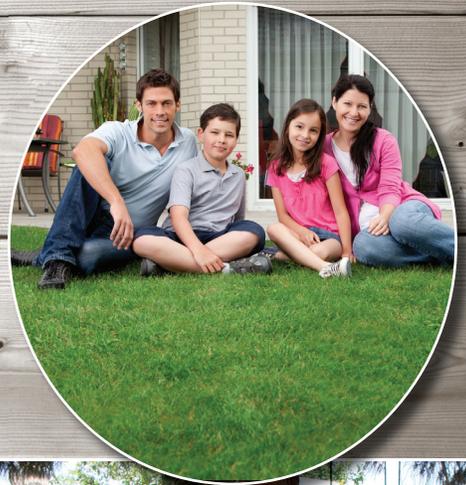
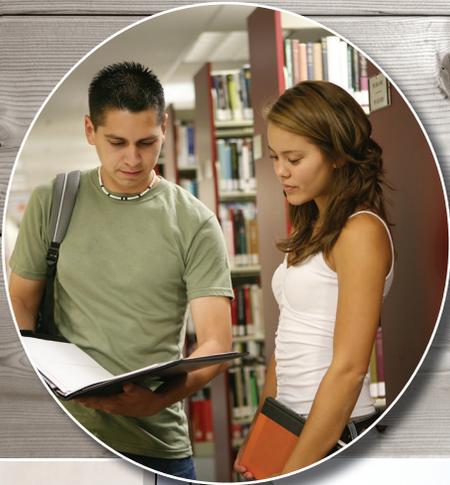


H I S T O R I C

A V O N D A L E



Avondale
ARIZONA

DESIGN AND DEVELOPMENT GUIDELINES

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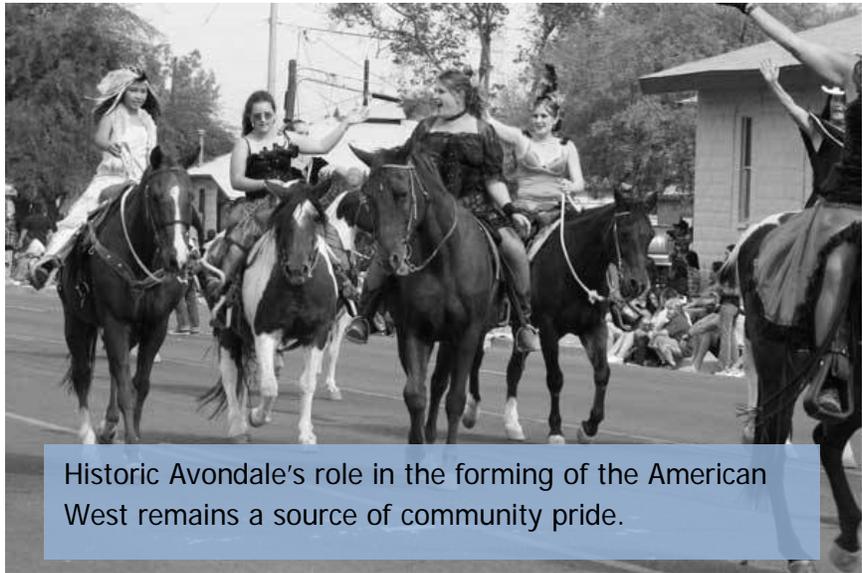
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I. INTRODUCTION

Historic Avondale – A Brief History

Originally known as Coldwater Stage Station in the 1890s, commerce was at the heart of Avondale. Avondale had its beginnings as one of the very earliest stagecoach stations and post offices 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.

While the town site moved twice, it settled in 1911 with a new post office and new name, Avondale. Billy Moore, a renegade who supposedly rode with the infamous Civil War's Quantrill Gang, was fond of embellishing facts with fiction. He was also shrewd enough to invest money in land speculation. In the early 1900s, one could buy an acre in the West Valley for a quarter, and Moore became the largest land owner by buying 280 acres for 70 silver dollars. Moore demonstrated his gambling spirit by opening a general store and saloon. His Coldwater Station was a



watering hole for stagecoach drivers who crossed the arid desert for the promised land of California. This story and others led to Western Avenue growing to become the “heart” of Avondale.

Typical of small western towns, Western Avenue developed its eclectic, southwestern style based on elements that reflected its past - ranching, the railroad, and cotton farming industries – elements that can still be seen today in the area's simple, yet elegant, territorial and ranch style architecture.

Purpose of the Historic Avondale Design and Development Guidelines

The purpose of the Historic Avondale Design and Development Guidelines is to provide a basis for understanding and assessing the design quality of proposed preservation, renovation and new construction projects located within the boundaries of Historic Avondale. Through the use of these guidelines it is anticipated that both private and public projects will endeavor to preserve and enhance the form, scale, and visual character that make Historic Avondale a destination for local residents and visitors.

Historic Avondale contains the City's greatest concentration of older commercial buildings, and residential homes. As such, development in Historic Avondale must be especially sensitive to issues of compatibility. The economic success of the area is in many ways dependent on maintaining the historic character and quality that sets the area apart from other shopping areas. For this reason, the preservation and restoration of older buildings in this district is of great importance.

Sustaining a healthy, viable Western Avenue, cohesive and well maintained residential neighborhoods, and vibrant business-oriented streets such as Central Avenue, Buckeye Road, and Dysart Road is crucial to Avondale's heritage, economic health, and civic pride. Enhanced streetscapes and small boutique, mom-and-pop shops, differentiate Historic Avondale from surrounding suburban development areas, inviting visitors to experience Avondale in a unique way and helping to increase the community's options for goods and services.

Design Guidelines are a means by which a community can enhance visual appeal and maintain existing character areas. A primary goal of these guidelines is to provide flexible design standards that support the revitalization of Historic Avondale while maintaining the area's small town charm, fostering a pedestrian oriented vibrant community, and enhancing the architecture, amenities, and street design. It is especially important that Avondale be recognized as a Community of Choice.

In an effort to initiate the revitalization of Western Avenue, the Old Town Avondale Business District (OTAB), was formed and adopted by the City Council in December 2000. While this edition of the Historic Avondale Design and Development Guidelines replaces the Old Town Avondale Business District Design Guidelines, it draws much of its content from that document.

The City wishes to acknowledge the individuals and organizations who produced that initial work and who implemented the downtown design review process that has resulted in great successes over the past decade.

These guidelines are designed to support the following implementation strategies established by the General Plan 2030:

1. Encourage investment, redevelopment, and replacement housing of vacant infill through flexible development standards and incentives.
2. Define character elements for Historic Avondale and utilize those identified elements in the preparation and adoption of revised Design Standards for the Historic Avondale area.
3. Develop a long-term parking plan for Historic Avondale, which will accommodate peak demands, but mitigate harmful effects on the pedestrian nature of the area.
4. Improve the pedestrian experience within Historic Avondale.
5. Recognize that certain codes and requirements are barriers to rehabilitation and reuse, and identify creative solutions to reduce barriers while maintaining safety as a top priority.
6. Continue public investments in Historic Avondale, Western Avenue, and Central Avenue.
7. Strengthen Historic Avondale as a visually exciting part of the City that encourages all residents to frequent.

This document is a companion to the City's General Plan 2030, Avondale Zoning Ordinance, the Subdivision Regulations, and the Avondale General Engineering Requirements Manual.

Intent

The intent of these guidelines is to ensure quality in site design, new construction and high quality improvements to existing structures and sites. Such modifications will be in accordance with the overall character of Historic Avondale and the District/Neighborhood in which the development site is located.

Objectives

A sense of place is generally created by unique characteristics that foster an individual's belonging and community attachment. It is dependent on social interaction and human engagement for its existence, and is most often derived from feelings of the natural and cultural environment.

A strong sense of place, created by the level of attachment to that place, supports our sense of personal well-being and identity. It is imperative that these Guidelines serve to recover and maintain Avondale's historic sense of place by preserving linkages to the past and allowing for new opportunities that assist in creating a sense of place for future generations.

This document seeks to achieve the following objectives to protect and enhance Historic Avondale’s sense of place:

- ✦ Preserve the integrity of the historic architectural features of individual buildings.
- ✦ Ensure that alterations or additions to existing buildings maintain the historic integrity of the original buildings and of Historic Avondale at large.
- ✦ Ensure all new development is respectful of the area’s visual and historical character by incorporating elements reflective of the area’s period architecture.

Applicability

These guidelines should be utilized in the design of all new development, redevelopment, or façade changes to existing development within the Historic Avondale boundaries. Adherence to these guidelines is expected; however, alternative standards and designs that may vary from the guidelines, but which further the purpose and intent of this document, may be proposed by any applicant and will be subject to approval by the Development and Engineering Services Director.

How these Guidelines are Organized

The City recognizes that within Historic Avondale, the character varies depending on location, typically influenced by the time of original development of an area as well as the land-use patterns existing in that area. To account for this needed variation in treatment, Section II, *Historic Avondale Districts and Neighborhoods*, establishes recommended practices for specific areas within the overall Historic Avondale boundary. For instance, the Creative Arts District centered on Western Avenue, a pedestrian-oriented traditional main street, includes guidelines that would not be practical for use adjacent to Dysart Road, a more auto-oriented street. The guidelines listed in Section II apply only to the district or neighborhood under which that guideline is listed.

The guidelines in Section III, *Historic Avondale Design Guidelines*, are not district/neighborhood specific and should be utilized for all property located within Historic Avondale. The guidelines in this section are intended to create a measure of continuity throughout all of Historic Avondale.

Section IV, Public Art Integration, discusses the important role art can play in the renaissance of Historic Avondale. This section also identifies potential locations for different types of art installations within the boundaries of the area.

Lastly, Appendix A is a *Design Library*, containing representative images of buildings, structures, furnishings, signage, landscapes, and hardscapes that development and redevelopment projects are expected to use for design guidance when considering development within the

Historic Avondale Boundaries. Appendix B contains aerial photographs of each of the Historic Avondale districts/neighborhoods.

The Planning & Development Process

In general, a pre-application meeting should be scheduled before a formal application is made to the City for a building permit or development review. The purpose of these reviews is for City staff to identify design issues and provide recommendations and advice to applicants on their design proposals relative to the Historic Avondale Design and Development Guidelines and the Zoning Ordinance.

Please note, the pre-application meeting is not a substitute for the design review application, but rather a step designed to increase the efficiency of the development process. Early project review often results in the resolution of design issues, which can save valuable time once the project is submitted to the City. While the pre-application meeting for design review is a one-time review process, an applicant may return voluntarily for design critiques as often as necessary, at no cost.

Many architects, developers, and owners find it useful to use the pre-application process as a sounding board to test ideas. Applicants may voluntarily return to discuss changes before making formal application for a building permit or development review to the City. For more information on how to proceed please contact the Development and Engineering Services Department at 623-333-4000 to be directed to a Project Manager.

Scheduling a pre-application meeting with the Development Review Committee is the responsibility of the property owner, developer or their representative. Team reviews are generally scheduled on Wednesdays each week. Applications must be received no later than two weeks prior to the meeting.

The Development and Engineering Services Department is primarily responsible for administering these guidelines, as well as the City's Zoning Ordinance and General Plan 2030.

In addition to the Development Review Team, the following City Boards, Commissions, and departments may need to be contacted, or may provide helpful information about a project.

Planning Division

Information on specific details for site design, architecture, street tree planting, plant materials, and maintenance can be obtained from the City. Planning staff is responsible for receiving recommendations and findings from the Planning Commission and the City Council.

Engineering/Traffic

Any element or improvement in the public right-of-way must first be reviewed by the Engineering Division as well as drainage, water and sewer requirements.

Building Safety Division

New Construction, inspections, demolition permits, tenant improvements, and other building and fire code regulations.

Transit

Information on transit related issues such as transit rider activity and bus shelter design.

Board of Zoning Adjustment

The Board of Adjustment reviews specific requests for zoning variances and adjustments.

Planning Commission

The Planning Commission is responsible for decisions related to the City's land-use regulations and reviews projects that are subject to the city's rezoning process.

Municipal Arts Committee

The Arts Committee promotes and encourages programs in the performing and visual arts, and it reviews applications for public art and murals.

Flexibility in Development

The City understands that typical development requirements, such as storm water retention, parking, setbacks, utility undergrounding, fire suppression, impact fees, and the like can often make development difficult when applied to the smaller infill parcels that characterize Historic Avondale. These requirements may drive the cost of a project higher than the market can support or simply require more land than is available. While sites must still function in a safe and orderly manner, the City has taken steps to lessen the burden of redevelopment within Historic Avondale:

- ✦ To provide further development opportunities and flexible development standards for the area, the Historic Avondale Infill Overlay Zoning District (HAIO) was adopted by the City Council in November 2013. When viewed as a companion to this document, the HAIO District (Zoning Ordinance Section 504) provides a powerful tool for business development by allowing for flexible development standards, including but not limited to, reduced setbacks and decreased parking requirements. Rezoning to the HAIO District may be requested for any property within the boundaries of Historic Avondale.

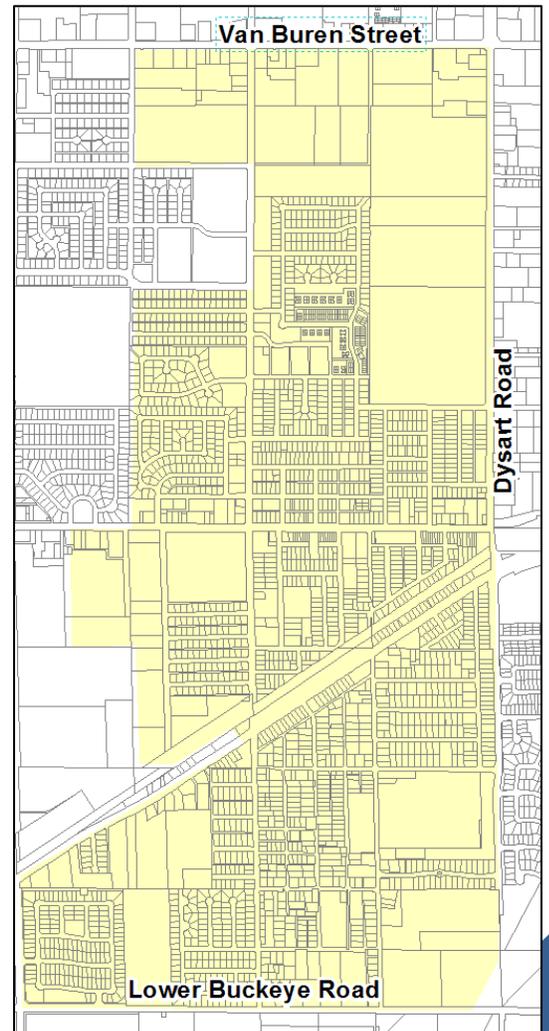
✦ The City reduces building permit and plan review fees by 50 percent for all construction permits, commercial and residential, within specific areas of Historic Avondale as delineated by Ordinance 1070-04. While this Ordinance covers a significant amount of land, it does not currently cover the entirety of Historic Avondale. The following areas are currently eligible:

- Commercial properties adjacent to Western Avenue (south side of street) from 3rd Avenue to 4th Avenue and from Central Avenue to Dysart Road.
- Commercial properties adjacent to Western Avenue (north side of street) from 3rd Avenue to Dysart Road.
- Commercial properties adjacent to Central Avenue (west side of street) from Western Avenue to Goold Boulevard.
- Commercial properties adjacent to Central Avenue (east side of street) from Western Avenue to Brinker Drive.
- Residential properties bounded by Lower Buckeye Road, Van Buren Street, Dysart Road, and the City’s west limit.



Above: Eligible Commercial Infill Parcels

Right: Eligible Residential Infill Parcels



✦ The City offers accelerated plan review services for all projects adjacent to Western Avenue. Additionally, any project within the entire Historic Avondale boundary is eligible for accelerated plan review if it incorporates green building standards.

- ✦ The City does not charge a “tap fee” for making a water connection for a fire sprinkler system.
- ✦ The City doesn’t charge a “standby fee” for a water connection for a fire sprinkler system.
- ✦ The International Fire Code and the International Building Code include a multitude of “trade-offs” to reduce the cost of building construction when a fire sprinkler system is installed. In most cases these “trade-offs” save significantly more money than the installation of sprinklers costs.
- ✦ Development within a “locally designated historic district” is eligible for relief from the International Energy Conservation Code. Through adoption of this document, development in Historic Avondale will become eligible for this relief.
- ✦ Engineering and traffic design standards may be waived or relaxed at the discretion of the City Engineer, on a case-by-case basis, so long as the proposed standard modification does not constitute an unsafe condition.

In addition to those items already in place, above, the City continues to explore additional ways to effectively reduce cost and provide greater relief to potential development. These possibilities include:

- ✦ The City is in the initial stages of exploring expanding the boundaries of the infill incentive zone to include all of Historic Avondale.

Public Collaboration

This manual has been created using a community-based process involving residents, property owners, elected officials, City staff, and other stakeholders carried out during the fall of 2012 and throughout 2013. At each stage of the study, publicized workshops and public meetings created opportunities for stakeholders to share ideas and concerns. Throughout the process, findings were vetted by relevant decision makers and the broader public to ensure that all recommendations aligned with the goals of the community.

Work Sessions with the Planning Commission and City Council were held to gain input from appointed and elected officials. Additionally, several community meetings and meetings with individual business owners and residents were held to obtain feedback on the most pressing issues facing Historic Avondale. These meetings were held on the following dates:

City Council Work Session: August 13, 2012

Central Avenue Community Meeting: April 2, 2013

Historic Avondale Community Meeting #1: June 20, 2013

Planning Commission Work session: July 18, 2013

City Council Work Session: August 12, 2013

Historic Avondale Community Meeting #2: August 22, 2013

Planning Commission Public Hearing: TBD

City Council Public Hearing: TBD

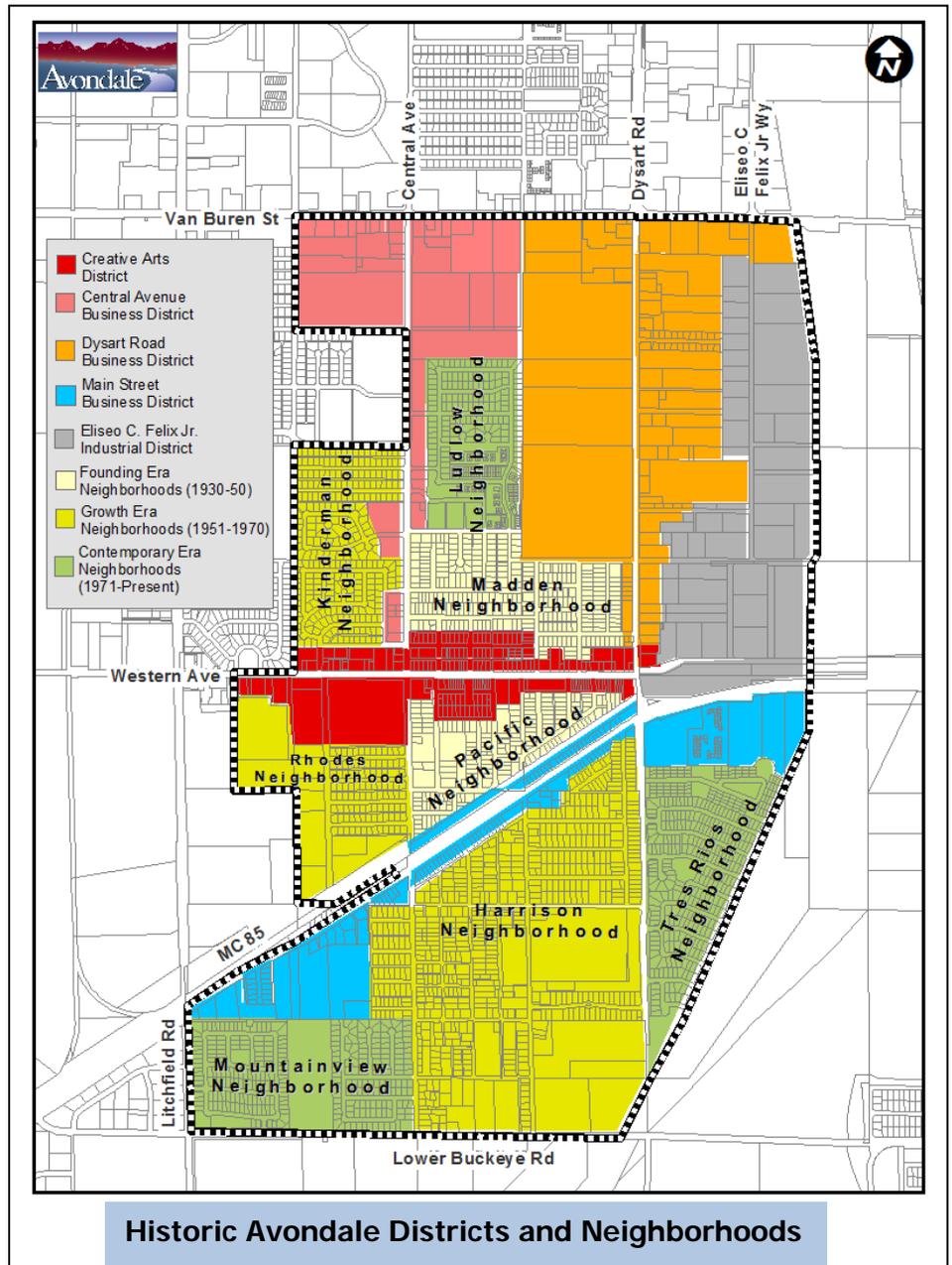
II. HISTORIC AVONDALE DISTRICTS & NEIGHBORHOODS

The core of Historic Avondale, specifically Western Avenue and the neighborhoods directly adjacent, were subdivided and developed starting in the 1930s. Areas on the periphery of Historic Avondale, conversely, did not transition from their agricultural uses until much later, some developing as late as 2005. The architectural styles and street characteristics vary depending on the era in which a particular subarea was developed.

The character of each subarea is influenced by zoning and street classification of adjacent roadways. For example, Dysart Road has a primarily commercial character, developed with auto-oriented businesses positioned to take advantage of the higher traffic counts on that arterial street. Conversely, Western Avenue is a narrower street with traffic calming instruments that leads to increased pedestrian movement through the area.

Because of the differences that exist throughout

Historic Avondale, this document respects and embraces the differences in architecture, land use, and overall character that exist throughout by dividing Historic Avondale into a series of



Districts and Neighborhoods, each with a different character that requires specialized guidelines, based on land use, street classification, and architectural character/era of development.

This section identifies the specific design criteria that apply to the various Districts and Neighborhoods, the boundaries of which are depicted on the map on the previous page.

Creative Arts District

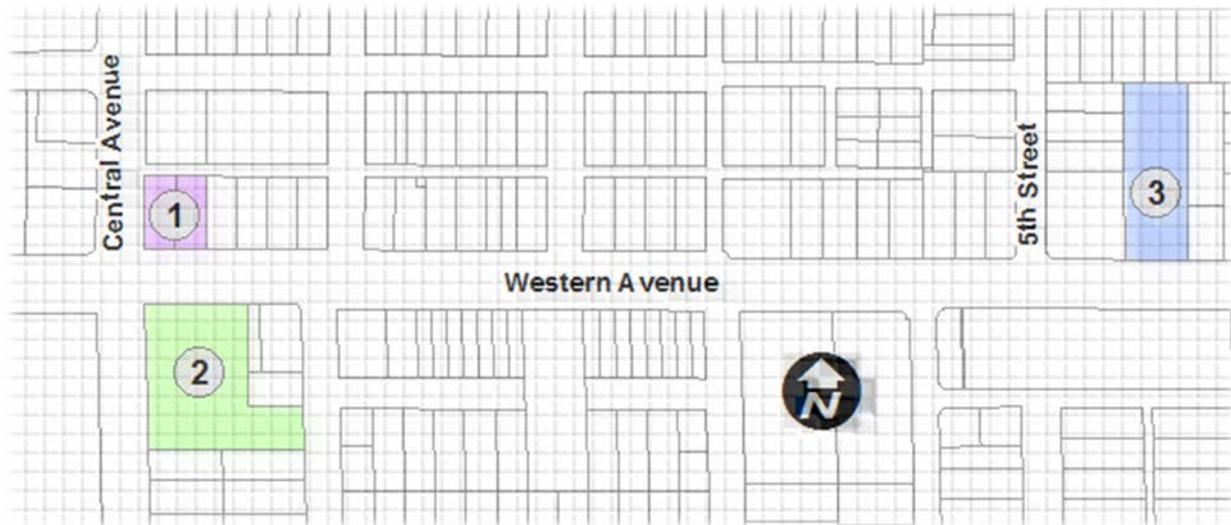


The Creative Arts District is comprised of properties adjacent to Western Avenue, primarily west of Dysart Road, extending to Avondale’s border with the City of Goodyear. This area, Avondale’s first commercial center, is home to a diverse mix of independent businesses, including art-focused retail shops, restaurants, and nightlife. Additionally, Western Avenue contains important neighborhood-serving civic uses, including the Sam Garcia Western Avenue Library, the Care 1st Resource and Housing Center, and Michael Anderson Elementary School.

Existing development within the Creative Arts District provides perhaps the strongest reflection of Avondale’s historic character—including the original 1930s Avondale Elementary School and the original Avon Theater—a character that will be further enhanced through future preservation, renovation, and infill development that build on the City’s heritage and distinctive, historical traits.

Blocks of Hill Street, north of Western Avenue, and Belmont Street, south of Western Avenue, are also included in the Creative Arts District. Currently residential in use, these blocks that primarily developed in the 1930s and 1940s have an opportunity through adaptive re-use or new builds to become a vibrant art community, featuring live/work units, galleries, shops, and

restaurants, interspersed amongst the single family residences. The potential for live/work units for artists also exists on Western Avenue, particularly at the following locations:



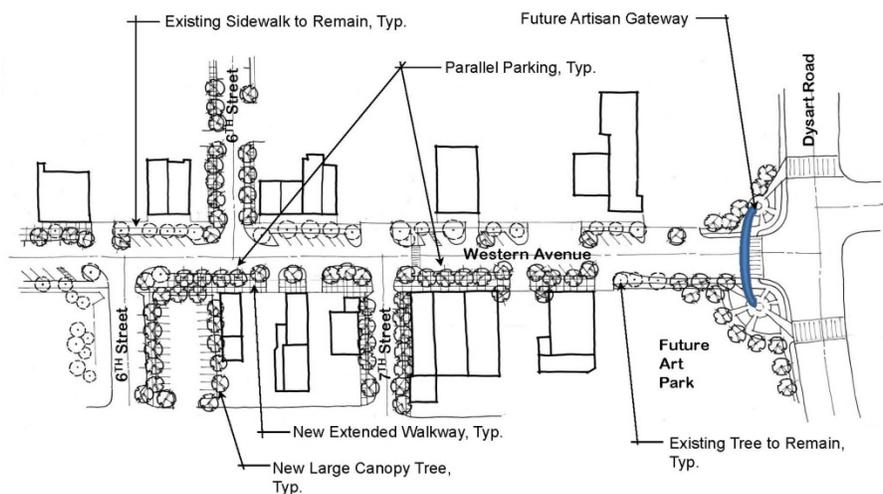
- (1) Two parcels totaling 12,000 square feet of area located at the northeast corner of Western Avenue and Central Avenue. These parcels are currently utilized as surface parking for the adjacent Mosaic Arts Center and Old Town Reception Hall. Development of these parcels will hinge on a suitable plan to replace the existing parking, approximately 40 spaces.
- (2) Slightly over 1 acre of land located at the southeast corner of Western Avenue and Central Avenue. The property is largely undeveloped with the exception of a single-family dwelling on its southern edge.
- (3) Adaptive reuse of the development located at 518 East Western Avenue. This site includes a former motel building constructed in 1950 which may be ideal space to accommodate a series of small galleries and accompanying artist residences.

The Art District concept was derived from the quaint walkability and historical essence of the area, it's designation by the City as a venue for art walks and other public street fair style events that embraces arts and the artist community, as well as the recent influx of creative businesses into the area.

Public Realm

The varying right-of-way (ROW) width of Western Avenue creates an inconsistent depth from back of curb to right-of-way line or face of building (see Appendix A, Existing Conditions Aerial Photographs). These ROW limitations and inconsistencies, at their most significant from 4th Street west to the City's boundary, create significant challenges for placement of pedestrian sidewalks and landscape amenities. Streetscape enhancements, consisting of a single travel lane in each direction, angled parking, landscape islands, and historic-themed decorative pedestrian lights, are partially developed between Dysart Road and Central Avenue with no enhanced improvements west of Central Avenue.

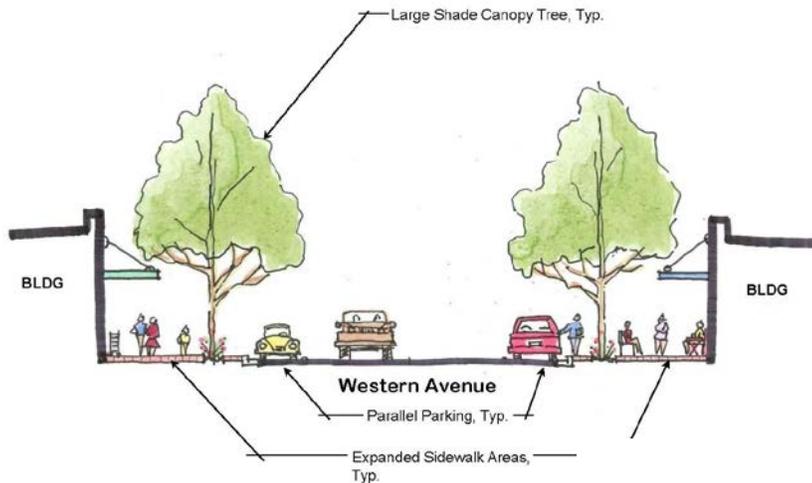
Civic investment to increase Western Avenue's walkability and bikeability is recommended. Wider sidewalks additional landscape islands, shaded seating areas, directional and interpretive signage, protected bicycle lanes, and drainage treatments are all components that are recommended as part of any future Western Avenue improvement project. At the discretion of the City Engineer, temporary seating areas within the public right-of-way, known as "parklets", may be considered as an interim improvement to increase pedestrian convenience until permanent enhancements can be installed.



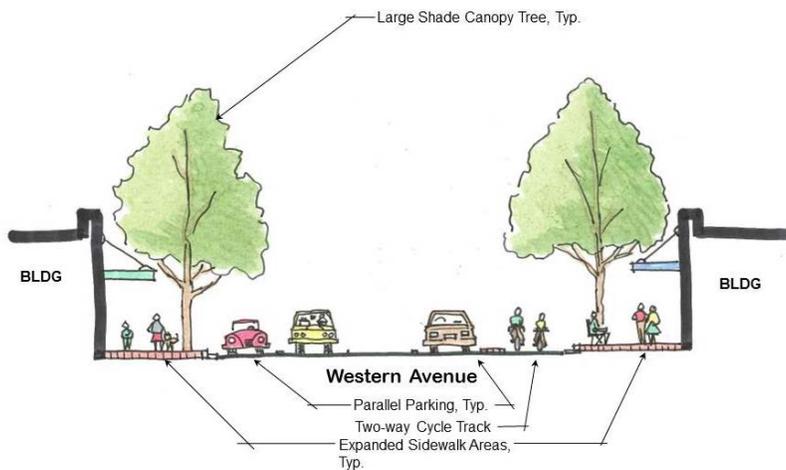
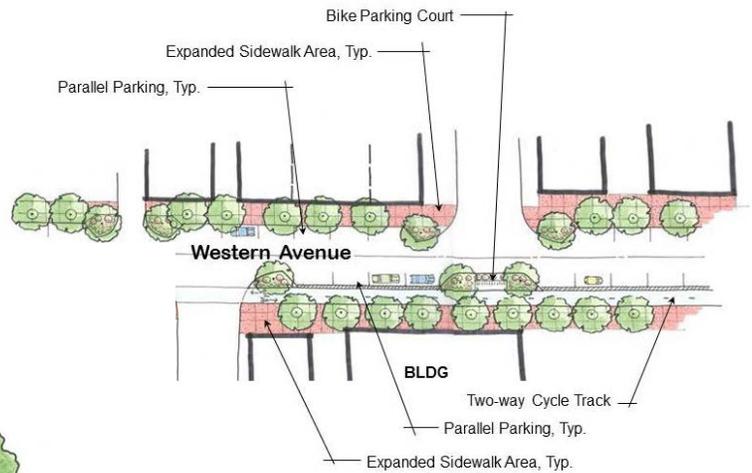
Recommended Western Avenue Improvements (6th Street to Dysart Road) – Gateway monument archway at entry to Western Avenue, parallel parking, increased sidewalk width on south side.

The additional right-of-way needed to complete these pedestrian enhancements could be obtained by replacing angled parking with parallel parking, allowing the curb to be pulled closer to the street centerline creating a wider area between the curb and building faces. Minimum eight feet wide, ten feet deep landscape islands should be provided between groupings of no more than five parallel parking spaces and no more than ten angled parking spaces. Where feasible, a depth of 18' from the back of curb to the building face should be provided to allow ample room for pedestrian ways, outdoor dining areas, seating areas, or other approved uses.

Extension of Western Avenue improvements west of Central Avenue is also recommended in order to provide a consistent, safe, pedestrian-friendly environment throughout the entire Creative Arts District. All improvements may be phased as funding allows.



Recommended Western Avenue Improvements Option 1 – Increasing sidewalk width, reconfiguring street parking to parallel.



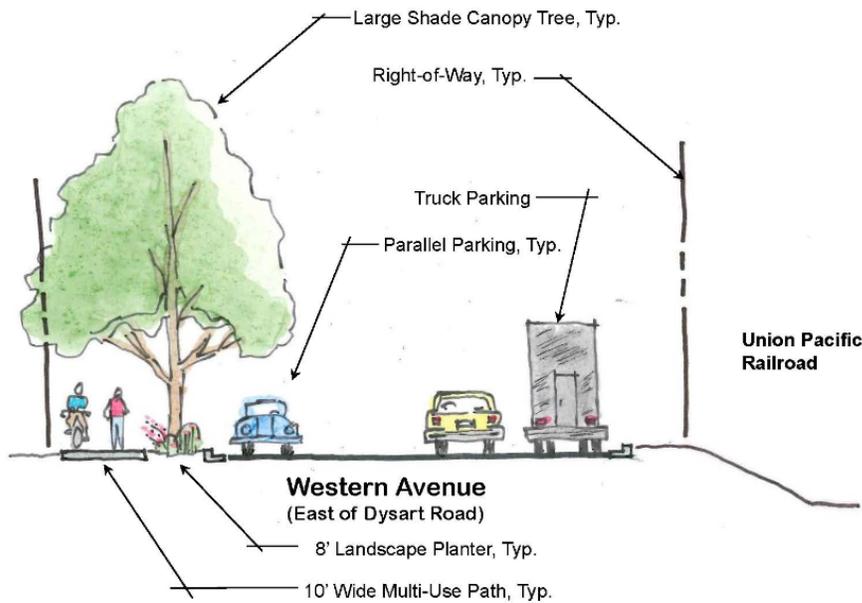
Western Avenue Improvements Option 2 – Increasing sidewalk width from four inches to 14', reconfiguring street parking to parallel, reducing travel lane width to ten feet, providing a two-way, ten feet wide cycle track.

In addition to the street ROW improvements, alleyways and off-street parking enhancements should be developed to provide secondary use areas for rear business entries, alley-side courtyards and dining areas, parking courts, street festivals, and public art opportunities, etc. Interpretive seating nodes or parklets should be

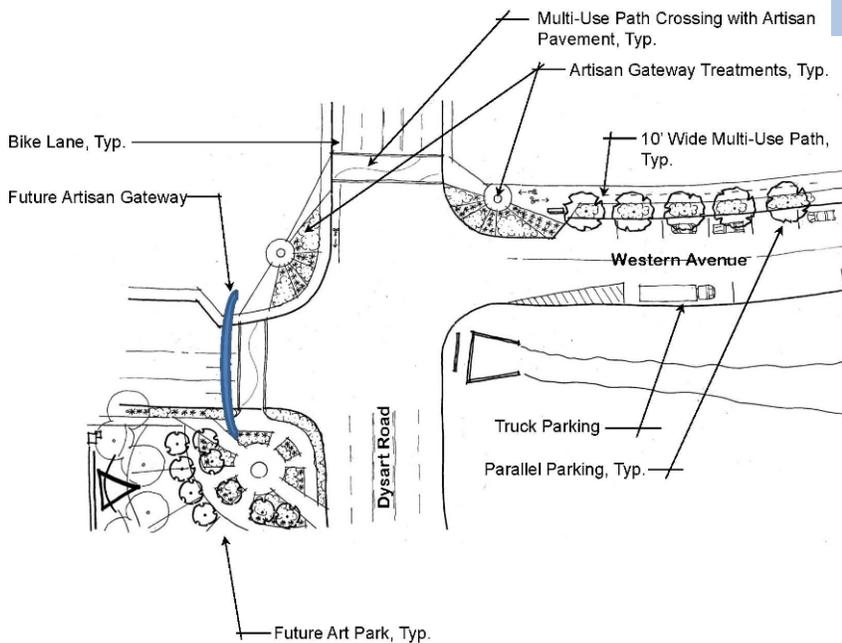
incorporated at locations of historical significance or where pedestrians would have a tendency to congregate.

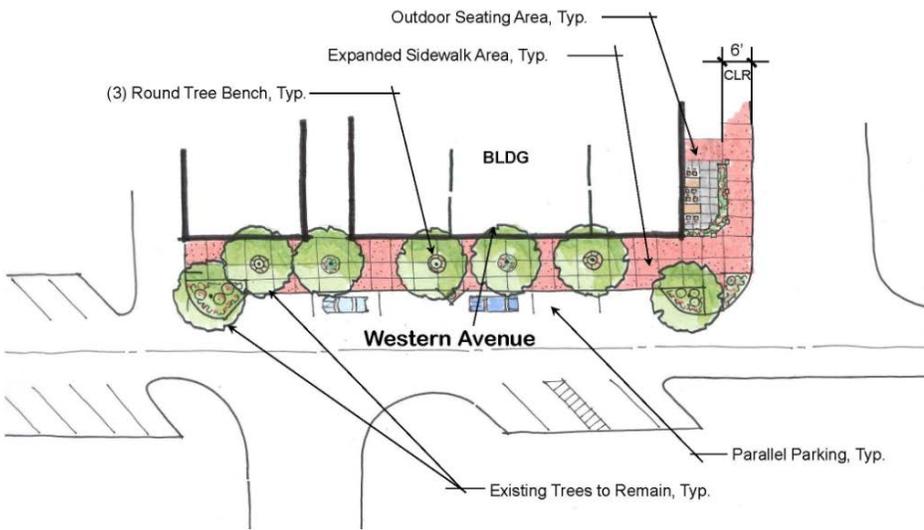
Street pavement, pedestrian pavement, site amenities, other required infrastructure improvements, and all improvements within the ROW shall be designed and installed per MAG

Uniform Standard Specifications and Details, the City's Supplement to the MAG Uniform Standard Specifications and Details, the City's General Engineering Requirements and Section III and Appendix A of this document.

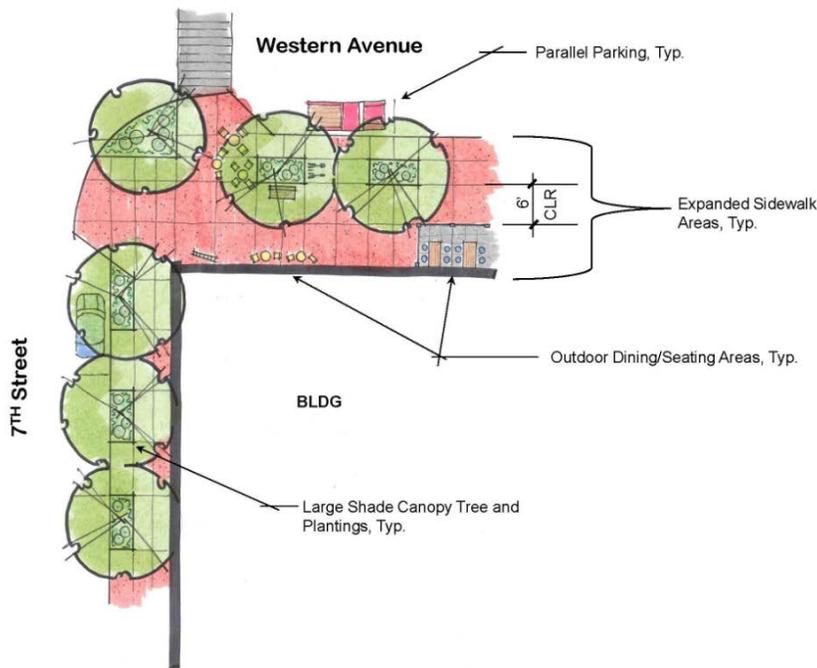
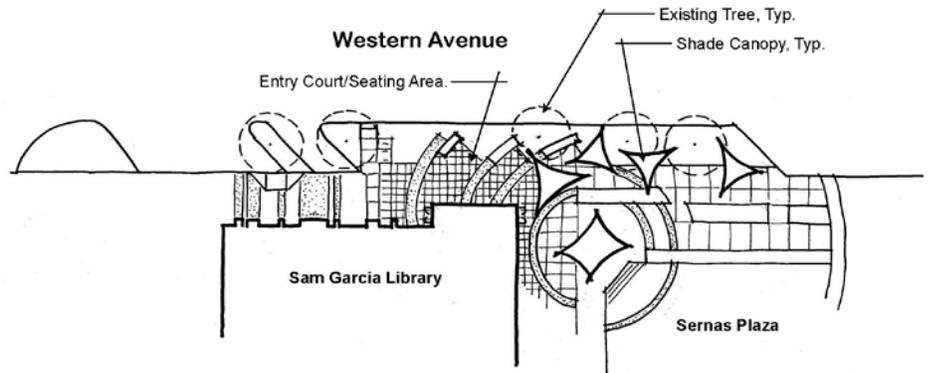


Western Avenue - Recommended improvements east of Dysart Road



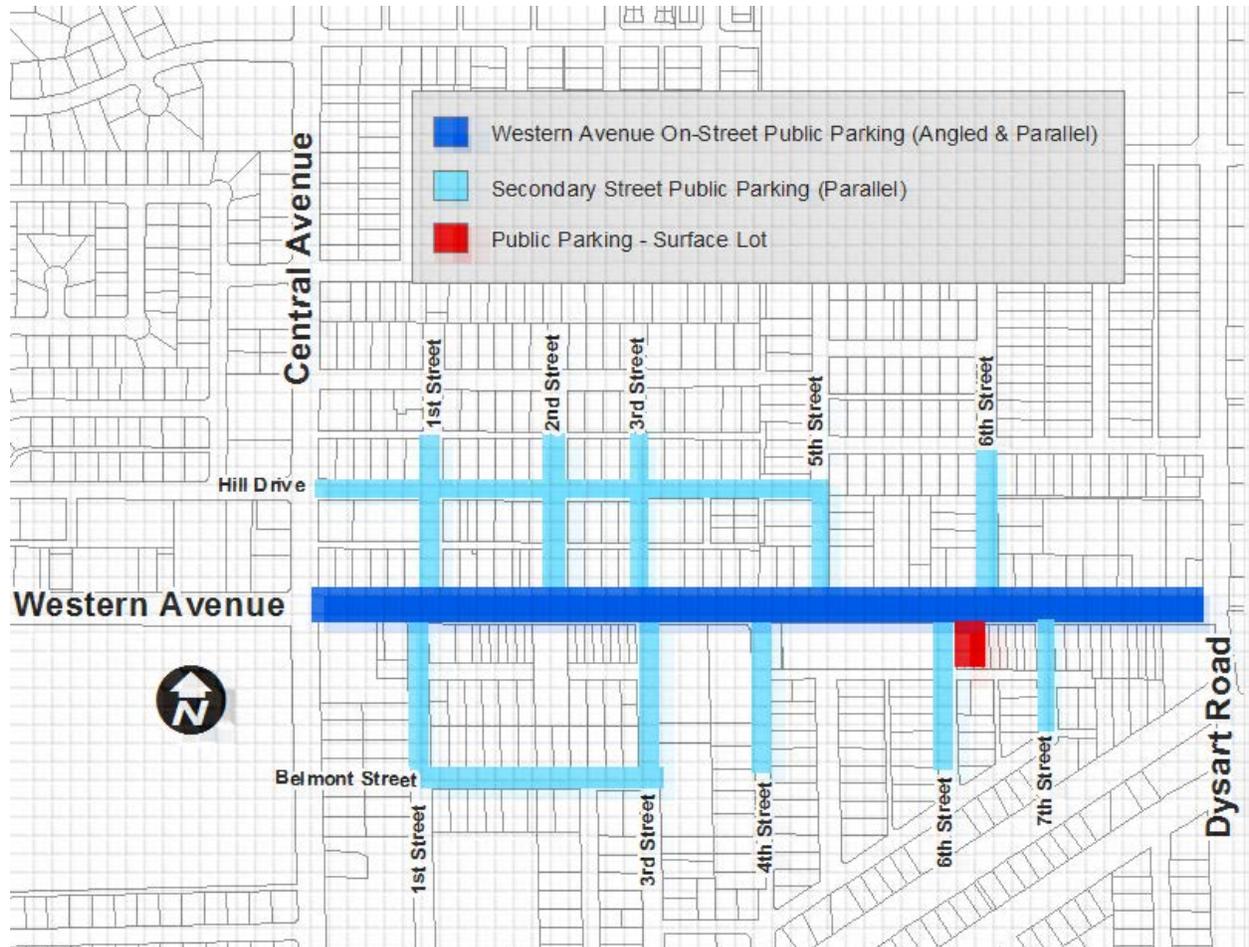


Western Avenue Improvements
 - Recommended Sidewalk Enhancements



Public Parking **Current Conditions**

While a handful of businesses provide surface lots on private property, parking for businesses and public facilities on Western Avenue is primarily accommodated within the public right-of-way. Western Avenue includes angled on-street parking spaces with additional spaces provided in a City-owned surface parking lot located at the southeast corner of Western Avenue and 6th Street.



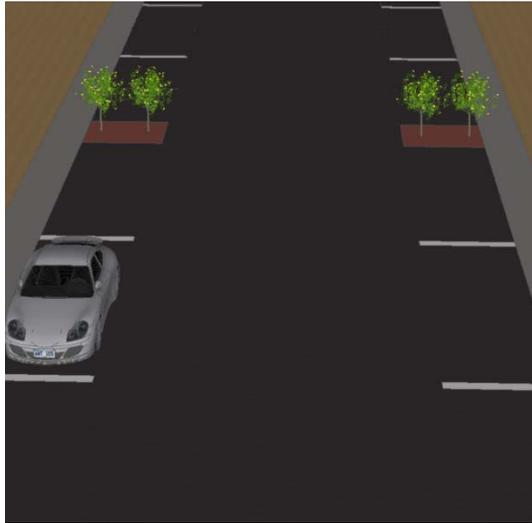
Above: Creative Arts District public parking within 1/12th mile of Western Avenue

Local streets branching to the north and south of Western Avenue, such as 3rd Street, are built to sufficient width to accommodate on-street parallel parking on both sides, providing a significant quantity of additional parking spaces located within 1/12th of a mile (440 feet) of Western Avenue. Currently, these streets are not striped for parking and lack ample tree shading and illumination to be considered a viable and safe parking option for visitors to the area, and, as a result, are underutilized.

Recommended Improvements

To obtain the necessary space to construct the sidewalk widening and landscape improvements to Western Avenue as discussed previously in this document, replacing the existing angled parking spaces with parallel parking will be necessary. This reconfiguration will result in the loss of street parking spaces on Western Avenue. In order to make up for this lost parking and provide

additional, usable public parking demanded by some area businesses, improvements to area side streets (440 feet) are recommended. Short term



improvements must clearly delineate parking spaces, through both pavement striping and landscape islands in the existing rights-of-way.

***Recommended Side Street Improvements:
Left: Short Term Improvements, Interim Condition
Right: Ultimate Condition***

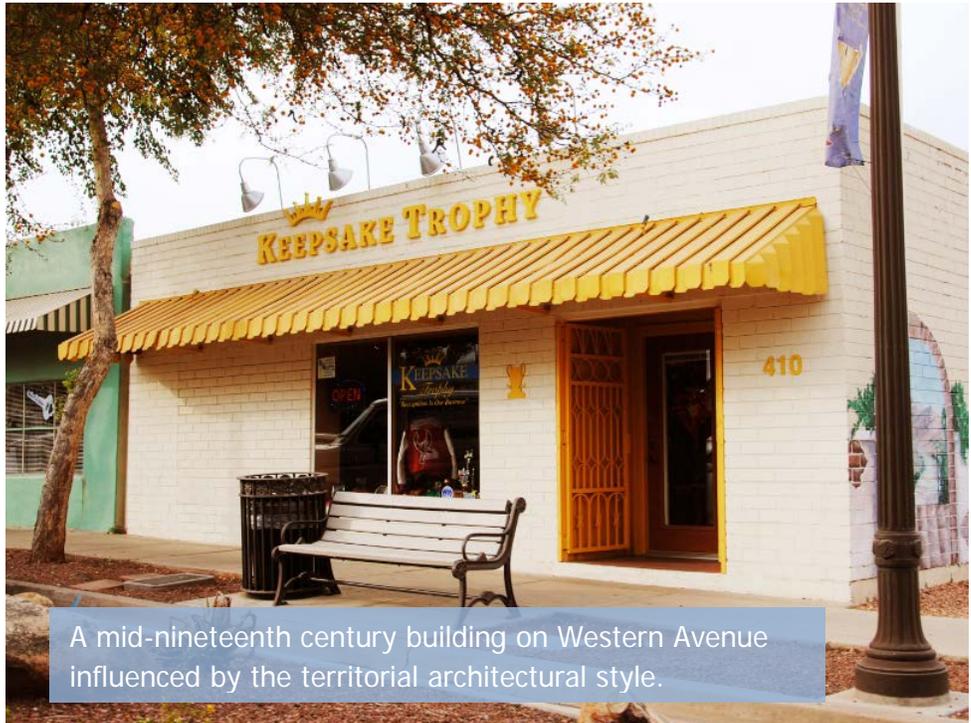
Longer term improvements should seek to reduce the pavement width of these side streets, allowing the excess right-of-way to be repurposed to increase sidewalk widths, provide streetscape landscaping, and install pedestrian lighting.

Additionally, the existing City-owned parking lot at the southeast corner of Western Avenue and 6th Street should be improved to generate more use. Recommended improvements include better signs denoting the lot for public use, resurfacing and restriping, and the installation of a combination of parking canopies and landscaping to provide shade for parked vehicles. Canopies should be designed in a historical style to complement the architecture of the surrounding built environment.

Architecture

Western Avenue

Western Avenue's buildings utilize a variety of architectural styles. Those structures built in the 1950s or earlier incorporate Spanish Revival, Pueblo Revival, Art Moderne, and Territorial architectural elements, and it is not uncommon to see multiple styles incorporated into the same building. Over the past 20 years, some new construction has introduced contemporary architecture to the street yet the predominant aesthetic remains rooted in the first half of the 20th Century, primarily using combinations of the following architectural styles:



- ✦ ***Territorial:*** Characteristics include straight corners and edges, parapets featuring brick trim, smooth stucco finishes, and the decorative use of gates, railings, and window coverings. Territorial architecture utilizes a southwestern color palette, including reddish browns, sandy yellows, and turquoise blues.
- ✦ ***Pueblo Revival:*** Pueblo style architecture imitates the appearance of traditional adobe construction, though more modern materials such as block, slump block, or concrete are often substituted. If adobe is not used, rounded corners, irregular parapets, and thick, battered walls are used to simulate it. Walls are usually stucco with painted earth tones. Multi-story buildings usually employ stepped massing. Roofs are always flat. A common feature is the use of projecting wooden roof beams (vigas).

- ✦ Art Moderne: Art Moderne style buildings have a horizontal orientation and are characterized by their rounded edges and smooth exterior wall surfaces, typically stucco. Other characteristics include corner windows, flat roofs with coping, horizontal grooves or scoring in walls, glass brick walls, porthole windows, vertical signs, and use of chrome hardware. Art Moderne structures typically use light earth tone colors for a base and rely on dark trim or polished metals to provide contrast.
- ✦ Spanish Revival: Characterized by the use of smooth stucco wall and chimney finishes, low-pitched clay tile, shed, or flat roofs, and terracotta or cast concrete ornaments. Other characteristics typically include small porches or balconies, semi-circular arcades and fenestration, wood casement or tall, double-hung windows, canvas awnings, and decorative iron trim.

Appendix A of this document contains a variety of representative images that should be used to influence design of new development and façade enhancements in this District.



A Hill Drive home built in 1953 in the transitional ranch style.

Hill Block and Belmont Block

The Hill and Belmont blocks were developed in the 1930s through early 1950s as residential streets, with homes built using a variety of architectural styles of the period. While the predominant form was Transitional Ranch, elements of the Pueblo Revival, Territorial, Southwest, and Art Moderne styles are also present. The most recent

addition to Hill Drive, the City’s Legacy development, utilizes colors and materials in the modern architectural style.

New development on the Hill and Belmont blocks is encouraged, as is often the case in art-centric areas, to take on either a historic form using a combination of the styles cited in the previous paragraph, OR, a modern form. Remodeled home exteriors should be restored as closely as possible to the home’s known original appearance. Appendix A contains a series of representative images that should be used, in whole or in part, to influence the design of development on these blocks.

In regards to function, the primary development focus on the Hill and Belmont portions of the Creative Arts District should be on the remodeling and reuse of existing homes. Uses that will have the greatest impact on the success of the area at large focus on arts and entertainment, and may include galleries, boutiques, live-work studios, independent restaurants, intimate music venues, and cafes. The Hill Drive Legacy project must maintain its original colors unless otherwise approved by the City.

Site Design

Western Avenue

- ✦ Western Avenue is a pedestrian-oriented area with a strong street presence. Development must respect this pedestrian orientation.
- ✦ The placement and configuration of all surface or structural vehicular parking shall be provided to the rear of businesses, such that they are not visible from the fronting street, with alley or side street ingress and egress.
- ✦ Parking lots behind buildings shall be contiguous to each other, thus minimizing the number of access points to streets.
- ✦ Above ground structured parking shall be designed to reflect the architectural character of the new development or surrounding architectural aesthetics, including art or aesthetic detailing, that provide an attractive feature and blends in with the area's overall character.
- ✦ Primary access to a business should be provided directly off of Western Avenue, however secondary business accesses are encouraged.
- ✦ If a building has a public rear entrance, parking area, courtyard, dining area, or other public use, the alley can be improved to provide a clean, aesthetically pleasing, safe environment that meets CPTED guidelines.
- ✦ Shade-providing devices on the facade of the ground floor should be provided, and must be designed in harmony with the chosen architectural style of the adjacent building. The space created by these features often allows for additional display or dining area, 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, pursuant to a license issued by the City. 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.

Legacy Avondale, a City redevelopment project on Hill Drive built in 2013, built in a hybrid modern/southwest style.

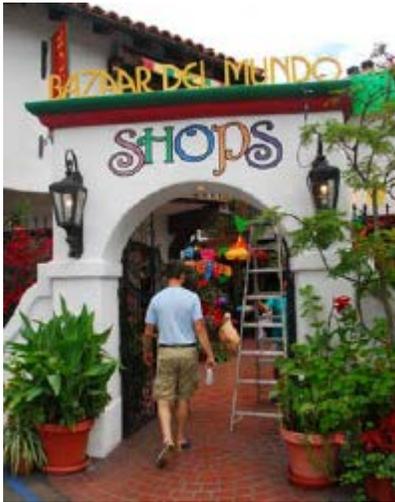


Hill Block and Belmont Block

- ✦ Even when used commercially, sites should be laid out to respect the residential form of the built environment. Buildings should be setback from the street and provide a landscaped front yard.
- ✦ Parking may be provided on street or, if there is room, on site outside of the front yard landscaped setback.
- ✦ Attached garages shall not be permitted unless accessed from an alley in the rear of a home site.
- ✦ Where possible, pedestrian and bicycle connections through the properties should be provided to allow for points of direct access to Western Avenue.

Mercado

Additionally, development of a traditional Mexican Mercado is desired in the Creative Arts District. Such a development may take the form of an enclosed building(s) or shaded open air facility. Permanent structures shall be designed in the Spanish Revival architectural style, except that structures should utilize bright, vibrant colors not typically associated with that style of architecture, for accent. See Appendix A for representative images.



Temporary or movable structures, such as tents or kiosks, shall be stored in an indoor

location outside of the Mercado's operating hours to prevent weathering and vandalism and to allow for efficient cleaning of the Mercado grounds.



Central Avenue Business District



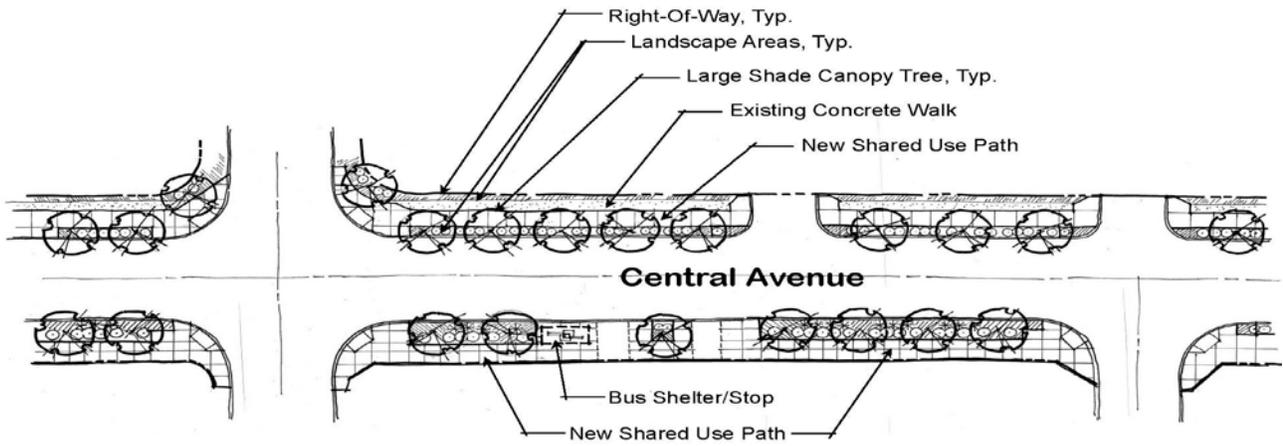
Central Avenue is the main north-south street running through the heart of Historic Avondale’s residential area, a centralized travel corridor that links several early residential areas with essential neighborhood destinations such as schools, churches, and local businesses. The Central Avenue Business District covers the majority of Central Avenue north of Western Avenue.

Public Realm

Neighborhood destinations mentioned above, in addition to the neighborhood parks and private leisure venues (i.e., Skate Zone and Brunswick Tri-City Bowl) located in proximity to Central Avenue, have the potential to generate intermittent pedestrian flows at varying times of the day. Given that the majority of these destinations are located on the west side of Central Avenue, the safest pedestrian corridor should be located in the western ROW to minimize the vehicular/pedestrian interface to access those destinations.

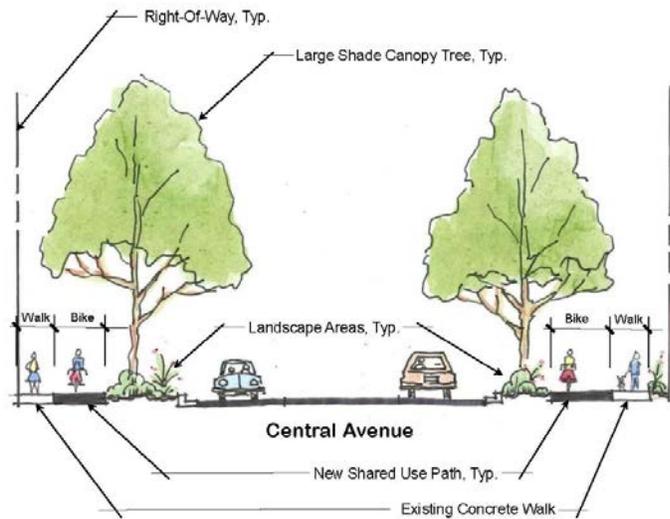
To provide safe, convenient pedestrian access to these destinations from the

adjacent residential areas designated pedestrian crossings are recommended at La Canada Boulevard, Pacific Drive, Ludlow Drive, Harrison Drive, and Western Avenue.



Central Avenue Improvements – Recommended Right-of-Way Enhancements

The goal for Central Avenue, initially from Van Buren Street to Western Avenue, and eventually extending south to Main Street, is to improve the existing streetscape by providing a stronger visual appeal with additional landscaping, including large shade canopy trees, a detached multi-use path, and pedestrian amenities such as seating nodes where pedestrians have a tendency to congregate. In addition, directional and interpretive signage, drainage treatments, and architectural components (i.e., street/pedestrian lighting, bus shelters, banners, etc.) shall be designed to create a unifying street aesthetic. Enhanced building frontages with wider pedestrian, seating, display, and/or dining areas shall be developed in commercial areas when possible to support the associated business use.



Central Avenue Improvements – Recommended Cross Section

A minimum of 20' from back of curb to right-of-way line should be provided on both sides of Central Avenue. This will allow for developing ten feet multi-use paths in the east and west ROWs that meet American Association of State Highway and Transportation Officials (AASHTO) guidelines for a shared use path. To achieve this, it is recommended that Central Avenue be reduced to one travel lane in each direction with a middle turn lane.

In addition to the street ROW improvements, alleyways and off-street parking enhancements may be developed to provide secondary use areas for rear business entries, alley-side courtyards and dining areas, parking courts, special events, and public art opportunities, etc.

Street pavement, pedestrian pavement, site amenities, other required infrastructure improvements, and all improvements within the ROW shall be designed and installed per MAG Uniform Standard Specifications and Details, the City's Supplement to the MAG Uniform Standard Specifications and Details, and Section III and Appendix A of this document.

Architecture

Central Avenue has developed with an eclectic mix of architectural styles over the course of the last 50 years. As such, new buildings in the Central Avenue District are allowed to utilize a wider range of architectural styles but must include elements that create an awareness of the historical nature of the area into project designs to establish greater continuity in the overall Historic Avondale area. Representative images of acceptable architecture for the Central Avenue District can be found in Appendix A of this document.

Site Design

- ✦ Central Avenue is a neighborhood-serving commercial destination. Development or redevelopment projects within the District must be designed to maximize pedestrian access from adjacent neighborhoods. Pedestrian cut-through paths into adjacent neighborhoods should be provided when feasible in instances where new development abuts or is adjacent to residential neighborhoods. Where that is not feasible, shaded pedestrian paths should be provided connecting each adjacent public sidewalk to the primary entrance of the development.
- ✦ Developments located at the intersection of multiple streets will be expected to provide separate connections into the site from both adjacent streets.
- ✦ Parking for development on Central Avenue is to be provided on site. Buildings should be built at the setback line to create a stronger street presence, with parking located behind.
- ✦ Significant attention must be paid to commercial service areas adjacent to residential neighborhoods to eliminate visual and odor impacts on residences.

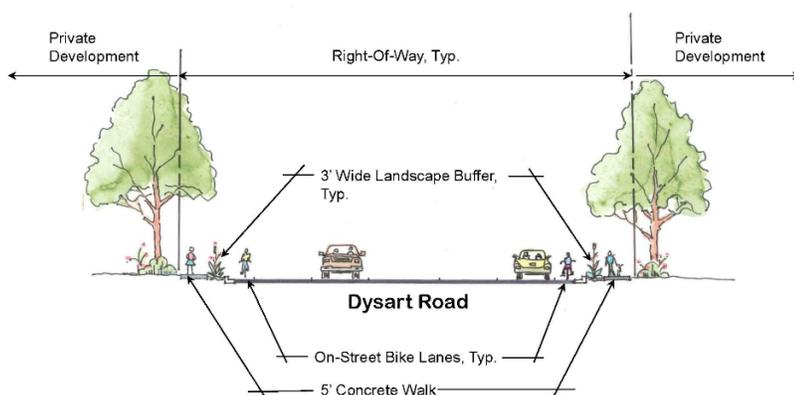
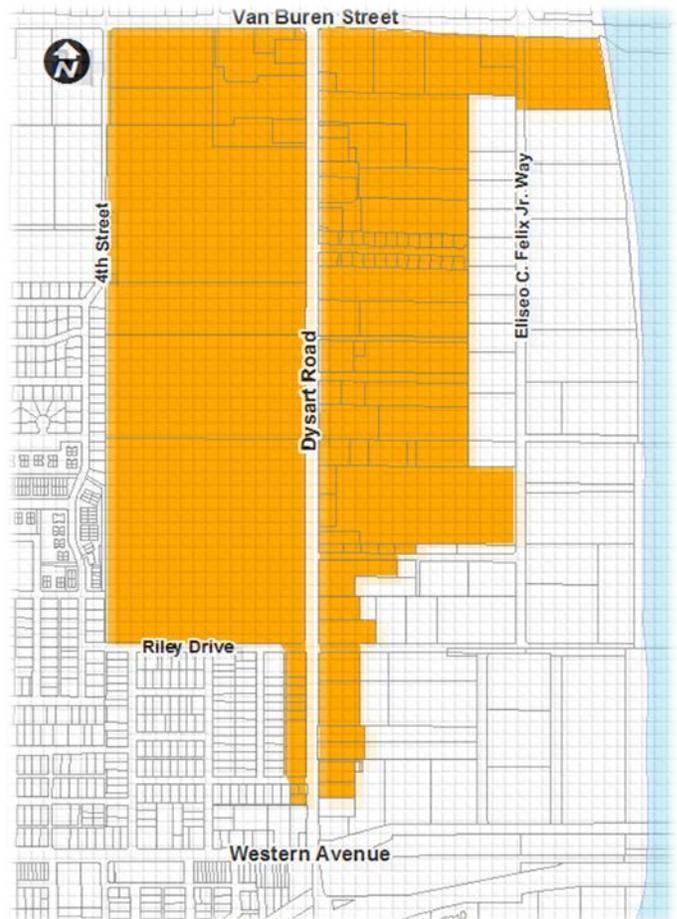
Dysart Road Business District

The Dysart Road Business District is comprised of properties adjacent to Van Buren Street and Dysart Road. Both of these streets are characterized by auto-oriented commercial uses, the majority of which were developed after 1960. However, walkability and connections to Western Avenue are vital. While sidewalk and shade improvements will be achieved, the overall character of these streets will remain primarily auto-oriented.

Public Realm

The varying right-of-way existing on both Van Buren Street and Dysart Road provides an inconsistent depth from back of curb) to ROW line, creating challenges for placement of pedestrian and landscape enhancements. Therefore, future improvements will need to fit within the existing rights-of-way.

The goal of Dysart Road and Van Buren Street is to provide enhanced bike and pedestrian connectivity within the existing roadway cross



Dysart Road Improvements - Right-of-way limitations impede significant improvement.

section by undergrounding existing power poles blocking pedestrian connections, landscape (where possible), reducing the widths of the lanes and creating a bike lane on both sides of the street, and a five foot attached sidewalk.

A stronger streetscape aesthetic could potentially be provided with landscaping and pedestrian amenities such as a detached path with seating nodes, but that solution would require participation by adjoining private development to

allow easements through private landscape setback areas. Decorative crosswalks must also be considered, especially for development within a quarter mile of Western Avenue.

Landscape, sidewalks, fences and walls shall be designed per the Avondale Zoning Ordinance, including the Historic Avondale Infill Overlay District, General Engineering Requirements, and Section III and Appendix A of this document.

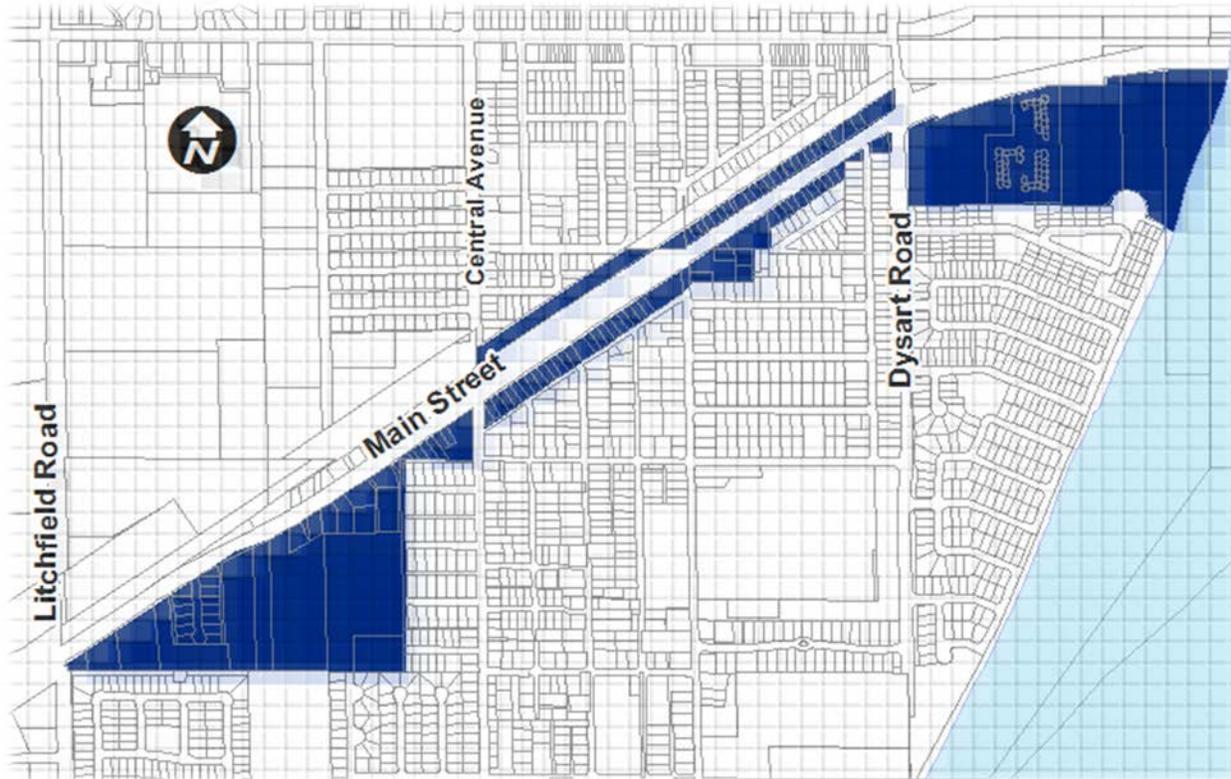
Architecture

Commercial buildings within the Dysart Road Business District were developed over a 60 year period and do not share a common identity. However, to achieve continuity moving forward, new buildings in the Dysart Road District will be required to incorporate historic features. Three story buildings are encouraged on properties that do not directly abut residential areas, mainly found east of Dysart Road. Representative images of acceptable architecture for the Dysart Road District can be found in Appendix A of this document.

Site Design

- ✦ As noted above, right-of-way limitations at some locations do not allow for the installation of trees in the right-of-way to shade the pedestrian sidewalk. Paramount to any development project in the Dysart Road Business District will be the provision of shade trees near street right-of-way lines.
- ✦ While the character of the area will not change from its current auto-orientation, the liberal use of decorative paving within parking areas will be required to lessen the visual impacts of large parking fields.
- ✦ Developments located at the intersection of multiple streets will be expected to provide separate connections into the site from both adjacent streets.

Main Street Commercial District



The Main Street Commercial District encompasses the Buckeye Road Corridor. A County Highway, Buckeye Road (later renamed Main Street/MC-85) was the original route for those travelling west to California due to it being the narrowest crossing of the Agua Fria River. Today, the District is developed with a mix of commercial and industrial uses.

Public Realm

The aesthetic variety of Main Street's land uses, along with varying streetscape frontages, provides an inconsistent depth from back of curb to ROW line or the face of building, creating challenges for placement of pedestrian and landscape amenities that would create a consistent, unique aesthetic character. Furthermore, the wide roadway and limited points of crossing does not encourage significant pedestrian movement north and south.

Architecture

New buildings in this district will be allowed to utilize different architectural styles, but should introduce mid-20th Century elements that create an awareness of the prominent role Main Street played in automobile travel in the 1940s through 1970s. Designs should pay tribute to the original purpose of Main Street by incorporating colorful, attention-getting illuminated signs (e.g. neon) and other "roadside Americana" elements into project designs. Representative

images of acceptable architecture for the Main Street District can be found in Appendix A of this document.

Site Design

- ✦ As noted above, right-of-way limitations at some locations do not allow for the installation of trees in the right-of-way to shade the pedestrian sidewalk. Paramount to any development project in the Main Street Business District will be the provision of shade trees near street right-of-way lines.

Developments in this area should also attempt to coordinate with adjacent properties to provide shared access to multiple properties.

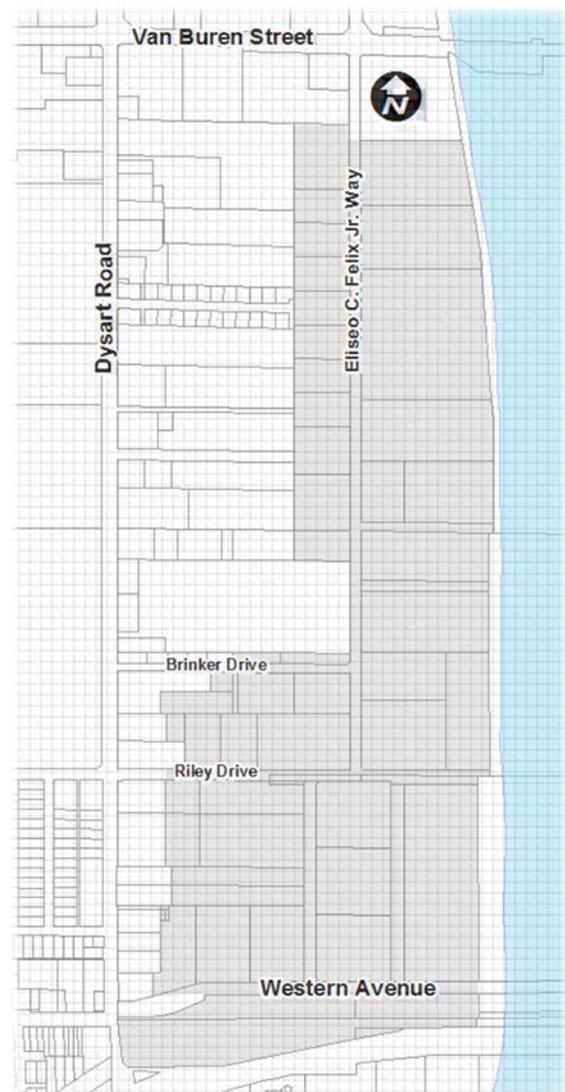
Eliseo C. Felix Industrial District

Eliseo C. Felix Jr. Way bisects the City's most developed industrial area, primarily developed post 1990. The existing street system in this District functions adequately to serve the industrial uses as there is minimal pedestrian activity.

New buildings in this district must reflect existing architecture and colors within this district.

Particular attention must be paid to eliminating undesirable views from public streets.

Representative images of acceptable architectural styles for this District can be found in Appendix A of this document.

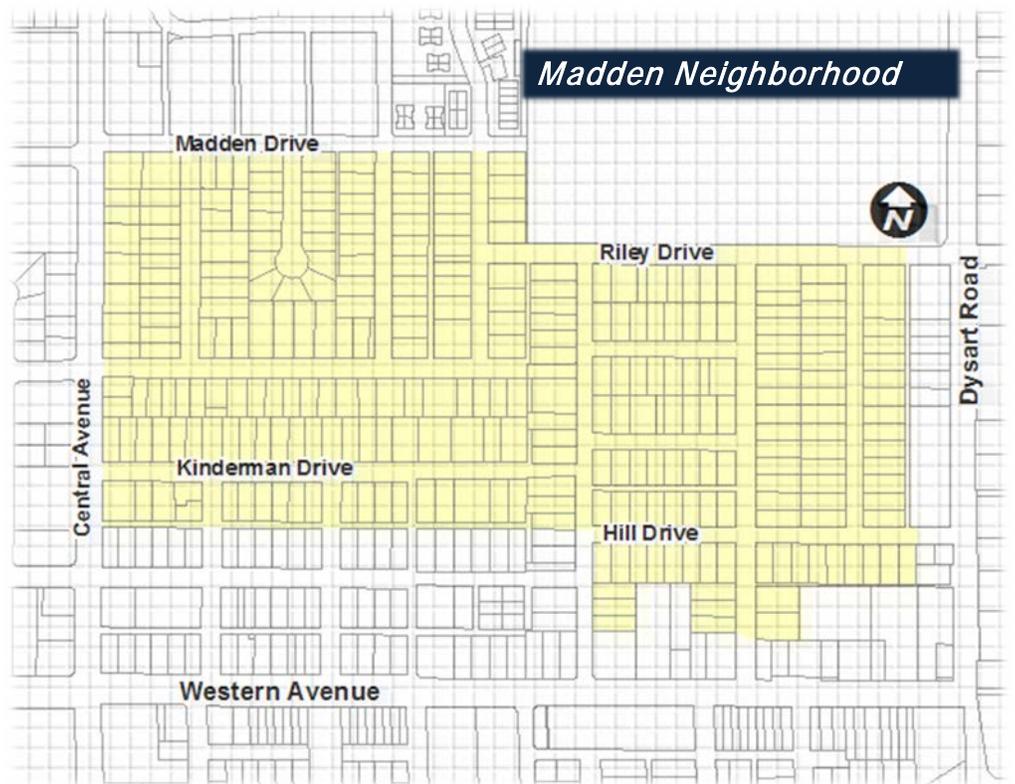


Founding Era Neighborhoods

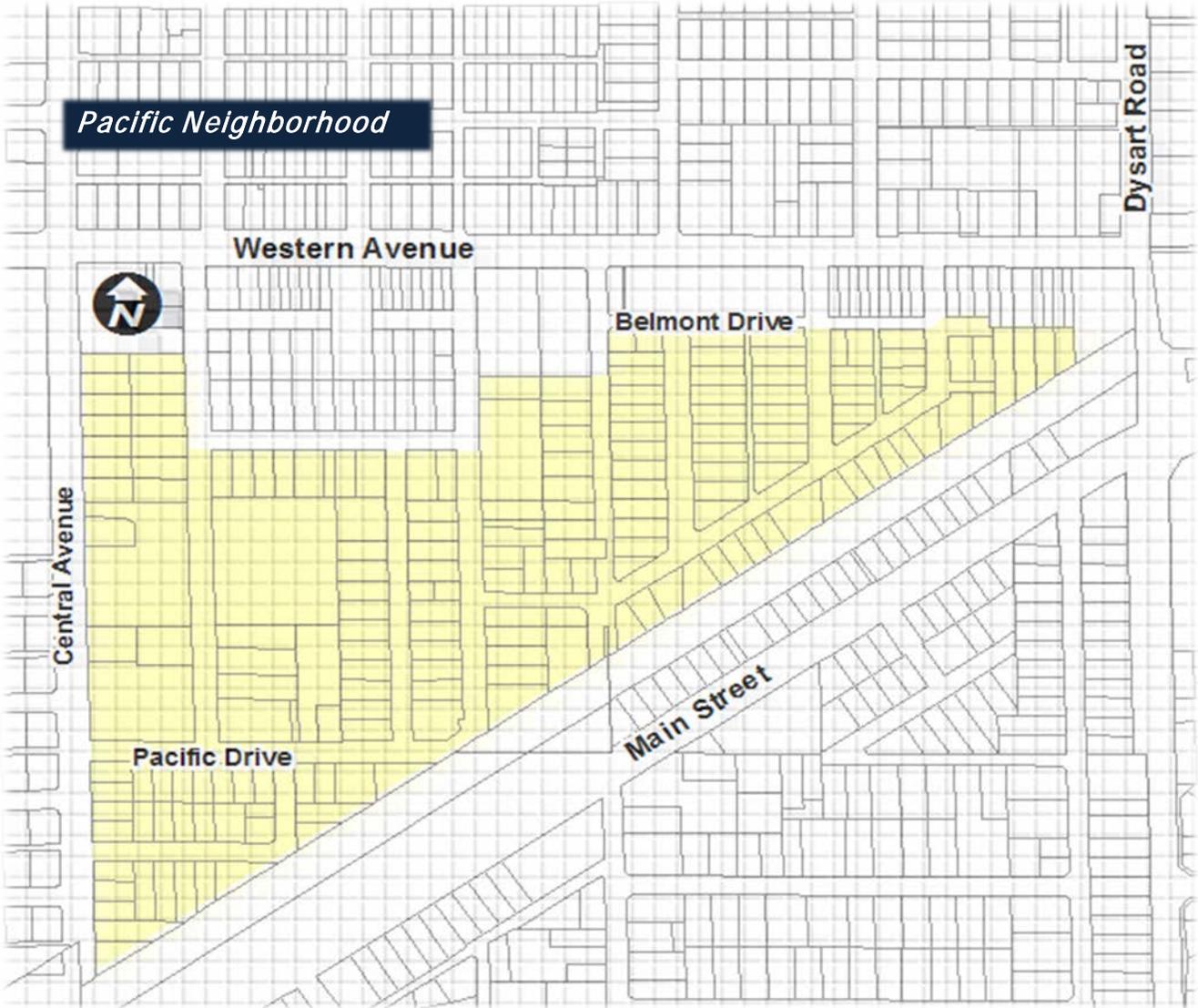
Madden Neighborhood and Pacific Neighborhood

The Pacific and Madden Neighborhoods were subdivided and developed with single family homes in the late 1930s through the 1940s. While the majority of homes in these neighborhoods

were built in the Early Ranch architectural style, elements of Spanish Colonial Revival, Pueblo Revival, and Southwest architecture are also present. New development within these two neighborhoods should utilize elements of these architectural styles as depicted in Appendix A, “Founding Era Neighborhoods”. Attached garages, except when accessed by alleys in the rear of lots, should not be incorporated into the design of new development within the Founding Era neighborhoods.



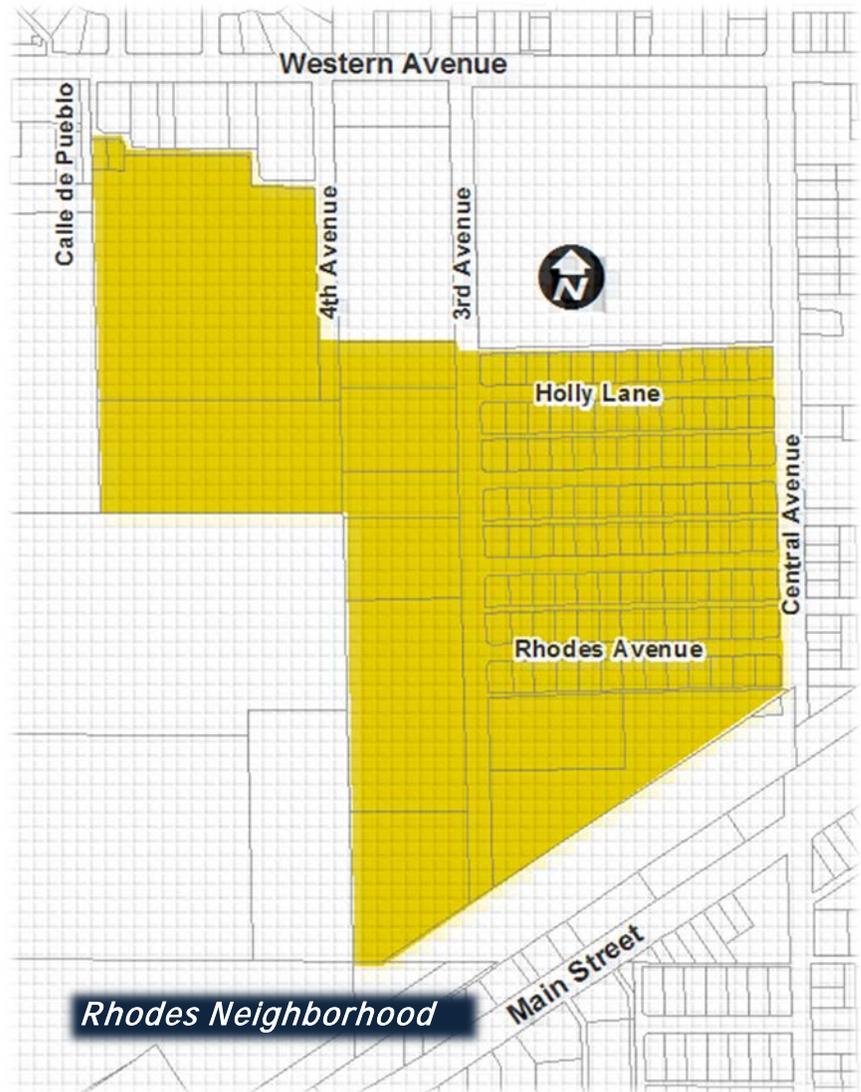
A home in the Madden Neighborhood, built in 1936 in the Early Southwest architectural style.

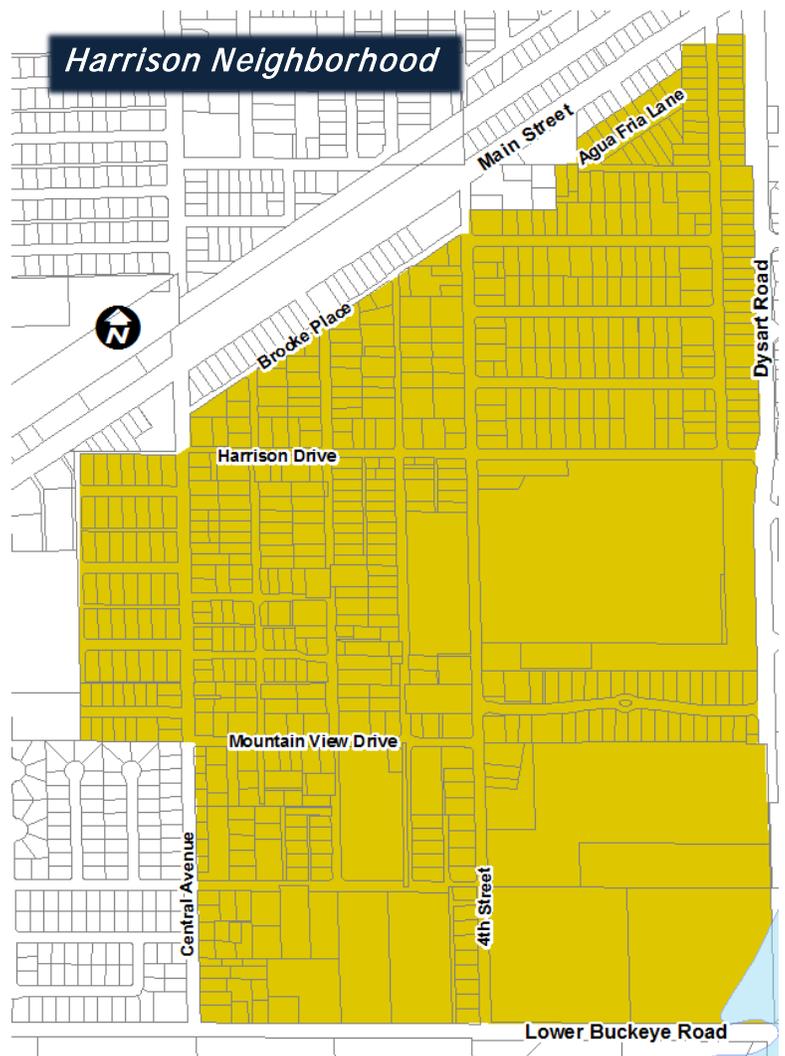
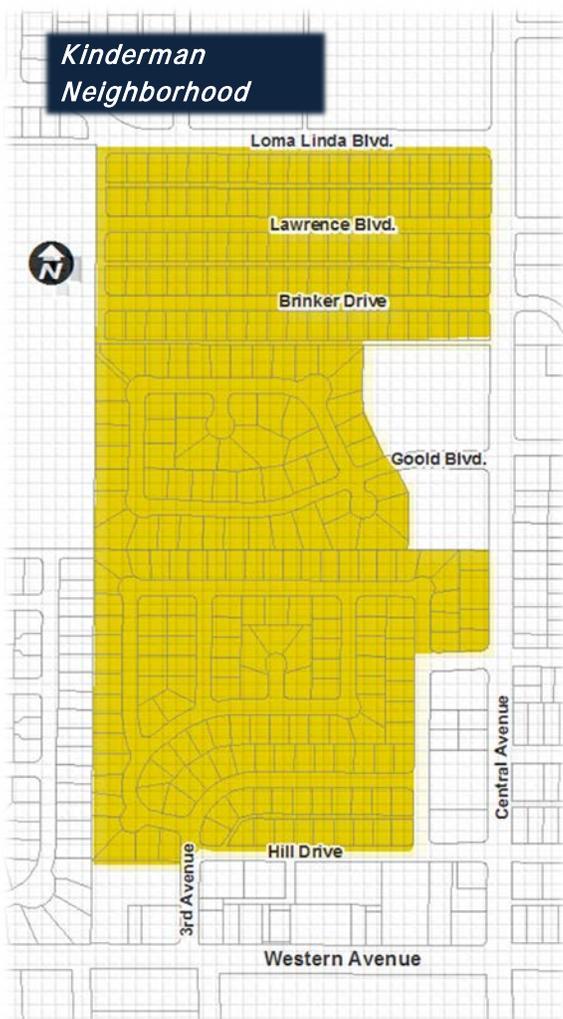


Growth Era Neighborhoods

Kinderman Neighborhood, Rhodes Neighborhood, and Harrison Neighborhood

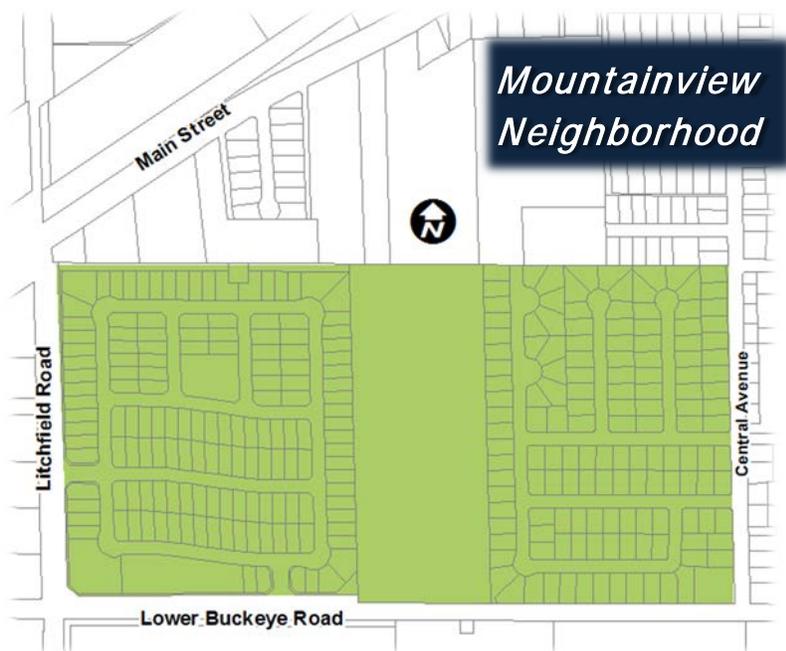
The Kinderman, Rhodes, and Harrison Neighborhoods were subdivided and developed with single family homes built in the 1950s through the late 1960s, primarily using the transitional ranch and mid-century suburban ranch styles. New development within these three neighborhoods should utilize these architectural styles, as depicted in Appendix A, “Growth Era Neighborhoods”. Attached garages are allowed if set back a minimum of 20 feet from the face of the home. Carports, the traditional method of covered parking used during this period, shall be allowed but must be integrated into the architecture of the home as depicted in the Design Library.





**Contemporary Era
Neighborhoods**
*Ludlow Neighborhood,
Tres Rios
Neighborhood, and
Mountainview
Neighborhood*

Primarily subdivided and developed in the 1970s through present day, development of lots in the Contemporary Era Neighborhoods is varied. New development within



these neighborhoods is not limited to any particular architectural style but must provide a high level of visual appeal. Examples of the quality of design expected in these neighborhoods can be found in Appendix A, “Contemporary Era Neighborhoods”.



III. HISTORIC AVONDALE DESIGN GUIDELINES

SIDEWALKS, PLAZAS, and DECORATIVE PAVEMENT

All paving design and materials for sidewalks, plazas, and pedestrian areas shall meet Americans with Disabilities Act (ADA) requirements. All materials shall provide all-weather durability with a hard-wearing surface meeting a minimum of 2,500 psi.

Colored concrete, concrete pavers, and/or terrazzo shall comprise a minimum of 90% of the overall pavement area within a pedestrian plaza or similar amenity. Natural stone and durable tiles may be incorporated to provide pedestrian accents or directional cues that meet ADA requirements.

Pavement colors, types, finishes, and designs shall be approved by the City. All colored materials shall be integrally colored to provide visual continuity should chips, scratches, cracks, or divots occur.

PATIOS and COURTYARDS

Patios and courtyards that provide outdoor seating or dining areas may be incorporated at the front, to the side, and/or to the rear of buildings and must be ADA accessible. Physical barriers or buffers shall be securely anchored and designed to meet CPTED (Crime Prevention Through Environmental Design) and IBC (International Building Code) requirements.

Barriers and buffers shall be comprised of materials that reflect the architectural character of the surrounding buildings, including art or aesthetic detailing, that provide an attractive feature and a reflection of the area's historical character. Plant material to soften the interface between the patio/courtyard user and pedestrians is encouraged.

WALLS and FENCES

Except when required for screening purposes, decorative open fencing, such as picket fencing, is preferred over solid walls within Historic Avondale. Walls and fences that serve as screening devices should be decorative and may have a secondary purpose such as seat walls, retaining walls, planter walls, or security barriers.

- Screen walls around utility boxes must allow for unobstructed access for routine maintenance and repair (contact specific utility company for applicable clear-zones).
- All walls and fences shall be designed to be aesthetically integrated with the site's architectural character, and reflect Avondale's historical architecture styles.

Walls and fences may also provide support for vegetation and/or incorporate artistic features approved by the City. Latticework, trellis, or any type of framework designed for vertical or overhead shade screens or for supporting plant material should be designed as a stand-alone architectural component that provides an aesthetic element when plants are not present or are dormant. All walls and fences must allow for adequate sight visibility as determined by the City's General Engineering Requirements.

SITE FURNISHINGS

Site furnishings include, but are not limited to—benches, tables, chairs, light poles, bollards, trash receptacles, bike racks, portable shade canopies, and drinking fountains. The color and style of these elements shall complement the architectural character of the site and surrounding buildings. Accent colors and materials that create a sense of festivity and liveliness are encouraged and must be approved by the City.

All materials of these elements shall be durable and require minimal maintenance from the effects of the southwestern desert environment. Materials that will warp or discolor from the sun's intense heat and ultraviolet rays will not be allowed.

All site furnishings shall be located in a manner that maintains clear, continuous pedestrian routes along streets and to all building, patio, and courtyard entry/exit points.

Locks and chains will not be allowed to secure site furnishings. Use of devices specifically designed to anchor site furnishings may be allowed on private property. Approved private furnishings located within the public right-of-way must be portable and relocated to an indoor storage area when the associated business is closed.

LANDSCAPE PLANTINGS

All landscape plantings on private property should provide shade, visual interest, and comfort for users, as well as complement and enhance the existing streetscape in the City's right-of-way. Plant material may be used to provide buffers and barriers, as well as to create outdoor spaces.

Plants that are not listed on the Arizona Department of Water Resources plant list for the Phoenix Active Management Area may be used outside of the public right-of-way if approved by the City.

Landscape plantings may occur in landscape areas, raised planters, or pots.

All landscape areas shall have a finished grade of no more than ½" below the adjacent paved areas and include a wood mulch or rock surface for weed and moisture control. All parking areas shall be screened from public view by a combination of evergreen plant material and open

fencing. Trash enclosures and utility cabinets shall be screened from public view by a combination of solid walls and landscaping.

Plant material for patios and courtyards may be provided in landscape areas, raised planters, or pots. Trees in tree grates may also be provided if they are ADA and pedestrian friendly. However, tree grates must allow for future growth of the tree's trunk by providing a means to enlarge the diameter of the opening for the tree. Trees that need support to maintain a vertical growth pattern shall be staked in a manner that provides a vertical growth pattern until the tree can become self-supporting. Trees located in paved pedestrian areas and in tree grates shall be supported by anchored metal tree guards manufactured specifically for that purpose.

Trees located in paved pedestrian areas shall have a four inch minimum caliper, with the lowest branches being 7 foot high, and shall have a permanent irrigation system.

RAISED PLANTERS AND POTS

Raised planters and/or pots may be provided in pedestrian, patio, and courtyard areas; as well as at building entries and exits as long as the location does not impede access, through travel, or emergency access to or around buildings and pedestrian corridors. All planters and pots must have an automatic irrigation system. All other areas of the site shall be at-grade landscape areas. Raised planters and pots shall only be placed where they are not in direct afternoon sun during summertime to minimize heat gain for the plant root balls.

Raised planters and pots must have drainage holes that drain into an adjacent landscape area, drainage system, or leach pit approved by the City. Raised planters and pots shall have an interior coating of waterproofing. Planter and pot drainage onto paved pedestrian areas will not be allowed.

Raised planters and pots shall be a minimum of 24" wide and a maximum of 36" high, and may be constructed of precast concrete, carved stone, ceramic, or fiberglass. All materials shall be proven to have long-term durability in the southwestern desert climate. Metal and iron planters and pots may be used if they provide an interior pot that contains the plant soil and water to minimize rust.

Colorful uses of annual or perennial flowers and foliage, as well as dried natural plant materials (e.g., chilies, herb bundles) are acceptable as long as they are maintained in good condition. Artificial plants, plastic pots, and nursery containers will not be allowed.

IRRIGATION and MISTING SYSTEMS

Plants located in all landscape areas, raised planters and pots, and hanging pots shall be irrigated with an automatic, potable water irrigation system that provides each plant with the required

amount of water to maintain it in a healthy, vigorous condition. All irrigation supply lines shall be underground or concealed and protected from public access and the sun's exposure.

Misting systems may be provided for outdoor patio and courtyard areas and shall be constructed of copper tubing and mist heads that withstand high pressures required to produce a fine mist. Misting supply lines shall be anchored or securely attached to a permanent overhead structure. The structure shall be of a material or have a protective coating that prevents water damage of the structure from the mist.

All irrigation and misting system water sources must provide a backflow preventer to prevent cross contamination of the water supply.

SITE and EXTERIOR LIGHTING

Exterior lighting should provide visual interest and increased nighttime safety and security for property owners and pedestrians, as well as complement and enhance the existing streetscape in the City's right-of-way.

Lighting for pedestrian areas shall provide a minimum of two foot candles while adhering to Maricopa County's Dark Sky Ordinance. Post/pole, lamp, and fixture designs shall enhance the architectural character of the building and adjacent areas, while creating an ambient luminescence appropriate for the specific use (e.g., relaxed, festive, outdoor dining). Exterior lighting, including parking lot lighting, should be appropriate to the structure's architectural style, scale, and detail. Indirect lighting is recommended.

Lighting is an important design element that enhances architectural features of structures and augments the character and safety of the community, thereby increasing the extended use of the pedestrian in the evening hours.

Building-mounted light fixtures should be placed to appropriately light entries and exits, building walkways, balconies, and major architectural features on the façade. Light fixtures on structures should not exceed the height of the building.

While up-lighting of building elements and trees can be an effective and attractive lighting technique, especially in patio/dining areas, all up-lighting must adhere to Maricopa County's Dark Sky Ordinance to minimize light pollution and glare. In addition, lighting shall not shine on or adversely impact adjacent properties or roadways; light levels should be 0 foot candles at the site's boundary. Spotlighting, colored lights, or glare from lighting should be avoided.

White strand lighting affixed to trees or building facades shall be allowed on a permanent basis. Seasonal or holiday lighting, neon lights, or lights other than white may be used on a temporary basis if approved by the City. Bare bulb lights; lights that pulsate, flash, or strobe; in-pavement

lights; lights with colored lens; flood lights; oversized light fixtures; lights mounted on temporary or wooden poles; or lights causing glare to pedestrians will not be allowed.

Fixture and Pole Character

Historically appropriate light fixture and pole designs should be used within Historic Avondale, including building-mounted fixtures that are visible from the sidewalk or street. In addition, light poles that have historical detailing as part of the pole, base, or cap should be used with historical-looking fixtures.

Fixtures such as gooseneck lamps and large, shaded down lights over entries are appropriate.

Modern fixtures are not allowed, except where consistent with existing architecture.

Lighting Impact

Lighting should be designed with shields to cut off or to minimize the impact of lighting on adjacent sites. The actual lighting element should not cause glare or high contrast. It is preferable to use a greater number of low energy fixtures rather than a few high energy fixtures. However, the existing lighting level on Western Avenue may be increased to provide up to two foot candles for better nighttime visibility. This may be accomplished by replacing the existing high pressure sodium lamps with a higher wattage up to 150 watts or by replacing them with a 150 watt metal halide or LED lamp for better color rendition that will allow for true colors to be recognized at night as an added safety measure.

Parking Lot Lighting

Light fixtures for surface parking areas shall not exceed 16 feet in height and shall have an architectural character compatible with the Historic style and match the design of the existing streetlights. The lighting elements shall not be visible or cause glare to adjacent properties.

Landscape Lighting

Lighting used within landscape areas and for specific plants as accent lighting shall be low voltage fixtures that are designed specifically for landscape installations and are water proof. Fixtures shall be ground-mounted in areas that are not depressed to minimize water damage from irrigation. Mounting landscape fixtures to trees, posts, poles, walls, fences, etc. will not be allowed. All fixtures shall be vandal resistant.

White strand lighting (e.g. “holiday lights”) is allowed on a permanent basis. Colored strand lighting may be approved on a temporary basis for holidays and other themed district events.

Bollard-type light fixtures are not desirable as they are highly susceptible to vandalism and require more fixtures to sufficiently light an area than overhead fixtures.

IDENTIFICATION, INFORMATIONAL, and DIRECTIONAL SIGNAGE

Signage may function as identification (for businesses, private developments, public facilities, etc.); as informational (communicating or imparting knowledge on specific topics such as business hours, architectural origins, historical and current events, etc.); and/or for way-finding (cueing people to where certain destinations are located).

Identification signs are the primary signs for an establishment and should only indicate the name of the establishment and possibly the nature of the business. Extensive lists of products or services should not be included, nor should phone numbers. The location of specific signs depends largely upon the type and size of sign, however no identification sign should be located higher than 16 feet from finished street grade.

Informational signs for businesses should give patrons basic information such as hours of operation, contact information, types of services and/or products available within the establishment, business affiliations (i.e., Better Business Bureau, FTD florist, Buy Local), etc. These signs could also provide interpretive information on historical events, people, and buildings, as well as a business's unique offerings or origins. However, informational signs should be secondary to any identification and should be located no higher than six feet from finished sidewalk grade.

Way-finding signs should provide directions or cues to visitors and patrons as to where to find certain destinations such as public facilities, entrances and exits, public parking, and businesses, etc. These are typically small, freestanding, permanent signs that are no higher than six feet tall from finished street grade.



All signs should be designed as integral parts of the street or site they serve and relate in lettering style and form to the Old Town/Historic Avondale character.

General Sign Design

Each sign should be well designed for its specific type, purpose, and use, and should complement the building, streetscape, and surrounding property aesthetics. Signs should not obscure architectural elements or details, or obstruct views from the street and pedestrian areas. When buildings are directly adjacent to each other or when more than one establishment occupies the same building, signs shall be aligned to create a cohesive appearance.

Signage styles shall be appropriate for the character area they are located in. For instance, Western Avenue signs should reflect its historical era, while signs for Dysart Road and Central

Avenue may be more contemporary. However, all signs must only be for identification, information, and/or directional use, and more than one of these may be combined for a single establishment. A business may choose to install an identification sign (building-mounted business name) in addition to a directional sign (freestanding or portable), and an informational sign (window-applied).

For all signs, in all character areas, the following design components are desired:

Sign materials should be constructed of metals that are painted to resist rust, patinaed or treated rust finish; a high-density urethane signfoam; natural stone; or precast concrete. All signs shall have a durable, weather-resistant, high quality coating of paint or sealant that lends itself to easy graffiti removal.

Sign color and text shall complement the existing area's signage aesthetics, as well as the site's architectural colors. Colors of the sign's support structure and the sign panel shall be complementary and should be chosen to ensure that the sign panel is easy to detect. However—highly reflective, fluorescent, neon, and/or LED colors will not be allowed if they are determined to be hard to read and distract from the desired architectural character of the area.

Signs should have a distinctive design while maintaining a consistency with other signs in the area. Fonts shall be easily readable and sized appropriately for the intended reader (i.e., pedestrian vs. motorist).

Architectural compatibility is meant to ensure that a specific sign, and its materials and overall design, correspond to and complement the intended theme or image of a building and the applicable character area.

Sign Lighting shall be such that no signs have a higher illumination or foot candle than other signs within the character area. Sign lighting is encouraged to allow for extended legibility, particularly during the winter months; sign lighting shall be required for all directional signage.

Types of acceptable sign lighting include building-mounted down lights and backlighting. Fluorescent and neon lighting is not acceptable.

Acceptable Sign Types

More than one of the following acceptable signage types may be used at a single business establishment. Architectural compatibility among these types—if more than one type is used—is required.

Portable signs are “A” frame signs or other portable signs that are self-supporting and usually found in pedestrian areas in front of establishments. Portable signs shall not impede pedestrian or vehicular access or flows and shall meet the requirements of the City's sign regulations.

Freestanding signs may be used for identification, directional, or informational signage that is permanently pole-mounted or constructed of permanent building materials consistent with the building architecture. Freestanding signs shall require design review and approval prior to fabrication, and may only be located at corner lots because of the space required for such signs. The maximum face size will be 25 square feet.

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 the site visibility lines of all street, driveway, and alley intersections or public rights-of-way.

Freestanding signs are not allowed adjacent to Western Avenue.

Directory signs can be either freestanding or wall-mounted and list all tenants occupying a building or all buildings in a complex. For this reason, directory signs may often be composed of removable placards that can be updated periodically.

As these signs are meant to be readable from the sidewalk, they should be pedestrian-oriented and parallel to the street. They may be mounted on freestanding posts or building walls.

Freestanding directories shall meet the freestanding sign criteria.

Building signs fall within four main categories—projecting, wall-mounted/flush, awning/canopy, and window signage.

Projecting signs extend from the face of building or hang from overhead ceilings, thus allowing for increased visibility from approaching motorists and pedestrians. Usually mounted or suspended from a support perpendicular to the street, they are also known as a flag-mounted signs.

This type of sign often adds to the interest and vitality of the streetscape and should be proportional to the building facade and/or space it hangs within.

Projecting signs should be placed no closer than 24 feet from each other, thus limiting visual clutter, and should be unique in design. A seven foot minimum clearance shall be provided under projecting signs.

Wall-mounted-signs are affixed permanently to the face or wall of a building in a fashion keeping with the overall established pattern and architectural character of the façade, and may not protrude more than 12 inches from the face of the building. Graphic logos or signs painted directly on the facade are included in this description. Compatibility with adjacent building signage must be addressed. The sign size should be in proportion to the building façade.

Graphic logos and signs painted directly on building facades must be of a professional, artistic caliber and submitted for review and approval by the City prior to installation.

Properties fronting onto Western Avenue will be eligible for one square foot of flush-mounted sign per one linear foot of street frontage, or a minimum of 24 square feet of sign area, whichever is greater.

Awning/Canopy signs may consist of text imprinted on or attached to new or existing awnings or canopies, which usually involves silk screening of graphics and/or text onto the fabric. It may also include applying individual letters onto fabricated structures. This type of application should be designed as identification signage.

Text applied to the valance flap of fabric or to the fascia of fabricated structures shall be one color, compatible with the awning/canopy and/or building colors. The text and sign graphic may cover up to 50 percent of the valance or fascia area.

Window signs and graphics may consist of 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.

Window signs and graphics may include gold leafing or surface-applied paints or special markers; etched glass; adhesive letters/graphics; and neon tubes. Sale banners painted onto window glass and graphics using reflective or fluorescent colors shall not be allowed.

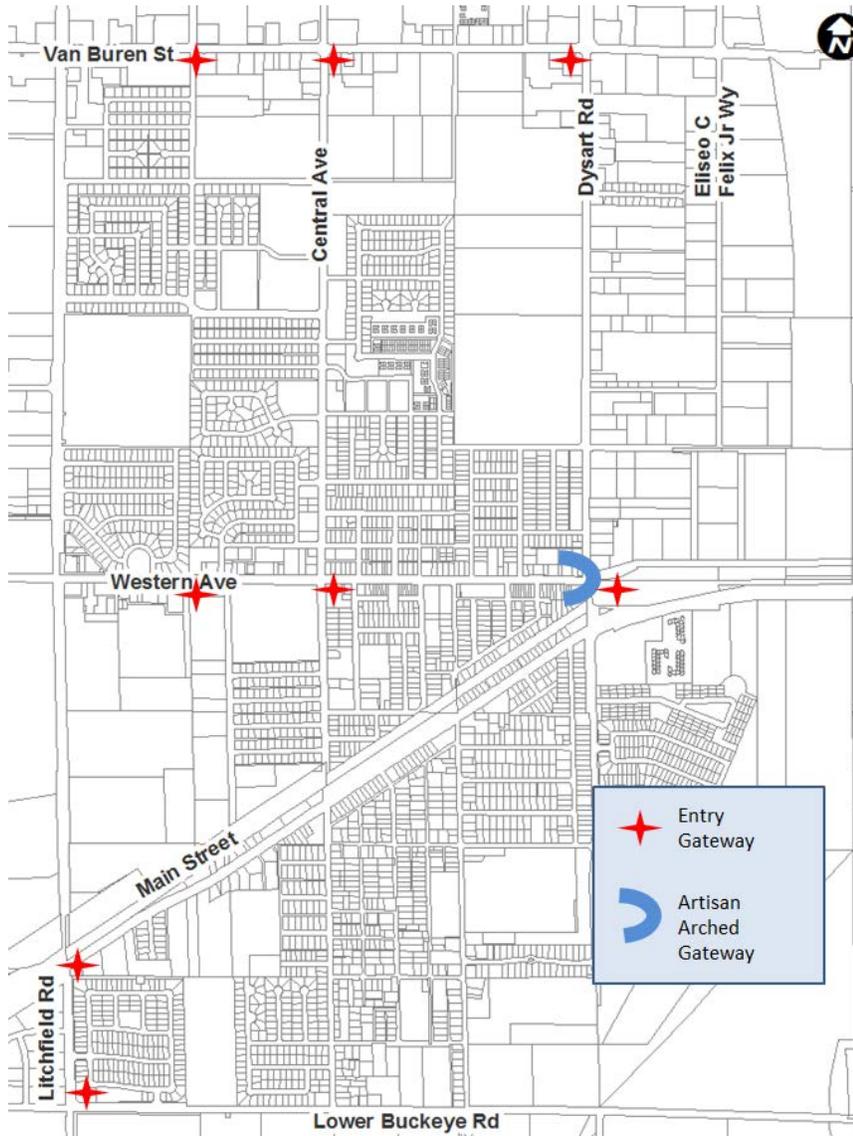
Banner signs include temporary signage hung or displayed on the exterior of buildings or within display windows that advertise for special events, sales, festivals, etc. Banners shall be removed immediately after the event and a special-use permit will be required to date the signs, stating the allowable time limit between banner uses.

Custom fabricated banners are encouraged, rather than “stock” items. Faded signs, and signs showing effects of wind and general exposure to elements shall be removed immediately.

GATEWAY AND MONUMENT SIGNAGE

Gateways will serve to welcome residents and visitors to the overall Historic Avondale area and identify unique subareas of Historic Avondale—such as Western Avenue.

Unique gateway features and monuments will be located at the following locations to indicate when visitors and residents are entering the Historic Avondale area.



- Dysart Road and Van Buren Street (southwest corner)
- Van Buren Street and Central Avenue (southeast corner)
- Van Buren Street and La Jolla Boulevard (southeast corner)
- Western Avenue and 4th Avenue (southwest corner)
- Central Avenue and Western Avenue (location(s) to be determined)
- Main Street and Litchfield Road (southeast corner)
- Lower Buckeye Road and Litchfield Road (northwest corner)

These Historic Avondale gateways are important elements in creating the first impression residents and visitors will have, and will signify that one is entering a unique area of Avondale. For this reason, it is important that these gateways communicate a positive tribute to Avondale’s origins.

Due to limited ROWs at these locations, major gateways will consist mostly of architectural monument features with some signature landscaping. Architectural components shall incorporate historical design features and materials that express Avondale’s agrarian culture and historical

development; while signature plant materials will reflect historical plants used by settlers for food, shelter, or other materials used for daily living and comfort.

Scale of the major gateways shall be large enough to be discernibly noticeable by a quick glance from vehicular traffic. Scale, color, and design should be consistent at all locations and take into consideration the existing and/or proposed architectural background of adjacent development.

Gateways and monuments should appear as accents in the landscape and not blend into the background.

In addition to these gateways, Western Avenue will feature an artisan gateway feature that spans the width of the street near the Western/Dysart intersection. This monument will help to create a sense of arrival into the Creative Arts District and make the uniqueness of Western Avenue more apparent from the perspective of Dysart Road.



IV. Public Art Integration

Public art within Historic Avondale creates a unique sense of place by celebrating the talents and culture of the people who live there. Public art is any work of art or artistic element of design that is located in a public place for people to experience and interact with it. Avondale’s public art shall pay homage to the community’s cultural identity.

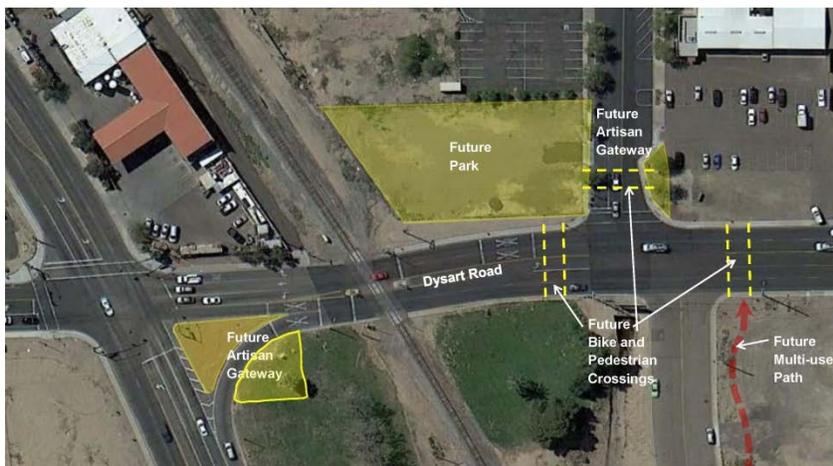
Public art within Historic Avondale shall consist of permanent and temporary art installations located in highly visible places as well as hidden locations that add a “discovery” element to the experience. It may include types of art such as murals, sculptures, mixed media, interactive, etc.; however all materials used to create permanent and temporary public art shall withstand exposure to the southwestern desert climate without negatively affecting the overall integrity of the art itself.

Types and locations of public art must be approved by the Avondale Municipal Art Committee prior to installation and be consistent with the Public Art Master Plan. The installation of either permanent or temporary public art is encouraged throughout this area, in the public rights-of-way, on public property, and in private development projects.

The City has identified three public art integration projects that are contiguous to Western Avenue from Dysart Road to Central Avenue. They include the City-owned property located at the southwest corner of Dysart Road and Western Avenue, Sernas Plaza, and Doc Rhodes Park. Each of these projects will include a range of art opportunities that encourages community interaction and activities through visual, performing, and kinetic arts. These projects are further defined in the Public Art Master Plan.



In addition, the main gateway for the Arts Districts at Dysart Road and Western Avenue, and at Dysart Road and Main Street (MC 85) will be designed as artisan gateway features to heighten Western Avenue's visibility within Historic Avondale.



Permanent Public Art

Permanent public art shall be any works of art or art components that have been acquired, commissioned, or gifted to the City and remain in the City’s collection. All art shall be securely anchored to a structurally sound “base” or fixed location; or integrated into permanent building or site features that will be managed and maintained by the City.



Murals

Murals are allowed if located on walls that are visible to the street and if approved by the City prior to installation.



Temporary Public Art

Temporary public art shall be works of art or art components that have been loaned, commissioned, or gifted to the City that are intended to be displayed or installed for no more than 18 months. Temporary public art may also include traveling or revolving displays or exhibits.

While the type of temporary art—and the materials it is composed of—is not intended to withstand continued exposure to outdoor environments for long periods of time, it shall be expected to remain in good condition for at least two years if exposed to the southwestern desert climate.

All public art, whether temporary or permanent, must be properly maintained at all times by its owner. Art pieces showing any signs of wear or deterioration must be immediately repaired or removed.

V. Preservation, Renovation, and Infill Development

The National Historic Preservation Act states that the importance of preserving our historical and cultural heritage as “a living part of our community life and development in order to give a sense of orientation to the American people” is a vital legacy for future generations. It is this “sense of orientation” that provides the basis for developing a rich sense of place in Historic Avondale.

Therefore, preservation and renovation is desired when a building or property is at least 50 years old and has one of the following qualities:

- A) It is associated with a historical event; or
- B) It is associated with a person or the lives of persons who made a significant contribution to the City's history; or
- C) It embodies distinctive characteristics that represent works of a master or distinguishable entity of an architectural type, period, or method of construction; or
- D) It has or may yield information important to the City's prehistory or history.

In order to respect and maintain the integrity of these cultural resources, it is important that the use or reuse of these be compatible with the original intent of the structure. Preservation and renovation of structures deemed to have historical significance to the City shall be undertaken in such a way that is consistent with the National Register of Historical Places.

PRESERVATION PLANNING

Often, preservation planning and community development planning involve the same strategies. It is the interrelationship of these two planning efforts that allows a community to continue to develop and build on its unique historic qualities. However, it is sometimes necessary to provide financial incentives to encourage historic preservation efforts.

For this reason, it is recommended that a comprehensive Historic Preservation Plan (HPP) be developed that continues the identification, evaluation, and protection of the city's historic and cultural resources. The HPP should be developed in accordance with the National Historic Preservation Act, the Conservation Foundation's *Handbook on Historic Preservation Law*, the Advisory Council on Historic Preservation's *Remember the Neighborhoods*, and the National Park Service's National Register Bulletins "*Guidelines for Evaluating and Registering Historical Archaeological Sites and Districts*" and "*Guidelines for Local Surveys: A Basis for Preservation Planning*" for evaluating, documenting and listing the various types of historic places.

National Register Bulletin "*Guidelines for Local Surveys: A Basis for Preservation Planning*" states that "development planning should use survey data to identify opportunities for the use of the community's historic character in creating its future, to minimize conflicts between preservation and development, and to provide for the orderly resolution of those conflicts that inevitably will occur".

In order to begin the City's preservation planning process and provide a solid basis for the HPP, it is recommended that a Class III archaeological survey (per the Arizona State Museum's requirements) be conducted within the City's planning boundaries to identify both historic and prehistoric resources. This survey will also provide an initial understanding and historic context for developing draft historic preservation or district ordinances, and archeological and interpretive programs that will serve to protect and enhance our City's resources.

The HPP shall also include provisions for historic and cultural resources that cannot be preserved due to condition or higher priority community needs. When such a situation occurs, historic and cultural data recovery must be completed prior to removal or demolition of the resource to preserve the information for future generations. Data recovery shall be conducted and archived per the Arizona State Museum's requirements.

VI. Implementation Strategies

These guidelines provide the basis for private development, redevelopment, or restoration, as well as for capital improvement program recommendations to help create a viable, economically sustainable Historic Avondale. These guidelines also serve as a tool to assist in reinforcing and supporting the goals and policies identified in the Art and Heritage Element of the Avondale General Plan 2030. In order to achieve those goals and policies, the following implementation strategies have been identified.

1. Conduct a Class III archaeological survey within the City's planning boundaries per the Arizona State Museum's requirements to identify both historic and prehistoric resources.
2. Develop a comprehensive Historic Preservation Plan (HPP) that continues the identification, evaluation, and protection of the city's historic and cultural resources.
3. Develop broad-based walkability through right-of-way improvement projects identified in this document.
4. Develop a way finding sign program that identifies public and community destinations and places of interest.
5. Continue to emphasize the arts in the evolution of Western Avenue and the rest of the Creative Arts District through addition of live-work units for artists and artisans.
6. Develop street improvements that incorporate bicycle and pedestrian facilities separated from vehicular traffic and include sustainable landscape areas for street trees.

APPENDIX A

DESIGN LIBRARY

Creative Arts District (Western) Architecture – two Stories maximum; Buildings must be designed incorporating elements of the Territorial, Pueblo Revival, Art Moderne, or Spanish Revival styles.







Creative Arts District (Hill/Belmont) Architecture – two Stories maximum; Buildings must be designed using Transitional Ranch, Pueblo Revival, Territorial, Southwest, and Art Moderne elements. Vibrantly designed modern architecture (Page 58) reflective of the City’s growing art community is also appropriate on these streets.







Creative Arts District (Western) Building Siting – Buildings should be located at or near the sidewalk to foster a walkable and vibrant pedestrian environment. Outdoor plazas, seating, and dining areas are an essential component of an urbanized environment.



Creative Arts District (Hill and Belmont) Site Design – Buildings must be sited to respect the original residential character of the neighborhood through generous setbacks. For adaptively reused structures, use of the front and rear yards for outdoor seating and dining areas is encouraged.



Creative Arts District Mercado – Buildings should be designed in the Spanish Revival architectural style, except bright, vibrant colors not typically associated with that style should be utilized for accent.





Central Avenue Business District Architecture – Although a specific architectural style is not prescribed, buildings must include elements that create an awareness of the historical nature of the area.





Central Avenue Business District Site Design – Sites shall be designed to maximize pedestrian access from adjacent neighborhoods through the use of internal arcades, etc. Buildings shall extend to setback lines with parking located in the rear to create a greater presence on Central Avenue.



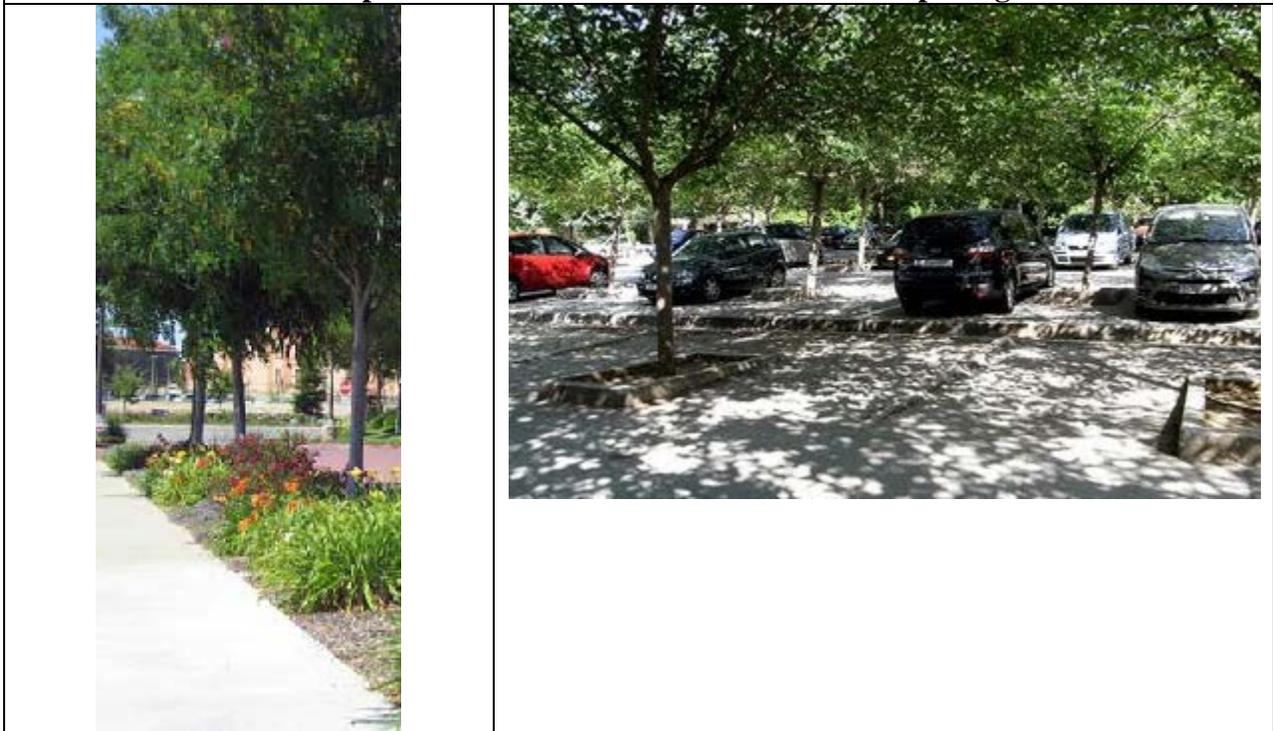


Dysart Road Business District Architecture – Although a specific architectural style is not prescribed, buildings must include elements that create an awareness of the historical nature of the area.

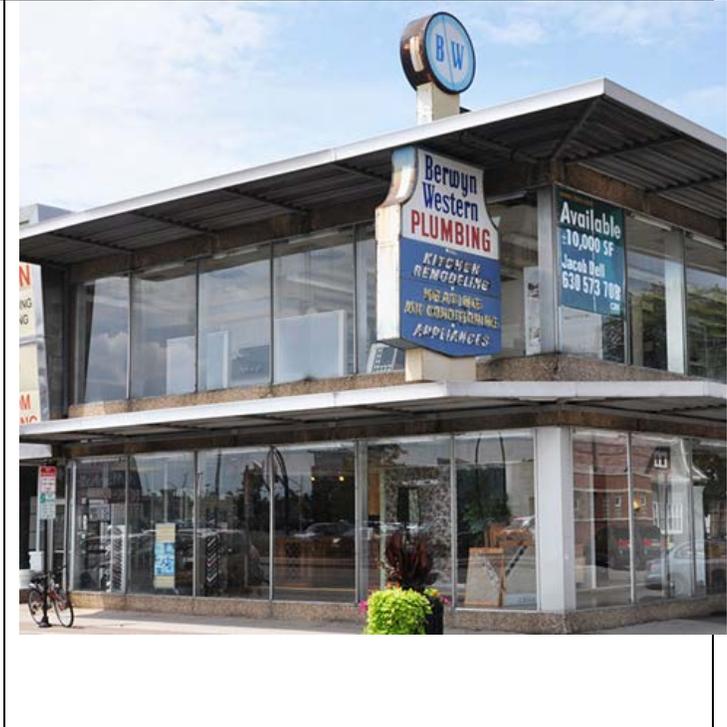




Dysart Road Business District Site Design – Provision of shade trees on private property adjacent to Dysart Road will be imperative to shade the public sidewalk due to limited right-of-ways. Surface parking lots may be located adjacent to streets but must be well landscaped and include liberal use of decorative paving.

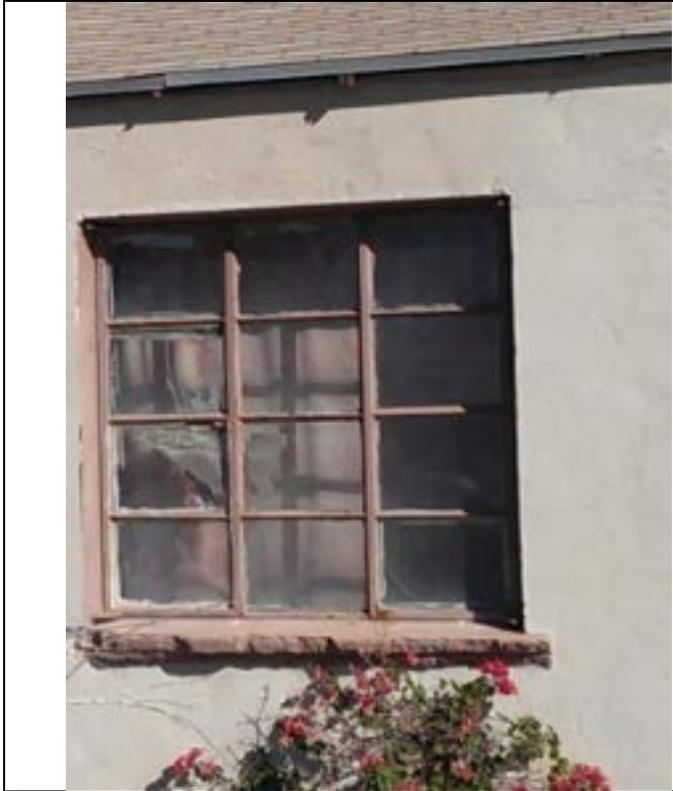


Main Street Business District Architecture – Buildings should incorporate elements of the Mid-Century Modern architectural style reflective of Main Street’s roots as an interstate transportation route.



Founding Era Neighborhoods Architecture – New homes must be built in the Early Ranch, Spanish Colonial Revival, Pueblo Revival, and Early Southwest architectural styles, or a combination. When renovated or expanded, period homes should be true to the original design of the structure. Only detached garages located in the rear yard of lots shall be allowed.







Growth Era Neighborhoods Architecture – New homes must be built in the Transitional Ranch or Mid-Century Suburban Ranch styles. When renovated or expanded, period homes should be true to the original design of the structure. To maintain the character of the streetscape, attached garages shall only be allowed if they are side entry, or setback a minimum of 20 feet from the face of the residence.



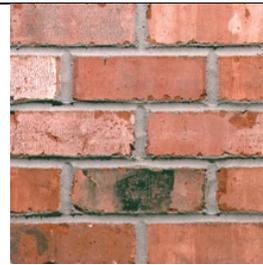




Contemporary Era Neighborhoods Architecture – New development is not limited to any architectural style but homes should provide a high level of visual appeal by incorporating materials and design elements used in the early stages of Avondale’s development.



Decorative Surfaces – Patios, Plazas, and Crosswalks – Decorative ground surfaces should have a weathered, aged feel.

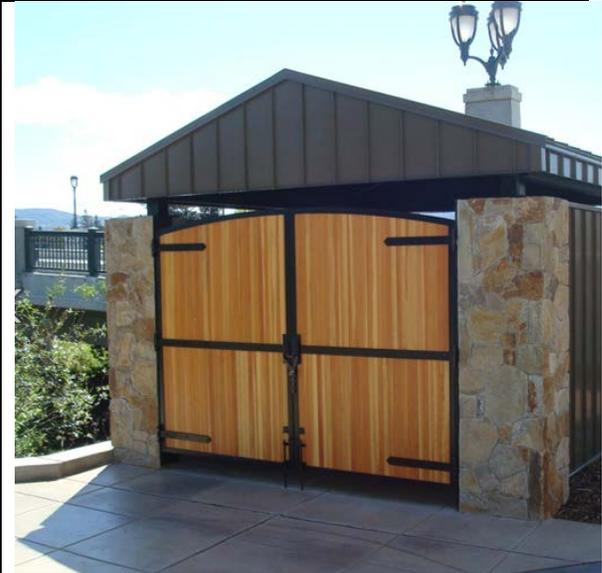


Plazas and Courtyards – Improved with pedestrian seating and elements, such as fountains, art, or specimen trees, to add visual interest.



Fences and Walls – Decorative, Security, Screening – Fences and walls must be a reflection of the primary building on the site, incorporating the same materials and architectural detailing used in the construction of the building.





Outdoor furnishings – Sidewalk cafes and food service establishments should choose furnishings that add to the street level interest, but that will also withstand the harsh climate.



Tree and Landscape Lighting – White landscape lighting is encouraged on a permanent basis. Colored or multi-colored lighting is encouraged on a seasonal basis.





Signs – Wall Mounted - Design in a traditional, historic style.





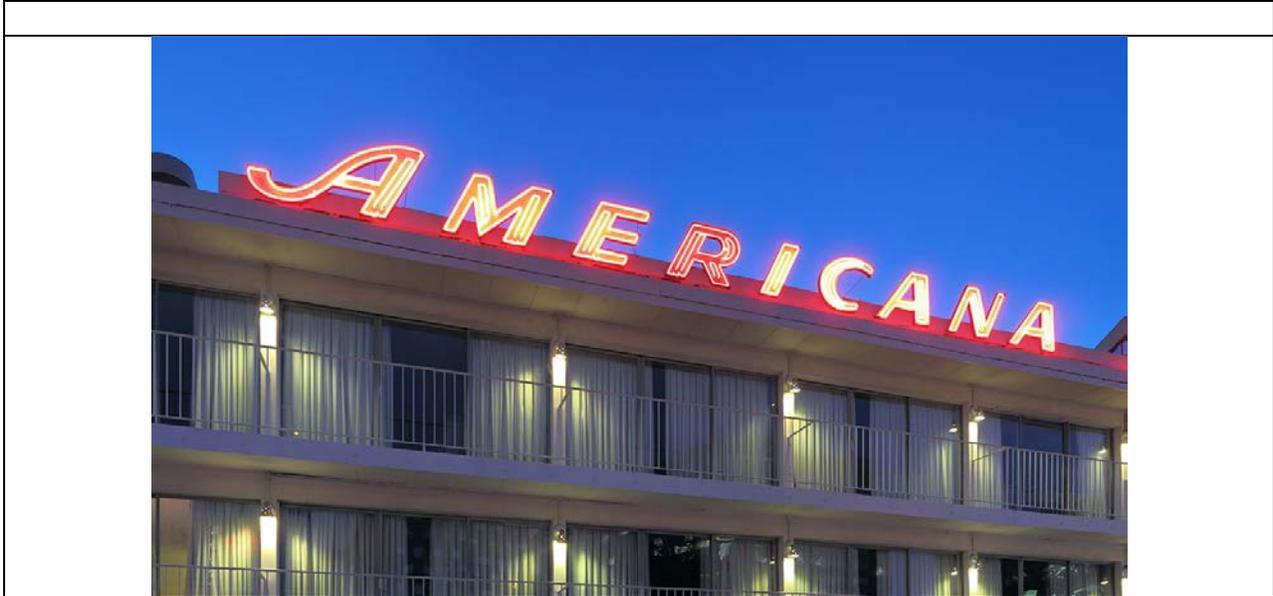
Signs – Public and Way finding – Simple and uncluttered in a historic style, shall complement the overall character of a district.





Signs – Main Street District – Signs that are reflective of 1950s and 1960s highway development, including neon signs, are encouraged if compatible with the building they are advertising.





Entry Gateways – Gateway signs that reflect the Avondale brand will be crucial to creating an identity in Historic Avondale. Scale and size of gateways will vary depending on the location and visual prominence.





Public Art – Art, both functional and decorative, is encouraged throughout Historic Avondale.





Benches – Historic Style, Metal, Powder Coated Dark Brown Finish, Vertical or Horizontal Slats, Provide Mid Arm, Anchored to Pavement





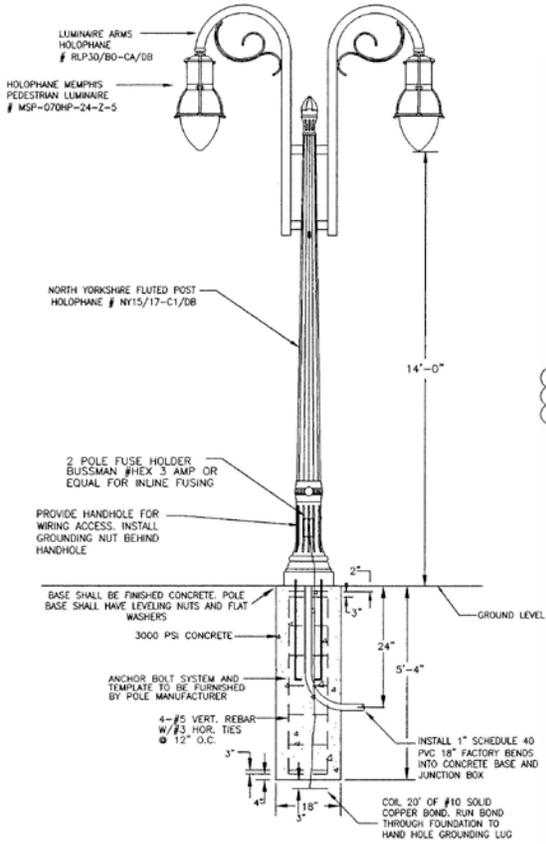
Trash Receptacles – Historic Style, Metal, Powder Coated Dark Brown Finish, Vertical Slats, 32 Gallon, Top Load, Anchored to Pavement



Bike Parking – Metal, Powder Coated Dark Brown Finish, Anchored to Pavement



Historic Avondale Pedestrian Lighting (Creative Arts District) – Metal, Powder Coated Dark Brown Finish, Anchored to Pavement



PEDESTRIAN LIGHT DETAIL
NO SCALE



Historic Avondale Pedestrian Lighting (Outside of Creative Arts District) – “Sternberg Glenview 1940” or equivalent, Verde/Antique Green, down-facing, mounted on decorative pole with “sweep” arm.



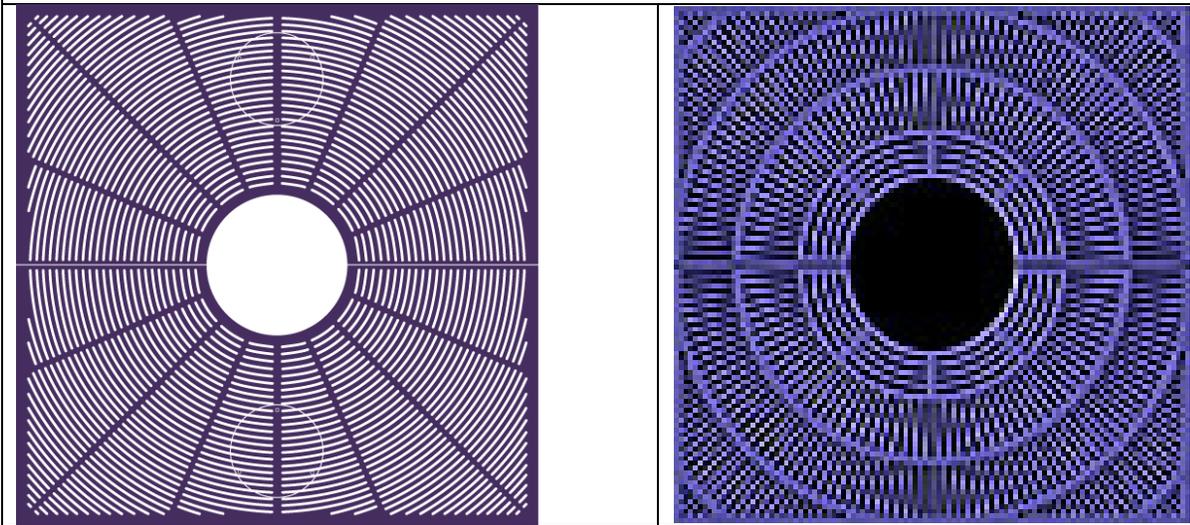
Parking Lot Lighting – Bell style dome, Powder Coated Black or Antique Green, Side mounted



Wall/Building Mounted Lighting – Metal, Powder Coated Dark Brown Finish, Anchored to Wall



Tree Grate – Cast Iron, Black



Drinking Fountain – Cast Iron/Metal, Powder Coated Dark Brown Finish, Anchored to Pavement



Patio/Courtyard Amenities



APPENDIX B

Aerial Photograph Atlas



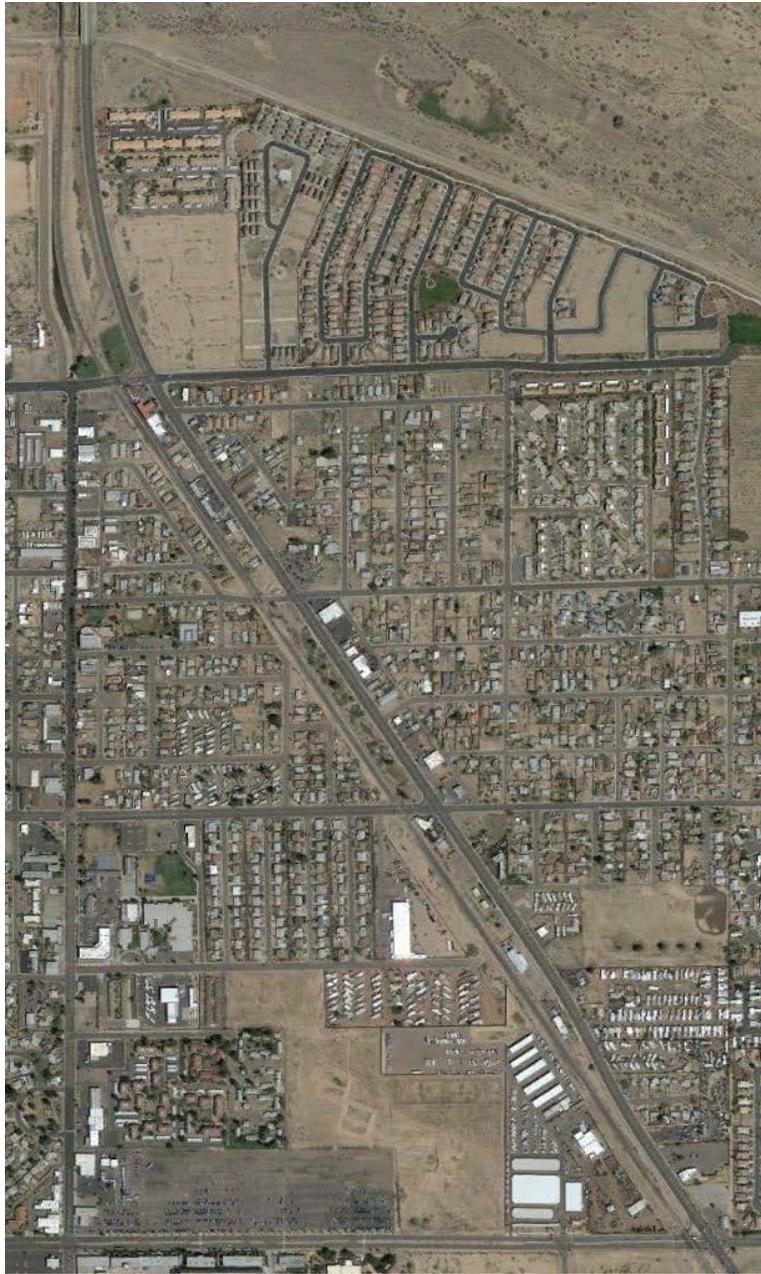
Creative Arts District – Litchfield Road (left) to Dysart Road (right)



Central Avenue Business District – Western Avenue (left) to Van Buren Street (right)



Dysart Road Business District – Main Street (left) to Van Buren Street (right)



Main Street Business District – Litchfield Road (left) to Agua Fria River (right)