# Exhibit C

# Heritage District Design Guidelines

HERITAGE DISTRICT

Creating a future rooted in legacy

# City of Maricopa
# Heritage District Design Guidelines

Prepared by:

ARCHITECTURE GROUP

4600 East Indian School Road
Phoenix, Arizona 85018
602|840.2929 phone

**For The City of Maricopa Heritage District Advisory Committee**

**May 2011**

# Acknowledgements


## Heritage District Advisory Committee

Joe Hoover – Committee Chair
Bob Gillespie – Committee Vice-Chair
Renate Chamberlin
Gina D'Abella
Alma Farrell
Brian Foose
Don Pearce
Tarik Williams
Councilmember Julia Gusse – Council Liaison

## City Council Members

Mayor Anthony Smith
Vice Mayor Edward Farrell
Councilmember Marvin Brown
Councilmember Carl Diedrich
Councilmember Marquisha Griffin
Councilmember Julia Gusse
Councilmember Alan Marchione

## Planning and Zoning Commission

Mike Robertson, Commission Chair
Courtny Tyler, Commissioner Vice-Chair
Ronald Batt, Commissioner
Tom Bradbury, Commissioner
Bridger Kimball, Commissioner
Jack McLain, Commissioner
Henry Wade, Commissioner

## City Staff

Brent Billingsley, Development Services Director
Danielle Casey, Economic Development Director
Kazi Haque, Planning Manager
Roger Kolman, Assistant City Manager
Rodolfo Lopez, Planner I

**Gila River Indian Community for State Shared Revenue Grant**

**City of Maricopa Redevelopment Area Plan prepared by Morrison Maierle, Inc., approved by Maricopa City Council on July 7, 2009**

**References from "Reflections of a Desert Town," by Patricia Brock**

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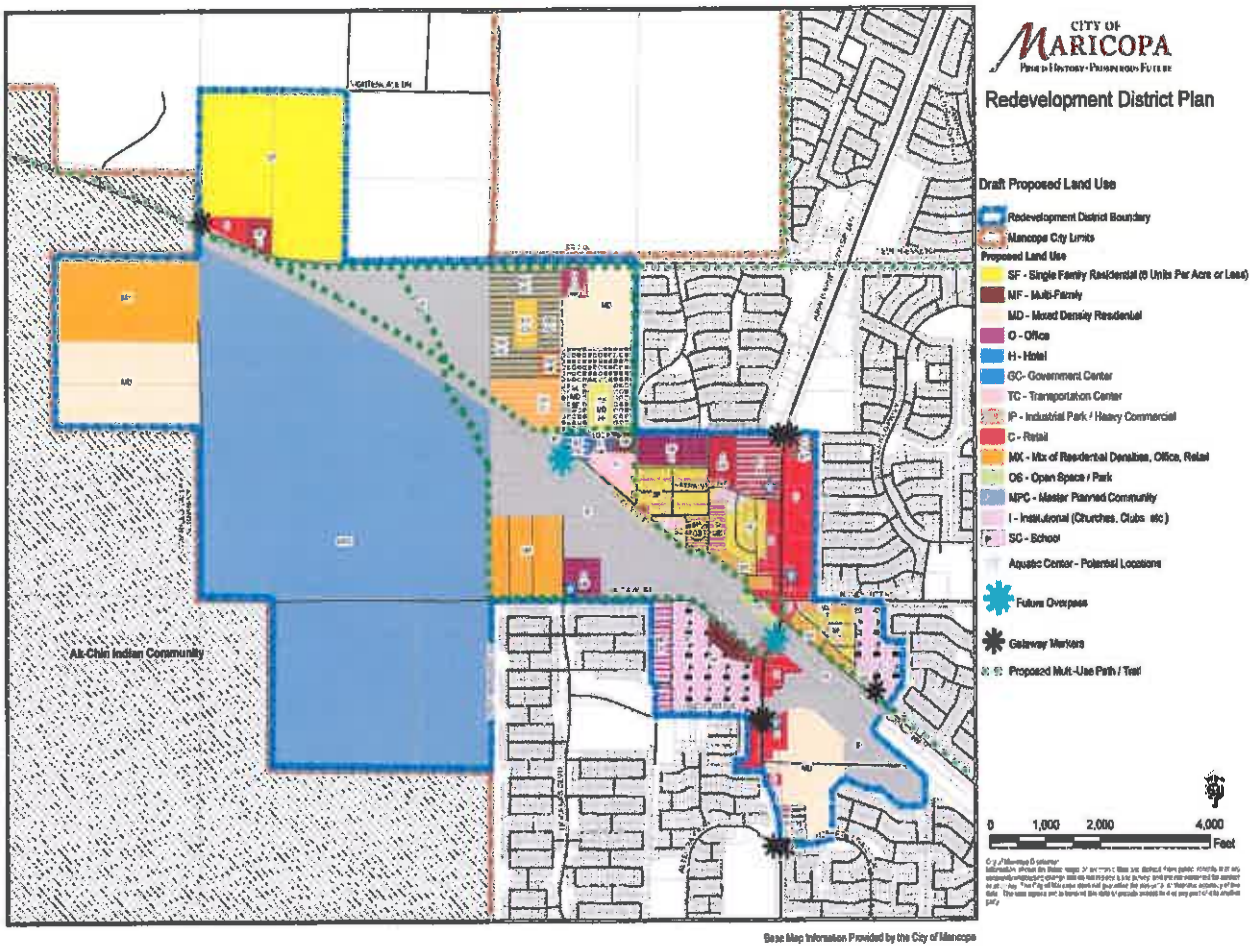
## What is a Heritage (Redevelopment) District?

A Redevelopment District is an area designated by the Mayor and Council as being in need of revitalization. It is not a quick fix up of the area designated, but is used as a tool to encourage and aid private development. The Heritage District Plan (additional document) lays out broad goals and guidelines for the area to be revitalized (adopted by Maricopa City Council July 7, 2009). The establishment of a Redevelopment District is the responsibility of the Mayor and City Council. State statutes provide an outline of material to be included in the plan.

The City of Maricopa Redevelopment District Area Plan outlines The Heritage District Redevelopment Project Area in Maricopa as generally located in the northwest area of the City of Maricopa, comprising a diverse 3.1 square mile area. This section of Maricopa contains the original town site, known as Old Town, and was the commercial, industrial, agriculture and residential center for the larger community. The Heritage District Planning area's southeastern boundary is the Old Town area, extending as far south as Alterra Parkway/Desert Cedars Dr. and as far east as over a half mile beyond SR 347. This entire southeastern area has developed gradually over many years and contains many of the community's identifying markers, cultural resources and oldest structures. The diversity of the land uses in this area also represents the history diversity of Maricopa's commerce and industry. The Heritage District Planning area's eastern boundary generally follows the commercial development along SR 347 moving north towards Edison Road where the area is framed by more recent residential development to the north. Approximately a ¼ mile west of SR 347 along Edison Road the planning area expands to the north, here the northern boundary is contained by SR 238 and the land is generally vacant or currently used for agricultural purposes. This land composition generally remains constant as the redevelopment moves to the west along SR 238. Less than a ¼ mile east of where the railroad and SR 238 alignments meet, the Heritage District Planning area again extends to the north picking up additional land along Nightengale Drive. From this northwestern limit of the area, the boundary generally follows the Amarillo Valley alignment to the south; in some places including land on both the east and west sides of the corridor. Here along the western boundary of the redevelopment area, the Ak-Chin Indian Community frames the planning area, as the alignment of Amarillo Valley south of Edison Road gives way to eastward moving boundary. A significant amount of active farming land is included in the redevelopment area's southern boundary; this includes the land south of McDavid Road and west of the Green Road alignment. At this intersection and moving to the east, the redevelopment area is here again framed by existing residential development. The redevelopment area east of Green Road is entirely north of McDavid Road until approximately ¼ mile east of Hogenes where the boundary dips again to the south, expanding all the way to the Honeycutt Road alignment.


CITY OF MARICOPA
Redevelopment District Plan
Draft Proposed Land Use
Redevelopment District Boundary
Maricopa City Limits
Proposed Land Use
SF - Single Family Residential (6 Units Per Acre or Less)
MF - Multi-Family
MD - Mixed Density Residential
O - Office
H - Hotel
GC- Government Center
TC - Transportation Center
IP - Industrial Park / Heavy Commercial
C - Retail
MX - Mix of Residential Densities, Office, Retail
OS - Open Space / Park
MPC - Master Planned Community
I - Institutional (Churches, Clubs etc)
SC - School
Aquatic Center - Potential Locations
Future Overpass
Gateway Markers
Proposed Multi-Use Path / Trail
0 1,000 2,000 4,000
Feet
Ak-Chin Indian Community
Base Map Information Provided by the City of Maricopa

## Purpose

The following guidelines, developed by the Heritage District Citizens Advisory Committee, are tools needed to implement the goals and objectives of the Redevelopment District Area Plan adopted by the Maricopa City Council on July 7, 2009. More specifically, the purpose of this document is to ensure that rehabilitation efforts and new developments within the Heritage District Area are consistent with the visual character of Maricopa's Heritage and enhance the community's overall image.

The guidelines are designed to promote rehabilitation and new development that are compatible with the best aspects of the existing architectural context of the community. New construction should be attractive, high-quality, and contribute to a visually cohesive built environment that reflects Western and Agrarian architecture while at the same time offering a variety in aesthetics.

The document includes design context and design guidelines, the contents of which are further described in the following discussion on the organization of the document. Please note that the "design guidelines" explain how new development should fit into and improve the existing built environment; however, they are not meant as a checklist for "good" design. Nor are they meant to inhibit creative design solutions. It is understood that a project may not meet every guideline in order to conform to this document's intent.

## Organization (Using this Document)

### Design Context

This document establishes the "context" for design within the Redevelopment Area. It describes the goals and objectives for the project area as adopted by the Maricopa City Council. It also establishes the design principles that are consistent with these goals and objectives, and provides illustrative images depicting precedents for design within this area. The City of Maricopa desired design image should include, but is not limited to, agriculture and western character to serve as themes and components to desired design guidelines and standards.

### Design Guidelines

This document also provides "guidelines" for architectural design within the Redevelopment Area. They set forth general intent and criteria for the rehabilitation of existing structures, as well as new construction. Because the project area encompasses 3.1 square miles with differing building and land use characteristics, the design guidelines are organized to address these differences. The citizens of the City desire design guidelines reflective of its Western, Agrarian/Railroad heritage. Railroad overpasses provide an opportunity to celebrate this design heritage using symbols and themes as public art incorporated into the structures. Increased desert landscaping and covered walkways, overhangs to provide shade and visual attraction along with detached sidewalks provide improved appearance.

### Design Guidelines for Commercial/ Industrial Development:

These guidelines apply to all properties designated for commercial land use within the Redevelopment Area. Western architecture is particularly important in the commercial development. Themes from this style are shaded, wraparound porch features, and brick façades with timber framing elements.

### Design Guidelines for Residential Development:

These guidelines address residential use within the Redevelopment Area. Guidelines are intended to ensure that new residential development is compatible with its surroundings and the intent of the Heritage District. Agrarian/Railroad features (territorial, ranch and bungalow styles are common throughout the southwestern's residential design character) can be easily translated in the design of residential structures.

### Design Guidelines for Commercial/ Industrial Signage:

These guidelines establish intent and criteria for the design of all commercial signage. Permanent signs are most typically monument signs with a ground base with permanent engineered designs and lighting. Signs should be constructed of highly durable materials and maintained in a condition representative of the pride citizens have in the Redevelopment Area.

## Definitions

**Standards vs. Guidelines**
Guidelines are recommendations based on policy directives. Project proponents are advised to meet the intent of the guidelines; however there is flexibility in the application of specific criteria. Standards are mandatory regulations.

Example:

Standard: Buildings and their primary entrances shall face the street.

Guideline: Create a street level environment that accommodates the pedestrian.

**Glossary**
The following words or phrases, whenever used in this document, shall be construed as defined in this section:

Awning: A roof-like cover extending over or in front of a door, window shelter, or decorative element.

Exterior Insulation Finishing System (EIFS): A multi-layered exterior wall cladding system, also known as synthetic stucco.

Façade: The front of a building or any of its sides facing a public way or space.

In-Fill: The use of vacant land and property within a built-up area for further construction or development.

Pedestrian Way: Walkway providing pedestrian passage through parking lots that is distinguished by hardscape and landscape treatments that provide for pedestrian safety and ease of movement.

Service Area: Any location containing open storage, loading docks, non-public entrances, trash receptacles, or other utility uses.

Trash Enclosure: Any area constructed of solid walls or wrought iron fences, used to enclose commercial trash receptacles.

## Design Context

The design context for the Heritage District is recognized in the Heritage District Plan goals and objectives. These goals and objectives set the tone for the design guidelines by celebrating the history of the area. They recognize the importance of the railroad in the development of the area and the desire of the community to embrace its history. The objectives also highlight the desire of the community to create an environment which promotes community gathering spaces and events.

The goals and objectives below were developed in the Redevelopment Area Plan and specifically address the design context for the area.

> **Goal 1 – Character, Identity and Downtown Destination**
> Maricopa should have an identifiable urban core; this "heart" is the Heritage District Plan. The Heritage District Plan celebrates its culture and history through its architecture of public and private buildings, its streetscape, and small town, pedestrian friendly environment.
>
> **Objective 5** – Adopt design guidelines to promote use of Western and Agrarian/Railroad related design themes with shade features. This would require the City to adopt a separate amendment to the City Design Guidelines.

Objective 5 directly addresses the design context for the Heritage District and provides images of distinct design themes.

**Western Architecture (Tucson, AZ)**

- Western architecture is particularly important in regulating commercial development in the planning area. Themes from this style (such as shaded wraparound porch features and brick façades with timber framing elements) are easily translated into modern office and retail structures.

**Agrarian Architecture (Scottsdale, AZ)**

- Agrarian/Railroad features (territorial, ranch and bungalow styles are common throughout the southwest's residential design character) can be easily translated in the design of residential structures, and should be emphasized for this type of development.

## Design Guidelines

The design guidelines set forth the general intent and criteria for rehabilitation of existing structures, as well as the accommodation of new construction.

The citizens of the city desire the district overall guidelines reflect its Western, Agrarian/Railroad heritage. The Heritage District should have its own distinctive character and provide an environment that is pedestrian friendly. These design guidelines are intended to foster an atmosphere consistent with a historical rural character.

The design elements that are consistent with Western & Agrarian/Railroad character include the following:

- Shaded Walkways
- Brick Façades with Timber Framing
- Simple Mix of Varied Roof Planes
- Open Rafters with Large Overhangs
- Mixture of Materials
- Deep Set Window and Door Openings

Amenities that the community would like to see in the Heritage District range from restaurants, art galleries and theaters, to a historical museum. It is important to create community gathering spaces within the district. The types of events that the community envisions for these spaces include outdoor dining, street fairs, art festivals, farmers' markets, and music concerts.

Developments within the Maricopa Heritage District are encouraged to be designed with Western and Agrarian/Railroad themes. Modern adaptations of historical styles are acceptable. Care should be taken to tie into the historical context where it exists and where feasible.

**Building Location and Orientation**

- Commercial Orientation: Commercial buildings and their primary entrances are encouraged to face the street. Primary building entrances on corners are encouraged for corner developments.
  - Locate building walls closer to streets to frame the street, move retail and other new buildings along SR 347 closer to street, put parking on side or behind and create stronger corners and intersections to overcome 6 lane streets.
  - A clear and defined entry into the site should convey a rural character consistent with the Heritage District.
  - Store fronts and entrances should relate to pedestrian movements and parking whenever possible. Outdoor activities such as outdoor dining and seating areas shall be encouraged.
  - Build-to-Line: Buildings are encouraged to be built to the sidewalk along the majority of the street frontage, allowing minor recessions such as building entry forecourts, shop entries, etc. Reducing front yard setback may require variance from the Board of Adjustment, refer to Zoning Code for compliance.
- Residential Orientation: Residential in-fill or new developments are encouraged to face the street, and the main building entrance shall be readily visible from the street. Reducing front yard setback may require a variance from the Board of Adjustment, check Zoning Code for compliance.
- Industrial Development: Storage, refuse containers, services and loading areas shall be substantially screened from primary lines of site. (e.g., streets, primary entry drives and common amenity areas).

**Vehicular Access and Parking Facilities**

- Where feasible, side streets and existing alleys are encouraged to provide the primary point of vehicular access for service and parking facilities.
- Developments shall consider on-site surface parking facilities to be located in the rear or the side of the building unless visually screened. In addition, structured and surface parking should not front at the street level along major corridors. Parking should be on the side or behind all public buildings and should be concentrated in areas away from the street. Shared Access Parking Agreements are encouraged where appropriate, check with the Zoning Administrator for Zoning Code compliance.
- Parking areas are encouraged to utilize alternative paving materials or climate-sensitive designs minimizing asphalt parking lots to reduce the impact of urban heat islands. (I.e. open grid paving, pervious paving, parking shade structures, increase landscaping islands, etc.)
- Parking Structure Design: Any parking structure is encouraged to be consistent in design with the building it serves, including architectural style and materials. No accessory parking structure is recommended to exceed the height of the building it serves.

## Open Space, Landscape and Buffers

- Landscape buffers designed for the street edges and to emphasize the points of entry into the development are recommended.
- Sidewalks linking all commercial uses within the Heritage Districts are encouraged. Sidewalks within each development connecting to the perimeter path system as well as the internal path system shall be considered. Internal crosswalks within the development shall consider alternative paving materials such as decorative pavers.
- Service entrance and loading docks should consider a common area to mitigate the impacts and to mitigate the circulation of service vehicles.
- Overall continuity of pedestrian movements and active shopping, eating, and sitting areas should be encouraged. Avoid long distances between buildings. Maintain a pedestrian scale, especially at the ground level.
- Landscape should provide shade in the pedestrian and parking areas.
- Use of native plants and trees, such as Ironwood and Mesquite, are highly encouraged.
- Shade trees, shrubs and some plant material for ground cover in addition to decomposed granite are encouraged.
- Use landscape treatments in the public right-of-way, per the City Zoning Code.

- Encourage the creation and placement of public art in appropriate open space locations.
- Boundary Screen Walls: Commercial development is encouraged to protect the privacy of adjacent residences. Screening commercial activity by providing a decorative masonry wall along a property line shared with a residential use shall be considered.
- The use of chain link fence is highly discouraged within the Heritage District. The use of wrought iron fencing, split rail or decorative CMU masonry wall is recommended.

## Building Façade Guidelines

- Buildings should relate to the historic height and proportions. The Heritage District envisions buildings designed to respond to the harsh southwest climate and oriented to recognize the value of appropriate landscaping and cooling requirements in harmony with the environment. Human scale massing and proportions should compliment the buildings' functions and the design should be harmonious with adjoining developments.
- Development shall consider historic style flat and angled awnings to be used for shade.
- Canopies, arcades, and overhangs are encouraged to be designed to create places of refuge for pedestrians and to create interest within the building design.
- Developments should consider architectural features that appear as an integral part of the overall design, and building masses should be part of a strong design concept. Distinct masses should be visible in each elevation and each mass should be distinguished by vertical and horizontal offsets where functionally allowed.
- Deep shaded overhangs, open rafters, deep-set fenestration, and rich texturing of façade materials are encouraged. Building masses are to be simple in form and strong in geometry.
- Developments shall consider façade components that express human scale building design. Compositions that emphasize floor lines or express a rhythm/pattern of openings are encouraged. Pattern of doors and windows consistent with historical reference is also encouraged.
- Building materials that reflect the historical interpretation of the images of Western and Agrarian/Railroad design themes to enhance the architectural image are recommended. Use a minimum of three different materials to enhance visual interest as well as a mix of textured surfaces and matte finishes. No one material should cover more that 60% of the façade of a building. The following building materials are recommended within the Heritage District.
  - Brick, concrete block (textured, split-face, ground-face or sandblasted), natural stone, cultured stone, and colored tile.
  - Stucco, Dryvit, EIFS, and thick adobe are the major materials for exterior treatments. Systems patterned with reveals to break up large expansive surfaces.
  - Metals and similar materials are encouraged as an accent material.
  - Heavy timber and wood.
  - Clay and concrete roof tiles.

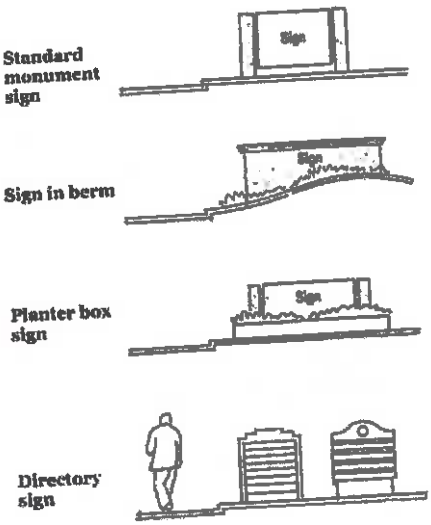
Materials from left: brick, colored tile, stucco, steel, and wood.

- High Performance Low-E and tinted glass is encouraged. Reflective glass is limited to an outside daylight reflective factor of 30 percent or less. Highly reflective or mirror glass is highly discouraged.
- All elevations of a building are encouraged to incorporate similar related materials, textures, details and colors. It is recommended that a maximum of three primary building colors and three accent colors be incorporated into each building design. Please see recommended color palate below:

- Rooftops are considered important design elements as viewed from a variety of vantage points (at grade, from other buildings and adjacent properties).
- Hipped, gable and shed roof forms are permitted to create a variety in the skyline and building scale. Offsets or change of roof planes are recommended to provide visual relief. A mix of slope roof and flat roof forms are encouraged.
- Flat roofs are to be considered with tones that complement the buildings' color pallet. Foam with protective/reflective coating is acceptable on flat roofs.
  Standing seam metal roofs shall be incorporated into slope roofs.
- Mechanical and electrical equipment shall be concealed in a method that the enclosure is an integral part of the total building design.
- Loading, storage, and trash areas shall be similarly enclosed or screened from public view.

- All outdoor enclosures shall be made of similar materials that are complementary in finish and color to the adjacent main building(s).
- Repair or maintenance of building vernacular material should use like material compared to the original structure and surrounding buildings.
- Roof ladders shall be designed to be accessed internally of the building.

## Commercial Signage




- Signage should be consistent in historical aesthetic. Lighting for signage should reference Zoning Code
- Building signage is encouraged to utilize materials used in the design of the building to integrate with the overall design.
- Developments should consider freestanding signs that are compatible with respect to color, material, and design of the building.
- Reference Zoning Code for sign regulations in terms of height, square footage, placement, etc.

## Lighting

- Street lamps that are historic in aesthetic and provide shielding from light shining directly into adjacent properties are recommended.
- Reference Zoning Code for further height, distance, and light intensity requirements.

## Procedure

**Applicability**
All building and construction projects within the Heritage District (denoted by the boundaries set forth in the Redevelopment Area Plan) are subject to the City's Site Plan Review Process including, but not limited to:

- New construction, except interior structural work and interior tenant improvements.
- Rehabilitation of existing structures, including exterior additions, exterior structural alterations and demolitions.
- All commercial business signs requiring a sign permit.

**Design Review Process**

If feasible and applicable, an applicant is recommended to meet with the Heritage District Citizens Advisory Committee to present the Architectural Site Plans features, with Colored Elevations, Preliminary Landscape and Screening Plan, Site Lighting Plan, Signage Plan and material sample and color board.

If needed, a letter of support from the Heritage District Advisory Committee can be made and forward on to the Planning and Zoning Commission and City Council. It is encouraged that the project team consider pursuing a letter of recommendation from the Heritage District Advisory Committee, although it is not mandatory. When the project is submitted for Planning and Zoning review that the Heritage District Advisory Committee letter of recommendation, if received, should accompany the submittal.

**Future Items To Be Addressed**
Provided by the City of Maricopa Development Services Department

It is recommended that the Heritage District Redevelopment Area Plan Zoning Overlay be created and the policy and plan shall also be incorporated as text in the current City of Maricopa Zoning Code. The Heritage District Zoning Overlay will include various zoning and other development standards (e.g. form-based, performance based zoning district, mix use etc.) that should be modified to a high density urban and walkable environment. The following elements should be included in the Heritage District Zoning Overlay:

- Other development standards as applicable (form-based, performance- based)
- Zoning setback, height, lot coverage, and uses permitted
- Building orientation standards
- Streetscape standards

- Architectural theme
- Acceptable color schemes and materials
- Alternative landscaping requirements (i.e. pedestrian mall, seating areas, gardens, etc).
- Parking regulations and standards (i.e. parking ratio per use, shared parking, off site street parking, etc).
- Public transportation standards (i.e. bus shelter, bus drop off lanes, etc).
- Special permitting standards (e.g. temporary use permits)
- Street section design standards
- Sustainable design standards (shade areas, heat island reduction, etc).

Creation of an overlay zone for the Heritage District will also require amendments to existing adopted codes (see below) for consistency purposes.

- City of Maricopa Zoning Code
- City of Maricopa Subdivision Code

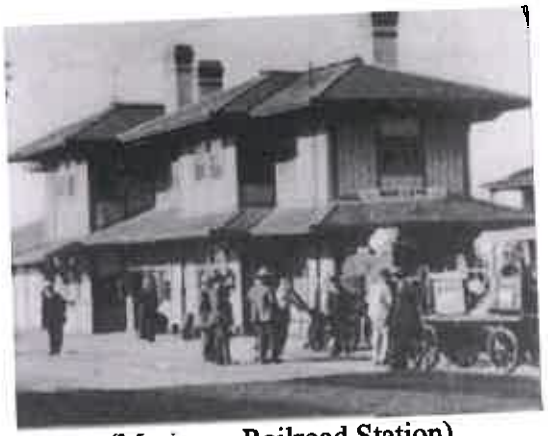
In addition, as the city increases in population, the General Plan will need to be updated to reflect and incorporate policies, plans, and future changes as envisioned by the citizens and City Council. For example, it should include the Heritage District Redevelopment Plan and Design Guidelines, and include among others, the growing smarter elements as required by the State of Arizona Growing Smarter Statutes.

# Appendix

## I. Architectural Examples

A meeting with the Heritage District Advisory Committee also provided insight into the design context for the area. The committee agreed that Western and Agrarian/Railroad design themes which highlighted the history of the area were appropriate for the Heritage District and may be used for either residential or commercial development. There was some interest in the southwest design theme as long as it represented historical attributes rather than modern interpretation. Images presented at the Advisory Committee meeting include:

**Western Architecture**



(Maricopa Railroad Station)

(Chandler, AZ)

## Agrarian/Railroad Architecture

## Additional Themes