



# Heritage District Redevelopment Plan Executive Summary



## ***Introduction***

The Gilbert Heritage District is the historic and symbolic center and heart of the community. It offers opportunity for the adaptation of historic and significant properties to uses that will have a positive impact on the adjacent residential and commercial sectors. By maintaining appropriate uses in the District the area will continue to remember the past while imagining the future.

The major emphasis of Gilbert's redevelopment program is to attract people generating uses that will stimulate growth and provide an identity for the area. These include the proper balance of specialty retail shops, unique entertainment uses, one-of-a-kind restaurants, offices and residential uses. Gilbert's ultimate goal for the Heritage District is to maintain the emphasis on its small town character while always striving to improve the economic vitality of the District. Furthermore, the District should be seen as the cultural center of the community and the "place to be" for families.

The purpose of this Executive Summary is to present a concise and informative document that will meet the needs of the wide variety of interested parties sure to review this plan. This document contains a small portion of the full plan and is intended to present a flavor of the goals and expectations for the area. Please refer to the full Gilbert Heritage District Redevelopment Plan for a more detailed accounting of the redevelopment area and the redevelopment process.

## ***Heritage District Vision Statement***

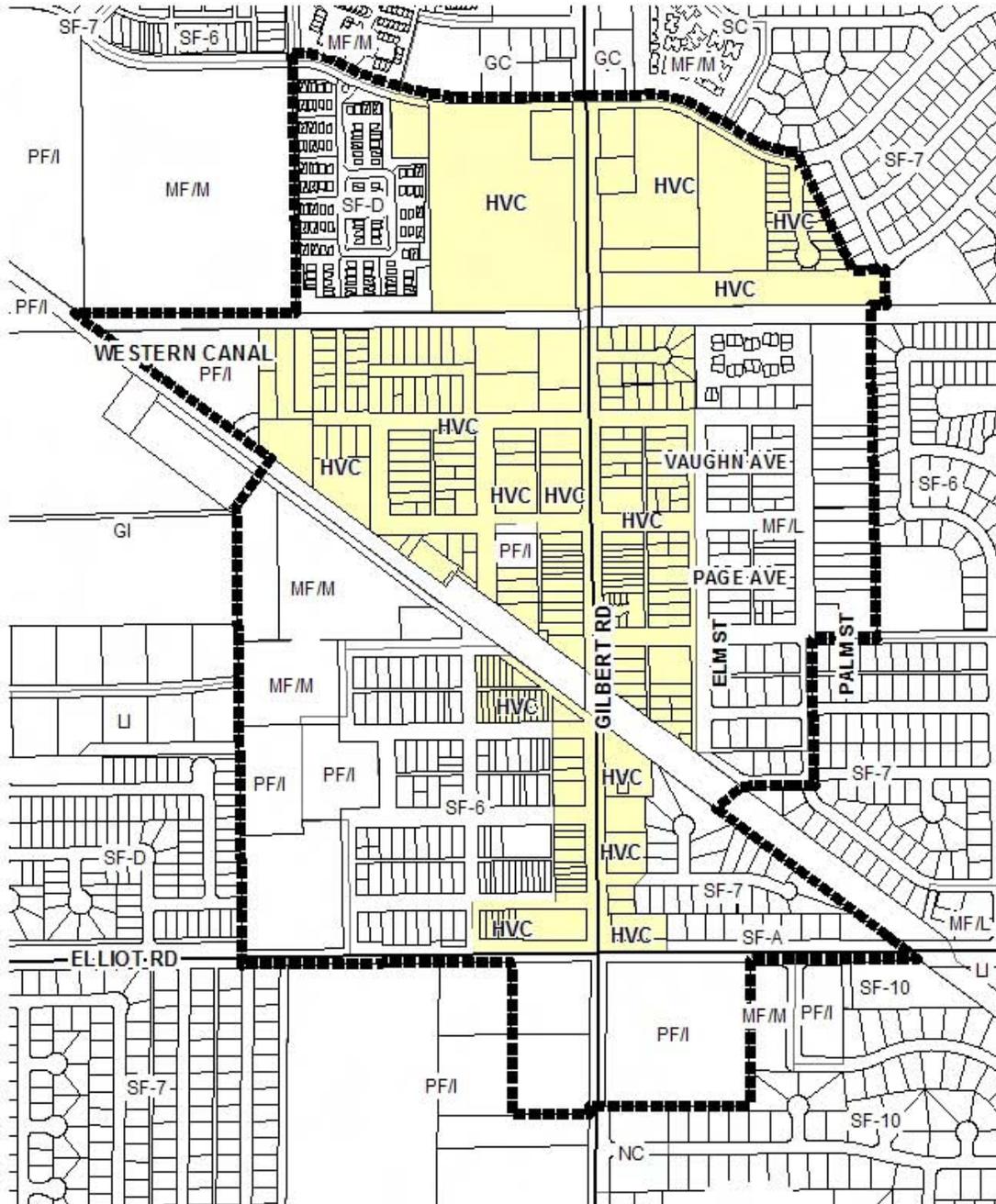
We will be a downtown that:

- Is the heart of the community
- Is family-friendly, pedestrian oriented and provides a convenient and safe experience for all
- Is a popular place to work, gather, dine, relax, shop and live
- Is a unique, attractive, vibrant, yet peaceful gathering place
- Reflects our railroad and agricultural heritage and maintains a small-town feel
- Attracts a distinct mix of retail, restaurant, office, service and entertainment businesses that are a regional draw
- Maximizes the use of limited space while making sure that no single use dominates the overall direction and vision of the Heritage District
- Is clean and well maintained
- Accomplishes all of the above in an economically sustainable way

## ***Heritage District Goals***

- Promote quality urban design with emphasis on small town historical character and future vision.
- Improve the economic viability of downtown.
- Promote reinvestment and attract new development.
- Improve pedestrian and vehicular circulation to ensure a pedestrian friendly and safe environment.
- Promote downtown as the symbolic/cultural center of the community.

# Heritage District Zoning Map



**Residential Zoning Districts**

- SF-D At least 3000 sq ft per du
- SF-6 At least 6000 sq ft per du
- SF-7 At least 7000 sq ft per du
- SF-10 At least 10,000 sq ft per du
- SF-D Single family attached at least 2000 sq ft
- MF/L Multi-Family 8-14 du per acre
- MF/M Multi-Family 14-25 du per acre

**Commercial Zoning Districts**

- HVC Heritage Village Center
- NC Neighborhood Commercial
- SC Shopping Center
- GC General Commercial

**Employment Zoning Districts**

- GI General Industrial
- LI Light Industrial

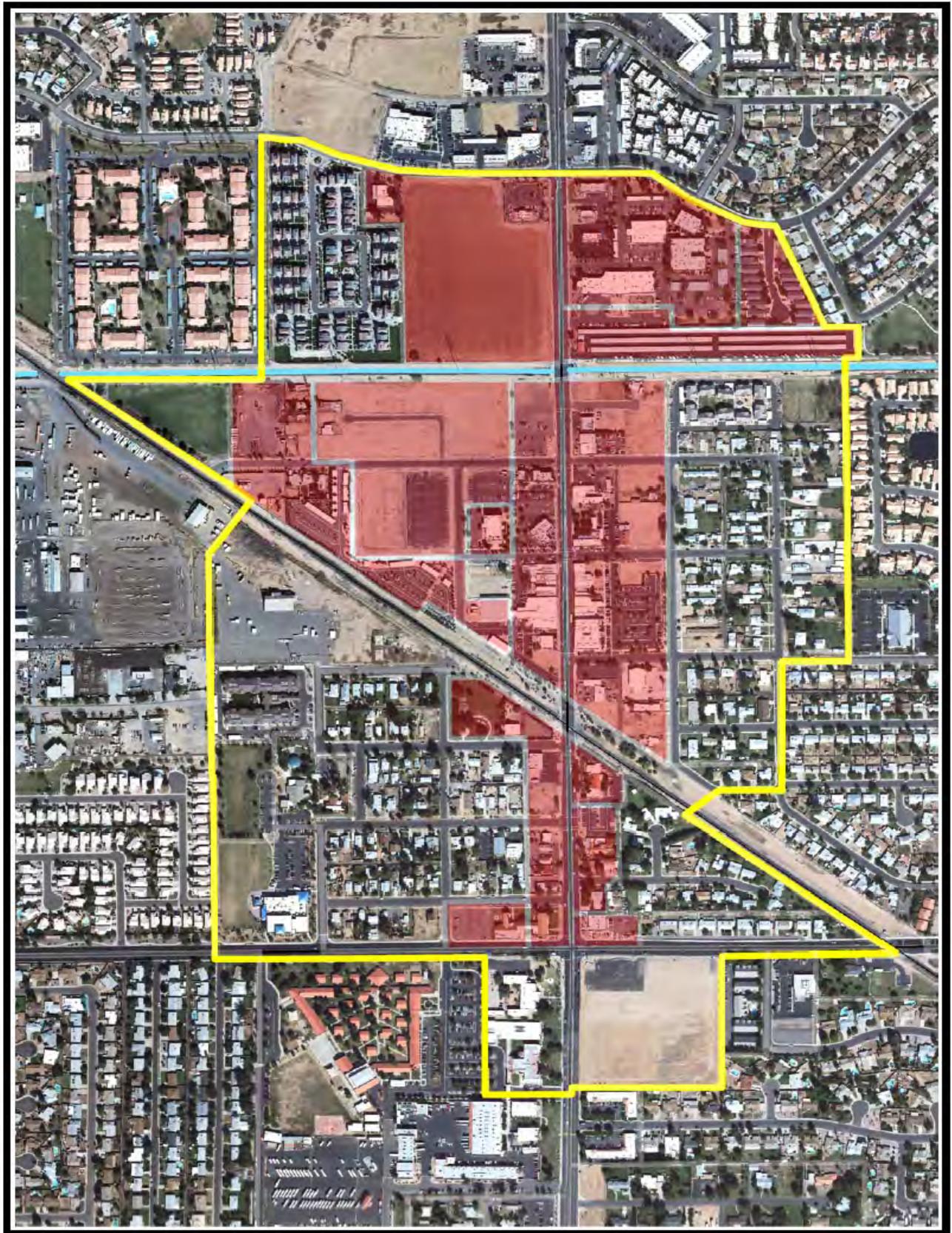
**Other Zoning Districts**

- PF/I Public Facility/Institutional

 HERITAGE DISTRICT



# *Heritage District Vacant Properties*



## ***Recommended Land Use Plan***

### **Overall Goals**

These guidelines describe the overall goals for redevelopment of the Heritage District as stated in the General Plan. Gilbert's vision for the Heritage District is multifaceted but the major emphasis is to create an area that is a unique and vibrant, yet peaceful family-friendly gathering place. The ultimate goal for the District is to make it an area that is a popular place to work, gather, dine, relax, shop and live. Furthermore, the image of the area should be representative of the quality of life that has traditionally made Gilbert a great place to raise a family.

Proposed projects in the District should comprehensively address all of these elements and not focus on only one or two elements. The Heritage Village Center (HVC) zoning district is intended to foster small-scale, pedestrian-oriented mixed-use development, consistent with the Heritage District Redevelopment Plan and General Plan. The District encourages a mixture of uses including complimentary high density residential, retail, services, offices, lodging, entertainment, public, transit, quasi-public and cultural uses.

### **General Guidelines:**

- **Pedestrian Oriented:** Projects will be pedestrian oriented with an appropriate scale, amenities, and orientation. Drive-thru facilities are not permitted. The Western Canal Powerline Trail Park (under construction), multi-use trails, and Union Pacific Railroad should be an integral part of the design of nearby projects. Low level lighting, outdoor seating, crime resistant design, and other pedestrian friendly amenities are encouraged.
- **Historic Emphasis:** Projects will emphasize the history of the Gilbert area through building architecture, historic markers, plaques, museums, public art, historic equipment, and other methods. Historic restoration of buildings and facades is encouraged.
- **Site and Building Design Elements:** Site design will utilize the District's current plant list and outdoor furniture palette. Buildings will utilize the current design guidelines for the specific area. The design of first floor storefronts require easy access and transparency.
- **Open Space and Public Use:** In addition to the parks and open spaces, projects adjacent to the Western Canal, Union Pacific Railroad tracks, and other open spaces are expected to complement these spaces and provide visible open space and pedestrian circulation opportunities. Redevelopment projects that include the creation of public open space, pedestrian circulation, and water features are encouraged. Specific trails to be included in adjacent projects are along the Western Canal Powerline Trail Park (under construction) and the Heritage Walk trail on the north side of the railroad tracks from Gilbert Road to the northwest corner of the District. Gated communities and projects with limited access to common areas are not permitted in the District except for secure residential parking. Public access should be maintained to and through non-residential complexes.
- **Building Height:** Single story buildings may be approved by the Redevelopment Commission upon finding that the character of the Heritage Village Center will be maintained. The goal for building height in the area is to build a minimum of two stories or 35 feet up to a maximum of four stories or 55 feet.
- **Public Parking:** A shared public parking model is a key part of redevelopment projects in the District and is encouraged where possible.

- Gilbert Road Retail Core: Main street style commercial buildings that feature zero foot front setbacks with no side setbacks and very limited on-site parking. First floor retail and restaurant uses with retail, professional office, and other appropriate uses on other floors.
- Commercial: Professional office; unique, specialty, and destination retail; sit-down restaurants; coffee houses; mixed use retail, office and/or residential; and similar small to medium scale uses.
- Site Development Regulations: Please see Article 2.4, Heritage Village Center Zoning District, in the Gilbert Land Development Code for more development guidelines.

***District Architectural Character***  
***Design guidelines for redevelopment projects and new projects***

Developments within the Heritage District shall be designed to be compatible with the early 20<sup>th</sup> Century storefront character of the District and the existing single family residential community. Modern adaptations of the existing styles are acceptable. Care should be taken to tie into the historical context where it exists and where feasible. Refer to the building elevation sketches and outdoor furniture palette for specific examples.

- Please see Article 2.4, Heritage Village Center Zoning District, in the Gilbert Land Development Code for more development guidelines.

**Streetscape / Landscape**

- Encourage use of alleys for access to parking where appropriate
- Head in, on street parking on local streets may be considered for undeveloped areas throughout the District.
- Landscape treatments should provide shade in the parking areas
- Use landscape treatments in the public right of way wherever possible.
- Existing street lamps and furniture that are not part of the current outdoor palette should be replaced whenever possible.
- Incorporate benches, planters, and other pedestrian oriented design elements using the current outdoor furniture palette.
- Incorporate trails and the Western Canal Powerline Trail Park when adjacent to a project. Consider pedestrian scale water features in projects in the new development areas.
- Encourage the creation and placement of public art in appropriate locations.

**Building Size, Scale, Shading, and Signage**

- Existing buildings may adhere to the historic building proportions in the immediate area, however, the downtown is in transition to a more intense development scheme and new development should reflect those changes.
- Appropriate architectural treatments for each type of building are encouraged.
- Historically consistent signage should be used. Lighting for signage should be incandescent or neon. Box cabinet or fluorescent signs are not acceptable.
- A variety of shapes, designs & patterns of awnings for shade is encouraged. Colors should be consistent with the building architecture. Vinyl, reflective, and similar materials will not be allowed.
- New buildings fronting on Gilbert Road should reflect the transition to a more intense pedestrian oriented development now occurring in the District.

### Building Materials, Doors, and Windows

- The existing pattern of doors and windows should be continued in the area.
- Masonry, wood, wood boards, and thick adobe are the major materials for exterior treatments. New commercial projects should use masonry materials. New residential projects should use upgraded horizontal wood appearance siding and/or stucco and brick.
- Repair or maintenance of building vernacular material should use like material compared to the original structure and surrounding buildings. Sheathing historic materials such as horizontal wood siding with stucco, metal siding, or other material is not permitted. Brick and masonry facades should be restored to a natural condition without painting. Wood trim can be painted with original trim colors.

## *Sample Commercial Buildings Elevations*



# *Sample Residential Building Elevations*

