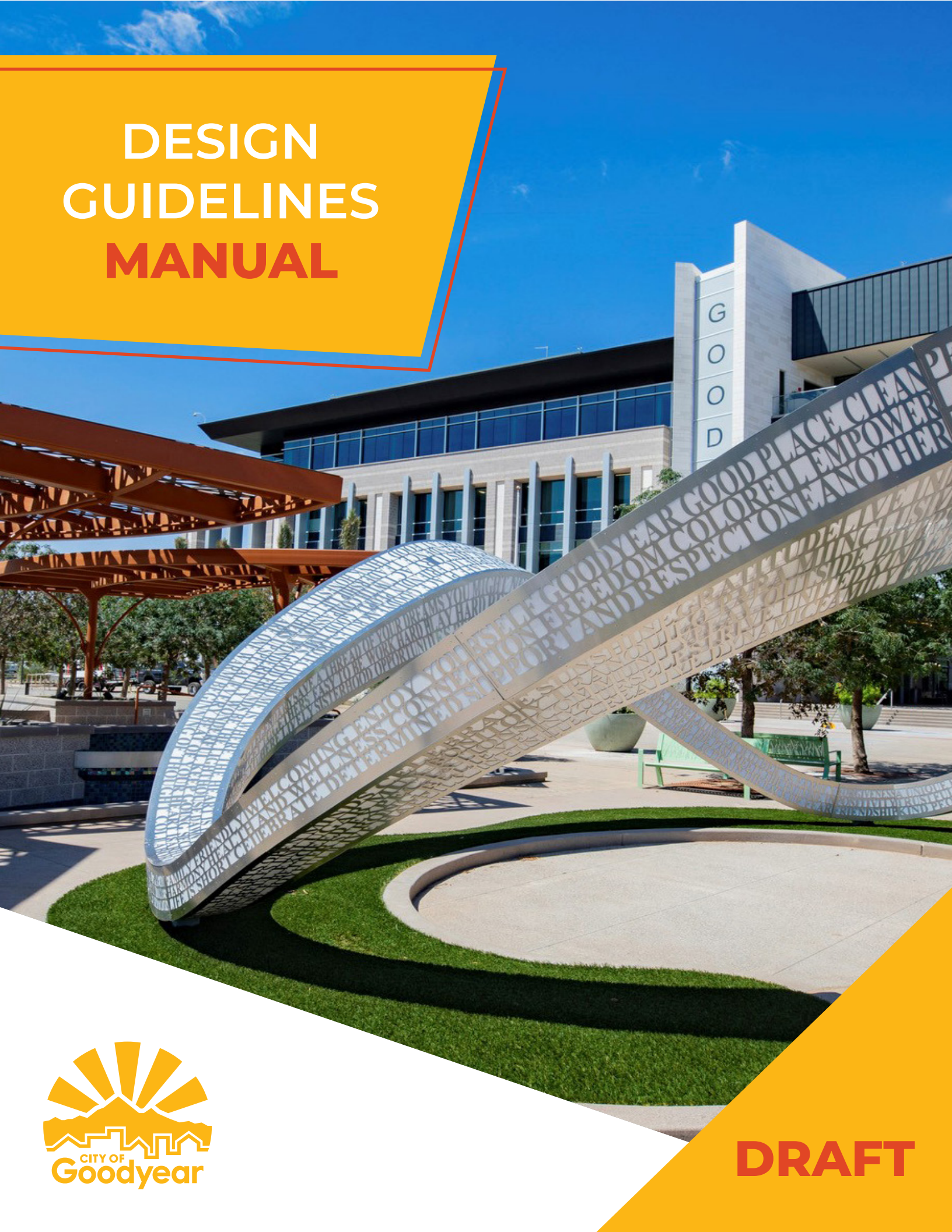
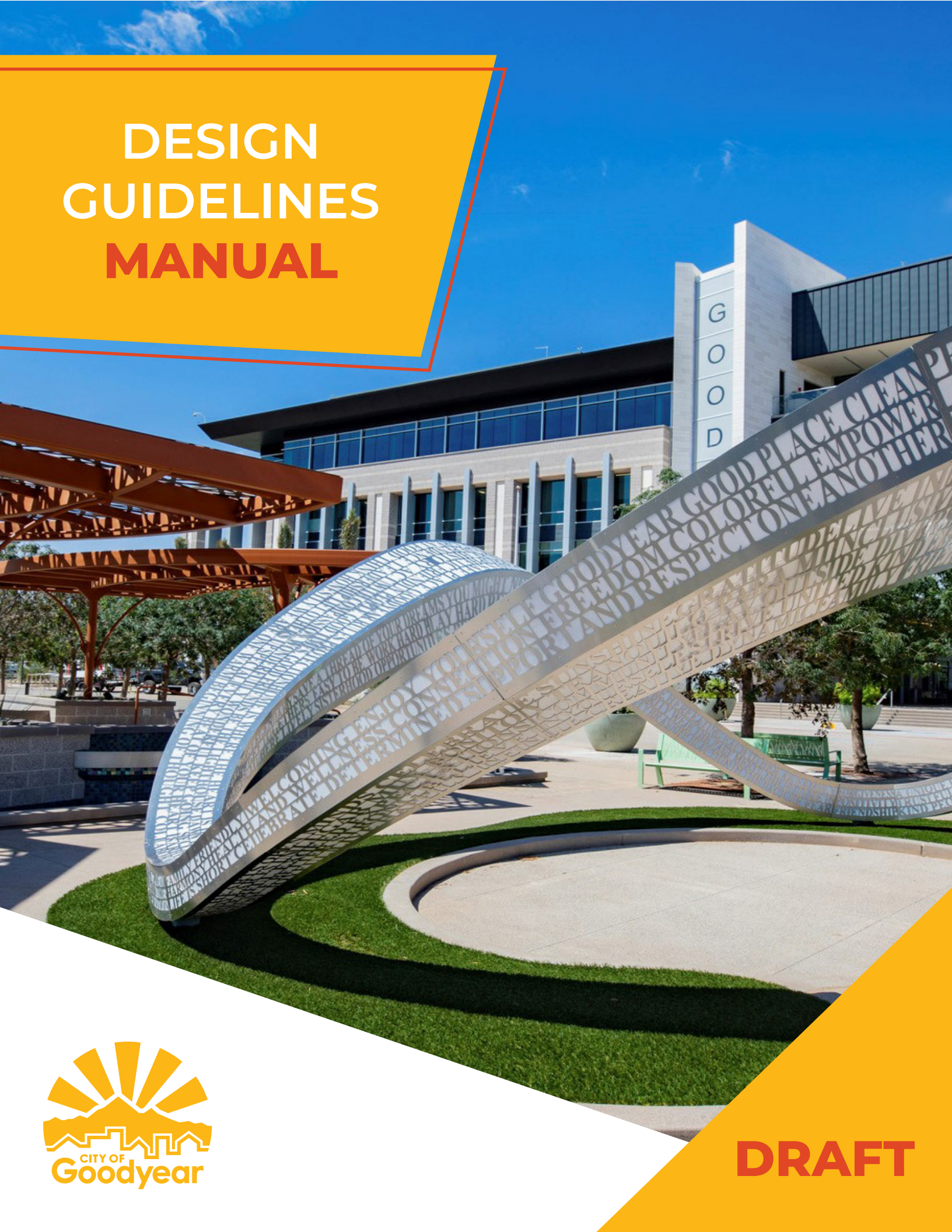
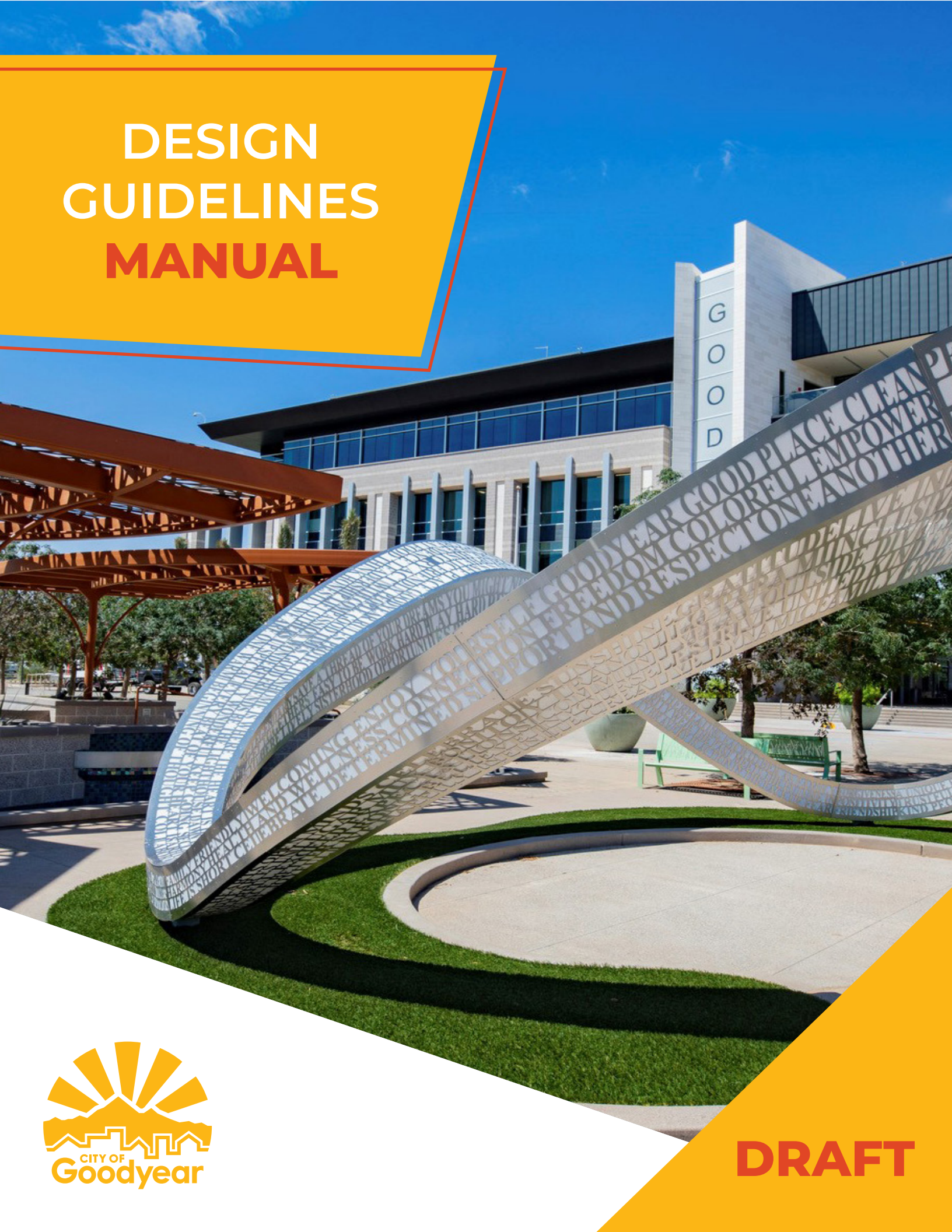




DESIGN GUIDELINES MANUAL



DRAFT



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DRAFT

 CITY OF
Goodyear

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CHAPTER 1 INTRODUCTION

The City of Goodyear takes pride in its character defining features, its dedication to creating vibrant neighborhoods, and the high-quality design of its built environment. As Goodyear continues to grow, the city desires to maintain a proactive approach to promoting development that is consistent with these core values and the overarching shared vision for the city as expressed in the Goodyear General Plan. This document provides guidance to inform design choices and complement, but not supersede, regulations within the city's land development ordinances, codes, and manuals.

1.1. PURPOSE

The following design guidance is intended to assist project applicants during the project design phase and City staff and decision makers in the review and approval process to devise solutions for design issues early in the development process. They provide specific and broad recommendations to create high quality buildings and site plans that will result in more attractive, livable, and safe, public spaces and neighborhoods. They aim to create a framework for design and to carry out the community’s vision—articulated in the General Plan and supporting land development documents—but flexible enough to allow for creativity and innovation in design and planning.

1.2. APPLICABILITY

The provisions of the Design Guidelines are applicable to all residential and non-residential development types within the City of Goodyear. Any new development, as well as building additions, exterior alterations and restoration, landscaping, or site plan modifications as explicitly defined within section 1-4-2 of the Goodyear Zoning Ordinance will adhere to these Design Guidelines as applicable. It is important to note, however, these Design Guidelines do not affect existing buildings, which are not proposed for new construction, exterior alterations or restoration, landscape modifications, or site plan changes.



1.3. ORGANIZATION

This document is organized into six distinct chapters that focus on making the document user friendly and easy to implement. The first two chapters contain administrative information and the key principles for high-quality design in Goodyear. All applicable development types will be evaluated for consistency with these chapters. Subsequently, the remaining chapters (Chapters 3-7) are organized by general development types and will only be referenced based on applicability of a projects existing or proposed use types.

Chapter 1 – Introduction

This chapter contains the introduction, purpose, and applicability of the Design Guidelines, as well as a summary of the content and understanding of how the design guidelines are to be used.

Chapter 2 – Design Philosophy and Principles

This chapter describes a set of leading design principles that articulate the desires and expectations for development in Goodyear. These principles ensure quality and serve as the basis for the supporting guidelines outlined in this document.

Chapter 3 – Residential

This chapter outlines design guidelines that apply to both single-family and multi-family residential developments. It covers various aspects of site design, including building placement, orientation, landscaping, and shading, as well as building design components such as massing, scale, articulation, color, and materials.

Chapter 4 – Commercial

This chapter outlines design guidelines that apply to all commercial, retail, and mixed-use developments. It covers various aspects of site design, including building placement and orientation, parking and circulation, public spaces, pedestrian amenities, landscaping, shade, service areas and utilities, and lighting. Additionally, the guidelines address architectural design components such as general design, building entrances, massing, scale, facade articulation, materials, colors, and signage.

Chapter 5 – Business Park & Office

This chapter outlines design guidelines that apply to all business park and office developments. It covers various aspects of site design, including building placement and orientation, parking and circulation, screening, public spaces, amenities, landscaping, shade, service areas and utilities, and lighting. Additionally, the guidelines address architectural design components such as general design, building entrances, massing, scale, facade articulation, materials, colors, and signage.

Chapter 6 – Industrial

This chapter outlines design guidelines that apply to all warehouse, manufacturing, technology, and other developments which provide employment. It covers various aspects of site design, including building placement and orientation, parking and circulation, screening, public spaces, amenities, landscaping, shade, service areas and utilities, and lighting. Additionally, the guidelines address architectural design components such as general design, building entrances, massing, scale, facade articulation, materials, colors, screening and signage.

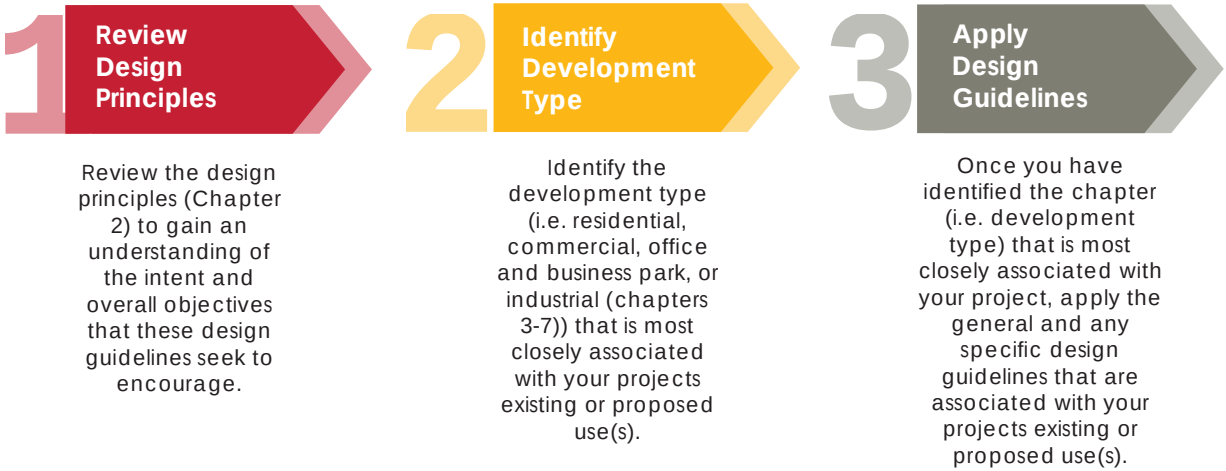
Chapter 7 – Area Specific Guidelines

This chapter contains guidance for how to apply design guidelines in areas which may have unique attributes and/or conditions. This includes sites or buildings that are or may be considered historic, areas where there is already a well-established thematic character, and/or major corridors which serve as gateways to the city.

Public Participation

The City of Goodyear fostered public participation throughout the creation of these design guidelines. Residents, developers, property owners, decision makers and staff participated in a series of meetings, open houses, workshops, surveys, and hearings. All feedback collected was used to shape the direction of these guidelines and prevent disparate or mediocre development by advancing the potential for high-quality, cohesive development.

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. 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.

Addressing mixed-use projects

These guidelines recognize that certain projects may not be associated with a single development type (i.e. residential, commercial, office, industrial). Some projects may incorporate a mixture of uses via “horizontal mixed-use” or “vertical mixed-use.” “Horizontal mixed-use” means that individual uses are adjacent to each other within the same project. “Vertical mixed-use” means that individual uses are combined (often by stacking over each other) within a singular building.

The mixed-use site design guidelines contained in Chapter 4 shall apply to all development that proposes a mixture (horizontal or vertical) of residential and/or non-residential land uses. In addition, the individual components (i.e. residential, commercial, office) of a mixed-use development shall refer to the building design guidelines for each respective development type contained in Chapters 3-7.

Varied approaches to design

These guidelines serve as a starting point for the creative design process and should not be regarded as the sole solution for design. Property owners are encouraged to embrace creativity and innovation by developing designs that reinforce Goodyear’s overall character and identity, while simultaneously conveying a sense of continuity within each neighborhood and reflecting the individuality of each property.

Rather than stifling design freedom or discouraging innovation, the guidelines are intended to promote high-quality design that has been thoughtfully considered in both residential and non-residential applications. To achieve this, property owners are encouraged to collaborate with various stakeholders, including community groups, affected merchants, business owners, and City staff during the design process. This collaborative approach ensures that diverse perspectives contribute to the final design, fostering a holistic and context-sensitive outcome.

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.

Project Specific Design Standards

Development of, stand alone, project specific design standards that deviate from these Design Guidelines can be proposed through the rezoning process. Deviations may be considered and approved in association with a comprehensive development plan. However, any design standards not specifically addressed in the zoning case shall be subject to those contained within this Design Guidelines Manual.

Illustrations and photographs

The illustrations shown in this document are intended to provide examples of how these guidelines can be applied. They are not intended to illustrate the only or even the best way to meet the intent of the guidelines. Photographs that are provided as examples shall only be construed to represent an example of the specific standard it is illustrating. Photographs may include periphery items that are prohibited or discouraged by guidelines other than the guideline it is specifically illustrating.

Other reference documents

While these design guidelines provide supplementary and advisory recommendations for applicants as they are designing their projects, conformance with the following land development documents are requirements for project approval.

General Plan – The *General Plan* establishes a range of policies that focus on promoting quality in the built environment while also maintaining a sustainable community. It begins with a vision statement and a series of strategies to help to achieve that vision. In addition to the strategies that address how to achieve the community’s vision, the subsequent chapters of the General Plan provide more detail that specifically relate to the design review process and specific design topics.

Zoning Ordinance – Article 1-4 of the Goodyear Zoning Ordinance establishes this “Design Guidelines Manual that is intended to provide design criteria for site layout, building elevations, landscape plans, and parking arrangement in order to enhance the overall quality of design of Goodyear’s built environment.” Furthermore, the Zoning Ordinance provides mandatory development and individual use standards which influence design in their own way.

Engineering Design Standards & Policies Manual – The Engineering Design Standards and Policies Manual serves to guide developers and designers in planning and designing both public and private infrastructure with the aim of enhancing the quality of life for both Goodyear citizens and visitors.

Building Codes – The City’s currently adopted building codes and local amendments are published to enforce building standards for construction and use and are updated to reflect the latest standards of life-safety and construction technology.

These guidelines complement, but do not supersede, regulations and/or specifications in these land development documents.

1.5. DESIGN REVIEW PROCESS

The Design Guidelines will play a crucial role in the City's development review process to achieve the highest level of design quality while allowing flexibility for project designers to respond creatively to existing site conditions. Design review constitutes only one component of this overall process. In addition to these guidelines, applicants involved in new development or rehabilitation must adhere to the development review processes outlined in Article 1-4 of the Zoning Ordinance to complete site and building improvements.

During required pre-application meetings, City staff can provide information on permits, processing timelines, necessary steps for project approval, and relevant City codes and ordinances. Additionally, this early communication process helps both parties better understand project-specific design objectives, ultimately streamlining the overall development process and minimizing potential concerns.

1.6. EXCEPTIONS

When in compliance with all other City ordinances, the following projects are exempt from design review:

- 1. Construction underground, which will not result in a significant, permanent structure at or above grade level upon completion. Utility boxes, pipes, mechanical equipment, and poles shall be considered a "significant permanent structure" and is subject to design review as determined by the Development Services Director, or his/her designee.
- 2. Roof maintenance and repair (which does not increase the size of previously approved mechanical equipment). However, roof reconstruction or use of different materials is subject to design review as determined by the Development Services Director, or his/her designee.
- 3. Routine maintenance of buildings, landscaping (including relatively minor replacement of plants other than trees), or grounds (including parking lots) which does not significantly alter the appearance or function of the building, landscaping, or grounds.
- 4. Certain temporary uses, temporary structures and temporary signs as defined by the City of Goodyear Zoning Ordinance or other applicable codes and ordinances.
- 5. Interior remodels or interior tenant improvements.
- 6. Repainting or touch up of a building to its approved color scheme. Modifications to color schemes or the repurposing of certain materials/colors is subject to design review as determined by the Development Services Director, or his/her designee.



1.7. SPECIAL EXCEPTION FOR INCREASING HOUSING AFFORDABILITY

During the Design Review Process, applicants proposing to increase housing affordability can request a special exception from any "shall" guideline, provided the project continues to uphold the "Design Principles" as expressed in Chapter 2 of this Manual.

Guidelines for which an exception is being provided may be administratively approved by the Development Services Department director or his/her designee and may incorporate additional terms and conditions.

Any request for an housing affordability special exception from an applicable provision shall be submitted in writing along with all applicable exhibits as part of the Design Review Process.



CHAPTER 2 DESIGN PHILOSOPHY AND PRINCIPLES

Design is of course a broad term that means different things to different people. Thus, any attempt to rigidly define it inevitably falls short in some way. Due to the rapid growth in Goodyear over the recent past, defining “good design” is further challenged given the constantly evolving physical, social, and economic conditions that exist.

Consequently, this document utilizes a set of foundational design principles that when applied with the accompanying supporting design guidelines help Goodyear grow and change in a manner that is not only beautiful, but also socially integrated, environmentally responsible, and economically sustainable.

2.1. DESIGN PRINCIPLES

These design principles are the underlying objectives of good project planning and design. The accompanying design guidelines expressed in chapters 3-7 expand on these guiding principles to provide greater detail about how the city will evaluate projects for conformance with this document. Although it is understood that not all design guidelines presented in this document will be applicable to all proposed projects, conformance with these design principles is required.

The following outlines two key aspects; Levels of Design Context and Design Objectives, which when combined, form the foundational design principles for this design guideline manual:

Levels of Design Context

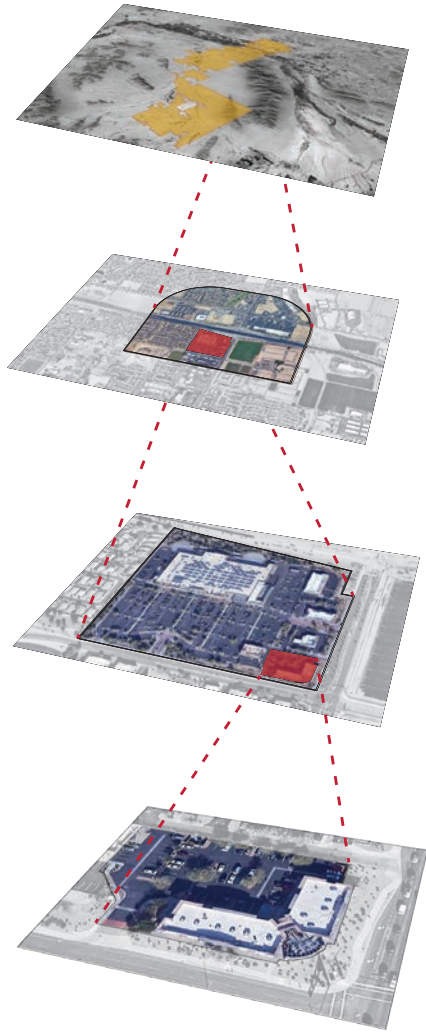
The degree of consideration that may be needed in a project varies with different levels of perception, in terms of physical development of the city. These may be considered the different types of “contexts” in which a project is designed and evaluated. The following reflects the varying levels of consideration that may be applied to a project in order to ensure compatibility across all contexts of the city.

Citywide - At this broadest level, the objective is to ensure that each property improvement contributes to the distinct and collective identity of Goodyear.

Neighborhood - This relates to each of the neighborhoods as identified in either the General Plan, or in specific plans, planning overlays, planned communities or neighborhoods that developed organically. Each has variations in character, defined by views and natural features as well as recent or planned development patterns. This may also include the evolution of neighborhoods to incorporate new General Plan concepts.

Development - This typically applies to an individual commercial center, office cluster or industrial park, but can also include specific projects or infill within or surrounded by a residential neighborhood or mixed-use development. Maintaining some character-defining “themes” throughout the development that are consistent with the broader elements of continuity established for the Neighborhood and Citywide levels of consideration are important, while also expressing some features unique to the development itself.

Site - At this level, the project itself and surrounding conditions are often more of a consideration. It is at this level where project and building individuality can be most directly expressed within the confines and the larger context of the site.



Design Objectives

The cumulative effect of achieving the following design objectives is to create holistic designs where the individual parts work together to create a diverse yet cohesive, attractive, and sustainable whole.

Provide environmentally-focused designs - Desired site and building design utilize strategies that decrease energy and water use, reduce urban heat island effects, manage stormwater runoff, and mitigate air pollution.

Create a sense of place - Successful urban design produces diversity, distinctiveness, and a sense of place within the community through applying site design, building form, and construction/landscape materials that are appropriate to the setting and purpose of development.

Bring streets to life - Provide development that facilitates connectivity through multi-modal transportation while paying special attention to the attractiveness of the street frontage.

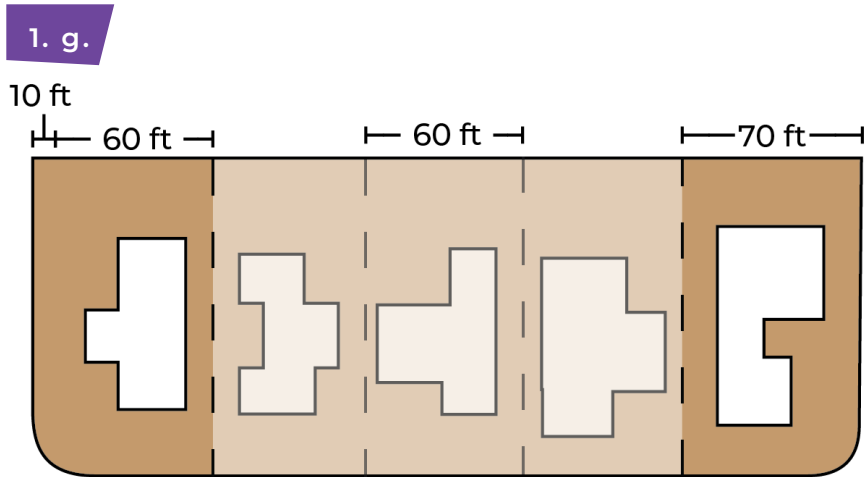
Apply proper transitions - A cohesive design depends on uses and buildings that complement one another. Site planning and buildings shall promote compatibility through proper buffering and design techniques that blend with the pattern of its surrounding context.



CHAPTER 3 RESIDENTIAL

Residential Design Guidelines will serve as a valuable resource for project designers and property owners, providing clarity on the City's vision for achieving high-quality residential development in Goodyear. These guidelines play a crucial role during the City's development review process, serving as essential criteria for evaluating projects that require approval.

The overarching objective within the development review process is to create designs that foster a sense of community, promote compatibility across diverse residential neighborhoods, and embody the desired quality and character that define Goodyear. By adhering to these guidelines, the city aims to preserve the aesthetics, functionality, and livability of residential neighborhoods, ensuring a vibrant and harmonious environment for all residents.



3.1. General Guidelines for Single-Family Residential

All single-family residential development shall comply with the following guidelines, except single-lot residential development in the AG zoning district which is only subject to the development regulations provided in the Zoning Ordinance.

The following general guidelines are intended to supplement the single-family development standards provided within the Zoning Ordinance and shall be applied universally to all single-family residential development, unless otherwise stated herein. After referencing this section, users should further reference the subsequent “Specific Single-Family Use Type Guidelines” section to apply unique guidelines that are specific to their single-family use type (i.e. single-family detached and single-family attached).

A. Site Design

1. Site Layout

- a. Minimizing construction of building pads in sensitive areas is encouraged, along with clustering dwellings to help preserve larger areas of natural terrain.
- b. To minimize glare from vehicle headlights and to promote safe traffic maneuverability lots should not be designed to center on T-intersections unless adjustments or mitigation can be demonstrated.
- c. No street shall be allowed to terminate on a blank wall or narrow landscape tract (less than 15-feet). Streets should terminate on cul-de-sacs with lots or common open space with pedestrian connections.
- d. Siting of lots/homes that take advantage of passive solar techniques to achieve an efficiency of energy use is encouraged.
- e. If cul-de-sacs designs are utilized, developments are encouraged to utilize landscape islands and/or parking nodes in the design of cul-de-sacs to reduce pavement coverage, enhance neighborhoods and provide functional spaces. When provided, landscape islands shall be designed to meet all required turning radii for fire access and refuse collection.
- f. The lotting design should incorporate and retain features of the natural environment such as drainage ways, associated vegetation masses and mature specimen trees.
- g. Corner lots are encouraged to be at least ten (10) feet wider than interior lots to accommodate housing product and street side setbacks or provide a landscape tract between the lot and the street.
- h. Where lots back onto local, collector, or arterial streets, a minimum ten (10) foot landscaped tract shall be provided, measured from the right-of-way line to the wall.

2. Arrival

- a. The developer shall provide an appropriately-scaled sense of arrival at all primary and secondary entries into the community and individual subdivisions. Entries shall be designed as integrated elements of the overall development and should be marked by features such as decorative paving, fountains, landscaping treatment, planters, special wall treatment, or any other character giving features.
- b. When larger developments are adjacent to the intersection of two arterials, the arterial corner should be enhanced to create an overarching project arrival for the entire neighborhood and/or development.
- c. Primary-themed entry features are encouraged to use back-lit decorative lighting to enhance walls and signage.
- d. Smaller, secondary entries into a development are encouraged and should match the theme of the primary entry.
- e. Perimeter walls that exceed 8 feet in height and interior walls that exceed 6 feet in height shall incorporate terracing, with a minimum planter width of three (3) feet provided between the terrace(s) to create a functional planter area. The wall nearest the sidewalk, street, or other usable space in this configuration should be the shortest in height.

3. Access & Circulation

- a. Configure roadways to provide complete streets, prioritizing improvements that provide access to services, schools, parks, civic uses and similar such uses.
- b. Long, straight local streets, with no traffic calming or stop devices, in excess of 1,320 feet are discouraged and shall be limited.
- c. Traffic calming devices such as roundabouts, landscape islands or medians to reduce the potential speed of traffic are encouraged where a signal or stop sign is not provided, in accordance with the Engineering Design Standards.
- d. Internal circulation, within individual residential neighborhoods, shall consider pedestrian circulation as follows:
 - i. Integrate and continue existing pedestrian walkways and/or multi-use trails from adjacent developed and undeveloped areas through the community's network of open space areas. Future pedestrian connections to adjacent development shall be planned, where possible.
 - ii. Developments, including gated developments, shall provide pedestrian access to adjacent non-residential areas, such as schools and churches, and adjacent collector and arterial roadways. Pedestrian access to schools, shopping, and public transportation should be convenient.
 - iii. Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.
 - iv. Create a safe environment throughout the project by providing lines of sight and encouraging natural surveillance through strategic placement of walkways/trails, walls, and open space.

2. a.



3. c.



3. d.



3.d.iv.



- v. Trail networks should meander and be designed to provide a ramped crossing when interrupted by local streets. The crossing shall include pavers, colored concrete, or stamped concrete. Along collector roadways, trails shall be designed to account for safe crossing locations.
- vi. Decorative theme lighting, accent lighting, or lighted bollards shall be placed along walkways within and pedestrian connections to usable open space areas to improve visibility and safety.



4. Open Space & Amenities

- a. Public or “common open space” areas shall be incorporated into the site as a primary design feature and not just as remnant pieces of land used as open space.
- b. The design of improved open space should recognize and incorporate views, climate, solar angles, shade, and outdoor activities, which could occur in conjunction within the project.
- c. Open space areas shall incorporate pedestrian connections to adjoining residential uses, public rights-of-way, commercial projects, schools and other compatible land use facilities.
- d. Storm water retention facilities that cannot be utilized as recreational amenities are discouraged. All storm water facilities should be aesthetically pleasing and integrated into the development’s open space system.
- e. A commons or neighborhood park should be placed near the center of the community with opportunities for both active (e.g., pickleball, basketball, play area, etc.) and passive recreation (e.g., walking paths, seating, fountains, gardens, etc.). While these areas may incorporate a hard surfaced plaza, the emphasis should be on providing a usable green area or outdoor gathering spaces, that include shade, to encourage year-round usage for social interaction, relaxation, recreation, and visual relief.
- f. Programmed open spaces and recreational areas shall be located so that they can be observed from the front of nearby homes and from the street. Housing should front onto neighborhood parks and open space. Housing that backs onto programmed open space and recreational areas should be kept to a minimum and avoid completely encircling such areas to maintain visual security and accessibility.

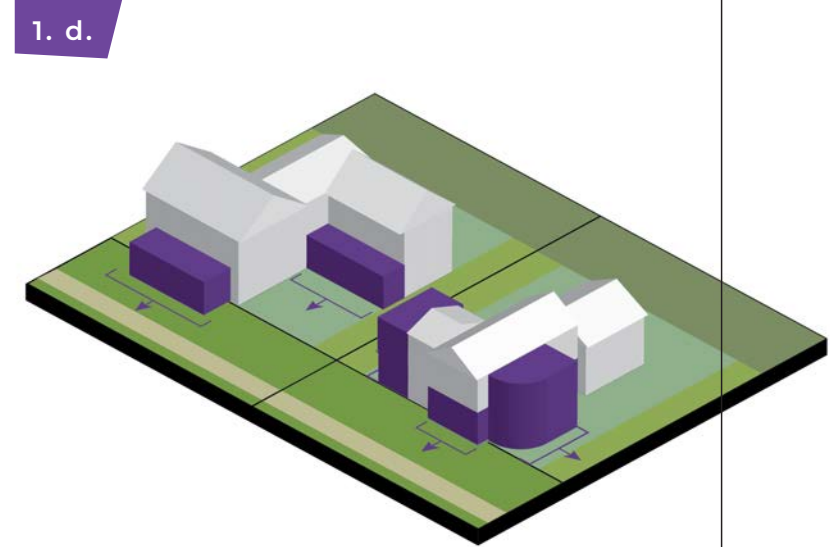
- g. Community gardens are encouraged to promote a sense of community and foster a sense of pride in the garden and the surrounding area. Community gardens should be provided in appropriate locations.

5. Landscaping

- a. The predominant use of grass is prohibited. Grass areas (not including artificial turf) shall be limited to a maximum of 30 percent of the total lot. Where grass is provided, the grass area should be large enough to be usable and watered efficiently.
- b. For general landscape areas and plantings in the public right-of-way, use of native vegetation and low water plants shall conform to the Phoenix Active Management Area Low Water Using Plant List and City of Goodyear Zoning Ordinance Plant Matrix, unless otherwise approved. All landscaped areas shall be planted in conjunction with an efficient water system.
- c. Flowering trees and shrubs should be used to provide color and accentuate the overall design.
- d. Planting designs should consider the long-term growth and expected maturity of trees, shrubs, and ground cover landscaping on a site. Plantings should also be grouped based on similar water, nutrient, and sun needs to ensure long-term growth and maturity.
- e. Appropriate shade trees should be utilized to reduce the urban heat island effects.
- f. Planter strips with detached sidewalks are encouraged on local streets and shall be a minimum of five feet in width and contain trees and ground cover.

6. Perimeter Walls & Fences

- a. Subdivision perimeter walls shall be constructed using materials that include decorative masonry block, stucco, and/or decorative stone; be enhanced using materials and colors that complement the project's architecture; and be designed in a manner which creates an attractive appearance to the street.
- b. Subdivision perimeter walls shall include at least one of the following and be broken up by pillars or staggered setbacks every 150 feet to provide visual interest and soften their appearance:
 - i. Pillars with caps, and/or decorative stone.
 - ii. Incorporation of decorative wrought iron, trellises, raised planters, or other artistic features in context with the area.
 - iii. Incorporation of various textures, and variations in height in conjunction with landscaping.
- c. Privacy walls visible from the street shall be constructed with compatible materials and colors of the homes or be cohesive with the colors/materials of the overall development's theme wall. Homes adjacent to common open space areas shall contain wrought iron grillwork and at minimum partial view walls to provide visual access to open space, but also maintain privacy for the individual lot.



SECTION 3.1.A

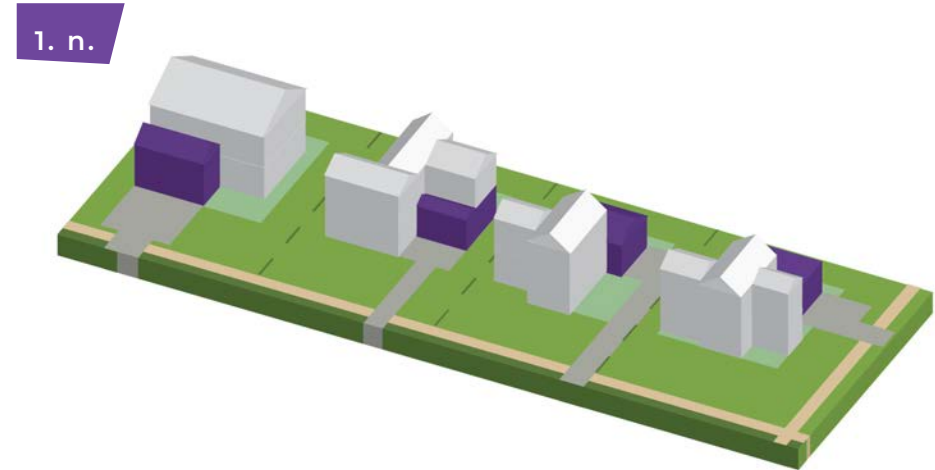
B. Architecture & Building Design

1. Massing & Articulation

- a. Create diversity by varying the bulk and mass of buildings. Avoid a monotonous streetscape by creating diverse elevations using substantial architectural elements on all elevations. The following are some elements that may be used to add visual interest and a sense of human scale to the homes:
 - i. Horizontal and vertical wall plane changes
 - ii. Varied roof forms and orientations
 - iii. Bay windows
 - iv. Roof dormers
 - v. Applied decorative features
 - vi. Overhanging eaves
 - vii. Recessed windows
- b. Usable front porches are encouraged. Front porches should match the scale and architectural detail of the home.
- c. Where houses in a development back onto collector or arterial streets, a variety of roof designs shall be utilized as to avoid a series of repetitive roof slopes viewable from the right-of-way.
- d. Two-story houses should have a single-story element closest to the front of the house and/or next to the street. Such architectural diversity may include varying front setbacks due to locating the garage to the rear of the lot, adding usable courtyard area and/or using building placement to create private outdoor spaces.
- e. All façades facing a street should provide a sense of human scale and be proportionate to the pedestrian.
- f. Long, unbroken facades are prohibited. Techniques for varying wall planes include integration of vertical or horizontal recesses and projections.



SECTION 3.1.B



- g. Building articulation shall emphasize entries through the use of roof elements, columns, porticos, recesses or pop-outs, and/or other architectural features.
- h. The primary entry, or front door, to a home shall be visible from and oriented to the street or provide a portal, courtyard or other pedestrian level streetscape enhancement to help accentuate the front facade..
- i. The design of accessory structures shall be architecturally similar to the main structure through the use of the same architectural treatment, materials and colors.
- j. Roof mounted HVAC and evaporative cooler equipment is discouraged; if located on the roof, it shall be fully concealed below a rooftop parapet. All mechanical equipment shall be properly screened from public view.
- k. All roof pipes, vents, and other roof penetrations and attachments, and equipment shall be configured to have minimal visual impact as seen from the street. Roof penetrations (except chimneys) shall not extend above the ridgeline and shall be painted or architecturally integrated with the roof design and color.
- l. Utilizing “carriage-style” and other non-conventional sectional garage door styles is recommended to provide additional diversity and to better tie in with architectural themes.
- m. A minimum of two (2) coach lights shall be placed at the front face of the garage or other appropriate front facade location for security and should be architecturally compatible with the main structure. When a garage is alley loaded, the lights shall additionally have automatic on/off sensors.
- n. Regarding forward facing garage plans, the garage portion of the house shall not extend out beyond the porch or livable portion(s) of the home by more than six (6) feet. Where forward facing garages project beyond the porch or livable areas of the home, the plan shall include portals, low courtyard walls with pilasters, or other deemphasizing techniques approved by the City, that extend out beyond the front of the garage face.
- o. Provide one and a half or two-story massing so that the garage is a smaller part of the overall front façade of the home.
- p. Driveway paving material comprised of pavers or stamped, colored or textured concrete are encouraged.
- q. All visible elevations of a side entry garage shall appear as livable area by utilizing windows, wainscot or other design elements compatible with the design of the structure.

2. Materials & Color

- a. Use materials, color, and other architectural treatments to create visual unity and an identifiable character. Exterior materials and architectural details should complement each other.
- b. High-quality, authentic building materials including brick, masonry, stucco, adobe, and stone shall be utilized. Durable synthetic products, such as cast stone and fiber cement board may also be considered.
- c. Use of wood as trim or accent material is encouraged. Wood products should be of sufficient quality and should be substantial in proportion and appearance.
- d. Acceptable roof materials include clay, slate, or concrete. Use of asphalt and wooden roof shingles are prohibited. Non-reflective metal roofs may be utilized in select conditions as an accent roof material. For adobe style homes, alternative roof materials may be considered.
- e. Material changes should occur at a change in wall plane or terminated by an architectural feature to appear integral to the structure and avoid a tacked-on appearance.
- f. Exposed gutters and downspouts should be colored to match fascia or wall material.
- g. Exterior building colors should be compatible with the surrounding neighborhood setting and should be in keeping with the geographic and climatic conditions specific to Goodyear.
- h. Earth tone colors traditionally used in the desert southwest are suggested; however, deep, rich accent colors are recommended instead of using a pale color palette. Bright colors should be used sparingly as an architectural detail element. Further, for purposes of implementing these guidelines, application of black, gray, and white shall be considered shades and not colors.

- i. Houses shall be painted at least one color and an additional two accent colors or shades for a total of three. Materials that are a different color than the painted portion of the house shall count towards the three color/shade requirements.
- j. The main body color(s) for individual homes shall be distinctly different from one another and not simply utilize varying shades of grey or varying shades of tan to accomplish the three unique colors.
- k. Accent colors/shades utilized on individual homes shall add vibrancy to the base color of the homes and not simply be a darker, lighter or muted shades/colors/version of the primary homes base color
- l. The upper portions of any structure, that are visible above a perimeter wall shall utilize a unique color for the trim, fascia, siding, recessed features, shutters, pop-outs, etc. The color shall be different than the main body color of the home in order to add to the uniqueness and street character of the project

3. Solar

South Facing Pitched Roofs (within 45 degrees east or west of due south)

- a. Solar panels should be low profile and parallel with the plane of the pitched roof.
- b. The top of the panels should not exceed 8 inches above the adjacent finish roofing surface (i.e. tile, shingles, etc.). Panels should not project above the roof ridge line.
- c. Placement of solar panels should be uniform. Consider the panels as part of the overall roof configuration. Match the shape and proportions of the panels with the shape and proportions of the roof.
- d. The color of the panel frames and support structure shall be neutral and compatible with the roof surface color(s). Exposed frames and components should have a non-reflective surface.



North and East/West Facing Pitched Roofs (within 45 degrees of south of due east or west)

- e. Panel tilt angle should not exceed 15 degrees above horizontal plane.
- f. Height of panels should not exceed 24 inches above the roof surface at any point. Panels should not project above the roof ridge line.
- g. Placement of solar panels should be uniform. Consider the panels as part of the overall roof configuration. Match the shape and proportions of the panels with the shape and proportions of the roof.
- h. The color of the panel frames and support structure shall be neutral and compatible with the roof surface color(s). Exposed frames and components should have a non-reflective surface.

Flat Roofs (½-inch or less per foot slope)

- i. Top of panels should not exceed 30 inches above the adjacent finish roofing surface on flat roofs with or without parapets.
- j. The placement and height of panels should be uniform. When not screened by a parapet, consider the solar panels as an integral part of the overall roof configuration.
- k. The color of the panel frames and support structure shall be neutral and compatible with the roof surface color(s). Exposed frames and components should have a non-reflective surface.



3.2. Specific Single-Family Use Type Guidelines

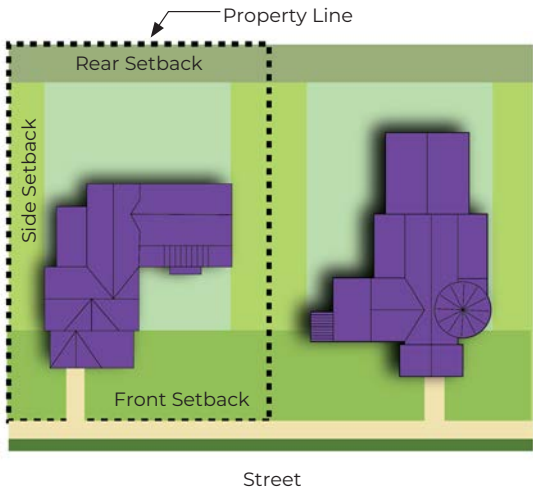
The city allows for a variety of single-family residential development ranging from detached large and medium lot residential to cluster/small lot residential developments. Recognizing the unique design characteristics of these single-family residential types, the following design guidelines are provided to specifically address certain issues pertaining to these housing types.

A. Single-Family Detached

The following single-family detached guidelines shall be further applied to residential lots that contain a single housing unit which shares no common walls with an adjoining unit and has a setback on all four sides of the housing unit.

1. Standard Plan Guidelines for Multi-Lot Development

- a. Proposed multi-lot residential projects shall include the following:
 - i. At least three (3) significantly different architectural styles, including a variety of roof forms and ridgelines facing any street, shall be provided for each standard floor plan offered. The same standard plan and elevation shall not be built next door to, or across the street from one another (i.e. Plan 1 Elevation A shall not be built next door to, or across the street from Plan 1 Elevation A).
 - ii. Proposed residential projects should include at least six (6) different color schemes and at least two (2) different roof tile styles in three (3) different colors. Clay and concrete tiles shall be considered one material type. However, alternating tile types (e.g. flat tile and mission tile) may be considered as different roof material types.
 - iii. A minimum of three (3) roof styles are required. Roof styles may include, but not limited to pitched, hip, flat, gambrel or mansard, and shall be consistent with the architectural style selected.
 - iv. A minimum of three (3) roof material types are required. Clay and concrete tiles shall be considered one material type. However, alternating tile types (e.g. flat tile and mission tile) may be considered as different roof material types.
 - v. Standard features such as stone, brick or other significant accent facade material should be provided (i.e. not as an option) on at least one (1) elevation for each floor plan available.



2. Landscaping

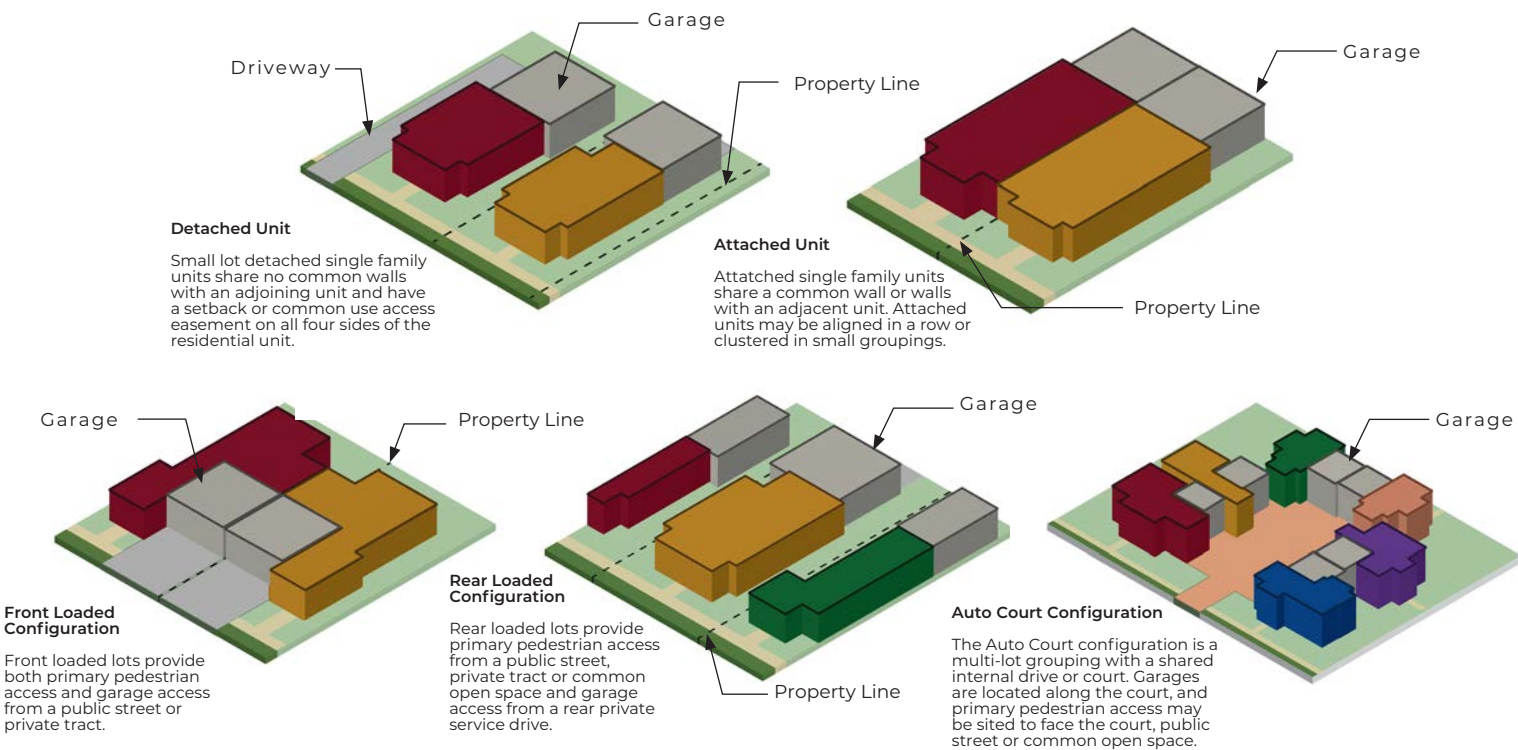
- a. Production home builders are responsible for providing landscaping in all planted areas within the front yards of single-family detached home lots. Builders are required to offer at least three (3) significantly different front yard landscape packages (i.e. options) for each primary lot size. No high water use plants or turf shall be offered in front yard landscape packages. A home buyer custom design can be used as a landscape package.

3. Massing & Articulation

- a. A usable, covered outdoor patio shall be provided on the rear side of each residential unit. Covered patio dimensions should be at least 100 square feet, with a minimum interior dimension of ten feet (10').
- b. Within multiple lot developments, a variety of garage placements shall be offered on the same block in order to de-emphasize garage doors and avoid garages from dominating the streetscape and the front of the house. Utilizing a combination of attached or detached garages that are recessed, side entry, or placed at the rear of the home, is encouraged.

B. Single-Family Cluster/Small Lot

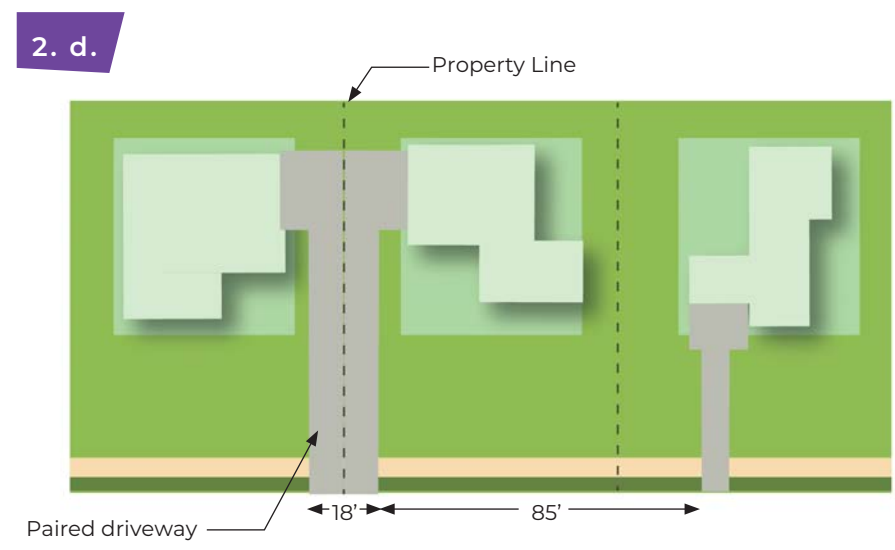
The following single-family cluster/small lot guidelines shall be applied to residential lots that may be attached or detached units, and are presented in three primary configurations; front loaded, rear loaded or auto court.



1. Standard Plan Guidelines for Multi-lot Development

- a. At least three (3) different elevation styles shall be provided for each floor plan.
- b. A minimum of three (3) alternative color schemes for each elevation shall be provided and shall contain related hues to present a unified design. Homes with adjacent facing walls shall not utilize the same color scheme. Homes located diagonally from one another may share common color schemes.
- c. A minimum of two (2) roof styles are required. Roof styles may include, but not limited to pitched, hip, flat, gambrel or mansard, and shall be consistent with the architectural style selected.
- d. A minimum of two (2) roof material types are required. Clay and concrete tiles shall be considered one material type. However, alternating tile types (e.g. flat tile and mission tile) may be considered as different roof material types.
- e. Standard feature stone, brick or other significant accent facade material shall be provided as a standard feature (i.e. not as an option) on at least one (1) elevation for each floor plan available.
- f. Alternatively, singular multi-story residential units that are attached in a row (i.e. townhouse style buildings) are encouraged to appear cohesive in their overall design, while the design of individual units should give the appearance of individual units being adjacent to one another; this may be achieved through a combination of building massing, varied roof heights and styles, along with base and accent color articulation.





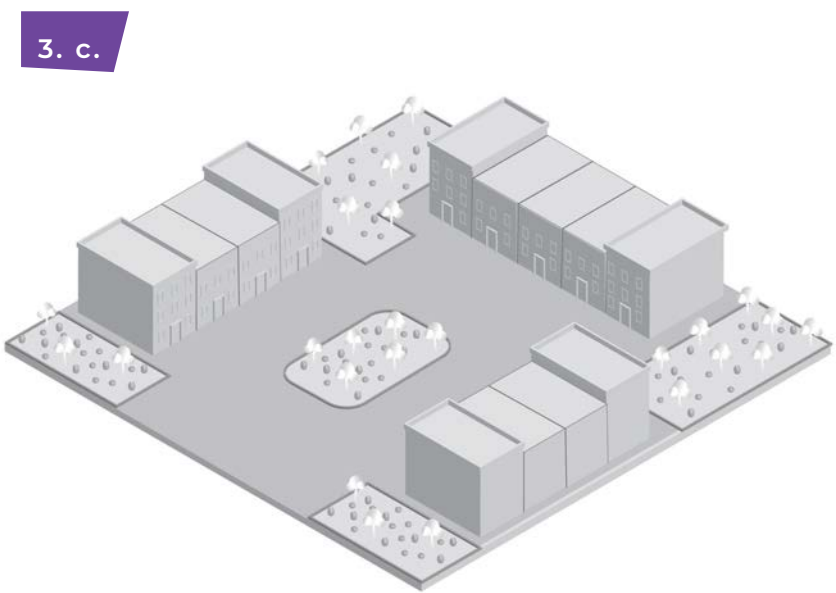
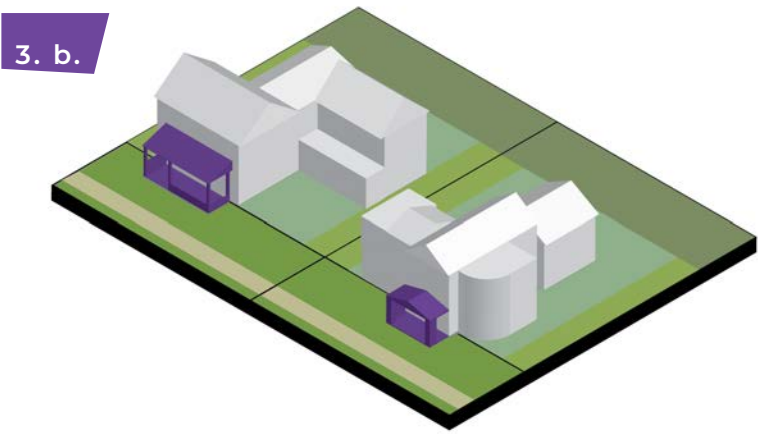
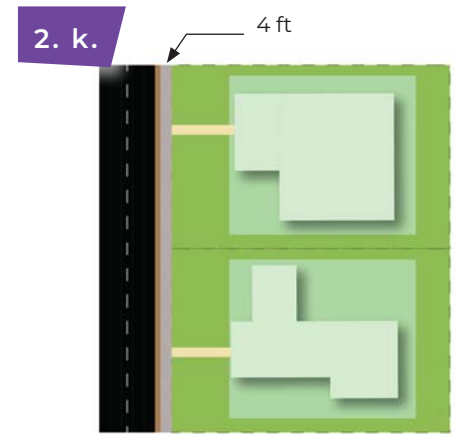
2. Site Layout

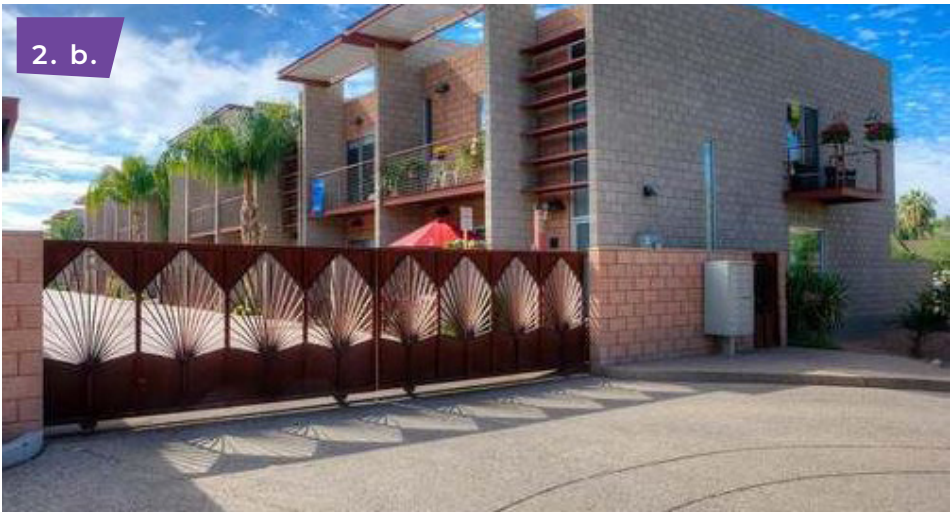
- a. Primary building facades shall be oriented to the primary street as follows:
 - i. Residential street layouts that incorporate alleys with access to rear garages are encouraged, especially when lot widths are less than 60 feet.
 - ii. Perimeter units, which face a local private or public street, shall be varied in orientation toward street frontages to create architectural diversity and visual interest.
 - iii. The development should be developed with a complementary blend of residential units at a scale compatible with adjacent lower density residential uses, for instance, if adjacent residential developments are developed with heights of 20 feet, the adjacent residential units within the development shall be of a similar scale, i.e. at or below 20 feet.
- b. Residential street layouts that incorporate alleys with access to rear garages are encouraged.
- c. For detached units a variety of garage placements should be offered on the same block in order to de-emphasize garage doors and avoid garages from dominating the streetscape and the front of the house. Recessed garages, side entry, and garages placed at the rear of the home, are encouraged.
- d. Clustering driveways for detached units so that there is at least 36 feet of uninterrupted curb between the clustered driveways is encouraged. Alternatively, driveways may be paired so that there is a single curb-cut providing access to 2 houses, and the total width for the paired driveway is not more than 18 feet.
- e. Individual driveways for attached units should be separated by a minimum 2 foot wide landscape strip. Alternatively, for attached units with multiple garage doors that are located within one building, the maximum number of garage doors adjacent to one another shall be limited to 3, unless there is a break in the building façade between garage doors. The break shall contain a major architectural feature, such as a building entrance or equivalent feature.
- f. For auto-court conditions, garages must be located around courtyards paved with pavers or stamped, textured concrete from curb to garage. Where the front entry to the home also faces the court pedestrian pathways (clearly denoted by alternative paving material, pattern or finish) shall also be provided.
- g. Auto-court conditions should be arranged in rectilinear forms with the garages clustered as much as possible.
- h. The entry drive into an alley for an alley-loaded development, measured at 200 feet or less from the corner of the connecting public or private street, that intersects with an alley at a T-intersection or continues as an L shaped alley is not a separate alley.
- i. For alley-loaded development where an alley serves multiple rear garages, the linear length of the alley shall not exceed 450' unless either (1) the fronts of lots being served by the alley are fronting along a public street (or private street built to public street standards) OR (2) lots adjacent to the alley's entrance provide street frontage to a public street (or private street built to public street standards) that intersects the alley. Any portion of the alley adjacent to common area open space tracts shall not count towards the maximum 450' alley length.

- j. All development must provide an internal pedestrian oriented walkway system that connects to key areas such as building entries, visitor parking areas, service areas and open spaces. This may be provided through a combination of; paved sidewalks along public streets, paved pathways within common open space areas, or pedestrian pathways (clearly denoted by alternative paving material, pattern or finish) within private streets/tracts.
- k. A minimum 4 foot wide sidewalk shall be placed along at least one side of all private streets.
- l. All units must provide a clearly visible walkway from a primary entrance to the abutting driveway, primary street, tract or common open space. Walkways should be constructed with stone; pavers; or stamped, textured concrete.
- m. To ensure that natural light is accessible to each building, at least one side of each building within the development shall be adjacent to a community open space amenity such as landscaped walking paths, community parking lots, court yards, landscaped retention areas, playgrounds, and other open space area.

3. Massing & Articulation

- a. If there is no alley or auto court access and the lot fronts on a public or private street the dwelling shall have entry, window and roofline design treatment which emphasizes the house more than the garage.
- b. Entrances should be prominently indicated with a first-story massing change or design element such as a porch, awning, portico, or recess with a minimum depth of 5 feet.
- c. The massing of attached residential units shall be reduced by either:
 - i. Grouping units into segments of no more than six in a single continuous row. Each grouping of units shall be separated with a minimum 10 foot wide gap, or
 - ii. A single continuous row of units shall include a lateral shift in the facade of a minimum of 12 inches every three units.
- d. All alley-loaded lots shall provide an opportunity for landscaping and shall include either carriage lights on either side of the garage door or private HOA maintained lights/bollards to provide security lighting to the alley.
- e. Any ground or building mounted services and utilities (e.g. meters, electrical boxes, etc.) shall be thoughtfully placed at the side or rear of the home, not on street facing facades, and concealed with landscaping or painted to be of similar color to the adjacent building facade.
- f. Storage areas for trash and recycling collection containers shall be provided on all lots. These areas may be located in the side yard behind fencing or in an enclosed garage in a designated space. In all cases, the storage of trash and recycling containers shall be away from public view with appropriate screening. A clear path provided to allow the occupants to move the containers to the pickup point is required.





3.3. General Guidelines for Multi-Family Residential

The multi-family design guidelines have been developed to expand housing opportunities within Goodyear, while ensuring that multi-family development is built in ways that support a pedestrian-friendly, attractive public realm and the desirable visual and community design characteristics of the city overall.

A. Site Design

1. Site Layout

- a. New multi-family residential development should respect the development in the immediate area using setbacks, complimentary building arrangements and avoidance of overwhelming building scale and visual obstructions to views.
- b. Multiple buildings in a single project are preferred in order to create building clusters that achieve a smaller scale and create opportunities for plazas while preventing long repetitive rows of buildings.
- c. Buildings should be generally oriented parallel to streets with varying setbacks to provide visual interest and varying shadow patterns. However, care should also be given to ensuring buildings are not limited to placement along the entire boundary of the project site creating a “walled” perimeter effect. Breaks between buildings along the edge of the development should be incorporated to provide view corridors into the site from adjacent public streets.
- d. Buildings shall be oriented to promote privacy from other units to the greatest extent possible and shall be oriented for privacy from adjacent single-family residential.
- e. Buffers, such as landscaped setbacks, should be integrated to protect surrounding properties from noise, vibration, odor, and other potential impacts.
- f. The design of buildings, driveways, loading facilities, parking areas and canopies, signs, landscaping, lighting, solar facilities, and other site features should show adequate consideration for the visual effect of the development upon adjacent properties.

- g. Parking areas, pedestrian walkways, elevators, stairwells and recreation areas should be visible from multiple windows and doors in at least two different directions.

2. Arrival

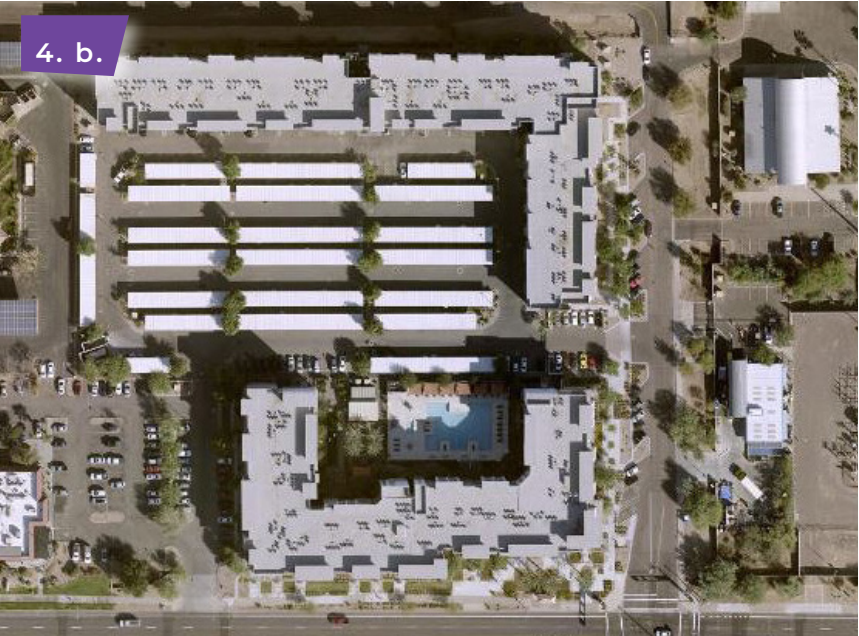
- a. Vehicular entries provide a good opportunity to introduce and identify multi-family developments. A combination of ornamental landscaping, landscaped medians, architectural monuments, decorative walls, signs, and/or enhanced paving shall be incorporated into the primary themed entry as follows:
 - i. Required elements include:
 - Distinguished entry into the development using hardscape materials such as pavers or stamped or colored concrete (stamped asphalt shall be prohibited).
 - ii. At least one (1) primary elements, such as:
 - Mature trees
 - Landscaped median
 - Prominent vertical architectural feature or monument, such as an obelisk, spire, porte-cochere, or arbor.
 - iii. At least two (2) secondary elements, such as:
 - Unique pedestrian scale lighting or bollards along sidewalks, walkways.
 - Decorative walls
 - Unique pedestrian and vehicular gates.
- b. If gates are utilized at entries to multi-family developments, they should be attractively designed as an important architectural feature of the building or complex.

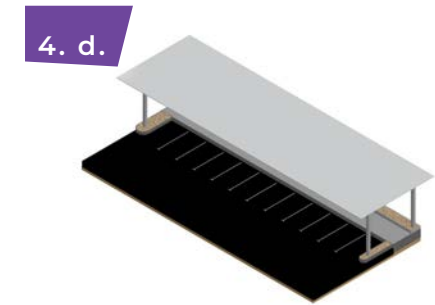
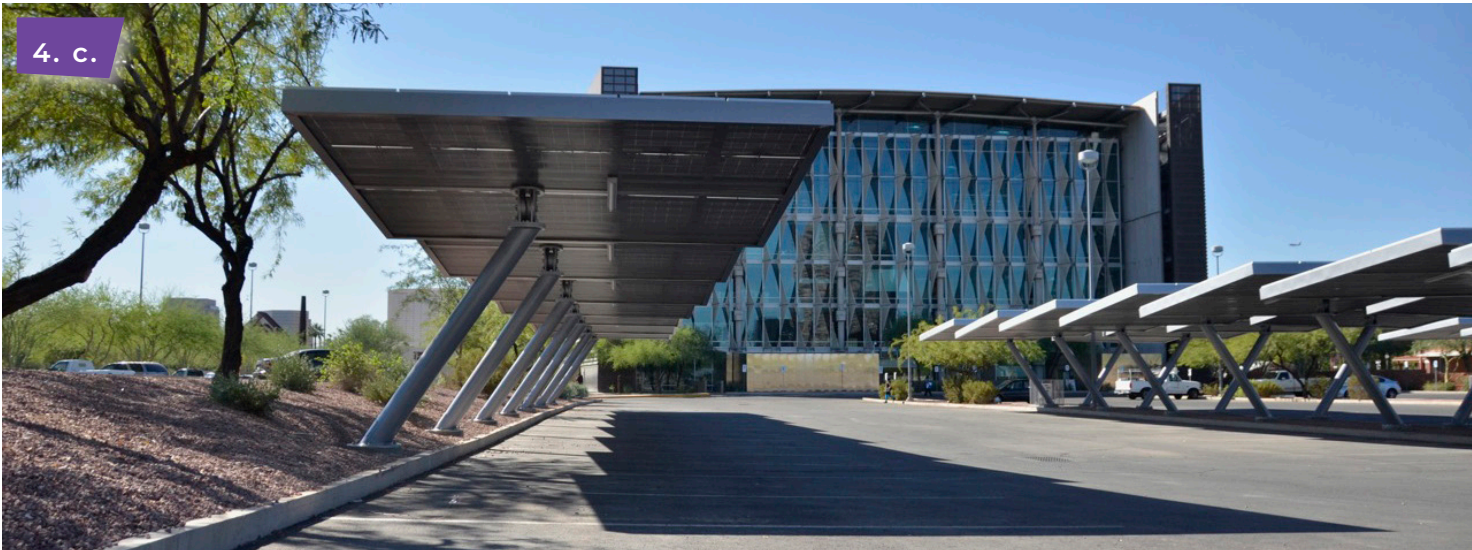
- c. Entry drives should terminate at a community feature or amenity (e.g. community center, open space, view corridor, etc.).
 - d. Sidewalk connections shall be located on both sides of the primary arrival driveway and secondary driveways which access a public roadway or primary pedestrian corridor.
- 3. Access & Circulation**
- a. Site design shall encourage alternative modes of transportation. Such design considerations include connections to existing off-site trails/paths and bikeways, bicycle parking and storage areas, designated curb space for ride share services, designated parking spaces adjacent to each building for resident loading and unloading needs only, and designs facilitating the use of mass transit.
 - b. All multi-family developments shall incorporate pedestrian connections to adjoining residential and commercial developments, roadways, schools, open space areas and other compatible land use facilities where appropriate.
 - c. The on-site pedestrian circulation system shall:
 - i. Link the various site amenities and components that are available (i.e. parking fields, play areas, clubhouse, pools, recreation center, refuse enclosures, etc.)
 - ii. Be safe, visually attractive, and well defined by landscaping and lighting.
 - iii. Incorporate regular and evenly distributed placement of shaded, well-lit bench seating and other pedestrian amenities.
 - iv. All multi-family buildings (and primary entrance/exit from each unit) including carriage units, shall be connected to the main amenity center (clubhouse etc.) via sidewalks and paths that are not located within vehicular drive isles or the main vehicular ingress/egress drives. Where sidewalks or paths cross a vehicular drive aisle, they shall be marked with exposed aggregate or textured colored concrete (not stamped asphalt) that are differentiated in color and texture from the vehicular drive aisle.

- d. Decorative materials shall be used to clearly delineate pedestrian walkways. The use of hardscaping (i.e. cement sidewalk, pavers, etc.) for walkways is required. Pedestrian walkways and paths traversing on-site vehicle drive aisles shall be distinguished with an alternative hardscape material such as, pavers, patterned, stamped or colored concrete (stamped asphalt shall be prohibited).

4. Parking

- a. Multi-family residential parking areas shall be divided into a series of connected smaller parking courts. Parking courts should be separated from each other by dwelling units, garages, or by a landscaped buffer not less than 15 feet wide. Parking courts should be treated as an important public space whose character is clearly and coherently delineated by landscaping, lighting, building massing, and pedestrian/vehicular circulation.
- b. Parking courts should be located interior to the site and screened from public streets by buildings, garages, or landscape buffers. Placement of parking courts to the side of buildings that are adjacent to public streets is allowed to the minimum degree necessary. Front parking courts immediately adjacent to a public street designated as collector and above should be limited to a single drive aisle with perpendicular parking on one or both sides of the aisle. Placement of covered parking canopies in these front parking areas is discouraged.





4. c.

4. f.

4. k.

5. c.

4. d.

4. g.

- c. Covered parking canopies shall incorporate architectural embellishment when located adjacent to high visible public areas, such as near the primary entry or adjacent to secondary streets. Covered parking canopies located adjacent to primary streets designated as collector and above is discouraged.
- d. The maximum length of a covered parking canopy shall be 12 parking stalls in a row. Landscape islands may be eliminated when a conflict with the covered parking canopy occurs.
- e. Detached garages shall be designed as an integral part of the architecture of projects. They should be similar in material, color, and detail to the buildings of the development.
- f. Where garages are utilized, garage doors should appear set into walls rather than flush with the exterior wall. Garage doors should be architecturally styled to match the architecture of the buildings on which they are located.
- g. Above ground parking structures should be wrapped with residential units.
- h. Where stand-alone parking structures cannot be avoided, decorative screens or green walls should be used to blend with surrounding buildings and reduce visibility from public streets.
- i. Guest and handicap parking shall be dispersed throughout the community, as well as located conveniently adjacent to significant community common areas and frequently utilized resident areas.
- j. Incorporate pick-up and drop-off zones that are easily accessible, well-lit and clearly marked for riders and rideshare operators.
- k. Solar panels may be utilized as accessory features on covered parking canopies, provided associated solar equipment is screened from public view. If included within a development,
- l. The incorporation of electric vehicle supply equipment (EVSE) in parking spaces can be considered in site-specific installation as follows:
 - i. Design should be appropriate to the location and use. Facilities should be able to be readily identified by electric car users but blend into the surrounding landscape/architecture for compatibility with the character and use of the site.
 - ii. In retrofit conditions, any existing landscaping or improvements that are removed for the placement of EVSE shall be replaced as determined by the Development Services Director or his/her designee.
- m. EVSE parking spaces shall be equipped with wheel stops and bollards to protect EVSE from traffic incidents.
- n. EVSE Cords shall be retractable or have a place to hang the connector and cord sufficiently above the pedestrian surface. Any cords connecting the charger to a vehicle shall be configured so that they do not cross a driveway, sidewalk, or passenger unloading area to minimize tripping hazards.

5. Open Space & Amenities

- a. Common open space shall be the central focus of the project and not merely remainder parcels with marginal utility.
- b. Open space that links recreational facilities and the larger city-wide park system, (i.e. jogging and hiking trails, bicycle paths, etc.) with the development and is uninterrupted by vehicular circulation or parking is encouraged.
- c. Buildings should be oriented to create courtyards, plazas, etc., thus increasing the aesthetic appeal to the area.

- d. Common open space areas and on-site amenities shall be distributed equitably throughout the development, conveniently located for the majority of units and shall provide both passive and active recreation areas such as:
 - i. barbeque grills
 - ii. swimming pools
 - iii. tennis courts
 - iv. exercise courses
 - v. playgrounds
 - vi. Structurally shaded seating areas with tables
 - vii. shaded seating areas
 - viii. game lawns and gaming tables
 - ix. dog parks
 - x. fitness stations/fitness trails
- e. Care should be taken to mitigate noise generation, including pet nuisances, when locating adjacent to lower density uses and on-site residential units. Active play areas such as playgrounds should be located in centralized locations, be visible from as many units as possible and include shade structures to protect users from the sun and to encourage year-round activity.
- f. The design and orientation of open space areas should be sheltered from the noise and traffic of adjacent streets or other incompatible land uses.
- g. Water features should be designed in a manner which will allow residents the ability to enjoy the cooling effects of the water. Consider summer evaporation loss and water conservation practices when designing and siting water features.
- h. Developments with over 250 units shall provide publicly facing art at key nodes or focal points.

6. Landscaping

- a. Landscaping shall be used as a unifying element within a project to achieve a cohesive appearance and to help achieve compatibility of a new project with its surroundings.
- b. For general landscape areas and plantings in the public right-of-way, use of native vegetation and low water plants shall conform to the Phoenix Active Management Area Low Water Using Plant List and City of Goodyear Zoning Ordinance Plant Matrix, unless otherwise approved. All landscaped areas shall be planted in conjunction with an efficient water system.
- c. Planting designs should consider the long-term growth and expected maturity of trees, shrubs, and ground cover landscaping on a site. Plantings should also be grouped based on similar water, nutrient, and sun needs to ensure long-term growth and maturity.
- d. Appropriate shade trees should be utilized to reduce the urban heat island effects.
- e. Landscaping should be provided at the foot of buildings to soften the appearance and provide a transition between paved areas on the ground plane and building materials on the vertical plane.
- f. Potted plants, ornamental landscaping and architectural features should enhance courtyards, plazas and other gathering areas.
- g. Flowering trees and shrubs should be used to provide color and accentuate entry ways and activity areas. Landscaping should be used to define areas such as building entrances, key activity hubs, focal points, and the street edge.
- h. All areas not covered by structures, drives, parking or hardscape shall be appropriately landscaped with a variety of materials.



- i. Landscape design should not preclude visibility or surveillance capabilities to common areas and units.
- j. Landscaping should consist of water-efficient trees and plants. Proposed landscaping should be drought tolerant. Proposed landscape treatment should consider the site's unique natural character and landscape.
- k. Existing site amenities should be preserved and incorporated within new multi-family projects whenever feasible. Views, mature trees, and other vegetation (or features) unique to the site should be preserved and incorporated into development proposals whenever possible.



7. Perimeter Walls & Fences

- a. If utilized in a development, perimeter walls shall be designed in such a manner as to create an attractive appearance to the street and to compliment the style and character of the units and the neighborhood.
- b. Perimeter walls shall be architecturally enhanced and should use materials and colors that complement the project's architecture. The proportion, scale, and form of the walls adjacent to the units should be consistent with the building's design.
- c. Perimeter walls are required to be of masonry construction and have a minimum ten foot (10') landscaped setback between the wall and building containing trees and landscaping.
- d. Buildings adjacent to common open space areas shall have wrought iron grillwork and view fences to provide visual access to open space.
- e. Perimeter walls should incorporate various textures, staggered setbacks, and variations in height in conjunction with landscaping to provide visual interest and to soften the appearance of perimeter walls.
- f. Perimeter walls should be broken up by pillars or staggered setbacks with the maximum "run" of a perimeter wall should be capped at 50 feet. Long continuous perimeter walls are prohibited.
- g. In-fill developments or developments located within existing or established planned communities shall complement the overall themes established within the planned development and shall provide a complementary transition between the existing development theme wall and the multi-family theme wall (e.g. material, color or other means) as appropriate.
- h. Perimeter walls shall not be located within the landscape setback.

- i. When located in a Transit Oriented Overlay Area, Mixed-use setting or adjacent to a Village Center, street fronting ground floor units are encouraged to have individual street facing primary entrances. Alternatively, placement of ground floor units with patios that are located adjacent to roadways, open space, pedestrian corridors, or mixed-use centers shall have gates and sidewalks/paths to provide direct access to pedestrian connections to the adjacent roadways, open space, pedestrian corridors, or mixed-use centers

8. Lighting

- a. Lighting shall be provided within outdoor spaces to provide visual interest as well as a security function.
- b. Decorative theme lighting, accent lighting or lighted bollards shall be placed along pedestrian connections and in usable open space areas to improve visibility and safety.
- c. Lighting design shall be compatible with the building architecture, with fixtures of a consistent type and size within the development.
- d. Entry features should use integrated decorative lighting to enhance walls, signage and landscaping features.

9. Service Areas & Refuse Enclosures

- a. If refuse enclosures are utilized, they shall be internalized and located away from arterial streets and placed a minimum of 20 feet away from all single-story residential buildings and 25 feet away from multi-story residential buildings unless the refuse enclosure is fully enclosed within a building.
- b. Refuse enclosures shall not be located any closer than 30 feet to any single-family detached residential lots.
- c. Landscaping shall be installed between the buildings and refuse enclosures unless the refuse enclosure is fully enclosed within a building.

- d. Refuse enclosures should be located inside parking courts, or at the end of parking bays. They should not be located adjacent to primary buildings.
- e. Service facilities such as refuse areas and laundry rooms, maintenance rooms, and storage or loading areas should be designed and located for easy access by service vehicles and tenants and should be in areas where they will not create a nuisance for adjacent uses.
- f. Refuse and recycling enclosures should be screened with landscaping and consistent with the design of the project and the building. Wall materials and details that are architecturally compatible to the building design should be incorporated so that similar or the same materials are used on the enclosure as the surrounding buildings.

B. Architecture & Building Design

1. Massing & Articulation

- a. Consider the existing grade and topography of the site in building layout, height, scale, and massing to maintain compatibility with adjoining lower intensity residential uses. Taller buildings should be stepped back or reduced in height when adjacent to lower density residential uses to maintain the privacy of rear yards, patios, and private outdoor spaces.
- b. The visual impact of large monolithic structures shall be minimized by creating a cluster of smaller buildings or the appearance of a series of smaller buildings.
- c. Perceived building mass shall be reduced by dividing the building mass into small-scale components which can be achieved by including a well-defined base, middle and top to the building using the following techniques:
 - i. Creating an identifiable base that extends two or more feet up from the finished grade and includes elements such as low planters and walls, base planting, an integrated base architectural veneer banding (wainscot), the addition of covered walkways, trellises,

colonnades, or architectural awnings that provide deep shadow and emphasize the ground floor and the use of enhanced architectural detail and treatments defined by a different material, texture or color.

- ii. A well-defined middle may be achieved through a change in material occurring between the first and second floors, a step back in massing from the ground floor façade, a variation in window size from the ground floor, and the addition of sunshades or other exterior building features designed to prevent direct sunlight into the building.
- iii. A well-defined building top may be achieved by utilizing features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments.
- d. Building variations with mixtures of the number of units per structure are encouraged and should be developed throughout a project.
- e. Where projects are adjacent to single family zoning districts, provide a sensitive transition by maintaining a height compatible with adjacent buildings. Mitigate negative shade/shadow and privacy impacts by stepping back upper floors and avoiding direct views into neighboring single family residential yards.
- f. The incorporation of balconies, porches, patios, verandahs, and other unique architectural features within multi-family structures are required for both practical and aesthetic value. These elements should be integrated to provide variation, break up large wall masses, offset floor setbacks, and add human scale and character to structures.
- g. Long expanses of windowless, blank walls shall be avoided. All building facades are to be treated aesthetically with changes in materials, colors, artwork, use of pilasters, building lines, ornamentation, and/or other aesthetic treatments; and should utilize durable quality materials.
- h. Vertical elements such as towers may be used to accent the predominant horizontal massing and provide visual interest.





- i. The outside corners of two-story and three-story buildings should be lowered with significant single-story elements when adjacent to single-family residential areas. Two-story and three-story structures shall also contain significant single-story elements adjacent to any public roadways.
- j. Building entrances shall be integral architectural features through the use of roof elements, columns, porticos, recesses or pop-outs, and/or other architectural features. Each front door or entryway shall be clearly visible from public view.
- k. Exterior stairways shall complement the architectural massing and form of the multi-family structure and be designed so that the steps are screened from public view. Thin looking, open metal, prefabricated stairs that are visible from public view are not allowed. Exterior stairways should be designed with at least one 90 degree angle turn from floor to floor.
- l. Minimize the bulk and appearance of structures through the use of sloping rooflines consisting of varying roof heights, directions and shapes.
- m. Roofs should reflect a residential appearance through pitch and use of materials. Roof-lines should be segmented and varied within an overall horizontal context.
- n. Roof access ladders and roof drains/downspouts shall be internalized within the building(s).
- o. All support and accessory structures (i.e. garages, parking canopies, gazebos, etc.) shall conform to the dominant design theme of the primary buildings in the development.

2. Materials & Color

- a. The selection and placement of building materials should provide visual interest at the ground level. Heavier materials should be used to form the building base and as accents on upper stories and walls. Materials and colors should be used to enhance buildings and adjacent spaces by adding color, shadows, and interesting forms.
- b. Where appropriate to the architectural style, materials and textures shall vary between the base and body of a building to break up large wall planes and add visual interest to the building.
- c. Material changes shall occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect, such as a chimney, pilaster, projection, or pop-out.
- d. Building materials should be energy efficient, durable, require low maintenance, and relate a sense of quality and permanence.
- e. Projects containing fewer than 150 units are required to provide a minimum of two (2) distinctive, yet complementary color and material palettes (or “schemes”) and minimum of two (2) distinctive roof styles, elevations and building heights shall be utilized across the site. Each scheme shall be evenly distributed throughout the project. For projects containing 150 units or more, a minimum of three (3) distinctive, yet complementary color and material schemes and minimum of three (3) distinctive roof styles, elevations and building heights shall be utilized across the site and equally distributed throughout the project.
- f. Materials such as brick, stone, copper, etc. should be left in their natural colors.
- g. Bright or intense colors should be reserved for more refined or delicate detailing, such as grillwork, as well as more transient features such as awnings.

- h. Exterior columns for trellises, porches or colonnades should utilize materials and colors that are compatible with the adjacent building. The building and its elements should be unified by textures, colors and materials.
- i. All developments shall provide substantial accent materials, such as stone, brick, tile or other similar materials to add texture and visual interest to all building elevations. Accent materials shall not be limited to typical wainscot height (3-4 feet) and shall include a minimum of two of the following:
 - i. Stone clad or concrete columns as patio/porch supports;
 - ii. Integrated corbels (i.e. wood or treated synthetic materials) placed under eaves at corner locations or throughout project;
 - iii. Stone wainscot at varied heights with accented caps;
 - iv. Integrated lighting sconces beyond individual porch lights;
 - v. Scored stucco areas where color changes or the addition of accent materials is not practical;
 - vi. Pop-outs and other projections of materials other than wood frame and stucco;
 - vii. Decorative wrought iron accents in the form of gates into entry and amenity areas and patio/porch accents;
 - viii. Large raised planters or decorative pots placed in key areas to break up long walkways or parking areas;
 - ix. Ground floor patios and private open space shall not be railing but rather solid materials; and,
 - x. Other creative accent materials and/or methods presented and approved during the Site Plan and Design Review Process.

3. Entries

- a. Location of primary entrances (shared or individual) should face the street to the greatest extent possible. Low volume streets are better suited for individual unit entries; high volume streets are better suited for shared entries.
- b. All units must provide a clearly visible paved walkway from the primary entrance to a public sidewalk along the abutting primary street, tract, or common open space.
- c. All doors that open to the outside shall be well lit and visible from the street, parking area or neighboring units.





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3.4. Specific Multi-Family Use Type Guidelines

The following design guidelines are provided to specifically address unique development types that may share similar attributes or densities of multi-family residential development, but utilize alternative housing types.

A. Horizontal Multi-Family

In addition to complying with the design guidelines for multi-family residential developments set forth above, any residential development that is professionally managed and comprised of multiple detached or attached single-family dwellings that are designed for and used by one housekeeping unit, where all dwellings are collectively located on a single lot and are presented for rent only, shall comply with the following additional and/or supplementary design guidelines:

1. At least three (3) different elevation styles shall be provided for each floor plan.
2. Elevations shall be structurally different with varied roof types facing street frontages.
3. A minimum of three (3) alternative color schemes for each elevation shall be provided and shall contain related hues to present a unified design. Homes with adjacent facing walls shall not utilize the same color scheme. Homes located diagonally from one another may share common color schemes.
4. Perimeter units shall be varied in orientation toward street frontages to create architectural diversity and visual interest. When possible units should front low volume or transit oriented streets.
5. Roofline variation shall be employed to avoid monotonous roofline at the same or similar elevation. A variety of roof forms and ridgelines shall be provided. Elevations shall be structurally different, with emphasis of varied roof types along street frontages. A minimum of 3 different roof colors shall be provided.
6. Deep-set or pop-out windows and doors along with other architectural projections and recesses shall be used to provide individuality of units.
7. The entry shall be the focal point of the home through the use of roof elements, columns, porticos, recesses, or pop-outs, and/or other architectural features.
8. The height, mass, and appearance of adjacent residential units within the development shall be varied with significant variation to provide visual interest along street frontages.
9. Materials, color, and/or other architectural treatments shall be used to unify the design and establish identifiable character.
10. Development is intended to be built with a complementary blend of residential units at a scale compatible with adjacent lower density residential uses, for instance, if adjacent residential developments are developed with heights of 20 feet, the residential units within the development shall be of a similar scale, i.e. at or below 20 feet.
11. To ensure that natural light is accessible to each building, at least one side of each building within the development shall be adjacent to a community open space type amenity such as landscaped walking paths, community parking lots, court yards, landscaped retention areas, playgrounds and other open space area.
12. Perimeter units shall maintain a minimum building separation of 15 feet. Non-perimeter units shall maintain a minimum building separation of 10 feet. All buildings shall maintain a minimum distance of 10 feet from any fencing, wall, barrier, or common open space along the perimeter of the property.
13. A consistent level of architectural detailing shall be provided on all building facades to present a cohesive and unified design.
14. To modulate building scale and to create interesting and varied building facades, all building facades shall include horizontal and vertical articulation in the design of residential units, using such devices as building recesses, projections, and building elements like wall plane changes, fenestration placement, building form recesses and projections, overhangs, and other architectural elements.

15.

Building materials, including natural stone, brick, adobe, and textured concrete should be used to balance stucco facades.
16.

The number of parking spaces required for each residential unit shall be the minimum number of spaces required by the Zoning Ordinance for a detached single-family unit. Parking spaces may be provided by community parking lots, paved driveways, covered carports and/or enclosed garages. The required parking spaces for each residential unit shall be located no farther than 115 feet from the private entrance of the residential unit it serves as measured by a straight line from the curb or backstop, or as otherwise approved by the Development Services Director upon a determination that the proposed deviation meets the intent of this section.
17.

Pedestrian connectivity within the development shall be provided through the use of walkways, paths, and/or sidewalks all of which shall include amenities to provide shade and visual enhancements. For any development located adjacent to developments open to the public such as retail, schools, and public parks, pedestrian connectivity to such developments meeting the requirements described above shall be provided.
18.

For horizontal multi-family development that includes product types that are further addressed in previous sections of these guidelines, the Development Services Director or his/her designee may require additional or supplementary compliance with the guidelines of that section.



SECTION 3.4.A



Conceptual horizontal multi-family site plan. This layout is provided as an example only. Callouts depict acceptable design conditions, but should not be considered a specific design requirement unless explicitly enumerated within the listed guidelines.

Garages are placed to avoid blocking light from residences.

Primary entry drive utilizes parallel parking to create a more pedestrian oriented streetscape.

Continuous pedestrian paths to all units and amenities.

Long continuous corridors have pockets of open areas to provide light and a sense of openness.

Units configured to increase open space and provide an open space adjacent to surrounding units.

Perimeter units that face a secondary street are oriented towards the street to avoid a walled streetscape.

10 ft by 10 ft tree plazas incorporated.

Distance from residence to garbage enclosure is 30 ft.

15 ft landscaped walking paths between residences.

SECTION 3.4.A

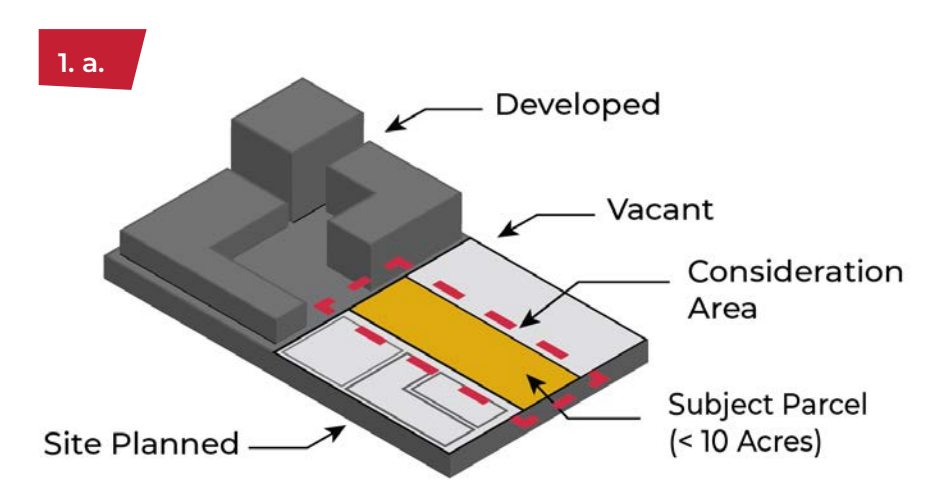


CHAPTER 4 COMMERCIAL

The City of Goodyear aims to foster well-designed, attractive, and high-quality commercial and mixed-use developments that align with the envisioned character of the community. This can be achieved through encouraging a sense of continuity within individual centers and enhancing connections to adjoining neighborhoods, developments, and centers all while allowing the identity of individual businesses to be expressed in concert with the envisioned community character.

The Commercial Design Guidelines will serve as a valuable resource for developers, architects, and other design professionals by providing insight into the City's vision for well-designed, attractive, and high-quality commercial development. While these guidelines establish key architecture and site design elements that are important to the City, they are also intended to give design professionals the flexibility needed to encourage and bring forward creative and innovative solutions for typical, difficult, or even unusual design situations with a focus of achieving balanced access for pedestrians, bicyclists, drivers, and transit users.

The design guidelines and concepts in this chapter are applicable to commercial and mixed-use projects in Goodyear, including retail, service, and office uses, as well as multifamily residential in a mixed-use context in both conventional structures and freestanding arrangements.



4.1. General Guidelines for Commercial

A. Site Design

1. Site Layout

- a. Any development that is less than 10 acres in size shall give consideration to additional building locations, access, circulation, parking, buffering and public spaces for surrounding undeveloped land as specified/determined by the Development Services Director or his/her designee
- b. All buildings on the same site should demonstrate a strong spatial and functional relationship to each other, while also demonstrating a variety of size and mass.
- c. In areas where the commercial development adjoins smaller-scaled, lower density residential neighborhoods, the apparent or perceived scale of the development should respect the neighborhood. This can be achieved in a number of ways. For example:
 - i. Keeping buildings as small as possible, particularly in height;
 - ii. Reducing scale through building articulation and ornamentation;
 - iii. Avoiding large flat walls and large scale design elements;
 - iv. Distributing the project floor area among a complex of smaller buildings; and
 - v. Including moderately scaled multifamily residential within the center, in a horizontal, mixed-use arrangement, to serve as a transition to abutting residential neighborhoods.
- d. Site layout and building placement shall ensure pedestrian connectivity and encourage activity and/ or informal interactions within public spaces.
- e. The site design shall incorporate natural features into the development template such as topography, prominent view corridors, washes and significant vegetation to enhance the character of the development.
- f. Buildings should be oriented towards public spaces and should not back onto existing or planned amenities such as parks and open space unless pedestrian connections, patios or views into the open space are planned.
- g. Projects located at street corners shall be designed with special attention to engaging all street frontages. Rearing buildings onto streets with service doors facing the road shall be discouraged.
- h. Appropriate street and sidewalk widths, block lengths, relationships of buildings to streets, and use of public spaces should be emphasized.
- i. Site design shall incorporate elements that enhance the pedestrian environment, such as features that reflect human scale. Opportunities to enhance the pedestrian experience include the use of covered walkways for shelter and shade, application of authentic and quality materials, as well as pedestrian level lighting elements.

2. Arrival

- a. Entry drives should be located away from street intersections. Reciprocal access agreements are encouraged to minimize curb cuts and enhance the pedestrian environment.
- b. A clearly visible and well-designed project entry should be created using low walls, paving, accent landscaping, and signage to visually link the project site entry to the building(s).
- c. The entry into the development shall be distinguished with hardscape materials such as pavers, or patterned, stamped or colored concrete.
- d. The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete (stamped asphalt shall be prohibited) shall be utilized to serve as a traffic calming function to promote pedestrian safety and to minimize the negative impact of large expanses of black asphalt pavement on parking lots.
- e. Sidewalk connections shall be located on both sides of the arrival driveway and secondary driveways which access a public roadway or primary pedestrian corridor.

3. Access and Circulation

- a. Access drives on side streets are encouraged to maintain efficient traffic flow on major roadways.
- b. Driveway access points and internal vehicular circulation should be located as far away as possible from residential properties, schools, parks and other sensitive land uses.
- c. Entrances into parking lots shall be clearly defined by landscaping and architectural design features that relate to the primary development.
- d. Parking areas should be designed so that pedestrians walk parallel to moving cars in parking aisles minimizing the need to cross parking aisles and landscape islands providing a clear and safe passage to building entries.
- e. Primary on site pedestrian walkways shall be a minimum of six (6) feet in width between the primary pedestrian entrances of all buildings on the site and at a minimum connect to the following:
 - i. An offsite public sidewalk.
 - ii. Any abutting public transit facility.
 - iii. Any abutting existing and planned off-site trails, paths or bikeways.
 - iv. Any abutting commercial development.
- f. Dedicated pedestrian paths through parking areas shall be paved with a hard, durable material (pavers, patterned, stamped, or colored concrete) that differs from the drive aisle in accordance with ADA requirements. Major pedestrian paths should include ramps and should be designed in a manner which avoids sharp 90 -degree realignments.
- g. When adjacent to residential areas, pedestrian access into the development should be provided where appropriate and connect to the site's pedestrian walkway. Convenience access from adjacent development should be prioritized.





✓ Preferred ✗ Discouraged

4. Parking Areas

- a. Parking lots should be designed with a clear delineation of circulation. Major access drives shall be used for circulation, and lower order drive aisles shall be used for direct access to parking spaces.
- b. Reciprocal access shall be required for commercial properties within the same development and should be provided between adjacent properties to allow vehicles to circulate without entering the roadway.
- c. Large surface parking areas, with 100 spaces or greater shall be divided into a series of smaller (50-70 parking spaces, connected parking lots with defined landscaped medians, pedestrian walkways, and intervening pad buildings to reduce the visual impact associated with large expanses of pavement and vehicles.
- d. Parking should be provided within convenient walking distances of all tenants. Walking paths to building from street should comply with ADA specifications.
- e. Place parking between building and residences to provide greater separation between homes and commercial land uses where appropriate.
- f. Planters within parking lot areas should be sized as specified in the City of Goodyear Zoning Ordinance including the curb areas, to support the long-term growth and stability of trees and landscaping proposed.
- g. Parking lots shall include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.
- h. Covered parking canopies shall incorporate a design utilizing color and/or materials similar to the principal structure or center on the site.
- i. Solar panels may be utilized as accessory features on covered parking canopies, provided associated solar equipment is screened from public view. If included within a development, Parking structures should also be designed to accommodate solar panels and equipment in a manner that is incorporated into the overall design. Minimal applications of solar panels that are simply mounted on a surface with no enhanced design incorporation or screening is discouraged.
- j. Carpool spaces, electric vehicle charging stations, bike share locations, and ridesharing passenger pick-up and drop-off areas are encouraged.
- k. Bicycle parking shall be provided within parking areas or adjacent to the entrances to buildings with consideration for shade. Bicycle racks shall be included within the dedicated bicycle parking area. Durable and visually subdued bicycle racks such as "loop racks" and "ribbon bars" are encouraged and should be sized according to parking requirements.
- l. The incorporation of electric vehicle supply equipment (EVSE) in parking spaces can be considered in site-specific installation as follows:
 - i. Design should be appropriate to the location and use. Facilities should be able to be readily identified by electric car users but blend into the surrounding landscape/architecture for compatibility with the character and use of the site.
 - Placement of EVSE along public roadways is prohibited.
 - In retrofit conditions, any existing landscaping or improvements that are removed or impacted for the placement of EVSE shall be replaced as determined by the Development Services Director or his/her designee.

- ii. EVSE parking spaces shall be equipped with wheel stops and bollards to protect EVSE from traffic incidents and shall maintain ADA accessibility.
- iii. EVSE Cords shall be retractable or have a place to hang the connector and cord sufficiently above the pedestrian surface. Any cords connecting the charger to a vehicle shall be configured so that they do not cross a driveway, sidewalk, or passenger unloading area to minimize tripping hazards.

5. Public Space / Pedestrian Amenities

- a. Walkways should be clearly delineated with architectural embellishments (i.e. stamped , broomed, or colored concrete, raised medians, unique handrails, etc) and provide shaded pedestrian refuge areas, which may consist of trees, benches, tables, shade structures or other appropriate elements, where appropriate. Such areas shall be functional and integrated into the site.
- b. The area between buildings should be consciously designed and not an incidental remnant space without a definable function.
- c. Individual site amenities within a commercial project shall have common design features to provide a cohesive environment and a more identifiable character.
- d. Customer entrances shall be designed to provide shade protection with features such as awnings, canopies, arcades, and colonnades.

6. Landscaping

- a. Landscaping shall be used to:
 - i. Enhance aesthetic appearance;
 - ii. Define areas such as building entrances, key activity hubs, focal points, and the street edge;
 - iii. Provide shade for pedestrians and parking areas;
 - iv. Provide screening for unattractive/ unsightly service areas and ground mounted equipment;
 - v. Provide screening for commercial buildings from adjacent residential developments.
 - vi. Serve as buffers between neighboring uses; and
 - vii. Enhance screening around drive through/ drive-up lanes.
- b. Proposed landscaping should continue patterns of established landscape design in the surrounding area.
- c. Site design shall minimize the removal of existing mature trees, cacti, and other existing mature vegetation, where feasible, and shall provide for their protection during construction or shall be replaced with a like-size tree.
- d. Trees shall be incorporated into parking lots to soften the impact of large expanses of paving, reduce heat glare, provide shade, and to reduce glare and heat build-up.
- e. Landscaping shall be protected from vehicular and pedestrian encroachment by raised planting surfaces, sidewalks, or the use of 6-inch curbs. Concrete mow-strips separating turf and shrub areas are also encouraged.
- f. Landscaping should be used in combination with walls to soften the otherwise blank surfaces. Vines planted on walls are encouraged to hide flat wall surfaces and to help reduce opportunities for graffiti.



✓ Preferred ✗ Discouraged



7. b.

7. d.

7. e.

6. l.

6. k.

7. c.

- g. For general landscape areas, only plant material included in the City of Goodyear approved Plant Matrix shall be installed. For plantings in the public right-of-way, use of native vegetation and low water plants shall conform to the Phoenix Active Management Area Low Water Using Plant List, unless otherwise approved. All landscaped areas shall be planted in conjunction with an efficient water system
- h. Landscaped areas shall provide sufficient clearance to fire protection features (i.e. connections, hydrants, and backflow preventers). In areas where hydrants are located the canopy height of trees should be a minimum of 6-feet. In addition, plantings around fire apparatus shall be a minimum of 7-feet away to allow for plant growth.
- i. Permanent and automatic landscape irrigation systems shall be provided for all landscape material, including revegetation on permanent slopes to maintain good and healthy conditions. In natural areas such as in washes or on mountains a temporary system shall be installed and only removed once the landscape is established. The use of water harvesting systems is encouraged.
- j. Proper maintenance of trees and landscaping is required. Pruning should be conducted to maintain the health of the tree or address safety issues. Over-pruning of tree canopies is prohibited. This includes indiscriminate pruning of large swaths of a tree to clear a viewpoint or pruning to reduce the height or overall size of the tree's canopy.
- k. Tree grates should occur along street edges and plazas where a continuous walking surface is needed. Grate sizes should be a minimum of four feet in diameter. Knockouts must be provided to enlarge the inside diameter for supporting a larger tree trunk as the tree grows.
- l. Tree guards should extend vertically from tree grates and serve to protect trees in highly active areas. Tree guards should be narrow and painted in a similar color and relate to other site furnishings.

7. Walls

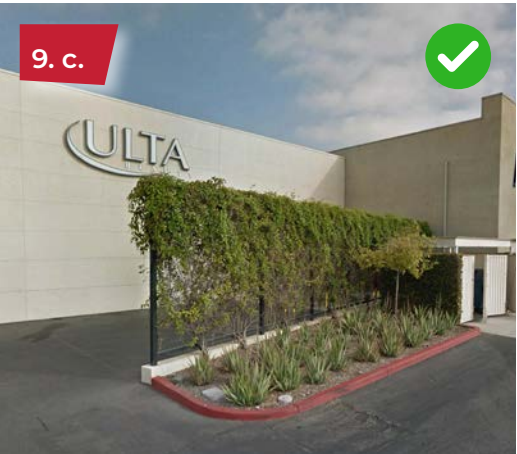
- a. Walls and other site elements shall be consistent with the established thematic character of the development through the use of common colors, materials and architectural style.
- b. Walls adjacent to retention areas, trails, parks or other usable open space areas shall incorporate regular undulation or variation in materials. Where appropriate, view fencing is encouraged.
- c. All non-transparent perimeter walls and/or fences shall incorporate landscaping adjacent to the walls.
- d. If retention walls are necessary as part of a retention basin edge (in lieu of a sloped embankment), they shall be terraced and landscaped to reduce their visual scale. The maximum height of the retaining walls in the retention basin shall be 4 feet. The minimum landscape area between terraces should be 3 feet, subject to Engineering Design Standards.
- e. Where security fencing is required, it shall be a combination of solid columns or short wall segments and tubular steel or wrought iron grillwork. Barbed wire and razor wire are prohibited. Chain-link and similar metal wire fencing with slats is also prohibited.

8. Lighting

- a. Lighting design shall be compatible with the building architecture and utilize fixtures of a consistent type and size within the development (see Article 10 of the Zoning Ordinance for additional information).
- b. The style of lighting poles in a parking lot should relate to the overall architectural design of the commercial center (for additional lighting regulations see Article 10 of the Zoning Ordinance).
- c. Lighting shall be provided within public spaces to provide visual interest as well as to serve a security function.
- d. Light fixtures shall be sited, directed, and/or shielded to prevent spot lighting, glare, or light spillage beyond property lines.
- e. Pedestrian scale lighting is encouraged. The style and color of lighting should relate to the overall architectural design of the primary commercial structure.
- f. Decorative theme lighting, accent lighting or lighted bollards shall be placed along access routes and pedestrian pathways to define areas of visual interest, improve visibility, and enhance safety.
- g. All security lighting shall be designed as part of an overall lighting plan rather than a single stand-alone element. Lighting shall be designed to satisfy both functional and decorative needs. Storefront lighting shall complement the architectural style of the building while providing illumination of building facades and entrances.

9. Loading Areas and Refuse Enclosures

- a. Loading facilities shall not be located at the front of buildings where it is difficult to adequately screen them from public view. Placement of such facilities is generally more appropriate at the rear of the site.
- b. Loading areas, access and circulation driveways, refuse enclosures and storage areas, and rooftop equipment should be located as far as possible from adjacent residences and properly screened from public view.
- c. Loading areas shall be screened from public view with decorative walls, trellis/ green screens, berming with heavy landscaping, dense trees or a combination of such treatments.
- d. Loading areas and refuse enclosures shall be oriented away from arterial streets and adjacent residential areas as specified in the City of Goodyear Zoning Ordinance.
- e. All refuse enclosures should be located outside the minimum setback requirements when they are located adjacent to residential units, open spaces, schools and any other sensitive uses.
- f. Refuse enclosures shall be constructed with masonry walls and metal doors and shall be architecturally compatible with the project.
- g. Refuse enclosures and other accessory features shall not create blind spots or hiding areas.
- h. Landscaping should be used around refuse enclosures to screen and deter graffiti.



✓ Preferred ✓ Acceptable ✗ Discouraged

10. Utilities and Mechanical Equipment

- a. Electronic surveillance equipment or alarm hardware shall be painted to blend in with the adjacent building and any wiring should be concealed or shielded from public view.
- b. Noise generating equipment shall be located away from residential dwelling units, public spaces and pedestrian areas.
- c. Backflow preventers for landscape irrigation and domestic water shall not be located at visually prominent locations and shall be well screened with shrubs, berming or low-screen walls.
- d. Roof access ladders and roof drains/downspouts shall be internalized within the building.
- e. Mechanical equipment, ground and roof mounted, shall be screened from public view or placed in underground vaults. All screening materials shall be compatible with the colors, materials, and design of the building.
- f. Wall mounted utility boxes, pipes and equipment shall be recessed in architectural features and painted to match the building.
- g. If located in a prominent pedestrian area or view corridor, Wall mounted utility boxes, pipes and equipment shall be recessed in architectural features and painted to match the building.
- h. The associated equipment of solar panels shall be screened from public view.
- i. For projects abutting single-family residential homes, mechanical equipment shall be screened from all adjacent second story windows.

11. Public Art

- a. Works of art should be compatible in scale, material, and form with their surroundings. Consideration shall be given to the architectural, historical, geographical, and social/cultural context of the site.



- b. Murals and other forms of visual art may be appropriately integrated into the site provided that it does not function as additional signage by advertising a business, product, or service on site.
- c. Murals should not compete with or overwhelm existing architectural features such as windows with trim, moldings, entryways, or similar detailing. Murals shall be painted in designated areas of the building which fills a select plane or portion of the building. Application of murals over multiple planes of a building is prohibited.



B. Architecture & Building Design

The following architectural standards for commercial development serve two purposes: first, to create an overall sense of connection with Goodyear, while also expressing the unique identity of each center and individual building; second, these standards aim to deliver structures that are human-scaled, visually captivating, and inviting for pedestrian engagement.

1. Design Theme

- a. A commercial complex shall establish and maintain a consistent architectural style with individual buildings designed with complementary forms and materials.
- b. All buildings in a commercial complex shall be coordinated with regard to color, texture, materials, finishes, and form.
- c. All four sides of a building shall receive consistent architectural treatment. However, the highest level of articulation and detail shall occur on the front façade and facades generally visible from the street and other public spaces. Blank windowless walls should be avoided when facing a public street.
- d. Site features including landscaping, outdoor furniture, and site fixtures shall conform to the architectural theme of the commercial center.

2. Massing and Articulation

- a. Building mass should be broken by dividing the building into smaller components and creating functional public space and pedestrian oriented areas between buildings.

b. Building mass/height should relate to adjacent sites to allow maximum sun and ventilation, protection from prevailing winds, and to enhance public views and minimize obstruction of view from adjoining structures.

c. Building scale and architectural massing of new projects should incorporate elements for a reasonable transition to adjacent existing, or future developments.

d. The incorporation of balconies or tower elements onto or within the building form is encouraged for both practical and aesthetic value. Balconies should be integrated to break up large wall masses, offset floor setbacks, and add human scale to buildings.

e. Perceived building mass shall be reduced by dividing the building mass into small-scale components which can be achieved by including a well-defined base, middle and top to the building using the following techniques:

i. Creating an identifiable base that extends two or more feet up from the finished grade and includes elements such as low planters and walls, base planting, an integrated base architectural veneer banding (wainscot), the addition of covered walkways, trellises, colonnades, or architectural awnings that provide deep shadow and emphasize the ground floor and the use of enhanced architectural detail and treatments defined by a different material, texture or color.

ii. A well-defined middle may be achieved
- through a change in material occurring between the first and second floors, a step back in massing from the ground floor façade, a variation in window size from the ground floor, and the addition of sunshades or other exterior building features designed to prevent direct sunlight into the building.

iii. A well-defined building top may be achieved by utilizing features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments.
- f. Additional techniques that can be used to further reduce massing through the increase of building articulation are as follows:

i. The use of colonnades along street fronting facades should be considered to add pedestrian scale and interest.

ii. Architectural treatments, such as columns, pilasters, or other projecting elements which are at least one inch wide and eight inches deep and repeat at least every 50 feet

iii. The incorporation of curtain walls, projections or recesses at least one foot in depth at regular intervals of at least 50 feet.

iv. Provide at least one building corner or projection.

v. Surface detailing, such as different colors, score lines, heavy stucco, or the different types of block shall not serve as a substitute for distinctive massing.

vi. Alternative designs may be proposed and will be reviewed for consistency with the intent of this section by the Development Service Director or his/her designee upon request.



- vii. Portions of commercial buildings adjacent to and visible from residential properties should always be stylistically consistent with building elevations facing public view.

viii. Multiple buildings in a single project should employ variety in size and mass to provide visual interest.

ix. Building mass and scale should be compatible with adjacent lots and buildings. Taller buildings or taller portions of a building should be located internally to a site with building heights stepping down as they reach the edges of site where smaller scaled development exists.





3. Fenestration

- a. Windows and doors should include visually prominent framing and accent elements. Materials, shape, and proportions shall complement the architectural style of the building.
- b. Windows shall employ design details appropriate to the architecture, such as mullions, arched windows, shutters/faux shutters, window surrounds, awnings and canopies to break the scale of the facade into smaller components.
- c. Whenever a building is proposed, the facade should be broken down into a series of appropriately proportioned "structural bays" or components typically segmented by a series of columns, masonry piers, or other architectural treatments.
- d. Architectural elements, such as overhangs, trellises, projections, awnings, insets, material, texture, and color, shall be used to create shadow patterns that contribute to the building's character.
- e. Faux windows shall not be overly illuminated in an unnatural manner.
- f. Faux garage doors or loading doors are prohibited.

4. Roof Planes

- a. A variety of roof types are permitted. Distinct and interesting rooflines instead of flat roofed structures are encouraged. A substantial cornice should be used at the top of a parapet wall or roof edge, providing a distinctive cap to the building facade.
- b. Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are prohibited. Where a sloped roof is to be incorporated, use a hip, gable or shed form.
- c. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- d. Roof overhangs which create usable shade on sidewalk areas are encouraged.
- e. Rooflines shall be varied in height and form. Parapet rooflines shall be varied by stepping up and down or incorporating pitched roof elements. Rooflines shall be broken at intervals no greater than 50 feet long by changes in height or step-backs.
- f. Flat roofs, mansards and veneer parapets are discouraged. Full roof treatments are recommended over decorative parapets hiding flat roofs.
- g. Parapet walls shall be designed and constructed in a manner to appear as a solid, three-dimensional form (360 degree treatment) rather than a veneer placed on the primary facade alone. Parapets should include one or more of the following detail treatments:
 - i. Pre-cast elements;
 - ii. Continuous banding or projecting cornices;
 - iii. Dentils;
 - iv. Caps;
 - v. Variety in pitch (sculpted);
 - vi. Clean edges without unfinished flashing.
- h. Deep overhangs should be integrated to create shadow and add depth to facades.

5. Colors and Materials

- a. High-quality, authentic building materials - such as stone, brick, wood, metal and stucco - should be utilized to enhance the building's architectural character and assure a long-lasting building life. Use of materials to artificially simulate another material, such as stucco used to mimic wood shall be considered by the Development Service Director or his/her designee.
- b. The selection and placement of building materials should provide visual interest at the pedestrian level. Materials and colors should be used to enhance buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms.
- c. Material changes shall occur at intersecting planes, preferably at the inside corners of changing wall planes or where architectural elements intersect, such as pilaster, projection or fence line.
- d. A variety of materials and colors shall be used to enhance different parts of the building's façade including, but not limited to, brick, stone, and masonry in appropriate quantities with the proposed elevations.
- e. Side and rear facades visible to the public shall include materials of equal quality to the front façade.
- f. The use of metal siding exclusively on any building is prohibited, unless used as a decorative element to accent a particular architectural style.
- g. When stucco is utilized a light to smooth finish is required and shall be blended with other finish materials, such as stone, brick, wood, and/or iron.
- h. Exterior building colors should be compatible with the surrounding development and/or residential neighborhood setting and should be in keeping with the geographic and climatic conditions specific to Goodyear.
- i. Bright primary colors shall be limited to trim and accent features only.

- j. Franchise/Corporate businesses should incorporate the architecture and color theme of the overall commercial project to form a consistent theme throughout. Franchise/corporate colors and themes, on individual buildings, are prohibited when they do not integrate with the palettes and themes of the overall center; centers shall carry a cohesive and planned theme.

6. Storefront Design Guidelines

- a. Overall commercial projects should have details that are repeated across the primary facade of the building(s) so as to integrate the multiple storefronts into the character of the entire facade of the building and commercial project.
- b. The main entry into a store shall be emphasized at the street to announce a point of arrival in one or more of the following ways:
 - i. Flanked columns, decorative fixtures or other details;
 - ii. Recessed within a larger arched or cased decorative opening;
 - iii. Covered by means of a portico (formal porch) projecting from or set into the building face;
 - iv. Punctuated by means of a change in roofline, a tower, or a break in the surface of the subject wall; and,
 - v. Other means which meet the intent.
- c. Buildings situated at the corner of a public street should provide a prominent corner entrance to retail shops.
- d. Commercial storefront entries should be recessed and/or sheltered by a covered arcade structure, colonnade, canopy, or awning.
- e. Doors should be designed and constructed to be an integral part of the architecture of the building.
- f. Doors to retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of a 50% glass area should be provided.



- g. Storefront windows should be as large as possible in order to maximize the visibility to the storefront displays and retail interior.
- h. Any window signage shall be so placed as to provide a clear and unobstructed view of the interior of the business establishment from the sidewalk. Mirrored treatments or film applied to windows is prohibited.
- i. Use of clear glass (at least 88% light transmission) on the first floor is required.
- j. Interior storage areas, utility areas and other areas enclosed with building materials from a tenant improvement shall be screened from exterior view.
- k. Security bars (defined as those clearly visible and fixed to windows or the facade) and roll-up metal security doors shall be concealed from public view.





✔ Preferred ✖ Discouraged



4.2. Specific Commercial Use Type Guidelines

A. Neighborhood Market and Local Commercial Development

Neighborhood Market and Local Commercial typically includes grocery store/drug store anchor(s) with a series of smaller shops tailored to serve the local community without disrupting the residential character of the neighborhood. They may also have one or more freestanding building sites. Because they are usually located in or next to residential areas, the major design consideration related to neighborhood centers is the interface between the center's service activities and adjacent residences. This section applies to centers which envision having a planned gross square footage of less than 150,000 square feet.

1. Site Layout

- a. Building and parking placement should incorporate or compliment the natural topography and vegetation, as well as the surrounding built environment.

2. Access and Circulation

- a. Site layout shall ensure that automobiles and delivery vehicles will not back out into existing major roads.
- b. There shall be a delineated clear route for delivery vehicles, with appropriate geometric design to allow turning and backing for semi-trailer truck (with a wheelbase of 40 feet) vehicles.
- c. Large parking lots (over 40 spaces) shall add pedestrian way(s) that safely separate pedestrians from vehicular traffic.

3. Walls

- a. Use different materials, textures, colors, patterns, lighting, canopies, landscape treatments, and public art to create visual interest on blank and unbroken walls.

4. Lighting

- a. No lighting should be directed into travel ways or adjacent properties under different ownership.
- b. The light source of the building facade illumination should be concealed.

B. Area Retail Hub

Area Retail Hub refers to developments and activities that provide commerce, business, and services to the broader community that includes several neighborhoods or even the entire municipality or multiple other jurisdictions. Characteristics of area retail hub include several large stores either connected or in separate pads sharing a common parking area with ample capacity to serve an overall community effectively and efficiently. Because these developments are often located on major arterials and separated from residential uses, the design criteria for area retail hub developments focuses on appropriate safety, access, scale, and aesthetics as well as complementing the overall character of the City.

1. Site Layout

- a. Angled or sculpted building corners and/or an open plaza are encouraged at a corner.

2. Arrival

- a. Project branding, special embellishments, special paving treatments, mature, full-sized landscaping, and other appropriate design features should be used to unify a project.
- b. To foster a strong “sense of entry”, the primary vehicular entrance should be aligned with a prominent architecture, landscape or some other strong focal point of interest.

3. Access and Circulation

- a. All Area Retail Hub developments shall provide at least one contiguous pedestrian walkway from the right-of-way to an anchor building or a common walkway that provides access to the primary entrances of each tenant space. This walkway shall be separated from all vehicular movements except where drive aisle crossings are necessary.
- b. An on-site pedestrian circulation system shall link the various pads, buildings and public spaces throughout the site.

- c. All walkways that traverse vehicle drive aisles shall be distinguished with various hardscape materials such as specialty pavers or stamped colored concrete. Decorative materials should be used to clearly delineate pedestrian travel areas from drive aisles. Specialty paving materials for walkways shall be developed in accordance with ADA requirements.
- d. Decorative paving materials and/or use of colored sidewalk and pavement areas shall be utilized at pedestrian and automobile contact zones to provide definition to pedestrian space.
- e. Ridesharing, wayfinding and loading areas should be incorporated into the project design.
- f. Site layout shall ensure that automobiles and delivery vehicles will not back out into existing major roads.
- g. There should be a delineated clear route for delivery vehicles, with appropriate geometric design to allow turning and backing for semi-trailer truck (with a wheelbase of 40 feet) vehicles.





4. Parking Areas

- a. Parking lots shall be screened from public streets and should be located behind buildings where possible.
- b. Parking lots shall be separated from the sides of buildings by a raised walkway or landscape strip that contains a minimum 6-feet width of landscaping.
- c. Parking lots for Area Retail Hub should not occur entirely in front of the building. A minimum of 15% of the overall parking should be placed to the side or rear of the building or inline shops. Additional requirements may be found in the Zoning Ordinance.
- d. Provide continuous landscape planting strips between every third row of parking. Provide trees in the planting strips for shade. This landscape strip should be a minimum of 6-feet in width, not including a 6-inch wide curb and a 12-inch wide concrete strip on both sides (the planting strips should be wider if they contain a pedestrian pathway) and contain shade elements such as structures or mature trees.
- iv. Elements which resemble an adjacent building, store front or faux storefront; and/or,
- v. An alternative design that meets the intent of the screening requirements.
- c. Substantial massing should occur at the corners of parking structures to anchor the building and keep the structure proportions more in-line with a regular commercial building.
- d. Horizontal openings of parking structures should be broken up with vertical columns, creating a sense of rhythm reflecting the contextual proportions of the center or area.
- e. Solar panels may be utilized as accessory features on parking structures. Parking structures should be designed to accommodate the solar equipment and to be adequately screened from public view.

6. Public Space/Pedestrian Amenities

- a. Individual site amenities within a commercial project shall have common design features to provide a cohesive environment and a more identifiable character.
- b. Outdoor seating with appropriate levels of shade shall be provided.
- c. Bollard design, intended to separate pedestrians from vehicular traffic areas and to light sidewalk surfaces, should be coordinated with other streetscape furnishings.
- d. Bus stop structures should be as transparent as possible to increase unobstructed visibility from the ground level up in all directions.
- e. Visual features, such as fountains, should be incorporated into commercial developments to attract pedestrians. Pop-jet fountains should be considered to install to create a recreationally oriented atmosphere.

5. Parking Structures

- a. The architectural style of adjacent buildings shall be incorporated into the design of parking structures or covered parking areas. Parking canopies shall incorporate a design similar to the principal structures on the site.
- b. The ground level of all parking structures shall be screened from view by one or more of the following:
 - i. Walls containing architectural details and embellishments;
 - ii. Trees and shrubs;
 - iii. Grillwork and/or green screens incorporating decorative metal artwork or panels;

- f. Public art should be deployed in concert with other features, such as a plaza or architectural features that acknowledge and respond to the presence of the art and make the art an integral part of site development rather than a stand-alone object.
 - g. Walkways shall be anchored by special design features such as towers, arcades, porticos, pedestrian light features, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces.
 - h. Commercial developments with multiple tenants shall provide common outdoor plaza areas or similar architecturally integrated public spaces, including seat walls, and enhanced or expanded walkways.
 - i. Outdoor furniture and fixtures shall be compatible with the project architecture and should be considered as integral elements of the project. Outdoor furniture should be included in and shown on all site and landscaping plans.
 - j. Water features are encouraged in locations where reclaimed water facilities are available and easily accessible.
- c. A freeway landscape buffer should contain, as a minimum, one 24-inch box tree and one 15-gallon tree (as defined in the Zoning Ordinance) for every 30-feet of highway-adjacent lot line. Screen walls should be included for large expansive parking areas, large asphaltic areas or loading areas.
 - d. Potted plants and other ornamental landscaping should be provided to enhance courtyards, plazas, and other gathering areas. Trees should drain directly into the subsoil and should be protected by grating in hardscape areas.

8. Walls

- a. Building wall articulation is required on all big box buildings. Exterior wall treatments such as arcades, porticos, insets, colonnades, lower shed roof structures and wing walls can be used to successfully mitigate the appearance of the typical big-box building appearance.

9. Loading Areas and Refuse Enclosures

- a. Big box developments that have outdoor garden centers and storage areas shall integrate these areas into the architecture of the primary building. Screening materials and colors should be consistent with the overall theme of the building.
- b. Truck and dock door loading areas should be provided at an angle, as to obscure expansive views of dock doors/loading doors and shall be screened from adjacent highways, major circulator roads, arterial roads and residential.

7. Landscaping

- a. Landscape intensity should be significantly greater for commercial shopping centers, and should include substantial amounts of plantings around buildings, walkways, and plazas.
- b. The base of big box buildings should be completely surrounded on all four sides by landscaping or enhanced pedestrian pathways except loading and/or service areas.





 Preferred  Acceptable

C. Service Stations

Service stations are intensive uses that are characterized by large areas of paving which permit vehicles to maneuver freely. They have the potential to create significant adverse impacts for adjoining streets and properties. Service stations have historically enjoyed several points of access from adjacent streets to maximize maneuvering flexibility for vehicles. When weighed against the safety risk inherent in multiple driveways, fully flexible circulation clearly can no longer be accommodated. Driveway cuts need to be limited, circulation needs to be channeled, and paved areas reduced.

Although reduced in area, substantial paving can still be expected and should be compensated for by perimeter landscaping. Convenience stores that sell gas shall meet the standards contained in this section.

1. Site Layout

- a. Structures on the site should be spatially related; buildings should be organized into a simple cluster.
- b. The site shall be designed to accommodate all legitimate, anticipated circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscaped areas. All circulation proposals shall meet with the approval of the City Engineer.
- c. In areas developed with a strong street presence, service stations shall be oriented toward the adjacent street, placing any service bay door on the rear of the structure.
- d. Service and car wash bays shall not face residential properties or the public street. Bay door and car wash openings should be oriented so as to reduce visibility from public view and should be oriented away from any adjacent sensitive uses.
- e. The site design for projects located at street corners shall provide some structural or strong design elements to anchor the corner. Reverse orientation services stations are encouraged.

2. Landscaping

- a. Where possible, landscape areas should provide a three-tier system of groundcovers, shrubs, and trees. The use of landscaped berms and/or low screening walls adjacent to sidewalks is encouraged.

3. Lighting

- a. Pump canopies shall not be internally illuminated. Light fixtures should be recessed into the canopy and no glare should be visible from the fixture.

4. Utilities and Mechanical Equipment

- a. Areas should provide self service station sites to allow patrons to service vehicles with water and air. These facilities will need to be located where they do not obstruct the main circulation patterns of the site.
- b. Car wash facilities should be designed to minimize machinery and blower noise levels. Facilities should be oriented away from adjacent sensitive land uses.
- c. On automatic car wash sites, facilities should provide for vacuuming and drying of vehicles upon exiting the car was building. These areas should be carefully oriented to avoid from being a nuisance to adjacent uses.

5. Massing and Articulation

- a. The roofline and architecture of the pump canopies shall be stylistically consistent with the other buildings on the site.
- b. The length of pump canopies shall be minimized as much as possible. If the site allows, pump canopies shall be broken into two separate locations. This reduces the effect of pump canopies dominating other buildings on the site.

D. Mixed-Use Development

Mixed-use development provides more than one use or purpose within a shared building (vertical mixed use) or development area (horizontal mixed use). Mixed-use projects may include any combination of housing, office, retail, medical, recreational, commercial or industrial components.

1. Site Layout

- a. Active commercial uses, including retail, restaurant, and personal services should be located on the ground floor fronting the sidewalk.
- b. Natural amenities such as views and natural features should be preserved to the extent feasible.
- c. Private amenities, such as plazas and open space should be located in the interior of the site or otherwise away from the street.
- d. Non-residential uses located directly adjacent to residential dwellings should carefully consider floor plan layout and window placement to minimize unfiltered and direct views into neighboring properties.
- e. Common areas should be centrally located and designed as courtyards or outdoor rooms. Outdoor furnishings, amenities, public gathering spaces, trees, and trellises for shade should be provided.
- f. Potential privacy-sensitive areas on adjacent parcels should be identified on the site plan, and details should be provided on how the proposed design has addressed them.
- g. All buildings should be sited to reduce visual, auditory, odorous, and other conflicts between residential uses and other uses on the site.

2. Arrival

- a. Entries that face the primary street may be directly connected to the street's sidewalks. Secondary and residential entrances can be connected to interior courtyards and parking lots.

3. Access and Circulation

- a. Decorative paving materials and/or use of colored sidewalk and pavement areas should be utilized at pedestrian and/or automobile contact zones to provide definition to pedestrian space.
- b. Ridesharing, wayfinding and/or loading areas should be incorporated into the project design.

4. Parking Areas

- a. A dedicated parking area should be provided for residential use and should be clearly distinguished from spaces provided for other uses.
- b. Parking should be concentrated in areas behind buildings and away from the street to the extent feasible.
- c. Parking lot areas, including aisles and/or spaces, should be separated from buildings by a raised walkway and landscape strip.

5. Parking Structures

- a. Where a parking garage is proposed, it should be wrapped with retail and/or other commercial uses at the ground level to allow for continuation of the street scene.

6. Public and Private Spaces

- a. Both private and common outdoor spaces should be incorporated in mixed use developments. Private outdoor courtyard areas for residents only are encouraged. Plazas for public use should also be provided in areas adjacent to commercial uses.



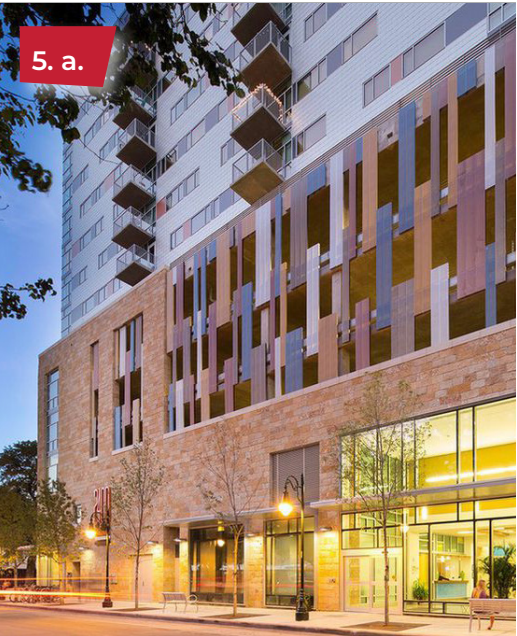
- b. Common open space should be clearly recognizable as accessible and usable by the public.
- c. Publicly accessible outdoor spaces should include seating, trash cans, bicycle racks, and/or other pedestrian amenities.

7. Lighting

- a. Commercial uses should avoid parking lot and security lighting that would impact residential areas.

8. Fenestration

- a. Continuous storefront windows and individual entrances should be provided for ground floor commercial uses adjacent to the street and sidewalk so as to avoid blank building walls.





10. b.



11. a. i.



11. b.



11. b.



11. c.

9. Loading Areas and Refuse Enclosures

- a. Service or loading areas should be located at the rear of the building and away from residential units.
- b. Service areas for non-residential uses should not be located near residential units or near parking areas for residential units.

10. Neighborhood Context and Compatibility

- a. Natural amenities such as views and natural features should be preserved to the extent feasible.
- b. The design of buildings, driveways, loading facilities, parking areas, signs, landscaping, lighting, solar facilities, and other site features should show adequate consideration for the visual effect of the development upon adjacent residential properties.

11. Incorporate the following additional standards when multi-family is involved

- a. When residential development is incorporated into a mixed-use project, there shall be an enhanced number of pedestrian connections (both major and minor) within the property, providing multiple pedestrian connections between the various uses within the property as well as external to the property.
 - i. Major pedestrian connections shall be a minimum of 8-feet-wide and include a paved path with a combination of shade structures and/or shade trees. Where the connection crosses a roadway, drive-aisle, drive-way or drive-through it will contain decorative pavers and the drive-aisle may narrow, contain a landscape median, contain a raised crossing or other features to calm traffic and provide for safe pedestrian passage.
 - ii. Minor pedestrian connections shall be a minimum of 5-feet-wide and contain a paved path. Shade elements such as shade trees and/or shade structures should be included.

- b. A major plaza (pedestrian plaza/greenspace) or alternative that provides programmed amenity space shall be provided in a centrally located manner that is easily accessible and appears prominent from at least one primary entrance. The plaza should include a major shade amenity and seating and shall be flanked on either side by a large pedestrian path, store fronts, patios and/or have a pedestrian loop surrounding it to serve as a comfortable buffer between an entry drive/couplet roadway.
- c. As the multi-family component interfaces with planned commercial and/or office uses, it should not be fronted with "back of house" type features such as carriage garages or largely walled off patios.
- d. The wall themes and color for the multi-family parcel will complement that of the overall development.
- e. If walls or fencing are constructed, view fencing shall be used between the multi-family and commercial and/or office uses, except where screening of mechanical equipment and refuse enclosures is necessary.
- f. Siting the multi-family activity centers and amenities along the boundary between the non-residential uses and multi-family is encouraged as this brings more pedestrian activity to the area nearest to the commercial.
- g. Each multi-family building shall provide a minimum of one (1) pedestrian connection from the building to an adjacent public sidewalk or major pedestrian connection.



CHAPTER 5 **BUSINESS PARK & OFFICE**

The business park and office design guidelines serve a dual purpose in Goodyear by aiding private development in creating high-quality, aesthetically unified business parks and providing clear direction for achieving attractive, well-designed projects. These guidelines facilitate quality development and will play a crucial role in staff's evaluation of business park and office projects.

Key architectural and site design elements, which align with the City's overall vision for these areas, are emphasized. The guidelines allow developers, architects, and other design professionals to propose creative solutions, fostering fresh ideas and accommodating unique site scenarios, while establishing parameters for design excellence.



Business Park & Office

5.1. Guidelines for Business Park & Office

A. Site Design

1. Site Layout

- a. Buildings should be placed on the site in a coordinated manner to provide order to employee and visitor circulation needs and avoid a complicated development pattern.
- b. In multi-building projects, buildings should be clustered to create a campus like setting that takes advantage of shared open space and pedestrian amenities.
- c. Buildings and open space should be located and oriented to maximize shade and solar energy, reduce energy consumption, and optimize natural heating/cooling.
- d. Public entrances and primary building elevations shall be oriented toward public streets and transit opportunities, with priority given to maintaining minimum distances along sidewalks/pedestrian paths between transit facilities and building access points to enhance overall convenience.
- e. Office buildings should be placed at the minimum required setback to enliven the streetscape and add visual interest. To facilitate, limited parking may occur between the front of the building and the street. However, on corner sites, buildings should be located as near to the intersection as possible.
- f. Buildings on a corner should treat both street sides as “fronts” and include pedestrian-friendly building design features such as windows, doors, walkways, and signage along both streets. If the lot does not reasonably support the ability for the building to treat both streets as fronts, the primary entrance and facade should face the primary street. The secondary front should include windows and use landscaping to create an attractive street edge.
- g. Nuisance generation functions such as, but not limited to noise, glare, smell, or air contaminants should be located as far as possible from adjacent noncompatible uses.

2. Parking and Vehicle Circulation

- a. Parking areas shall not be the dominant visual element of a development as viewed from the street or other public area. The following guidelines shall be followed:

i. Parking areas should be minimized, buildings should not be located in a manner that makes them appear like “islands” surrounded by paved parking areas.

ii. Large parking areas directly in front of buildings are discouraged, however, small customer-oriented parking areas may be appropriate in front of buildings.

iii. To avoid large expanses of paved areas, large parking areas should be divided into smaller parking areas through the use of extensive landscaping, decorative paving, pedestrian walkways, garden walls, elevation changes or similar design features.

b. Driveway access points and internal circulation should be located as far away as possible from residential properties, schools, parks, and other sensitive uses.

c. Once on site, vehicles should not be required to exit onto a public street in order to move from one parking area to another on the same site. The use of reciprocal (common) driveways to provide access to two or more buildings is encouraged.

d. Multi-building projects should be marked by entry features such as monument signs, decorative paving, special lighting, public art, enhanced landscaping, etc.

e. Shared parking and shared access drives are encouraged where practicable.

f. Shaded and covered parking areas are encouraged. Additionally, covered parking areas shall consider the following:

i. Covered parking shall match the character, style, and materials applied to the principal buildings it serves.

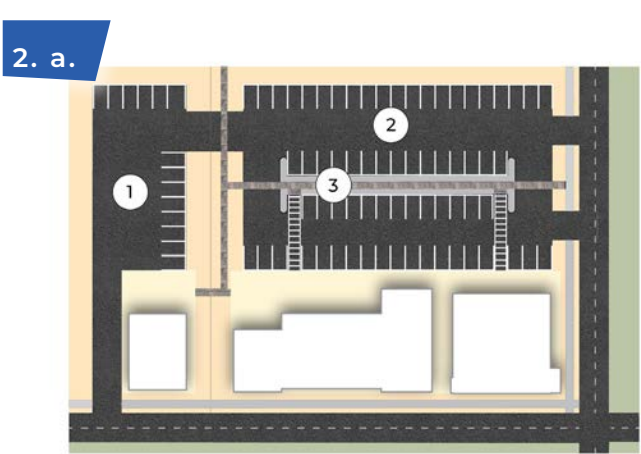
ii. Application of solar panels on covered parking is encouraged.
- g. Parking structures, when provided, should be designed in conjunction with the circulation system and should minimize negative impacts on adjoining properties. Additionally, parking structures should consider the following:

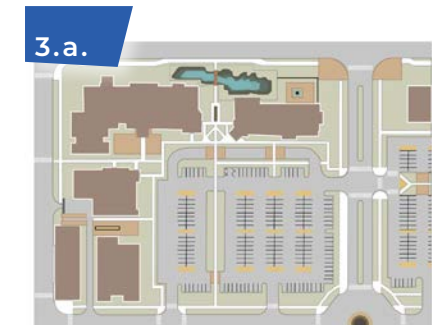
i. Parking structure façades shall be compatible with the architectural character and style of the principal building(s), and should incorporate decorative screening and/ or trellis elements to bring variation and interest to the façade. Consideration should also be given to “cool roofs” (coated with solar reflective materials) or solar panels for parking structure roofs.

ii. Parking structures shall work to reduce its apparent mass by articulating corners and breaking long walls by recessing and/or shifting the wall plane horizontally.

iii. If adjacent to a street, ground level entryways/stairways shall be located along the street edge, and must be easy to distinguish and well lit.

h. Solar panels may be utilized as accessory features on covered parking canopies, provided associated solar equipment is screened from public view. If included within a development, Parking structures should also be designed to accommodate solar panels and equipment in a manner that is incorporated into the overall design. Minimal applications of solar panels that are simply mounted on a surface with no enhanced design incorporation or screening is discouraged.





3. Non-vehicular Circulation & Facilities

- a. In multi-building projects, master pedestrian circulation plans should address connections between buildings and connections to supporting land uses and open space.
- b. Safe and convenient pedestrian walkways shall be provided between buildings and between building entrances and parking areas. Pedestrian access shall be made to adjoining areas where the potential for interaction with the activities or services within these areas is likely. Pedestrian walkways shall be separated from parking areas to enhance safety and reduce conflicts between vehicular and pedestrian traffic.
- c. Pedestrian walkways shall be accessible, safe, visually attractive, and well defined by incorporating two or more of the following:
 - i. decorative pavement,
 - ii. pedestrian friendly landscaping,
 - iii. shade,
 - iv. low-level lighting.
- e. Pedestrian safety measures shall be incorporated, where appropriate, such as changes in paving, callboxes, lighting, and signage, and should incorporate Crime Prevention through Environmental Design (CPTED) standards.
- f. Bicycle parking facilities should be dispersed throughout larger sites and located in convenient and visible areas close to primary building entrances.

4. Views and Screening

- a. Buildings smaller in scale shall be located adjacent to arterial roadways.
- b. Screening is required between non-compatible land uses. Projects are encouraged to utilize a combination of screen walls, berms, landscaping and elevation change to minimize the visual impact of new development. Specifically, screening shall consider the following:
 - i. Screenwalls may consist of architectural wing walls, freestanding walls, or other comparable applications. Screening walls and gates shall be durable, opaque and resistant to weathering.
 - ii. Perimeter walls and/or screen walls visible from public view are required to be architecturally enhanced and shall use style, materials, and colors that complement the project's architecture.
 - iii. Perimeter walls shall incorporate various textures, staggered setbacks, and variations in height, in conjunction with landscaping, to provide visual interest and to soften the appearance of walls. Perimeter walls shall be broken up by pillars or staggered setbacks every 50 feet.
 - iv. Screening levels shall take into consideration intensity of both the development and adjacent uses.
 - v. When additional height is needed to provide adequate screening, berms within landscaped areas should be provided to reduce the perceived height of the wall as seen from public view. The berm/landscape area in front of the screen wall should be landscaped with shrubs and trees that will, at maturity, exceed the height of the wall.
 - vi. If walls are not required for a structural, aesthetic, specific screening or security purpose they should not be utilized.

- c.

Parking adjacent to and visible from public view shall be screened from view through the use of earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.
- d.

Refuse containers or outdoor storage areas shall be located within a decorative masonry wall enclosure with opaque gates. The enclosure materials shall be designed to match the architectural design features of the development. The refuse enclosures shall also be buffered by landscaping when within public view. Trash containers are not required to be located within a walled enclosure when they are located behind screened areas and are not visible from public view.
- e.

Utility/Mechanical equipment screening should be integrated as part of a project's site and building design.
- f.

Where service electrical system (SES) panels may be visible from public view, panels shall be recessed into the building elevations and screened with doors, landscaping, or a solid wall (with landscaping) built of similar building materials and colors of the main development and equal to or exceeding the height of the SES panels.
- g.

Ground-mounted equipment shall be completely screened from view of streets, highways, freeways, parking lots for customers and the general public, and connecting walkways through the use or combination of concrete or masonry walls, berming, and landscaping (with potential exceptions for significantly elevated roadways). Cabinets and screen walls shall be painted to match the principal structure and landscaping shall be provided in front of screening walls. Equipment should not obstruct the view of tenant spaces, monument signs, or driveways and be located outside the required sight visibility zone. The location and design of equipment should be coordinated with applicable utility providers early in the project design to ensure the most efficient and least disruptive alternative.
- h.

Roof-mounted equipment shall be screened through the use of parapets, screen walls, mechanical room enclosures and similar features. When screening is required the tops of screens should be at least as high as the equipment. The use of picket fencing, chain link fencing with slats and metal boxes as screening materials is not acceptable.
- i.

All noise emitting equipment shall be adequately enclosed to minimize noise impact on adjacent uses, especially residential areas.
- j.

Solar panels and associated equipment, when applied, should be integrated into each specific design application (i.e. roof, shade structure, etc.) in a manner that maintains a low profile and consistent/uniform pattern. Where this application is not feasible solar panels shall be screened from public view, or enhanced to complement the architecture of the structure that it is attached to.
- k.

Wireless communication applications integrated into buildings are encouraged, rather than free-standing monopoles.

5. Loading/Unloading

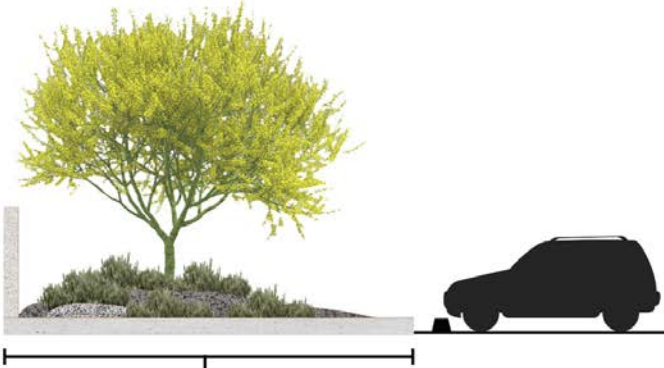
- a.

Short-term pick-up/drop-off or delivery zones shall be provided near building entrances, to facilitate safe and efficient support services.
- b.

Loading and service dock areas shall be located to the rear or sides of a building, away from the main building entrance, or related high visibility areas.
- c.

Adequate areas for maneuvering, queuing, and loading, shall be accommodated on site. Designs which encourage the use of external streets for internal circulation is prohibited.

4.c.



Landscaped berming with screening wall

5.a.



4.d.



4.d.



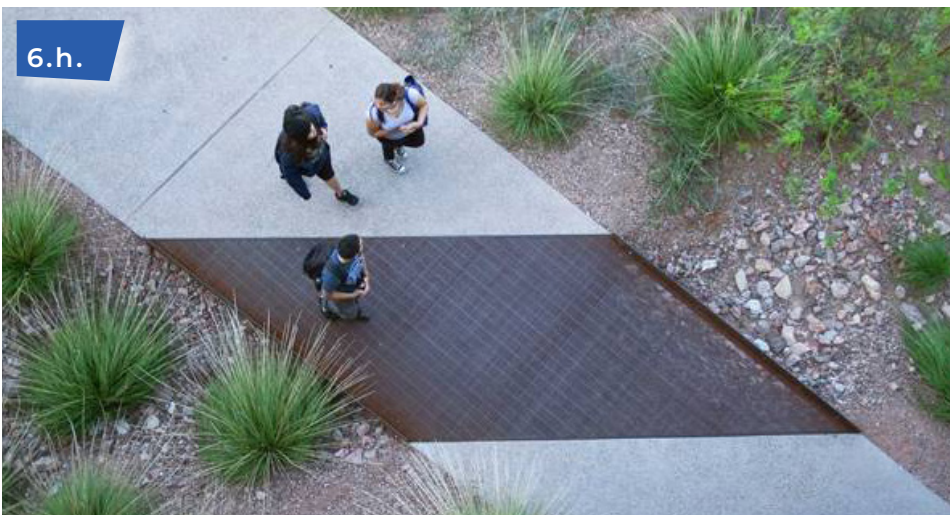
4.d.



✓ Preferred

✗ Discouraged

SECTION 5.1.A



6. Open Space, Landscaping and Shading

- a. Provide open areas and public amenities that employees can enjoy and/or utilize. Such improvements should be appropriate for the intended users.
- b. When provided, outdoor spaces and amenities used for sitting, eating, and gathering are an employee benefit and shall be integrated into the hardscape/ landscape design and include an ample amount of shade.. Placement of such spaces should be located away from loading, storage and trash areas, and should be provided with shade, trash receptacles, etc.
- c. A minimum of one (1) shaded outdoor employee break area should be provided for each building that is designed to exceed 50,000 square feet and support over 100 total employees present onsite.
- d. Plazas and courtyards shall be functional in terms of location, size, and amenities to promote usable, safe human interaction, by including a variety of seating areas, lighting, and direct access from buildings and public rights-of-way. The overall size of the courtyard should be in proportionate scale to the size and height of adjacent buildings.
- e. Minimize the amount of hard plaza pavement which retains heat. Provide only the amount necessary for projected pedestrian circulation and volume.
- f. Incorporate existing natural features such as trees, topography, washes, and vegetation into project designs.
- g. Drainage patterns established by engineering requirements shall be maintained but shaped into natural forms when possible. Further, supporting infrastructure elements such as stormwater retention basins should be incorporated into the overall landscape plan. Retention basins that are visible from public streets and common open spaces shall be designed to avoid a “bathtub” or linear channel appearance and landscaped with a combination of vegetative and non-vegetative materials.
- h. If retention walls are necessary as part of a retention basin edge (in lieu of a sloped embankment), they shall be terraced and landscaped to reduce their visual scale. The maximum height of the retaining walls in the retention basin shall be 4 feet. The minimum landscape area between terraces should be 3 feet, subject to Engineering Design Standards. Integration of green infrastructure for stormwater management, such as bioswales or rain gardens, into buffer areas is encouraged.
- i. Landscaping shall be integrated with buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area.
- j. Any part of the site that has been disturbed and is not developed with buildings, structures, loading and vehicular access ways, streets, parking and utility areas, pedestrian walks, and hard-surfaced activity areas shall be landscaped in accordance with the Zoning Ordinance. Portions of the site which are undisturbed natural desert may be left in their natural state.
- k. The application of native, low maintenance, drought tolerant plants is required. Proposed landscape treatment should consider the site’s unique natural character and landscape.
- l. Landscape buffers may be required alongside property lines, building edges, sidewalks or may be stand-alone design elements as specified in the zoning ordinance.
- m. Landscaping should be used to define building entrances, parking lots, and the edges of various land uses. Landscaping should also be used to mask unarticulated walls and other elements of an elevation that are not visually interesting, as well as buffer and screen neighboring properties. Consider safety, environmental impacts, and accent elements when selecting and locating landscaping features.

- n. Landscaping shall create depth and height variation through a stepped approach from street view to building, including perimeter landscaping, landscaping and trees in pathways and parking areas and along the base of buildings, in a cohesive manner that varies height and depth for overall design and aesthetic quality.
- o. Landscaping should be in scale with adjacent buildings and be of an appropriate size at maturity to accomplish its intended purpose. In highly visible areas, taller and larger caliper trees should be utilized.
- p. Landscaping should be grouped into larger areas, rather than distributing it into areas of little impact such as behind buildings, internal yard/loading areas and other areas outside of the public view. An exception to this provision occurs when such landscaping is needed for buffer or screening purposes.
- q. Landscaping should be provided adjacent to the building walls facing the street or otherwise visible to public view to soften building massing. A minimum 5-foot-wide landscape planter should be provided along such building edges, except at main entries and office areas where 10 feet should be provided. The use of landscape elements adjacent to walls is also encouraged to reduce their visual impact and opportunities for graffiti.
- r. Groupings of trees and architectural shading elements such as trellises, canopies, and awnings should be provided. These serve to reduce heat retention of paved surfaces, increase ground permeability of unpaved areas and offer sun protection for pedestrians. Additionally, the following applications should be considered:
 - i. Provide continuous shade by means of arcades, canopies, and awnings adjacent to buildings and in high pedestrian traffic areas.
 - ii. Use deciduous trees along south and west facing building facades and in pedestrian areas to provide shade during summer months. Further, consider providing filtered shade by means of deciduous trees, lattice, or pergola coverings which reduce temperatures in summer, yet allow sun in winter.
 - s. Canopy trees and other forms of landscaping in parking lots shall be used to break up the scale of large parking lots, provide additional shading and reduce “heat island” impacts.
 - t. Create large planting islands at the ends of parking rows in accordance with the Zoning Ordinance.
 - u. Landscaped areas shall provide sufficient clearance to fire protection features (i.e. connections, hydrants, and backflow preventers). In areas where hydrants are located the canopy height of trees should be a minimum 6-feet and the clearance radius around the hydrant should be a minimum of 7-feet.
 - v. Use structural art and/or sculpture gardens as focal points within project designs.
 - w. Water features should be used selectively and designed in a manner that visitors will have the ability to enjoy the cooling effects of the water, rather than simply utilizing for ornamental applications. Consider summer evaporation loss and water conservation practices when designing and siting water features.



- x. Water features in locations where reclaimed water facilities are available and easily accessible are preferred.
- y. Areas proposed for future development on a site shall be treated and/or managed for dust and erosion control during Phase 1 of the project, particularly if the next construction phase will not begin for at least twelve months. Landscaping along right of ways and buffering of existing adjacent development shall be provided as specified by the zoning code.





7. Exterior Lighting

- a. The use of lighting to provide nighttime interest to the site and highlight architectural features is encouraged. Lighting an entire building or major portion of a building is discouraged. Night lighting of buildings may be used to highlight special building features, emphasize repeated or decorative elements, and use the combination of light and shadow to articulate the building facade. However, lighting that provides for the complete, undifferentiated illumination of a facade with bright light shall be avoided.
- b. Promote the use of energy efficient lighting types. Glare shall be minimized by using soft or reflected lighting. This helps create a sense of security, but also enhances the pedestrian experience. Lighting shall be down faced so as not to cause night sky pollution, nor flood any adjacent uses.
- c. Uplighting or fixtures used to accent architectural features, materials, colors, style of buildings, or art shall be located, aimed, and shielded so that light is directed only on those features. Such fixtures shall be aimed or shielded so as to minimize light spill into the dark night sky.
- d. The location, height and design of light fixtures should correspond to anticipated use. Lighting of pedestrian paths with bollards and generally smaller fixtures at a human scale is encouraged for use in illuminating changes in grade, steps, path intersections, seating areas and any other features along a movement path which, if left unlighted, would create an unsafe situation (See Zoning Ordinance for additional information).
- e. The design of lighting fixtures and their structural support should be of a scale and architectural design compatible with on-site buildings. A lighting fixture standard theme should be provided throughout the overall project, including multiple building projects.

- f. Security lighting that is both effective and attractive to promote a safe and secure facility should be provided. Lighting fixture placement should provide the best illumination for outdoor areas such as parking, shipping and receiving, pedestrian walkways, employee amenities, and work areas.
- g. Motion sensor lighting is encouraged. This lighting feature allows for a constant low illumination but may brighten to full strength when a motion is detected.

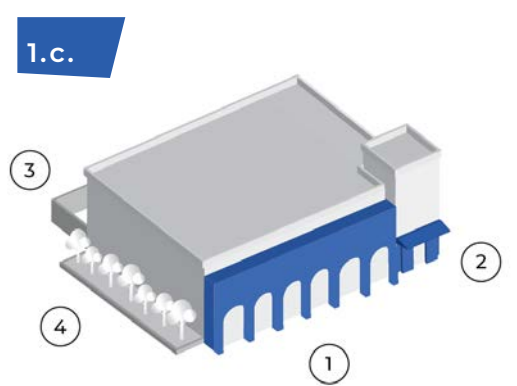
8. Site Accessories & Security

- a. Site accessories such as bicycle racks, storage areas, trash receptacles, planters, benches, ev equipment, shade structures and lighting shall be designed as integral components of the project. The architectural character and use of materials for these elements shall be consistent with the overall project design. Such features shall complement but not interrupt connecting walkways.
- b. Internal gyms with changing rooms, showers, and lockers to allow employees the opportunity to bicycle or jog to work, and exercise during the day within buildings that are designed to be greater than 50,000 square feet and support over 100 total employees present onsite are encouraged.
- c. Carpool spaces, electric vehicle charging stations, bike share locations, and ridesharing passenger pick-up and drop-off areas are encouraged.
- d. Projects may have specific security needs which should be incorporated into the site design of the projects.

B. Architecture & Building Design

1. Building Design

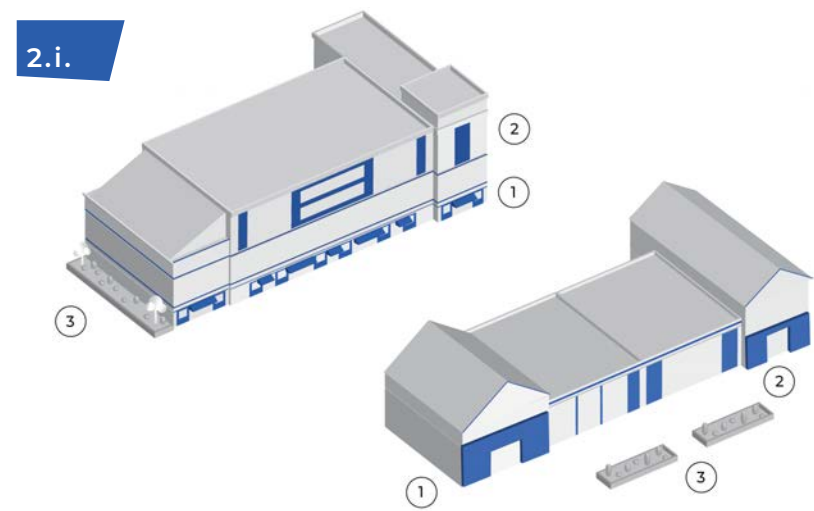
- a. While embracing architectural diversity, buildings shall reflect the innovative character of hi-tech, employment-based industries consistent with the character imagery included within this document.
- b. Proposed uses will dictate modern influences in the form, materials and style of the architecture throughout the development and shall be consistent with the desert environment.
- c. Encouraged architectural qualities and design elements for buildings are:
 - i. Building modulation indentations and architectural details;
 - ii. Building entry accentuation;
 - iii. Screening of equipment and storage areas; and
 - iv. Landscaping to soften building exteriors and buffer between uses.
- d. Buildings within the same planned development shall be designed to provide a clear, unified, and easily identifiable image. Methods to achieve this include using similar architectural styles and materials, complementary roof forms, signs, colors, and decorative pavement.
- e. Stand-alone buildings within larger developments should maintain a stylistic or thematic expression that ties the individual building to the larger development. However, precise replication of building design is discouraged.
- f. Corporate identity and design themes should be secondary to the character of the surrounding neighborhood or community and be consistent with the architecture style of the larger development.
- g. Consistent architectural style shall be used for a building and the site elements that relate to it (i.e. screen walls, planters, trellises, benches, bollards, garbage containers, street furniture, EVSE equipment, etc.).
- h. Buildings on a corner should architecturally treat both street sides as “fronts” and include pedestrian-friendly building design features such as windows, doors, walkways, and signage along both streets. The primary entrance and facade should face the primary street and the secondary front should include windows and use landscaping to create an attractive street edge.
- i. Long, unbroken building facades are prohibited. Building facades with varied front setbacks should be provided to give visual interest from public view. Facades should be articulated a minimum of every 50 feet to provide a visual effect that is consistent with the character and scale of the area.
- j. All façades have a high level of architectural detail. However, the highest degree of building offsets and architectural detail should be focused on a building’s public frontage.
- k. Rear and side-wall elevations should provide building offsets and architectural details similar to the front facade. All elevations generally visible from public view shall reflect the overall design, colors and textures used on the front facade.
- l. Taller buildings or portions of a building should be located internally to a site with buildings stepping down in height as they reach the edges of sites that are adjoined by smaller scaled development.
- m. Roof drain elements and ladders for roof access shall be internalized within the building.



2. Building Massing

- a. All structures shall implement the following massing reduction techniques to add visual interest and help to diminish the perceived scale of buildings:
 - i. Implementation of material changes on all elevations;
 - ii. Provision of architectural relief in the form of architectural projections or building recesses (2-foot minimum); and, or,
 - iii. Changes in texture, materials or color (color shall not be used as the exclusive method);
 - iv. Use of horizontal and vertical architectural articulation;





- v. Use of varied architectural forms and shapes where consistent with the architectural style;
- vi. Provide weather and sun protection, such as ornamental overhangs, awnings, canopies, etc. to create shade and shadow and mitigate climatic and solar conditions
- vii. Recessed windows and other recesses, or other glazing techniques;
- viii. Recessed or projecting vertical column treatments;
- ix. Articulating details around doors, windows, balconies, plate lines, recessed design elements, interesting cornice treatment details, exposed expansion joints, reveals, change in texture, grillwork or other methods of visual relief;
- x. Additional architectural emphasis to certain parts of the building such as entries, corners, and/or showroom or office spaces.
- b. The extent and size of massing reduction techniques should relate visually to the overall scale of the building.
- c. The mass of large buildings with long horizontal planes or multiple stories are encouraged to be broken down into a group of smaller buildings clustered into a campus setting.
- d. Buildings should relate to each other in their massing and forms. Larger masses should be located at the center of a buildings composition, with smaller forms stepping outwards and down.
- e. Design buildings to step back and step down to follow natural terrain and help break up the overall massing. "Stepped down approaches" are especially appropriate for breaking up larger structures.
- f. When breaks in massing, materials changes or other enhancements occur at the corner of a building which is visible from public view, the treatment should be wrapped around the corner to provide a finished appearance to the corner element.
- g. The use of berming adjacent to buildings to soften building mass is encouraged.
- h. Architectural enhancements should extend to upper portions of building walls that are visible from public view. This provision includes the upper portions of building walls which may be concealed by screen walls.
- i. Facades having a recognizable "base" feature are encouraged. In portions of the building with active uses, a higher level of fenestration is further encouraged on the ground floor. The base feature should be high enough to relate in proportion to the scale of the building. Examples of techniques that can be used are as follows:
 - i. Richly textured materials (i.e. tile or masonry treatments), panels or reveals;
 - ii. Materials and colors (color stripes are not acceptable as the sole treatment); and/or,
 - iii. Raised planters and other forms of enriched landscaping.

3. Building Entries

- a. Entry and office areas shall portray a quality appearance, relate visually to the rest of the building in terms of design and proportion, and should not appear as an added-on or unrelated element.
- b. Building entry and office areas shall be visually distinct and have a pedestrian orientation.
- c. Building entries and office areas should face and be oriented toward the street and incorporate window elements as a dominant feature.
- d. Main entries should be highlighted through the massing of the building. Entries should be emphasized by providing height differences or variations in the horizontal plane between entry/office elements and the rest of the building facade. Additional highlighting of office entries should also be provided through various architectural enhancements. This may include, for example:
 - i. Recessed entries;
 - ii. Windows;
 - iii. Use of columns or colonnade;
 - iv. Arcades;
 - v. The use of lighted bollards and other similar accent details;
 - vi. Provision of plaza, courts, fountains, seating areas or similar pedestrian oriented detail;
 - vii. Enhanced landscaping design and materials;
 - viii. Freestanding or attached entry structures provided they are compatible with and related to the building architecture and do not look like add-on afterthoughts;
 - ix. Changes in materials and textures; and,
 - x. Enhanced pedestrian surfaces;
- e. Doors and windows should appear substantial and should not be flush with the exterior finish. Doors and windows should be inset at least 2-3 inches from the front face of the exterior finish.

4. Roof Elements

- a. Roofs should be integral to the architectural theme of buildings. Rooflines should include appropriate variations to avoid long, continuous planes. Where feasible and appropriate to the architectural style for the building, a pitched roof element should be provided over the entry and/or office portion(s) of the structure and/or the corners of the structure.
- b. The rooflines of buildings should consider the design of rooflines of existing buildings as well as future buildings if designed as part of a campus setting. Roof lines may be used to help delineate building entries; introduce additional shapes, angles and shadows; and add visual relief to the tops of buildings, but should also be designed as an integral component of the form of the building, its mass and facade.
- c. Roof mounted mechanical equipment shall not exceed the height of the roof parapet or other architectural features so as to be completely screened from view. In instances where mechanical equipment must exceed parapet height proper opaque screening shall be provided to ensure architectural integration (color, materials, rooflines, etc).
- d. Brightly-colored and highly reflective roof surfaces (including unpainted galvanized metal roofing) that is visible from public view is prohibited.





5. Building Materials/Color

- a. Attractive, durable, quality materials shall be used. Predominant exterior building materials shall be of high quality, energy efficient, and durable. These include, but are not limited to:
 - i. Brick;
 - ii. Stone, natural or faux;
 - iii. Integral color, sand blasted or stained textured masonry;
 - iv. Split-face or scored concrete masonry units;
 - v. Stucco/EIFS;
 - vi. Metal roofs;
 - vii. Concrete and clay tile roofs;
 - viii. Light colored or reflective “cool roofs” (when not visible from public view);
 - ix. Clear and tinted glass;
 - x. Architectural metal; and,
 - xi. Prefabricated steel panels and corrugated metal where architecturally integrated.
- b. The use of materials that artificially simulate another material, such as stucco used to mimic wood, are discouraged.
- c. The use of decorative masonry block such as split face or slumpstone is discouraged as a primary building material unless substantial articulation and detail is provided.
- d. The use of various building materials (i.e. masonry, concrete texturing, cement, plaster, etc.) to produce effects of texture and relief that provide architectural interest are encouraged.
- e. Buildings should incorporate accent materials of a different texture or composition. Acceptable materials include glass, tile, decorative brick or stone, and painted metal accents.
- f. The use of metal siding exclusively on any building is prohibited. Metal siding used for accents on any development shall be of the decorative, architectural metal type. The use of corrugated metal siding is prohibited unless used as a decorative element to accent a particular architectural style.
- g. Material changes should not occur at external corners or offsets along a building façade to avoid a tacked-on appearance. Material changes should occur at “reverse” or interior corners or as a “return” at least four feet from external corners.
- h. Materials should be chosen to withstand abuse by vandals or accidental damage by machinery. False facades and other simulated materials and ornamentation are discouraged. High maintenance materials such as clapboard or shingles are prohibited.
- i. Metal buildings shall be architecturally treated on all four exterior sides of the building. If utilized, metal buildings shall employ a variety of building forms, materials, colors and other architectural treatments to add visual interest. Exterior materials should include stucco, plaster, glass, stone, brick, or decorative masonry.
- j. The use of compatible colors in a single facade or composition is required. Compatible colors add interest and variety while reducing building scale and breaking up plain walls.
- k. Change in color should always be accompanied by a change in plane and separated by a facade element, enhanced architectural detail or other means.
- l. Light, neutral colors should be used on buildings to help reduce their perceived size. Contrasting trim and color bands that help break up the vertical monotony of flat walls are also required.
- m. For larger building surfaces, colors should be muted and subdued. Deeper colors may be used for accenting. Bright colors, and unusual patterns and color schemes are prohibited.

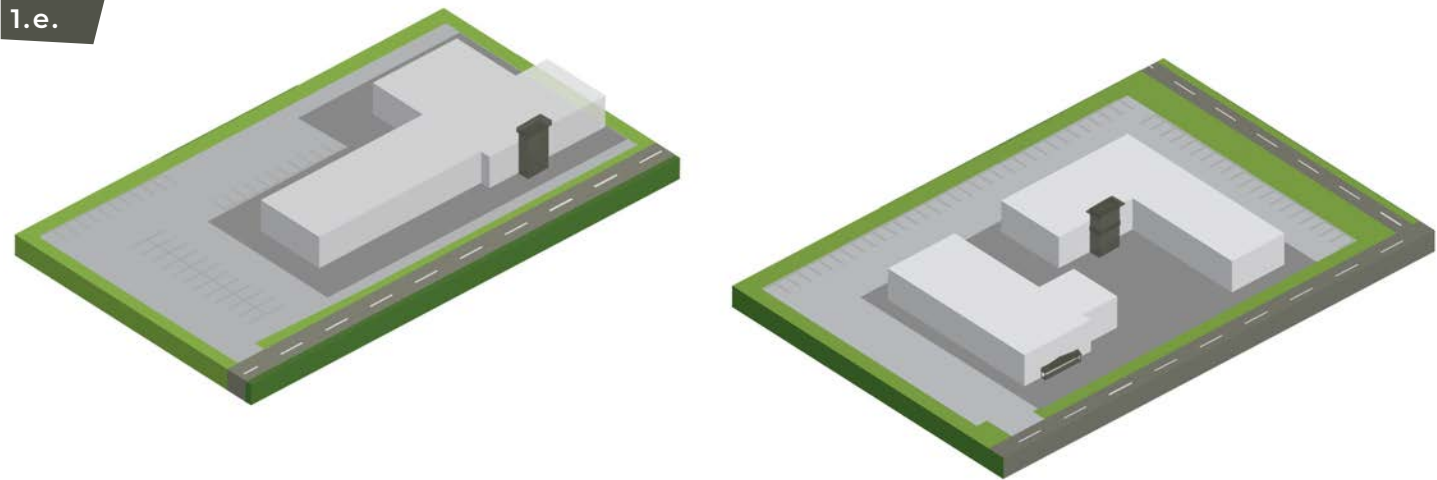


CHAPTER 6 **INDUSTRIAL**

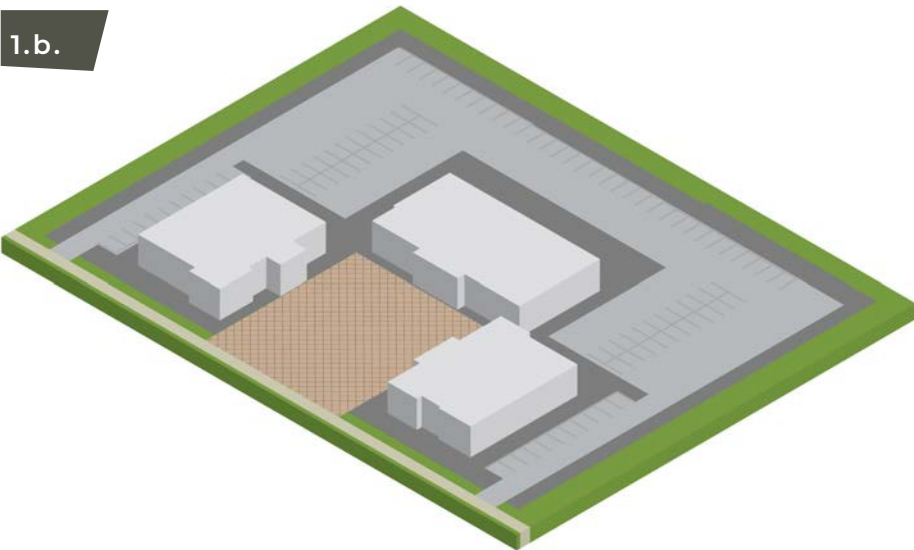
The purpose of the Industrial Design Guidelines is to provide clear direction on achieving well-designed, attractive, and high-quality development within the City. These guidelines play a crucial role in the evaluation of industrial projects by City staff and will serve as a valuable resource for developers, architects, and other design professionals.

Key architectural and site design elements are highlighted in the guidelines, emphasizing their importance to the City's overall vision for employment areas. While the guidelines establish parameters for design excellence, they also empower design professionals with the flexibility to propose creative and innovative solutions. This latitude encourages fresh ideas and accommodates challenging or unique site design scenarios.

1.e.



1.b.



1.d.



1.e.



2.a.



Industrial

6.1. Guidelines for Industrial

A. Site Design

1. Site Layout

- a. Buildings should be placed on the site in a coordinated manner to provide order to employee and visitor circulation needs and avoid a complicated development pattern.
- b. In multi-building projects, buildings should be clustered to create a campus like setting that takes advantage of shared open space and pedestrian amenities.
- c. Buildings and open space should be located and oriented to maximize shade and solar energy, reduce energy consumption, and optimize natural heating/cooling.
- d. When provided, outdoor spaces and amenities used for sitting, eating, and gathering are an employee benefit and shall be integrated into the hardscape/landscape design and include an ample amount of shade. Placement of such spaces should be located away from loading, storage and trash areas, and should be provided with shade, trash receptacles, etc.
- e. Public entrances and primary building elevations shall be oriented toward public streets and transit opportunities, with priority given to maintaining minimum distances along sidewalks/pedestrian paths between transit facilities and building access points to enhance overall convenience.
- f. Employee office spaces, areas accessible to the public (showrooms etc.), or other prominent design features should be located in the front of buildings with orientation to public streets or open space areas and adjacency to employee/visitor parking. All other site uses including loading docks and storage areas should be located on the sides (excluding corner sides) or rear of buildings to limit visibility from streets.
- g. Nuisance generation functions such as, but not limited to noise, glare, smell, or air contaminants should be located as far as possible from adjacent noncompatible uses.

2. Parking and Vehicle Circulation

- a. Parking areas shall not be the dominant visual element of a development as viewed from the street or other public area. The following guidelines shall be followed:
 - i. Parking areas shall be minimized, buildings shall not be located in a manner that makes them appear like “islands” surrounded by paved parking areas.
 - ii. Large parking areas directly in front of buildings are discouraged, except in conditions where large truck courts are placed in the rear or sides of buildings. Small customer-oriented parking areas are preferred in front of buildings.
 - iii. To avoid large expanses of paved areas, large parking areas shall be divided into smaller parking areas (50-70 spaces) through the use of extensive landscaping, decorative paving, pedestrian walkways, garden walls, elevation changes or similar design features.

- b. Driveway access points and internal circulation should be located as far away as possible from residential properties, schools, parks, and other sensitive uses.
- c. Public and visitor areas shall be separated from truck delivery and maneuvering areas with separate access and circulation systems where appropriate.
- d. Vehicular traffic, parking areas and drive aisles shall be configured so that they minimize conflicts with truck traffic and loading activities. Customer parking areas, including a portion of stalls provided for ADA parking, shall be placed near the main public entry and away from loading and storage areas to the greatest extent possible.
- e. Required parking stalls and drive aisles must be used exclusively for vehicle parking and circulation, remain unobstructed and cannot be used as areas for trailer storage, truck maneuvering (except drive aisles), outdoor storage or other outdoor activities.
- f. Once on site, vehicles shall not be required to exit onto a public street in order to move from one parking area to another on the same site. The use of reciprocal (common) driveways to provide access to two or more buildings is required.
- g. Multi-building projects should be marked by entry features such as monument signs, decorative paving, special lighting, public art, enhanced landscaping, etc.
- h. Shared parking and shared access drives are encouraged where practicable.
- i. Shaded and covered parking areas are encouraged. Additionally, covered parking areas shall consider the following:
 - i. Covered parking shall match the character, style, and materials applied to the principal buildings it serves.
 - ii. Application of solar panels on covered parking canopies is encouraged.
- j. Parking structures, when provided, should be designed in conjunction with the circulation system and should minimize negative impacts on adjoining properties. Additionally, parking structures should consider the following:
 - i. Parking structure façades shall be compatible with the architectural character and style of the principal building(s), and should incorporate decorative screening and/ or trellis elements to bring variation and interest to the façade. Consideration should also be given to “cool roofs” (coated with solar reflective materials) or solar panels for parking structure roofs.
 - ii. Parking structures shall work to reduce its apparent mass by articulating corners and breaking long walls by recessing and/or shifting the wall plane horizontally.
 - iii. If adjacent to a street, ground level entryways/stairways shall be located along the street edge, and must be easy to distinguish and well lit.
- k. Solar panels may be utilized as accessory features on covered parking canopies, provided associated solar equipment is screened from public view. If included within a development, Parking structures should also be designed to accommodate solar panels and equipment in a manner that is incorporated into the overall design. Minimal applications of solar panels that are simply mounted on a surface with no enhanced design incorporation or screening is discouraged.
- l. Buildings with an office component, including industrial and business park, shall be designed to bring buildings closer to the arterial roadways and orient office towards the arterial roadway in order to facilitate prominent views and walkability from adjacent development.
- m. General loading and semi-truck traffic shall be separated from general vehicular traffic unless driveway access is limited based on engineering standards and residential impacts.





3. Non-vehicular Circulation & Facilities

- a. In multi-building projects, master pedestrian circulation plans should address connections between buildings and connections to supporting land uses and open space.
- b. Safe and convenient pedestrian walkways shall be provided between buildings and between building entrances and parking areas. Pedestrian access shall be made to adjoining areas where the potential for interaction with the activities or services within these areas is likely. Pedestrian walkways shall be separated from parking areas to enhance safety and reduce conflicts between vehicular and pedestrian traffic.
- c. Pedestrian walkways shall be accessible, safe, visually attractive, and well defined by incorporating two or more of the following:
 - i. decorative pavement,
 - ii. pedestrian friendly landscaping,
 - iii. shade,
 - iv. low-level lighting.
- d. Pedestrian safety measures shall be incorporated, such as changes in paving for crossings, callboxes, lighting, and signage, and should incorporate Crime Prevention through Environmental Design (CPTED) standards.
- e. Bicycle parking facilities should be dispersed throughout larger sites and located in convenient and visible areas close to primary building entrances

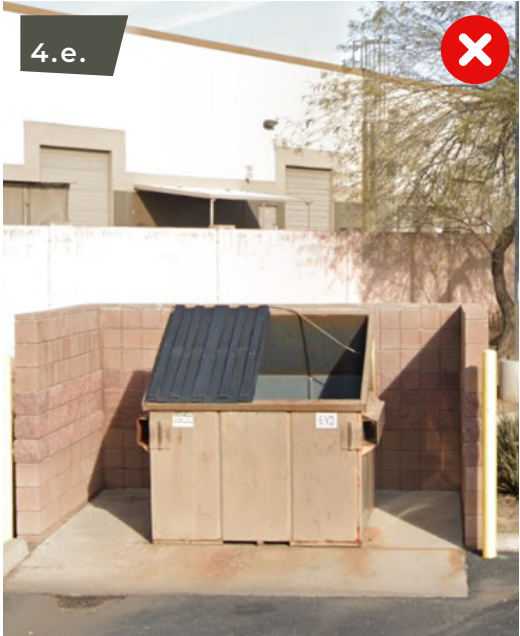
4. Views and Screening

- a. New industrial development should respect the development in the immediate area using setbacks, complimentary building arrangements and avoidance of overwhelming building scale and visual obstructions to views.
- b. Buildings smaller in scale shall be located adjacent to arterial roadways
- c. Screening is required between non-compatible land uses. Projects are encouraged to utilize a combination of screen walls, berms, landscaping and ground elevation change to minimize the visual impact of new development. Specifically, screening shall consider the following:
 - i. Screen walls may consist of architectural wing walls, freestanding walls, or other comparable applications. Screening walls and gates shall be durable, opaque and resistant to weathering.
 - ii. Perimeter walls and/or screen walls visible from public view are required to be architecturally enhanced and shall use style, materials, and colors that complement the project's architecture.
 - iii. Perimeter walls shall incorporate various textures, staggered setbacks, and variations in height, in conjunction with landscaping, to provide visual interest and to soften the appearance of walls. Perimeter walls shall be broken up by pillars or staggered setbacks every 50 feet.
 - iv. Screening levels shall take into consideration intensity of both the development and adjacent uses.
 - v. The maximum height of any perimeter wall or fence in the rear and side yards should be 8-feet measured from the high side elevation. Specialty walls such as screen walls, sound walls and retaining walls should have a maximum height dependent upon adjacent land uses. Walls over 6 feet may require additional architectural treatments if visible from public view.

- vi. When additional height is needed to provide adequate screening, berms within landscaped areas should be provided to reduce the perceived height of the wall as seen from public view. The berm/landscape area in front of the screen wall should be landscaped with shrubs and trees that will, at maturity, exceed the height of the wall.
- vii. If walls are not required for a structural, aesthetic, specific screening or security purpose they should not be utilized.
- d. Parking adjacent to and visible from public view shall be screened from view through the use of earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.
- e. Refuse containers shall be located within a decorative masonry wall enclosure with gates. The enclosure materials shall be designed to match the architectural design features of the development. The refuse enclosures shall also be buffered by landscaping when within public view. Refuse containers are not required to be located within a walled enclosure when they are located behind screened areas and are not visible from public view.
- f. Utility/Mechanical equipment screening should be integrated as part of a project's site and building design.
- g. Where service electrical system (SES) panels may be visible from public view, panels shall be recessed into the building elevations and screened with doors, landscaping, or a solid wall (with landscaping) built of similar building materials and colors of the main development and equal to or exceeding the height of the SES panels.
- h. Ground-mounted utility and mechanical equipment should not be placed in the front setback area. If this is not possible, they should be completely screened by walls and/or dense landscaping. They should not obstruct the view of tenant spaces, monument signs, or driveways and be located outside the required sight visibility zone. The location and design of utility facilities should be coordinated with utility providers early in the project design to ensure the most efficient and least disruptive alternative.
- i. Ground-mounted equipment should be completely screened from view of streets, highways, freeways, parking lots for customers and the general public, and connecting walkways through the use or combination of concrete or masonry walls, berming, and landscaping (with potential exceptions for significantly elevated roadways). Cabinets and screen walls shall be painted to match the principal structure and landscaping shall be provided in front of screening walls. Equipment should not obstruct the view of tenant spaces, monument signs, or driveways and be located outside the required sight visibility zone. The location and design of equipment should be coordinated with applicable utility providers early in the project design to ensure the most efficient and least disruptive alternative.
- j. Roof-mounted equipment shall be screened through the use of parapets, screen walls, mechanical room enclosures and similar features. When screening is required the tops of screens should be at least as high as the equipment. The use of picket fencing, chain link fencing with slats and metal boxes as screening materials is not acceptable.
- k. All noise emitting equipment shall be adequately enclosed to minimize noise impact on adjacent uses, especially residential areas.



- l. Solar panels and associated equipment, when applied, should be integrated into each specific design application (i.e. roof, shade structure, etc.) in a manner that maintains a low profile and consistent/uniform pattern. Where this application is not feasible solar panels shall be screened from public view, or enhanced to complement the architecture of the structure that it is attached to.
- m. Wireless communication applications that are integrated into buildings are encouraged, rather than free-standing monopoles.



✓ Preferred ✓ Acceptable ✗ Discouraged
SECTION 6.1.A



✔ Preferred ✖ Discouraged



5. Loading and Outdoor Storage

- a. Short-term pick-up/drop-off or delivery zones shall be provided near building entrances, to facilitate safe and efficient deliveries and support services.
- b. Adequate areas for maneuvering, queuing, and loading, shall be accommodated on site. Designs which encourage the use of external streets for internal circulation is prohibited.
- c. Loading docks and storage areas should be located and designed for easy access by truck traffic and to minimize circulation conflicts with other site uses. Additionally, loading docks and outdoor storage areas shall consider the following:
 - i. Loading docks and storage areas should be located away from public view on the side or rear of buildings.
 - ii. When it is not possible to locate loading docks and outdoor storage areas away from public view, loading docks and doors should not dominate the building façade and/or should be screened from all adjoining public rights-of-way with a maximum 15-foot tall wall.
 - iii. Loading docks or outdoor storage areas should not be located to face residential areas.
- d. Loading dock doors and high activity areas should be located away from residential areas. The design of overhead doors should also minimize noise through devices such as rubber seals and/or other sound-dampening features.
- e. Fixed hardware for rolling doors shall be located on the inside of buildings.
- f. If more than two dock-high loading doors are provided, then trailer storage spaces shall be provided at the rate of one space per four loading doors. Trailer storage spaces shall have minimum dimensions of 12 feet by 45 feet and shall be located away from public view.
- g. Where trailers, cargo, and other storage containers are utilized on a recurring basis they shall be fully screened from public view.
- h. Outdoor storage should be located to the rear or sides of buildings and must not be visible from public view.
- i. Loading dock doors which are visible from an arterial roadway shall be screened by a wall at a height of no less than 12 feet or up to a maximum height of 15 feet as high as needed to screen the tops of semi-trucks and trailers from view.
- j. The sliding security gates shall be screened in an architecturally designed manner which shields the interior loading or storage areas from the public view. PVC, vinyl, or similar slats inserted into a gate does not constitute architecturally designed manner.

6. Open Space, Landscaping and Shading

- a. Provide open areas and public amenities that employees can enjoy and/or utilize. Such improvements should be appropriate for the intended users. Outdoor public spaces and amenities used for sitting, eating, and gathering are an employee benefit and should be designed into the project. Where provided, they should be located away from loading, storage and Refuse areas, and should be provided with shade, seating, trash receptacles, etc.
- b. Plazas and courtyards shall be functional in terms of location, size, and amenities to promote usable, safe human interaction, by including a variety of seating areas, lighting, and direct access from buildings and public rights-of-way. The overall size of the courtyard should be in proportionate scale to the size and height of adjacent buildings.

- c.

Minimize the amount of hard plaza pavement which retains heat. Provide only the amount necessary for projected pedestrian circulation and volume.
- d.

Incorporate existing natural features such as trees, topography, washes, and vegetation into project designs.
- e.

Drainage patterns established by engineering requirements shall be maintained but shaped into natural forms when possible. Further, supporting infrastructure elements such as stormwater retention basins should be incorporated into the overall landscape plan. Retention basins that are visible from public streets and common open spaces shall be designed to avoid a “bathtub” or linear channel appearance and landscaped with a combination of vegetative and non-vegetative materials.
- f.

If retention walls are necessary as part of a retention basin edge (in lieu of a sloped embankment), they shall be terraced and landscaped to reduce their visual scale. The maximum height of the retaining walls in the retention basin shall be 4 feet. The minimum landscape area between terraces should be 3 feet, subject to Engineering Design Standards.
- g.

Integration of green infrastructure for stormwater management, such as bioswales or rain gardens, into buffer areas is encouraged.
- h.

Landscaping shall be integrated with buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area.
- i.

Any part of the site that has been disturbed and is not developed with buildings, structures, loading and vehicular access ways, streets, parking and utility areas, pedestrian walks, and hard-surfaced activity areas shall be landscaped.
- j.

The application of native, low maintenance, drought tolerant plants is required. Proposed landscape treatment should consider the site’s unique natural character and landscape.
- k.

Landscape buffers may be required alongside property lines, building edges, sidewalks or may be stand-alone design elements as specified in the zoning ordinance.
- l.

Landscaping should be used to define building entrances, parking lots, and the edges of various land uses. Landscaping should also be used to mask unarticulated walls and other elements of an elevation that are not visually interesting, as well as buffer and screen neighboring properties. Consider safety, environmental impacts, and accent elements when selecting and locating landscaping features.
- m.

Landscaping shall create depth and height variation through a stepped approach from street view to building, including perimeter landscaping, landscaping and trees in pathways and parking areas and along the base of buildings, in a cohesive manner that varies height and depth for overall design and aesthetic quality.
- n.

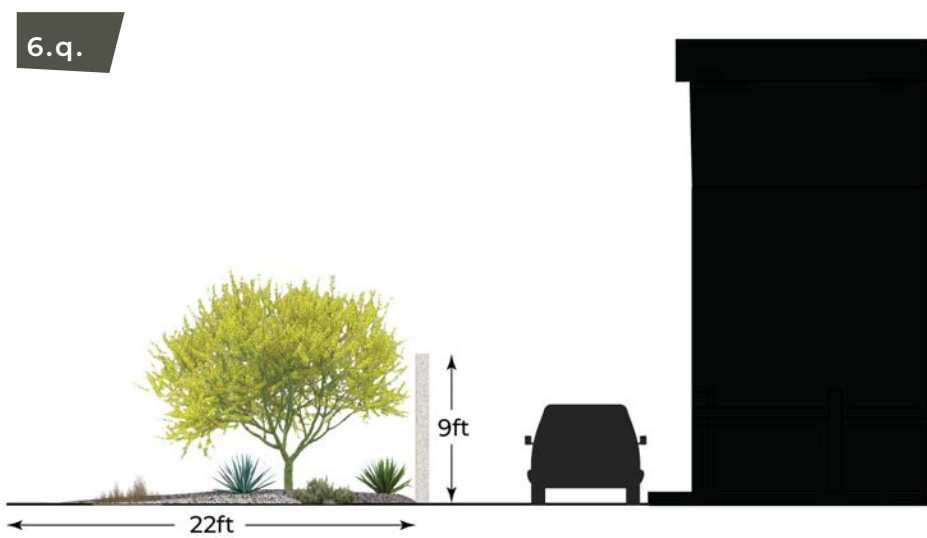
Landscaping should be in scale with adjacent buildings and be of an appropriate size at maturity to accomplish its intended purpose. In highly visible areas, taller and larger caliper trees should be utilized.
- o.

Landscaping should be grouped into larger areas, rather than distributing it into areas of little impact such as behind buildings, internal yard/loading areas and other areas outside of the public view. An exception to this provision occurs when such landscaping is needed for buffer or screening purposes.





6.p.



6.q.



6.s.



6.t.



6.v.



6.r.i.

- p. Landscaping should be provided adjacent to the building walls facing the street or otherwise visible to public view to soften building massing. A minimum 5-foot-wide landscape planter should be provided along such building edges, except at main entries and office areas where 10 feet should be provided. The use of landscape elements adjacent to walls is also encouraged to reduce their visual impact and opportunities for graffiti.
- q. Screen walls and wing walls that are greater than 8 feet in height should be fronted by a landscape area at least 10 feet in width, in order to soften the mass of the wall and provide adequate space for berming.
- r. Groupings of trees and architectural shading elements such as trellises, canopies, and awnings should be provided. These serve to reduce heat retention of paved surfaces, increase ground permeability of unpaved areas and offer sun protection for pedestrians. Additionally, the following applications should be considered:
 - i. Provide continuous shade by means of arcades, canopies, and awnings adjacent to buildings and in high pedestrian traffic areas.
 - ii. Use deciduous trees along south and west facing building facades and in pedestrian areas to provide shade during summer months. Further, consider providing filtered shade by means of deciduous trees, lattice, or pergola coverings which reduce temperatures in summer, yet allow sun in winter.
- s. Canopy trees and other forms of landscaping in parking lots shall be used to break up the scale of large parking lots, provide additional shading and reduce "heat island" impacts.
- t. Create large planting islands at the ends of parking rows that are a minimum of 300 square feet, with a 6-foot wide minimum-planted width. They should be planted with shade trees, low shrubs and/or groundcover. They should be protected by a 6-inch high curb on all sides.
- u. Landscaped areas shall provide sufficient clearance to fire protection features (i.e. connections, hydrants, and backflow preventers). In areas where hydrants are located the canopy height of trees should be a minimum 6-feet and the clearance radius around the hydrant should be a minimum of 7-feet.
- v. Use structural art and/or sculpture gardens as focal points within project designs.
- w. Water features should be used selectively and designed in a manner that visitors will have the ability to enjoy the cooling effects of the water, rather than simply utilizing for ornamental applications. Consider summer evaporation loss and water conservation practices when designing and siting water features.
- x. Water features in locations where reclaimed water facilities are available and easily accessible are preferred.
- y. A minimum of one (1) shaded outdoor employee break area should be provided for each building that is designed to exceed 50,000 square feet and support over 100 total employees present onsite.
- z. Areas proposed for future development on a site shall be temporarily planted and irrigated for dust and erosion control, particularly if the next construction phase will not begin for at least twelve months.

7. Exterior Lighting

- a. The use of lighting to provide nighttime interest to the site and highlight architectural features is encouraged. Lighting an entire building or major portion of a building is discouraged. Night lighting of buildings may be used to highlight special building features, emphasize repeated or decorative elements, and use the combination of light and shadow to articulate the building facade. However, lighting that provides for the complete, undifferentiated illumination of a facade with bright light shall be avoided.
- b. Promote the use of energy efficient lighting types. Glare shall be minimized by using soft or reflected lighting. This helps create a sense of security, but also enhances the pedestrian experience. Lighting shall be down faced so as not to cause night sky pollution, nor flood any adjacent uses.
- c. Uplighting or fixtures used to accent architectural features, materials, colors, style of buildings, or art shall be located, aimed, and shielded so that light is directed only on those features. Such fixtures shall be aimed or shielded so as to minimize light spill into the dark night sky;
- d. The location, height and design of light fixtures should correspond to anticipated use. Lighting of pedestrian paths with bollards and generally smaller fixtures at a human scale is encouraged for use in illuminating changes in grade, steps, path intersections, seating areas and any other features along a movement path which, if left unlighted, would create an unsafe situation (See Article 10 Outdoor Lighting Standards for additional information).
- e. The design of lighting fixtures and their structural support should be of a scale and architectural design compatible with on-site buildings. A lighting fixture standard theme should be provided throughout the overall project, including multiple building projects.
- f. Security lighting that is both effective and attractive to promote a safe and secure facility should be provided. Lighting fixture placement should provide the best illumination for outdoor areas such as parking, shipping and receiving, pedestrian walkways, employee amenities, and work areas.

- g. Motion sensor lighting is encouraged. This lighting feature allows for a constant low illumination but may brighten to full strength when a motion is detected.

8. Site Accessories & Security

- a. Site accessories such as bicycle racks, storage areas, trash receptacles, planters, benches, shade structures and lighting shall be designed as integral components of the project. The architectural character and use of materials for these elements shall be consistent with the overall project design. Such features shall complement but not interrupt connecting walkways.
- b. Internal gyms with changing rooms, showers, and lockers to allow employees the year-round opportunity to bicycle or jog to work, and exercise during the day within buildings that are designed to be greater than 50,000 square feet and support over 100 total employees present onsite are encouraged.
- c. Silos, tanks, and other ancillary structures that are permitted within the zoning district shall be painted to match the primary buildings on site.
- d. Carpool spaces, electric vehicle charging stations, bike share locations, and ridesharing passenger pick-up and drop-off areas are encouraged.
- e. Projects may have specific security needs which should be incorporated into the site design of the projects.
- f. Security buildings and check point kiosks, if needed, shall be designed with the project and incorporated into the circulation plans. Adequate vehicle stacking and a rejection turnaround shall be provided.
- g. Sliding gates into loading areas visible from the street should be constructed with wrought iron or tubular steel and high-density perforated metal screening or equivalent durable material. The gate shall be architecturally integrated or painted to match or complement adjacent walls.
- h. The use of barbed wire and razor wire and similar fencing/security materials are prohibited.



SENSITIVE LAND USE ADJACENCY STANDARDS

In select conditions, employment uses may be located directly adjacent to residential properties, schools, parks, and other sensitive uses. In order to protect and buffer these areas, proposed structures and activities need to be located and designed to avoid creating nuisances and hazards for adjoining sensitive land uses. The following shall be considered during the site design process to mitigate negative impacts when these conditions are present:

- Activities generating noise above 60 DB, traffic with traffic counts in excess of acceptable standards adjacent to a residential use, dust, or odor beyond what is allowable and activities using hazardous materials must be located internal to the site or adjacent to similar activities on alternative adjacent properties. The location of these activities adjacent to residential or other sensitive uses, such as schools, parks, playgrounds, libraries, and other similar uses, is prohibited.
- Access and circulation driveways, trash and storage areas, and rooftop equipment must be located at least 250' from the property line of adjacent residential uses.
- To maintain a livable environment, residential and non-residential uses should be separated using a combination of decorative masonry walls and landscaped open space buffers.
- Parking lots should not have access on otherwise intact residential streets and should be separated from these streets by decorative masonry walls or appropriate landscape berms.
- Windows shall be orientated to preclude a direct line of sight into adjacent, residential private open spaces. First floor windows may be appropriate if screened with walls or landscape.
- Where structures back up to common open spaces of residential developments, parks or community facilities, setbacks and/or landscaped buffers shall be functionally and/or visually combined with the residential open space, where possible.



B. Architecture & Building Design

1. Building Design

- a. Proposed uses will dictate modern influences in the form, materials and style of the architecture throughout the development and shall be consistent with the desert environment.
- b. Buildings within the same planned development shall be designed to provide a clear, unified, and easily identifiable image. Methods to achieve this include using similar architectural styles and materials, complementary roof forms, signs, colors, and decorative pavement.
- c. Stand-alone buildings within larger developments should maintain a stylistic or thematic expression that ties the individual building to the larger development. However, precise replication of building design is discouraged.
- d. Corporate identity and design themes should be secondary to the character of the surrounding neighborhood or community and be consistent with the architecture style of the larger development.
- e. Consistent architectural style shall be used for a building and the site elements that relate to it (i.e. security buildings, screen walls, planters, trellises, benches, bollards, garbage containers, street furniture, etc.).
- f. Buildings on a corner should treat both street sides as “fronts” and include pedestrian-friendly building design features such as windows, doors, walkways, and signage along both streets. If the lot does not reasonably support the ability for the building to treat both streets as fronts, the primary entrance and facade should face the primary street. The secondary front should include windows and use landscaping to create an attractive street edge.
- g. Building facades with varied front setbacks should be provided to give visual interest from public view. Facades should be articulated to provide a visual effect that is consistent with the character and scale of the area.
- h. Ideally, rear and side-wall elevations should provide building offsets and architectural details similar to the front facade. However, all elevations generally visible from public view shall reflect the overall design, colors and textures used on the front facade.
- i. Taller buildings or portions of a building should be located internally to a site with buildings stepping down in height as they reach the edges of sites that are adjoined by smaller scaled development.
- j. Pre-cast walls/tilt-up shall incorporate reveals, recessed panels, recessed windows, molding, and other architectural features to articulate the building exterior. All concrete pre-cast/tilt-up buildings should be designed to have an exterior appearance of conventional built structures utilizing surface treatments such as stucco, plaster, glass, stone, brick, or decorative masonry.
- k. Internalize roof drain elements within the building or apply an architectural feature where roof drains are visible from streets and public areas.
- l. Ladders for roof access should be mounted on the inside of the building or where they would not be visible from public view.

2. Building Massing

- a. All structures shall implement the following massing reduction techniques to add visual interest and help to diminish the perceived scale of buildings:

i. Implementation of material changes on all elevations;

ii. Provision of architectural relief in the form of architectural projections or building recesses (2-foot minimum); and, or,

iii. Changes in texture, materials or color (color shall not be used as the exclusive method).
- b. Buildings over 100,000 square feet shall be required to implement three or more of the following massing reduction techniques in addition to those stated above:

i. Use of horizontal and vertical architectural articulation;

ii. Use of varied architectural forms and shapes where consistent with the architectural style;

iii. Provide weather and sun protection, such as ornamental overhangs, awnings, canopies, etc. to create shade and shadow and mitigate climatic and solar conditions

iv. Recessed windows and other recesses, or other glazing techniques;

v. Recessed or projecting vertical column treatments;

vi. Articulating details around doors, windows, balconies, plate lines, recessed design elements, interesting cornice treatment details, exposed expansion joints, reveals, change in texture, grillwork or other methods of visual relief;

vii. Additional architectural emphasis to certain parts of the building such as entries, corners, and/or showroom or office spaces.
- c. The extent and size of massing reduction techniques should relate visually to the overall scale of the building. In most cases narrow breaks on large buildings will not provide the desired effect.

d. Breaks in massing need not be symmetrical, evenly spaced or uniform in appearance along an elevation. However, they must be designed in coordination with other enhancements provided along the facade in a manner that breaks up long stretches of flat and/or unarticulated building walls.

e. Avoid long, repetitive, monotonous facades – particularly those that repeat the same design element several times along the same elevation

f. When breaks in massing, materials changes or other enhancements occur at the corner of a building which is visible from public view, the treatment should be wrapped around the corner to provide a finished appearance to the corner element.

g. Architectural enhancements should extend to upper portions of building walls that are visible from public view. This provision includes the upper area of walls where the lower portions are concealed by screen walls associated with loading areas and outdoor storage areas.

h. Facades having a recognizable “base” feature are encouraged. In portions of the building with active uses, a higher level of fenestration is further encouraged on the ground floor. The base feature should be high enough to relate in proportion to the scale of the building. Examples of techniques that can be used are as follows:

i. Richly textured materials (i.e. tile or masonry treatments), panels or reveals;

ii. Materials and colors (color stripes are not acceptable as the sole treatment); and/or,

iii. Raised planters and other forms of enriched landscaping.
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3. Building Entries

- a. Entry and office areas shall portray a quality appearance, relate visually to the rest of the building in terms of design and proportion, and should not appear as an added-on or unrelated element.
- b. Building entry and office areas shall be visually distinct and have a pedestrian orientation.
- c. Building entries and office areas should face and be oriented toward the street and incorporate window elements as a dominant feature.
- d. Main entries should be highlighted through the massing of the building. Entries should be emphasized by providing height differences or variations in the horizontal plane between entry/office elements and the rest of the building facade. Additional highlighting of office entries should also be provided through various architectural enhancements. This may include, for example:
 - i. Recessed entries;
 - ii. Windows or faux windows;
 - iii. Use of columns or colonnade;
 - iv. Arcades;
 - v. The use of bollards and other similar accent details;
 - vi. Provision of plaza, courts, fountains, seating areas or similar pedestrian oriented detail;
 - vii. Enhanced landscaping design and materials;
 - viii. Freestanding or attached entry structures provided they are compatible with and related to the building architecture and do not look like add-on afterthoughts;
 - ix. Changes in materials and textures; and,
 - x. Enhanced pedestrian surfaces;

- e. Doors and windows should appear substantial and should not be flush with the exterior finish. Doors and windows should be inset at least 2--3 inches from the front face of the exterior finish.

4. Roof Elements

- a. Roofs should be integral to the architectural theme of buildings. Rooflines should include appropriate variations to avoid long, continuous planes. A full pitched roof over an entire industrial building is not realistic. However, where feasible and appropriate to the architectural style for the building, a pitched roof element should be provided over the entry and/or office portion(s) of the structure and/or the corners of the structure.
- b. The rooflines of buildings should consider the design of rooflines of existing buildings as well as future buildings if designed as part of a campus setting. Roof lines may be used to help delineate building entries; introduce additional shapes, angles and shadows; and add visual relief to the tops of buildings, but should also be designed as an integral component of the form of the building, its mass and facade.
- c. Roof mounted mechanical equipment shall not exceed the height of the roof parapet or other architectural features so as to be completely screened from view. In instances where mechanical equipment must exceed parapet height proper screening shall be provided to ensure architectural integration.
- d. Brightly-colored and highly reflective roof surfaces (including unpainted galvanized metal roofing) that is visible from public view is prohibited.

5. Building Materials/Color

- a. Attractive, durable, quality materials shall be used. Predominant exterior building materials shall be of high quality, energy efficient, and durable. These include, but are not limited to:
 - i. Brick;
 - ii. Stone, natural or faux;
 - iii. Integral color, sand blasted or stained textured masonry;
 - iv. Split-face or scored concrete masonry units;
 - v. Textured tilt-up concrete panels;
 - vi. Stucco/EIFS;
 - vii. Metal roofs;
 - viii. Concrete and clay tile roofs;
 - ix. Light colored or reflective “cool roofs” (when not visible from public view);
 - x. Clear and tinted glass;
 - xi. Architectural metal; and,
 - xii. Prefabricated steel panels and corrugated metal where architecturally integrated.
- b. The use of materials that artificially simulate another material, such as stucco used to mimic wood, are discouraged.
- c. The use of decorative masonry block such as split face or slumpstone is discouraged as a primary building material unless substantial articulation and detail is provided.
- d. The use of various building materials (i.e. masonry, concrete texturing, cement, plaster, etc.) to produce effects of texture and relief that provide architectural interest are encouraged.
- e. Buildings should incorporate accent materials of a different texture or composition. Acceptable materials include glass, tile, decorative brick or stone, and painted metal accents.
- f. The use of metal siding exclusively on any building is prohibited. Metal siding used for accents on any development shall be of the decorative, architectural metal type. The use of corrugated metal siding is prohibited unless used as a decorative element to accent a particular architectural style.
- g. Material changes should not occur at external corners or offsets along a building façade to avoid a tacked-on appearance. Material changes should occur at “reverse” or interior corners or as a “return” at least four feet from external corners.
- h. Materials should be chosen to withstand abuse by vandals or accidental damage by machinery. False facades and other simulated materials and ornamentation are discouraged. High maintenance materials such as clapboard or shingles are prohibited.
- i. Metal buildings shall be architecturally treated on all four exterior sides of the building. If utilized, metal buildings shall employ a variety of building forms, materials, colors and other architectural treatments to add visual interest. Exterior materials should include stucco, plaster, glass, stone, brick, or decorative masonry.
- j. The use of compatible colors in a single facade or composition is required. Compatible colors add interest and variety while reducing building scale and breaking up plain walls.
- k. Change in color should always be accompanied by a change in plane and separated by a facade element, enhanced architectural detail or other means.

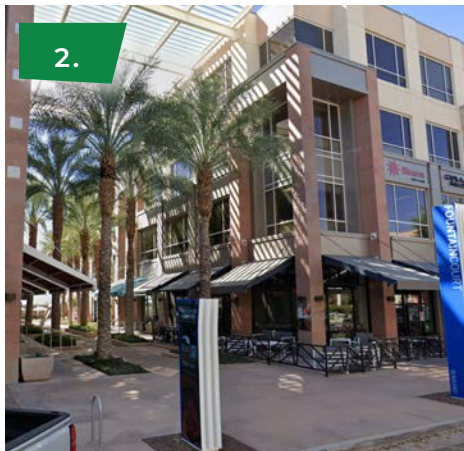
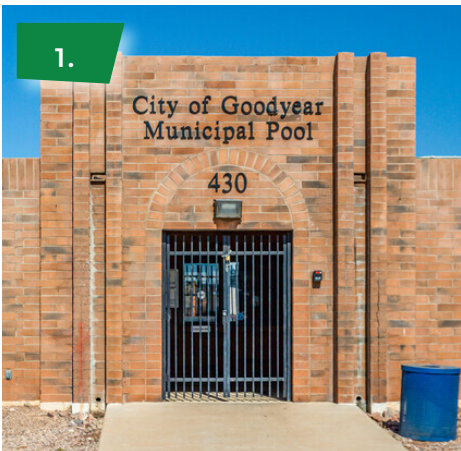


- l. Light, neutral colors of a natural/desert tone should be used on buildings to help reduce their perceived size. Contrasting trim and color bands that help break up the vertical monotony of flat walls are also required.
- m. For larger building surfaces, colors should be muted and subdued of a natural/ desert tone. Deeper colors may be used for accenting. Bright colors, and unusual patterns and color schemes are prohibited.





CHAPTER 7 AREA SPECIFIC GUIDELINES



7.1 Historic Goodyear

Although a significant amount of development across Goodyear has occurred within the recent past, the city is over 75 years old. Consequently, while many buildings in the city are fairly new, there is a growing presence of buildings that qualify for historic status (i.e. are 50 years or older). As these buildings are renovated and/or repurposed, it will be important to preserve their historic integrity for future generations.

Where historic structures are preserved, the following guidelines should apply (note: locally or nationally designated historic assets have different standards and review processes).

- a. Preserve, repair, and replace, as appropriate, building elements and features that are important in defining historic character. Original building materials and features should not be removed, covered, or painted.
- b. Repair deteriorated materials or features in place, if feasible. When it is infeasible to retain materials or features, replacements should be made with in-kind materials or with substitute materials that convey the same form, design, and overall visual appearance as the original.
- c. Design building additions to be compatible with the massing, size, scale, and architectural features of an historic structure or site, while clearly reflecting the modern origin of the addition.

7.2 Established Neighborhoods and Thematic Character

Throughout the City exists well-established residential neighborhoods with a mix of single-family detached and attached homes, as well as select apartments. Although many of these established areas are not expected to change substantially in the coming years, additional development in remaining vacant parcels is anticipated to continue. New development in these areas should respect existing structures and character and find opportunities to enhance the neighborhood.

- a. Development sites are encouraged to preserve existing structures or neighborhood development patterns (e.g., building setbacks, height, materials) to the greatest extent possible.
- b. Design infill residential development to be sensitive to the scale, character and identity of adjacent existing development.
- c. Use materials and architectural features that respect the existing style and character.
- d. Utilize consistent street furnishings, lighting fixtures, landscaping and hardscape materials to carry-forward existing design features and/or introduce additional character enhancing elements.
- e. Embrace and enhance the themes and naming conventions within those established communities

7.3 Major Corridors

A. Principal Arterial Corridors

Principal arterial corridors function as “front doors” to the city where most residents and visitors initially experience Goodyear’s cultural and aesthetic identity. These corridors should reflect their role as key entrances to the city where specially designed landmark elements should be focused.

- 1. Create visual gateways through streetscape design, furnishings, public art, signage, landscaping, lighting, and pavers to create a sense of entry and city character.
- 2. Provide streetscape treatments that relate to adjacent land uses, improve the environment, and create an attractive and pleasant experience for those who choose to walk, bike, or drive
- 3. Complement street improvements with distinctive building massing and design.
- 4. Whenever possible, design projects and buildings that support access and reduce conflicts between all travel modes.
- 5. Locate active uses, such as retail, restaurants, hotel lobbies, offices, and flex space at the ground level, directly adjacent to and facing streets, as appropriate.

B. Freeways

With Goodyear’s accessibility to freeways come potential impacts, specifically: noise, air pollutants, obstructed views, and disruption to vehicle and pedestrian mobility. Careful site planning and building design can help reduce these impacts.

- 1. In general, buildings directly adjacent to a freeway should not contain residential uses. Where such buildings do contain residential uses: Set back buildings from the freeway and buffer with landscaping, open space, and/or off-street parking to provide a visual barrier to the freeway or freeway sound wall.
- 2. Consider screening from the freeway in the selection and location of planting materials.
- 3. Offer appropriate level of sound/vibration insulation in windows and walls. Facades should be constructed with substantial weight and insulation. Construct exterior walls with soundboard underlayer or resilient layer.
- 4. Use double doors and/or solid core doors with perimeter weather stripping and threshold seals.



A. 1.



A. 5.



A. 5.



A. 1.



A. 4.



A. 4.



7.4 West Goodyear

West Goodyear, recognized by its continual agrarian theme, pays homage to both its historical and contemporary significance. As new developments progress they shall take the existing theme in to consideration and artfully blend the established agrarian roots with modern architectural elements, enriching the overall aesthetic of West Goodyear.

A. Design, Theme, and Entrance Elements

1. The primary and secondary entrances into the community shall incorporate enhanced collector designs (decorative planters with metal decorative plants and trellises), with bike lanes, detached sidewalks, and landscaped medians
2. A white rail fence/steel pipe/faux wood fence shall be provided at the primary and secondary entrances into communities as well as at the hard-exterior corners of a project where the development edge meets a planned or future collector or arterial road.
3. Where perimeter walls are used, they should match the color and theme of surrounding development and in addition be landscaped or provide white rail fence/steel pipe/faux wood fence.
4. Lattice pergolas with benches shall be provided for at the primary and secondary entrances, parks, trail and path entrances, and at the hard-exterior corners of a project where the development edge meets a planned or future collector or arterial road.
5. Farm and rustic artistic elements should be incorporated into the theme of the development.
6. Projects within West Goodyear shall be called "<Project Name> at West Goodyear"
7. A "West Goodyear" monument sign or "<Project Name> at West Goodyear" monument sign shall be placed on the respective primary entrances and secondary entrances and are encouraged to read "<Project Name> at West Goodyear".
8. The West Goodyear Design, Theme, and Entrance Elements shall be maintained by the HOA.



GLOSSARY

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Aesthetics: Pleasing appearance. The science and philosophy of beauty. If something is aesthetic, it has beauty or is artistic.

Arcade (Architectural): An arched roof or covered passageway.

Articulation: Describes the degree or manner in which a building wall or roofline is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors or textures.

Building Mass: The height, width, and depth of a structure.

Caliper: The diameter in inches of the tree trunk three feet above the base of the tree.

Canopy: A projection over a niche or doorway; often decorative or decorated. The overhead spread of branches of a tree.

Colonnade: A row of columns supporting a roof structure.

Cornice: The horizontal projection at the top of a wall; the top course or molding of a wall when it serves as a crowning member.

Curb Cuts: The elimination of a street curb to enable vehicles to cross sidewalks and enter driveways or parking lots.

Development, multiple-lot: a development or subdivision which contains two or more parcels of land.

Development, single-lot: a development which contains a single parcel of land.

Dormer: A projection from a sloping roof that contains a window.

Eaves: The lower edge of a sloping roof; that part of a roof of a building which projects beyond the wall.

Electric Vehicle Supply Equipment (EVSE): The equipment or hardware used to supply electricity to electric vehicles for the purpose of recharging their batteries including but not limited to connectors, cables, electrical conductors, related equipment, and any other infrastructure necessary to deliver electric power to an EV in a safe and efficient manner.

Facade Articulation: Stepping back or moving forward a portion of a building facade for the purpose of breaking up the building mass.

Fascia: The outside horizontal board on a cornice.

Fenestration: The arrangement and design of windows in a building.

Hardscape: The use of hardened surfacing materials such as colored, stamped concrete, pavers, pavement texturing and the like to create unique patterns of color, design and texture in order to create visual interest.

Historic Goodyear: Generally consisting of land located south of Van Buren Street, East of Litchfield Road, North of Western Avenue (along with commercial property located along the south side of Western Ave), and West of the La Jolla Boulevard/4th Avenue alignment. Shall also include land located South of La Canada Boulevard, West of Central Avenue, North of Loma Linda Boulevard, and East of La Jolla Boulevard.

Housekeeping Unit: One (1) or more individuals living, sleeping, and cooking in a single dwelling unit who share housekeeping tasks and responsibilities as an interdependent unit.

Molding: An ornamental strip used to decorate a surface.

Mullions: The divisional pieces in a multi-paned window.

Parapet: A low wall generally running around the perimeter of a flat roof.

Perimeter Unit: A residential unit that is located on the outer edge or boundary of a development

Pilaster: A column attached to a wall or pier.

Pitch: The slope of a roof expressed in terms of ratio of height to span.

Pop-out: Applied to exterior walls, pop-outs create shadow patterns and depths on the wall surfaces.

Portico: A porch or vestibule (lobby or passage between entrance and lobby) roofed and partly opened on at least one side.

Rehabilitation, Renovation: The modification of or changes to an existing building in order to extend its useful life or utility through repairs or alterations, while preserving the features of the building that contribute to its architectural, cultural, or historical character.

Remodeling: Any change or alteration to a building which substantially alters its original state.

Restoration: The careful and meticulous return of a building to its appearance at a particular time period, usually on its original site, by removal of later work and/or replacement of missing earlier work.

Return: A surface turned back from a principal surface, such as the side of a pilaster or the jamb of a window or door opening.

Reveal: The vertical side section of a doorway or window frame.

Ridge: The highest line of a roof where sloping planes intersect.

Roof, gable: A ridged roof forming a gable at both ends of the building. A gable is the generally triangular portion of a wall between the edges of a sloping roof.

Roof, hip: A hip roof, or hipped roof, is a type of roof where all sides slope downwards to the walls, usually with a fairly gentle slope. Thus it is a house with no gables or other vertical sides to the roof. A square hip roof is shaped like a pyramid. Hip roofs on rectangular houses will have two triangular sides and two trapezoidal ones. A hip roof on a rectangular plan has four faces. They are almost always at the same pitch or slope, which makes them symmetrical about the centerlines. Hip roofs have a consistent level fascia, meaning that a gutter can be fitted all around.

Roof, shed: A roof of only one slope (usually by extension)

Trellis: A lattice on which vines are often trained.

Trim: The decorative finish around a door or window; the architrave or decorative casing used around a door or window frame.

West Goodyear: Generally consisting of land located west of Loop 303 to the municipal limits, south of I-10, north of the Union Pacific Railroad, and excluding the Canyon Trails development.