



CITY OF GOODYEAR

# Design Guidelines Manual Update



# Design Guidelines Manual Update

## CURRENT STATE



## FUTURE STATE



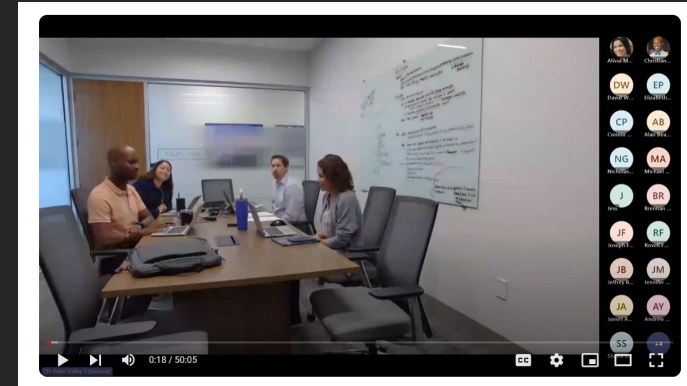


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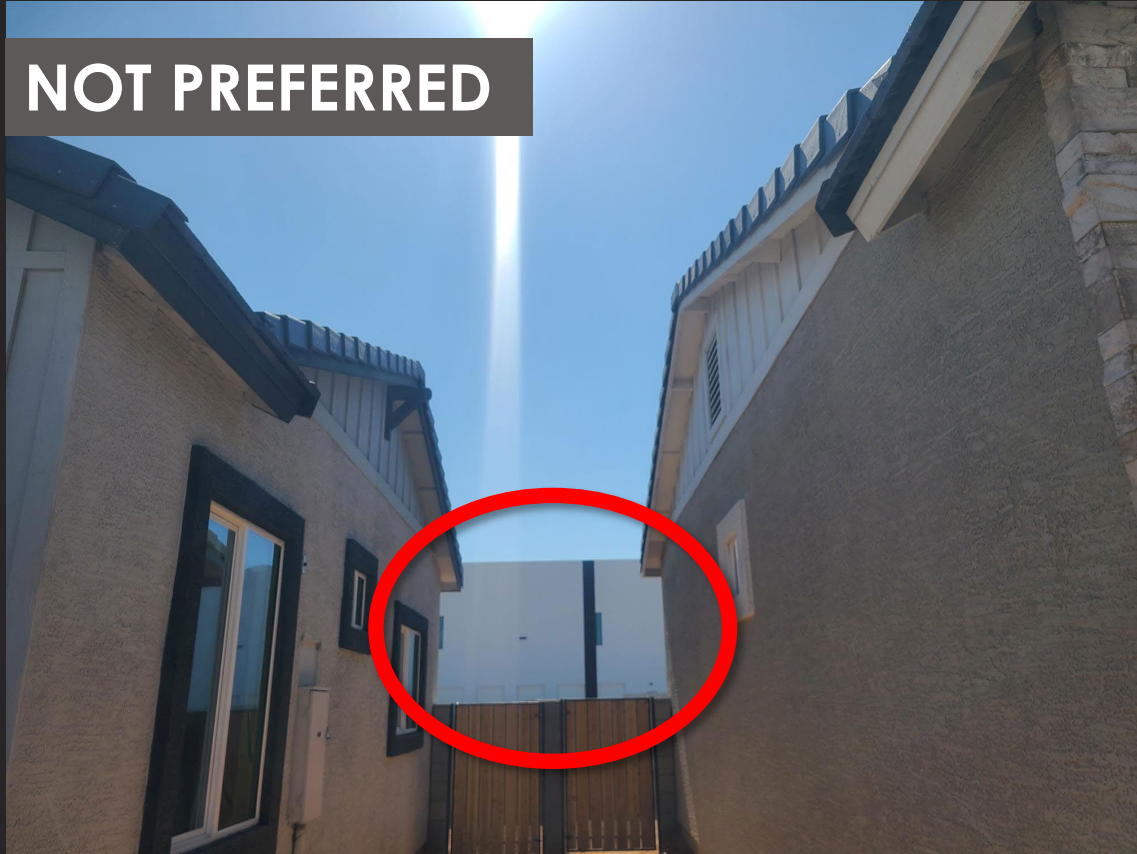
## Timeline

|                  |                              |
|------------------|------------------------------|
| Spring 2023      | Council Interview            |
| Fall 2023        | Official Project Kick-off    |
| Winter 2023/2024 | Public Outreach – Round 1    |
| Spring 2024      | Document Drafted             |
| Summer 2024      | Public Outreach – Round 2    |
| Fall 2024        | Document Review and Adoption |



# Land Use Transitions

**NOT PREFERRED**

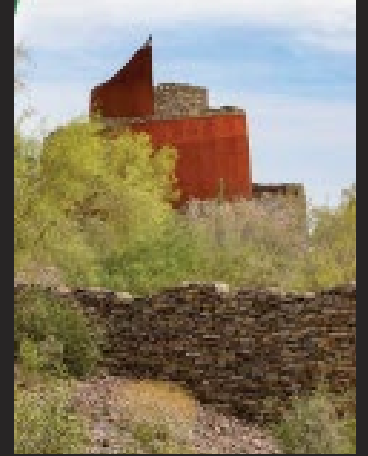


**PREFERRED**





# Variety



## From Past to Future





# High Quality and Options





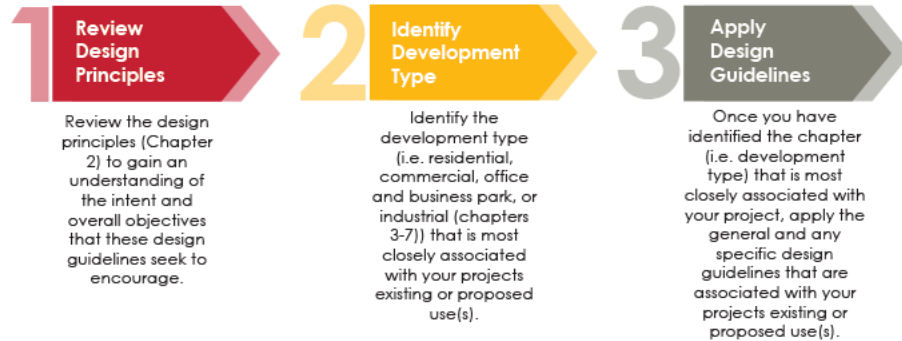
# Affordability and Innovative Products



# Additional Clarity in Process

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## 1.4. HOW TO USE THIS DOCUMENT



As applicants and reviewers apply these design guidelines, the following additional considerations will need to be kept in mind:

### Application of guidelines

These guidelines are not one-size-fits-all. In some cases, trying to apply all of the guidelines to a project could produce unintended conflicts or undesirable outcomes within a design. Consequently, certain guidelines may be more appropriate than others or take precedent over others, depending on the context, scale and use of the project or unique circumstances. This includes the ability of the Zoning Administrator to determine the applicability of any "shall" statements based on their individual applicability to the product type and in relation to the "Design Principles" within this manual. Determination of a guidelines precedent over conflicting guidelines or the applicability of multiple guidelines shall be considered during the Design Review Process through evaluation against the "Design Principles" of this Manual.

### Levels of reference and adherence

These design guidelines have two levels of reference: requirements and recommendations. The following associated language is used consistently throughout to communicate requirements (i.e. "shall", "must") versus recommendations (i.e. "should", "encouraged"). Development is required to comply with "shall" statements. In support, "should" statements reflect design conditions that are also important to address, but recognize that alternative approaches may also be effective in achieving desired outcomes. During the Design Review Process, applicants can propose alternatives to recommendation statements (i.e. "should", "encouraged") for consideration that meet the "Design Principles" as expressed in this Manual. Additionally, if a project is proposing to increase housing affordability, a special exception can be requested in accordance with Section 1.7 and an exception process has been established in Section 1.8 for Innovative Product Design.



## RECOMMENDATION

# Design Guidelines Manual Update

- Adopt Ordinance No. 2024-1 622 adopting the City of Goodyear Design Guidelines Manual





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