



Quality Development Design Guidelines and **Text Amendments**

December 2, 2019 City Council Meeting
Nana Appiah, Planning Director
Veronica Gonzalez, Project Manager
Rachel Prelog, Senior Planner

UPDATE FROM NOV. 7 STUDY SESSION

- **Depictions of residential streetscape, commercial/mixed use elements, and industrial characteristics**

Quality Development Design Guidelines



OCT 2019

RESIDENTIAL

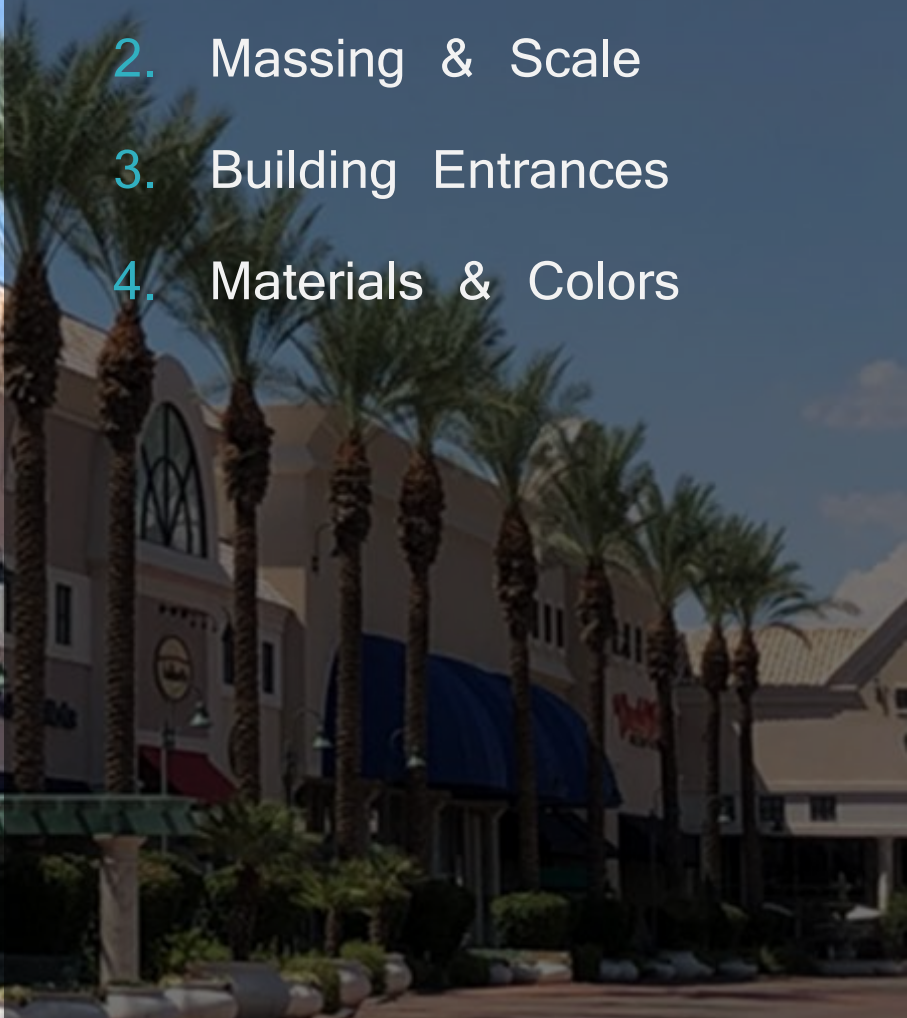
1. Diverse Building Elevations
2. Change in Wall Plane
3. Primary Entrances
4. De-emphasized Garages
5. Variety of Materials





COMMERCIAL & MIXED USE

1. Character & Image
2. Massing & Scale
3. Building Entrances
4. Materials & Colors



EMPLOYMENT

1. Character & Image
2. Massing & Scale
3. Building Entrances
4. Access, Circulation & Parking
5. Loading & Service Areas
6. Materials & Colors



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MESA 2040 GENERAL PLAN VISION

*In 2040, Mesa is a recognizable City
with a great sense of place where:*

Mesa's built environment sets a standard of quality which is the envy of other communities.

- Approved by Mesa Voters on November 4, 2014

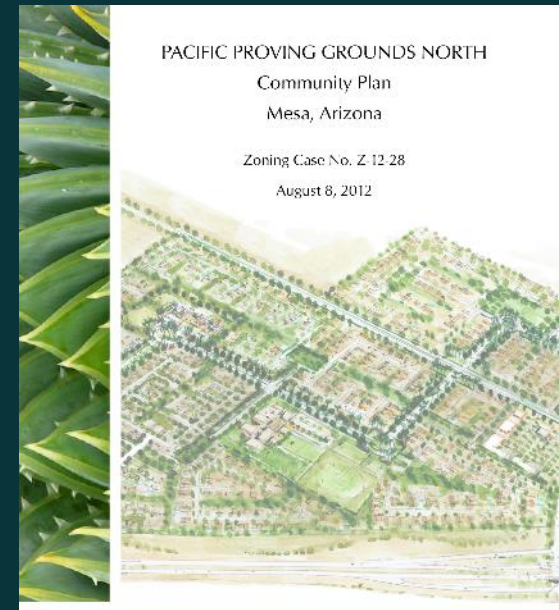
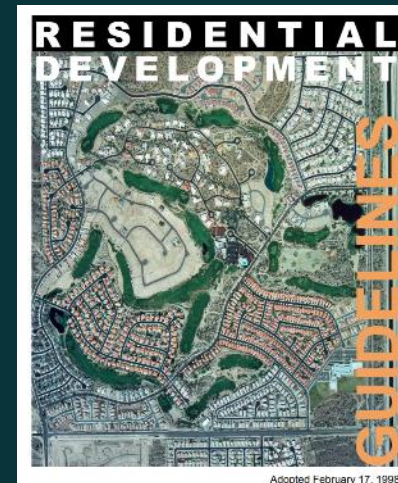
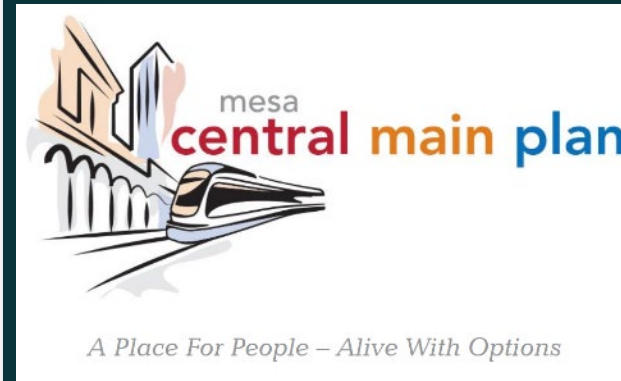
Mesa 2040 General Plan



RECOGNIZABLE NEIGHBORHOODS • INNOVATIVE JOBS • MEMORABLE PUBLIC SPACES

IMPLEMENTATION TOOLS

- Zoning Ordinance
- Sub-Area Plans
- Eastmark Community Plan
- Cadence Community Plan
- Desert Uplands Guidelines
- Residential Development Guidelines (1998)



PROJECT GOALS

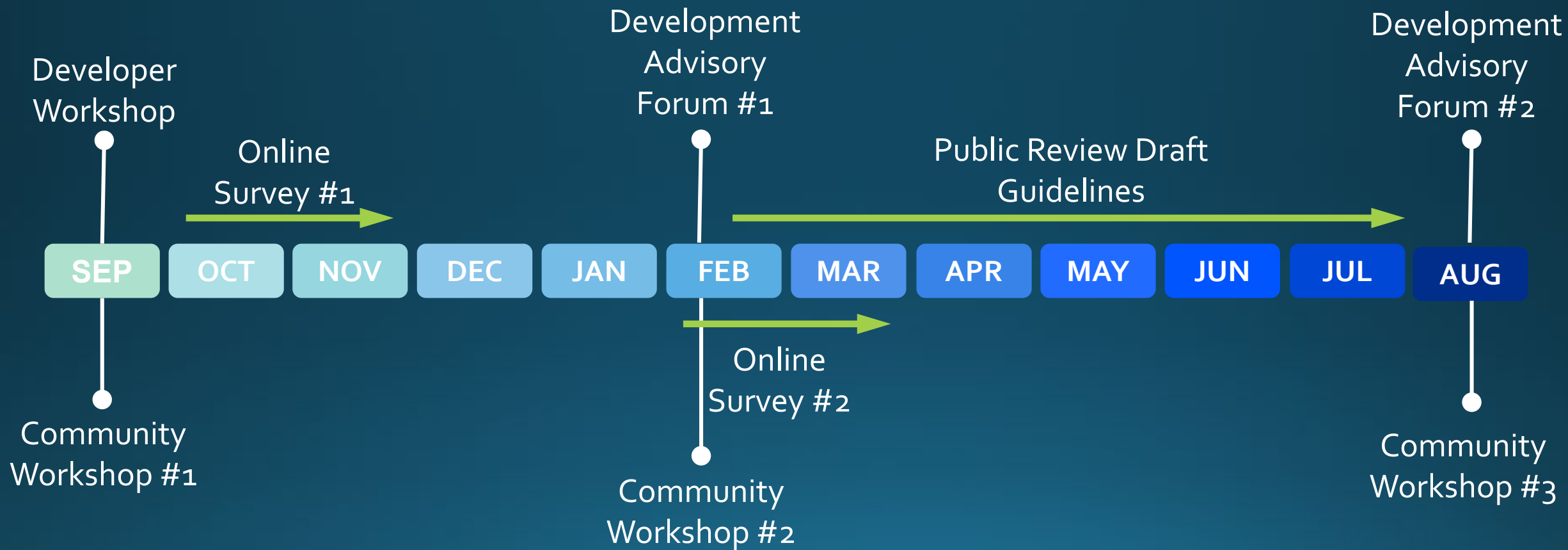
- Establish a policy emphasizing high-quality development
- Promote innovation and flexibility
- Uniformity of application of quality design standards
- Adopt text amendments that support high-quality development

Quality Development Design Guidelines



OCT 2019

OUTREACH & PUBLIC FEEDBACK 2018/2019



Total Number of Participants = 522

PUBLIC OUTREACH FEEDBACK



Architectural
Variety



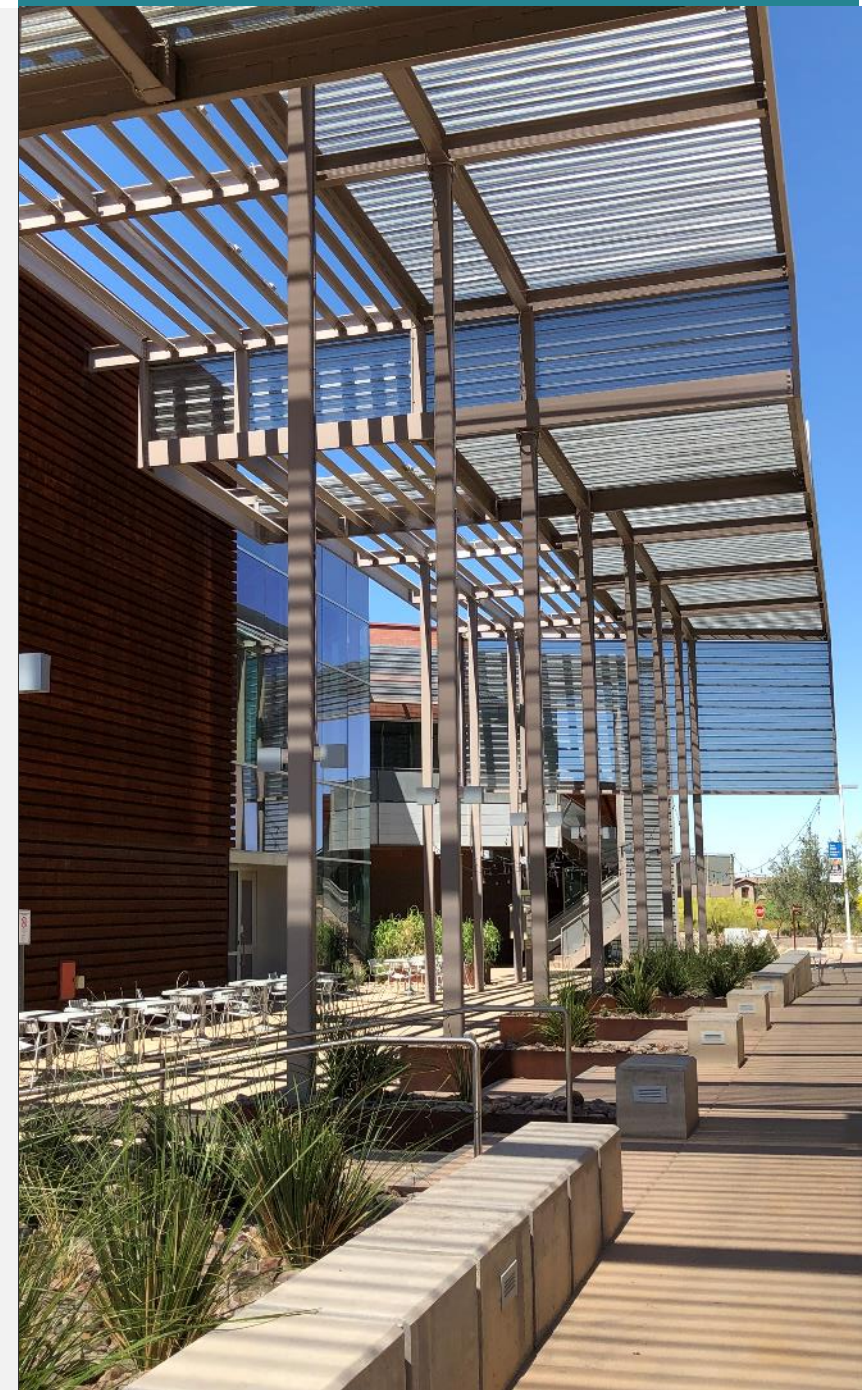
Quality Materials
& Colors



Landscaped &
Shaded Spaces



Walkability &
Pedestrian
Connectivity



DEVELOPER FEEDBACK

CONSIDER A
VARIETY OF
DESIGN OPTIONS

ALLOW
FOR
FLEXIBILITY

CONSIDER
SITE
CONTEXT

BE CONSISTENT
IN
REVIEW

RESIDENTIAL DESIGN GUIDELINES

- Identity and a sense of place
- Central open space and amenities
- Pedestrian connections
- Interesting streetscapes
- Subordinate garages
- Prominent entrances
- Quality building materials



COMMERCIAL DESIGN GUIDELINES

- Buildings engaging the street
- Human scaled architecture
- Cohesive building design
- Sense of entry
- Pedestrian-friendly public spaces
- Variety of building materials

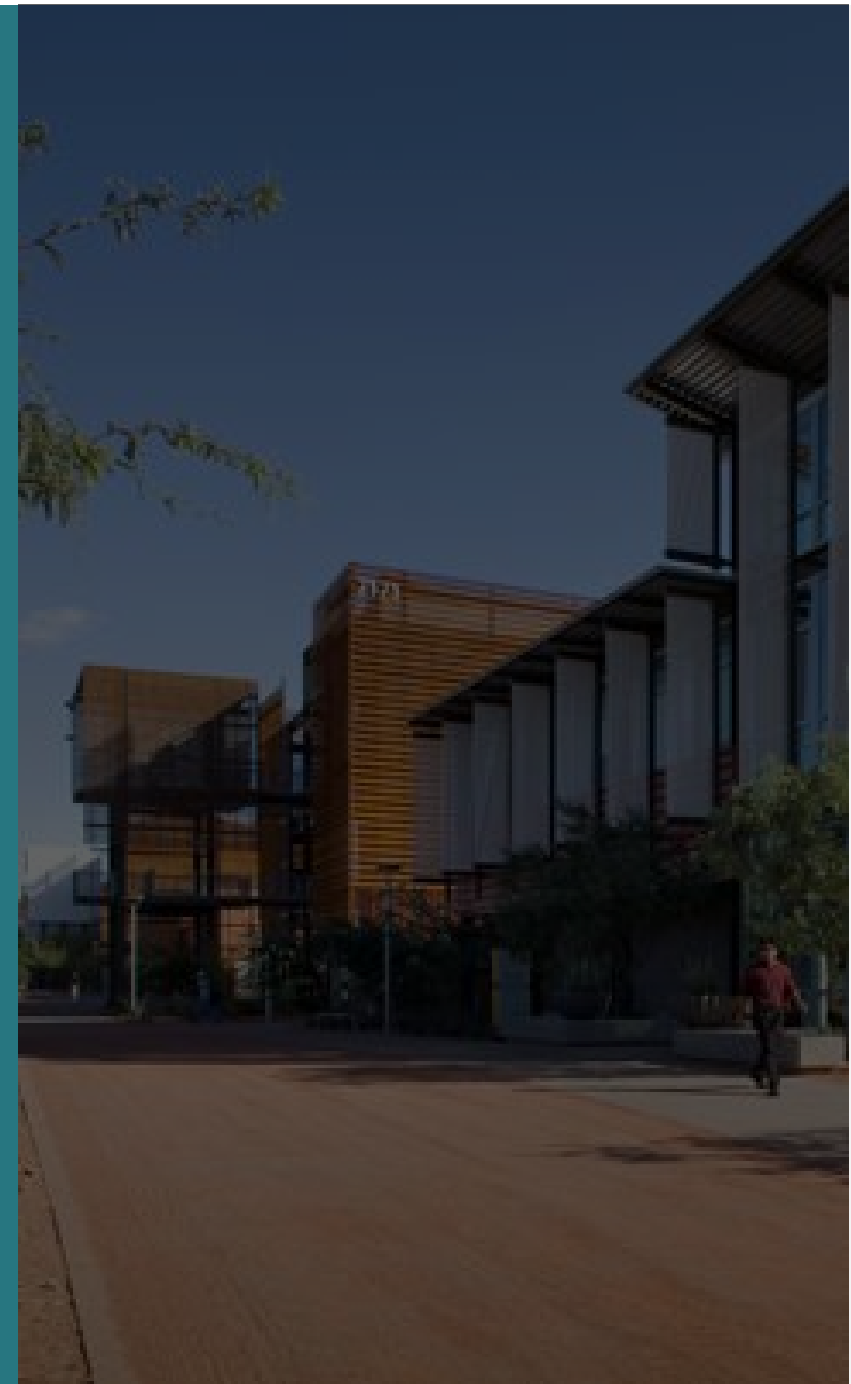
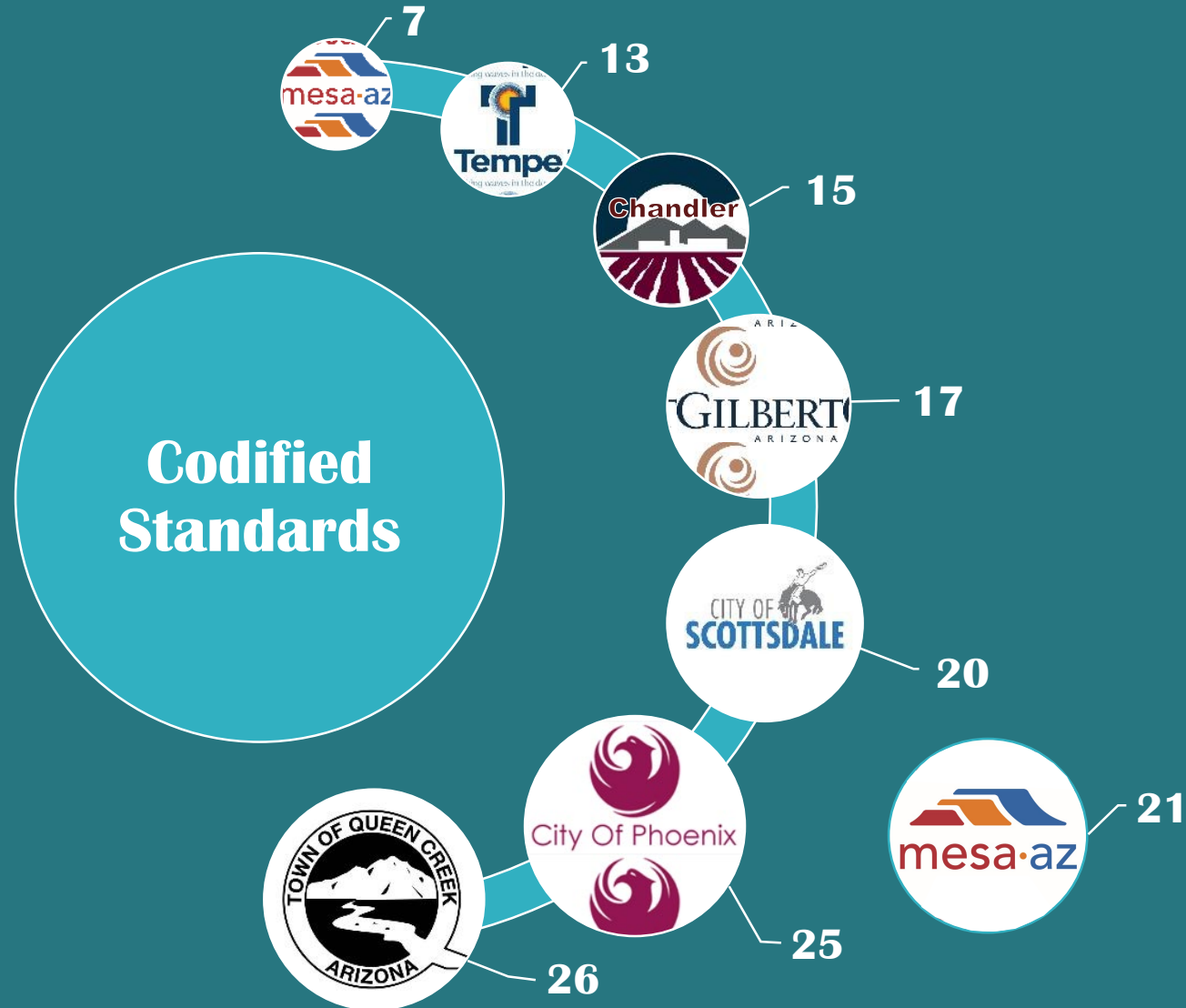


INDUSTRIAL DESIGN GUIDELINES

- Appropriate massing, scale, and articulation
- Avoid a “sea” of parking
- Variety of materials and colors
- Loading/service areas oriented away from public view



COMPARISON WITH OTHER CITIES



- Chapter 4: Agricultural District
- Chapter 5: Residential Districts
- Chapter 6: Commercial and Mixed-Use Districts
- Chapter 7: Employment Districts
- Chapter 22: Planned Area Development Overlay District
- Chapter 30: General Site Development Standards
- Chapter 31: Standards for Specific Uses and Activities
- Chapter 33: Landscaping
- Chapter 69: Site Plan Review
- Chapter 86: Use Types
- Chapter 87: Definitions



TEXT AMENDMENTS

- Re-organization & Added Specificity
 - Removal of Duplicative Text
 - Building Form
- ↓
- Site Planning & Design Standards
 - Maximum Lot Coverage
 - New Definitions
 - Alternative Compliance

NEXT STEPS

October 23rd

P&Z (*Recommended approval*)

December 2nd

City Council (*Design Guideline - Action*)

(*Text Amendment - Introduction*)

December 9th

City Council (*Text Amendment - Action*)

February 10th

Effective Date



A photograph of a modern, multi-story building at night. The building features large glass windows and a dark, angular roofline. The interior lights are on, and some windows show displays. The building is surrounded by a paved walkway and some low-lying desert vegetation. The sky is dark blue. The word "QUESTIONS?" is overlaid in large, white, serif capital letters in the center of the image.

QUESTIONS?

Character & Identity

- Diverse building elevations
- Connectivity
- Neighborhood identity & amenity features

Massing & Scale

- Single Residence (RS) & Small Lot Single Residence (RSL) - One change in wall plane
- Multiple Residence (RM) - No more than 25 feet

Entries

- Single Residence (RS) & Small Lot Single Residence (RSL) - Minimum dimensions

RESIDENTIAL

SUBSECTION TOPICS

1. Character & Image
2. Massing & Scale
3. Primary Entrances
4. Garages & Location
5. Driveways
6. Windows
7. Materials
8. Factory-Built Buildings
9. Alternative Compliance

Garages Multiple Residence (RM)

- Detached Garages - Articulation Required if Publicly Visible
- Smaller Segmented Parking Lots
- Distributed Guest Parking

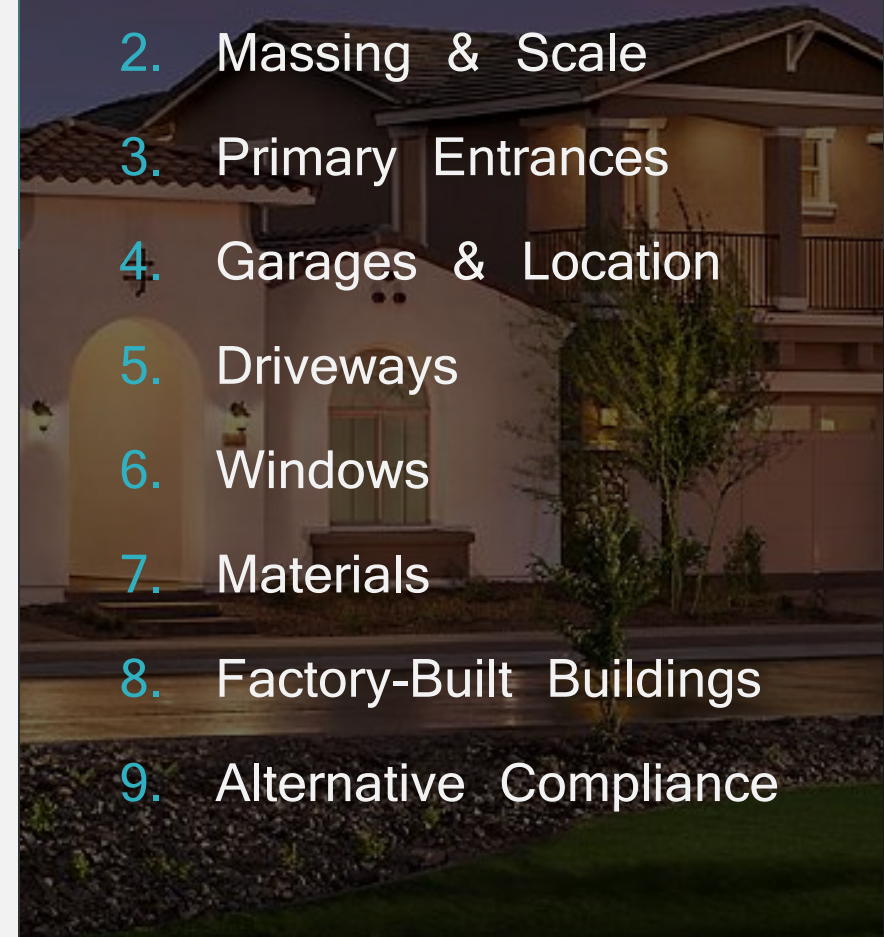
Materials

- 2 Primary Materials
- Minimum Use
 - Single Residence (RS) & Small Lot Single Residence (RSL) - 15%
 - Multiple Residence (RM) - 25%

RESIDENTIAL

SUBSECTION TOPICS

1. Character & Image
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Character & Identity

- Compatibility
- Cohesive design without being monotonous
- Careful utilization of corporate architecture

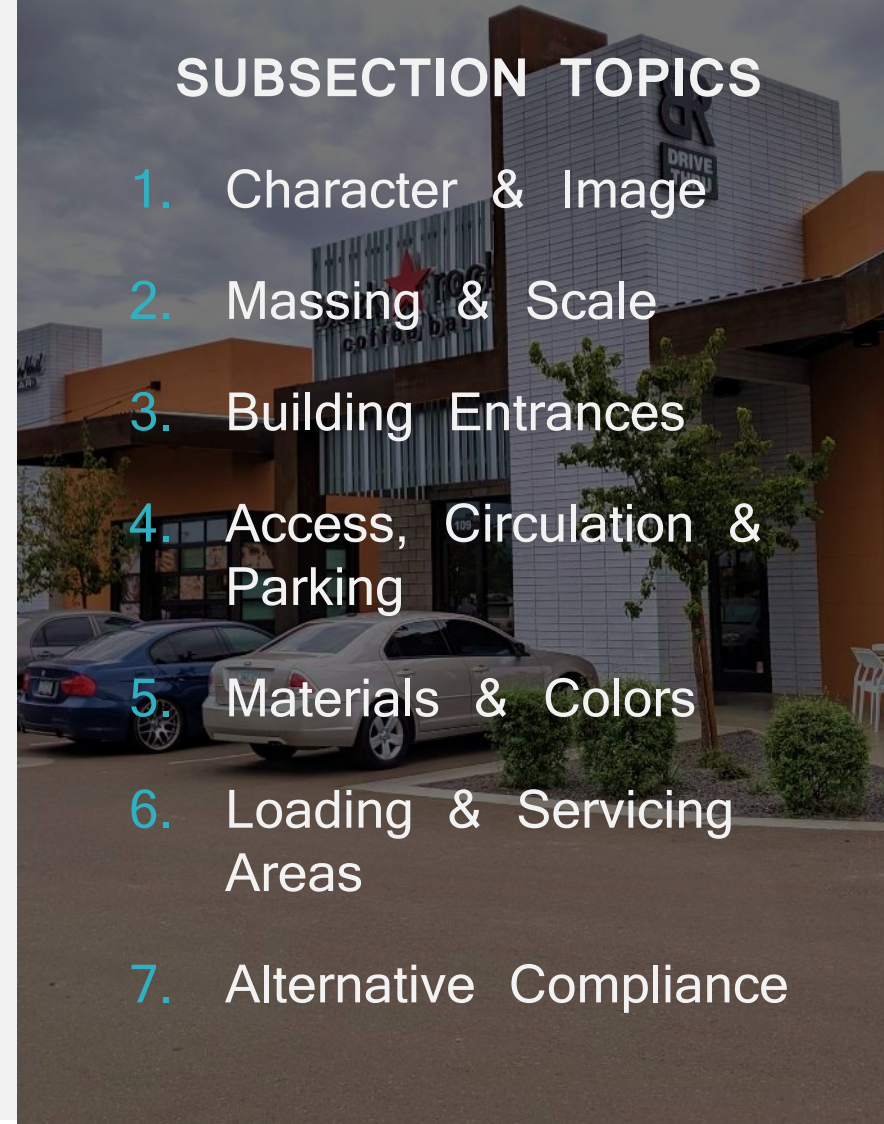
Massing & Scale

- Commercial
 - Wall - no more than 50 feet
 - Roof - no more than 100 feet
- Employment
 - Wall - no more than 100 feet
 - Roof - no more than 100 feet

COMMERCIAL & MIXED USE

SUBSECTION TOPICS

1. Character & Image
2. Massing & Scale
3. Building Entrances
4. Access, Circulation & Parking
5. Materials & Colors
6. Loading & Servicing Areas
7. Alternative Compliance



Entrances

- Clearly defined - recessed, projected or framed

Access, Circulation & Parking

- Entryway feature
- Buildings engage the street - Parking behind

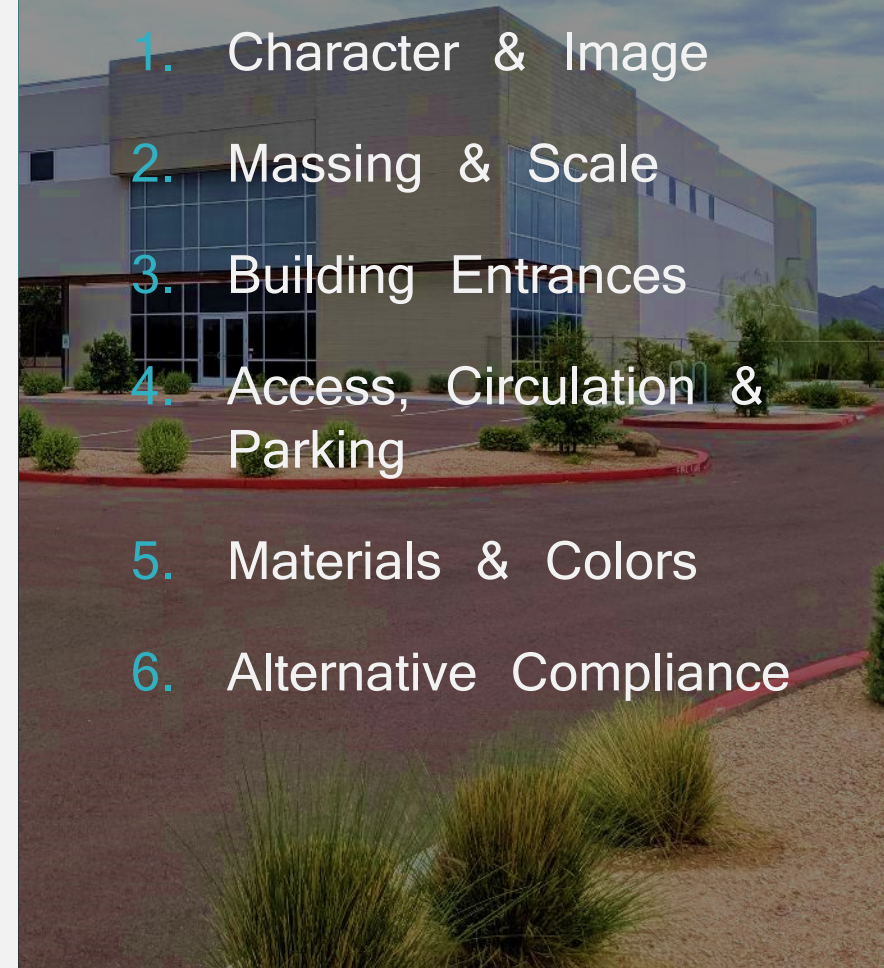
Materials

- 3 distinct materials
- Base & top treatment
- Maximum use of a material - 50%
- Equivalent details on publicly visible facades

EMPLOYMENT

SUBSECTION TOPICS

1. Character & Image
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COMPARISON WITH OTHER CITIES

	Mesa (current)	Mesa (proposed)	Gilbert	Tempe	Scottsdale	Queen Creek	Phoenix	Chandler
Character & Context								
Design should be complimentary and compatable with the character of surrounding development		x	x	x	x	x	x	x
Precise replication of architecture within centers discouraged		x			x	x	x	
Corporate identity discouraged		x			x	x	x	
Building height stepped down to fit into adjacent smaller scaled development	x	x	x	x	x	x	x	x
Massing								
Horizontal breaks in material, texture and color		x	x		x	x	x	
Roof articulation		x	x		x	x	x	x
Wall articulation		x	x		x	x	x	x
Pedestrian scaled architecture in urban context/Pedestrian Realm		x	x	x	x	x	x	x
Environmental Considerations								
Encouragement of using native plant materials and landscaping	x	x			x	x	x	x
Sustainable design that minimizes/mitigates heat island effect/direct sun exposure/heat gain/solar orientation			x	x		x	x	x
Architerctural Details, Materials & Colors								
Defined entries through use of porticos, articulation, roof variations etc.		x	x		x	x		x
Mix of building materials	x (employment only)	x			x	x	x	
Four-sided architecture		x			x	x	x	x
Limit use of metal		x				x	x	
Site Design & Layout								
Buildings oriented towards the public right-of-way		x	x			x	x	
Entrances oriented towards the street		x		x		x	x	x
Parking not permitted within the build-to-lines/encouraged to be behind/adjacent to bldg.		x	x			x		
Utilities, Dispay & Service Areas								
RTU must be screened	x	x					x	
Screening treatments, enclosures, service areas compatible with primary architecture	x	x	x	x	x	x	x	
Electrical panels and cabinets enclosed or recessed			x	x		x		
Loading bays and service areas located away from public right-of-way	x	x		x		x	x	