. The amount of common open space provided in a project shall equal or exceed the multiple of one and one-half (1.5) times the first floor area of all buildings up to a maximum of forty-five (45) percent of the net lot area.
 - e. A minimum of thirty (30) percent of the required common open space shall be provided along the public street frontage in the form of landscaping setback. Such areas shall not be required to exceed fifty (50) feet in width nor shall be less than twenty-five (25) feet in width.
 - f. No more than fifty (50) percent of the required front yard landscaped area or any other street frontage area may be used for storm water retention purposes. Side slopes of basins should not exceed a 6:1 slope. The maximum side slope shall be a 4:1 ration.

- g. Required yards and landscaped setback areas fronting on a public street shall be entirely landscaped except for necessary driveways and walkways. Parking is not permitted within the required setback area.
 - h. Common open space shall be the central focus of the project. Open space should link recreation facilities with the dwellings and be uninterrupted by vehicular circulation or parking areas.
 - i. Private outdoor space shall be provided in the form of patios or balconies with a minimum size of sixty (60) square feet per unit and minimum dimension of six (6) feet.
4. Building separation.
- a. Where a lot is occupied by a group of two or more related buildings, the minimum dimension of a yard upon which the principle entrance or exit of a multi-family building shall face, shall be according to the following schedule:

Building Height	Minimum Yard Dimension
1 story	20 feet
2 story	30 feet

- b. The minimum separation between buildings on a multi-family site shall be fifteen (15) feet.
5. Relationship of project to surrounding land uses.

The relationship between a multi-family project and adjacent uses, building scale, density and building heights. Particular sensitivity shall be displayed to the relationship between a multi-family project and adjacent residential uses of lesser density to minimize the impact on those less-dense areas.

- a. Multi-family buildings shall be limited to a height of one story within fifty (50) feet of a single-family residential area or zoning district. Multi-family buildings two stories in height or greater shall not be placed within seventy-five (75) feet of a single-family residential area or zoning district.
- b. Individual design situations may dictate additional conditions or considerations to minimize the impact of a multi-family development on adjacent residential uses through the imposition of one or more of the following design considerations:
 - (1) Use of one-story buildings;
 - (2) Additional landscaping to serve as buffer area;
 - (3) Wider setbacks from property line;
 - (4) Modifying the orientation of buildings;

- (5) Modifying the orientation of windows and balconies;
- (6) Providing screen walls.
- c. Common recreation facilities in a project shall be located to minimize the intrusion of noise into adjacent residential area.
- d. Pedestrian and visual linkages shall be made between a project and off-site amenities.
- e. The project shall be designed to minimize negative traffic impacts on the surrounding uses.
- 6. Landscaping
 - a. A minimum ten (10) foot wide landscaped area shall be required along all interior property lines separating individual development sites. Trees with a minimum size of fifteen (15) gallons shall be planted every fifteen (15) feet on center within the area. A six (6) foot high masonry wall shall be required along the property line. Any walls facing public streets shall be finished with stucco or other materials to match the main buildings on the site.
 - b. Along public street frontages, minimum fifteen (15) gallon sized trees shall be planted at a ratio of one tree per twenty (20) feet of frontage. A minimum of twenty-five (25) percent of the required trees shall be twenty-four (24) inch box size.
 - c. Within common open space areas, minimum fifteen (15) gallon sized trees shall be planted at a ratio of one tree per dwelling unit.
 - d. Open space areas along public street frontages shall receive special landscaping treatment to provide a lush setting for both the residents of the project and the general public. The following standards shall apply to landscaping of public street frontages:
 - (1) Special entry features shall be provided at major entrances into a project to provide a sense of identification and uniqueness.
 - (2) Walls, planters, and earth berms shall be provided in the front yard to add variety to the landscape and to increase privacy for the residents.
 - (3) No more than fifty (50) percent of the required front yard landscaped area may be used for storm water retention purposes.
 - e. Foundation plantings should be utilized to complement building elevations, provide shade, and increase privacy. A minimum of fifty (50) percent of the building frontage facing public streets shall have foundation plantings.
 - f. Landscaped islands within parking areas shall be installed at least every twelve (12) consecutive parking spaces. Such space shall be a minimum of five (5) feet wide and contain at least one fifteen (15) gallon sized tree.
- 7. Parking.

- a. All parking lots shall be screened from public streets by masonry walls or earth berms or combination thereof to a height of at least three (3) feet above the grade of the parking lot or adjacent street, whichever is higher in elevation. Such walls shall be designed and colored to match the main buildings on the site.
- b. One covered parking space per unit shall be provided.
8. Building design. Building design is often a matter of individual opinion and difficult to prescribe. The following elements of design shall be considered and encouraged in the architecture of multi-family buildings.
 - a. The residential scale and character of a project shall be emphasized. The mass of the building can be reduced by varying setbacks and building heights or by angular orientation of buildings.
 - b. The use of balconies, overhangs, covered patios, and trellises can provide relief and contrast to the building and assist in breaking up large wall surfaces
 - c. Buildings shall be designed in concert with each other by carrying certain details and design elements throughout the project, but at the same time avoiding monotony.
 - d. Roof lines shall be varied providing different heights or varying roof orientations. Parapet walls should be interrupted by pitched roofs to provide variety to the roof and building line.
 - e. Pitched roofs shall be composed of mission tile, concrete tile, wood shake, or similar grade material.
 - f. The architectural detailing and treatment of windows and doorways shall be strongly considered through the use of clerestory windows, arched shapes, bay windows, recessed windows, raised borders, awnings, shutters, and trellis.
 - g. The individuality and privacy of units shall be emphasized throughout the use of private or semi-private entryways. Cat walks or long corridors lined with entrances to units shall be discouraged.
 - h. Entryways and stairwells shall be an integral part of the building design. Consideration should be given to partially screening stairwells or using unique architectural treatments so that they blend in with the overall building elevation.
 - i. Patio walls and fences shall be an integral part of building design and shall match the main building materials.
 - j. Mechanical equipment shall be screened from public view and be so located to be perceived as an integral part of the buildings.
 - k. Exterior perimeter walls of a project facing public streets shall be constructed of a slump block, brick, or masonry with a stucco finish to match the main building materials.

CITY OF AVONDALE
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**SECTION 5 DEVELOPMENT STANDARDS FOR
COMMERCIAL AND INDUSTRIAL DISTRICTS**

501 Purpose.

The development standards section is intended to provide minimum standards for the organization and layout of buildings, parking areas, landscaped areas and building design of commercial and industrial uses so as to promote the general health, welfare and safety of residents within the community. This is accomplished by encouraging the creation of safe and attractive appearances to the public eye and minimizing views of unattractive uses or activities. Likewise, sound design principles can enhance the compatibility of dissimilar uses and provide for transitional or buffer zones between such uses. The standards set forth herein are recognized as assisting in promoting privacy and logical development and strengthening property values.

502 Applicability.

1. The standards outlined in this section shall apply to the following buildings and uses in all commercial and industrial districts:
 - a. All buildings and uses of land constructed or developed after the effective date of this ordinance.
 - b. Existing properties when a change in the distinguishing characteristics or primary features of the use of a building or land occurs after the effective date of this ordinance. Such changes may include an increase in the size of the building or use or remodeling of an existing building. Criteria used to establish applicability may include, but is not limited to, an increase in parking requirements, a change in occupancy designation, a change in outside storage, or other similar factors.
2. Refer to section 106, site plan review for information on submittal, review and processing of plans.

503 Landscaping.

A. General requirements.

1. A minimum of ten (10) percent of net land area of any site located in a commercial district shall be landscaped. A minimum of five (5) percent of net land area of any site located in an industrial district shall be landscaped.

2. Landscaping shall be provided along the street frontage between the street or sidewalk and any buildings, parking areas, loading or storage areas in accordance with the following standards:
 - a. The intersections of arterial or section line streets are a dominant feature of the urban landscape, serving as major focal points of activity in the community. Because of the importance of these intersections, additional landscaped setbacks and design features, beyond the required minimum standards, may be imposed on property at these intersections by the city at the time of re-zoning and/or site plan approval. Such additional features may involve:
 - (1) Wider setbacks;
 - (2) Unique building orientation and design;
 - (3) Special landscape features such as fountains, walls, and screening devices;
 - (4) Unique building architecture.
 - b. Required yards fronting on a public street in the commercial districts shall be entirely landscaped excluding driveways and walkways. In industrial districts the following landscaped setbacks shall apply to any building site:
 - (1) Along section-line arterial streets, required yards shall be entirely landscaped;
 - (2) Along all other streets, a ten (10) foot landscaped yard shall be required. Parking and maneuvering areas shall not be permitted in the landscaped yards cited above excepting driveways and walkways.
 - c. Where existing buildings or nearby parcels are built to the street property line, landscaping may be modified or located elsewhere on approval of the Planning Department.
3. Any part of a site not used for buildings, parking, driveways, sidewalks, etc. shall be landscaped.
4. An automatic irrigation system shall be provided to all landscaped areas requiring water.
5. All landscaped areas adjacent to vehicular parking and access areas shall be protected by six-inch vertical concrete curbing in order to control storm water flows and minimize damage by vehicular traffic.
6. All trees and plant material used within the city shall conform to the Arizona Department of Water Resources plant material list contained in the ordinance. With the following exception:

a. The following tree varieties shall be prohibited:

(1) Mulberry Trees

(2) Olive Trees with the exception of the Swan Hill and Wilson Olive varieties

7. All trees required by this part shall have a minimum trunk height of six (6) feet, with a minimum one and one-half-inch caliper measured four (4) feet above the ground. Multi-trunk trees may have smaller average caliper measurements. Palms shall have a minimum trunk height of five (5) feet. This size of tree is generally referred to as "fifteen (15) gallons" in the landscaping industry.
8. Twenty-four-inch box trees shall have a minimum trunk height of eight (8) feet with a minimum two-inch caliper measured four (4) feet above the ground. Multi-trunk trees may have smaller average caliper measurements. Palms shall have a minimum trunk height of eight (8) feet.
9. Inorganic ground cover, specifically decomposed granite, shall be three-fourth-inch minus in all arterial and collector right-of-way landscaping areas. For properties within the Old Town Avondale Business District the color of the decomposed granite shall be Jesse Red or equivalent.

B. Streetscape standards. The following landscaping shall be required along all streets:

1. Trees with a minimum size as specified herein shall be planted at the rate of one (1) tree per twenty (20) feet of linear street frontage. A minimum of twenty-five (25) percent of the required trees shall be twenty-four-inch box trees.
2. Shrubbery with a minimum size of five (5) gallons shall be planted in appropriate numbers to complement the placement of trees, but in no case shall be less than two (2) shrubs per twenty (20) feet of linear street frontage.
3. Clustering of trees and shrubbery shall be encouraged to accent focal points or landmarks and to provide variety to the streetscape. Contouring of the ground and placement of mounds and earth berms along streets shall be required.

C. Transition/separation of uses.

1. Where industrial or commercial uses are located adjacent to or separated by an alley from any residential use or district, a ten (10) foot wide landscape strip, planted with one (1) tree every twenty (20) linear feet, shall be required along the common property line. Trees must be non-deciduous and may not be clustered. A six (6) foot masonry wall shall be required along the common property line. An eight (8) foot wall may be required for commercial or industrial projects warranting higher screening.

2. When commercial or industrial uses are adjacent to a residential use or district, the following building separation to property line shall apply:

Building Height	Setback
1 story (15')	25'
2 story (35')	50'

3. A six (6) foot masonry wall shall be required along interior property lines separating individual development sites. Within the front yard setback, maximum wall height shall be three (3) feet, six (6) inches.
4. Walls which front on a public street shall be constructed of masonry with stucco, slump block or brick designed to match the main building on the site.

D. Parking lot landscaping.

1. A minimum of five (5) percent of the parking lot area shall be landscaped, exclusive of front yard or perimeter landscaping and street trees. Such landscaping shall consist of parking islands located within the perimeter of the parking lot.
2. A minimum of one (1) tree shall be provided for every eight (8) parking spaces, exclusive of perimeter landscaping and street trees. Trees must be planted within the parking lot.
3. Parking islands or landscaped areas shall be installed at least every twelve (12) consecutive parking spaces; such islands shall be a minimum of five (5) feet wide and contain a minimum of fifty (50) square feet in area.
4. All parking lots shall be separated from adjacent residential uses or districts by a ten (10) foot landscaped strip planted with a minimum of one (1) tree every twenty (20) linear feet and a six (6) foot masonry wall.
5. All parking lots shall be screened from public streets by walls or earth berms or combination thereof, constructed at least three (3) feet above the grade of the parking lot or adjacent street, whichever is higher in elevation.
Variety to the alignment and style of the walls is required. Such walls shall be decoratively designed to match the facade of any buildings and shall be constructed of slump block, brick, or masonry with a mortar wash or stucco finish.
6. Any landscaped area used for vehicular overhang shall not be counted towards the required landscaping.

- E. Ground cover. The city requires the use of low-water consumptive plants indigenous to this region as prescribed by the Arizona Department of Water Resources (see appendix). The following standards will apply:

1. A minimum of twenty five (25) percent of all frontage landscaped areas shall be covered with vegetative or organic ground cover consisting of living plant materials characterized by horizontal growth which generally does not exceed eighteen (18) inches in height.
2. Vegetative ground cover shall be so located to accentuate landmarks or focal points on a site and to create a "lush" appearance to the landscaped area from public streets and areas.
3. Inorganic ground cover, consisting of decomposed granite, crushed rock, gravel, river run, and/or boulders, shall be of sufficient variety in terms of color, texture, and materials to provide a pleasant and diverse appearance to the streetscape. Mounding and contouring of landscaped areas is required.

F. Retention basins.

1. All private retention basins in commercial and industrial projects shall be landscaped. Such basins may not occupy more than fifty (50) percent of any landscaped area fronting on a public street: except, where exceptional design or shallow depths are proposed for the retention basin, the Planning Department may permit a greater use of the frontage landscaped area.
2. Retention basins shall be contoured and designed as an integral part of any frontage landscaping and shall not take on the appearance of a ditch. Maximum side slopes of basins shall be a four to one (4:1) ratio; side slopes of six to one (6:1) are preferred.

G. Maintenance.

1. All landscaping shall be reasonably maintained and any dead plant material shall be promptly replaced
2. The maintenance of landscaping in the public right-of-way shall be the responsibility of the adjacent property owner, whether an individual, corporation, or homeowner's association.

H. Foundation planting. Foundation planting is required adjacent to buildings fronting on public streets. A minimum of thirty-three (33) percent of the building frontage shall be landscaped, with a minimum width planter area of three (3) feet (vehicle overhang not permitted).

504 Site organization and development.

A. Screening standards.

1. All outdoor storage areas for materials, trash, equipment, vehicles or similar items shall be screened from view along all street frontages by a six (6) foot wall constructed of slump block, brick, or masonry with a stucco or mortar wash finish designed to match the main building on the site.

2. The storage of materials, trash, equipment, vehicles, or other items within an enclosed storage area should not be substantially visible from adjoining streets or properties.
 3. All loading, delivery and service bays should not front onto a public street and shall be screened from public view with at least a six (6) foot wall, constructed of brick, slump block, or masonry with a stucco or mortar wash finish, designed to match the main building on the site. **Exception:** In the A-1 zone, these bays must be screened from arterial streets only.
 4. Dismantling, servicing, repairing, etc. of vehicles and/or equipment shall be within completely enclosed building or within an area enclosed by brick, block, or masonry walls.
 5. Parking lots shall be screened from street view in accordance with subsection 503.D.
 6. Outside display of cars, boats, trailers, trucks and other vehicles shall meet the screening requirements for parking lots.
 7. Car wash service bays shall not face onto or be substantially visible from any public street and are subject to the screening standards in subsection A.3. above.
- B. Service station design standards.
1. The repair of motor vehicles shall not include painting, upholstering, body and fender work or major overhauling.
 2. The minimum dimension of any service station site shall be one hundred fifty (150) feet.
 3. Pump islands shall be located at least thirty (30) feet from the street right-of-way line.
 4. The outside display of tires, oil or other sale items shall be located adjacent to the main building.
 5. Service areas and bay doors shall not front onto or be substantially visible from any public street and are subject to the screening standards in subsection A.3.
 6. Service stations, which are situated within a larger commercial development, shall be separated from adjacent property by a three (3) foot wall, landscaping, or curbing, except for necessary driveways, in order to control vehicular movements and circulation
 7. The design of the service station building and site shall be compatible with the type of development in or anticipated in nearby areas.
 8. Service stations shall be subject to all landscaping and design standards contained in this section, including screening of parking and maneuvering areas with walls and landscaping.

C. Driveways.

1. The following schedule shall serve as a guide for the allowable number of driveways on a site, unless modified by traffic studies:
 - a. One driveway per abutting street;
 - b. One additional driveway for sites with a continuous frontage of at least three hundred (300) feet; or, two (2) additional driveways for sites with a continuous frontage of at least six hundred (600) feet;
 - c. An additional service driveway may be allowed where patrons of the development are not likely to use it (example: service driveway for a shopping center).
2. Driveways shall not be located closer than one hundred (100) feet to a street intersection (may be reduced to seventy-five (75) feet in certain instances of hardship).
3. The joint use of a single driveway by two (2) or more adjoining parcels is encouraged.
4. Right-turn lanes along public streets are encouraged for establishments with high vehicle counts to reduce disruption to through traffic. A right-turn lane should be considered for retail sites with more than eighty thousand (80,000) square feet of building area. The right-turn lane should be utilized at the primary entrance to the site.
5. All buildings must have adequate access for fire and emergency vehicles. The minimum width of a fire lane is twenty (20) feet.

D. Miscellaneous design standards.

1. No walls, buildings, or other obstructions to view in excess of two (2) feet in height shall be placed on any corner lot within a triangular area formed by the street right-of-way lines and a line connecting them at points thirty-three (33) feet from the intersection of the street right-of-way lines. Trees may be located within the triangle provided they are pruned to permit unobstructed vision.
2. All trash or refuse collection areas shall be enclosed by a six (6) foot masonry wall, styled to match the material of adjacent walls or the main building on the site.
3. All outdoor lighting shall be directed down and screened away from adjacent properties and streets.
4. All undeveloped building pads within developed shopping centers or similar projects shall be either paved in asphalt or landscaped to control dust and erosion.
5. Electrical utility, cable TV and all other utility lines for buildings shall be placed underground. Overhead lines are prohibited.

505 Building design.

- A. Intent. The intent of this section is to establish standards to encourage the orderly and harmonious appearance of structures along the city's thoroughfares.
- B. General requirements.
1. The architecture of buildings shall not be prescribed and the city encourages variety in the style of structures. The architectural character of a proposed structure, however, shall be in harmony with and compatible to those in the immediate proximity, but avoiding excessive variety or monotony.
 2. The city encourages and expects high quality construction and design of buildings with respect to materials, colors, finishes, form and scale.
 3. Signage shall be considered an integral design element of any building and shall be compatible with the exterior architecture with regard to location, scale, color and lettering.
 4. The building facades of large, massive structures shall be architecturally styled to achieve a smaller scale consistent with the character of Avondale. Large building walls shall be broken to reduce scale and provide variety to the streetscape by use of landscaping and architectural treatment.
 5. Buildings should be sited and designed to achieve an optimum level of energy efficiency with regard to solar orientation.
 6. Mechanical equipment, whether ground level or roof-mounted, shall be screened from public view and be so located to be perceived as an integral part of the building.
 7. Accessory equipment capable of generating noise and vibrations shall be properly insulated and the noise and vibrations shall not be apparent from adjacent properties or the public right-of-way.
 8. Mission tile, concrete tile, wood shake, or similar grade roofing material shall be used on all pitched roofs.
 9. Equipment such as, but not limited to, telephones, vending machines, and ice machines shall be screened from street view and placed in an area designed for their use, which is an integral part of the structure.
 10. All four (4) sides of a building shall receive consistent architectural treatment.
- C. Specific building design requirements.

1. Buildings with metal or steel exteriors shall be architecturally altered through the construction of veneers, facades, or other architectural treatments and installation of landscaping to minimize the extent of metal surfaces visible from the street. All roof-mounted mechanical equipment shall be screened in accordance with subsection 505.B.6.
2. Drive-thru windows shall not face onto a public street. Stacking lanes shall be screened from the street with three (3) foot masonry walls and/or berms.
3. All buildings located within a unified, planned development, such as a shopping center, shall be architecturally styled to achieve harmony and continuity of design. Building elevations shall be coordinated with regard to color, texture, materials, finishes, and form.

CITY OF AVONDALE
ZONING ORDINANCE EXCERPT

SECTION 6 PLANNED AREA DEVELOPMENT DISTRICT

609 Design review criteria.

The purpose of a design review process is to promote public and private efforts towards improving the City of Avondale character and image. The intent of the design review process is to encourage development which is attractive, while compatible with surrounding architecture. This process is accomplished by applying design policies to proposed development site plans, building quality, architecture, landscaping design, signage, and compatibility with the surrounding community. The design review process assists in the preservation the city's unique character, benefiting property values, vitality of business, and the maintenance of the tax base for government agencies and schools.

4. In reviewing any commercial application for approval, the following criteria shall be considered:
 - a. All materials used in constructing, finishing or accenting any building, structure, or sign shall be concrete materials such as tile, stucco, block and architectural block (as to discourage smooth-face block). Further, all materials must be compatible with any material used in buildings, structures and/or signs in the general proximity to the applicant's property.
 - b. The special treatment of doors, doorways, windows, and walkways shall be required to provide relief, shadow, and shade whenever possible and be architecturally homogenous with the overall project.
 - c. The on-site and off-site adjacent Right-Of-Way placement of all power utility lines (less than 69KV) and irrigation ditches shall be underground.
 - d. The overall design of the building, structure, sign, site, and canopy shall conform to California Mission, Santa Fe, or Southwestern architectural style. All buildings shall use southwestern earth tones for exterior colors, except for California Mission style, which can use white.
 - e. On-site illumination shall be architecturally consistent with the overall project and southwest architectural style of the area, including the use of southwestern colors, textures and the use of back lighting. No lighting can be used to create negative visual effects to the surrounding residential area (subsection 504.D.3.).
5. All commercial screen and buffer walls shall be in accordance with subsection 609.3.B. (The "City Standard Wall") adopted by the city. Commercial walls shall also include the following design elements:
 - a. Stained and sealed block in earth tone colors only.
 - b. All block type shall be eight by eight by sixteen (8x8x16) block.

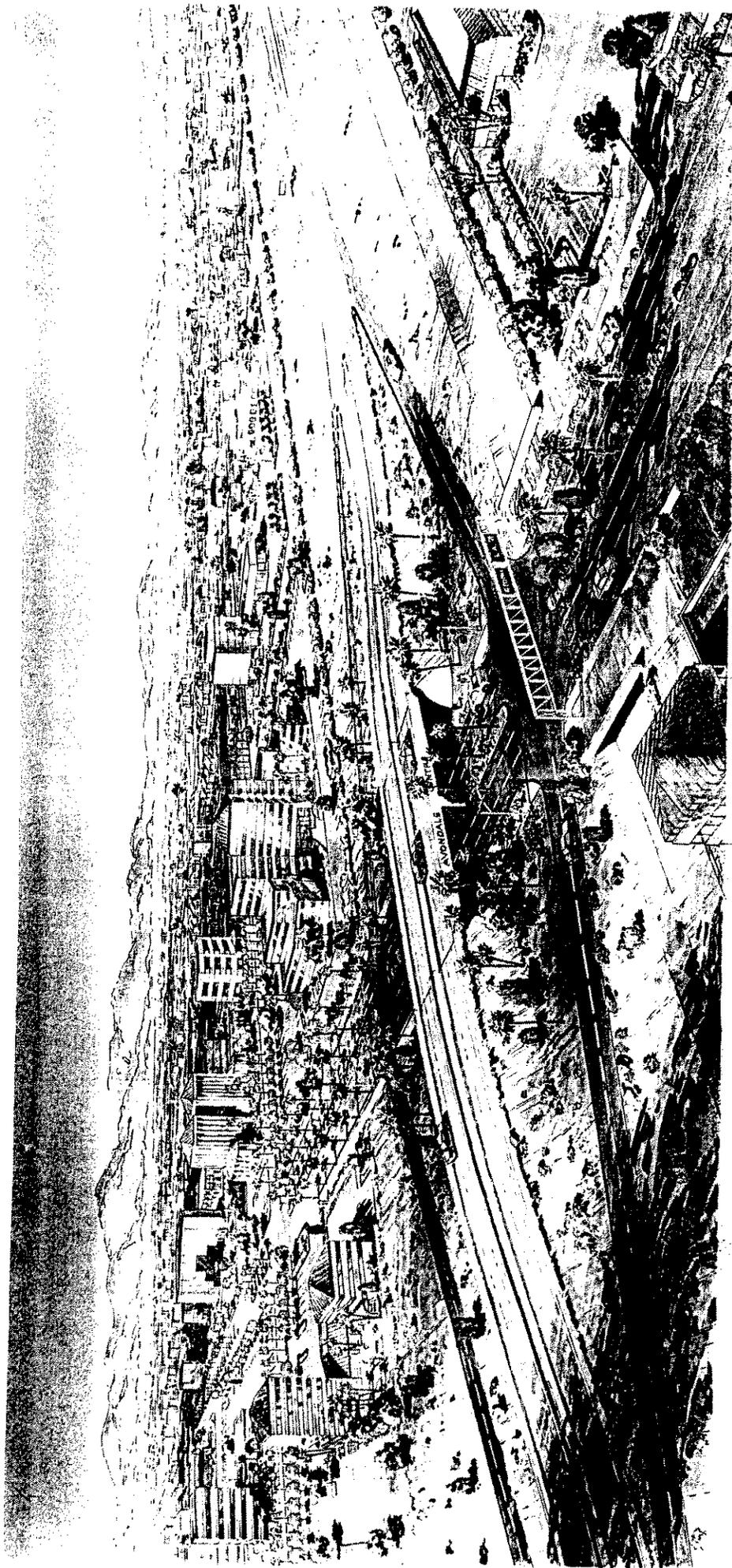
- c. Three (3) foot parking lot screen walls shall include a geometric pattern consisting of architectural block to be repeated at least every one hundred fifty (150) feet.
- d. Six (6) foot rear or side buffer walls shall be finished to match the architecture of the primary structure.

CITY OF AVONDALE

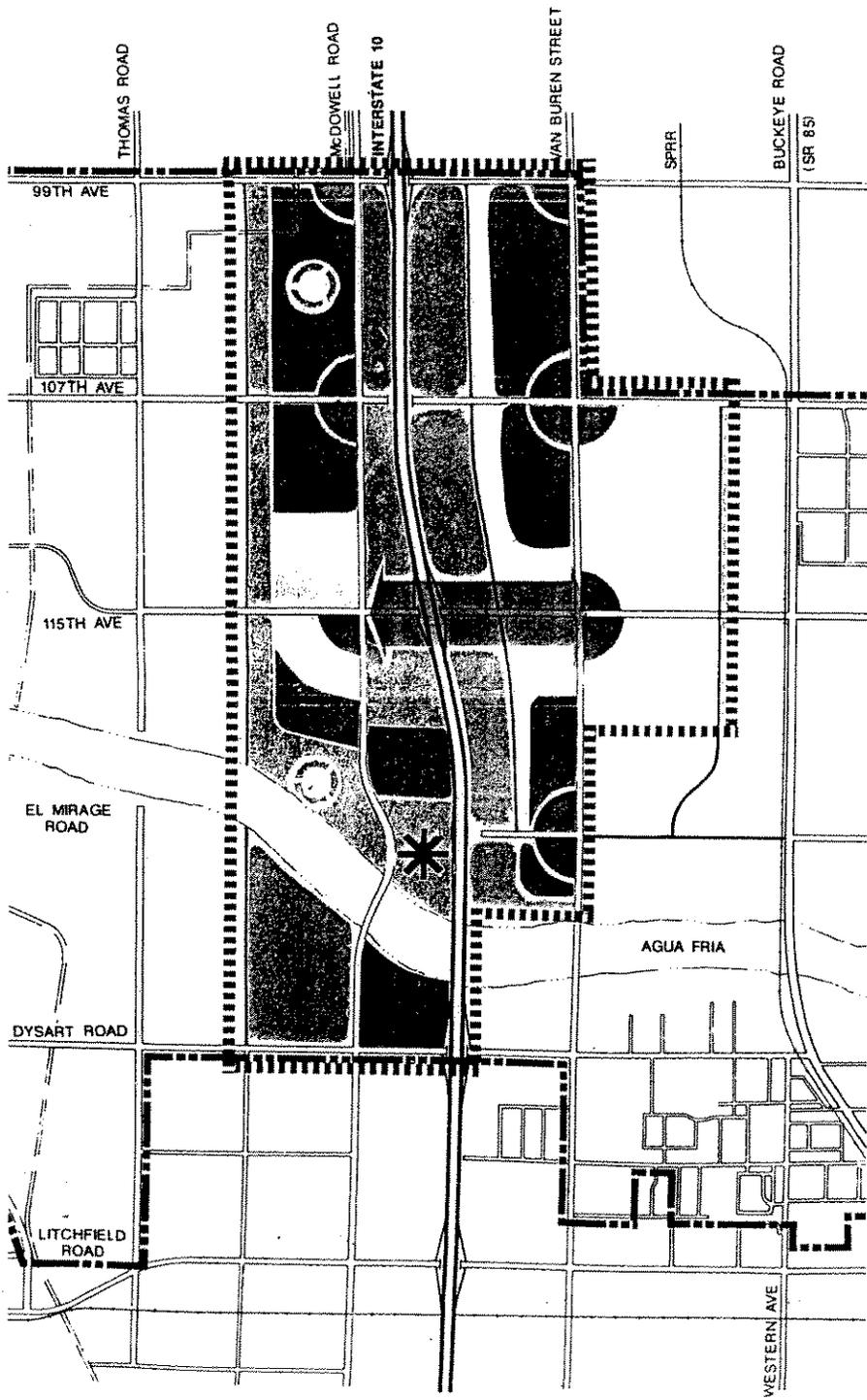
FREEWAY CORRIDOR SPECIFIC PLAN



GRUEN ASSOCIATES
JUNE 1991



'Artist's conception of Freeway Corridor.'



LEGEND

- HIGH DENSITY RESIDENTIAL
- MODERATE DENSITY RESIDENTIAL
- REGIONAL OPEN SPACE
- BUFFER
- CONSTRAINT SITES
- PUBLIC FACILITIES
- COMMERCIAL
- OFFICE
- MIXED USE
- TRANSITION

**LAND USE PLAN
CITY OF AVONDALE**



GRUEN ASSOCIATES

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City of Avondale

Raymond "Bill" Bedoya
Mayor

Thomas F. Morales
Vice Mayor

City Council

Henry Beltran
Earl Cooper
Dale Moxon

Albert Carroll
Lon Montgomery

Planning and Zoning Commission

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Ruben Garcia, Vice Chairman
Homero Arjona
Dale Moxon
Gonzalo Ortiz
Rosemary Ramos
Earnest Tillman

Carlos V. Palma, City Manager

Ruben A. Duran, Assistant City Manager

Michael Springfield, Planning and Zoning Administrator

Richard F. Counts
Gruen Associates
3900 East Camelback Road, Suite 611
Phoenix, Arizona 85018

in association with:
Richard C. Merritt, AICP
Consultant

I. INTRODUCTION

This Plan is undertaken by authority of the State of Arizona enabling statutes which provide the specific plan technique to municipalities desiring to establish greater detail for the guidance of development in sensitive areas. It has been determined by the City of Avondale, in its adopted General Plan, that the Freeway Corridor is deserving of such special attention.

A. Corridor Planning Area Description

The Freeway Corridor Specific Plan addresses an area which is presently devoted primarily to agribusiness, open land uses and some scattered residential use but which is regarded as having a high priority potential for the City of Avondale's future economic development.

The study area is bounded on the east by the city limits at 99th Avenue; on the west, by Dysart Road; on the north, by Encanto Boulevard; and on the south by Van Buren and Riley, extended.

B. Public Participation

The City of Avondale Planning Commission has hosted a comprehensive program for public involvement in the Freeway Corridor Specific Plan study development and Plan preparation. In addition to City Council, Planning Commission, Resource Committee and general City staff briefings, various public forums and property owner input sessions have been held to assure a high level of citizen participation in the planning process.

Specifically, three distinct workshop-style forums were held during the study's initial phases. These addressed evolving specific plan concepts and were widely promoted through water bill mailers, fliers and personal invitations to all persons who had attended prior forum sessions.

Each workshop was held in a different Avondale location to accommodate the interested public. The focus, dates and locations for these meetings were:

- o Corridor Image, December 12, 1990, West View High School
- o Freeway Plan Concepts, January 16, 1991, Avondale Public Library
- o Design Guidelines, February 20, 1991, Underdown Junior High

Subsequent to the workshop series and specific plan drafting, individual and group sessions were intended to elicit further commentary and support for the Draft Concept Plan. Planning Commission and City Council public hearings were held on May 16 and June 17, 1991, respectively, preparatory to the Council's consideration of this plan for adoption.

C. General Plan Goals and Objectives

Specific plans are cited in the City of Avondale General Plan as a principal technique for shaping the community's economic growth; "Specific Plans, scheduled as implementation follow-up to Plan adoption, will further anticipate creation of mixed use activity centers or revitalization cores." (General Plan, Section 8.3).

The Corridor Plan was envisioned as the first such implementation of General Plan goals (Section 9.1):

Specific Plans, for select geographical areas within the Planning Area, are being scheduled on an annual basis to open portions of the community to new development. The first such Specific Plan, the "Freeway Corridor Plan", will combine development guidelines and incentives with specially-tailored regulations (as provided in State statutes).

D. Issue Identification

Numerous planning issues were considered during preparation of the Freeway Corridor Specific Plan. Among the most significant study topics were the following:

1. **Freeway Corridor Image/Character**
The Interstate 10 Freeway provides a high profile introduction to the City of Avondale. Visual image is regarded as a significant contributor to the Corridor's future economic development success.
2. **Land Uses/Development Intensity**
The Corridor is identified as incorporating the City's highest development potential. Use type, mix and intensity designations are necessary to encourage high quality land development.
3. **Public Facilities/Infrastructure**
Adequate utility and municipal service capacity are key determinants of private development to the highest and best use of Corridor properties.
4. **Circulation**
Efficient access to and from Interstate 10 is a major specific plan objective. The routing of truck and industrial traffic through and around the Corridor will contribute to the efficiency of traffic movement.
5. **Urban Design**
Site planning, building massing and broad architectural/landscaping guidelines are regarded as essential to the creation of a positive visual image and efficient Corridor function.
6. **Plan Implementation**
Methods for achieving desired development and initiation of projects in a timely fashion are the subject of various Corridor incentive programs.

II. SPECIFIC PLAN OBJECTIVES

The mission of Avondale's Freeway Corridor Specific Plan is to inspire a public-private joint venture for quality economic development in the area identified as having the City's highest urbanizing potential. Further, this Specific Plan effort, called for in the adopted General Plan as the first such detailed implementing activity, is intended to serve as a model for other, future specific planning exercises in the community.

The Specific Plan objectives are oriented toward commencement of the City's future vision realization. They address the Corridor's special locational advantages, its high degree of visibility and the planned focusing of municipal services in the area which will, in turn, support relatively more intense development. In short, this Plan recognizes the Freeway Corridor as representing the long term economic, social and community appearance best interests of Avondale.

Particular directions for strategic municipal positioning are:

A. Mixed Use Potential

The Corridor is viewed both as a place for employment and for residence. Because of its accessibility to other metropolitan area activity centers via Interstate 10, this vicinity is being planned for maximum orderly capacities in terms of the jobs it may accommodate and the people it may house. Further, to enhance this objective, the Corridor land use and design designations incorporate facilities for shopping convenience, leisure activities, institutional/government uses and alternative transportation modes.

B. Community Identity

Travelers along Interstate 10 gain their first impressions of Avondale from properties sited along its frontages. Preserving and enhancing the City's distinctive mountain backdrops is a declared objective. "To establish a distinctive image for the Corridor and the City of Avondale" preserving to encourage this Corridor foreground's transformation from undeveloped, rural land into an attractive, man-made environment. Building form, landscaping, streets, parking areas, open space and utilities are to be masterplanned into pleasing visual arrangements.

C. Economic Development

This is prime real estate among the metropolitan area inventory of land that is ripe for urban development. It is the mutual objective of private property owners and local government to assure the highest and best use of Freeway Corridor sites. The City challenges landowners' creativity toward the achievement of profitable urban development excellence.

III. EXISTING CONDITIONS/SITUATION

The Corridor area has been identified as being ripe for imminent urban development. In its present state, however, this land area is largely undeveloped; its predominant use is devoted to agribusiness.

With the completion of Interstate 10's connection through Phoenix in August 1990, the Corridor's preeminent location astride a coast-to-coast transportation linkage has been established. As a western gateway to the metropolitan area's centers of commerce, the Avondale Freeway Corridor should experience rapid transition from rural to urban usage.

A. General Plan

The Avondale General Plan has identified the Corridor, on the Future Growth Plan Map, as meriting the City's highest development intensity. Transportation access and public service capacities are cited as the basis for these urbanizing expectations.

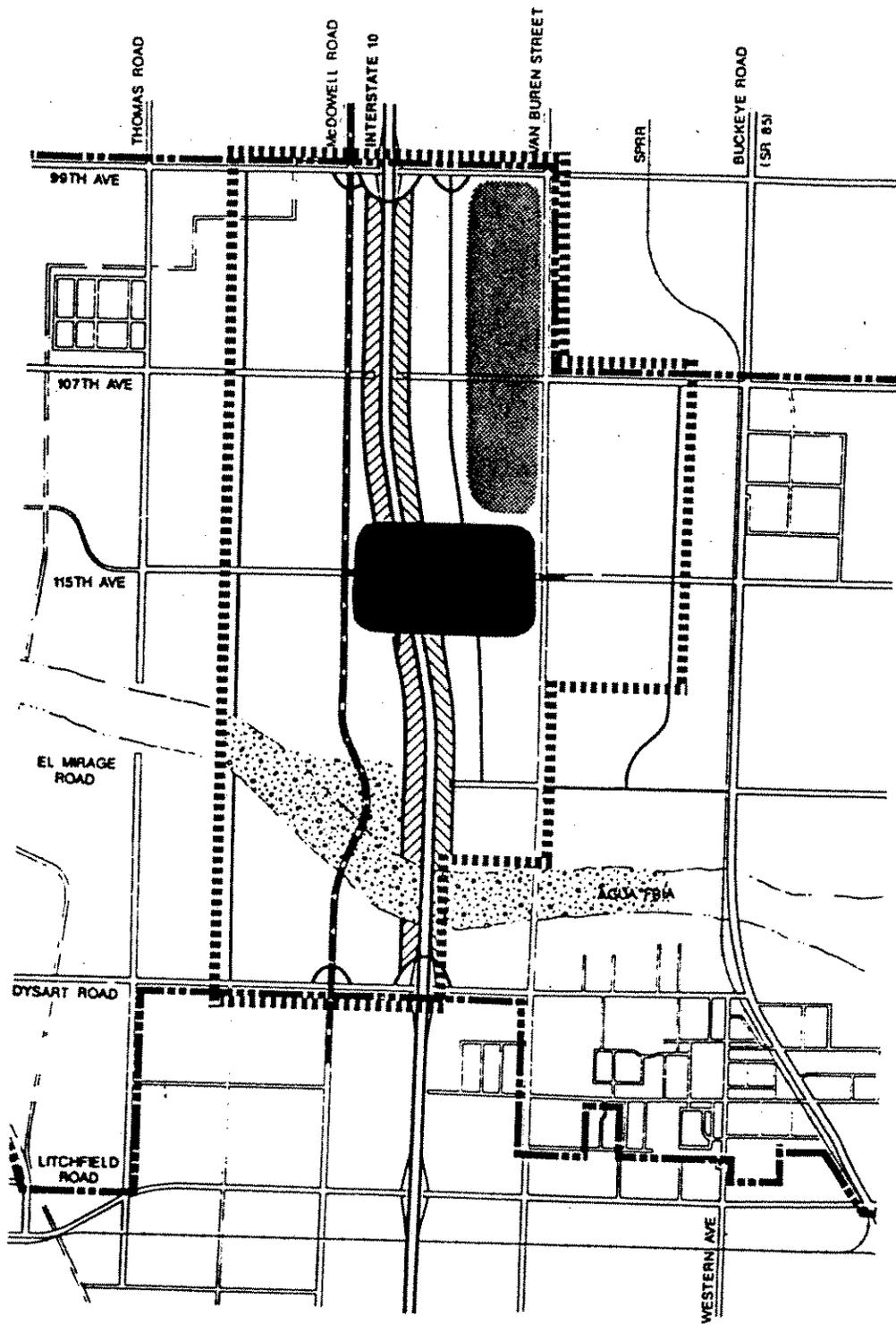
Property owners and the City government are enthusiastic about the Corridor's prospect for achieving early success as called for in the General Plan. Participation is encouraged in conformance with Plan objectives of mixed use activity center, visual excellence and aggressive real estate marketing.

B. Character Analysis

In large part, the image of this area is that of a blank canvas. Its character, as has been the case for generations, is an area of farms and floodplain. Area residents, visitors and developers, alike, are able to visualize this transition to a more urban character, though these visions range from suburban subdivisions to sophisticated office architecture.

The Planning Team conducted several visual and character analyses of the Freeway Corridor area. Following are the results of those studies:

- o The corridor area is well-suited for intense urban development. The elevated freeway makes property adjacent to it unsuited for residential uses. Land uses which are less susceptible to noise and visual pollution will be most appropriate along the freeway frontage.
- o Except for a mobile home park located on the south side of McDowell Road, west of 115th Avenue, the corridor area is largely undeveloped, with only agricultural-related uses existing. The land is flat, well drained with few impediments for development.
- o Distant mountain views are a dominant part of the visual environment. Primary views are to the south to the Estrella Mountains; secondary views of the White Tank Mountains are also noted.
- o The Agua Fria River presents a natural boundary along the west side of the corridor area. That portion of the corridor north of the Freeway and west of the river has a distinct character of its own, more oriented toward development along Dysart Road than the Freeway. This area may develop in a different manner than the remainder of the corridor.



OPPORTUNITY SITES

- High Profile Development
- ▨ Residential Opportunity
- ▩ Freeway Visibility
- 3 Gateway
- ⋯ Open Space Amenity
- - - Boulevard Treatment

Employment: The accessibility to the freeway will attract a wide variety of employment-generating uses with a desire for exposure and visibility. The Freeway Corridor Area is positioned within the metro area to serve as a highly desirable location for both regional and community-wide services and activities.

Roads of Regional Significance: Dysart Road and 99th Avenue have been designated by the Maricopa Association of Governments as "roads of regional significance". Their upgrading, together with the proposed Agua Fria Freeway interchange with I-10 (east of 99th Avenue) will provide sites for future employment-generating uses.

115th Avenue Node: As proposed in the General Plan, 115th Avenue is centrally located in the Freeway Corridor Area so as to serve as the regional commercial/office node. The interchange currently functions as the primary entrance to Phoenix International Raceway and will continue to have full directional, continuous access to the I-10 Freeway, even after construction of the Agua Fria.

McDowell Road: The proximity of McDowell Road to I-10 creates a significant opportunity for intense uses benefiting from high visibility between 115th Avenue and 99th Avenue. Office, retail, and entertainment uses, in particular, will seek this preferred siting location. The synergy between these two transportation arteries should be exploited.

Dysart Road and 99th Avenue: These, as Roads of Regional Significance, are intended to carry increasing volumes of inter-metropolitan traffic and, as such, offer excellent entries into Avondale proper.

Mass Transit: The I-10 Freeway corridor provides the ability to develop strong mass transit connections to Phoenix and the metropolitan area which can assist in developing a regional node at 115th Avenue.

2. Constraints.

Some of the Corridor's more negative conditions are:

Pollution Effects: The elevated freeway creates noise and visual pollution which is not suitable for all types of land use.

Agua Fria River: The Agua Fria River separates a small portion of the west end of the corridor from the remainder.

Circulation: Vehicular circulation patterns are limited to crossing the freeway at mile intervals. There are no mid-section crossings contemplated at this time, creating the potential for congestion at the interchanges. Access to properties adjacent to the interchanges will be a significant issue. Collector street patterns must be properly designed to channel traffic to arterials.

Power Lines: Negative visual impacts result from the wide swaths cut by 220kV transmission lines running perpendicular to I-10 along the Agua Fria River and at other locations visible from the Interstate.

Drainage Channel: A major stormwater facility, paralleling the north side of the freeway is visible from moving lanes in some places and, at present, constitutes an unsightly foreground for some properties fronting on I-10.

IV. SPECIFIC PLAN ELEMENTS

A. Land Use Element

The Land Use Plan proposed by this element is just one part of the Freeway Corridor Specific Plan. The remaining elements, Urban Design and Circulation, when combined together, provide a composite, balanced vision for the future development of the Corridor area. The Specific Plan, as a whole, presents the opportunity for the City of Avondale to create a true "gateway" to the Phoenix metro area of proportions not found in any other location. This opportunity is made possible by the elevated I-10 freeway; the visual exposure of the adjacent property; and the vacant, unencumbered agricultural land which is well suited for intense urban uses.

The Plan encourages the full spectrum of regional and community services, employment opportunities, and residential uses to establish a "destination" location where people can live in close proximity to their work. Urban design standards and concepts established by the Plan will serve to make the Corridor a distinctive experience and setting.

The Land Use Plan is based on accepted planning definitions and principles to identify and locate generalized land use districts within the Corridor area. The Plan provides a two-dimensional synthesis of land use and economic development analysis designed to maximize benefits to the City of Avondale.

1. Land Use Criteria

Placement of particular land uses and building types will determine the Corridor's buildout pattern. Some of the locational and siting factors considered in the Land Use Element are:

Freeway Exposure: Sites with high visibility are appropriate for corporate headquarters, "signature buildings", and architectural design excellence. These properties will advertise individual business identities and Avondale. Harmonious building profiles (height, bulk) and consistent themes in structural materials or landscaping are especially important to land uses that can be seen in the foreground of views from I-10. Residential uses are not well-suited to locations along the Freeway because of the visual and noise pollution.

Freeway Access: Residential development as well as business uses, benefit from convenience to the interstate. Multifamily housing, retail centers, hotels, and offices should be encouraged to utilize fully Avondale's transportation advantage of easy on-off access to the Freeway, with reduced travel time to other major development nodes throughout the metro area.

Integration/Transition: Tracts of land in the Freeway Corridor, and in particular along its edges, should be developed in a manner that is compatible with the rest of the City. To illustrate, residential planned developments may be most suitable along the Corridor's northern reaches, relating to Garden Lakes and responding to housing demand

created by the new community college. Along the southern portions of the corridor, efforts should be directed to fostering connections with the rest of the community via Van Buren and to buffering future residential uses from heavier industry along Buckeye Road.

Special Conditions: Some properties are affected by unique circumstances that will shape development configurations. For example, the Agua Fria River channel may encourage uses that are compatible with open space and recreation activity. The Freeway entrance into the City at 99th Avenue may attract businesses that call attention to the visual appeal of Avondale's side of 99th Avenue.

2. Land Use Categories

The Avondale Freeway Corridor, throughout this Specific Plan, has been referred to as an area that is appropriate for mixed land use development. Further, selected development sites are considered, depending upon their location within the Corridor, to be able to accommodate relatively more intense activity or larger structures than other locations in the City which do not have comparable transportation system advantages.

Descriptive land use types, as used in this Plan, are more precisely defined in this section. Also, the interrelationships among the Plan's principles, guidelines and regulatory criteria and the Avondale Zoning Ordinance are discussed.

Definitions: The terminology employed in this Specific Plan ranges from generic classifications, as defined below, to the application of site specific designation of a use or groups of listed uses identified as being required or preferred in certain geographic locations.

Commercial. Retail and service uses, including hospitality and food establishments. Ample parking for customers is provided. Accessory or adjunct uses may include professional and general offices, wholesaling, automotive uses and enclosed storage of inventory/records for sale or use on the premises.

Office. Administrative, managerial and clerical workplaces, (including mid-rise structures) for general, corporate or professional office use. Employee/business invitee parking is required, some of which may be provided in parking structures. Hotel, food establishments and retail uses (the latter predominantly within office structures) may be located in these areas as adjunct uses.

This designation is applied, particularly, to the "Avondale Centre" Office Corridor, perpendicular to the Freeway along 115th Avenue, from (approximately) McDowell to Van Buren. The area may accommodate structures of greater height (ten stories) and bulk than are permitted elsewhere in the City.

Mixed Use. Employment centers including research and development, fabrication and assembly, communications, data processing and other uses typical of business or commerce parks. Corporate, general and administrative offices are regarded as principal uses in these subsectors.

Warehousing or freight forwarding may be acceptable only if buildings are appropriately oriented, screened from freeway visibility, and present distinctive design characteristic. Retail and service commercial establishments are limited to "convenience" scale (i.e., generally not exceeding 3000 square feet) and are preferred to be located within principal use buildings or in clusters of such uses internal to the subsector area.

Parking and loading facilities are required to be scaled to the particular establishment or activity's traffic generation needs and properly screened from public view.

High Density Residential. Housing densities of 15-30 dwelling units per acre. These apartment or condominium units are intended to be arranged in grouping of 150-300 dwellings with guest parking as required by zoning ordinance.

This use intensity may exceed otherwise applicable zoning standards with the inclusion of high-amenity open space and recreation facilities. Building heights are expected to observe gradations appropriate to adjacent subsectors.

Moderate Density Residential. Housing densities of 8-14 dwelling units per acre. These single family-detached, -attached, townhome, atrium house, patio home or similar type housing units are intended to be planned in groups of 12-300 unit enclaves, consistent with existing City residential zoning classifications.

Parking spaces are to be supplied in accordance with the zoning ordinance. Each unit shall have its own useable open space in addition to common recreational areas. Building height is limited to two stories and/or the standards of the applicable zoning classification.

Other terms employed in this Plan as distinctions of land use type refer to non-development areas or conditions which enhance or may negatively impact adjacent properties. These designations include:

Regional Open Space. Potential recreation venue with activity areas and facilities intended for employees and residents of the Specific Plan area community. Organized leagues in such sports as softball, golf, soccer, basketball, volleyball may be particularly appropriate as Corridor amenity attractions. Ample, convenient parking is necessary.

Bikeway, pedestrian, and equestrian trailheads or linkages are especially appropriate in designing high-use, active, open space areas.

Transition. Areas paralleling or bounding sites designated for highest development intensity, such as the Avondale Centre Office Corridor, in which the uses, adjunct uses and parking or other standards, characteristic of the Plan subsectors they separate may be blended.

Transition sector structures, and intensity of activity are intended to represent a mid-point gradation between those of adjacent subsectors. For example, with 6-10 story buildings being appropriate to the Office Corridor and 2-3 story "garden office" profiles to Mixed Use or High Density Residential, a Transition structure would, typically, range in height from 3-5 stories.

In general, sites developed to transition uses should observe uniform lot depths, not less than 300 no more than 660 feet.

Buffer. Spacious areas landscaped and maintained in accord with City water conservation and image policies are designated as peripheral portions of sites utilized for employment, housing, or commercial use. These peripheral tracts are intended as separations for various use types and intensities of development as well as visual enhancement for the Corridor area.

Constraint Sites. Existing or future locations for uses which may require special attention or mitigation to assure compatibility with designated, adjacent uses. Examples include: utility storage yard, motion picture production lot.

Relationship to Zoning Districts

This Specific Plan is intended, unless otherwise stated, to conform with the classifications, standards, provisions and requirements of the Avondale Zoning Ordinance. Aspects of the Plan are regulatory in nature and, therefore, supplement, augment, further specify or expand development use or criteria FOR THE FREEWAY CORRIDOR SPECIFIC PLAN AREA ONLY, or its subsectors which regulations do not apply to properties located elsewhere in the City.

Exceptions of special application to sites located within this Specific Plan are include, but are not limited to:

Development Bonus Incentives. To encourage quality development at the earliest feasible date, the City offers additional building height and bulk (in terms of lot coverage or number of dwelling units per acre) in exchange for developer performance criteria contributions. (See Implementation, Section V-B-1, page 34 and B-2, page 35.)

Minimum Site Utilization Thresholds. Capital expenditures for infrastructure provided by Avondale's taxpayers require efficient use of public investment. Accordingly, in certain locations minimum site sizes and/or development intensity is required to prevent piecemeal construction or under utilization of the facilities provided (See, Implementation, Section V-B-3, page 36.)

Image Standards. In addition to the Avondale Zoning Ordinance's basic requirements for site appearance improvements, this Specific Plan establishes Design Standards which are applicable to some sectors of the Freeway Corridor. These criteria are set forth in the Implementation Section, (V-C, page 37).

3. Land Use Plan

The purpose of the Land Use Plan is to provide for the highest and best economic development of all properties. To accomplish this, consideration has been given to specific sites' propensity for assemblage, development timing in coordination with infrastructure improvements, and likely market demand for a balance of housing, employment, and retail activity.

Over time, the Freeway Corridor area is expected to function as the economic heart of the City of Avondale. The Corridor will contain not only manufacturing and distribution uses which are typically found in the Southwest Phoenix metro area, but also intensive office uses, moderate to high density residential uses, retail shopping uses and entertainment.

In order to function as a "gateway" to the Phoenix metropolitan area, the Corridor area will need to attract a wide range of both regional and community-wide services. Regional uses are those retail uses which attract most of their customers from a distance of more than five miles or office uses which provide services to clients throughout the Phoenix area. Examples of these users are department stores and national or regional headquarters for major corporations. Ancillary uses such as restaurants and hotels are often found within these regional service areas.

Community-wide uses are those retailers which attract most of their customers from the surrounding area (less than five miles) or office uses which provide services to Avondale and adjacent communities. Examples of these users are junior department stores, large grocery stores, and headquarters of local businesses.

Based on analysis of the characteristics of the Corridor, several sub-areas were identified which exhibit the potential for intense development or unique urban design treatment. Several sub-areas are also well suited as locations for regional services which are expected to desire high visibility and access. Following is a description of each of the sub-areas.

Avondale Centre: The General Plan designates a "regional commercial node" in the vicinity of 115th Avenue, and I-10. This Land Use Plan finds the area as ideally suited for designation as the business center of the Corridor containing the most intense uses, primarily comprised of regional-type services such as corporate offices.

Corridor Entries: These areas at the entrances to the Freeway Corridor demonstrate the potential for intense development, exhibiting many of the features of the Avondale Centre sub-area. The entries of primary importance are the 99th Avenue/I-10 and Dysart/I-10 areas. Unique design and landscaping treatment of the corridor entries will help establish a progressive image for the City of Avondale. Corridor entry areas may be suited for both regional and community-wide services.

McDowell Road Corridor: The proximity of McDowell Road to I-10 creates an opportunity for land uses desiring high visibility and excellent access to their facilities. The McDowell Road corridor between 99th Avenue and 115th Avenue is well-situated for regional retail and related commercial uses.

Freeway Frontage: All remaining property along the I-10 Freeway, not previously included in sub-areas listed above will play a significant role in creating the Freeway Corridor image because of its exposure and visibility. Freeway properties are well-suited for certain types of commercial and commerce park uses which desire high visibility and are not impacted by freeway noise. Design and landscaping standards must be developed to ensure that development along the Freeway will present an upscale image.

Corridor Edges: Property along the boundary or edge of the Freeway Corridor will need close study to ensure that the use, intensity or development of the site does not negatively impact adjacent property outside the Corridor.

4. Projected Buildout

The Specific Plan area (exclusive of roadway rights-of-way and the Agua Fria River bed) encompasses approximately 3600 acres or 5.6 square miles. In broad designations, its land use pattern allocations are as follows:

	<u>Acres</u>	<u>% of Total</u>
Public Facilities	80 acres	2%
Commercial	350 acres	10%
Office	150 acres	4%
Transition	330 acres	9%
Mixed Use	880 acres	24%
Constraints	45 acres	1%
High Density Residential	900 acres	25%
Moderate Density Residential	630 acres	18%
Open Space (Regional Park)	35 acres	1%
Buffer	200 acres	6%

Employment Development: Employment uses, concentrated in Office, Mixed Use and Transition sectors may accommodate a workforce of 20,000 persons. The Freeway Corridor Specific Plan Area, therefore, is intended to become Avondale's primary employment district. A well-planned employment center will assure a positive balance of jobs and housing for the total community.

Support Retail/Commercial: Commercial uses, accounting for up to 2,000 additional jobs, represent a 15-20 year land absorption supply at the rates anticipated by the City's adopted General Plan. More realistically, accounting for commercial development elsewhere in the community, commercial buildout would not be expected to be approached until the year 2020 or beyond.

The Corridor supplies opportunity sites for sales tax revenue-producing activities such as regional shopping centers, outlet malls and automobile sales which are not widely available elsewhere in the City.

Residential Population Capacity: As many as 16,000 dwelling units (11,000 high density; 5,000 moderate density) housing 40,000 or more persons, may be developed in the Corridor Area. Comprising about 40% of the total Specific Plan area, housing development, at buildout, may average 10 units per acre, or more--very high by today's metropolitan area standards; but, also, extremely efficient and compact with working, shopping and recreational advantages nearby.

Moreover, developed adjacent to Avondale's primary employment focus, these new neighborhoods may provide a significant workplace availability as an attraction to employers selecting Corridor site locations.

B. Urban Design Element

The term "urban design" refers to the built environment: a person's visual perception of buildings, streets, open spaces, landscaping and other elements which, in combination, form the image of the urban environment. Urban design deals with three dimensional space contrasted to a two-dimensional land use plan. The vision of the Freeway Corridor is literally brought to life by the Urban Design Element.

This element recommends that the "form" of the Avondale Freeway Corridor be suburban in character, similar to most of the development occurring outside the City of Phoenix. This suburban form is exhibited by predominantly low building heights, wide landscaped setbacks, moderate ground coverage ratios and surface parking of cars. The Avondale Zoning Ordinance currently mandates this type of site design and development. However, within certain specified areas of the Corridor, more intensive development will be encouraged to create strong urban design images and places of activity.

A number of important urban design components will help to fashion the image of the Freeway Corridor. Following is a discussion of each component or concept. The Urban Design Element establishes the basis for instituting the Design Review Standards which will regulate design and development within the Corridor (See Section V-C).

1. Building Intensity

Intensity refers to the level of human activity within the Corridor, i.e. the number of people who will be attracted to live and work in the area. Intensity is often measured by the square footage of individual buildings, the number of vehicle trips generated by development, and

the number of jobs created in an area. Intensity is regulated by a variety of mechanisms, the most prominent of which are:

- o building height;
- o lot coverage;
- o floor area ratio;
- o density of residential projects.

The Corridor Plan suggests that certain sub-areas are well-suited for certain uses and activities which are more intensive than normally permitted by the Avondale Zoning Ordinance. The Corridor Plan will utilize the elements of building height, lot coverage, and density to encourage more intense development in those areas.

Office uses: Office uses in specified locations are permitted to exceed the maximum height established by the Zoning Ordinance (maximum of two (2) stories or 30 feet) upon meeting certain performance criteria. The locations where building heights can be increased are:

- o Avondale Centre (115th Avenue/I-10):
Maximum height of ten (10) stories, 135+ feet.
- o Corridor Entries as designated by the Land Use Plan:
Maximum height of four (4) stories, 56+ feet.

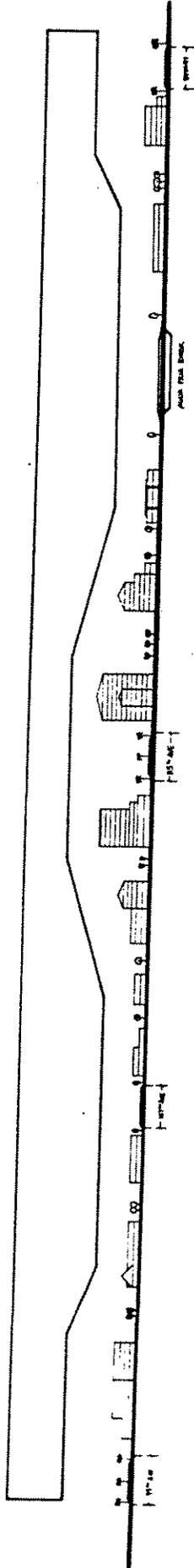
The height of buildings within the Avondale Centre area should relate to the site's location, with the highest building situated near the I-10 Freeway and 115th Avenue. Building height should decrease as distance for the intersection increases, similar to the concept of a pyramid, shown on Intensity of Development figure (page 19).

Residential Uses: High density residential uses within three fourths of a mile of the I-10 Freeway and with direct access to an arterial street are permitted to exceed the building heights and densities established by the Zoning Ordinance (maximum of two (2) stories or 30 feet and 22 units per acre) upon meeting certain performance criteria. Building height and density may be increased to 40 feet and 30 units per acre, respectively.

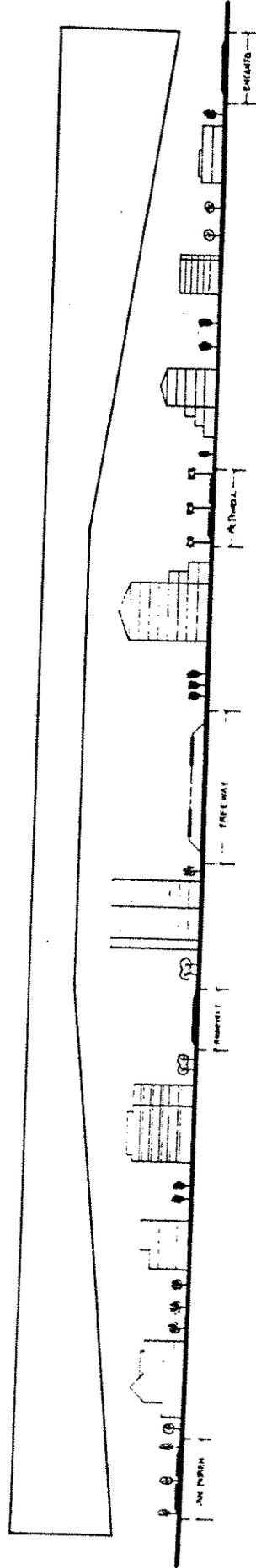
2. Boulevard Streetscape

One of the objectives of the Freeway Corridor Plan is, in part, "to establish a distinctive image for the Corridor and the City of Avondale". To carry out this objective, this Element proposes developing unique street and landscaping improvements within certain important public rights-of-way in the corridor. A formal "Boulevard" theme is proposed to be developed along the most important thoroughfares in the Corridor to set them apart from other arterials in the Valley. Specifically, 115th Avenue, between McDowell Road and Van Buren Street, and the entire length of McDowell Road within the Corridor, should receive the Boulevard treatment.

INTENSITY OF DEVELOPMENT



CROSS-SECTION ALONG MCDOWELL RD.
(LOOKING SOUTH)



CROSS-SECTION ALONG 115TH AVENUE
(LOOKING WEST)

The "Boulevard" streetscape concept should be comprised of the consistent and repetitive use of certain tree and plant materials. In particular, vertical landscape elements such as tall trees help to accentuate focal points along the boulevard and to catch the attention of the public from a distance. Pedestrian circulation can be upgraded by providing wide, shaded sidewalks separated from the street by landscaping and by specially paved pedestrian street crossings. Other elements which will help to enhance the streetscape include specially-designed transit stops, unique street furniture and lighting, and street intersections constructed of special paving materials. Drought tolerant plant materials shall be required to promote water conservation.

Requirements for utilizing a formal palm tree theme along the Boulevard in combination with shade trees and wide sidewalks are included in this plan (see accompanying sketches). California fan palms, with a minimum trunk height of 20 feet, shall be planted at 60 foot intervals along the sides of streets and within landscaped median areas. Understory trees to provide shade along sidewalks shall be chosen from the Palo Verde, Mesquite, Acacia and Honey Locust variety of trees.

In combination with landscaping, setback, and other design standards and requirements imposed on private property fronting on the Boulevard, Avondale has the opportunity to establish a unique character for the Freeway Corridor area. While the Boulevard will be designed to carry significant amounts of vehicular traffic, many of the Boulevard elements are designed to enhance pedestrian circulation as well as comfort.

3. Building and Site Design

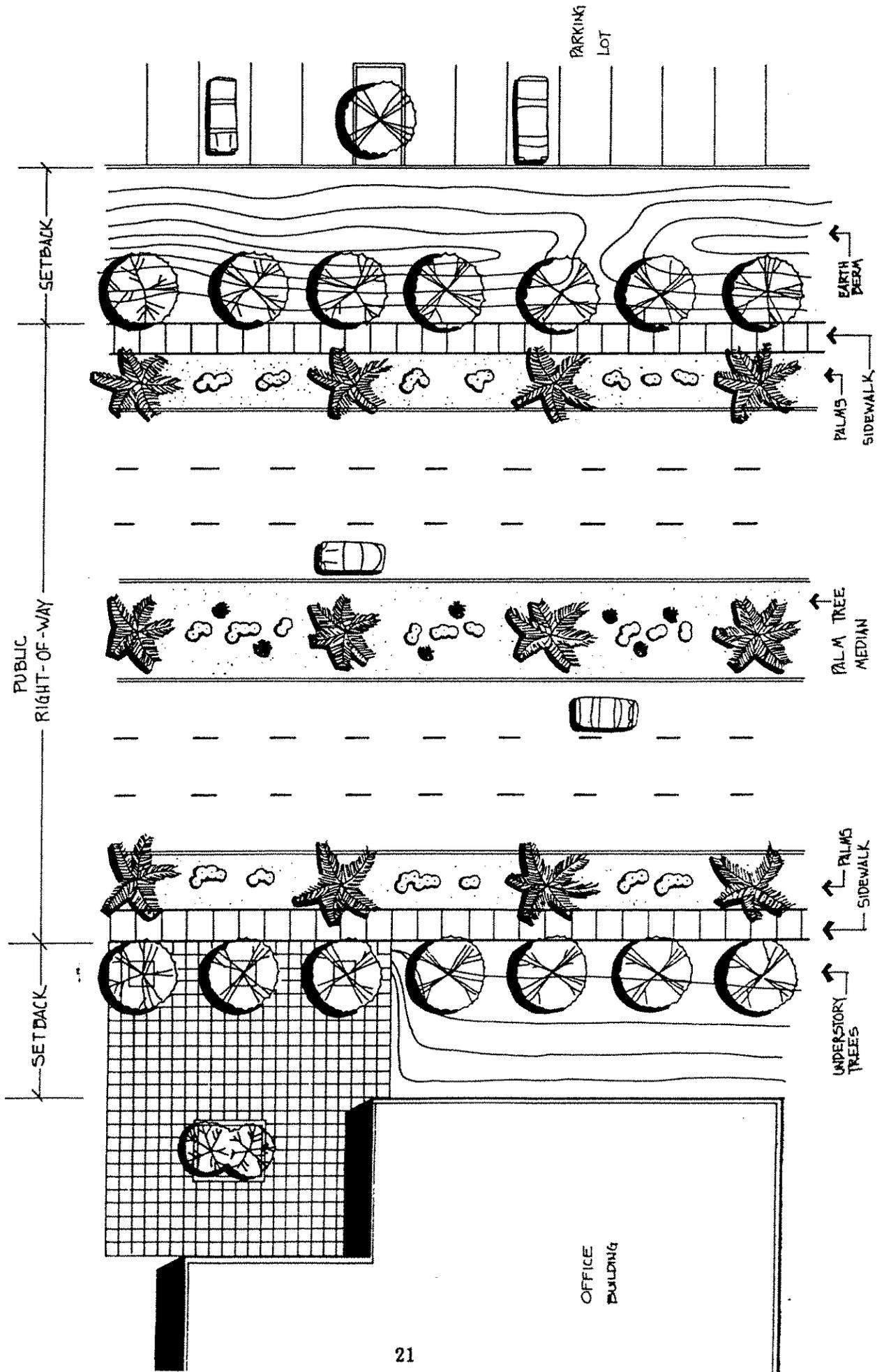
The design of buildings and the property upon which they are located is a critical component of the urban environment. The City encourages architectural themes that are sensitive to the southwestern heritage. The scale of a building and its relationship to the street can create either a city, suburban, or rural flavor. The integration of a building into the streetscape can influence pedestrian circulation patterns and create a sense of place for public gatherings.

The Avondale Zoning Ordinance regulates building and site design throughout the City. Certain areas, however, within the Freeway Corridor will require more detailed review and regulation because of their visibility or importance to the image of the Corridor. Those types include:

- o Property fronting on McDowell Road and 115th Avenue where the "Boulevard" streetscape is proposed;
- o Corridor entries; and
- o Property either fronting on or within 600 feet of the I-10 Freeway.

Following is a more detailed description of each area referenced above.

BOULEVARD CONCEPT



NOTE: DRAWING NOT TO SCALE

Boulevard Area: The Boulevard streetscape concept proposes a unified landscaping and design treatment for the public right-of-way. Complementary building and site design of private property is necessary to ensure that the integrity of the public street improvements is not compromised. Building design and site planning should promote the "pedestrian-friendly" atmosphere of the Boulevard. Buildings should be placed along the street frontage to encourage pedestrian circulation via courtyards, plazas, and walkways. Parking lots should be situated behind buildings or, if fronting on the Boulevard, should be heavily screened by "soft" materials such as earth berms and landscaping. To promote a suburban character to the boulevard, setbacks along the street should be increased beyond the minimum requirements of the Zoning Ordinance. Buildings which receive increased height allowances should be designed in a manner to promote openness along the boulevard and the suburban character.

Corridor Entries: These designated areas should meet the same building and site design guidelines established for the Boulevard areas. In addition, however, entry into the Corridor should be noted by unique building design, landscaping treatments, and signage. Monuments or similar structures should be considered to announce the Corridor entry.

Freeway Frontage: Property within 600 feet of I-10 which is not included within the previous categories, will be subject to certain use and design restrictions. Two generalized types of land use areas are expected to be found along the Freeway frontage:

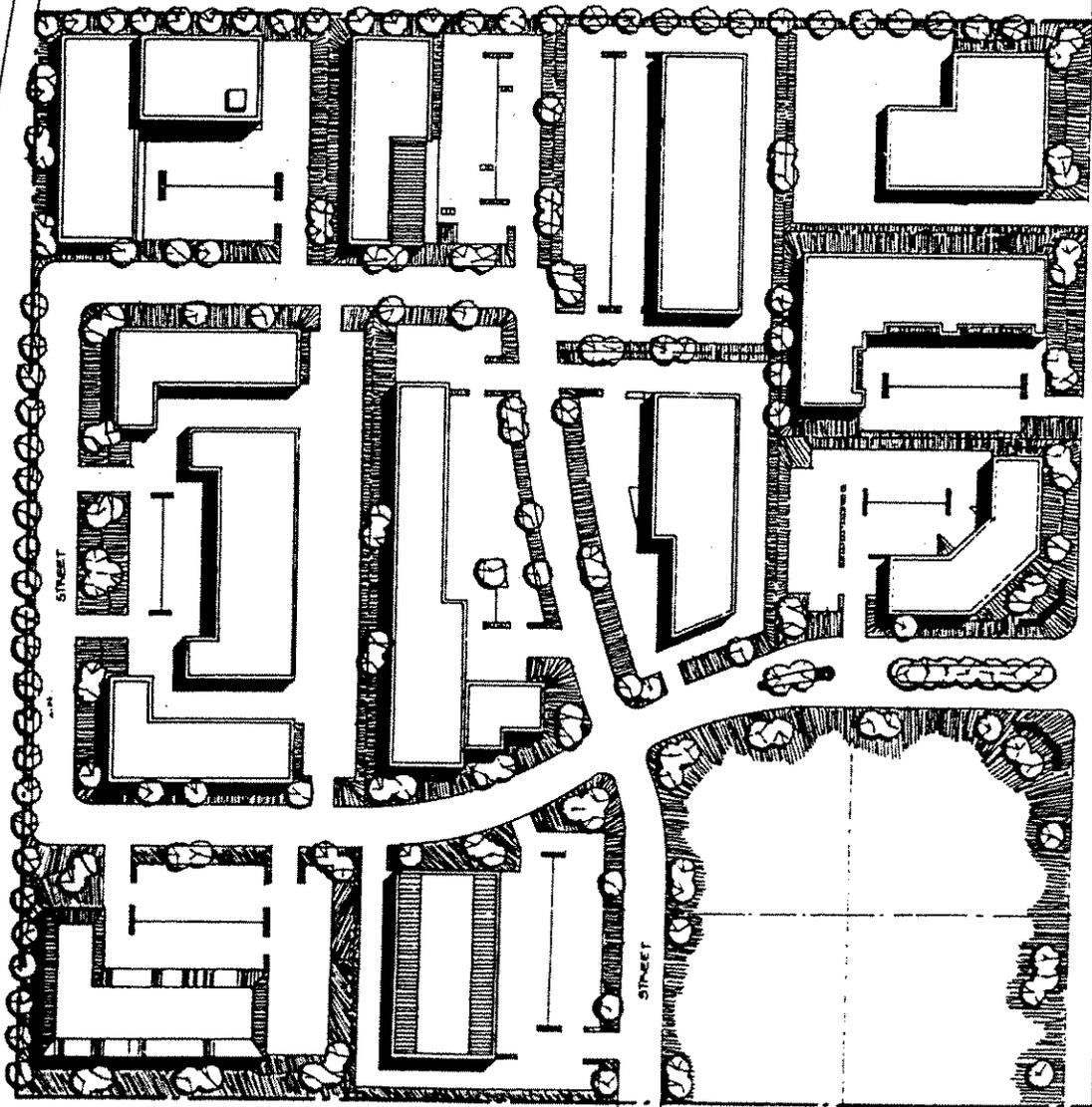
- o Between 99th Avenue and 115th Avenue along the north side of the Freeway, commercial and service uses are expected to locate with buildings oriented toward the McDowell Road frontage.
- o Along the remainder of the Freeway frontage, uses are expected to be largely employment-related.

Development along the I-10 Freeway frontage should consider the speed and direction of travel of freeway traffic which limits views into adjacent properties. Buildings and landscaping shall be oriented to provide screening of parking areas and loading and service areas away from the view of the Freeway traveler. Buildings shall be designed to give the appearance of fronting or facing onto the freeway. Building entries, administrative office areas and similar activity areas should be oriented toward the Freeway to promote a high tech/research and development/business park image.

Where it is not possible to front buildings onto the Freeway, such as between 99th Avenue and 115th Avenue, high earth berms and other "soft" screening devices shall be used to conceal parking areas and similar uses. Four-sided building architecture in these instances will be highly important.

CONCEPTUAL BUSINESS PARK LAYOUT

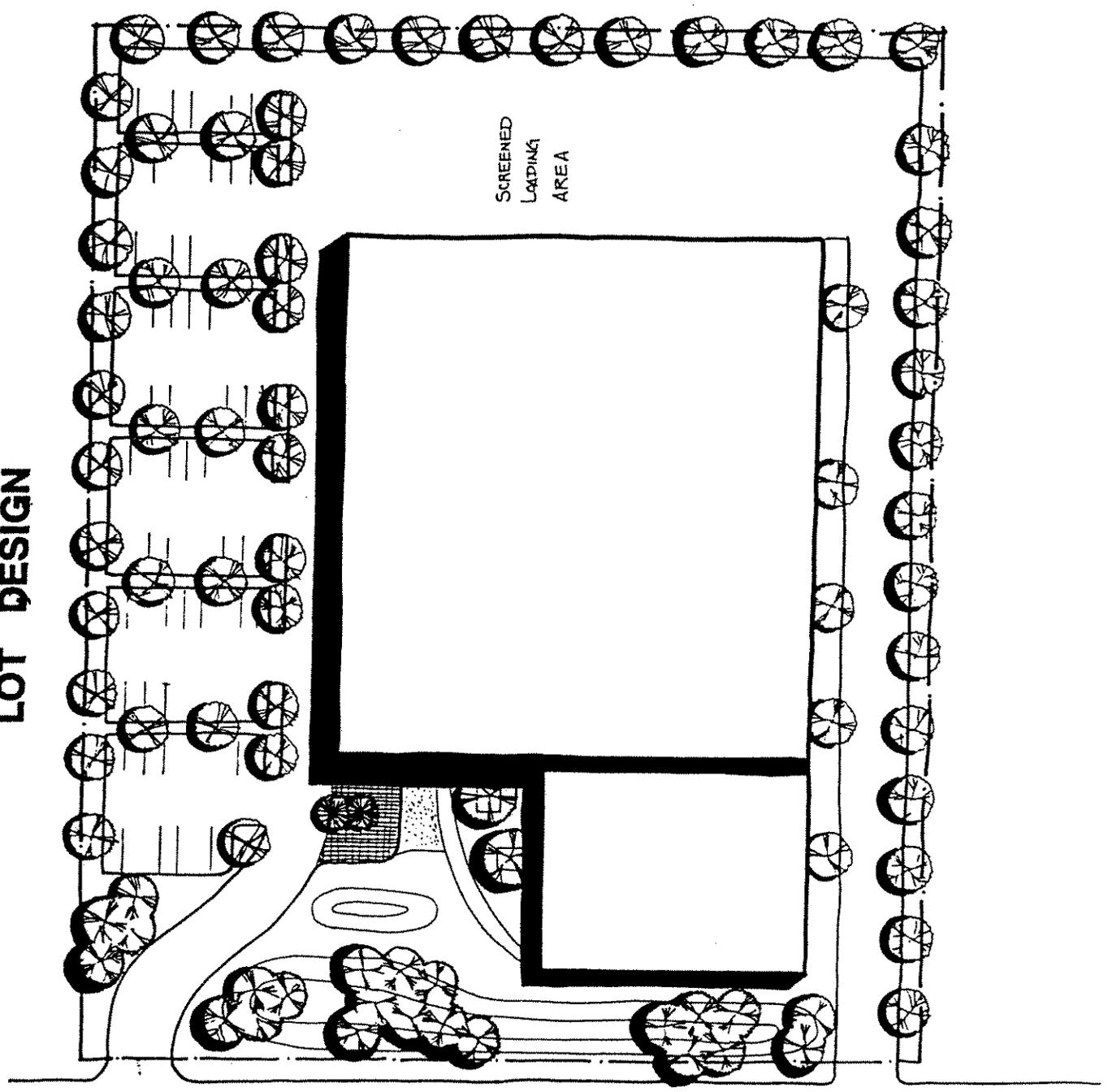
FREEWAY



ARTERIAL STREET

COLLECTOR ST.

**CONCEPTUAL BUSINESS PARK
LOT DESIGN**

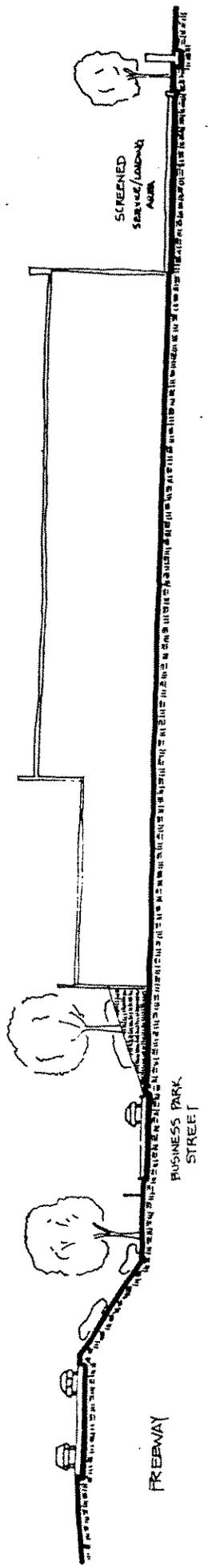
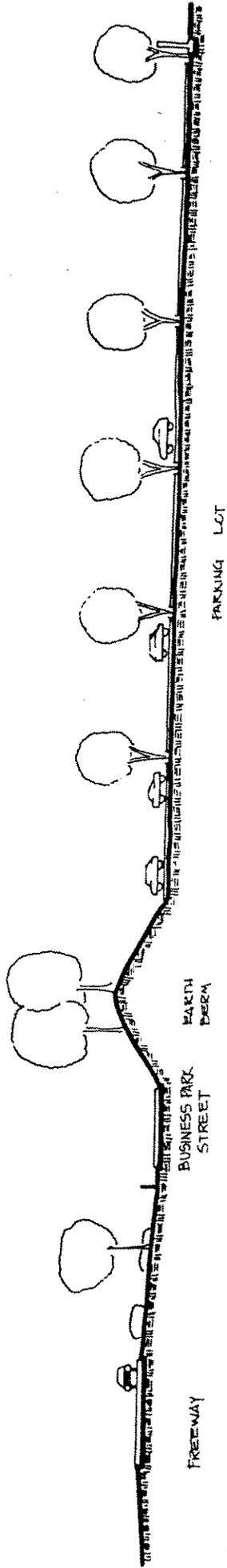


SCREENED
LOADING
AREA

BUSINESS PARK STREET

FREEWAY

CONCEPTUAL BUSINESS PARK LOT CROSS-SECTIONS



Employment related uses within the Freeway frontage area should be limited to minimize offensive visual images. Manufacturing uses shall be restricted to enclosed buildings with only limited outdoor storage areas not visible to the freeway traveler. Uses which employ trucks in their operations, such as warehousing and distribution, shall be fully screened. Bay doors and loading areas shall not be visible from the Freeway.

Transition/Integration: Increases in allowable building intensity can create conflicts between incompatible land uses, particularly moderate and low density residential. Building design shall be developed to preserve privacy for impacted residential areas due to increases in building intensity. Design requirements may necessarily exceed the screening and buffering standards currently contained in the Zoning Ordinance.

Views: Views of the Estrella Mountains should be preserved along arterial streets through setback and building design standards. Individual building sites should also incorporate view preservation in their design program.

C. Circulation Element

The Freeway Corridor Plan is directed to capitalizing on Avondale's interstate and metropolitan transportation advantages. It is, therefore, essential to augment I-10 access to the area with an efficient, safe, and attractive circulation system.

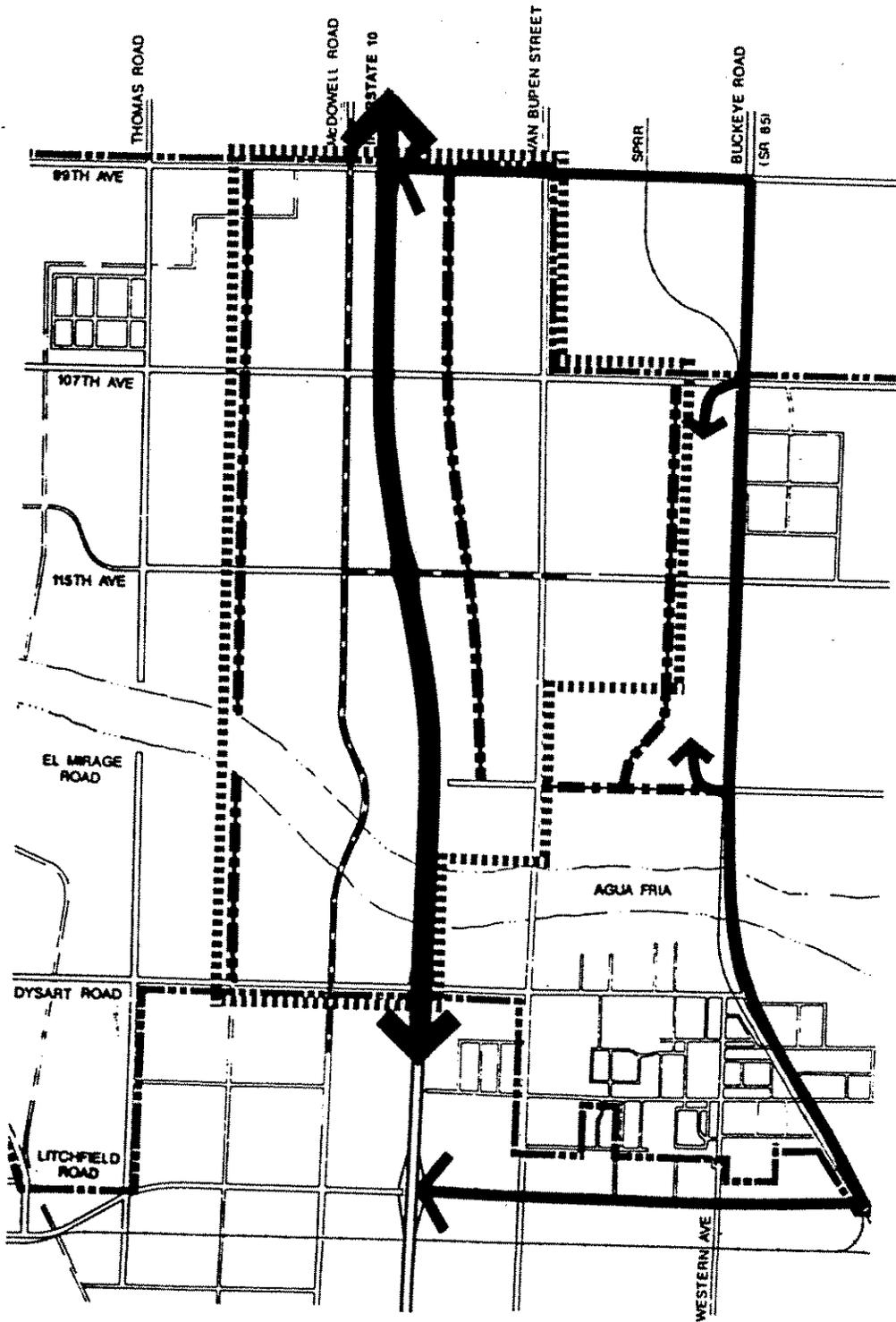
This system considers auto, truck, transit, bicycle and pedestrian movement as operating in concert to constitute the Corridor's circulation element.

1. Street Classification

A hierarchy of streets criteria within the Freeway Corridor has been established the desired appearance and functional requirements. The system classifies streets into four categories: freeway, major arterial, minor arterial, and collector. Each category reflects varying characteristics of the roadway in terms of speed of movement, width, landscaping, accessibility, and traffic volumes.

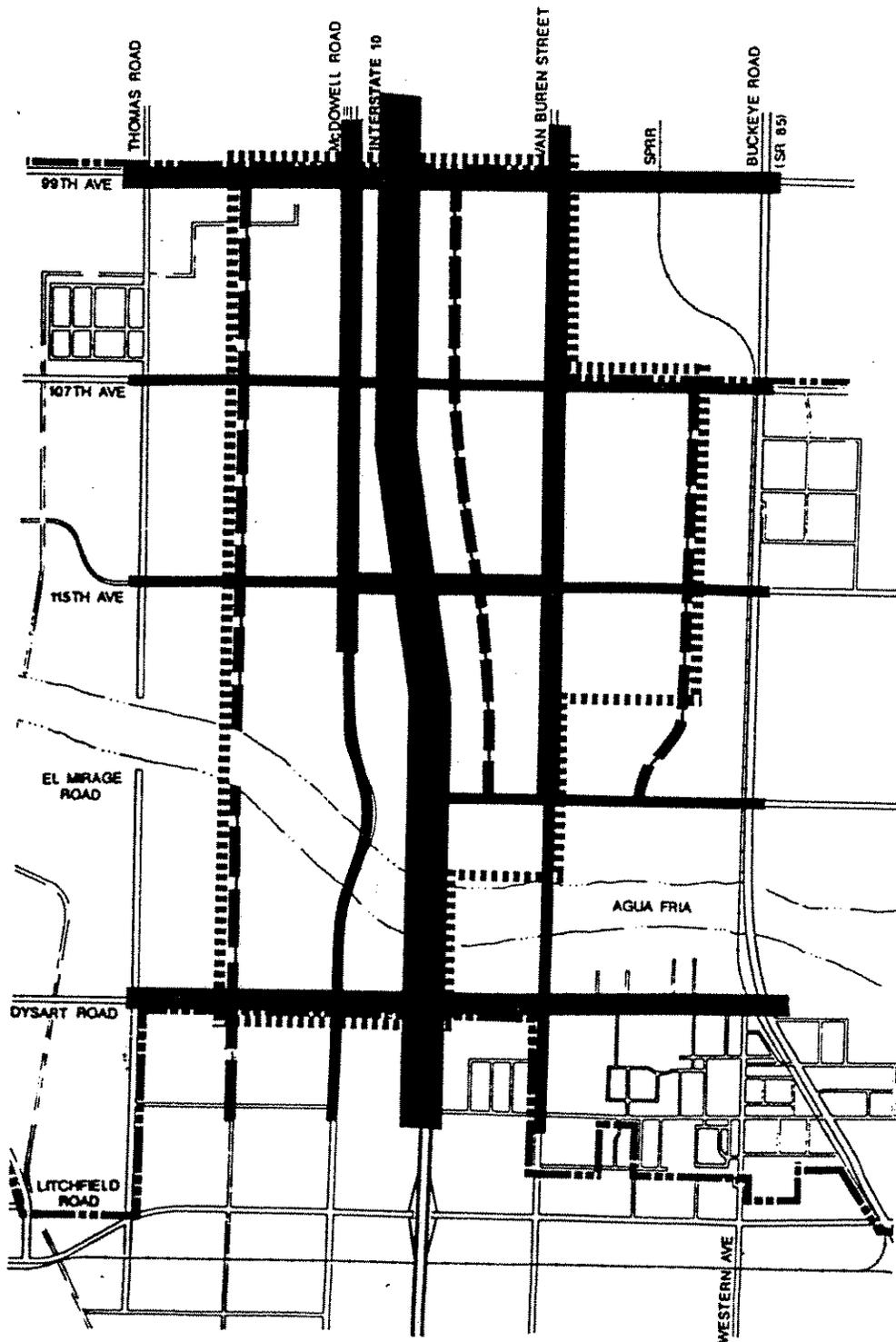
Local streets, access drives and other internal circulation routes will also be designated in site masterplanning.

Freeway: The sole roadway in this category is the I-10 Freeway. This classification contains the most intensive activity of the entire roadway network. Characteristics include: very high traffic speeds, wide lanes, large landscaped median, extremely limited access, and very high traffic volumes.



STREETS / CIRCULATION

- █** Interstate 10
- ⋯** Road Extensions
- - -** Boulevard Treatment
- Truck Access



STREET CLASSIFICATION

- Freeway
- Major Arterial
- Minor Arterial
- Collector

Major Arterial: The major arterial classification is restricted to streets at select locations along the mile grid pattern. Streets within the Freeway Corridor that qualify for this classification are Dysart Road, 99th Avenue, and parts of 115th Avenue, McDowell Road, and Van Buren Street. Characteristics of major arterial streets include: relatively high traffic speeds, wide lanes, limited access, and high traffic volumes. Landscaped medians are typical for major arterials, as well.

Minor Arterial: Minor arterials also tend to be located along the mile-grid pattern; however, this is not required. Streets classified as minor arterials within the Freeway corridor include 107th Avenue, El Mirage Road, and portions of 115th Avenue, McDowell Road, and Van Buren Street. These roadways are characterized by moderate traffic speeds, moderate traffic volumes. Minor arterials may also include landscaped medians, but will typically include only a left turn lane.

Collector: Collector streets are the least intensive component of the street classification system. Within the Freeway Corridor three future street extensions have been classified as collectors: Encanto Extension, Roosevelt Extension, and Hadley Extension. These collectors will be classified by low traffic volumes. These streets are not likely to contain medians.

2. System Improvements

As the land uses and intensities envisioned in this Specific Plan begin to be realized, comprehensive circulation system improvements will be required to accommodate the increased traffic flow throughout the Corridor. A comprehensive circulation system should include consideration and encouragement of alternative modes of transportation as well as traditional street widening and signalization improvements.

Improved Collector Street Service: Currently, three collector streets are proposed to be extended into the Corridor--Encanto Boulevard Extension, Roosevelt Road Extension, and Hadley Road Extension. These are seen as necessary additions to existing east-west arterials, McDowell and Van Buren.

When complete, the three new east-west streets will provide mid-point access and augment internal circulation to future development throughout the Corridor. Encanto Boulevard and Hadley Road extensions comprise the northern and southern boundaries of the Corridor, respectively.

Up-grading Arterials: The primary north-south arterial in the Corridor is 115th Avenue, with the McDowell Road/I-10/115th Avenue node being the focus of development in the Corridor. With the intense office development proposed by this Plan along 115th Avenue, major street improvements will be required to accommodate the expected traffic volumes. These improvements will include street widening and additional signalization, as well as the provisions for pedestrian and bicycle travel.

Other north-south arterials (99th Avenue, 107th Avenue, Dysart Road) provide additional access through the Corridor. All of these streets provide linkages between the north and south sides of the freeway through under passes under the elevated freeway. Currently, 107th Avenue and El Mirage Road are the only arterials without a freeway interchange; however, both have been approved for interchanges, 107th Avenue being in the five-year plan.

The only access across the freeway is located at the one-mile arterial streets. No mid-block crossings exist or are planned in the near future. This creates the need for an efficient collector street network to accommodate the increased traffic volumes at the freeway interchanges.

State Route 85 (Buckeye Road), located just south of the Corridor, is the primary truck and industrial traffic link to the Corridor. This state highway should be maintained as the primary truck route around the Corridor. Truck access between the state highway and the freeway will be provided via 99th Avenue and Litchfield Road. This route will effectively limit truck traffic through the Corridor. Heavy truck traffic will be discouraged through the Corridor except as necessary for local deliveries.

3. Alternative Modes

As the Avondale Freeway Corridor develops, attention needs to be focussed on the encouragement of alternative methods of transportation, such as transit, bicycles, and pedestrian. Future transportation system improvements need to incorporate adequate facilities to promote the use of alternative modes of transportation rather than the traditional automobile usage.

Transit: Avondale is actively participating in metro park-and-ride services. The potential exists for the extension of these services throughout the Freeway Corridor. This should be a consideration in the planning and development of all future projects in the Corridor.

The potential of a mass transit link from Avondale to Phoenix is the greatest along the I-10 Corridor, with the 115th Avenue/I-10 Freeway interchange being the major focus of such a link. This focus along 115th Avenue will increase the opportunities for regional office and commercial development in the center of the Freeway Corridor.

Bicycle Paths: A high priority should be placed on the incorporation of bicycle facilities into transportation system improvements. A distinction should be made between bicycle paths used for recreation and bicycle lanes used for commuting. Recreational paths should be separated from major roadways to reduce conflict and stress for the rider. However, bicycle lanes should be included on all major streets for use by commuters. These lanes should be of adequate width to facilitate their efficient use by riders and should be clearly marked as bicycle-only lanes.

Pedestrians: A focus also should be on the provision for pedestrian access to and through the Corridor. This includes the development of "pedestrian friendly" environments, such as landscaped, shaded plazas and other similar amenities that encourage people to walk places rather than drive very short distances. These provisions should be included in future development projects in the Corridor as well as in the development and implementation of street design standards.

V. IMPLEMENTATION

A. Specific Plan Administration

Under State law, specific plans provide a greater level of detailed planning and regulation of a sub-area of the community. Specific Plans are considered a part of or an amendment to the community's General Plan, and may, by State law, be regulatory. That is, the Plan may contain provisions, standards, and restrictions which supercede regulations of the City's Zoning Ordinance.

The Avondale Freeway Corridor Plan contains a number of provisions which are "regulatory" in nature. Administration of the Specific Plan will be subject to the following rules.

1. Where a provision of the Specific Plan varies from the underlying zoning or the Subdivision Ordinance, the Specific Plan shall prevail.
2. Within the Freeway Corridor area, no building shall be erected and no existing building shall be moved, altered, enlarged; nor shall any land or building be used except in conformance with regulations contained in the Specific Plan.
3. If at the time of adoption of the Specific Plan, any lot, structure, or building was being used in an otherwise lawful manner that does not conform to the Specific Plan regulations, such lot, structure, or building shall be deemed nonconforming. Such use may continue in the manner and to the extent that it existed or was being used at the time of such adoption. Nonconforming uses shall be governed by the nonconforming use regulations of the Zoning Ordinance.
4. Variances from regulations contained in the Specific Plan may be granted in accordance with the procedures and standards for granting variances from the Zoning Ordinance.
5. Any amendment to the adopted Specific Plan shall be processed in accordance with State law.
6. Violation of any regulation contained in the Specific Plan shall be deemed to be a violation of the Avondale Zoning Ordinance.

B. Development Review Procedures

This section describes regulatory procedures for the review of development proposals and rezonings within the Freeway Corridor area. Two primary areas for review and processing are addressed by this section: 1) those projects which desire to achieve increased height or density allowances in certain areas of the Corridor; 2) projects located within the Corridor with regard to conformance with specific design standards.

Increased height and density allowances may be granted by the City Council, upon recommendation of the Planning Commission, in accordance with the procedures for review and approval of Zoning Ordinance Amendments (Section 109 of the Avondale Zoning Ordinance) and

Notification of Public Hearings (Section 111). Requests for increased height and density allowances may be combined and heard concurrently with requests for rezoning of property.

1. Increased Building Height Allowance

Within the Avondale Centre Corridor Entry areas, the height of office buildings may be increased above the maximum height allowed by the zoning Ordinance to the following levels:

- o Avondale Centre: Maximum of ten (10) stories or 135+ feet
- o Corridor Entry Area: Maximum of four (4) stories or 56+ feet

Approval of a request for increased height allowances shall only be granted by the City Council upon finding that:

- a. The request conforms to the intent and objectives of the Freeway Corridor Plan.
- b. The request meets the Corridor design standards and principles.
- c. The request addresses four or more of the following performance criteria.
 - The project supports the Boulevard streetscape concept and provides street and landscaping improvements which exceed the minimum requirements.
 - The project provides a mix of land uses which may, in addition to office, include retail, hotel, entertainment, and residential uses.
 - The project exhibits extraordinary architectural design quality.
 - The project provides a daycare or preschool facility primarily for employees.
 - The project provides and incorporates public art into the site.
 - The project provides cultural amenities such as libraries, museums, art galleries either on- or off-site.
 - The project is "pedestrian-friendly," providing for ease of pedestrian movement, unique pedestrian environments, or distinctive pedestrian gathering places.
 - If within a Corridor Entry area, the project incorporates unique signage, monuments, and other improvements to announce entry into the City of Avondale.
 - The project goes to extraordinary efforts to mitigate the impact of parking on the visual environment by use of structured or underground garages or exceptional landscaping treatment.
 - The project provides unique transit stops within or adjacent to the site.

The review of a request for an increased building height allowance is a subjective matter left to the discretion of the City Council. The performance criteria establish a framework for evaluation purposes. In review of a proposal, the City Council should consider:

- o The cost associated with the amenities provided under the performance criteria;
- o The importance and desirability of the amenities in meeting the objectives of the Freeway Corridor Specific Plan.

2. Increased Density Allowance

For properties designated for high density residential uses located within three-fourths of a mile of the I-10 Freeway and with access to an arterial street, multi-family uses may request an increase in density (and a corresponding increase in building height) above the maximum allowed by the zoning Ordinance up to:

30 units per acre and 40 feet building height.

A density allowance may only be granted for those properties zoned R-4 under the City Zoning Ordinance. A request for an increased density allowance may be processed simultaneously with a request for rezoning.

Approval of a request for an increased density allowance shall only be granted by the City Council upon finding that:

- a. The request conforms to the intent and objectives of the Freeway Corridor Plan.
- b. The request meets the Corridor design standards and principles.
- c. The request addresses three or more of the following performance criteria.
 - The project supports the Boulevard streetscape concept and provides street and landscaping improvements which exceed the minimum requirements.
 - The project exhibits extraordinary architectural design quality and distinguishes itself apart from other multi-family projects.
 - The project provides a buffer between non-residential and lower density residential uses.
 - The project possesses exceptional environmental quality in the use of open space, provision of landscaping and recreational facilities, and creation of a high quality image along the public street.
 - The project builds upon the pedestrian orientation of facilities within the Corridor area.

The review of a request for an increased density allowance is a subjective matter left to the discretion of the City Council. The performance criteria establish a framework for evaluation purposes.

3. Minimum Site Utilization Thresholds:

Development of Freeway Corridor sites is intended to utilize the land's full potential. Masterplanning is required in increments of ten acres or more. Phasing of development and demonstration of compatibility with the high intensity designations contained in both the Avondale General Plan and this Specific Plan must be indicated in all masterplan submittals.

Building coverage for office development, hotels and related, accessory uses in the Avondale Centre sector, shall not exceed one third of the site's total planned building area. The Specific Plan does not specify minimum or maximum floor area ratios; however, it expressly encourages structures of four stories or greater in the Centre; two to four stories for office/hotel uses elsewhere in Mixed Use or Transition sectors.

Residential development contained in the Freeway Corridor Specific Plan Area masterplans shall have an average gross density not less than the lower end of the applicable, designated density range. That is, housing in High Density Residential shall average at least 15 units per acre; Moderate Density Residential, not less than eight units per acre.

At least twenty-five percent of the total masterplanned site shall be improved in the initial development phase. In addition to building sites, landscaping, open space and parking areas may be approved to meet the first phase improvement criterion.

4. Development Processing - Design Standards

The Urban Design Element of the Corridor Plan establishes policies and principles for the development of property within the study area. These Urban Design policies are further translated into specific "Design Standards" (See Section V-C.) which are regulatory and which add to or supercede the Design Standards of the Avondale Zoning Ordinance.

The Design Standards contained herein will apply to the review of building and site plans as part of the application of building permits in accordance with Section 106, Site Plan Review, of the Avondale Zoning Ordinance. The Freeway Corridor Design Standards, therefore, will apply to:

- All new buildings and uses of land which have not received building permits prior to the adoption of the Specific Plans; and
- Existing properties when a change in the distinguishing characteristics or primary features of the use of a building or land occurs as defined in Section 106 of the Zoning Ordinance after the adoption of the Specific Plan.

The Design Standards or extensions of time for previously-approved, lapsed site plan approvals may also be used in the evaluation of Zoning Map amendments within the Corridor area. The Design Standards should be incorporated into any preliminary site plans that may be prepared for rezoning cases and be part of any stipulations placed on a zoning case.

City staff shall inform all applicants for rezoning and building permits about the Freeway Corridor Design standards at the earliest time possible, preferably at preliminary application meetings.

The City staff shall require the use of the Planned Area Development (PAD) District for any rezonings within the Freeway Corridor area.

C. Design Standards

The Design Standards directly affect only a few important sub-areas within the corridor and are organized by those categories of sub-area and design element. The standards are also noted by the symbol (R) or (E). The symbol (R) indicates that the standard is a "regulation"; i.e. it must be included in a development which is subject to the City's Site Plan Review process. Any waiver of or relief from the regulation must be approved through the variance procedures established in the Zoning Ordinance.

The symbol (E) refers to the term "expectation"; i.e. a concept or principle which should be considered in the design of a project. Adhering to expectation standards may be beneficial to the favorable acceptance of a plan by demonstrating the applicant's desire to meet the objectives of the Freeway Corridor Plan. This, in turn, may help the City to evaluate the project for a request for rezoning or for an increase building height or density allowance.

1. Boulevard Area Design Standards

Property fronting on the "Boulevard" area or located at a Corridor Entry site shall meet the following design standards.

Building Design

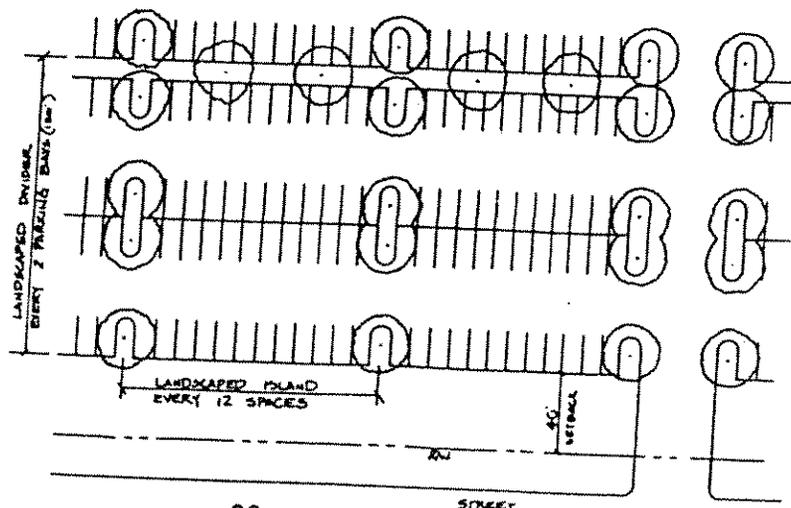
- (R) a. Buildings higher than two (2) stories shall be designed with a "stepped" pattern to promote openness along the street frontage. Such a pattern creates interesting building surfaces and the opportunity to preserve view corridors.
- (E) b. Uses which promote pedestrian activity along the street frontage, such as retail, restaurant, and entertainment facilities, are highly encouraged. Pedestrian courtyards and plazas should be used to tie buildings to the Boulevard, adjacent sites, and transit stops.
- (R) c. Building entries shall be unique and easily identifiable to the pedestrian. Primary entries shall face on to and be oriented toward the Boulevard.
- (R) d. Exterior building surfaces shall minimize reflectivity onto adjacent property. While the maximum level of reflectivity is not prescribed mirrored surfaces are discouraged. The color of exterior surfaces shall also minimize solar heat gain within the building.

- (R) e. Parking structures shall not be located adjacent to public street frontages unless street level business space is incorporated into the structure. The structure shall be designed in harmony with the primary structure(s) on the site in terms of scale, form, color, and materials.
- (E) f. Signs should be designed to be consistent with the architectural character, materials, and color of the primary structure(s).
- (E) g. Buildings at Corridor Entry locations should receive unique design treatment to accentuate entrance into the City of Avondale.

Site Design and Landscaping

- (E) h. Encourage a minimum of 30% of the street frontage to be occupied by buildings located at the setback line.
- (R) i. Setbacks along the Boulevard area shall be 30 feet for buildings and 40 feet for parking areas. The entire set back area shall be landscaped except for driveways, sidewalks, pedestrian plazas and similar hardscape improvements which may extend into the set back area.
- (R) j. At least 50% of all frontage landscaped areas shall be covered by living plant material characterized by horizontal growth which generally does not exceed 18 inches in height.
- (R) k. All parking lots shall be screened along the Boulevard by earth berms with a minimum height of four (4) feet and a maximum slope of 3:1. Masonry walls and landscaping may substitute for screening up to a maximum of 25% of the frontage of the parking lots.
- (R) l. Where a parking lot is situated within 200 feet of the Boulevard public right-of-way, a minimum of 15% of the parking lot shall be landscaped, excluding required set back areas. Planter islands shall be provided at least every 12 consecutive parking spaces. A landscaped divider island shall be provided every two (2) parking bays or 130 feet (see sketch below).

TYPICAL PARKING LOT LANDSCAPING



- (R) m. Trees shall be provided in surface parking lots at the ratio of one (1) tree per six (6) spaces.
- (E) n. Shaded pedestrian walkways, directing pedestrians to primary building entrances, should be provided where feasible.
- (R) o. All landscaping improvements and plant material installed shall conform with the Boulevard landscape theme established by this Plan, the Zoning Ordinance, and any subsequent studies. Tree sizes shall be a minimum of 24" box. Upgrading of tree sizes to 36" box is encouraged.
- (E) p. Building sites along the Boulevard should include pedestrian-oriented facilities such as street furniture, public art, rest areas, and similar improvements, all consistent with this corridor Plan.

2. Freeway Frontage Design Standards

Property within the Freeway Frontage area (within 600 feet of the Freeway) shall meet the following design standards.

Land Use

- (R) a. Uses expected to locate within the Freeway Frontage area will be predominately commercial and commerce park. Uses specifically prohibited include:
 - Lumber yards;
 - Farm machinery or heavy equipment sales;
 - Truck stop;
 - RV park or mobile home park;
 - Drive-in theater; and
 - Motion picture studio.
- (R) b. Warehousing, distribution and light manufacturing uses are permitted along the Freeway frontage provided all design, screening and landscaping standards are met and provided that:
 - All manufacturing activities are within enclosed buildings;
 - Outdoor storage areas are limited in size and not visible to the Freeway traveler;
 - Warehouse and distribution uses are fully screened; bay doors and loading areas shall not be visible to the Freeway, or arterial/collector streets.

Building Design

- (R) c. All non-residential buildings must be constructed of masonry or reinforced concrete. Metal buildings will not be permitted.
- (E) d. The design of a building should consider the speed and direction of travel of Freeway traffic. Design emphasis should be placed on those sides of the building most visible to Freeway traffic. However, all sides of a building shall receive architectural treatment.

- (R) e. All roof mounted mechanical equipment, satellite dish antennas, and similar appurtenances must be screened from public view. All screening devices shall be designed as an integral part of the building.
- (E) f. Non-retail building design should reflect a high tech/R&D/business park image along the Freeway. Building entries, administrative offices and similar activity areas should be oriented toward the Freeway. False building facades may be used to promote the high tech image on large wall expanses or for non-administrative building areas on the most critical building sides.
- (E) g. Signs should be designed to be consistent with the architectural character, materials, and color of the primary structure(s). The City will consider increases in wall sign coverage, consistent with the scale of the building, up to 200 square feet.

Site Design and Landscaping

- (R) h. Site design should consider the speed and direction of travel of Freeway traffic which limits views into adjacent property. Buildings and landscaping shall be oriented to screen parking areas and loading and service areas from the view of the Freeway traveler.
- (R) i. Parking areas fronting on the Freeway shall be screened by minimum six (6) foot or higher landscaped earth berms. Parking areas shall set back from the Freeway or any service roads a minimum of 30 feet.
- (E) j. Sites should be designed with buildings facing or fronting onto the Freeway. Building entries, administrative office areas, and similar activity areas should be oriented toward the Freeway to promote the high tech image.
- (R) k. At least 50% of all frontage landscaped areas shall be covered by living plant material characterized by horizontal growth which generally does not exceed 18 inches in height.
- (R) l. Parking lots which front on the Freeway shall receive more extensive landscaping than required by Code. The method of providing such landscaping is not prescribed; however, the City may include larger tree specimens, additional planter islands and dividers, or additional trees.
- (R) m. ADOT-approved landscaping of existing right-of-way fencing.

D. Public Facilities

Each site upon which any development requiring City of Avondale permits takes place is required to provide, or contribute toward the provision of all planned public facilities according to applicable City policy. In particular, the City may require special standards for the Freeway Corridor Specific Plan area.

1. Streets

It is intended that the Avondale Right-of-Way Standards Manual establish widths, paving standards, policies regarding curb-cuts and street radii, lines of sight, curb, gutter, sidewalk, and landscaping criteria specially tailored to the anticipated type, intensity and quality of Freeway Corridor development.

2. Water and Sewer

Master plans for water line extension and looping, sanitary sewer and storm sewer (or other drainage facilities) are calibrated for the Freeway Corridor so as to provide adequate capacities for projected development intensities. It is expressly contemplated that these standards may exceed those applicable to other areas of the Avondale community.

3. Utilities

Installation of utilities, likewise, may be subject to special guidelines or requirements designed by the City or utility action guides include: encouragement of common trenching for better construction economy and providing underground utilities in high-visibility areas such as Freeway Frontage properties.

4. Other Municipal Systems

Additional City facilities, such as bicycle paths, gateway beautification features, common parking areas, transit convenience or public open space, may require or provide incentive for contributions by adjacent property owners who may benefit from these Freeway Corridor improvements.

E. Action Program

The implementation of Specific Plan goals will be highly dependent on the concerted efforts, by both city and property owners, to prepare and promote the Corridor. This prime location requires four distinct steps as part of an active follow-through program: detailed infrastructure planning; development funding; capital improvements programming; and on-going progress monitoring.

1. Functional Studies and Plans

As called for in this Plan, special requirements may be established for property development within the Freeway Corridor area. These requirements, including (but not limited to) the following, should be established as soon as practicable.

Components described in Subsection D, Public Facilities, are regarded as priority topics for Freeway Corridor functional plans. Early action to establish street, water/sewer, utility and other systems' criteria tailored to the Corridor's specific goals is fundamental to Plan implementation.

2. Development Funding Assistance

Exploration into joint venture funding on the part of multiple property owners, may be necessary in order to achieve economies of scale for utility extensions, roadways and visual enhancements. Oversized improvement programs, with payback arrangements, should be considered. The City may wish to consider utilizing the Community Facilities District approach to help provide necessary financing for phased Corridor infrastructure improvements.

3. Capital Improvements Programming

Avondale's Capital Improvements Program is expected to supply a significant boost to the Corridor's development. The City's willingness to earmark public funds for Specific Plan projects should be used as an incentive for quality private development.

CIP funding should be sufficiently large and flexible to accommodate investors in early Plan implementation projects.

4. Progress Monitoring

The Avondale Planning Commission is charged with the responsibility for causing appropriate City staff reporting as to the progress of Freeway Corridor Specific Plan development. It is recommended that reporting occur on at least an annual basis, preceded by a review workshop or forum to which Corridor property owners and the general public are invited.

Please note, the color tones in this document are approximations, and are not for paint selection or color matching. For accurate color selections, please visit the city Planning Division.

OLD TOWN AVONDALE BUSINESS DISTRICT DESIGN GUIDELINES

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INTRODUCTION & BACKGROUND

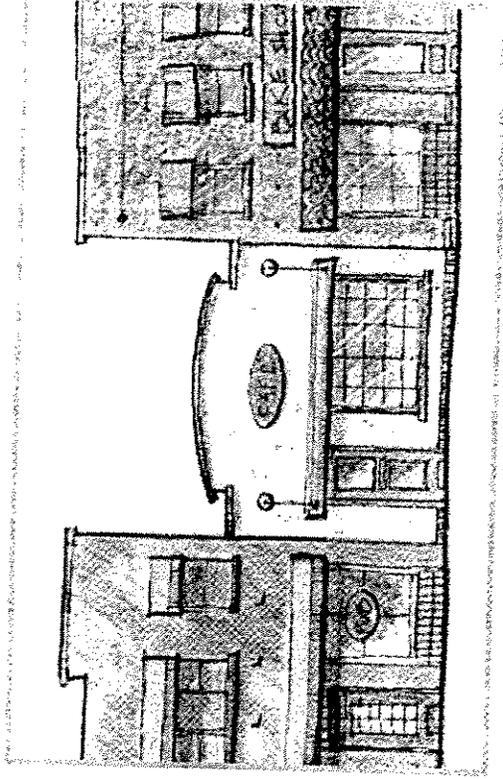
Originally near the Coldwater Stage Station in the 1880's, commerce was at the heart of Avondale even then. Avondale had its beginnings as one of the very earliest stage stations in the region, supplying travelers with provisions on their way from Tucson to northern Arizona and California. The town's most famous historical figure, Billy Moore, established a saloon, general store and stage stop near the Agua Fria crossing. The town grew to include and took its name from Avondale Ranch, where the post office was established in 1896.

Subsequent development resulted in a conglomeration of styles and architecture along Western Avenue typical of small western towns, with ranching, the railroad and cotton farming as main industries. Recently, the city has seen tremendous growth in new development, both residential and commercial, while the Old Town area along Western Avenue preserves the historic business district and safeguards opportunities for small, independent businesses.

In 2000, the City Council created a Central Business District Advisory Committee (CEBDAC), made up of business and property owners from the city's historic business districts, to advise on implementation of their shared vision of a revitalized and "pedestrian-friendly" downtown.

Implementation guidance for creating a first-class pedestrian facility can be found in a document published by the Maricopa Association of Governments (MAG), the MAG Pedestrian Area Policies and Design Guidelines (October 1995). Following the recommendations in this document, the City of Avondale sought and received a grant from MAG to create Design Guidelines for the Old Town Avondale Business District.

With assistance from Logan Simpson Design, a consultant provided by the grant, the City of Avondale involved business owners and citizens alike in a series of public workshops and presentations that culminated in the creation of this document.



GOALS & MISSION STATEMENT

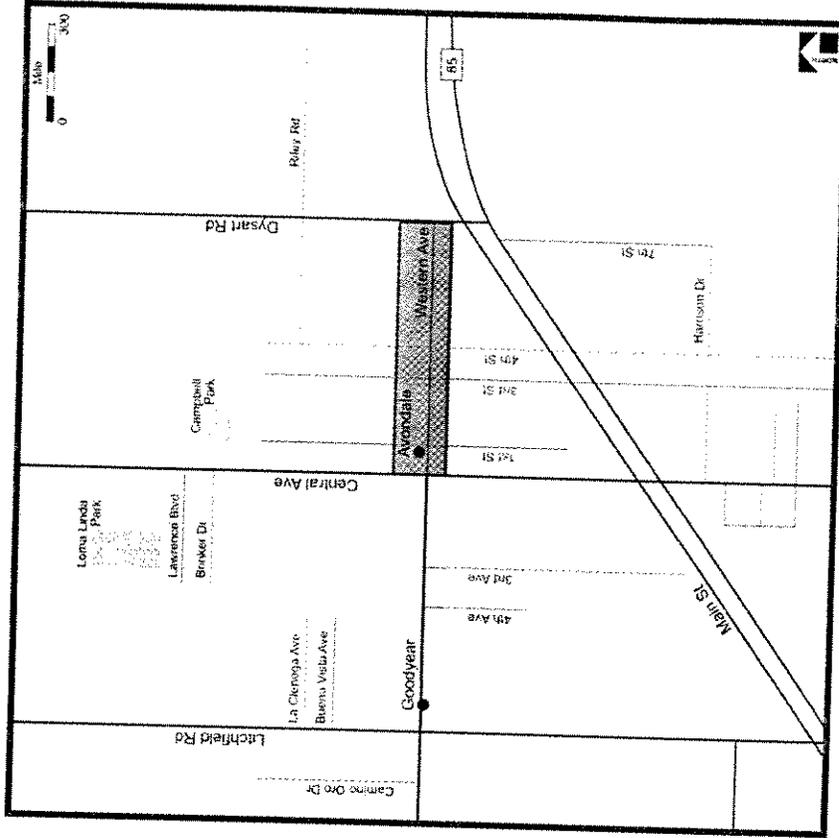
Design Guidelines are a means by which a community can enhance visual appeal and maintain existing character areas. The intent of these guidelines is to provide guidance and suggest alternatives when initiating improvements or designing a new building.

The project area to which these design guidelines apply—the Old Town Avondale Business District—comprises all properties that front or face Western Avenue between Dysart Road and Central Avenue. This includes all corner occupancy lots that front both Western Avenue and a side street. Thus, a structure located on a corner lot will be required to be in compliance with these guidelines on a minimum of two sides, one side fronting Western Avenue and one side fronting the side street.

The mission statement of the guidelines, as expressed by the downtown business owners is to *provide guidelines for infill and renovation projects that will enhance the existing character and the aesthetics of Old Town Avondale by providing a definition of style or theme, materials, and site design principles for a safe, attractive, comfortable, and appealing environment for local residents and visitors alike.*

The goal of these guidelines is to ensure quality new construction and high quality improvements to existing structures. Such modifications will be in accordance with the overall theme or character of the Old Town Avondale district. Besides managing physical modifications, these guidelines will guard the value of business and property owners' investments, thus assisting in the overall success of downtown.

Cross-reference Section 306, C, 6 of the Zoning Ordinance of the City of Avondale, which states that the OTAB district [Old Town Avondale Business District] shall be exempt from design requirements respecting site organization and development [i.e., Sect 504], building design [Sect 505], landscaping [Sect 503], lighting [Sect 504, C, 3; Sect 907, B, non-applicable reference found in Sect 609, 4, e], signage [Sect 9] and public art [no existing provisions] given elsewhere in the ordinance, but shall be required to comply with OTAB District standards promulgated by the City of Avondale from the date of such promulgation. The present document constitutes the referenced standards.



Project Area - Old Town Avondale

This document has been developed to provide clear design guidelines to property owners, developers, planners, and architects, with regard to properties in the Old Town Avondale Business District. Each item addressed will include a brief description, and general application. Following the descriptions, three application categories list what is preferred, what is acceptable with city approval, and what is not allowed. These categories are listed as Recommended, Conditionally Acceptable, and Prohibited.

The category listed as Recommended includes the preferred solution, application, design, and materials for the particular element in question.

Conditionally Acceptable lists those solutions, applications, designs, and materials which are not preferred, but may be allowed based on City approval and negotiation.

The final category is that of Prohibited, which describes those solutions, applications, designs, and materials that are not allowed. Nothing listed in this category will be allowed within the project area.

It should be noted that all improvements presented within this document are to be compliant with all regulations relevant to accessibility, including the Americans with Disabilities Act (ADA) and ANSI access standards.

DESIGN REVIEW REQUIREMENTS

All new construction and any exterior modifications to existing structures or sites within the Old Town Avondale Business District must be approved by the City of Avondale.

Please contact the Planning Division of the Development Services Department for application requirements and review procedures. The Development Services Department is located at 1211 South 4th Street, Avondale, Arizona 85323. Telephone: 623-932-6088.

A. SITE ORGANIZATION & DEVELOPMENT

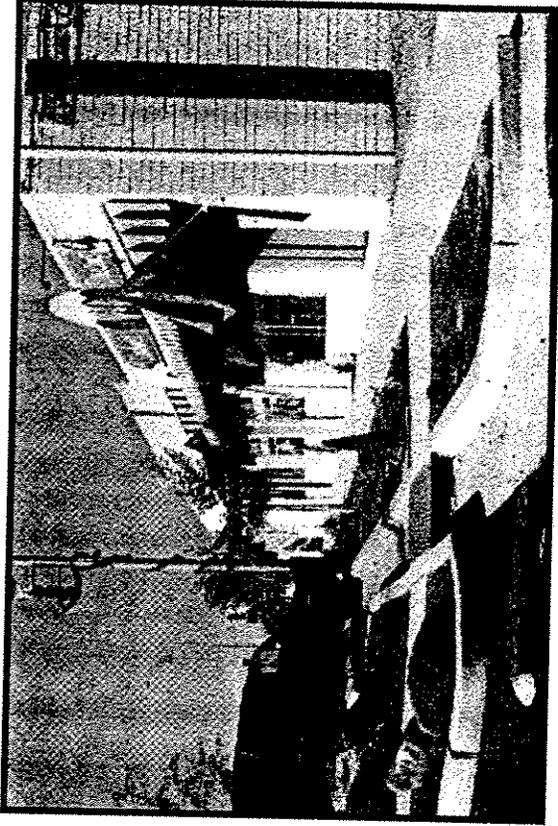
Relationship to Zoning Ordinance Section 504.

Areas covered by Section 504, which are addressed here, include: Screening Standards, Driveways, and Miscellaneous Design Standards. The provisions of §504, A, C, and D are incorporated, with the exception of provision §504, D, 3, which is replaced and enlarged by the section of the design standards document addressing outdoor lighting.

A1. Setbacks

Description: A requirement stating the allowable placement of structures behind a property line or easement.

- Recommended - Front setbacks - Full front build-out to the property line with recessed entry, except in the case of property owners desiring to add landscaping, an entry court, outdoor dining, or similar feature, to the front of the property, in which case a maximum 10-foot front setback from the property line is desirable. The setback will be required to be covered with architectural shade device or overhead structure.
- Recommended - Side setbacks - Full lateral build out, with no side setbacks.
- Conditionally Acceptable - Front setbacks - Maximum 10-foot setback for landscaping, entry court, outdoor dining, or similar feature. Areas between property line and face of building must accommodate some type of use such as outdoor dining or temporary display. The adjacent establishment's setback should be considered in determining the setback for a new structure.



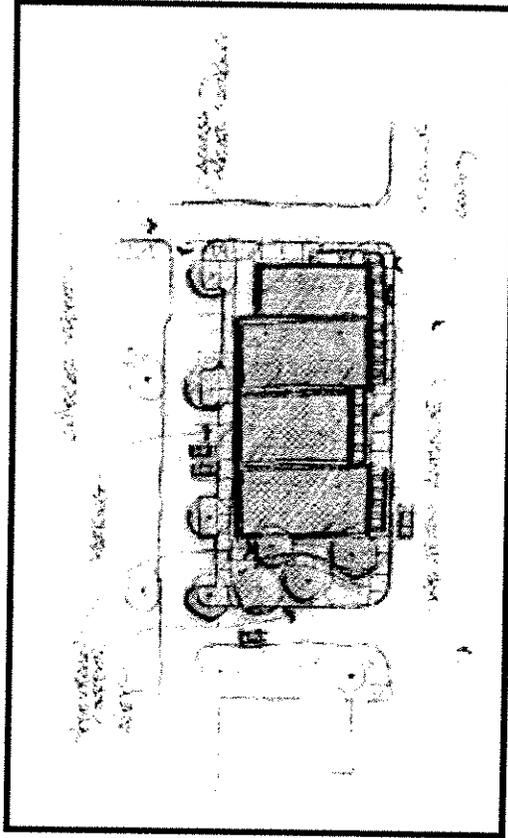
Setback - Full Front Build Out

- Conditionally Acceptable - Side Setbacks - Landscaped side setback area containing pedestrian-friendly features/amenities.
- Prohibited - Placing of structures more than ten feet from property lines, except as required by residential buffer. Surface parking between the structure and the front property line.

A2. Parking Lot Location

Description: The placement and configuration of "at-grade" or structural vehicle parking. Guidelines can also be found in Section §306, B, 3.

- Recommended - Parking lot location to the rear of businesses, such that they are not visible from Western Avenue, with alleyway or side street ingress and egress. Parking lots behind buildings should be contiguous to each other, thus minimizing the number of access points to Western Avenue. Parking lots must be landscaped and screened.
- Conditionally Acceptable - Structured parking (subsurface or above grade). Ingress and egress from Western Avenue is acceptable only where the property in question cannot satisfy its parking requirements through the provisions of §306, C, 10, 11, 13, 14, but location of the parking lot shall be in the rear of the property.
- Prohibited - Parking between the building and the front property line.



Parking At Rear

A3. Driveways

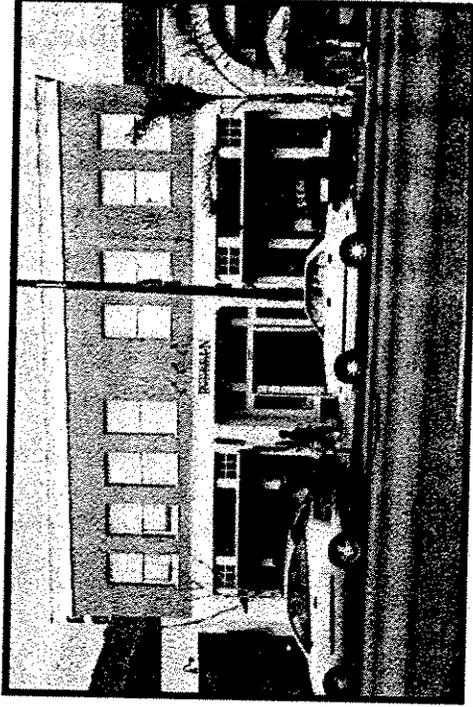
Description: The provisions of §504, C, are incorporated.

- Recommended - No driveways along the Western Avenue frontage.
- Conditionally Acceptable - Adding a driveway to the Western Avenue frontage (only where the property in question cannot satisfy its parking requirements through the provisions of §306, C, 10, 11, 13, 14).
- Prohibited - More than one driveway on Western Avenue per property.

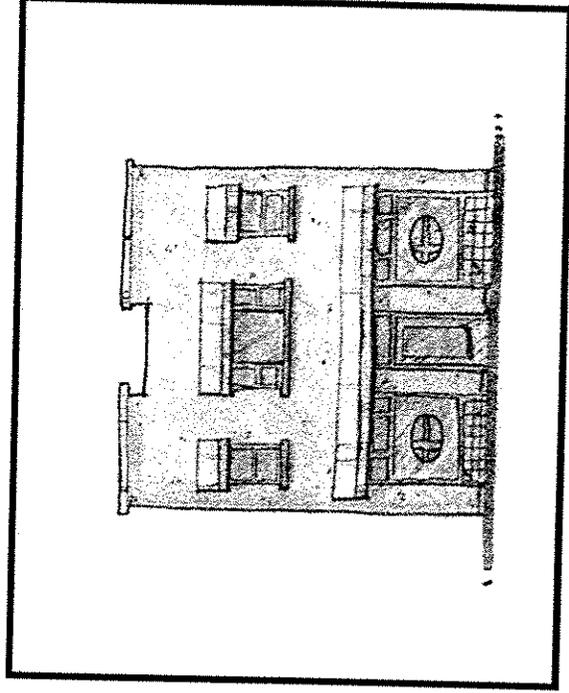
A4. Primary Entrance (Front Door) Location

Description: Placement and orientation of main pedestrian access to a building.

- Recommended - Ingress and egress facing Western Avenue. Commercial storefront primary entrances should typically be recessed or sheltered by use of a porch, canopy, or awning. They should contain decorative features highlighting the entrance.
- Conditionally Acceptable - Secondary entrance may be located at back of building where the property in question cannot satisfy its parking requirements through the provisions of §306, C, 10, , 13, 14, but location of the parking lot shall be in the rear of the property.
- Prohibited - Primary entrance on back or side of building.



Primary Entrance - Offset

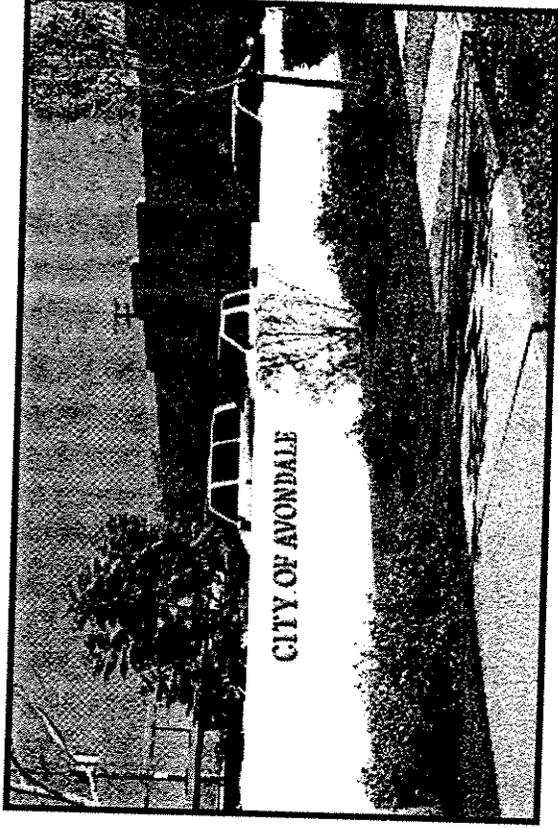


Primary Entrance - Centered

A5. Screen Walls (Parking, Utility, Etc.)

Description: Walls or fences designed to mitigate the visual impact of parking lots, utility boxes, and associated equipment. Provisions of Section §504, A are incorporated.

- Recommended - Walls shall be of a material compatible with that of the adjacent building, if not the same. Possible materials may include, but are not limited to: brick, slump block, masonry with stucco or mortar wash finish, and stucco finish. Screen walls around utility boxes must allow for unobstructed access for routine maintenance and repair (contact specific utility company for applicable clear-zones).
- Conditionally Acceptable - Colored concrete masonry units with texture or finish. Stone veneer. Berms with landscaping. Trellis with dense evergreen plant material that completely covers the trellis and provides screening equivalent to a wall or earth berm.
- Prohibited - Wood pickets or other wood fencing material, grape stakes, metal fencing material, chain-link fence with or without slats, split-rail-style fencing, and standard, unfinished concrete masonry units. Landscape alone does not constitute a screen.



Screen Walls

B. BUILDING DESIGN

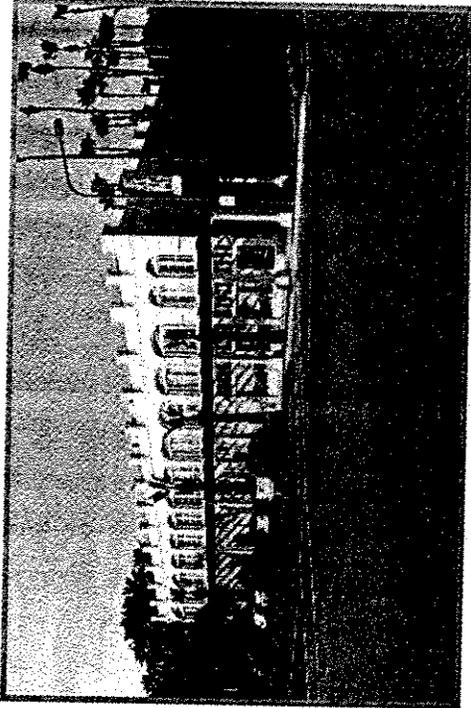
Relationship to Zoning Ordinance Section 505.

General Requirements and Specific Building Design Requirements per Section 505 are addressed. Provisions of §505 are incorporated, with the exception of provision §505, B, 1, which is replaced and enlarged by the present section of the design standards document.

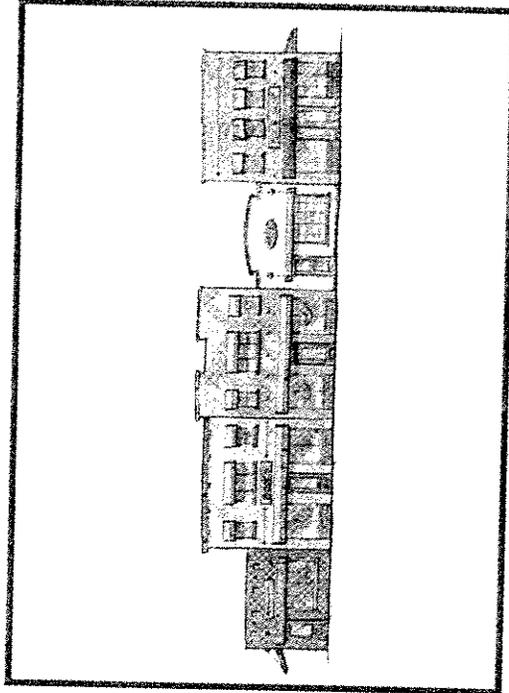
B1. Height (scale)

Description: The overall vertical scale or variation in elevation of a structure.

- Recommended - Two-story buildings. Heights that are within an acceptable range of similar height adjacent structures (site-dependent). Heights of adjacent two story buildings can vary a maximum of 10 percent. Thirty feet is the maximum allowable building height.
- Conditionally Acceptable - One-story buildings.
- Prohibited - Greater than two-story buildings.



Building Height

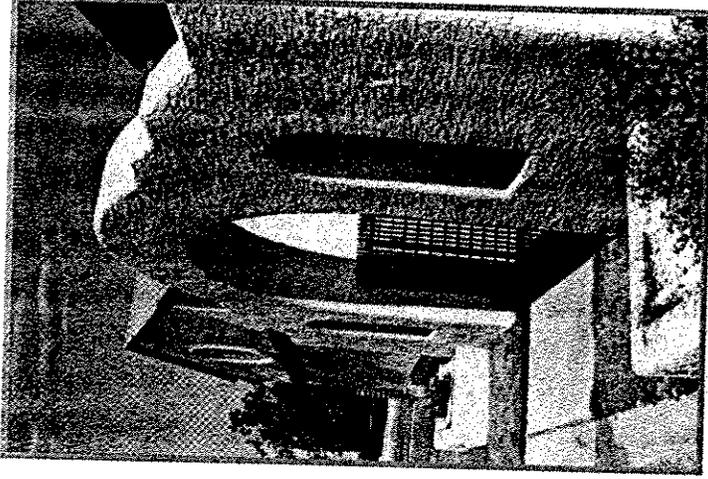


Building Height

B2. Facade Materials

Description: The type, form, and implementation of materials installed to or on structures. The facade treatment shall be the primary exterior finish for the building. Please see Architectural Detail (page 16) for additional details.

- Recommended - Exterior plaster (smooth-trowelled), horizontal clapboard, and masonry with stucco or mortar wash finish. Because of the vast number of materials available, other types and forms of listed materials may be submitted for consideration and possible approval. Utilities must be camouflaged or screened.
- Conditionally Acceptable - Wood, except for prohibited forms listed below; brick, and cut stone.
- Prohibited - Wood shingles, faux material or treatments, glass block, metals, and alloys (stainless steel, brushed aluminum, etc.). Imitation or undressed masonry, reflective glass, parquet materials, vertical clapboard, and metal siding. Downspouts located on facade, facing Western Avenue.

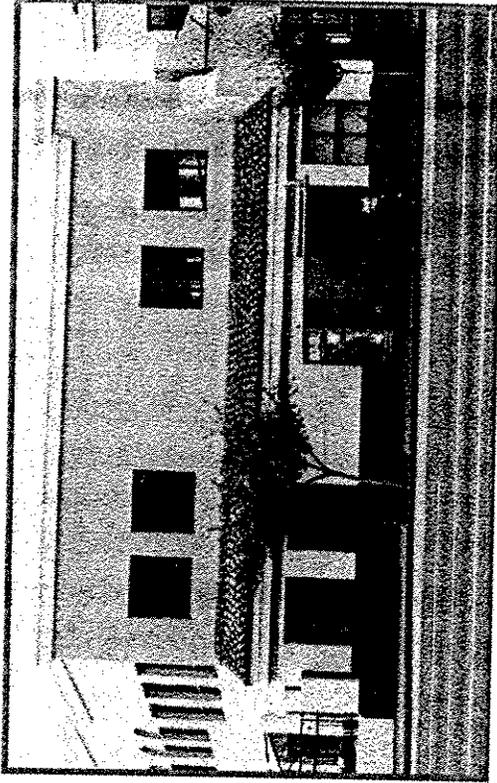


Stucco Finish

B3. Roofs

Description: Roof line - The form or lines created by roofs, either false, parapet or structural.

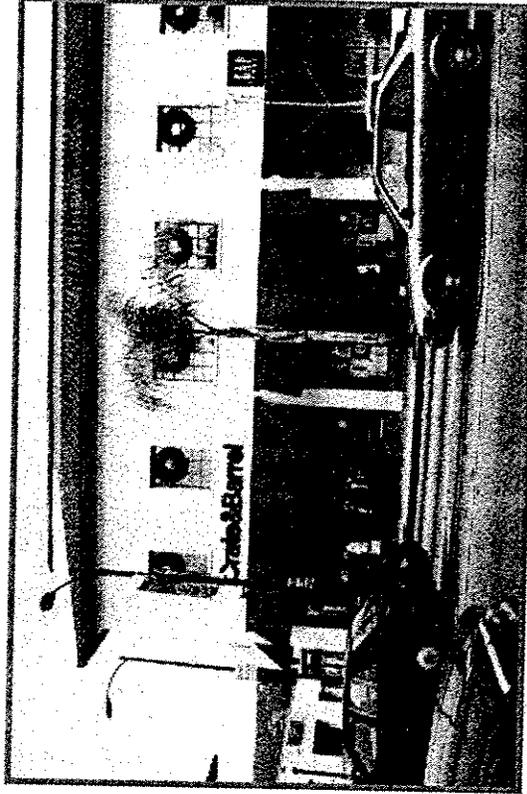
- Recommended - Use of architecturally applicable pediments and parapet walls. All rooftop utilities and mechanical equipment elements must be screened by use of parapet walls or screens. Roofs may be flat or sloped consistent with surrounding buildings. Decorative parapets and defined cornice lines are encouraged. Roofing materials to be consistent with adjacent structures, if visible, and to code.
- Conditionally Acceptable - Rounded corners, stepping of roofline.
- Prohibited - Rooflines that allow visual access to rooftop mechanical equipment. A-frames, mansards, geodesic domes, Quonset hut roofs, or chalet style buildings.



Roofs

Description: Roof materials - The visible portions of the roof, including top, fascia, and false fronts.

- Recommended - Spanish ceramic tile, concrete tile. Non-reflective copper. Flat roofs may be treated with any material, provided it is not visible from Western Avenue.
- Conditionally Acceptable - Standing-seam metals.
- Prohibited - Wood of any type. Crushed stone, corrugated metal or fiberglass, and asphalt sheeting/shingles or shakes. Reflective metals.

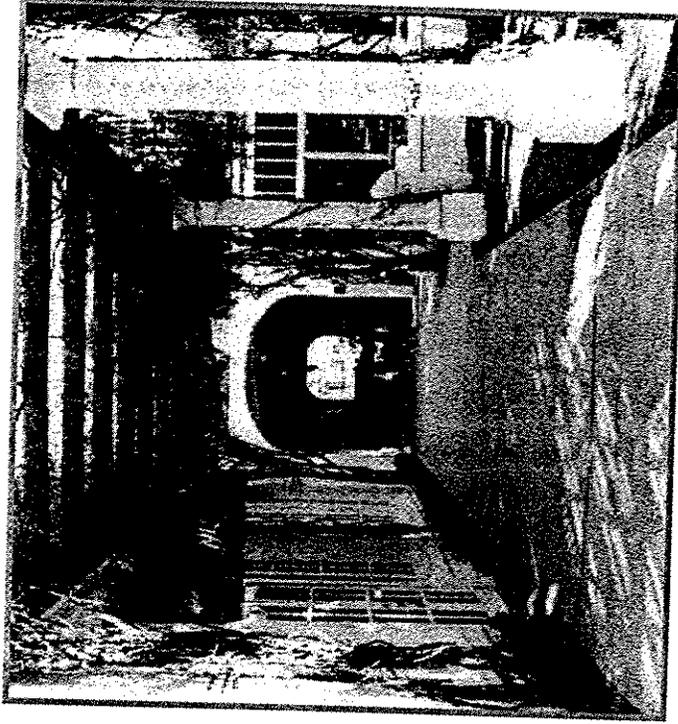


Roofs

B4. Overhead Structures

Description: Device installed on facade of building to provide shade to pedestrian area, display windows. Includes porches and colonnades, trellises and pergolas, canopies, awnings, and recessed doorways. The space created by these features often allows for additional display space and accentuates the entry into the building. Canopies and awnings that are unsupported by post structures may extend over right-of-way to the edge of the sidewalk.

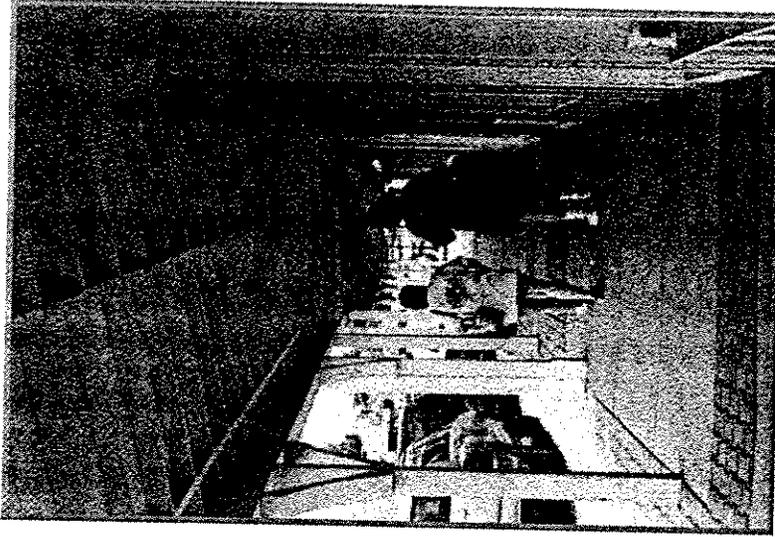
- Recommended - Shade-providing devices on the facade of the ground floor are required. All overhangs that extend into the pedestrian environment or encourage pedestrian activity undercover shall allow for unobstructed travel through and within the space. A minimum of seven feet in clearance height is required. Awnings will complement the width of the structure they are over and in no case exceed the width of the structure by more than 20 percent. All accessibility requirements apply.
- Conditionally Acceptable - Accent materials that complement base building material. Different clearance heights on canopies and awnings for existing structures.
- Prohibited - Plain metal post supports for overhangs. Devices that do not complement the character of the storefront. Elements and structures that obscure architectural features and details. Support posts that intrude into the right-of-way. Any overhead device, except awnings, less than twelve feet in length.



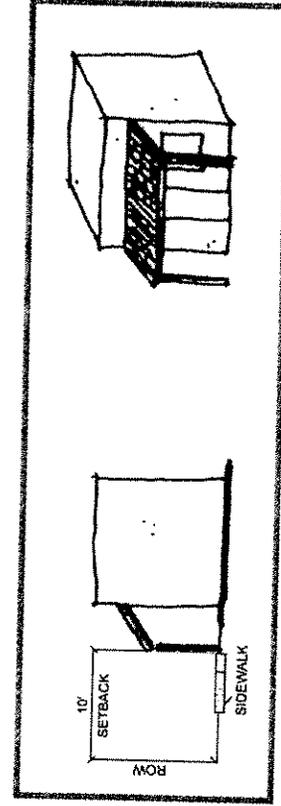
Overhead Structure

Description: Porches or colonnades are generally considered to be structural attachments to the face of a building, with support posts (porch) or columns (colonnade), creating a shaded area for pedestrian use or display of goods. These structures must be set back from property line. These structures are not required to appear as an extension of a building, but rather an attached shade device using a combination of columns or posts, beams, and joists. Porches and colonnades may be constructed with a "solid" overhead cover using an approved type of roofing material. However, the use of an "open" roof, such as that found in the following section regarding trellises and pergolas, can also be utilized with a colonnade-type structure. Classification as a colonnade with an open roof, as opposed to a trellis, would be based on the greater mass and weight of the columns and beams.

- Recommended - Wood posts and beams; masonry, stucco, stacked stone, and brick columns; clay or concrete roofing tile.
- Conditionally Acceptable - Ornamental metals as columns. Hand railings located between upright supports.
- Prohibited - Wood shingles, shakes, asphalt shingles for roofing. Vertical infill, such as shade screens, between posts on Western Avenue.



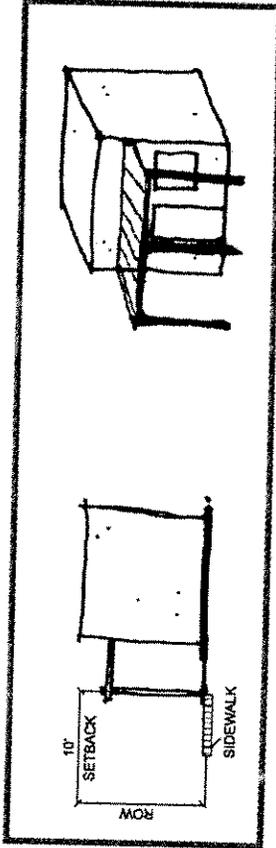
Porch



Porch

Description: Trellises are similar to an open-roofed porch, but with less massive columns, beams, and lintels. The primary purpose of these types of structures is to provide shade for pedestrians. Adequate setbacks are required to insure no support elements or posts are located within the public right-of-way.

- Recommended - Wood posts and beams, decorative iron and similar metals, stucco, and brick columns. Overhead lintels may include branch/stick material fastened to beams. Plant material in the form of climbing vines is encouraged with trellis-type structures. Design and construction that depicts high-quality materials, design, and installation.
- Conditionally Acceptable - Hand railings located between upright supports.
- Prohibited - Garden-style lattice, residential-style construction and materials. Vertical infill, such as shade screens, between posts on Western Avenue.



Trellis

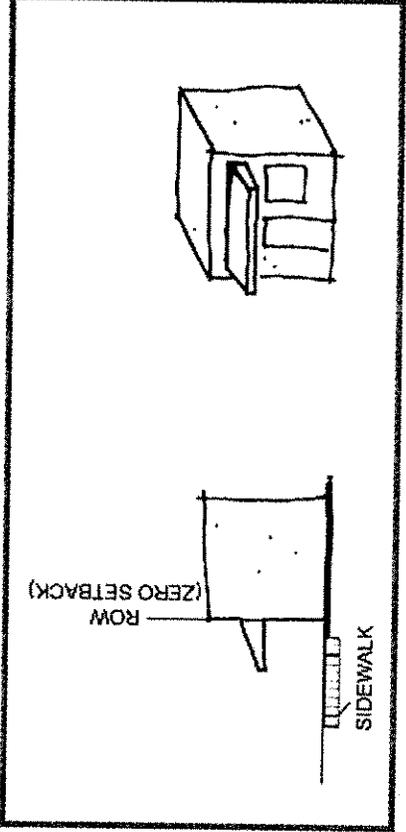


Overhead Structure



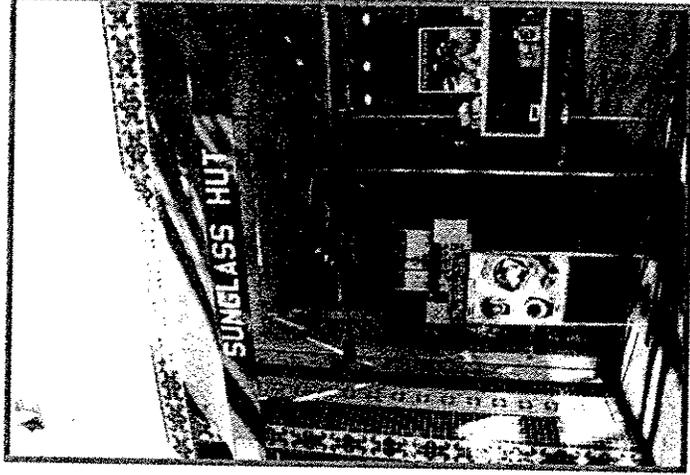
Trellis (Branch/Stick Overhead)

Description: Canopies are to be sloped overhangs, fixed to the building facade and unsupported by posts, providing shade and protection to windows and doorways. Canopies may extend into the City's right-of-way. Canopies shall be installed against the face of the building, beginning at a minimum of seven feet above the sidewalk surface, extending no higher than ten feet above the sidewalk's surface. Canopies must extend a minimum of four to six feet from the face of the building. All framing will be concealed, unless the materials are integral to the detail of the overall facade. Canopy fabric material to be flame retardant and U.V. resistant. Canopies will generally cover more than a single window or door, but may be dedicated to one opening in the facade. Canopy colors must come from the color palette in Section B8.



Canopy

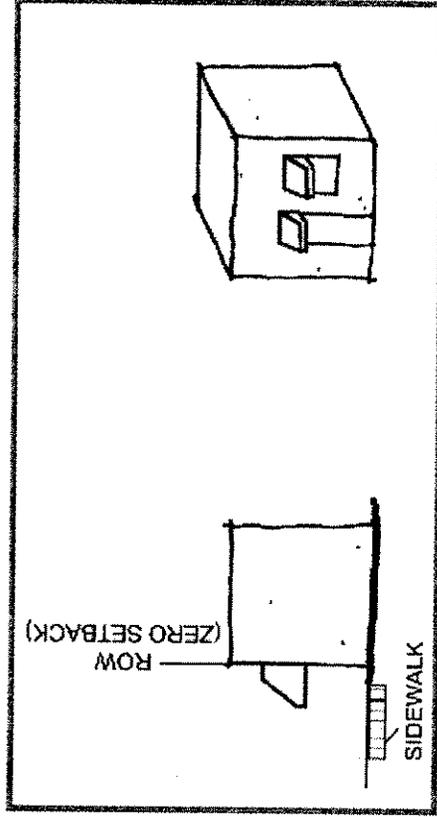
- Recommended - Materials include heavy canvas or similar "fabric", spanish tile, concrete tile, non-reflective copper. Fabric canopies shall be box type. Suspended canopies.
- Conditionally Acceptable - Standing seam, if compatible with roof type.
- Prohibited - Metal canopies, residential style construction and materials.



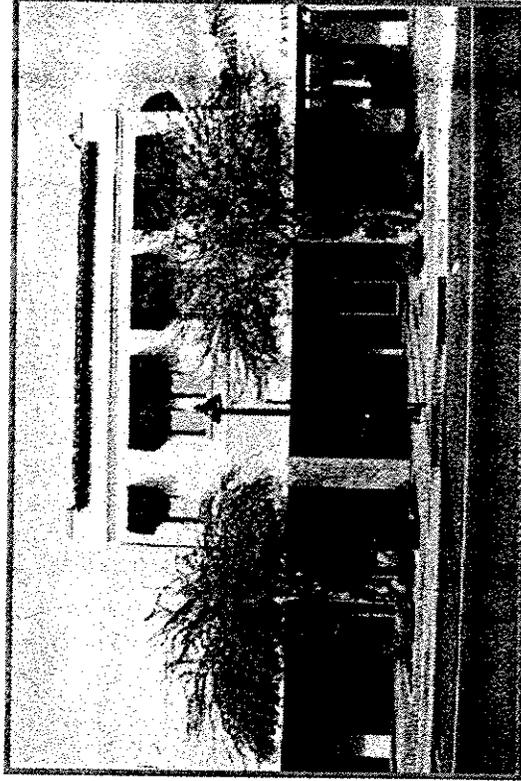
Canopy

Description: Awnings are generally considered to be of a box design and installed over openings in the building facade. Such devices are suspended from the face of a building with no posts or ground-supports required. Materials include industry-standard awning fabric material, color to be from color palette. Awnings should not obscure architectural features or details. Awnings are similar to canopies, but will generally service only one window or door at a time. That is, one awning per window/door. Awnings may extend over the City's right-of-way. Awning colors must come from the color palette in Section B8.

- **Recommended - Box types.** All awnings must be of a consistent type on the building on each floor. If the building is located on a corner lot, consistent awnings must be applied to secondary street frontage, matching those of the primary facade.
- **Conditionally Acceptable - Standing seam,** if compatible with roof type. Doors and windows not treated with awnings on the same floor as doors and windows that are treated.
- **Prohibited - Metal awnings,** residential-style construction and materials.



Awning

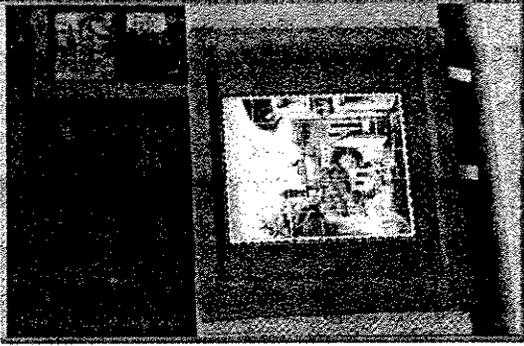


Awning

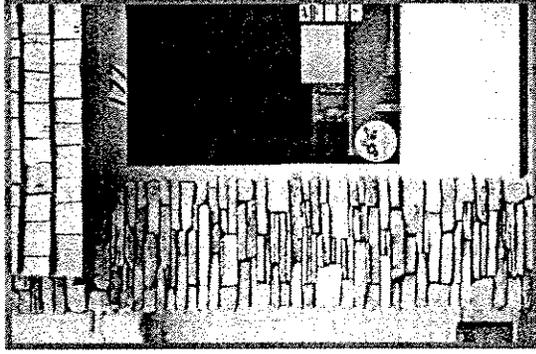
B5. Architectural Detail

Description: Facade elements and details that support a unique building character. The location of architectural detail will likely be dictated by the overall style of the building; however, detail is encouraged at all doorways and around windows that front Western Avenue.

- Recommended - Nonreflective metal work. Ceramic tile and mosaics. Heavy wooden beams and lintels, proportional to facade. Stacked-stone. Roofing tiles. Stucco pop-out lintels. Parapet walls. Projected eaves with exposed rafters. Copings atop parapet walls. No facade surface shall have an area more than 24 feet in length along Western Avenue without an opening or articulation.
- Conditionally Acceptable - Glass block. Carved wooden beams. Stained glass. Slump or other decorative block. Brick. Precast architectural panels or small "rosettes." Vigas, nichos. Other attached pre-made decorations.
- Prohibited - Intricate designs and patterns. Canales or exposed drainpipes or gutters.



Architectural Detail - Tile Mosaic

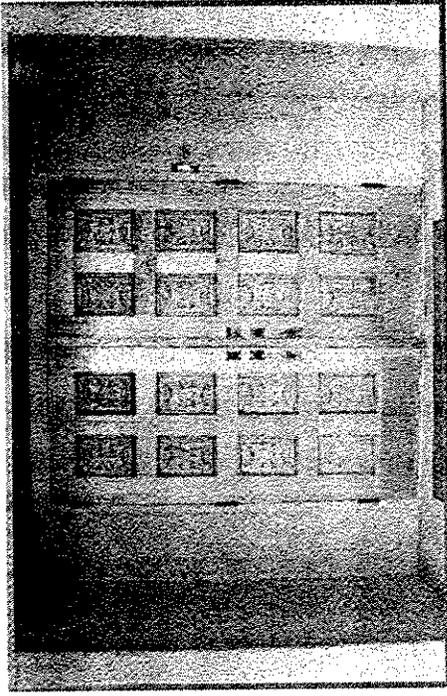


Architectural Detail - Stacked Stone

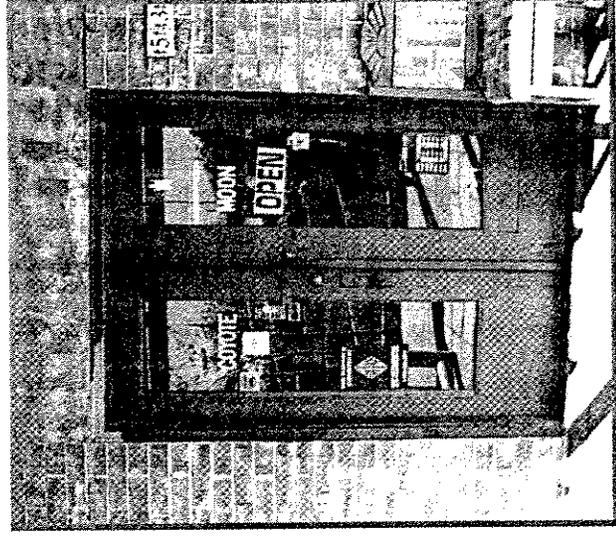
B6. Doors

Description: Those elements that control access to a structure.

- Recommended - Wood grain, "heavy" or otherwise depicting mass. Conspicuous hardware. Carved or otherwise implied detail. Glass doors with wooden or high quality non-aluminum metal frames. Half-glass doors.
- Conditionally Acceptable - Heavy, high-quality glass doors. Detailed metal security doors. Brass detail, including door pulls, kick-plates, and other door details.
- Prohibited - Plain, nondetailed security doors. Aluminum and glass retail-style doors. Plain, metal doors.



Heavy Wood Grain Doors

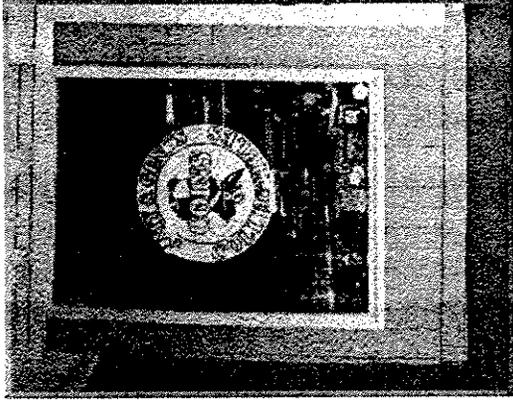


Glass Doors

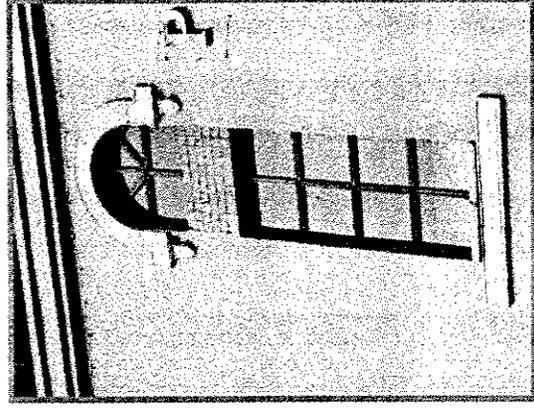
B7. Windows (Storefront)

Description: Glass-covered openings, allowing view in and out of structure.

- Recommended - Large rectangular or square windows on ground floor to display merchandise. Non-reflective glass, allowing for clear view into building, or display area. Eighty-eight percent light transmission. Storefront windows should be a minimum of 18 inches above the ground plane and a maximum of 36 inches above the ground. Shape of windows needs to remain true to overall rhythm of the facade. If structure is greater than one story in height, upper story windows can be of a greater tint than that of street level windows. Windows with sills and visible frame, inset windows. Storefront aluminum window with nonreflective metal frame. Window jambs shall be no closer than 12 inches from the edges of building.
- Conditionally Acceptable - Arched windows. Security windows with inlaid wires allowed on side and rear windows. Small windows on ground floor.
- Prohibited - Security bars, mirrored glass, reflective glass materials. Bay windows.



Windows

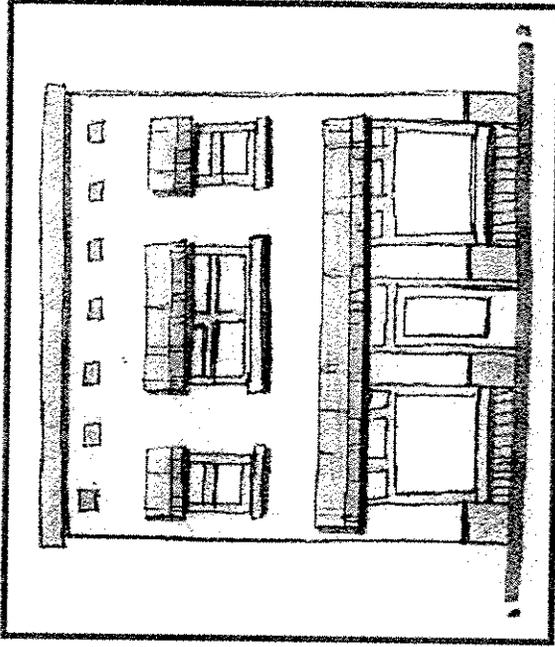


Windows

B8. Exterior Colors

Description: Shades, tones, and hues applied to structures or inherent in recommended materials.

- Recommended - Exterior colors for facade and trim must be selected from the attached color range. One principal facade color and one contrasting trim color per building or storefront. A facade color shall make up a minimum of 80 percent of the exposed paintable surface. If building contains trim elements, trim paint should be used on trim areas only, excluding glass. Adjacent buildings should be painted differently, using complementary colors.
- Conditionally Acceptable - Slight variations from attached color range in facade or trim colors. Additional trim colors.
- Prohibited - Fluorescents, busy patterns, stripes, etc.



Trim Identification

C. LANDSCAPE

Landscape covers requirements for in-ground landscape, planters, pots, walk, patio, or other surfacing, and site furniture. Landscape areas on private property should complement or enhance the existing streetscape in the City's right-of-way.

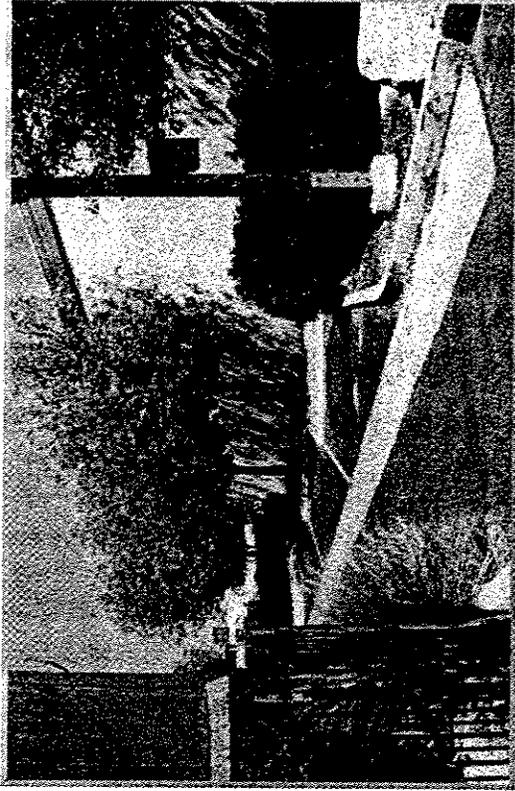
Relationship to Zoning Ordinance Section 503.

Areas covered from the zoning ordinance include: General Requirements, Streetscape Standards, Parking Lot Landscaping, Ground Cover, Retention Basins, Maintenance, and Foundation Planting. See C1., below, for applicability of specific provisions.

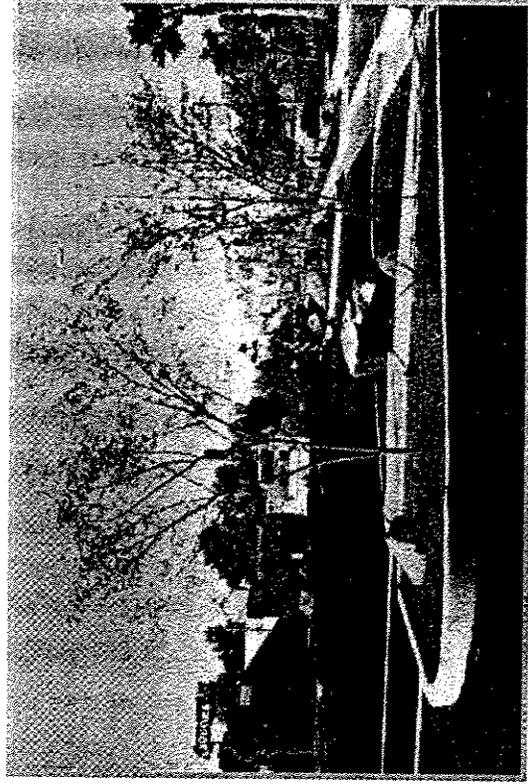
C1. General Requirements for In-ground Landscaping

Description: Location and type of landscaping, irrigation requirements.

- * Recommended - Provisions of 503, A, B, C.1, D (except provision 503 D.4, shall apply only if a property does not contain an on-site rear parking lot with side street or alleyway access; a minimum of 10 percent of the parking lot area shall be landscaped, accenting pathway to back door entrance), E, F, G, and H (except where full-front build-out is achieved) are incorporated. Landscaping shall be compatible with landscaping in right-of-way.
- * Conditionally Acceptable - If trees in adequate tree grates are desired rather than bed planting, the grate area shall be counted toward the 10 percent net land area that must be landscaped. Modifications to existing street frontage plantings. Existing trees or plants having a historical connection to the area not on the City's list of permitted plant species.
- * Prohibited - Trees and shrubs that have spines, barbs, or thorns that protrude into pedestrian area. Plants that produce large amounts of debris, including fruits. Retention basins on Western Avenue, contouring of the ground along Western Avenue. New plants not on the list of the City's permitted species.



Landscaping at Parking Lot

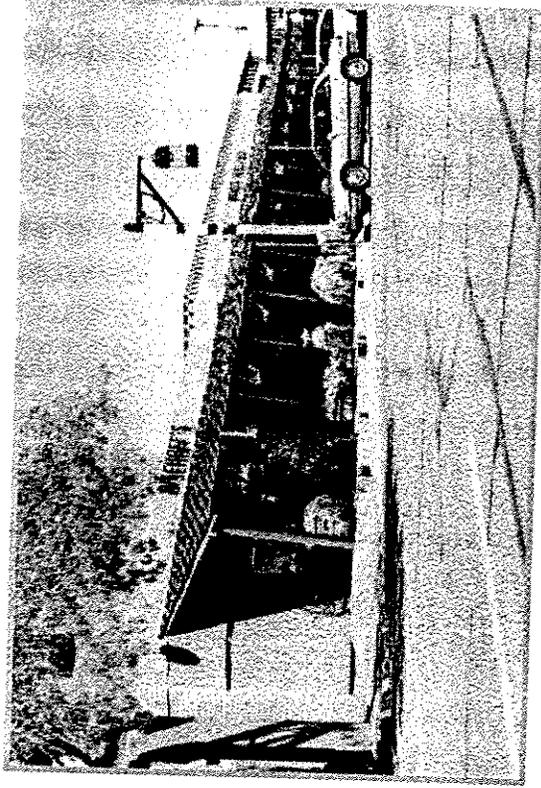


March Existing Landscape

C2. Planter Pots (Hanging)

Description: Includes hanging pots and window boxes. Also included: materials and means of suspension. Location must not encroach upon normal pedestrian routes, including head heights.

- * Recommended - Colorful use of flowers and foliage, appropriate for the season and location. Terra cotta or similar-material pots; iron, ceramic; precast concrete in acceptable color (see color range, Section B8). Dried natural plants are acceptable (i.e., chilies, herb bundles).
- ** Conditionally Acceptable - Plastic pots that have ceramic or clay appearance.
- † Prohibited - Artificial plant materials. Exposed aggregate pots. Plastic pots and boxes, other than those listed as conditionally acceptable.

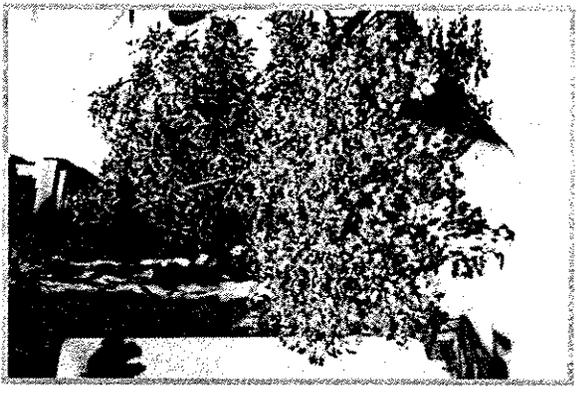
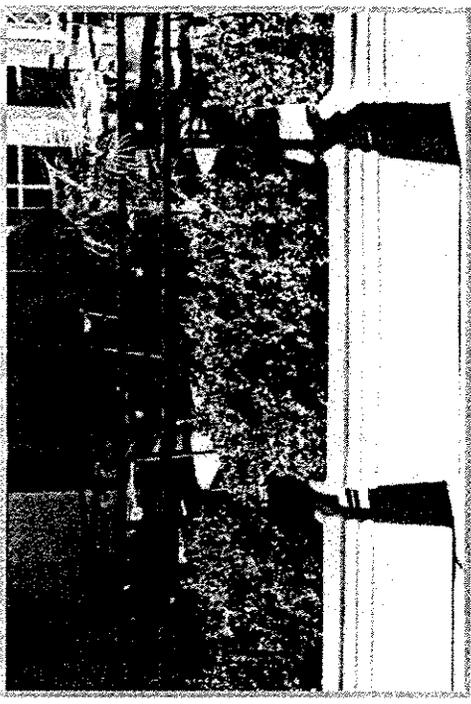


Planter Pots

C3. Planter Pots (At Grade)

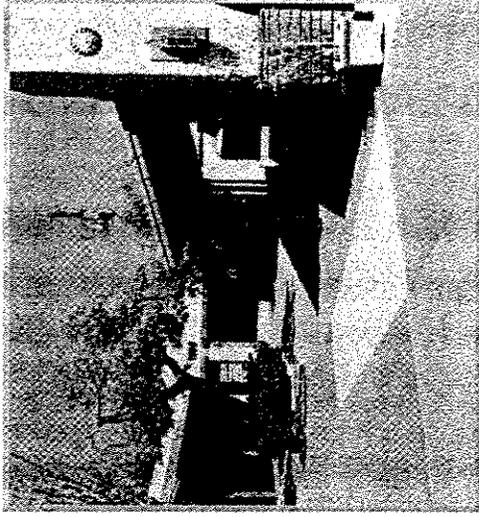
Description: Size, style, color, and placement of planter boxes or pots.

- * Recommended - Concrete, carved stone, ceramic, or clay pots. Irrigated when possible. Detailed and of adequate size and scale. Location should not impede access, through travel, or emergency access to or around buildings or pedestrian corridors.
- o Conditionally Acceptable - Wood.
- o Prohibited - Pots smaller than 8 inches in diameter.

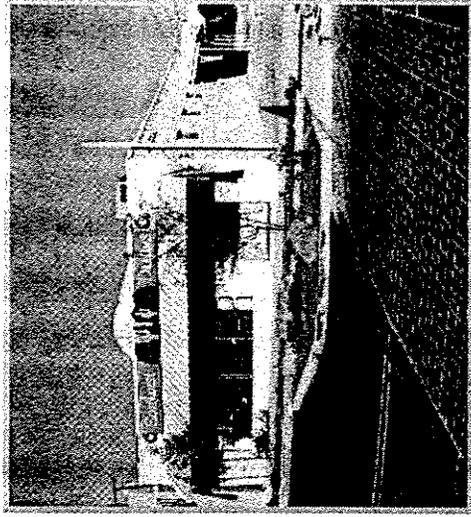


C4. Hardscape Elements

- Description: Includes color, texture, and material selection for walkways, patios, and other ground plane enhancements.
- * Recommended - Materials that do not impede wheelchair travel or access. Pavers. Colored concrete, in colors that complement the nearby structures. Concrete finishes: sandblast, light broom.
 - * Conditionally Acceptable - Tiles, stone, medium broom.
 - * Prohibited - Overly detailed concrete walks (stamps, patterns). Grade-changing overlays, painted concrete.



Colored Concrete

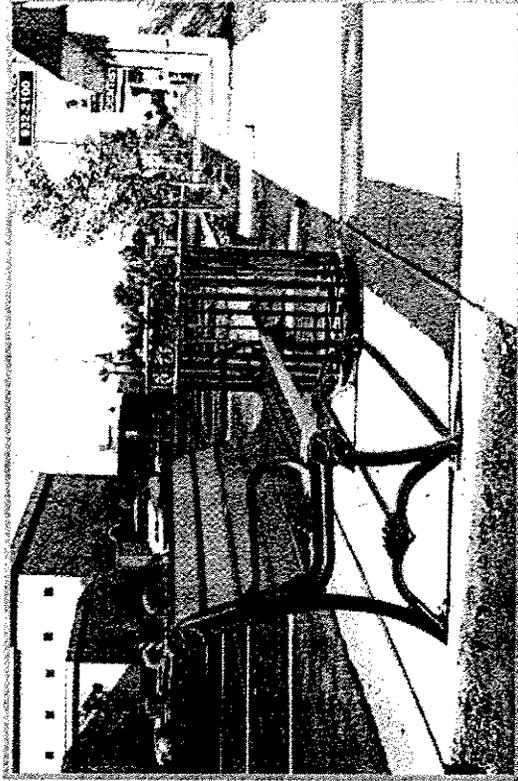


Pavers from Available Products

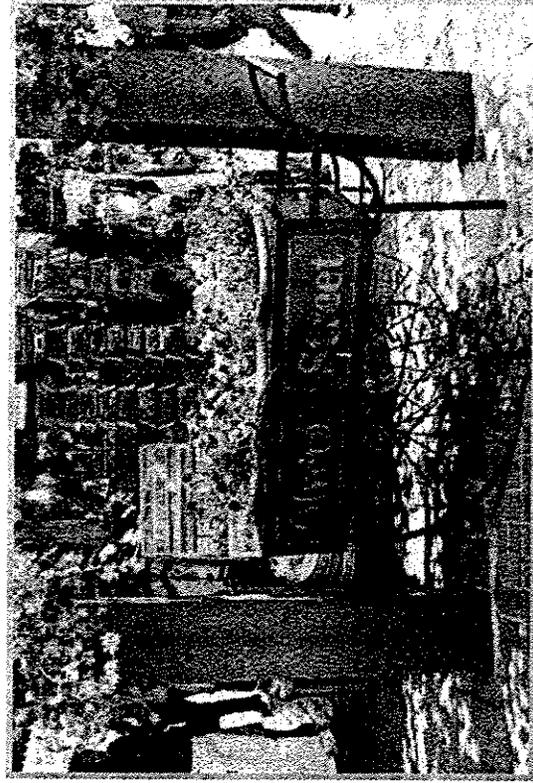
C5. On-Site Furniture

Description: Elements including benches, tables, chairs, light poles, bollards, trash receptacles, etc., including the color and style of these elements.

- * Recommended - These elements shall be of a design and character consistent with municipal streetscape elements.
- * Conditionally Acceptable - Recycled plastic items.
- * Prohibited - Plastic elements and features. Temporary use items.



Site Furniture - In the Right-of-Way



D. SIGNAGE

Signage for the downtown area should consist of three basic types of signage - Identification, Information, and Directional. Each establishment may want and/or need more than one of the three types. A business may in fact choose to include more than one style of sign for a specific business or property. That is, he/she may want to install a canopy sign (identification) in addition to a freestanding sign (directional) and a window-applied sign (information). It is not suggested that only one of the following sign types may be incorporated into a business, but rather that these are the most common types of signs, and that some compatibility does exist between types listed.

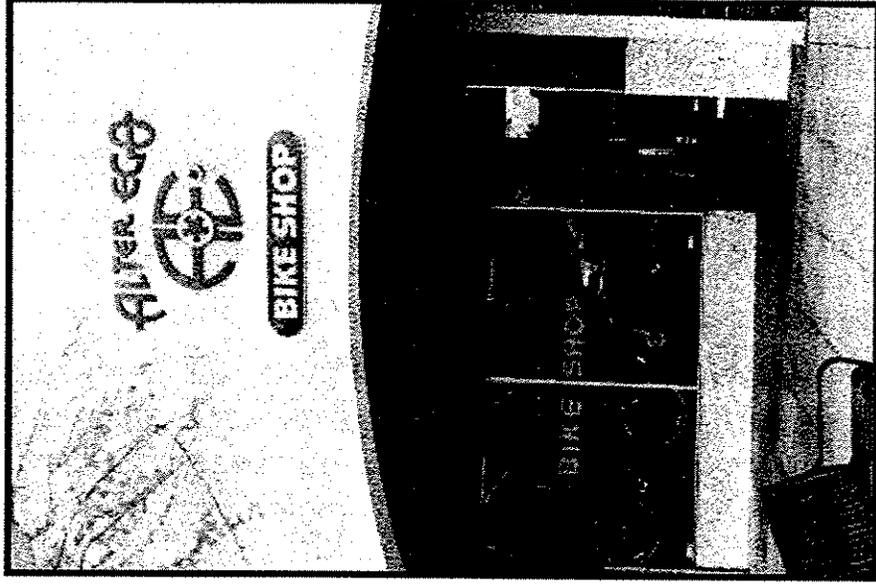
Identification signs are the primary signs for an establishment and should indicate the name of the establishment and possibly the nature of the business, only. Extensive lists of products or services should not be included, nor should phone numbers. The location of specific signs depends largely upon the type of sign and the building it is to be applied to, but typically, no sign should be located above second floor windows.

Information signs should give the user the basic information of entrance, hours of operation, possibly a phone number, and the type of services and/or products available within the establishment. They can also be interpreted as special manufacturers (i.e., Nike, FTD florist affiliations, clothing manufacturers, etc.) These signs should be secondary to any identification and be applied as such.

Directional signs direct the shopper/visitor to the appropriate entrance, parking area, driveway, etc. These are typically small, freestanding, permanent signs or portable signs.

Signs should be simple, well designed with the type of viewer in mind, and somewhat modest. They should add accent to the building, the streetscape, and surrounding property and take into consideration the adjacent landscape and streetscaping. Signs should not obscure architectural elements or details. Alignment of signs is important when buildings are directly adjacent to each other or when more than one establishment occupies the same building, thus insuring a cohesive appearance.

In the case of corner occupancy, one additional sign may be added to the cross street.



Signage - Identification

D1. Sign Material

Description: Includes actual construction of sign, including texture and presentation.

- Recommended - Metals with patina or rusted finishes, Signfoam high-density foam with quality painted finishes, painted metal.
- Conditionally Acceptable - Wood, routed or sandblasted panels, industry-standard plastics. Neon screened behind a panel, neon.
- Prohibited - Plastic signs, including plastic interior-illuminated signs, foam letters.

D2. Sign Color and Text

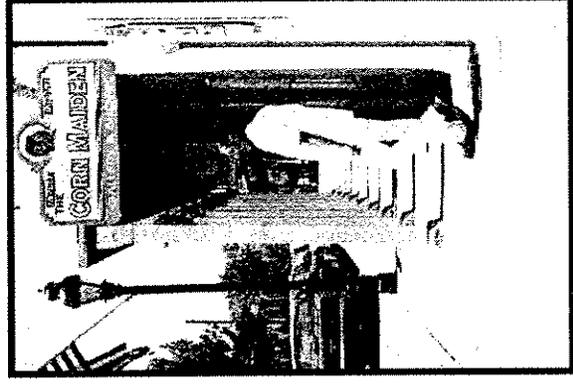
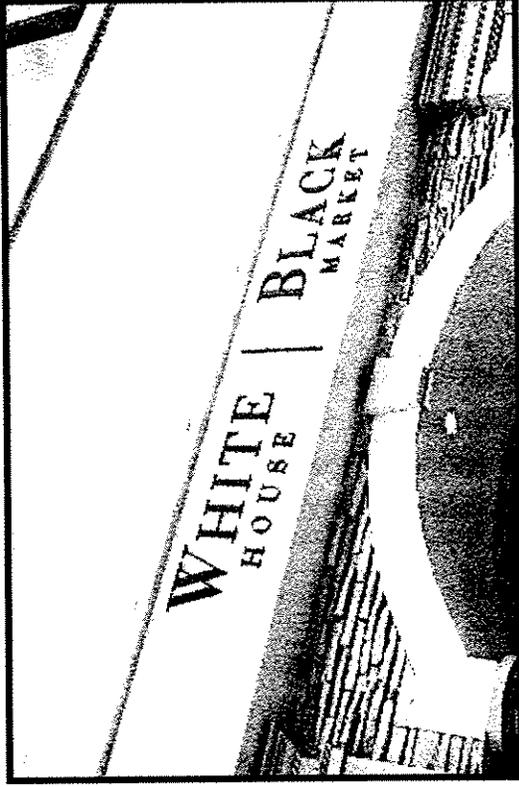
Description: Shade, hue, or tone as applied to a specific sign.

- Recommended - Distinctive design, easily readable fonts using material that accents the building architecture.
- Conditionally Acceptable - Marquees as applied to theaters and performance houses.
- Prohibited - Reflective or fluorescent colors, LED. Corporate sponsored signs, such as a soft drink sign advertising for "a restaurant."

D3. Architectural Compatibility

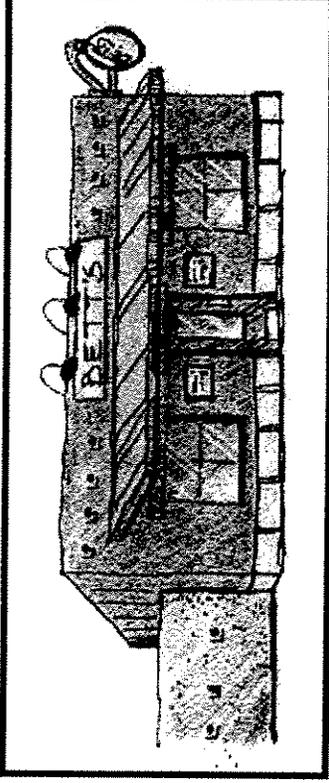
Description: The insurance that a specific sign, and its materials and overall character, correspond and complement the intended theme or image of a building or downtown area.

- Recommended - Reflect the character of the building and associated details.
- Conditionally Acceptable - None.
- Prohibited - Highly reflective materials.



D4. Sign Lighting

- Recommended - Along the street fronts, gooseneck-type of down lights provide illumination as well as architectural detailing.
- Conditionally Acceptable - Halo backlit individual letters. Neon.
- Prohibited - Large box signs. Strong backlighting. Plastic faced interior-illuminated signs.

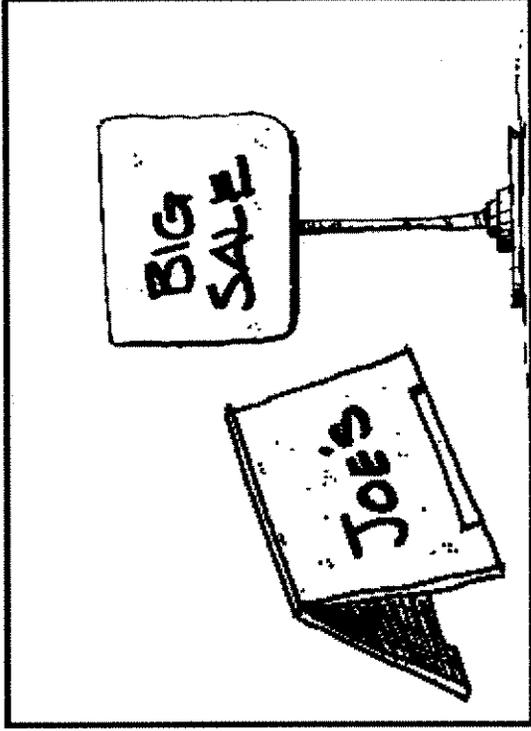


D5. Signage Types:

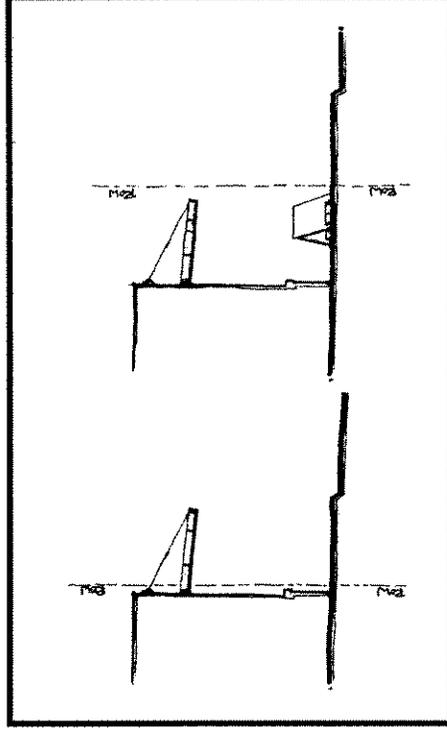
Acceptable signage types are Portable, Freestanding, Directories, Projecting, Awnings, Canopies, Window signs, Wall and Flush-mounted, and Banners.

Description- Portable - "A" frame sign or other portable, usually found in pedestrian area, while not impeding access. This sign should not be placed within the flow of pedestrian traffic.

- Recommended - "A" Frame - Wood, hinged sign generally occupying six square feet, and not more than three-feet tall. Other portable: wood or metal post, not taller than four-feet high. One sign of this type per business and displayed only during regular business hours. The placement of these signs shall allow for unobstructed travel around the sign and access around all sides. The location of these signs shall not be within 30 feet of street intersections, including accesses to alleys and service streets. The signs shall be of professional quality, use recommended colors and materials. Should be used on a temporary basis.
- Conditionally Acceptable - 3-D sculptural sign, not more than three-feet tall. Depth to be determined based on placement.
- Prohibited - Signs exceeding four-feet tall, impeding visual clearance past sign. Permanent, fixed signs. Locations in public right-of-way. Sign left out after business hours.



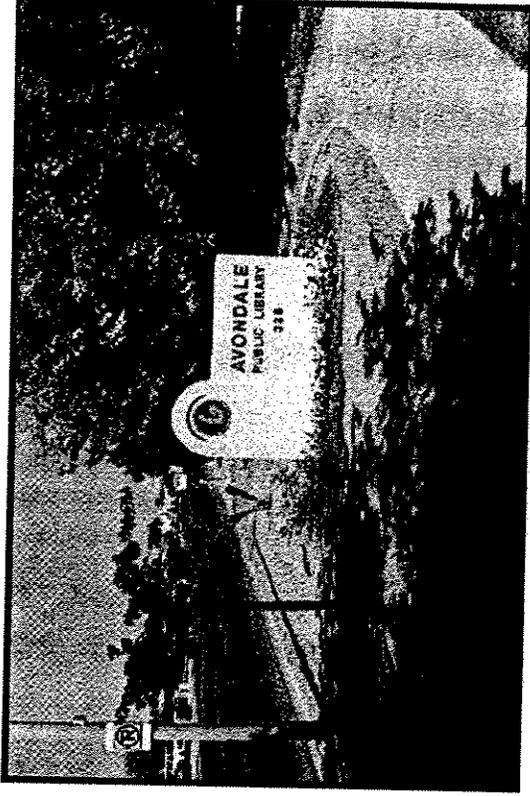
Portable "A" Frame and Freestanding Sign



"A" Frame/Freestanding Sign Placement

Description - Freestanding - Identification for single tenants. Pole, monument, ground signs. Typically permanent type of installation. Use of substantial materials. Any type of monument sign will require design review and approval prior to fabrication. Freestanding signs will most likely be found at corner lots because of the space required for such signs. The maximum face size will be forty square feet.

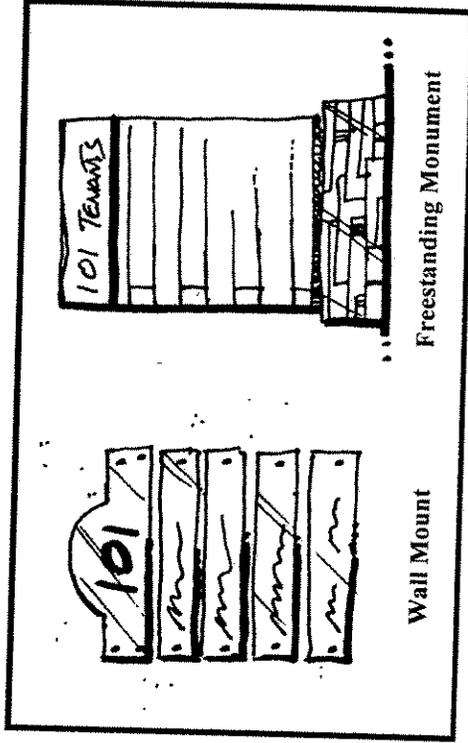
- Recommended - Use as an identification sign, or a directional sign. The height of any pole sign will not extend beyond parapet of building.
- Conditionally Acceptable - Use as an information sign.
- Prohibited - Impeding visibility at street corners or affecting general site circulation. Sign within the sight triangle.



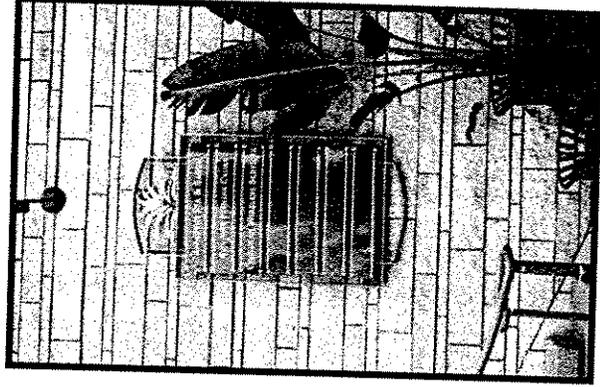
Monument Sign

Description - Directories - Sign that lists all tenants occupying a building, often incorporates removable placards. These can be either freestanding or wall-mounted.

- Recommended - Pedestrian-oriented, parallel to street.
- Conditionally Acceptable - Mounted on posts of overhead structure such as porch or trellis.
- Prohibited - Impeding visibility at street corners or affecting general site circulation. Sign within the sight triangle.



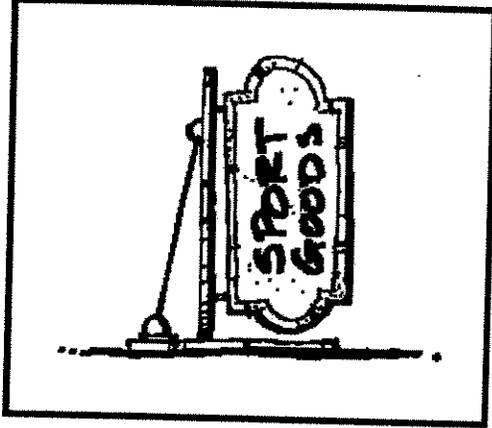
Directories



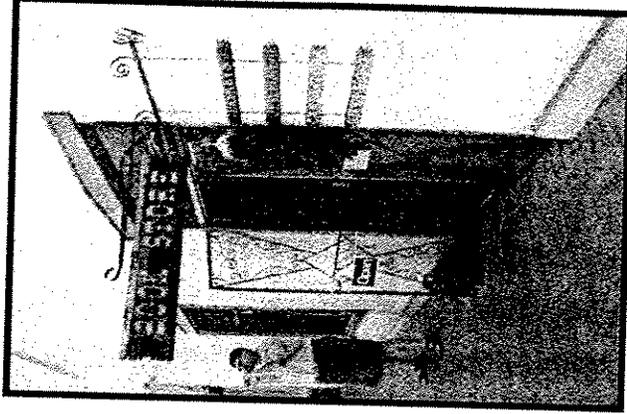
Directory

Description - Projecting - Sign that extends from the face of building or hangs from overhead canopy, thus allowing for increased visibility from approaching motorists and pedestrians. Usually mounted or suspended from a support. Also known as a flag-mounted sign. Usually are perpendicular to the street. This type of sign often adds to the interest and vitality of the streetscape.

- Recommended - Proportional to the building facade and building height above street level to which it is attached. Signs of this type should be placed no closer than 24 feet from each other, thus limiting visual clutter. Projecting signs must be unique and of hand painted or carved quality and appearance. Seven foot minimum clearance under sign. "Iconic" signs.
- Conditionally Acceptable - Signs hang parallel to street from building or canopy.
- Prohibited - Internally illuminated cabinet construction with plastic inserts and applied translucent graphics.



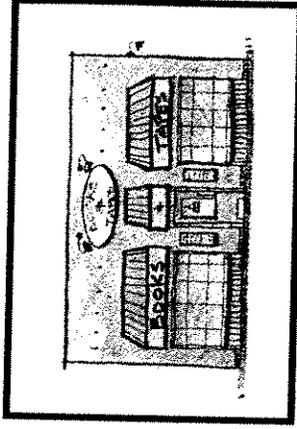
Projecting Sign



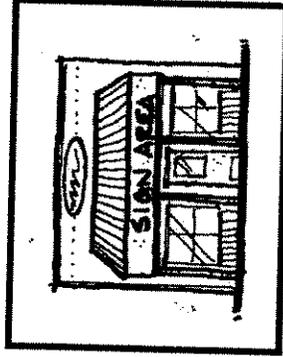
Projecting & Wall Mounted Signs

Description - Canopy and Awning Signage - Signs or text imprinted or attached onto new or existing canopies or awnings. Usually involves silk screening of graphics or text onto fabric, or applying individual letters onto fabricated structures. This type of application should be designed as secondary signage.

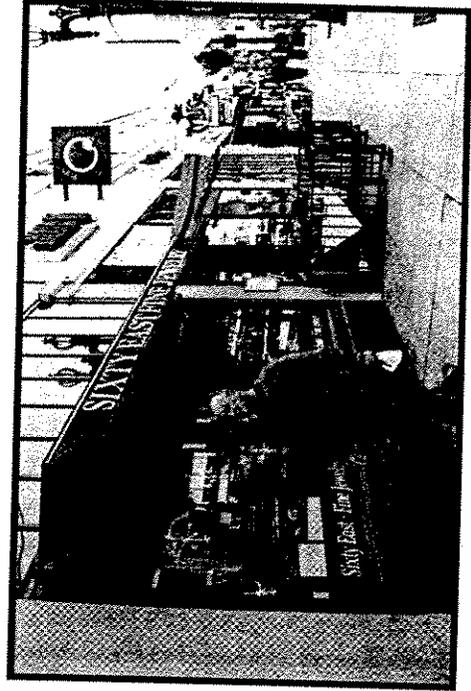
- Recommended - Text applied to the valance flap of fabric, or to the fascia of fabricated structures. One color, compatible with canopy or awning. Maximum 75 percent coverage of valance or fascia.
- Conditionally Acceptable - Text applied to shed portion.
- Text/graphics on side flaps.
- Prohibited - Internally illuminated flex material with translucent graphics.



Awning Signage



Canopy Signage



Description - Window Signs and Graphics - Text or graphics applied to or adjacent to a storefront window and immediately behind. Signage applied to windows should not occupy more than 25 percent of the surface of the window. The windows to receive such signage should be located at ground level, and front the primary access area. Sign text can consist of business name, nature of the business, tenant logo, phone number, and hours of operation. Any sign located within a building, closer than three feet to a window, will count towards the 25 percent maximum allowable surface of signage allowed.

- Recommended - Gold leafing or surface-applied paints or special markers. May also include etched glass or adhesive letters/graphics. Neon tubes.
- Conditionally Acceptable - A marketing strip on any side of the window is acceptable, provided it is one color, and one font size, and the total window signage does not exceed 25 percent of the window area. Bold fonts.
- Prohibited - Sale banners painted onto window glass. Graphics using reflective colors. Fluorescents.



Surface Applied



Neon

Description - Wall/flush-mounted - Signs that are affixed permanently to the face of a building, canopy, or building fascia in a fashion in keeping with the overall established pattern of the facade. Graphic logos painted directly on the facade are included in this description. Compatibility with adjacent building signage must be addressed. Size of sign should be in proportion to facade. Property will be eligible for 1 square foot of flush-mounted sign per 1 linear foot of frontage on Western Avenue, or a minimum of 24 square feet of sign area, whichever is greater.

- Recommended - Individual letters and logos with dimensional quality or custom designed sign panels that incorporate letters and logos within unique shapes.
- Conditionally Acceptable - Halo backlit or illuminated signs. Graphic logos painted directly on facade must be of a professional, artistic caliber.
- Prohibited - Non-illuminated signs that protrude more than two inches from face of building. Text painted directly on wall. Box, cabinet signs.



Flush Mounted Sign

Description - Banners - Temporary signage hung or displayed on the exterior of buildings or within display windows. A special-use permit will be required to date the signs, stating time limit between banner uses.

- Recommended - Signs that advertise for special events, sales, and festivals. To be removed immediately after event. Custom fabricated banners are encouraged, rather than "stock" items.
- Conditionally Acceptable - Stock, catalog items.
- Prohibited - Faded signs, signs showing effects of wind and general exposure to elements.

E. LIGHTING

Exterior lighting is to serve two distinct functions: to provide a light source for security reasons and to enhance architectural design and detail of the immediate building. Lighting shall not shine on or adversely impact adjacent properties or roadways.

E1. Show window lighting, Entrance lighting, Exterior facade lighting, Overhead lighting, Landscape lighting, and Parking lot lighting.

Description: Show Window Lighting - Lighting that highlights products and goods provided by an establishment.

Recommended - Gooseneck lights, lights on arms, interior lights.

Conditionally Acceptable - Seasonal lighting, such as holiday lights, neon.

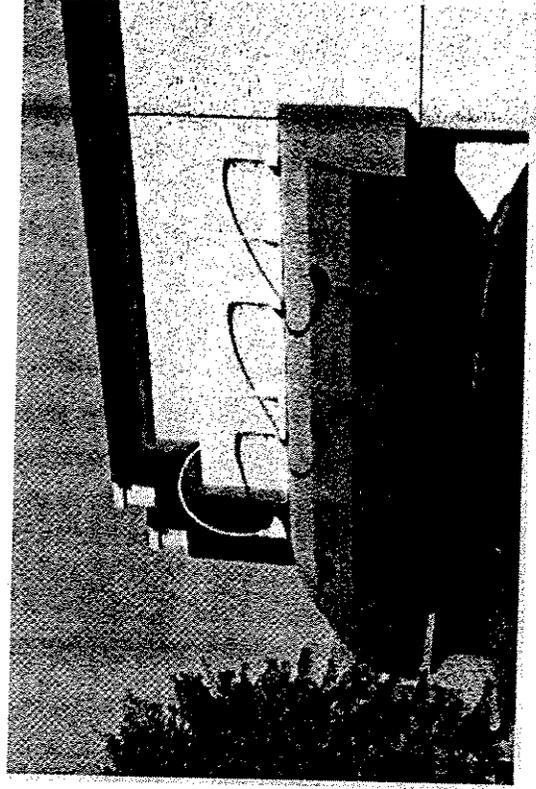
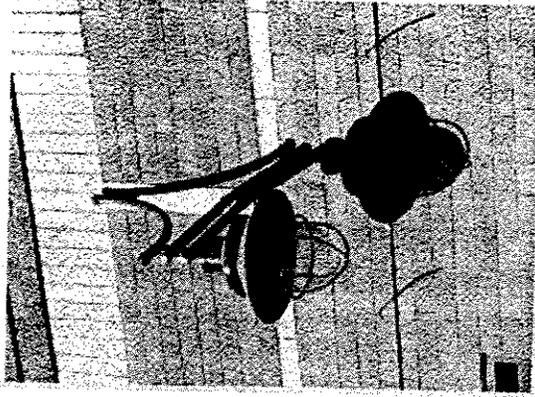
Prohibited - Permanent bare bulb lights, light strips, flashing or strobe effect lights.

Description: Entrance lighting - Lighting dedicated to the primary entrance into a structure.

Recommended - Gooseneck lights, lights on arms. Light levels at two footcandles on the ground or greater. Sconces, if under overhead structures. Recessed doorways must be lit at 1-foot candle minimum dawn to dusk.

Conditionally Acceptable - Globes, lanterns, Neon.

Prohibited - Bare bulb lights, flashing or strobe-effect lights, and chandeliers. Flood lights on Western Avenue.



Description: Exterior facade lighting and overhead lighting - Lighting designed to accentuate or otherwise highlight architectural features or provide security.

Recommended - Wall mounted lights, lights on arms, uplights. Lights mounted on overhead structure posts. In-ground lights in landscaped areas.

Conditionally Acceptable - Seasonal or holiday lighting. Neon.

Prohibited - Freestanding pole lights, bare bulb lights, in-pavement lights, colored lens, or lights other than white. Flood lights on Western Avenue. Lights causing glare to pedestrians.

Description: Landscape lighting - Lighting within a landscape area, used predominately as accent lighting.

Recommended - Bollards for pedestrian pathways, lights that comply with "dark-sky" standards. Light fixtures should be vandal resistant.

Conditionally Acceptable - Seasonal lighting of landscape materials.

Prohibited - Colored lens lights.

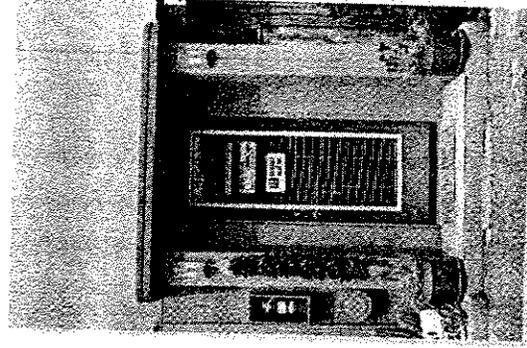
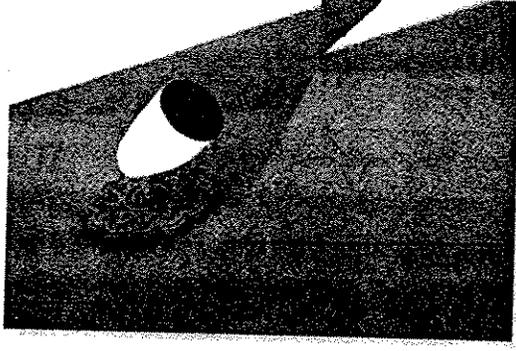
Description: Parking lot pole lighting. Lighting within a parking lot, with fixtures visible from Western Avenue.

Recommended - Simple, nonelaborate fixtures. Black color.

Maximum pole height: sixteen feet. Metal halide light source. Shielded fixtures. Foot candles: 1 fc. for entire parking lot.

Conditionally Acceptable - Same fixture as street lights.

Prohibited - Concrete bases or poles. Globes.



E2. Style/Scale

Description: The overall appearance of light fixtures and associated equipment. Scale of the light fixture/source.

Recommended - Exterior lighting should be appropriate to the structure's architectural style. Indirect lighting is recommended. Scale of fixtures to be compatible with overall scale of building and details/accents. Style should match or be compatible with street fixture.

Conditionally Acceptable - Other styles of lighting in areas not visible from Western Avenue. Small, pinpoint lights. Temporary "grand opening" lights.

Prohibited - Neon tubing outlining display windows. Lights that pulsate, flash, or strobe. Oversized light fixtures or patterns.

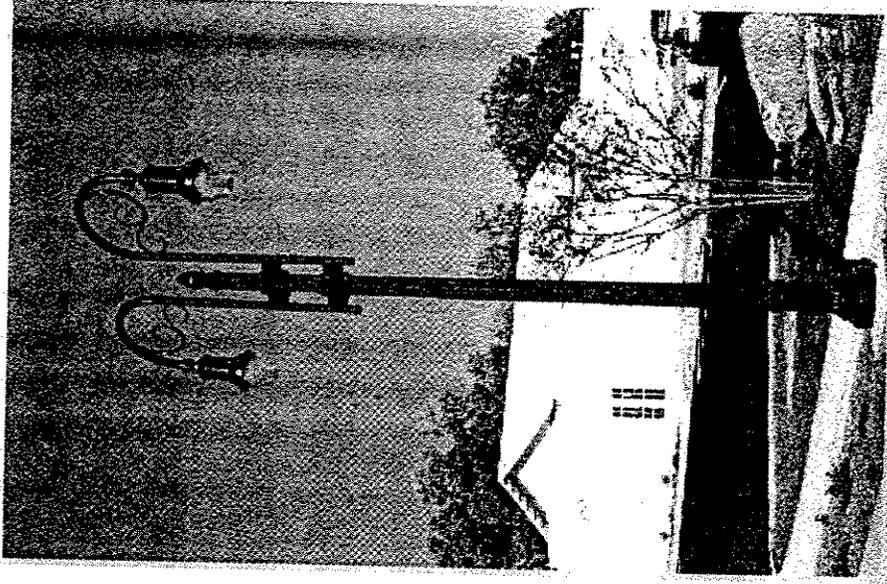
E3. Location

Description: The placement of fixtures/light sources.

Recommended - Provide lighting at all building entrances. Provide lighting at all pedestrian and vehicular access points to parking facilities. Highlight architectural features, signs, entrances, and paths. Locate lighting to encourage nighttime activity, where applicable. Make all attempts to avoid glare.

Conditionally Acceptable - Secondary entry lights.

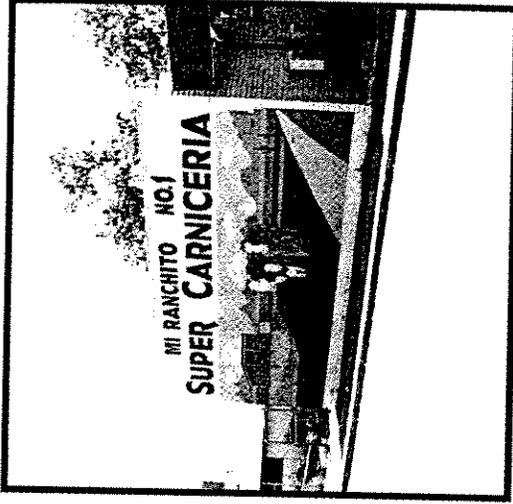
Prohibited - Placement of fixtures that impact travel within, through, and around the pedestrian area. Locations that produce glare effects.



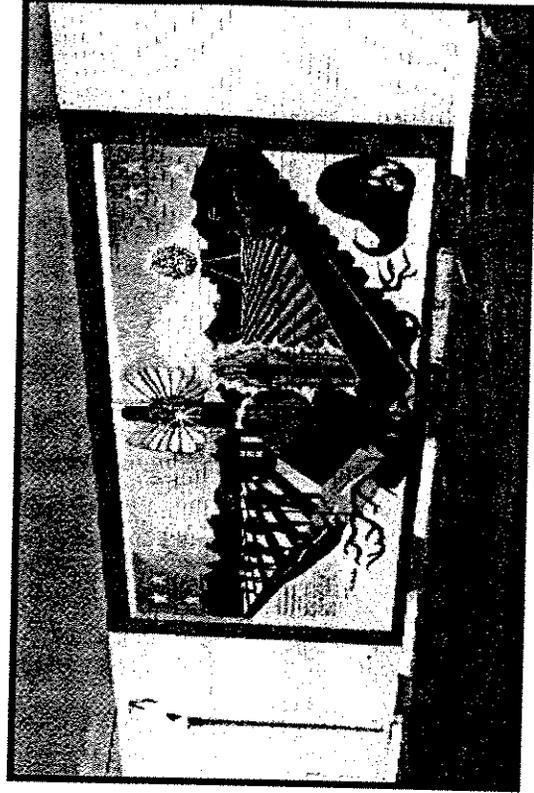
F. PUBLIC ART

The installation of either permanent or temporary public art is encouraged throughout the project area. The introduction of art into the pedestrian environment is a means of creating identifiable nodes or spaces that visitors can use as benchmarks. Public art of a permanent nature is expected to withstand exposure to exterior elements without negatively affecting the overall integrity of the art itself. Permanent public art will be placed on a structurally sound "base" or fixed location. Temporary public art elements are not intended to withstand continued exterior exposure for long periods of time. These may also include traveling or revolving displays or exhibits. All public art, whether temporary or permanent, must be properly maintained at all times by the property owner, and pieces showing any signs of wear or deterioration must be immediately repaired or removed.

The process for an arts program will be established by the City at a later date.



Carniceria Mural



Mural

OLD TOWN AVONDALE BUSINESS DISTRICT FAÇADE COLOR PALETTE

PANTONE

HOME DEPOT COLORS

463 CVU	Ralph Lauren — Oxfordshire NA29
464 CVU	Ralph Lauren — Oak NA33
471 CVU	Ralph Lauren — Tapestry NA25
131 CVU	Behr Premium Plus — Firestar 2B15-6 ^D
180 CVU	Ralph Lauren — Modern Rose GH164
548 CVU	Ralph Lauren — Mediterranean SS44
2915 CVU	Glidden — Azure Afternoon 89BG 37/353 (F22 card)
5747 CVU	Behr Premium Plus — Stately Pine 3B60-6 ^D
5757 CVU	Behr Premium Plus — Tannenbaum 3B61-6 ^D
5777 CVU	Behr Premium Plus — Arkansas Green 3A1-5 ^A
WHITE	Ralph Lauren — Stark White WW68 (or comparable pure white)
7499 CVU	Behr Premium Plus — Tallow Candle 1B9-2 ^U
7500 CVU	Ralph Lauren — Nantucket White WW52
324 CVU	Glidden — South Seas 87GG 51/291 (F19 card)
326 CVU	Glidden — Tempting Teal 80GG 27/386 (V18 card)
273 CVU	Glidden — Majestic 92BB 07/350 (V24 card)
274 CVU	Ralph Lauren — Queen's Violet GH44
2597 CVU	Ralph Lauren — Deep Indigo GH39
248 CVU	Behr Premium Plus — Majestic Pink 1A32-5 ^A
183 CVU	Behr Premium Plus — Cotton Candy 1A27-4 ^A

184 CVU	Behr Premium Plus — Bubble Gum 1A27-5 ^A
227 CVU	Ralph Lauren — Bungee Pink GH144
Rubine Red CVU	Behr Premium Plus — Magenta 1B31-6 ^D
102 CVU	Behr Premium Plus — Bright Papaya 1B2-6 ^A
135 CVU	Behr Premium Plus — Ripe Corn 1A13-5 ^A
138 CVU	Glidden — Sunlit Topaz 90YR 31/605 (V8 card)
1645 CVU	Ralph Lauren — Mesa Sunrise GH174
152 CVU	Glidden — Sizzle 60YR 23/650 (V7 card)
468 CVU	Ralph Lauren — Tangier Island NA05
421 CVU	Ralph Lauren — Sweatshirt Grey TH04