

Avondale City Center

Design Guidelines

PROVISIONS FOR A QUALITY DISTRICT

AUGUST 10, 2009



ADOPTED

Design Manual for the City Center District

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I. INTRODUCTION

“The twentieth century was about getting around. The twenty-first century will be about staying in a place worth staying in.”
Jim Kunstler, Author

PURPOSE

These design guidelines apply to all projects located in the City Center Zoning District and focuses on architectural aesthetics and urban design. The guidelines in this document shall supersede the guidelines found in Section 5.4 of the City Center Specific Area Plan. The City Center was originally established by the adoption of the City Center Specific Area Plan on August 11, 2008. This policy will continue to act as the relevant planning tool for development within the City Center ensuring “that the overall character and intensity of development is achieved.” All standards set forth in the City Center Specific Area Plan will be followed. The City Center Zoning requirements that was adopted on August 10, 2009, sets up the framework for which development in each sub-district shall follow; the design guidelines set the aesthetic standards for the area’s character (particularly architectural), image, and pedestrian emphasis.

The images included in the guidelines are examples of local and regional architecture and urban form, which represent the ideal Avondale envisions. While not intended to be replicated, each appropriate example represents a standard of quality, image, and relevance in terms of project execution.

II. FUNDAMENTAL PRINCIPLES

Expression

- A contemporary expression and timeless architecture shall play an important role in the identity of the City Center. The design of buildings in an urban yet desert environment must acknowledge these contrasting settings yet define the fabric of each sub-district. The City Center architectural character has a modern architectural flavor which establishes a clean and current architectural statement, generates distinctive buildings, and shapes a unified design direction within all districts of the City Center. Multi-family housing will also employ this approach to architecture where appropriate.
- Buildings shall engage the pedestrian and relate to their environment rather than exist as isolated objects in the landscape. Precedence should be given to urban form minimizing vehicular dominance.

- Invite interaction by engaging person-to-person and building-to-street.
- Differentiate yet relate with common themes and building materials.
- Establish edges and contribute character by maintaining contiguous street fronts.

Integration

- Projects should follow previous development patterns relevant to building design, common setbacks, and streetscapes. The continuation of such patterns should contribute to a unified visual appearance within each sub-district.
- Not all established development patterns present opportunities for a desirable interface. Applicants should be prepared to address such situations with respect to the current design proposal and how the departure from the existing pattern benefits the community.
- Unless constrained otherwise, buildings should have a strong visual and pedestrian relationship to the street and should be clustered around and connected to public space.
- Streets, walks, and paths should make connections between spaces and places within and surrounding the City Center. These connections should be enhanced rather than hindered by development.
- Appropriate variations in character and scale are expected and encouraged within and among sub-districts.

Innovation

- Anticipate evolution. Allow for multiple uses at the outset and anticipate new uses and technology in the future.
- Respect the street grid and urban context, yet creatively accommodate access and express functions.
- Enhance human comfort, interaction, and way-finding.
- Encourage development that provides or allows for a “sense of discovery”; enhance a “journey”.
- Strive for sustainability by incorporating passive and active strategies, utilizing durable energy efficient materials and designing to accommodate a variety of uses and tenants over time.
- Creatively combine new and traditional materials and forms.

III. Architecture

Building Orientation

- Orient buildings to face public streets and site building frontages parallel to streets. To facilitate pedestrian-oriented development, locate buildings close to the sidewalk on public streets. Locate the primary building entrances on a public street. As needed, locate multiple building entrances at intervals of fifty (50) feet minimum and at seventy-five (75) feet maximum.



Buildings in the Gateway Employment sub-district may locate its primary entrance internally to its site; however, locate a distinguishable, secondary entrance along a public street.

- Line facades facing streets, plazas, and courtyards with windows. Allow for operable windows to create an open air environment. Where blank walls are necessary, provide them on side or interior facades not facing streets.

- Design all building facades facing streets, parks, or public open space with a unified palette of materials and architectural details.



- Provide sensitive and careful consideration to immediate contextual climatic conditions that may impact façade treatment and design. Use energy-efficient design to reduce both summer heat gain and winter heat loss. Energy efficient design includes solar orientation of windows, corner windows, doors, landscaping, shading devices, roof color, maximum shading in parking lots and outdoor environments. Mitigate solar effects on the southern and western exposure of buildings.



- Building orientation at street corners should provide a reasonable pedestrian transition from one side of the street to the other. Corner orientation to have a high level of orchestration of scale, height and mass that expresses an interesting skyline.



- Locate site access for parking and service at secondary streets. Only one vehicular entrance/exit is allowed per block. Utilize building orientation in order to accommodate appropriate measures to screen parking areas and limit visual exposure to service zones.

Building Massing and Articulation

- Articulate buildings with changes in roof heights and vertical planes to reduce the appearance of bulk and create interesting building silhouettes.



- Design building facades with a clear and distinct base, middle, and top. Apply this standard to buildings of all heights. Articulate building facades with well-defined bases that incorporate design strategies such as thick walls, special materials such as stone, richly textured materials, or deep window recesses.



- Window recesses, doorways, columns, overhangs and other architectural elements should be substantial in depth to create shadow and architectural relief. Incorporate projections and recesses throughout the façade design, with minimum depths of four to twelve inches.



- Include features that add depth, shadow, and architectural interest, such as balconies, recesses, cornices, and bay windows.



- Design buildings with a recognizable “tops” that employ design strategies such as: step-backs on upper floors, cornice treatments, roof overhangs, roof brackets, stepped parapets, special materials, or mechanical equipment screens designed as sculptural elements.



- Design buildings to respect adjacent buildings, and create transitions of appropriate height and scale.
- Long, blank, unarticulated street wall facades without thoughtful organization of windows or door entranceways are prohibited.
- Design buildings to appear neither too long nor too tall relative to pedestrians at the street level. Give special attention to the building design as it meets the ground plane.

Building Character

- Characterize buildings so that the architecture is timeless yet utilizes unique and contemporary details from architectural styles such as Modern, California Craftsman, European and/or Contemporary. Without employing a set architectural theme, similar building treatments should be consistently utilized throughout the City Center. Consider the aesthetic qualities and dominant character of the City Center for general building design. Create a sense of place for Avondale that is known throughout the Valley as Avondale's City Center.



- Buildings that are stylized in an attempt to use the building, or portion of the building to identify a particular user is generally not acceptable, especially where the proposed architectural design is the result of a corporate or franchise prototype design.



Inappropriate

- Exact replication of other buildings in the City Center is not acceptable; instead, utilize similar colors, materials, and textures as well as repeating patterns, rhythms, and proportions found within the architecture of other adjacent buildings to achieve a unified development.
- On-street parking is used as a streetscape element, but structured parking is faced with building elements possibly containing other interactive uses.

Building Entrances

- Emphasize building entrances with special architectural and landscape treatments. Expand building entrances to incorporate multi-story structures, projections, recesses, special materials, archways or other design strategies that may build upon the City's history. Building addresses should be integrated into the design of building entrances.



Windows and Fenestrations

- Window design and proportions add architectural interest to the building. Differentiate window designs to reflect the various components of the building, for example ground floor lobbies, stair towers, corners, office suites, or residential units. Consider varying window shapes such as but not limited to arched treatments for visual variety.

- Choose windows with heights greater than or equal to their width, preferably with classical proportions.



- Deep recessed punched windows are preferred within the context of building size and design. Ribbon windows are discouraged.
- Glass curtain wall systems are acceptable when thoughtfully integrated into the overall building design as well as careful consideration for the desert climate.
- At ground floor retail windows, create an open and inviting environment with consideration given to pronounced glass doorway entrances, engaged columns, transom windows and raised window sills.



- Divided lites are encouraged on smaller scale facades.
- Multiple uses of arched windows should be the same proportions on any one building.

Building Materials

- Building materials should convey a sense of durability and permanence. Use high quality, durable, authentically portrayed, and code compliant materials. Careful attention to the detailing of joinery of differing materials is necessary. Establish a carefully defined edge between different materials and surfaces on each façade and from building to building.
- Execute all detailing and construction methods in a high quality, craftsman-like manner.
- Vary building materials, textures, patterns, colors and associated details in order to break up the mass of large building facades.



- Provide consistent materials, design and treatment on all sides of a building that are generally visible to the public.
- Minimize the use of applied flexible stucco or rigid Exterior Insulation and Finish Systems panel products (EFIS). EFIS must be used in combination with other high quality materials and cannot be the primary facade material.
- Metals: High quality is expected for all metal applications. Textured or brushed stainless steel, galvanized, sandblasted and etched metals are encouraged in creative applications. Unique treatments such as patinas, rusted, etched and imprinted metals will be considered for special design objectives. Polished metals should be solid, not plated, and limited to accent trim.
- Natural Stone: The use of granite, marble, limestone, slate, adoquin (flagstone) and other natural stone materials is encouraged. Stone may be polished, unpolished, sandblasted, flamed, honed, split-face or carved. Careful,

craftsman-like attention to detail is required at all connections and transitions to other materials. Edge details must prevent visible unfinished edges. Stone used as a paving material must be flush and ADA compliant.

- Wood: Painted or stained wood may be used in many design applications, such as window frames, decorative trim or molding. In some cases, it may be used for larger architectural elements, such as columns, so long as it fits within the design context of the development. Painted wood must have a shop-quality enamel finish and wood without a paint finish must receive a clear, preservative sealant. Extensive use of natural wood is discouraged.
- Tile: Tile may be used in many diverse applications. Its use is encouraged to introduce light, decorative texture or graphic quality to a storefront. Porcelain, ceramic or glass tiles in glazed or natural finishes may be used as accents and in limited field applications. Patterns used over large areas are expected to have a sophisticated, well-executed design concept.
- Precast stone and concrete applications are acceptable provided that the finish is high-quality, consistent, smooth, and durable.
- Prohibited Materials: The following is a list of prohibited materials:
 - Plastic laminates
 - Glossy, or large expanses of acrylic or Plexiglas
 - Pegboard
 - Anodized aluminum
 - Easily damaged surfaces such as large amounts of drywall
 - Mirror
 - Reflective glass
 - Simulated brick or wood
 - Plywood
 - Sheet or modular vinyl
 - Shingles, shakes, rustic siding

Building Colors

- The color palette shall be representative of the range of colors found across the Sonoran Desert.



- The use of color is encouraged in the City Center area buildings to create architectural interest and a sense of vitality. Bright colors should be used as accent colors.
- Use a coordinated palette of complimentary colors rather than a patchwork of competing colors.

IV. Specific Building Types

General

Loading and Service Areas

- Locate loading and service areas away from public sidewalks. Loading and service areas may not front along a public street.

Rain Gutters and Drainage Devices

- External scuppers, gutters, or drain pipes are prohibited. Incorporate rain gutters and other drainage devices into the structure of the building.

Rooftop Mechanical Equipment

- Completely screen rooftop mechanical equipment. Design screening as an integral component of the architecture.

At-grade Mechanical Equipment and Utility Cabinets

- Provide a setback within the building façade for mechanical equipment and utility cabinets that cannot be located on the roof or inside of the building.

Shade, Thermal Comfort and Heat Gain

- Provide light-colored wall materials with smooth surfaces high levels of reflectivity and emissivity. A minimum of fifty (50) percent of building wall materials should be light colored, smooth, high mass materials with a convective “rain screen” air space, or an open, well-ventilated area behind.
- Seventy-five (75) percent of roof surfaces should have materials with Solar Reflectance Index (SRI).

Building Elevations

- Consider above grade and below grade access and finished floors when designing developments, especially with respect to potential uses.

Pedestrian-Oriented Retail and Mixed Use

- Establish a pedestrian scale and character with building massing on pedestrian-oriented retail streets and local streets. Differentiate building bays, between 20 and 50 feet, with design strategies such as an offset in plane, a change in window pattern, and/or a change in color.
- Space building entrances no more than 50 feet apart. Recess or protrude storefronts from the façade for visual accent. Consideration should be given to special corner retail entrance opportunities.
- Use awnings or overhangs to provide shade along the sidewalk. Awnings should be no longer than a single storefront or architectural bay. Design overhangs and trellises at an appropriate height and depth from building face to provide true shade for sidewalk users.



- Provide punched openings in solid walls at upper floor uses rather than curtain walls. Upper floor residential uses should be detailed with balconies, bay windows, and other elements that provide architectural detail and interest.
- Provide a small front setback of up to 8 feet deep to accommodate outdoor cafes and wide sidewalks in appropriate locations. Furnish outdoor seating and outdoor dining areas at retail uses which offer food and beverages. Place pedestrian amenities such as planters, pots, seating, ledges, railings, and special paving in proximity to seating.



- Consider building arcades along pedestrian zones to provide true covered environments. Detail the arcade along street corner conditions to allow for the most attractive and comfortable environment. All arcades should be designed at a pedestrian scale.

Office Buildings: Low-Rise and Mid-Rise

- Design vertical building elements along each façade that break up building massing, in order to add architectural interest. Avoid a long horizontal architectural composition.



- Incorporate elements such as awnings, arcades, and porticos along street-facing facades.
- Articulate buildings with step-backs and channels in vertical and horizontal planes.
- Design, orient, and configure office buildings to mask parking lots and parking structures.

Mixed Use District: Mid-Rise and High-Rise

- Design Class A office space when providing Mid-Rise and High-Rise buildings and complexes.



- Minimize building bulk and enhance the architectural articulation of buildings that are greater than six stories tall or have floor-plates over 15,000 square feet. The maximum length for buildings above six stories cannot exceed 220 feet for commercial buildings and cannot exceed 140 feet for residential buildings. The other sides of the building should have a shorter length, not exceeding 110 feet to 120 feet.
- Design, orient, and configure office buildings to mask parking lots and parking structures.

Residential: Apartments and Condominiums

- Articulate multi-family buildings in order to break up the building mass. Consider variations in floor level, facades, roof styles, architectural details, and finishes to accomplish this detail.



- Street-facing facades of residential buildings should include stoops, porches, recessed windows, bay windows, and balconies.
- When feasible, elevate the first floor from the sidewalk between two feet and five feet.
- Provide multiple entrances along the street, with a minimum of one building entrance per 150 feet of building length.
- Locate small offices on the ground floors in residential mixed use areas to promote the live-work concept.
- Tuck-under garages at ground floor units are encouraged.

Parking Structures

- Design parking structures so that they appear like occupied buildings in the City Center.
- Locate parking structures away from prominent pedestrian streets.

- Design parking structures in harmony with the character of the primary buildings on or near the site. Do not design parking structures that look like vertically-stacked parking lots.
- Design parking structure facades as compatible visual extensions of other multistory buildings.
- When feasible, incorporate active ground-level commercial into parking structures along the sidewalk, and wrap upper floors with office or residential uses.
- Locate auto entries in a manner that minimizes pedestrian/auto conflicts.
- Vary the dimension and proportion of openings in the horizontal and vertical planes of the facade in order to create visual interest and reduce the mass of the parking structure.
- When feasible, furnish decorative screen and trellis elements of durable, high-quality materials along each façade.



- Use building detailing such as ornamental metal hand railings to create human scale and interest.
- Locate entries and stairwells within parking structures adjacent to public streets. Design entries to be visually open, and to promote a feeling of security and comfort.

Large Floorplate/Big Box Retail

- Large Floorplate/Big Box Retail (LF/BBR) buildings are only allowed in the Gateway Employment sub district.



- Although LF/BBR buildings are primarily automobile-oriented, design each to accommodate safe pedestrian and bicycle access. Minimize vehicular/pedestrian conflicts.
- Accentuate building entries with taller elements, canopies, special materials, and other design strategies to highlight the entrance and create architectural interest.
- Articulate buildings located at gateway intersections with corner vertical elements for emphasis.
- Articulate building facades with a combination of windows, doorways, courtyards, and other elements.
- Provide a continuous arcade along the front façade with continuous covered walkways to parking areas.
- Minimize street-facing blank walls. Where they cannot be avoided, incorporate a permanent trellis or arcade as an integral part of the façade design. Blank walls cannot span more than 20 feet or 30 percent of the building frontage.
- A shaded pedestrian rest area with seating, landscaping, and trash receptacles should be near the main entrance.
- For properties with freeway frontage, orient buildings toward the freeway, fully screen outdoor service and delivery areas, and provide landscaping including trees. Provide architectural treatments on all building facades.
- Use a unified palette of materials on all sides of buildings. Provide a consistent level of durable and high-quality materials throughout the building.

V. Site Planning

Courtyards and Open Space

- Provide public open spaces with established edges that contribute character to the City Center regardless of spatial style or use. Utilize building facades and architectural and site elements for edge treatments; utilize landscape and hardscape for continuity and rhythm; install urban accessories (furnishings, lighting, signage, planting) that are visually interesting and comfortable. Consciously and imaginatively incorporate art into all public open spaces.



- Do not design sunken courtyards or plazas with significant differentiation from the street level.
- Provide seating, trash receptacles, lighting, planters with dense planting including trees, distinctive paving, and visual features such as fountains or art, and other amenities that accommodates pedestrian use. Furniture and fixtures used in these spaces should compliment those furnishings used in the public right-of-way.
- Provide pedestrian-scale lighting at appropriate heights.
- Creatively incorporate special paving materials at courtyards and public open spaces with interesting patterns, colors, and details. Use paving materials that minimize heat gain. Minimize the expansive use of concrete paving.
- Shade a minimum of fifty percent of the area of any public open space. Shade a minimum of 25 percent with trees or trellis structures with vines. Fifty percent of south facing wall surfaces of courtyards and public open spaces should be shaded.

- Design building entrance courts, plazas, courtyards, and other public spaces to be special, inviting, purposeful, and comfortable places that people use, not view. Public open spaces must remain open and accessible to the public during the day.



Inappropriate

- Plant a minimum of thirty percent of plaza areas greater than 5,000 square feet with tightly-spaced plant materials.
- Water features can optimize thermal comfort by wetting surfaces with mist, sprays, and/or jets. Locate these features in semi-enclosed areas to cool the air. Sound, light, and movement are key elements to any water feature.
- Minimize large bodies of stagnant water.



Public Spaces: Shade, Thermal Comfort and Heat Gain

- Shade sidewalks, plazas, courtyards, and other public spaces. Utilize building and roof materials that minimize heat gain, and minimize heat reflected into streets and sidewalks.



- Shade sidewalks by a combination of street trees, building projections, overhangs, awnings, and/or arcades. The following are acceptable means of shade implementation: (1) a double row of trees; (2) a building projection on one side and a street tree on the other side; or (3) an arcade.
- Shade a minimum of seventy-five (75) percent of the sidewalk area (measured from face of building to curb). Shade is measured at solar noon on summer solstice (June 21), as evaluated and certified by an architect or landscape architect. Shade from trees and 50 percent open shade fabric is considered as full shade.
- Shade fifty (50) percent of south facing building wall surfaces that front streets or plazas.
- Utilize shading materials for trellises and canopies that are made of low mass, nonconductive materials such as welded wire mesh with vine planting. Wood is acceptable as long as it is maintained on a regular basis.
- Provide access to air and water for healthy tree growth. Street parking areas and street tree planting areas should use permeable concrete or interlocking pavers.
- Where street sections require a double row of street trees, plant a row of street trees in the front yard, close to the sidewalk. The front yard planting area should be a minimum of twelve (12) feet deep to provide adequate growth area for street trees.
- Shade structures at surface parking lots are encouraged where allowed.

Defensible Space

- Locate windows to overlook public entrances, walkways, and courtyards in order to provide the security of “eyes on the street.”
- Provide lighting at all public entrances, walkways, and courtyards.
- Design landscaping to maximize visibility of public spaces and avoid the creation of “hiding places” near building entrances and walkways. Maintain all shrub and groundcover materials to a maximum height of three (3) feet. Prune all trees up to a clear limb height of seven (7) feet.

Service Areas and Equipment

- Coordinate with utility providers during initial phases of design to ensure locations are carefully located so not to detract from the site.
- Integrate utility cabinets and equipment into the landscape so they are not intrusive to the landscape aesthetically and functionally.
- Provide dense landscaping and architectural treatments to screen unattractive views and features such as storage areas, loading docks, trash enclosures, utility cabinets, and other similar elements.

Parking Entrances

- In order to minimize the overall number of curb cuts, provide shared access when possible. Provide flat pedestrian landings behind all curb cuts to allow safe crossings between driveways and access points.
- Minimize the width of parking entrance drives.
- Provide architectural features, building and paving materials, and color at parking access points to highlight entry.



Parking Lots

- A larger number of parking lots that are small in size are preferable to fewer lots that are large in size. Smaller lots are easier to keep shaded and are more amenable to pedestrian-oriented environments. Minimize the amount of parking needed when possible.
- Locate parking lots behind buildings. Minimize parking lots along pedestrian street frontages.
- Screen parking lots from pedestrian view. Separate parking lots from sidewalks by a three to four foot decorative screen wall and landscaping. The use of trellises, vines, walls, attractive bollards, and/or public art works, is encouraged.
- Buffer parking lots from the sidewalk or other pedestrian areas. Provide trees to shade the sidewalk and parking areas. Large parking lot islands are encouraged.
- Provide shade at surface parking lots. Include one tree for every three spaces and locate trees so as to provide continuous shade throughout the parking lot. Attractive trellis structures may also be used to provide shade.
- Provide shaded pedestrian walkways from parking lots leading to building entrances.

Intersection Enhancements

- Intersections in the City Center should aim to achieve the following: Make pedestrians as visible as possible; make pedestrian and motorist actions as predictable as possible; minimize the width of roadway that pedestrians must cross; and, slow vehicular traffic.
- Provide special unit paving at all intersections and at corners of adjacent sidewalks.
- Provide special landscape treatment at street intersections to anchor these corners.



Landscaping

- Carefully plan and integrate planting into the overriding design concept of any development in the City Center. Landscaping must contribute to the overall appearance and function of the site as well as the streetscape.
- Blend landscaping with the dominant existing or planned streetscape and character of the area.



Provide landscaping along and against all buildings to anchor and scale them to the surrounding environment. In-ground planting should comprise the majority of the landscaping requirement. Raised planters are acceptable when designed to accentuate the architecture and enhance the pedestrian areas.

- Use trees throughout paved areas and along pedestrian pathways. Landscape through and corridor adjoining parking areas a minimum of 20 feet in width when parking lot exceeds 250 cars.

VI. Signage

Signs within the City Center area require administrative approval per Zoning. Signs shall meet the standards as set forth in the City's signage ordinance. These guidelines establish the aesthetic criteria expected for signs in the City Center District. The following types of signs are appropriate in this area are:

Pylon Signs

- Freeway pylon signs are permitted for properties with freeway frontage as defined by Zoning.

Monument Signs

- Freestanding monument signs for on-site businesses may be located on Avondale Boulevard, Van Buren Street, and along the north side of Roosevelt Street in the landscaped street yard setback area. One sign per project street frontage is allowed. Design signs to be consistent with the building architecture and made from quality materials. Maximum height and number of sign fields shall not exceed Zoning.
- Monument signs shall not be allowed along streets designated as a Pedestrian-Retail Street.



Wall Signs for Office Buildings and Hotels

- A maximum of one wall mounted sign per building frontage is allowed. Wall mounted signs may advertise the name of buildings or one building tenant. A sign at the building entrance stating the name and address of the building is also permitted. Wall mounted signs on buildings should be proportionate in size to the scale of the building. Construct building signs of individual letters; No interior illuminated can signs are allowed.

Wall Signs and Awning Signs for Retail Businesses

- Mount wall signs flat against and parallel to a building wall or roof fascia. Ground floor retail businesses are encouraged to have wall signs or awning signs displaying the name of the business. Use either individually applied letters to the face of the wall, or apply sign letters to a concealed raceway. Do not paint signs directly onto wall surfaces. Interior illuminated can signs and interior illuminated awnings are not permitted.

Projecting Signs on Pedestrian Retail Streets

- Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. They are intended to be pedestrian oriented; they should not exceed six to eight square feet in size, and should not project more than three feet from the building face. Use high quality materials such as wood, metal, and non-glossy fabrics; plastics are not permitted.



Hanging Signs Underneath Awnings, Arcades, and Overhangs

- Hanging signs are two-sided flat panels that are suspended below awnings, bay windows, balconies, arcades, and other types of projections. They are intended for business identification to pedestrians passing on the sidewalk in pedestrian retail areas.



- Use high quality materials such as wood or metal; and finish all exposed edges. Suspend signs with metal rods, small scale chain, cable, or hooks. Maximum size of sign panel is 4 square feet. Provide a minimum of nine feet of clearance between the bottom of sign panel and the sidewalk.

Window Signs on Pedestrian Retail Streets

- Limit window signs to a maximum of 25 percent of any individual window; and an aggregate of no more than 15 percent of all ground floor windows on any building face. The size of letters should be oriented to pedestrians and not automobiles; maximum letter may not exceed 12 inches in height.

Portable A-frame signs on Pedestrian Retail Streets

- Portable A-frame signs may be permitted with city staff approval for businesses with limited visibility. Examples include businesses with narrow storefronts less than 25 feet wide, businesses that do not have street frontage, and businesses that do not have a wall sign. Such signs should be pedestrian oriented; and should not be placed in any locations that obstruct pedestrian traffic or distract drivers.

Business District Signs

- Signs that advertise a pedestrian retail district are permitted. They should advertise the district and announce district events; but should not be a multi-tenant sign. These may be designed as a freestanding sign on arterials or collectors, including Avondale Boulevard, Roosevelt Street, Corporate Drive, or Van Buren Street.

Business Directory Signs

- Pedestrian-oriented signs that list all the businesses within the pedestrian retail district are encouraged. These can be small freestanding signs along the sidewalk (less than five feet tall), small building mounted signs, or kiosks.

