

## Section 8 Design Guidelines

### 8.1 Introduction

The purpose of the Design Guidelines is to provide overall design parameters for the development of Mesa Proving Grounds. The Design Guidelines provide generalized design criteria and inspiration for site layouts, building elevations, landscaping and parking arrangements as depicted in *Exhibit 8.2* – High Performance Living – Building Design. Additionally the Design Guidelines as contained in this section, as well as articulated in other sections of the CP, are intended to serve as a foundation for more detailed and specific design plans at the DUP and the Site Plan levels.

In accordance with the PC District, Design Guidelines will ensure the achievement of high quality design for the community and the City. All buildings and uses of land must demonstrate consistency with the Design Guidelines as well as additional criteria contained within the relevant DUDG. Variations to the Design Guidelines can be incorporated into the DUP process if the proposed variations demonstrate high quality design and minimal impacts to the overall approved Design Guidelines for the Property. The Design Guidelines provide the overall context for future, more site specific, LUG specific or detailed versions of guidelines; however, design parameters and indications of character elements are contained throughout the CP in various forms including general textual descriptions of the character for each DU, as well as pictorial images included and associated with each LUG. These images and descriptions should be utilized in conjunction with the Design Guidelines. The images and depictions are intended to be representative of the character and quality of the types of development within a particular LUG and are not intended to express significant design details, colors or materials.

### 8.2 Purpose

The Design Guidelines are intended to accomplish the following:

- Establish high quality framework for design parameters at DUP level
- Establish generalized character for the various DUs
- Establish generalized parameters and baseline conditions for site planning, security, walls, parking design, solar exposure, open space, pedestrian areas, landscaping, building design including relief, rhythm and height, art and signage
- Provide photographic illustrations to provide inspiration and character of future building form and quality
- Provide flexibility for developments that require identity while not compromising quality and the intent of the Design Guidelines

Following is a list of the exhibits that demonstrate design parameters and indications of character elements that provide greater detail to the Design Guidelines:

Section 7:	Land Use Groups Transect
Section 7:	Land Use Group Summary – OS, CS, E, V, D
Section 7:	Land Use Group Summary – C, R, GU, UC
Section 7:	Land Use Group Location
Section 7:	LUG OS – Open Space Summary
Section 7:	LUG OS – Location and Character
Section 7:	LUG OS – Character
Section 7:	LUG CS – Civic Space Summary
Section 7:	LUG CS – Civic Spaces - Location and Character
Section 7:	LUG CS – Character
Section 7:	LUG E – Estate Summary
Section 7:	LUG E – Estate - Location and Character
Section 7:	LUG E – Estate - Character
Section 7:	LUG V – Village Summary
Section 7:	LUG V – Village - Location and Character
Section 7:	LUG V – Village - Character
Section 7:	LUG D – District Summary
Section 7:	LUG D – District - Location and Character
Section 7:	LUG D – District - Character

# COMMUNITY PLAN

Section 7:	LUG C – Regional Center/Campus Summary
Section 7:	LUG C – Regional Center/Campus - Location and Character
Section 7:	LUG C – Regional Center/Campus - Character
Section 7:	LUG R – Retreat Summary
Section 7:	LUG R – Retreat - Location and Character
Section 7:	LUG R – Retreat - Character
Section 7:	LUG GU – General Urban Summary
Section 7:	LUG GU – General Urban - Location and Character
Section 7:	LUG GU – General Urban - Character
Section 7:	LUG UC – Urban Core Summary
Section 7:	LUG UC – Urban Core - Location and Character
Section 7:	LUG UC – Urban Core - Character
Section 7:	Land Use Group General Development Standards
Section 7:	Building Configuration Diagrams – LUGs C, R, and UC
Section 7:	Building Configuration Diagrams – LUGs E, V, D and GU
Section 7:	Parcel/Lot Configuration Diagram
Section 10:	Typical Urban Neighborhood Plan
Section 10:	Neighborhood Streets – Typical Sections and Character
Section 10:	Service Lanes – Typical Section and Character
Section 10:	District and Neighborhood Street Elements – On-Street Parking Character
Section 10:	Typical Street Types Diagram
Section 10:	Typical Urban Cul-de-Sacs
Section 10:	Typical Urban Hammerheads
Section 10:	Typical Walkway and Sidewalks
Section 10:	Typical Walkway and Sidewalk Conditions Diagram
Section 10:	Walkway and Sidewalk Character and Elements
Section 11:	Typical Parks and Great Streets Network
Section 11:	Typical Park and Plaza Character
Section 11:	Typical Neighborhood Parks and Plazas
Section 11:	Typical Neighborhood Accents
Section 11:	Neighborhood Accents Character
Section 11:	Great Park Character
Section 11:	Open Space Plan
Section 12:	Perimeter Landscaping Requirements
Section 12:	Street Perimeter Landscape Character
Section 12:	Permitted Tree and Landscape Placement in Off-Street Surface Parking
Section 12:	Off-Street Surface Parking Area Landscape Character
Section 12:	Typical Retention Character
Section 13:	Urban Retention Character
Section 14:	Parking Character
Section 15:	Lighting Character
Section 16:	Typical Sign Character

# COMMUNITY PLAN

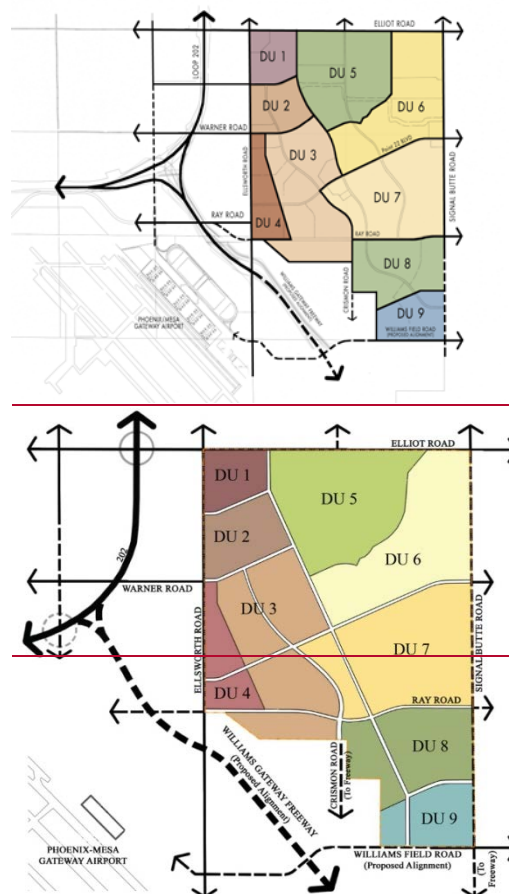
## 8.3 Applicability

The Design Guidelines shall apply to all buildings and uses of land, except single-family residences and agricultural buildings. In the event of a conflict between the Design Guidelines and the other General Development Standards, the other General Development Standards shall apply. The Master Developer may modify the Design Guidelines during the DU and Site Plan processes.

## 8.4 Development Unit Character Themes

The PC District allows for the creation of a dynamic framework that will allow for the evolution of the development of the Property. The DUs will each have a unique role and character for the community as generally described herein. As more detailed planning occurs at the DUP level, the character and design theme will be further articulated and expanded. Generalized character themes for the nine (9) DUs are noted below:

Exhibit 8.1 – Development Unit Plan



### A. Development Units 1 and 2 – Northwest Activity Area Core

This ~~urban-core~~ area is anticipated to have a high concentration of commercial space and employment uses, primarily in the form of professional offices, employment, commercial retail, main street retail, entertainment, mixed-uses, and multi-family dense residential that may become denser over time. Height is limited in some areas to 150 feet and in other areas only per Federal Aviation Administration (“FAA”) restrictions. This area is anticipated to have locations that will be more an intense urban-area with buildings close to the street, inviting plazas and compact open space areas united with a compact street system that encourages pedestrian movement. The first generation of land use may follow a more traditional non-residential pattern with ability to redevelop and intensify in the future. Landscaping is strategically planned to provide for urban plazas and parks in selected areas as well as shaded respites. Signage and lighting are utilized to contribute to the dynamic, eclectic, active nature of this area. Single family detached is not allowed in this area.

### B. Development Unit 2 – Transition Neighborhoods

# COMMUNITY PLAN

Development Unit 2 is located at confluence of several areas including higher intensities in DU 1, employment and single family residential within areas in DU's 5 and 6 as well as commercial and residential development in DUs 3 and 4. The character of DU 2 could include a mix of all types of uses including commercial, employment and varying types of residential as they transition and merge together, though traditional single family and commercial (clustered along Ellsworth Road) will likely be the predominate use in this DU. Portions of the Eastmark Great Park may also traverse throughout this area. Ultimately, the DUP for this DU will address more specifically how the uses in DU2 will be transitioned and how uses may be buffered or connected, if necessary, based on the types of uses are proposed and how they will be transitioned to surrounding DUs.

## C. Development Unit 4 (North)- Gateway Activity Area/West Neighborhoods

B.

## C. Development Unit 4 - Airport Gateway Core

DU 4, also known as the "Airport Gateway Core", is the second major urban-core activity area and is in close proximity intended to relate to the Airport and the future terminal. DU 4 is also located adjacent to the central neighborhoods in DUs 3, 5 and 6 and 7, and will provide for extension of central and possibly enclave neighborhoods with the primary character of this area being single family with some multi-family residential. DU 4 will include portions of the Eastmark Great Park as well as the continuation of small neighborhood parks throughout the residential area. Other uses that could occur include school campuses. Additionally, commercial and multi-family will be located at the intersection of Ellsworth and Ray Road and could include additional commercial along Ellsworth Road, most likely clustered around a secondary street that intersects with Ellsworth Road. Commercial use could take the form of office or retail. This area is intended to have an urban character and could also house major employment uses including employment campuses, research and development laboratories, incubator businesses, high tech manufacturing and uses related to uses along Elliot Road or the Airport. This DU allows significant amounts of non-residential development as well as mixed-use and residential opportunities. Height will not be as high as in DU 1 the Northwest Core given FAA constraints, however, the area is intended to have a concentration of non-residential, multi-family and residential uses. The specific land use mixture will be refined within the DUP for this area including identification of generalized character of areas within the DU as well as identification of primary use intended for the area.

## D. Development Unit 5 Employment Core

Employment Core has been strategically located in this portion of the Property given the proximity to the Northwest Activity Area Urban Core to the west of DU5 and given the proximity to neighborhoods potentially anticipated for the southern portions of DU5 and DU6. With the ability to take advantage of views to the Superstition Mountains, DU5 is intended to include residential uses as well as employment uses which provide for an employment hub along the Elliot Road Corridor. This area is intended to have a more relaxed form with higher intensity hospitality uses that may or may not be set landscaped areas. Uses may contain height but will be set gracefully in open areas. Additionally, employment uses may also take on a campus-like setting and be the home of employment generating office and industrial uses requiring large settings with access to infrastructure.

AMENDED April 21, 2014 (Zoning Case Z14-014)

AMENDED May 17, 2017 (Minor Amendment - Zoning Case PLN 2017-00084)

## E. Development Unit -7 - Central Neighborhoods

DU 7 represents the central residential neighborhood on the east and south sides of the Great Park and form the core residential living environments in Mesa Proving Grounds. These neighborhoods form the basis of the social fabric of the community and are intended to be designed as intimate neighborhoods that encourage walking and social interaction. Small neighborhood parks and plazas will serve as defining elements for these intimate areas with neighborhood shopping (in a village format), convenience and employment uses located in close proximity. Local streets are narrow to encourage slower traffic and create connected routes for interaction. Areas within this DU will be designed to encourage pedestrian activity. The Great Park will also connect the neighborhoods and serve as a community gathering spot for recreational, educational, cultural and social purposes. LUG C, if present will be located at the edges of the DU or in locations where traffic to the development is accessed through other LUG C, GU or UC sites to arterial and district streets.

AMENDED June 04, 2013 (Minor Amendment to CP)

## F. Development Unit 8 and 9 - Exclusive Enclaves

## COMMUNITY PLAN

With the transfer of non-residential intensity from DU9 to DU6 to accommodate more intense non-residential development along the northern portions of the property, the character of DU 8 and 9 has been revised to accommodate exclusive residential enclaves. These clusters of residential scale neighborhoods located south of Ray Road are somewhat disconnected from the greater community by the Powerline Floodway and the wide drainage and utility corridors along Signal Butte and Williams Field Roads. This physical isolation provides exclusivity and security for the neighborhoods. Enclaves of executive homes and age restricted homes will be planned in central type neighborhoods (either gates or non-gated) and will establish the primary character of the DU 8 and 9. The residential enclaves will be secured by limiting vehicular and pedestrian access. Community activities and hubs within the residential enclaves will be focused around more intensive internal amenities rather than smaller, dispersed neighborhood parks. These amenities will anchor the south end of the social and civic amenities associated with Eastmark's Great Park and will be connected via pedestrian routes along roadways and through open space corridors to other areas of the larger community.

AMENDED June 04, 2013 (Minor Amendment to CP)

### G. Development Units 3 – Central Neighborhoods ~~west of -between the Urban Cores and-~~ the Great Park

DU 3 is a collection of central neighborhoods straddling the Great Park, ~~near the Urban Cores.~~ These neighborhoods form the core residential living environments in Mesa Proving Grounds. While these neighborhoods form the basis of the social fabric of the community and are intended to be designed as intimate neighborhoods ~~(as planned in the DUP for DU 3 South)~~, the proximity to the urban cores suggests that portions of DU3 may become extensions of urban areas. Buildings that start out as residences in close proximity to the cores will likely convert to professional offices, and the uses of DU4 are likely to flex into areas of DU3 especially along the Ray Road corridor ~~or the uses within DU3 could flex into areas of DU4.~~ Neighborhood parks and plazas will serve as defining elements and a connected grid of narrow neighborhood streets will slow traffic and create connected pedestrian routes but, the Great Park will dominate as the community gathering spot. The surrounding neighborhoods will likely become denser over time with tall buildings at the edges of the Great Park to take advantage of the distant mountain views that are opened up by the space of the park. As the park becomes more heavily used, small shops for equipment rentals, food and beverage, dance and yoga studios, and other uses taking advantage of the proximity of the park will add variety on the ground floor to the mix of uses. DU 3 may also include school uses.

### H. Development Unit 6 – Enclaves

DU 6 is characterized by its executive type and central neighborhoods and mixed use employment uses. This area is intended to relate to residential uses in the southern portion of DU5 and may include gated and non-gated, lower intensity uses as appropriately located. This area is anticipated to include housing opportunities for executives, which may include lower density residential as well as smaller upscale residential environments. Additional uses include mixed-use employment, commercial, office, and retail uses. Density and intensity of this DU provides a transition from existing residential neighborhoods to the east to the Urban Core to the west. To protect and facilitate the airport flight paths, the northeast corner of this DU will likely include a significant mix of multi-family, garden office, employment and/or commercial uses. This corner will generally be higher intensity development than the majority of the DU because of its proximity to Elliot and Signal Butte Roads.

AMENDED April 07, 2011 (Minor Amendment to CP)

AMENDED May 17, 2017 (Minor Amendment- Zoning Case PLN 2017-00084)

## 8.5 Design Concept

The built environment for Mesa Proving Grounds is intended to articulate the Vision, Strategy and planning principals of the community. Specifically, building design and the built environment are intended to live well over time and be characterized as “High Performance Living”. Refer to **Exhibit 8.2** – High Performance Living – Building Design. These Design Guidelines will assist in the creation of buildings, plans and spaces that emulate these principals and specifically result in artful and sustainable development. To achieve these, the artful composition of buildings and plans must consider the following attributes to be further defined at the DUP level:

- Material integration
- Building intensity
- Urban integration
- Rhythm and balance
- Color and texture
- Shade and shadow
- Scale and proportion

As important, buildings and site design must be efficient and should incorporate sustainable design to achieve this objective including the following:

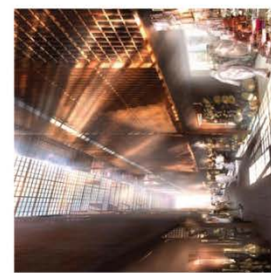
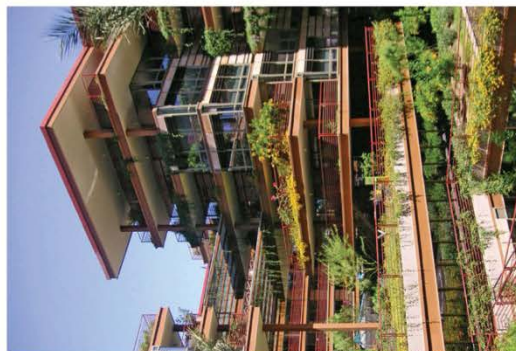
- Water conservation
- Green building concepts
- Energy efficiency
- Renewable energies

These concepts shall be used as overall considerations when preparing more detailed plans for the DUs and in the more specific design of buildings and site plans.



# BUILDING DESIGN

## SUSTAINABILITY



## COMPOSITION

## SUSTAINABILITY



## COMPOSITION

WATER CONSERVATION

## MATERIAL INTEGRATION

GREEN BUILDING

## RHYTHM & BALANCE

## INTEGRITY

ENERGY EFFICIENT



COLOR & TEXTURE

URBAN  
INTEGRATION

RENEWABLE ENERGY

### SCALE & PROPORTION

SHADE &amp; SHADOW

© April 21 20142/15/18, DMB Mesa Proving Grounds LLC ("DMPG")

## 8.6 Design Guidelines

### A. Community Quality and Character

1. Enhance and strengthen the character of each of the DUs as articulated within the CP.
2. In the development of each DUDG, consider the character of the surrounding development and allow for the evolving context over time.
3. In the development of each DUDG, consider areas with distinctive qualities, preservation of these qualities and the character of the surrounding neighborhoods in redevelopment and new projects with complementary or contrasting design elements which respect the existing conditions.
4. The topography and landscaping shall support the convenient, comfortable and active use of the great streets. The existing topography and landscape shall be reshaped to create an active urban environment. Respond to the unique urban terrain by blending with the natural shapes and texture of the land or echoing architectural forms into the landscape with formal, sharp or obviously man-made transitions and enclosures. There is no existing natural environment on-site which should influence or affect design. The dramatic mountains surrounding the Property should be considered in all design efforts and should be amplified when possible without detracting from the urban setting.
5. Art in Private Development
  - a. Encourage the creation of more attractive, unique, and aesthetically pleasing social spaces. Artwork may be integrated into public and private development projects. Artwork guidelines may include, but are not limited to, the following options:
    - Building features and enhancements such as bike racks, gates, benches, water features, or shade screens, which are unique and/or produced in limited editions



- Landscape art enhancements such as walkways, bridges, formal plantings or art features within a garden
- Murals or mosaics covering walls, floors, and walkways. Murals may be painted or constructed with a variety of materials, including the use of imbedded and nontraditional materials
- Sculptures, which can be freestanding, wall-supported or suspended, kinetic, electronic, and made of durable materials
- Fiberwork, neon, or glass artworks, photographs, prints, and any combination of media including sound, film, and video systems, or other interdisciplinary artwork
- Community art projects resulting in tangible artwork, such as community murals, sculptures, or kiosks
- Spaces for regular artistic expression of which the creation of the artwork is experienced by an audience
- The wrapping of scaffolding, temporary fencing, or other structures with artistic expressions of architecture, landscape, artwork, logos and images of future development projects, community life or cultural events
- Community accents at intersections, at the end of intersections, at neighborhood gathering locations, or in neighborhood parks such as statues, animal feeders or baths, artistic variations on standard street furniture elements, water features, or place markers
- Temporary artistic installations in social settings or permanent installations in which artwork is regularly relocated



# COMMUNITY PLAN

- Signage which by nature of the craftsmanship of its construction, its appeal as a cultural element or its integral artistic expression exceeds its existence as mere commercial expression (such artistic elements shall be exempt from any signage limitations of the General Development Standards)

## 6. Site Plan

Consider the following major components in at the Site Plan level:

- Streetscape
  - Provide streetscapes with continuity between adjacent uses (with or without vehicular access) by including cohesive or transitioning landscaping, shading elements, decorative paving, street furniture, public art, and integrated infrastructure elements
  - Streetscapes may be private or public settings
  - Building form appropriate for the adjacent street and circulation drive
  - Building form correlates to the land use group and transition between land use groups as necessary
  - Pedestrian experience and connections to support the “Great Streets” design concept
- Modes of Transportation. Integrate alternative modes of transportation, including bicycles, pedestrian activity, bus, and future light rail stations, with design goals of pedestrian safety and activity, accessibility, and comfort while waiting. The integration of all of these elements into shared systems rather than isolated redundant systems is preferred

## 7. Grading

- a. Grading and grade changes may vary dramatically across lot, parcel or property lines with the approval of both owners who are party to the property line. Grade changes of two (2) feet or less at the property line shall not require approval of owners adjacent to the property line.
- b. Walls that create a grade transition of more than one (1) foot shall be considered retaining walls.
- c. Retaining walls that create a grade transition of more than two (2) feet shall require structural approval and should be shown on-site plans, landscape plans or building plans.
- d. Grading, privacy walls and retaining walls shall be designed to accommodate the flow and retention of stormwater appropriately in conformance with the Master Drainage Plan and the DU Drainage Plan.
- e. Grading and wall placement may be designed to allow minor stormwater flows to cross adjacent lots, parcels or properties with the approval of the adjacent, affected owners.

## 8. Site Walls

- a. Consider the following in wall design:
  - Integrate colors, materials, forms, textures, and design elements with the main building or larger landscape context
  - Permanent chain link fences are not allowed
  - Screen walls are specified in the General Development Standards

# COMMUNITY PLAN

- Walls adjacent to pedestrian areas should be articulated, which may include but are not limited to: offset runs, openings, landscape screening, or variation in material or height, or have architectural details, which may include but are not limited to: columns, gates, caps, lattice work, decorative material patterns, or shapes that echo the architecture into the landscape

## 9. Trash and Refuse Collection Areas

- a. Areas which generate noise and odors are to be located so as to minimize disturbance to the existing and future occupants within the community or adjacent uses.
- b. Minimum requirements for screening of trash and refuse areas are specified in the General Development Standards.

## 10. Loading and Service Bays should be located, screened or operated to avoid noise or aesthetic issues which would require screening or buffering to be installed by adjacent uses.

- a. Minimum screening requirements for loading and service bays are specified in the General Development Standards.

## 11. Outside Storage

- a. Outside storage areas are to be screened as specified in the General Development Standards.

## 12. Outdoor Lighting

Refer to Section 15.

- a. Lighting is to encourage activity after dark and visual interest.
- b. Install all outdoor artificial illuminating devices per the Outdoor Light Control set forth in Chapter 4, of Title 4 of the City Code, as amended by the General Development Standards.
- c. Lighting is to be placed and shielded to limit glare and to limit the emission of light beyond the boundary of the Property. Light emission and glare across parcel boundaries should be addressed.

## 13. Solar Exposure

- a. Use energy-efficient design to reduce both summer heat gain and winter heat loss and to provide outdoor usable areas.
- b. Energy-efficient design includes solar orientation of windows, doors, landscaping, and shading devices, roof color, minimum shading in parking lots and harsh environments, and day lighting. Mitigate solar effects on southern and western exposure of buildings.
- c. Shade for outdoor activity areas such as picnic areas and courtyards is encouraged and can be provided with a variety of design elements.
- d. Consider solar orientation for buildings when laying out streets.

## 14. Noise Impact

- a. Include in site design provisions for limiting or addressing noise from one development which may interfere with the use of adjacent property. Users should be protected from noise from both outside and within the property through screening and building materials.
- b. Locate noise-generating equipment to minimize impact on adjacent residential and pedestrian uses.

## 15. Open Space

Refer to Section 11.

## COMMUNITY PLAN

- a. Design open spaces as an integral part of a development and connect recreational facilities with dwelling units by utilizing continuous common areas or landscaped streets. Open space is considered to be the landscaped open areas including retention basins and outdoor recreational facilities.
- b. Increase the use of streets, plazas, parks, and recreational open space by providing site amenities such as shade, street furniture, special paving for pedestrian walkways, turf and accent and flowering plants.
- c. Provide outdoor employee areas or courtyards in proximity to office and industrial developments. Amenities for these areas should include trees, shrubs, accent plants, furniture, and shade.
- d. Residential recreation and outdoor activity areas should accommodate residents and occupants.
- e. Provide outdoor lighting to encourage activity after dark.
- f. Playfields may be located in retention areas.
- g. Design retention basins as specified in the Section 13.
- h. Multiple residence developments should include trees, shrubs, accent plants, furniture, and shade in the common or open space areas, if any.
- i. Private outdoor space such as patios and balconies are encouraged in multi-family projects.

### 16. Pedestrian Circulation/Waiting

Refer to Section 10.

- a. Provide a network of convenient pedestrian walkways to connect areas within the property to adjacent properties and ROW. Provide directness, continuity, street crossings, visual interest, shade, and site furnishings for pedestrians within and entering the community.
- b. Provide a pedestrian walkway linking the property together with at least one (1) pedestrian walkway connection to adjacent streets.
- c. Create spaces with shade, water features, and landscaping.
- d. Provide waiting areas on-site, for example sitting courts and sheltered locations.
- e. Provide pedestrian walkways connecting mass transit, bus shelters or other public transit facilities to major building entrances.
- f. Sidewalk widths and locations as specified in Section 10.

### 17. Vehicular Circulation and Parking

Refer to Section 10 and 14.

- a. Provide safe and efficient parking and circulation within the project. Provide access to the surrounding developments and ROW for vehicles, bicycles, pedestrians, and mass transit.
- b. Integrate the parking lot design with the character of the property and the proposed project.
- c. Access for emergency vehicles shall be integrated into the design of the property.
- d. Design driveways per the General Development Standards.
- e. Minimum parking requirements are specified in Section 14.

# COMMUNITY PLAN

## 18. Bike Circulation and Parking

- a. Provide a portion of bicycle parking as convenient as automobile parking or as approved by the Planning Director and as specified in Section 14.

## B. Landscape Design

Refer to Section 12.

1. Use landscaping to complement the architecture, and to establish pleasant exterior spaces for the enjoyment of the residents and tenants.
2. Provide landscaping to break up large expanses of blank walls, shade pedestrians, accent entries, and to mitigate the aesthetic appearance of large parking areas.
3. Design retention basins as an integral part of the landscape theme.
4. Considering the arid, sunny environment of the Phoenix metropolitan area, landscape designs are to include shade for pedestrians, outdoor recreational areas, and parking areas.
5. Provide landscaping adjacent to public ROW.
6. Landscaping variety, innovative design, transition between plant material and ground cover, dispersal and grouping of plant material, and other recognized landscape architecture practices are encouraged to promote the intent of these Design Guidelines.
7. Design foundation base to incorporate such elements as seat walls, decorative pavement, water features, and decorative bollards. Where landscaping is included, design planters to accommodate mature height and width of landscaping.
8. Consider placement of trees and shrubs to avoid conflict with built structures and circulations routes.
9. Minimum landscape requirements are specified in the General Development Standards and may be amended in an approved DUP.

## C. Building Design

1. Function/Appearance
  - a. Use form, scale, material, and color to enhance the function and appearance of the building.
  - b. Design building entrances as prominent and easily identifiable; also, form a transition between the exterior and interior. Provide building entries with adequate lighting.
  - c. Elements of architecture including window and door placement to be designed to add variety and interest to the property.
  - d. Architecturally integrate canopies for gas stations, car washes, or similar uses with the building they serve in terms of material, color, texture, roof style, and proportional relationship.



# COMMUNITY PLAN

- e. Encourage such elements as covered walkways, building arcades, and trellises.
  - f. Design with durable building materials.
  - g. Reflective surfaces are not allowed in locations which may produce excessive reflections or glare.
  - h. Use metal seam, clay tile, concrete tile, or a similar grade of roofing material or creative high value design solution on all visible pitched roofs.
  - i. Factory-built, prefabricated, pre-manufactured buildings, portable, and similar structures are to be designed in accordance with these Design Guidelines.
  - j. Pre-engineered metal buildings may be considered.
  - k. Use color schemes harmonious with adjacent developments and enhance the main color theme with accent colors.
  - l. Solar, wind or other alternative energy systems and elements may be used. These elements do not need to be hidden or disguised, but must be designed as an integral part of the overall building or site composition.
2. Relief/Rhythm
- a. Use rhythm in the design to provide interest and variety. Encourage visual variety to the building by using relief in elevations and articulation in plan that creates shade and shadows.
  - b. Encourage architectural interest and style by varying horizontal and vertical elements of exterior walls in height and projection. Such interest and style may be provided through, but not limited to, the imaginative treatment of windows, doors, eaves, roof lines, parapets, wainscot, columns, and beams.
  - c. Incorporate building trim, accents, color, materials, and style into primary design themes to promote architectural visual interest.
  - d. The design of the community shall be expressed on all exterior elevations of buildings.
  - e. Exhibit interest in the parapet walls of the sides and rear through the use of height variations, relief elements, and the design of scuppers, downspouts, and expansion joints, organized into the pattern of the total building design.
3. Character Enhancement
- a. Use design to enhance the theme or character of a building.
  - b. Design the details of all building elevations to continue the character or theme of the community.
  - c. Screen non-building elements such as, but not limited to, vending machines, shopping cart storage, and ice lockers from street and parking lot view.
  - d. Design patio enclosures visible from the street similar to the architectural character of the community.
  - e. Integrate design and placement of building entry and exposed stairs with the design of the community through the use of similar building materials, details, shapes, and colors.

# COMMUNITY PLAN

## 4. Height/Roof Line

- a. Establish the character of buildings with roofline design.
- b. Use roofline variations to provide architectural style or character for commercial or industrial buildings that are limited in wall configuration due to functional constraints.
- c. Design vertical scale of the community with consideration of adjacent land uses.

## D. Signage

Refer to Section 16.

1. Design signs in harmony with the style and character of the development and as an integral design component of the building architecture, building materials, landscaping, and overall site development. For specific requirements, refer to Section 16.
2. Attached Signs
  - a. Integrate attached signs with the primary physical features of the building and complement or contrast the building architecture.
  - b. Signs are to be composed of individual letters such as pan channel letters, reverse pan channel letters, upgraded cabinet forms, or other durable material, and to be mounted so that the attachment device is not visible or discernible.
  - c. Raceways or similar mounting platforms not an integral part of the sign design are to be the same color as the surface upon which they are placed.
3. Detached Signs
  - a. Design freestanding signs by incorporating design features associated with the buildings or structures expressed as an architectural component of the overall development or in conformance with the site design elements of the DUP.
  - b. Use exterior materials, finishes, and colors in harmony with, or an upgrade to, those of the buildings or structures on the Property.
  - c. Reflect distinctive elements of the general architectural style or design theme of the community in the sign structure.
  - d. Encourage the use of embellishment to incorporate the primary design elements or unique architectural features of the buildings or structures.