

DESIGN GUIDELINES MANUAL UPDATE

January 2024

Existing Conditions & Best Practices Memo





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INTRODUCTION

PURPOSE & SCOPE

This memorandum provides an overview of the existing design guidelines for the City of Goodyear, an overview of stakeholder input regarding opportunities and constraints, an evaluation of the existing design guidelines, a summary of best practices in relation to design guidelines, and recommendations for the document moving forward.

CURRENT CONDITIONS & TRENDS

LAND OWNERSHIP OVERVIEW

The City of Goodyear is approximately 191 square miles encompassing notable master planned communities in the northern portions of the city (i.e., north of the Pecos Road alignment) and more rural development in the southern portions of the city (i.e., south of the Pecos Road alignment).

Land ownership across Goodyear is primarily held under Private ownership. Bureau of Land Management (BLM) and State Trust Land round out the top three landowners. Much of the land north of Pecos Road is Privately owned with State Trust and BLM land mostly located in the southern portions of the city.

CITY DEVELOPMENT OVERVIEW

Currently, within the city, single-family detached homes comprise the most dominant housing type. In line with the city's planned maturation and current development cycle, higher-density housing has more recently come online inclusive of multi-family, single-family attached, and the new build-to-rent single-family housing typologies.

Standard with the development pattern of the greater region, commercial development in Goodyear has followed the suburban rooftop progression in the West Valley. Primarily clustered on principal transportation corridors and intersections throughout the community north of the Gila River, car-centric, strip center commercial is the predominant design typology.

Emerging mixed-use destination centers include Goodyear Civic Square at GSQ and Ballpark Village. These areas are currently under development with plans for a more walkable, urban commercial experience with residential as well.



Industrial development is predominantly concentrated in the northwestern part of the city (in association with Luke Air Force Base noise contours), along major freeways, adjacent to the Union Pacific Railroad, and surrounding Phoenix Goodyear Airport. Goodyear's geographical location, proximity to freeways, and abundance of industrial land have played pivotal roles in the emergence of a tailored contemporary economy centered around e-commerce and technology. Consequently, the city has witnessed the proliferation of expansive warehouse structures, incorporating features such as data centers, cross-dock facilities, and distribution centers, reflecting the dynamic changes in the economic landscape. The influx of this development type has spurred community tension around truck traffic, views, and sight nuisances.

While Goodyear has seen exponential growth in the past 20 years, it has not come without challenges. As the community continues to mature, the city hopes to encourage long-lasting quality design, focused on complete neighborhoods and destinations, with a more unique "sense of place."

CHARACTER

As previously noted, Goodyear is defined by several key master-planned communities that make up the majority of the city's neighborhoods. Phoenix Goodyear Airport, the Loop 303, the Union Pacific Railroad line, and Bullard Tech Corridor account for the vast majority of employment and industrial uses in the city. Major commercial corridors line I-10, Estrella Parkway, and Cotton Lane. Select agricultural uses are scattered in the south and central part of the city and adjacent to the banks of the Gila River and Waterman Wash.

Currently, the city does not have existing, defined, or official character areas. Some areas of the city have "organically" evolved to express certain identifiable design features or elements. These areas are roughly expressed geographically in the four following areas: North Goodyear (North of I-10), Central Goodyear (South of I-10 to the Gila River), South Central Goodyear (Gila River to the Pecos Rd. alignment), and Southern Goodyear (south of Pecos Road).

North Goodyear

The far northern part of the city is defined by the impacts of the noise contours of Luke Air Force Base. In this area, heavier industrial, manufacturing, and distribution center employment uses are located along the Loop 303. The master-planned communities of Palm Valley and PebbleCreek comprise the predominantly single-family residential neighborhoods north of McDowell Road. Goodyear Civic Square at GSQ is the new heart of the city, featuring City Hall and plans for a mixed-use downtown destination. Various retail, commerce, and medical office



uses next to Abrazo West Campus line the McDowell Road corridor. Bullard Wash is a significant greenway within this portion of the city and provides key recreational open space with north/south off-street connectivity.

Central Goodyear (South of I-10 to Gila River)

Central Goodyear is defined by mostly single-family residential neighborhoods including Historic Goodyear and the master-planned communities of Canyon Trails, Wildflower Ranch, Centerra, Sarival Village, Estrella Vista, and Cottonflower. Employment uses in this part of the city are centralized along the Union Pacific Railroad line, the future SR-30 alignment, the Bullard Tech Corridor, and Phoenix Goodyear Airport. Commercial uses are concentrated along Estrella Parkway and Cotton Lane. The emerging Ballpark Village area around the spring training facilities is growing to be a larger mixed-use destination. The Goodyear Recreation Campus, Gila River, and Bullard Wash are key recreational and open space amenities in the central part of the city. As each phase is constructed, development along the Bullard Wash has existing and planned connections to increase off-street connectivity to GSQ and Ballpark Village.

South Central Goodyear (Gila River to Pecos Road)

Predominately residential, the master-planned community of Estrella comprises the neighborhoods in South Central Goodyear. The main retail and commercial node in this part of the city is located at Estrella Parkway and Elliot Road. Estrella Mountain Regional Park and the Gila River are the main recreational open spaces located in South Central Goodyear.

Southern Goodyear (South of Pecos Road)

The remaining portion of the city is predominantly rural with select agricultural uses and rural residential scattered across the natural desert landscape. The small rural residential community of Mobile is located in the far southern end of the city with the Union Pacific Railroad. The Waterman Wash transects the southern city from Rainbow Valley through Mobile.

SITE TOUR IMAGERY

Office/Employment:



Multi-Family:



Single Family:



Industrial:



Commercial/Retail:



DESIGN REVIEW PROCESS

EXISTING DESIGN REVIEW PROCESS

To better understand the various policies, practices, and procedures influencing community design, it is important to evaluate the existing regulatory documents and plans, including the zoning code, as well as the entire design review process overall. As the City of Goodyear currently does not have a Design Review Committee or Historic Preservation Commission, the implementation of the city's existing design guidelines is mostly guided by City Staff and to a lesser extent, City Council and the Planning and Zoning Commission in association with applicable development processes outlined below. Many Homeowner Associations (HOA's) also review and approve residential new build or design modifications in their respective communities.

APPLICABILITY

The City of Goodyear Design Guidelines apply to all new development projects in the City of Goodyear, including residential subdivisions, buildings, additions, exterior alterations, landscaping, and changes to approved landscaping plans or parking lot designs. It's crucial to understand that existing buildings not undergoing new construction, exterior changes, landscaping updates, or parking lot layout changes are not impacted by these Design Guidelines as they are grandfathered in. More details related to applicability are identified in Section 1-4 of the Zoning Ordinance.

DEVELOPMENT REVIEW COMMITTEE

The Development Review Committee is tasked with reviewing development applications to ensure they are in conformance with all applicable guidelines and the zoning ordinance. The committee is made up of staff representatives from various city departments who advise the Zoning Administrator regarding the approval or denial of development and construction applications. Appeals of the Zoning Administrator's decision on any design review application is appealable to the Planning & Zoning Commission.

PLANNING AND ZONING COMMISSION & CITY COUNCIL

As part of the design review process, the Planning & Zoning Commission is tasked with hearing appeals of decisions made by the Zoning Administrator in limited conditions. After hearing the appeal, the Commission may approve, approve with modifications, conditionally approve, or deny the appeal. Any decision by the Planning & Zoning Commission may be appealed to the City Council.

REGIONAL DESIGN REVIEW PROCESS COMPARISON

In understanding how communities implement design guidelines, various approaches exist. Table A below compares the various design review processes in comparison communities across Greater Phoenix. If a particular board, committee, or commission is utilized by a community, the cell is highlighted in yellow. In instances where one board or commission oversees more than one role, the cell is combined with the name of the combined body displayed. For example, the City of Tempe merged its Design Review Committee with its Planning and Zoning Commission to create a Development Review Commission. In some cases, communities may also have more specific requirements on the makeup of their boards or commissions (requiring architect, engineer, landscape architect, etc.) to ultimately have input on community design.

Table A: Design Review Process Comparison

		Board/Committee/Commission				
		Staff Design Review Committee	Planning & Zoning Commission	Citizen Design Review Committee	Historic Preservation Committee	City/Town Council
City	Goodyear		Hear appeals	-	-	-
	Gilbert	Applies Administrative Design Review	Serves as Design Review Board	-	-	Hear appeals
	Mesa	Applies Administrative Design Review	-		Reviews Designated Properties Only	Hear appeals
	Tempe	Applies Administrative Design Review	Development Review Commission		Reviews Designated Properties Only	Hear appeals
	Queen Creek			-	-	-
	Glendale	Applies Administrative Design Review	Hear appeals	-	Reviews Designated Properties Only	Hear appeals
	Surprise	Applies Administrative Design Review	Hear appeals	-	-	-
	Buckeye			-	-	-
	Scottsdale		-	Development Review Board	Reviews Designated Properties Only	Hear appeals
	Peoria		-	Design Review Board	Reviews Designated Properties Only	-
	Chandler		Design Committee (a Committee of the Chandler Planning Commission)		Reviews Designated Properties Only	-

DESIGN GUIDELINES MANUAL

EXISTING DESIGN GUIDELINES MANUAL STRUCTURE

The current City of Goodyear Design Guidelines Manual is broken up into five key sections each covering a different land use type(s) and/or design condition. The five key sections are as follows:

1. Single-Family Residential
2. Multi-Family Residential
3. Commercial and Mixed Use
4. Employment/Industrial
5. Appendix

Each individual section lays out the intent, objectives, and applicability of the guidelines in the section while providing visual aids to illustrate what is expected. The Introduction of the document provides great structural context, connecting design to the larger city vision that is expressed in the General Plan, but how that larger relational design component is carried through the individual chapters of the document is not as clear. The guidelines also feature an extensive Appendix that was added to the document after the initial adoption of the original guidelines. The Appendix contains multiple graphics addressing site design, materials, and landscaping that elaborate upon the text components of the other chapters.

OPPORTUNITIES & CHALLENGES

COUNCIL INTERVIEWS

Multiple in-person one-on-one and small group interviews were conducted with the Mayor and City Council over the month of May 2023. Mayor and Council were asked the following questions regarding perceived “opportunities” and “challenges” relative to this Design Guideline update effort to better identify project focus areas. Their answers are summarized below:

What key opportunities would you like to see addressed and/or objectives come out of this project?	What are the greatest challenges or concerns that this project needs to overcome or be aware of?
City Council Interviews	
• Focus on multi-family residential, commercial, and industrial areas. • Include site planning, especially circulation/parking, walkable where	• Drive thru's and their impact on parking and surrounding development. • Consider roofing on large-footprint buildings.

applicable, and single-family residential developments. • Consider established “themes” and character areas in certain parts of the City. • Preserve opportunities for executive-level housing. • Water efficient regulations that can be maintained. • Consider franchise development, incentives, and the placement of amenities.	• Developments that get constructed do not seem to be what is provided in plans or approved documents. • Want to see more “shall’s” than “should’s” while maintaining flexibility. • Keep in mind any potential/upcoming zoning changes.
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STAFF KICK-OFF MEETING

A staff Technical Advisory Committee (TAC) meeting occurred on September 19, 2023, in which the agenda broadly covered areas of “opportunities” and “challenges” currently present and anticipated in the future. These topics are summarized below:

What key opportunities would you like to see addressed and/or objectives come out of this project?	What are the greatest challenges or concerns that this project needs to overcome or be aware of?
Staff Interview	
• Implementing a standardized list of baseline guidelines for new developments. • Long-term planning for current and potential future land uses. Ensuring versatility of use with emerging trends. • Regulations and guidelines surrounding the sustainability of materials and colors used in developments. • Guidelines surrounding temporary uses.	• There currently is an internal design review committee, however, it’s not utilized formally. • A lot of time spent negotiating to incorporate new elements/amenities in initial development submittals. • Lack of tractor trailing parking and regulations surrounding current parking. • No guiding plans for future electric vehicle charging stations. • Z-Lots implications on community character. • Implementation of shade, options other than trees • Adding solar canopies



ADDITIONAL DESIGN GUIDING DOCUMENTS

In addition to the Design Guidelines Manual, other relevant city documents and policies also inform character and design guidance across the built environment. While the city does not have character area plans, the General Plan, Zoning Code, Design Standards and Policy Manual, Transportation Master Plan, Parks and Recreation Master Plan, El Rio Design Guidelines and Planning Standards, and the Bike and Pedestrian Shade Study all have select components that directly or indirectly guide design elements and regulations as part of the overall development review process.

GENERAL PLAN 2035 GROWING GOODYEAR, PLANNING OUR FUTURE

The General Plan addresses community character guidance in various key components. Please note that this plan has been adopted by the City Council but has not been formally ratified by voters as of the publication of this document. Collectively, the following areas of the General Plan have historically provided additional character guidance for development in Goodyear outside of the city's existing Design Guidelines:

GENERAL PLAN GOALS AND POLICIES

Five main goals in the general plan touch on or refer to the community's character with their supportive policies:

- Goal LC-1: A compatible mix of land uses that foster a high quality of life in a distinctive way that is unique to the city.
- Goal LC-4: All areas of Goodyear become complete neighborhoods.
- Goal LC-5: A community that distinguishes itself through its high-quality character and design.
- Goal ID-1: Vibrant, equitable, and diverse neighborhoods recognized as being "a home for everyone," each with their individual character yet connected and integrated into a cohesive Goodyear.
- Goal ID-4: Historical areas and experiences preserve a connection to Goodyear's past.

The goals and policies work more broadly at a city-wide level to guide and inform city council and departmental decisions around the character of the city.

LAND USES AND OVERLAYS

The vast majority of the land use as prescribed in the Goodyear General Plan is "Neighborhoods" followed by "Open Space" and "Scenic Neighborhoods". The "Business & Commerce" and "Industrial" land uses round out the land use categories and are the smallest categories by percentage and area.

Aside from the five categories mentioned above, Goodyear also has eight special land use overlays throughout the city. Three in particular have more explicit character guidance. The

Farm Focus Area Overlay on the land use plan was also developed with the intent to promote agrarian heritage character in the built environment. The Village Center Overlay acts to create walkable community destinations. The Mobility Corridor Overlay has additional considerations for heightened multi-modal connectivity. The overlays provide additional guidance as to the desired development characteristics within the various land uses across the city.

DEVELOPMENT STANDARDS

Beyond the policy guidance to inform decision-making, the city's general plan also outlines a series of Development Standards that touch on a variety of design elements that broadly define development patterns and context within all land uses and special land use overlays. Considerations for building frontage, orientation, buffering and transitions, site planning, and multimodal access are explained to guide desired character outcomes in the built environment.

ZONING

Goodyear's zoning has a great influence on building massing, setbacks, site design, landscaping, and the entitled use of the land. The majority of the city is zoned for Planned Area Development (PAD) for multiple master-planned communities, which account for more than 49% of the city. These PAD zones are heavily concentrated in the northern and central portions of Goodyear's municipal limits. Supplementary design guidelines are also managed as part of the city's many PADs. Their prevalence throughout the city makes PADs a significant influence in the ultimate design of Goodyear's built environment.

Table B: Zoning District Comparison

Zone	Acres	Square Miles
PAD - Planned Area Development	60553.51	94.61
AG - Agricultural District	40024.73	62.54
AU - Agricultural/Urban	16690.92	26.08
I-1 Light Industrial Park	1930.51	3.02
I-2 General Industrial Park	960.15	1.50
C-2 General Commercial	649.99	1.02
R1-4 Single Family Residential	640.42	1.00
R1-6 Single Family Residential	468.91	0.73
PFD - Public Facilities District	326.82	0.51
R1-7 Single Family Residential	225.98	0.35
(undefined)	160.98	0.25
MF-24 Multi-Family Residential	157.13	0.25
MF-12 Multi-Family Residential	61.47	0.10
R-2 One and Two Family Residential	38.68	0.06
MHS Mobile Home Subdivision	27.58	0.04
MH/RVP Mobile Home or R.V. Park	19.78	0.03
C-1 Neighborhood Commercial	11.41	0.02
PARK - Park	3.84	0.01
C-O Commercial Office	2.02	0.00



Agricultural Districts (AG) account for the second largest zoned areas at over 32% of the city and Agricultural/Urban (AU) areas account for the third largest zoned area at over 13%. These agriculturally based zones highlight the City of Goodyear's agrarian past, which has also been recognized with different area overlays and is also largely slated for development, particularly in the area north of MC-85.

As also indicated by the zoning data, a smaller portion of the City of Goodyear is designated as commercial and industrial zoning accounting for just under 3%, primarily found intermittently in the northern portion of the municipal limits. However, this does not account for a significant number of industrial-based PADs within the noise contours of Luke Air Force Base and Phoenix Goodyear Airport.

ENGINEERING DESIGN STANDARDS & POLICY MANUAL

The Engineering Design Standards and Policy Manual acts as a one-stop shop for all major infrastructure including, roadway design, utilities, signage, lighting, and stormwater/drainage standard details. While technical, the Design Standards and Policy Manual has significant influences on the design of roadway infrastructure, character, and streetscape in relation to cross-sections and standard details.

TRANSPORTATION MASTER PLAN

The Transportation Master Plan, while focused heavily on roadway infrastructure, informs the design character of the various streetscapes across the city. The identified functional classifications determine roadway capacity and can also inform the character of the adjacent sidewalks, multi-use paths, driveways, and transit connections. Collectively, when joined with the land uses along a corridor, roadway streetscapes become a key component in the creation of a community's character.

PARKS AND RECREATION MASTER PLAN

The Parks and Recreation Master Plan outlines a series of recreational open space and park space throughout the city. Connected with extensive trails and multi-use paths, the active transportation network is critical for off-street connectivity and active lifestyles within Goodyear. The Parks and Recreation Master Plan contains a series of criteria for varying park classifications as well as detailed cross-sections for the different trail and multi-use path infrastructure mapped out across the community. These parks and trails ultimately contribute to the character of Goodyear, changing design priorities based on the geographic context within the urban-to-rural transect in the natural development of the city.



EL RIO DESIGN GUIDELINES AND PLANNING STANDARDS

As a multi-jurisdictional effort between Avondale, Goodyear, and Buckeye, the El Rio Watercourse Master Plan outlines a vision for Gila River restoration that centers on the integration of the river as a recreational resource. Design Guidelines are focused on open space/trail elements and connectivity, landscaping, and signage while being sensitive to the riparian ecosystem. The Guidelines also include various land development standards for the project area adjacent to the banks of the river with different built scenarios through the following Character Areas: Regular Floodway, Natural Area, Transitional Rural Area, River Suburban Fringe, River Urban Core, General Urban, and Urban Center.

BIKE & PEDESTRIAN SHADE STUDY

Both the General Plan and Parks and Recreation Master Plan identify a comprehensive active transportation network of interconnected local and regional trails, paths, and bike facilities. The Bike and Pedestrian Shade Study identifies a toolbox of various shade solutions both with built structures and natural foliage in different contexts within the city. Recommendations from the study outline guidelines for shade in different residential contexts, along trails and bike facilities, parking lots, and street parking. A comprehensive list of local and drought-tolerant trees was also identified in the plan.

DESIGN GUIDELINES BEST PRACTICES

LOCAL EXAMPLES

HERITAGE DISTRICT DESIGN GUIDELINES

Location: Gilbert, AZ Year: 2020

Award Winner: AZ APA 2022 Best Ordinance/Regulation/Adopted Policy

<https://www.gilbertaz.gov/departments/economic-development/heritage-district/documents-and-maps>

Heritage District Design Guidelines were developed by the Town of Gilbert to guide the character of a walkable, mixed-use downtown area. These guidelines feature significant visual imagery, cross-sections, and graphics to convey desired design elements. The document is broken down into sections that are branded on the approach of people's actions in the respective uses evaluated (i.e. Residential Uses are under the "Dwell" Chapter). Each chapter is further broken down into individual design components from infrastructure, massing, transportation, and more uniquely "Environment and Relationship" which focus on a sense of place and pedestrian experience. The uniqueness of branding and individual components clearly communicates the focus of the design should be on the people navigating the built environment. More broadly, this approach could be utilized to evaluate the design experience from a variety of contexts and modes.

Table of Contents

- 1 **Introduction** (Objective and Use of Guidelines)
- 2 **Blend** (Commercial Development Projects)
- 3 **Congregate** (Public and Private Space Projects)
- 4 **Dwell** (Residential Development Projects)
- 5 **Create** (Appendix)

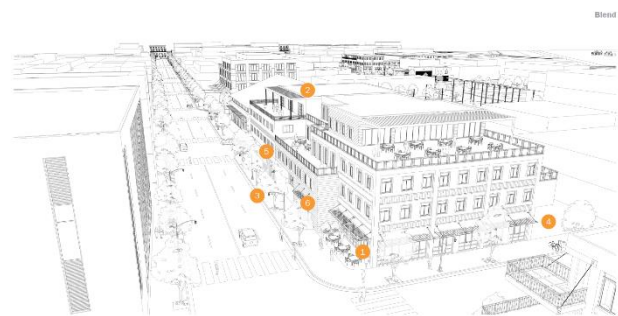


Street section right-of-way location on page 11



TOWN OF GILBERT | HERITAGE DISTRICT DESIGN GUIDELINES

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The key design elements below shall be required for all new development.

- 1 Articulation with timeless durable materials and not brick elements
- 2 Flexible ways to allow for use and flow of user and event needs
- 3 Significant vertical and horizontal articulation every 30' to 50'
- 4 All mechanical service areas shall be architecturally integrated and screened
- 5 Consolidated refuse in alleys or designed into a development
- 6 Door swings and outdoor café seating shall not impede the 8' pedestrian walkway

TOWN OF GILBERT | HERITAGE DISTRICT DESIGN GUIDELINES

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January 2024

Year: 2022

<https://www.tempe.gov/government/economic-development/locate-in-tempe/innovation-hubs/tempe-maker-district-broadway-innovation-hub>

D. Low embodied carbon footprint According to the U.S. Energy Information Administration, about 40 percent of the energy consumed in the United States in 2015 was directly or indirectly for operating buildings. When embodied carbon is added—the energy and emissions from materials and construction—that number is almost 50 percent. Taking steps to minimize the embodied carbon footprint upfront can make a big impact. <u>Design Guidelines</u> - Encourage the use of local materials, suppliers, and craftspeople as much as possible to reduce the carbon footprint usually associated with out-sourcing materials and products as well as to create an opportunity to establish relationships with the residents and businesses within Maker District. - Encourage the use of reclaimed materials from the region as an alternative to new materials.	E. Urban Forestry The Tempe Urban Forestry Master Plan indicates a goal of 25% coverage by 2040 through a focus on three key types of public spaces: urban parks, streets, and urban trails that also support the 20-Minute City Program. Maker District is intended to become a core of commercial and civic activity that supports Tempe's 20-Minute City goals, and thus new development should adhere to actions supporting the urban forestry master plan to allow pedestrians to comfortably walk and bike within and through these areas. This includes both private property and street right of ways. Maker District makes up one of the three lowest percentages of existing canopy coverage, based on a 2012 census tract, at 6.8% coverage, well below the 25% goal. <u>Design Guidelines</u> - Promote the use of trees and landscape as a means of reducing air and water pollution (including carbon sequestration). - Promote the use of trees to create resistance to extreme heat and mitigate heat island effects. - Promote the use of trees to create a cool and comfortable environment for pedestrian foot and bike traffic, especially in consideration for residents from the neighborhoods around Maker District using the Broadway Drive and Alameda Drive Bikeway, as well as Roosevelt Street which connects Dwight Park south of Southern Avenue and Clark Recreation Center north of Broadway Road. This also supports the Alameda Drive Bicycle/Pedestrian Street Improvements Project. - Encourage planting trees to add density to existing tree canopies to create a pleasant street environment which can be especially conducive for future adaptive streets applications.
	F. Mixed-use Ecosystem: complementary mixed-uses Complementary mixed uses are needed to achieve a vibrant mixed-use ecosystem that can provide for establishments that are vital to a year-round working community, promote the economic stability of the area, and provide for residential dwellings. When a multitude of uses exist in the same environment, residents can routinely walk, bike, or use public transportation to reach their destinations. <u>Design Guidelines</u> - Consider mixed-use development vertically and horizontally. - Promote land uses that create a new, or enhance an existing, synergistic relationship between other land uses (e.g. artist/artisan housing, studios, material suppliers, etc.). - Promote land use that serves the greater community and enhances SMH's character. - Encourage land use that promotes a balance between office spaces, grocery stores, hospitality, and retail entities. - Encourage land use that provides a cultural value for the community such as a music venue, an art gallery, or a performance space. - Encourage land use that provides services that contribute to a vibrant community outside of work hours including dining, entertainment, and others such as a coffee shop, a local craft brewery, a taproom, a restaurant, and/or a beer garden.
	 SMH is home to a unique mix of uses that could develop synergistic relationships with the addition of other residential uses like coffee shops, grocery stores, and material suppliers (below right).  Encouraging land uses which provide services and entertainment to all ages can promote a dynamic environment that reinforces Smith's character by involving both the community within the district and the surrounding communities (below).  

Design Guidelines | Existing Conditions & Best Practices Memo

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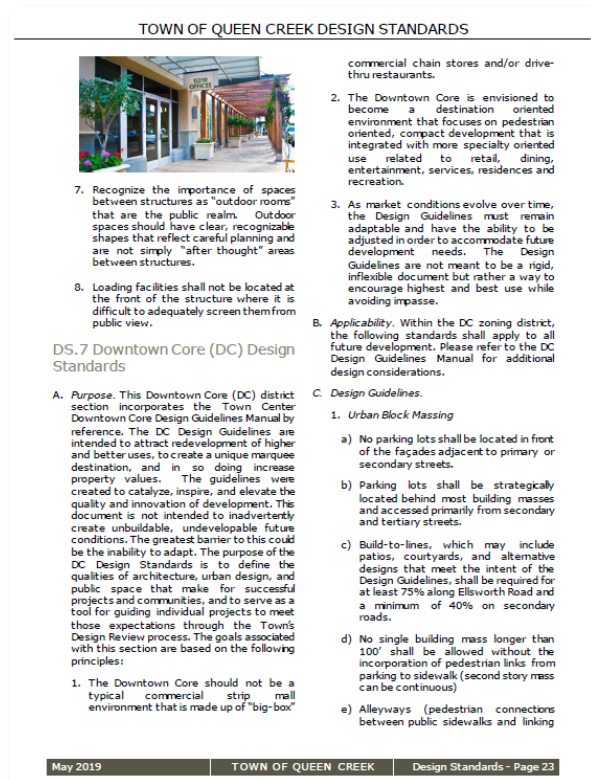
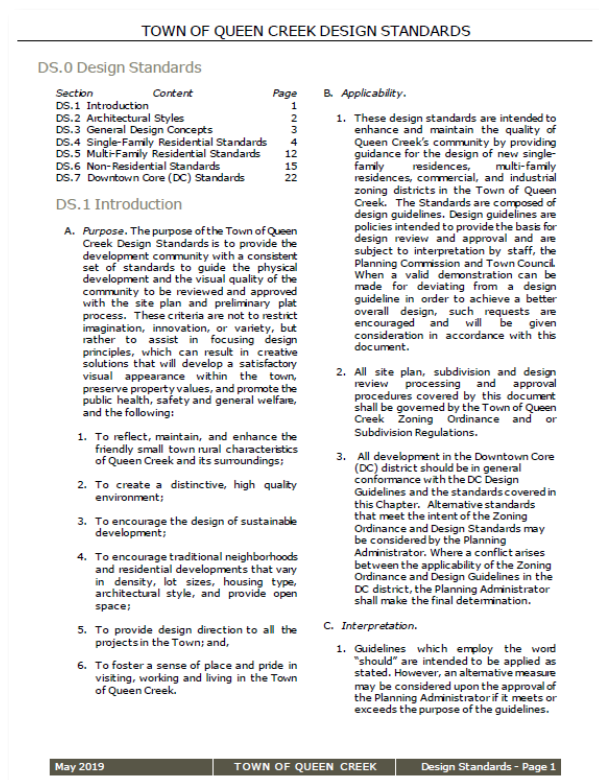
TOWN OF QUEEN CREEK DESIGN STANDARDS

Location: Queen Creek, AZ

Year: 2019

<https://www.queencreekaz.gov/town-hall/directory-of-documents/design-standards-procedures-manual>

Similar to Goodyear, Queen Creek has seen exponential growth on the edge of the larger region over the past 10 years. While their design standards are a bit more traditional in layout and structure, the design elements identified in the plan are strong and have been implemented well in the community. Queen Creek has a hybrid structure, that groups guidelines based on uses but a separate section for architectural styles and general design concepts that are more universally applicable. This document also relies heavily on sample imagery with fewer graphic components.



CITY OF SAN JOSÉ CITYWIDE DESIGN STANDARDS & GUIDELINES

Year: 2021

<https://www.sanjoseca.gov/your-government/departments-offices/planning-building-code-enforcement/planning-division/start-a-new-project-or-use/design-guidelines>

San Jose's Design Standards and Guidelines are centered more around architectural orientation than individual uses. The Chapters outline guidelines for Site, Building, and Pedestrian Level. Those elements are then joined with use-specific guidelines in the final chapter. This approach emphasizes complete neighborhoods with special attention to context-sensitive design and orientation to adjacent uses. The document while text-heavy, also employs the use of multiple graphics with popouts to emphasize and clarify desired design elements. It also comprehensively addresses a variety of industrial uses inclusive of data centers and warehouses.

SAN JOSE CITYWIDE DESIGN STANDARDS AND GUIDELINES

MARIN COUNTY OBJECTIVE DESIGN AND DEVELOPMENT STANDARDS

Location: Marin County, CA

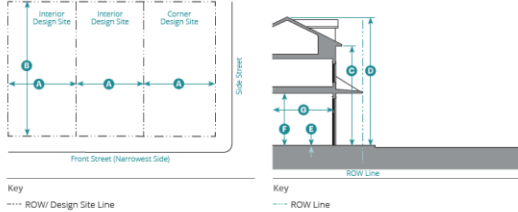
Year: 2021

<https://www.marincounty.org/depts/cd/divisions/planning/long-range-planning-initiatives/objective-design-and-development-standards>

The Objective Design and Development Standards are structured with a focus on built form. Guidelines around individual zones and uses are initially outlined before being more clearly applied in Site Design, Building Types, Frontage, Architectural Design, Signage, and Large Site Design in later chapters. The document is very graphic and utilizes tables to condense information with supplemental figures and imagery to clarify quality design.

x.03.070: T4 Suburban Main Street.Small (T4SMS.S)

Zones



Key
--- ROW/Design Site Line

3. Building Types and Design Site Size		
Allowed Building Types	Design Site ¹	Standards
House-Scale		
Carriage House ²	N/A	x.06.040
House	50' min.	x.06.050
Neighborhood	18' min. ³	x.06.100
Townhouse		
Neighborhood Courtyard	70' min. ⁴	x.06.110
Multiplex	60' min.	x.06.130
Block-Scale		
Main Street Building	25' min.	x.06.160

Each design site shall have only one primary building type.

¹ Design sites of at least 3 acres or over 700' long or deep are required to include civic space and new street(s) per Chapter 10 (Specific to Large Sites).

² The Carriage House is not a primary building type.

³ Represents one townhouse

⁴ For an L-shaped building, 100' min. for a U-shaped building

4. Building form		
Height	Without Bonus	With Bonus
Primary Building¹		
Stories	2.5 max.	3 max.
To Highest Eave/Parapet	26' max.	36' max.
Overall	40' max.	40' max.
Ground Floor Finish Level		
Residential	6' min. ^{2,3}	
Non-Residential	6' max.	
Ground Floor Ceiling		
	14' min.	
Accessory Structure(s)⁴		
	1 max.	
Footprint		
Max. Design Site Coverage	See standards in Chapter 6 (Specific to Building Types)	
Depth, Ground-Floor Space	30' min. ⁵	

¹ See Chapter 6 (Specific to Building Types) for refinements to massing and height standards.

² Common entries may be set at grade in compliance with local and federal accessibility standards.

³ Only on side street and at least 60' from front of design site

⁴ Shall be in compliance with Section x.xx.xxx (jurisdiction Accessory Structure Standards)

⁵ For habitable/occupiable space only

x.03.070 T4 Suburban Main Street.Small (T4SMS.S)



General note: the illustrations above are intended to provide a brief overview of the zone and are descriptive in nature.

1. Intent	2. Sub-Zone(s)
A walkable, vibrant district of small-to-medium footprint, moderate intensity, mixed-use buildings and housing choices; supporting neighborhood-serving ground floor retail, food and services.	T4SMS.S-Open. The open sub-zone allows more uses, different signage and sometimes additional frontages, within the same form and character of the base zone.

The following are generally appropriate form elements in the zone.

Primarily House-Scale Buildings	House, Neighborhood Townhouse, Neighborhood Courtyard, Multiplex, and Main Street Building
Primarily Attached Buildings	
Small-to-Medium Building Footprint	
None-to-Small Front Setbacks	Porch Projecting, Porch Engaged, Forecourt, Shopfront, Terrace, and Gallery Frontage Types; Dooryard, Stoop, and Mailer Shopfront Frontage Types in Open Sub-Zone or on Side Street
None-to-Small Side Setbacks	
Up to 2.5 Stories without Bonus; up to 3 Stories with Bonus	

February 17, 2021

Marin County Objective Design and Development Standards Toolkit 41

CITYWIDE DESIGN GUIDELINES

Location: Los Angeles, CA

Year: 20219

<https://planning.lacity.org/project-review/urban-design/guidelines-resources>

The Citywide Design Guidelines are grouped thematically across three key desired design outcomes for the entire City of LA: Pedestrian First Design, 360 Degree Design (Context Specific Design), and Climate-Adapted Design. This document is significantly less dense and utilizes a methodology to inform design from a broader perspective, highlighting guidelines that work to address the three desired design outcomes. These guidelines allow for ultimate flexibility and interpretation while emphasizing a more values-based approach to document structure.

01 GUIDELINE 1: PROMOTE A SAFE, COMFORTABLE AND ACCESSIBLE PEDESTRIAN EXPERIENCE FOR ALL.

Design projects to be safe and accessible and contribute to a better public right-of-way for people of all ages, genders and abilities, especially the most vulnerable — children, senior, and people with disabilities.

BEST PRACTICES

Site Planning

- Ensure that pedestrian pathways are accessible, clear, prominent and intuitive to navigate.
- Prioritize pedestrian circulation at the street level.
- Provide direct access to the surrounding neighborhood and amenities, including transit.

Building Design

- Integrate the accessible path of travel into the primary circulation approach to accommodate persons of all mobility levels.
- Prioritize the use of stairs by locating them near the building's entrance and directly on the primary paths of travel.

Right-of-Way

- Ensure that pathways for pedestrian travel are being kept clear of obstructions and maintain a minimum width of five feet on residential local streets and seven feet on arterial and collector streets.
- Introduce pedestrian lighting in addition to the roadway lighting to the satisfaction of the Bureau of Street Lighting.

- Use ornamental low-level lighting to highlight and provide security for pedestrian paths and entrances. Ensure that all parking areas and pedestrian walkways are illuminated.
- Encourage transit-friendly design and building orientation that promotes pedestrian activity and provides convenient access to transit for pedestrians and persons with disabilities.
- Promote pedestrian activity by placing entrances at grade level or slightly above, and unobstructed from view from the public right-of-way. Entryways below street level should be avoided.
- In collaboration with the Department of Transportation, explore opportunities where appropriate to improve the comfort and safety of pedestrians' street crossing experience.




Above Left: Paved and mid-block passageways encourage pedestrian activity and provide access to the surrounding neighborhood.

Above: An appealing visible stair increases opportunities for daily physical activity. Photo Credit: Perkins+Will, City of Los Angeles.

Left: Public spaces that are easily accessible and support recreational activities contribute significantly to an active street environment. Photo courtesy of LADOT.



Resources:

- Public Right-of-Way Accessibility Guidelines: <http://www.access-board.gov/guidelines-and-standards>
- Proposition 218: <http://lbi.lacounty.org/prop-218.htm>
- Transit Design Guide: http://media.metro.net/transportation/images/Metro_Transit_Design_Guide_2018-0312.pdf
- Metro First & Last Mile Strategic Plan: http://media.metro.net/doc/FirstLast_Mile_Strategic_Plan.pdf
- Mobility Plan 2035: planning.lacity.org/documents/policy/mobilitymemo.pdf
- Design Resource 3: Tree Wells: planning.lacity.org/doc/UrbanDesign/Tree_Wells.pdf

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CITY OF EUGENE COMMUNITY DESIGN HANDBOOK

Location: Eugene, OR

Year: 2017

<https://www.eugene-or.gov/3323/Urban-Design>

The Community Design Handbook for Eugene, Oregon organizes design guidelines for the whole city in chapters that are branded for the following desired outcomes in the built environment: Integrating Nature and Design for Eugene's Climate, Evoke a Sense of Place, Bring the Streets to Life, and Leave a Building Legacy. Within each chapter, goal-like statements are supported with action-oriented design guidelines for how to achieve the goal in community design. The document is minimalistic, balancing clear and concise design guideline statements with sample imagery to convey design elements. This format allows for greater flexibility while emphasizing desired community values in goals.



Design Guidelines | Existing Conditions & Best Practices Memo

January 2024



SPOKANE CITYWIDE DESIGN GUIDELINES

Location: Spokane, WA

Year: 2022

<https://my.spokanecity.org/projects/new-design-guidelines/>

The Citywide Design Guidelines for Spokane, Washington has a very clear hierarchy of structure that is organized on key architectural elements such as Urban Design, Public Amenities, Pedestrian Environment, Architectural Expression, and Access and screening. Within each element, there are a series of design guidelines that are then further explained with a Clarification, Key Points, and Related Design Criteria. Each guideline also features explicit Aspirational imagery and local example imagery. Collectively the clear hierarchy and clean format make the document much easier to understand and navigate. The explicit connections, to other relevant design guidance, makes following the document clearer on applicability while using a different structure compared to other design guidelines.

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GLOSSARY OF TERMS

IMAGE INDEX

How to use this booklet

Guideline

A-1 360-degree Design

Projects should respond to a wide range of contextual elements found in the public realm and the site's relationships with adjacent buildings, and the proposed design should be shaped to consider the quality and functionality of the urban fabric.

Clarification

Provides a description of the guideline as it applies to the project type

Key Points

The Shadle Park Branch Library is an excellent example of respecting views to nearby landmarks (the Shadle Water Tower) integrates seamlessly into Shadle Park, and provides key connections to nearby destinations.

Related Design Criteria

Design Guidelines: B-5 Provide Context Sensitive Signage and Lighting, B-6 Design for Personal Safety and Security, C-1 Design Facades at Many Scales, C-4 Enhance Alleys, C-6 Provide a High Quality Design for the Public Realm, D-1 Create Transitions in Bulk and Scale, D-2 Design a Well-proportioned and Unified Building/Structure/Use, D-5 Enhance the Skyline, and E-3 Minimize the Presence of Service Areas.

Related Design Criteria
Other project type guidelines and design criteria associated with this guideline

Key Points
Examples from project types demonstrating compliance with the guideline

Aspirational Examples

Examples in Spokane



The Lincoln Heights Reservoir Tank #1



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Aspirational Examples
Images of exemplary urban design from national and international locales

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DESIGN LEWISTON SITE PLAN REVIEW AND DESIGN GUIDELINES

Location: Lewiston, ME

Year: 2023

<https://www.lewistonmaine.gov/940/Design-Lewiston-New-Design-Regulations-f>

The Lewiston Site Plan Review and Design Guidelines are organized on geographic applicability between Citywide guidance and Design District Overlay Guidance which focuses more explicitly on the city's downtown area. The introduction features a comprehensive flow chart of the development review process. Each chapter is broken down into guidelines focused on various architectural and site design elements. There is also a comprehensive section on Space and Bulk Standards that apply building height and orientation guidance based on the surrounding context with various site graphics.

I. GENERAL PROVISIONS

b. Development Review Process

What is Development Review in Lewiston?

- A thorough review process, managed by the Lewiston Planning & Code Enforcement staff, that enables the development of larger projects while minimizing adverse impacts to public facilities, the environment, and neighbors.
- Different procedures for Minor and Major projects, where smaller projects are approved by staff and larger projects are approved by the Planning Board.
- Opportunities for community participation and feedback during review process.
- Projects located in Design District must comply with Article XII, Section 22.

APPROVAL STEPS

1. Pre-Application Meeting with Staff

Conversations begin before the application is filed. Prospective developers and City staff meet to outline project intentions and conceptual design, and share information about the review process.

2. Application Submission for Staff Review

City staff will review the initial application and work with the applicant on any issues before the completed application is accepted for review by the Planning Board.

3. Historic Preservation Review (if needed)

Changes to designated significant buildings and new need a Certificate of Appropriateness before Site Plan is preserved, protected, and enhanced by changes to the historic district.

4. Approval Authority Review

Applications must be formally approved by either the Board. Public Notice and letters to abutters provide a conditions will record any mitigations and community has received approval, the project can apply for other variances needed, and then proceed to Building Permit.

MINOR STAFF REVIEW COMMITTEE

5. Board of Appeals (if needed)

Projects seeking variances for dimensional and use appeals.

6. Building Permitting

The Building Department issues a building permit upon and stamped construction documents.

7. Under Construction

As buildings are constructed, the City monitors that and community benefits outlined in the Development Review Process.

8. Construction Complete

Once construction is complete, the developer records the final plat.

WHEN SITE PLAN REVIEW IS USED

MINOR PROJECTS

<5,000 ft² non-residential or 3-12 dwelling units

Minor projects have a lower potential for adverse impacts

MAJOR PROJECTS

>5,000 ft² non-residential or >12 dwelling units

Major projects can be more complicated and have a more in-depth review process

DESIGN PHASE & DOCUMENTATION

Pre-design

At this early stage, applicants share concept development, expected program, and any conceptual designs.

Schematic Design

The completed Site Plan.

IV. SPACE AND BULK STANDARDS

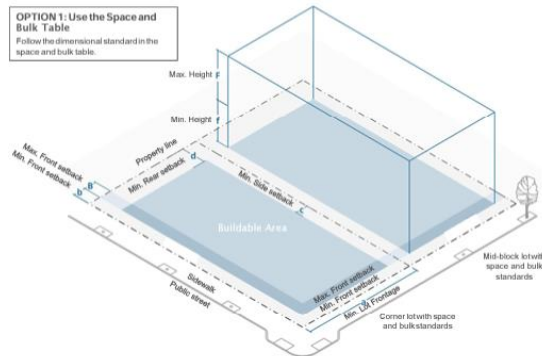
Space and Bulk Standards

Zoning establishes each district's character by providing acceptable dimensions for building size and building setbacks, lot coverage, and other metrics. This is an introduction to how the space and bulk table works and the two compliance paths for front setbacks.

The distance from the property line to the building, is one of the most critical dimensions for defining a district's character. Building setbacks establish how close (or, in some cases, how far) a building can be to the front property line. Setbacks also establish an area for landscaping or walkways.

BUILDING SETBACKS HAVE TWO OPTIONS FOR COMPLIANCE TO PROVIDE FLEXIBILITY

OPTION 1: Use the Space and Bulk Table
Follow the dimensional standard in the space and bulk table.



- a - Min. Lot Frontage: the lot or parcel side where it adjoins a street, boulevard or access way
- b - Min. Front Setback: minimum distance allowed between the front of the property line and a building or structure
- B - Max. Front Setback: maximum distance allowed between the front of the property line and a building or structure
- c - Min. Side Setback: minimum distance allowed between the side of the property line and a building or structure
- d - Min. Rear Setback: minimum distance allowed between the side of the property line and a building or structure
- f - Min. Height: minimum distance from the lowest point of the finished grade to the highest point of the structure
- F - Max. Height: maximum distance from the lowest point of the finished grade to the highest point of the structure

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PORTLAND CITYWIDE DESIGN GUIDELINES

Location: Portland, OR

Year: 2022

<https://www.portland.gov/bps/planning/design-guideline-documents>

The Portland Citywide Design Guidelines are organized based on an urban design framework hierarchy of Neighborhoods, Centers, and Corridors throughout the city that inform the context of the design. Each guideline is supplemented with a graphic depicting design approaches and a spread of sample imagery both from in and outside the city for how the guideline may be successfully implemented. This approach relies heavily on the context to inform design and emphasizes what is ultimately desired and what is a quality outcome.

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A GUIDE TO THE DOCUMENT

Each design guideline addresses an important design topic and has the same structural components.

THE GUIDELINE PAGES:



THE EXAMPLE PAGES:



"This Guideline May be Accomplished by..." pages include photographic examples and written descriptions of projects that successfully meet the guideline being addressed. The photographs are identified by the names of their center location or neighborhood and nearest intersection.

Diagram Supports the Background statement and illustrates potential design approaches.

Design Approaches Provide examples of ways to meet the guideline. These approaches function as an extension of the Background and are not intended to be used as a checklist of recommended solutions. Other approaches not listed may also be used. On balance, the design approach(es) employed in the proposal should meet the design guideline.

RECOMMENDATIONS

EVALUATION OF EXISTING DOCUMENT OBSERVATIONS

- Address document structure, voice, and terminology inconsistencies
- Streamline areas of repetition across sections
- Develop a more comprehensive guide for how to utilize and implement the document for the end user (city staff and developers)
- Bridge the Development Standards in the General Plan with the Design Guidelines for specific uses, site plans, and design considerations
- Better address current challenges with specific uses: residential small lot/cluster development, drive-throughs, warehousing/cross-dock, data centers etc.
- Incorporate the comprehensive Appendix graphics within the main text of the document
- Incorporate guidelines that address the larger interconnectedness of the city overall
- Opportunity to connect larger city vision to individual chapters

GENERAL FOCUS AREAS

- Focus on quality design in development over prohibitive measures in design.
- Utilize intent statements to help clarify objectives in cases where future interpretations may be necessary due to unanticipated development conditions.
- Explore reformatting document approach to reduce redundancy and make the document more user-friendly.
- Consider character contexts to provide scenarios relevant to development in Goodyear (site /neighborhood context matters).
- Rely more heavily on tables, charts, and enhanced graphics to convey desired design conditions and or outcomes.
- Give emphasis to increasing more certainty in the application/evaluation of design guidelines, but complement with appropriate flexibility through the use of alternatives and/or optional design conditions.