



# **ESTRELLA VILLAGE CORE PLAN**

ESTRELLA VILLAGE PLANNING COMMITTEE  
CITY OF PHOENIX PLANNING DEPARTMENT  
FEBRUARY 4, 2009

# ESTRELLA VILLAGE CORE PLAN

Produced by  
The City of Phoenix

Adopted by the City Council  
February 4, 2009  
Resolution 20772

## CITY COUNCIL

Phil Gordon, Mayor

Thelda Williams, District 1	Claude Mattox, District 5
Peggy Neely, District 2	Greg Stanton, District 6
Maria Baier, District 3	Michael Nowakowski, District 7
Tom Simplot, District 4	Michael Johnson, District 8

## PLANNING COMMISSION

Don Keuth, Chair

Wes Gullett	Bryan Jeffries
Dwight Amery	Andrea Katsenes
Nicole Davis	Tom Awai
Charlie Ellis	

## ESTRELLA VILLAGE PLANNING COMMITTEE

Peggy Eastburn, Chair

Jonathan Anderson	Marvene Lobato
Bill Barquine	Francisca Montoya
Benjamin Wiesinger	Joan Flores
Gary Kahland	

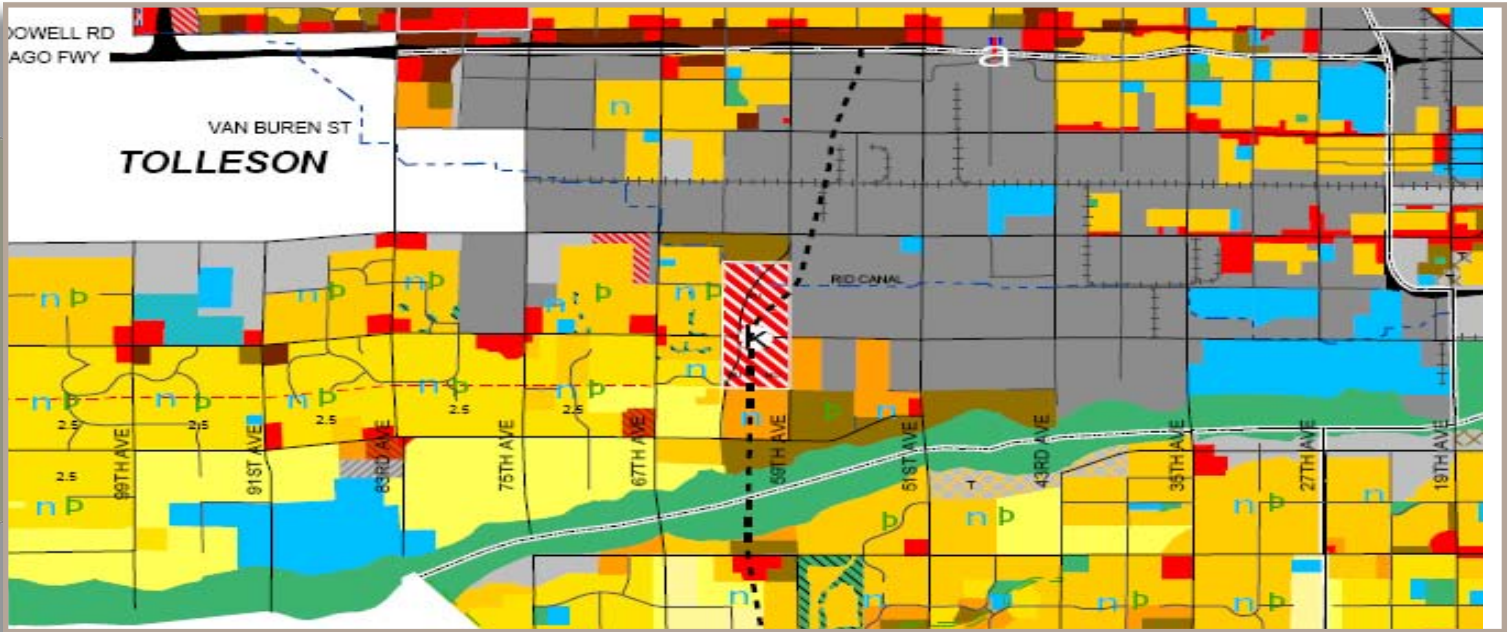
## CITY STAFF

Frank Fairbanks, City Manager	Jacob Zonn, Village Planner
David Cavazos, Dept. City Mgr.	Molly Monserud, Village Planner
Debra Stark, Planning Director	Chris White, Planner I
Jane Bixler, Planner III	

Upon request, this publication will be made available within a reasonable length of time through appropriate auxiliary aids or services to accommodate an individual with a disability. This publication may be made available through the following auxiliary aids or services: large print, Braille, audiotape or computer diskette.

Contact Shannon Adams, (602) 262-7577/v or (602) 534-5500 TDD.

# ESTRELLA VILLAGE

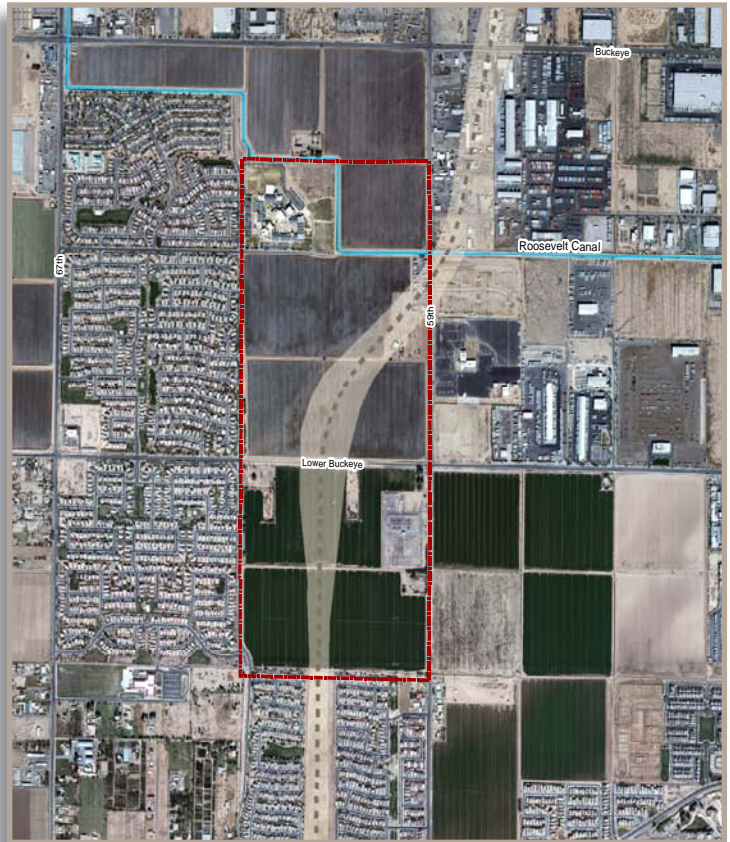


Estrella Village General Plan Map.

# ESTRELLA VILLAGE CORE MAP



Estrella Core General Plan Map.



Estrella Core Aerial Map.

**THE VILLAGE**

THE ESTRELLA VILLAGE IS A THRIVING AREA WITHIN THE CITY OF PHOENIX THAT SPANS FROM DOWNTOWN TO SALT RIVER AND THE BASE OF THE ESTRELLA MOUNTAINS. OVER THE PAST 50 YEARS THE VILLAGE HAS BEEN A HUB FOR INDUSTRIAL, COMMERCIAL AND AGRICULTURAL DEVELOPMENT. IN RECENT YEARS THE REDEVELOPMENT OF AGRICULTURAL AND VACANT LAND HAS CREATED A THRIVING AND GROWING RESIDENTIAL COMMUNITY TO COMPLEMENT THE EXISTING EMPLOYMENT BASE.

**THE CORE**

SITUATED IN THE CENTER OF THE VILLAGE AND APPROXIMATELY 391 ACRES, THE ESTRELLA CORE WAS FIRST OUTLINED IN THE 1988 GENERAL PLAN AND LOCATED JUST EAST OF ITS CURRENT LOCATION. DURING THE 2000 GENERAL PLAN UPDATE THE CORE WAS MOVED TO ITS CURRENT LOCATION BORDERED BY 59<sup>TH</sup> AVENUE TO THE WEST, 63<sup>RD</sup> AVENUE TO THE EAST, THE RID CANAL TO THE NORTH, AND ELWOOD ROAD TO THE SOUTH. THE GENERAL PLAN DESIGNATION OF MIXED USE IS CONSISTENT WITH THE POLICIES OUTLINED IN THIS DOCUMENT. BISECTING THE CORE IS THE PROPOSED LOOP 202 THAT WILL CONNECT THE EXISTING LOOP 202 IN THE SOUTHEAST VALLEY TO I-10. THIS PLAN IS BASED UPON THE ASSUMPTION THAT THE FREEWAY WILL BE AN INTEGRAL PART OF DEVELOPMENT WITHIN THE CORE.

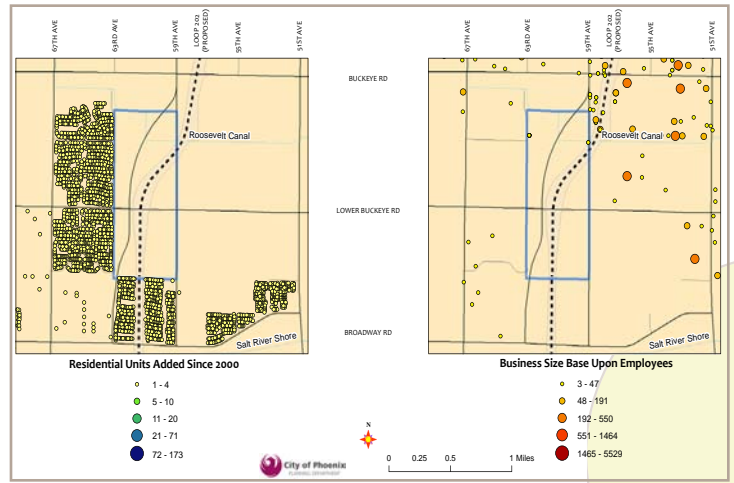
THE ESTRELLA CORE IS BOUNDED TO THE SOUTH AND WEST BY SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS AND TO THE EAST, INDUSTRIAL DEVELOPMENT FRONTS 59TH AVENUE.

**INTENT**

THE PLAN SHOULD SERVE AS POLICY GUIDANCE FOR THE VILLAGE PLANNING COMMITTEE AND A GUIDE FOR DEVELOPMENT WITHIN THE ESTRELLA CORE. THIS PLAN IS NOT REGULATORY. HOWEVER, THE INTENT IS TO ENCOURAGE DEVELOPMENT TOWARD A PEDESTRIAN-ORIENTED, WALKABLE, SUSTAINABLE AND LASTING COMMUNITY ASSET FOR ALL STAKEHOLDERS: THE LAND OWNERS, BUSINESSES, VISITORS, THE ESTRELLA VILLAGE AND THE CITY OF PHOENIX.

THE GUIDANCE OF THE CORE PLAN IS FURTHERED IN PART THROUGH ENCOURAGING BUILDING LAYOUT AND FORM INTO WALKABLE BLOCKS AND COMBINING THAT WITH GUIDELINES FOR ELEMENTS THAT ARE DESIRED BY THE COMMUNITY TO CREATE A WALKABLE AND COMFORTABLE PEDESTRIAN ENVIRONMENT.

THE PLANNED UNIT DEVELOPMENT ZONING DESIGNATION SHOULD BE ENCOURAGED WITHIN THE CORE TO PROVIDE THE FLEXIBILITY TO ACCOMPLISH THESE GOALS.



*New residential development & business employment.*



*Existing Estrella Core conditions, with the Estrella Mountains in the background.*



*An example of shaded pedestrian walkways.*



*Design treatment on all sides of the building.*



*A shaded pedestrian walkway and seating area with amenities.*



*Pedestrian friendly commercial development.*

## PRINCIPLES

IN THE COURSE OF PLANNING FOR THE ESTRELLA CORE, THE ESTRELLA VILLAGE PLANNING COMMITTEE HAS ARTICULATED A NUMBER OF KEY PRINCIPLES THAT SHOULD BE REFLECTED IN ANY DEVELOPMENT THAT OCCURS IN THE ESTRELLA CORE.

- THE SCALE, MATERIALS, MASSING, AND ARCHITECTURAL CHARACTER SHOULD BE COMPATIBLE WITH THE SURROUNDING DEVELOPMENT.
- NEW DEVELOPMENT SHOULD BE OF ENDURING QUALITY PROVIDING HIGH-QUALITY CONSTRUCTION THAT EXHIBITS PERMANENCE.
- BUILDINGS SHOULD BE ORIENTED TOWARD THE STREET AND USED TO CLEARLY DEFINE THE STREETS AND PUBLIC SPACES THAT MAKE UP THE CORE.
- BUILDINGS SHOULD BE DESIGNED TO BE ATTRACTIVE FROM ALL DIRECTIONS. WHERE REAR OR SIDES OF BUILDINGS ARE VISIBLE FROM ADJACENT STREETS, THESE FACADES SHOULD RECEIVE EQUAL DESIGN TREATMENT AS THE FRONT OR MAIN FACADE. WALLS SHOULD BE ARTICULATED THROUGH THE USE OF OPENINGS AND BUILDING MODULATION TO COMPLEMENT THE STRUCTURES' ARCHITECTURAL STYLE AND HARMONIZE WITH NEARBY STRUCTURES. AVOID LARGE BLANK WALLS ADJACENT TO STREET FRONTS.
- OVERALL BUILDING PROPORTIONS AND OPENINGS SHOULD BE DESIGNED TO THE SCALE OF PEDESTRIANS.

## PROCESS

ON FEBRUARY 5, 2008, THE ESTRELLA VPC SELECTED THE CREATION OF A VILLAGE CORE PLAN FOR THEIR 2008 WORK PROGRAM. OVER THE FOLLOWING FOUR MONTHS, CITY OF PHOENIX PLANNING DEPARTMENT STAFF PRESENTED THE GENERAL PLAN'S MODEL OF THE VILLAGE CORE, EXAMPLES OF OTHER VILLAGE CORES THROUGHOUT THE CITY, AND VARIOUS DESIGN CONCEPTS TO THE VPC. STAFF ALSO PRESENTED TOPICS OF SUSTAINABILITY, PUBLIC SPACES, AND PEDESTRIAN ORIENTED DEVELOPMENT.

ON JUNE 10, 2008, THE VPC HELD A SPECIAL PUBLIC MEETING WITH THE LANDOWNERS OF THE CORE, ADOT, AND CITY COUNCIL DISTRICT 7 OFFICE. THE MEETING RESULTED IN THE VPC MEMBERS DISCUSSING THE NEED FOR A VILLAGE CORE THAT SUPPORTS A UNIQUE URBAN ENVIRONMENT WHILE PROVIDING SUBURBAN STYLE USES AND ACCESSIBILITY. AT THIS MEETING, THE VPC MEMBERS RECOMMENDED THAT THE FOLLOWING USES BE PROVIDED IN THE CORE:

- AMPHITHEATER
- COFFEE SHOP
- COMMUNITY COLLEGE

- CONFERENCE SPACE PARK
- GOOFY GOLF
- GYMNASIUM
- HOTEL
- MEDICAL OFFICES
- MOVIE THEATER
- MULTI-FAMILY RESIDENTIAL
- ORGANIC MARKET
- RESTAURANTS
- SPORTING GOODS

VPC MEMBERS ALSO RECOMMENDED THE FOLLOWING DESIGN ELEMENTS:

- ON-STREET PARKING
- OPEN SPACE
- PARKING STRUCTURE
- PEDESTRIAN ACCESS FEATURES
- PUBLIC ART
- PUBLIC SPACE
- SHADED WALKWAYS AND OPEN SPACE
- UNIFIED ARCHITECTURE

SINCE THIS SPECIAL MEETING, THE VPC MEMBERS HAVE WORKED WITH STAFF ON THE CREATION OF THIS PLAN. THE BASE INTENT AND PURPOSE OF THIS DOCUMENT IS A REFLECTION OF THE CONCEPTS AND IDEAS VOICED AT THESE COLLECT-



*Example of a public space.*

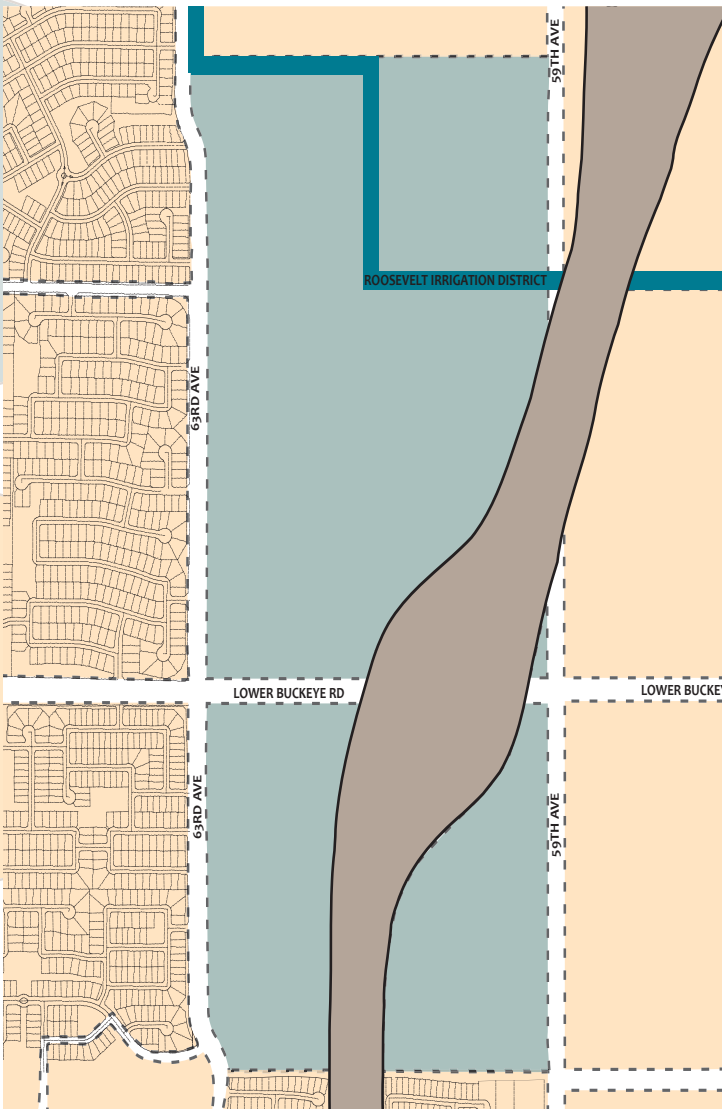
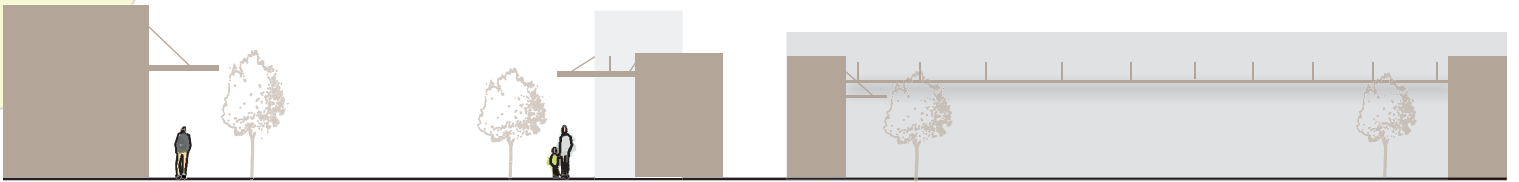


*On street parking for a commercial mixed use development.*



*An active pedestrian plaza functioning as open space.*

# BUILDING LAYOUT & STREETSCAPES



Outline of the core with the proposed Loop 202.

## INTENT

THE PLAN SHOULD SERVE AS POLICY FOR THE ESTRELLA VILLAGE PLANNING COMMITTEE AND A GUIDE FOR DEVELOPMENT WITHIN THE ESTRELLA CORE. THIS PLAN IS NOT REGULATORY. HOWEVER, THE INTENT IS TO ENCOURAGE DEVELOPMENT TOWARDS A PEDESTRIAN-ORIENTED, WALKABLE, SUSTAINABLE AND LASTING COMMUNITY ASSET FOR ALL STAKEHOLDERS: LAND OWNERS, BUSINESSES, VISITORS, THE ESTRELLA VILLAGE AND THE CITY OF PHOENIX.

ED MEETING.

## 1. BUILDING PLACEMENT & DEVELOPMENT GUIDELINES

- 1.1 Intent.** This section will describe how buildings should be laid out in relation to each other. Size standards should be used as a guide to locate buildings on the site to promote pedestrian activity. Building layout and location according to building size standards should be considered as one of several factors to help guide the site plan and layout for a project within the Core Plan area. The ultimate layout and plan for each project should result from the integration of the goals and principles of the building placement guidelines with the intention of creating a successful and sustainable project.

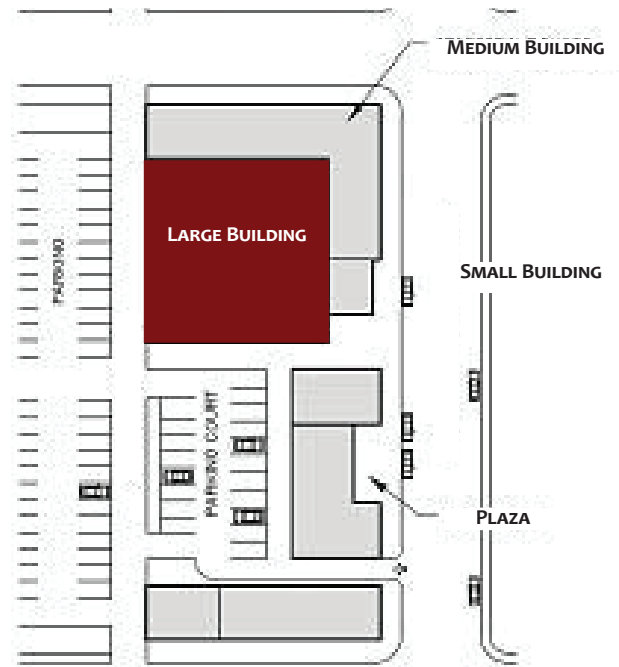
Alternative building layouts and orientation which differ from the principals enumerated below may be considered if the overall intent of this section of the Core Plan is met and addressed by an alternative proposal. The purpose of this intent is to promote pedestrian activity and to avoid a typical commercial development that discourages pedestrian connectivity with a large expanse of parking separating buildings.

### 1.2 Building Size

- 1.2.1 Small Building Guidelines** (Less than 10,000 square feet)
- Small buildings should be dispersed throughout the site along pedestrian sidewalks.
- 1.2.2 Medium Building Guidelines** (Between 10,000-50,000 square feet)
- Medium buildings should buffer the pedestrian environment from major streets and non-pedestrian environments.
- 1.2.3 Large Building Guidelines** (Greater than 50,000 square feet)
- Large buildings should be located interior to the smaller and medium sized buildings. Shaded pedestrian connectivity should be provided to small and medium buildings from large buildings.

### 1.3 Building Placement

- 1.3.1** Each block should have at least two building types to provide a mixture of uses and scale to promote a pedestrian friendly environment.
- 1.3.2** Small buildings should be placed along private streets/drives. On street parking is preferred to protect the pedestrian environment.
- 1.3.3** Medium buildings should be placed along public streets to buffer the pedestrian environment.
- 1.3.4** The large buildings should be placed internal to the small and medium buildings and should be



The darker building indicates the preferred building placement for large buildings with shared parking.

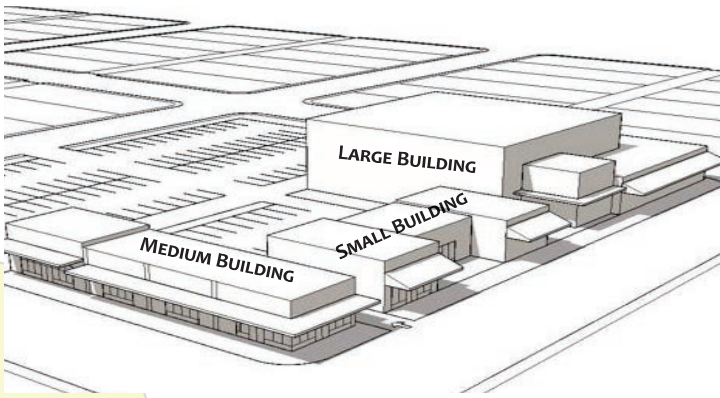


Small and medium buildings located along a common streetscape.



Example of pedestrian connectivity between small and large buildings.





Shared parking located in the rear of the small and medium buildings, and in the front for the large building.



Service and loading should be located in the rear of a structure.



Loading should be screened adjacent to a parking lot.

oriented perpendicular to a private street/drive in order to reduce the walking distance for the pedestrian.

- 1.3.5 Large buildings should be dispersed throughout the site.

#### 1.4 Building Frontage and Layout

- 1.4.1 The primary building entrance for small and medium buildings should be placed along a private street/drive that connects uses together.
- 1.4.2 Large buildings should locate the primary entrance adjacent to an active pedestrian environment that will allow for the greatest connectivity to the other buildings on the site.
- 1.4.3 Parking, loading, and other accessory uses shall be located in the rear of the primary structure for small and medium buildings. For large buildings such uses should be placed in the rear.
- 1.4.4 Buildings located on the corner should orient the primary entrance facing both streets if possible.

#### 1.5 Parking Lots, Loading and Service Guidelines

##### 1.5.1 Parking Lots

- i. Parking for small and medium buildings parking lots and garages should be located in the rear of the building or opposite side of the main entrance, in order to promote pedestrian activity along main access points (on-street parking excluded).
- ii. Parking for large buildings parking should be located in the front of the building.
- iii. Parking for all buildings should be encouraged to be shared such that the rear parking lot for the small and medium buildings is the same as the front parking lot for the large buildings.
- iv. Parking should be dispersed throughout the site to minimize the walking distance.
- v. Parking lots or garages should be strongly discouraged at street corners.
- vi. Buildings should be designed to allow view corridors into the parking lots from adjacent streets and alleys
- vii. Encourage landscaping and large canopy trees to minimize expansive heat gain from paving areas of surface lots.
- viii. Curb cuts and driveways should be minimized along Lower Buckeye Road and 63<sup>rd</sup> Avenue.

##### 1.5.2 Loading and Service

- i. Locate service, loading, and storage areas away from public streets and adjacent sensitive uses.
- ii. Avoid locating noise and odor-generating functions in areas that may create a nuisance for adjacent properties.

- iii. Provide access to service and loading areas from the rear of the lot or from an alley, where present.
- iv. Ventilation, heating, air conditioning equipment, should be screened from public view. Screening should be compatible with the overall building design and use materials of similar appearance and quality of finish.

1.5.3 Along Lower Buckeye Road

- i. Drive-thru's should be limited to Lower Buckeye Road and should not interfere with pedestrian access throughout the site.

2. STREETScape

2.1 **Intent.** Common streetscapes will strive to create a walkable, shaded pedestrian environment that will link development within the Estrella Core. Private streets/driveways should be encouraged to integrate pedestrian walkways and connectivity points throughout the site with on street parking.

2.2 Private Streets/Drives

2.2.1 Sidewalk

- i. Width: Minimum 8 feet
- ii. Material: Pervious pavement or alternative paving material preferred (Examples: brick, stamped or colored concrete)

2.2.2 Planting Area

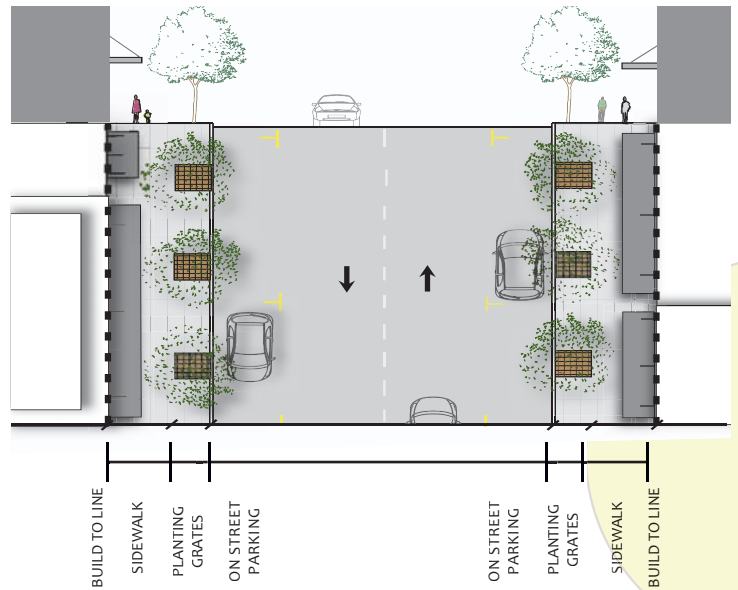
- i. Type: Tree grates
- ii. Dimensions: 5 Feet x 5 Feet

2.2.3 On Street parking

- i. Should be encouraged
- ii. Type: Diagonal or Parallel
- iii. Should not be metered or reserved

2.2.4 Shade (Calculations shall be based upon shading at 12 noon on the summer solstice)

- i. Minimum sidewalk shade (structural or landscaping), open space and plaza: 50%



Private Streets/ Drives.



Buildings should be placed along a common streetscape with on street parking.



Corner treatment for two internal streets

- ii. Shade can be accomplished with the use of structures, awnings, canopies or vegetation.

### 2.3 63<sup>rd</sup> Avenue - Public Street

#### 2.3.1 Detached Sidewalk

- i. Width: Minimum 4 feet
- ii. Material: Pervious pavement or alternative paving material preferred (Examples: brick, stamped or colored concrete)

#### 2.3.2 Planting Area

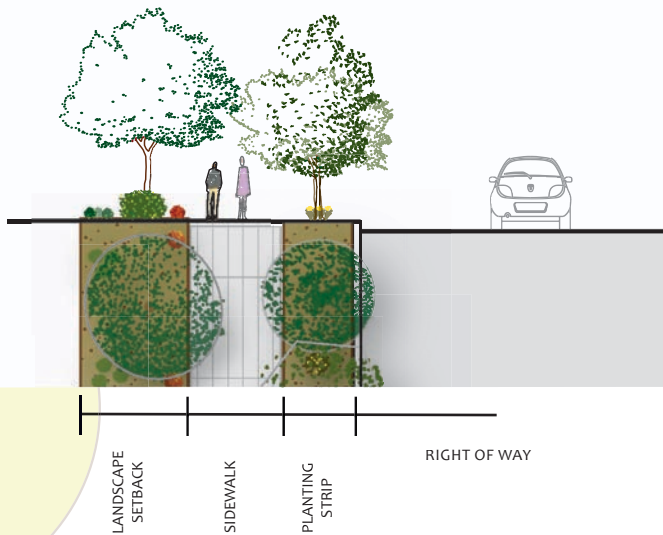
- i. Type: Solid Planting Strip
- ii. Width: 6 feet

#### 2.3.3 On Street parking

- i. None

#### 2.3.4 Shade (Calculations shall be based upon shading at 12 noon on the summer solstice)

- i. Minimum sidewalk shade (structural or landscaping), open space and plaza: 50%
- ii. Shade can be accomplished with the use of structures, awnings, canopies or vegetation.



Preferred sidewalk along 63<sup>rd</sup> Avenue & Lower Buckeye Road.



Example of a detached sidewalk with a solid planting strip, additional shade trees should be provided.



Attached sidewalks like this should be avoided along Lower Buckeye Road and 63<sup>rd</sup> Avenue.

### 2.4 Lower Buckeye Road - Public Street

#### 2.4.1 Detached Sidewalk

- i. Width: Minimum 6 feet
- ii. Material: Pervious pavement or alternative paving material preferred (Examples: brick, stamped or colored concrete)

#### 2.4.2 Planting Area

- i. Type: Solid Planter
- ii. Dimensions: 6 Feet

#### 2.4.3 On Street parking

- i. None

#### 2.4.4 Shade (Calculations shall be based upon shading at 12 noon on the summer solstice)

- i. Minimum sidewalk shade (structural or landscaping), open space and plaza: 50%

# DESIGN GUIDELINES

## **INTENT**

THE DESIGN GUIDELINES ARE INTENDED TO ENCOURAGE THE USE OF VARIOUS ELEMENTS WITHIN THE CORE. THESE ELEMENTS ARE BASED UPON THE PRINCIPLES OF DESIGN AND FUNCTION AS OUTLINED BY THE ESTRELLA VILLAGE AND DEFINED BY CITY STAFF. THESE ELEMENTS WERE DEVELOPED THROUGH A COMPREHENSIVE APPROACH TO PROMOTE, WHERE POSSIBLE, A DESIRABLE ENVIRONMENT FOR A WALKABLE, SHADED PEDESTRIAN-ORIENTED DEVELOPMENT.

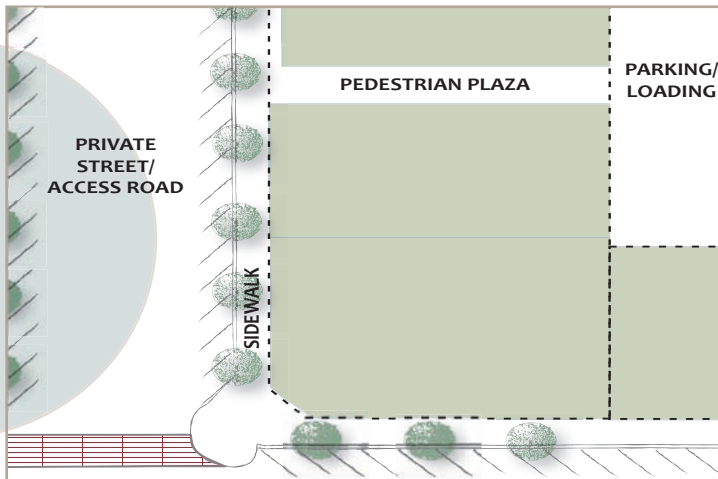
THE FOLLOWING DESIGN GUIDELINES SHOULD BE USED WHEN IMPLEMENTING MASTER PLANS THROUGHOUT THE ESTRELLA CORE. THE ELEMENTS LISTED ARE INTENDED TO PROVIDE DIRECTION AND STANDARDS FOR CRITICAL ELEMENTS THAT CREATE A WALKABLE, PEDESTRIAN-FRIENDLY ENVIRONMENT. ALL THE VARIOUS ELEMENTS DESCRIBED IN THE DESIGN GUIDELINES SHOULD EXHIBIT A CONSISTENT ARCHITECTURAL THEME THROUGHOUT ALL ASPECTS OF THE PROJECT.



*Example of a pedestrian seating area.*



Example of preferred building orientation.



Preferred building orientation.



Example of a pedestrian plaza leading to a parking lot. Seating and shade should be added.

- ii. Shade can be accomplished with the use of structures, awnings, canopies or vegetation.

### 3. BUILDING ORIENTATION

- 3.1 Buildings should be oriented towards a private street/drive or pedestrian plaza by placing the primary entrance on a continuous pedestrian frontage.
- 3.2 Loading and unloading zones should be located adjacent to the parking lot, away from the pedestrian environment.
- 3.3 All Buildings should be orientated such that pedestrian connectivity throughout the site is provided along a common streetscape or pedestrian walkway.
- 3.4 Larger buildings should be placed adjacent to the proposed freeway to minimize the impact on single family residences.

### 4. BUILDING MATERIAL

- 4.1 A common architectural theme should be enhanced by any combination of the following building material:
  - 4.1.1 Adobe
  - 4.1.2 Stone or stone veneer
  - 4.1.3 Stucco, not to exceed 80% of the exterior wall surface area for any one side
  - 4.1.4 Mortar washed concrete
  - 4.1.5 Slump Block
  - 4.1.6 Brick
  - 4.1.7 Glass or natural metals

### 5. BUILDING MASSING

- 5.1 Massing should be simple, place strong visual emphasis on the street, and be in scale with the width of the street. Buildings on corner lots should incorporate architectural elements that emphasize the corner (curved or angled facade, a corner entrance, etc.). Building volumes should maintain a compatible scale with their surroundings. Multi-lot and entire-block projects should feature varied and articulated facades and individual openings to stores and offices.

- 5.2 All buildings should incorporate architectural elements that emphasize horizontal planes and building offsets that are designed to minimize mass and volume of the structure.
- 5.3 Buildings should have well-marked, articulated building entrances that are oriented directly towards streets and public open spaces.
- 5.4 Buildings that are located on a corner of a private or public street should have the primary entrance face the corner of both streets.
- 5.5 Changes in façade, such as, material, window design, facade height or decorative details should be expressed so that the composition appears to be a collection of smaller buildings.
- 5.6 Four sided architecture should be included on all buildings with sufficient consistent detail to complement the building.
- 5.7 Building heating, ventilation, cooling and other associated uses should be screened from public view. Screening should be compatible with the overall building design and use building materials of similar look and quality of finish.



*Build massing and articulation element with windows and doors.*

## 6. CIRCULATION

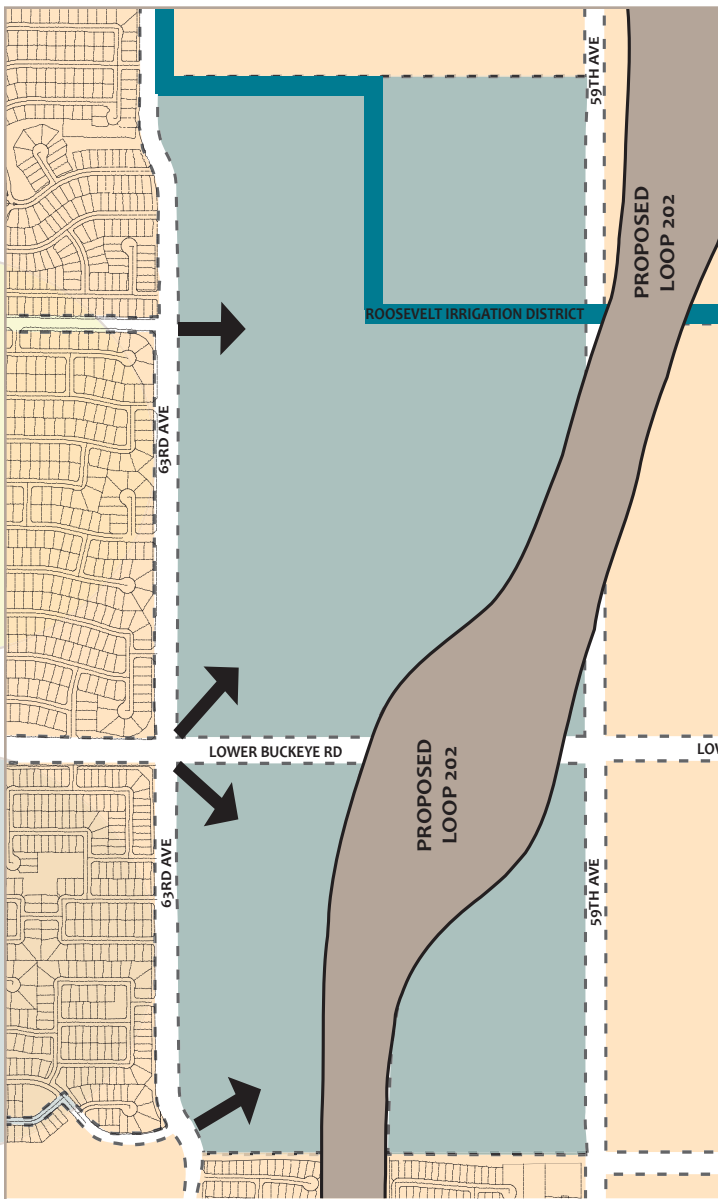
- 6.1 The impact of the proposed Loop 202 interchange at Lower Buckeye Road should be minimized to increase the availability of land to be developed within the Estrella Core.
- 6.2 Vehicular access to sites should be limited along 63rd Avenue when adjacent to single family homes.
- 6.3 Traffic should be diverted away from 63rd Avenue and focused internal to the site to prevent 63rd Avenue from developing as a CM collector south of Williams Street and north of Magnola Drive for commercial development.
- 6.4 Curb cuts and drive isles should be limited along Lower Buckeye Road to encourage positive circulation to and from the freeway.
- 6.5 In order to promote a pedestrian streetscape internal streets/drives should be provided within sites to break up the size of blocks.



*Example of changes in facade and architectural elements with a common theme.*



*Example of a pedestrian path street crossing.*



Preferred traffic flow from 63<sup>rd</sup> Avenue.



Example of an awning shading a sidewalk.

- 6.6 Vehicular circulation should be provided internal to the site to minimize the impact of development on the adjacent single family homes west of 63<sup>rd</sup> Avenue.
- 6.7 Where pedestrian paths, or trails cross a street or parking lot alternative paving materials should be used to define the pedestrian crossing and visually create a strong contrast with the vehicular paving material.

## 7. SHADE

- 7.1 A minimum 50% shade (Calculations shall be made at noon on the summer solstice) should be provided for all open space areas, plazas, pedestrian walkways and sidewalks.
- 7.2 Trees planted along pedestrian sidewalks should alternate between deciduous and evergreen trees to allow for more sunlight during the colder winter months and shade during the summer.
- 7.3 Shade structures should encourage diffused light that provides for a mixture of sunlight and shade.
- 7.4 Shade can be accomplished with galleries, arcades, or structural shade such as awnings or louvers.

## 8. SUSTAINABILITY

*Good design should incorporate sustainable design. The community is looking for sustainable concepts to be integrated into all projects. The following are just a few of the many examples of elements to be considered in the development of The Estrella Core.*

- 8.1 Solar panels should be encouraged throughout the site atop buildings, covered parking spaces, and light poles.
- 8.2 Natural lighting should be encouraged through the use of windows, skylights, and plazas throughout the building.
- 8.3 South Facing windows should be shaded or screened with other materials to reduce the heat gain to the building.
- 8.4 Windows should be designed to reduce the exposure to the summer sun.
- 8.5 Pervious pavement should be encouraged for sidewalks, pedestrian plaza's and parking lots to promote natural water drainage and filtration.

- 8.6 Roofs should be coated with light colored coating. Vegetated roofs are encouraged as an alternative to reduce the buildings heat absorption.

**9. PARKING**

9.1 **Intent.** The intent of this section is to reduce the large expanses of parking lots that isolate the pedestrian. The following items are not regulatory but are design guidelines on how to treat parking areas. These provisions should be incorporated into significant portions of the parking areas. The goal is to design parking lots appropriately so as to avoid a ‘sea’ of parking which is not broken up with landscaping and/or building placement. Parking lot site plans which do not substantially deviate from the standards enumerated below may be considered if the goal of an appropriate parking lot design is achieved.

9.2 A maximum of two rows of parking should be permitted between buildings and public right-of-way for commercial, office or mixed use buildings located along Lower Buckeye Road and 63<sup>rd</sup> Avenue.

9.3 No single surface parking area should exceed 200 spaces unless divided into two or more sub-areas by a building, roadway, or a landscaped pedestrian path with a double row of trees.

9.4 Parking areas internal to the site (other than on street parking along private streets/drives) should be placed behind or along the non-street/drive side of a building

9.5 As development occurs provided parking spaces should not exceed 110% of the required parking spaces.



*Example of pedestrian walkway and landscaping through a parking lot.*



*Pedestrian scale lighting with appropriate building articulation.*

**10. LIGHTING**

10.1 On site lighting should be accomplished with low level, uniform lighting fixtures dispersed throughout the site.

10.2 Lighting should be integrated into the overall building design in a manner that complements the architectural style of the building.

10.3 Along private streets/drives display lighting should be designed in such a way that it spills onto the walkway to help illuminate the sidewalk.

10.4 Low level lighting should be provided to appropriately accent and articulate the building design.



*Example of the preferred freeway signage.*





*Pedestrian plaza with seating and art.*

- 10.5 Pedestrian paths should be lit with warm pedestrian scale lighting.

## 11. SIGNS

- 11.1 A comprehensive sign plan should be filed with the city addressing the following elements.
- 11.1.1 Signage should complement and enhance the building design and be consistent with the architectural theme.
  - 11.1.2 Exposed neon tubed signs should be prohibited.
  - 11.1.3 Freeway signage should be in similar design and character as the buildings.
  - 11.1.4 Way finding should be provided throughout the site, specifically along pedestrian walkways.

## 12. OPEN SPACE AND TRAILS



*Example of public art incorporated into a pedestrian plaza.*

- 12.1 Public Spaces and Pedestrian Plazas - Open spaces should function as outdoor rooms. They should be defined by buildings and landscape, be proportioned to their surroundings, be amenable to outdoor occupation, use, and activity, and should create pleasant microclimates. The provision of focal points (especially water features) or opportunities for civic art should be encouraged.
- 12.2 Trails and walkways should connect to other pedestrian walkways of pedestrian destinations and should link open space and buildings together.
- 12.3 At a minimum open space should provide the following amenities:
- 12.3.1 Benches
  - 12.3.2 Drinking Fountains
  - 12.3.3 Way-finding
  - 12.3.4 Dusk to dawn lighting
- 12.4 If open space is used as retention basins for residential development they should be visible and include shaded benches, paths and lighting.
- 12.5 Public art should be incorporated into the overall design of a project and specifically located in public spaces and along pedestrian walkways.



*A building with human scale elements.*

## 13. COMMERCIAL DESIGN GUIDELINES

- 13.1 A mixture of uses should be encouraged provided to complement the primary use when ever possible.

13.2 All buildings should be pedestrian oriented with connectivity for the pedestrian to adjacent properties.

13.3 Human scale elements should be incorporated on all sides of the building where human interaction occurs and should include the following:

- Windows that reflect or provide visual access to the internal space or room.
- Building massing, windows or molding should be provided to break up the building facade to reflect smaller individual buildings.
- Covered entry ways should be provided to identify an entrance and provide protection from the weather.

13.4 Ground floor building elevations which face a pedestrian walkway or street should provide windows at street level with a majority of the street frontage being comprised of storefront and display windows. Window and doorframes should be of a material and profile appropriate to the design of an individual building. Clear (transparent) glass should be used in windows and doors, particularly on the ground floor.

13.5 One pedestrian plaza should be provided for every 250,000 square feet of commercial building square footage (or portion there of) and should meet to the following guidelines:

13.5.1 *The pedestrian plaza should be adjacent to and open onto a private street/drive and sidewalk on at least one side.*

13.5.2 *The pedestrian plaza should be visible from the private street/drive . Lighting should be included and allow people walking or driving by to see into the plaza at night.*

13.5.3 *The pedestrian plaza should meet one of the following requirements:*

- i. The seating area of a restaurant should overlook the pedestrian plaza on at least one side. At least 25 percent of the restaurant wall abutting the pedestrian plaza should be windows.
- ii. A food, refreshment, coffee or espresso cart should be located in the pedestrian plaza during at least half of each working day.
- iii. The pedestrian plaza should include a water feature.
- iv. The pedestrian plaza should include children’s play equipment.
- v. Any other feature that will provide equivalent or better surveillance of the pedestrian plaza.

13.5.4 *The pedestrian plaza should be open to the public during daylight hours.*

13.5.5 *The portions of the pedestrian plaza not landscaped should be surfaced in textured concrete, bricks, pavers, or similar or better material.*



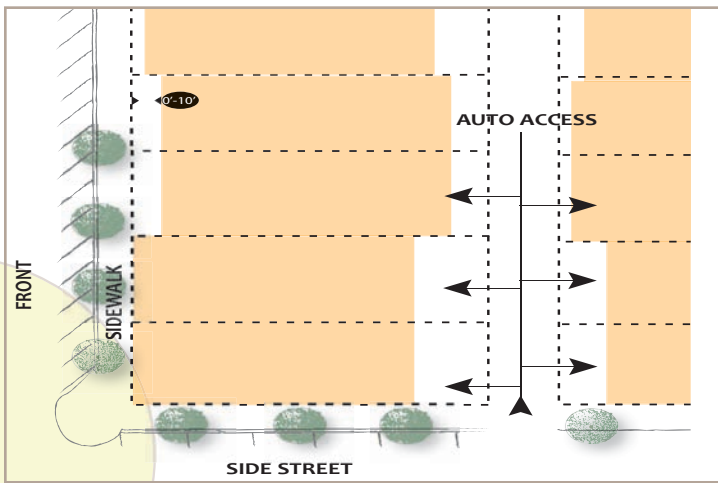
*An example of public art placed in open space.*



*An interactive water feature with public seating.*



*A pedestrian plaza with pedestrian amenities and water features.*



Preferred single family lot layout and access.

- 13.5.6 Up to 25 percent of the pedestrian plaza may include lawns or ground covers. All landscaped areas that do not include lawns should include trees. Tree wells should not be included in this limit.
- 13.5.7 The pedestrian plaza should have at least 50 percent of its area covered by trees. If the pedestrian plaza includes a covered area used for sitting and other purposes, then the area covered by trees may be reduced to 25 percent of the pedestrian plaza.
- 13.5.8 The pedestrian plaza should include seating for at least 12 people. Some movable chairs should be included.
- 13.5.9 The pedestrian plaza should not be bordered by a drive-in lane on any side.

#### 14. SINGLE FAMILY DESIGN GUIDELINES



Rear loaded attached single or multifamily residential development.

- 14.1 Detached single family homes should not be allowed within the Estrella Village Core.
- 14.2 All garages should be rear loaded with access from a common road or alley.
- 14.3 The front entrance should be located along a common private streetscape with on street parking.
- 14.4 The front yard setback should vary such that no more than two adjacent units shall share the same setback. Such variation shall not be greater than 5 feet.
- 14.5 The building façade should be continuous and not exceed 10 units along the street frontage to allow pedestrian connectivity between units.
- 14.6 Buildings should exhibit a variety of materials, elevations, elements and colors.

#### 15. MULTIFAMILY



Multifamily development along a common streetscape with on street parking.

- 15.1 Pedestrian Friendly retail should be encouraged on the ground floor of multifamily developments
- 15.2 Buildings should be located along a shaded pedestrian streetscape with on street parking.
- 15.3 A percentage of solid waste trash bins should be replaced with recycling bins to encourage recycling and reduce solid waste demands.

