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Planning Commission
Study Session

TO: **PLANNING COMMISSION**

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MEETING DATE: **FEBRUARY 6, 2019**

SUBJECT: **Z19-01 HERITAGE DISTRICT DESIGN GUIDELINES: CITIZEN REVIEW AND INITIATION OF AMENDMENT TO THE TOWN OF GILBERT LAND DEVELOPMENT CODE, BY AMENDING CHAPTER I ZONING REGULATIONS, DIVISION 2 LAND USE DESIGNATIONS, ARTICLE 2.4 HERITAGE VILLAGE CENTER ZONING DISTRICT, DIVISION 3 OVERLAY ZONING DISTRICT, ARTICLE 3.4 HERITAGE DISTRICT OVERLAY ZONING DISTRICT, AND DIVISION 6 USE DEFINITIONS; AMENDING CHAPTER II, DESIGN STANDARDS AND DESIGN GUIDELINES, ARTICLE 1.8 HERITAGE DISTRICT DESIGN GUIDELINES; AND AMENDING THE GLOSSARY OF TERMS RELATED TO DEVELOPMENT STANDARDS WITHIN THE HERITAGE VILLAGE CENTER ZONING DISTRICT.**

STRATEGIC INITIATIVE: Economic Development

This text amendment will provide an update to Heritage District Design Guidelines, revise the development standards and glossary of terms to reflect the 2018 Redevelopment Plan, which was adopted in August 2018.

RECOMMENDED MOTION

A. Staff requests that the Planning Commission initiate a text amendment to the Land Development Code of Gilbert, Arizona Chapter I Zoning Regulations, Division 2 Land Use

Designations, Article 2.4 Heritage Village Center Zoning District, Division 3 Overlay Zoning District, Article 3.4 Heritage District Overlay District and Division 6 Use Definitions; amending Chapter II, Design Standards and Guidelines, Article 1.8 Heritage District Design Guidelines; and amending the Glossary of Terms related to Development Standards within the Heritage Village Center Zoning District.

B. Conduct Citizen Review meeting to discuss the proposed Land Development Code (LDC) text amendment pertaining to: the Heritage Village Center zoning, Heritage District overlay district, Heritage District Design Guidelines and relevant glossary of terms.

BACKGROUND/DISCUSSION

History

Date	Description
July 16, 2008	The Planning Commission initiated a text amendment to the LDC to establish Design Guidelines applicable to the Heritage District and create new provisions in the Heritage District Village Zoning District to implement future design guidelines for residential and commercial uses related to preserving the historic character of the existing uses and accommodating new development that fits into the historic context of the Heritage District.
November 19, 2009	The Redevelopment Commission recommended approval to Planning Commission for the commercial sections of the Heritage District Design Guidelines.
February 17, 2010	The Planning Commission held the required citizen review for the proposed text amendment.
February 18, 2010	The Redevelopment Commission recommended approval to the Planning Commission for the residential sections of the Heritage District Design Guidelines.
March 3, 2010	The Planning Commission recommended approval (Z08-28) to the Town Council.
March 23, 2010	Town Council adopted Ordinance No. 2281 (Z08-28), the amendment to the zoning code of Gilbert, Arizona, Chapter II, Article 1.8 and Chapter I, Article 4.2, Section 4.204, to establish commercial and residential design guidelines for the Gilbert Heritage District and to amend the parking requirements for residential uses in the Heritage District.
August 16, 2018	Town Council adopted the 2018 Heritage District Redevelopment Plan.

Overview

The Gilbert Heritage District (the District) is approximately 0.3 square miles in size and serves as Gilbert's downtown. The District is the Gilbert's original town site and represents the cultural and historical center of the community.

The intent of the Heritage District Design Guidelines is to foster design excellence that encourages a dense, pedestrian-oriented, high quality and lively environment that serves as the community's

living room. The guidelines are meant to be adaptable in order to provide opportunities for truly exceptional and creative solutions, which improve the District.

In 2010, Town Council adopted a set of Heritage District Design Guidelines intended to:

- Build and expand on the Town's existing policies as expressed in the General Plan, Land Development Code and the Redevelopment Plan
- Maintain and build upon the unique sense of place and character in the Heritage District
- Communicate the Town's design expectations for the District to facilitate the review process for owners and applicants, the Redevelopment Commission and staff

In 2018, after an extensive public outreach process, the Town Council adopted an updated Heritage District Redevelopment Plan. The objective of the document is to identify and prioritize short, middle, and long-term goals for the Heritage District over the next 10 years.

With new goals and objectives in place via the 2018 Redevelopment Plan, the Town is now evaluating and providing updates to the Heritage District Design guidelines that continue to foster the character and sense of place, while providing innovative solutions for the future of the downtown.

PUBLIC NOTIFICATION AND INPUT

A notice of initiation and citizen review was published in a newspaper of general circulation in the Town, and an official notice was posted in all the required public places within the Town per the requirements of the Land Development Code Article 5.205.

Staff has received no comment from the public.

STAFF RECOMMENDATION

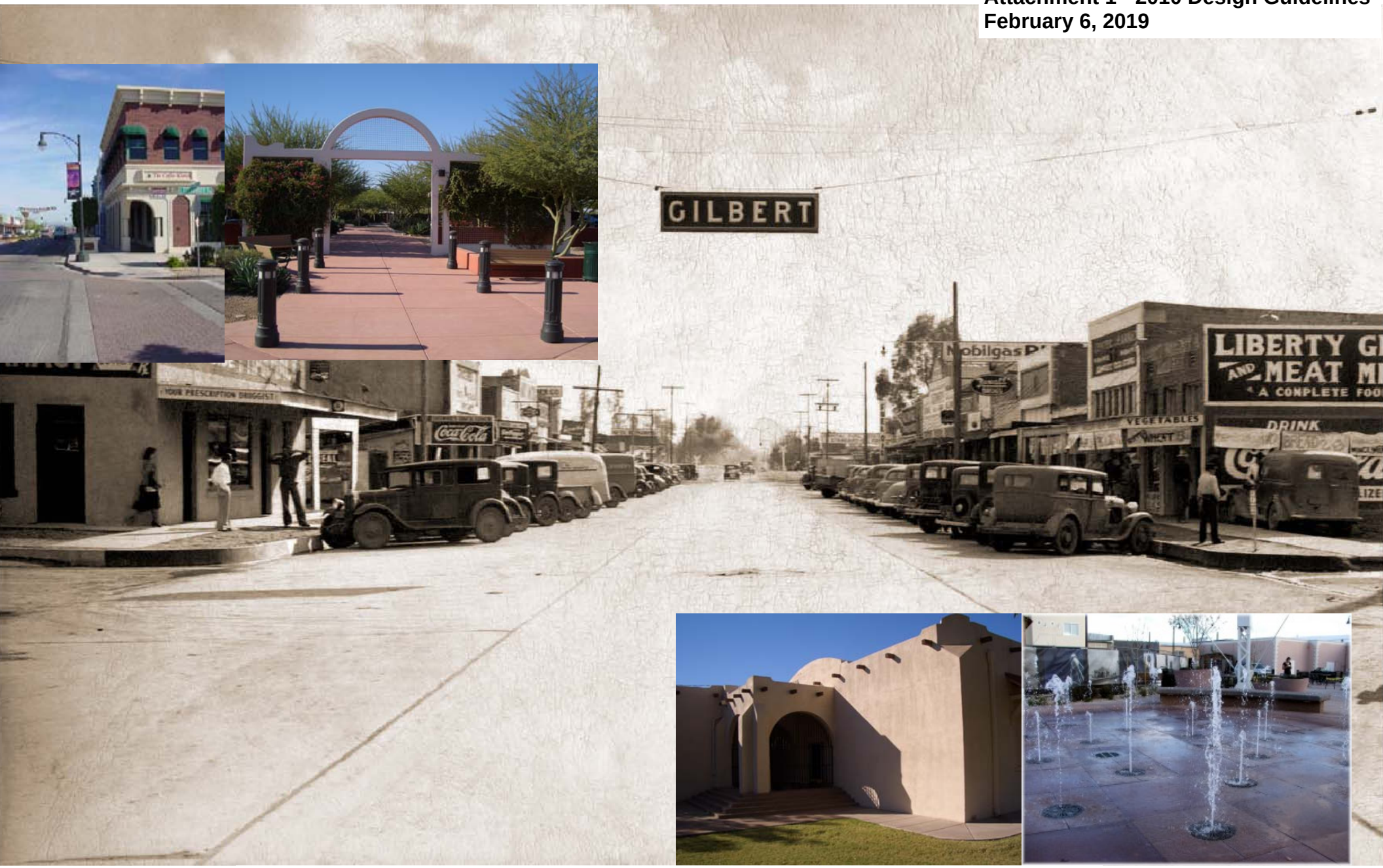
A. Staff requests that the Planning Commission initiate a text amendment to the Land Development Code of Gilbert, Arizona Chapter I Zoning Regulations, Division 2 Land Use Designations, Article 2.4 Heritage Village Center Zoning District, Division 3 Overlay Zoning District, Article 3.4 Heritage District Overlay District and Division 6 Use Definitions; amending Chapter II, Design Standards and Guidelines, Article 1.8 Heritage District Design Guidelines; and amending the Glossary of Terms related to Development Standards within the Heritage Village Center Zoning District.

C. Conduct Citizen Review meeting to discuss the proposed Land Development Code (LDC) text amendment pertaining to: the Heritage Village Center zoning, Heritage District overlay district, Heritage District Design Guidelines and relevant glossary of terms.

Respectfully submitted,

Amanda Elliott
Redevelopment Administrator

Attachments:
2010 Design Guidelines



GILBERT
ARIZONA

Heritage District Design Guidelines

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GILBERT
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A. INTRODUCTION:

Advisory Committee Mission: The Mission of the Heritage District Design Guidelines Advisory Committee is to:

- Develop commercial and residential Design Guidelines and;
- Develop recommendations for a Land Development Code amendment to the Heritage District Overlay Zone to;

Create an environment that encourages a vibrant and sustainable downtown with a unique sense of place and attractive residences.

Building on Existing Policies: The downtown commercial and residential areas are a key part of traditional Gilbert. The development of the Heritage District has been a long-standing objective of the community, which is reflected in current Town policy documents including the General Plan and the Heritage District Redevelopment Plan. The following is a summary of the key policies from these documents:

- **Land Use**: The Village Center classification designates areas for classical mixed-use, pedestrian-oriented core activities which consist of retail shops, restaurants, offices, lodging, entertainment, public plazas, and very high density residential units including condominium, townhouse, loft apartment, and congregate care/senior living product types.

- **Growth Areas:** The Heritage District is identified as a Growth Area, which is intended to create viable and concentrated areas of development that integrate a variety of land uses and open space and is a prime location for infill development.

- **Character Areas:** Fundamental to the revitalization of the Heritage District is the understanding that both visitors and residents are attracted to the small town appearance and pedestrian scale that it offers. The image of the area should be representative of the quality of life that has traditionally made Gilbert the best place to raise a family.

- **Redevelopment Goals:** Promote quality urban design, while improving the economic viability of downtown. Promote reinvestment and attract new development that improves pedestrian and vehicular circulation to ensure a pedestrian friendly and safe environment. Promote downtown as the symbolic and cultural center of the community

Purpose: The purpose of this document is to:

- Communicate to the development community in advance the design expectations for projects within Gilbert's Heritage District to facilitate the review process. Heritage District projects are those proposed within the Heritage Village Center, Single and Multi-Family Residential and Public Facility/Institutional zoning districts.
- Facilitate the fair and consistent application of design objectives.
- Protect investment in the community by encouraging consistently high quality development.

- Foster a sense of place and pride in visiting, working and living in the district.
- Facilitate safe, comfortable, functional and attractive development.
- Encourage projects that are adaptable to the desert environment.
- Provide residents with a connection to the community's roots and history.
- Encourage development of shaded outdoor spaces for the use and benefit of residents, employees and visitors.
- Encourage sustainable site and building design to reduce negative impacts and conserve energy.

Objectives: The guidelines are intended to promote continuity of the historic character of the downtown area, strengthen its pedestrian environment, create a compact and diverse downtown, establish high quality architecture, create a distinct downtown landscape character, create coherent and consistent street spaces and insure that off-street parking enhances the historic character of the area by promoting:

- Alterations and new construction that strengthen and maintain the early 20th century integrity of individual buildings and of the District at large.
- Compact development so that buildings are located closer together and pedestrian-friendly streets and public places to create interest.
- Narrow Streets designed for slower speed, creating a safe, attractive environment for all transportation modes (pedestrians, bicycles, buses and cars).
- Building fronts that are transparent with pedestrian orientation and strorefront appearance set close to the street and opening onto the street, creating a sense of enclosure and safety by providing visual contact (doors and windows) on the street.
- Interconnected streets to provide for better dispersal of traffic and parking located on the street, which helps create a buffer between pedestrians and the street.
- An urban environment that supports social interaction and is focused on the health of neighborhoods within and adjacent to the Heritage District as social units.
- Quality and diverse architecture that respects the district's unique historic themes while incorporating contemporary green building practices.

Applicability: The standards and guidelines set forth in this manual apply to all commercial, residential and public properties within the Gilbert Heritage District as illustrated on the map at the end of this document. To achieve these purposes, the Guidelines apply to all new developments and substantial alterations that require Redevelopment Commission or planning staff approval. These guidelines should be used by developers when designing projects, referenced by the Redevelopment Commission when evaluating projects and by the Town Council when hearing appeals of Redevelopment Commission decisions. These guidelines are also to be used by staff when reviewing applications in the Heritage District.

Use of Guidelines: The provisions set forth in this document identify the desired level of design quality for retail / employment and residential development**.** However, flexibility is necessary and encouraged to achieve excellent designs. To that end, the use of the words shall and must have been purposely avoided within the specific guidelines. Each application for Heritage District development, however, should demonstrate to what extent it

incorporates these guidelines.

Applications that do not meet specific guidelines applicable to that project should provide rationale and explain how the proposed design will improve the project by better meeting the the General Plan policies, Land Development Code's provisions, and these Guidelines. The determination as to whether a project provides an improved design will be made through the design review findings required by the Land Development Code as determined by the Redevelopment Commission.

Relationship between the General Plan, Land Development Code, Redevelopment Plan, and Heritage District Design Guidelines: The approval process for development projects in the Heritage District is guided by the General Plan, the Land Development Code, the redevelopment plan, and the Heritage District Design Guidelines.

- ***General Plan**:* The voter-approved policy document that sets the development vision of the community. It provides policy direction for land use, vehicular and bicycle circulation, water and environmental issues, economic development and energy, open space and recreation, community design, neighborhoods, and character areas.
- ***Land Development Code**:* An ordinance that implements the General Plan by establishing land use and development requirements in zoning districts. The *Land Development Code* (LDC) provides specific minimum development criteria.
- ***Heritage District Design Guidelines**:* Establishes Town of Gilbert suggested principles for designing quality downtown development. Certain items apply to site planning and others to building design and aesthetics.
- ***Heritage District Redevelopment Plan:*** Establishes the Vision, Goals and Objectives for the Heritage District, describes the existing Heritage District, its land uses and general character. This document also describes the Redevelopment Commission and its responsibilities as well as financing options for redevelopment projects.

Organization: The commercial portion of the guidelines is divided into six sections: Pedestrian Experience/Circulation, Vehicular Circulation, Open Space & Streetscape, Architecture and Building Design, Signage and Public Art**.** Within each section are a number of design principles and measures that address the different elements of site and building design and environmental sensitivity.

The residential portion of the guidelines is divided into four sections: Single-Family Residential, Multi-Family Residential, Residential in the Heritage Village Center District and Secondary Structures. Within each section are a number of design principles and measures that address the different elements of site and building design for the Heritage District's residential development.

B. Pedestrian Experience/Circulation:

Planning for development on downtown sites should provide primarily a safe and attractive pedestrian oriented environment for walking, strolling and shopping.

1. Direct Pedestrian Connections

a. Project Design within the Heritage District should integrate with existing and planned street patterns, walkways, and bicycle paths, preferably in a grid pattern, and provide easy connection to services and the existing public transportation network located on Gilbert Road and the downtown Park & Ride Lot and future parking structures. *(See Pedestrian & Bicycle Circulation Map)*
b. Applicants should design sites to encourage and promote walking, bicycling, and transit use.
c. Projects should be pedestrian-oriented rather than auto-oriented and should complement pedestrian activity by providing bike paths, pedestrian amenities, street furniture, and buildings fronted to the sidewalks with little or no setbacks.
d. Continuous pedestrian walking areas – sidewalks, crosswalks – are encouraged to create connections to uses both within and outside the Heritage District.
e. All developments that contain more than one building should provide walkways between the principal entrances of the buildings.
f. Walkways may include shade, benches, small water features, public art, trash receptacles, and lighting.

Unfavorable: Gated sidewalk at the perimeter of the Heritage District

2. Sidewalk Safety

a. Sidewalks/Walkways should be designed for safety and pedestrian convenience. Common areas should be situated so that people engaged in their routine activities can observe the space around them.
b. Pedestrian comfort and safety can be achieved by creating an appropriate width of sidewalk and adequate buffering from traffic. Sidewalks on streets within Commercial, Institutional and high-density Multi-Family Residential areas (HVC, PF/I, & MF/M Zoning Districts) should be a minimum width of 10 feet as allowed by existing constraints. The width of sidewalks on streets within Single Family and lower density Multi-Family Residential areas (SF-6, SF-7, SF-A, SF-D & MF/L Zoning Districts) should be a minimum width of 6 feet. *(See Pedestrian & Bicycle Circulation Map)*
c. Curb cut limitations and consolidating driveways and vehicular access makes a more pedestrian friendly environment. With the development of all new driveways the sidewalk corridor should be designed to include level landings across the driveway .
d. Rapid changes in the cross slope of driveways or ramps (exceeding 2 percent) are discouraged. (See photo at right)

3. Amenities & Comfort

a. Designs integrating landscape, plants, and building materials will create enjoyable environments for people of all abilities.
b. Sidewalks with ample area for shade trees create more comfortable space that promote activity along streets and within parking lots.

Favorable: Adequate sidewalk width buffered from traffic

Unfavorable: Sidewalk patterns interrupted by driveways and ramps having steep cross slope

c. Comfortable, attractive street furniture should be added to sidewalk areas. Outside of Gilbert Rd. right-of-way, a wide variety of designs are allowed, but durable benches that are consistent with the architectural theme of the location are encouraged.
d. Provide pedestrian scale lighting fixtures adjacent to sidewalks and other pedestrian paths. Select lighting fixtures for the building or ground mounted that complement the general architectural style of the development.
e. The concrete portions of ADA curb ramps located in Commercial and Institutional areas (HVC & PF/I Zoning Districts) should be integral color "Terra Cotta".

Favorable: Attractive and durable street furniture

C.VEHICULAR CIRCULATION:

The street system provides access to all the necessary activities and uses in the Heritage District as a place to work, shop, live and relax.

1. Interconnected Street Network

a. Applicants are encouraged to explore options to provide alternative north-south connectivity to mitigate Railroad and Western Canal constraints on travel in the Heritage District.
b. The street network should be interconnected and geometrically rich. Streets are appropriately terminated as necessary to generate a sense of enclosure and spatial variety.

2. Street Design

a. Retain existing and promote new vertical barrier curbs on all streets within the district.
b. All streets should be well-landscaped, tree-lined corridors designed for both pedestrian and vehicular use.
c. Maintain the continuity of sidewalks in the public-right-of-way when introducing new "Return" or "Apron" driveways. Design should include level landings and returned curbs as shown in photo at right.

Favorable: Driveway maintains sidewalk continuity

3. Parking

a. Direct arterial access to parking areas is discouraged.

b. Applicants should provide alley access to parking areas where feasible.

c. Applicants should seek ways to minimize the site area devoted to parking, such as tandem parking, shared or deferred parking.

d. Development projects should reduce the visual and safety impacts of surface parking by screening and/or locating it away from pedestrian areas.

e. Provide landscaped, shaded, and lighted pedestrian paths and walkways from parking areas to buildings.

f. On-street parking (angled or parallel) should be provided as noted in *Appendix A*.

g. Provide way finding signage from parking areas.

D. OPEN SPACE & STREETSCAPE:

Landscaping should be integral to the overall design concept and should be carefully planned to serve multiple purposes. The landscape design should contribute to the overall appearance and function of the site as well as the streetscape.

1. Landscape/ Hardscape

a. Landscape plans addressing shading, visual screening, visual variety and interest should be prepared and presented with all development proposals.

b. Design the project landscape theme to add color while withstanding heat and complementing or enhancing project architecture. Plant selection should incorporate the Heritage District Plant Palette in *Appendix B*.

Favorable: Shaded paths to building

Favorable: Vines add color and soften walls and fences.

Shown: Lilac Vine.

c. Walls and fences should be softened with vegetation. Where a new wall or fence would create a continuous surface greater than 20 feet in length, it should also be softened visually with tree, shrub, and vine plantings.
d. The landscape and site design for projects located at the corners of street intersections should provide special landscape treatment to anchor the corner.
e. Trees should be used throughout paved areas and along pedestrian pathways to provide shade and to reduce heat build-up and glare. The use of pervious materials is encouraged to reduce surface water flows.
f. Water, as a landscape element, should be used judiciously. Water features should be placed in locations with high pedestrian activity rather than vehicular activity.
g. Pedestrian amenities may include shade structures, covered walkways, umbrellas, and awnings. (*See Appendix D for Shade Structures*)

2. Pocket Parks/ Courtyards

a. Develop a series of linked outdoor spaces that would enable separate buildings to function together to create a flow of activities.
b. "Pocket Parks" or small courtyards are encouraged along the longer pedestrian pathways in the spaces between buildings.
c. Pocket parks should be appropriately sited and arranged so as to respond to the local microclimate, thereby encouraging their use. Pocket parks should be visible from the street or pedestrian pathway.
d. Courtyards should be small (appropriately sized to provide intimacy) and incorporate shade trees and pervious paving or decomposed granite surfaces.
e. Courtyards and passages in new projects should interconnect and align with existing courtyards in adjacent developments.

Favorable: Shade structures may be simple, like this triangular sail or more elaborate as illustrated in Appendix D

Favorable: Small shaded courtyard with dining.

Heritage District Design Guidelines

3. Streetscape

a. Streetscapes should reinforce the character of downtown as a pedestrian place by providing continuity among adjacent uses through use of a variety of water-conserving plant materials, decorative paving, street furniture, public art and integrated infrastructure elements.
b. Consider continuity in the street trees in a block. Incorporate Tree Grates of a uniform design. See *Appendix C* for Tree Grate Design.
c. Continue the use of traditional paving patterns and materials when repairing or replacing a sidewalk or curb. Concrete should be the primary material with pavers as accents.
d. All street furniture in the public right-of-way should incorporate materials and finishes consistent with the "Outdoor Furniture Palette" in the Heritage District Redevelopment Plan and reproduced in *Appendix E*. On streets other than Gilbert Road, a variety of bench designs consistent with the architectural theme of the location are encouraged.
e. Applicants should design projects for walkability and accessibility of the entire district, but especially surrounding the Park & Ride facility, and parking garage,from the Western Canal to the water tower, and along Gilbert Road.
f. Newspaper Racks of a uniform design are encouraged in order to consolidate numerous individual vending machines and racks into a small number of centralized locations. The stands should be located outside of pedestrian travel lanes and constructed of decorative metal with wrought iron accents.
g. Street frontages should be designed to shelter people by incorporating trees, canopies, or arcades.
h. It is desirable to maintain the continuity of covered arcades.

Favorable: Arcade providing interest, seating and shade

Favorable: Decorative news rack design providing aesthetic enclosure for multiple racks

Favorable: Vertical and horizontal delineation to convey human scale.

Unfavorable: Contemporary forms, not delineated vertically

E. ARCHITECTURE AND BUILDING DESIGN:

The purpose of this section is to provide guidance for the design of new construction and the renovation of existing buildings in the district, in order to retain the historic context of the Heritage District while providing new opportunities.

While new building design is expected to reflect the character of its own time, thereby making the downtown a living district, it is important that it also respect the traditional qualities of the downtown such as: massing, scale, uses of storefront detailing and choice of materials.

1. Architectural Character

Building design should respond to Gilbert's Heritage District historic character by:

a. Repetition of traditional facade features to create patterns and visual alignments that although interpreted in new and contemporary ways contribute to the character of the commercial corridor. As applicable, those may include:

- Horizontal and vertical proportions of the building (See photos this page)
- Kick plate as a base to the store front.
- The top and bottom heights of first floor display windows
- Transoms above entrance doors, and clerestory elements in display windows
- Storefront windows, even for restaurant venues
- Upper story window openings and styles
- Parapet and cornice line
- Roof lines and proportions

Heritage District Design Guidelines

"Modern man associates himself with the ancient world, not in order to reflect it like a mirror, but to capture its spirit and apply it in a modern way."

Palladio, c1570

Italian Architect

Appropriate:
Modern adaptations of the Mission Revival Period Style

b. Maintaining the line of storefronts at sidewalk edge and orienting main entrances to open toward the street.

c. Striving for visual interest in building forms. New construction should create architectural variety by stepping back upper floors and varying building massing, especially on larger sites.

d. Relating the height of buildings to neighboring structures at the sidewalk edge. For new buildings that may be significantly taller than adjacent buildings, upper floors should be set-back from at grade street facade to reduce the perceived height.

e. Maintaining a human building scale, rather than monolithic or oversize scale by avoiding large featureless facade surfaces. Smaller scale buildings and the use of traditionally-sized building components help to establish human scale and maintain the character of downtown.

f. The first floor street walls should contain architectural elements that create visual interest and a pedestrian street environment such as display windows facing the sidewalk, outdoor dining areas and public art integrated with the building design.

g. Shading store frontages by appropriate means to permit good visibility into storefront windows to create pedestrian interest. Use awnings to provide shade and visual interest and for buildings designed with recessed first floors, consider arcades.

h. Preserving the historic character of buildings when renovating.

The Architectural Character of the Heritage District should also be preserved and enhanced by:

a. Incorporating elements of period styles, such as:

- Low-pitched, red-tiled roofs, prominent arches and extensive use of stucco finish as represented by Spanish Mission and Spanish Revival architectural styles.
- Wide or prominent overhanging eaves, exposed rafters and arched windows/doors.
- Simple strong one and two story volumes with flat or corrugated metal pitched roofs of varying height. (See Photo next page)

Heritage District Design Guidelines

- Abstract shapes with variables of mass, height and means of construction, ample use of glass , open floor-plans, innovative materials and neon signage, commonly known as Mid-Century Modern architecture.

b. Preserving unique architectural enclaves that are significant to downtown identity, including the area surrounding the former Gilbert Railway Station. *(See Architectural Theme Areas Map)*

c. Maintenance and Adaptive reuse of the 1-story bungalows is encouraged within the Bungalow Character Block. (*See Architectural Theme Areas Map*).

Appropriate: Mid-Century Modern adaptation to older commercial design.

Appropriate: Pitched Corrugated metal roofs of varying height (shown on a Territorial Style building)

d. New interpretations, including modern adaptations of traditional building styles are encouraged. Infill construction should reflect a balance of new and old design that allows it to reflect its own time, while appearing compatible with its historic neighbors.

Phoenix Metro area example of Mid-Century Modern commercial architecture

Heritage District Design Guidelines

The following architectural guidelines are also important to the comfort and character of the Heritage District:

a. The design of roofs, which suffer daily barrages of solar radiation, can go far to improve building comfort for tenants and pedestrians. Features such as deep roof overhangs, shade awnings and canopies and recessed windows should be incorporated.

b. Prototypical designs for franchise uses such as Beverage Service or Limited Service Restaurants are discouraged. Instead, these projects should use complimentary colors, materials and textures, as well as repeating patterns, rhythms and proportions found within the architecture of other buildings in the Heritage District.

Inappropriate: Italianate Period Style not typically used historically in southwestern downtowns

Inappropriate: Contemporary commercial design with large blank wall areas and color banding

Franchises desiring corporate identity in the Heritage District present unique design challenges

Appropriate: Deep roof overhangs creating shade

Heritage District Design Guidelines

c. Buildings that derive their image primarily from applied treatments that express corporate identity are discouraged. Corporate colors or designs should only be used as minor accents.

2. Building Materials

a. Materials should appear similar to those used historically. Appropriate building materials include, but are not limited to:

- Smooth Stucco
- Antique/Aged Brick
- Striated Brick
- Adobe Block
- Terra cotta
- Architectural Cast Concrete
- Steel
- Corrugated Metal
- Stone
- Fabric Awnings

b. Building materials and color should help establish a human scale and provide visual interest. The predominant color should be respectful to the architectural style of the building and compatible with buildings in the Heritage District.

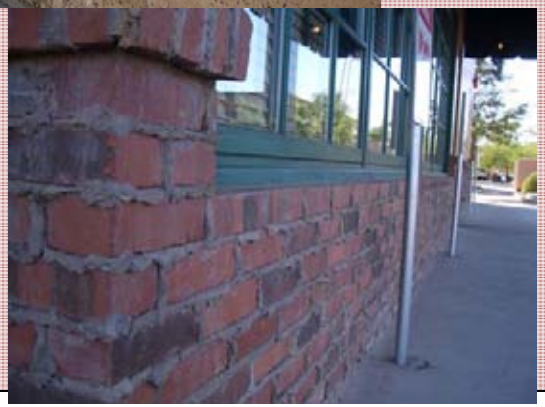
c. Applicants are encouraged to use the highest quality materials on exposed exterior surfaces such as brick, metal, stone, terra cotta, wood, tile and stucco. Brick and stone are the preferred materials.

d. Simple material finishes are encouraged. Matte finishes are preferred.

"A doctor can bury his mistakes but an architect can only advise his client to plant vines."

Frank Lloyd Wright
American Architect and Writer

Favorable: Adobe Block Wall Material



Favorable: Aged Brick anchoring building base

Heritage District Design Guidelines

Unfavorable: Honed cinder block with reflective glass block (above) or banded block with “fin” aluminum window frames (below)

e. An appropriate finish is encouraged for a large expanse of wall plane. Large expanses of featureless materials are inappropriate.
f. Polished stone and mirrored glass should be avoided as primary materials. Cinder block, reflective glass block, reflective metals and modern lighting should be avoided.
g. New materials should convey a sense of scale similar to that seen in historic materials. Cast concrete for example may be scored and textured to convey a character similar to traditional masonry.

3. Facade Elements

a. Articulate facades to provide a visual effect that is consistent with the character and scale of the Heritage District.
b. All elevations generally visible from public view should reflect the overall design, colors and textures used on the front façade.
c. Clearly identify the primary entrance to a building and orient it to the sidewalk and primary pedestrian ways.
d. Corner buildings should be designed with angled entrances at the corner.

Favorable: Angled entrance, uniform window patterns, and high-quality shade canopy

Heritage District Design Guidelines

e. Recessed entries should be retained and encouraged in new storefront construction. Entries incorporating window display areas and kick plates with an accent material recessed of the sidewalk would be favorable.

f. Where paint is utilized on the façade, color appropriate to the architectural style should be used as a background, which unifies the composition. One or two accent colors may be introduced to highlight façade details and trim.

g. Bright colors should be avoided unless there is historic evidence or specific design appeal to suggest otherwise.

h. Windows should align with others in a block. Windows, lintels and their trim elements should align with traditional buildings on the block.

i. Window patterns along the streets should include the repetition of evenly-spaced, similarly-sized, upper-story windows. The alignment and similar scale of windows reflect a common historic pattern that should be continued.

j. Upper floor windows should be divided into individual units and not consist of a "ribbon" of glass.

k. Deeply recessed or inset windows are preferred for their ability to shade interiors. Tinted or reflective glass in brushed aluminum frames should be avoided.

l. Covered Walkways, Architecturally Integrated Shade Canopies, and Entrance Awnings should be incorporated into or in front of building elevations.

Favorable: Recessed entry with display windows and tile kick plate

Appropriate:

Colors compatible with architectural style

Favorable: Deep, individual unit windows recessed to provide shade

Heritage District Design Guidelines

m. Shade features should consist of only high quality durable, non-reflective materials. Apply these design elements to shelter public spaces and building features.

n. Fabric or metal awnings and canopies should not be a dominant architectural feature of a building. Accent colors should be used judiciously. Awnings having colors and patterns that complement building materials and colors are preferred.

o. Interior spaces should be extended into the outdoors both physically and visually when appropriate.

Unfavorable: Awning as a dominant feature that does not complement building

Unfavorable: Low quality awning materials

Favorable: Awnings having colors & patterns that complement buildings

Appropriate: Interior space extended outdoors physically and visually

4. Green Building

a. "Green Building", a whole systems approach to the design, construction, and operation of buildings to reduce energy use and pollutants from the early stages of development through the final finishes, is encouraged.
b. Climate-sensitive building designs, which mitigate Gilbert's warm, sunny climatic conditions, are strongly encouraged.
c. Rainwater harvesting, on-site water storage and water conservation techniques, which address Gilbert's semi-arid desert environment, are strongly encouraged.
d. Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.
e. Shelter entries and windows and use architectural shading devices and landscaping to minimize cooling losses.
f. Incorporate "cool surface materials" at the pedestrian level.

Favorable: This local Green Building shade structure provides shade, generates solar power, and serves as an educational display

G. Signage

Signage can incorporate graphics, symbols, letters or numbers for the purpose of advertising or identifying any business, product, goods or services. The objectives of the signage guidelines are to provide signage that enhances the architectural design of buildings within downtown Gilbert and encourages creative and innovative approaches to signage within an established framework.

a. Signage should not obscure or overwhelm existing architectural details.
b. Signs should be highly graphic in form, expressive and individualized in order to provide a distinctive character in the Heritage District.
c. Signs should convey the product or service offered by the business in a bold, graphic form.
d. Projecting signs supported by ornamental brackets and oriented to pedestrians are strongly encouraged.
e. Awning signs should be used to add visual interest to a building and provide shade. Awning signs should be placed over windows, doors and pedestrian walkways.

Appropriate: Creative graphic design incorporated into a Projecting Roof Sign

Heritage District Design Guidelines

f. Awning sign lettering shall be dictated by the size of the awning and shall be proportional to the awning. Variety in lettering styles is encouraged. Color of the lettering shall compliment the awning color and must be compatible with the overall facade of the building.

g. Awnings with back-lit graphics or other kinds of interior illumination are discouraged.

h. The continued use of exposed neon lighting is encouraged due to its visual quality at night.

i. Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are highly encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.

j. Wall signs should be located on the upper portion of the storefront or entrance, within or just above the storefront or entry opening.

k. Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.

l. Directional Signs are encouraged to help people navigate the Heritage District.

Appropriate: Exposed neon adds to nighttime character

Appropriate: Creative graphic design incorporated into a sign

Favorable: Public art in small courtyards

H. Public Art

Public art functions best when it promotes interaction and communication. The art features within Water Tower Park have already set a precedent for interactive art pieces.

a. Public art should be incorporated into public spaces and building plazas.

b. Decorative banners on light poles are encouraged to help identify entry into the Heritage District and create a sense of place.

c. Include art in courtyards and pocket park design. Consider any built element as an opportunity for art, such as building walls, manhole covers, paving, railings, seating and overhead structures.

d. Select art which communicates a relationship to our sense of place, relates to the passage of time, creates a sense of joy and delight and stimulates play and creativity.

e. Art need not be expensive; it may take the form of painted wall murals or etched concrete. (See photo next page)

Appropriate: A wall mural and a historic clock with bronze sculptures

Heritage District Design Guidelines

f. Potential themes to incorporate into public art include:

- agricultural heritage, organic foods
- unique plants
- family friendly
- comfortable place
- living here is good for your health
- passage of time
- railway station architecture
- Latino heritage

Appropriate: Etched concrete as public art

I. RESIDENTIAL GUIDELINES

1. General Guidelines

a. Redevelopment projects should maintain the existing interconnecting pattern of local streets within the Heritage District. Dead-end streets and cul-de-sacs are discouraged.

b. The existing size and pattern of residential neighborhood blocks should be maintained.

c. New residential development should maintain the traditional landscape character and sidewalk design of the existing residential streetscape.

d. The concrete portions of ADA curb ramps located in Residential areas (SF-A, SF-D, SF-6, SF-7, MF/M, and MF/L Zoning Districts) should be integral color "Willow Green".

e. Rehabilitation and remodel of residential dwellings should be approached as follows:

- Repair– repair the original material where feasible.
- Restore– restore the original surface by cleaning or repainting.
- Replace– replace characteristic architectural elements only if necessary and then do so with materials which match the original.

Existing Residential Streetscape includes sidewalks attached to curb (above) as well detached with planter strips with turf and street trees (below)

2. Single-Family Residential

a. Site Design-

- New Homes should provide a front yard that is similar in character to neighboring properties.
- Fences or hedges may be used to help define the yard as permitted by the Zoning Code.
- Preserve the sense of private open space through the sensitive placement of building additions and new structures.
- Orient the primary entry of the primary dwelling to the street.
- Clearly define the primary entrance by incorporating a front porch.

b. Driveways & Parking-

- Parking may be accessed from an alley where feasible.
- Circular driveways are inappropriate.
- Parking in a required front yard is inappropriate.
- The use of carports to provide required parking is encouraged in the Heritage District.
- When providing garages in lieu of carports, they should not dominate the street scene.
- Carports, garages and other secondary structures should be designed as thoughtfully as the residence.

Appropriate: Home with large front yard, primary entry facing street and raised front porch

Appropriate: Carport integrated into a Ranch-style home

Heritage District Design Guidelines

The Heritage District's many mature trees should be preserved in place

c. Landscaping-

- Plant selection for street frontages should incorporate the Heritage District Plant Palette in *Appendix B*. When new landscape is planned, larger tree specimens are strongly encouraged.
- Preserve, to the extent feasible, existing mature trees when designing and locating a new building.
- Residential redevelopment is encouraged to incorporate landscape in character with the climate and culture of Gilbert.

d. Building Scale, Form & Character-

- The front elevation of new homes should be similar in scale to those seen traditionally on the block.
- Minimize the perceived scale of a building by stepping down its height toward the street and neighboring smaller structures.
- Break up the perceived mass of a building by dividing the building front into modules or smaller elements that are similar in size to buildings seen traditionally in the neighborhood.
- Use building scale and roof lines that are similar to those seen in the neighborhood.
- Porches and courtyards are encouraged.

Favorable: Building height steps down toward street and mass is broken into smaller elements through changes in rooflines and materials

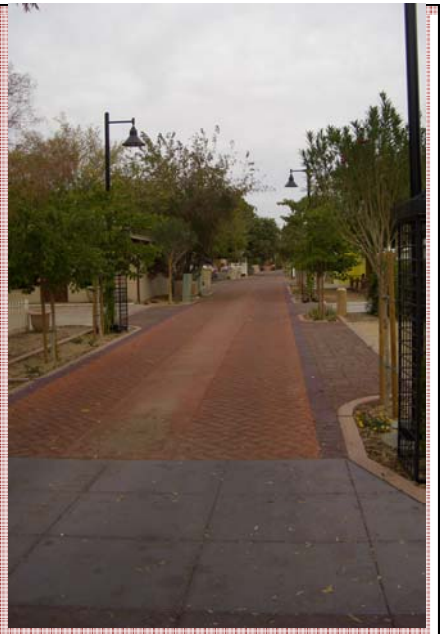
Unfavorable: Building scale, form and character is dissimilar to existing homes in the Heritage District

- Designers are encouraged to propose ways in which historic residential building types might be re-interpreted, while maintaining a consistent character with the surrounding context.
- Character elements which are encouraged include, but are not limited to, wide or prominent overhanging eaves, exposed rafters and arched widows and doors as expressed the Bungalow or Arts and Crafts styles of residential architecture.
- Preferred residential building materials include brick, stone, wood, adobe block and stucco. Colors compatible with the neighborhood are encouraged.
- Roof materials should appear similar in scale and texture to those found traditionally in the Heritage District.

e. Alleys-

- New residential development or redevelopment projects should maintain and enhance the Heritage District's system of alleys.
- Alleys should be used to accommodate service areas while minimizing their visual impacts.
- Alleys should be improved by the use of plantings, decorative paving and fences.

Undesirable: Existing alley conditions detract from the ambience of the Heritage District



Desirable: Design enhancements can turn underutilized alleys into assets

3. Multi-Family Residential

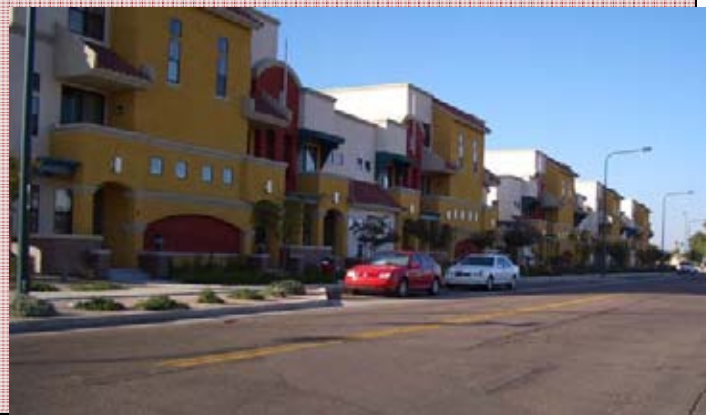
a. Site Design-

- New multi-family housing should be oriented to the street in a manner similar to that of traditional single-family residences.
- New multi-story structures should not overwhelm existing, adjacent single family structures.

Heritage District Design Guidelines

Undesirable: Multi-family buildings are surrounded by typical suburban perimeter parking areas

Desirable: Multi-family buildings oriented toward and fronting on the street



- Promote efficient site layout in terms of vehicular and pedestrian circulation patterns. Tie into sidewalk system shown on *Pedestrian & Bicycle Circulation Map.*
- Designers are encouraged to optimize occupants' privacy through careful orientation of buildings within the development (e.g., address sightline of window-to-window in adjacent buildings and limit primary orientation to parking areas).

b. Parking-

- For multi-unit structures parking in an interior courtyard with limited access points is preferred to multiple driveways and perimeter parking areas.
- Required parking spaces should be broken up into smaller "blocks" of parking separated by landscaping to minimize their visual impact.
- Parking area design should minimize physical obstructions and incorporate adequate illumination to promote safety.

c. Landscaping-

- Plant selection for on-site areas and street frontages should incorporate the Heritage District Plant Palette in *Appendix B*.
- Preserve, to the extent feasible, existing mature trees when designing and locating new multi-family buildings.
- The landscape concept for multi-family projects should provide substantial shading on buildings' south and west exposures.

Suggested shade trees include the Sissoo (left) & the Fan-Tex Ash (right)

d. Building Scale, Form & Character-

- Applicants are encouraged to provide a distinctive, quality, consistent architectural character and style in new multi-family development that avoids monotonous and featureless building massing and design.
- New building design should respect the context of the adjacent residential neighborhood, including the height, scale, form and character of surrounding development.
- Multi-family building design should incorporate visually heavier and more massive elements at the building base, and lighter elements above the base. A second story, for example, should not appear heavier or more massive than that portion of the building supporting it.
- Buildings designed to provide complex massing configurations with a variety of different wall planes and roof planes are preferred.

Favorable: Distinctive, quality architecture, with complex massing and lighter elements above the building base

Favorable: Building fronts are well articulated with insets and balconies

- Fronts of buildings should be articulated through the use of bays, insets, balconies, porches or stoops related to entrances and windows.
- For new multi-family structures as well as the renovation and rehabilitation of existing multi-family structures applicants should select high-quality building materials that are durable, attractive, and have low maintenance requirements.

4. HVC Residential

- The HVC District encourages the architectural integration of commercial and residential uses in multi-story structures.
- Loading and service entrances for the commercial uses should not intrude upon the public view or interfere with pedestrian or vehicular flows.

Heritage District Design Guidelines

Inappropriate: The HVC Zoning District is not an appropriate location for typical multi-family developments

Appropriate: Smaller mixed-use building providing visual interest and human scale

- Ensure that mixed-use buildings contribute to the creation of a pedestrian-friendly environment through the provision of glazing and shading at the pedestrian level.
- The development of a complex of mixed-use buildings is preferable to a single large structure because the varied massing provides visual interest and human scale. Additionally, the spaces created between the buildings provide opportunities for pedestrian plazas and courtyards.

Appropriate: Residential on second floor above retail uses

5. Secondary Structures

Secondary Structures are detached subordinate structures, which typically include accessory structures, such as carports and garages, parking canopies and storage sheds as well as guest quarters and secondary dwellings.

- Windows and doors on secondary structures should be located to respect the privacy of neighboring properties where feasible.
- A new secondary structure should respect the mass and scale of the primary structure.
- A secondary structure should relate to the general architectural character of the primary building in mass, scale, form and material.
- For single-family neighborhoods, building materials used on secondary structures should appear similar to that used traditionally on single-family houses.
- Secondary structures should be integrated into the overall design of a multi-family development in order to be compatible with the primary buildings they serve.

Appendix A: *Downtown Non-Arterial On-Street Parking Guide*

Street Name & Segment	***60' Street Width- FC to FC***	***50' Street Width - FC to FC***	***40' Street Width - FC to FC***	***30' – 35' Street Width - FC to FC***
Ash Street Vaughn to RR Tracks				Parallel parking only
Ash Street Elliot to RR Tracks				Parallel parking only
Bruce Avenue Gilbert to Oak			Angled one side w/ no pkng. opposite side or parallel both sides	
Cullumber Avenue Gilbert to Elm		Angled one side w/ no pkng. opposite side or parallel both sides		
Elm Street Cullumber to Vaughn				Parallel parking only
Oak Street Vaughn to Page (Bus Route)				Parallel parking only
Page Avenue Gilbert to Ash (Bus Route)	Angled both sides			
Page Avenue Gilbert to Elm	Angled both sides			

Street Name & Segment	***60' Street Width- FC to FC***	***50' Street Width - FC to FC***	***40' Street Width - FC to FC***	***30' – 35' Street Width - FC to FC***
Palm Street Bruce to Vaughn				Parallel parking only
Park Avenue Gilbert to Oak			Angled one side w/ no pkng. opposite side or parallel both sides	
Park Avenue Elm to Palm				Parallel parking only
Vaughn Gilbert to Ash (Bus Route)			Parallel parking only	
Vaughn Ash to Oak				Parallel parking only
Washington Avenue Gilbert to Oak			Angled one side w/ no pkng. opposite side or parallel both sides	

Notes:

a) Approximate widths based on Gilbert IMS Aerial Photos.
b) Assuming 60° angle parking
c) Need 24' for two way traffic
d) Need 16' perpendicular width for angled parking.
e) Need 3.5' of overhang beyond curb, hence need planter strip or very wide attached sidewalk
f) Need 8-10' for Parallel Parking

Appendix B: *Heritage District Plant Palette*

Plant Palette

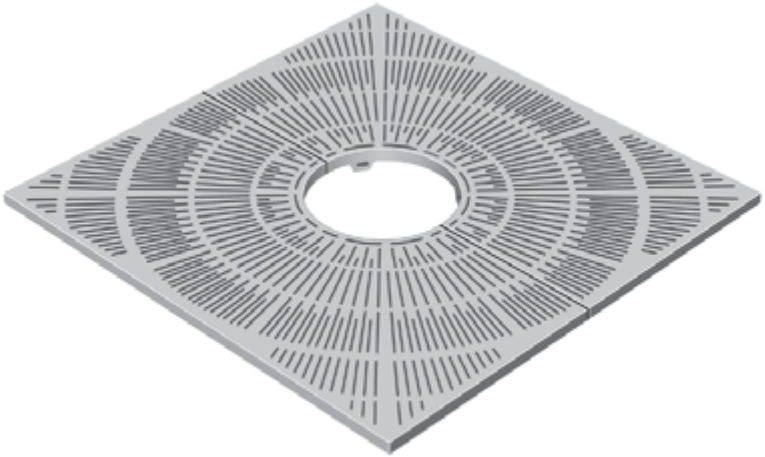
TREES		
	COMMON NAME	**BOTANICAL NAME**
1	ANACACHO ORCHID TREE	Bauhinia lunarioides
2	CASALOTE 'SMOOTHIE'	'Thornless' caesalpinia cacalaco
3	CHASTE TREE	Vitex agnus=castus
4	CHINESE PISTACHE	Pistacia chinenis
5	CHITALPA TREE	Chitalpa tashkentensis
6	EVERGREEN ELM	Ulmus parvifolia
7	FAN-TEX ASH	Fraxinus velutina 'Rio Grande'
8	GHOST GUM	Eucalyptus papuana
9	SISSOO TREE	Dalbergia sissoo
10	TIPU TREE	Tipuana tipu

SHRUBS		
	COMMON NAME	**BOTANICAL NAME**
1	BOUGAINVILLEA	Bougainvillea species (Barbara Karst Torch Glow)
2	CAPE HONEYSUCKLE	Tecomaria capensis
3	DWARF MYRTLE	Myrtus communis 'Compacta'
4	INDIAN HAWTHORN	Rhaphiolepis Indica
5	LITTLE JOHN BOTTLEBRUSH	Callistemon viminalis 'Little John'
6	MEXICAN HONEYSUCKLE	Justicia spicigera
7	MOCK ORANGE	Pittosporum tobira
8	ORANGE JUBILEE	Tecoma alata 'Orange Jubilee'
9	PUNICA GRANATUM 'NANA'	Dwarf Pomegranate
10	RIO BRAVO SAGE	Leucophyllus Langumaniae 'Rio Bravo'
11	STOKES HOLLY	Ilex vomitoria 'Stokes'
12	SUMMERTIME BLUE EREMOPHYLA	Eremophila polyclada x divaricata 'Summertime Blue'
13	TEXAS MOUNTAIN LAUREL	Sophora secundiflora
14	THUNDER CLOUD SAGE	Leucophyllum candidum 'Thunder Cloud'
15	TWISTED MYRTLE	Myrtus communis 'Boetica'
16	VALENTINE BUSH	Eremophila maculate 'Valentine'
17	'WHEELER'S DWARF' PITTOSPORUM	Pittosporum tobira 'Wheeleri'
18	XYLOSMA	Xylosma congestum

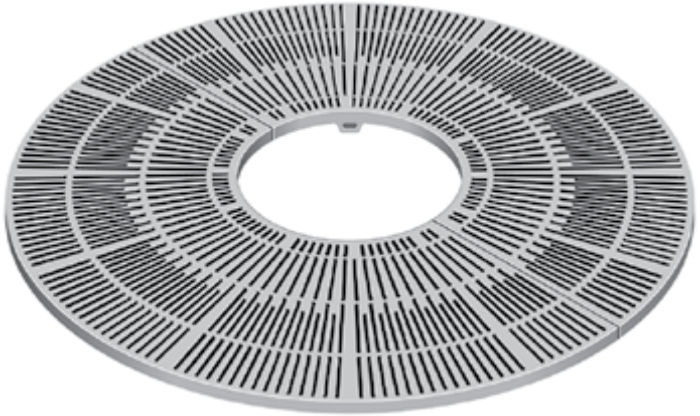
GROUNDCOVERS		
	COMMON NAME	**BOTANICAL NAME**
1	BLACK DALEA	Dalea frutescens
2	BLACKFOOT DAISY	Melampodium leucanthum
3	BUSH MORNING GLORY	Convolvulus cneorum
4	DALLAS RED LANTANA	Lantana camara ‘Dallas Red’
5	DAMIANITA	Chrysactinia mexicana
6	DESERT CARPET	Acacia redolens ‘Desert Carpet’
7	DWARF ROSEMARY	Rosmarinus officinalis ‘Prostratus’
8	KATIE RUELLIA	Ruellia brittoniana ‘Katie’
9	LANTANA ‘GOLD MOUND’	Lantana camara ‘Gold Mound’
10	LANTANA ‘NEW GOLD’	Lantana camara ‘New Gold’
11	PERUVIAN VERBENA	Verbena peruviana
12	SAND PAPER VERBENA	Verbena rigida
13	SPREADING SUNSET LANTANA	Lantana camara ‘Spreading Sunset’
14	TRAILING YELLOW GAZANIA	Gazania rigens leucolaena ‘Sun Gold’
15	TRAILING LANTANA	Lantana montevidensis
16	YELLOW DOT	Wedelia trilobata

ACCENTS		
	COMMON NAME	**BOTANICAL NAME**
1	BEAR GRASS	Nolina microcarpa
2	BLUE ELF ALOE	Aloe x ‘Blue Elf’
3	CREEPING FIG	Ficus pumila
4	DEER GRASS	Muhlenbergia rigens
5	FORTNIGHT LILY	Dietes (dye-ee-teez)
6	GIANT HESPERALOE	Hesperaloe funifera
7	LILAC VINE	Hardenbergia violacea
8	PINK TRUMPET VINE	Podranea ricasoleana
9	QUEEN’S WREATH	Antigonon leptopus
10	REGAL MIST	Muhlenbergia capillaries ‘Regal Mist’
11	PINK/WHITE GAURA	Gaura lindheimeri ‘Pink/White’
12	SNAIL VINE	Vigna Caracalla
13	SOTOL, DESERT SPOON	Dasylirion wheeleri
14	SOTOL, MEXICAN GRASS TREE	Dasylirion longissimum
15	TORCH GLOW BOUGAINVILLEA	Bougainvillea spectabilis `Torch Glow`
16	TWIN FLOWER AGAVE	Agave geminiflora
17	TRUMPET CREEPER VINE	Campsis radicans

<u>Appendix C</u>: *Tree Grates*



Neenah Metropolitan Collection –
Type R-8707 60”x60” Square Tree Grate and Frame
24” Tree Opening



Neenah Metropolitan Collection – Type R8880-A
72” Round Tree Grate
36” Tree Opening

Appendix D: *Shade Structures*

Above: Multi-Level Octagon with Muted Colors

Below: Multiple Arch Structures

Below: Crescent Shaped with Decorative Supports

Below: Multi-panel Hexagon with Muted Colors

Below: Multiple Hips in Solid Teal Color

Right: Cantilevers in Solid Tan Color

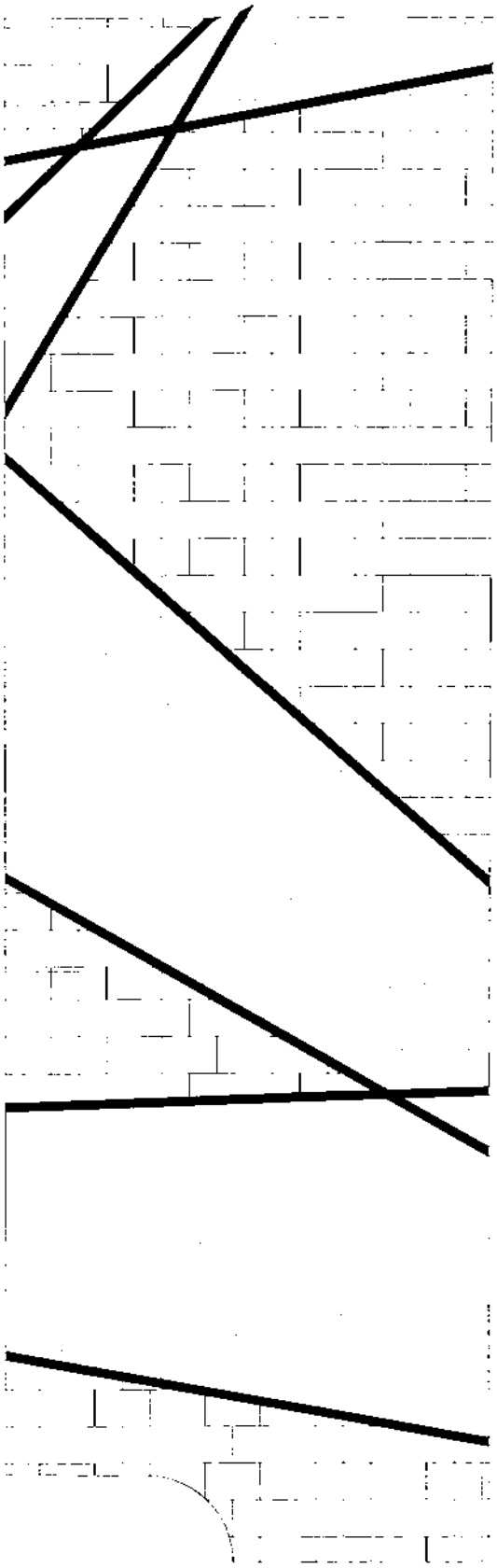
Below: Interior of Multi-panel Hexagon Structure

Appendix E.

OUTDOOR FURNITURE PALETTE

12.20.07

Appendix F: *Parkway Pedestrian Path Paving Design & Materials*



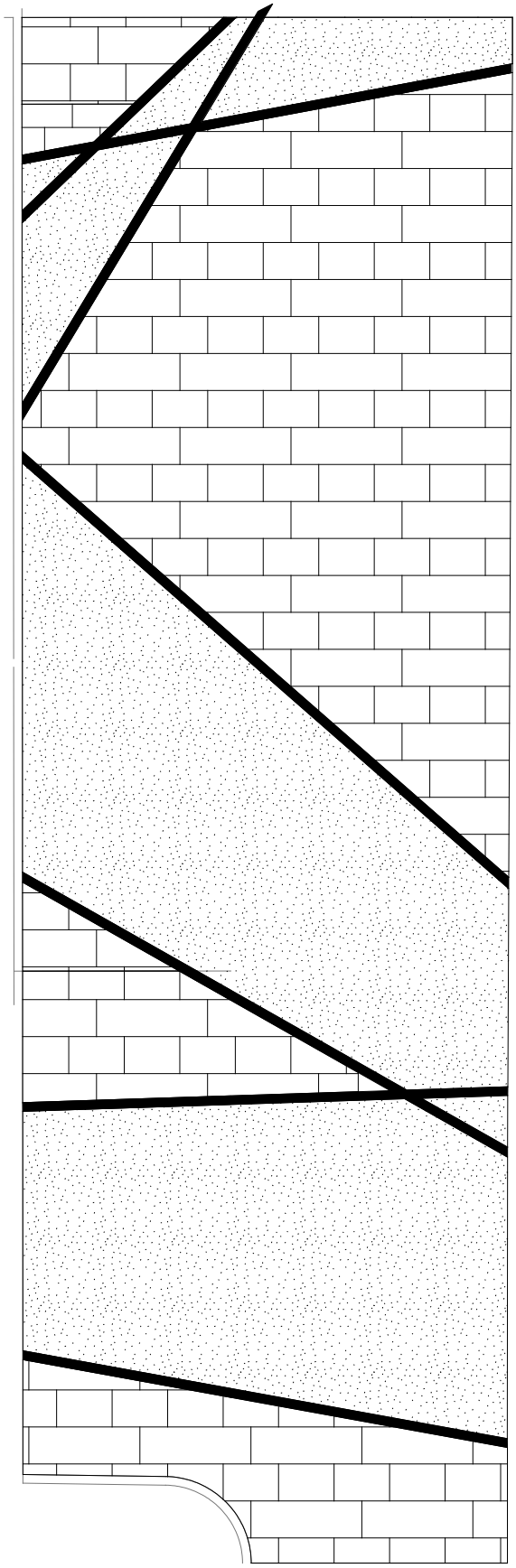
FINISH: MEDIUM BROOM
COLOR: YOSEMITE BROWN 641
MFG: DAVIS COLOR

ROADWAY:AUTO PAVERS 3-1/8"
PLAZA STONE SERIES SIERRA BLEND
PAVESTONE or

PEDESTRIAN PLAZA PAVERS 2-3/8"
PLAZA STONE SERIES SIERRA BLEND
PAVESTONE

ACCENT BAND 6" WIDE x
FINISH: HEAVY SANDBLAST
COLOR: YOSEMITE BROWN
MFG. DAVIS COLORS

SCALE: NTS



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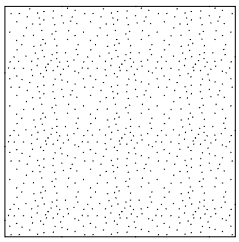
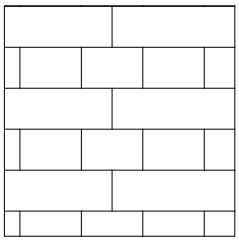


FINISH: MEDIUM BROOM
COLOR: YOSEMITE BROWN 641
MFG: DAVIS COLOR



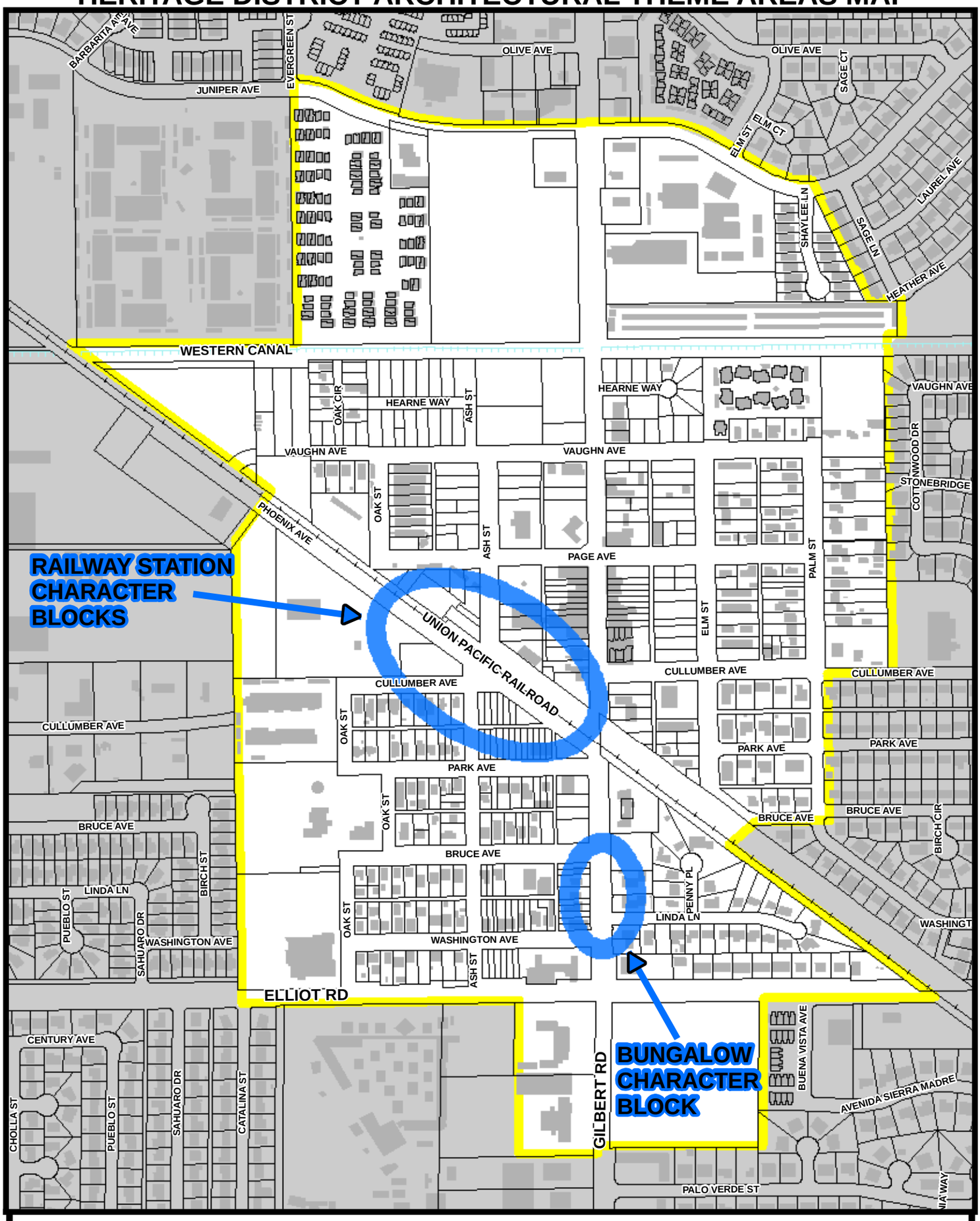
ROADWAY:AUTO PAVERS 3-1/8"
PLAZA STONE SERIES SIERRA BLEND
PAVESTONE or

PEDESTRIAN PLAZA PAVERS 2-3/8"
PLAZA STONE SERIES SIERRA BLEND
PAVESTONE

ACCENT BAND 6" WIDE x
FINISH: HEAVY SANDBLAST
COLOR: YOSEMITE BROWN
MFG. DAVIS COLORS

SCALE: NTS

HERITAGE DISTRICT ARCHITECTURAL THEME AREAS MAP

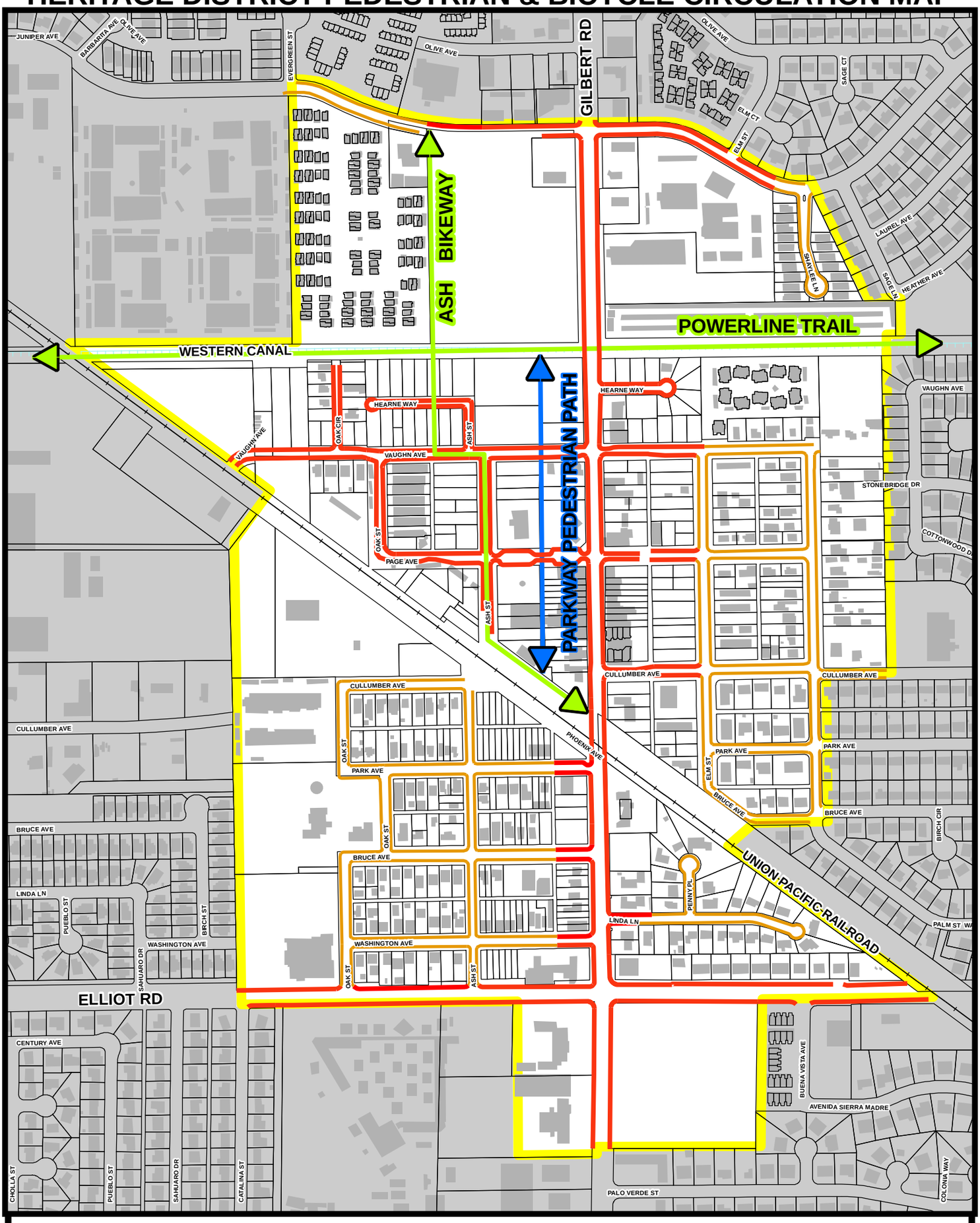


Legend

- Character Block
- Heritage District Boundary

GILBERT ARIZONA

HERITAGE DISTRICT PEDESTRIAN & BICYCLE CIRCULATION MAP



Legend

Heritage District Boundary

Planned Minimum Sidewalk Width - 10'

Planned Minimum Sidewalk Width - 6'

ASH STREET BIKEWAY - An on-street bicycle connection providing a safe and convenient by-pass to Gilbert Road. This will consist of two 5.5' - wide bicycle lanes on each side of Ash Street which will be designated by signing, and pavement markings for the preferential use of bicyclists.

PARKWAY PEDESTRIAN PATH - A 12' - wide minimum decoratively paved pathway. See Appendix F for paving design and materials.

GILBERT ARIZONA