



City of Goodyear

Meeting Agenda

City Council Worksession

Mayor Georgia Lord
Vice Mayor Joe Pizzillo
Councilmember Joanne Osborne
Councilmember Sheri Lauritano
Councilmember Wally Campbell
Councilmember Bill Stipp
Councilmember Sharolyn Hohman

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Monday, March 31, 2014

4:30 PM

Goodyear Justice Center

Joint Worksession of the City Council and the Planning and Zoning Commission

1 CALL TO ORDER

2. ROLL CALL

3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 14-5121ws** Provide Council with an overview of elements of the Design Guidelines Manual being updated and gather direction on expressed design issues. (Hector Tapia, Development Services Deputy Director)

4. INFORMATION

A. Councilmembers' Report on Current Events: This is the time Councilmembers may present a brief summary on current events. The Council may not propose, discuss, deliberate or take any legal action on the information presented, pursuant to A.R.S. 38-431.02.)

B. Manager's Summary of Current Events and Reports

The Manager may provide a brief summary of current events; however, there can be discussion only on the following matters:

Manager's Update on Council Related Matters

5. ADJOURNMENT

Council members of the Goodyear City Council will attend either in person or by telephone conference call or video communications.

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the General Public that the Council of the City Of Goodyear, Arizona, will hold meetings open to the public.

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48 hours advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations

will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 932-3910 to request an accommodation to participate in this public meeting. Goodyear TDD number is (623) 932-6500.

LA CIUDAD DE GOODYEAR PROCURA HACER TODA JUNTA PUBLICA ACCESIBLE A PERSONAS CON DISCAPACIDADES. Durante la junta se puede proveer asistencia especial a personas con discapacidades visuales o auditivas con un aviso de 48 horas por adelantado. Se harán adaptaciones razonables con previa solicitud para personas con discapacidades o para residentes que no hablan inglés. Favor de llamar a la Secretaria Municipal al (623) 932-3910 para solicitar adaptaciones para participar en la junta pública. El número de TDD de Goodyear es (623) 932-6500

Maureen Scott, CMC
City Clerk

Date Posted: _____

Time Posted: _____

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Presentation of Design Guidelines Manual Update	STAFF PRESENTER: Hector Tapia, Deputy Development Services Dir COMPANY: City of Goodyear CONTACT: (623) 882-7955
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RECOMMENDATION:

Provide Council with an overview of elements of the Design Guidelines Manual being updated and gather direction on expressed design issues.

PURPOSE:

The purpose is to update the City of Goodyear's Design Guidelines Manual to address some new questions about how the standards and guidelines are being applied and interpreted. The project focuses on questions about how to provide flexibility in the design process, assisting the development community with new development, while maintaining the city's goals for high quality designs.

BACKGROUND AND COMMUNITY BENEFIT:

The goal of the Design Guidelines is to promote a desired level of future development quality in Goodyear. The Guidelines do not seek to limit creative design or impose an overriding style or theme. The Guidelines are intended to assist the City in promoting positive design characteristics. As Goodyear's commercial corridor began to expand beyond Litchfield Road, it was the City's desire to ensure that quality and attractive developments were provided in other highly visible commercial locations, such as Estrella Parkway, Cotton Lane, and Yuma Road.

The City of Goodyear adopted a Design Guidelines Manual in the year 2000. During that time, Council and Planning & Zoning Commission members began to express concern regarding the character of some residential developments. Another concern that was expressed by Council and Commission members was to maintain a high quality of commercial and industrial development within the City. Over the last year, staff has accumulated comments from the Mayor and City Council regarding certain design issues that might be addressed through revisions to the City's Design Guidelines.

PREVIOUS ACTIONS AND DISCUSSION:

In 2010, Planning staff undertook an update of the Design Guidelines Manual in an effort to amend certain guidelines and to incorporate best practices that were identified in other prominent Phoenix area municipalities. Staff also utilized input that had been communicated from the development community which included the Central Arizona

Home Builders Association and the Arizona Multi-Housing Association. This most recent update to the Design Guidelines was completed and approved by the Council on July 11, 2011. This is a summary of the changes done in the 2011 update:

- Revised format / consolidated four chapters
- Approximately 17 pages were deleted from the Design Guidelines. Additionally, the Majority of images and graphics were updated to include local examples
- Staff surveyed the design guidelines and utilized examples of design guidelines from Peoria, Glendale, Gilbert, and Chandler in updating the city's Design Guidelines Manual
- Signage Chapter removed (covered in Article 7 of Zoning Ordinance)
- Single family – this section was updated to provide clear direction on garage-dominant housing
- Multi-Family – architectural guidelines updated to address design issues
- The General Commercial section of the Design Guidelines were revised to include all aspects of commercial development in one chapter instead of four chapters
- Industrial/Employment – The Business Park section of the Design Guidelines was renamed to employment/industrial

PROJECT SCHEDULE

March 31, 2014: City Council & Planning Commission Joint Work Session

April 16, 2014: Planning Commission Public Hearing - Recommendation

April 28, 2014: Potential City Council Adoption by Resolution

FISCAL ANALYSIS:

No fiscal impact at this time as no action will be taken. The presentation is for informational purposes only.

ATTACHMENTS:

1. Winter & Company' Project Status Summary Report
 - a. Working Paper #1
 - b. Working Paper #2
2. Draft: Design Guidelines, Appendix A Part 1
3. Draft: Design Guidelines, Appendix B Part 2
4. Draft: Design Guidelines Manual Update

	A	B	C	D	E	F	G	H	I
1	Goodyear Design Guidelines Update: Strategy Summary by Design Topics					EXHIBIT A			
2	Draft: Feb. 14, 2014								
3									
4	#		ISSUE	EXISTING CONDITION	COMMENT	ACTIONS:			
5						Design Guideline Edits		Potential zoning code revisions	Notes
6									
7			RESIDENTIAL GUIDELINES						
8									
9	R1		Garages: Allow 4-car garages	4-car garages are permitted.	Current trends for small lot development makes this difficult. The potential to include this is considered during review of site plans.	(a) Add illustrations showing appropriate locations, related to lot widths, and (b) Edit language to note they are permitted where space allows.			
10	R2		Garages: Allow RV garages	RV garages are permitted.	Current trends for small lot development can make this difficult. Appropriate options are considered during design review.	(a) Add illustrations showing appropriate locations, related to lot widths, and (b) Edit language to note they are permitted where space allows.			
11	R3		Front porches: Allow front porches to encourage their use as community gathering places.	Useable front porches are highly encouraged.	Front porches symbolize a connection with the neighborhood, and may be used when designed with sufficient space. Some narrow lot configurations may limit the ability to provide porches.	(a) Strengthen existing language to "encourage" and (b) Provide illustrations for different lot widths.			
12	R4		Open space: Require more open space with community gathering places and shade structures.	The zoning code requires recreational open space in Multifamily zones. Open space is often used for detention, which may place in it areas less beneficial for use by residents.	Intent is to improve the quality of open space. Open space requirements may not provide sufficient guidance about the quality of open space that is expected.	Option A: Increase open space requirements in the zoning code. Option B: Add guidelines that provide more detail about the quality of open space that is desired. (a) Add examples of how detention areas can also be public gathering spaces, and (b) Add language emphasizing the intent of open space is to make it useable.		Consider increasing the open space requirement?	
13	R5		Clarify the requirement for a front door to face the street.	"Front door shall be clearly visible from public view... and should be a focal point..."	Intent is to signal a strong connection to the street, to enhance pedestrian activity. Other options could be considered that still provide a strong connection to the street.	(a) Provide illustrations showing options for a side-facing door that is clearly identified with other features. (b) Strengthen intent statement in the guidelines. (c) Show more examples of appropriate designs.			
14	R6		Home colors: Allow and encourage more colors on homes.	Base colors are to be "...muted earth tone...use of bright and primary colors is discouraged." The intent is to promote continuity within a development, as well as a sense of identity for the city at large.	Intent: Allow more variety in color while maintaining a sense of continuity.	(a) Expand the color palette to consider a broader range of "Sonoran Desert" colors. (b) Clarify that brighter colors in the Sonoran palette can be used for accents, and (c) Provide illustrations of appropriate balance of base color and accents. (d) Clarify intent of a muted color scheme overall, and the role of accent colors.			
15									

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16									
17									
18			COMMERCIAL GUIDELINES						
19									
20	C1		Consider higher architectural standards along certain corridors or areas.	Higher standards have been established for the Center City overlay. The General Plan outlines some special corridors where a higher standard may be applicable.	Intent: To enhance the visual qualities of highly visible corridors.	(a) Consider adapting the City Center standards as a template for other overlays. (b) Tailor those model standards when developing a Corridor Plan or a Specific Plan for a particular area.			
21	C2		Current guidelines require unified design. Should this continue? If so, to what degree?	"All buildings in a Unified Development shall.. achieve harmony and continuity of design. Building elevations shall be coordinated with regard to color, materials, textures, finishes and form."	Maintaining continuity is consistent with General Plan policies...but diversity and variety are also objectives.	(a) More clearly define what the term "continuity" means, explaining the concept that it can be achieved with a balancing among the stated design variables, but does not mean that all elements must be the same, and (b) Show examples of designs with sufficient elements of continuity but with some diversity and individuality.			
22	C3		Colors: Allow and encourage more colors.	"Earth tones shall be used. When appropriate, a rich, bold color palette may be employed to create a sense of variety and interest to exterior elevations."	Intent: To permit diversity and variety while maintaining a sense of community identity.	(a) Expand on the meaning of the Sonoran palette, indicating that it includes more colors than earth tones. (b) Provide more explanation on how to interpret "when appropriate." (c) Include photos of examples of variety in color.			
23	C4		Colors: Allow commercial pads to use corporate colors, but for accents only.	"Franchise/corporate businesses should incorporate the...color theme of the overall commercial project to form a consistent theme throughout." "Primary colors shall be limited to trim and accent features only."	Intent: To permit diversity and variety while maintaining a sense of community identity and expressing corporate identity.	(a) Provide illustrations of different percentages of corporate colors that could work while maintaining a sense of continuity throughout a development.			
24	C5		Colors: Allow current businesses to refurbish their buildings in the color of their chain.	"Franchise/corporate businesses should incorporate the...color theme of the overall commercial project to form a consistent theme throughout." "Primary colors shall be limited to trim and accent features only."	Intent: To permit diversity and variety while maintaining a sense of community identity.	(a) Provide illustrations of different percentages of corporate colors that could work while maintaining a sense of continuity throughout a development.			

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25	C6		Four sided architecture: At times, it has been a challenge for owners to provide the same level of architectural treatment on what may be considered the 'back' of a building.	"All four sides of a building shall receive consistent architectural treatment."	Intent: To convey a sense of continuity and promote a pedestrian-friendly environment throughout a development. In practice, staff strive to have all sides appear <u>related</u> , but they do acknowledge that in many cases one side may be given less of an 'architectural' treatment than others, because of location and functional requirements.	(a) Clarify that some flexibility is available for less intensive architectural treatment on 'back' sides, and (b) Include a discussion of how the context influences the degree of treatment that is needed, and (c) Provide diagrams illustrating that concept.			
26	C7		Four sided architecture: Backs of buildings should not be allowed to front on the street.	"All four sides of a building shall receive consistent architectural treatment."	Street-facing walls are to be treated more highly. Intent: To convey a sense of continuity and promote a pedestrian-friendly environment throughout a development. "Backs" of buildings are generally not allowed to face a street.	(a) Clarify that the 'back' of a building may not directly face a street, and (b) Provide illustrations for the range of options permitted for appropriate 'edge' treatments along street frontages, and (c) Define 3 categories of building wall design, based on context.			
27	C8		Limits on creativity: "Allow more creative ideas from developers and architects."	"All buildings located within a unified planned development shall be architecturally coordinated with regard to color, texture, materials, finishes and form."	Intent: To convey a sense of continuity while allowing for some degree of individual expression.	(a) Provide a definition of the term 'architecturally coordinated' that provides for some diversity while maintaining a sense of continuity.			
28	C9		Limits on creativity: "Don't limit the type of stone and masonry and colors so everything looks the same."	"All developments shall employ the integrative use of multiple exterior accent materials including, but not limited to, brick, stone, and masonry in appropriate quantities with the proposed elevations."	A variety of masonry treatments does exist, although many projects have similar stone finishes. Synthetic stone and cast concrete are used, as well as natural stone. Technically, the term "masonry" can include stucco.	(a) Clarify the key terms in this standard: "accent," "masonry" and "appropriate," to make interpretation more predictable. (b) Provide images of a diversity of materials and colors that would be appropriate.			
29	C10		Parking lot design: "All entrances to a commercial center should be bi-directional and have right turn lanes in and left turn lanes out."	These options are established in the Zoning Ordinance and the Engineering Design Standards. Projected traffic volumes are taken into consideration in determining turn lanes.	Flexibility in layout exists. Actual configurations depend on site size and shape and separation of curb cuts as well as building layout.	No action as a part of the guidelines update			

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30	C11		Drive-through facilities: "Drive-through windows should be required to have adequate parking and maneuvering area."	The standards discourage orienting a drive-through building with a pickup window directly facing the street; they also encourage locating these facilities internal to the property.	Designers sometimes seek to maximize other site uses and argue for short stacking areas. Other problems occur when an existing pad site building is converted into a drive-through business. Pad sites located more internal to a development may function better, but are less desirable in terms of exposure from the street.	(a) Expand the discussion of 'pros' and 'cons' of alternative layouts to clarify design options, and (b) Show 'yes' and 'no' scenarios for locating drive-through buildings and with different orientations to drive aisles and street edges. (c) Include language that emphasizes anticipating internal circulation when siting pads.			
31	C12		Parking lot design: "Parking areas should have fewer tree islands and curbs to allow free flow from aisle to aisle."	Landscape curb islands are required at the end of each row of parking and every 12 spaces in between.	Landscape curb islands are often designed to help manage traffic flow and establish a "hierarchy" of circulation internal to a site for autos and pedestrians.	(a) Include additional text to clarify the intent of using landscape islands for traffic flow as well as for shade.			
32	C13		Building height: "Allow buildings higher than 3 or 4 stories. Consider allowing a 10-story hotel."	Height limits are established in the Zoning Ordinance. A commercial building can rise to 56 feet 'by right,' and to 66 feet, with a parapet and architectural feature that is unoccupied space.	Buildings taller than that may be (and have been) permitted in PADs.	(a) Include some images of how to relate taller buildings to lower scale surroundings.			
33	C14		Landscaping: "Trees in the street ROW block views of businesses and their signs."	The Zoning ordinance requires a 30-foot wide landscape buffer along the street for commercial and industrial sites. One tree is required per every 25 feet. (However the guidelines say "every 30 feet)."	Some people interpret the method of calculating the number of trees required to be a spacing requirement, which is not the case.	(a) Clarify that there is no spacing requirement; trees can be grouped, or spaced randomly, and (b) Encourage planning for 'view corridors' when developing the landscape plan, and (c) Consider reducing the tree requirement to 1 for every 30 feet of frontage, and (d) Provide illustration of clustering trees to create an active open space along the perimeter of a site.	Reduce perimeter tree planting requirement to 1 tree for every 30 feet. Clarify that spacing may be random.		
34	C15		Landscaping: "Trees in front of business buildings, block views of businesses and their signs."	Trees in parking islands are as described above; when a landscape island immediately abuts a building front, trees may be close to the façade and may block views of signs for a period in the tree's growth.	In many cases, owners have planted more than the minimum requirement, sometimes in 'exchange' for avoiding additional architectural design measures. They may not have taken the sign visibility impacts into consideration at the site design stage.	(a) Introduce the concept of anticipating view impacts when planting trees, and (b) Encourage 'moving' trees from abutting landscape islands to central (larger) open spaces to create more active outdoor use areas, and (c) Consider coordinating accent color 'panels' for signs to aid in visibility of signs.			

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35	C16		Transitions: Edges along residential districts may be too abrupt.	Regulations provide for screening or buffering commercial centers from lower density residential.	With the advent of Mixed-use developments as envisioned in the General Plan, more options for "transitions" will be needed.	(a) Add text related to mixed use development that address residential within a MU development, and (b) Add text addressing transitions from MU to single family residential, and (c) Add illustrations of alternative transitions designs.			
36	C17		Promote publicly accessible art in commercial and mixed use developments.	Public art is encouraged.	Intent: Encourage publicly accessible art in commercial and mixed use developments. Public art is briefly mentioned in the design guidelines.	(a) Include examples of recommended locations for art installations. (b) Include a range of examples of art media to extend the understanding of "art in public places." (c) Add Publicly Accessible art as one of the "menu items" that may be used to provide visual interest to a building or site.			
37									
38	C18		Promote more functional outdoor open space.	The code and the guidelines mention landscaping frequently, as well as public places, but do not directly call for positive, active open spaces.	Intent: To promote development of outdoor spaces that can be actively used.	(a) Add language that directly promotes active outdoor uses. (b) Add language that allows this to be considered when arranging required trees in parking lots and on perimeters of projects, and (c) Provide visual examples.		Review the open space requirement?	
39									
40									
41			INDUSTRIAL / EMPLOYMENT GUIDELINES						
42									
43	I1		Four sided architecture: At times, it has been a challenge for owners to provide the same level of architectural treatment on what may be considered the 'back' of a building.	"All four sides of a building shall receive consistent architectural treatment."	In practice, staff do permit less detailing on 'back' sides. Clarification is needed in how the back side is determined. Good examples are needed.	(a) Provide images of the use of more modest, but consistent, treatment for 'back sides' of industrial buildings. (b) Describe a process for determining which sides are more important than others, based on context. (c) Provide illustrations.			
44	I2		Colors: Allow and encourage more colors.	"Earth tones shall be used. When appropriate, a rich, bold color palette may be employed to create a sense of variety and interest to exterior elevations."	Intent: To permit diversity and variety while maintaining a sense of community identity.	(a) Expand on the meaning of the Sonoran palette, indicating that it includes more colors than earth tones. (b) Provide more explanation on how to interpret "when appropriate." (c) Include photos of examples of variety in color.			

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45	I3		Materials: Are metal buildings permitted?	Architectural metals are permitted. Conventional pre-fab metal buildings, with no architectural design, are not.	Intent is to promote continuity of design, and not allow prefab buildings with a generic quality.	(a) Provide images of use of architectural metals as building materials, illustrating creative designs.			
46									
47									
48			SIGN GUIDELINES (1)						
49									
50	S1		Signs: Allow electronic signs	This is addressed in the Zoning Code.	An update may be appropriate. A range of approaches have been applied across the country, in terms of the amount, size and character of electronic signs.			Consider revising the Signs section of the Zoning Code.	
51	S2		Commercial signs: Expand the amount of allowable monument signs for commercial centers.	The Zoning Ordinance sets limits on monument signs, for individual users and for multiple building centers. Deviations are permitted with a Comprehensive Sign Package, which requires commission and council action. These are not permitted for drive-through businesses.	This could enhance corporate identity and could accommodate changes in businesses that occur over time, without making substantial changes to buildings.	(a) Provide additional guidelines for interpretation of conditions where additional monument signs may be appropriate, to be used in developing Comprehensive Sign Packages.		(a) Amend the Zoning Ordinance to allow CSPs to be approved administratively, and (b) Permit drive-through facilities to have monument signs.	
52	S3		Commercial signs: Expand the amount of building-mounted sign area permitted per business.	Sign area is established in the Sign Code, not in the Design Guidelines.	Intent: To assure adequate visibility and identity for businesses.	Increasing sign size could enhance the ability to read signs, but should be considered in light of other recommendations: (1) Additional flexibility in tree location, (2) Additional monument signage permitted. These actions may more directly respond to the issue of visibility.			
53	S4		Temporary Signs: Make the "relaxed" rules on temporary signs permanent.	The temporary relaxation expired Dec. 2012.	The relaxed requirements seem to have been well received and could be made permanent.			a. Amend the zoning ordinance to make the changes permanent.	
54	S5		Temporary signs: Revisit the rules on A-frame signs and flying banner signs.	Portable signs are prohibited in the sign code.	Intent ?			a. Consider an update to the sign code, to address these, and other, issues.	
55	S6								
56									
57									
58									

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59			NOTES						
60			(1) The sign code regulations are in the zoning code, and are not technically a part of the consultant's assignment.						

City of Goodyear, Arizona
Design Guidelines Manual Update Project

Working Paper #1:
Review of Background Information

February 4, 2014

INTRODUCTION

This project is to update the *City of Goodyear's Design Guidelines Manual*, at the request of City Council. Although the *Design Guidelines Manual* was recently updated in 2011, some new questions have arisen about how the standards and guidelines are being applied and interpreted. The project focuses on questions about how to provide flexibility in the design process while maintaining the city's goals for high quality design. A series of issues raised by Council will be addressed, and where appropriate, modifications to the Design Manual will be proposed.

The project also includes a review of the *Design Guidelines Manual* and its relationship to the city's adopted policies and zoning code. However, the scope of work is not to execute a complete rewrite, but instead to focus on revisions that are essential to achieving the city's objectives.

This working paper is the first in a series that will lead to proposed revisions to the *Design Guidelines Manual*. Its purpose is to provide an understanding of the existing guidelines and the context in which they operate. A second paper will describe a strategy for making improvements and a subsequent outline will identify how revisions will be inserted into the existing standards and guidelines. After that, formal proposals for revisions to the *Design Guidelines Manual* will be put forth.

This paper first anchors the *Design Guidelines Manual* in existing city policies and recommendations, and then provides an analysis of the details of the Design Manual itself.

Project schedule

The tentative project schedule is this:

Feb. 3, 2014: Memo summarizing existing conditions (this paper)
 Feb. 10, 2014: Memo proposing a strategy for updating the Design Manual
 Feb. 21, 2014: Outline and conceptual illustrations for the update
 Mar. 7, 2014: Draft of revisions to the Design Manual
 Apr. 10: Revised draft, for adoption

CITY OF GOOD YEAR GENERAL PLAN POLICIES

The *General Plan* clearly establishes a range of policies that focus on promoting a high quality in the built environment while also maintaining a sustainable community. It begins with a vision statement and a series of strategies that would help to achieve that vision:

The Vision

General Plan 2025

“Create a highly desirable and sustainable place for all to live, work, visit and play.”

Strategies for Achieving the Vision

Key strategies to achieve the community’s vision that relate to design are these:

Strategy 1. Create Attractive Places and Diverse Destinations.

This includes: “... *focusing on creating an inviting, people friendly, and attractive community...*”

Comment:

This relates to the overall objective in the design guidelines.

Strategy 2. Develop a Physically and Socially Connected Community

This includes: “...a wide range of transportation opportunities [that] give residents and businesses options for travel to and within the community.”

Comment:

This relates to the guidelines that promote convenient circulation within ^{developments} and neighborhoods as well as connection to citywide circulation systems.

Strategy 3. Expand the Parks, Open Space, Trails, and Recreation System.

This includes: “*Providing additional parks and recreation facilities is key to promote a healthy community, social interaction, and provide a desirable place to live, work, play, and visit.*”

Comment:

While this strategy implies a focus on public places, it also introduces concepts for active open spaces within residential developments and commercial centers, which are promoted in the design guidelines.

Strategy 4. Cultivate Art and Culture

This includes: “*A devotion to arts and culture gives Goodyear a unique sense of place. Art and cultural events also draw visitors and creates an attractive physical environment.*”

Comment:

This introduces the concept of creating a “unique sense of place,” which is a focus of the design guidelines. It also establishes a foundation for guidelines that encourage publicly accessible art in developments. (Public art is an area that is

only briefly addressed in the current design guidelines.)

Strategy 5. Advance Economic Opportunity

This includes: *“Expanding opportunities for small businesses, ... and locating of new businesses in Goodyear [that] will strengthen the local economy.”*

Comment:

A key concept here is that the design guidelines should acknowledge the economics of business development and retention. (This may be considered in terms of how the guidelines create a climate for investment for all businesses as well as the opportunities for individual enterprises.)

Strategy 6. Protect and Utilize our Assets

This includes: *“Goodyear possesses many important assets including our history, our residents, our business community, and a unique natural setting. By protecting and enhancing these resources, we seek to create a distinctive, attractive, and innovative community.”*

Comment:

This introduces the concept that there are physical assets that should be considered in development, and that these may vary by different contexts (which the design guidelines address, to some extent). It also reiterates the objective to create a distinct identity and attractive community (which relates to the guidelines that promote a sense of visual continuity throughout the city as well as within individual developments).

Strategy 7. Maximize Partnerships and Collaboration

This includes: *“Collaboration allows us to align goals and policies with our stakeholders such as schools, businesses, and resident groups, as well as neighboring communities. By maximizing partnerships we can share resources and focus energy and commitment to achieve our shared visions faster and more economically.”*

Comment:

This reinforces the concept of promoting a shared vision among various stakeholders, which the guidelines should recognize. It also suggests that the review process should operate efficiently for all involved.

Strategy 8. Provide Opportunities for Living a Healthy Lifestyle

This includes: *“The health of Goodyear residents and businesses is important to create a strong and thriving community. Access to ... opportunities for physical activity are critical to a high quality of life and the overall success of Goodyear.”*

Comment:

Promoting continuity of pedestrian and bicycle circulation systems within developments and among neighborhoods (which the design guidelines promote) can be a means of providing access to opportunities for physical activity.

Strategy 9. Foster a Sustainable Economy and Community

This includes: *“A sustainable Goodyear means that we are providing appropriate services for new and existing residents, that we are fiscally responsible, that we grow and develop responsibly, that we actively promote the City’s high-quality culture, and that we continue to work to achieve our shared vision.”*

Comment:

This relates to assuring that the design guidelines help to promote a strong economy and also that development will be such that it is long-lasting and minimizes impacts on the environment. (Design guidelines related to high construction quality, water retention and conservation, as well as energy generating technologies are connected to this strategy.)

Other policies in the General Plan that relate to the design guidelines

In addition to the broad strategies described above that address how to achieve the community’s vision, the subsequent chapters provide more detail that specifically relates to the design review process and specific design topics. Of particular note, perhaps, is language that references Goodyear as having a distinctive image that reflects the Sonoran Desert. (These more specific policies will be referenced as appropriate in the update to the guidelines that is provided in a later memo.)

ZONING ORDINANCE (Revised: December 18, 2013):

The zoning code establishes basic design standards for development in Goodyear. Many of these are repeated (quoted) in the *Design Guidelines Manual*, as a means of showing the connection to these regulations.

The design standards in the code are set forth as requirements, but in several cases, a list of options is provided that explain how one might meet a specific standard. This model is followed in the *Design Guidelines Manual*. Some key sections to note, with respect to their interface with the *Design Guidelines Manual* are these:

Article 1: Administration and Procedures

This article establishes the basic boards and commissions involved in administering policies and regulations related to land development. Of particular relevance to the design review process is the creation of the Development Review Committee and also Article 1-4, which provides for the Design Guidelines Manual and its use in the development review process. This firmly anchors the enforcement of the design standards and guidelines to the zoning ordinance.

Article 2: Definitions

This section provides definitions that are used in design review, including terms such as “landscape area.” These are essential to interpreting the design standards and guidelines.

Article 3: Zoning District Standards

This section describes uses permitted by zone district, and also includes many development standards, which are grouped by land use or zoning district category. Many of these set basic prescriptive standards and some also suggest a list of options for means of meeting the standards. In some cases the design guidelines provide additional detail on how to meet a particular standard. For example:

Section 3-3-6 Commercial Districts Standards

This section establishes many of the requirements that are then amplified in the Design Manual. For example:

B. Development Standards for Commercial Districts

“8. Buildings with metal or steel exteriors shall be architecturally altered through the construction of veneers, facades, or other architectural treatments and installation of landscaping to minimize the extent of metal surfaces visible from the street.”

9. Drive-thru windows shall not face onto a public street. Stacking lanes shall be screened from the street with three (3) foot masonry walls or berms.

10. All buildings located within a unified, planned development, such as a community or neighborhood commercial center shall be architecturally styled to achieve harmony and continuity of design. Building elevations

shall be coordinated with regard to color, texture, materials, finishes, and form.”

Section 3-5-5 Amenity Expectations

This section requires land improvement enrichment that will provide a benefit for the entire community for a PAD (Planned Development District) project. For example:

“B. Commercial, Employment or Institutional Use

2. Facilities. Community-benefiting spaces, fixtures and conveniences should be installed and maintained in accessible, secure locations.

a. Activity centers. Gathering places (including performance sites, outdoor dining, recreation or relaxation areas) may be provided for customers, business invitees, employees and residential neighbors’ use at appropriate times.

b. Joint use facilities. Parking, playing fields, restrooms, drinking fountains, plazas, walkways and other facilities may be installed and maintained for community use.

c. Transportation amenities. Bicycle and pedestrian convenience should be stressed, with consideration of bus stop improvements, park-and-ride lots, employee shuttle services and the like.

3. Community integration. Non-residential development should seek to relate, both visually and functionally, with its surrounding neighborhood.

a. Open space connection. Recreation space and multi-purpose pathways are employed as means to allow employees or customers from the adjacent neighborhood to access shopping or jobs and interact with business people.”

Article 5: Property Improvement Standards

This section provides the bulk of the landscape design standards. Many of these are addressed in further detail in the Design Manual. For example:

“Each landscape island shall include a minimum of one (1) tree of fifteen (15) gallon size and five (5) shrubs of five (5) gallon size for each parking stall length.

1. Trees shall be required along all street frontages according to the following criteria:

*a. A minimum of one (1) tree shall be planted for every twenty-five (25) feet of lineal **street** frontage...”*

Note that some developers have interpreted this standard to mean that trees must be spaced evenly at 25-foot intervals, which is not the case. Nonetheless, the requirement is greater than that for the recent *City Center Specific Area Plan*, where 30 foot spacing is the requirement.

THE DESIGN GUIDELINES MANUAL

The *Design Guidelines Manual* combines “standards” and “guidelines” in a single document that provides a more global view of development. It seeks to address the interface of the various design categories that are introduced in the Zoning Standards in a more comprehensive way. That is to say, building design, landscaping and circulation (and other topics) are addressed with discussions about how these design categories overlap.

Much of the guidance provided in the manual reflects “best practices” in urban design. These include concepts for a universal circulation system for all modes, including pedestrians. The results are readily visible along many of Goodyear’s streets, where recent developments have complied with the standards and guidelines.

Structure of the Design Guidelines Manual

The *Design Guidelines Manual* is organized by general groupings of land use categories:

- Single-family residential
- Multi-family residential
- Commercial
- Employment/Industrial

Introduction to the Design Guidelines Manual

The introduction sets forth a series of basic objectives, which are similar to those described in the General Plan and the Zoning Standards. They relate to quality of design, economics, and livability.

Definitions

A part of the Introduction defines the meaning of some key terms used. Definitions indicate which are requirements, and which are suggestions on how to comply with those requirements. Key operative terms in this regard are:

- Shall
- Should
- Encouraged

This is a section that may be difficult for some readers to interpret, especially with regard to the way in which the terms appear in the text that follows in the body of the document. It indicates that for both of the terms, “shall” and “should,” compliance is required. The difference may be in the degree of flexibility that may be offered within the framework of these terms. It references that the requirement is in many cases to meet the “intent” of the guideline. This suggests that flexibility does exist in how one may meet the intent, even though this may not be readily apparent.

Intent statements are key concepts in the Design Manual. If they are written to describe a desired outcome at the appropriate level of description, they can help provide a framework for considering alternative means of complying with the given standard but they are not consistently used. Or, at least, it may be difficult

for a reader to extract the “intent statements” from the suggestions for how to comply.

Interpretation

The Introduction clearly defines how the directives “should” and “shall” are to be used. But there may be some confusion when the terms are intermingled in a single paragraph related to an individual design topic.

Considering context

The context of a particular project plays an important role in how the guidelines are applied. For example, the guidelines for Industrial buildings state that all four sides shall be designed equally. But in real application, the degree of refinement or detailing that occurs varies to some degree, based on the context.

Degrees of flexibility

A major concern that has been expressed is that a reasonable degree of flexibility should be available.

Flexibility occurs in two ways in the existing Design Manual:

- a. Staff determinations
- b. Deviations through the PAD process

The concern is that the PAD process takes additional time. Even working with staff can take substantial time.

Narrative format

The document is in a generally narrative format. An individual paragraph may include a repeat of a zoning standard, more detailed guidance about how to meet it and additional information about the importance of the standard to meeting broader community goals. This can make it difficult to distinguish requirements from suggestions. Intent statements, which are important in the interpretation of the guidelines and in providing flexibility, are often embedded in paragraphs that also include useful background information and suggestions on how to comply with the standards.

A typical set of standards and guidelines begins with an introductory statement, which establishes the “intent” of the standards and guidelines that follow. This is followed by a list of statements, which are numbered to facilitate their being referenced in the design review process. Some of these include the term “shall,” while others use “should.” Some are simply informational sentences, and do not indicate a requirement or suggestion.

Relationship to the Zoning Ordinance

Some zoning standards are repeated in the *Design Guidelines Manual*, as a means of providing all the relevant information to users in one document and also to clarify the relationship to the zoning standards. However, while references to the zoning code are included, they appear simply as a numerical citation; it is not clear what they are.

Illustrations in the Design Guidelines Manual

The *Design Guidelines Manual* includes a variety of sketches and photographs as illustrations. These are often used to clarify the interpretation of a specific standard, by

providing an example of a successful solution. On the other hand, many of the guidelines have no illustrations at all and in many of these cases, interpretation of the standard is less clear as a result.

Illustrations to the standards and guidelines can be helpful in these ways:

- **To illustrate how a term is to be interpreted**
(For example, a diagram that demonstrates how building height is measured will aid in interpretation of such a standard.)
- **To illustrate a successful (or conversely, an inappropriate) design solution**
(For example, a photograph of a well-designed perimeter screen wall helps convey the intent of the standard.)
- **To illustrate that a range of options is available**
(For example a “matrix” of a series of alternative design solutions for “articulating” a building mass, using changes in materials, offsets, colors and textures would demonstrate that different combinations of those treatments would be the intent of reducing the perceived scale of a building. Such illustrations could help to define the range of flexibility that is available.)

Use of “menus” for meeting guidelines

Several guidelines provide lists of ways in which to meet the requirement. Some of these lists are embedded in a paragraph, but a few appear as a list, which is easier to read. An example, from the Industrial section:

“E. Building Materials/Color

(1) 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:

- (a) Brick;*
- (b) Stone, natural or faux;*
- (c) Integral color, sand blasted or stained textured masonry;*
- (d) Split-face or scored concrete masonry units;*
- (e) Textured tilt-up concrete panels;*
- (f) Stucco/EFIS;*
- (g) Metal roofs;*
- (h) Concrete and clay tile roofs.*
- (i) Light colored or reflective “cool roofs” (when not visible from public view);*
- (j) Clear and tinted glass;*
- (k) Architectural metal; and,*
- (l) Prefabricated steel panels and corrugated metal where architecturally integrated. “*

Comment:

Two key features of this preceding guideline should be noted:

First, the introductory sentence serves as the “standard,” establishing the quality of materials that are to be used.

The second sentence includes the phrase, “but are not limited to.” This indicates that other materials may also be considered, when it is demonstrated that the intent of the introductory sentence can be satisfied. This built in flexibility may not be readily apparent to some users. A lack of illustrations may also make interpretation difficult for some.

Repetition of text in the Design Guidelines Manual

Many design standards and guidelines are repeated throughout the document. This is understandable, since individual design variables can be used to achieve the broader intent statements. But, this repetition can cause some readers to become confused. Sometimes it makes it difficult to determine which sub-section to which a specific guideline applies and thus makes enforcing it a matter of debate.

New Trends

Some new design issues are addressed lightly, or are not addressed at all, in the *Design Guidelines Manual*. Some of these are:

- **Mixed use development**

Projects that include a mix of residential with commercial uses on a parcel are not addressed, even though this is a growing trend nationally and is likely to appear in future projects in Goodyear. The *General Plan* foresees this type of project. The advent of mixed-use projects will expand the opportunities for meeting several of the key design standards. For example, a row of townhouses could be placed along the edge of a commercial (mixed use) property where it abuts a lower density single-family neighborhood, to serve as a transition. Guidelines for this topic, and illustrations of good examples, are missing from the manual.

- **Sustainability (only very generally)**

Sustainability is addressed briefly in the *Design Guidelines Manual*. While several design standards and guidelines implicitly support sustainability, few directly do so. This is likely to be a more important topic in the future. If the guidelines do not address it, then more projects may need to seek alternative means of compliance through the “deviations” process.

- **Link to community policies**

The *Design Guidelines Manual* does not make a clear connection to the policies in the (existing) *General Plan* that establish the foundation for the guidelines. Although some language appears in the *General Plan* that could be used as a foundation for the guidelines, it is not directly cited as such.

The built results

While some may question specific guidelines, the results clearly convey the application of the guidelines in the city. Few communities have created such a distinct identity

through their design standards; this is in part, perhaps because of the rapid pace of development that occurred in recent years (prior to the recession) in Goodyear and therefore many projects that are built reflect these policies.

Some issues in the Design Standards and Guidelines

Although the body of the *Design Guidelines Manual* provides solid, defensible information, there are some areas where refinements may be merited. Some of these are cases in which clarification of a standard is needed; for example in a case where flexibility already exists in meeting the standard, but it may not be readily apparent. In other cases, some refinement to the existing standard may be needed. These are some examples from one section in the Design Manual:

- **Use of a broad term that needs clarification**

Some of the standards appear to be rather broad, and use terms that are not clearly defined. As an example:

Chapter 4: Commercial

3. Architectural Standards

A. Design Theme

“(2) All buildings located within a unified planned development shall be architecturally styled to achieve harmony and continuity of design.

Building elevations shall be coordinated with regard to color, texture, materials, finishes, and form (Article 3-3-6-B-10).”

Comment:

Some users may interpret this to mean that all buildings within a development must have the same architectural style. The key here is to more clearly define what the words underlined in the citation mean in this context. In many design guidelines, “continuity,” for example, means having sufficient features to appear in concert with abutting buildings, but not necessarily all features, and not necessarily exactly matching the architectural style.

- **Modification of an existing standard to clarify intent**

A somewhat different condition is found in the subsequent standard in the same section:

“(3) A commercial complex shall establish and maintain a consistent architectural style with individual buildings designed with complementary forms and materials.”

Comment:

This standard appears to more directly require a consistent architectural style. This may be an area in which some clarification (or “loosening”) of the standard would be merited. This modification could occur using the directives of the *General Plan* for design objectives. It appears that the intent is that there be a reasonable degree of visual continuity, which can be accomplished using the design variables listed elsewhere (similar materials, colors, forms, etc.) The use of the term “style” therefore needs more discussion.

- **Documenting criteria that presently are used informally in the evaluation process**

Comment:

In some cases, a standard appears to be rigid in its application, but in fact some variation, or flexibility is (or could be) offered. It simply isn't clearly defined in the manual, and staff must apply these concepts on a case-by-case basis. This may make the outcome difficult to predict, and requires additional review time for everyone involved. Here is an example from the same section in the commercial building standards and guidelines:

“(4) All four sides of a building shall receive consistent architectural treatment (Article 3-3-6-B-14).”

Comment:

While it is expected that all sides of a building are to be designed as visual assets, there are in fact some “deviations” that occur. The “rear” of a commercial building, where loading docks are located, may exhibit variations in materials and colors to provide interest and break up a mass, but not to the same degree of detail as may appear on other walls of the same building that are more directly visible to the public. Establishing a methodology that defines the “hierarchy” of building facades could help to clarify how this standard is applied in different design contexts.

City of Goodyear, Arizona
Design Guidelines Manual Update Project

Working Paper #2:
Strategy for Updating the Goodyear Design Guidelines

February 14, 2014

Introduction

This paper is the second in a series that establishes a direction for an update to the *City of Goodyear's Design Guidelines Manual*. It draws upon a review of background information that is summarized in the preceding working paper #1, "Review of Background Information," and also includes issues raised by City Council members and staff, as well as representatives of the development community.

The purpose of this paper is to set forth an approach to the guidelines update, which includes suggestions on how to respond to the issues raised. A series of exhibits is attached, which illustrate the various tools that would be used in the update. Many of these exhibits focus on ways to help make the process more predictable, by providing illustrations and text that would clarify the existing guidelines. In other cases, new guidelines language is suggested, sometimes for a new topic not presently covered.

In many cases, the existing guidelines provide a good foundation to address the issues that are raised, and simply need clarification. In others, there may need to be some discussion at a policy level before initiating revisions. These conditions are highlighted in an attached chart, Exhibit A, "Strategy Summary by Design Topics," which lists each issue raised and provides a recommended response.

Note that, in addition to the issues that are discussed in this working paper, some opportunities for refinement are introduced in the preceding working paper #1, "Review of Background Information." Those suggestions are of a more technical nature. For example, a series of policy statements from the draft General Plan are cited in that paper, which provide a foundation for the guidelines that exist in the design manual. Many of these policy statements should be included in the updated design guidelines, to reinforce the relationship of the General Plan to the guidelines. A similar review of the zoning code is reported in that paper, and many cross-references to the code should also be included in the design manual, again to reinforce the interrelationship between those two documents.

With approval of this strategy report, the consultants will draft the specific changes to the design manual that are suggested. Note that this project does not entail a complete rewrite of the design manual, but it does suggest some refinements to format and

illustrations that could set the stage for further revisions to portions of the guidelines that are functioning well, but that could benefit from some of the refinements that this project introduces.

1. General strategies for refinements to the guidelines

While specific recommendations are set forth in Exhibit A there are some more general refinements that would be implemented, as conditions permit within, the document. These are summarized below.

Types of update actions to be used

The update will focus on edits that will bring clarity and predictability to the design guidelines and address those key issues identified by City Council and staff. Fundamentally, there are these different actions that will be taken in updating the design guidelines:

A. Edit existing text

In these cases, existing text will be slightly modified, to clarify intent or to provide additional information about the existing design guidance.

B. Add illustration

In these cases, a new photograph or sketch, or a combination of them, will be inserted, to aid in interpreting the existing (or edited) language.

C. Add a new guideline

In this case, next text and an illustration will be added. This generally applies to new topics that have not been addressed previously.

D. Amend the zoning ordinance

Some actions are suggested that technically are outside of the update of the design guidelines themselves, but are related. These are generally suggestions for amending the zoning ordinance.

These are some key topics to address:

Intent statements

Clarifying the intent behind certain design guidelines is important, because this can provide a basis for determining when alternative design approaches may be considered. If an alternative design meets the intent of the set of guidelines, then there can be an objective basis for providing flexibility. It does not imply that a standard is relaxed (although in some cases it could be), but instead that there are alternative means of meeting the requirement that can be considered, even at an administrative level.

Providing Flexibility

Flexibility already exists in the system, but it is not always clear when it is available, or how it is to be determined. In some cases, a policy adjustment may need to occur, but in the majority of situations, additional text and graphics would clarify the degree of flexibility that is already offered. Sometimes, this simply should be a list of “options” that

are available for achieving the specific design intent. These may be illustrated as a “matrix” of design solutions, in photographs or sketches. To do so, more lists of options for meeting a standard or guideline would be introduced, and these would include matrices of photos or sketch examples to illustrate the checklists.

Considering Context

Another aspect of providing flexibility is to present an orderly process for considering the context of a project. While the guidelines imply that context is a consideration in many places, and staff members do take location into account, there is little published guidance about how this will be implemented in practice. In several cases, understanding the context would help to determine how rigorously a particular guideline should be met and enhance predictability. This will help to clarify to property owners and to staff how flexibility may be accomplished.

Enhancing User friendliness in the guidelines

While there is a general order to the way in which information is presented in the guidelines document, it is not always readily apparent. A clearer structure for the way in which background information, intent statements and guidelines are presented would help make navigating the document easier for all users. This formatting should be applied consistently. In this guidelines update, a more formal hierarchy of information would be used for the new guidelines that are to be inserted, and for some edits to existing guidelines where it can be accomplished relatively easily.

A typical format would include:

- a. An intent statement – This describes the intended outcome for a particular design topic. It often equates with a zoning standard. The term “shall” is typically used in the intent statement.
- b. Guideline statements – These provide directions about how to meet the intent statement. It may include lists of options of how to meet the intent statement.
- c. Illustrations – These should demonstrate creativity and diversity of choice, within the range that is appropriate for maintaining continuity in a project.
- d. Side bar (cross reference; supplemental information) – This is supplemental information that is in itself not technically a requirement, but may help the user in planning their project.
- e. Checklist/matrix

Design Continuity: Clarifying a Broad Intent Statement

A key concept in the design guidelines is that of “design continuity,” which is expressed in various ways. It often appears in guidelines that call for using similar materials, forms and details, in the interest of conveying a coordinated design for a development. For example:

“All buildings located within a unified planned development shall be architecturally styled to achieve harmony and continuity of design.”

A broad intent statement that is implied, but perhaps is not articulated in the design guidelines is:

To convey a sense of continuity throughout Goodyear, while also expressing individual “identities” for each development, and to some degree for individual buildings and businesses.

While some may interpret this intent statement to mean that all buildings should look the same within a development and even throughout the city, a careful definition of the terms should explain that continuity is a balancing of similarity and diversity.

Definition of Continuity:

In this sense, continuity means the appearance at a relatively “high level of perception” of some similar elements throughout a development, and throughout the city. It does not, however, mean total uniformity. This sense of continuity is achieved when a sufficient number of design variables are similar in character (not necessarily identical) throughout a development and throughout the city.

Levels of Design Context

The degree of similarity 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 “context” in which a project may be designed.

Level 1: Citywide Level of Consideration

At this broadest level, the object is to assure that each property improvement contributes to the distinct identity of Goodyear. Utilizing architecture and landscapes that are compatible with the Sonoran Desert is an objective. (GD 8-1, General Plan 2014) At this level, there are probably only a few basic elements of design that are needed to convey being “in Goodyear.” The guidelines that promote masonry and the Sonoran color palette throughout the city are examples.

There are other citywide design guidelines that focus on best practices in urban design, but aren’t necessarily focused on creating a distinct identity. The guidelines seeking continuity in pedestrian circulation within a neighborhood or among individual developments are examples.

Level 2: Neighborhood Level of Consideration

This relates to each of the neighborhoods as identified in the General Plan. Each has variations in character, defined by views and natural features as well as recent development patterns. There also are specific goals for the qualities of each neighborhood. Many are similar in character, but they do have variations in

the goals for their perception. A few are distinctly different. For example, Historic Goodyear is a distinctly different neighborhood from the Estrella neighborhood.

Level 3: Center (Development) Level of Consideration

This typically applies to an individual commercial center, a residential neighborhood, an office cluster or industrial park. One goal at this level is to establish a distinct “sense of place.” This means 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 continuity, while also expressing some features unique to the Center. This is most understood for a commercial or mixed-use center, but is equally applicable to the other development categories that are addressed by the design guidelines. Providing a custom-designed entry experience, establishing a central plaza as a gathering place, and using a unique site lighting fixture could be examples of design techniques used to establish a distinct identity at this level. A custom-designed sign package could be, of course, another distinguishing feature.

In a residential subdivision, diversity of design along a block is a goal at this level of design. Variations in entry definition, façade design and design of common areas also could be defining elements for an individual project. Adjacency to other uses, especially single family, is also a consideration at this level. Proximity to transportation corridors could also influence design at this level.

Level 4: Site Level of Consideration

At this level, individuality is often more of a consideration. For a single commercial site, this is the level at which a corporate identity may be conveyed. In a residential subdivision, house form, garage design and front yard landscaping are variables to consider to give an individual home a distinct identity. It is also at this level of design that maintaining consistency within an individual building design is an objective.

2. Issues & Questions

The specific issues and questions that have been raised are listed in Exhibit A, which is a chart that briefly states the issues and summarizes the existing condition, with respect to the zoning code and the design manual. It then provides a brief list of potential responses to each of those issues. In a few cases, some alternative responses are suggested; these will require further guidance before establishing a specific direction for action. However, there are some broader topics that appear frequently in the guidelines that should be considered at a more global level. These are discussed in this section.

Corporate Identity

A concern is how to assist companies in conveying their corporate identities, while continuing to convey a sense of identity for the city as a whole. While some franchises prefer to use a distinct architectural theme for their businesses throughout the country, most chains are accustomed to modifying those prototypes to suit local design policies.

A key component of corporate branding is the use of a distinctive color scheme. In the existing guidelines, this is theoretically possible as an accent color. The type of color and the extent of its use are areas of debate that have occurred. Understandably, a corporation seeks to have a sufficient amount of their color to convey identity.

These are the fundamental questions: “May any color that is a part of a corporate image be used,” and “To what extent may a corporate color be applied?”

The key is in determining a reasonable proportion of logo color to the base colors established in the Sonoran palette. Some illustrations that show a range of proportions of accent color to base color could help in interpreting this policy. It is possible that a moderate increase in the percentage of logo color to base color could be accomplished while maintaining the overall intent of continuity in color for a project. In many cases, this accent color may be combined with the building sign.

Some accent color scenarios to illustrate are:

Scenario A: Logo color on sign only (appropriate)

Scenario B: Logo color on sign and on a small surface area (such as an accent stripe around the cornice) - appropriate

Scenario C: A moderately larger surface area of logo color, but still subordinate to the overall building character and color scheme (such as an awning in a logo color) - appropriate

Scenario D: An entire wall in the logo color (not appropriate)

Scenario E: A conventional franchise building, with logo color all over it (not appropriate)

Four-sided Buildings

The guidelines state that buildings are to be considered “in the round.” The intent is that each building wall should be designed for public viewing. This acknowledges that the built environment does not have a “back side” that no one sees, or experiences. It implies that the quality of the built environment is three-dimensional. That said, the current review process does actually consider that individual building faces may be different, depending upon location on the property, but it is not clearly articulated.

The Intent of Four-sided Design

There are several important intents associated with the requirement for designing four-sided buildings.

The intent is to provide walls that are:

- A. Visually interesting, as viewed from close up and far away (both from the public way and from within projects)
- B. To provide visual interest and a sense of scale to those close up (usually pedestrians)
- C. To provide views into building of active uses inside (to help animate the street or development as perceived from the outside.)

Different degrees of priority for four-sided design

Even though the overall objective is to design all four sides as publicly viewable elevations, there are in fact some differences in the degree to which this level of design is needed, or merited. Some walls will be seen by observers (pedestrians and motorists) up close and frequently; other walls will be seen, but less frequently or perhaps at a distance. The degree of design detail that is applied to each wall should reflect these contextual factors.

Key factors in determining priorities may be:

- Proximity and visibility to a public way
- Proximity to a sensitive edge (such as a residential area)
- Relationship to other uses nearby (if facing an abutting outdoor seating area, for example)
- Servicing requirements (an area where trash storage is to be located, for example)

For many cases, there are these types of building faces:

Type A: High Priority (primary wall)

These are walls that are highly visible to the public and are important in conveying a sense of scale, visual interest, and pedestrian-oriented activity. They include the “fronts” of buildings, either facing a street, or facing into a development. They include a high percentage of glass, to display goods and activities inside.

High priority wall definition:

A high priority wall is one that:

- Faces a public right of way, and is in relatively close proximity to it
- Will be seen by users on a regular basis
- Contributes to a clustering of buildings that defines a place

Objectives for pedestrian-friendly walls:

- Convey a sense of human scale in massing and detailing
- Have a high level of visual interest
- Invite pedestrian activity
- Provide views into interior functions

Type B: Pedestrian-friendly

These are also in high-traffic areas, but are walls (or portions thereof) where internal functions do not lend themselves to designs with extensive amount of transparency. On a freestanding pad site in a commercial center, for example, there is likely to be one wall where service doors are located, and public access is not appropriate. Nonetheless, because these are in high traffic areas, a high degree of wall surface treatment is needed. This may include a broader range of options to achieve visual interest, including wall art and other architectural detailing.

A Pedestrian-friendly wall is one that:

- Faces a pedestrian area
- Will be seen on a regular basis
- Includes some “back of house” or service functions

Objectives for high priority walls:

- Convey a sense of human scale in massing and detailing
- Have a high level of visual interest
- Be compatible with pedestrian activity in the area

Type C: Third level priority wall

Finally, there are walls that are more remote in terms of public exposure. While the objective is still to assure that these walls are seen as part of a coherent design composition, a lesser level of detail may be appropriate.

A Third level priority wall is one that:

- Is seen by the general public from a distance
- Is less frequently experienced by the general public
- Has service functions as a primary requirement

Objectives for Third level priority walls:

- Convey a sense of scale in general massing
- Have a moderate level of visual interest
- Convey a sense of relatedness to the overall building design

By defining these different levels of wall treatment, the current practice of adjusting the requirement of “four-sided” design to the context would be more easily understood, and more predictable in terms of its application. Using criteria such as the ones listed above, staff could work with a property owner to determine a reasoned approach.

Wall type categories near single family residential

Projects abutting single-family residential neighborhoods are a special consideration, with regard to the wall type categories. Where commercial, mixed-use, industrial or employment type buildings are along edges of residential developments, walls will need to be sensitively designed. Whether the wall type would be “A,” “B,” or “C” would depend

upon specific site conditions, including the distance of separation and the extent of landscape buffering or screening. These would be addressed in the design guidelines.

Other context considerations

There are other contextual factors that would influence the determination of which wall type should apply. Some older developments, for example, may have constrained sites that would limit the way in which these categories could be applied. (Some of the smaller commercial areas in Historic Goodyear are examples.) These factors would also be considered when establishing an approach for an improvement project. The location of a project within the individual Study Areas described in the General Plan would also be a factor.

Use of alternative wall designs to provide visual interest

Throughout the guidelines, some suggestions are provided for achieving visual interest along walls of buildings. However, they are not clearly presented as a ‘checklist’ of options.

Alternatives to storefronts may be:

- Display case
- Wall art
- Espalier (trellis)
- Pergola
- Architectural screen
- Detailed wall surface
- Planter
- Varied offsets in the wall plane
- Changes in materials and finishes
- Architectural details

This type of checklist could be included, with illustrations, to demonstrate the range of flexibility that is available in designing walls for visual interest. This checklist, used in combination with the designation of wall types described above, could provide a rational, yet flexible method of determining the degree of design detail that is appropriate for an individual wall.

Double-fronted liner buildings

The guidelines also should include a recommendation to develop “double-fronted” liner buildings in commercial centers when feasible. This is a term that is appearing more frequently in design guidelines across the country. It is similar to many buildings that have been designed along the front edges of commercial centers in Goodyear. These typically include two or more businesses in the same building. This term is preferred, rather than referring to such sites as “pads,” since the pad terminology tends to imply an isolated user, rather than one that is paired with another in a set.

Drive-through commercial buildings

These are generally freestanding, single users but pairing them also is to be encouraged. A key concern is that long queuing lanes not be immediately adjacent to a street edge. Even though a queuing lane may be screened with a wall and landscaping, it is still less active or attractive than other designs. The city presently promotes drive-through facilities that have service windows oriented perpendicular to a major street, and also encourages locating these buildings in the interior of a commercial center, rather than along the edges. A series of case studies, illustrating the pros and cons of various drive-through configurations, would be helpful.

APPENDICES

This set of appendices provides additional detail related to a series of design issues that appear in the main body of the Design Manual. They aid in interpreting those guidelines and shall be used in determining compliance with them. Two groupings of the appendices are used: The first includes individual design topics that may apply to a variety of building types and land use categories. The second grouping provides additional guidance for some individual building types.

Design Variables

Page 3 - Appendix A. Four-Sided Design For Buildings

This appendix describes different levels of design treatment for three different categories of walls, based on their context.

Page 17 - Appendix B. Building Form, Mass and Articulation

This appendix provides additional examples of design techniques that may be used to create variety in building form, mass and articulation. A range of different building types is included.

Page 25 - Appendix C. Building Materials

This appendix provides a menu of building materials and discusses their application in three levels: (1) primary material, (2) secondary material, and (3) accent material.

Page 33 - Appendix D. Liner Buildings

This appendix shows appropriate design principles for the design of commercial and mixed use buildings that are built near the street edge

Page 35 - Appendix E. Arcades, Awnings and Canopies

This appendix shows appropriate arcade, awning and canopy features.

Page 36 - Appendix F. Color

This appendix address the application of a color palette based on the Sonoran Desert, and discusses the application of color in three levels: (1) base color, (2) secondary color, and (3) accent color.

Page 39 - Appendix G. Transitions

This appendix provides a menu of options for designing compatible transitions from commercial and mixed-use developments to lower density residential neighborhoods.

Page 41 - Appendix H. Single Family Entries & Porches

This appendix provides a menu of options for designing fronts of single family houses that will promote a sense of scale and social connection with the street.

Page 42 - Appendix I. Single Family Garage Designs

This appendix provides a menu of options for garage locations and door designs.

Page 44 - Appendix J. Public Space/Pedestrian Amenities

This appendix illustrates a range of ways in which to incorporate plazas and public space into private developments.

Page 47 - Appendix K. Public Art

This appendix illustrates a range of ways in which to incorporate publicly accessible art into private developments.

Page 48 - Appendix L. Pedestrian Connections

This appendix illustrates a range of ways in which to incorporate pedestrian links into a site design.

Project Types

Page 49 - Appendix M. Mixed-use

This appendix illustrates a variety of design approaches for incorporating a mix of uses in a development, including commercial, office and residential. Horizontal and vertical mixed use models are included.

Page 50 - Appendix N. Drive-through Commercial Buildings

This appendix provides a menu of design alternatives for drive-through facilities.

Appendix A: Four-Sided Design for Buildings

A key goal in the Goodyear Design Guidelines is that buildings be designed to be “four-sided.” This means that all walls are to be designed to provide visual interest, convey a sense of scale, and in some cases to help activate streets and large developments. The degree to which an individual wall must have these qualities varies, depending upon the setting. Many walls are in locations that are highly visible by the public or in areas in which pedestrian activity is encouraged. For this type of location, a high degree of “pedestrian-friendly” features must be provided. In other locations, however, walls are less .

Many design guidelines in the manual provide guidance on how to apply those variables. The degree to which several design variables are combined in a project can vary, depending upon the context.

The guidelines state that buildings are to be considered “in the round.” The intent is that each building wall should be designed for public viewing. This acknowledges that the built environment does not have a “back side” that no one sees or experiences. It recognizes that the quality of the built environment is three-dimensional.

The Intent of Four-sided Design

There are several important objectives associated with the requirement for designing four-sided buildings. These are:

A. To create walls that are visually interesting, as viewed from close up and far away (both from the public way and from a within project)

B. To provide visual interest and a sense of scale for a wall that is viewed close up (usually pedestrians)

C. To provide views of active uses inside a building (to help animate the street)

Different priorities for four-sided design

Even though the overall objective is to design all four sides of a building as attractive elevations, there are some differences in the degree to which this level of design is needed, or merited. Some walls will be seen

by observers (pedestrians and motorists) up close and frequently; whereas other walls will be seen less frequently or perhaps at a distance. The degree of design detail that is applied to each wall should reflect these contextual factors:

Determining a Wall Type Classification

Early in the design process, the type of wall categories should be determined.

Key factors in determining priorities for wall treatment are:

- Proximity to a public way (a street or a walkway internal to a project)
- Proximity to a sensitive edge (such as a residential area)
- Relationship to other uses nearby (if facing an abutting outdoor seating area, for example)
- Servicing requirements (an area where trash storage is to be located, for example)

Considering those factors, there are these types of building faces to use in applying the design guidelines for four-sided design:

In general, wall designs may be grouped into these categories:

- Wall Type A: High Priority (primary wall)
- Wall Type B: Pedestrian-friendly (secondary wall)
- Wall Type C: Third level priority wall

These are described below.

WALL TYPE A: HIGH PRIORITY WALL

This wall type is highly visible to the public and is important in conveying a sense of scale, visual interest, and pedestrian-oriented activity for the building and its site. This is the “front” of buildings, either facing a street, or facing into a development. It should include a high percentage of glass to display goods and activities inside. (Note a building may in fact have more than one “Type A” wall, when it is at a highly visible location.)

Identifying a Wall Type A

A high priority wall is one that has one or more of these contextual conditions:

- Faces a public right of way, and is in relatively close proximity to it
- Will be seen by users on a regular basis
- Contributes to a clustering of buildings that defines a place

Objectives for a Wall Type A

A Type A wall should achieve all of these objectives:

- • Convey a sense of human scale in massing and detailing
- • Have a high level of visual interest
- • Invite pedestrian activity
- • Provide views into interior functions

WALL TYPE B: PEDESTRIAN-FRIENDLY WALL

These are also in high-traffic areas, but are walls (or portions thereof) where internal functions do not lend themselves to designs with extensive amount of transparency. On a freestanding pad site in a commercial center, for example, there is likely to be one wall where service doors are located, and public access is not appropriate. Nonetheless, because these are in high traffic areas, a high degree of wall surface treatment is needed. This may include a broader range of options to achieve visual interest, including wall art and other architectural detailing.

A Pedestrian-friendly wall is one that:

- • Faces a pedestrian area
- • Will be seen on a regular basis
- • Includes some “back of house” or service functions

Objectives for high priority walls:

- • Convey a sense of human scale in massing and detailing
- • Have a high level of visual interest
- • Be compatible with pedestrian activity in the area

WALL TYPE C: THIRD LEVEL PRIORITY WALL

Finally, there are walls that are more remote in terms of public exposure. While the objective is still to assure that these walls are seen as part of a coherent design composition, a lesser level of detail may be appropriate.

A Third level priority wall is one that:

- • Is seen by the general public from a distance
- • Is less frequently experienced by the general public
- • Has service functions as a primary requirement

Objectives for Third level priority walls:

- • Convey a sense of scale in general massing
- • Have a moderate level of visual interest
- • Convey a sense of relatedness to the overall building design

By defining these different levels of wall treatment, the current practice of adjusting the requirement of “four-sided” design to the context would be more easily understood, and more predictable in terms of its application. Using criteria such as the ones listed above, staff could work with a property owner to determine a reasoned approach.

Use of alternative wall designs to provide visual interest

Throughout the guidelines, some suggestions are provided for achieving visual interest along walls of buildings. In some cases, an alternative to a storefront may be appropriate, as long as the result also is one that provides visual interest to pedestrians.

Alternatives to storefronts may be:

- Display case
- Wall art
- Espalier (trellis)
- Pergola
- Architectural screen
- Detailed wall surface
- Planter
- Varied offsets in the wall plane
- Changes in materials and finishes
- Architectural details

Examples of the three wall types follow.

WALL TYPE A: HIGH PRIORITY WALL
Application: Commercial & Mixed Use Buildings



Design variables appearing in these images:

MASSING

- Change in wall offsets
- Change in roof line

MATERIALS

- High % of transparency
- Change in color
- Brick or stone as major material

DETAILING

- Strong entry definition
- Cornice defined

LANDSCAPING

- Foundation planting
- Outdoor furniture
- Outdoor use area

WALL TYPE A: HIGH PRIORITY WALL
Application: Industrial & Employment Buildings



Design variables appearing in these images:

MASSING

- Change in wall offsets
- Change in roof line

MATERIALS

- Moderate % of transparency
- Change in color
- Brick or stone as major material

DETAILING

- Moderate entry definition
- Cornice defined

LANDSCAPING

- Foundation planting

WALL TYPE B: PEDESTRIAN-FRIENDLY WALL
Application: Commercial & Mixed Use Buildings



Design variables appearing in these images:

MASSING

- Change in wall offsets
- Change in roof line

MATERIALS

- Moderate % of transparency
- Change in color
- Brick or stone as accent

DETAILING

- Clear entry definition

LANDSCAPING

- Foundation planting

WALL TYPE B: PEDESTRIAN-FRIENDLY WALL
Application: Industrial & Employment Buildings



Image forthcoming

Design variables appearing in these images:

MASSING

- Modest wall offsets
- Moderate change in roof line

MATERIALS

- Moderate % of transparency
- Change in color
- Change in materials
- Brick or stone as accent

DETAILING

- Awnings & canopies
- Architectural accents

LANDSCAPING

- Foundation planting

WALL TYPE C: THIRD LEVEL PRIORITY WALL
Application: Commercial & Mixed Use Buildings



Design variables appearing in these images:

MASSING

- Modest wall offsets (pilasters or attached columns)

MATERIALS

- Change in color
- Change in materials
- Scoring of 'plaster' finish
- Brick or stone as accent

DETAILING

- Awnings & canopies
- Architectural accents

LANDSCAPING

- Foundation planting

WALL TYPE C: THIRD LEVEL PRIORITY WALL
Application: Industrial & Employment Buildings



Image forthcoming

Design variables appearing in these images:

MASSING

- Modest variation in roof line

MATERIALS

- Change in color
- Scoring of 'plaster' finish

DETAILING

- Architectural accents (downspouts)

LANDSCAPING

- Screen wall

EXAMPLES OF VARIATION IN MATERIALS FINISHES

This page illustrates refinements of synthetic stucco finishes in a variety of wall types and uses.



Variables used:

- Scoring, to create a sense of scale
- Change in color (horizontal emphasis)
- Change in color (vertical emphasis)
- Change in texture

Appendix A: Four-sided Design for Buildings

CONTINUED...

This chart summarizes the different levels of design treatment that are expected on walls of commercial and industrial buildings, based on their context. This tool is provided to assist in determining the appropriate level of design treatment for an individual wall based on its context. It will assist applicants and city staff in determining the appropriate level of design treatment for an individual building wall, based on its context.

The chart indicates the degree of design detail that should be applied to the three different wall types. Intent statements are provided to help in determining how well an individual design meets the objectives stated. References to individual design guidelines in the main body of the Design Manual are also provided.

For each of the three “Wall Type” categories that are proposed, the chart indicates the minimum number of design variables that are typically expected to be applied. These are not fixed numbers, but recommendations, to provide guidance to the review process. Circumstances will vary that could influence the appropriate combination of variables.

In general, the chart indicates that for high priority walls, a greater number of design variables should be applied. This number decreases for the other wall type categories. The chart further indicates that a combination of some of the variables, but not all of them will be necessary to meet the design intent.

The design variables are grouped into four categories:

- Category 1: Massing
- Category 2: Materials
- Category 3: Detailing
- Category 4: Landscaping

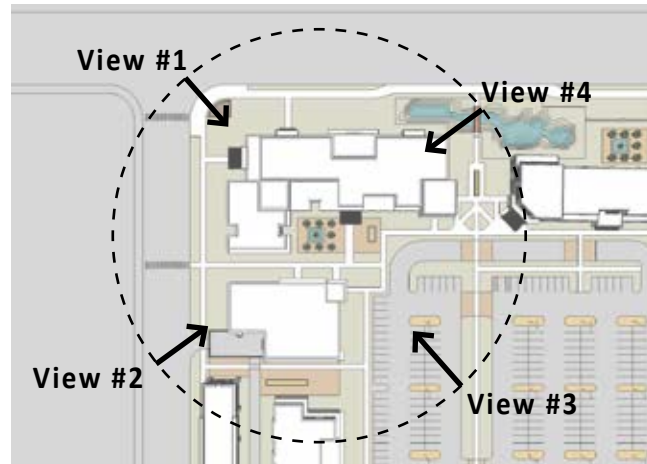
Each wall should include each of these variables in achieving the design objectives for four-sided design.

Goodyear AZ: Design Variables Applied to Different Wall Types

Design Variables		Wall Type A (High Priority)		Wall Type B (Pedestrian Friendly)		Wall Type C (Third level priority)	
Category 1: Massing		Recommended: minimum of 3		Recommended: minimum of 2		Recommended: minimum of 1	
Intent: To provide varied massing; reduced perceived building scale							
	Wall off-set	REQUIRED	☒	REQUIRED	☒	See Guideline #_	☐
	Parapet/roof change	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Wall height change	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Upper floor setback	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Notch	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
Category 2: Materials		Recommended: minimum of 3		Recommended: minimum of 2		Recommended: minimum of 1	
Intent: To reduce perceived building scale and provide visual interest							
	Change in material	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Masonry (Brick or stone)	Moderate %: REQUIRED	☒	Moderate %: REQUIRED	☒		
	Change in color	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	scoring, coursing, moldings	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Transparency	High %: REQUIRED	☒	STRONGLY RECOMMENDED	☐	See Guideline X	☐
Category 3: Detailing		Recommended: minimum of 3		Recommended: minimum of 2		Recommended: minimum of 1	
Intent: To convey consistency of design within a building and to provide visual interest							
	Architectural details	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Espalier (lattice)	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Display Case	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Fixtures	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Awnings/Shutters	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Entry definition	REQUIRED	☒	See Guideline #_	☐	See Guideline #_	☐
	Wall art	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Balconies	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Decorative screens	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
Category 4: Landscaping		Recommended: minimum of 1		Recommended: minimum of 1		Depends upon context	
Intent: To provide a sense of connection to the ground, promote outdoor uses and buffer service areas							
	Foundation planting	REQUIRED	☒	HIGHLY RECOMMENDED	☐	See Guideline #_	☐
	Outdoor use area (i.e. patio)	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐
	Screen wall	See Guideline #_	☐	See Guideline #_	☐	See Guideline #_	☐

Appendix A: Four-sided Design for Buildings Case Studies

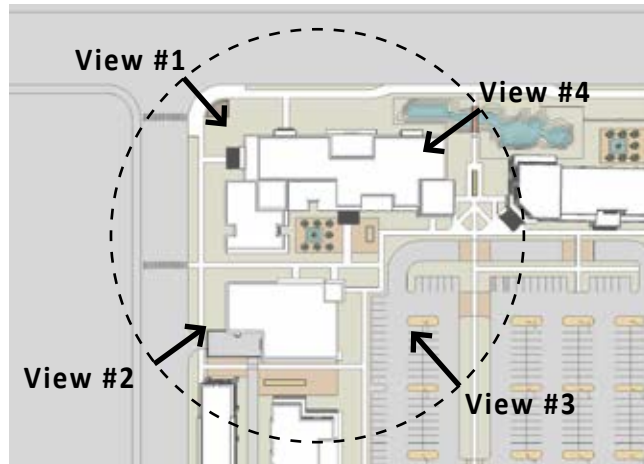
CONTINUED...



VIEW #1



VIEW #2



Wall Type: B

Wall Type: B

Wall Type: A



VIEW #3

Wall Type: C

Wall Type: A

Wall Type: B

Wall Type: B



VIEW #4

Appendix B: Building Form, Mass & Articulation

This appendix provides additional examples of design techniques that may be used to create variety in building mass, form and articulation to maintain a human scale within the built environment. A range of different building types is included.

APPENDIX B: BUILDING FORM, MASS & ARTICULATION, MIXED USE

Mixed Use		
	The design employs stepped mass, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs varied height at the parapet, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.
Mixed Use		
	The design employs stepped mass, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs varied height at the parapet, articulation, color change, transparency and architectural features. Base, middle and cap is also defined.
Mixed Use		
	The design employs stepped mass, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs stepped mass, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.

**APPENDIX B: BUILDING FORM, MASS & ARTICULATION,
INDUSTRIAL MIXED USE**

Industrial Mixed Use			
	The design employs varied height, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs varied height, articulation, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs transparency and articulation.
Industrial Mixed Use			
	The design employs material change, color change, transparency and articulation. Base, middle and cap is also defined.	The design employs material change, color change, transparency and architectural features. Base, middle and cap is also defined.	

APPENDIX B: BUILDING FORM, MASS & ARTICULATION, COMMERCIAL

Commercial		
	The design employs varied height at the parapet, articulation, material change , color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs varied height at the parapet, articulation, material change , color change, transparency and architectural features. Base, middle and cap is also defined.
Commercial		
	The design employs varied height at the parapet, articulation, material change , color change, transparency and architectural features.	The design employs varied height at the parapet, articulation, material change , color change, transparency and architectural features. Base, middle and cap is also defined.
Commercial		
	The design employs varied height at the parapet, articulation, material change , color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs stepped mass, roof form change, articulation, material change , color change, transparency and architectural features. Base, middle and cap is also defined.

APPENDIX B: BUILDING FORM, MASS & ARTICULATION, BIG BOX

Big Box	
	The design employs varied height at the parapet, articulation, material change, color change, limited transparency and architectural features. Base, middle and cap is also defined.
Big Box	
	The design employs varied height at the parapet, articulation, material change, color change, limited transparency and architectural features. Base, middle and cap is also defined.
Big Box	
	The canopy log supports are not appropriate to the Goodyear context, however; the following design elements are appropriate: varied height at the parapet, articulation, material change, color change, limited transparency and architectural features. Base, middle and cap is also defined.

**APPENDIX B: BUILDING FORM, MASS & ARTICULATION,
EMPLOYMENT CENTER, OFFICE**

Office		
	The design employs varied height at the parapet, articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs, articulation, material change, color change, transparency and architectural features.
Office		
	The design employs articulation, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs articulation, material change, color change, transparency and architectural features. Base, middle and cap is also defined.
Office		
	The design employs articulation, color change, transparency and architectural features. Base, middle and cap is also defined.	The design employs articulation, color change, transparency and architectural features. Base, middle and cap is also defined.

APPENDIX B: BUILDING FORM, MASS & ARTICULATION,
EMPLOYMENT CENTER, INDUSTRIAL

Office		
	The design employs varied height at the parapet, articulation, material change, color change, limited transparency and architectural features.	The design employs varied height at the parapet, articulation, material change, color change, limited transparency and architectural features.
Office		
	The design employs varied height at the parapet, articulation, material change, color change, limited transparency and architectural features.	design employs color change, limited transparency and architectural features.

**APPENDIX B: BUILDING FORM, MASS & ARTICULATION,
PARKING STRUCTURE AND PARKING STRUCTURE WITH WRAP**

Parking Structure		
	The design employs varied height at the parapet, articulation, material change, color change, solid-void pattern, and architectural features.	Parking structure with a retail wrap at the pedestrian level. The design employs storefronts, articulation, material change, color change, solid-void pattern, and architectural features.
Parking Structure		
	The design employs articulation, material change, color change, solid-void pattern, and architectural features.	The design employs articulation, material change, color change, solid-void pattern, and architectural features.
		
	Parking structure with a retail wrap at the pedestrian level. The design employs storefronts, material change, color change, solid-void pattern, and architectural features.	Parking structure with a retail and office wrap. The design employs varied height at the parapet, storefronts, articulation, material change, color change, solid-void pattern, and architectural features.

Appendix C: Building Materials

BALANCING CONTINUITY AND IDENTITY IN BUILDING MATERIALS

Intent:

The design guidelines seek to provide a sense of continuity in building materials throughout the city and they also indicate that some contexts merit individual expression. Masonry, in the form of stone, brick and concrete and stucco should remain the predominant materials throughout the city. That said, other materials are also appropriate as secondary materials or accents and, in some special locations, may be appropriate as primary materials.

APPLICATION OF BUILDING MATERIALS

Consider building materials in three categories:

Primary material

This is the dominant material for an individual building, or for an individual development. It is usually applied to the largest wall surfaces of a building and throughout a development. It typically should be of the predominant masonry materials and stucco palette.

Secondary material

This material appears in relatively large areas of an individual building, but is subordinate to the primary material. It may be used in the interest of providing articulation and variation in perceiving massing.

In a larger development, it may be used as the primary material for an individual building, to distinguish it from the majority of the buildings in the project.

Accent material

This material may be used for architectural details and trim, as well as special entry features. A wider variety of materials is generally more acceptable at this level. Accent materials may also be used to express the individual identity of a business or use.

SPECIAL CONTEXTS FOR BUILDING MATERIALS

While the general principles described above generally apply citywide, there are some special contexts where more specific palettes should be used:

Historic Goodyear

In Historic Goodyear, the more traditional masonry palette and stucco should remain predominate.

Airport / Ballpark Area

This area is envisioned as reflecting the technological heritage associated with it. In this context, a more “high tech,” industrial palette is appropriate, in which steel and glass are used more extensively.

Mixed Use Corridors

The General Plan identifies some areas as places where a higher intensity of development, with a mix of uses is to be encouraged. In these areas, the masonry palette and stucco remain an important part of the design vocabulary, but a wider variety of other materials may be incorporated as well.

The accompanying charts illustrate a wide range of building materials. Note that some of these are only appropriate as accent materials, or in special contexts. The captions provide a general indication of the appropriate application of these materials.

APPENDIX C: BUILDING MATERIALS, MASONRY

This chart illustrates a range of masonry materials that have been applied in Goodyear. It includes brick, stone (natural and synthetic products), and architectural concrete block. Primary material.

Masonry - CMU				
	Primary material	Primary material	Primary material	Primary material
Masonry - CMU Block				
	Primary material	Primary material	Primary material	Primary material

APPENDIX C: BUILDING MATERIALS, MASONRY

Masonry - Stone				
	Primary material	Primary material	Primary material	Primary material
Masonry - Stone				
	Primary material	Primary material	Image forthcoming	Image forthcoming
Masonry - Brick				
	Primary material	Primary material	Primary material	Primary material

APPENDIX C: BUILDING MATERIALS, CAST CONCRETE

Detailed Concrete			
	Primary material.	Primary material.	Primary material.
Detailed Concrete			
	Primary material	Primary material	Primary material
Detailed Concrete			
	Primary material	Primary material	Secondary material

APPENDIX C: BUILDING MATERIALS, PRE-FABRICATED COMPOSITE PANELS

Pre-fabricated Panels			
	Secondary material, however primary in some contexts.	Secondary material, however primary in some contexts.	Secondary material, however primary in some contexts.
Pre-fabricated Panels			
	Secondary material, however primary in some contexts.	Image forthcoming	Image forthcoming

APPENDIX C: BUILDING MATERIALS, SYNTHETIC STUCCO

Synthetic Stucco			
	Primary material	Primary material	Primary material
Synthetic Stucco			
	Primary material	Primary material	Primary material
Synthetic Stucco			
	Primary material	Image forthcoming	Image forthcoming

APPENDIX C: BUILDING MATERIALS, METALS

Architectural Metals			
	Secondary material, however primary in some contexts.	Secondary material, however primary in some contexts.	Accent material
Architectural Metals			
	Secondary material, however primary in some contexts.	Accent material	Accent material
Architectural Metals			
	Secondary material, however primary in some contexts.	Accent material	Accent material

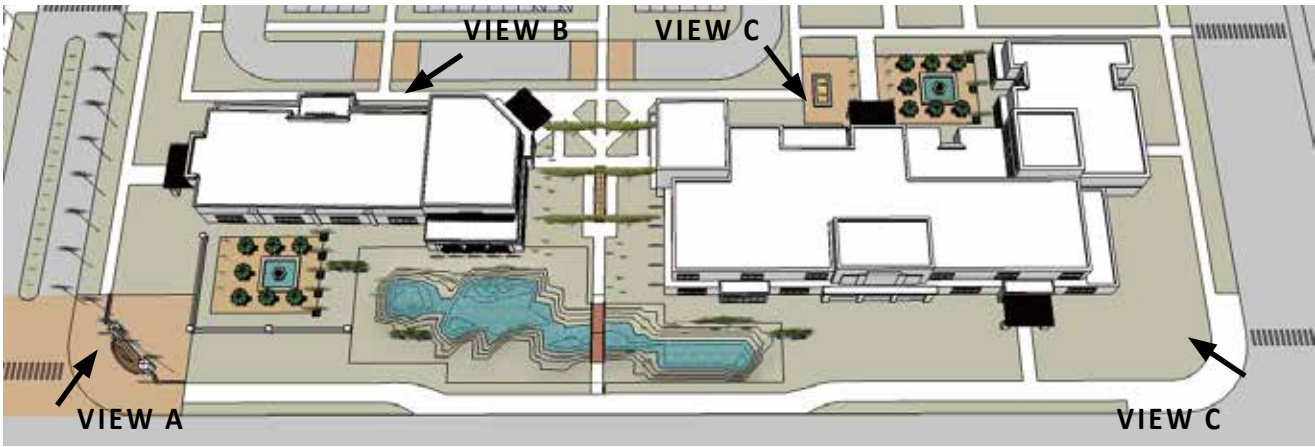
APPENDIX C: BUILDING MATERIALS, METAL SYSTEMS

Metal Industrial Storefronts			
	Accent material	Accent material	Accent material
Architectural Metal & Glass			
	Secondary material	Accent material	Secondary material

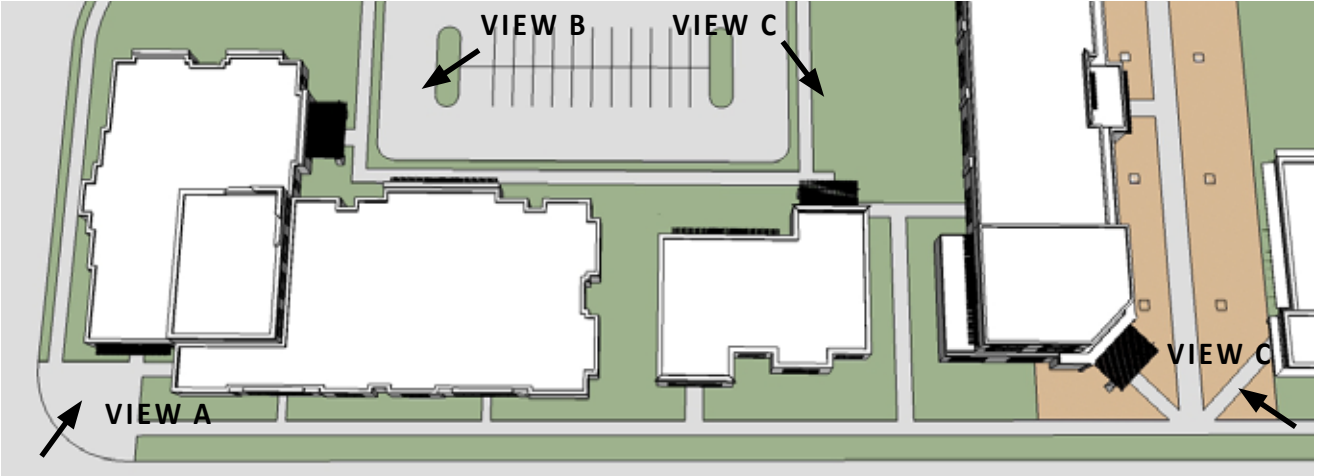
Appendix D: Double-Fronted Liner Buildings

Intent:

The guidelines include principles for the design of commercial and mixed use buildings that are built near the street edge. These should provide a pedestrian-friendly character to the street and at the same time should help to create an inviting pedestrian realm internal to a development. In this sense, these are to be considered “double-fronted” liner buildings. These typically include two or more businesses in the same structure. This term is preferred, rather than referring to such sites as “pads,” since the pad terminology tends to imply an isolated user, rather than one that is paired with another in a set. The accompanying chart illustrates a range of appropriate design approaches for liner buildings.

Double-fronted building		
	Double-fronted liner buildings along a corridor.	
Double-fronted building		
	View A	View B
Double-fronted building		
	View C	View D

APPENDIX D: DOUBLE-FRONTED LINER BUILDING

Double-fronted building		
	Double-fronted liner buildings along a corridor.	
Double-fronted building		
	View A	View B
Double-fronted building		
	View C	View D

Appendix E: Arcades, Awnings & Canopies

ARCADES, AWNINGS & CANOPIES

Awnings and Canopies		
	Sloped canopy	Awning
Awnings and Canopies		
	Arcade	Projecting canopy
Canopies & Awnings		
	Entry canopy	Trellis arcade

Appendix F: Color

THE SONORAN DESERT PALETTE

Intent:

The City of Goodyear seeks to convey a consistent palette throughout the community, which is to be based on the colors found in the Sonoran desert. Predominant colors are, of course, earth tones, which cover a wide range of ochre tan, brown and grey in a variety of shades and hues. Many other colors occur as well, in rocks, plant materials and the surrounding environment in general.

When designing for Goodyear, color may be integral to building and landscape materials, or it may be applied as a painted finish. The objective is to establish a sense of continuity throughout the community, while also reflecting the identity of an individual development and providing for individual expression for a single structure. The key is to provide a balance of colors that reflect the desert palette and to use accent colors for individual expression.

As a general guideline, consider colors applied in three basic categories:

Base color

This color should be used for larger wall surfaces and to establish a consistent design for an individual building.

Secondary color

This color may be used on an individual wall, or a distinct wall plane, to provide visual interest and to accentuate building modules or details.

Accent color

This color may be used to highlight a building entry, an architectural detail, or other smaller building component.

COLOR AND CORPORATE IDENTITY

A concern is how to assist companies in conveying their corporate identities, while continuing to convey a sense of identity for the city as a whole. While some franchises prefer to use a distinct architectural theme for their businesses throughout the country, most chains are accustomed to modifying those prototypes to suit local design policies.

A key component of corporate branding is the use of a distinctive color scheme. The type of color and the extent of its use are areas of debate that have occurred. Understandably, a corporation seeks to have a sufficient amount of their color to convey identity.

These are the fundamental questions: “May any color that is a part of a corporate image be used,” and “To what extent may a corporate color be applied?”

The key is in determining a reasonable proportion of logo color to the base colors established in the Sonoran palette. Some illustrations that show a range of proportions of accent color to base color are provided to help in interpreting this policy. It is possible that a moderate increase in the percentage of logo color to base color could be accomplished while maintaining the overall intent of continuity in color for a project. In many cases, this accent color may be combined with the building sign.

Using a corporate color on an architectural feature, a canopy or awning is a preferred approach. This technique adapts well to changes in use of a building because the primary colors remain within the overall community color palette.

Some accent color scenarios are:

Scenario A:

Logo color on sign only (appropriate)

Scenario B:

Logo color on sign and on a small surface area (such as an accent stripe around the cornice) - appropriate

Scenario C:

A moderately larger surface area of logo color, but still subordinate to the overall building character and color scheme - appropriate

Scenario D:

An entire wall in the logo color - not appropriate

Scenario E:

A conventional franchise building, with logo color all over it - not appropriate

APPENDIX F: COLOR

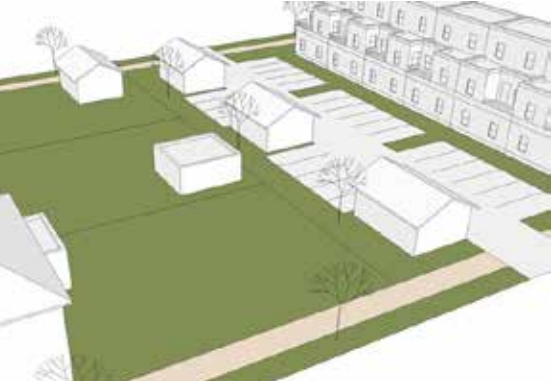
Color			
	Accent color in sign		Accent color in awning
Color			
	Base color palette of pastels highlight building forms	Accent color in architectural features	
Color			
	Secondary color accentuates wall plane	Accent color in furnishings and signs	

APPENDIX F: COLOR

Color		
	Accent color in canopy	Base color palette of pastels highlight building forms
Color		
	Secondary color accentuates wall plane	Secondary color accentuates service entries
Color		
	Secondary color accentuates building form/wall plane	Secondary color accents highlight entry features.

Appendix G: Transitions

A “transition” is a compatible change in development from mixed-use commercial areas to single-family residential neighborhoods, in which uses, site designs and buildings enhance livability and economic viability for area the areas. This is distinguished from the more specific term of “buffer,” which implies minimizing and screening what are to be considered negative impacts of mixed-use developments upon abutting residential neighborhoods. While a buffer may be one method of establishing a transition, it is not the only one.

Transitions		
	Mixed use development transitions to single family residential with a planting strip.	Mixed use development transitions to single family residential with a low scale garages and a planting strip.
Transitions		
	Big Box development transitions to single family residential with a single-loaded parking drive aisle and a planting strip.	Mixed use development transitions to single family residential with a multifamily building that steps down in scale.
Transitions		
	Big Box development transitions to single family residential with a double-loaded parking drive aisle and a dense planting strip.	

APPENDIX G: TRANSITIONS

Transitions		
	Multifamily secondary entrance and garage transition.	Multifamily secondary entrance and garage transition.
Transitions		
	Landscape strip and low scale wall transition.	Landscape islands, parking garage with Wall Type A.
Transitions		
	Landscape islands, minimal surface parking with Wall Type A.	Wall Type A and planting strip transition.

Appendix H: Single Family Entries and Porches

Entry			
	Two-story porch	Recessed entry within architectural feature	Full one-story porch
Entry			
	Partial one -story porch	Recessed Entry	Entry with trellis
Entry			
	Entry with canopy	Side entry with one-story porch projecting from front facade	One-story porch

Appendix I: Single Family Garage Designs

The manner in which a garage is incorporated into the design of a property is a key consideration in Goodyear's residential districts. The mass of the garage itself has a major impact upon the overall perceived scale of a residence. Its placement and the treatment of its garage doors have substantial impacts on the character of the street.

Intent:

A garage should be designed as a visual asset, helping to minimize its effects upon the overall mass of a property. It also should be designed to be subordinate to the front door, the primary pedestrian entrance to the building.

Guideline:

Locate a garage to minimize its visual impacts upon the overall mass of a property and to provide articulation in building form.

These alternative design approaches may be used:

Detached Garage:

To reduce the appearance of mass, the garage may be detached from the primary structure and located toward the rear of the property. The detached structure should be designed in a manner that is consistent with the residence.

Offset wall planes:

Garage doors may be separated and have varying setbacks from the building front. Offsetting the garage planes adds visual interest and depth to the elevation while minimizing the appearance of mass.

Rear-Loaded:

Properties with access from an alley can locate the garage at the rear or side of the residence. Eliminating garages and driveways from the front of the residence enhances the street scene by allowing more architecture and living space to be oriented toward the street.

Turn-In (perpendicular) orientation:

Rotating a garage to allow access by turning into the garage rather than pulling straight in reduces the appearance of garage doors along the street.

Separated garage doors

Separating garage doors reduces the visual impact on the street scene.

SPECIAL CONDITIONS

Corner Condition:

A garage that enters from a side street avoids placing the garage and driveway along the front elevation.

Dual Access:

A garage may have operable doors on the front and rear to allow a vehicle to drive through to access a courtyard or additional covered parking behind the front garage. This configuration reduces the appearance of garages along the street.

Tandem:

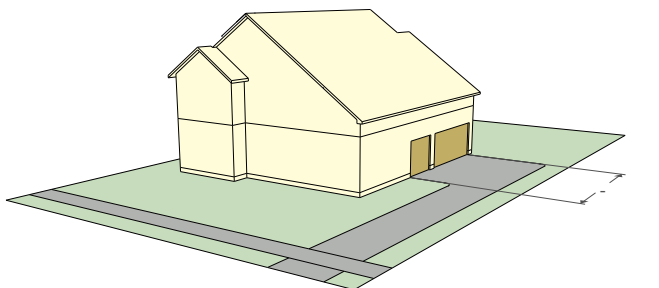
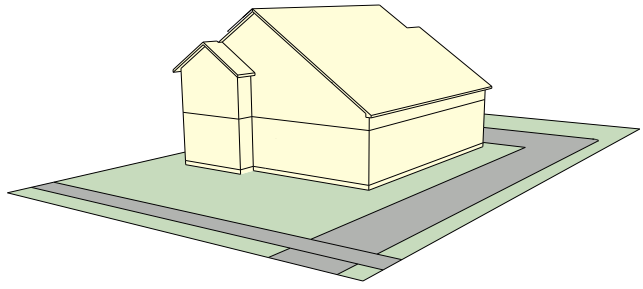
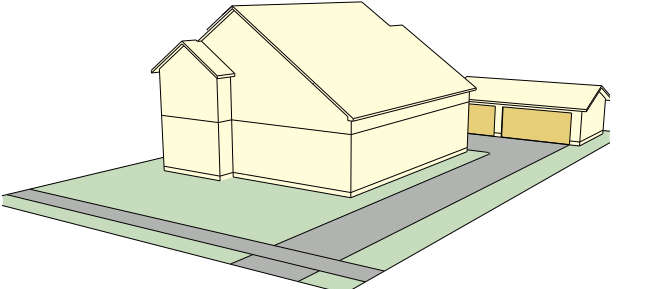
Parking one car in front of another allows for minimal garage frontage on the residence.

Guideline:

Design a garage door to minimize the perception of the mass of the garage. Alternative approaches are:

- Design the door to blend with the background wall plane, using similar colors.
- Design the door as a visual accent, using materials and colors that are consistent with the overall house design.

APPENDIX I: SINGLE FAMILY GARAGE DESIGNS

Garage		
	Turn-in and offset garage design	Offset garage design with canopy overhead.
Garage		
	Single loaded garage design	Turn-in garage design
Garage		
	Rear-loaded garage design	Detached garage design
Garage		
	RV garage set back from front facade	

Appendix J: Public Space/ Pedestrian Amenities

Outdoor Use Area		
	Outdoor dining	Outdoor dining
Outdoor Use Area		
	Outdoor dining	Outdoor dining
Outdoor Use Area		
	Outdoor dining	Outdoor dining

APPENDIX J: PUBLIC SPACE/ PEDESTRIAN AMENITIES

Public Use Plazas		
	Public plaza with dining amenity	Public plaza with interactive amenity
Public Use Plazas		
	Public performance space	Public plaza space
Public Use Plazas		
	Outdoor public space	Public plaza with dining amenity

APPENDIX J: PUBLIC SPACE/ PEDESTRIAN AMENITIES

Public Use Plazas	 A public plaza featuring a large, circular, interactive water fountain with multiple jets. Two children are playing in the water. The plaza is paved with light-colored tiles and surrounded by trees and modern buildings.	 A public plaza with a paved walkway, a wooden bench, and a large, square, light-colored stone or concrete structure. The area is landscaped with trees and shrubs, and a brick building is visible in the background.
	Public plaza with interactive amenity	Public plaza with landscape amenity
Public Use Plazas	 A public plaza with a paved area, a wooden bench, and a large, circular, light-colored stone or concrete structure. The area is landscaped with trees and shrubs, and a brick building is visible in the background.	 A public plaza with a paved area, a wooden bench, and a large, square, light-colored stone or concrete structure. The area is landscaped with trees and shrubs, and a brick building is visible in the background.
	Plaza with performance space	Public plaza with dining amenity
Public Use Plazas	 A public plaza with a paved area, a wooden bench, and a large, square, light-colored stone or concrete structure. The area is landscaped with trees and shrubs, and a brick building is visible in the background.	 A public plaza with a paved area, a wooden bench, and a large, square, light-colored stone or concrete structure. The area is landscaped with trees and shrubs, and a brick building is visible in the background.
	Public plaza with interactive amenity	Public plaza

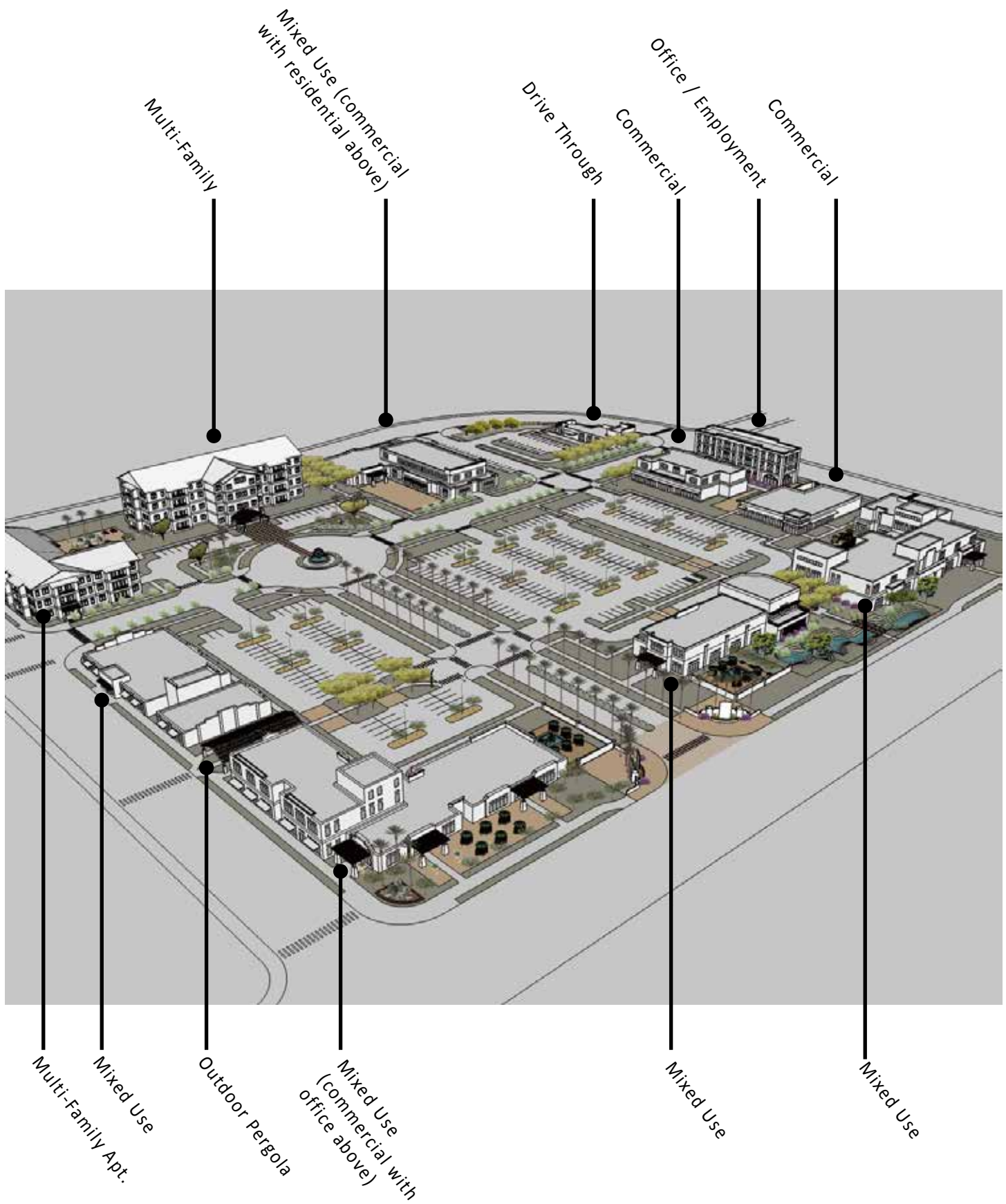
Appendix K: Public Art

Public Art			
	Sculpture - Entryway feature	Sculpture	Sculpture
Public Art - Functional			
	Functional - Bench	Functional - Bus Shelter	Functional - Bike Rack
Public Art - Wall Art			
	Architectural feature	Architectural feature	Architectural material

Appendix L: Pedestrian Connections

Pedestrian Connections		
	Connection via canopy	Connection via canopy
Pedestrian Connections		
	Connection through parking	Connection to public sidewalk
Pedestrian Connections		
	Connection via trellis	Connection through multifamily

Appendix M: Mixed-use



Appendix N: Drive-through Commercial Buildings

These are generally freestanding, single users but pairing them also is to be encouraged. A key concern is that long queuing lanes not be immediately adjacent to a street edge. Even though a queuing lane may be screened with a wall and landscaping, it is still less active or attractive than other designs. The city presently promotes drive-through facilities that have service windows oriented perpendicular to a major street, and also encourages locating these buildings in the interior of a commercial center, rather than along the edges. A series of case studies, illustrating the pros and cons of various drive-through configurations, is provided, to aid in interpreting those guidelines.

APPENDIX N: DRIVE-THROUGH COMMERCIAL BUILDINGS

